

## Very Large Antique Advertisement Poster, Veritas, Lithograph, John Hassall c1920



### DESCRIPTION

Our Stock # 18.5972

This is a very large antique advertising poster for Veritas. A 10' high by 6'7" (306cm x 204cm), English, full-colour lithograph by renowned designer John Hassall, dating to the early 20th century, circa 1920.

- Displaying a desirable aged patina and good consistent colour throughout
- Impressive proportion at 10' high by 6'7" (306cm x 204cm)

Original paper presented in four separate parts and mounted on a vintage wooden backing

• Potential to be demounted and shipped 'rolled' without the support frame for international clients

• Showing wear and signs of age - particularly moisture marks to the lower section  
 • Lithograph designed by prolific illustrator John Hassall of 'Skegness is so Bracing' fame

• Charming imagery includes a small reproduction of an earlier Veritas advertisement  
 • Printed by Waterlow and Sons of London, known for lithographic work including stamps and currency

### DIMENSIONS

Max Width: 204cm (80.25")

Max Depth: 3.5cm (1.5")

Max Height: 306cm (120.5")



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