

Antique Postcards from a Prolific Canadian Publisher

Entering the trade in 1908, farsighted Toronto stationer Rumsey & Co. hooked up with two of the world's most important postcard printers in Germany and Britain.

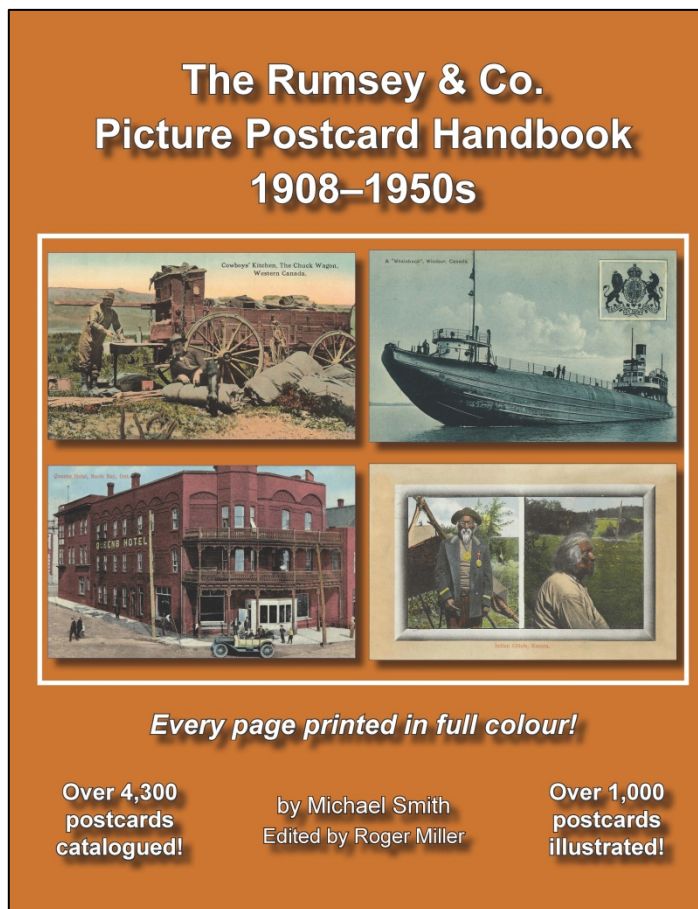
After the First World War (1914–1918), Rumsey & Co. built new relationships with postcard printers on this side of the Atlantic. And from 1910–1950s this firm became one of the largest producers of real photo postcards in Canada!

It's all here in this deluxe handbook:

- A comprehensive Rumsey & Co. business history.
- Listings for more than 4,300 of the firm's classic postcards, including the regular view cards, RPPCs, fancy framed cards, the novelty series, etc.
- Over 1,000 postcard illustrations, each in the card's colour of issue.
- Three appendices loaded with additional information, including illustrations of all known Rumsey & Co. postcard back types, salesman's samples, etc., etc.

BOOK DETAILS → 8.5 by 11 inches, laminated soft cover, spiral bound, 280 pages loaded with listings and illustrations, and *every page printed in full colour!*

PRICE AND ORDERING → **C\$80** (postpaid to a Canadian address); **US\$80** (postpaid to a USA address). Cheque, Money Order or *Interac*® e-Transfer preferred. *Please contact Mike Smith for any additional information.*



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