

that he is always particularly successful when it is not merely a question of graphic problems, but when, as in the case of his packages, he can exercise fundamental influence on the whole arrangement of the goods and the packing. But for all this Trueb is by no means merely a dispassionate constructionist and his work by no means lacks that indefinite atmosphere of charm which may now be expected in the case of every good example of advertising art. His refined soap packages in particular awake the idea of cleanliness and care for one's personal appearance owing to their smart and suitable colouring and their sparing ornamentation, while his clearly and conveniently arranged catalogues, prospectuses and posters are evidence of that broad treatment of surfaces which has so far always proved to be the most effective form of advertising.

Dr. Eberhard Hölscher.

Shapes and packages for soap

