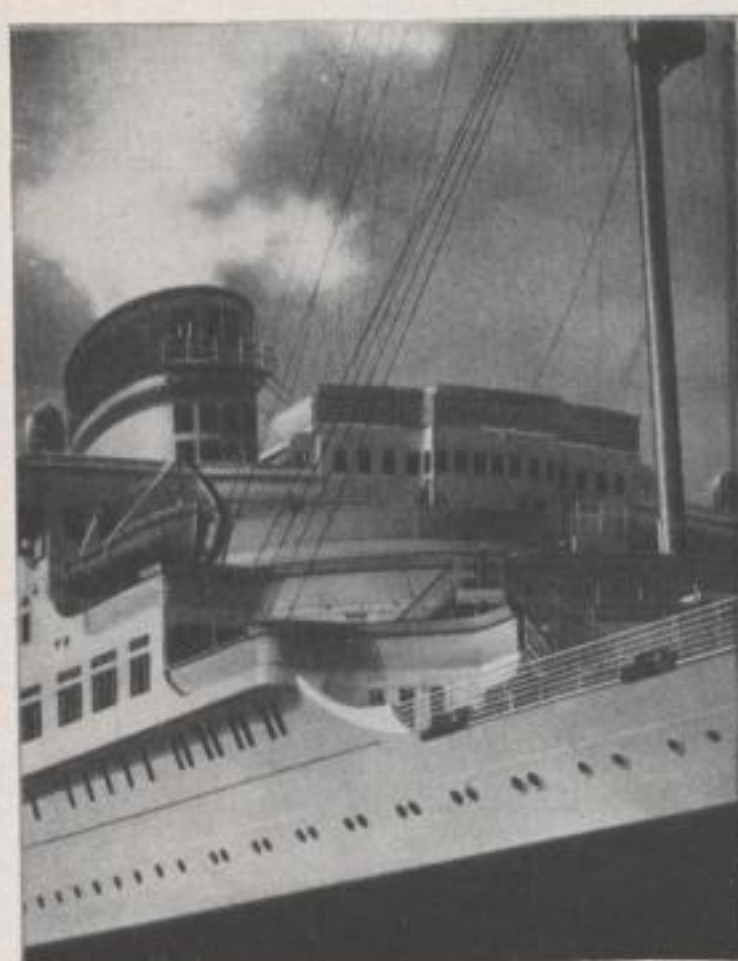


Carlo Dinelli's work is of a similar character, but in his case it is more a question of small graphic work than of posters.

Boccasile is one of the strong men. He is fond of the sharp contrast between light and darkness, sunshine and shadow. His designs resemble Hohlwein's in some ways, but he has adapted the same idea to his temperament which is entirely Italian. His posters are animated and very visible from a distance. The effect is increased by rich colouring.

I should not like to close this brief survey of Italian advertising graphic art without having mentioned some of the best-known caricaturists and illustrators. Paolo Garretto and Onorato Pupazzi are among the best known. Garretto's talented caricatures are evidence of great acumen in characterization. His ideas and caricatures are so excellent that he is a regular contributor to the most import-



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