



## VINTAGE WHITE HORSE CIGARETTE CALENDAR ADVERTISEMENT POSTER

**\$980**

1936 • Shanghai, China • Paper, Ink • Collection #POS013

W: 14.25" H: 40.0"

This calendar advertisement poster for White Horse cigarettes was produced by Hu Boxiang, a famous commercial advertising artist in Shanghai during the 1920s-30s. Framed in a highly ornate floral border, a fashionable woman poses while gathering plum blossoms, emblems of winter and eternal beauty. Dressed in a traditional qipao but with Western hairstyle and accessories, the woman reflects the rising influence of Western advertising and the Art Deco movement during the economic boom of early 20th century Shanghai. Beneath this scene is a calendar for the year 1936, surrounded by packs of prominent tobacco cigarette brands, including White Horse and Foot Ball Cigarettes. Continued...



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Today, this type of poster is prized by collectors for its artistry and the unique glimpse it provides of the past.

Minor water damage and creasing.



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