

followed its own distinctive style of advertising more or less closely since the beginning and has always attached great value to displays of high artistic standing, so that for many years the best poster designers and draughtsmen were employed in preparing the poster illustrations, the drawings for newspaper advertisements, and other advertising means; Cappiello was one of the first to work for Campari, and Dudovich, Nizzoli, Laskoff, "Sto" (Sergio Tofano), the futurists Depero, Ricas, Munari, and many others have given their best in Campari's employ, if only because Campari at all times favoured the most modern trend in his publicity and thus was prominent among the small number of Italian business men who really appreciated modern methods. Undoubtedly this is the reason why the firm of Campari is one of the best-known liqueur and "apéritif" distilleries in Italy; incidentally, it owns branches and works in many other countries, a fact which is of importance to Italy's national economy. The humorous touch, particularly evident in the black-and-white drawings of the advertisement series, is one of the main characteristics of Campari's publicity. You



ADVERTISEMENTS OF THE HOUSE CAMPARI

