



## B A U E R

Hilde Bauer is a gifted and versatile artist. She designs figurines, draws amusing picture-books and her decorations of interiors are dainty in design and delicate in colouring. But she is chiefly concerned with wrappings and it is her numerous designs for the firm of I. G. Mouson, Frankfurt, for whom she has been working several years, which have made her known in wider circles. Whoever is familiar with the standard obtaining for scent and soap wrappings, will know that the commercial artist is here confronted with for the most part really difficult problems and that, for example, it is not exactly easy to devise a flower label for a cheap soap that will appeal to the public and yet be within the bounds of good taste. Hilde Bauer executes these delicate tasks with unerring tact and taste and in addition, evinces in her package designs for high grade articles for presentation purposes a pronounced inventive talent in imagining novel and attractive wrappings which appeal to the more cultured public —. The same refinement in colouring and cultured treatment distinguish her confectionery wrappings and boxes and betray in all points the sensitive and adroit hand of an artist who knows how to endue all these objects, which contribute to the amenities of life, with the pleasing atmosphere of beauty and exquisite nicety.

Transl. by E. L. W-Williams.

Cosmetic Packings and bottles

