



Johnnie Walker Golf Poster

Tom Browne

Sold



REF: 30665

Height: 43 cm (16.9")

Width: 37.5 cm (14.8")

Framed Height: 68.5 cm (27")

Framed Width: 56 cm (22")

Framed Depth: 56 cm (22")

Description

Johnnie Walker Scotch Whisky Advertising Golf Poster.

An original colourful chromolithograph whisky advert for Johnnie Walker, Red Label whisky. The iconic 'Johnny Walker' character is wearing a red coat, black riding boots, a smile on his face and a monocle in his eye. He is playing golf on a links course and has just teed off using a scared head long nose golf club. His caddie is holding a complement of golf clubs under his arm and is watching the flight of the golf ball with an amazed look upon his face. The golf picture is framed in a modern frame but is with the original titled advertising mount board 'Johnnie Walker, Red Label, The Whisky that Goes with a Swing, John Walker & Sons Ltd. Scotch Whisky Distillers, Kilmarnock, Born 1820. Still Going Strong'.

Frame size:- 68½ cm high, 56 cm wide.

Tom Browne, a leading illustrator created the 'Striding Man' in 1908 as the symbol, logo, for Johnnie Walker Whisky. Browne's poster style was very much like his contemporaries, Cecil Aldin and Lance Thackeray, ideally suited to the emerging postcard publishing boom. Browne is famous for the strutting, monocled, top hat character and he depicted 'Johnny Walker' playing a series of sports including golf, skating, curling, cricket, coaching and shooting.

Johnnie Walker Red Label Scotch Whisky is the world's best-selling blended Scotch Whisky. It features bold, vibrant flavours, making it perfect served with mixers or transformed into cocktails.