

# Fancy Postcards from a Fancy Goods Importer

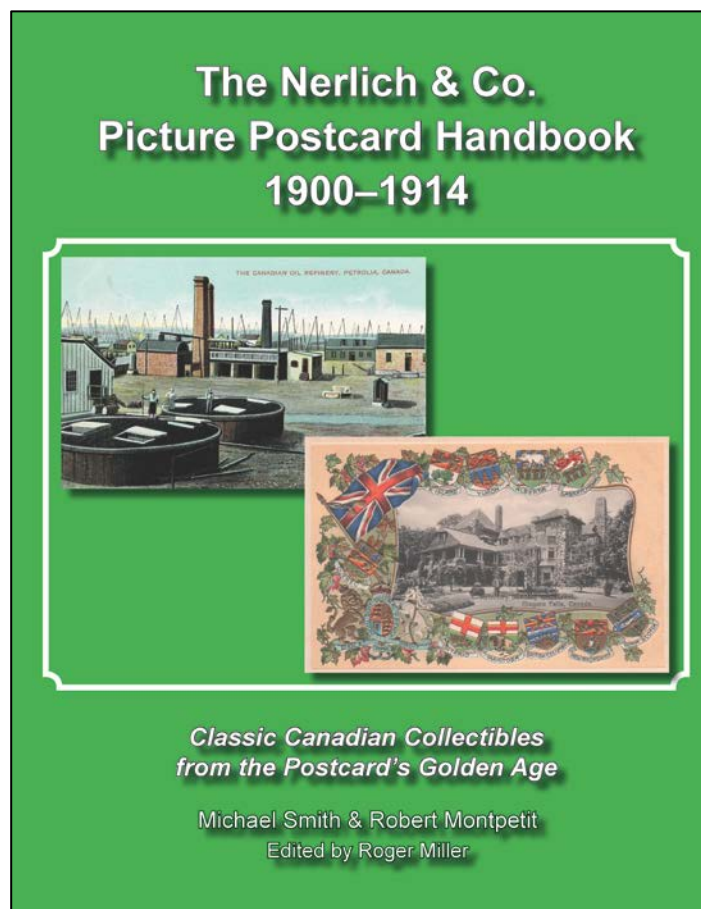
German-born watchmaker Henry Nerlich opened his first shop in Toronto in 1858, selling watchmaker's supplies. Over the years he expanded his stock to include a few lines of German fancy china, toys and dolls. These items proved so popular that within a few decades Nerlich & Co. grew to become a Canada-wide wholesaler with offices in Germany and three provinces.

Like many businesses during the postcard's golden age in Canada (1900–1914), Nerlich & Co. published some very collectible postcards. And everything has been corralled into this deluxe handbook:

- A detailed Nerlich & Co. business history.
- Listings for more than 1,200 postcards.
- Close to 600 postcard illustrations, in each card's colour of issue.
- Three appendices loaded with additional information, including illustrations of Nerlich & Co. postcard back types, salesman's samples, stereoviews, business stationery, etc.

**BOOK DETAILS** → 8.5 by 11 inches, laminated soft cover, spiral bound, 144 pages loaded with listings and illustrations, and *every page printed in full colour!*

**PRICE AND ORDERING** → **C\$65** (postpaid to a Canadian address); **US\$65** (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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