

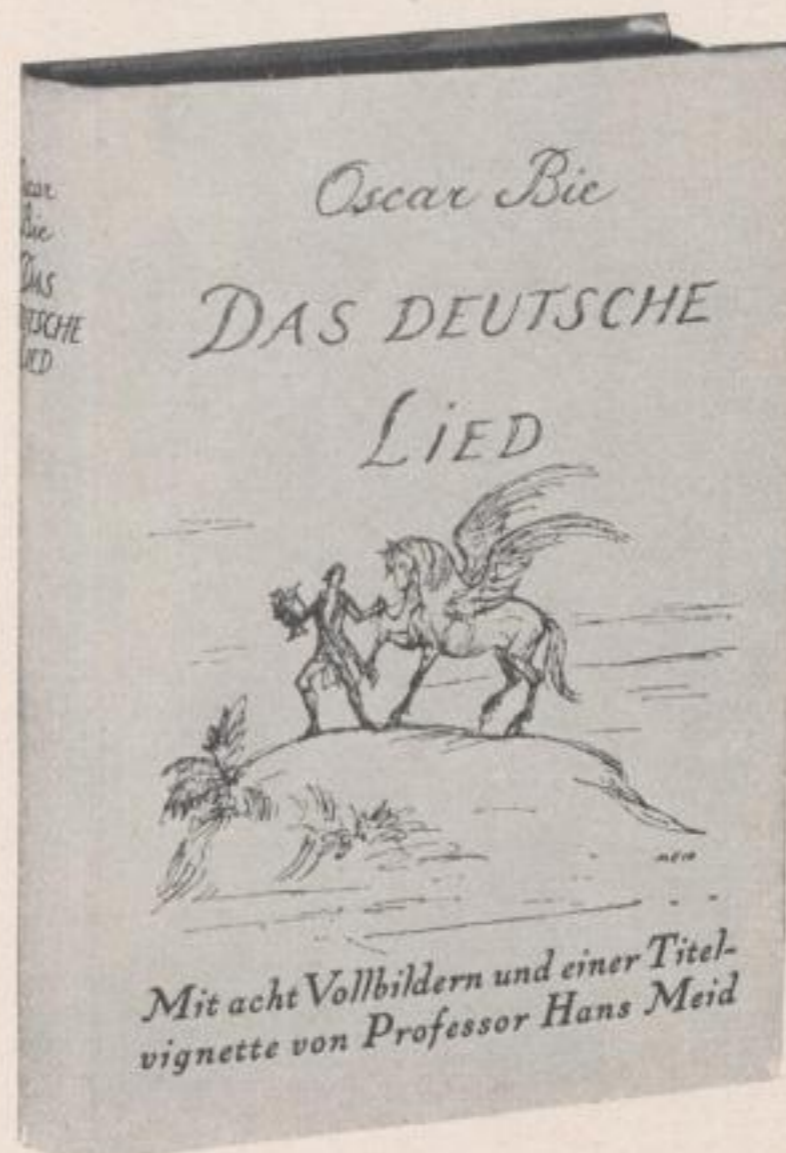
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SCHUTZUMSCHLAGE / BOOK-WRAPPERS

ment of the so-called "book window". Should one chance to see the volumes standing in rows, one has plenty of opportunity to observe that they have a very doubtful effect upon the unprejudiced eye of the passer-by.

We reproduce some examples of older and newer book-wrappers, reduced in size. From these it is easy to trace the various advertising ideas which guided the publishers in question when ordering these wrappers.

Translated by E. T. Scheffauer



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