



**PROANTIC**  
LE PLUS BEAU CATALOGUE D'ANTIQUITES

## Laughing Cow Panel - Old Advertising Cardboard - Drawing After Benjamin Rabier 20th



320 EUR

Signature : D'après Benjamin Rabier

Period : 20th century

Condition : Etat d'usage

Material : Cardboard

Width : 44,8 cm

Height : 59,6 cm

Depth : 5 cm

### Description

Rare advertising panel (POS) of \*The Laughing Cow\*, also called "magic panel". This cardboard hanging panel is lithographed around its edge, with the cow's head in concave relief and hand painted. This model was designed and patented by Action Advertising at the time. The original illustration is attributed to Benjamin Rabier, the famous designer. Dimensions:- Height: 59.6 cm- Width: 44.8 cm- Depth: 5 cm- Weight: 505 gPlease note: the cardboard support foot located on the back is missing to place the panel on a counter. Small defects present, including marks, traces of wear, a hole, a crack and a slight detachment on the edge (without missing). Two photos added in reference to a work entitled \*Carton de Pub\*. This pretty advertising card, in bright colors, will bring a touch of nostalgia and

### Dealer

**Galerie David SEGALA**

Dealer specialized in art objects

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authenticity to an interior decoration. Ideal for a salon, a boutique or any food business wishing to create a traditional and colorful atmosphere.

- General conditions of sale - If possible, Payment should be made (+ or -) 2/3 days after the order. 1st - 4 - Types of Payment accepted: (+ Transport-packaging costs depending on the area).(1) - PAYPAL: Simple, Fast, Guarantee and insurance.(2) - TRANSFER: Iban Bank: BPS FR76 1660 7002 7109 3346 0201 534. (recommend)(3) - CHECK: Only French: ANTIQUE DEALER David SEGALA 3 Rue Fontanilles Bat f6 48000 MENDE-Occitanie. (4) - CASH: Advisor by hand, shipments are always at your own risk, we will not accept any complaints. - 5 packaging costs + transport :(a) France : EUR15(b) EU Union, Switzerland : EUR20(c) Eastern Europe (outside the EU and Switzerland), Norway, Maghreb : EUR30(d) Africa excluding Maghreb, Canada, United States, Near and Middle East : EUR35(e) Asia, Oceania, Rest of the World : EUR40 2nd - 2 types of Shipping-Delivery possible: 1st) - By Carriers: DHL, Colissimo, Poste... (always with Tracking Number) (The packages are always packaged by me (with Care and Overprotection) and entrusted to the carrier at (+ or -) 3/4 working days after payment into my account of the total with costs, Any customs duties requested by the country from the customer upon arrival are due by the buyer. 2nd) - 3 Possibilities of personal delivery subject to collection in full or payment of Deposit. (issue of an essential receipt by return email and must be given upon delivery or collection).(1) - Welcome you with joy to MENDE in LOZERE-Occitanie-France for a little stroll and collect your property (no fees).(2) - For Merchants only I am on the Inter-Nations-Professional Bimonthly Unpackings of CIPOLAT-S.A. in Montpellier Parcs des Expositions HALL-B4 STAND-5315/16. (Items can be collected from my stand 5315/16 before noon) no charge.(3) -

Possibility of possible delivery: by us in France and neighboring countries on request and delivery of movable objects in person, only for important and very fragile pieces. (and according to our availability and payment in full and in advance: price + transport). - Possible Discount:

Discount granted to the Good customer or for a lot: on request by SMS message: 0680322750 or email: [segala.david.antiquaire48000@orange.fr](mailto:segala.david.antiquaire48000@orange.fr)

Yours sincerely David

SEGALA