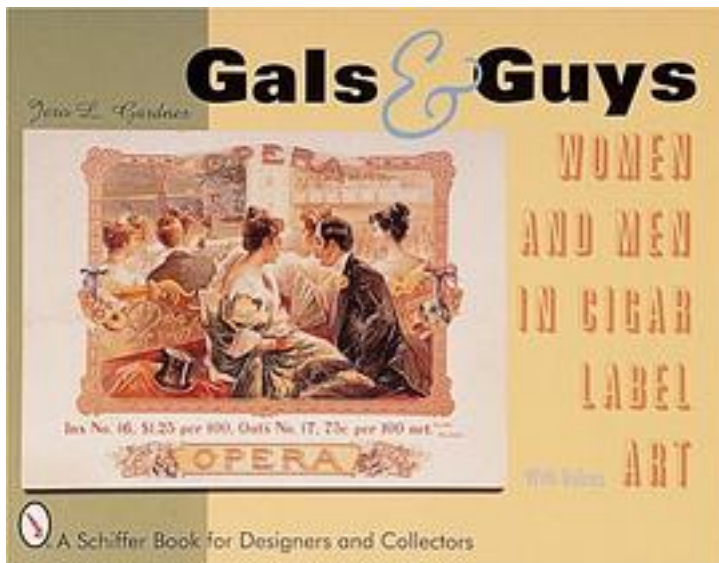


Gals & Guys



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著者:Jero L. Gardner

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With over 470 full-color photographs of labels from cigar boxes and a complete price guide, this book is a treasury of advertising images. Fair maidens, stylish and sedate or with a sensuous display of cleavage, are partnered with those ne'er-do-wells, railroad magnates, and political wizards of the male gender in a grand introduction to American mass marketing. Cigar box label art is a true American art form, designed to grab the buyer by the tail of his coat and spin him around, see-gar in hand, ready to buy again. The magic has not gone away! Take a look for yourself.

作者介绍:

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