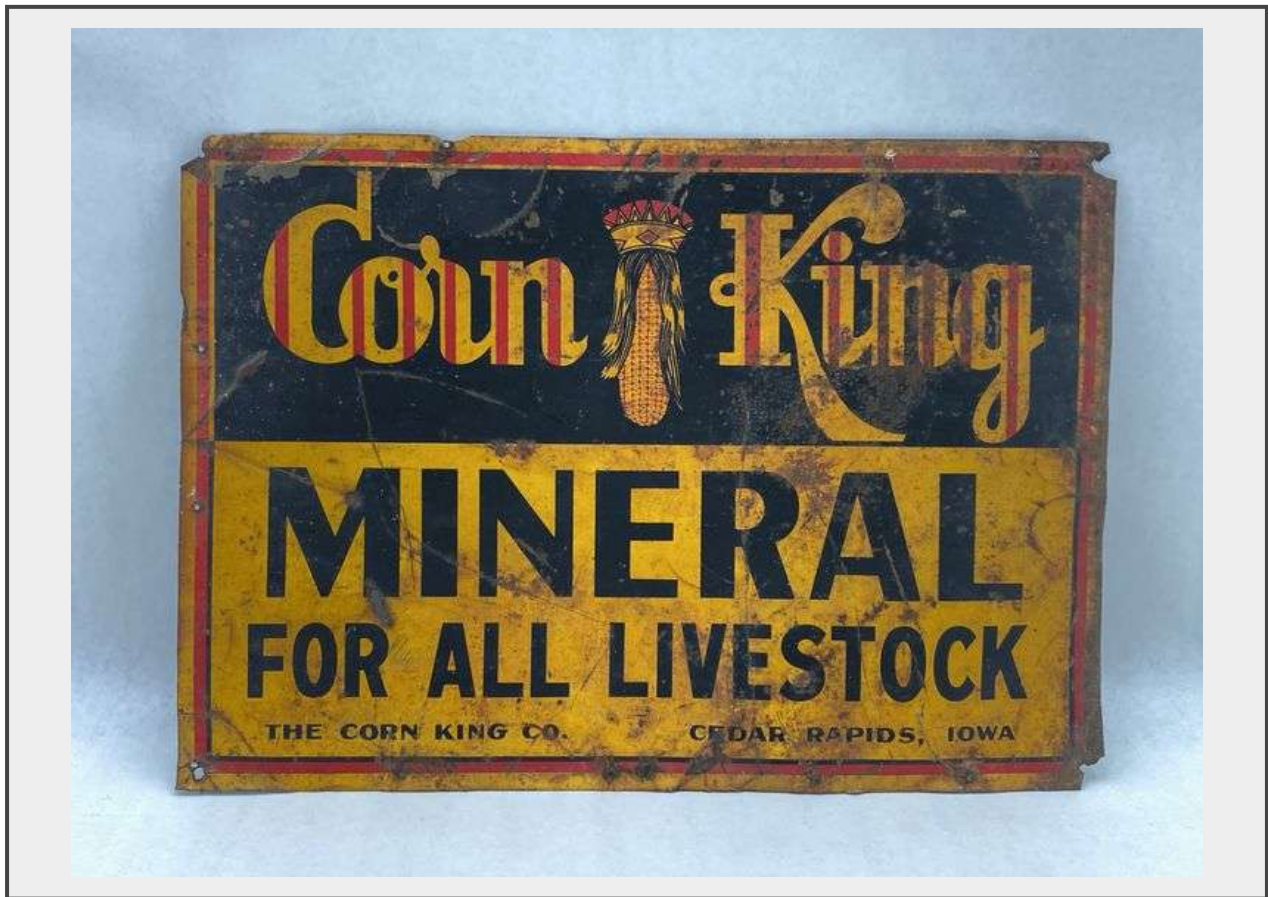


Sale Name: 14th Annual Montana Spring Auction

LOT 64 - Embossed Eshelman Red Rose Guaranteed Feeds Advertising Sign, 1950s



Description

Original metal tin advertising sign for Eshelman Red Rose Guaranteed Feeds featuring their distinctive branding for farm animal nutrition products. The bright yellow background with bold red and blue text showcases the iconic Eshelman red rose logo that became synonymous with quality livestock and poultry feed throughout the mid-20th century.

This commercial sign includes the company's founding date of "ESTABLISHED 1842" and promotes their products "FOR POULTRY AND ALL LIVESTOCK" in prominent blue lettering at the top. The manufacturer date code "A-M 12-55" visible in the lower corner indicates this sign was produced in December 1955, during the height of post-war agricultural expansion in America.

Eshelman was a prominent agricultural feed company operating out of Pennsylvania that built its reputation on scientifically formulated livestock feeds. This sign would have been displayed at feed stores, farm supply retailers, and agricultural cooperatives as both advertising and a quality assurance signal to farmers looking for reliable nutrition products.

Condition Notes:

Good vintage condition with wear consistent with agricultural commercial use. The bright yellow background retains strong color vibrancy despite numerous surface scratches, minor dents, and edge wear from decades of use. Surface shows scattered

spots of oxidation and minor rust primarily along edges. Mounting holes at corners remain intact. Refer to the pictures and in person inspection for condition.

Approximate Dimensions:

24 × 24 inches

Quantity: 1



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