



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

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## Advertising Poster, Molina Y Cia, Jerez De La Frontera, Wine Exporters, Etc.

300 EUR



Period : 20th century

Condition : En l'etat

Material : Other

Width : 36 cm

Height : 30 cm

### Description

Advertising poster, Molina y Cia, Jerez de la Frontera, Exporters of wines, brandies, and liqueurs. Cardboard. Berlin, first half of the 20th century. This advertising poster was produced by Prager & Lojda (Berlin SW), a printing company founded in the 19th century that, during the first half of the 20th century, produced numerous advertising materials for Spanish companies. As can be seen, it was intended for the Molina y Cia company. José María Molina y Lamata worked at Bodegas Misa before establishing his own winery in 1870, which achieved great international success. In 1884, he partnered with Servando Álvarez Algeciras and moved to Calle Clavel, to a complex of three cellars equipped with state-of-the-art technology for the time. The company reached its peak between the late 19th

### Dealer

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and early 20th centuries. José María Molina died around 1908, and Servando bought the building, which he later sold to Emilio Hidalgo.

Dimensions: 36 x 0.1 x 30 cm