

Neue Ausstattungen seit 1931
 New packings in use since 1931



world like serene yellow leaves beside the bright array of rival products. They made no appeal to potential customers, rather the reverse; to put it plainly their effect was discouraging. In recognition of this fact I made some suggestions to the Firm of Wolff & Sohn about the further development of their publicity appeal, and included a proposal for an entirely new design for the wrappings of the Kaloderma products. Misgivings, however, serious misgivings which always arise when changes are suggested in the familiar outward garb of goods of quality for which there is always a ready sale, had perforce to surrender to such clear and logical demands. One thing, however, was certain, if the scheme were to prove a success it must be carried out by an expert, one who was an authority not only in graphic design but also in the field of specialized high quality goods. For this reason I proposed Professor Hadank as the very man for this important task.

Professor Hadank executed the work he was commissioned to do with amazing aptitude. He retained the main colour of the old packages—it was pale lime—

