

America's Archives

Often enchanting stories of our country's historic documents and artifacts (including sometimes ones that are postally related)—and how things that may have once seemed rather ordinary can turn out to be national treasures. On other occasions, they immediately become artifacts of history the minute they were created.

Travel Brochures are now major collectibles—often valuable and rare!

Recently, **Schmitt Investors Ltd.** began purchasing a wide range of early United States travel brochures. In the pre-1920 era, when nearly all recreational travel was limited to journeys by rail and ship, the competition for passengers was heated. This era of colorful and vigorous promotion of vacations (when only the wealthiest could really afford one) is a piece of American history. And a colorful period it was—as you can see from the examples of printed matter shown here. Do you have material like this you'd like to sell? We're paying top prices! Call us today.



A pre-1920 travel brochure printed in London for the S.S. *Princess Alice*, a luxury vessel of the United States Lines.

Fred Schmitt's PERSPECTIVE

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One of the essential reasons why such finds continue to turn up is because, in many cases, families who are not particularly familiar with any semblance of significance to their early own early documents (whether it be a family bible, ancient photographs, or even correspondence from a period as recent as World War II) do not place much importance on dusty old pieces of paper and envelopes that may inhabit an old trunk, scrapbook or orange crate in an attic.

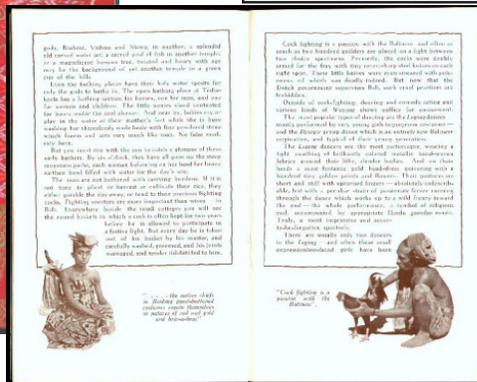
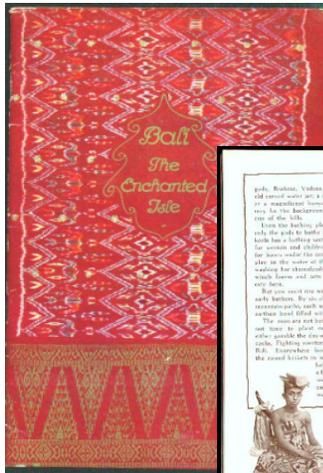
At the same time, the reason why small to medium-sized finds of Confederate States Civil War-era old letters and envelopes are still to be made is because there is often a greater sense of preserving old homes and buildings in the South than there is in other parts of the United States. Thus, in towns the size of, for instance, Natchez, Mississippi, or Tifton, Georgia, there is a far greater percentage of 19th century homes still being occupied than there is throughout the northern area of the country. And—nothing unusual about this—many of them are occupied by descendants of the same people who originally built and owned the properties well over a hundred years ago!

There was a time perhaps 50 years ago when the monetary currency of the Confederacy was a drug on the market—as valueless then as on the day the Civil War (or as they still call it in the South, the War Between The States) ended. Not so today. Confederate money is not only very collectible, but in many cases, amazingly valuable.

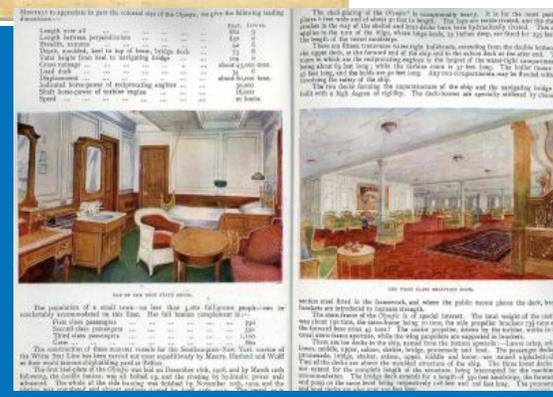
The same can be said today of its stamps and postal history (old envelopes used in the mails with stamps bearing postmarks). For over 50 years, we've been one of America's chief buyers of this Civil War material. If and when you have some—be sure to call me!



Equally important as travel brochures are copies of magazines that offer full-scale travel advertising. At left, one of the most important such examples in history: The 1912 maiden voyage of the *RMS Titanic*.



An expensively-produced gold-embossed travel brochure from circa 1915 advertising the exotic South Pacific Island of Bali.



An interior full color page of the above magazine showing a stateroom and reception area on the *Titanic*.



Color printing in the pre-1920 era often can seem even brighter than modern printing. The cover of a brochure for the Hotel Normandie in Paris.