

his material are as clearly defined as his personality itself. He belongs neither to the artists whose failures must be excused as a natural result of their attempts to achieve something new, nor to the ranks of those who are fettered to historical forms. Nevertheless his means of expression are the same universally comprehensible ones which have been applied and acknowledged in art for hundreds of years. This language of form is at the same time the best possible for advertising purposes, for it is understood alike by the simplest and the most cultivated, and no-one can avoid being impressed



Wrapping and Stamp for Cigarettes

