

**12:27.  
APRIL  
1934**



Messeplakat  
Entwurf Design  
**BOCCASILE**  
Poster for an  
industrial fair

# INTERNATIONALE MAILÄNDER MUSTERMESSE

international taste into account. The beauties of Italy and also many buildings are known to the international public, and repetition in new, up-to-date and partly stylized form makes an advertising appeal of no little importance. Besides this, Italy may well be proud of her traditions and culture, and naturally also emphasizes these in this advertising. Hence the Italian tourist traffic posters are confined in many cases to the most attractive