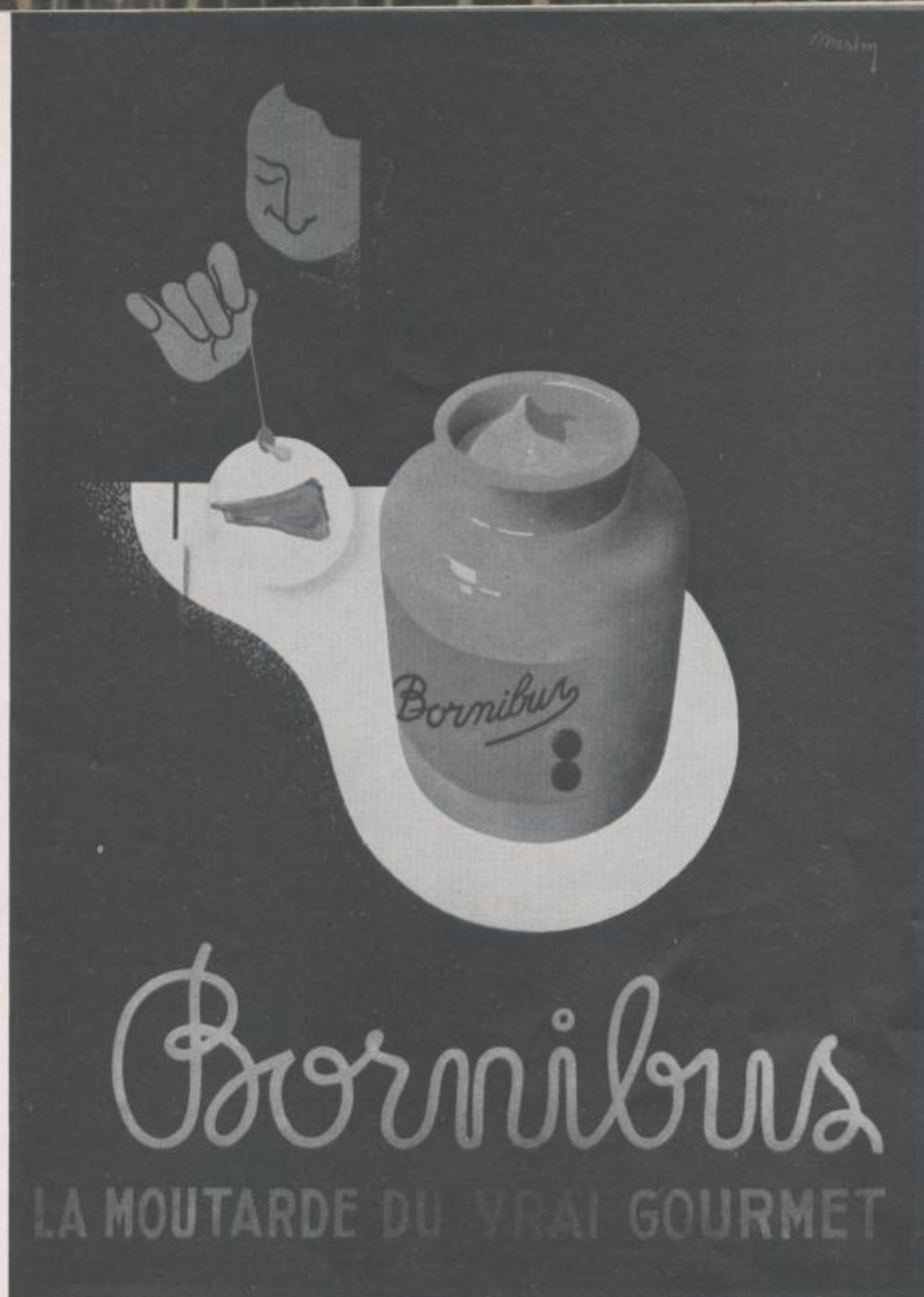


Plakat für
Bornibus-
Mostrich

Poster for
Bornibus
Mustard



P A R I S

A man may be a poster painter and yet remain a receptive artist of sensitive perceptions and keep himself apart from exaggerations and facile effects. Marton is an artist of this kind, a young Hungarian who came to Paris a few years ago and whose posters bear the imprint of an original personality. No crass coloring, no ideas dragged in and made to serve the purposes of graphic art, above all, no banalities.

There are even people who demur at his delicacy of touch. They seem to think that a poster designer ought to do violence to his public and seek to impose ideas upon it by force. But here it is necessary