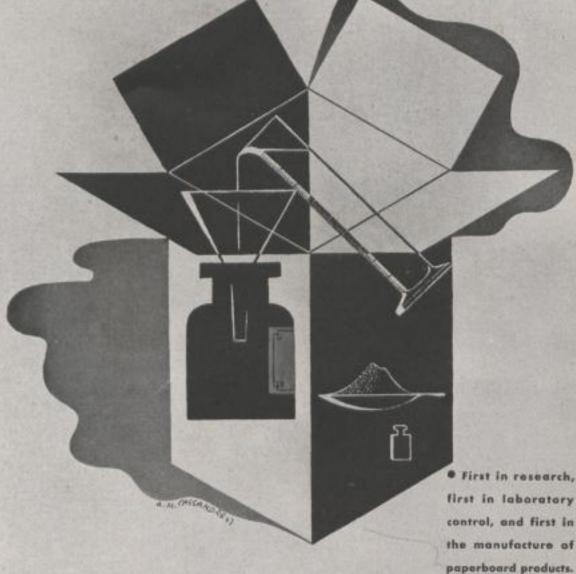


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of packaging. This is largely due to the efforts of the president of the Corporation Mr. Walter Paepcke and of its art manager, Mr. Egbert Jacobson, who endowed with foresight and a clear recognition of what is necessary to represent such a prominent firm, have engaged as collaborators, artists of outstanding talent. The cleverly designed and skilfully formulated advertisements, the

occupies a leading position in the domain

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