



**Barry Lawrence Ruderman  
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**[ California Wine Advertising Graphic ] Italian Swiss Colony Producers of Choicest  
California Wines Asti Colony Tipo**

**Stock#:** 83466  
**Map Maker:** Zampighi  
**Date:** 1911  
**Place:** n.p.  
**Color:** Color  
**Condition:** Good  
**Size:** 22.5 x 16.5 inches  
**Price:** SOLD



**Description:**

Rare chromolithographic promotional graphic, published to promote Italian Swiss Colony's Asti Tipo Red Wine.

The artwork is by Italian painter Eugenio Zampighi, whose graphic style captures lively scenes of Italian peasant life. Zampighi was known for his commission work and this may in fact be an original work done specifically for Italian Swiss Colony.

**Detailed Condition:**

Laid on board, as issued. Chipped at edges.