



VINTAGE CHINESE AND WESTERN MEDICINE PHARMACY ADVERTISEMENT POSTER

\$680

c. 1920 • Shanghai, China • Paper, Ink • Collection #POSA06

W: 15.0" H: 43.0"

This advertising calendar poster dated from 1920 for the "Chinese and Western Medicine Pharmacy" melds the meticulous detail of traditional Chinese painting with the craft of color lithography. Compared to other Western influenced advertisements of the era featuring seductive women, posters like this one captivated consumers with the latest fashion trends. We see a woman with a Western hair cut wrapped in a luxurious fox-fur scarf embroidered with a peony. The sleeves of her modern coat are covered with Art Deco patterns, which also border the portrait. The top banner promotes the company's name and location and the calendar is in bottom banner. Continued...



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**PAGODA
RED**

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POSTER**

Minor water damage and creasing.



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