

3.3 Tourism – Local economies benefit from tourism and tennis attracts visitors.

The Austrian Tourist Board advertised a tennis tournament in 1987.



Knocke boasted of its tennis.

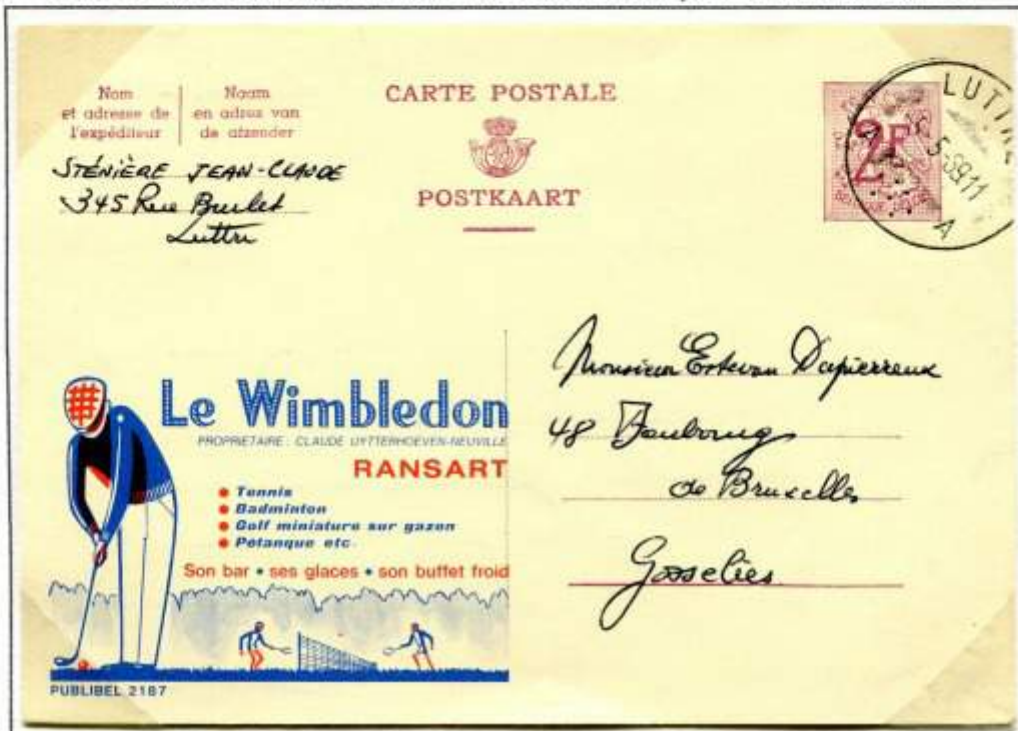


Cannes listed tennis among its attractions.



This continuous roller machine cancellation was first used in the early 1920s and is the earliest postmark to mention Tennis.

Hotel 'Le Wimbledon', Ransart advertised its facilities on this publibel 2187 issued in 1966.



3.3 Tourism - Hotels install tennis courts to attract visitors.

Hotels have used the post in various ways to advertise that tennis is available.

Hotel M'Bamou Palace,
Brazzaville.



This 1984 issue shows two tennis courts in the front.



Hotel Victoria, Menaggio, Lake Como advertised on the inner fold-out sheet.

LA COLUMBIA - Società Marittima per trasporto di petrolio e derivati - Genova

BUSTA-LETTERA-POSTALE
A FAVORE DELL'OPERA NAZIONALE PER LA PROTEZIONE ED ASSISTENZA AGLI INVALIDI DI GUERRA

Per speciale concessione governativa si vende così, 5 in meno del valore nominale del francobollo applicato che non ha corso se usato per altra corrispondenza (Regio decreto del 29 ottobre 1920).

Società Anonima COTONIFICIO COMENSE G. B. BIANCHI COMO Via Mantova, 18	HOTEL BRITANNIA Cadenabbia (Italia) Lago di Como Stazione Climatica di 1 ordine Indirizzo telegrafico: Britannia - Cadenabbia
Grand Hotel VOLTA Ristorante PLINIO - COMO - Diret. Cav. M. Polinesio	Soc. Anon. RAZZIA già Jacques Neumann MILANO Via Settembrini, 3
HOTEL METROPOLE & SUISSE AU LAC - COMO - Grand Restaurant - Pension Seal Maison Suisse a COMO	CARLO PIATTI Fabbrica di Scialli veneziani COMO

MITTENTE

A

MENAGGIO (Lago di Como) HOTEL VICTORIA Menaggio - Dattilo Tennis - Golf Bagni al Lago Classi, Belle, prezzi.	Grand Hôtel MENAGGIO • MENAGGIO (Lago di Como)
DITTA Carlo Castioni e Angelo Berra Castioni MONZA Via Duca, 14 - Telef. 40 Fabbrica di casse e tralicci brevettati a vari stadii	Officio fotografico Elettro-Mezzadro CIPRIANI-BACCANI & C. FIRENZE (29) Officina e assistenza... Via G. C. Vespi, 17 Tel. inter. 491
S. Giorgio Hotel LIENO (Lago di Como) Case di 2000 mq. - Cucina stove 1120 - Ogni stanza moderna - Postiche tea- nella - Acqua calda fante.	IDENTIFICI SADA Pavia - Pavia - Anzani Fornitura letteraria GENOVA Via Carlo Felice

Tin. Selecta - Roma Stampata con inchiostri Huber

Under a government decree in October 1920, stamps overprinted B. L. P. were allowed a 5% discount in aid of war invalids. They were for use on special letter-cards that carried advertisements, the sale of which paid for the Busta Lettera Postale cards.

3.3 Tourism - Visitors' choice where to holiday can be influenced by tennis facilities being available.

In 1927 Aix Les Bains, Savoie boasted it had 13 tennis courts.



Seven French resorts used a continuous roller machine canceller to advertise their tennis facilities.



In 1937 the Grand Hotel Des Bains advertised on envelopes used by the Belgian Postal Giro Service that guests would be able to play tennis.

Passez vos vacances au
GRAND HOTEL DES BAINS
(NON SYNDIQUÉ)
La Roche en Ardenne
 situé hors ville à 8 minutes du centre
 dans un cadre merveilleux.
 Parc 5 hectares
TENNIS-NATATION
CANOTAGE
 Confort moderne

GRAND AIR - SOLEIL / **SANTÉ - CALME - REPOS**

Pour préserver vos effets, tapis, fourrures n'oubliez pas que
MORMITT
FOUDROIE LES MITES
 (sans odeur désagréable ni tenace)
 En vente chez tous les droguistes
 Pour le gros:
 Dépôt: 99, Rue Gaucheret
BRUXELLES
 Tél. 15.07.02

Les plus beaux
VOYAGES EN GROUPES ACCOMPAGNÉS
 sont organisés par les
VOYAGES "SOLEIL"
FILIALE DES VOYAGES BROOKE

Matières Premières Nacrées
PEIGNES et ARTICLES de RÉGLAME
S. A. CASLITH N.V.
PÉRUWELZ
 Parlemoergrondstoffen, Kammen en Reklaam-artikelen.

PUBLICITY OFFICE, 86, av. Rogier, Bruxelles - Tél. 15.69.00 - Toutes publicités

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Succursales à Gand, Liège, Charleroi, Verviers (Voyages Brooke) et Anvers (Voyages Wirtz)
 Demandez la brochure illustrée contenant les programmes d'été

3.3 Tourism - Saint Cast, Cote du Nord, made extensive use of advertising postmarks to promote its attractions. Firstly, the Daguin canceller was used from 1929 to 1940 and again from 1947 to 1954 then the flamme from 1954 until 1957.

Type 1 SAINT CAST is shown without a hyphen. It was first used in 1928 and finally withdrawn in 1948.



Type 2 SAINT-CAST is hyphenated and the text smaller. It first appeared mid 1932 and used until mid 1940.



From mid 1932 until 1940 both types 1 and 2 were used. The Daguin cancellers were not used during WW II.

Type 3 From early in 1948 the circular date stamp showed the year in four figures, not two as previously.



Type 4 In 1953 SAINT in the circular date stamp was abbreviated to ST. It can be found with both types 1 and 2.



In 1954 the Daguin was replaced by a machine canceller called a Flamme which was used until it was withdrawn in 1972.

Type 1 The advertised facilities do not include Golf. It has 3 lines of sand and a dot between SAINT.CAST.



Type 2 The box is a little smaller. Golf is added and There are 2 lines of sand. SAINT-CAST is hyphenated.



Only in 1954 was the date of cancellation shown above the time. From 1954 to 1970 the date stamp was on the right of the box.

From 1970 until its withdrawal in 1972 the advert box appeared on the right of the date stamp.

Both types 1 and 2 were used throughout 1954 to 1970.

Throughout the use of the flamme from 1954 to 1972, there were 11 variations in the details in shown the circular date stamp.

4. TENNIS GOT ORGANIZED

4.1 Clubs - Players got together.

1870s. The first tennis clubs began to be formed, often alongside clubs engaged in other sporting activities:

1872

The first club exclusively formed for lawn tennis was founded at Leamington Spa, Warwickshire.



1874

America's first lawn tennis club was formed at the Staten Island Cricket and Baseball Club, N.Y.



1875

Tennis was first played at The All England Croquet Club, Wimbledon. In 1877 the club was re-named 'The All England Croquet and Lawn Tennis Club'.

This 1947 postmark was the first to refer to the "All England LTC". It was only used in the mobile office at the Ground for registered mail which was costly, so very few exist.



Bagnères de Bigorre
Tennis Club, Hts. Pyr.

Jeu de paume and tennis had been played in the town for decades before the club was founded 1927.



In 1923 certain towns re-introduced this mechanical 'Daguin' circular canceller (originally used 1882-1900) but coupled with a box in which local attractions were advertised. Between 1925 and 1939 eight towns publicised their TENNIS. It was used again by some bureaux during the 1950s.

4.1 Clubs - Many were established before the turn of the century.

Queen's Club, West London, founded 1886, its patron Queen Victoria.



*Cancelled May 28th, 1902
Queen's Club Gdns. post office
West Kensington, W. London
adjacent to the Queen's Club.*

Cumberland Lawn Tennis Club, London, established 1880.
Created by families living near Cumberland Terrace who used a court in Regent's Park. Neighbours protested that it was indecent for men to play in shirtsleeves.

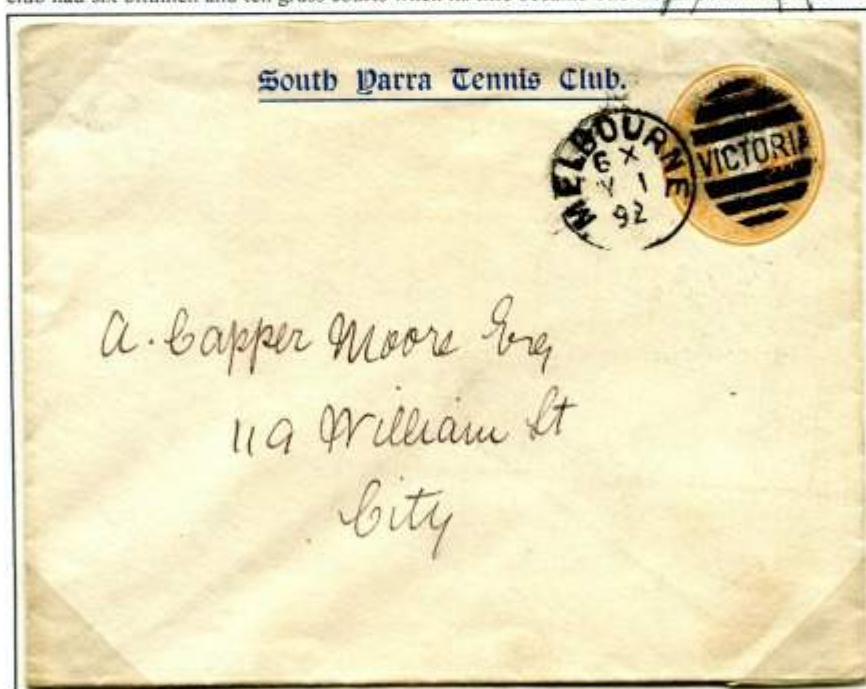


Royal Tennis Club of Barcelona.
Spain's first club was founded in 1899



*Self-adhesive stamps dispensed from
machines that printed variable values.*

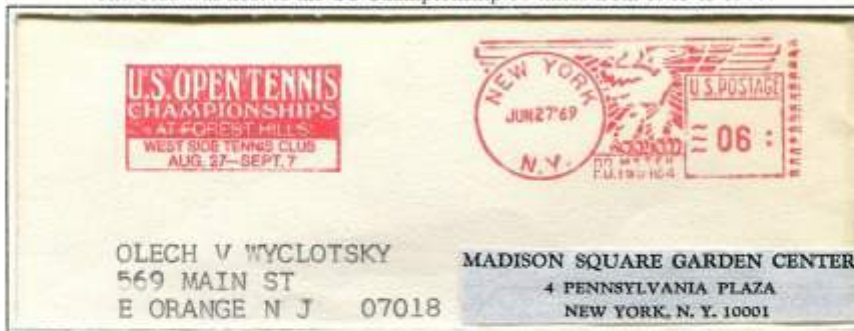
The South Yarra Tennis Club, Melbourne began in 1884 with three asphalt courts. By 1938 the club had six bitumen and ten grass courts when its title became The Royal South Yarra L.T.C.



Envelopes printed with the club's name were passed to the postal authority to have the postage imprinted. The stamp was embossed and the orange colour added afterwards. This envelope has a 'shadow' embossing above the orange stamp. A second embossing was needed because the machine had not been properly aligned, which sometimes happened with smaller orders.

4.1 Clubs - Their number quickly mushroomed.

West Side Tennis Club, Forest Hills, New York was founded in 1892.
The Club was host to the US Championship 60 times from 1915 to 1977.



The sports venue Madison Square Garden, New York was opened in Feb. 1968. In 1969 it used its meter to promote the coming U.S. Open to be held at the West Side Club.

The meter reads "Aug. 27 - Sept. 7" but it actually took place from August 28th to September 9th 1969.

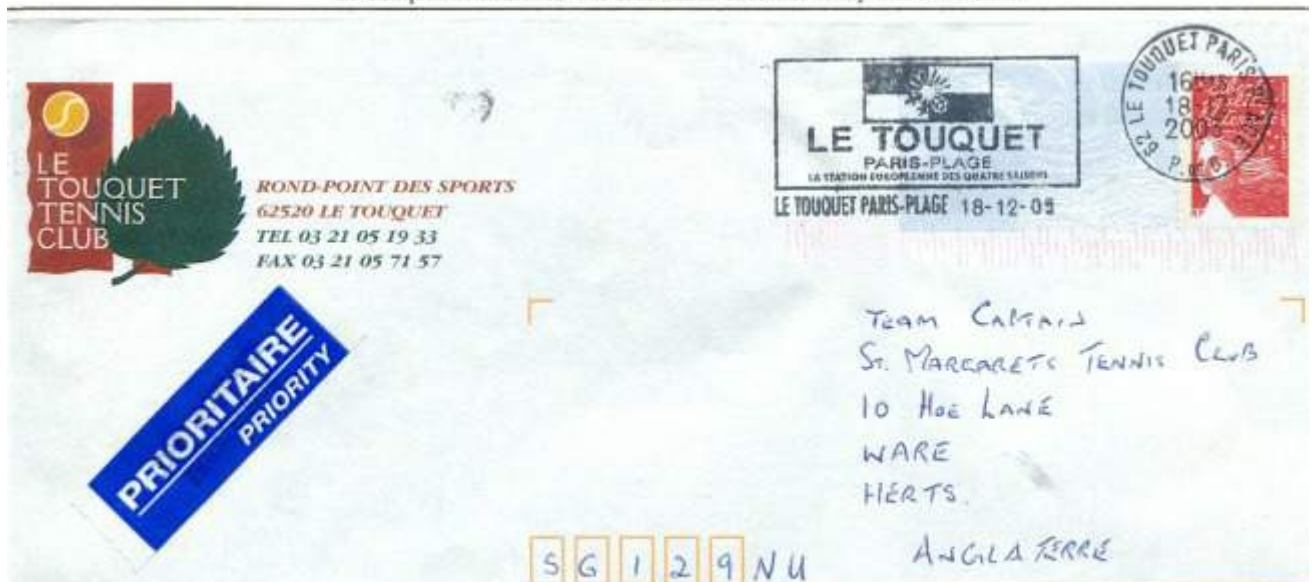
Tennis Club of Coutainville, Manche was founded in 1898.



Guayaquil Tennis Club was founded in 1910.



Le Touquet Tennis Club was founded in 1903 and today it has 40 courts.



Pre-stamped envelopes (Prêt À Poste) for use within the E. E. C. were first introduced in 1994. In 1996 they began to appear with locally-chosen designs added. This envelope, first issued in 2000, could only be purchased in the town's post office as part of a pack.

4.1 Clubs - They quickly sprang up world-wide.

The Royal Tennis Club Del Turo, Barcelona was established in 1905.



There have been 10 such continuous roller cancellations (6 French and 4 Spanish) that have featured tennis.

The Tennis Club of Naples was founded in 1905



The Tijuca Tennis Club was founded in 1915.



The world-wide popularity of the game has resulted in new clubs continually being established.

The John Wayne Tennis Club was founded in 1974.
In 1995 it was renamed the Palisades Tennis Club

John Wayne,
the film star



Self-adhesive

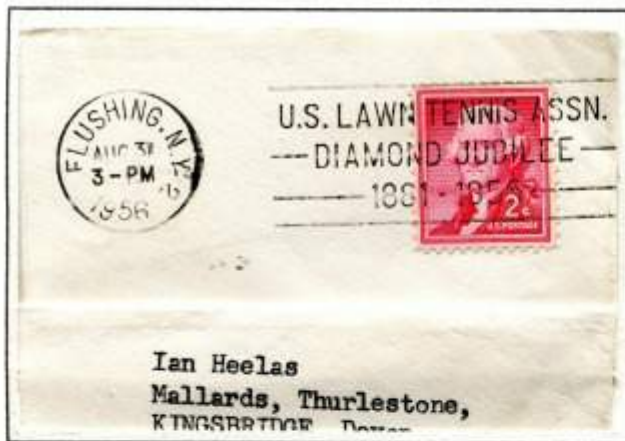


The Newporter Inn, Newport Beach used this meter mark as late as 1978.

4.2 Associations - Clubs needed a regulatory body.

Clubs soon got together and formed national associations.

In 1881 the first national association was founded in New York City when 33 clubs met and formed the United States L. T. A.



The Otago L. T. A. was the second association to be formed. It was founded in Dunedin, N. Z. in 1886.



Monochrome print used to advertise the forthcoming stamp (below) in 1982 to mark the 80th year of the Osterreichische Tennis Verb.



The Lawn Tennis Association of GB was founded in London in 1888.



The Austrian Tennis Assn. was founded in 1902.



The Scottish Lawn Tennis Association was founded in 1895.



4.2 Associations - Their number increased.

By the turn of the century the number of national associations had mushroomed.

The Lawn Tennis Association of Germany was formed in 1902.



In 1904 the Australasian Lawn Tennis Association was established to administer the sport in Australia and New Zealand. Today, Tennis N Z and Tennis Australia are their governing bodies.



Tennis Australia together with its regional office and are now based at Melbourne Park, Victoria.

The Spanish Royal Tennis Fed. was founded in 1909.



Centenary issue in 2008.

The Royal Netherlands Lawn Tennis Association was founded in 1899.



Issued in 1974 marking the 75th anniversary.



A booklet issued marking the Assn's. centenary shows Wimbledon winner Richard Krajicek.



This booklet contains four of these stamps.

The Royal Tennis Federation of Belgium was founded 1902.



A pair of stamps were issued in 2002 to mark the centenary.



4.2 Associations - By the 1930s most developed countries had established national associations.

Today, there are more than 200 national associations, several with regional offices.

The Italian Tennis Federation existed from 1894 to 1896 and in 1910 it was re-established.



The Tennis Association of Ceylon was founded in 1915.



Colour trial proof

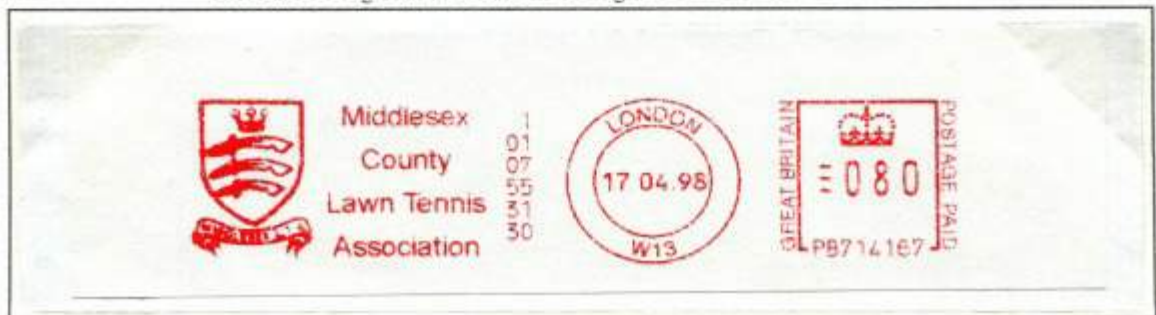
The Lawn Tennis Federation of Monaco was founded in 1927.



The Tennis Federation of France was founded in 1920.



There are 36 regional associations of England affiliated to the LTA of GB.



Midx. County LTA ordered a new meter mark from Messrs Pitney Bowes as it was moving from Ldn. W13 to Ldn. W3 in April 1998 but it was supplied incorrectly reading W13. It was used for only some five weeks until it was replaced.

4.2 Associations - It became obvious that the universal game needed uniformity. In 1913 the International Lawn Tennis Federation was formed to administer tennis worldwide.



March 1st 1913 twelve countries met in Paris and founded the I L T F but without the USA.



Fearing invasion by the Nazis, in 1939 the I L T F in Paris sent its funds to London where the Federation has since been run.



Following the US LTA becoming affiliated to the ILTF in 1924 the Federation became the officially recognised organization with authority to control lawn tennis throughout the world.

'Lawn' had been dropped from its title in 1977.



In 1998 the ITF moved from W. Kensington, London W. 14 to Roehampton, London S.W. 15.



The I. L. T. F. met on 7th to 11th July 1975 in Barcelona when a Code of Conduct was agreed as a method of controlling bad behaviour in the men's game.

In 1987 Lesotho joined the International Tennis Association.



Printer's progressive colour proofs cut from imperforated sheets together with the perforated stamp that was finally issued.

5. The Path To Open Tennis

5.1 Professionalism - The establishment barred pros from its tournaments.

Initially tennis was an upper-class pastime and the establishment wanted nothing to do with those playing for reward. The complication of professionalism and the definition of a professional was to plague tennis for a hundred years.

Wimbledon in 1877.



Entry to the world's first tournament was open to all comers, the problem of professionalism had not raised its head.

The I L T F did not allow players who earned money from any sporting activity to compete in its tournaments. However, in order to support themselves, many players turned professional.

Open Tennis i.e. entry open to all, including professionals, would have to wait until 1968.

Lambert Chambers, GB



7 times Wimbledon champion 1903-1914. She turned professional in 1928, to coach.

Nobody did more than Jack Kramer to pioneer the path to professional tennis. During the 1950s he lured amateur champions to play in his professional circuit.

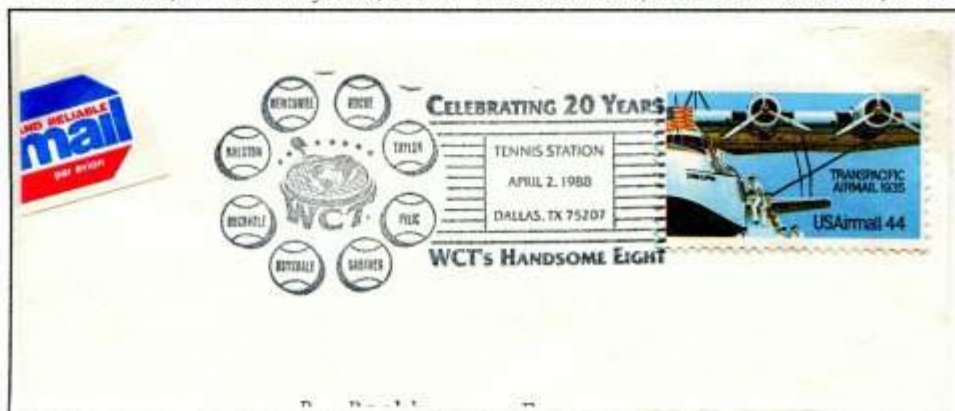


Australian meter marks of the 1950s are not often seen in good condition.

Players suffered appalling conditions on tour and badly needed a body to represent their interests. In 1967 World Championship Tennis Inc. was founded in Dallas to promote men's professional tennis.

In Jan., 1968 eight players, known as 'The Handsome Eight' signed contracts with World Championship Tennis Inc., Dallas to turn professional and play on tour.

John Newcombe, Aus. Tony Roche, Aus. Roger Taylor, G. B. Nikki Pilic, Yug. Pierre Barthes, Fr. Cliff Drysdale, S. Afr. Butch Buchholz, USA Dennis Ralston, USA



With so many star players turning professional it added to the pressure for tennis to go 'open'.

5.2 'Shamateurism' - Top players masqueraded as amateurs.

By the late 1940s the tennis circuit had ceased to be the preserve of well-heeled amateurs but players could not exist solely on payments for expenses even if they were inflated. Most top players' amateur status was a sham.

Slazenger put Fred Perry, Rod Laver and Ken Rosewall on its pay roll to get round sponsorship problems. Fred Perry was sold a house in Wimbledon for a very nominal sum that he later sold for its market value.



The Soviet Bloc professed that all its citizens engaged in sport were non-professionals regardless of being given valuable perks.

Ilie Nastase, Rom.
His army rank gave him a flat.



Players negotiated covert cash payments. There was little the Tennis Federation could do to stop this cynical *sham* of being an amateur. 'Shamateurism' became endemic in the men's game.



Susan Lenglen's father demanded handsome appearance payments in the guise of being her manager.



5.3 Pressure Mounted For Open Tennis. - Major tournaments were loosing star players to the pro circuit. If the ILTF tournaments were to keep their status it was seen that the bar on pro players needed to be lifted.

Fred Perry turned pro in 1936 after having won all four Grand Slam singles titles and helping to retain the Davis Cup for GB.

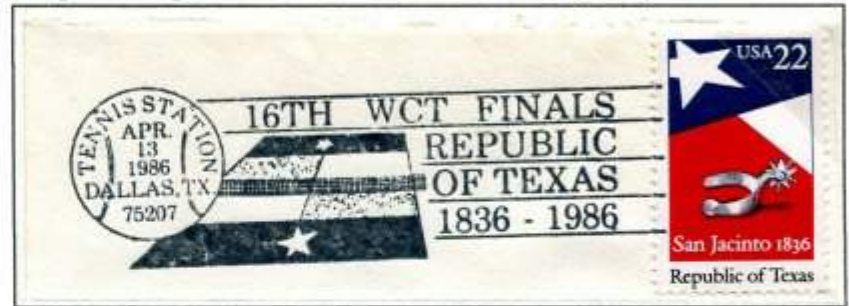
Don Budge turned pro in 1938 following his winning the Grand Slam.



Rod Laver, Aus.
After winning his first Grand Slam in 1962 he turned professional.



Pros got better organized with the formation of World Championship Tennis Inc. in 1967



The All England Club, Wimbledon recognised that the public wanted to see the world's best players in its tournaments and pushed for 'open' tennis. In 1960 a motion to allow open tennis was put to the Intl. Tennis Fed. but it was narrowly defeated.



The 1960 postmark with no stop after S.W. 19 was applied in the mobile office. That with a stop after S.W. 19, was applied in the Croydon main office.



5.3 Tennis Went Open - In 1968 open tennis began.

In the 1950s proposals to the I. L. T. F. to allow 'open' tennis failed because of the vested interests of many of its members. Communist republics, which had no professional players, wanted to keep the ban on pros as the did smaller member states such as Indonesia, Monaco and Japan, who felt that they had no chance against the increasing number of professional players.



At the 1964 AGM of the LTA the All England Club proposed that its Championships go 'open' but its motion was defeated.



The Soviet Bloc, having no 'professionals', did not want to have to compete with the star professionals of the West.



At its 1967 Congress the ILTF agreed to lift its ban on pros.



In 1964 the postmark showing no stop after the post code S. W. 19 was applied in the main office. 7.15 PM was the last time of the day used in the main office on weekdays.

At its 1967 tournament the All England Club announced that next year's Wimbledon would be 'open' and entries from professionals would be welcome. The I. L. T. F. was shocked but later that year it agreed to sanction Open Tennis worldwide.

In 1968 the Wimbledon Championships went Open.



The Wimbledon postmark (showing no time above the date) was applied in the mobile post office sited at the championships.