



## Antique Wooden Advertising Plaque - Scotch Whisky - Scottish Pub Style



160 EUR

Period : 20th century

Condition : Bon état

Material : Painted wood

### Description

Whisky advertising has a long history and often resorts to images evoking national identity, tradition and quality. Scotch whisky, in particular, frequently uses tartan patterns, Highland figures and picturesque landscapes to emphasize its heritage and appeal to consumers. These advertisements served not only to promote specific brands, but also to construct an idealized, romantic image of Scotland and its most emblematic export product. As the plaque indicates, Flamingam Brothers was a genuine proprietary company, and Longmorn is a well-known Scottish distillery. This type of wooden sign was commonly used in pubs and shops to attract customers and highlight the spirits on offer. The style of the illustration, with its hand-painted look and somewhat naive depiction,

### Dealer

**MRCE restoration**

Vintage and antiques restoration

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is characteristic of advertising in the first half of the 20th century, particularly between the 1920s and 1950s.