THE OVERSTREET PRICE GUIDE TO

STAR WARS COLLECTIBLES





early portion of it, just about everyone is a toy collector. While many people leave the hobby as they transition into their teen years, some remain stalwart or return to their beloved toys during adulthood. Star Wars is perhaps the definitive example of how toy collecting transcends the toy box to be situated in display cases.

The success of Star Wars toys in the collecting market is simultaneously measured by nostalgia and investment potential. Lots of passionate collectors fondly

At some point in their lives, typically the remember playing with the toys as children and find that owning the toys as adults is a cathartic reignition of their imaginations and reminder of an emotionally simpler time. Fitting into any collector's budget, the toys can be purchased for as little as a few dollars to a handful of items that are now worth five figures. With so many variants and rarities, they are also desirable items for collectors that enjoy treasure hunting. Regardless of the motivation, Star Wars toy collecting is a very entertaining hobby enjoyed by passionate collectors.

ACTION FIGURES

KENNER'S ORIGINAL LINES OF STAR WARS TO POWER OF THE FORCE

Star Wars toys had a major impact on movie tie-ins, movie marketing campaigns, and the toy industry at large. George Lucas and 20th Century Fox had an ambitious marketing plan for the film to ensure interest before the movie was even released in theaters. In 1976 the Star Wars toy license was offered to the Mego Corporation, the leading action figure producer of the 1970s, but they turned it down.

After being shopped around, the license went to Kenner, a subsidiary of General Mills. Movie toy licenses hadn't been very successful as films were considered too fleeting to sustain and build sales. Kenner had established themselves as savvy handlers of licensed material on their license for The Six Million Dollar Man based on the TV show. Kenner President Bernie Loomis also saw it as an opportunity to make good toys in the new 3-3/4" scale, which would be cheaper to produce than the larger figures that were popular at the time.

Kenner received massive interest in Star Wars toys and the company had a short amount of time to design, test, produce, and package the figures. Because they weren't able to build stock before the holiday season of 1977, they sold an "Early Bird Certificate Package." It included a cardboard display stand featuring the characters and a certificate that could be mailed to Kenner and redeemed for the first four figures of Luke Skywalker, Princess Leia, Chewbacca, and R2-D2. The box also had a diorama display stand, stickers, and fan club membership card. By the time figures were in stores, C-3PO, Darth Vader, Stormtrooper, Ben Kenobi, Han Solo, Jawa, Sand People, and Death Squad Commander were added to the line, for a total of 12 figures.





Wearing Halloween costumes is among the high points of childhood. It's the chance to be a hero, a scary monster, a funny jokester, or a fancy princess and show off the chosen persona throughout the neighborhood. After Star Wars was introduced to audiences young and old, Halloween costumes for the series' characters became essential for all the coolest kids on the hunt for trick or treat candy.

Though several companies have made costumes over the years, Ben Cooper is the name that is synonymous with the Star Wars Halloween costumes. Ben Cooper Inc. was one of the biggest costume manufacturers of the 20th century, primarily from the 1950s to mid-1980s. By taking a chance on licensed costumes from Star Wars, Disney, and comic book publishers, among others, they presented a new opportunity for kids to find costumes that were popular characters, yet still affordable.

Ben Cooper founded a theatrical costume business in 1927, though he was somewhat frustrated with the complications of making theatrical costumes. The piecework factor of putting them together, coupled with the more expensive garment quality for theatrical costumes caused multiple difficulties.

Ben and his brother Nat Cooper wanted to investigate other business options for mass production. As live theater saw decline due to the Great Depression and Halloween became more popular, they founded Ben Cooper, Inc., in 1937. They started creating inexpensive costumes with thin plastic masks and one or two pieces of thin cloth or vinyl-like material, and kids loved them. The Brooklyn-based company gained control of the license to sell Disney costumes using Mickey Mouse as the vehicle to entice kids and families.

of pop culture trends and their business model of gaining licenses to provide kids with more specific costumes based on characters they watched on TV and film,

gave them an edge over the competition. Not only did the costumes feature popular characters, they were affordable and attractive - appealing to both consumers and retailers.

> The Empire Strikes Back Princess Leia costume sells for \$30 to \$60.



A Chewbacca costume from the first film sells in the range of \$10 to \$65.

That interest created the welcome problem of figuring out how to manufacture the costumes in large volumes of ready to wear pieces. Ben Cooper used vacuum forming rather than stiff cloth or other handmade operations to create the masks. They were then silk-screened with facial details rather than embroidered, saving a lot of manufacturing time. The costume pieces were created through mechanized sewing with a minimum of pieces, which also saved time. Through these processes they were able to supply more costumes to the retail base.

Mickey Mouse was joined by other early Disney costumes like Donald Duck and Snow White, as well as movie monsters like Frankenstein, superheroes like the Flash, and cartoons like Huckleberry Hound. Utilizing a keen sense for staying ahead Another of their revolutionary campaigns came in the 1950s when they created costumes with Glitter Glo, which reflected in car headlights and quelled parental concerns about kids' safety. By the '60s and



STAR WARS TRADING CARDS

THE POCKET-SIZED COLLECTIBLES











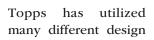
An unopened box of Star Wars Series 1 cards can reach \$750 or more in auctions.

been easily accessible, steadily popular collectibles. Depicting athletes, cowboys, teen heartthrobs, and game characters, they can appeal to any kid and are often the first steps in budding collections. For Star Wars fans, the collecting opportunities number into the thousands in (mostly) affordable ranges.

Trading cards, also called non-sport cards, are themed around a series or title. Typically produced to promote the movies, they

as original art. Most new cards that are issued are available through major retailers, but some specialty cards are issued exclusively through specific sources.

In 1977, The Topps Company became the first to produce and release Star Wars trading cards to coincide with the first film. Since then, they have remained the official producer in the U.S., though cards are manufactured by various other companies domestically and around the world.



styles and configurations for the cards, which are released in contained series. In addition to the regular cards, they can also include stickers, autograph cards, costume cards, specialty promos, and mail-away cards. As new sets are released, they feature new characters and scenes while also offering the potential for cards connected to older films.

Star Wars Series 1-5 and the Wonder Bread set were released in 1977, and the Topps Sugar Free Gum Wrappers were out in '77-'78. Each of Series 1-5 includes 66 cards and 11 stickers, which are sequentially numbered to follow the previous set. Series

Over the past century, trading cards have 1 comprises cards 1-66 (blue border) and stickers 1-11, Series 2 adds cards 67-132 (red border) and stickers 12-22, Series 3 includes cards 133-198 (yellow border) and stickers 23-33, Series 4 features cards 199-264 (green border) and stickers 34-44, and Series 5 adds cards 265-330 (orange border) and stickers 45-55. The Wonder Bread set contains 16 cards and the Topps Sugar Free Gum Wrappers have 56 wrappers.

In 1980 five series were added for The depict still images from the films as well Empire Strikes Back. Series 1 has 132

> cards (red border) and 33 stickers. Series 2 adds 132 cards (blue border) and 33 stickers, Series 3 has 88 cards (yellow border) and 22 stickers, The Giant Photo Cards contains 30 cards at 5" x 7" size, and the Star Wars Burger King set

Return of the Jedi added Series 1 with 132 cards (red border) and 33 stickers and Series 2 added 88 cards (blue border) and 22 stickers



From '93 to '99, several more sets were added before the prequel era. The first three new

sets were titled Star Wars Galaxy, featuring another 365 base cards, plus silver stamped bases, and some with refractor foil, holographic, Lucas art, etched foil, and clearzone cards. Five Widevision sets for the first three films were released with base cards and a variety of steel cards, chromium, and poster cards - totaling over 450. Other sets included the Topps Star Wars Caps, Master Visions, Shadows of the Empire, Vehicles, and Trilogy sets. Along with the base sets, specialty cards include slammer caps, galaxy cards, matrix, embossed, foil, motion, cut-away, 3D, laser, hologram, chrome, and clear cards. Most of these sets contained 60 to 90 each.

in Star Wars Series 1.

STAR WARS COMICS

Star Wars comics began a month before the first film premiered in theaters. Since then there have been dozens of series, miniseries, annuals, and one-shots. They include adaptations of the films and popular books, along with many original stories. Some are considered canonical while the bulk are under the Legends banner. Prices shown are from *The Overstreet Comic Book Price Guide* 48th edition (2018-2019).

Single prices listed are for Near Mint- (9.2) condition.

Three prices listed are based on conditions of Good (2.0), Fine (6.0), and Near Mint – (9.2).

Marvel Comics was the first to publish *Star Wars* comics. The series ran for 107 issues and 3 annuals from July 1977 to September 1986.









STAR WARS COMICS OVERSTREET VALUES

The Overstreet Comic Book Price Guide has been the definitive guide for collectors and dealers alike since 1970. Presented here are the listings and prices of Star Wars comics in the 48th edition (2018-2019).

Single prices listed are for Near Mint- condition (9.2). Six prices listed are for: Good (2.0), Very Good (4.0), Fine (6.0), Very Fine (8.0), Very Fine/Near Mint (9.0) and Near Mint- (9.2).

	CLASSIC STAR WARS
	Dark Horse Comics: Aug, 1992 - No. 20, June, 1994 (\$2.50)
ASSICT	1-Begin Star Wars strip-r by Williamson; Williamson redrew panels to fit comic book format
TAP "	2-10: 8-Polybagged w/Star Wars Galaxy trading card. 8-N
	11-19: 13-Yeates-c. 17-M. Schultz-c. 19-Evans-c
	20-(\$3.50, 52 pgs.)-Polybagged w/trading card
	Escape To Hoth TPB (\$16.95) r/#15-20
	The Rebel Storm TPB - r/#8-14
The same of the sa	Trade paperback (\$29.95, slip-cased)-Reprints all movie adap
the state of the	NOTE: Williamson c-1-5,7,9,10,14,15,20.
	CLASSIC STAR WARS: (Title series). Dark Horse Comics
	· · · · · · · · · · · · · · · · · · ·
1	A NEW HOPE, 6/94 - No. 2, 7/94 (\$3.95)
The second second	1 2. 1-r/Star Wars #1-3 7-9 publ. 2-r/Star Wars #4-6





	Dark Horse Comics: Aug, 1992 - No. 20, June, 1994 (\$2.50)	
	1-Begin Star Wars strip-r by Williamson; Williamson redrew portions of	the
	panels to fit comic book format	6.00
	2-10: 8-Polybagged w/Star Wars Galaxy trading card. 8-M. Schultz-c	
	11-19: 13-Yeates-c. 17-M. Schultz-c. 19-Evans-c	3.00
	20-(\$3.50, 52 pgs.)-Polybagged w/trading card	4.00
		17.00
		17.00
ı		30.00
١.	NOTE: Williamson c-1-5,7,9,10,14,15,20.	
	CLASSIC STAR WARS: (Title series). Dark Horse Comics	
l	A NEW HOPE, 6/94 - No. 2, 7/94 (\$3.95)	
ì	1,2: 1-r/Star Wars #1-3, 7-9 publ; 2-r/Star Wars #4-6, 10-12 publ	. by
	Marvel Comics	4.00
	DEVILWORLDS, 8/96 - No. 2, 9/96 (\$2.50)1,2: r/Alan Moore-s	3.00
	HAN SOLO AT STARS' END, 3/97 - No. 3, 5/97 (\$2.95)	
	1-3: r/strips by Alfredo Alcala	3.00
	RETURN OF THE JEDI, 10/94 - No.2, 11/94 (\$3.50)	0.00
	1,2: 1-r/1983-84 Marvel series; polybagged with w/trading card	3.50
_	THE EARLY ADVENTURES, 8/94 - No. 9, 4/95 (\$2.50)1-9	3.00
ı	THE EMPIRE STRIKES BACK, 8/94 - No. 2, 9/94 (\$3.95)	3.00
ı		4.00
ı	1-r/Star Wars #39-44 published by Marvel Comics	4.00
	DADTILVADED /E II for all I for AV E : I IVA	
	DARTH VADER (Follows after the end of Star Wars Episode IV)	
	Marvel Comics: Apr, 2015 - No. 25, Dec, 2016 (\$4.99/\$3.99)	
	1-(\$4.99) Gillen-s/Larroca-a/Granov-c; Jabba the Hut & Boba Fett app.	
	2,4-12-(\$3.99) 6-Boba Fett app.	4.00
	3-Intro. Doctor Aphra and Triple Zero	5.00
	13-19,21-24: 13-15-Vader Down x-over pts. 2,4,6. 24-Flashbacks to	
ì	Episode III	4.00
	20-(\$4.99) The Emperor app.; back-up Triple-Zero & Beetee story	5.00
	25-(\$5.99) Gillen-s/Larroca-a; back-up story with Fiumara-a; bonus cov	/er
	gallery	6.00
	Annual 1 (2/16, \$4.99) Gillen-s/Yu-a/c	5.00
	: Doctor Aphra No. 1 Halloween Comic Fest 2016 (12/16, giveaway)	
	2000. Aprila 110. I Hallowooli Collic 1001 2010 (12/10/91104Way)	3.00
		5.00

2.0 4.0 6.0 8.0 9.0 9.2

	F VF/NM	TAINE
2.0 4.0 6.0 8.	0 9.0	9.2

DARTH VADER (Follows after the end of Star Wars Episode III)	
Marvel Comics: Aug, 2017 - Present (\$4.99/\$3.99)	

1-(\$4.99) Soule-s/Camuncoli-a/Cheung-c; back-up by Eliopoulos-s/a 2-20-(\$3.99) Soule-s/Camuncoli-a. 5-Vader acquires the red light saber 4.00 Annual 2 (9/18, \$4.99) Wendig-s/Kirk-a/Deodato-c; Krennic app.

DOCTOR APHRA (Star Wars)(Title changes to Star Wars: Doctor Aphra with #7) (See Darth Vader #3 for debut)

Marvel Comics: Feb, 2017 - No. 6, Jun, 2017 (\$4.99/\$3.99)

1-Gillen-s/Walker-a; back-up with Larroca-a; BT-1, Triple-Zero and Black Krrsantan app. 5.00 2-6-(\$3.99) Walker-a 4.00

DROIDS (Based on Saturday morning cartoon) (Also see Dark Horse Comics) Marvel Comics (Star Comics): April, 1986 - No. 8, June, 1987

1-R2D2 & C-3PO app. in all 2-8: 2,5,7,8-Williamson-a(i) 10 12 NOTE: Romita a-3p. Sinnott a-3i.



Marvel Comics (Star Comics): June, 1985 - No. 14, Jul, 1987 (75¢/\$1.00) 1,10: 10-Williamson-a (From Star Wars) 3 35 11 2-9 14 11-14: 14-(\$1.00-c) 10 14 18

HAN SOLO (Star Wars)

Marvel Comics: Aug, 2016 - No. 5, Jan, 2017 (\$3.99, limited series)

1-5-Marjorie Liu-s/Mark Brooks-a/Lee Bermejo-c; takes place between 4.00 Episodes 4 & 5

JOURNEY TO STAR WARS: THE FORCE AWAKENS - SHATTERED EMPIRE Marvel Comics: Nov, 2015 - No. 4, Dec, 2015 (\$3.99, weekly limited series)

1-4-Rucka-s; takes place just after Episode 6 Battle of Endor; multiple covers on each

JOURNEY TO STAR WARS: THE LAST JEDI - CAPTAIN PHASMA Marvel Comics: Nov, 2017 - No. 4, Dec, 2017 (\$3.99, weekly limited series)

1-4-Checchetto-a/Renaud-c; takes place at the end of Episode 7 and just after 4.00

KANAN - THE LAST PADAWAN (Star Wars)

Marvel Comics: Jun, 2015 - No. 12, May, 2016 (\$3.99)

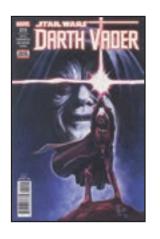
1-12: 1-Weisman-s/Larraz-a; takes place after Episode 3; flashbacks to the Clone Wars. 9-11-General Grievous app.

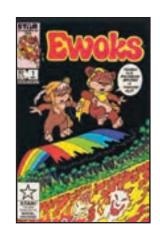
LANDO (Star Wars)

Marvel Comics: Sept, 2015 - No. 5, Dec, 2015 (\$3.99, limited series) 1-5-Soule-s/Maleev-a; Lobot & Emperor Palpatine app. 4.00

MARVEL COMICS SUPER SPECIAL, A (Marvel Super Special #5 on) Marvel Comics: Sept, 1977 - No. 41(?), Nov. 1986 (nn 7) (\$1.50, magazine) 16-Empire Strikes Back adaptation; Williamson-a

18 27-Return of the Jedi









FOR ASAR'S SEARS VIDEO GAME SYSTEMS

By CARRIE WOOD

As one of the largest multimedia franchises in the world, Star Wars has been a popular title for video game production. With games spanning genres from shooters to role-playing games and dating back to some of the earliest years of mass-market video game availability, the history of Star Wars games is richer than some might expect.

Though all three films in the original trilogy would see plenty of games each, it was Empire that saw the first licensed video game in the form of 1982's Star Wars: The Empire Strikes Back for the Atari 2600. Developed and published by Parker Brothers, the game made use of the limited hardware capabilities of the time in order to render a version of the Battle of Hoth. The goal

as they advanced on the Rebel base. The difficulty of the game eventually ramps up,

approach; the game ends when either the player is out of lives, or the AT-AT reaches

Empire Strikes Back was the first licensed Star Wars game, it wasn't the first Star

> Wars game ever produced. An unlicensed game was made and released for the Apple II computer in 1978, in which players are tasked with taking out TIE Fighters.

> In 1983 the first game based on A New Hope released, with the arcade cabinet simply titled Star Wars. This game featured colorful vector graphics and, with regards to the cabinets themselves, was available in both standing and

of the game was to hold off AT-AT Walkers sit-down versions (though the game itself was the same). Players took control of Luke Skywalker as he piloted his X-Wing, and had to fight off Darth Vader and complete the Death Star trench run. This Star Wars game was ported to a number of home consoles after its release, with Parker Brothers handling many of these home versions.

Parker Brothers had another home console release with the 1983 release of Return of the Jedi: Death Star Battle for the Atari 2600. In accordance with the title, players

took on the second Death Star, destroying its reactor and then escaping from the explosion. Notable to this particular game is how the box art was done by artist John Berkey, who had previously done some of the key artwork used in Star Wars movie posters. The artwork for the game shows the Millennium Falcon being pursued by a number of TIE interceptors, with the second Death Star looming in the background. Accordingly, the game with its box is valued as a collectible, with some editions of the game running for \$75 or more if it's complete in box.

Due to the video game industry crash in 1983, there weren't many new Star Wars games released for a few years, with the one major exception being the 1985 Star Wars: The Empire Strikes Back arcade cabinet. Much like the first arcade title, this one featured vector graphics, though rather than taking down the Death Star, players instead fought against AT-AT Walkers and piloted the Millennium Falcon through a dangerous asteroid field. This title, too, would be ported a number of times to home consoles.

The Return of the Jedi arcade title, released in 1984 and developed by Atari, was the only one of the three of its era to not feature the vector graphics, instead taking a full-color, top-down approach to the presentation. Rather than a first-person view,



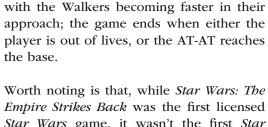
the game takes place in a 3/4 isometric perspective, and players control a variety of different vehicles, including speeder bikes and the Millennium Falcon.

With platformers becoming wildly popular in the late 1980s and early 1990s, Star Wars games too shifted into that genre, and the first such example to hit American consoles was 1991's Star Wars, developed by Beam

Software. Following A New Hope, players controlled Luke Skywalker across a variety of different levels, eventually piloting the Millennium Falcon and taking on the Death Star. However, that wasn't the first Star Wars platformer to be released - an earlier example was 1987's Star Wars game for the Famicom console. Developed and published by Namco, this Star Wars was released exclusively in Japan and is a real weird title, memorable for its off-color graphics (Luke sported black hair) and its various deviations from the source material



THE ORIGINAL TRILOGY



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Star Wars video games have been on the market for about as long as video games themselves have been available. The following game list contains pricing information based on an aggregated average sales price deviated from online auction results as of this book's publication, and is not meant to be a definitive buying or selling price. This list should instead serve as a starting point for your collecting purposes.

All entries on this list adhere to the following format:

Title

Year released; Game developer System game released for

Game info: Other relevant information about this title

If a version of a game for a specific console or consoles runs significantly higher or lower than another, that version's pricing is singled out. Otherwise, pricing information should be considered to apply to any and all systems noted.

Most entries on this list contain prices for "Loose," "CIB," and "New" games. These terms are defined as follows: Loose: Just the cartridge, no box. CIB: Complete in box, with any additional materials that would have come in the box (such as the instruction manual or adverts). New: Still has the shrink wrap or other seal present on the box; has not been taken out of the box or played.

This list covers major entries across all systems throughout the history of *Star Wars* video games. It does not include prices for games where a character only made a cameo appearance, and it does not cover browser-based or mobile titles.

Episode IV: A New Hope Games Star Wars



1983; Atari, Inc.

Arcade; later released for Atari 2600, Atari 5200, Atari 8-bit, Atari ST, ColecoVision, Commodore 64, BBC Micro, ZX Spectrum, Amstrad CPC, Apple II, DOS, Macintosh, and Amiga, through 1988.

Game info: Players control Luke Skywalker as he pilots his X-Wing from a first-person perspective. The arcade edition had both standing and sit-down cabinets available and was one of the topselling games of the era. Parker Brothers handled the home system ports; Atari ST and Amiga versions are considered to be closest to the arcade experience.

Loose: \$25 CIB: \$60 New: \$150

Arcade cabinet: \$1,500+

Star Wars



1987; Namco Famicom

Game Info: This is a side-scrolling platformer released exclusively in Japan. Luke appears with black hair here due to technical limitations on the system. Other deviations from the source material include multiple levels based on scenes from *Empire* and *Return* despite the game being focused on the first film, and the inclusion of shape-shifting Vader apprentices.

Loose: \$15 CIB: \$40 New: \$120

Star Wars: Attack on the Death Star

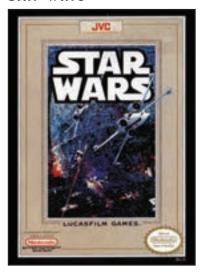


1991; M.N.M. Software PC-98, Sharp X68000

Game Info: A different port of the 1983 arcade title released exclusively for Japanese computers. Like many oddball PC titles released only in Japan, it can be hard to come by in the U.S.

Price: \$30-\$70

Star Wars



1991; Beam Software

Nintendo Entertainment System; later released for Game Boy, Game Gear, and Master System through 1993.

Game Info: Largely based on the first film, though Boba Fett appears as an enemy. Darth Vader's only appearance in the game is on the "Game Over" screen. A "hint book" could be purchased exclusively via mail order.

NES edition: Loose: \$15 CIB: \$45 New: \$175

Game Boy edition:

Loose: \$5 CIB: \$15 New: \$45

Game Gear/Master System edition:

Loose: \$10 CIB: \$25 New: \$40

Super Star Wars





THEATER LOBBIES TO LIVING ROOM WALLS



Before Star Wars was established as a beloved film series, the movie relied on advertising campaigns to attract audiences. In the days prior to expansive content sharing on the filmmaking process through the internet, social media, and 24-hour news cycle, movie posters were conduits to film fans. Star Wars made the bold move of simply stating the title and tagline on early The first and second advance posters are posters, then followed that with multiple designs to introduce the grandeur of the story and the brave heroes. After the first movie became a hit, poster advertising continued the momentum of enticing viewers through incredible artwork provided by some of the best contemporary poster artists. Since those early releases, Star Wars movie posters have become popular series collectibles.

The first promotional poster for A New Hope was drawn by Howard Chaykin in comic book style. Depicting the main trio of Luke, Leia, and Han with the epic villain Darth Vader, it introduced viewers to the idea that it would be an adventure, in addition to science fiction. Printed by 20th Century Fox in 1976 in a very limited print run, it was unveiled at the World Science Fiction Convention in Kansas City. The poster is much smaller than the typical onesheet style, measuring 20" x 29".

similar to each other. The first advance is more reflective with metallic chrome finish, while the second has a duller finish. The other difference is the variance in the letter "W." The first advance is considered more valuable due to the rarity of the finish and different font of the "W," though advance style B is more familiar to the public. It's somewhat basic, but the tagline, "Coming to your galaxy this summer," has become one of the most recognizable of all time.

The style A one-sheet is the one most associated with the film, featuring art by Tom Jung. Luke and Leia appear in heroic white with Darth Vader's dark, menacing



THE FIRST PROMOTIONAL POSTER FOR A NEW HOPE WAS AVAILABLE AT THE WORLD SCIENCE FICTION CONVENTION IN KANSAS CITY.



THE STYLE A ONE-SHEET FOR A NEW HOPE DEPICTS ART BY TOM JUNG AND IS THE ONE MOST ASSOCIATED WITH THE MOVIE.



1976 World Science Fiction Convention poster (20" x 29") \$1,000 \$2,000 \$2,800



Advance teaser style B (regular "W") one-sheet \$400 \$900 \$1,800

Advance teaser style A (variant "W") foil one-sheet \$275 \$1,200 \$2,000



Teaser banner (105" x 24") \$2,200 \$3,500 \$4,200

