

Wrapping for Cigarettes
Prof. O. H.W. Hadank



effectiveness and perfection of which has as yet been achieved by no other German firm. The wrappings are especially perfect, both in their adaptation to their purpose and in their esthetic form. The great cultural mission of the modern wholesale merchant is best represented by such work as this. When we call to mind that such wrappings pass almost daily thorough millions of hands, that millions of buyers find pleasure in them, then we realize that they must exercise an educative effect such as can scarcely be attained by any contemporary work of art. Hadank also took in hand the get-up of all publicity and goods issued by the firm of G. Melde, distillers in Cottbus. Here it was a question of a product to the appearance of which but little attention had been paid, since the consumers of spirits were confined to the working-classes. It is especially to Hadank's credit that he has treated this task with the same artistic care as if it were a question of some luxury. He devoted the same scrupulous

