



Entwurf
L. CAPPIELLO
Design

It is an established fact, and one with special bearing on articles of a known brand, that publicity in the long run can provide success only as long as the product concerned keeps its standard of quality and really falls in with the requirements of the public. The point is well demonstrated by the recent successful-advertising campaign conducted by Campari, the famous liqueur distillers whose products enjoy world fame. Campari ranks among the few Italian firms who have for a long time spent a considerable amount of money on advertising and continue to do so at the present time. It has