

7. TENNIS IS NOW A BIG BUSINESS

1. Manufacturers – Many have become household names.

Some players established lucrative businesses producing sportswear.

Serena Williams

In 2005 Nike agreed a \$60m. deal for her to model clothing.

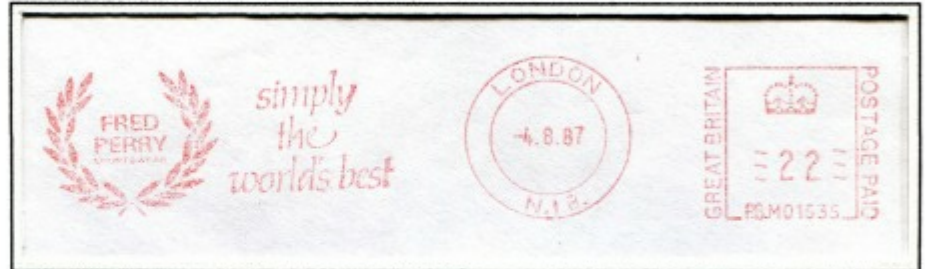


Jean René Lacoste

He designed the first shirts for tennis. His nickname was *The Crocodile* which was used as the company's logo. It is now an international company that markets a wide range of goods.

Fred Perry Sportswear

Britain's greatest player of the 1930s set up a sportswear company in 1952 using as its logo a laurel wreath. It initially marketed sweat bands but now sells general sportswear worldwide.



The popularity of tennis worldwide has resulted in the establishment of many manufacturers of tennis gear.

"Everywhere a real Hammer racket"

Heinrich Hammer (a sawmill company since 1900) began making tennis rackets in 1925.



Tretorn, founded 1891

The Swedish company was one of the first to manufacture tennis balls.



Perfin circa 1935-40



Photocopy of the back

Dunlop Rubber Co entered the world of tennis with its manufacture tennis balls in the UK in 1925. A few years later it also began making balls in France.



The Paris office used five such meters from 1949 to 1961.

- 1 **Manufacturers** - From very early on specialised footwear was produced to meet players' needs. Sports players want footwear that provide comfort, support, durability and grip.

North British Rubber Co., Ltd., (Estb. 1856) began manufacturing rubber boots at Castle Mills, Edinburgh in 1857 using a patent for vulcanisation from Charles Goodyear. In 1966 Uniroyal Ltd. bought out the company.



This meter mark was used in 1948 in the company's factory in Edinburgh which it had purchased in 1856.

F. HOFFER

boot maker
specialist for LAWN – TENNIS
boots in unbreakable Russian leather.



CHLOROSE, ANÉMIE, PALES COULEURS
Appauvrissement du Sang
FER BRAVAIS
Le meilleur et le plus actif de tous les ferrugineux
Dépôt dans la plupart des Pharmacies
Prix Modérés
* MAISON FRANÇAISE FONDÉE EN 1829 *
F. HOFFER
BOTTIER
Spécialité pour LAWN-TENNIS
CHAUSSURES EN CUIR RUSSE INCASSABLE
PARIS, rue Vivienne, 39 bis, près le boulevard.

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In 1877 letter-cards were sold for 5 centimes, the balance, 10 centimes, was financed by advertising revenue. This advert was the very first philatelic item that related to tennis. Varieties exist with different advertisements.

7.1 Manufacturers - The production of tennis footwear is a speciality.
The demands of the game need particularly good ankle support.



American, Hiram Hutchinson purchased Charles Goodyear's patent for his vulcanisation process. In 1853 he began making rubber boots in France branding them L'Aigle, Eagle, after the American national bird.



In 1928 Hutchinson began using a meter mark that was the first in the world to make reference to tennis.

Lotto Sport Italia, Treviso, Italy was founded in June 1973, originally making tennis shoes that are popular today. It now manufactures a variety of sports apparel. The company has a distribution network covering sixty countries.



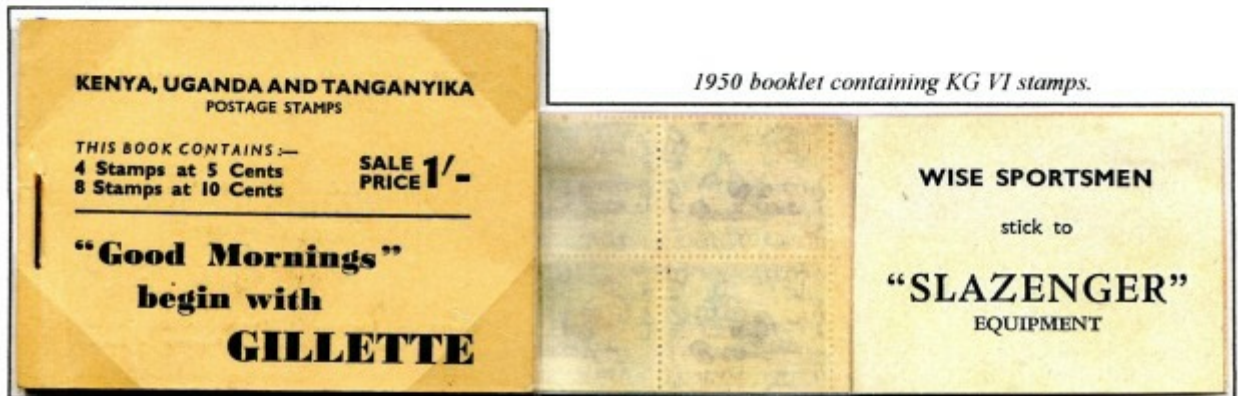
7.1 Manufacturers – Slazenger and Dunlop soon became the dominant producers of tennis gear.

Following the invasion of Poland by Russia in 1792 the Jewish family Schlesinger left Poland and settled in Manchester. By 1804 the family changed its name to Slazenger and had a business dealing in clothing. In 1877 it established a company making rainwear etc. In 1886 it began manufacturing water repellent cloth covered tennis balls and marketing tennis rackets.

In 1886 Slazenger made its first tennis balls in Woolwich, London and later rackets in the late 1880s.



This is the very first meter mark to have in its text the words 'LAWN TENNIS'.



1950 booklet containing KG VI stamps.

Dunlop Rubber Co. began making balls in the UK in 1925 and rackets in 1929. Maxply rackets were made in its factory at Waltham Abbey, Essex from 1964.



Dunlop began its manufacture of tennis balls in France in the late 1920s.



In 1959 the Dunlop empire took over Slazengers. Since 1996 the company has undergone several changes of ownership.

7.2 Marketing – Trade fairs assist sales.

Karachi 1962
National Industries Fair

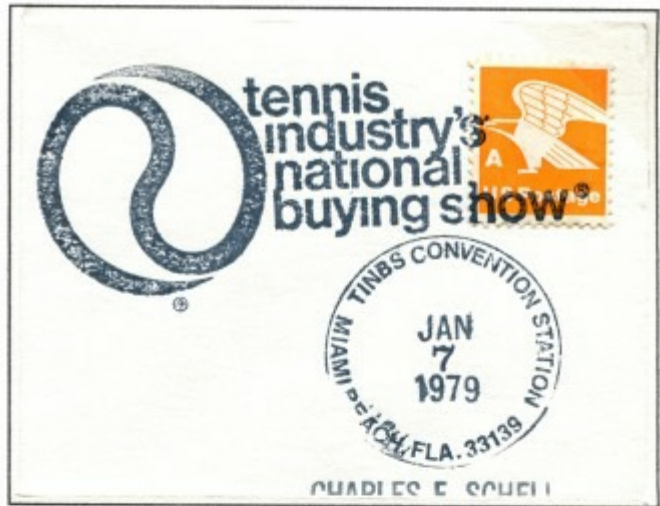


Piacenza 1981
13th National Leisure Time Exhibition



Munich 1899
Exhibition of German Sports Goods

A postal card printed by C. Andelfinger & Co., Munich that then had the postage imprinted by the postal authority.



Miami Beach 1979



7.2 Marketing - Postal services are often used for advertising.

Postal stationery issued by Gothenburg Private Local Post that operated in 1888 and 1889.



7.2 Marketing - It is a good strategy to take every opportunity to keep your company name in the public eye.

Stamp booklets have been used for advising.

The Muir Mills Co., Ltd., an English company established in Cawnpore in 1882, used this booklet to advertise its products.



Issued in 1912 it was the earliest stamp booklet to contain a reference to TENNIS.

Painted racket strings.



Supa Sports, a shop in Guildford high street, arranged a special postmark.



Painted racket strings.



'W' for Wilson rackets. The only retailer of tennis gear ever to be mentioned in a postmark. 'P' for Prince rackets.

A 'Patentbrief' (Sponsor's Letter) advertising businesses in Karlsruhe in 1909. To raise funds charities sold advertising space on privately printed postal letters that were then imprinted with the postage by the postal authorities.



Brauerei Fr. Hoepfner
Lager- u. Versand-Biere
hell und dunkel.

Hirt & Sief Nachf.
Feine Damen - Konfektion.
Seidenstoffe.
Spezialhaus I. Ranges.

C. Sichter, Karlsruhe, Bad.
Spez.: Fabrikation von Vermessungsinstrumenten a. Art.

Kofferfabrik Eduard Müller, Hof.
KARLSRUHE
Waldstrasse 49. — Telephon 2165.
Reisekoffer, Reiseetaschen, feine Lederwaren, Jagd-Touristen-, Hoch-Touristen-, Fussball-, Tennis-, Winterport-Artikel.
Reparaturen sofort.

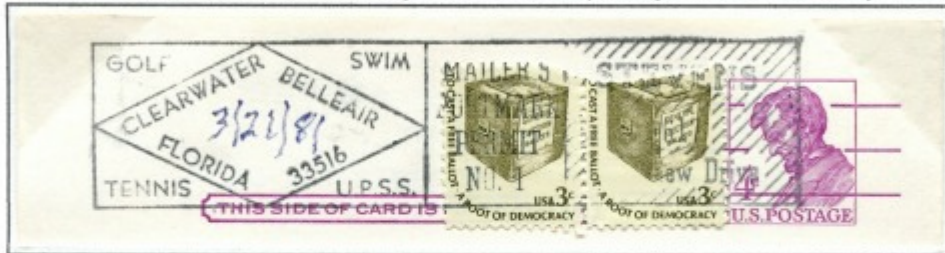
The minimum order for the postage to be imprinted on such postal stationery was 1,000.

7.2 Marketing - Companies must find ways to promote their business if they are to succeed.

In the 1930s the Hamburg-South America steamship company encouraged ticket sales by providing passengers with a tennis court built on the deck of its liner "Cap Ancona".



Retailers of sports goods, Messrs. Stevens, Florida, were authorised in the 1970s and '80s to cancel their own mailings. This Mailer's Permit postmark is the only example that has mention of Tennis.



Munich Exhibition of 1908
Perhaps the man in white flannels is taking the tennis racket to a stand at the exhibition that is promoting his company's tennis equipment.



Postal cards of the 1908 Exhibition were printed to private order by C. Andelfinger and Co., of Munich. The cards were subsequently embossed with the postage by the Bavarian postal authority.

