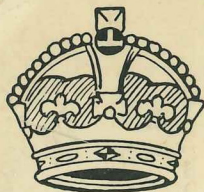


# LAWTON'S PATENT ENVELOPE

Lawton's UK Patent 25,871 (1906) was used by the Co-Ad Syndicate Ltd.'s envelopes that promoted Irish whiskey. The warning "This stamp is valueless if detached" was incorrect, because envelope was created on or later than 1907 and was used here in January 1908. In 1905, it became legal to use GB postal stationery cut-outs to pre-pay postage; they were valid as postage stamps. The inside of the letter promotes champagne, cognac and brandy offered for sale by the Co-Ad Syndicate Ltd. The envelope was a patent design of the Patent Office of Great Britain and the Queen's Printer of the United Kingdom.

International Exhibition, held in Dublin in 1907.

IRISH WHISKEY DISTILLERS



TO HIS MAJESTY THE KING

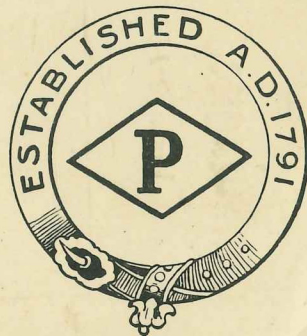
JOHN'S LANE DISTILLERY  
DUBLIN.

POWER'S  
PURE POT STILL  
WHISKEY

THIS STAMP  
IS VALUELESS IF  
DETACHED.



THE CO-AD SYNDICATE LTD.  
LAWTON'S PATENT



OSC 2007  
P. 49

GSM

### An off-beat GB item

One of the attractions of postal stationery collecting is that the odd, unusual or even bizarre can crop up—out-of-the-way items about which little information is available. Just such an item is Lawton's Patent advertising card, which I illustrate here. A glance at the imprinted stamp shows that it dates from the reign of Edward VII—I believe this item first appeared in 1904. The scheme was for the card to be printed up as publicity for a product, in this case for Power's Pure Pot Still Whiskey. A flap with a penny stamp imprint was attached near the top right corner of the card. The card was to be enclosed in an envelope, and the stamped flap was to be inserted through a slit in that envelope, so that the stamp would show on the front for cancelling.

The small print immediately below the stamp reads 'THE CO-AD SYNDICATE LTD. - LAWTON'S PATENT'. Above the stamp is the warning 'THIS STAMP IS VALUELESS IF DETACHED'. No doubt that was true at the time of production, but it is interesting to note that from 1 January 1905 a ban that had been in force since 1870 was lifted, and GB postal stationery cut-outs became legally acceptable to prepay postage. In other words, a cut-out stuck on to an envelope, card, etc. became just as valid as an adhesive postage stamp so stuck on.

The design of the stamp imprint on the Lawton's card is the same as that which had been introduced for newspaper wrappers from 1902.

Thus, in August and September this year a set of five PSEs featuring desert flowers came out, plus three commemorative PSEs relating to National Service. the Discovery

shows Sydney Post Office in 1850. There is horse-drawn traffic in the street and a crowd of potential stamp purchasers standing within the building's portico

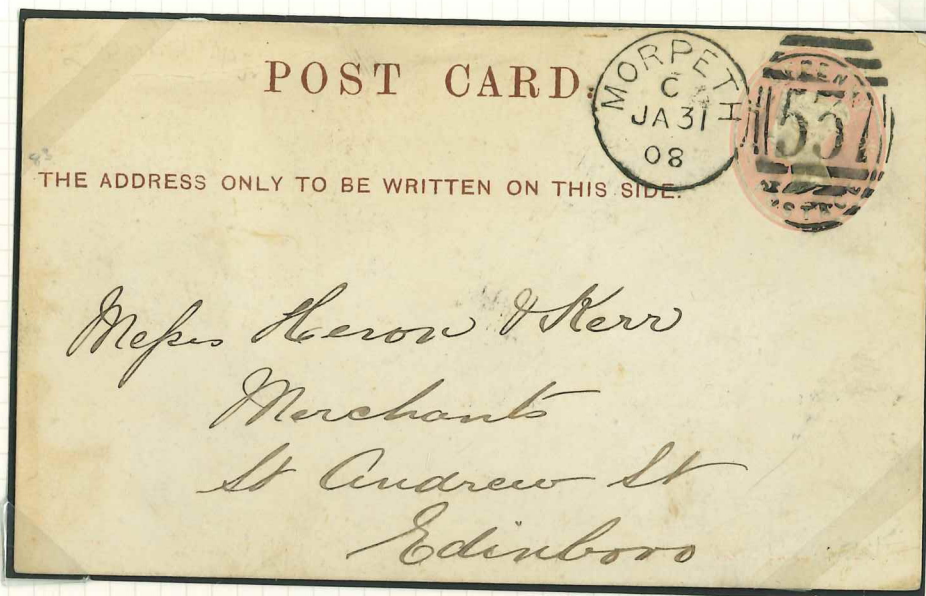


Australia's greatest stage and recording artist.

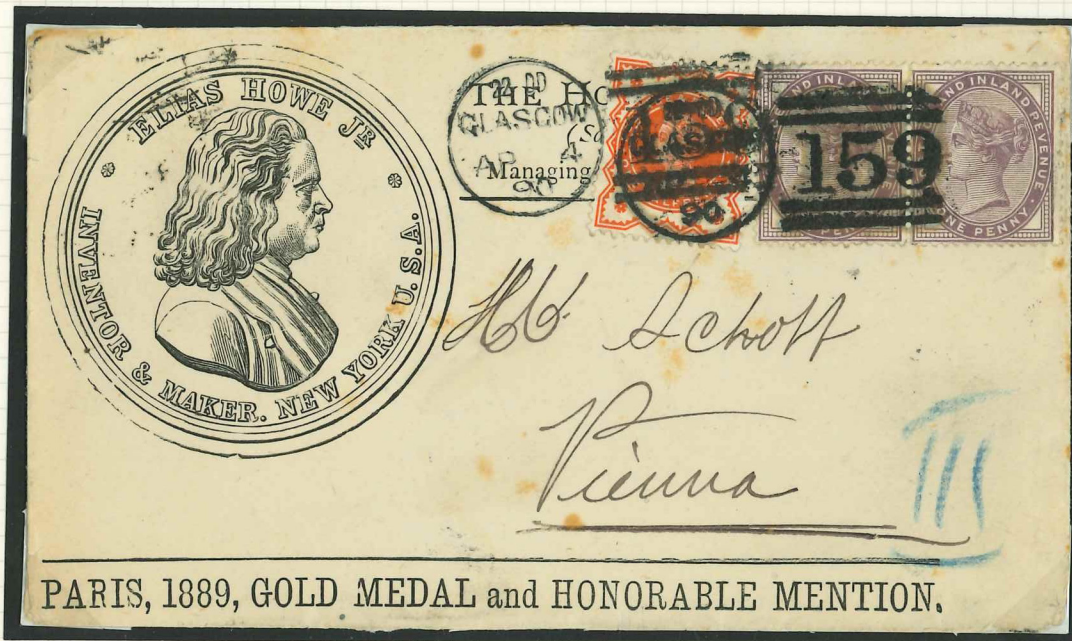
My third selection among Australian PSEs is less striking in design—but it is unusual in one respect, and above all it is

# PATENT ADVERTISING

Postcard with advertisement for patented candle works on reverse. Sent to Edinburgh with Morpeth 537 duplex for 31 January 1880 (year slug inverted)



THE HOWE MACHINE COMPANY USED A SIMILAR STYLE FOR  
ITS UK AND US ENVELOPES



1900 British advertising envelope of the Howe Machine Company showing a medallion of its founder, Elias Howe, very similar to its US envelope. Howe opened a sewing machine factory in Bridgeton, Glasgow in 1872. In the 1880s it expanded to make bicycles as well. This letter from Glasgow to Vienna has a 4 April 1900 postmark.

1900 Illustrated advertising envelope of the Howe Machine Co. showing a  
medallion of the founder, Elias Howe Jr, Glasgow to Vienna, dated  
4<sup>th</sup> April 1900. Superb 334690 f185

Originally an American company which opened a factory in Bridgeton, Glasgow in  
1872. In 1873 it bought the Howe Machine Co. and in the 1880s it started to  
produce bicycles. In 1882 it was listed as a Bicycle Maker in Chatham. In 1892 it  
was exhibiting at the Stanley Cycle Show with cycles made in under the supervision  
of the well known moving to the Dunlop Pneumatic Tyre Co. manager before moving to the  
Dunlop Pneumatic Tyre Co. R.L. Philpott. Selwyn Co.

**The Howe Machine and Cycle Manufacturers  
Sewing Machine Co.,**



# A HOWE SEWING MACHINE ADVERTISING ENVELOPE



**THE "HOWE" SEWING MACHINE.**

THREE GRAND PRIZES AT  
PARIS, 1867.

CROSS OF THE  
LEGION OF HONOUR.

GOLD MEDAL  
and SILVER MEDAL.

DOMESTIC MACHINES  
complete with all appli-  
ances for Hemming,  
Felling, Braiding, Quil-  
ting, &c., £7 10s. For  
TAILORS and BOOT-  
MAKERS, £9.

THIS MEDALLION IS EMBEDDED  
IN THE  
ELIAS HOWE JR.  
INVENTOR & MAKER. NEW YORK U.S.A.  
EVERY GENUINE HOWE SEWING MACHINE

EUROPEAN DEPÔT, 64, REGENT STREET, LONDON.

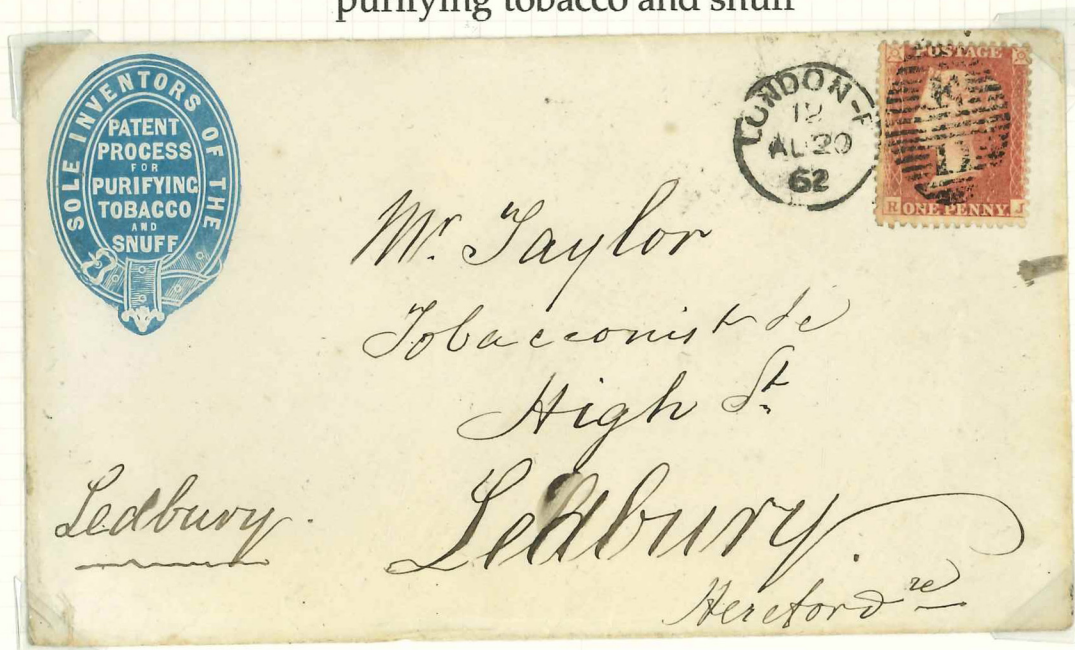
20 July 1868 letter from Howe's European Office based in Regent Street, London to Neath, Glamorgan extolling the virtues of his sewing machine

# PATENT ADVERTISING

Envelope sent to Harrisburg, PA, USA with 2 x 2 1/2d lilac stamps, cancelled with Edinburgh duplexes AU.20.86 showing JOHN'S PATENT UK, Austro-Hungary and USA advertisement



1862 envelope from London to Ledbury advertising patent process for purifying tobacco and snuff



**M.P. PATENT**  
**ROYAL SAUSAGES**

TRADE MARK REGISTERED



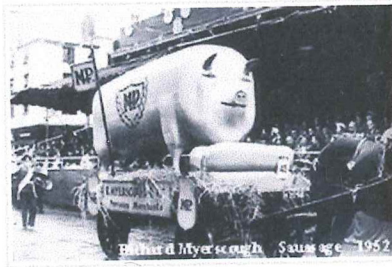
FEB 16 10

FEB 16 10

Messrs N. M & F. Plum.  
 Butter Merchants

Assens.  
 Denmark

**Richard Myerscough Sausage Float**  
**Preston Guild 1902 1952**



PRESTON GUILD MERCHANT 1902

ROYAL WARRANTED M.P. SAUSAGES

As supplied to their late Majesty Queen Victoria and the Royal Family.

GUARANTEED TO BE THE BEST.

**Rd. Myerscough,** North of England Provision Warehouse.

SOLE PROPRIETOR  
 FACTORIES AND OFFICES, SHEPHERD STREET, PRESTON.

**MP. MP.**  
**R. MYERSCOUGH, LTD.**  
 PRESTON  
**Bacon & Ham Curers**

SOLE PROPRIETORS

MANUFACTURERS OF THE FAMOUS  
**MP. SAUSAGES.**

ROYAL WARRANTED

**MP. MP.**

**R. MYERSCOUGH.** Patronized by Her Majesty the late Queen.

TRADE MARK

ROYAL WARRANTED

ROYAL M.P. SAUSAGES

WAREHOUSE & OFFICE SHEPHERD STREET, PRESTON.

THE BUDGET LETTER CARD.

AFFIX  
PENNY  
STAMP  
HERE.

TO OPEN THE CARD, TEAR OFF THE EDGE AT THE PERFORATION.

Budget Letter Cards.

PATENT. LITTLE'S PATENT.

L. & S., LTD.

LONDON, N.W.

BUDGET LETTER CARDS

In Superfine Qualities.



THE "VALISE" SHAPE.



THE "SACQUE" SHAPE.

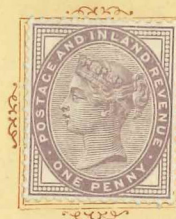


THE "COURT" SHAPE.

To be obtained where you  
bought this Packet.

THE BUDGET LETTER CARD.

PATENTED



TO OPEN THE CARD, TEAR OFF THE EDGE AT THE PERFORATION.

THE "BUDGET" LETTER CARD.

PROTECTED UNDER THE PATENT ACT.

*Monsieur Maurice Bucquet  
12 rue Paul Baudry  
Paris.*



TO OPEN THE CARD TEAR OFF THE EDGE AT THE PERFORATION.