



## VINTAGE HATAMEN CIGARETTE CALENDAR POSTER

**\$1,480**

1931 • Shanghai, China • Paper • Collection #POS03

W: 15.0" H: 42.13"

The famous commercial advertising artist Hu Boxiang created this advertisement calendar poster for the British American Tobacco Company in 1931. Unlike other poster artists, Hu was known for his unique use of watercolor to portray fashionable women in his work. In this poster, he features the popular entertainer Wang Meiyu, casually reclining in a grassy meadow. This pose is a departure from the formal seating or standing postures of women typically seen in calendar posters. The oval frame around Ms. Wang is decorated with avant-garde Art Deco patterns and ink drawings of Shanghai tobacco brands, including Fairy Isle, Hatamen, and Little Sweetheart. Continued...



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RED**

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Minor water damage and creasing.



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