

Plakat für Bootsmotore

Poster advertising Motors for Boats



A R A C A

of appealing to the buyer are fundamentally different from those employed in Northern and English-speaking countries. Exaggeration is popular but there is no over-exaggeration. The above general remarks all apply to Araca's work. In form, various original designs approximate to the newer forms of the French poster, without this in any way detracting from their national individual quality. In Italian advertisements, the poster occupies a much more important place than in