

M E T Z I G

Packets for soap

The great sales successes of his packings for goods prove that the great mass of consumers are far from demanding the bad form in which most cheap articles are offered.

The pace of the whole of our artistic and cultural development depends on the degree to which we are able and ready to give articles of daily use a beautiful form. This will be the standard by



which advance or decline will be measured in future, and hence we invite particular attention to artists who have a well-developed feeling for form, and whose ideas are generally understood. Wilhelm Metzиг is one of them.

Transl. by W. L. Campbell