

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")

