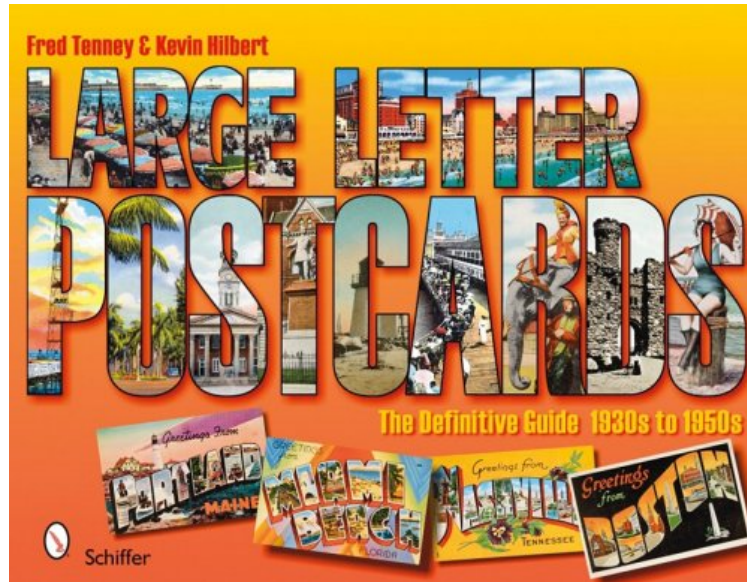


Large Letter Postcards: The Definitive Guide, 1930s-1950s

Fred Tenney

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#2197276 in Books 2009-09-25 Original language: English PDF # 1 8.70 x .80 x 11.20l, 2.65 Binding: Cards 174 pages | File size: 34.Mb

Fred Tenney : Large Letter Postcards: The Definitive Guide, 1930s-1950s before purchasing it in order to gauge whether or not it would be worth my time, and all praised Large Letter Postcards: The Definitive Guide, 1930s-1950s:

8 of 8 people found the following review helpful. Too good to mail By Robin This could well become the gold standard of large letter cards because Tenney and Hilbert have unearthed a treasure trove of detail about a small group of printers who turned them out by the million and how they created these colorful bits of card. Plus there is the awesome pager-turner of seeing 2,200 reproduced in color as one and a quarter by (almost) two inches. All these have a printers name, number and price guide caption. The first sixty-one pages dig deep into the background of the Curt Teich company, who I think produced the best cards (1014 different ones it seems) and there really are some visual gems here: page twenty-nine has a black and white preliminary rough for Santa Claus, Indiana; over the page is a rough for Alaska, the Teich job sheet, and the individual images that went inside the letters. Collectors will be interested in the twenty pages of how to identify the various printers from the card backs and the format is very similar to the pages in Linen Postcards: Images of the American Dream a lovely book that surveys, with excellent examples, the whole range of postcards, large letters only get a page though. The front of the book nicely includes some decent card enlargements with Fifty Scarce Cards (according to Teich Archives) and Fifty Graphically Appealing Cards. These are repeated in the 113 pages with the card thumbnails. Admittedly they are sort of small but still very viewable and what I found intriguing is that, as far as I could tell, none of these large letter designs are repeated yet the format is near identical for each card: letters with images inside them. There is an amazing assortment of color backgrounds, graphic devices and letters with all kinds of treatment but not enough to obscure the inside picture. Visually stunning though all this material is I was disappointed with the book's look, so four stars. It's a typical Schiffer production, bland typography, lots of empty page space, columns of type that just fall short on the page and the color on the cards really should have been a bit brighter. The editing is none too impressive either, the words 'large letter post cards' is repeated over and over in quite short paragraphs. The book looks like it's in some design time-warp of yesteryear. This is especially

noticeable when looking through 'Linen Postcards' I mentioned earlier, it really looks quite elegant in comparison to any Schiffer book. Fortunately the look of Large Letter Postcards probably doesn't matter too much for collectors when compared to the ton of information the pages contain about these wonderful colorful cards.3 of 3 people found the following review helpful. Great Book!!By Jack M. DavisThis is the finest Large Letter postcard book on the market. I highly recommend this book to anyone who is interested in the art deco Large Letter designs of the 1930s. Fred and Hilbert Tenney spent countless hours researching this book. A must have reference book for anyone interested in deltiology and the history of postcards.0 of 0 people found the following review helpful. Valuable reference!By CollinsFabulous book! A must for collectors of picture postcards.

This book will serve generations to come as the definitive book on buying and collecting the beautiful, 1930s to 1950s era large letter linen postcards. Over 2,300 large letter postcards are documented, with a carefully researched value for each card. This will assist dealers to fairly price their postcards and protect the collector from overpaying. There is a detailed history of the postcards and information about the designers and manufacturers. Graphic artists will find inspiration for new approaches to art and advertising. A wide assortment of colorful cards was selected to be shown big, making this a wonderful coffee table book, with crossover appeal in collecting, advertising, graphic design, historical research, and arts and crafts.

About the AuthorFred Tenney developed a passion for buying and selling collectibles, particularly postcards. He is a prominent buyer and seller of the large-letter genre. Kevin Hilbert has collected postcards since early childhood and was bitten by the "large letter" bug in the 2000s. They both reside in Arizona