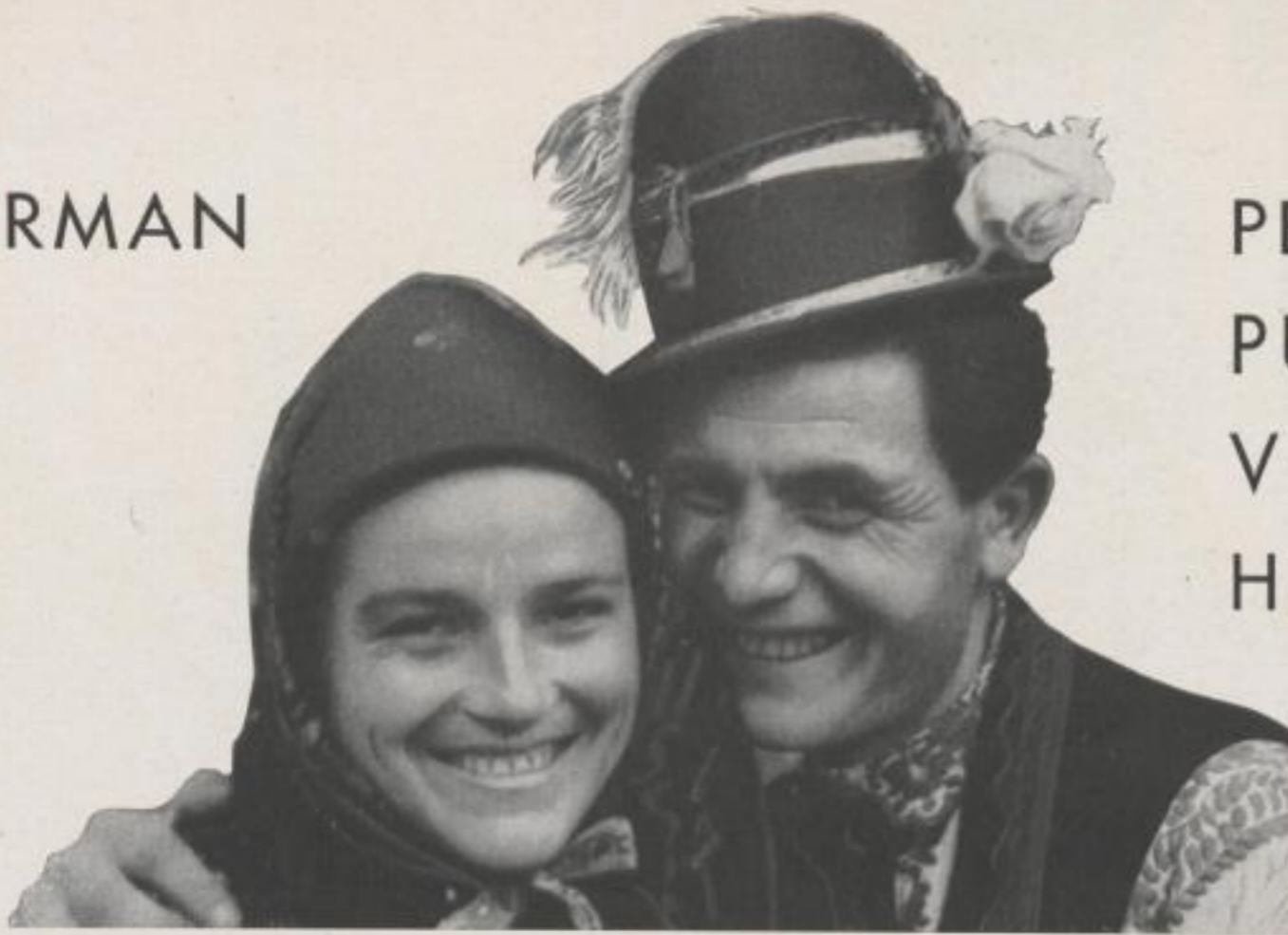


GERMAN

PERIODICAL  
PUBLISHERS  
VISIT  
HUNGARY



Photos H. K. Frenzel

German periodical publishers visited Hungary at the invitation of the Hungarian Association of Periodical Publishers.

It is quite natural that people who feel that their work constitutes a tie should seek, especially at the present time, the way to mutual understanding, the preparation of which, through the stages of development of European policy, is becoming more and more difficult for the diplomats of all countries.

But to get to know a country is not merely a matter of visiting a number of places of interest, and even the visiting of foreign scenes of work, however stimulating it may be, is not the decisive factor. What is important is that such meetings should lead to the formation of groups which can become the germinating cells for a further understanding. They help the development of a point of view which furthers and propagates all the endeavours surmounting our arbitrary frontiers.

All those who took part in the trip to Hungary retain in their hearts the memory of the cordiality, hospitality, and efficiency of their professional colleagues. Transl. by W. L. Campbell.



The poster plays a very important part in Hungarian publicity. The poster pillars are round and of moderate diameter. All the trees in the streets are surrounded by protective railings which are also provided with surfaces for billsticking purposes.