



Josef Emanuel Margold, an Austrian by birth, has successfully solved the problem of tasteful and artistic wrappers for cartons and tins with just the appealing personal touch so long lacking in designs of this kind. His already famous XOX-Keks packets are marked by discrimination and good taste of a high order. There is ample variety of design based on a certain uniformity of style necessary for advertising the contents of the boxes which are most realistically reproduced in colour on the wrappers. These designs are the highly successful work of an artist who has obviously devoted much thought and care to the question of suitable and attractive coverings for cartons and tins. He has achieved results that are striking and effective without being in any way glaring or lacking in taste,—the association with biscuits is at once established and each time

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