



Antique Advertising: Country Store Signs And Products (Schiffer Book for Collectors)

Rich Bertoia

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The country store of yesterday was stocked with an amazing variety of goods as well as clever advertising used to gain customers attention and promote brand recognition. The wonderful graphics showcased here recall the delightful and sometimes unusual products they were meant to help sell. Advertising signs made of glass, tin, cardboard, and porcelain tout the benefits of everything from cigars to corsets to soaps. Eye-catching packages include canned goods, baking needs, tobacco tins, games, washday and cleaning agents, candy, and cocoa. There are products for the favorite car, the favorite lady, even the favorite horse. Country store enthusiasts and advertising aficionados will delight in this assortment from the c. 1880-1930 era. Current market values provided.

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