

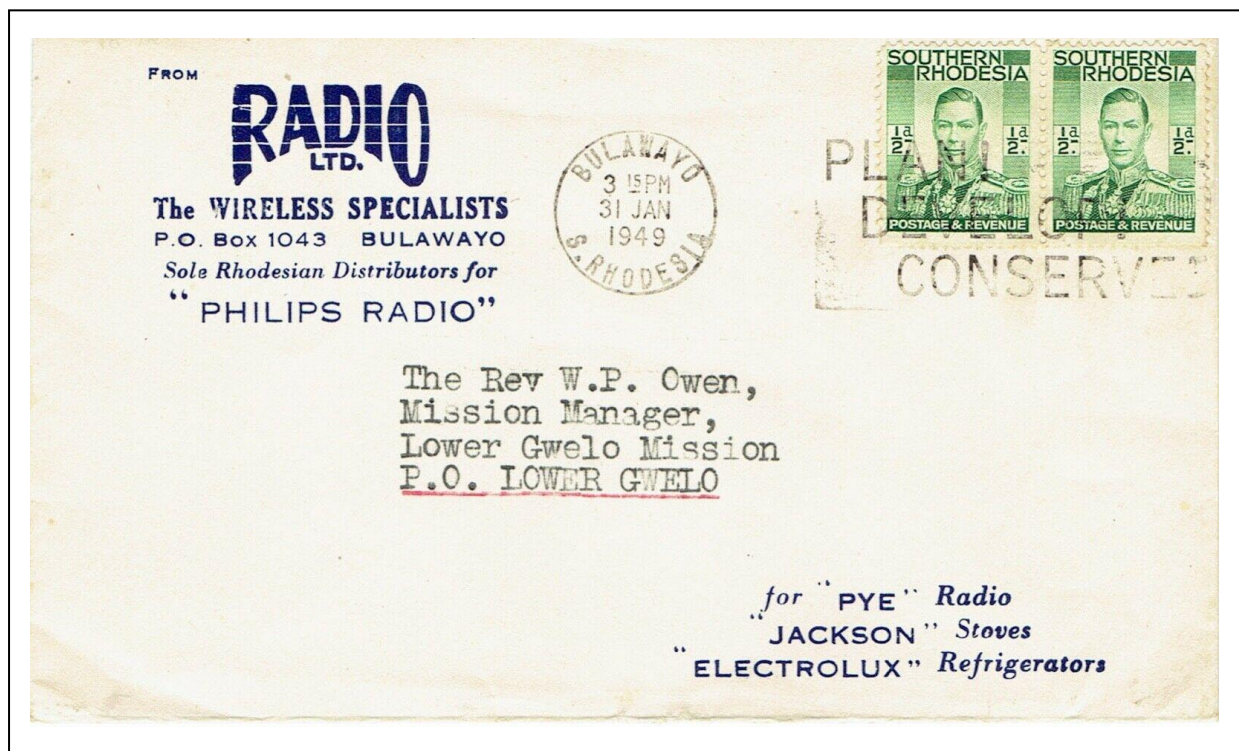
Advertising Covers with Southern Rhodesia King George VI Definitives

The main purpose of this exhibit is to feature advertising covers used in Southern Rhodesia with stamps from the KGVI definite issue – used circa 1937-1953. These covers are attractive and, in their own way, provide a vignette into the country at that time from a mainly European settler perspective.

In showing these covers, the **firms or products** being advertised will be briefly examined as well as the applicable **postal rate**.

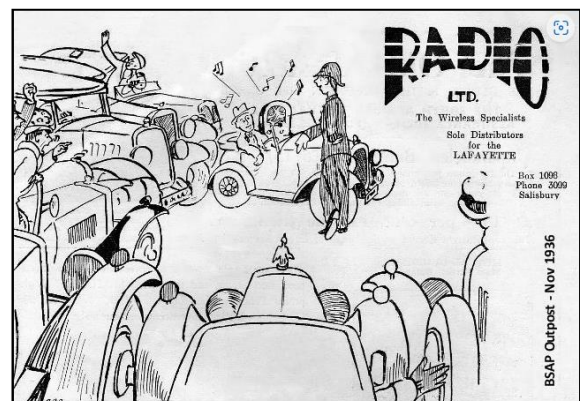
References:

1. Various issues of the *Journal of the Rhodesian Study Circle*.
2. The Rhodesian Study Circle Website: rhodesianstudycircle.org.uk
3. *The Postal History of Southern Rhodesia* – Edward B. Proud
4. *Our Bulawayo Scrapbook: Impressions of a City* – Robert S. Burrett
5. *Harare, a photographic history* – Jonathan Waters
6. *Salisbury's changing skyline, 1890-1980* – Alex D. Jack



ABOVE: A mission-related advertising cover cancelled at BULAWAYO 31 JAN 1949. Around five advertising covers from Radio Ltd. have been sighted from both Bulawayo and Salisbury from 1939 to 1965; all are different. 1d internal postal rate.

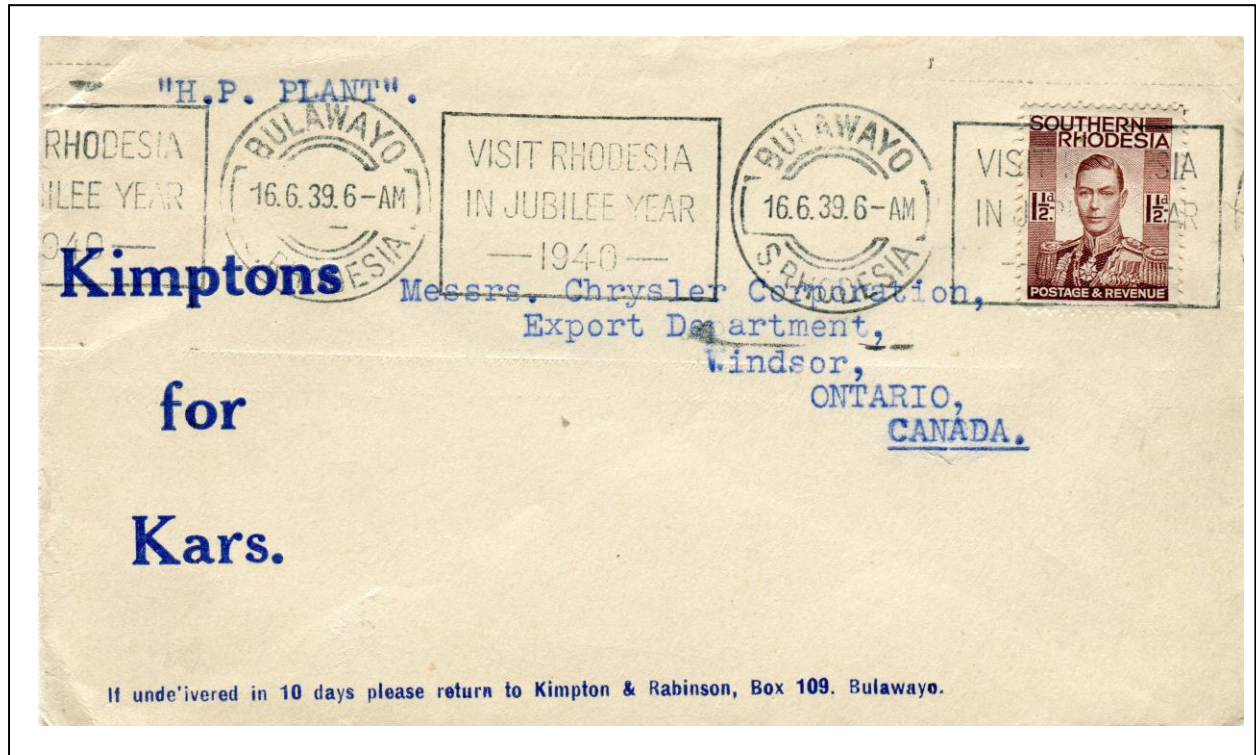
RIGHT: A Radio Ltd. advert from November, 1936 – *B.S.A.P. Outpost*



Kimptons for Kars

(Bulawayo)

Cancelled at BULAWAYO 16.6.39; on 28 February, 1933. The Empire Air Mail Scheme (EAMS) commenced in Southern Rhodesia on 1 February, 1937. The initial rate being 2d per half ounce; it was then reduced to 1½d on 1 February, 1938, Postal Notice No. 5. - hence this correct rate. The EMAS was suspended on 7 September, 1939.



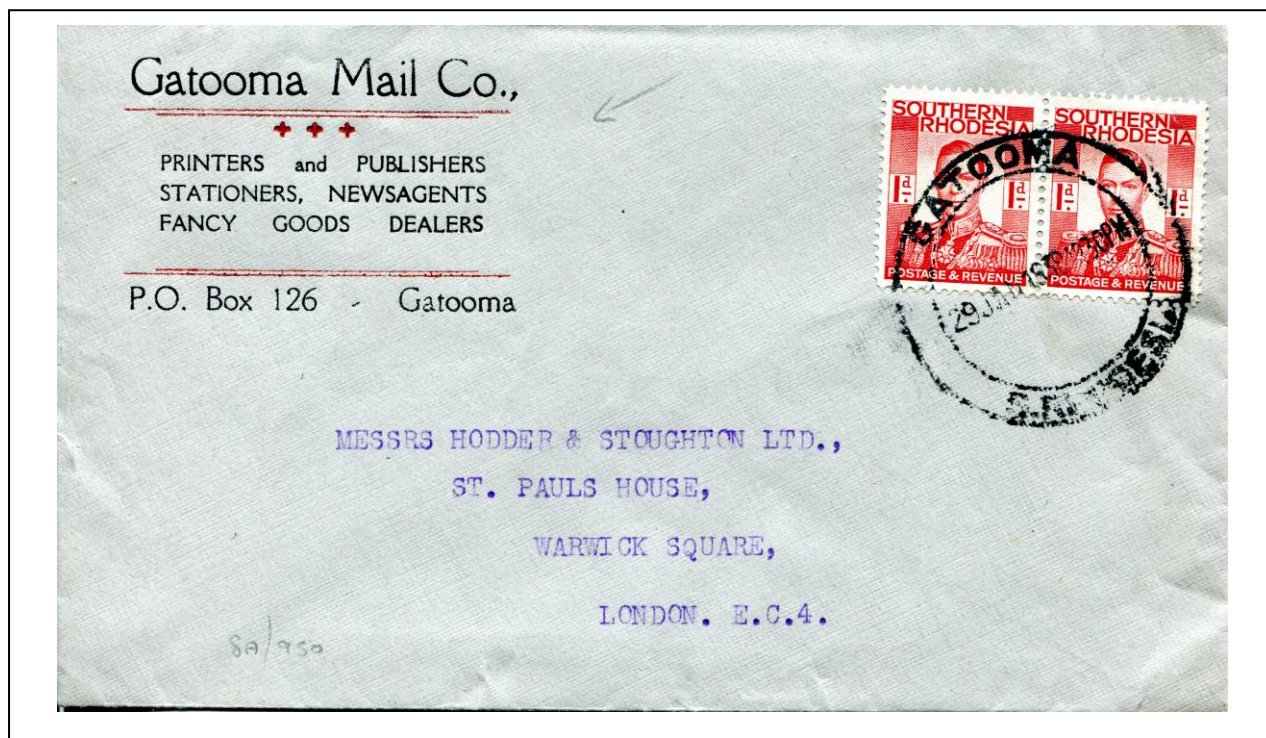
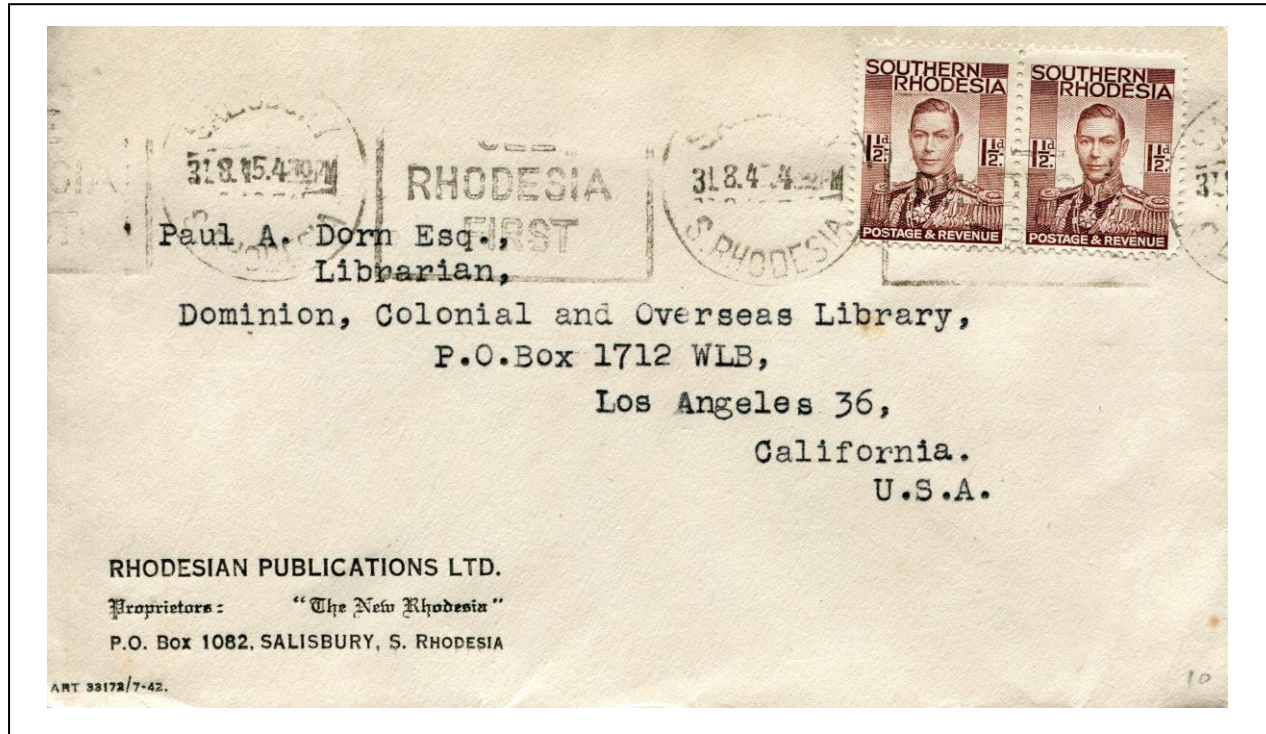
Kimptons was a well-known car dealer in Southern Rhodesia which started as Gull & Kimpton in Bulawayo on Main Street. They were also Agents to *Imperial Airways*. Below is an image of Gull & Kimpton Garage in Bulawayo on Main Street.



Rhodesian Publications Ltd. & Gatooma Mail Co.

(Salisbury and Gatooma)

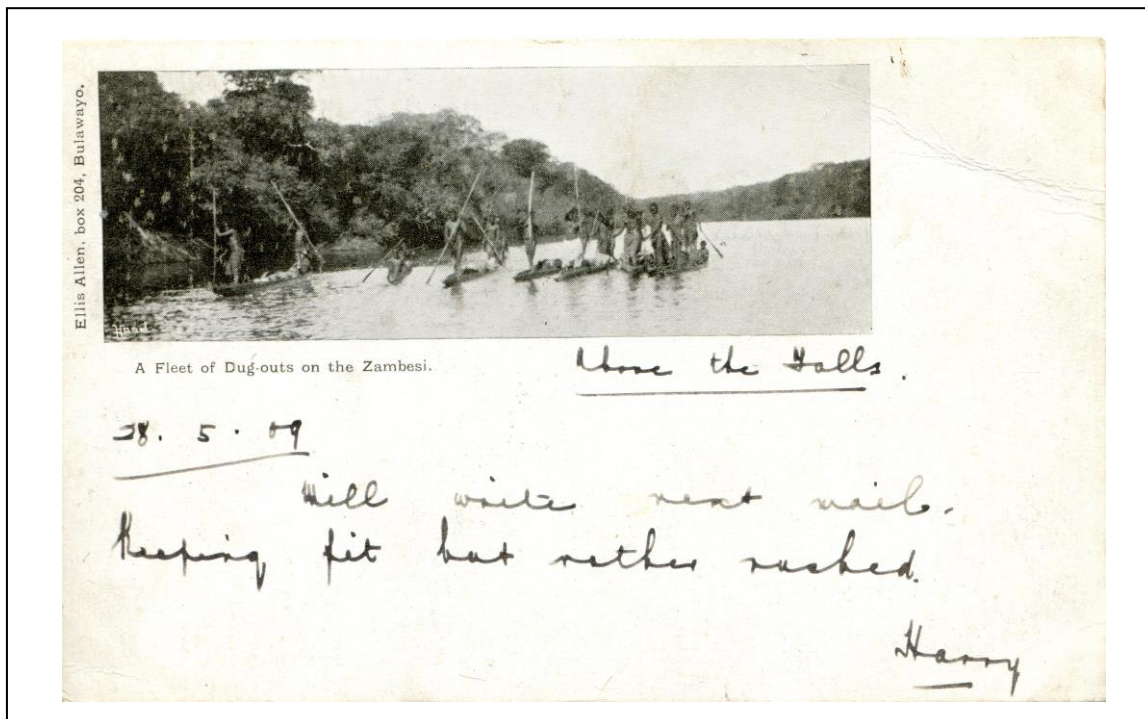
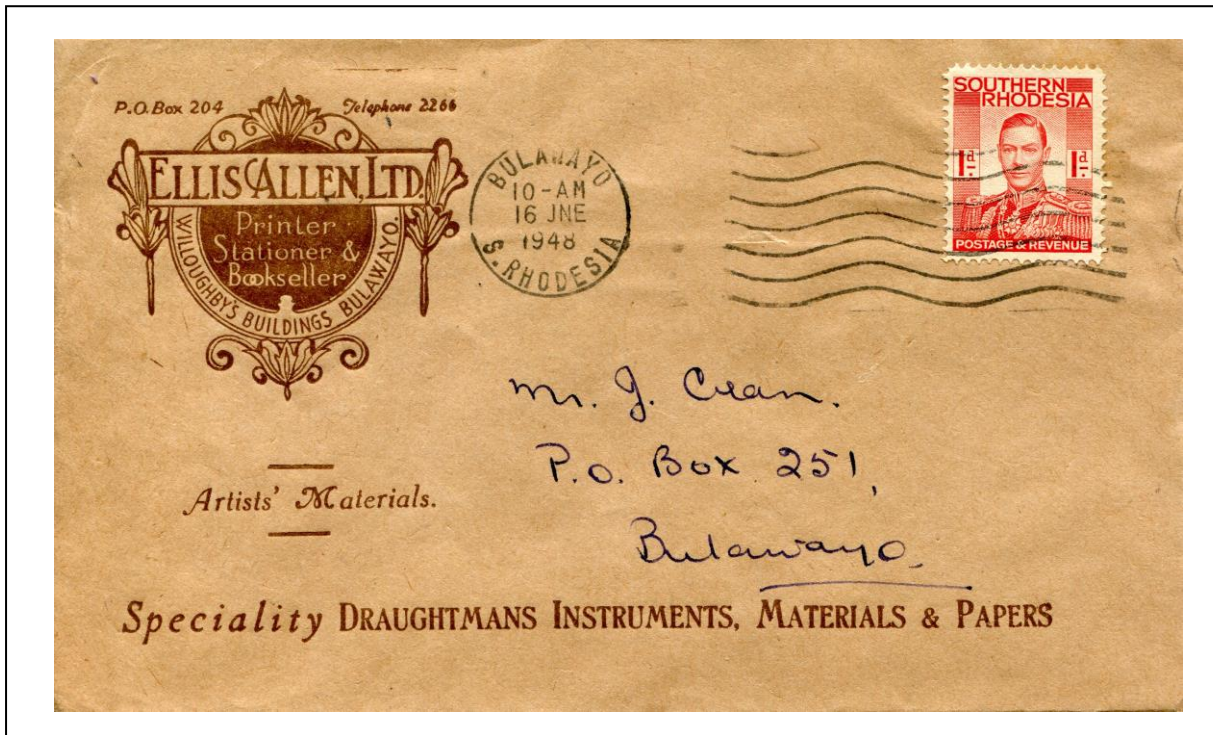
Rhodesian Publications Ltd was established in 1937 and was the printer of the *Year Book and Guide of the Rhodesias and Nyasaland*. Cancelled at SALISBURY 31.8.45; this cover is paying the correct surface rate of 3d to USA. (Paul A. Dorn (1930-2013) was for many years involved in establishing and maintaining the Library of *The Philatelic Society of Los Angeles*. He was a member of the Rhodesian Study Circle.) *The Gatooma Mail*, was first published as a weekly and were an agent for *Rhodesia News Agency*. Cancelled at GATOOMA 29 JAN 1938, this cover this is paying the correct 2d Empire Air Mail Scheme rate to the UK.



Ellis Allen Ltd.

(Bulawayo)

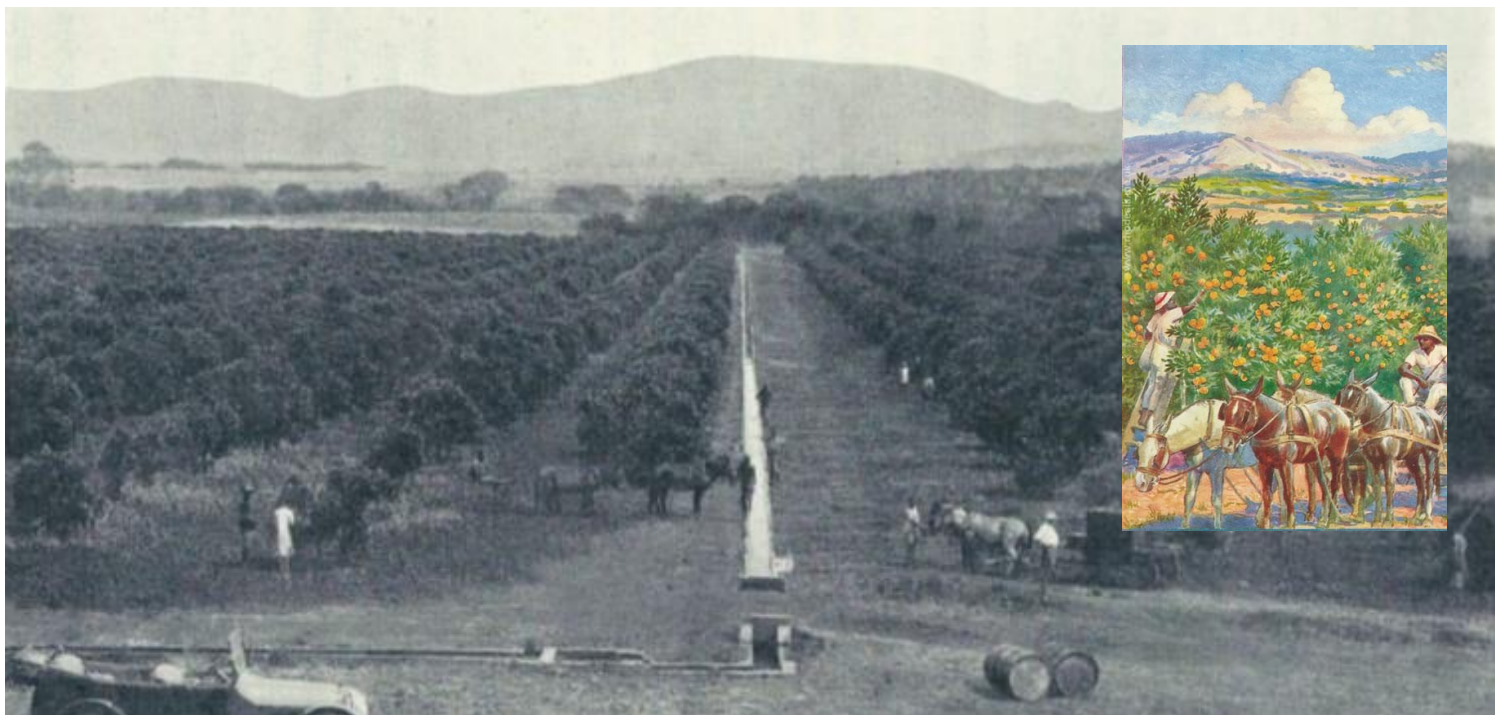
This cover is paying 1d internal letter rate and cancelled BULAWAYO 16 JNE 1948. Owen Ellis Allen was born in Cambridge, England in 1867. From Cambridge he emigrated to Cape Town, South Africa, where he joined the old established firm of booksellers and newsagents, Messrs Maskew Miller & Company. In 1897, when his employers decided to open up a branch of their business in Rhodesia, he took the opportunity to move to Bulawayo. In the early 1900's, Ellis Allen set up in business on his own account from a rented shop in Willoughby's Building (Built 1902), below Blackler's clock. He remained in this shop until his death in 1930. He was one of the early publishers of postcards in Rhodesia – an example from 1909 is shown below.



The British South Africa Company's Citrus Estate

(Mazoe)

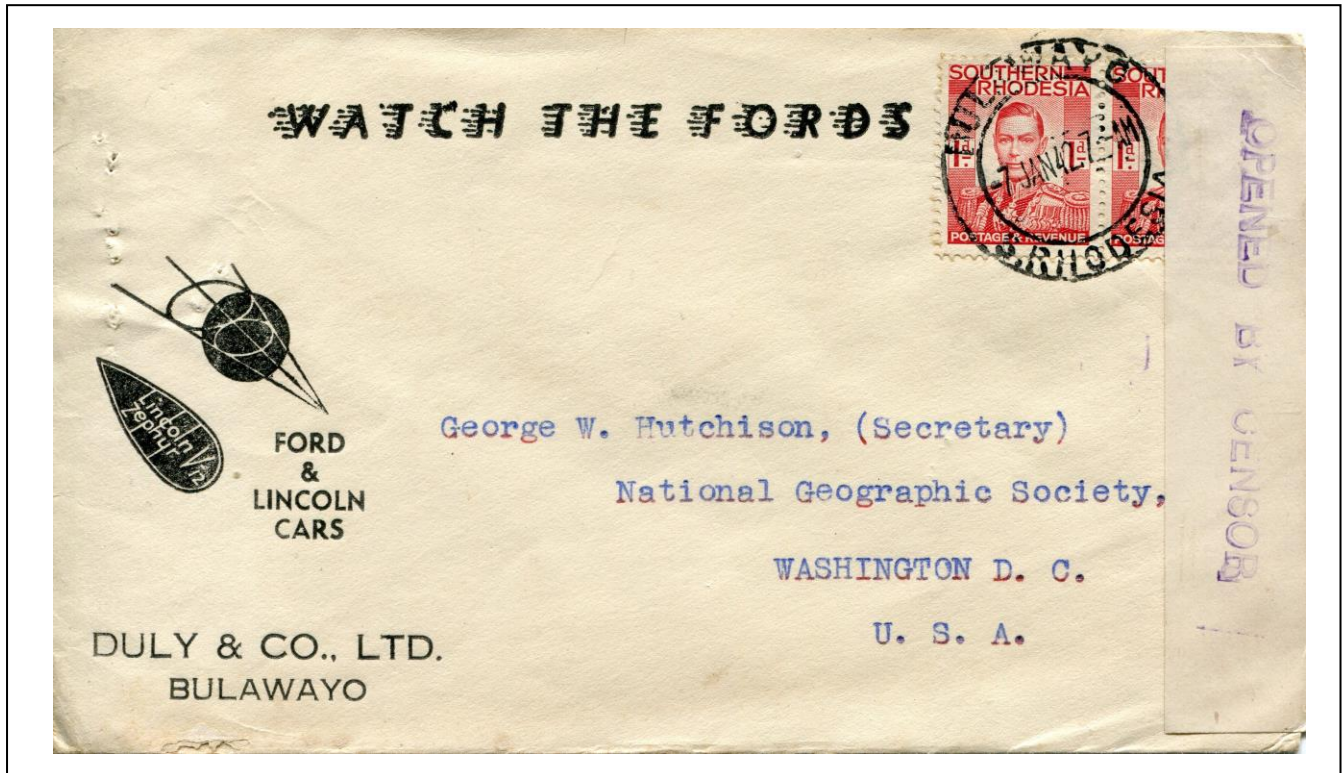
A rare cover cancelled at Mazoe in June 1947 paying the correct airmail rate of 1/3d to Australia. The first commercial citrus estate was established in 1914 in the Mazoe Valley, 25 miles north of Salisbury, Southern Rhodesia. By 1923, further estates were later established at Umtali, Sinoia, and later expanding to Hippo Valley. In March 1965, the Anglo American Company was formed to acquire the Mazoe Citrus Estates from the British South Africa Company. At the time, the estate had over 273,000 trees and mainly produced concentrated juices and citrus oils mainly for the United Kingdom. Dried peel and pulp waste was used for cattle feed.



Duly & Co., Ltd.

(Bulawayo)

Cancelled at BULAWAYO 7 JAN 42. The censored cover has incorrect postage paid; the Foreign Surface rate was 3d not 2d. In 1942 Duly & Co had offices in Bulawayo and Salisbury. They also had branches at Ndola, Umtali Gwelo and Fort Victoria. By 1942 they had two sites in Salisbury – Stanley Avenue and Manica Road.



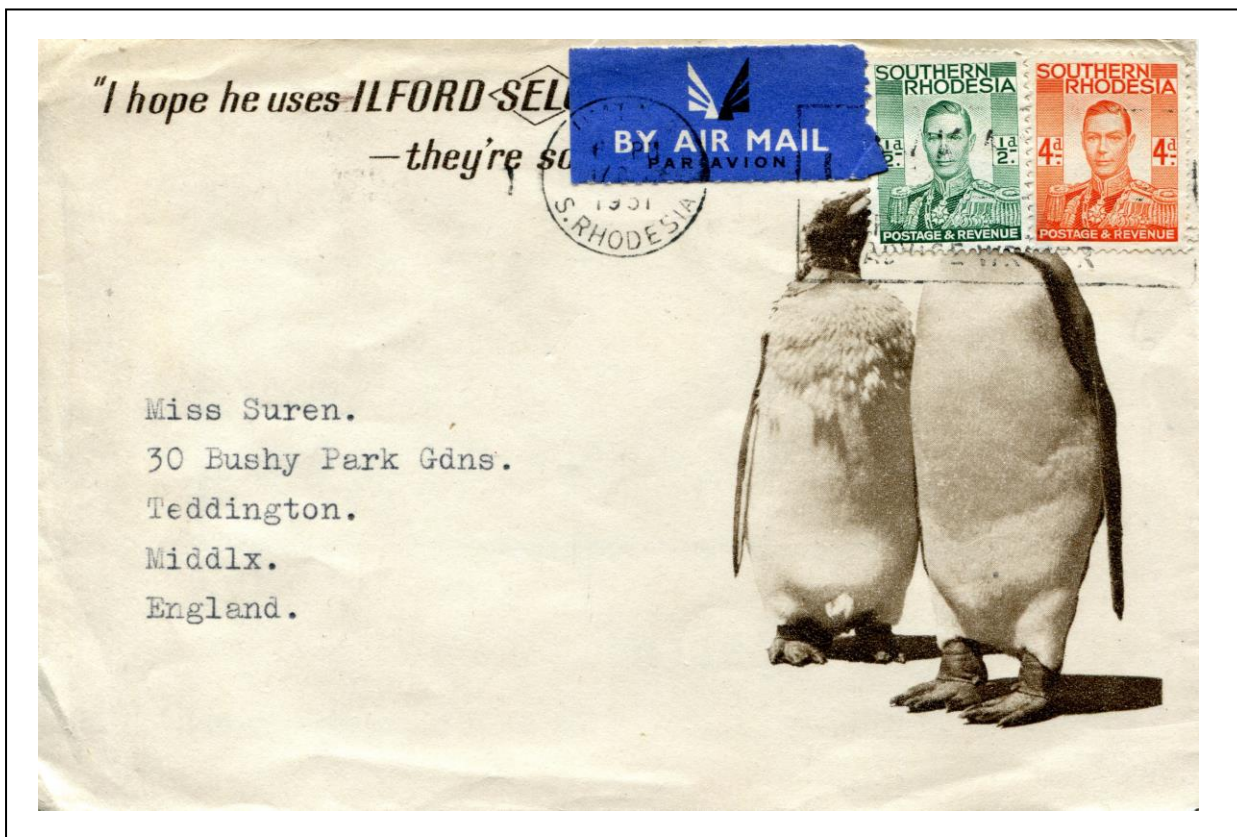
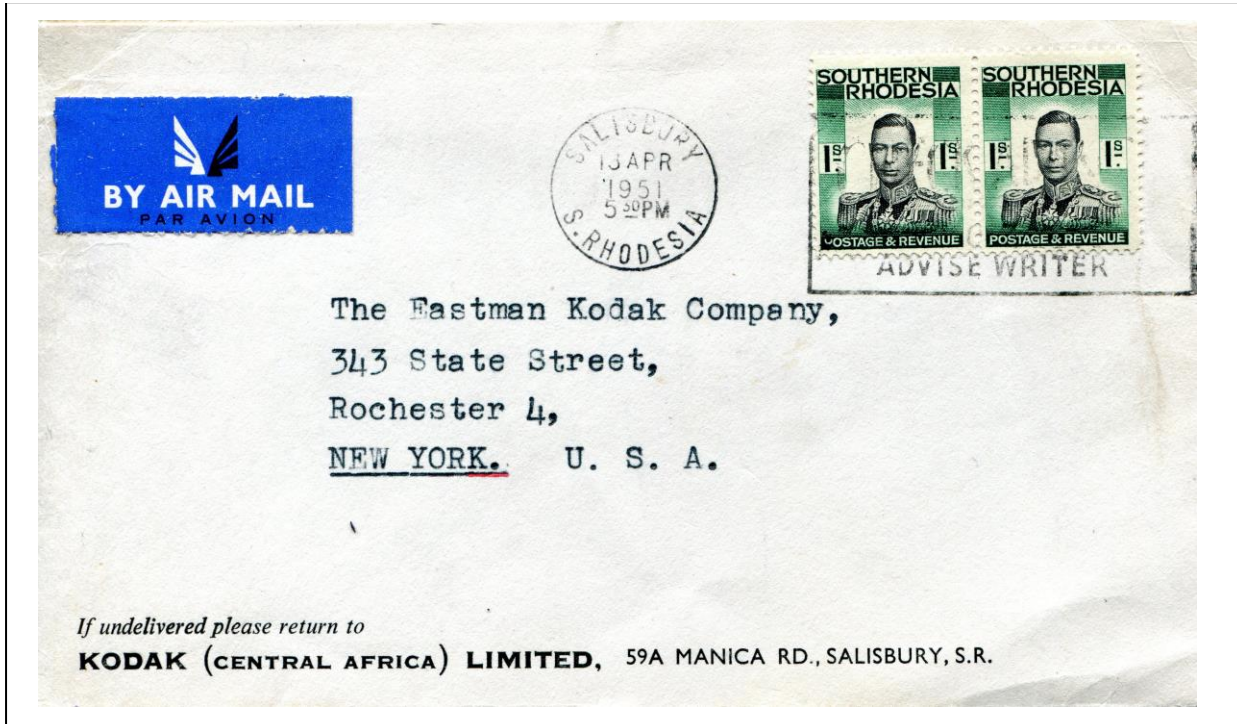
Charles Duly, a fully qualified engineer of 24 years of age, cycled from Johannesburg, arriving in Bulawayo in 1894. By 1896, he had opened as a Bicycle Dealer in Abercorn St (later the site of the Carlton Hotel). In 1902, he imported the first car into Rhodesia and by 1911 the Company was appointed as a “Dealer” for Ford Motor Product in what was then Northern and Southern Rhodesia. Ford Motor Company established an assembly plant in Salisbury for the supply of vehicles to Northern Rhodesia and Southern Rhodesia using the Duly Motors Network in both countries. The assembly plant was taken over by the Industrial Development Corporation when Ford Motor Company withdrew from the country after the Unilateral Declaration of Independence in 1965. In 1980, Duly’s re-established ties with the Ford Motor Company, dealing in motor vehicles, tractors, combine harvesters and other agricultural equipment. However, in the latter part of the 1990’s Ford decided to dispose of its agricultural operations worldwide to Fiat of Italy.



Kodak Limited and Ilford Sello Films

(Salisbury and Umtali)

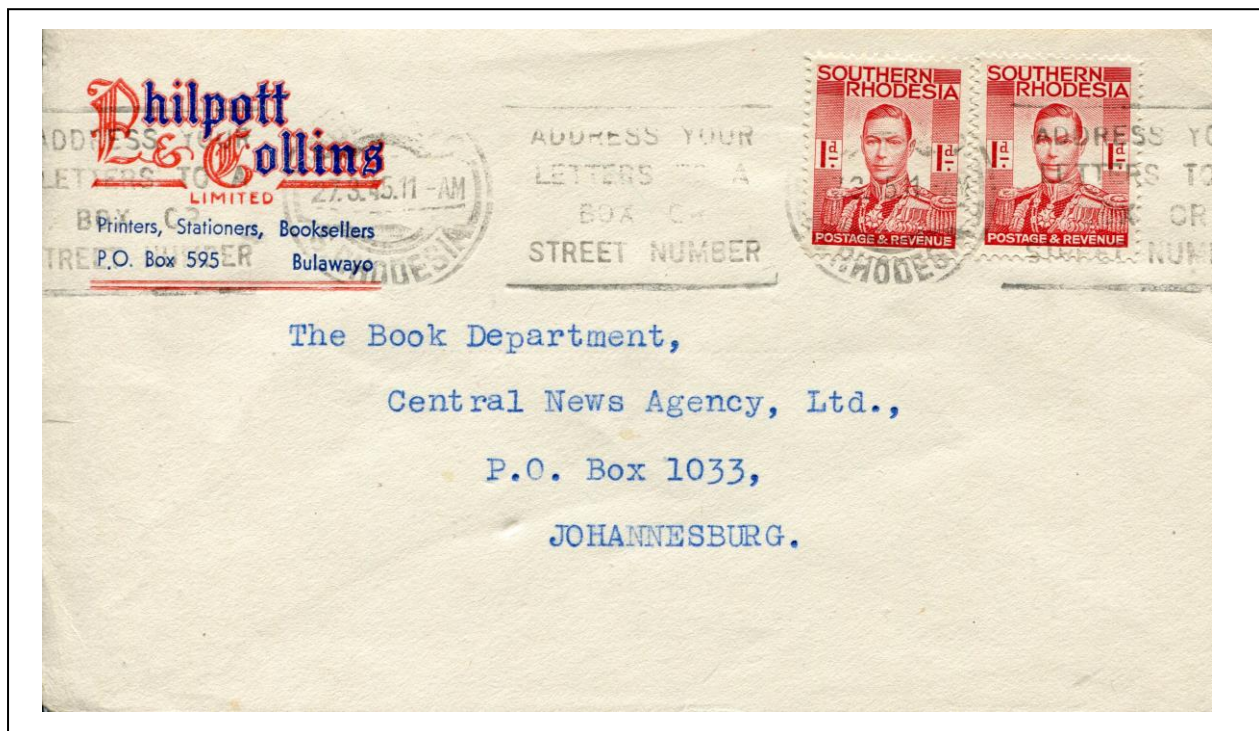
Two most unusual covers – the second is the only known example recorded. Firstly, an airmail cover from Kodak (Central Africa) – SALISBURY 13 APR 1951 with 2/- postage – the rate to USA at that time. Eastman Kodak Company, commonly known as Kodak, was an American technology company that concentrated on imaging products, with its historic basis on photography. The company, headquartered in Rochester, New York, was founded by George Eastman in 1888. The second cover, cancelled at UMTALI 17 DEC 1951 with 4½d postage (the newly introduced second class air mail rate) which probably contained photographs.



Philpott & Collins

(Bulawayo)

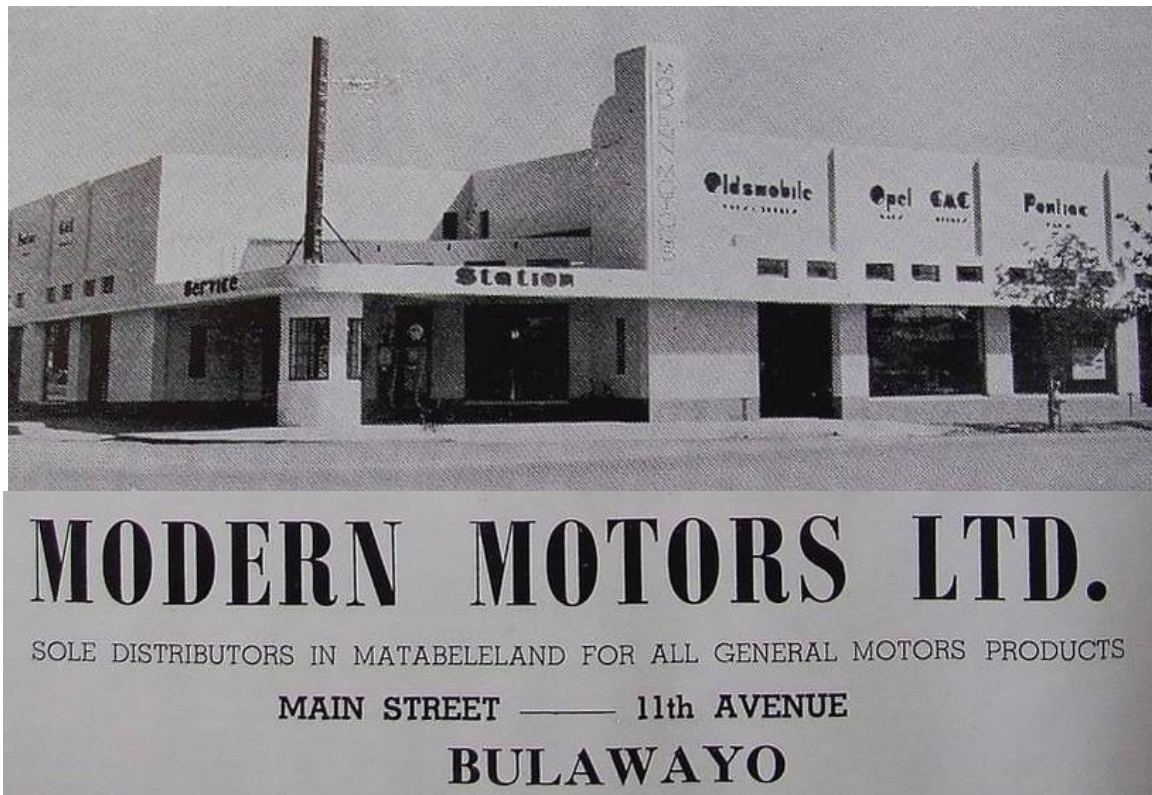
Cancelled at BULAWAYO 23.3.45, the first cover has the correct 2d for surface and airmail to South Africa; the second cover, cancelled BULAWAYO 3 NOV 1950, has the correct airmail 1/- rate to the UK. Eric Philpott & Charles Collins (1876-1931) originally worked as compositors for *The Bulawayo Chronicle*. Around 1902, they formed a partnership, taking ownership of an existing printing and stationery business, Case & Co. The business was located in at this time in Abercorn Street, Bulawayo. In July, 1902, they became one of the first Rhodesian publishers of picture postcards. They were also the main agents for Imperial Typewriters and Burroughs Adding Machines.



Modern Motors Limited

(Bulawayo)

Cancelled at BULAWAYO 24 JAN 1953. This rare cover has the correct 2/- airmail rate to USA. They were located on the corner of 11th Avenue and Main Street. Sole Distributors for General Motors Products throughout Matabeleland.



Alick Stuart Ltd., Cycle & Sports Specialist

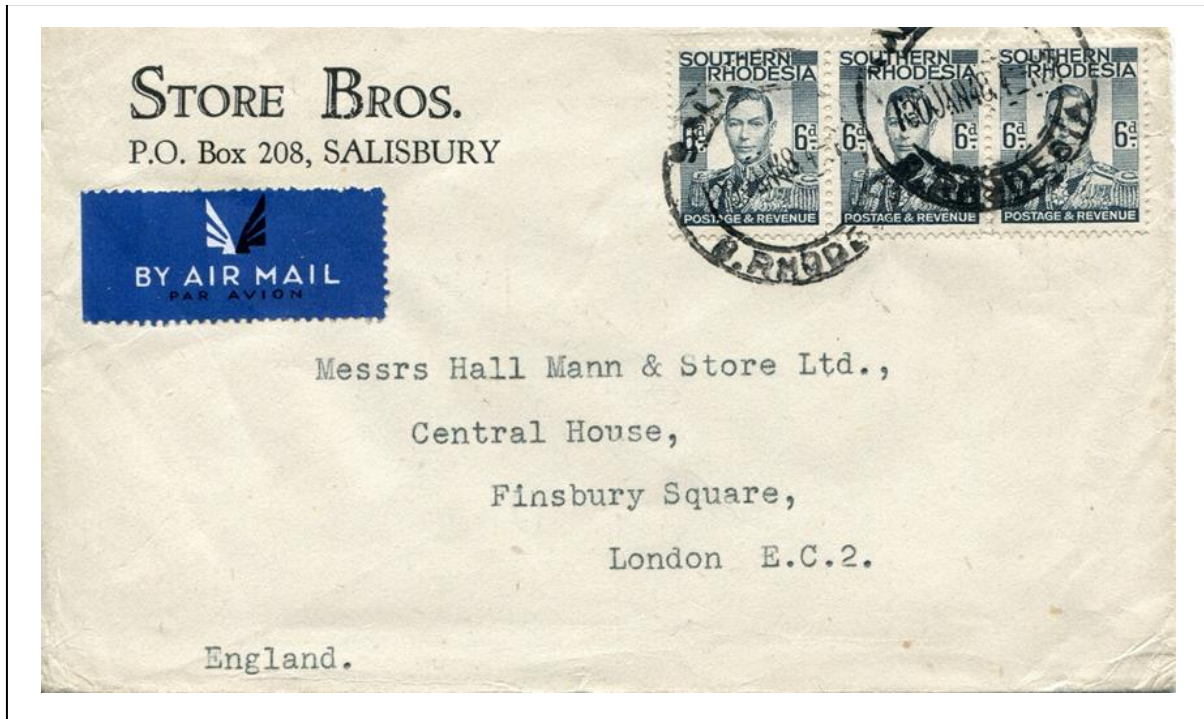
(Bulawayo)

The first cover is cancelled at BULAWAYO 1 SEP 49. The cover is paying the 1/3d per half ounce rate when the three-half pence Empire Air Mail Scheme was suspended on the outbreak of WW 11. P.N. No. 25 of 1939. It remained at this rate until May 1 1950 when it was increased to 2/- P.N. No. 20. The year of the second cover is unclear, but it is paying the same rate. A popular Sports Store in Bulawayo from the first half of the 20th Century, Alick Stuart were agents for a number of sports goods producers. **Hercules Cycle and Motor Company Limited** was a British bicycle manufacturer founded on 9 September 1910 in Aston in England. The Birmingham Small Arms Company Limited (BSA) was a major British industrial combine, a group of businesses manufacturing military and sporting firearms; bicycles; motorcycles; cars; buses and bodies; steel; iron castings; hand, power, and machine tools; coal cleaning and handling plants; sintered metals; and hard chrome process.



Store Bros. (Salisbury)

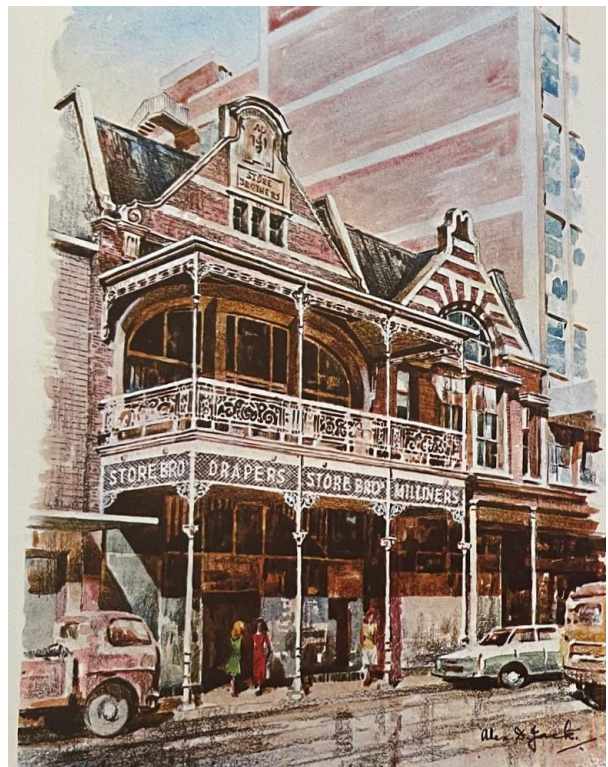
This 1948 cover to the UK and cancelled in Salisbury is paying 1/6d - the airmail rate to the UK.



The cover is complemented by a visit to *Salisbury, Changing Skyline* (1981) by Alex Jack, which features this image of Store Bros. – shown here.

D.G. Cobban, who was responsible for the text in the book, writes:

An early settler, Walter Henry Adams, bought a stand in Manica Road between Kingsway and Inez Terrace in 1910 for £1,000. Ten years later previously it had changed hands for £250 ... Adams subdivided the stand and sold part of it to the Store brothers, who had previously occupied a shop at the Kopje end of Manica Road. ... In the 1920s and 1930s the first-floor balcony was a favourite tea-room. ...



Gallo Africa Limited

(Bulawayo)

This unusual and rare cover was cancelled at BULAWAYO JLY 1951. It pays the correct airmail rate to Europe – Germany U.S. Zone. The company was originally created by Eric Gallo in 1926 as a one-man business, the Brunswick Gramophone House. The record shop was originally devised to distribute records from the US-based Brunswick Records into South Africa.

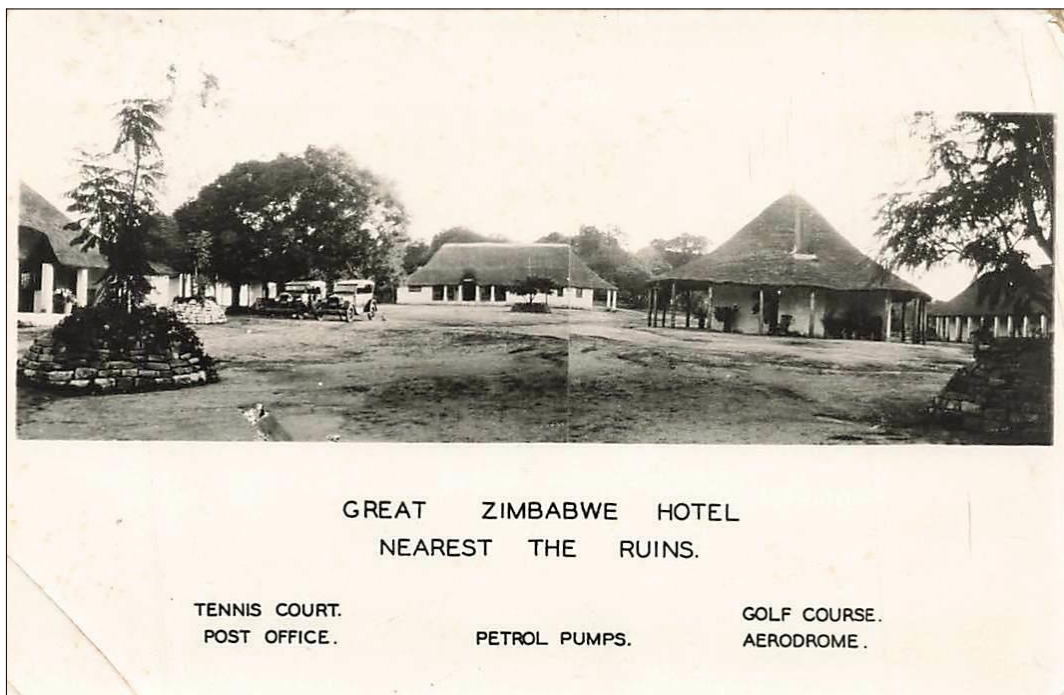
However, noticing the lack of recording facilities (as well as the amount of local talent) in the country, Gallo decided to form a recording studio in 1932 and, borrowing equipment (and a sound engineer) from the then just-defunct Metropole company in the United Kingdom, Gallo opened the “Gallo Recording Studios” under the auspices of *Gallo Africa* (using a red rooster as the company’s symbol, which remains today).



Great Zimbabwe Hotel

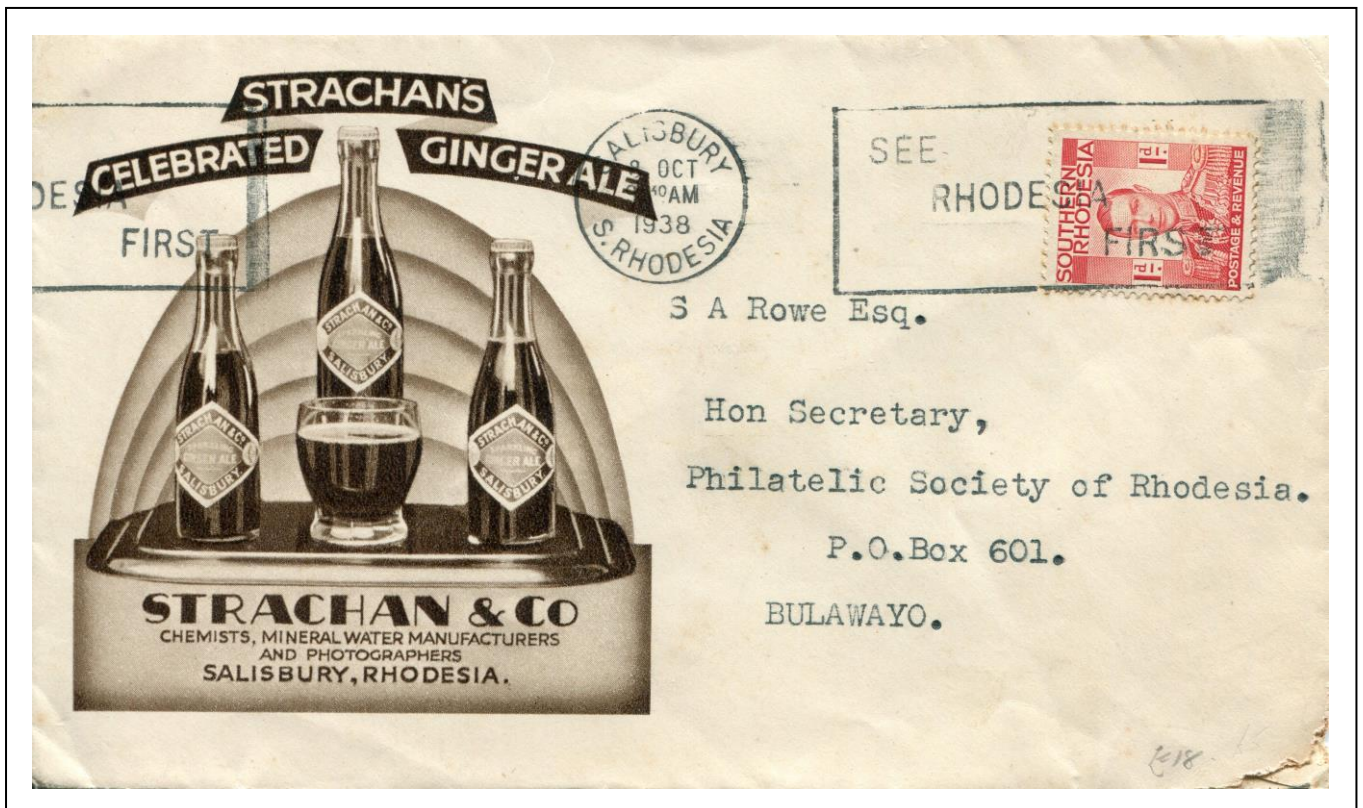
(Fort Victoria)

This unusual cover was cancelled at Fort Victoria; the date is unclear. Near the Zimbabwe Ruins. Below a postcard of the hotel. From 1 May, 1943, there was a 2d rate to South Africa when a letter could go Surface or Air Mail depending upon which was the quickest.



Strachan's & Co., Chemists, Mineral Water Manufacturers and Photographers

(Salisbury)



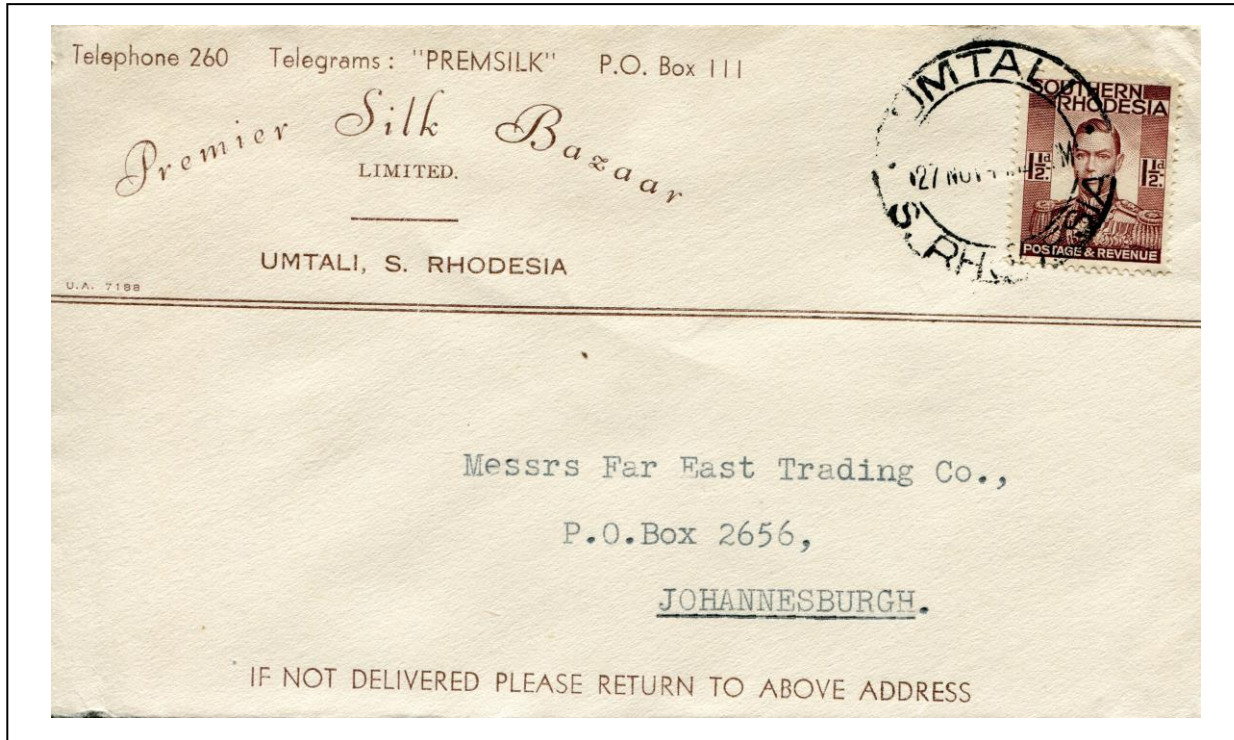
Only one of this type of cover has been reported. Cancelled at SALISBURY 8 OCT 1938 and paying the correct internal rate. In June 1891, the first commercial pharmacy, Lowenstein & Strachan was opened in Salisbury by Welshman, John Strachan (shown right). The initial fixed premises comprised a round pole and dagga hut in Pioneer Street. John Strachan was a qualified chemist and druggist, and also was trained at a dental hospital where he performed tooth extractions. Leopold Lowenstein was in charge of the Johannesburg branch while the Salisbury business was run by Strachan. Owing to an incident which the drivers of Strachan's supply wagon had with a lion on arrival in Salisbury, the chemist shop acquired the name Lion Dispensary. Towards the end of 1891 Strachan had a thatched hut built on the Causeway. A 'handsome' chemist shop under the name of Strachan and Co was opened in Pioneer Street in December 1895 and later a more modern establishment was built in Baker Avenue in the area known as Causeway. In 1902 Strachan sold out to Mr. James Dobie and Mr. George Drakes, who retained the name Strachan's and Co. By 1910 the firm had premises at Causeway, Kopje and a branch on Manica Road.



Premier Silk Bazaar

(Umtali)

This cover was cancelled at UMTALI 27 NOV 4? Paying the airmail rate of 1½d to South Africa.



Indian migration to Rhodesia dates back to the last decade of the 19th Century. Migration was restricted in 1924 after Rhodesia became a Colony. Premier Silk Bazaar Ltd was established in 1912 by Jadavjee Kanjee Shingadia (1883-1971). The business dealt in drapery, outfittings, fancy goods and oriental curios. It was located in Main Street, Umtali next to the Post Office. They also produced a postcard – shown below.

Jadavjee had arrived in Rhodesia from India in 1900, eventually settling in Umtali. In 1913 he was joined by his wife Malee Shingadia (1889-1954). He had two sons; Laljee (b.1917), Arjun (b.1921-2005) and three daughters; Ladoo (b.1920), Seeta (b.1928), Lalita (b.1927) – all whom were shareholders in the firm. In 1935, his eldest son, Laljee, and his wife (Keshar) moved to Southern Rhodesia where he became a director of the company.



Main Street, Umtali

Fledgling

(Bulawayo)

This is something very special and, possibly, unique! *Fledgling* was a registered internal newspaper for the Initial Training Wing Camp (Hillside) where airmen from the Empire were prepared for active service in the Royal Air Force for World War II. This edition (20 pages), from 1943, has been folded, addressed and stamped and mailed to the UK. The cancel is the rare Skeleton cancel for ITW BULAWAYO 2 JY 43 with the date being upside down! It is paying the 1d surface newspaper rate.

