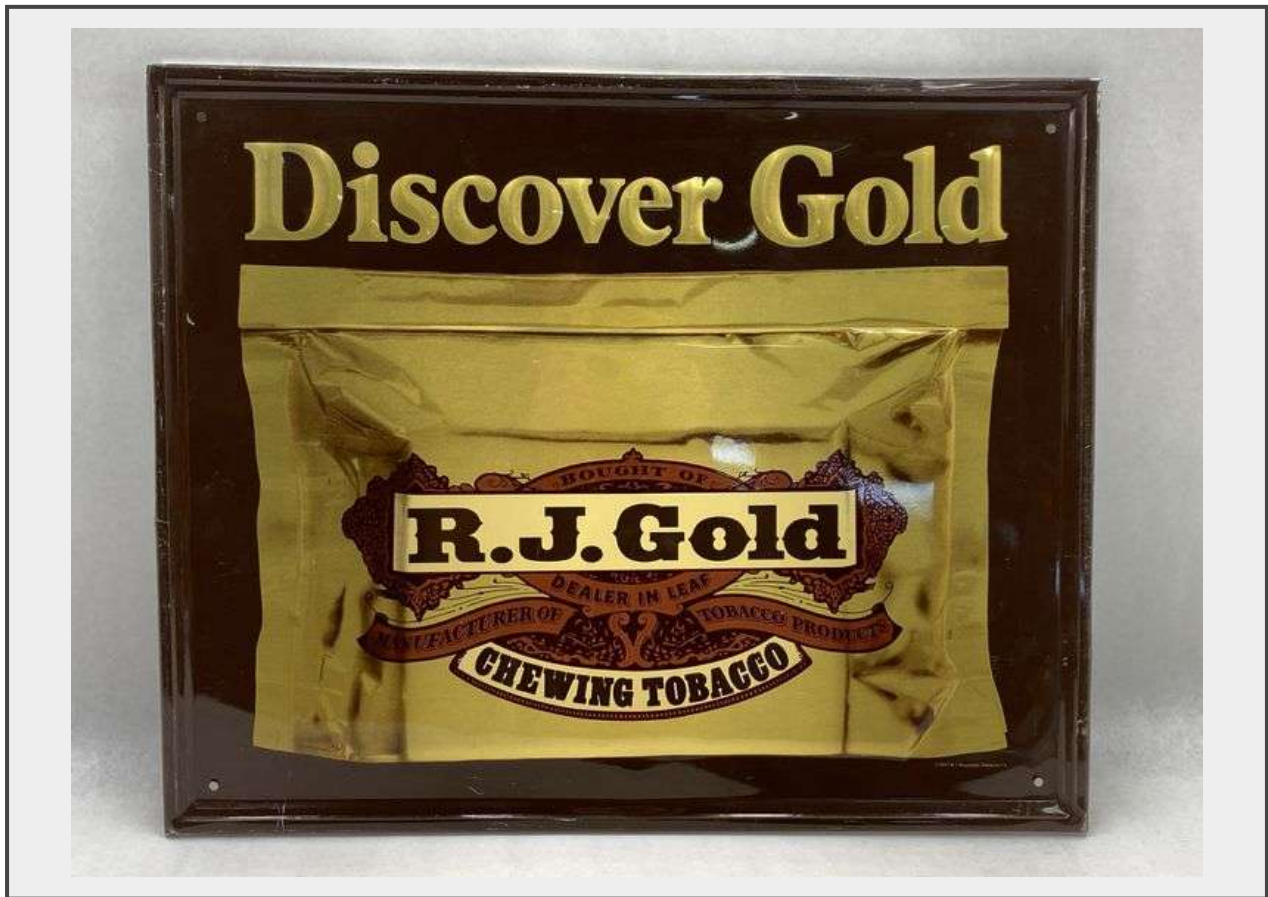


Sale Name: 14th Annual Montana Spring Auction

LOT 64A - 1981 R.J. Reynolds "Discover Gold" Chewing Tobacco Sign



Description

Metal advertising sign featuring a metallic gold tobacco pouch against a rich brown background. This early 1980s promotional piece was produced by R.J. Reynolds Tobacco Company, prominently displaying their "R.J. Gold" chewing tobacco brand. The sign showcases decorative Victorian-inspired typography and ornamental border elements surrounding the product name. Text includes "Discover Gold" at top, with detailed descriptive text noting "Dealer in Leaf" and "Manufacturer of Tobacco Products" on ornamental ribbons.

The display is designed to replicate the actual product packaging with three-dimensional effects, featuring the gold pouch in relief against the dark background. The copyright mark "©1981 R.J. Reynolds Tobacco Co." appears at the bottom right, confirming the piece's authenticity and manufacture date.

Condition Notes

Sign shows surface scratches and scuffing to the metal, particularly at edges and corners. Some white scratches visible on the brown background. Small indentations visible in several corner areas. Mounting holes visible at corners. No major dents or breaks in the metal. Display face remains bright with vibrant colors intact. Refer to the pictures and in person inspection for condition.

Approximate Dimensions

24.5 × 17.5 inches

Quantity: 1



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