

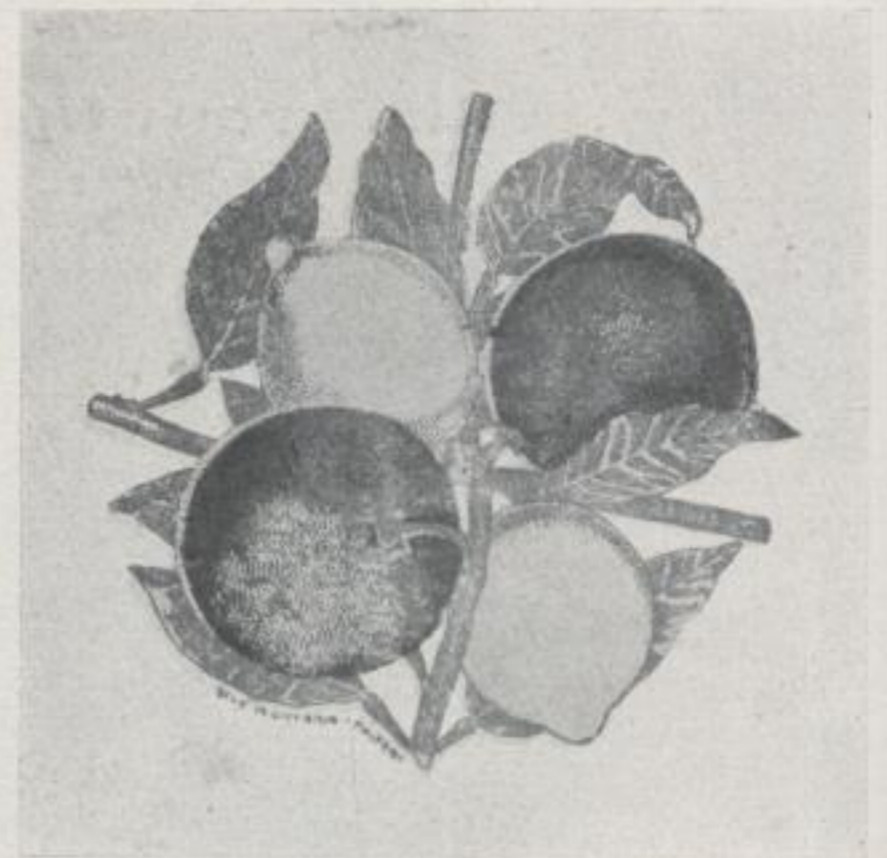


Italienische Einwickelpapiere



Italian wrappers

national life or local landscape. Spanish wrappings, on the other hand, reveal a more conventional design bordering on the trade-mark. They betray a preference for heraldic devices,



a feature explainable by ancient cultural influences and traditional ties. In these modest paper wrappings we thus find a completely unspoiled form of popular advertising art from which we are able to draw certain conclusions about the respective countries of origin. Translated by Flora Salmond-Volkmann