

Old Magazines: Identification Value Guide

Richard E. Clear, David T. Alexander

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Richard E. Clear, David T. Alexander : Old Magazines: Identification Value Guide before purchasing it in order to gauge whether or not it would be worth my time, and all praised Old Magazines: Identification Value Guide:

0 of 1 people found the following review helpful. Four Stars By Ernest Burden Great overview of old magazines, all in full color. 5 of 6 people found the following review helpful. SLICK PACKAGE WITH A FEW FLAWS By Tim Janson Old Magazines Identification and Price Guide is written by Richard Clear and advised by David T. Alexander, two long time dealers with decades of experience in the field of collecting magazines and pulps. The first thing that stands out about this book is its attractive look. It's magazine-sized, printed in full color on thick, glossy stock. Three vintage magazine covers are printed per page and at 288 pages (NOT 224 as states In the listing) you get almost 900 color cover reproductions. To me that alone is worth the price of the book. So many very rare magazine covers are included...from popular things like Life, The Shadow, and Mad, to obscure titles like Camera Craft, Electrical Review, Gun Molls, Jolly Joker, and Peep Show. Clear uses multiple sources to arrive at prices in the guide including surveys of

dealers, computer listing, online auctions, and his own thirty plus years of experience. Pricing for long running magazines is done by span of years. For example Life Magazines from 1950 - 1959 are listed at \$5 - \$10 each while those from 1960- 1972 are listed at \$2.50 to \$5.00 each. Even with thousands of magazines listed, evidently no guide can be complete and exhaustive. As a collector of monster magazines I was a bit disappointed to see so many omitted from the pages of the book. While a few such as Famous Monsters of Filmland and Monster World are included, many others are not. Fangoria, Scarlet Street, Midnight Marquee, FilmFax, and Cult Movies are all missing. Perhaps these are just too new, but that doesn't explain why older publications like Monster Parade, Castle of Frankenstein, Shriek, and Horror Monsters are also not included. Likewise, Clear includes some of Marvel Comics 1970's horror magazines such as Legion of the Monsters and Vampire Tales, but omits Dracula Lives and Tomb of Dracula. I found the prices to be a bit inconsistent from my own experiences. Warren titles like Creepy and Eerie are way too low, particularly on the early issues which feature Frazetta covers. On the other hand, prices on Famous Monsters and Vampirella seem right on the nose so go figure...Clear does make special notations for magazines which featured the work of notable writers like Edgar Rice Burroughs and Norman Rockwell and prices the magazines accordingly. Unfortunately one thing sacrificed to print all these wonderful covered was more detail about writers and artists. For example, Weird Tales which feature stories by Robert E. Howard or H.P. Lovecraft go for significantly more than others of the same period, yet Clear does not note this, nor does he mention Weird Tales covers by Margaret Brundage. Oddly though, Clear does make mention of the stories written by Robert E. Howard for Fight Magazine. These inconsistencies do make for a somewhat perplexing guide. Still based upon the sheer number of quality covers printed and the number of titles it does include, the book does prove to be a valuable, if not complete resource for magazine collectors. Reviewed by Tim Janson 10 of 11 people found the following review helpful. Picturing periodicals By Robin I bought this book because it has nine hundred covers, printed on glossy paper, three to a page (mostly two and a half inches deep) and best of all, in color. The listing is alphabetical with the magazine title, publisher and prices relating to the life of the title. This arrangement makes for some odd visual surprises Jungle Stories (1954) is facing Kimball's Dairy Farmer (1917) or Everbody's Poultry Magazine (1916) facing Exciting Detective (1940). The color covers are a bit of an extra for a book that is really a listing but you get a chance to see how publishers presented their newsstand wares over the last hundred years or so. All type covers from the nineteenth century change into illustrations in the first half of the twentieth century and finally into photographic covers that we see today. How accurate the prices are I can't say but apart from first issues most titles seem to be very reasonable. So if you are going magazine hunting in shops or car-boot sales it would be useful to take this paperback as a guide before you haggle. If you like looking at magazine covers check out these two titles, 'Front Page: Covers of the Twentieth Century' by Stephanie Duperray and Raphaelae Vidaling, or the sumptuous 'Great Magazine Covers of the World' by Partica Kery, both books have hundreds of colored covers arranged in meaningful chapters and finally 'Cover Story' by Steven Heller and Loise Fili, a beautifully designed paperback showing two hundred American magazine covers from 1900 thru 1950.

No annual subscription necessary here - you'll get years' worth of reading in this volume! Old Magazines will delight both collectors and dealers. Author Richard Clear has 30 years of experience dealing in periodicals and wrote his first book on magazines in 1974. He has continued researching since that time and presents information in his latest book that will guide collectors in making informed decisions about values. Magazines from many different areas are included: movie, trade, fashion, farm, sports, and more, and over 900 color photographs have been selected to represent the thousands of magazines available. The book focuses on the more common, easily recognized and attainable copies rather than rare issues. Each photograph is accompanied by pertinent information such as title, size, volume, publisher, dates published, all known names of the magazine, and finally, a realistic market value. Because old magazines often span large time periods and appear in literally thousands of issues, Clear gives criteria for spotting the more valuable issues. Every dealer in the country needs this book! It helps simplify the vast supply of old magazines available in the secondary market and helps collectors put their finger on truly collectible issues. Renew your interest in these publications with Old Magazines. AUTHOR BIO: 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. REVIEW: Over 3,000 magazines are covered in this book - that's a large enough selection to hit the high points, those readily available to collectors. Besides the widely collected publications like "Life" and "National Geographic," the book gives particularly good coverage to pulps, those highly collectible fiction magazines of the 1920s and 1930s. A much-needed guide to old magazines.

About the Author Richard Clear was born in Dayton, Ohio, in 1943. He has four children: Richard, Jr., Barbara, Lisa, and Michael. He 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.