

# MAIL ORDER MOJO

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The Postal History of the de Laurence Company





# HYPNOTISM

DE LAURENCE



MESMERISM  
SUGGESTIVE THERAPEUTICS  
AND  
MAGNETIC HEALING.

HOW TO HYPNOTIZE.

## Hypnotism

A COMPLETE SYSTEM OF METHOD,  
APPLICATION AND USE

INCLUDING ALL THAT IS KNOWN IN THE ART AND  
PRACTICE OF MESMERISM AND MENTAL HEALING,  
PREPARED FOR THE SELF-INSTRUCTION OF  
BEGINNERS AS WELL AS FOR THE  
USE OF ADVANCED STUDENTS  
AND PRACTITIONERS.

BY

L. W. DE LAURENCE

PROFESSIONAL HYPNOTIST AND MAGNETIC HEALER

Illustrated



Chicago & New York  
THE HENNEBERRY COMPANY

Publishers













Artist's Conception of de Laurence Wearing a Turban and a Tunic





# REGISTERED LETTER

THIS LETTER MUST BE GIVEN TO AN OFFICER OF THE POST OFFICE  
TO BE REGISTERED AND A RECEIPT OBTAINED FOR IT.



18 MAR 09

*C. C. De Lawrence, Esq. & Co.,*



*Masonic Temple  
Chicago*

97078

*U. S. A*





Prof. L. W. McLaurence



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Monsieur le Directeur

THE DE LAUREUSE COMPAGNIE 434 SOUTH

WADASH AVENU CHICAGO ILL U.S.A.

C.C.

Ivory Coast, Oct 1930

An early cover from this West African country, and one of the few known bearing this short-lived de Laurence address.



Sierra Leone, Apr 1971

Sierra Leone  
21, Kassy Road  
Freetown  
Sierra Leone

Dear Sir,

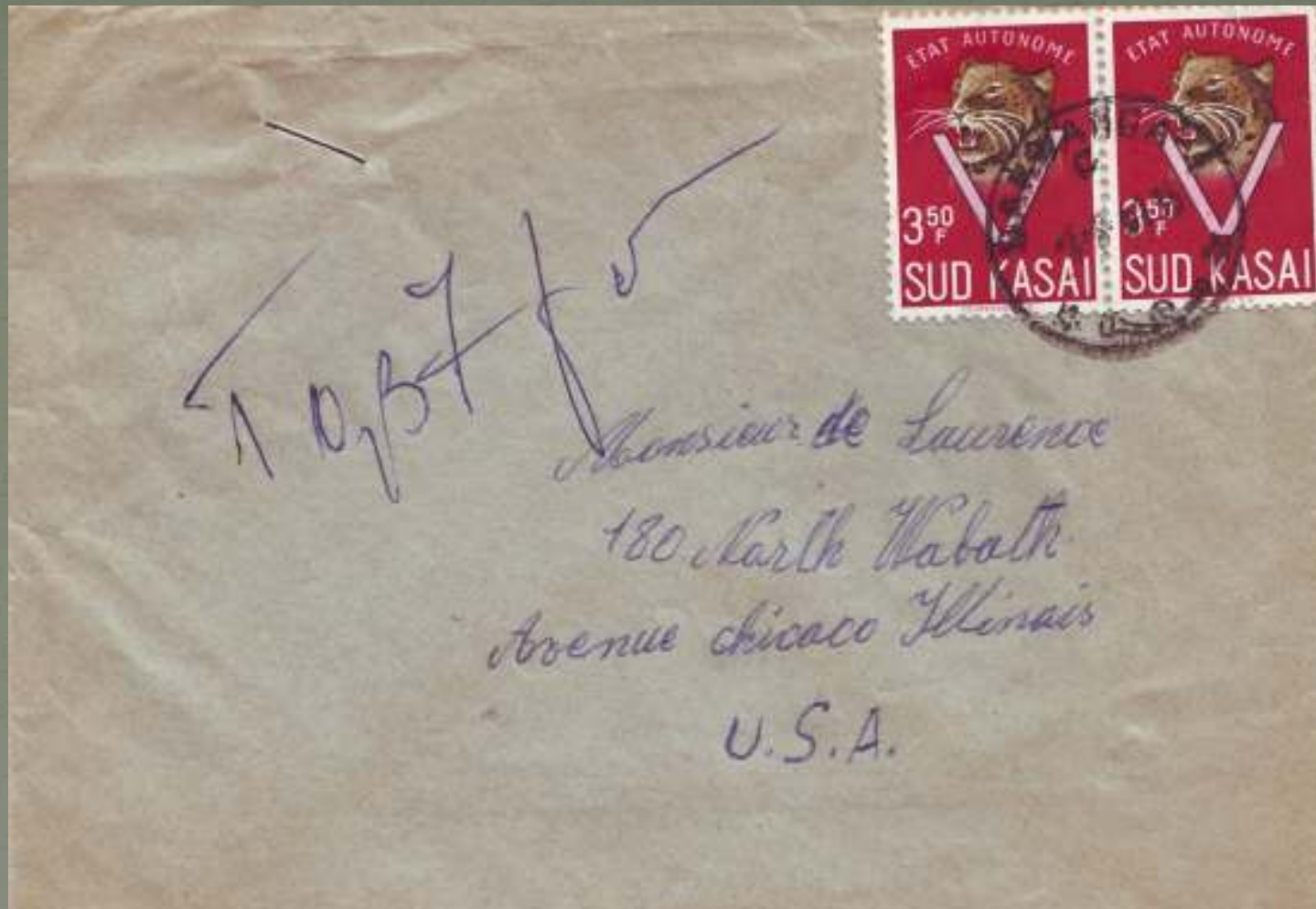
I am asking you <sup>APR 12 1971</sup> if you  
don't receive any Registered letter.  
I send a letter to you with it now  
I can't see the any Reply from  
you, so I want to know whether you  
have sent the order to me or  
you don't see the letter, ~~the~~  
let me explain the thing that I order  
you, I send £3.55 for the  
complete letter writing book.  
② I don't see any Reply  
from you, when are all the  
word that I want to ask.  
Thanks to you Sir,  
your Best friend  
Sierra Leone  
21, Kassy Road  
Freetown.





Algeria, Aug 1956

Blue cachet of the 2nd Company, 2nd Battalion, 11th Regiment of Colonial Infantry (RIC). Free franked in the field with French postage added later to facilitate transmission through international mails.



### South Kasai, Aug 1961

The Autonomous State of South Kasai seceded from the Democratic Republic of the Congo in August 1960. Reconquered and partitioned by DRC troops on December 30, 1961.





### Republic of Biafra, Dec 1969

A secessionist state in southeastern Nigeria whose declaration of independence in 1967 prompted the Nigeria-Biafra War. Correct airmail rate of 2 shillings and 6 pence is paid with the first issue, cancelled by a previously unrecorded datestamp of Ogidi.



Katanga State, Apr 1961

A short-lived secessionist state in Congo, 1960-1963.





### French West Indies, Aug 1990

Most recent style of preaddressed return envelope on the philatelic market; also exists on white paper in black or blue ink. De Laurence stopped selling their covers in the mid-1990s.



Venezuela, Jul 1938

*Early example of direct airmail from Venezuela to U.S.*

Pan Am began one-day service from Miami to Maracaibo the previous month, using its famous four-engine Sikorsky clipper planes.





Egypt, Apr 1945

Scarce Origin

Censor Marks EG4 (“triangle-like” accountancy marking) and EG5 (21mm double circle, indicating letter not opened).



Great Britain, Nov 1965

Early use of HM Customs and Currency Examination resealing tape (Drummond OSC16.) ECU of this tape is July 1965.





Jamaica, Feb 1966

Purple three-line marking applied at Chicago foreign mail exchange office. Per regulation, cover was held at the post office of destination and opened in front of both the addressee and a customs officer. No objectionable matter was found and the letter was delivered.





Togo, Aug 1957

Registered letter showing traces of possible rifling on arrival at Paris foreign airmail facility. Officially sealed with manuscript endorsement in French and countersigned.





### Belgian Congo, Aug 1953

Cover rated postage due 24 francs at origin (8 U.S. cents). Chicago postage due meter strip shows a charge of \$1.88. This was likely the topmost cover on a stack of shortpaid mail.

IF NOT DELIVERED IN 10 DAYS RETURN TO

Name

*Lyndee*

WRITE PLAINLY

Street and Number

*Box 91*

City

*Holualoa*

State

*Kona I.*

To prevent your letter From getting lost, YOU POSITIVELY MUST write your name and address plainly above.

VIA AIR MAIL

The de Laurence Company

179 North Michigan Avenue

Chicago, Ill., U.S.A.

REGISTERED

111

VIA AIR MAIL



United States (Hawaii Territory), Oct 1936

FAM-14 eastbound Transpacific (Oriental) Route, first month of restored passenger service.



IF NOT DELIVERED IN 10 DAYS RETURN TO

Name

*Mrs. J. H. Allister*

WRITE PLAINLY

*P.O. Box 267*

Street and Number

*Superior* State *Arizona*

To prevent your letter from getting lost, YOU POSITIVELY MUST write your name and address plainly above.



**The de Laurence Company**

**179 North Michigan Avenue**

**Chicago, Ill., U.S.A.**

United States (Arizona), circa 1934





**Fernando Poo, Feb 1952**

*Scarce Origin; LKU of marking*

The New York Post Office correctly routed this cryptically addressed cover to Chicago, where further directory service was given in Chicago (three-line uppercase marking at middle bottom). Previous LKU of this marking was August 1951 per Piskiewicz.





Cameroun, Feb 1950

U.S. business reply envelope used overseas. De Laurence generally did not release their U. S. covers into the philatelic market, so few examples of this style survive.





### French Equatorial Africa, May 1954

“Foreign addresses are very difficult for me” writes De Laurence, so “make sure they are correct and complete.” This envelope style doubled as an order blank, so intact copies are scarce.



PLEASE USE THIS COMBINATION ORDER BLANK-ENVELOPE  
TO SEND YOUR ORDER TO DeLAURENCE

DeLaurence, \_\_\_\_\_ Date \_\_\_\_\_

Please ship me as soon as possible the following:

Stock Number	Article	Price
--------------	---------	-------

_____	_____	_____
_____	_____	_____
_____	_____	_____

I enclose total amount of \_\_\_\_\_

My name is \_\_\_\_\_

Address \_\_\_\_\_

Fold along this line and seal.

Dear Friend,

Before sealing this ORDER BLANK-ENVELOPE please read your name and address again to make sure they are correct and complete. Please be certain they are written plainly so I can read them. Foreign addresses are very difficult for me, so please help me get yours correctly.

Enclose your remittance in this envelope, fold the flap over this way, and seal along bottom.

Take this letter to your post office and send it to me today by registered air mail. Thank you. I will do everything possible to ship you the things you want promptly and correctly.

The  
Lakeside Bible House,  
179 North Michigan Avenue,  
Chicago 1, Illinois.  
U.S.A.

COLLECT  
POSTAGE

14 CENTS



VIA AIR MAIL

Prayer Study Group  
Post Office Box 7182  
Chicago Ill  
U.S.A.

The Devonshire Bible &

179 North Michigan  
Chicago, Ill



MAKOKU  
R 2039

BEAUBIEN COURT GIFTS

180 NORTH WABASH AV. CHICAGO  
ILLINOIS 60.601

U.S.A.