Thesis: I will demonstrate how to care for postcards properly

I. Introduction: You may have a hidden investment worth thousands of dollars.
   A. A 1909 Labor Day postcard might be worth $100 because few were printed and unions were unpopular then (Kimberly Lankford, *Kiplinger's Personal Finance*, February, 1998).
   B. Forecast: I will demonstrate how to hold, sleeve, and archive a postcard.

II. Body: Holding a postcard requires attention to hand oils and positioning.
   A. Hold the card at the edges to avoid getting oil or prints on the surface.
   B. Position your fingers to avoid folding the corners. Even if the card is rare, dog-ears, wrinkles, or tears reduce its value (Lynn Hopper, *Indianapolis Star*, August 16, 1998).

III. Body: Sleeving a postcard requires proper materials and handling.
   A. Employ semi-rigid or rigid plastic sleeves to protect your cards from dust and pollutants.
   B. Insert the card by holding it by the edges.
   C. Tap the card completely into the sleeve.

IV. Body: Archiving the card requires a specialized box and stand-up placement.
   A. Store your cards in a sturdy storage box.
      1. Purchase acid free boxes from collectors or office supply stores.
      2. Keep your box out of the sun or moist spaces.
   B. Keep the cards upright to minimize the risk of them being damaged when you move the box, shifting its contents.

V. Conclusion: Taking good care of your postcards requires attention to detail.
   A. I’ve demonstrated how proper handling, sleeving, and archiving can protect your postcard collection.
   B. At the beginning of the century, postcards were an essential method of communication; now they’re a great investment to those who treat them carefully (Lauris Morgan-Griffiths, *Financial Times of London*, October 2, 1999).

References

