



Pharmazeutische Prospekte
Pharmaceutical Pamphlets

rising generation of advertising artists who are on the threshold of their career, and it may interest readers of the current issue to see some of his publicity work in which he attacks the somewhat ticklish task of designing advertisements for drugs. The artist has been extremely successful in this particular branch of publicity work. What he does has merit in the clarity of composition and delicate colour effects; in addition the arrangement of the lettering and the captions display a real mastery of form. At any rate, it must be admitted that Andor Bánhidi has made a complete success of his difficult task; for his work is conspicuous for the vivid treatment and clear meaning of his well-chosen themes. This says a great deal for the spontaneity of Bánhidi's talent as an advertising artist and augurs well for his future, especially as his pen-and-ink drawings too display decided originality.

Translated by Flora Salmond-Volkman