

Court Attire - Men's longs gave way to shorts.

In the 1930s men began to wear shorts which completely took over from flannels in the 1950s.



A specimen colour trial.



The stamp issued.



Deluxe print taken from the die for presentation to personages.



Shorts became favoured as they allowed greater freedom of movement and are cooler to wear.



This postal envelope was issued in 1977 to promote the game.

2.7 Footwear - Tennis clubs insist on appropriate footwear being worn.
 Unsuitable footwear can result in injury.

Grip is important but the risk of damage to the playing surface must be minimised

Proper tennis boots give support and grip.

Socks provide comfort and absorb sweat



Advertisement for Pedeco footwear that has been especially designed for particular activities, including tennis.

TAPIS POUR AUT
 BROSSES POUR TOUTES LES INDUSTRIES
 TAPIS-CARPETTES-COULOIRS-FOYERS
 Paillassons en Coco et en Cuir aux
BROSSERIES DE VILVORDE
 Avenue de Schaerbeek, 244
 VILVORDE
 TÉL. 87

FRS
23
 le mille par
 10.000 avec firme
 en enveloppes
 commerciales et type chèques
 60 lignes. Demandez prix et échantillons
 à nos bureaux et Lithographies
 à la maison qui en a le spécialiste

**ETABLISSEMENTS
 HERMAN
 WOLF à
 LIÈGE**

TÉL.
 71538

**TENNIS
 Gymnastique
 Bains de Mer
 Voyages. Excursions
 Maison, Usine, etc.**

Le plus fort grossiste
 de la place en
 Chaussures et Chaussures

Imp. Lohere, 18, rue de la Fréquence, Bruxelles, Tél. 519.98

40
 COUTURES
**GRAVONJ
 MARIVAUX**
 Ubrée fr. 57.60
 au comptant, 50% 1957
 INGLIS
 132, D'U. BOCKSMUL - BRUXELLES
 et tous les autres magasins de chaussures
 classiques MARIVAUX, même avec le 2-2

1930
 Nouveau
 La pantoufle
 "PEDECO Sport
 Shoe" garantie
 sans carton
 Résistance triple
 Lavée, roulée, écrasée,
 reprend toujours sa
 forme au pied

PEDECO
 17, Place Lambertmont, 17
 - ANVERS -

N° 1023
 Allez voir
 POSTOFFICE/AMBT
 OFFICE DES CHANGES POSTAUX
 Enveloppes
 PELICULTY OFFICE, 28, avenue Bagier, Bruxelles, Tél. 549.00 TOUTES PELICULTES

In the 1930s the Belgian Postal Giro Service sold advertising space on the back of its envelopes.

2.7 Footwear - Rationing in Norway during W. W. II was severe.

During the war Norwegians had to purchase a postal card to apply to buy shoes or to have them repaired.

Two types exist:-

SKOTØYKORT - FOOTWEAR CARD

The added 150kr was a handling charge.

HALVSÅLINGSKORT - HALF-SOLING CARD

These cards did not have the extra charge.

There are several varieties of both cards.

SKOTØYKORT

Les først alt som står på kortet, fyll det deretter ut tydelig og nøyaktig. Ufullstendig utfylte søknader blir avslått. - Hvis forbrukeren overhodet ikke har skotøy i vedkommende gruppe, skal det settes null (0). - Også skotøy som må halvståles før det kan brukes, skal læres opp. Ett og samme par skotøy læres opp bare ett sted på skjemaet. - Det blir ikke anviset skotøy i gruppene C, E, F og P, eller slagstøvler i gruppe J. - For søknader sendes inn må nedenstående være utfyllt.

Undattegete er personer over 21 år som er registrert i sysselskannene som forbrukeren, har forlangt forvist at det skotøy som forbrukeren har, og besitter høved at beholdningsoppgaven



15 15 1944
TRONDHEIM

Til forsyningsnemnda

Skjema 5 26

HALVSÅLINGSKORT

Søknad til forsyningsnemnda om anvisning på halvståling av ETT par skotøy.

FORKLARING:

Les først alt som står på kortet. Fyll det deretter ut tydelig og nøyaktig. - Det søkes i forbrukerens navn. Hvis forbrukeren overhodet ikke har skotøy i vedkommende



15 NORGES POST

On the cards' reverse (this used in 1944) it was required to declare the footwear possessed, Group G being for 'tennissko' (tennis shoes)

Forbrukerens etternavn: Pedersen Fornavn: Bjarne Fødselsår og datum: 18.12.1922

Nøye angivelse av yrke: _____ Arbeidssted eller skole: _____

Nøyaktig boligadresse: Rønningveg

Der søkes om anvisning på ialt **ett** par Bilskotøyer gruppe et (Hvis slag skotøy, se nedenfor) (Søknad nr. 36 eller mindre)

(Må utfyllas) (Stryk det som ikke passer)

Se først omstående side!

Beholdningsoppgave - Alle linjer må fylles ut.

Alt hva forbrukeren har av skotøy føres opp uansett når og på hvilken måte skotøyet er tatt eller anskaffet.

<p>A Skistøvler, alle slag 0</p> <p>Turstøvler og lignende 0</p> <p>B Arbeidsfottøy av gummi 0</p> <p>Sportsfottøy av gummi 0</p> <p>C Grove arbeidssko (lave) av lær 0</p> <p>Sportssko (lave) av lær 0</p> <p>D Skinnsko (av bukkelær, sjøved o. l.) 0</p> <p>Skinnstøvler (av bukkelær, sjøved o. l.) 0</p> <p>E Selskapsko, hva slag (beskrivelse) 0</p> <p>F Utpregede sommersko m. lærsåle 0</p> <p>Sandaler og sandaletter 0</p>	<p>G Sommersko av stoff m. gummisåle 0</p> <p>Turnsko, tennissko og lignende 0</p> <p>H Tøfler, alle slag 0</p> <p>I Kalosjer, (lave) 0</p> <p>J Snøsokker, russestøvler av gummi 0</p> <p>Slagstøvler av gummi (lærer og bare) 0</p> <p>K Idriftsskotøy (hva slag?) 0</p> <p>M Trebunn skaffestøvler 0</p> <p>N Trebunn snørestøvler (uten innvendig) 0</p> <p>O Ortopedisk skotøy (vedt eller mål) 0</p> <p>P Trebunnsko (tøfler el. gummi innvendig) 0</p> <p>K Trebunnstøfler (lær el. skinn innvendig) 0</p> <p>Trebunnskinnsko (lærer eller innvendig med trebunn) 0</p> <p>S Trebunnskinnstøvler 0</p> <p>Trebunnssandaler og sandaletter 0</p>	<p>Annet skotøy (også urasjonert) hva slag? 0</p> <p>L Husstandens beholdning av materialer til skotøy 0</p> <p>Utslitt gummifottøy som ikke kan repareres (hva slag?) 0</p> <p>Annet utslitt skotøy som ikke kan repareres (hva slag?) 0</p> <p>Skotøy (og gummifottøy) som ikke kan nyttes av forbrukeren (hva slag?) 0</p> <p>Hvis en annen i husstanden kan nytte dette skotøy, oppgi dennes navn og alder 0</p> <p>Skotøy som forbrukeren har lånt (av hvem?) 0</p> <p>Skotøy som forbrukeren har lånt bort (til hvem?) 0</p>
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Jeg erklærer at alt hva forbrukeren har av skotøy er ført opp på skjemaet i samsvar med reglene på omstående side. Jeg kjenner til at det er straffbart å gi uriktige eller utlæstede oppgaver. Jeg er villig til å ta kontrollører som vicer fra legitimasjon fra rasjoneringsmyndighetene, så og senere undersøke hva jeg (forbrukeren) har av skotøy.

Fylles ut av **Anvisning** sandt 27.6.1944 H.P. Dato 12.1.1944 Bjarne Pedersen

Forsyningsnemnda: **Avslag** Sakerens underskrift.

2.7 Headgear - It prevents sunburn and being dazzled by the sun.

Over the years players have worn a variety of headgear for protection from the sun, to keep sweat from their eyes and to keep their hair in place.



The artwork was reduced to stamp size. The proposed text, printed on paper, was stuck on the reduced design from which this proof was made. Only two such first proofs were made for each of the five stamps in the 1989 set.

Eyeshades help with the sun.



Caps worn in 1884 by the Oxford and Cambridge tennis teams.



Note the top text was realigned.

Wigs for courts!



In Victorian times ladies wore hats.



Peaked hats give protection.



In the 1970s Björn Borg was renowned for keeping his long hair back with a headband.



This letter could not be delivered and was returned from Vienna to the sender's address in Strasbourg which is shown on the back.

3. RECREATIONAL TENNIS

3.1 Social Tennis - It is a very sociable pastime.

A social game for the gentility.



Näsbyarks Tennisklubb, Nr. Täby, Stockholm advocates "Tennis, a way to socialise".



This telegram conveys congratulations on a christening which might infer there has been more socialising than mere tennis!



The message card was numbered 36 and carried in an envelope closed with a seal then numbered the same as the card.

3.1 Social Tennis - It enables people to make friends.

After playing, some refreshment and a chat with friends is welcome.

This card was issued in 1898 and was the very first postal card to feature tennis. There are six basic varieties of this 1d card that show this picture of the tennis courts in the Botanic Gardens, Brisbane.



One of 17 cards showing different scenic views that were printed in sheets. Separation of the cards lead to slight variations in sizes. Some printings have cards with round corners, others squared. First printings (appeared Oct. 1898) were on poor quality soft card and have discoloured to deep brown and become brittle as this card has. Later, better quality off-white card was used.



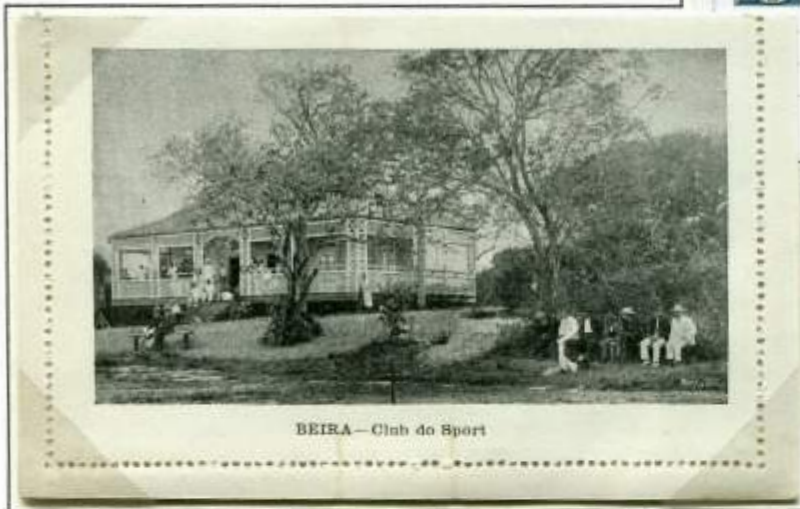
Messrs. Stjernens advertised various refreshing drinks in this booklet issued in 1934.



3.1 Social Tennis - It provides the opportunity for convivial gatherings.

Ex-patriot communities formed clubs many of which included tennis.

The Sports Club of Beira.
Spectators watching a tennis match in progress in 1902.



BEIRA—Club do Sport



Three values of this picture postal envelope were issued in 1922, a 25R red, 50R brown and this 65R.

Europeans playing tennis at the Mining Union, Upper Katanga in the Belgian Congo in 1922.



77 Congo Belge Tennis de l'Union Minière du Haut-Katanga.
Belgisch-Congo Tennisclub der "Union Minière du Haut-Katanga"



Two values of this postal card were issued in 1922, this 15c green for local use and a 30c rose red for the overseas rate.

This card was addressed to Belgium therefore a 15c stamp was added to make the postage up to 30c, the overseas rate.

3.1 Social Tennis - Joining a club broadens your circle of friends.

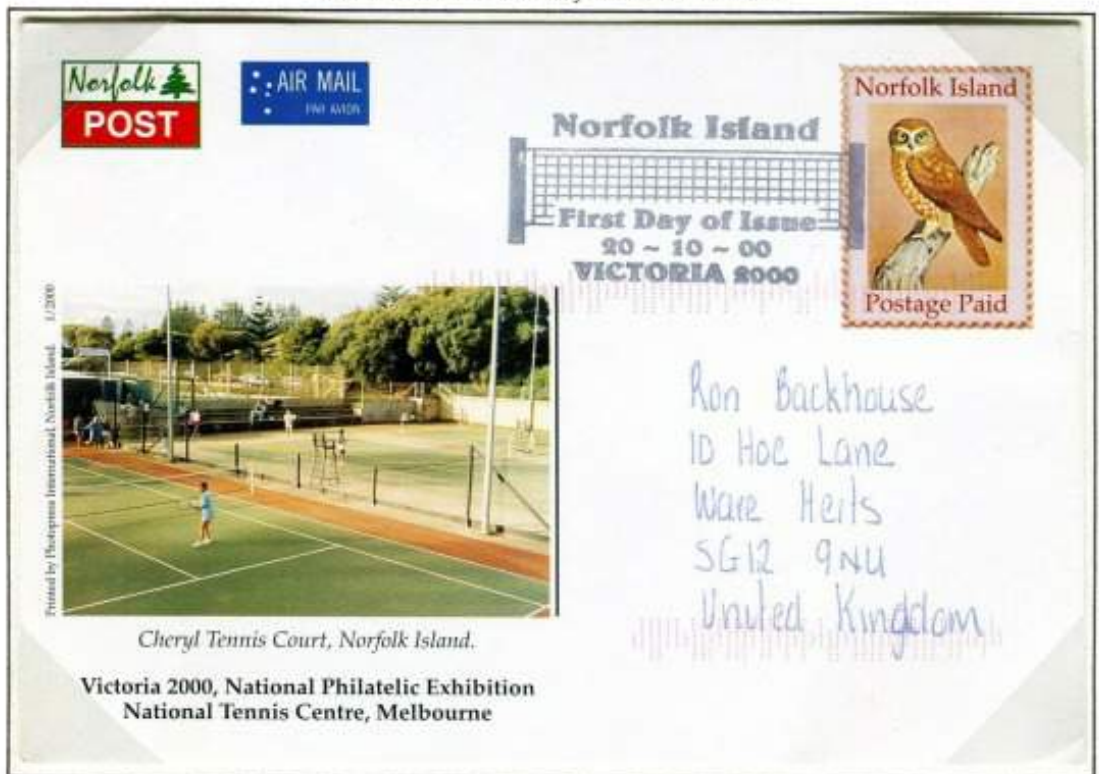


This 1931 booklet contains adverts for chocolate. kattatunger translates as cats' tongues.

Club membership provides the opportunity to meet and play with many more with like interests.



Club sessions are usually held at weekends.



3.2 Health - Playing tennis is a good form of exercise.

Playing the game is a most pleasurable way of keeping fit.

National Sports Institute of Cuba.



1973 International Congress on Physical Education and Sports for Girls and Women.

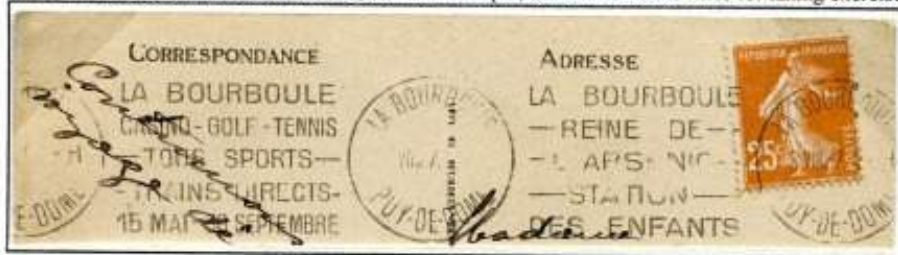


In 1899 this advert by the Big Feet Athletic Club offered exercise, lawn tennis [лаун-теннис], croquet and bowls etc.

	<p>МАГАЗИНЪ домъ Неакова, въ Москвѣ Готовы къ употребленію: футбольныя мячи всѣхъ извѣстныхъ фирмъ; охотничьи и собачьи свистки; различные принадлежности для игры въ теннисъ и сквошъ по отдаленнымъ мѣстамъ исполняются немедленно. Б. Ф. ГЕНЕРАЛОВЪ.</p> <p>ДЕЛЯ НАУЧУЮБЫЕ МАГАЗИНЪ ПИГРАФЪ МОСКВА ИНДИЯ Д.</p> <p>МАНЬШЕННЫ ГОТОВЫЕ И НА СВАДЬ ПРОДАЖА Товарныхъ и музеев ИХЪ МАСТЕРСКАЯ ИГРУШЕКЪ ЗИМНИОЙ. Москва, Б. Девяткова, у. Гоголя, в. 2. Фонарь. КУКЛЫ, ИГРЫ, ЗАНИМАН. Гитаческіе шахи, катанки, лаун-теннисъ, кракетъ, кегли и прочія игрушки и забавы для детей и для дѣтей.</p>
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Empress Maria Feodorovna was patron of a charity [1898-1901]. She received permission to raise money for orphans from the sale of adverts on postal letter sheets. 3,000 of this sheet were printed for city use and sold for only 4k to encourage their use.

In 1927 the spa town, La Bourboule, 'Queen of the Alps', advertised its facilities for taking exercise.



Promoting exercise.



A meter mark used in 1979 in the office of Super-Senior Tennis, Charlottesville, Virginia.

3.2 Health - Playing tennis is a healthy pastime.

Playing tennis is often promoted as being conducive to good health.

An issue promoting sobriety.



Playing tennis combats bronchial ailments.



Take the waters at Allier, the "Queen of Spas" and play Tennis etc.



An invitation from the village of Warmbad near Wolkenstein to take the waters at its 29° Celsius radioactive spring and play tennis.

Emil Meissner
Annaberg, Erzgeb.
Budholzer-Str. 29 - Telefon 801

Obst, Südfrucht
und Landesprodukte
En gros Detail

Eigene Gurken-Einlegerei
und Sauerkrauteinschneiderei mit
Motorbetrieb.

5 kg Gift und 12 Katzen
schützen nicht so vor
Ratten und Mäusen wie
„Capito“

Automatische Mäuse- u. Rattenfalle.
Für Ratten Nr. 13 115 Mk.
„ Mäuse „ 13 21 „

Senden Sie mit umgehend noch 2 Mäusefallen.
Die erhaltenen sind auch die 2 Rattenfallen haben
sich gut bewährt, **Paul Seidel**, Dampfägetwerk,
Klein-Kniegitz b. Zolten.

Man verlange ohne Kaufzwang und kostenlos
ausführliche Prospekte.

Gebrüder Eberstein, Dresden.

Warmbad bei Wolkenstein.

W Kurzeit: Mai-September.
- Postamt mit Telefon. -

Die seit Jahrhunderten berühmte, 29 Grad warme radioaktive Quelle wird mit vorzüglichem Erfolg angewandt bei Rheumatismus und Gicht, Schlaganfällen, Nerven- und Stoffwechsel-Krankheiten, bei Erkrankungen des Magen und Darmkanals, der Nieren und der Blase. Durch seine idyllische, ruhige, windgeschützte Lage in herrlicher waldreicher Gegend des Erzgebirges ist Warmbad besonders auch geeignet für Rekonvaleszenten, Blutarmer und erschöpfte Kranke.

Konzerte u. Reunien. Bibliothek. Schreib- u. Lesezimmer. Tennisplatz. Prospekte durch die Direktion.

Eisenbahnstation Flossplatz-Warmbad.
Fernsprecher Nr. 5 Amt Wolkenstein.

37 advertisements are printed on the fold-outs of this 1920 postal letter.

3.2 Health - Playing tennis is a good form of recreation.

It is an agreeable way to relax and restore health.

In 1939 Hotel Vieux Pré, Melreux, Ardennes invited guests to play tennis etc.



The first Publibel cards, (publicity postal cards), were issued in 1933. They had to be ordered from the Belgian Post Office which needed to approve the text and pictures of the advertisement requested. The printing of the cards was arranged by the Post Office. They were sold through post offices. This card is numbered PUBLIBEL 371.

An invitation to visit and spend your vacation in Ville de Provins and play tennis etc.

Tarifs: **Étranger**: Lettres 1.50 jusqu'à 20 g. inclus; ensuite augmentation de 0.00 par 20 g. ou fraction de 20 g.; Maximum 2 kg.; Cartes postales 0.90.

VISITEZ PROVINS

SA TOUR CÉSAR
ON DOME St QUIRIACE
ES REMPARTS. SES MONUMENTS
ES RUINES

Passer-y vos vacances. Eaux minérales, environs charmants,
air salubre, pêche, chasse, tennis.

HOTELS RECOMMANDÉS :

LA FONTAINE, LE CHALET, LE COQ A LA POULE
LA CROIX D'OR

The town council arranged for this advert to appear in this booklet issued in 1928. In the 1920s booklets containing adverts were produced under concession from the French Post Office by M. Carlos Courmont of Paris. This advert appears on the inside of the booklet's back cover.

NET de 10 TIMBRES-POSTE de 0.50 5

Offert par la Ville de Provins

3.2 Health - Playing tennis is good for developing the mind and body of youngsters.
 Children are encouraged to play the game and tennis is often linked to raising funds for youth organizations.

Prinz Hubertus of Lowenwstein aged 5 years being taught tennis.



Sportwoche in Zoppot

*Prinz Hubertus
mit seinem Trainer*

Postkarte



This picture postal card was printed to private order by the Austrian postal authority and was issued in 1912.

This postal card was issued to publicise Sports Week in Soppot, West Prussia in 1912.

UNICEF recommends children to play tennis.

World Children's Day
December 19th 1994



A charity surcharge for children's care.



A booklet of self-adhesive stamps issued in 2009.



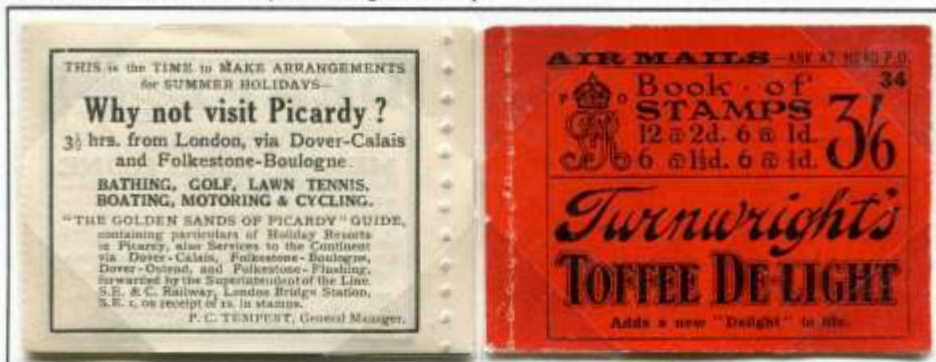
Specimen

A 1c surcharge for children's health camps.



3.3 Tourism - The availability of tennis facilities attract tourists.

In 1921 S.E. & C. Railway Co. sought to tempt travellers with attractions on the Continent.



Since 1953 more than 100 French towns have used local machine postmarks to advertise their tennis facilities.



This letter was on an Aeropostale flight to Paris that crashed on take off at Toulouse at 1am January 29th, 1988. The crew escaped unharmed but two thirds of the mail were destroyed and the rest delayed for up to two weeks.

3.3 Tourism - The mail is often used to promote holiday resorts.

When a resort uses the postal services to advertise its attractions tennis is often included.

In 1938 St. Valery en Caux, Seine Maritime used its postmark to attract tourists.



In the 1920s and 30s seven bureaux used a 'Daguin' canceller to advertise their tennis facilities.



Stamps are of course good ambassadors.



An advert on the cover of this booklet issued in 1926 extolling the benefits of visiting the town, listing among its attractions the opportunity to play tennis.

Portez votre courrier à la Poste des qu'il est prêt **8 frs** Collez le timbre en haut et à droite du côté de l'adresse

20 TIMBRES A 0.40

SABLES-D'OR-LES-PINS

**SES SITES
SES BOIS SES SOURCES
SES TENNIS SON GOLF
SES HOTELS**

La Plage la plus "select" de Bretagne
183 km. de La Baule - 37 km. de St-Brieuc - 32 km. de Dinard

Renseignements : Cie PHAROS, 14, Rue de Londres, PARIS (9^e)

28, rue Bergère, PARIS (9^{em}), S. 107

The pane of 20 stamps is folded in half and centrally stapled inside the booklet. The booklets covers were printed in the reversible "tete-beche" format and this advert is on the booklet's back cover.



These booklet panes of 20 stamps were printed in June 1926 in sheets of 120 stamps by flat bed process. The booklet was withdrawn on 9th August after only some six weeks on sale when the internal letter tariff changed. The panes differ from the ordinary stamp issue of 25th May 1926, not only by the advert in the margins, but also the shape of the 'C' of centimes.

3.3 Tourism - Postmarks, meter marks and postal stationery are often used to advertise tourist attractions.

In 1987 Fukushima Pref. arranged for this scenic handstamp postmark promoting the village of Nitsuru that is famous for its shrine and flowers.



This is the only postmark picturing four people playing doubles, no doubt because designers of postmarks find it difficult to show very tiny details.

Beaulieu, Alpes Maritimes, used the advert box of this 'Daguin' postmark to attract tourists.



The canceller was used from 1931 to 1935. It is known to exist with the box to the left in 1931.

The Office of Tourism, Moliets et Maa used a meter mark to promote its area.



A postal card used to publicise the resort town of Sinaia. It shows the Parc Hotel now named the Cerbul Hotel. The courts no longer exist.



This card was released in 1957. There exist three combinations of colours. Cards with the picture in blue have the text and stamp on the back printed in green. Cards with the picture in brown have the back printed in black. Cards, as this shown, have the back printed in mauve.

3.3 Tourism - Tourist offices arrange advertisements, often using tennis to promote their locality.

In 1938 the Colwyn Bay Information Bureau listed tennis among its attractions.



A meter mark used by the Office de Tourisme de Saint-Raphael promoting its golf and tennis.



Many towns arranged with their local Bureaux de Poste to have a postmark advertising their attractions.



The 10f tax stamp was charged because the postage paid was insufficient, the rate being 15f in 1952. In the 1950s certain bureaux brought back the 'Daguin' canceller to advertise local attractions. These cancellers had been used 1925 to 1939 and this for Lamorlaye, Oise had originally been used in 1935.

This tourist agency used its own meter mark to advertise local recreational activities that included tennis.

