

die den Inhalt bei größter Sparsamkeit überdauern, und die noch lange als Schmuckstücke gelten können. Das Parfum „Esmeralda“ befindet sich in einem sehr geschmackvollen Lederetui; in diesem Etui wirkt allerdings die Intarsienarbeit des Flakons deplaciert. Vollkommene Lösung ist eine „Tosca“-Packung mit Flakon. Material, Form, Verarbeitung, Farbe: ausgezeichnet. (Berechnet man immer die Kosten richtig, dürften die Unkosten für edleres Material — für geschliffenes Glas statt des vielfach verwendeten Preßglases — wohl einzukalkulieren sein.)

Albersheim hat seine besonderen scharmanten Ideen nicht immer ganz zweckmäßig durchgeführt — bei diesem Artikel allenfalls kann man sich das erlauben. Eine kleine röhrenartige Flasche vom Parfum „Pacific“ wirkt vom Sockel bis zum Verschuß hervor-



container for talcum powder; it is made of excellent materials, very light and handy. Although some of the charming packings got up by the French house are over-delicate and fragile, the recaptacles themselves are good sound work of quality, above all the black powder-box, the round one with the coat of arms on it.

The Germans have been learning a thing or two. As is so often the case when they make use of notions originally invented by others, they take great pains to combine the unusual decorative element with a firm foundation of traditional solidity. In their perfume cases, 4711 make very little use of cardboard or material resembling cardboard, preferring to offer precious trifles which are bound to survive the content even in the hands of a parsimonious consumer and which can serve as ornaments for long after. The "Esmeralda" perfume is packed in a very tasteful leather case; to be sure the tarsia work on the bottle seems out of place in such a case. Perfection is achieved in a "Tosca" packing in which everything is excellent—bottle, material, form, execution, color. (A proper calculation of the costs would probably show that the expense of using better material such as cut glass instead of the usual pressed glass would pay for itself.) Albersheim has not always made the most practical use of his particularly charming ideas—in the case of this class of goods a matter of less importance. A