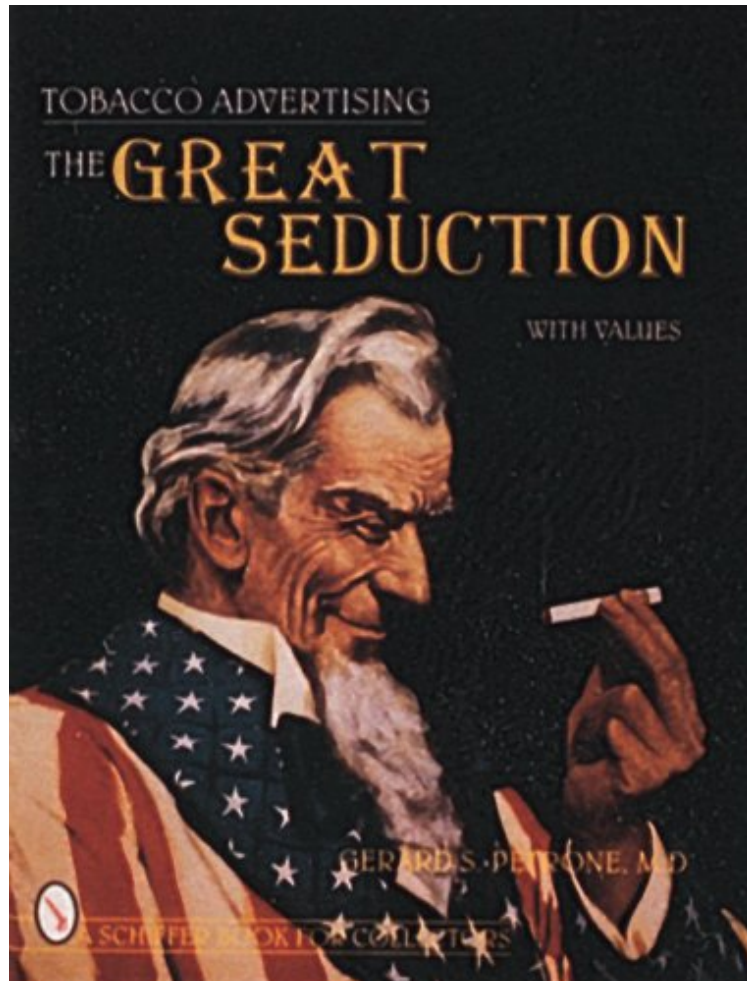


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Tobacco Advertising the Great Seduction (Schiffer Book for Collectors)

Gerard S Petrone

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Gerard S Petrone : Tobacco Advertising the Great Seduction (Schiffer Book for Collectors) before purchasing it in order to gage whether or not it would be worth my time, and all praised Tobacco Advertising the Great Seduction (Schiffer Book for Collectors):

0 of 1 people found the following review helpful. Three StarsBy Maggie the Aggieinteresting information, but lots of gaps3 of 3 people found the following review helpful. GORGEOUS Color Repros of Many Families of Ephemera!By Beyond-Is-Within AlsoThis is a superb coffee table book covering every imaginable facet of tobacco advertising from 1830 to 1930. That period encompasses several golden ages of commercial illustration, and besides exhaustive and authoritative text this 271-page tome contains many hundreds of mouthwateringly beautiful images of tobacco-related ephemera.Ads, containers, insert cards, posters, retail signage -- you name it, it's in here and its gorgeous! A visual

treat and an instant education on the history of commercial art and design, even if the title topic doesn't appeal to everyone. Heavy gloss paper, rich mellow color -- yum!

Since 1789, when the first tobacco advertisement appeared, tobacco manufacturers have been pioneers of advertising and marketing, revolutionizing the American way of doing business in the process. The folksy, familiar and innocent-looking images portrayed in tobacco advertising were part of the new wave of product promotion - tin tags, cigar and tobacco labels, insert cards (including the first baseball cards) - that helped transform America into a nation of smokers by 1900. With illustrations of antique artifacts, old photographs and contemporary advertising, the reader is taken through the rapid growth of the tobacco industry following the Civil War, and shown a wide-range of promotional ploys and gimmickry that evolved in this century: tobacco tins, cigarette pack art, and outdoor advertising. Other advertising objects include lapel buttons, pocket mirrors, postcards, watch fobs, pocketknives, envelope stickers and more. All are lavishly illustrated, many in full color, and an informative value guide is included.

About the Author Jerry Petrone is a San Diego physician who many years ago became addicted to antique tobacco advertising, but, he is proud to say, not to tobacco.