



The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers

Ralph Kovel, Terry Kovel

Download now

[Click here](#) if your download doesn't start automatically

The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers

Ralph Kovel, Terry Kovel

The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers

Ralph Kovel, Terry Kovel

Smoking chimneys, Aunt Jemima, streamlined trains, and Trojans have all decorated labels to help sell everything from soup to cigars. More than 300 striking labels feature these images and more--from bathing beauties and cherubic babies to Abraham Lincoln and Peter Pan.

When Ralph and Terry Kovel started collecting labels, they learned that every label is an ad and a mystery. A label is designed to catch your eye, entice you to buy, tell you what the product is, why it's wonderful, and even if it's good for you. But if you learn to read clues on a label, it can tell you much more--who made the product, when it was made, and the consumer laws that governed its packaging, as well as the fashions, hairstyles, humor, prejudices, pleasures, and political ideals of the past.

The Label Made Me Buy It shows you the clues to look for. Learn the history of brands and companies, trace the methods used by label lithographers, and discover the romance and ingenuity of label designers. You'll also find out what "4011" means on a banana sticker, why grocery boxes are seldom black, and why a grape label picturing a tiger had to explain that the crate did not hold tiger meat.

The labels in this book range from salmon and tomato labels of the 1860s to frozen pie labels from the 1970s. The products include tobacco, citrus fruit, candy, firecrackers, fabrics, canned goods, and condoms. Many show mouthwatering images of the foods we love or emotional representations of the childhood we remember.

Label collecting has become a hobby of interest not only to collectors, but also artists and historians. Tobacco, citrus fruit, and food labels, firecracker packages, and product stickers are eagerly bought, sold, and traded through organized clubs, auctions, shows, and the internet.

This book will help historians understand why a label featured Chief Red Cloud, Joe Cannon, or Penrod--all well-known figures in their day. Old-fashioned food names like "shoepeg corn" or "telephone peas" are explained. An extensive index as well as the locations and working dates of lithographers and food companies are provided.

 [Download The Label Made Me Buy It: The Best-Dressed Boxes, ...pdf](#)

 [Read Online The Label Made Me Buy It: The Best-Dressed Boxes ...pdf](#)

Download and Read Free Online The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers Ralph Kovel, Terry Kovel

From reader reviews:

Ismael Black:

Book is to be different for each and every grade. Book for children until eventually adult are different content. We all know that that book is very important usually. The book The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers was making you to know about other knowledge and of course you can take more information. It is extremely advantages for you. The guide The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers is not only giving you more new information but also to be your friend when you really feel bored. You can spend your personal spend time to read your e-book. Try to make relationship together with the book The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers. You never feel lose out for everything in case you read some books.

Enrique Hayes:

This The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers book is not really ordinary book, you have it then the world is in your hands. The benefit you have by reading this book is information inside this guide incredible fresh, you will get info which is getting deeper anyone read a lot of information you will get. This kind of The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers without we know teach the one who reading it become critical in pondering and analyzing. Don't end up being worry The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers can bring once you are and not make your carrier space or bookshelves' become full because you can have it inside your lovely laptop even phone. This The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers having very good arrangement in word in addition to layout, so you will not truly feel uninterested in reading.

Jessica Hurst:

The book untitled The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers contain a lot of information on the idea. The writer explains the girl idea with easy way. The language is very straightforward all the people, so do definitely not worry, you can easy to read it. The book was published by famous author. The author gives you in the new period of time of literary works. You can actually read this book because you can keep reading your smart phone, or product, so you can read the book within anywhere and anytime. In a situation you wish to purchase the e-book, you can open their official web-site along with order it. Have a nice read.

Gilbert Phillips:

Beside that The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers in your phone, it might give you a way to get nearer to the new knowledge or facts. The information

and the knowledge you are going to get here is fresh from the oven so don't be worry if you feel like an old people live in narrow village. It is good thing to have The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers because this book offers to you personally readable information. Do you at times have book but you would not get what it's all about. Oh come on, that will not end up to happen if you have this in the hand. The Enjoyable agreement here cannot be questionable, just like treasuring beautiful island. So do you still want to miss this? Find this book in addition to read it from now!

**Download and Read Online The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers
Ralph Kovel, Terry Kovel #F62MN3PUC8R**

Read The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers by Ralph Kovel, Terry Kovel for online ebook

The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers by Ralph Kovel, Terry Kovel Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers by Ralph Kovel, Terry Kovel books to read online.

Online The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers by Ralph Kovel, Terry Kovel ebook PDF download

The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers by Ralph Kovel, Terry Kovel Doc

The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers by Ralph Kovel, Terry Kovel Mobipocket

The Label Made Me Buy It: The Best-Dressed Boxes, Bottles and Cans From Aunt Jemima to Zonkers by Ralph Kovel, Terry Kovel EPub