

The Hungarian advertising artist, Gustav von Végh has designed a number of packages, some of the most pleasing products of the last few years. Notwithstanding the fact that there are still many designs in questionable taste in cigarette and cigar packages, the need for more tasteful work in this direction has been steadily growing. In many cases this demand has been satisfied. Thanks is due for this to some excellent prototypes. Gustav von Végh has been eminently successful in his solution of the problem. From whichever angle he approaches the frequently difficult task, he always arrives at results conspicuous for their unusually delicate and distinguished tone, and which from the graphic as well as from the advertising point of view are of a high order. Wherever the composition is of severe sim-

