

suggestive of the special features and unique character of the perfumes they contain. A miniature barrel made of natural larch-wood would make an excellent container for cigarettes or tobacco, and is just the right kind of package for "Tobacco d'Harrar". Then again an aluminium and oak flask reminiscent of hiking tours over hill and dale and of many a day's shooting contains lavender water of the famous "Piemonte Reale" brand that conjures up exhilarating mountain scents. Occasionally as a stimulus to their publicity the Gi. Vi. Emme arrange competitions on a grand scale. One such competition with its motto "5,000 Lire for a Smile" was set with a view to encouraging the sale of their tooth paste. It goes without saying that a central and energetic organization is indispensable to successful publicity on such a comprehensive scale. Dino Villani who is responsible for the technical and artistic side of the Firm's publicity has proved a competent organizer. He is a young artist pursuing definite aims and his woodcuts have attracted considerable attention. Moreover, the exclusive and distinctive style of Gi. Vi. Emme publicity is due to his efforts.

Translated by Flora Salmond-Volkman

