

CORRESPONDENCE SERIES

The CORRESPONDENCE SERIES is an investigation into the background of recipients of British pre-stamped postal stationery. The "collection" was purchased in South Africa in 1999 as a job lot, the which took me six months to sort and mount, creating a collection spanning 140 years. I have no idea of the provenance.

The Reference work is British Postal Stationery, A K Huggins.1970. The first date with catalogue number refers to the year when the pre-stamped envelope was first issued; the second, the year when the envelope was actually used.

Philatelic Description of the item of Postal Stationery:

January 1902-1903 (ES31)_ EVII Postal Stationery STO used in 1913 and uprated with 1½d 1902-1913 EVII Imperial Crown watermark, Perfin "L" (Longman). Envelope embossed with Longman logo on the flap verso. A quality philatelic piece.

Brief Comment:

The envelope is addressed to **Buchhandlung des Waisenhauses** of Halle. The orphanage's bookshop is located near the Francke Foundation [founded by the theologian August Hermann Francke (1663–1727)] was established in 1694, and is one of the oldest "non-stop" retail bookshops in Germany. A close colleague of Francke, Heinrich Julius Elers (1667–1728), had marketed Francke's famous sermon "From Duty to the Poor" at the Leipzig Easter Fair in 1698 with great success. The paradigm was created to sell similar material through a formal publishing bookstore under his management. The "Chur-Princely Privilege over the Wayßen-Hauß zu Glaucha an Halle" granted Francke permission in September for his orphanage "to keep a bookstore, printer and bookbinder ...". This right was renewed in 1702. At the beginning of the 1930s, the bookseller, Hermann Niemeyer, owner of Max Niemeyer Verlag and Lippert's bookstore, took over the business. Though affiliated to the folk book trade since 1953, the company went into liquidation in 1991. However, the support of the then board of the Friends of the Francke Foundations prevented the company from going out of business. It has been owned by Lippertschen Buchhandlung & Hallesches Antiquariat GmbH since then.

Longman, now known as Pearson Longman, is a publishing company founded in London, England, in 1724 and currently owned by Pearson PLC. Since 1968, Longman has been used primarily as an imprint by Pearson's Schools business. The Longman brand is also used for the Longman Schools in China and the Longman Dictionary. The company was owned and managed for 5 generations by the Longman family, Mark Longman, last of the Longman family to run the company, dying in 1972. Pearson PLC is itself a venerable multinational publishing and education company headquartered in London, England. Fascinatingly, it was founded as a construction business in the 1840s but switched to publishing in the 1920s.

References:

<http://www.waisenhausbuchhandlung.de/geschichte.html>
<https://en.wikipedia.org/wiki/Longman>