

Plakat für Kleiderstoffe
Entwurf Design
BOCCASILE
Poster for dress material

TESSUTI NOVITÀ

Valtrucco

MILANO GENOVA
ROMA TRIESTE
TORINO NOVARA

MILANO - PIAZZA DUOMO 2

ab

representation of places of interest, but of course without foregoing modern lines or neglecting international taste in art.

The numerous fairs and exhibitions held in all parts of Italy are a transitional form between State and private business advertising. Whether these are displays of domestic agricultural products, textiles or applied art, international sample fairs (Milan, Padua and Bari) or exhibitions of old and modern art or of a sporting kind, they are always regarded as State advertising which, after all, merges into tourist traffic advertising, for it automatically constitutes propaganda for visits to the various towns. Propaganda for Fascism is included in State advertising. This encourages the development of the country in business and