

MAXIMAPHILY - A Brief History (Part 1)

By George Constantourakis

T.C.V. CONCORDANT CARDS

The first Maximum Cards appeared at the end of the 19th century with the introduction of illustrated postcards and postage stamps. At the time, the back of the postcard was reserved only to the name and address of the recipient. Correspondence and postage stamp showing were, therefore, on the front, on the view side (Figures 1,2,3,4). This was called "T.C.V." (timbre cote vue) or Stamped View Side. Most of these T.C.V. cards had only two similar elements, the postcard illustration and the postmark. It was only with the introduction of the first commemorative stamps of Heads of States, Coat of Arms, Landscapes, etc. that gave rise to the first T.C.V. which matched three elements: The postcard, the stamp and the cancellation. These first TCV Concordant cards are the precursors of maximum cards.

Here are a few such examples:

KING EDWARD VII, b.1841- r.1901-d.1910

Early T.C.V. Concordant Card of 1902 that was sent by F. W. Grant of London to Señor F. de P. Sola of Barcelona, Spain. The message on the front, written in poor French, reads in part, "Cher monsieur, Voulez-vous avoir de l'obligeance de m'envoyer des bonnes cartes de la couronnement de votre Roi, seulement les plus artistiques. J'ai quelques bonnes cartes de la couronnement du Roi Edouard VII que je conserve jusqu'à le jour de la couronnement ... les mettrerais à la boîte pour vous."

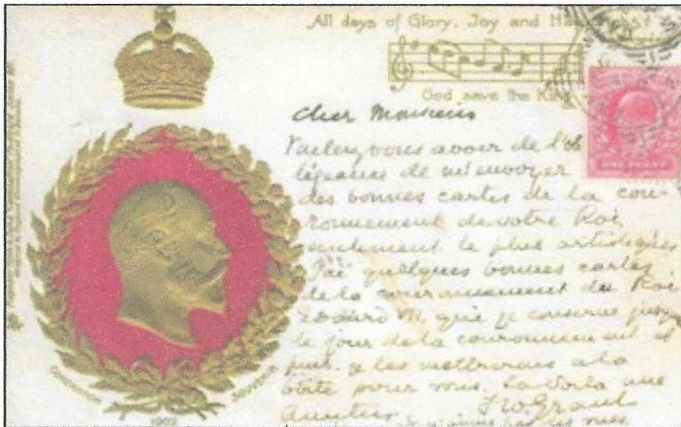


Figure 1.
KING EDWARD VII, b.1841- r.1901-d.1910
CANCEL: (deprt.)16. V. 1902, Camperwell, (square circle), repeated on back
CANCEL: (transit) 16. V. 1902, London
CARD: Raphael Tuck, 'Coronation' Postcard, Series 611

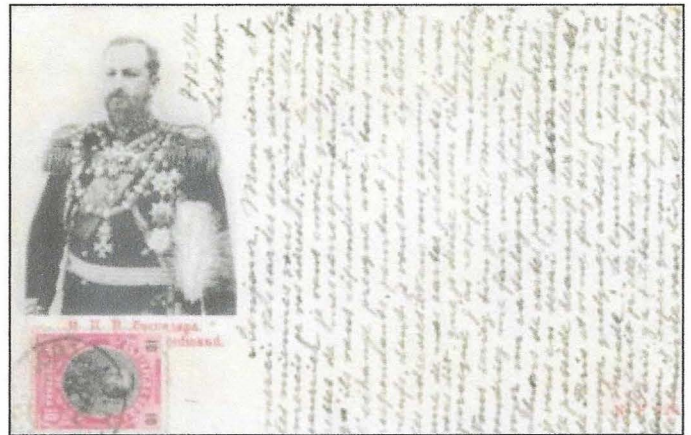


Figure 2.
PRINCE FERDINAND I, OF BULGARIA
CANCEL: (deprt.) 26. XI. 1902, Svichtow
CANCEL: (transit):28. XI. 1902, Roustchouk, Bulgaria
CARD: Bulgarian Edition N. P. 726

PRINCE FERDINAND I OF BULGARIA

Early T.C.V. Concordant Card of 1902 that was sent by D. Krestiseh to N. Chaquet in Paris. The message written on the front advises that the sender wishes to stop postcard exchanges and provides the recipient with addresses of other card collectors. This T.C.V. Concordant Card originated with postcard collectors.

THE SPHINX AND THE GREAT PYRAMID OF KHEOPS

T.C.V. Concordant Card of 1900 was addressed to a certain Mlle Lucie Couten in Marseilles, France. The message is written on the front. The first true T.C.V. Concordant Cards on picture postcards were realized by sheer chance at the beginning of the 20th century by European tourists to Egypt, who wanted to mail a souvenir of their travels to friends back home. They affixed a stamp of the Pyramids or Sphinx on the view side of a postcard illustrating the same monument. Then the cancellation "CAIRE" tied the stamp to the card. Thus the first true Maximum Cards originated, but the term 'Maximum Card' won't be employed till after 1932.

COAT OF ARMS OF BAVARIA (Figure 4)

This T.C.V. Concordant Card of 1901 portrays the Coat of Arms of Bavaria on both stamp and card. On the card the Coat of Arms is in full color and detail, but it covers a small portion of it. A larger portion

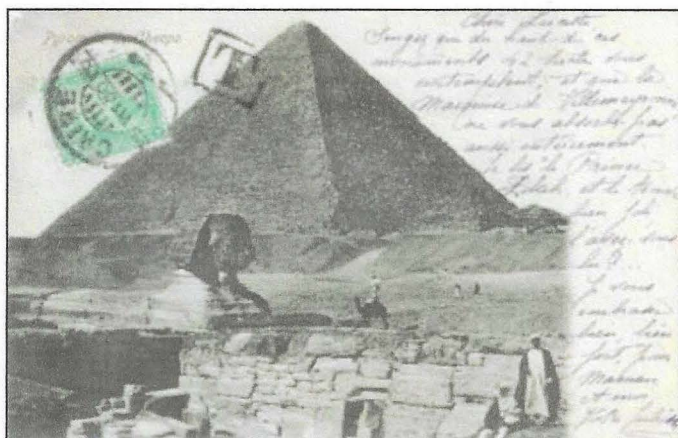


Figure 3.
THE SPHINX AND THE GREAT PYRAMID OF KHEOPS (1900)
CANCEL: (dept.) 25. III. 1900, CAIRE, (place of site)
CANCEL: (arrv.) 1. VIII. 1900, Marseilles, regular
CARD: German Edition, nr.1906

shows a black and white City View of Munich. The message is in the front and it is addressed from a son to his father J. O. de Luca a member of Parliament in Palermo, Sicily. This is an example of a T.C.V. Concordant Card created by chance, as a result of news communication between family members.

THE TERM 'CARTE MAXIMUM'

In the 1920s and 1930s - when the issue of commemorative stamps became more widespread - a small number of collectors started creating Maximum Cards on purpose and then exchanging among themselves. These were the true pioneers of Maximaphily.

The term 'CARTE MAXIMUM' first appeared in the Belgian magazine "Libre Échange" on Aug. 1, 1932, in an article by M. Lecestre. There he described how he realized this Maximum Card, first by affix-

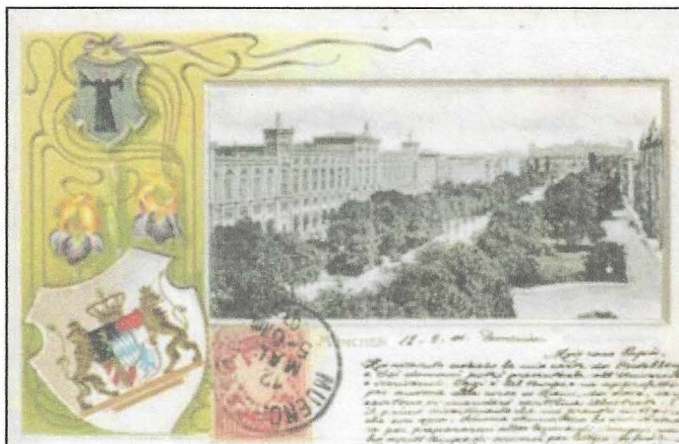


Figure 4.
COAT OF ARMS OF BAVARIA
CANCEL: (dept.) 12. V. 1901, Munich, Bavaria
CANCEL: (arrivl.) 15. V. 1901, Palermo, Italy
CARD: Andelfinger, Munich, nr. 4008



Figure 5.
ARC DE TRIOMPHE, PARIS (1932)
CANCEL: 15. II. 1932, Paris (repeated)
CARD: ND, Paris, nr. 33

ing the 2fr. stamp of the 'Arc de Triomphe' in Paris on the view side of a similar postcard, and having it canceled at the nearest post office (See Figure 5). He called it 'CARTE MAXIMUM', as it had a Maximum Concordance between its three constituent elements that of a Stamp, a Postcard, and Place of Cancellation. However, his point of reference was the word 'carte' thus proving that he was a postcard collector with an interest in philately. (to be continued...) ✉

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