



Packages for toilet soap and cosmetics

of original and modern form with stronger atmospheric charm than ever before. Finally the two Neuerburg advertisements reveal quite contrary problems. In the one the task was to develop a striking and effective advertisement out of the primary nucleus of a plain photograph; whereas in the second case the picture was only a secondary form factor to be introduced organically into the much quieter and more decorative frame. Just this month Hadank completes fifteen years of successful work as a teacher—wherever one begins the survey of his work as a whole, one finds that as evidence of high artistic purpose and responsibility, it deserves the complimentary designation which the signet bears, designed by himself and reproduced at the head of this article: "Deutsche Arbeit—German Work".

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HADANK