



ENTWURF

PROF. E. PREETORIUS
KURT WOLFF VERLAG, MÜNCHEN

DESIGN

SCHUTZUMSCHLAGE / BOOK-WRAPPERS

front and back are used for advertising matter, but the little flaps which turn inward also contain interesting bits of information about the author, the work or the publishing house. Following the example set by English and American publishers, German publishers occasionally print reviews, book lists or other text which may serve the interests of their publications on the entire inner side of the wrapper. To be sure, it is not often that this printing on both sides is employed — no doubt on account of the increased cost.

On the other hand, since the phenomenal development of the technical side of printing, the cheapening of color-printing and especially since the discovery of the photographic color-process, (it came as we know, from Russia and took magazine and other periodicals and the advertising world by storm) the use of a picture in color or black-and-white for the wrappers has come more into favor. This is not always to the advantage of the aesthetic effect. It is, to say the least of it, a disputed point as to whether the colored book-wrapper can be considered as an ornament or a propagandistic enrichment.



ENTWURF / DESIGN
PROF. E. PREETORIUS
KURT WOLFF VERLAG, MÜNCHEN