

## Postcards from Falmouth Zoom Program Transcript

Recorded: September 24, 2020

Presenter: Mary L. Martin

Host: Jill Erickson

Topic: *A Guide Book of Collectible Postcards*, by Q. David Bowers & Mary L. Martin

- Available at Falmouth Public Library under 383.122 BOW
- Also mentioned:
  - *Cape Cod Memories: An Illustrated History in Postcards*, by Karen Choppa & Mary L. Martin, available in the FPL Reference Department under REF LocHist 974.492 CHO, as well as other CLAMS locations
  - *The Postcards of Alphonse Mucha*, by Q. David Bowers & Mary L. Martin

Note: The right column references postcards by identifiers searchable in the Digital Commonwealth online collection.

00:00	[Music]	
00:44	I do have a bit of an introduction here	
00:47	as to how	
00:48	I came sitting here in Falmouth	
00:51	Massachusetts	
00:52	came to find Mary Martin who's joined us	
00:55	has	
00:55	delightfully joined us this morning um I	
00:58	I'm so pleased that she's been able to	
01:01	we've had two other talks this week um	
01:04	had based on postcards but also Falmouth	
01:07	history and	
01:08	this today we're really looking at	
01:10	collecting postcards and what that means	
01:12	but let me just give you a little bit of	
01:15	background as where	
01:16	this is all started as we have lots of	
01:18	new people here	
01:19	this morning um Postcards from Falmouth	#postcardsfromfalmouth

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01:23	was a special is a special local history	
01:25	project of the Falmouth Public Library	
01:28	that is based upon our historical	
01:30	postcard collection	
01:32	of noted buildings landmarks and	
01:34	locations within the town of Falmouth	
01:37	the library is working on creating an	
01:39	oral history	
01:40	based upon upon the two postcard	
01:42	collections	
01:44	generously given to the library by Anita	#anitagunning
01:46	Gunning	
01:47	and Robert C. Hunt Jr Postcards from	#roberthunt
01:50	Falmouth is made possible through a	
01:52	Library Services	
01:53	and Technology Act grant which is	
01:56	administered through the Massachusetts	
01:57	Board of Library Commissioners	
01:59	this series of talks is also made	
02:01	possible thanks to the help of the	
02:04	Falmouth Public Library Trustees	
02:06	and FCTV and I can't thank Andrew enough for	
02:10	all his help this week	
02:12	um and we hope by the end of this series	
02:15	that those of you listening will be	
02:16	inspired to look at our postcard	
02:18	collections	
02:19	and share your memories of Falmouth now	
02:22	I know a lot of you don't have	
02:23	necessarily memories of Falmouth but we're	
02:25	making one for you right	
02:26	now and um I want you to know	
02:30	how I actually got to Mary because	
02:34	we were as you know shut down as many of	

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02:36	you know we were shut down mid-March	
02:38	so our building has been closed although	
02:40	the library we say	
02:42	has been open because we've been doing	
02:44	answering phone calls and	
02:46	doing programs and um	
02:49	emails and keeping track of Twitter and	
02:52	Facebook etc.	
02:54	but what I discovered in May	
02:57	back in May was this issue of	
03:00	Antique Trader and on the cover you will	#antiquetrader
03:04	see this cover story was Postcard	
03:06	Passion	
03:07	Enjoying A Picturesque View and	
03:11	I'm sorry my phone is ringing	
03:14	one moment	
03:23	we've done this for this is the third	
03:25	one first phone call	
03:27	um in any case I discovered this	
03:30	Antique Trader Postcard uh Passion	
03:33	article	
03:34	and within it it talked about the fact	
03:37	that one of the articles in here first	
03:38	appeared in	
03:39	metro news a bulletin of the	
03:42	Metropolitan Postcard Club of New York	#metropolitanpostcardclub
03:45	City	#newyorkcity
03:46	which I had never heard of before and	
03:48	being a reference librarian I'm like	
03:50	well	
03:50	I need to check on this Metropolitan	
03:52	Postcard Club	
03:53	of New York City so I found their web	
03:56	page which was simple enough to do	
03:58	and learned a little bit more about the	

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04:00	Metropolitan Postcard Club of New York	
04:02	City	
04:03	which was formerly called the	
04:04	Metropolitan Postcard Collectors Club	
04:07	and is the oldest continually	
04:10	continuously run postcard club	
04:12	in the United States membership is made	
04:15	up of both collectors and dealers of	
04:17	postcards from coast to coast	
04:18	and many from foreign countries as well	
04:22	um and they've been facilitating the	
04:23	exchange of postcards since its founding	
04:25	in 1946	#1946
04:28	so I then saw that they had a president	
04:30	so I contacted their president	
04:32	Rod Rod Kennedy who was very gracious	#roderickkennedy
04:36	and	
04:36	very helpful and put me in connection	
04:40	with our speaker today Mary L. Martin	
04:43	and Mary L. Martin has operated Mary	#marylmartinltd
04:47	L. Martin Limited for many years	
04:49	continuing the worldwide postcard	
04:51	business founded by her parents	
04:53	in the 1960s she's the author of several	
04:56	books	
04:56	and is considered a leading expert on	
04:59	postcards	
05:00	their history rarity and value she	
05:03	conducts several postcard conventions	
05:05	each year in New York City	
05:06	and other locations from Perryville	
05:09	Maryland she sells postcards and	
05:11	supplies	
05:12	by mail and in Havre de Grace Maryland	
05:15	she and her staff have a retail outlet	
05:18	her	
05:18	inventory of collectible cards in all	

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05:20	categories	
05:21	is among the world's largest and her	
05:24	most	
05:25	recent book which is going to share some	
05:27	information with us about today	
05:29	is a guidebook of collectible postcards	
05:33	so thank you so much Mary for joining us	
05:36	and I will	
05:37	give the Zoom talk over to you thank you	
05:40	Jill this is really fun this is my first	
05:42	Zoom talk although I love	
05:44	to talk about my postcard passion this	
05:46	first time I've had a chance to do it	
05:48	by Zoom so I'll start with just a teeny	
05:51	bit of history	
05:52	about how my parents got started in the	
05:54	postcard business my dad was a stamp and	
05:57	coin collector	
05:58	and when he met my mother they would	
06:00	travel together to shows	
06:02	and my mother wasn't interested in	
06:05	stamp and coin	
06:06	she bought those cards that were usually	
06:08	not too important on the edge of a table	
06:10	at a stamp show and she really it cost	
06:14	maybe	
06:14	five cents to ten cents and she would	
06:17	just really pick out	
06:18	what she thought was pretty she traveled	
06:20	around this with my dad for a few years	
06:23	and so after a while she got quite a	
06:26	large collection and she decided to do	
06:29	a mail auction and it was	
06:33	mail auction was kind of normal in the	
06:35	60s stamp and coin dealers were doing it	

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06:38	but my mom decided to do it I spent my	
06:40	childhood watching her	
06:42	type up auctions looking at every single	
06:44	postcard and writing a description put	
06:48	it in the mail	
06:48	I think her first auction she made 35	
06:50	dollars and she was ecstatic	
06:52	so this was in the 60s after I was born	
06:55	she really	
06:56	started to travel a lot more and do	
06:59	shows	
07:00	really the only club or show that was	
07:03	really well established was the	
07:06	Metropolitan Postcard Club	
07:08	and they had a show and actually um Leah	
07:11	who's joined the call today	
07:13	ran the show and I was young I remember	
07:15	my first show was	
07:16	at the Union Hall in in Manhattan and	#unionhall #manhattan
07:20	going in and fascinated I saw Leah	
07:22	running the show and	
07:23	I was just so impressed and so	
07:25	fascinated here I was in New York City	
07:27	and	
07:27	all of these collectors and and how to	
07:30	think I get to help the club around	
07:32	their show it's it's fun	
07:33	it's exciting and it's been a really	
07:35	wonderful way to spend my life my	
07:37	my parents my whole life has been	
07:39	postcards	
07:40	my father quit is his job as lawyer in	
07:43	the 70s to help my mom	
07:45	run the business it started in our	
07:48	garage	
07:49	in the 70s it moved in the 80s to our	
07:53	basement	

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07:54	in the 90s my dad purchased	
07:58	a car dealership it used to be a Ford	
08:00	car dealership it was probably	
08:02	ten thousand square feet which we	
08:06	opened and filled with postcards	
08:08	millions of postcards now	
08:10	I will say my dad was the accumulator	
08:12	the buyer and my mom	
08:14	was more of the detailers very organized	
08:16	my mom was German	
08:18	everything was completely organized and	
08:20	cataloged perfectly	
08:22	I take after my dad a little bit more	
08:24	not as organized	
08:26	but I pretty much know where everything	
08:28	is in our warehouse	
08:29	so if you ask me for a specific town or	
08:32	subject	
08:33	we have it arranged like that so our	
08:36	postcards if you would come into	
08:38	our warehouse are very long aisles	
08:41	maybe 15 feet high and	
08:45	we have them by states country	
08:48	within the states we have them by towns	
08:50	and then we have	
08:51	subjects from anything from automobiles	
08:54	astronomy	
08:55	to zoos everything in between	
08:58	because everything that ever	
09:02	was talked about was put on a postcard	
09:04	every subject matter	
09:07	so I guess in the early 2000s when my	
09:09	mom died I	
09:10	I started running the business full-time	
09:12	although my dad was still traveling and	
09:13	doing shows and	

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09:14	my son after college joined me in um	
09:18	running the business and	
09:21	I probably did maybe 35 to 40	
09:25	coffee top books on different towns	
09:29	throughout the United States so I would	
09:30	co-author them with people that actually	
09:33	lived in the towns	
09:34	um I it on Cape Cod I did one in Houston	#capecod #houston
09:37	Texas	
09:37	all over the United States but I would	
09:40	partner with	
09:41	maybe a local historian to do the book	
09:43	so I would provide a lot of images	
09:46	and they would provide a lot of text for	
09:47	the books so I did a lot of those	
09:50	and um then I guess a good friend of my	
09:53	parents in 2012	
09:58	wanted to redo a book that him and my	
10:01	mom had done on Alphonse Mucha postcards	#alphonsemucha
10:05	and my mother started collecting Mucha	
10:07	postcards in the 70s	
10:09	um she would go to Paris and buy these	
10:12	cards now	
10:13	again this I didn't even know anybody	
10:15	that had been to Europe	
10:16	let alone my mom was going there to buy	
10:19	postcards and	
10:20	you know this was a huge deal in our	
10:22	family and she brought back those cards	
10:24	that we had never seen	
10:25	before by beautiful French artists and	
10:29	French topics and subjects and so she	
10:33	her love was Alphonse Mucha so she bought	
10:35	all the Mucha cards that she could find	
10:38	and probably in I guess 1979	

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10:43	David Bowers nudged her to do a book on	#davidbowers
10:46	it because	
10:47	the cards were lovely but you they	
10:49	weren't	
10:50	it was hard to uh put them in categories	
10:53	and auction houses	
10:54	had trouble with how to describe them so	
10:57	my mom	
10:58	and Dave assigned numbers to every Mucha	
11:01	card that they found	
11:03	and to this day those numbers are still	
11:05	used in auction houses when they're	
11:07	selling the cards	
11:08	and um I was able to redo the book	<i>The Postcards of Alphonse Mucha</i> , by Q. David Bowers & Mary L. Martin
11:11	and with Dave a few years ago and we did	
11:15	it in color	
11:16	and we did it for about you know one	
11:18	percent of the price that it caused them	
11:20	to do it in black and white	
11:22	but my mom put a lot of effort to it you	
11:24	know the time Dave lived	
11:26	he is a celebrity among coin dealers and	
11:29	he lived in Beverly Hills and	
11:30	I remember these packages from FedEx	
11:33	coming every day	
11:34	from the documents because there was no	
11:37	computer then so	
11:38	Dave would write the documents FedEx	
11:40	would deliver the packages from Beverly	
11:41	Hills	
11:42	my mom would you know write back and I	

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11:44	remember her doing the book and how	
11:47	entailed everything was all the details	
11:49	so I think about that often when I talk	
11:51	to Dave because	
11:52	doing the book this time was quite	
11:55	different	
11:57	you know without Dave I I probably if I	
11:59	wasn't nudged by him	
12:01	to do it I probably would have had a	
12:04	hard time taking on the project because	
12:07	I'm not as organized as him he's a great	
12:09	writer so he was	
12:11	you know postcards putting postcards	
12:14	in an encyclopedia of collecting is	
12:17	difficult	
12:18	it's much easier for numismatics coin	
12:20	dealers or	
12:22	stamp dealers to document things because	
12:25	we have lists of things that were	
12:27	produced published	
12:29	postcards we don't because you didn't	
12:31	have to be a publishing company to put	
12:34	out a postcard	
12:35	um you could just take your own	
12:37	photograph and put it on a postcard	
12:39	so every month of my life still I see	
12:42	postcards on subjects that	
12:44	I never knew existed so when Dave said	
12:47	he wanted to do	
12:48	a book with Whitman to talk about	
12:52	the whole hobby I didn't know where to	
12:54	begin but	
12:55	he was he put it into	
12:58	to subject matters that that made it	
13:00	work you know he	
13:01	he started with the timeline and talking	
13:04	about the very earliest postcards that	
13:06	were	

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13:07	commercially produced um during the	
13:09	Columbian	#columbianexposition
13:10	Exposition and then we dated them all	
13:13	the way to	
13:14	current postcards and so	
13:17	um within that he talks about the values	
13:20	and	
13:21	how to build a collection he talks about	
13:24	purchase like where to go with like	
13:26	clubs and online	
13:28	and different ways to build and obtain	
13:31	your collection	
13:33	then within the book he also has	
13:35	checklists for	
13:37	different artists and publishers	
13:40	obviously we we couldn't even attempt to	
13:43	touch on	
13:44	smallest amount but he gave an idea we	
13:47	thought it'd be a good idea to show	
13:48	people	
13:49	how to put a checklist together because	
13:52	people do checklist now every day in	
13:54	fact I put my own checklist together on	
13:56	subject so	
13:59	you know that was an important way to do	
14:00	it and then he broke the you know we	
14:02	thought we	
14:02	break it into a subject so social	
14:05	history	
14:06	real photography holidays artists	
14:08	advertising	
14:10	and within those chapters we	
14:13	um showed illustrations and we gave an	
14:16	idea	
14:17	on how to price the cards now obviously	
14:22	books change prices change but we	
14:24	thought it would still be a good guide	

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14:25	so even in 10 years	
14:27	you'll say okay well this card was	
14:30	25 in 2020	
14:33	and you know you can relate it to what	
14:36	the cards will be in the future but	
14:40	we talked about we both thought talked	
14:42	about condition	
14:43	pricing and	
14:46	we put in maybe 24 chapters	
14:50	with over 400 pages and 1500	
14:54	illustrations	
14:56	into the book to give people an idea and	
14:59	Dave	
15:00	um being a prolific writer I mean and	
15:02	he's done so many books	
15:03	like I said he's a celebrity in the coin	
15:05	world so it was a true honor to have him	
15:09	co-author the book and then Leonard	#leonardlauder
15:13	Lauder the owner of Estée Lauder who is	#esteelauder
15:15	a club member	
15:16	his whole life of practically the Metro	
15:19	Club	
15:20	he did the forward for the book which	
15:22	again was a true honor he was	
15:24	friends with my parents and a friend of	
15:26	Dave so	
15:27	it's a true honor to have him write in	
15:30	the book and	
15:30	and talk about his a little bit about	
15:33	his collecting	
15:35	and about his collection in the Boston	#museumoffineartsboston
15:38	Museum of Arts and so	
15:42	we thought that we did the best we could	
15:44	with the resources of Whitman Publishing	
15:47	to bring a full guide to in color	
15:52	and cover every cover every aspect of	
15:54	the hobby	

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15:56	and we talk a little bit about	
15:59	what makes the postcards	
16:02	collectible but really the	
16:06	that is in the eyes of the beholder with	
16:09	your collection so people	
16:10	always ask me what is	
16:13	the most expensive card you ever saw	
16:15	well	
16:16	actually the most expensive card I ever	
16:19	saw	
16:20	was in the charity to Rosie O'Donnell	#rosieodonnell
16:23	for	
16:24	fifty thousand dollars that	
16:27	she donated the money to someone that	
16:29	had cancer	
16:30	but in private real life the most	
16:33	expensive	
16:34	card I ever sold was a Mucha card	
16:38	of the Waverley Cycle postcard and it was	#waverleycycles
16:40	fourteen	
16:41	thousand dollars and a little over	
16:44	fourteen thousand dollars	
16:46	and I have a picture of it I hope people	
16:49	can see	
16:50	it okay not too much of a glare it's	
16:53	this one right here	
16:54	it's advertising a postcard	
16:58	and um it's very rare	
17:01	there's only maybe a dozen known	
17:04	and that Dave and my mom had seen before	
17:09	that's the most expensive postcard I've	
17:10	ever sold but the majority of postcards	
17:15	so between two dollars to 30	
17:19	so you can obtain a nice collection	
17:23	really for some cards for the price of a	
17:25	Hallmark card nowadays	
17:27	and certainly there's rare cards that	

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17:29	sound to the hundreds or thousands of	
17:30	dollars	
17:31	but I would say a majority of people	
17:33	that come to shows are coming to my	
17:35	store to purchase cards really are in	
17:38	that ballpark of	
17:40	ten dollars or fifteen dollars and	
17:43	no matter what your subject matters you	
17:45	don't have to be a postcard collector	
17:48	to collect postcards because like stamps	
17:51	and coins	
17:52	it's hard for somebody to show you a	
17:54	stamp and you fall in love with it if	
17:56	you're not a stamp collector but	
17:59	I can show people postcards and they	
18:01	say oh I don't collect postcards but	
18:03	I'll show them postcards of perhaps	
18:04	their Dalmatian that they have or	
18:06	maybe they're a golf player and I show	
18:08	them famous golf courses	
18:10	and then instantly they I'll decide to	
18:12	start building a small collection	
18:14	or they'll start collecting their town	
18:16	where their	
18:17	mother went to church and then after	
18:20	they found everything they'll buy	
18:21	everything in the county	
18:23	but I I would say postcards are a pretty	
18:26	affordable hobby	
18:28	and you know to hold something in your	
18:31	hand	
18:33	over 100 years old that traveled across	
18:36	the country	
18:37	for one penny it's pretty amazing	
18:40	and and it's so affordable you have to	
18:43	remember	
18:44	and you know many of you I'm sure you	
18:45	know this from your talks earlier this	
18:47	week	

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18:48	when people lived on a ranch in Montana	
18:51	in 1915	
18:52	they couldn't really turn on the	
18:55	television	
18:56	to get current events of something that	
18:57	was happening in New York City	
19:00	so when that penny postcard came to	
19:03	their door	
19:04	it was it was a big deal I mean it was	
19:07	it was a big deal they you know they put	
19:09	it on their coffee table	
19:10	and a beautiful album of postcards and	
19:12	they would show it off and	
19:13	this was a way they could really see a	
19:15	current picture	
19:17	of what was going on in small town	
19:19	America	
19:21	or even Europe during the war I mean so	
19:24	to own a piece of history in your hands	
19:27	pretty affordable I think it's the best	
19:30	hobby in the world and not everything	
19:35	is rare that is the most beautiful	
19:39	I mean you know I showed you a	
19:42	postcard of one that I sold for fourteen	
19:44	thousand dollars	
19:46	but this is a Mucha card that isn't even	
19:49	that attractive	
19:51	but it was advertising and it was it's	
19:54	so unique that	
19:57	that card itself is worth a few thousand	
19:59	dollars because	
20:00	nobody's really seen it it was just a	
20:02	small advertising card that	
20:04	Mucha didn't really wasn't mass-produced	
20:06	so	
20:08	just because uh something is beautiful	
20:11	or it doesn't make necessarily mean it's	

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20:14	the rarest	
20:16	um I learn a lot about	
20:19	postcards mostly from besides my parents	
20:23	are my clients because my clients are	
20:26	authorities in their subjects so whether	
20:28	they're collecting a subject like	
20:31	Titanic	
20:33	or if they're collecting Cape Cod	
20:35	railway I mean I certainly know what a	
20:38	rare	
20:39	railroad card is or a rare Titanic but	
20:42	I learned the details and I learned	
20:46	the history of almost every subject from	
20:49	my clients	
20:50	so they're really my teachers and I	
20:52	tried to put	
20:54	that into the book all the details that	
20:56	I've learned through	
20:58	through different things and and my	
21:00	clients being the teachers of	
21:02	their subjects because they are	
21:03	authorities in their subjects whether	
21:05	it's	
21:05	boxing or Santa collecting or	
21:08	advertising so it you know the book	
21:12	reflects a lot of a different	
21:14	type of novelty cards and we try to show	
21:17	um you know different things like you	
21:20	know this would be	
21:22	a real hair postcard so it's actually a	
21:24	novelty with	
21:26	real hair attached to it and we show um	
21:30	rare photography postcards in the book	
21:32	with aviation	
21:34	railroads um we try to	
21:38	show uh you know many subject	
21:42	matter social history so we touch upon	
21:45	social history so	

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21:46	Titanic parades	
21:49	suffragette movements holidays	
21:53	um big category we talk about all the	
21:55	different artists	
21:57	in the book we talk about different	
21:59	publishers and we	
22:01	we show beautiful images of rare cards	
22:04	and we do touch on things that aren't as	
22:07	rare	
22:08	that are beautiful and happen my	
22:11	favorite	
22:12	topic is the patriotic holidays um I	
22:15	like it because	
22:16	you don't see patriotic holidays	
22:20	any longer so patriotic things social	
22:23	history	
22:24	that is probably what I collect the most	
22:27	I would say	
22:28	but I also collect anything that I like	
22:30	my mom that I	
22:31	think is unique and beautiful	
22:34	we talk about uh different types of	
22:37	cards you know some cards were sent in	
22:40	installment sets	
22:41	so they were you know the group will	
22:43	make up an image	
22:45	and then we talk about um	
22:49	advertising early advertising on	
22:51	postcards	
22:52	which is um very collectible and	
22:56	and beautiful and colorful and	
22:59	um the book is	
23:03	probably the one of the	
23:07	best overall looks of the hobby	
23:10	that we could put into that we could put	
23:13	into 400 pages	
23:15	so it's 400 pages 15 those 100	
23:18	illustrations 22 chapters	
23:22	of um you know everything that	

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23:25	my life that I could figure about	
23:28	talking about	
23:29	and everything of days my dog is like	
23:32	running around so I'm sorry if you see a	
23:35	distraction in the back	
23:37	but I think you know I I guess the best	
23:40	way for me to	
23:41	to probably talk about the book is	
23:44	maybe people asking me questions because	
23:48	I think that you know I could	
23:51	that way I can really tell people	
23:54	exactly what they want to know so I	
23:56	don't know Jill if you want to open it	
23:58	up to	
23:58	um to questions with people or	
24:01	you know if you would like to see more	
24:05	of the book or this is what the book	
24:07	looks like	
24:08	it is a soft cover um we went back and	
24:11	forth on	
24:12	whether or not to do soft or hard but we	
24:15	wanted to keep it affordable at 39	
24:17	and you know not make it an 80 book but	
24:20	we also wanted to make it so people	
24:22	could put it into a bag and take it to	
24:24	shows	
24:24	and use it as a reference guide so if	
24:28	people	
24:28	have any questions for me I'd love to	
24:31	chat more	
24:32	well I I I have a question to start up	
24:35	and if you have a question	
24:37	anybody that's listening right now	
24:38	please just put it into the chat and	
24:40	we'll	
24:41	respond we will get that question it	
24:43	looks like uh	

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24:45	we can um get I'll make sure that Mary	
24:47	hears your question she	
24:49	probably can see the questions as well	
24:51	um	
24:52	but oh okay actually I'm gonna start	
24:55	with the first question that's asked	
24:57	which is where can we purchase the book	
25:00	well you can purchase it um through	
25:02	marylmartin.com and if you get it for	
25:04	me and if you want it signed to anyone	
25:06	in particular	
25:07	I'm flattered Amazon doesn't have it now	
25:10	but Amazon is advertising as a hardcover	
25:13	but it's not a hardcover doesn't come	
25:15	that way	
25:16	also Whitman Publishing is selling it	
25:18	but if you um	
25:19	go to marylmartin.com it should be on	
25:22	our website	
25:23	or email us and I'm more than happy to	
25:26	get it right out to you	
25:29	okay we have we have some more questions	
25:31	here	
25:32	um and uh oh somebody mentions that they	
25:36	had ordered the book from Amazon and	
25:38	they do not have any scheduled	
25:39	delivery date but you just explained the	
25:42	Amazon	
25:42	uh question um and	
25:46	are there any postcards about Jeep	
25:48	Wranglers	
25:50	Jeep Wranglers well there are postcards	
25:52	of Jeep Wranglers	
25:53	I'm glad you said that so advertising	

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25:56	um early advertising you can see like	
25:59	this Harley Davidson	
26:01	is very collectible but also which I	
26:04	didn't talk about the	
26:05	book goes to current postcards	
26:09	which a lot of people could be familiar	
26:12	with cards that are called rack cards or	
26:14	go cards	
26:15	so these were printed in the 90s and	
26:16	into the 2000	
26:18	they were given away for free and	
26:21	they were put in restaurant walls and	
26:24	you could just take them	
26:25	and they were done by some of the most	
26:27	creative advertising	
26:28	minds of our period and they would	
26:30	advertise things like automobiles	
26:34	alcohol chewing gum movies coming out	
26:37	but so there are Jeep Wranglers is the	
26:39	answer to the question	
26:42	um I happen to know I I think I saw	
26:45	behind you a book that said Cape Cod	
26:48	have you done a	
26:49	postcard book yes I have I did I so	
26:53	I purposely put that up now with you	
26:55	guys today	
26:58	and it was um Karen Choppa and I did this	<i>Cape Cod Memories: An Illustrated History in Postcards, Karen Choppa &amp; Mary L. Martin</i>
27:00	book	
27:01	and it's really all different pictures	
27:04	of	
27:04	of Cape Cod it's more of a it's a	
27:07	picture book	
27:08	there is not um there are prices in it	
27:11	to give like a rough idea	
27:12	of pricing but I did 40 books from all	
27:16	over the US	

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27:17	of different towns okay here we have	
27:20	another a question	
27:21	for you which a good question Tim I	
27:23	would	
27:25	I'm equally interested in the answer to	
27:27	this question um	
27:28	what is your understanding of any	
27:30	copyright restrictions	
27:32	on publishing some categories of	
27:34	postcards	
27:35	in a book that is a really great great	
27:38	question I get asked that a lot	
27:42	um unless it's from what my	
27:45	understanding is prior to the 50s	
27:48	you know there are no rights you can use	
27:50	it for what	
27:51	you like to use it unless it's	
27:53	copyrighted by a company like	
27:55	Disney or Coca-Cola a majority of	
27:59	postcards do not have copyright issues	
28:03	so I do get I could ask that very often	
28:09	all right and I have another question	
28:12	for you which and I don't	
28:13	I think I thought of this based on what	
28:16	you were just telling us about	
28:18	postcards and how much postcards can	
28:22	be worth or not worth and I am wondering	
28:25	do you ever run	
28:26	into a postcard forgery like there's	
28:29	is that even a thing with postcards that	
28:31	people try to	
28:33	forge postcards they do uh you know	
28:36	forgery as I have this discussion with	
28:39	my friend Dave	
28:40	Bowers I mean even the earliest coins	
28:44	the Romans used were forged so there's	
28:46	always been some type of forgery	
28:48	and you know in a way the hobby	

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28:52	I think is a little blessed with that	
28:56	the cards a majority of the cards are not	
28:58	worth	
28:59	doing forgeries of because you can	
29:02	afford	
29:02	the majority of them but certainly when	
29:05	you get	
29:06	they're very affordable so you're not	
29:07	going to forge a card that's worth 20	
29:09	bucks	
29:09	but certainly when you get into the	
29:11	thousand dollar	
29:13	fifteen hundred dollar range you can get	
29:16	forgeries	
29:17	and it can be tough because	
29:20	people are good at good at it now I mean	
29:22	paper quality can be	
29:24	replicated and people are good at it I'm	
29:27	fortunate	
29:28	I haven't had a lot of problems with it	
29:30	but	
29:31	I've known of a few cases so yes I think	
29:34	if you ever want to get into collecting	
29:37	a subject matter that's rare expensive	
29:41	you should buy from a reputable dealer	
29:43	that will back the card and that will	
29:46	retake it back if you found a problem	
29:48	with it I mean I certainly	
29:50	would not suggest or advocate people	
29:53	buying	
29:54	a thousand dollar um Art Nouveau card	
29:58	on eBay from somebody that they don't	
30:00	know because	
30:01	of that exact issue you want to buy it	
30:04	from a	
30:04	person that's reputable and there's many	
30:06	of them and	
30:08	there's IFPD roster a list of dealers	#internationalfederationofpostcarddealers
30:11	from across the country	

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30:12	that are recognized as as leading	
30:15	experts	
30:17	all right um we have another question	
30:20	from the audience you mentioned the	
30:22	Columbian Exposition what is the	
30:24	significance of that	
30:26	well the Columbian Exposition is kind of	
30:29	our basis when we say the first	
30:31	postcard was commercially released	
30:35	to the public so they presented it as a	
30:37	way to	
30:38	send mail across the country	
30:41	as a very affordable way I mean there	
30:43	are certainly I mean	
30:45	my friends and colleagues and I know	
30:46	that there were postcards produced	
30:48	earlier than that there were government	
30:50	postal cards	
30:52	that didn't have the illustrations on	
30:54	the front	
30:55	that postcards do but there were	
30:58	postcards mailed prior to the Columbian	
31:00	Exposition	
31:02	but we are saying and as the book will	
31:05	explain that's like when it was first	
31:08	commercially	
31:09	printed postcards at the Columbian Expo	
31:14	okay um and somebody has already	
31:18	gone to your website and looked for to	
31:20	buy the book and says they can't find a	
31:22	place to buy the book	
31:23	on your website I know we're working on	
31:26	that right away	
31:28	and you have to email or click I'm sorry	
31:30	but they are	
31:31	adding there's a lot of graphics they're	
31:33	putting up of the book so people can	

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31:35	actually look through the book so	
31:37	we it should be any day but please email	
31:39	me and	
31:40	it'll be on there and I I see Leah's	
31:43	asked me	
31:44	why we spelled postcard as one word	
31:48	and it's a good question people sell it	
31:50	both ways	
31:51	the publisher Whitman Publisher went	
31:53	back and forth with it and they just	
31:55	concluded that	
31:56	postcard is one word but I agree with	
31:59	you Leah	
32:00	I mean certainly we've seen it as two	
32:03	words	
32:03	on the back of a postcard it's spelled	
32:06	as two words	
32:07	but that's how the publisher wanted to	
32:08	do it and I did	
32:10	allow them to make some editing things	
32:14	like that	
32:14	in the book but I agree with you Leah	
32:18	um here's another question on the	
32:21	marymartin.com website might you be able	
32:23	sometime to allow searching on keywords	
32:28	you know my website probably is	
32:30	antiquated compared to	
32:32	um a lot of websites it's I think it's	
32:35	an important thing I	
32:36	you know I do a lot we do a lot of shows	
32:39	and with the lack of shows going on this	
32:41	year	
32:42	it has given us a chance to	
32:45	a complete the book b try to work on	
32:48	more	
32:48	things like our website and see work on	
32:51	our shop which is going to be	

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32:53	a gal um more of a gallery the president	
32:56	of the Metro Club	
32:57	years ago suggested to me Mary you need	
32:59	to make um Rod said	
33:00	you need to make your shop more of like	
33:03	a museum	
33:04	because now when you walk you used to	
33:06	walk into my store things would be in	
33:07	boxes and	
33:08	you couldn't see the beautiful cards so	
33:10	if you weren't a collector you didn't	
33:11	even know what was in the box	
33:13	but now since the lack of shows due to	
33:15	Covid we've had time to	
33:17	really uh renovate and make the	
33:22	make the shop beautiful so when you walk	
33:23	in it'll look more like art instead of	
33:25	just cards and in boxes but I'm also	
33:30	on that note when you come into the shop	
33:31	to appeal to younger generation	
33:33	we have a touch screen computer where	
33:35	you can go up and you type in La Jolla	
33:38	California or you know baseball and	
33:41	it'll show you images of those cards now	
33:43	everything we have won't be on there but	
33:45	it'll give younger people	
33:47	an idea what's available and what to ask	
33:49	for and we're so that way	
33:51	we're introducing cards to two younger	
33:53	people	
33:54	I mean we've got the collectors covered	
33:57	when they come in they know what they're	
33:59	looking for	
33:59	but we're trying to reach out and	

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34:01	explain to younger people that	
34:03	you know this early part of history the	
34:05	early email	
34:07	is um so fun and the messages can be	
34:10	just as extraordinary as the as the card	
34:13	but	
34:14	um I do like all criticism and ideas and	
34:17	suggestions on my website because	
34:19	it's needed okay	
34:22	um what things do you look at to date a	
34:25	postcard	
34:27	yeah that's another great question	
34:29	people always ask well how	
34:30	old do you know this is old and you know	
34:33	I just	
34:34	I can date postcards like my mom could	
34:36	cook without	
34:37	measuring things you know I just can you	
34:40	know	
34:40	pick it up and buy the paper I mean a	
34:42	lot of things	
34:43	and we'll explain that in the book will	
34:46	be whether the backs divided or	
34:47	undivided	
34:48	or I mean certainly if it's postmarked	
34:51	or dated	
34:52	and canceled that's easy but it's not	
34:54	always like that	
34:55	but you can tell by the paper sometimes	
34:58	and	
34:59	you know on the linen texture of a card	
35:02	whether it was done in the 40s	
35:03	but the book explains that um well	
35:06	there's	
35:06	definitely easy ways for the no	
35:10	the beginning collector to figure that	
35:12	out	

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35:14	and um are there any more if you have	
35:17	any more questions now the time to check	
35:21	to type them out um but	
35:24	I want to say um one of the things one	
35:26	of the postcards that you showed	
35:28	this morning was that series of fish	
35:31	postcards	
35:32	which were incredible or is that common	
35:36	that they one	
35:37	they take a whole bunch of postcards	
35:39	what what's the history of that	
35:42	really fun that's why I picked it out	
35:43	and they're called installment cards and	
35:46	this particular set is four but some	
35:49	installment sets can be up to maybe 30	
35:52	cards	
35:53	and you know they'll maybe make a	
35:54	picture of Napoleon or	
35:56	I mean so they're really fun people	
35:58	would send this is an unused set but	
36:00	people would send one at a time and	
36:04	um they did all different images Santa	
36:06	Claus	
36:07	mosquitoes kittens and all different	
36:10	things but	
36:11	they're um they're a novelty so they're	
36:14	hard to find	
36:14	sometimes all together but they're	
36:17	called installments	
36:18	the set probably sells for maybe sixty	
36:21	dollars	
36:23	but sometimes they're hard to find in	
36:25	great condition	
36:26	but because kids will play with them but	
36:29	um	
36:29	when the rack cards were done these	
36:31	cards that I was telling you about that	
36:33	are newer Absolut Vodka did a series	

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36:37	and they did a series of a dozen that	
36:39	made a vodka bottle	
36:40	to make sure that people would come back	
36:42	and pick them up	
36:43	and those are quite clever too so um	
36:47	you know it was a good idea 100 years	
36:49	ago and it was a good idea 15 years ago	
36:52	because people like to put things	
36:53	together and to collect things	
36:57	all right any last uh questions	
37:02	I think we are good then I'm	
37:05	really delighted that you've been able	
37:07	to join us today	
37:08	and I hear lawn mowers behind me	
37:12	so which means apparently the DPW didn't	
37:15	get the message	
37:16	that uh we were doing this today um	
37:19	but what a great fountain of knowledge	
37:22	you are	
37:23	absolutely fabulous and we look for	
37:26	we have already put in our order for the	
37:29	book so we hope to have a copy at the	
37:30	Falmouth Public Library	
37:32	before long and we so appreciate all of	
37:36	you	
37:36	that have come to these talks this week	
37:39	that have and those	
37:40	that one those of you that came today	
37:43	have	
37:44	it's just great um please do look at our	
37:47	postcard collections which are now	
37:49	online you can see them right from our	
37:52	falmouthpubliclibrary.org webpage they're	
37:54	front and center um so do take a look at	
37:57	those and if you have a story to share	
37:59	with us	

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38:00	about a Falmouth postcard please let me	
38:02	know	
38:03	um and we would love to share that story	
38:05	with more people	
38:07	so thank you again Mary I really	
38:10	appreciate your being here	
38:12	very much I appreciate it thanks	
38:20	[Music]	