

SA1094916

Rare Automobile Club of Switzerland / Schwiez Cartouche Emblem. 1898

Price

GBP 1,850

| USD \$2,522 | EUR 2,159

Item Reference: SA1094916**Date of manufacture: 19th Century**

Dimensions

Height = 48 cm (18.9")

Width = 35 cm (13.8")

Depth = 8 cm (3.1")

Description

Large Emblem (Logo) of the Automobile Club of Switzerland (ACS). Dated 1898. The letters ACS in monogram entwined and forming the Swiss motoring organisation emblem. The cartouche with Swiss flag set within an ornate scrolling foliage baroque oak surround. The inauguration of the Automobile Club of Switzerland occurred in 1898. This large cartouche is likely to be unique and possibly the first main display piece for their emblem. Was previously displayed in the Royal Automobile Club (RAC) headquarters (inaugurated 1897), before being sold as a private members club. This early design features on rare and collectable small metal pin / lapel badges of early 1900s. As such, this cartouche is of significant importance to the founding of the ASC. Motoring memorabilia rarity, and is essentially a museum piece.

Internal Ref: D:00015

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