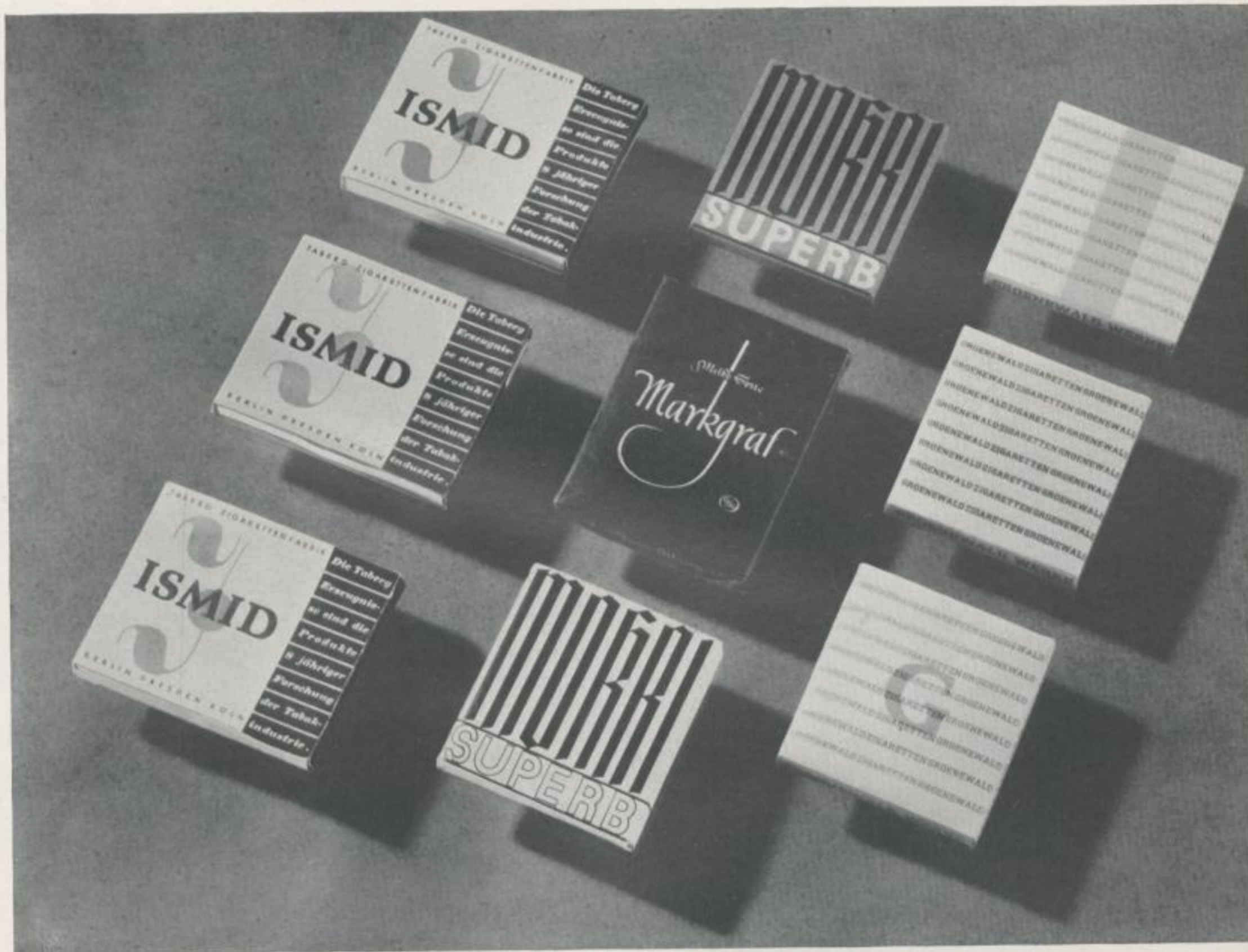


We illustrate here a series of packets designed during last term's course at the City of Berlin's Higher Graphic Technical School. Johannes Boehland, the well-known designer and instructor in advertising art at this school, set his pupils the task, at the beginning of the term, of designing and independently reproducing a series of packets for an imaginary cigarette firm. They were to avoid everything suggestive of well-known brands and make-up in order to increase the attractive value of the

## PACKETS

designed in the course at the City of Berlin's Higher Graphic Technical School



new series. This task was successfully solved by the pupils, both from the graphic, and also from the technical and propaganda, point of view. The new packets are free from traditional ties, and original in form, while the general impression is one of great æsthetic charm. The various processes—typography, lithography, printing, and wood-engraving—have been suitable utilized.

Lehrer           Instructor  
JOH. BOEHLAND

Schüler           Pupils  
PRINZ, PIEHLER,  
LUKAS, BÜCHMANN