

EXHIBITION ADVERTISING

To encourage attendance of both exhibitors and visitors, advertising was extensive, and was particularly directed towards German-speaking parts of Austria-Hungary and the German Empire itself. A large multicolour nationalistic poster was prepared showing a statue of Árpád, leader of the Magyar tribes, and followers, believed to have been taken from an 1853 drawing entitled 'Elevation of Árpád to a Prince' by the artist Mihály Kovács.

Poster labels for use on mail were prepared by Posner & Sons in a number of colour combinations depicting the same 'statue' with the text in English, German and French. A second less well-known imperforate horizontal design with English, German or French text shows a composite of some of the new Gothic buildings of the Budapest skyline, printed by Kosmos.



Reduced size copy



Following a ministerial instruction, each item of mail sent abroad should carry one of the labels, such as on this 2 kr postal stationery card used for a business enquiry from Versecz on 6.11.1895 to Cannstadt, Germany.

After strong UPU complaints they should subsequently have been placed only on the backs of mail.