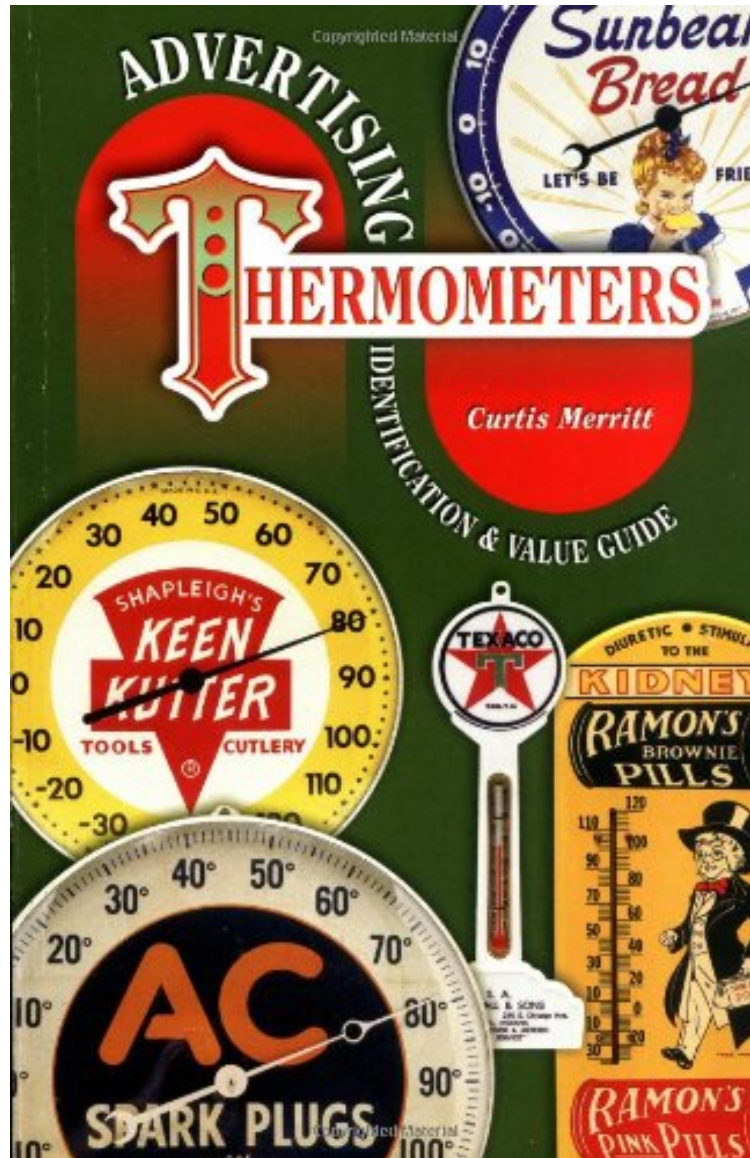


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Collectors of both advertising memorabilia and thermometers will be thrilled with this all new price guide devoted completely to advertising thermometers. Arranged by category, the book includes soda pop (Coca-Cola, 7-Up, Dr. Pepper, Pepsi, Barq's Root Beer, Sunkist), restaurant, cigarette and snuff, all types of businesses, from insurance companies to funeral homes, food products, gasoline, dairy, and hundreds of miscellaneous advertising thermometers. Readers will view over 400 color photos of all types of thermometers - glass, bubble, mirror, and more. 2001 values.

**AUTHOR BIO:** Advertising and promotional items have always fascinated Curtis Merritt. When he first began collecting, he mainly dealt with old advertising distillery jugs and signs. It wasn't long before he was also interested in advertising thermometers and the colors and graphics used on them. He decided to put together a price guide, *Advertising Thermometers*, published in 2001. **REVIEW:** This book is compiled from some of the largest collections of advertising thermometers in the country. Organized by category, including agriculture, beverage, food, healthcare, industry, tobacco, and miscellaneous, each thermometer is given a size, date, and current collector value.