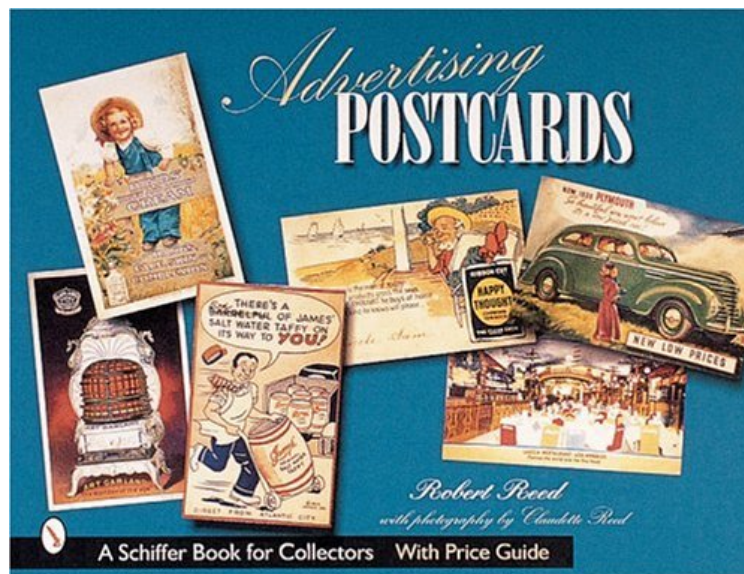


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Advertising Postcards (Schiffer Book for Collectors with Price Guide)

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1 of 1 people found the following review helpful. Great background on Post CardsBy Elma Lee MooreThe book was a great overview of cards selected with a good deal of thought. The discussion was well presented and educational to those who know little about post cards.

All the charm and color of more than a century's worth of advertising postcards is here in a single volume. They range from vintage to modern and include products, hotels, country clubs, banks, utilities, restaurants, transportation, and even world's fairs. From the Admiral Vee Motel to the confections of the Zumole Trokey Girl, Advertising Postcards offers sweeping coverage of this enduring method of print advertising. Starting with the very early advertising postcard days of the late 19th century, the volume spans more than 100 years, with remarkable and memorable examples. Everything from Akron Lamps to Zero candy bars eventually found their way to the concept of the advertising postcard, and more than 500 of them are illustrated in full color and documented here. Their historical context is presented and current values are given.

About the AuthorRobert M. Reed has written extensively on antiques and collectibles. Claudette Reed is an accomplished photographer whose work has appeared in numerous books and in hundreds of newspaper and magazine articles. Together they direct Antique and Collectible News Service. They reside in Indiana.