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 cigarettesA 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 backIt 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 BelgaIn the 1930s, René Magritte created a new design which is the logo as it appears on this billboardWith her black hat, yellow boa and red background, the advertising image would soon become a symbol of BelgiumA packet of Belga also cost one Belga at the time - as the Belgian currency was then called34 cm wide and 15 cm highIt shows typical signs of wear and tear as well as rust but somehow it adds

Dealer

Vintitch

Modern furniture

Mobile : +32478803943

Groenstraat 29

Opwijk 1745

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