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0 of 0 people found the following review helpful. Typical Antique Trader format and contentBy S. ShereshAs with all the other Antique Trader (AT) reference guides I've used, this one is a good, basic primer for the subject.

Unfortunately, as with all AT guides, the lack of an index makes it tedious to search for specific items. It also tends, like all the other general AT guides, to attempt to include too many categories at the expense of including an adequate sample of items within each category. However, if this book happens to have just the item you're looking for, the photos and descriptions are well-done and the prices are reasonably accurate. Basically, it's a good general guide for

someone who is attempting to gauge the general value of advertising items, but don't buy it with the express hope of finding a specific item.

Advertising items are hot and this guide presents an excellent overview of all the major collectibles areas in this quickly growing genre, with detailed descriptions and accurate pricing. Collectors will discover a wealth of information on their advertising collectibles from the 19th century to the mid-20th century. Includes wartime memorabilia, vintage autos, breweriana, Black Americana and other special niche collectibles. This compact, easy-to-use guide is complemented with a multitude of quality photos and is a great resource for all collectors. Features: Covers more than 2,000 various advertising-related antiques and collectibles; More than 400 quality, black and white photographs; Bibliography of references to advertising collecting.