



PROANTIC
LE PLUS BEAU CATALOGUE D'ANTIQUITES

Lithographed Advertising Panel For Belga Cigarettes



425 EUR

Period : 20th century

Condition : Etat d'usage

Material : Metal

Width : 34 cm

Height : 15 cm

Description

Lithographed advertisement for Belga cigarettes
A lithographed sheet metal advertising plate for Belga cigarettes with their iconic logo. The metal sheet is mounted on a wooden plate and has a hanger on the back. It features the iconic 'Miss Belga' design. The Swiss-Belgian commercial artist Leo Marfur designed their logo in 1925, it was based on the face of Paula Colfs-Bollaert, known as Miss Belga. In the 1930s, René Magritte created a new design which is the logo as it appears on this billboard. With her black hat, yellow boa and red background, the advertising image would soon become a symbol of Belgium. A packet of Belga also cost one Belga at the time - as the Belgian currency was then called. 34 cm wide and 15 cm high. It shows typical signs of wear and tear as well as rust but somehow it adds

Dealer

Vintitch

Modern furniture

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character to the pieceRare and iconic Belgian
brand advertisement of the 50s