



Large Frog Ashtray From The "l'héritier Guyot Dijon" Bar Pub - Vintage 1960s Mascot



340 EUR

Signature : Jacques TENENHAUS

Period : 20th century

Condition : Bon état

Material : Earthenware

Length : 42 cm

Width : 22 cm

Height : 17.5 cm

Description

The largest model of a frog ashtray, usually given by representatives of the L'Héritier-Guyot company to bar owners. The Dijon-based crème de cassis manufacturer chose the frog as its advertising mascot in response to a 1952 advertisement promoting a bottle of Vittel-Cassis made with pure water. L'Héritier-Guyot countered with a Hardy poster that read "Leave the pure water to the frogs." This slogan was so successful that the brand adopted the frog as its mascot. Thus, by the 1960s, bar tables were covered with ashtrays and pitchers shaped like green frogs. Their manufacture was long carried out in the earthenware factories of Salins-les-Bains (in the Jura) and Longchamp (in the Côte-d'Or), then by the company Formes & Sculpture, founded by the sculptor Jacques

Dealer

Saône Antiquités

Antiquaire Généraliste

Tel : 03 85 39 21 47

Mobile : 06.13.21.81.09

149 Rue de la Levee 01750 St LAURENTsurSAÔNE

Mâcon 71000

Tenenhaus. In good overall condition, with some wear to the glaze. SHIPPING AVAILABLE, carefully packaged and reinforced, sent by registered mail with signature confirmation, insurance, and online tracking (flat rate shipping fee). SAONE ANTIQUITES shop, 149 rue de la Levée, 01750 ST LAURENT SUR SAONE, 500 meters from MACON (71000). Open Tuesday to Saturday, 3 pm - 7 pm and 10:30 am - 12:30 pm. If you are coming from afar, please call or text 06 13 21 81 09 beforehand to ensure I am in the shop and not out on business (quotes, deliveries, family reasons, etc.). Thank you and see you soon. Buying and selling furniture and objects from the 18th, 19th and 20th centuries; inheritance, division of property, appraisal, clearance...