

Negative images must be seen

By Jeri Young
THE CHARLOTTE POST

Black Americana Postcard Price Guide: A Century of History Preserved on Postcards
J.L. Mashburn
Colonial House
1996
\$19.95

Everyone has old postcards stuffed in the attic or hidden in the basement.

They have been around for over 100 years and have served as advertisements, as well as methods of communication.

In his guide, "Black Americana Postcard Price Guide," J.L. Mashburn finally tells exactly how early postcards came to depict images of African Americans.

According to Mashburn, the

earliest African American postcards were developed for the 1895 Atlanta Cotton States and International Exposition.

lists prices and gives brief histories that will make many interested in this lost art form. Perhaps most interesting are

Cover • 2 • Cover

Depicted on the card, was the Expo's "Negro Building," dedicated to Booker T. Washington, who convinced Congress to fund it.

From this ostentatious beginning, images on postcards took a tragic turn. Early 20th century cards depicted African Americans stereotypically, as happy go-lucky-watermelon-eating caricatures or worse.

Mashburn chronicles this sordid history in his informative and beautifully illustrated price guide. Guaranteed to enlighten the amateur or professional collector, Mashburn

the images he captures. Mashburn's carefully compiled pictures of the oldest African American postcards show exactly from where African Americans have come.

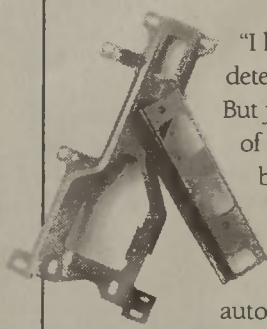
The images captured on these postcards represent a significant part of our history, one that is lost to many of our young people. In addition to putting a price on a piece of Americana, "The Black Americana Postcard Price Guide: A Century of History Preserved on Postcards" sheds light on an important era of our history.



Racism or art?

The above post card, "Evolution of a coon," is one of many images found in J.L. Mashburn "Black Americana Postcard Price Guide." Mashburn, who is white, said many such images continued to be sold until the 60s when store owners refused to sell them.

"To win in the industrial world, you need customers who believe in you."



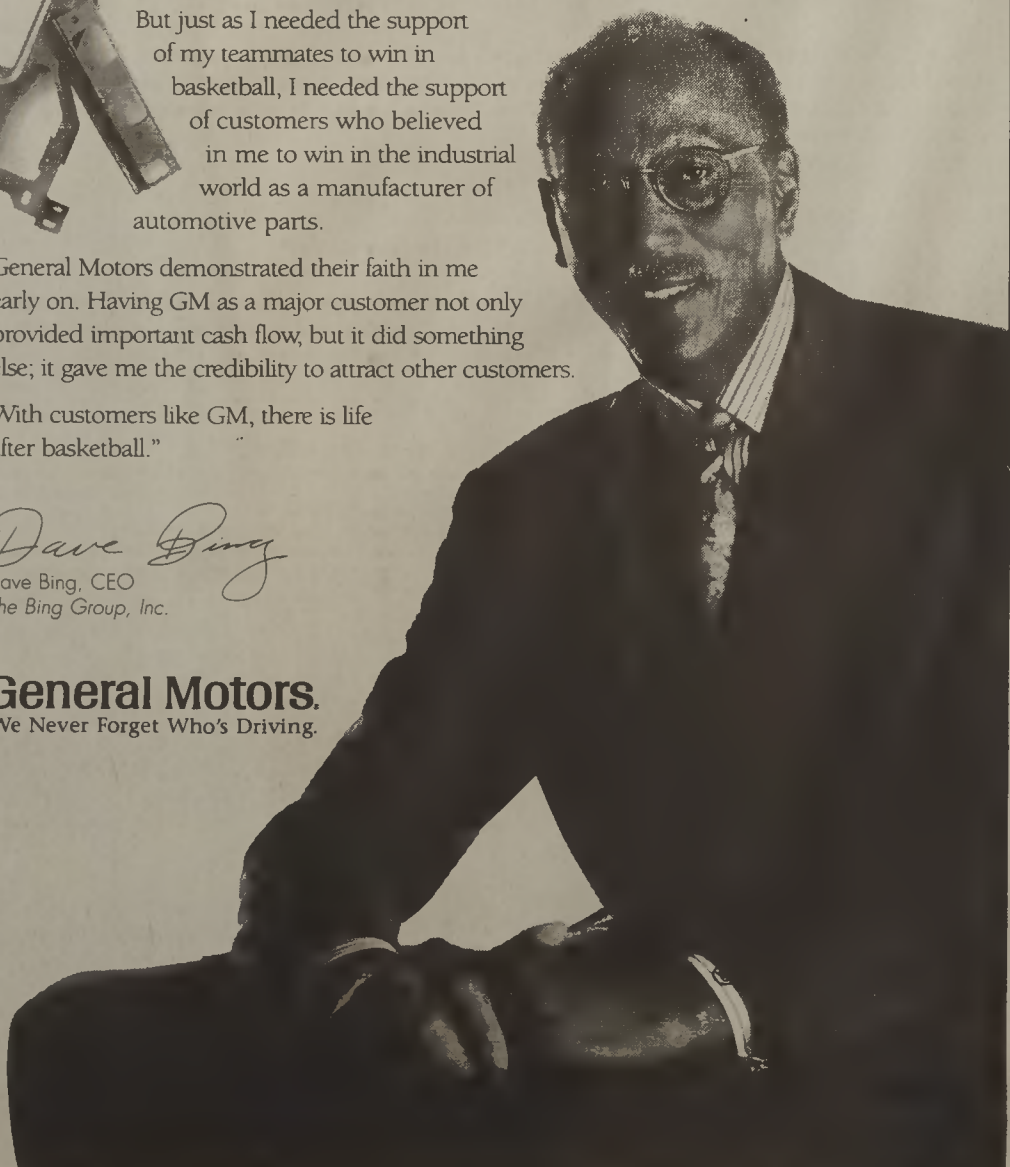
"I had the education. I had the determination. I had the vision. But just as I needed the support of my teammates to win in basketball, I needed the support of customers who believed in me to win in the industrial world as a manufacturer of automotive parts.

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Dave Bing
Dave Bing, CEO
The Bing Group, Inc.

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