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*Ralph Kovel, Terry Kovel*

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**Ralph Kovel, Terry Kovel : Kovels' Advertising Collectibles Price List** before purchasing it in order to gage whether or not it would be worth my time, and all praised Kovels' Advertising Collectibles Price List:

0 of 0 people found the following review helpful. good information By Lindabought this book for my husband who likes to learn alot of different things...he loves kovel's books he has the from 1985 up till now...some were giving to him by my mother.2 of 2 people found the following review helpful. Collectibles Book By I. Hass A lot of items listed but if you are looking for something specific, you might as well do a search

This brand-new sourcebook tackles a subject that has become particularly trendy in today's collectibles market: advertising memorabilia. From tin boxes and ashtrays to cigar cutters and tip trays, the Kovels take us on a historical journey that goes beyond the classic antique Coca-Cola signs we think of as antique advertising. We travel from original Woolworth Co. signs and Wrigley's Doublemint chewing gum tins all the way to Levi's advertising posters. This first edition of *Kovels' Advertising Price List* defines commercial packaging, company advertising, and country store memorabilia as a collectibles genre. Offers detailed descriptions and current price listings for everything on the market.

**About the Author** Ralph Terry Kovel, hailed as America's antiques and collectibles expert, has authored more than 90 books and writes a nationally-syndicated newspaper column and a subscription-based monthly national newsletter. They appear in their own weekly TV show on HGTV (Home Garden Television), *Flea Market Finds with the Kovels*.