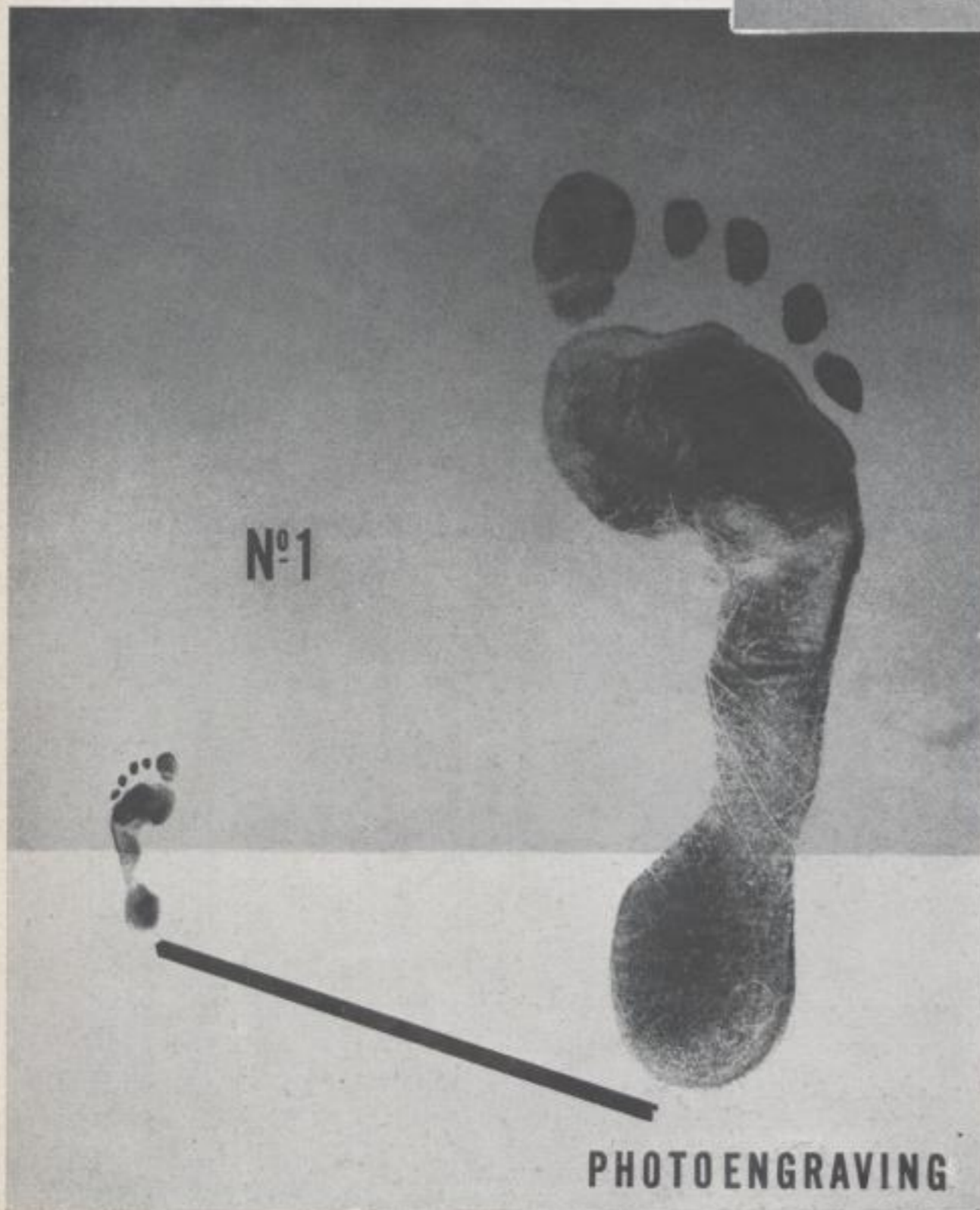


but the cleverly solved results of a lifeless and bald constructivism, simply because his artist's inventive is everywhere sufficiently visible and finds its natural expression in an astonishing use of formal or coloured media in the proper



place. Therefore it is not surprising that with this attitude towards art and intellectual views of this kind Lester Beall should hold a leading place among American advertising artists to-day.

Translated by Flora Salmond-Volkman

Prospekte

Pamphlets