



Pharmazeutische Prospekte
Pharmaceutical Pamphlets

It is a mistake to imagine that in Hungary experts alone view with critical eyes the latest work in posters. On the contrary, anything new in this branch of art immediately attracts the attention of the general public whose critical voice is not infrequently a valuable source of information. Indeed we may safely say that the number of people who are beginning to take an interest in advertising art is on the increase. These people, moreover, are as familiar with the names of advertising artists as football fans are with the names of their special champions. Names new and unknown crop up from time to time and take their place alongside those whose fame is already assured. It is only a question of their own efficiency as to whether they will hold their own or fall back again into the shadows of oblivion. The name of Andor Bánhidi, a graphic artist attracted public attention for the first time as the winner of the first prize in a poster competition held a few years ago to commemorate the Hungarian Radio Jubilee. Trained at the Academy of Art this young Hungarian artist belongs to the