

# Old Magazine Advertisements 1890-1950, Identification Value Guide

*Richard E. Clear*

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**Richard E. Clear : Old Magazine Advertisements 1890-1950, Identification Value Guide** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Old Magazine Advertisements 1890-1950, Identification Value Guide:

0 of 0 people found the following review helpful. Five Stars By M.K.M. Great pics. Super fast delivery. 0 of 0 people found the following review helpful. good reference book By Centaur Arts Framing We run across these sort of ads from time to time and this resource helps with value estimates. Good for reference.

This book, from the author of Old Magazines, is a pictorial history of colorful and interesting product ads found in vintage magazines. This collecting field is one of the least expensive left - almost anyone can afford to collect antique ads! They are easy to store in looseleaf binders, occupy very little space, and can be shelved like a book. Over 1,100

color photos of advertisements are featured in this bound-to-be bestseller. Coca-Cola and Cream of Wheat are two of the largest ad categories featured. Famous artists like Norman Rockwell and Maxfield Parrish illustrated some of these vintage ads, and their works can be seen throughout Old Magazine Advertisements.

Old magazine advertisements get their just recognition in a newly released book of the same name from Collector Books. More than 1,100 color photographs fill Old Magazine Advertisements 1890-1950. They are finely matched with 2007 values. In the book are lots of the expected major product advertisers such as Coca-Cola, Cream of Wheat, Ivory Soap, Campbell's Soup, and Maxwell House Coffee. About the Author Richard Clear began collecting magazines in 1971 and opened a bookstore in Dayton, Ohio, in 1973. His first book, Old Magazines Collector's Price Guide, was published in 1974. He was advisor to the magazine portion of Time-Life Encyclopedia of Collectibles in 1979. In 1983, he moved to Tampa, Florida, where he opened Merlin's Books. In July 1988 he received the Lamont Award, given for outstanding effort in keeping alive the memory and spirit of the pulp magazine era.