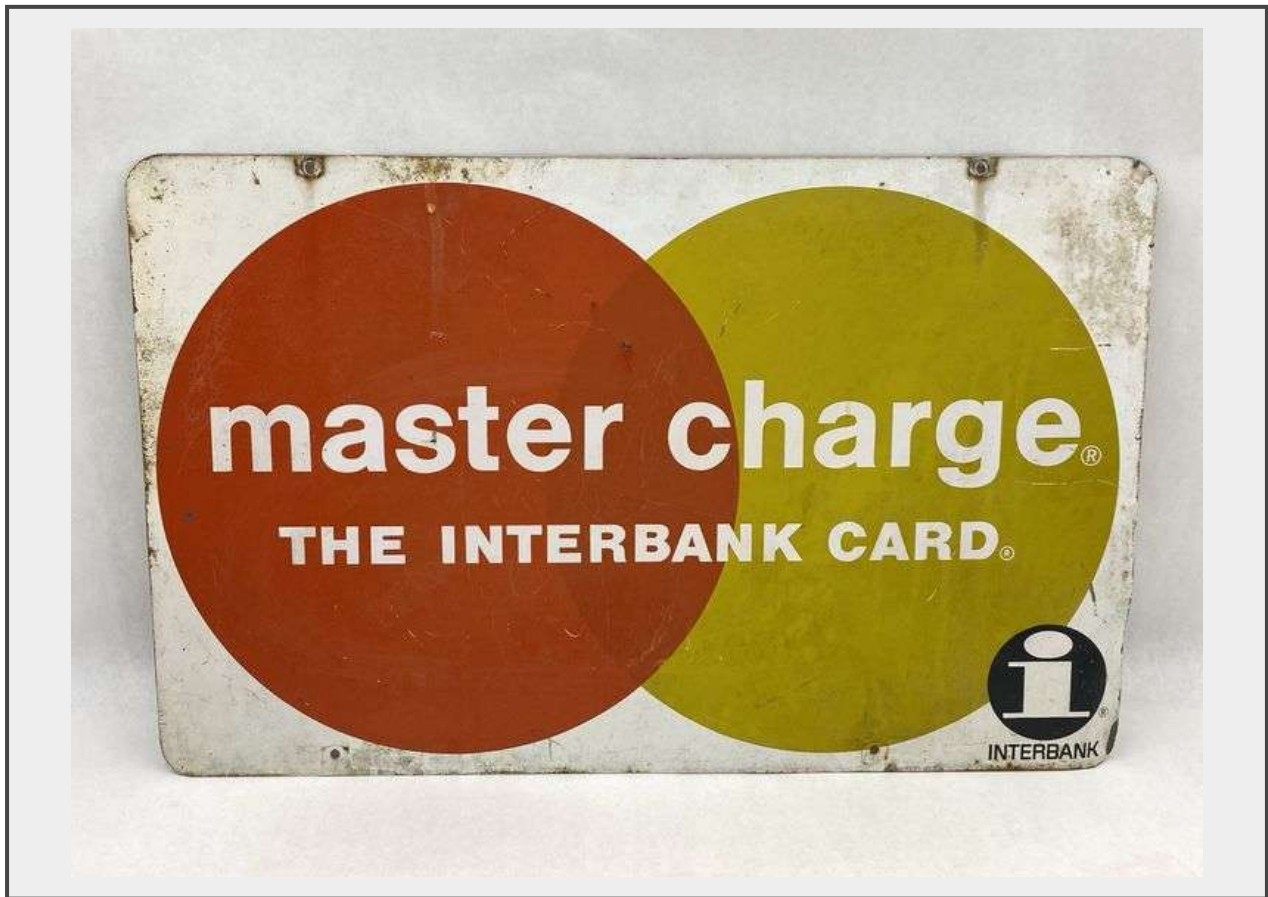


Sale Name: 14th Annual Montana Spring Auction

LOT 42B - Vintage Master Charge Interbank Card Advertising Sign, 1966-1979



Description

Authentic double-sided metal retail advertising sign for Master Charge featuring the iconic overlapping red and yellow circles design with "THE INTERBANK CARD" tagline. This store display sign would have been prominently featured in shop windows or at cash registers to inform customers that the establishment accepted the Master Charge credit card before it was rebranded as MasterCard in 1979.

The sign displays the distinctive Interbank "i" logo in a black circle in the lower right corner, signifying the card's connection to the Interbank Card Association founded in 1966. The bold graphic design with its clean typography and distinctive overlapping circles exemplifies mid-century commercial design and banking history.

Condition Notes:

Signs of authentic commercial use including surface scratches, edge wear, and minor rust developing around mounting holes. White background shows expected aging with some staining and discoloration. The red and yellow circle colors remain vibrant despite minor surface scratches. Original mounting holes intact at corners. Refer to the pictures and in person inspection for condition.

Approximate Dimensions:

28.5 × 18 inches

Quantity: 1



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