

The "Doctor" Series of Medical Advertising Postcards, 1952~55

by Hugh Osborne

Monograph 9, "A Catalogue of Falkland Islands Postcards, 1950-1982", shows the range of postcards that were mass mailed from the Falkland Islands to members of the medical profession, mostly doctors, predominantly resident in France and other French speaking countries.

The postcards capable of being grouped into three mailings -

1. June-July 1952
2. January 1955
3. May 1955.

All have been franked at the half-penny rate despite the rate change for 'foreign' printed matter, an increase to 2d, which became effective on 1st July 1953.

Little had been reported about the senders, or organisers, and there had been no indication of the sizes of the mailings.

Whilst thumbing through correspondence files held in the FI Government Archives, two communications from the Crown Agents in London to The Colonial Secretary, Falkland Islands were noted and copied, as follows:

The first, dated 25th August 1954 would appear to reference the second mailing of January 1955.

Communications to be addressed to
THE CROWN AGENTS
for Overseas Governments and Administrations
the following reference and the date
of this letter being quoted.

45

4, MILLBANK,
LONDON, S.W.1.

16 SEP 1 1954
FALKLAND ISLANDS

A/G/1175/1/19.

TELEGRAMS: (FALKLAND ISLANDS) "CROWN, SEWERY, LONDON."
(OVERSEAS) "CROWN, LONDON."
TELEPHONE: AREA 7730.

25th August, 1954.

Sir,

I am directed to inform you that the Crown Agents have been requested by a firm of Advertising Consultants, Messrs. Paul Baratte and Associates of 4, Park Lane, London, W.1. to supply them with Falkland Islands stamps for the purpose of posting cards in Falkland Islands to various addresses in France.

The firm produced in support of their request a telegram (No.111 of 4th December, 1953) from the Postmaster, Falkland Islands, agreeing to the purchase of these stamps from the Crown Agents and they have, therefore, been supplied with 41,050 1d. stamps. Payment for these stamps viz., £85 10s. 5d. will be found credited in the Crown Agents account with the Falkland Islands for the month of August, 1954.

I am, Sir,
Your obedient servant,
D. Stany

The Colonial Secretary,
Falkland Islands.


*A.I. 21.9.54
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21/9/54
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21/9/54*

MSD See 53

The second, dated 29th December 1954 would appear to reference the third mailing of May 1955.

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Communications to be addressed to
THE CROWN AGENTS
for the **FALKLAND GOVERNMENT AND ADMINISTRATION**
a following reference and the date
of this letter being quoted.



4, MILLBANK,
LONDON, S.W.1.

A/G/1175/L/19.

TELEGRAMS { ENLAND: "CROWN, SOWER, LONDON."
 OVERSEAS: "CROWN, LONDON."
TELEPHONE: AREA 7730.

29th December, 1954.

Sir,

45

With reference to the letter from this office dated 25th August, 1954, I am directed to inform you that Messrs. Paul Baratte & Associates Ltd. have been supplied with a further 4,600 - 1d. stamps for the purpose of posting cards to various addresses in France. Payment for these stamps, viz., £9. 11. 8d. will be found credited in the Crown Agents' account with the Falkland Islands Government for the month of December, 1954.

I am, Sir,
Your obedient servant,
D. Shear 6

The Colonial Secretary,
Falkland Islands.

This number "45" refers to another document within the file, which is, in fact, the 25th August letter. The document shown to the right is numbered "53", partly to be seen at the top right corner.

Correspondence may still exist for the earlier 1952 mailshot - a good reason to go back to Stanley and search for it.

Observations:

The sheer numbers involved are large, larger than I had expected.

Despite this amount of background effort, it is surprising that the FI postal authority appeared to have granted an ad hoc discount for volume and in so doing passed over a significant boost to their postal income, some 45,000 times the lost revenue of 1½d amounts to in excess of £280.