

THE RECENT EXHIBIT ON THE HISTORY OF MAXIMAPHILY

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This Exhibit of mine received a Vermeil medal with Felicitations. (Felicitations is given only once to an exhibit that shows outstanding philatelic research or originality). It was on display at ROYAL 2001 Annual National Exhibition, which took place between April 6 to 8, 2001 at Dorval, a suburb of Montreal. This Exhibition was sponsored by the Royal Philatelic Society of Canada (RPSC).

This exhibit is a specialized four-part study tracing the historical development of Maximaphily using exclusively Maximum Cards.

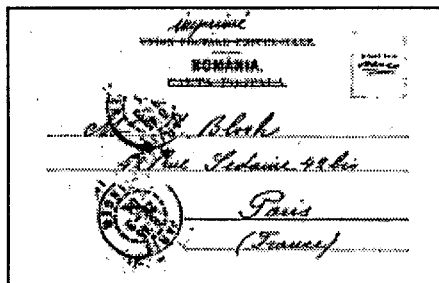
The First Part of 20 pages contains Postally used M.C. made mainly by chance in the 1900's or by Postcard Collectors in the 1910's up to the 1930's. These cards were known as *TCV (Timbre Cote Vue) Cards*. The majority of these M.C. are extremely rare, one of a kind items. For example there were 3 Postal Stationary Cards of the 1890's: Acores-Portugal, St. Anthony 22.X.1895 (see *Figure 1*), Guatemala, Quetzal 9.V.1895, Brazil, Sugar Loaf Mountain 29.IV.1898 ; 2 Coat of Arms M.C. of 1901; 3 M.C. of the Pyramids & Sphinx of 1904 to 1905; 5 M.C. of Spain's King Alfonso XIII from 1902 (see *Figure 5*) to 1909; 4 M.C. of Great Britain's King Edward VII from 1904 to 1908; plus Kings Carlos I of Portugal (1904); Carol I of Romania (1904) (see *Figures 3 & 4*); Ferdinand I of Bulgaria (1904) etc.

What is important is the description given on these cards. Instead of focusing on the image/subject of the M.C. the focus is mainly on their postal use; describing the cancellation of Departure (on the view side) and Arrival (on the back side), plus the names of the Sender and Addressee, and possible type of communications (e.g. postcard exchanges, messages to family or friends). The majority of the Postally Used M.C. in the 1930's (of this collection) were addressed to Jose Buil Belenguer at Papatla, Veracruz, Mexico. He was a renown maximaphilist, who in the 1930's realized a good number of Mexican M.C. He also corresponded with other Maximaphilists in Europe and the Americas. In this collection I include 12 such M.C. addressed to J.B.Belenguer with the arrival cancellation of PAPANTLA, VER. on the back of each card. They were send as follows: 5 M.C. from Canada (from two different correspondents), 2 M.C. from Spain, 2 M.C. from Italy, 1 M.C. each from France, Greece, and Brazil.

The Second Part of 32 pages contains M.C. made on purpose by postcard collectors with an interest in Philately, following World War I up to 1939. These cards were known as *Analogical Cards* up to the early 1930's. One example worth mentioning is a M.C. of Emperor Franz Joseph (1916) in striking full color (see *Figure 5*).

The first documented use of the term '*Carte Maximum*' appeared on the Aug. 1, 1932 issue of the Belgian Magazine '*Libre Echange*' in an article by a certain

Clockwise from Left: (Figure 1) 2nd oldest known Maximum Card of 1895 (Saint Anthony preaching to the fish). Issue: 13. VI. 1895, (10reis stamp of Portugal overprinted 'ACORES'). Card: Official Postal Card of 3reis. Cancel.(deprt): 17. VI. 1895, Angra do Heroismo, Terceira isle, Azores. Cancel.(transit point): 22. VI. 1895, Lisbon (place of birth). Cancel. (arrival): 28. VI. 1895, Helsinki. For: 7th Centenary of St. Anthony's Birth (1195-1231) patron saint of Portugal. The first known M.C. dates from 1894, a year earlier. This postal card is one of the earliest examples of a Maximum Card. What is more important is that it has 3 different cancellations a) departure, b) transit point, and c) arrival, tracing its route. The sender is proposing "des relations d'echange des timbres-poste" to his Helsinki recipient. (Figure 2) Oldest known Maximum Card of Spain of 1902 (King Alfonso XIII) Issue: 1. I. 1901 Cancel.(deprt.): 22.V. 1902, Zaragoza. The picture on the card was taken on May 17, 1902 (5 days prior to the cancel.) and shows the king at the age of 16. The picture on stamp shows him at the age of 14, as an army cadet. This TCV Maximum Card was sent on May 22, 1902 by L.Noyud to the Marquis di S.Elia in Ragusa, Sicily. (Figures 3 & 4) 2nd oldest known Maximum Card of Romania of 1904 (King Carol I on horseback) Issue: 18. VII. 1900 Cancel.(deprt.): 27. III. 1904, Bucharest Cancel.(arriv.): 29. III. 1904, Paris. The first known Romanian M.C. dates from Sept.10, 1900. This is a rare example of one of the oldest M.C. of Romania, with two clear cancellations of departure and arrival (two days later).



M. Lecestre, in it he described how he realized this collectible item (see *Figure 6*) by affixing the 2fr. stamp of the '*Arc de Triomphe*' on the view side of a similar postcard and had it canceled at the nearest Post Office. He called this collectible item '*Carte Maximum*'. The focus of this term is on the '*carte*' (card), thus M. Lecestre must have been primarily a Postcard Collector with an interest in Philately. The second part of the term '*maximum*' refers to the maximum concordance between the three elements of this item, that is: the Stamp, the Postcard, and the Cancellation. This aspect of the maximum concordance is at the core of the rules governing Maximaphily today.

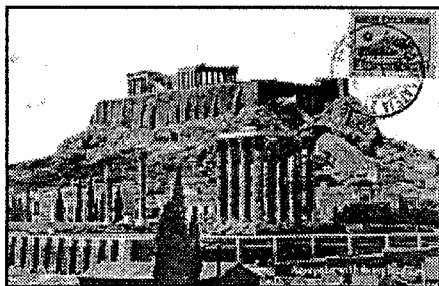
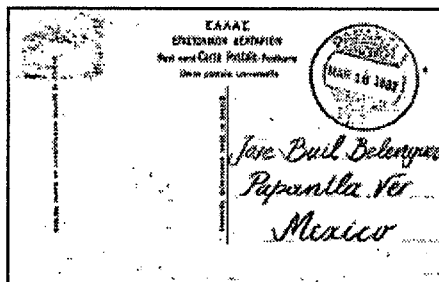
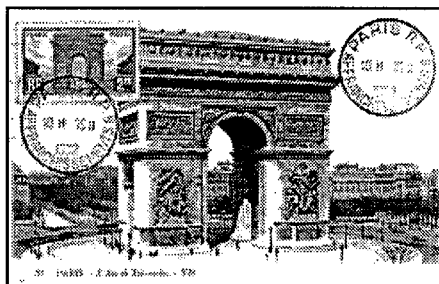
On the back of an Andorran M.C. of Feb. 29, 1933 there is a rubber-stamp reading "*Carte Maximum realisee par R. Areny - Plandolit*". However one may ask if this use of the term '*Carte Maximum*' was actually applied in 1933 or much later. The renown Greek Maximaphilist Alex Kotopoulis wrote in the magazine of the '*Maximaphiles Francais*' nr. 243 of Mar. 1969 the following: "*Jusqu' en 1932, les cartes maximum etaient 'terra incognita' en mon pays...Je crois me souvenir que la premiere carte maximum que je realisee de ma vie, est bien celle avec le timbre de 2Drs qui representait une vue sur l' Acropole d' Athenes...j' ai pu obtenir l' obliteration sur ma premiere CM et sur quelques autres encore...*" In my collection I have one of these '*quelques autres*' M.C. of the Acropolis with the 2Drs stamp dated Jan. 26, 1932 (*Figure 7*) and sent to J.B. Belenguer of Mexico with a Mar.3, 1932 Papantla, Ver. arrival cancellation (*Figure 8*). My unanswered question is as follows: Was Alex Kotopoulis actually using the term '*Carte Maximum*' back in Jan. 1932? That is 6 1/2 months prior to M. Lecestre's article. Most probably he was using the term *Analogical Card* in 1932 and later he adopted the term '*Carte Maximum*'.

There is a documented use of the term '*Carte Maximum*' on a French M.C. of the '*S/S Normandie*' with a commemorative cancellation of May 29, 1935 (*Figure 9*). This M.C. was sent by A.S. Furtado - the renown pioneer maximaphilist from Portugal - to A. P. de Figueiredo a maximaphily pioneer in Brazil. On the back there is an arrival cancellation of 'Joao Pescoa' of June 20, 1935 and a text reading: "*Je vous adresse par le paquebot Normandie trois cartes vues 'maximum'.*" This indeed is documented early use of the *cartes vues maximum* from 1935 (*Figure 10*).

Then I present a selection of 1930's maximum cards on European Sites, Canadian Sites, British Royalty and Personalities (e.g. Columbus, J. Cartier, G. Washington). Among the European Sites there is a French M.C. of the 'Mountain Road at Iseran' of Oct. 4, 1937. The editor of the postcard is 'Trait d' Union Maximum'. This is also the name of a bulletin by the 'Assoc. Francaise de Maximaphilie' which first appeared in mid Dec. 1938. This bulletin had critical comments on Maximaphily and sale adds of maximum cards.

The Third Part of 8 pages contains M.C. made during the dark, difficult years of WW II. It presents examples of sites from Germany, e.g. Danzig (*Figure 11*); and from occupied countries such as Austria, Poland and island of Jersey. The highlight is a documented example of a Maximaphily activity from German Occupied Poland to Occupied Greece with the use of 'General Gouvernement' stamps. I refer to an

Clockwise from Left: (Figure 5) Emperor Franz Joseph (b.1830 -r.1848 -d.1916)
Issue: 1. VII. 1915 For: Occupied Territories in WW I by Austro-Hungarian Military
Cancel.: 5. XII. 1916, Vienna Card: M.Munk, Wien, n. 994 His Austro-Hungarian Empire was a major power in central Europe until the end of World War I, when the Empire broke up. In the summer of 1914, he initiated World War I, first against Serbia, an then against Russia, with the support of Germany. (Figure 6) First use of term 'Carte Maximum' (1932) (Arc de Triomphe) Issue: 29.VIII.1931 (2fr. stamp)
Withdr: 14.II.1935 For: Tourist issue Cancel.: 15.II. 1932, Paris R.P. Card: ND,
Paris, nr.33 (Figures 7 ?& 8) First Maximum Card made by pioneer Greek
Maximaphilist (1932) (Acropolis Hill) Issue: 1. IV. 1927 (2dr. stamp). Withdr: 31.
VIII. 1939 Cancel.(deprt.): 26.I. 1932, Athens Cancel.(arriv.): 3. VII. 1932,
Papantla, Ver. Addressee: Jose Buil Belenguer, Papantla, Mexico Card: English
Photo Co., Athens. The Acropolis hill with the Parthenon is the most famous
landmark of Athens. This M.C. is the first created by the renown Greek pioneer
maximaphilist Alex Kotopoulos and founder of the Greek Maximaphily Association.



incident in the Winter of 1942-43 (see Greek magazine 'Maximaphilia', nr. 35-36). when German officers brought a package of Polish 'General Gouvernement' M.C. (*Figure 12*) to (a fearful) A. Kotopoulis from a former correspondent of his. Mr. Kotopoulis qualified that unexpected gesture, as a possible act of remorse, for the terrible suffering the Germans were causing on the peoples of occupied nations.

The Fourth Part of 21 pages deals with the Post-War period of Organized Maximaphily. The story is told through the Special Cancellations on M.C. referring to these events. It starts with the 'First Steps of Organized Maximaphily'. On Dec. 2, 1944 'Les Maximaphiles Francais' was established. This organization will at the center of the development and expansion of Maximaphily since 1945. Other early Maximaphily organizations were: MAXES (1945) in Spain; Societe Belge de Maximaphilie (1947) and UNIMAX (1949) in Belgium; and our own MACSA (1950) in the US.

Between Sept. 11 to 14, 1947 the 1st International Congress of Maximaphily took place in Dijon, France with the participation of 14 countries (*Figure 13*). It adopted the definition of a Maximum Card, and the creation of International rules for Maximaphily. In the Spring of 1948 there were the First National Maximaphily Exhibitions in Innsbruck and also in Vienna in Austria and in Sophia in Bulgaria. In June 1958 San Marino organized PHI-NU-MAX an International (in character) Maximaphily Exhibition. On Mar. 25-26, 1961 the 'Maximaphiles Francais' organized EX-EU-MAX at Clichy (*Figures 14 & 15*). A very successful European Maximaphily Exhibition, having on display all the most rare and beautiful M.C. together for the first time.

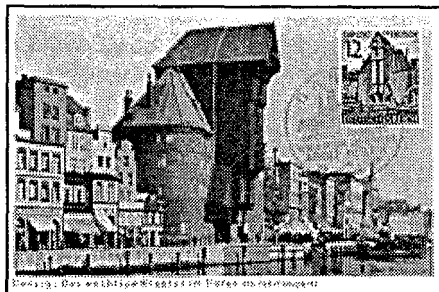
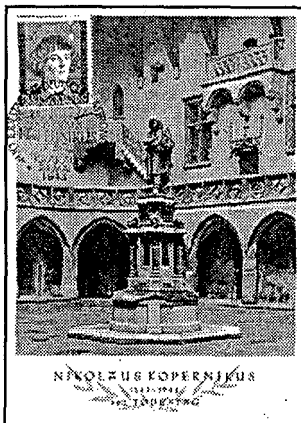
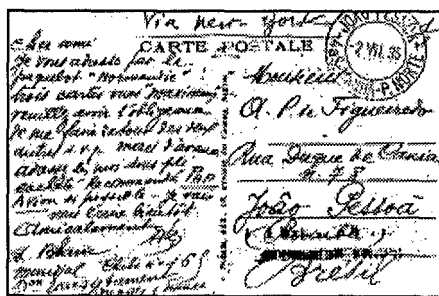
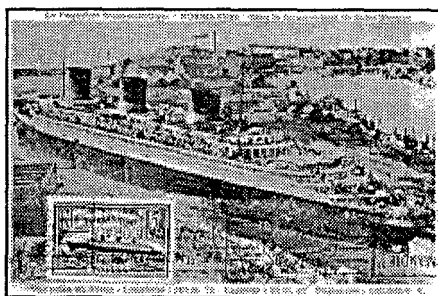
Then there is a listing of National Maximaphily Exhibitions in Romania, France, Italy, Greece, Spain, and Portugal. Followed by a listing of Bilateral Maximaphily Exhibitions: Romania-France (Apr. 1970), USSR-Romania (June 1977), Franco-Belge (Mar. 1979), Italy-Hungary (Sept. 1979), Belgium-Greece (Oct. 1981), Greece-Belgium (Apr. 1982), Italy-Belgium (June 1981), and Greece-Italy (May 1986). Followed by a listing of Multilateral Maximaphily Exhibitions, first at Imola, Italy (May 1977) Riccione, Italy (July 1977), Balkanmax 1983 in Athens, and Balcanmax 1997 in Cluj-Napoca, Romania.

The final chapter traces the 'Steps Leading to FIP's Acceptance of Maximaphily'. Again the story is told with the use of Maximum Cards having special cancellations of International Exhibitions, where International Maximaphily Symposiums and FIP Congresses took place.

At the FIP Congress at BELGICA '72 (July 1972) the French delegation proposed the creation of a Class of Maximaphily and the approval of the Statutes of the Maximum Card. This proposal was deferred.

At EUROMAX '74 (Oct. 1974) in Bucharest, the 1st International Maximaphily Symposium was held with representatives from 21 countries, and approved the '*Statut Internationale de la Maximaphilie*'. This document became the basis for the SREV regulations.

Clockwise from Left: (Figures 9 & 10) 2nd recorded use of term 'Cartes Vues Maximum' (S/S Normandie) Issue: 1. IV. 1935 For: Maiden Voyage of Transatlantic Steamship 'Normandie' Cancel.(deprt.): 29. V. 1935, Le Havre a New York, special mention: S/S 'NORMANDIE', VOYAGE INAUGURAL, HAVRE 29 MAI 35 Cancel.(arriv.): 2. VII. 1935, Joao Pescoa, Brazil. This is an important piece in the history of Maximaphily. The sender A.S.F., (Antonio S. Furtado) was a renown pioneer maximaphilist from Portugal. On the back he writes asking the return of two of his cards with the 'Joao Pescoa' arrival cancellation. The recipient is A. P. de Figueiredo, a maximaphily pioneer in Brazil. (Figure 11) The Kantor, Danzig Issue: 18. IX. 1939 Withdr: 31. XII. 1940 For: Unification of Danzig with Germany Cancel.: 19. IX. 1939, special illustr. & mention: DANZIG GRUSST JUBELND SEINEN-FUHRER UND REFREIER ADOLF HITLER This elevator dates from the 15th c. In 1920, Danzig was established as a 'Free City and State' under the protection of the League of Nations. In 1939 it was seized by Nazi Germany precipitating hostilities with Poland and the outbreak of World War II. (Figure 12) Exchanges of M.C. during the War Years in Occupied Europe (Nik. Kopernikus) Issue: 23. V. 1943 For: 400 anniv. of death of Copernicus Cancel.: 24.V. 1943, Krakau, special illustr. & mention: NIK KOPERNIKUS 400 TODESTAG DEUTSCHEN ASTRONOMEN .This M.C. is a few months later from the event in the Winter of 1942-43 recounted by A. Kotopoulis, but it uses stamps of the 'General Gouvernement' of occupied Poland proving the point that there were people making and exchanging MC during WW II.



The FIP Congress in Madrid (Apr. 1975) entrusted the '*Federation des Societes Philateliques Francais*' with the mission to study the question of Maximaphily.

At ARPHILA '75 in Paris (May 1975) the 2nd International Maximaphily Symposium took place and approved the 'Classification and Criteria of evaluation of Maximaphily Exhibits'. At ITALIA '76 in Milan (Oct. 1976) the 3rd European (Internat.) Symposium of Maximaphily approved the '*Statutes; Classification and Table of Awards; and Criteria of Evaluation*'.

The FIP Congress in Amsterdam (may 1977) approved the formation of a SUB-COMMISSION FOR MAXIMAPHILY attached to the Commission of Thematics. The FIP Congress in Prague (Sept. 1978) approved that the FIP regulations will include a Maximaphily Class for International Exhibitions.

The FIP Congress in Essen (Nov. 1980) approved the transformation of the Sub-Commission for Maximaphily to the COMMISSION OF MAXIMAPHILY with Gonzague de la Ferte as president(*Figure 16*).

At the ITALIA '85 FIP Congress in Rome (Nov. 1985) the Commission for Maximaphily approved the 'SREV '*Special Regulations for the Evaluation of Maximaphily Exhibits at FIP Exhibitions*'. At PHILEXFRANCE '89 in Paris (July 1989) there was an International Maximaphily Symposium (under the new president J. Thenard) and deliberated on the new Rules and Guidelines (Directives) of the FIP for Maximaphily.

At GRANADA '92 at the 61st FIP Congress (Apr. 1992) the Commission of maximaphily adopted the SREVS (Special Regulations) and the GUIDELINES for evaluation of Maximaphily Exhibits. At ESPANA 2000 in Madrid (Oct. 2000) at the meeting of the Maximaphily Commission, a new president was elected (N. Rangos). Also at this meeting, the USA and Canada were represented by true maximaphilists and International exhibitors.

The majority of the M.C. in this collection come from Daniel Olsen, our president. Many other M.C. come from other important people such as Gonzague de la Ferte of France, Valeriu Neaga of Romania both former presidents of the Commission for Maximaphily; plus Marg. Kotopouli president of the Greek Max. Assoc. and G. Poggi vice-president of the Italian Max. Assoc. The idea of constructing this collection was germinating in the back of my mind for the past six years after having seen some preliminary such works by D. Kibble of Australia and D. Olsen, but it was the articles by Dr. Valeriu Neaga at the Italian A.I.M. magazine nr. 56 and 57 that became the source of inspiration to embark on this project. Dr. V. Neaga encouraged and guided me when I approached him. The primary source of reference had been the magazines by the 'Maximaphiles Francais' Those that I have in my pocession date back to nr. 106 of July-Aug. 1955. For many of these articles the author is Mr. G. de la Ferte. These magazines were offered to me by the late G. Fischer of Holland. To all the above mentioned people I extend my thanks and appreciation for offering me the means to realize this project. My current goal is to reformulate this ' History of Maximaphily' as a future literature exhibit, to continue with the research, and to search for some of the elusive items.

Clockwise from Left: (Figure 13) 1st International Congress of Maximaphily, Sept. 11 to 14, 1947 (Hebe de Rude on card, Iris on stamp) Issue: 21. IX. 1944 Cancel.: 11. IX. 1947 Dijon, special illustr. & mention: CONGRES INTERNAL DE MAXIMAPHILIE. This Congress, organized by the Internat. Union of Maximaphily and the Internat. Analogical Association, discussed various problems and adopted the following decisions: The definition of a Maximum Card; the use of stamps during the period of their postal validity; the creation of International rules for Maximaphily. (Figure 14) EX-EU-MAX European Maximaphily Exhibition, Clichy (Marianne de Decaris) Issue: 15. VI. 1960 Cancel.: 25-26. III. 1961, Clichy, special illustr. & mention: EXPOSITION EUROPEENNE MAXIMAPHILE. (Figure 15) On the back there is an arrival cancellation of 5. IV. 1961 of Bacau, Romania. This postally used MC was sent by A.S. Furtado of Portugal to Dr. V. Neaga in Bacau, with the message "un bon souvenir de l' EX-EU-MAX"; plus with the signature of L. Morera of Italy. (Figure 16) ESSEN 1980 F.I.P. Congress (Post House Sign 1754, Altheim, Saar) Issue: 13. XI. 1980 Cancel.: 13. XI. 1980, Essen, special illustr. & mention: FIP KONGRESS ESSEN 1980. The F.I.P. Congress in Essen (Nov. 12-13, 1980) approved the transformation of the Sub-Commission for Maximaphily to the COMMISSION OF MAXIMAPHILY with Mr. Gonzague de la Ferte as president. Thus Maximaphily officially became an independent branch of Philately.

