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The book celebrates the advertising style of nineteenth century in the United States. Starting with 1800 it shows the progression of advertising style throughout the century. It dates each advertisement to the date and in what publication it appeared. Among the items advertised in the nineteenth century were horses' halters, lady's union suits, millinery trimmings, herbalism, and painless dentistry. Most of these advertisements and the illustrations accompanying them provide an hilarious insight into the nineteenth century in the United States.

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