

Paper is not used widely enough for advertising purposes—apart from its function as a medium for print—although it has the advantage of cheapness and can be utilized in diverse ways. Edi Kallistas' new masks made as they are with the simplest of means, are excellent examples of how paper either in one or more colours can be most effectively used in the arrangement of shop-windows or for other decorative purposes on festive occasions. *Transl. by Flora Salmond-Volkman*



NEW MASKS DESIGNED BY
EDI KALLISTA

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