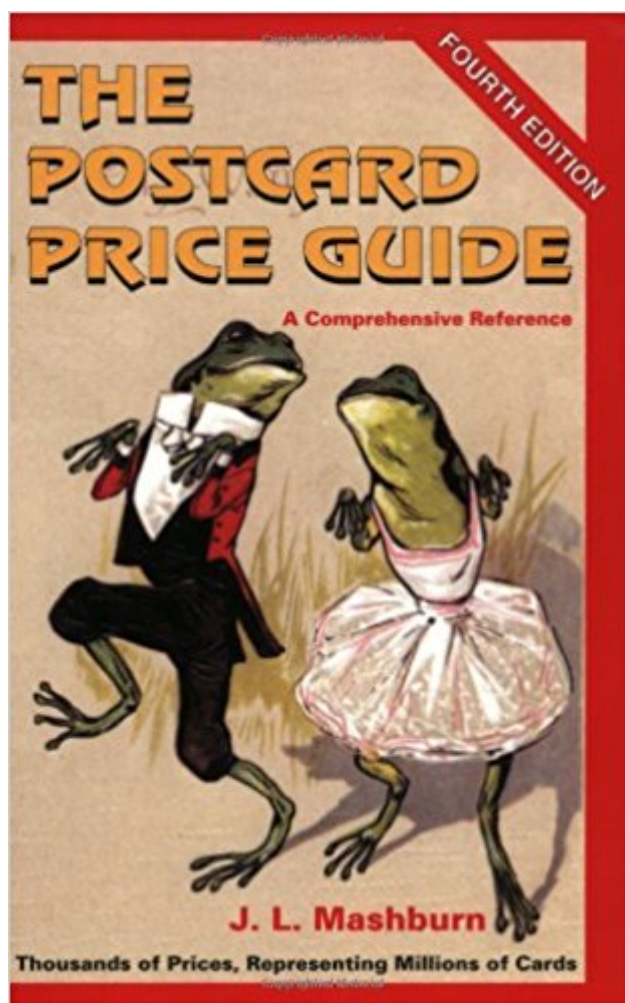


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# The Postcard Price Guide, 4th Ed., A Comprehensive Reference



## Synopsis

This 4th Edition of "The Postcard Price Guide," is the 10th postcard price guide by author J.L. Mashburn. It is a very Comprehensive Reference and is completely updated with new values and listings in all chapters. The book now contains 592 exciting pages (80 more than 3rd edition) and 900 photos of which over 95% have not appeared in the previous editions. It was compiled specifically for collectors and dealers, or any novice who has a collection or accumulation of old postcards and has the desire to know something about their history, age, and approximate value. Mashburn's books are sold and used worldwide and are known to be one of the leaders in the field.

## Book Information

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## Customer Reviews

"The new book by Mashburn is simply one of his best". -- Ralph Roberts, Alexander Press Magazine, Feb. 15, 2001

J.L. Mashburn is a former chemist and laboratory manager and has been a collector, dealer, auctioneer, and historian with over 37 years experience in the postcard field. This price guide is his 10th on postcards.

The book is excellent. Unfortunately, none of the 1500 postcards I inherited that are from the early 1900's fit into the categories in the book. They apparently aren't worth much at all. But now I know

which types are worth a lot and maybe I can sell all mine and get a couple of really good ones! I want to start trading.

Great book. Helpful resource, Book as described.

THIS BOOK HELPED ME TO EVALUATE MY POSTCARDS COLLECTION. IT INCLUDES ALMOST EVERYTHING YOU NEED TO KNOW, FOR ALL KINDS OF POSTCARDS.

Excellent reference. Already used it a great deal.

Nice informative book Great pictures and a fine explanatory text. A valuable aid for a beginning collector. Worth the money.

Too much information about extremely rare postcards I will never see, let alone own. Not nearly enough information about cards non-millionaires can afford to collect. The book seems to cover all genres of postcards, which means there are too few examples of each genre. If you collect holiday postcards like me, this book is really not very useful.

This guide provides prices for over 10,000 cards and will be useful for collectors, dealers, and novices. The book highlights the most collected categories, and the artist-signed chapter covers over 250 pages. The 900 postcard images, though reduced and in black and white, are useful; my favorites included the Krampus cards, Alligator border card, and the Halloween cards are a real treat. Mashburn provides short biographies of some of the artists and publishers (and even an introduction to Krampus). Although Mashburn does present some useful guidelines on topical, views, and roadside America I thought those chapters were too short in light of the vast number of cards available. Mashburn also includes references for more specific topics also.

It's been over 7 years since this has been updated, and a lot has happened in the world of postcards. I'd say that the vast majority of prices quoted in this book are much higher than prices realized at traditional and online auctions, and many retail sales. So, if you just found a shoebox of postcards in your grandmother's attic and are planning on selling them, don't expect to realize prices anywhere near most of the prices you see in this book. That said, there are exceptions - and condition really does play an important part in pricing, but as the Internet opens up dealers to a

worldwide audience it appears that many cards that were in demand 10 years ago are no longer that scarce.

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