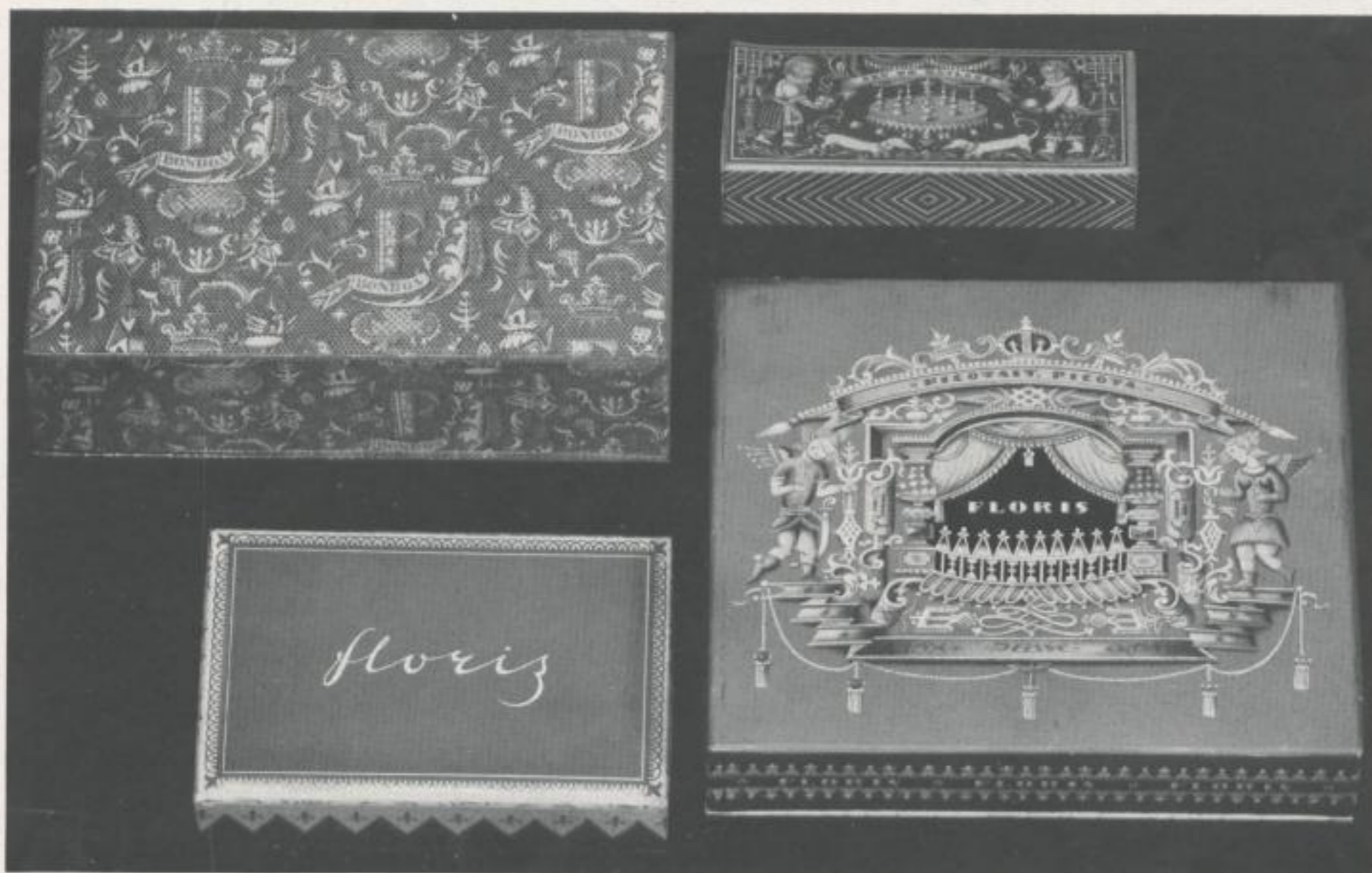


glowing with color, with their elements of the ornamental and the fairy-like, continually created something new. But it was not only the wrapping-papers themselves to which he devoted his attention, but also the smallest label and the entire method of wrapping. He attracted especial attention on account of the delicacy of the arrangements in pastel tones which he chose for his later work for the Parfümerie Marvel.

The work of the highly-talented Edmund Dankó is a complete contrast to the formal composition of Kozma. Dankó prefers primitive and grotesque motives. Every wrapper and label designed by this artist is a surprise and a new experience. Joseph Gróf, Margit Fiora and Adalbert Kner have followed in the footsteps of Kozma as far as the purely ornamental character of their work is concerned, Kner is especially clever in his use of typography on wrappers.

Margit Galambo's series of wrappers for the chocolate factory of San Thomé in which the same colors recur, show French influence both in the style of drawing and in the delicate choice of colors. Ernő Jeges' wrappings, excellently drawn, derive strongly from Hungarian folk art. Stefan Gádor, the famous potter and sculptor, has preserved his individuality to the full in the new sphere of the wrapper, and proved that he can do work of equal excellence in the realm of commercial art. Tihamér Csemiczky, who specialises in advertising for the Wireless, also created a wrapping for Radio Anodes which calls attention with especial clarity to the contents of the parcel. We must not omit to call especial attention to the names of Ludwig Csabai-Ékes, Johann Repcze and Georg Nemes, who have done much to further the development of the art of the decorative wrapping in Hungary.

Translated by E. T. Scheffauer



1—3 Ludwig Kozma 4 Edmund Dankó