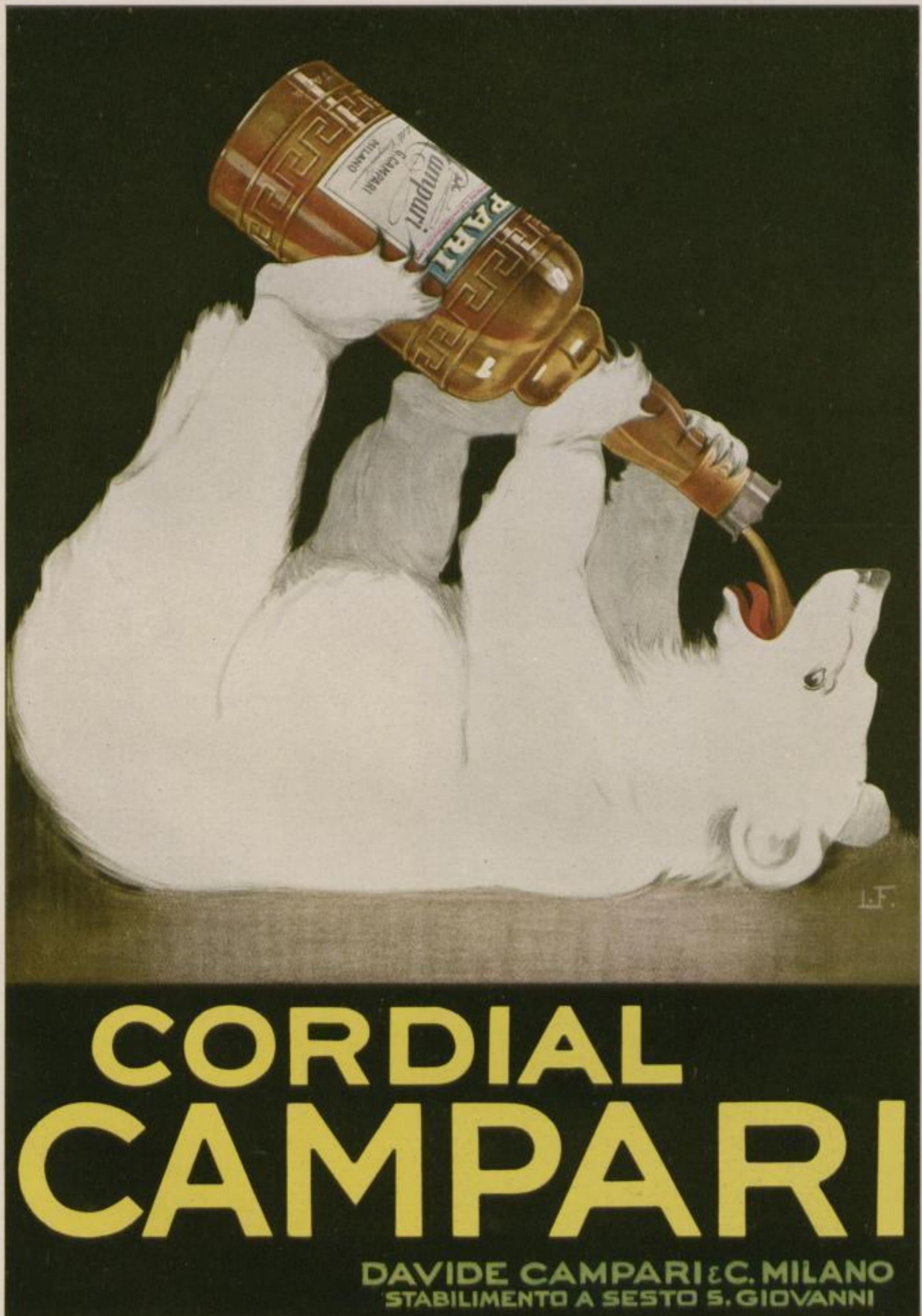


Poster



Entwurf

F. L A S K O F F

Design

tion (Campari Bitters, an "apéritif" to be taken with soda, Campari Soda, also an "apéritif", but sold ready for use in original little bottles, already containing highly effervescent soda water, and Cordial Campari, a liqueur) which are not restricted in their appeal to any definite public; the bulk of publicity was therefore applied to advertisements in daily newspapers with a large circulation, to roadside hoardings and poster publicity and to personal salesmanship with particular activity as regards bars.