

# MODERN DESIGN



## Auction

03 October 2004  
noon ct

## Wright

1440 West Hubbard Street  
Chicago IL  
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wright20.com  
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**HERBERT BAYER**  
advertising graphics

General Electric/Olivetti | USA, 1942/1953 | printed card stock, newspaper  
13¾ h × 10¼ w in (35 × 26 cm)

Two machine printed pages each signed in pencil lower right by Bayer. One illustrated.

**Provenance:** Estate of Herbert Bayer

**Estimate:** \$1,000–1,500

**Result:** \$1,020

WRIGHT