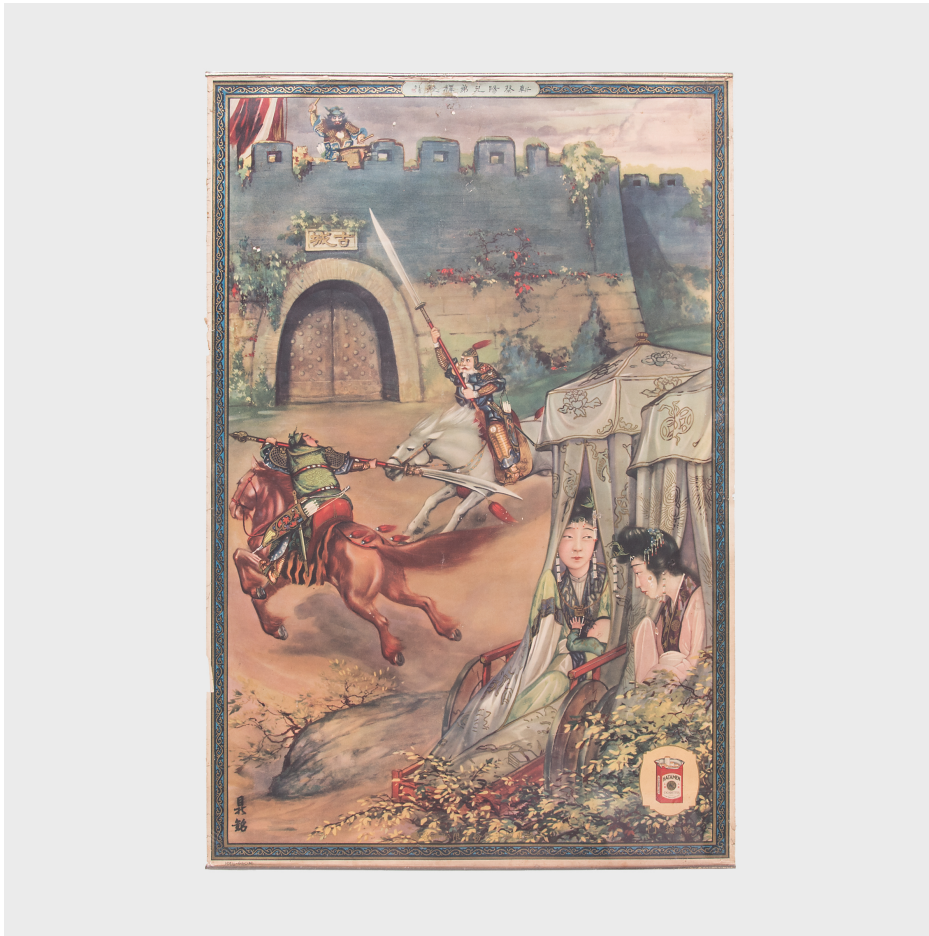

PAGODA RED



VINTAGE HATAMEN CIGARETTES ADVERTISEMENT POSTER

\$500

c. 1930 • Shanghai, China • Paper • Collection #POS02

W: 20.25" D: 0.25" H: 30.5"

With its product discretely located on the lower right, this early 20th-century poster for Hatamen cigarettes centered upon a scene from classic Chinese literature to capture the attention of the public. Printed in the 1930s, the lithographed poster demonstrates the rise of Western-style advertising methods, mixing traditional themes with lushly illustrated and narrative-based themes. The scene depicts the fictional Oath of the Peach Garden from the 14th-century novel “Romance of the Three Kingdoms.” In this iconic moment, the story’s protagonists engage in a battle that will unite them in fraternal loyalty. Continued...



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VINTAGE HATAMEN CIGARETTES ADVERTISEMENT POSTER

Unframed.



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