

Reiseplakat  
Tourist traffic poster



In showing these examples of a Hungarian graphic artist's work, the question is raised as to the basic elements and preconditions of advertising art in Hungary. This is a land in which the stage of development reached by its advertising art is associated with the cultural needs of the nation, and both are still struggling with the fresh, youthful impulses of the world around, since an old established tradition is lacking. Hungary has probably become more familiar to readers of *Gebrauchs-*