Language of Material: English
Contributing Institution: SJSU Special Collections & Archives
Title: Keystone View Company Stereocard Collection
creator: Keystone View Company
Identifier/Call Number: MSS.2010.08.25
Physical Description: 5 boxes (2.3 Linear Feet)
Date (inclusive): 1895-1905
Abstract: The Keystone View Company Stereocard Collection contains more than 600 stereocards published by the Keystone View Company. The Stereocards were used for educational purposes as well as for entertainment. The Keystone View Company had branches throughout the country and Europe with staff photographers taking photographs throughout the world.

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Historical Note
The Keystone View Company was created in 1892 in Meadville, Pennsylvania by B.L. Singley as a company whose primary focus was to create a large variety of stereocards. By 1905 it was the largest stereographic company in the world. Keystone created and distributed millions of stereocards throughout the United States. In 1898 they organized their highly successful Education Department which produced boxed sets for school instruction of images and descriptive text illustrating culture, industry, commerce and politics world-wide. Stereocards came in different sets marked by a letter. Customers could buy stereocards by the “book”, a box shaped like a book which contained 50, 100, or 200 stereocards. This collection prominently features set "P", the educational set designed for elementary school-aged children. While stereocards had been losing popularity shortly after cinema became one of the most popular entertainment mediums, the Keystone Company continued to produce stereocards until 1972 when it went out of business.

Scope and Content of Collection
The Keystone View Company Stereocard Collection contains 600 stereocards published by the Keystone View Company. Half of the cards in this stereocard collection are targeted towards young children. Each card contains a very basic description using simple vocabulary to foster reading and vocabulary skills in school-age children. The second half of the collection contains geographic and industrial images targeted towards adults. These cards feature many places around the world as well as many geographical and industrial places in America.

Arrangement
This collection is arranged into three series: Series I. Keystone "Primary" (P Series); Series II. Keystone "600 Set"; and Series III. Perfect-Stereograph

Subjects and Indexing Terms
Stereographs
Stereoscopic views
Photographic prints
Keystone View Company

Series I. Keystone "Primary" (P Series)
Scope and Contents note
The cards in this series (Set P) are targeted towards young children. Each card contains a very basic description using simple vocabulary to foster reading and vocabulary skills in school-age children. Subjects featured in these educational cards include: Children’s activities, geographic places, agriculture, animals, industry, Native Americans.

Arrangement note
This series is arranged by stereocard number.
Series II: Keystone “600 Set”

Scope and Contents note
This series contains geographic and industrial images targeted towards adults. These cards feature many places around the world as well as many geographical and industrial places in America.


Other countries include Algeria, Australia, Austria, Belgium, Canada, Ceylon, China, Costa Rica, Cuba, Denmark, Egypt, England, Fiji, Finland, France, Germany, Greece, Guatemala, Holland, Hong Kong, India, Ireland, Italy, Japan, Korea, Lebanon, Mexico, Monaco, New Zealand, Norway, Palestine, the Panama Canal, Philippines, Poland, Rock of Gibraltar, Russia, Spain, Sicily, South Africa, Sweden, Switzerland, Syria, Tangier, Tasmania, Turkey, Venezuela, West Indies, Unknown (Beet Production sites).

Arrangement note
This series is arranged by stereocard number.

Series III. The Perfect Stereograph

Scope and Contents
This series consists of stereocards published by The Perfect Stereograph Company and American Scenery.

Arrangement
This series is arranged in alphabetical order by company name.