

# From Fancy Goods to Fancy Postcards!

Founded in Hamilton, Ontario by William and Walter Atkinson, by the end of the 19<sup>th</sup> century Atkinson Bros. had grown to become an important fancy goods manufacturer, wholesaler and stationer.

In 1899, the firm released its first postcard series from its new location in Toronto. And within a dozen years, had published some of Canada's most collectible cards.

Inside this deluxe handbook you'll find:

- A concise Atkinson Bros. business history.
- Listings for approximately 2,000 of the firm's postcards, including the classic patriotic series, regular and fancy views, the novelty series, etc.
- Over 500 postcard illustrations, and each one in the card's colour of issue.
- Appendices loaded with additional information, including illustrations of all known Atkinson Bros. postcard back types, and some of the firm's souvenir view albums.

**BOOK DETAILS** → 8.5 by 11 inches, laminated soft cover, spiral bound, 140 pages loaded with postcards, and *every page printed in full colour!*

**PRICE AND ORDERING** → **C\$60** (postpaid to a Canadian address); **US\$60** (postpaid to a USA address). Cheque, Money Order or *Interac*® e-Transfer preferred. *Please contact Mike Smith for details:*

Mike Smith  
182 Newgate Street, Apt. 3  
Goderich, ON N7A 1P6  
msmith55@hurontel.on.ca  
519-612-1021

## The Atkinson Bros. Picture Postcard Handbook 1899–1911



*Every page printed in full colour!*

by Michael Smith and Roger Miller