

plicity and the appeal is intentionally reserved, the clever treatment of the surface and the bold certainty with which a heraldic device or symbol is assigned to the place best suited to it, are distinctly attractive. There is nothing commonplace about von Végh, and he never allows himself to be led astray by banalities however alluring they may appear to be. His highly developed sense of style corresponds to his equally fine instinct for colour. He has reached the peak of excellence in his Ballaton Package. The work shown here is a splendid instance of the high standard of Hungarian advertising art, a valuable factor in making an effective and fastidious appeal to the public.

Haar's photographs display skill and understanding. He has done full justice to Gustav v. Végh's work which he shows up to the best advantage.

Transl. by Flora Salmond-Volkmann

