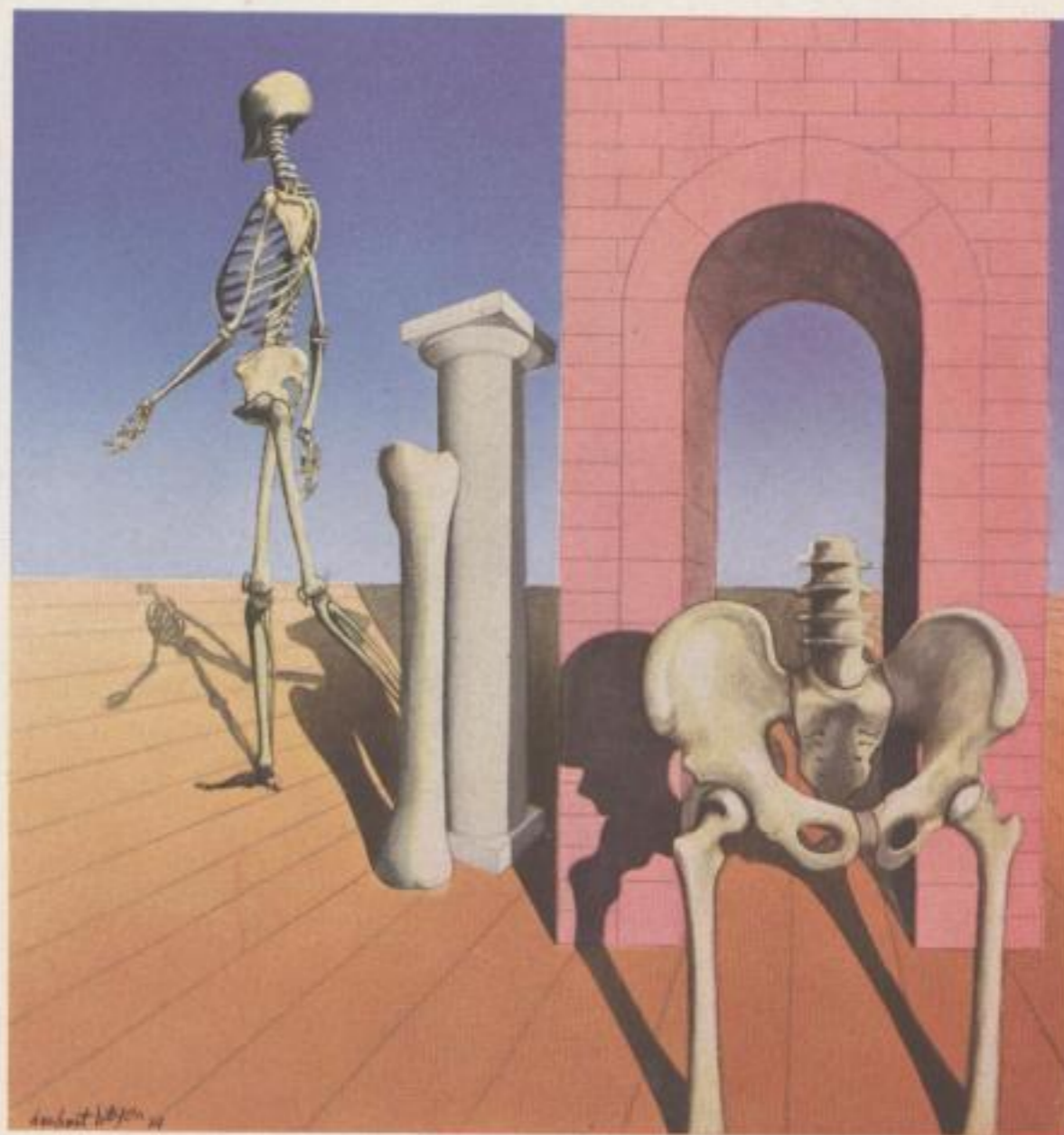
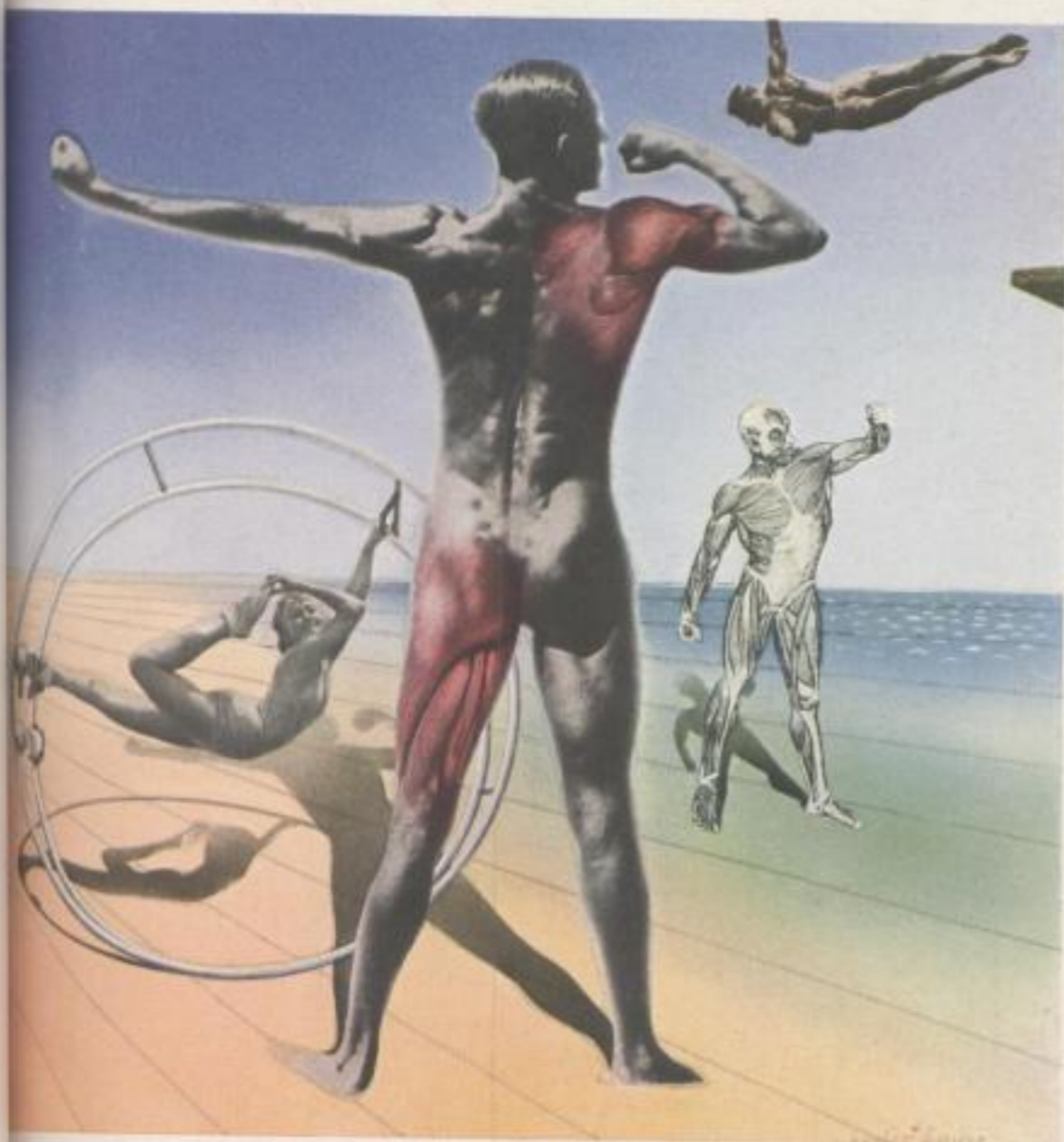


Illustrations from the prospectus of the exhibition "The Wonder of Life"



nicalities promiscuously, it seems, and without selection, thus causing the beholder at first sight some irritation. After recovering from this shock of surprise, he will, however, very soon become aware that a perfectly intentional principle of form holds these loose elements together in one united whole and brings to

fruition the associative energies of subconsciousness that mostly lie fallow. And therein lies the special value of Bayer's works of advertising art: they compel the attention of even the uninterested and reluctant beholder and make of him an active mental co-worker.

Transl. by W. L. Campbell.