

Classic Postcards from an Iconic Canadian Company

Just about every Canadian with a connection to a small town has heard of Stedmans. Opening their first store in Brantford, Ontario on New Years Day 1905, brothers Samuel, Ted and George Stedman eventually had retail outlets across Canada.

One of Stedman Bros. Ltd.'s most successful early products was the picture postcard. From 1906 to 1914 the company became Canada's most prolific publisher of these little works of art. This handbook lists over 3,000 cards and contains almost 300 hi-resolution images with:

- Over 50 pages of "Special Series" postcards including colourful patriotic, heraldic and royalty cards, metallic appliqué, novelty and ultra-fancy greetings, military life, glamour, etc.
- Over 150 pages of view cards showing people, main streets, industry, architecture and everyday life from across Canada. Hundreds of smaller centres and rural areas are represented in this section!

BOOK DETAILS → 6.75 by 9 inches soft cover, spiral bound; **240 pages** overall with: **Part 1:** Introduction and company history; **Part 2:** Special Series Postcards (24 series); **Part 3:** Regular View Cards (11 groups); **Appendix 1:** Stedman Bros. Back Types (47 designs), and an **Index** of Cities and Towns. *This handbook also has 15 pages in glorious colour, a price guide and earliest known usage for each series.*

ORDERING INFORMATION → Please send cheque or money order for **\$39.95 CDN** (Canadian address post paid) or **\$39.95 US** (USA address post paid) to:

Mike Smith
182 Newgate St., Apt. 3
Goderich, Ontario N7A 1P6

QUESTIONS? → Please e-mail msmith67@rogers.com or phone 519-612-1021.

The Stedman Bros. Picture Postcard Handbook 1906-1914



A Comprehensive Listing (with values) from
the Finest Stedman Bros. Collections!

Michael J. Smith

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