



Plakat

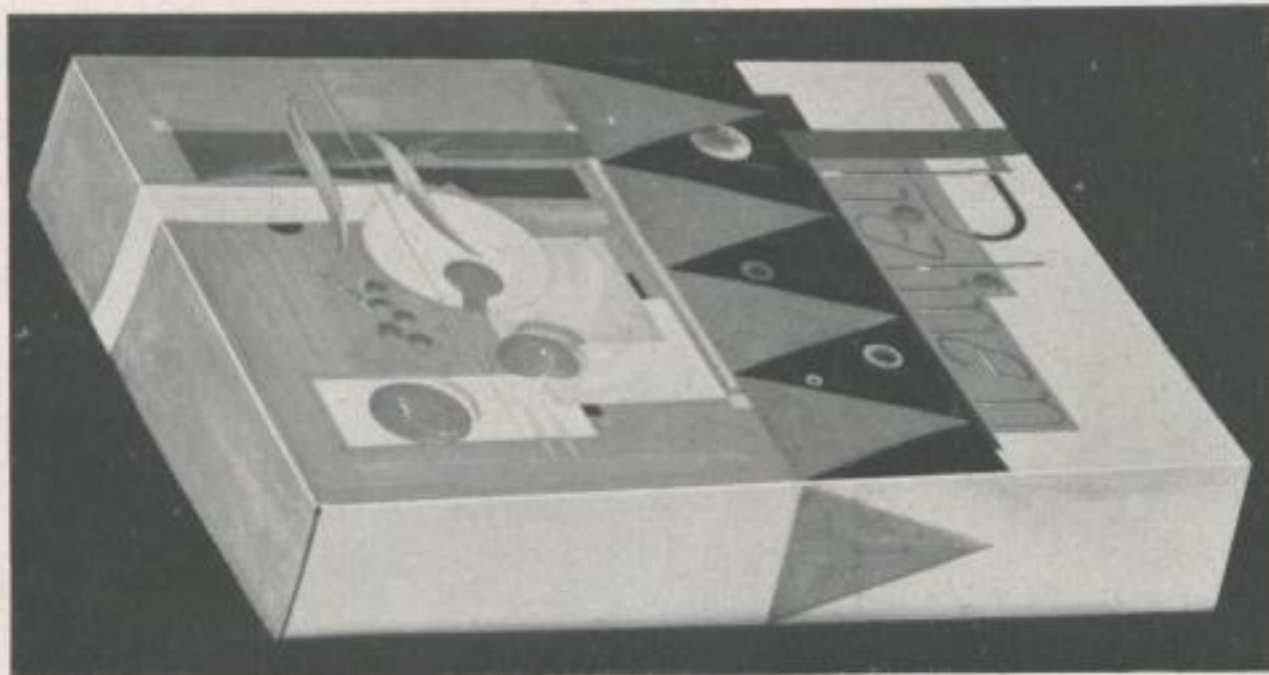
Poster

HANS LEIBELING

Business jubilees always afford a welcome opportunity for intensive publicity. Even manufacturers of patent goods, the nature of which is unalterable, welcome such a chance of attracting additional attention to their wares. In the present instance the firm of K. celebrated their fiftieth anniversary by commissioning the graphic artist Hans Leibelung to design special new wrappings for their goods. These were to be in the main reminiscent of the familiar packings, both in color and design, but

especial attention must be called to the firm's jubilee by making a large numeral the central point of the wrapper design. Such publicity methods are always successful, both on account of the measure of attention aroused and the emphasis on the public confidence in the firm expressed in the very fact of fifty years' successful existence.

Transl. by E.T. Scheffauer



Packungen.
Wrappings

