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Encyclopedia of Porcelain Enamel Advertising (A Schiffer Book for Collectors)

Michael Bruner

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Michael Bruner : Encyclopedia of Porcelain Enamel Advertising (A Schiffer Book for Collectors) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Encyclopedia of Porcelain Enamel Advertising (A Schiffer Book for Collectors):

3 of 3 people found the following review helpful. Entertaining..By WILLIAM WALKER Lots of interesting pictures and info on advertising signs. Good information on what's available and what to look for when shopping. A good guide on historical past. 3 of 3 people found the following review helpful. Four Stars By Original Thai Tea since 1945 nice book good pictures and value of signs 3 of 3 people found the following review helpful. Five Stars By Chase Freedom great info book

Of the many media used by companies to bring attention to their products or services, none seem to have had the overall appeal of porcelain enamel. The process of creating porcelain signs is an art in itself, and the influx of new collectors in the market place attests to porcelain enamel advertising's beauty. Few collectibles are made with such long-lasting properties or have been found in such diversity. With hundreds of full color photographs, this new book will give you an idea of the beauty and diverse graphics that can be found in this very collectible area of Americana. Discover the powerful graphics that were so effective on these signs and see the wide range of advertisers who used the medium. The book is divided by manufacturing design with one chapter devoted to gasoline pump signs, a particularly popular area of collecting. Informative captions include a description, measurements, and the approximate age of the sign. This is simply the best illustrated guide to porcelain enamel advertising ever published, and an important reference to collectors and historians alike.

About the Author Mike Bruner is an advanced, enthusiastic collector of porcelain enamel signs who is a lifelong resident of West Bloomfield, Michigan.