

# LASSCO

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# FELT FLAGS

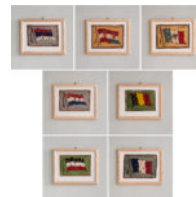
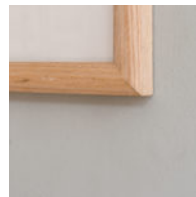
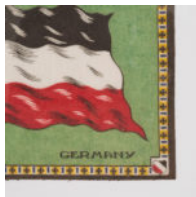
Published in New York c1910

It was between 1905 and 1910 that tobacco companies in America, began inserting textile items into their cigarette and tobacco products at a time when there was much competition between the tobacco companies and advertising was important to entice new customers, and build brand loyalty. This may have been a direct marketing strategy to entice women into smoking cigarettes, as women were encouraged to gather up these small textiles inserts from spouses or friends and sew them into useful and beautiful items for the home, including quilts, pillows and table covers.

DIMENSIONS: 32cm (12<sup>½</sup>" ) High, 40cm (15<sup>¾</sup>" ) Wide, 2cm (0<sup>¾</sup>" ) Deep

PRICE: £95

STOCK CODE: P01087 Germany



## HISTORY

Promotional felt flag, framed in natural ash.