

# BNAPS

## POST CARD MATTERS

Newsletter of the Post Card Study Group Vol. 5 No. 2

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Hi Guys!

Here is our second effort at publishing your newsletter. Maggie Toms has contributed our first article. We hope that this will promote further discussion. Keep your suggestions and ideas coming.

Taking a Peek at Stedman Bros. and Friends - Maggie Toms

It all started out with a Capital Letter code NGEU in the stamp box of a Nova Scotia card. I knew the Capital Letter code was used by Emil Pinkau & Co. of Leipzig, Germany, in printing some of their cards. It is written up by George Webber in articles in "The Postcard Album" issues #15 and 16. Emil Pinkau & Co. was a very large firm printing picture postcards for many countries world wide. There is an article about this company in "The Postcard Album" issue #14. I knew Pinkau had printed cards for the NOVELTY MANUFACTURING & ART CO. of Montreal, for I have seen the Capital Letter code on a couple of Ste. Anne de Beaupre cards published by Novelty. But I did not know who was the German printer for the Fancy PRIVATE POST CARD back used by Stedman Bros. until the Capital Letter code turned up. The letters NGEU were used prior to 1914, probably in late 1913, and I think the use of this code is scarce on Canadian cards. During the War years there would have been no Canadian picture postcards printed for export in Germany. In 1926 a new dot and dash code was used by Pinkau, and I have seen a number of these on Canadian cards.

From Bill Buchanan I got a little background information on Stedman Bros. They were retailers who managed a chain of small department stores throughout Ontario, mostly in small towns. It would appear that many of their cards show locations of places where they operated a store. Their headquarters were in Brantford, but they had a branch in Toronto, and later Winnipeg was added to their area of interest. Their first cards were identified on the front of the card simply as "Stedman Bros. Brantford, Canada"(Fig. 1), and "Published by Stedman Bros. Brantford, Canada"(Fig. 2), and no number. On the cards that I have seen that were postally used in 1907, the credit has moved to the back of the card, and the cards are numbered. About 1908 "Ltd"(Fig. 4&5) was added to Stedman Bros. and about 1911 "Limited, Brantford and Winnipeg, Canada"(Fig. 6).

This key card with the Capital Letter code NGEU was published by Stedman Bros. Limited, Brantford and Winnipeg, Canada, "Made in Germany"(Fig. 7). At the lower left of the address side are the initials D.A.M. and the #6876. I don't know who D.A.M. was, but perhaps Stedman Bros. were thinking of expanding a bit into Nova Scotia. #6876 is the highest Stedman Bros. number I have seen. This card was postally used in 1916. The front of the Card (which I no longer have in my possession) is in dark colours, but the caption reads "The Intervale River, N.S. Because this card was printed by Emil Pinkau & Co. it seems reasonable to assume that earlier Stedman Bros. "Made in Germany" cards with the same PRIVATE POST CARD layout were also printed by Pinkau.

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Taking A Peek at Stedman Bros. - Cont'd.

Going through a batch of 50 or so of these cards, I noticed that 29 of them were "Made in Germany", and 4 of them were "Made in Gt. Britain", and some others were unidentified as to where printed. Why was the same postcard back used for cards printed in Germany and cards printed in Great Britain? I asked a couple of knowledgeable friends about this, and they both replied that it was done at the request of the customer. For whatever reason, the customer preferred a certain style back, and the printer complied. However it was pointed out to me that though these two backs looked alike, they were not identical. There were some slight variations, among which on the cards "Made in Gr. Britain", was a small line under the V of PRIVATE, a shorter tail on the R of PRIVATE, a period after CARD, and a different size stamp box. I suppose these little changes were made to protect the identity of each printer. But from these differences can be determined whether the unidentified cards were printed in Germany or Great Britain. I found only one that was printed in Germany. The rest were printed in Great Britain. If Pinkau was the German printer, who was the British one? I think that Valentine & Sons who printed so many Canadian view cards, also printed these.

There were about 8 or 9 cards in this batch that were published by small, local Ontario publishers. They have Stedman Bros. "Made in Germany" style backs, and these cards seem to carry Stedman Bros. numbers. For instance "A.J. Collins, Burk's Falls, Ont.", "Made in Germany", (Fig. 8) and at the lower left A.J.C. #4871. There would be no way that such a small publisher would have over four thousand eight hundred different images. However a few of these cards are a little different. They are identified as "Printed in Saxony" (Fig. 9), either at the side of the card, or in the stamp box. And the T dividing line is placed higher up on these cards than on the ones that are "Made in Germany". Both groups I think were printed by Pinkau.

In addition to these small local Ontario publishers, there were some other publishers who used this same fancy style PRIVATE POST CARD back as Stedman Bros. All the ones I have seen are identified as "Printed in Saxony", and I think these must also have been printed by Pinkau. I list the ones I have seen or noted. There may be more.

C.S. Co. Ltd., Winnipeg (Fig. 10)  
C.S. Coy, Winnipeg (Fig. 14)  
U.P.S. Series, Montreal (Fig. 11)  
Linton Bros., Calgary (Fig. 12)

The earliest postal date noted for any of these cards is July 26 05, C.S. Coy Harmon Series card "Printed in Saxony". And the latest is March 12 18, "Made in Germany".

I realize that this information gleaned from the backs of some look alike cards, is not of great interest to a lot of collectors. And none of this trivia is really important when it comes to enjoying the view on your card. In case you think that I seldom look at the front of a card, I am illustrating my favourite Stedman Bros. card printed by Pinkau - "Bringing Home the Moose Head, Lake Kipawa, On The Line Of The Canadian Pacific Railway". Lake Kipawa flows into the Ottawa River just north of Temiscaming, Quebec.

There are other Stedman Bros. cards with different style backs, but these call for a further look.

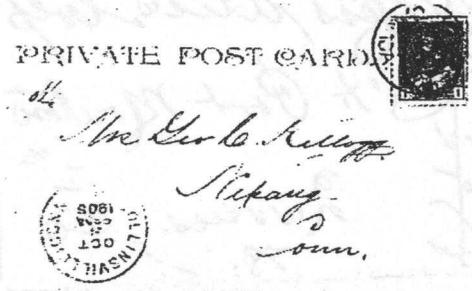
Ed. Note: In regards to the above article, Maggie sent along further notes.

I have already discovered a mistake in one of my deductions. It concerns the cards that are Unidentified as to where printed. It's not possible to say for certain that one style of font is exclusive for "Made In Germany" and the other style is exclusive for "Made in Gt. Britain". I have found a Quebec card

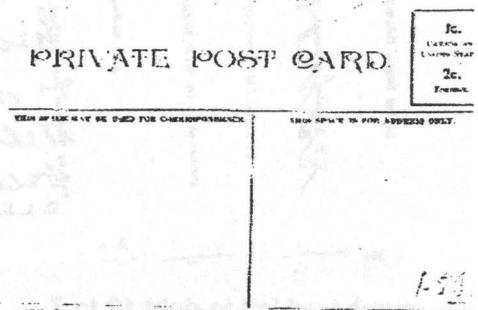
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## Taking a Peek at Stedman Bros. - Cont'd.

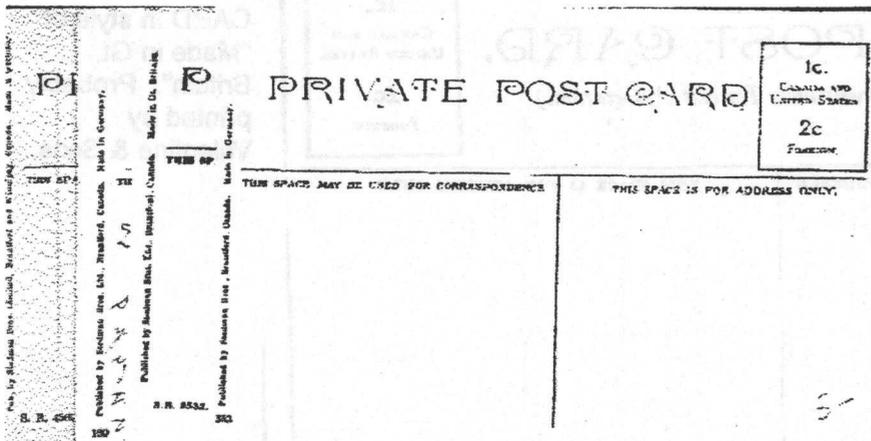
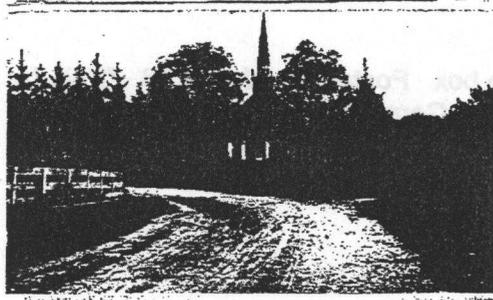
published by W.J. Gage & Co. of Toronto in the same fancy "PRIVATE POST CARD" style as the "Made in Gr. Britain" cards, but is labeled "Made in Germany"(Fig. 16). And the stamp box is the same size as the "Made in Germany" cards. It seems that this back style went through a lot of modifications, the significance of which is uncertain. I don't know who was the printer for this Quebec card, but I suspect that it was part of an order originally sent to Pinkau & Co. who transferred it to another Leipzig printer during an especially busy time. I have read that Pinkau's competitive prices depended on large orders. I know that Stedman Bros. was a large order firm. I am not sure where the firms that are labeled "Printed in Saxony" fit in, but I think they were all originally slated for Pinkau & Co.



<- (Fig.1)  
Undivided back "PRIVATE POST CARD" lettering in the style of "Made in Gt. Britain". Publisher's information on front of card.



(Fig.2) ->  
"PRIVATE POST CARD" lettering in the style of "Made in Gt. Britain". Publisher's information on front of card.



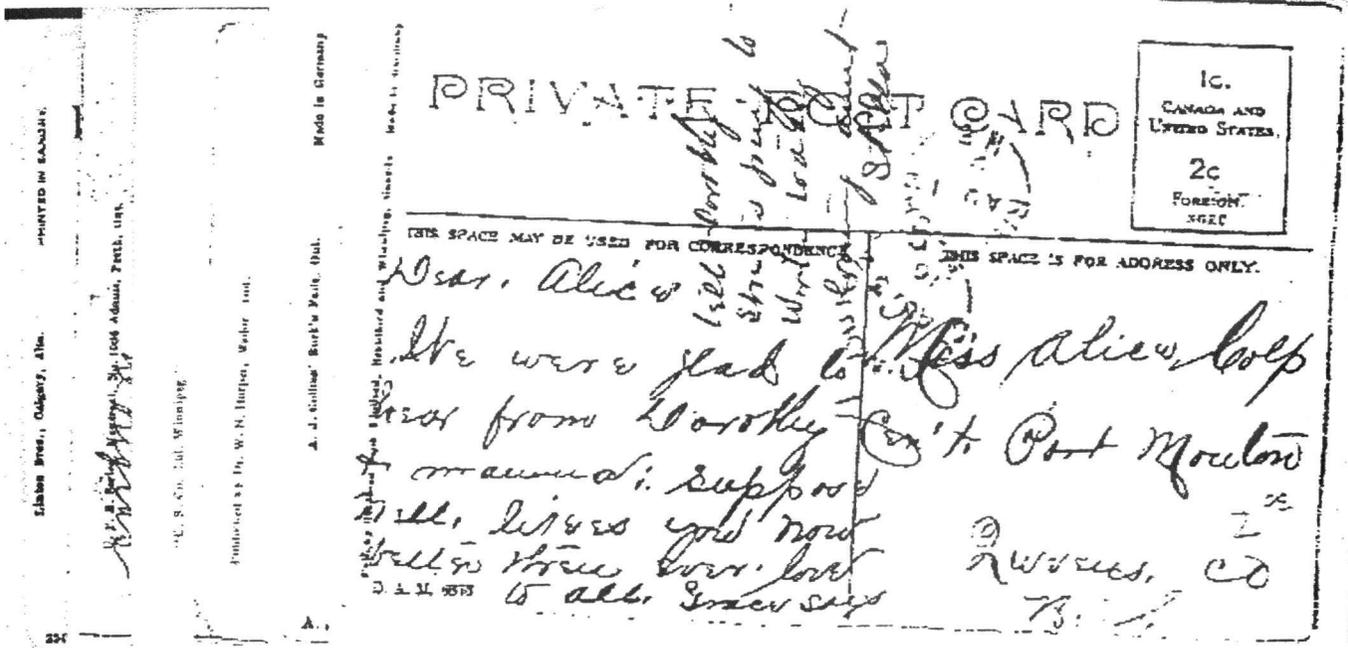
(Fig. 3) No "Ltd". This is the back of "Bringing Home The Moose Head.... (Fig. 15)

(Fig. 4) "Ltd" "Made in Gt. Britain"

(Fig. 5) "Ltd" "Made in Germany"

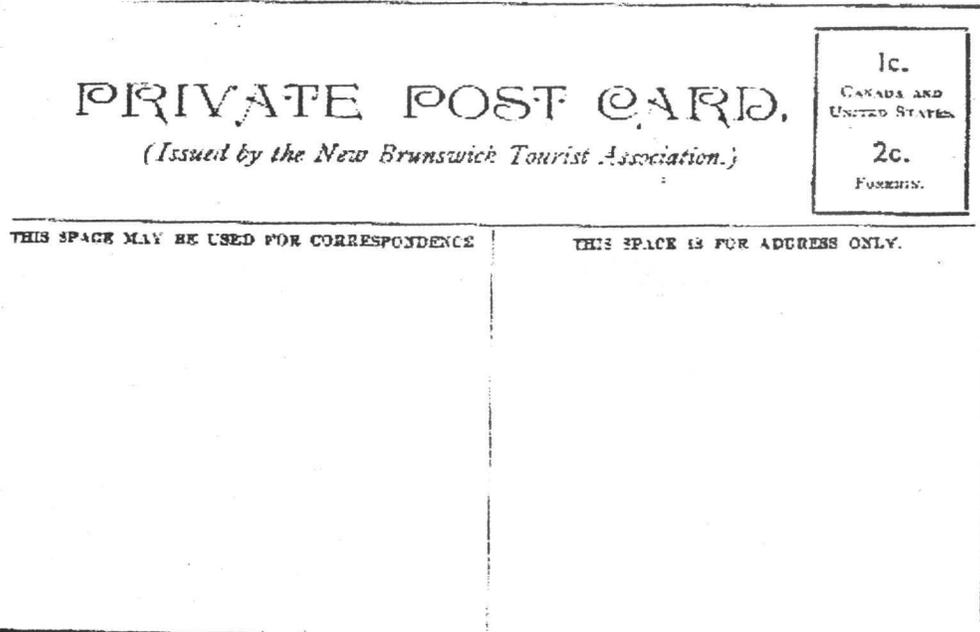
(Fig.6) "Limited, Brantford and Winnipeg, Canada." "Made in Germany"

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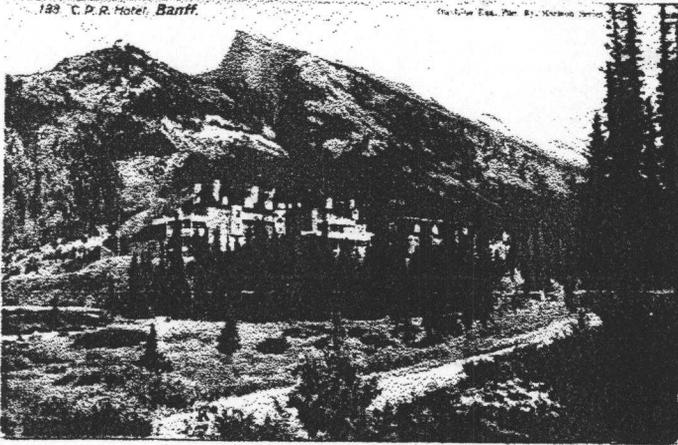
numbered left to right 12 to 7

- 7 This is the key card. Capital letters N G E U at bottom of stamp box. Postally used Au 3'16. "Pub. by Stedman Bros. Limited, Brantford and Winnipeg, Canada." "Made in Germany".
- 8 Local publisher "Made in Germany".
- 9 Small local Ontario publisher "Printed in Saxony".
- 10 "C. S. Co. Ltd. Winnipeg." "Printed in Saxony".
- 11 "U.P.S. Series, Montreal". "PRINTED IN SAXONY".
- 12 "Linton Bros., Calgary, Alta." "PRINTED IN SAXONY".



13 PRIVATE POST CARD in style of "Made in Gt. Britain". Probably printed by Valentine & Sons.

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14 "Published by C. S. Coy, Winnipeg."  
"PRINTED IN SAXONY"

This card published by C. S. Coy is illustrated on page 11 of Earle Covert's book "Byron Harmon Postcards". Used with his permission and thanks.

1c.  
CANADA AND  
UNITED STATES  
2c.  
FOREIGN

PRIVATE POST CARD

1c.  
CANADA AND  
UNITED STATES  
2c.  
FOREIGN

PRIVATE POST CARD.

THIS SPACE IS FOR ADDRESS ONLY

THIS SPACE MAY BE USED FOR CORRESPONDENCE



16 (above) "PUBLISHED BY W. J. GAGE & CO. LTD., TORONTO. MADE IN GERMANY."

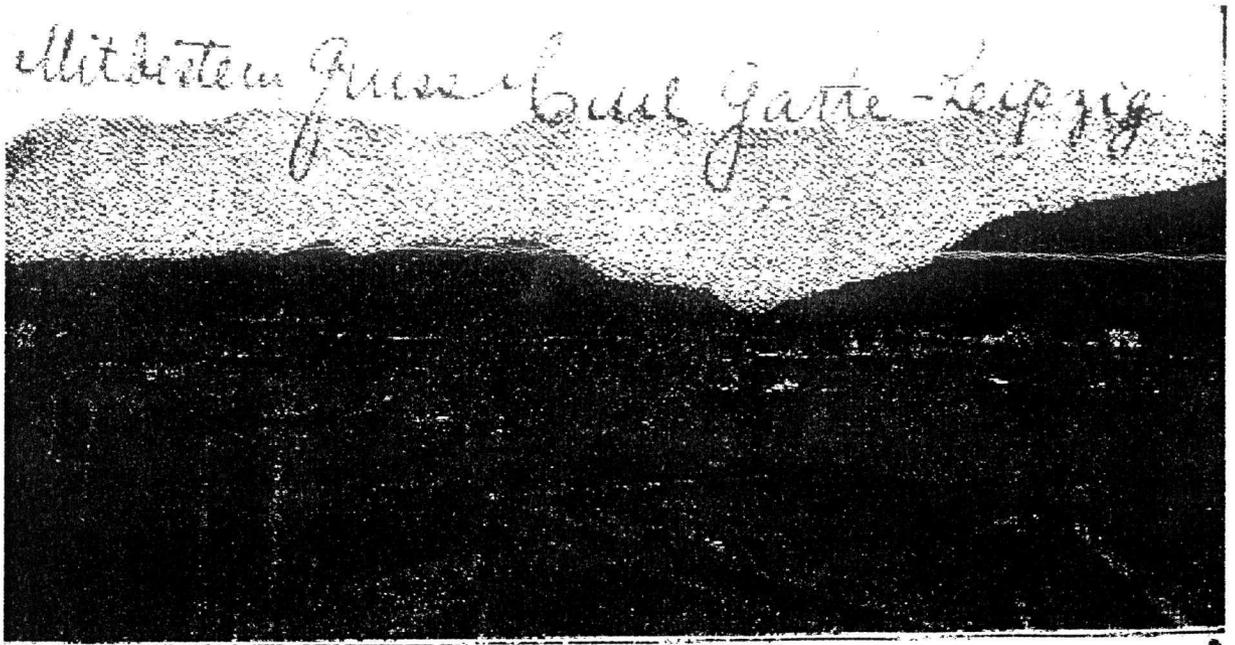
15 Maggie's favourite card!  
"Bringing Home the Moose Head, Kipawa Lake on line of Canadian Pacific Railway." (Fig. 3 shows back)

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Robert Lemire kindly sent along the following article.

## A Newfoundland Postal Stationery View Card

Several years ago I was able to purchase a copy of a Newfoundland post card that was used from St. John's Newfoundland to Germany in 1902. It shows a black and white view of the "Port of St. Johns, New Foundland.", and apparently is "No. 10" in a series produced by the "Atlas Society 444 W. 124th St. N.Y.". The 1998 edition of the Walsh and Butt Catalogue [1] indicated that the Atlas Society produced several pictorial post cards for Newfoundland, though this particular card was not listed. However, what is really interesting (at least to me) is that this card is actually a pictorial view on the back of a copy of Newfoundland postal stationery card, Webb's P4 [2].



No. 10 Port of St. Johns, New Foundland. Atlas Society 444 W. 124th St. N. Y.

I know that at least one other copy of the Atlas No. 10 card has been found on Newfoundland P4, but I have no reports of other views in this series on postal stationery. Of course, the Atlas series on postal stationery may not have been restricted to Newfoundland views. Does anyone know of other cards in this series from Newfoundland or elsewhere?

[1] Walsh, J.M., Butt, J.G., "Newfoundland Specialized Stamp Catalogue", 4th edition, Walsh's Philatelic Service, St. John's, Newfoundland, 1998.

[2] Covert, E.L., Walton, W.C., "Webb's Postal Stationery Catalogue of Canada and Newfoundland 7th edition, British North America Philatelic Society Ltd., 2001.

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