



ENTWURF W. KAHNERT DESIGN PHOTO: RIESS  
ERNST ROWOHLT-VERLAG, BERLIN

SCHUTZUMSCHLÄGE / BOOK-WRAPPERS

employed on the real book-cover, yet it usually provides him with instant information as to the content and nature of the book itself. The book wrapper, formerly dumb, expressionless, really and truly "as plain as paper" has to-day become talkative, explanatory and tempting.

There are of course a myriad variations of these new propagandistic qualities, in which the decisive note is struck by the pictured word, the colour, the drawing, the type employed and the manner in which it is displayed. All these elements combine not only in the characterization of the book in question, but also frequently to form the house colours of the publishing firm under whose aegis the book appears. The popular book series of recent decades are nearly all distinguished by a protective wrapper which is common to all the volumes. Only the title of the book and the accompanying text (the blurb and the reviews, etc.) are subject to change.

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An interesting detail is the use made of the space afforded by the wrapper. Not only the



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