

SA1230877

Rare Early 20th-Century Rowntree's "Elect Cocoa" Architectural Vitreous Enamel Sign, Circa 1910

Price

GBP 1,975

| USD \$2,693 | EUR 2,305

Item Reference: SA1230877**Date of manufacture: 1910**

Dimensions

Height = 38.1 cm (15.0")

Width = 152.4 cm (60.0")

Description

Rare Early 20th-Century Rowntree's "Elect Cocoa" Architectural Vitreous Enamel Sign, Circa 1910. Originating from a highly prestigious private collection of vintage enamel signs, this magnificent five-foot architectural fascia panel is a premier surviving example of early 20th-century British commercial advertising. Striking Aesthetics: Rendered in a deep, lustrous cobalt blue vitreous enamel field, the piece features crisp white cursive script branding alongside the proud royal coat of arms and the coveted "Makers to H.M. the King" designation (Edwardian/George V period, circa 1910). Condition: Presented in strong, honest antique condition. The heavy-gauge steel retains its brilliant high gloss, accompanied by expected, characterful edge weathering and minor surface rust that authenticates its decades of outdoor service. Structural Integrity: The original mounting eyelets remain intact and structurally sound, preserving the panel's integrity. Even the reverse exhibits the raw, oxidized character true of authentic period manufacturing. Measuring 152.4 cm wide by 38.1 cm high (approx. 60 x 15 inches), this display-dominating sign is an exceptional statement piece ...

Seller Details

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