

June 28, 2014

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Foreign destination Illustrated Mail 1912—1914

By Victor Willson

If one collects pre WWI postal history, one quickly see's just how scarce advertising covers are to foreign destinations and it doesn't matter if it's pence or Admiral's postal history. Time has seen the cost of printing illustrated advertising go down, but given the relative scarcity of overseas mail between 1851 and the time period discussed here, by probability there is not expected to be very much available in any period.

To define what I will represent here, let me follow typical illustrated mail principles there is on the cover, front or back, material and design that are more elaborate than a simple name and address. Both first class and printed matter may qualify. In this article I have pulled material from a collection of about 1,000 illustrated covers from the Admiral period. I have been omnivorous in accumulating this material over the past 30 years, I feel it is a good sample of what might be found. In this small article I limit the period to the start of WWI (late 1914), because foreign mail became so restricted as the war effort ramped up that commercial endeavors unrelated to the

Illustrated Mail to Europe

As with mail in all periods up to WWI, the countries receiving the most mail are, United Kingdom, Germany, and France, followed by in roughly equal measure Switzerland, Netherlands, Belgium, Norway, and Finland. Figure 1 shown at right is MacLaren's Products of Toronto to London, England mailed May 21, 1912. It is my earliest illustrated mail going overseas. Another example is shown in figure 2, lower right, advertises the Winnipeg Stampede in 1913, sent to Glasgow and is one of my favorite Admiral covers, it is further enhanced with the addition of the Stampede slogan cancel tying the stamp to the cover.

A third example shown in figure 3 (overleaf) is a letter to London, England and advertises the West Lambton County Fair, it was sent from Sarnia, Ontario on August 1, 1913.



Figure 1

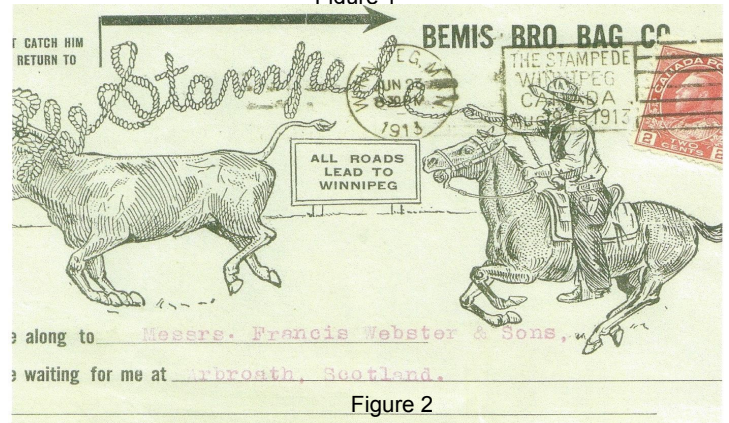


Figure 2

Illustrated Mail Study Group

- Chairman: ken Lemke
- Editor: John Burnett

Illustrated Mail to Europe Continued

An all-over advertising envelope sent from Kamloops, British Columbia on March 5, 1914 to Berlin, Germany is shown in figure 4, at right. This cover is visually very attractive. Franked with five 1¢ Admiral stamps and a light red motif and a return address of George Maurer of Kamloops. A very attractive illustrated mail cover is shown in Figure 5, it shows a book in red and green and is franked with 2x2¢ red + 1¢ green Admirals, it is addressed to Hamburg, Germany from Toronto, Ontario on July 15, 1914. Given the reasonably quick Trans-Atlantic mails at the time it likely arrived before the declaration of war in August of 1914.

A Hotel Alexandria cover from Calgary was sent Paris on June 9, 1914 and is shown in figure 6 lower right. Finally, shown in figure 7 below, a January 1, 1913 cover illustrating ice cream cones was sent from Toronto to Norway. The irony of the topic and the date can not be ignored. Interestingly the sender has franked the envelope with four 1¢ Admirals and a United States 1¢ Franklin stamp which has been missed by the Canadian Post Office and was accepted without a "postage due" marking on the cover.

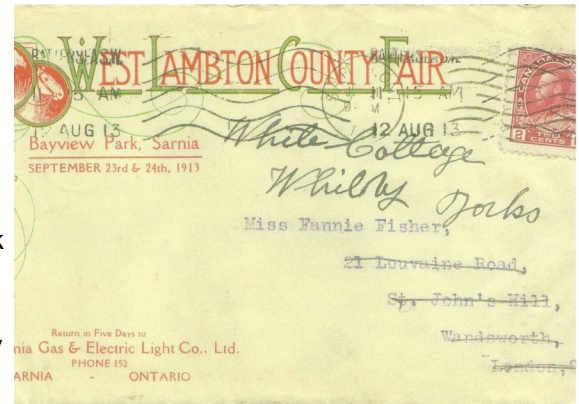


Figure 3



Figure 4



Figure 7



Figure 5

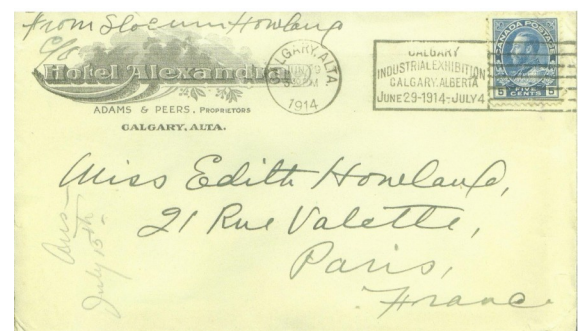


Figure 6

Editors Note

Vic's article is so well represented with illustrations we have carried the illustrations onto the following pages to do justice to his article.

The America's, Victor Willson's Article Continued

My earliest Illustrated Mail into the America's is an office supply company cover from Montreal to Nassau, dated march 27, 1912 and is shown in figure 8 to the right.

Figures 9 and 10 show an overall back-illustrated cover from "Canada Security and Sales Company of Winnipeg, Manitoba, growing bananas, shows the Winnipeg Plantation in Nicaragua, going to that location sent on April 2, 1913.

The St. John Exhibition 1914 advertising cover was sent to St. John's Newfoundland on April 17. *Editors Note: many collectors miss Newfoundland as a foreign destination as she didn't join Confederation until 1949.* and is shown below in figure 11.

Finally a Halifax merchant cover sent to British Guiana on September 24, 1914 is shown in figure 12 below. There are similar items from both during and after World war 1

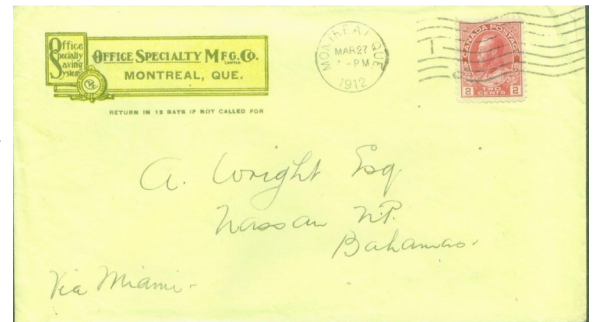


Figure 8

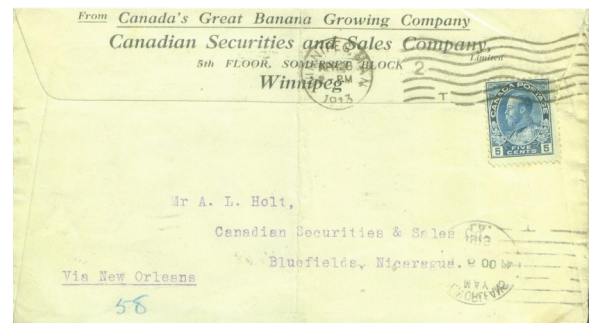


Figure 9

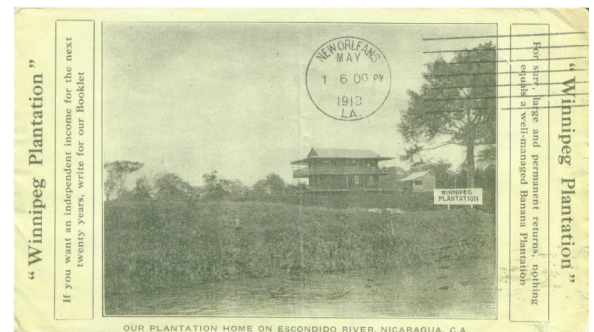


Figure 10

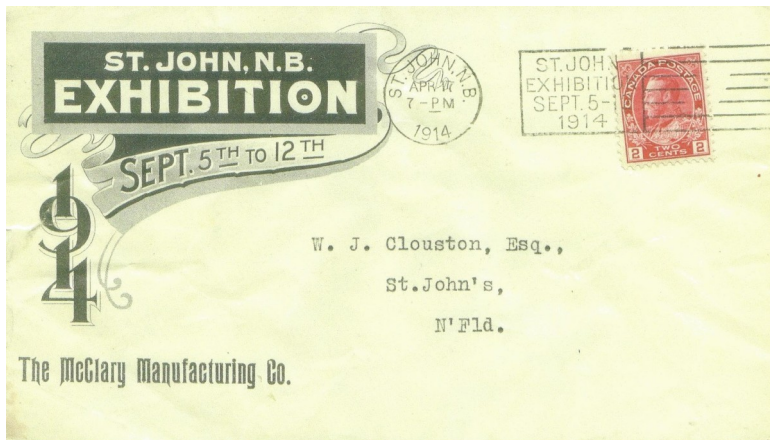


Figure 11

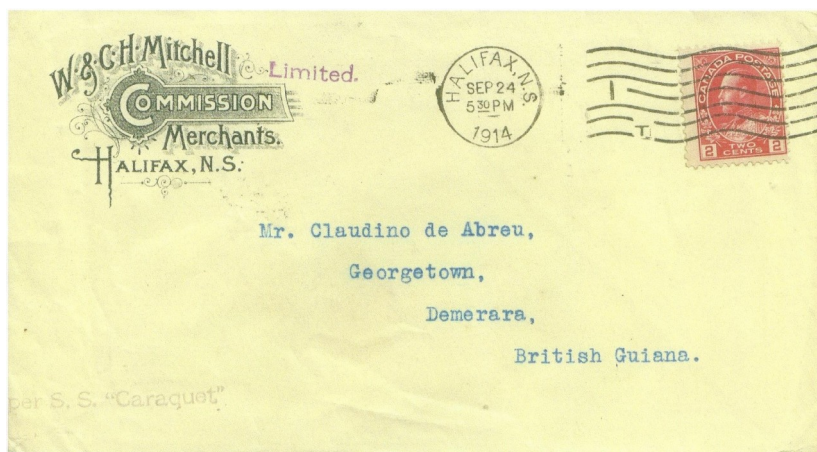


Figure 12

Are you going to write something for our newsletter this month?

Africa and Asia, Victor Willson's Article Continued

The sole example I can show from anywhere else was illustrated in Steinhart's book on Admiral postal history, but only the front. The king Edward Hotel cover was sent from Toronto on September 13, 1912 to Constantinople, Turkey and is shown in figure 13 to the right. The registered cover's back shows the King Edward Hotel in all it's pre war glory.



Figure 13

Authors Note on Illustrated mail from the pre WWI era.

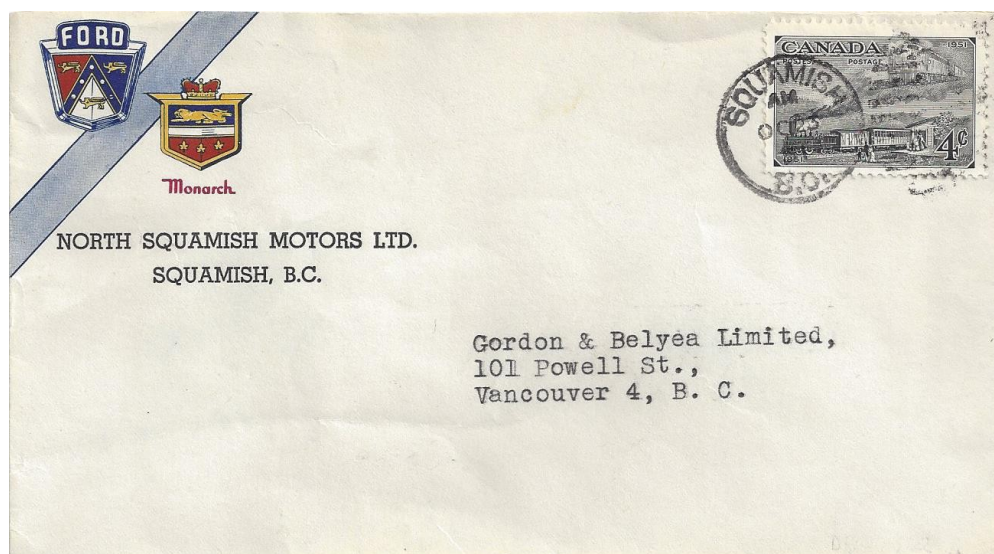
of this period with the group.

With a total of 13 covers spanning the 2¼ years' period, even I was surprised at the small holding. Note that no printed matter items were included, which somewhat surprises me. A related postal history investigation that asks 'how much and to where mail went prior to WWI will provide some of the answer. Of the 80+ destinations I now have during the 1912—1928 period, only 24 are pre war. So, 10 destinations of 24 include illustrated mail, but half the covers were to the UK, Germany and France. I hope others will share their material

Editors Note: This is a great opportunity for our study group to add something to our hobby. Check your covers and report them to me and maybe we can create some semblance of a rarity factor on this material.

Something With a Little Modern Flare

I wonder just how many "Ford Monarch " dealer covers there are out there waiting to become a collection?



Join us at BNAPEX 2014 and help us figure out how to improve this newsletter. Always feel free to contact your editor at jb45855@aol.com