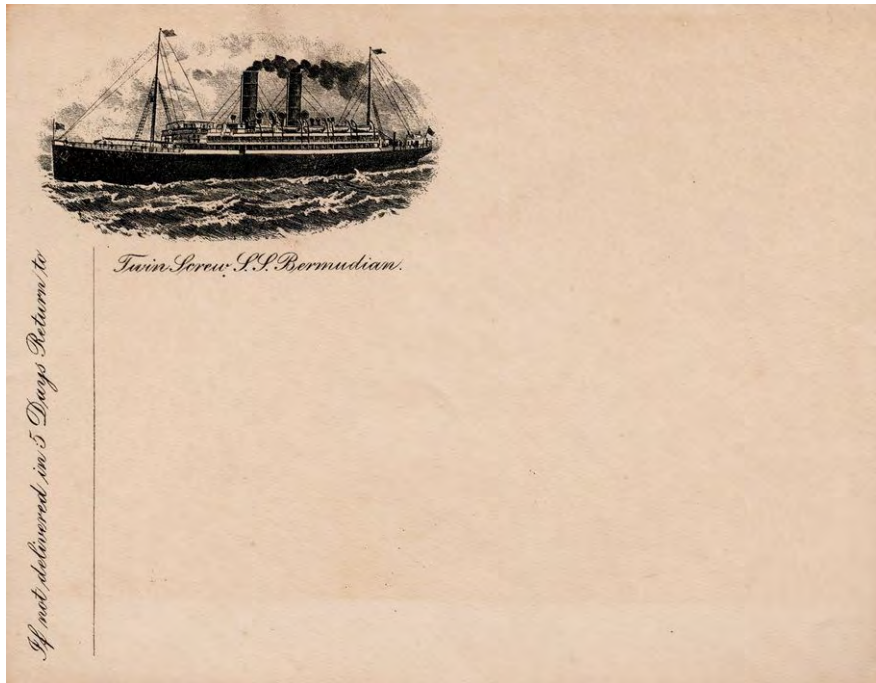


# Early Bermuda Hotel Stationery and Postcards

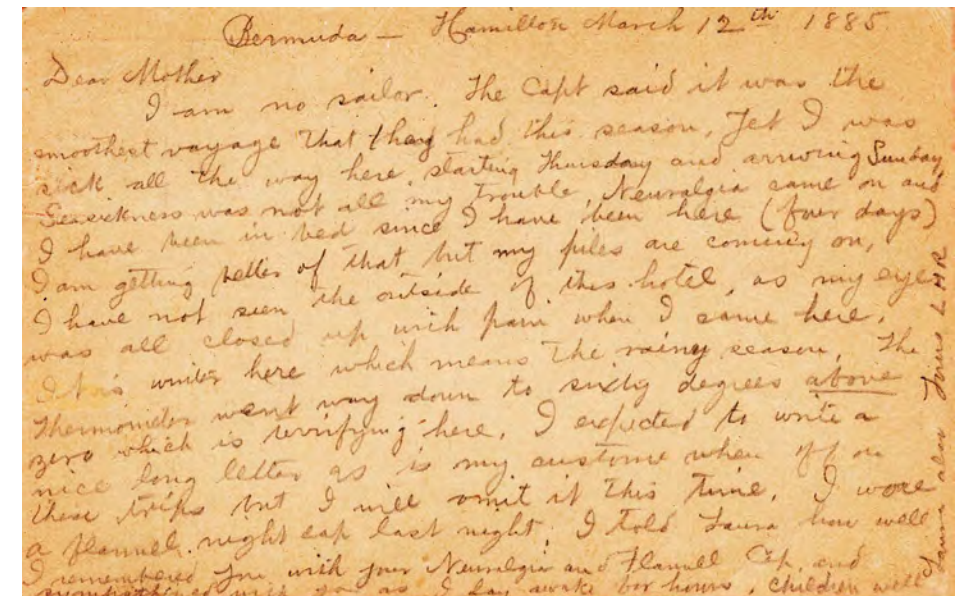
Horst Augustinovic

The American Civil War caused Bermuda's first tourist boom. When hostilities began in 1861, travel between Northern and Southern States became more and more difficult and Cuba became a favourite destination for wealthy families from the North. However, many preferred the use of the English language and the protection of the British flag and chose Bermuda and the Bahamas for their winter vacations.

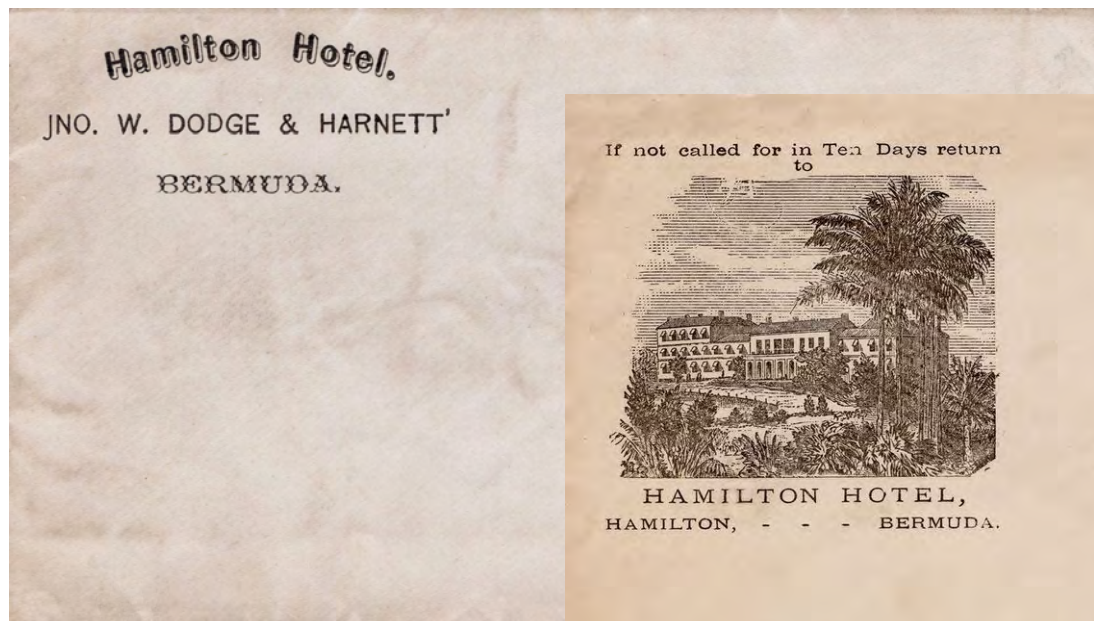
Around the same time Bermuda's seafaring traders were unable to keep up with the change from Sail to Steam and concentrated instead on agriculture for income, its mild winter allowing them to harvest their onions and potatoes before American farmers. Fortunately Mark Twain came along and changed Bermuda's image as a 'vegetable garden' to one of 'pure recreation'. 1883 also brought Queen Victoria's daughter Louise to Bermuda, further enhancing the island's image as a tourist resort.



Having to sail through the Gulf Stream was the biggest problem in getting to the island. Mark Twain remarked 'Bermuda is paradise but you have to go through Hell to get there'. Although stationery was available, tourists wrote postal cards about their trip. 'The Captain said it was the smoothest voyage that they had this season, yet I was sick all the way' in this example from 1885.







## The Hamilton Hotel

A number of small hotels had operated in Hamilton since the War of 1812, however, they were not much more than taverns. By the 1840s, Hamilton having become the capital of Bermuda, there was a real need for a proper hotel. Henry James Tucker, upon becoming mayor of Hamilton in 1851, urged the building of a new hotel, however, the merchant community did not support the project 'because it is not likely to pay'. Mayor Tucker pushed ahead with his plans and in August 1852, Governor Charles Elliott set the cornerstone near the junction of Church and Queen Streets. In 1861 the Hamilton Hotel finally opened – a two-storey building with 26 rooms.



The earliest Hamilton Hotel stationery





An early  
Hamilton  
Hotel  
Brochure,  
Notelet  
and  
Postcard.



Dedicated to the winter season only, the Hamilton Hotel at first lived an uncertain existence until, in 1866 John W. Dodge and Jeremiah Harnett leased the hotel from the Corporation of Hamilton. Two years later they bought the hotel, with Dodge operating it until his death in 1877.

By the 1870s the 'Hamilton' was considered a well-managed hotel that pampered to invalids. A west wing was added for a total of 100 rooms by 1875 and under the management of Walter Aiken, an east wing was added in 1884, followed by a north-west annex in 1886. A steam elevator was installed in 1890 and another floor added to the north-west annex in 1891. The Hamilton Hotel now had a total of 600 beds.

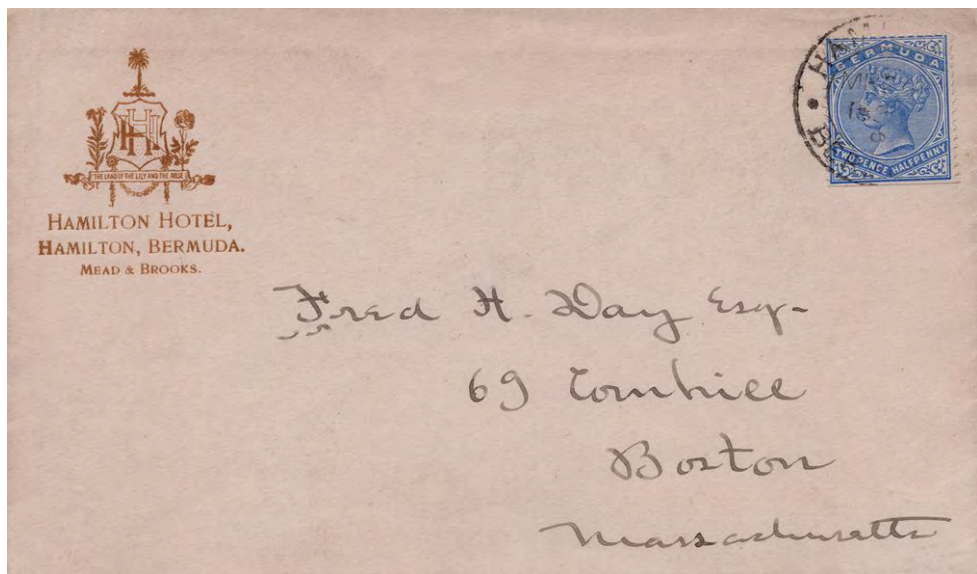
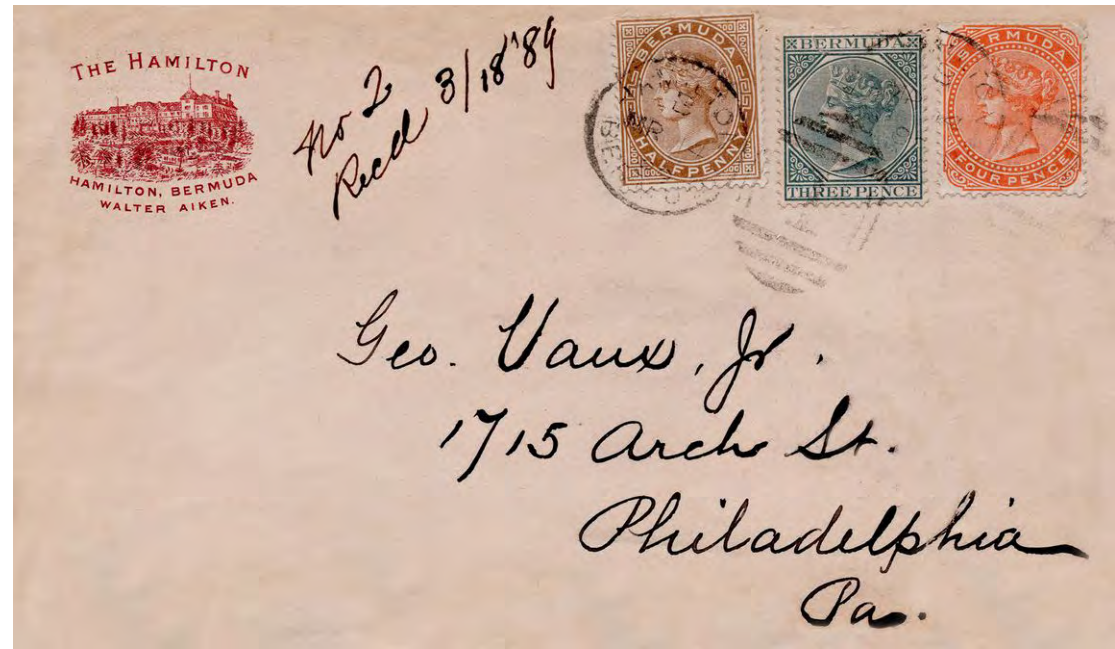
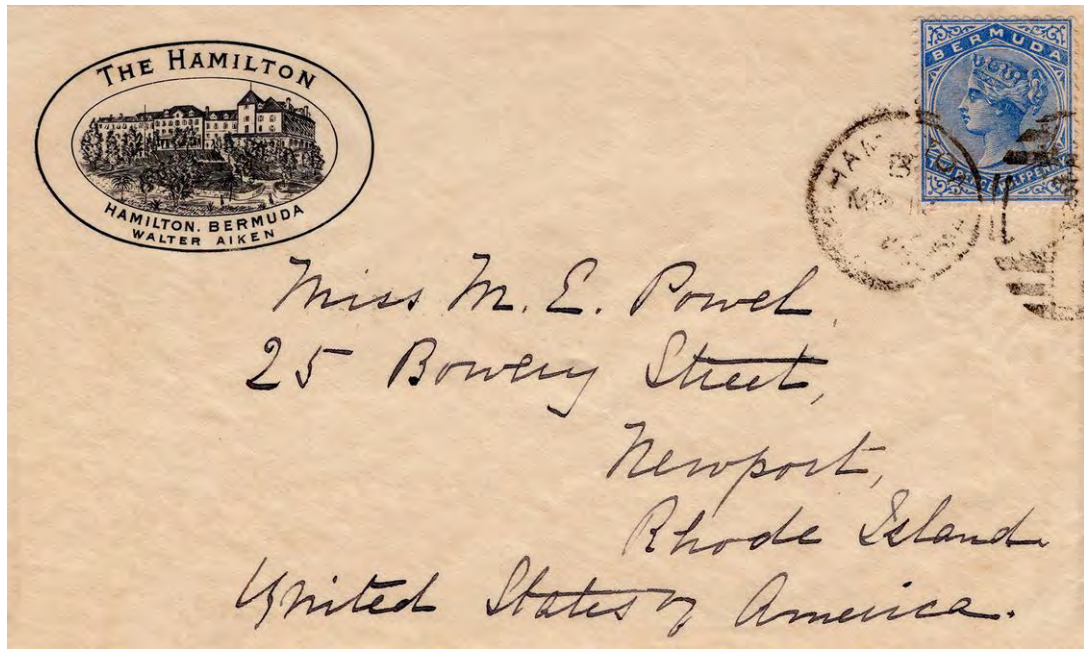




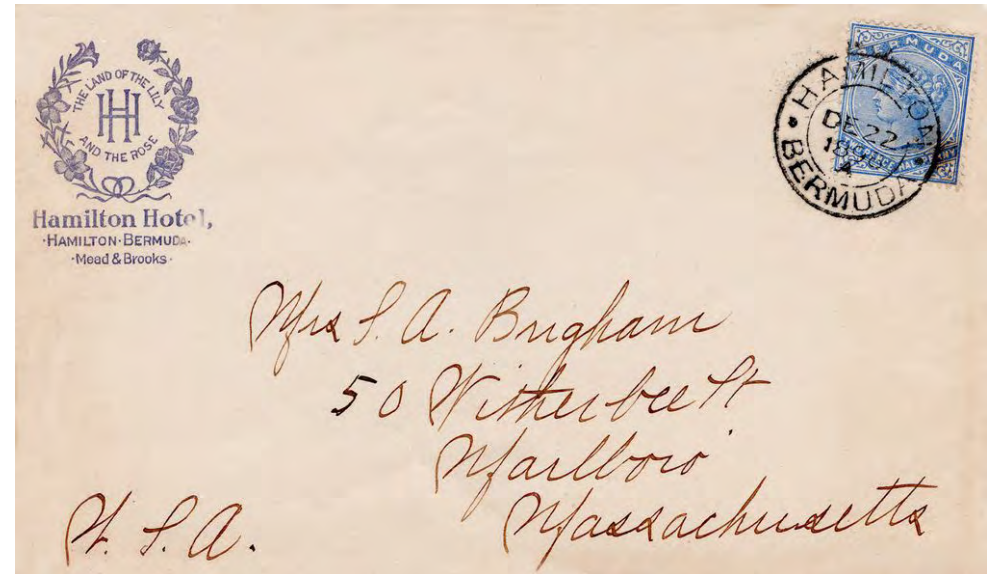


Examples of Hamilton Hotel stationery from 1882, using a rubber stamp for the new logo, and an illustrated cover from 1892 with a much deteriorated version just a few years later.





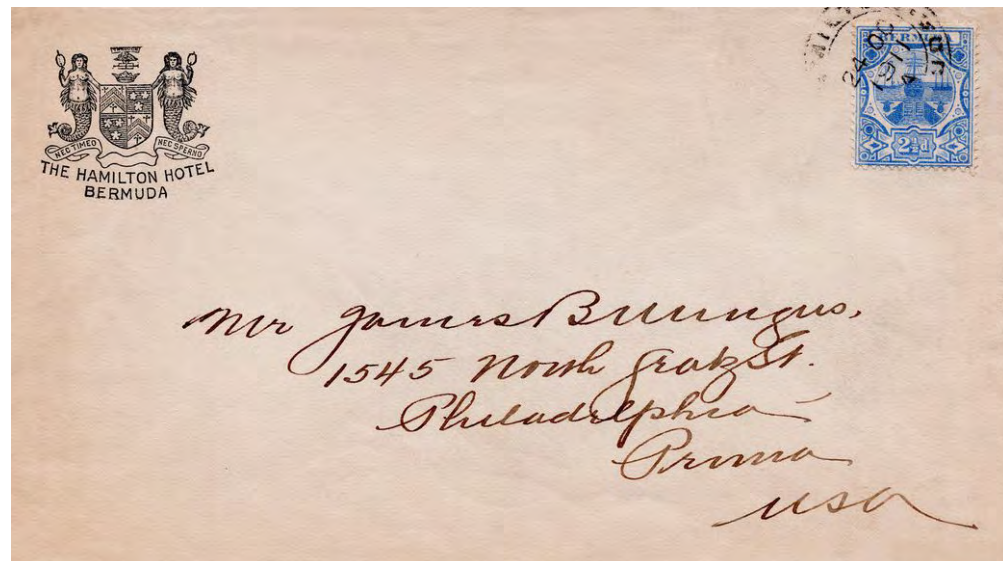
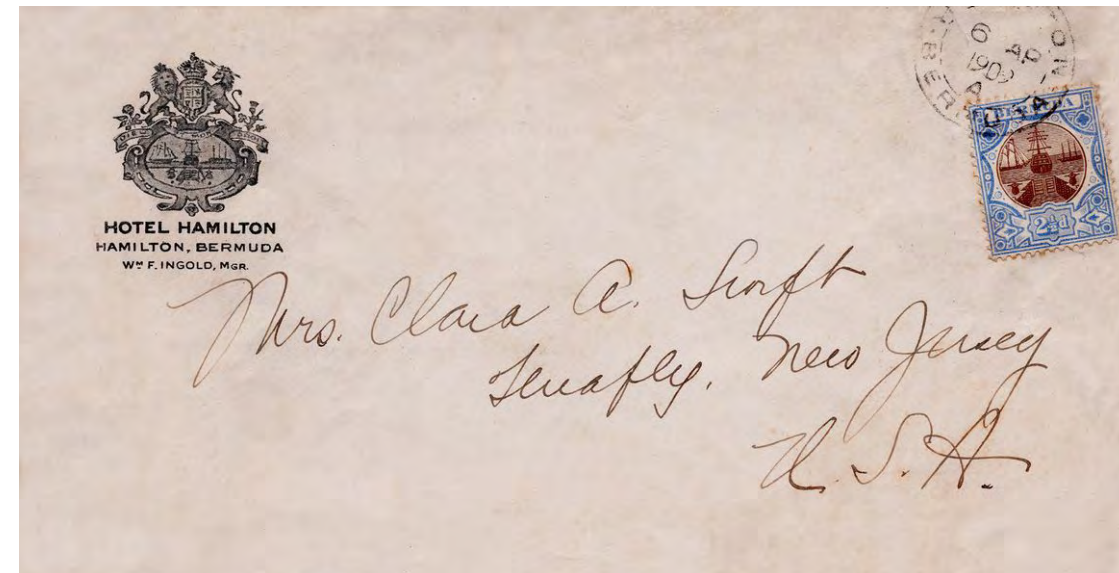
Hamilton Hotel  
stationery from  
the late 1880s  
and the 1890s.







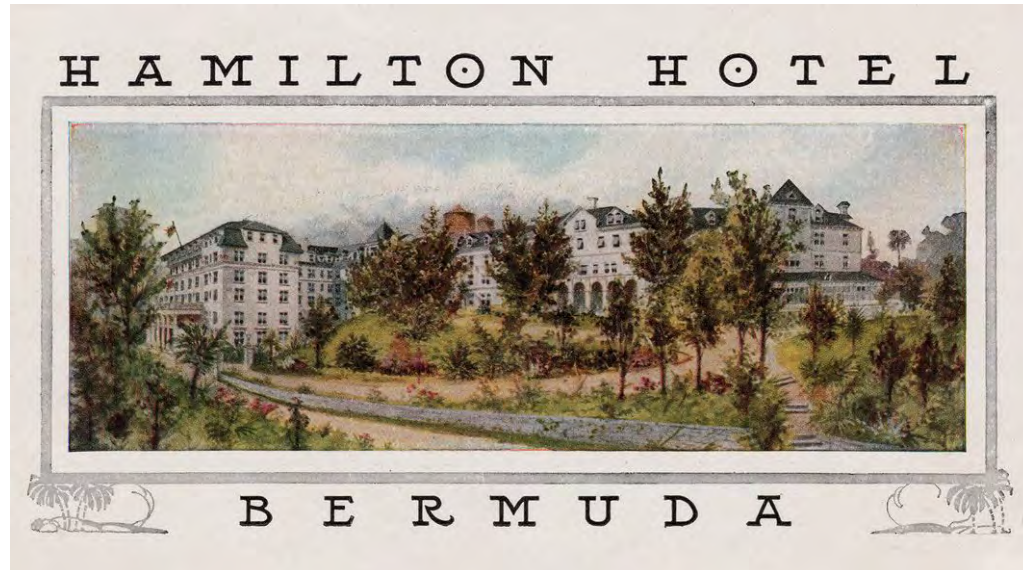
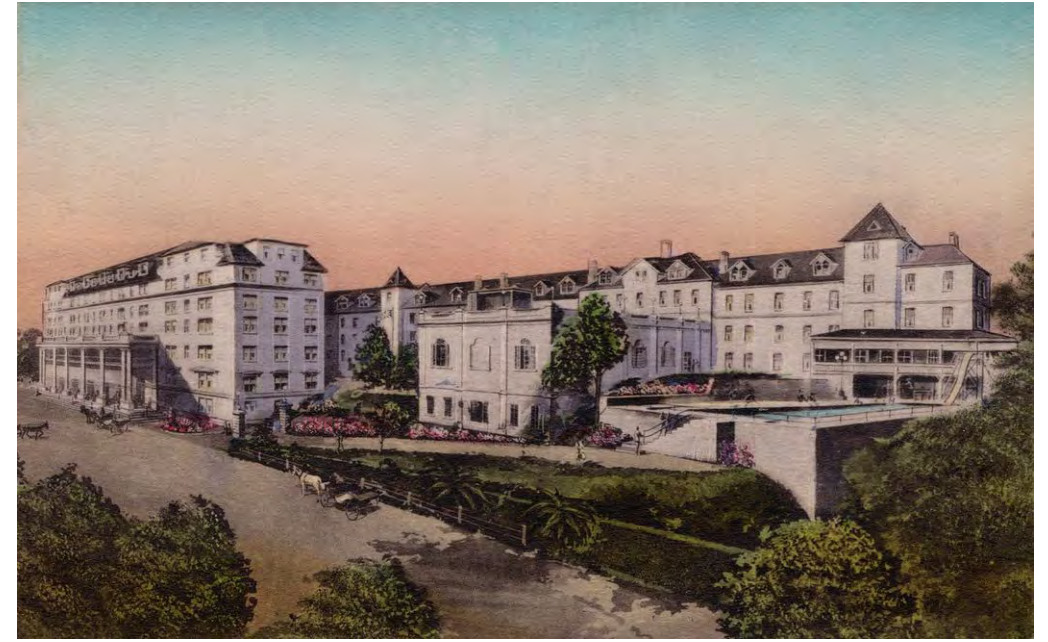
The changing logos of the late 1890s and early 20th century. Interestingly the mermaids had to 'cover up' after 1910.







Two postcards,  
a hotel  
brochure and  
new stationery  
showing the full  
extent of the  
Hamilton Hotel  
in the 1920s,  
covering what is  
now City Hall  
and the City Hall  
car park.



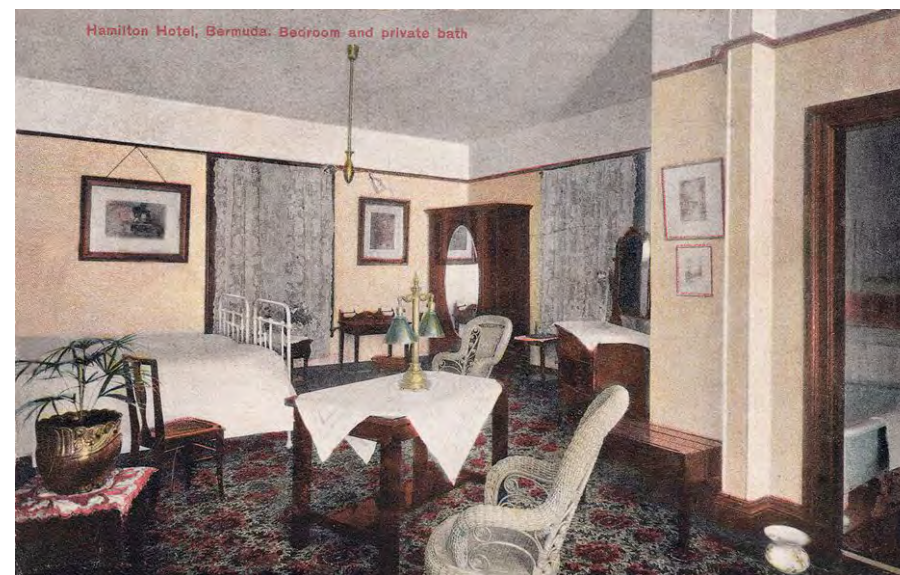




The Lobby  
and  
Reception



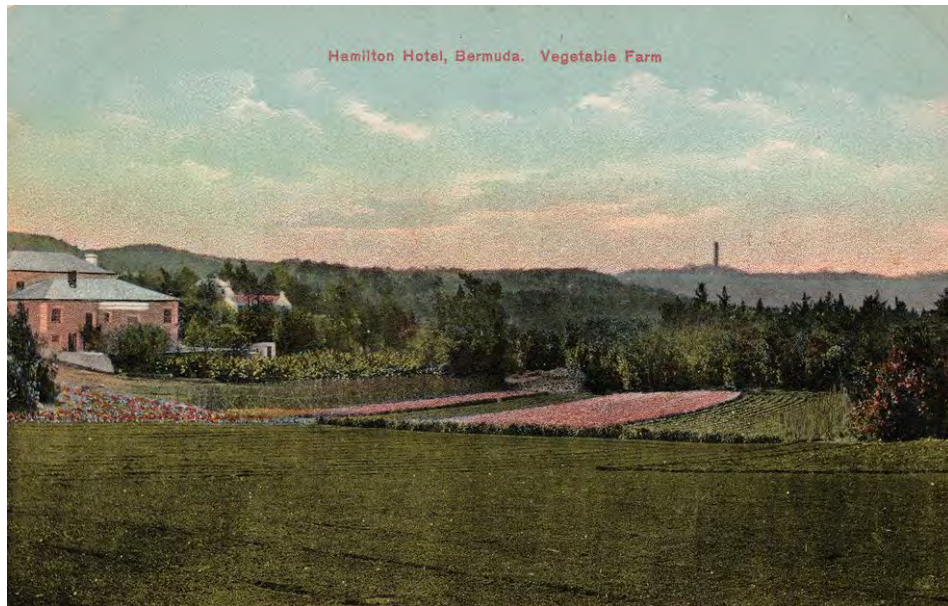
Dining Room  
for 600  
and  
Bedroom  
with private  
bath







The Swimming Pool  
and  
Tennis Court



Vegetable Farm  
and  
Dairy Farm





400 rooms now offered accommodation for 600 guests, with 'pleasing views of harbour or hills', hot and cold running water, telephones and steam heat, and 325 of them with private baths. The hotel's livery supplied carriages and saddle horses, provided golf, tennis and other outdoor sports facilities and took over White's Island in Hamilton Harbour for guests interested in water sports. Fancy cuisine became an important feature of the Hamilton Hotel and, before the days of weekly refrigerated cargo arriving from the U.S., the hotel operated its own farm, providing dairy products, meats, vegetables and fruits.

The 'Hamilton' soon became the centre of Bermuda's social life with the Ballroom known for featured events such as the 'Black and White Ball'. And in the newly-added grill and roof garden guests danced to the music of the hotel's orchestra and well-known entertainers from New York provided special entertainment during the winter season.

On December 22nd 1955 tragedy struck when the Hamilton Hotel burned to the ground. It was a sad end to a city landmark, which had by then been eclipsed by newer hotels like the Princess, Elbow Beach and Castle Harbour. Again owned by the Corporation of Hamilton, Government had actually taken it over some years earlier and moved several government departments into the building. It is now the site of City Hall and the City Hall car park.



The final stationery of the Hamilton Hotel.



# BERMUDA ISLAND

700 MILES SOUTHEAST OF NEW YORK.

CABLE AND STEAMER CONNECTION  
WITH

NEW YORK.

WINTER 89-90.  
SHOWING HIGHEST & LOWEST TEMPERATURES.

	NOV.	DEC.	JAN.	FEB.	MCH.	APR.
BERMUDA, ISL.	77-62	73-58	71-50	72-49	72-50	74-56
LOS ANGELES, CAL.	82-43	68-40	67-34	81-35	81-40	94-42
SAN DIEGO, CAL.	83-46	69-40	66-35	77-38	74-41	85-45
JACKSONVILLE, FLA.	86-30	80-35	80-40	83-44	85-27	88-47
ST. AUGUSTINE, FLA.	84-35	76-43	79-43	81-45	87-28	86-51

WINTER 89-90.  
SHOWING GREATEST MONTHLY & DAILY RANGE OF TEMPERATURE.

	NOV.		DEC.		JAN.		FEB.		MCH.		APR.	
	MONTHLY	DAILY	MONTHLY	DAILY	MONTHLY	DAILY	MONTHLY	DAILY	MONTHLY	DAILY	MONTHLY	DAILY
BERMUDA, ISL.	15	11	15	14	21	14	23	14	22	13	18	14
LOS ANGELES, CAL.	39	33	28	21	33	25	46	32	41	33	52	40
SAN DIEGO, CAL.	37	34	29	19	31	22	39	27	33	30	40	33
JACKSONVILLE, FLA.	56	27	45	30	40	34	39	30	58	35	41	27
ST. AUGUSTINE, FLA.	49	-	33	-	36	-	36	-	59	-	35	-

MOST EQUABLE  
CLIMATE IN THE  
WORLD

SEA BATHING ALL WINTER.  
100 MILES STONE ROAD - NEVER MUDDY.  
GOOD HOTELS - FINE SHOPS - GOOD  
TAILORS - CHEAP LIVERY.  
DELIGHTFUL YACHTING - GOOD FISHING  
- BEST CYCLING.

ARMY AND NAVAL  
STATION.

It is interesting to see how Bermuda advertised itself in the 1890s, catering to a wealthy elite seeking to escape North American winters. Some also came in the hope of finding young aristocrats among the officers of the Army Garrison and Naval Station to whom they might marry their daughters. All on the back of an envelope!

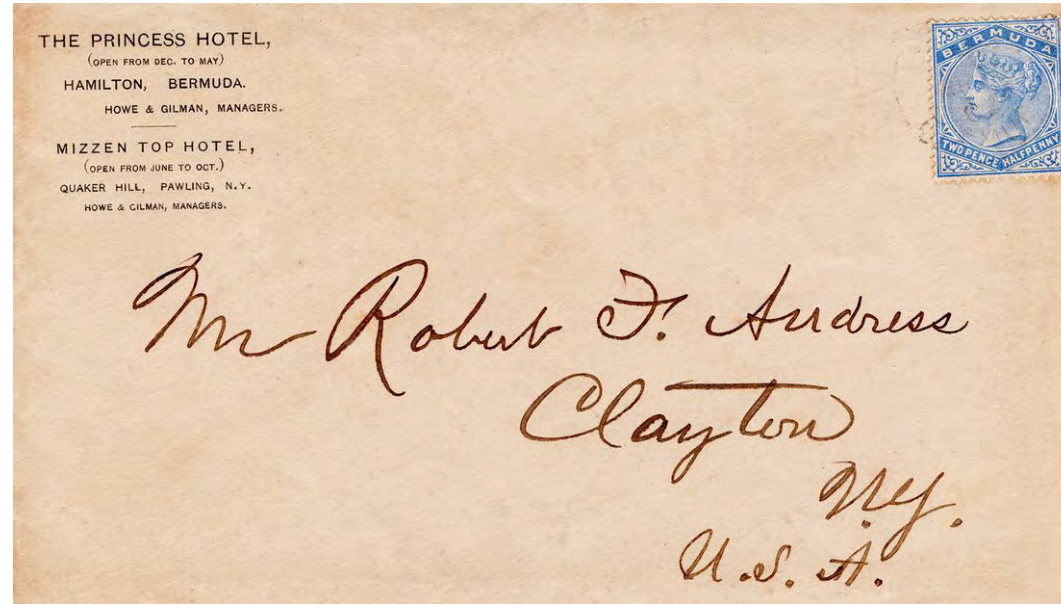


# The Princess Hotel

In the early 1880's Harley Trott, local merchant and head of the Trott & Cox steamship agency, proposed building a 200-room hotel on Pitts Bay. Because of the financial connection with the Quebec Steamship Company of New York, this proposal was rejected due to Bermuda's land holding regulations. Harley Trott then reduced the scale of the planned hotel to 70 rooms.

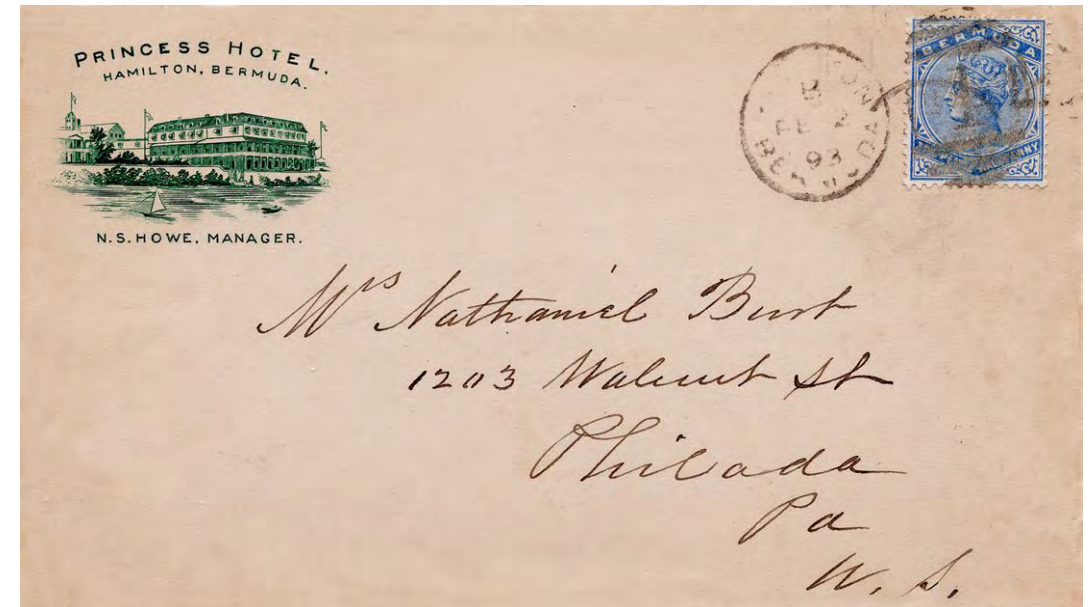
With H.R.H. Princess Louise, Duchess of Argyll and daughter of Queen Victoria, spending the winter of 1883 in Bermuda (her husband Lord Lorne was stationed in Ottawa as Governor-General of Canada), Harley Trott also came up with the name of the proposed new hotel – The Princess.

During 1884 the Princess was being built. When it opened on January 1st, 1885, it was Bermuda's first waterfront hotel, built of wood to absorb the local humidity. It was also the first local hotel to offer hot and cold running water and was lighted with gas throughout.



An early letter from the Princess Hotel when it was only open during the winter season from December to May each year.

The original hotel on an attractive corner card of the hotel stationery of the early 1890s.

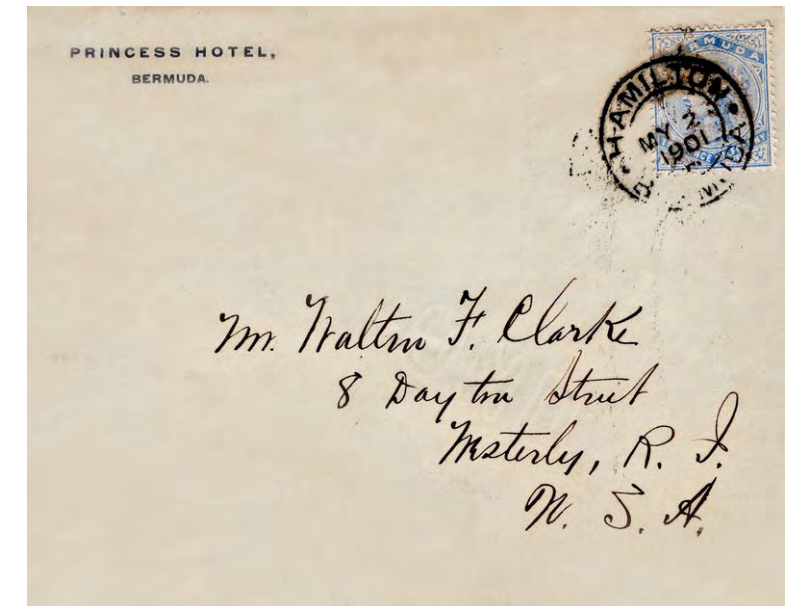




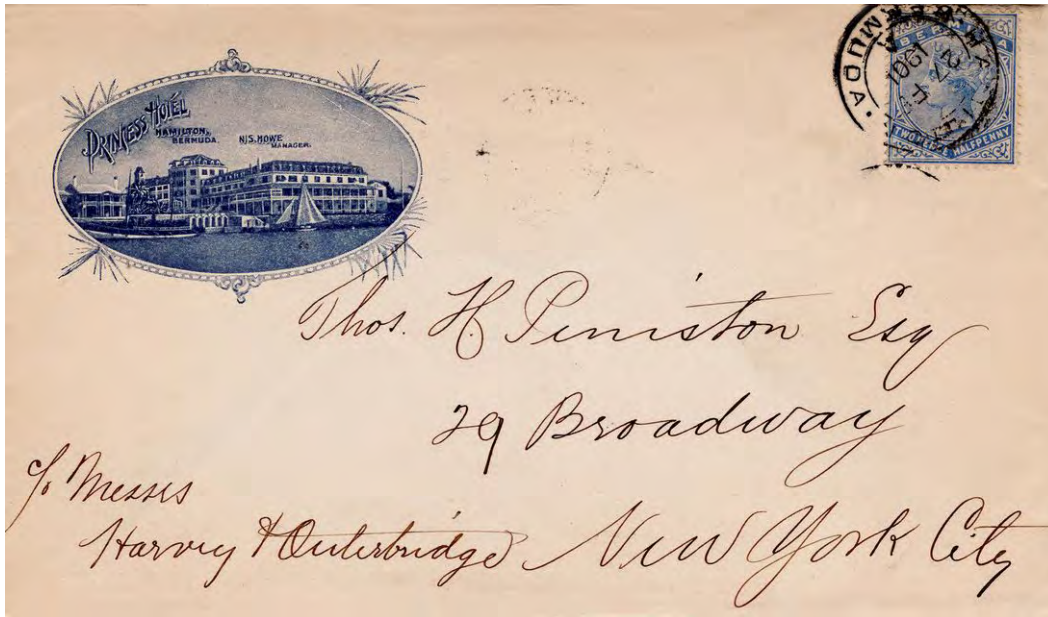


In 1889 and 1895 the Princess was enlarged to double of its original size, adding an enclosed veranda, 400 x 14 feet, with superb views of Hamilton Harbour. Nathan S. Howe had become manager of the hotel and at various times telephones, electricity and elevators were installed for the almost 300 guests that could now be accommodated. In 1897, two years after the enlargements, Harley Trott died, having not quite achieved his dream of a 200-room hotel on Pitts Bay.

At the turn of the century the hotel stationery was very much simplified.

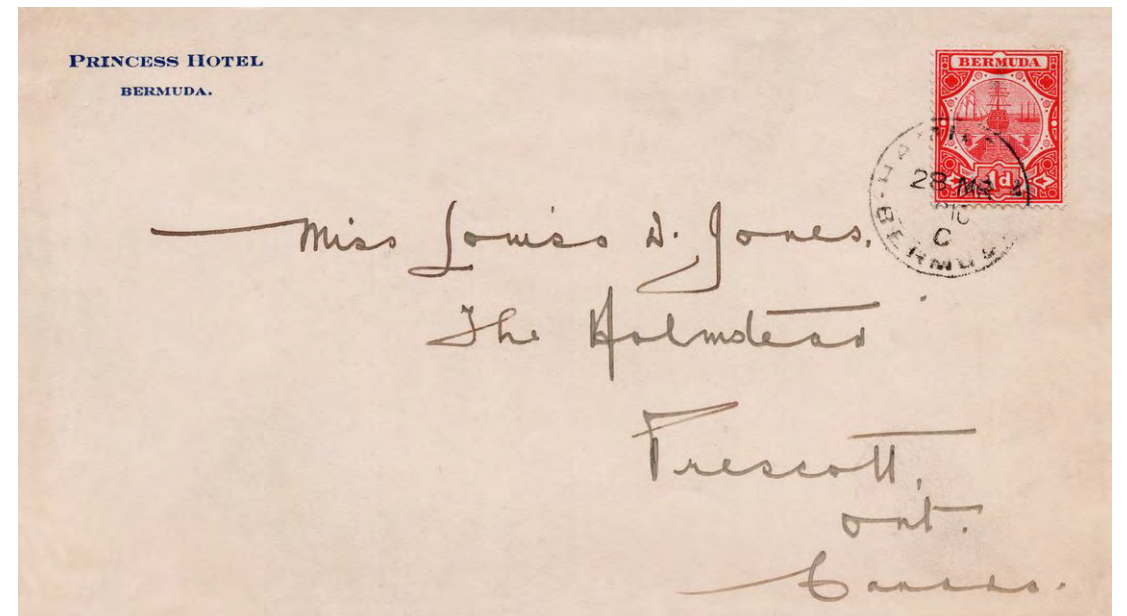






By the beginning of the 20th century and fifteen years after the building of the original Princess Hotel, various additions had increased the capacity of the hotel to accommodate almost 300 guests. In both 1904 and 1905 further additions were completed and in 1907 several internal changes increased the number of bedrooms with private baths even further.

Illustrated stationery soon appeared again, although the print quality was no way near as good as 10 years earlier. Somebody must have decided to keep it simple and just use type again.







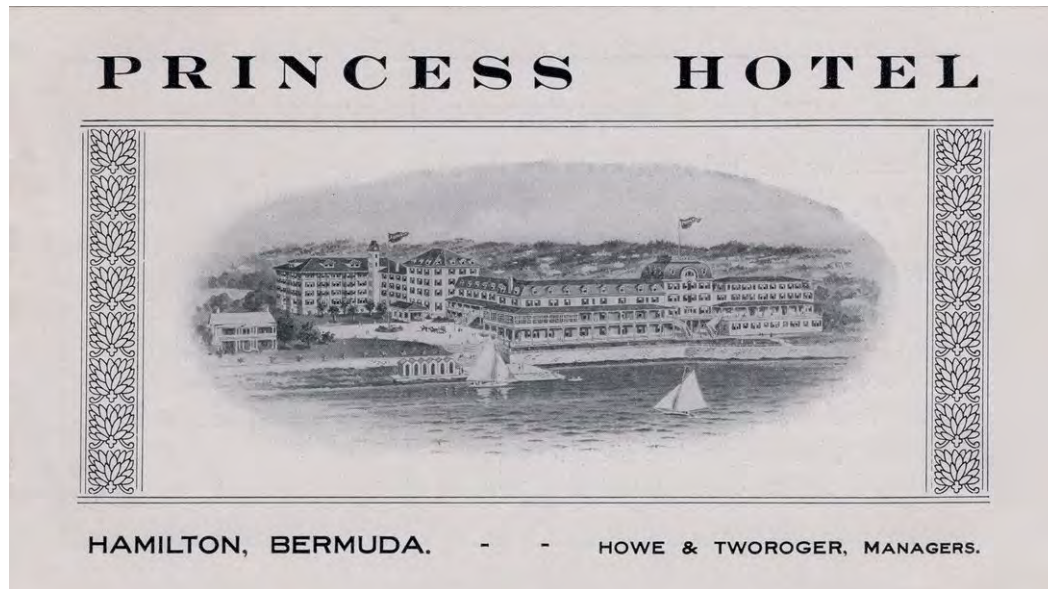
Postcards were introduced at the beginning of the 20<sup>th</sup> century and ranged from simple black-and-white printing from letterpress blocks, to printing in the three primary colors from black-and-white negatives exposed through filters on panchromatic film in 3-color cameras, 30 years before the invention of color film.



Efforts to improve the quality of postcards continued by either tinting real photographs with stencils, or printing in the half-tone collotype process and then hand-tinting as had been perfected by the Albotype company in New York.





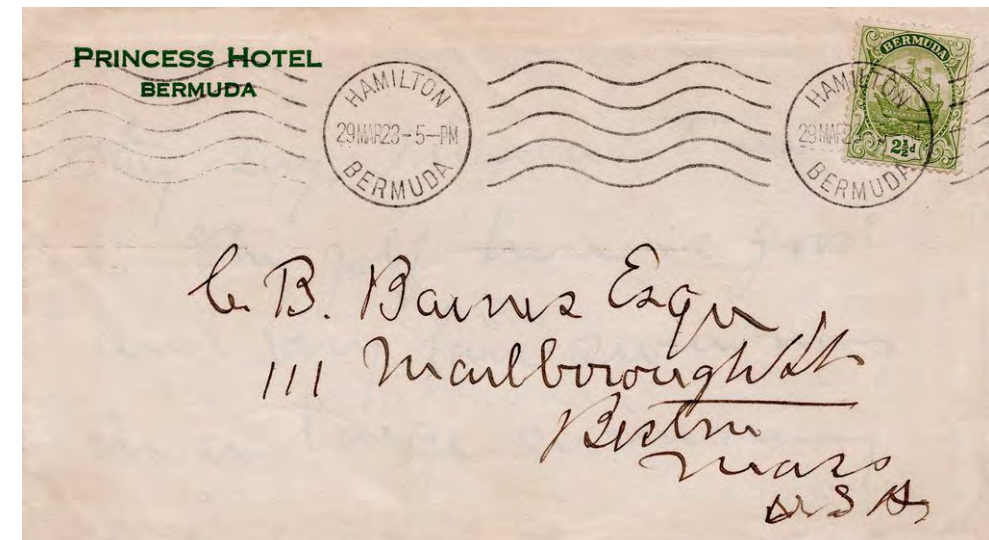


A hotel brochure and matching postcard from the 1920s showing the full extent of the Princess Hotel in an aerial view.



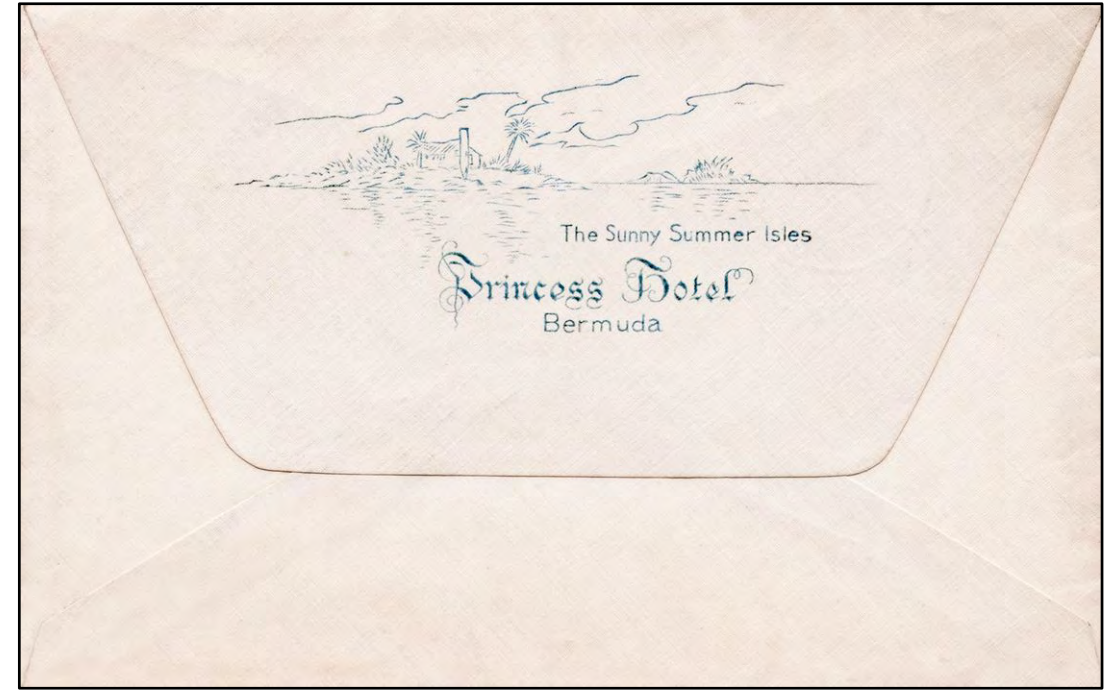
Following the death of manager Nathan Howe in 1907, his brother Frederick managed the hotel together with Leo Tworoger who would stay with the Princess as manager until 1940. In 1909 they added a new wing with 70 rooms at the northwest and the Princess could now accommodate 400 guests.

Not just rooms were added to the hotel, the Princess also built the first hotel swimming pool in Bermuda, provided a golf course for its guests, as well as facilities such as a popular grill room and a handsome ball room. The music provided by the hotel orchestra and the weekly dances became popular features not just for overseas guests, but Bermudians as well.



Hotel stationery was back to 'type only'.





Illustrations of various logos printed on the back flap only.

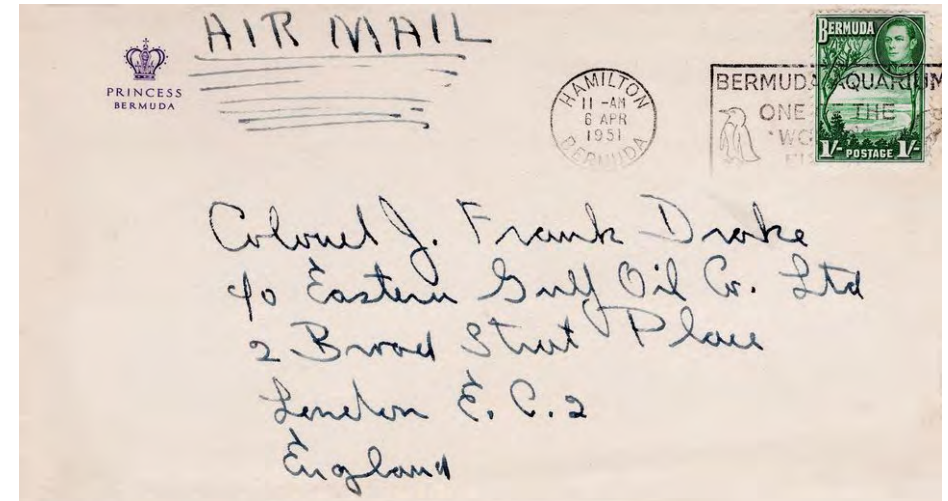
In 1924 a waterside colony club was added. The hotel now advertised itself as 'The Princess Hotel and Cardiff Point Cottages', offering the traveler of discrimination the ideal accommodation. Every requisite for convenience and comfort has been included – electric lights, elevator, room telephones, tiled swimming pool, grill room, spacious public rooms, tennis courts, golf course, saddle and driving livery, yacht fleet, and the Metropolitan Orchestra'.

Following the addition of the Adam Lounge in 1931 and a new western wing in 1932, the Princess promoted itself as the leading hotel in Bermuda – 'At every world-famed resort there is one hotel that leads. Such a hotel not only assures a congenial atmosphere, but carries also the assurance of every expected luxury and comfort, as well as social diversions and sports facilities. There is such a hotel in Bermuda, and for over fifty years it has been the choice of the well-informed'.



During World War II the Princess Hotel was leased by the Imperial Censorship Detachment sent to Bermuda to intercept and censor trans-Atlantic mail between Europe and the United States. Following World War II, the Princess Hotel was sold to Englishman Sir Billy Butlin.

American billionaire Daniel K. Ludwig planned the building of the Southampton Princess Hotel and, to show his goodwill, proposed to purchase the run-down Hamilton Princess and completely renovate it. \$9 million later, the Hamilton Princess reopened in April 1964. Four years later the waterside cottages were removed, and a 226-bed addition opened on the western side of the hotel.

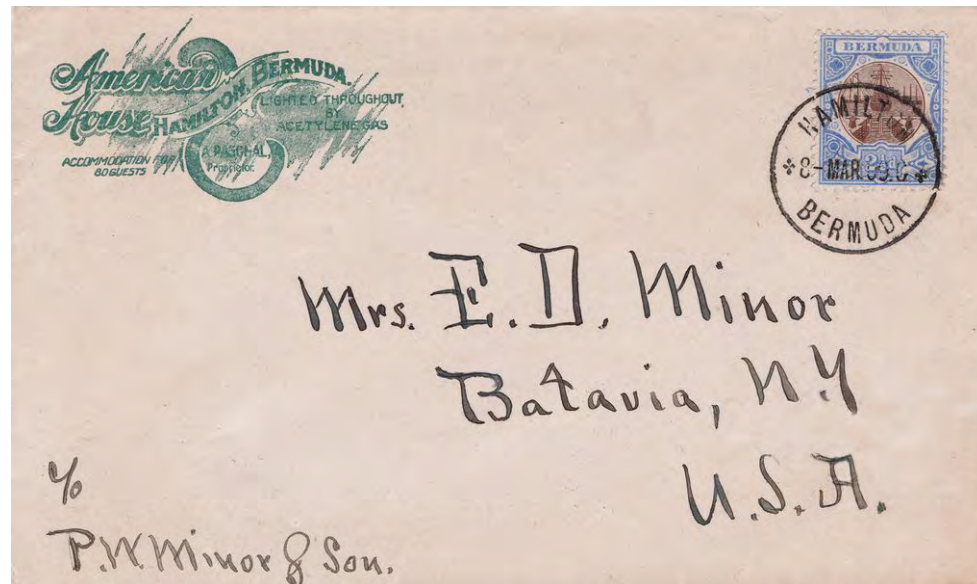
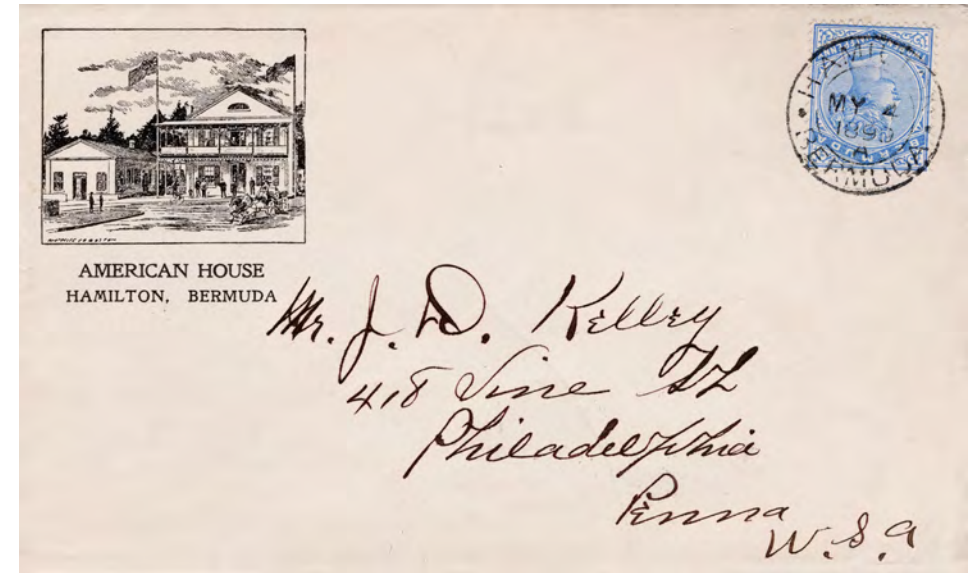


1950s stationery of the Princess Hotel in multi-colour line engraving, the most expensive way to illustrate stationery, but also the most elegant.

Stationery was now printed by line engraving.

In 1980 Daniel Ludwig sold a 50% interest in the hotel to the British Lonrho Group who in turn sold the Princess Hotel as part of a seven-property deal to Canadian Pacific Hotels in 1998. Global Hospitality Investments purchased the Princess in 2007 and continued to operate the hotel as part of the Fairmont chain until September 2012 when the hotel was bought by Peter Green and his Bermudian sons Alexander and Andrew. Together with Fairmont, they created the luxury brand that the Princess is today.



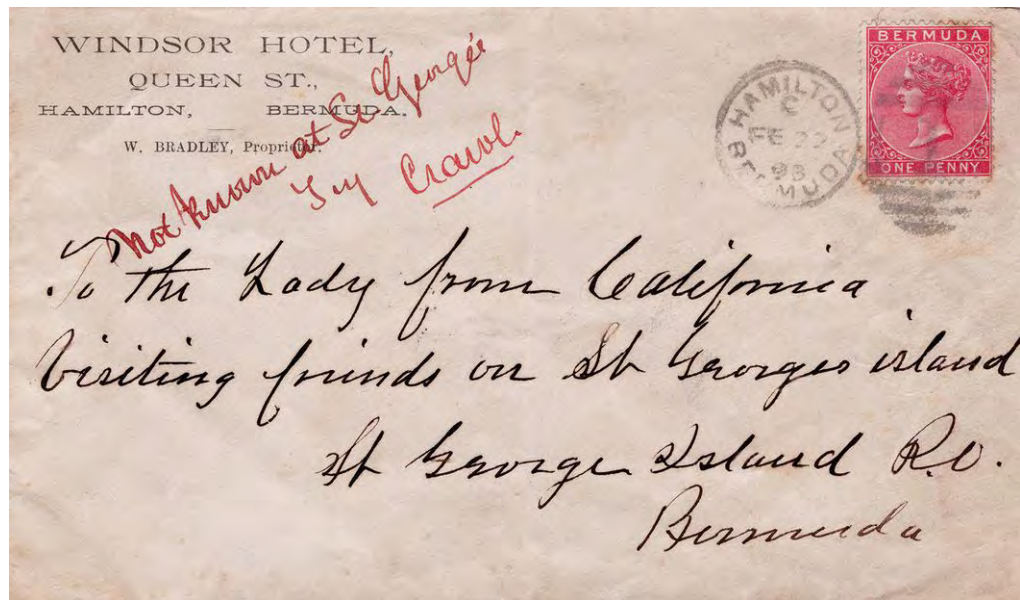


Hamilton  
and the  
surrounding  
area

The American  
House on the  
top of Queen  
Street.

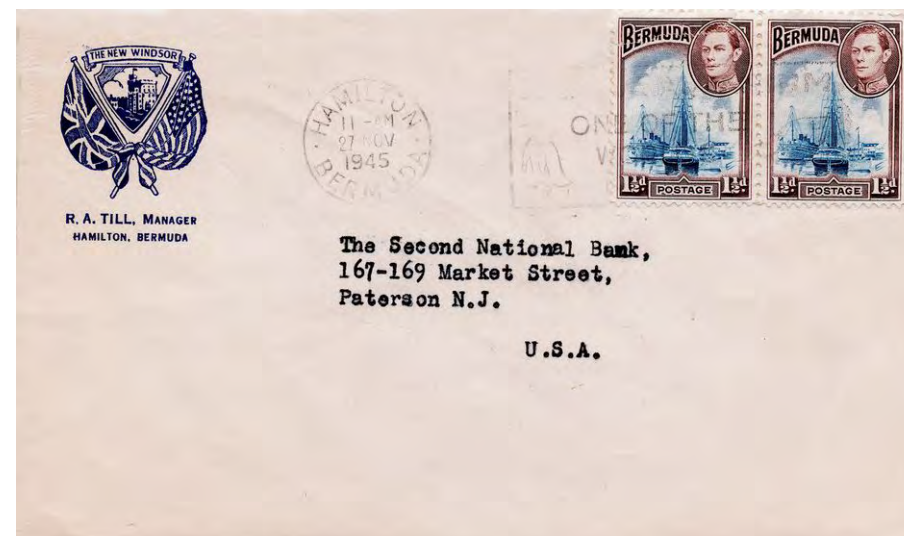
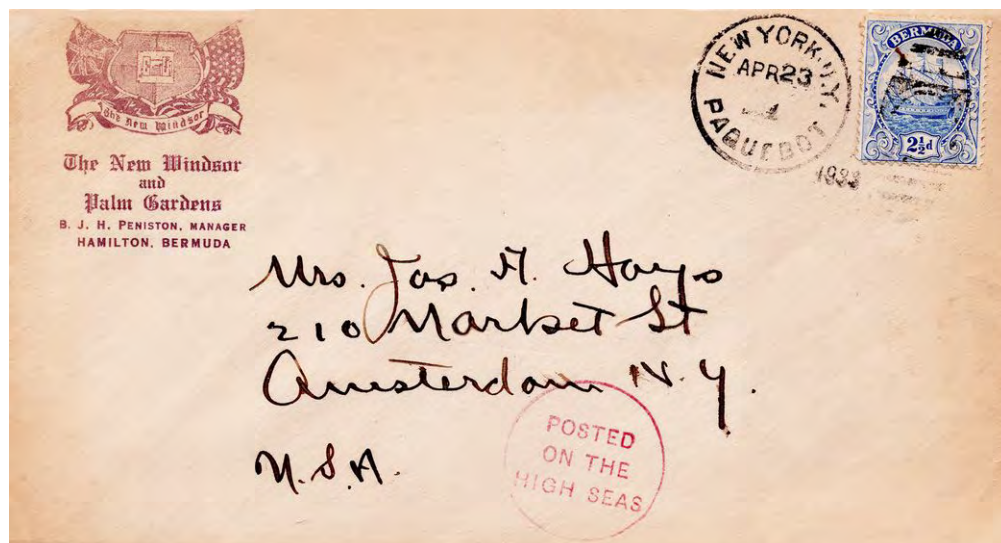






## The New Windsor Hotel on Queen Street.

The letter on the left shows the Bermuda Post Office at its best – trying to locate a tourist in St. George's and Crawl in 1893!







The Kenwood Club on Reid Street was at one point the Royal Prince Hotel and the El Morocco during World War II.



The Hotel Colonial was located on Queen Street, next to the New Windsor. The 1917 cover was censored with the CM 13 censor mark.

A postcard from the Marchmont Hotel on Rosemont Avenue







The Imperial Hotel was located on the southwest corner of Church and Burnaby Streets.

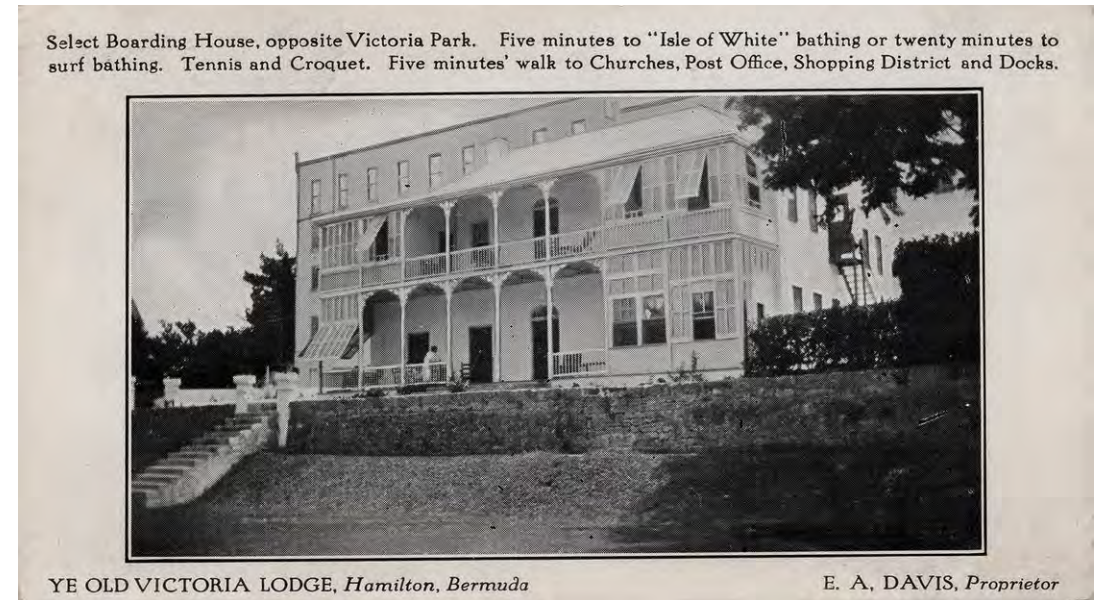
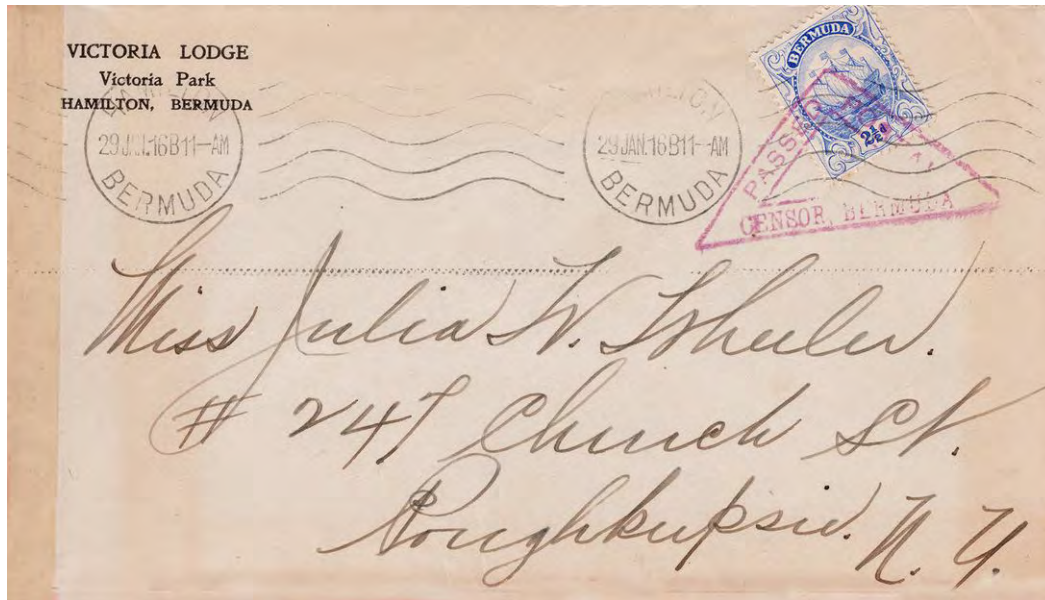


The Everest Hotel, across from the Imperial Hotel on Church Street, now the MarketPlace ...

... and The Argyl on the corner of Burnaby and Victoria Streets.







A letter and postcard from Victoria Lodge, a guest house located opposite Victoria Park.

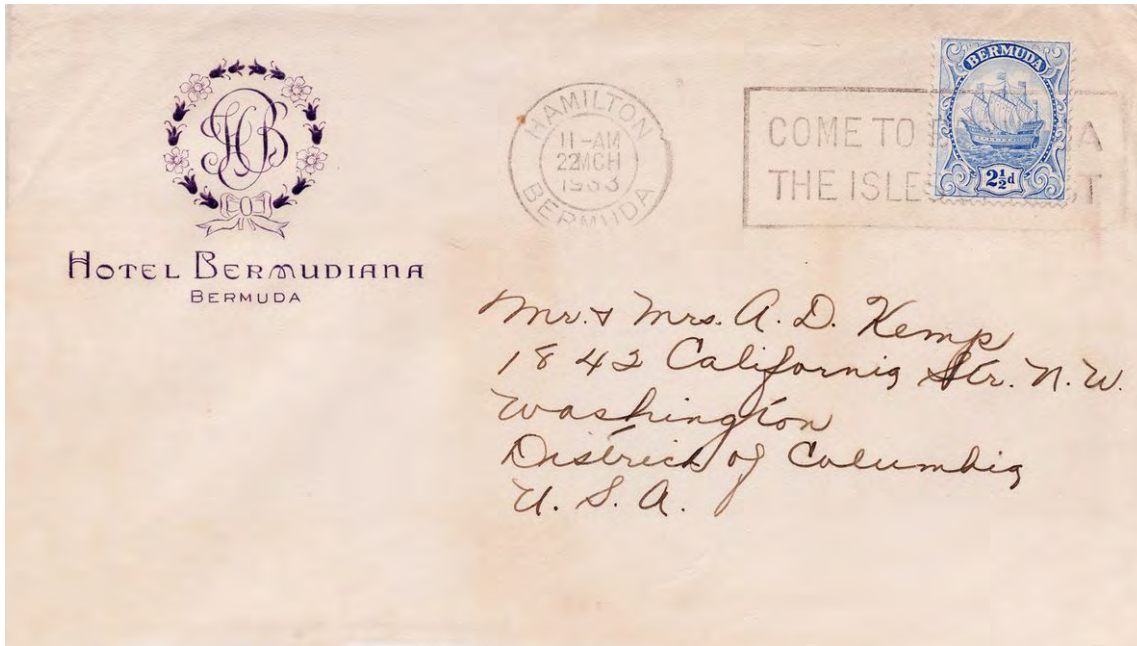


The La Grange guest house on Rosemont Avenue ...

... and the Point Pleasant Hotel on Albuoy's Point.





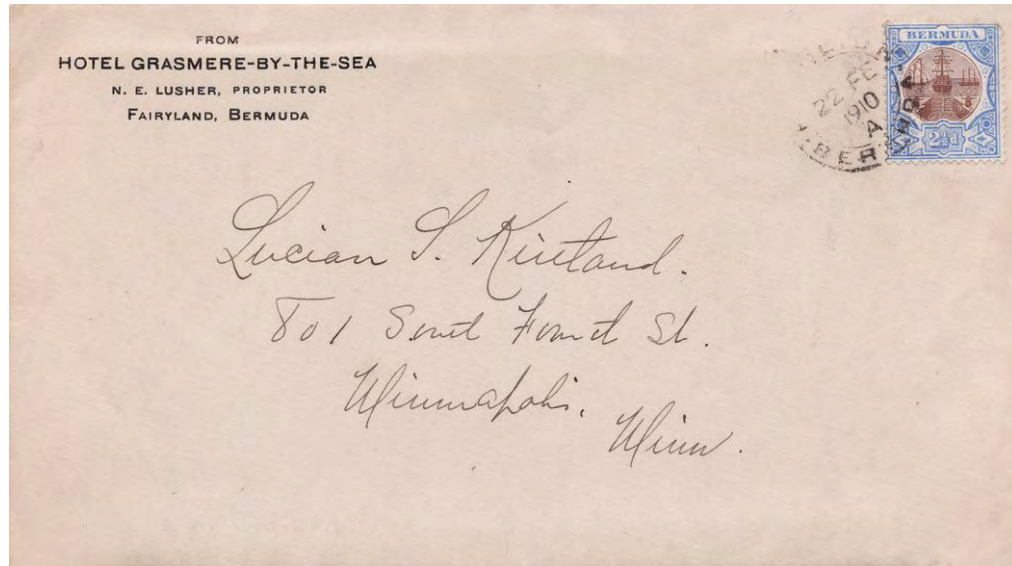


A letter and postcard from the Bermudiana Hotel built in 1924 by the Furness-Withy shipping line – the first hotel built in Bermuda following World War I. During World War II it was home to hundreds of censors and censorettes, reading the mail crossing the Atlantic. In September 1958 the hotel was destroyed in a spectacular fire. Although there were 450 guests in the hotel at the time, nobody was injured.

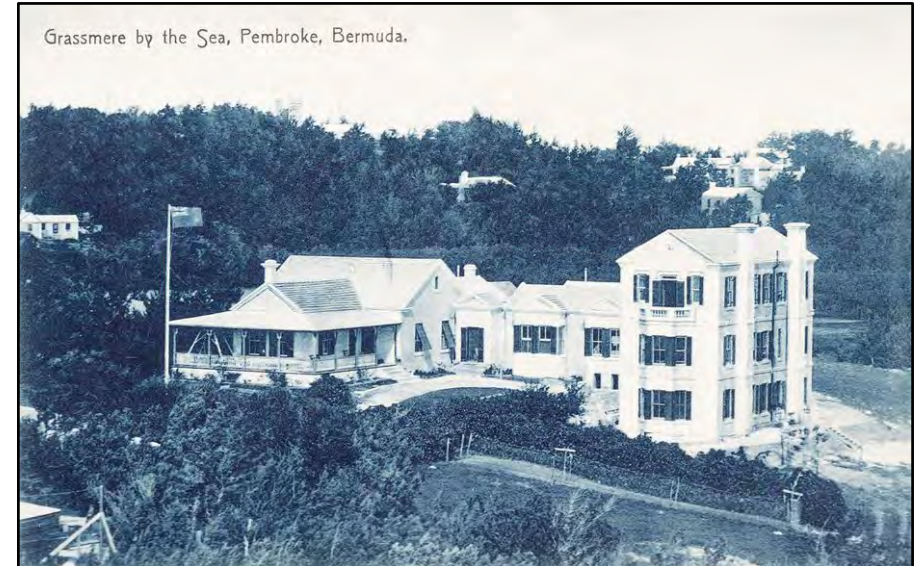
By 1960 a new Bermudiana Hotel was built at a cost of \$3.5 million dollars. It was torn down in 1993 to make room for the Ace and XL insurance buildings. Shown here is a cover from 1962.







The Grasmere-by-the-Sea Hotel in Fairlands. After World War II it became the Sherwood Manor Hotel and is now the Queen's Cove condominium complex.



The Eagle's Nest Hotel on Mount Langton, later the Hamiltonian Hotel.





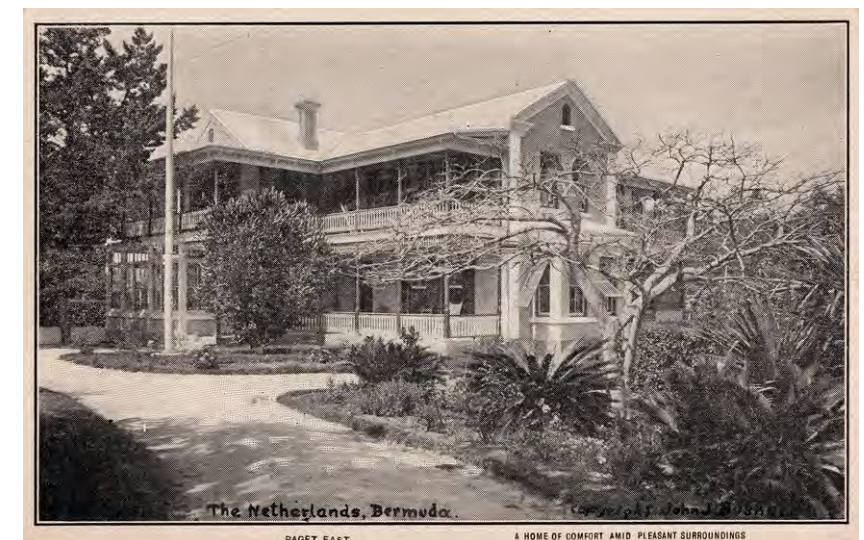


From  
Paget  
to  
Somerset

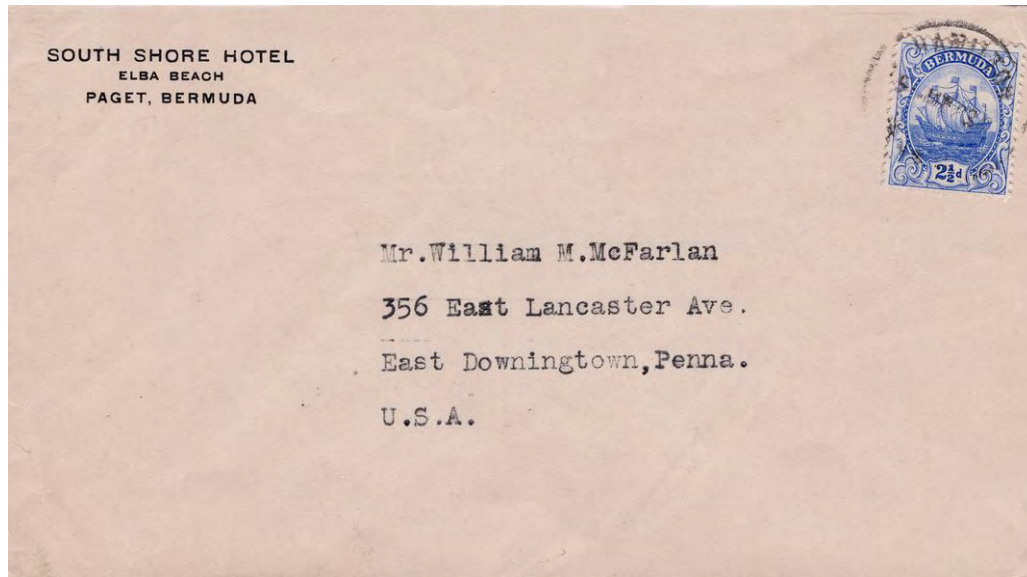


The Harmony Hall in Paget West. It closed in 2008 and is no longer available for guest accommodation.

A postcard from the Netherlands guest house on The Lane in Paget East. It is now a veterinarian clinic.







A letter and postcard from the South Shore Hotel on 'Elba Beach'.



## The Elbow Beach Hotel

When a wealthy gentleman in the Isle of Man promised each of his grandchildren £1,000 if they left for the other side of the Atlantic to set up their own successful businesses, little did he know that one of them would start what became the Elbow Beach Resort.

Having had success farming in Canada, Richard Berry Johnson was faced with a dilemma when his wife, for medical reasons, had to move to a warmer climate. Bermuda at that time was considered a retreat for the wealthy in need of rest, especially during the winter months. And so the Johnson family arrived in Bermuda around 1903, so that Eleanor could fully recuperate while her restless husband started to look for a new business venture.

At the time Bermuda had two major hotels – the Hamilton Hotel in the heart of the city and the Princess Hotel just outside of town – as well as smaller hotels and guesthouses primarily in Hamilton. Nobody had considered building a hotel near a beach. Except for Richard Berry Johnson. When he saw the heavily wooded hills overlooking the pristine South Shore in Paget, he immediately felt that this was the ideal spot to build some guesthouses. After purchasing the property, he christened it 'Elba Beach', possibly thinking of Napoleon's lonely exile on the island of Elba.

By 1908 R.B. Johnson built three guest cottages near the beach and began construction of what became the South Shore Hotel. The beachfront Pavilion and bathhouses were next with everything completed by 1912 and the Royal Gazette concluding: "The many guests are loud in their praising of the



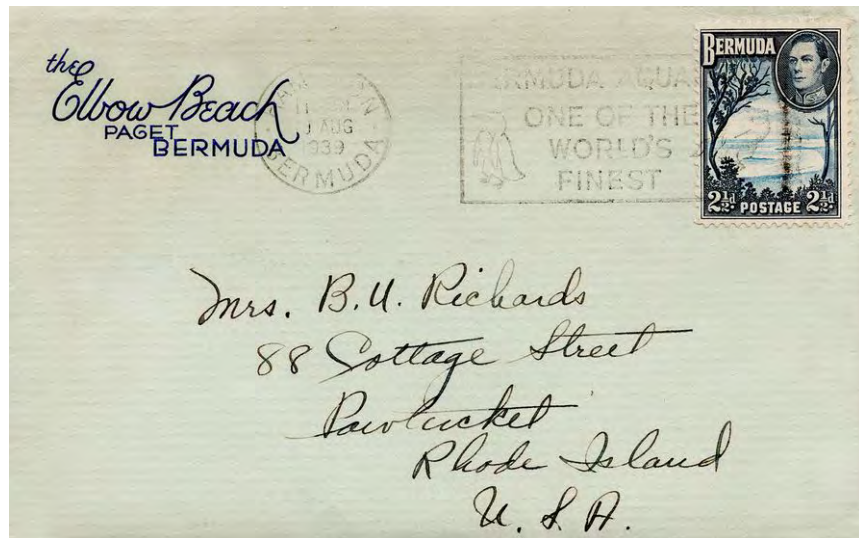
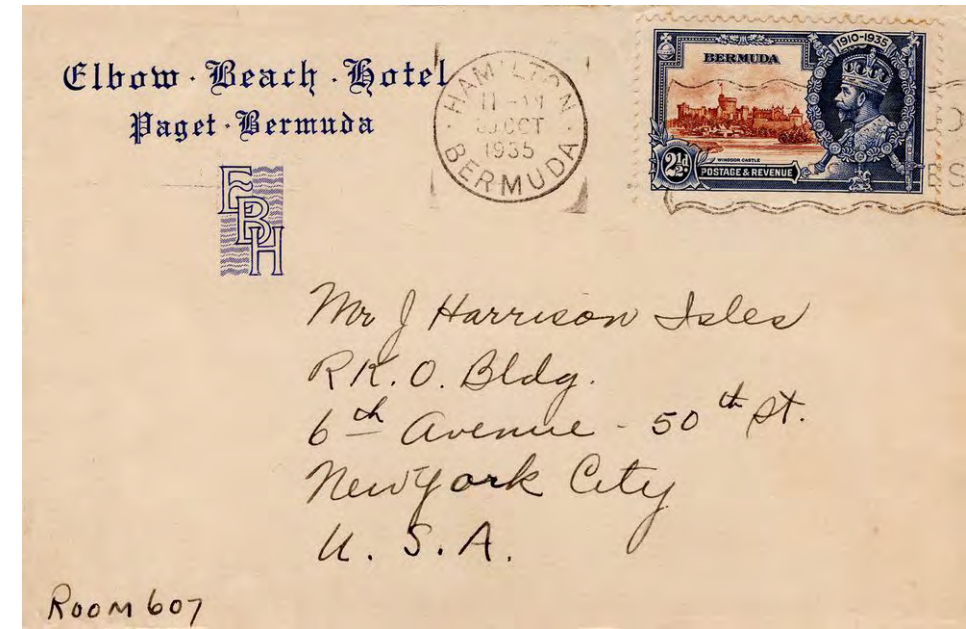


Having established a successful venture in Bermuda, the Johnson family would return to Canada during Bermuda's off-season in the summer and look after their business interests there. Alan McNicol, manager of the Royal Prince Hotel in Hamilton, now became manager of the South Shore Hotel and with the declining tourist trade during World War I, R.B. Johnson decided to sell the hotel altogether.

Harold Hayes Frith, the new owner, changed the name of the property to Elbow Beach Hotel and embarked on an ambitious programme to expand the hotel. His timing was excellent as the U.S. Prohibition encouraged tourism to Bermuda, the Furness Withy shipping line expanded its services, and the traditional winter destination slowly changing to all-year tourism. Harold Frith's first project was the addition of a north-west wing and shortly thereafter a new 200-room east wing to the hotel.







With World War II tourism came to an abrupt halt and the Elbow Beach Hotel was fortunate that the U.S. Navy rented most of the hotel to the construction companies building the Navy Operating Base in the Great Sound. Following the war Harold Frith refurbished the hotel but unfortunately his health deteriorated, and he was forced to sell the property in 1947.

John Moores, the new owner, added a swimming pool, tennis courts, beachfront cabanas and restaurants and positioned the Elbow Beach Hotel for the coming era of mass tourism. It could now accommodate approximately 400 guests. By the 1970s this increased to around 600, just in time for the coming convention business and the annual College Weeks invasion for which the Elbow Beach Surf Club was Bermuda's headquarters.

After running the hotel for nearly four decades, the Moores family sold it to Saudi Arabian Prince Khaled Bin Sultan Bin Abdullaziz Al Saud in 1991. After refurbishments, the hotel now had 400 guest rooms. Sadly, it has since become a casualty of the Covid pandemic.





"Inverurie"

SOUTH BEACH

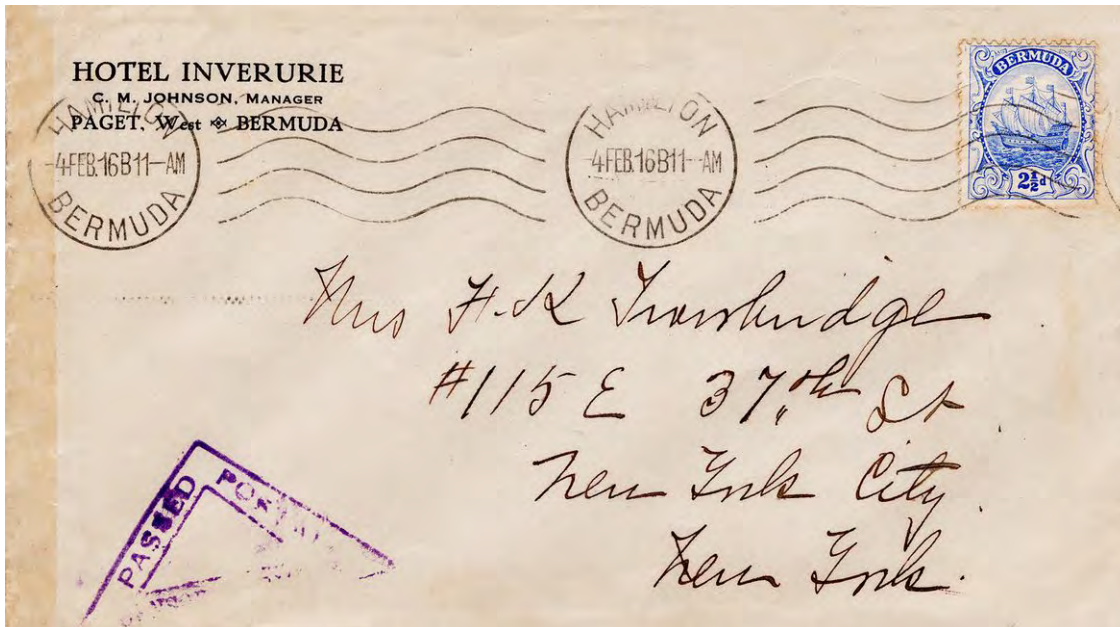
**Paget, West.**  
**Bermuda.**

*Your kind note -  
reached as I left N.Y.  
Went to St. George's  
today - its enchanting.  
Steamer leaves N.Y. &  
Bermuda every alternate  
Wednesday & shall try  
answer your note by  
next steamer. Good  
luck! K.W.*

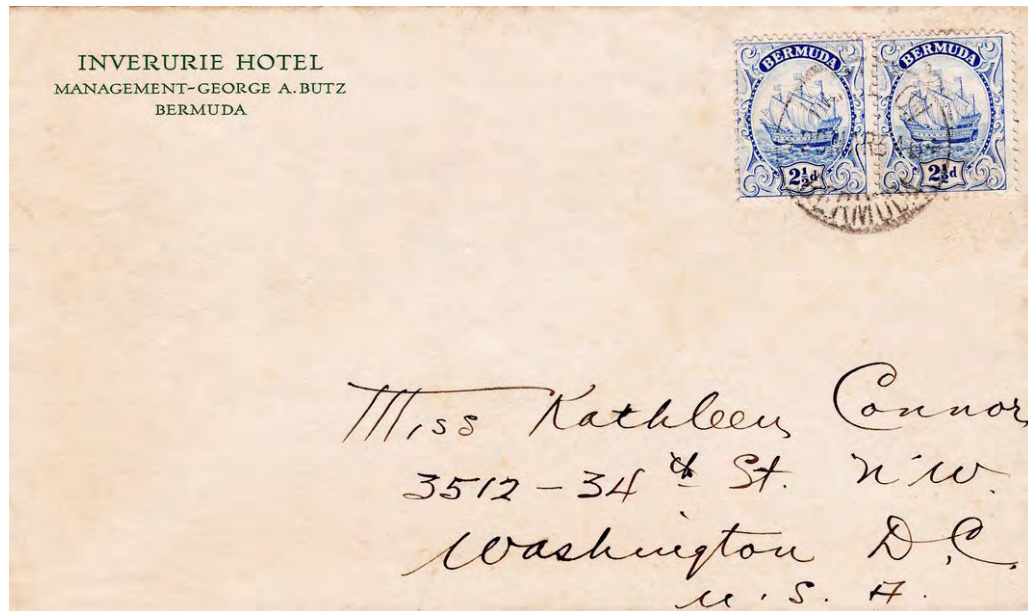
When it comes to stationery, the Inverurie Hotels is one of the most interesting. Changing ownership several times, each new management team seems to have had its own ideas when it came to logos.



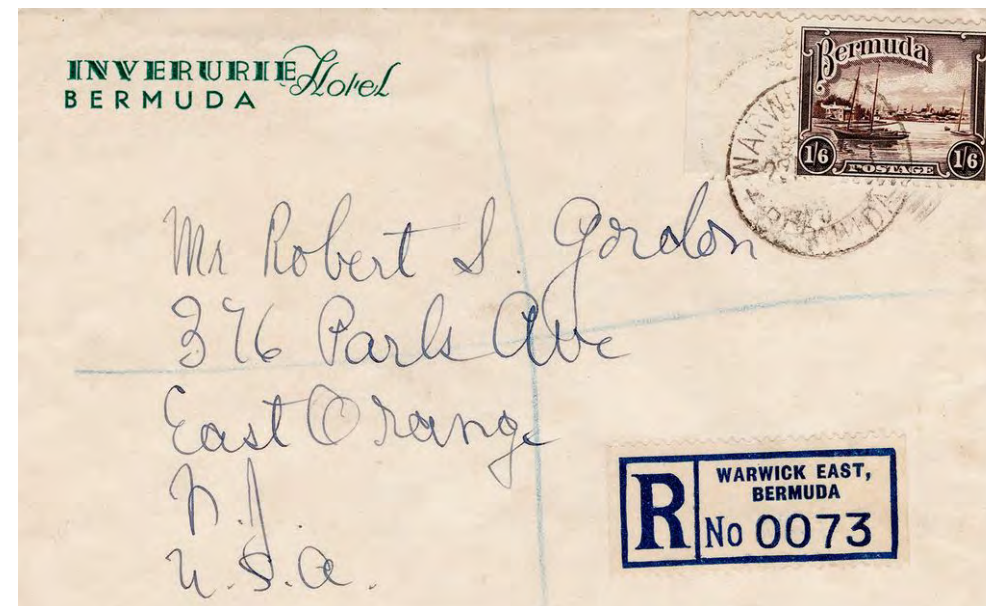
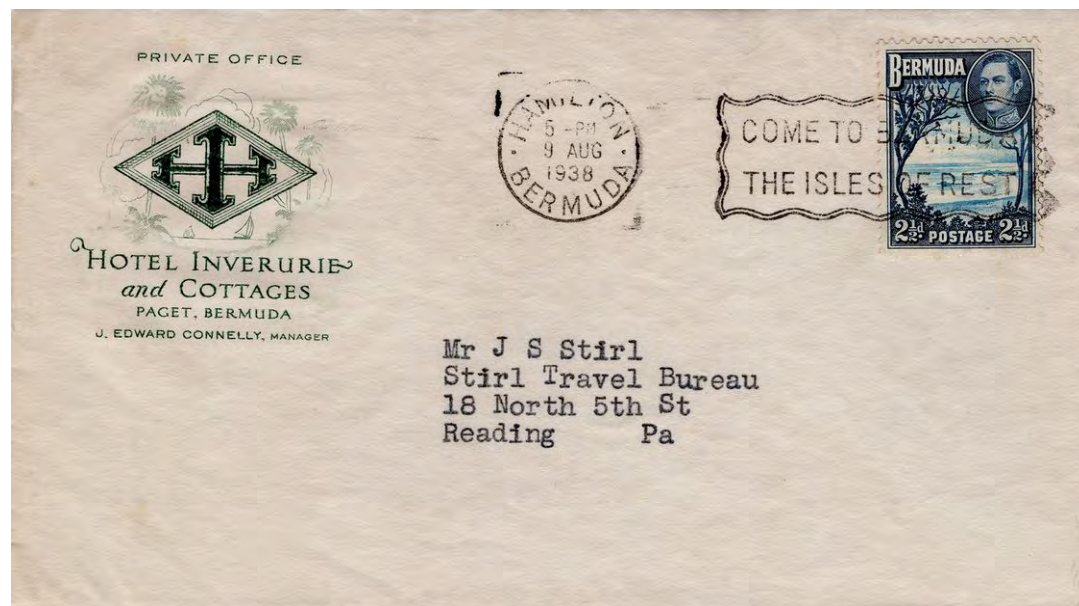
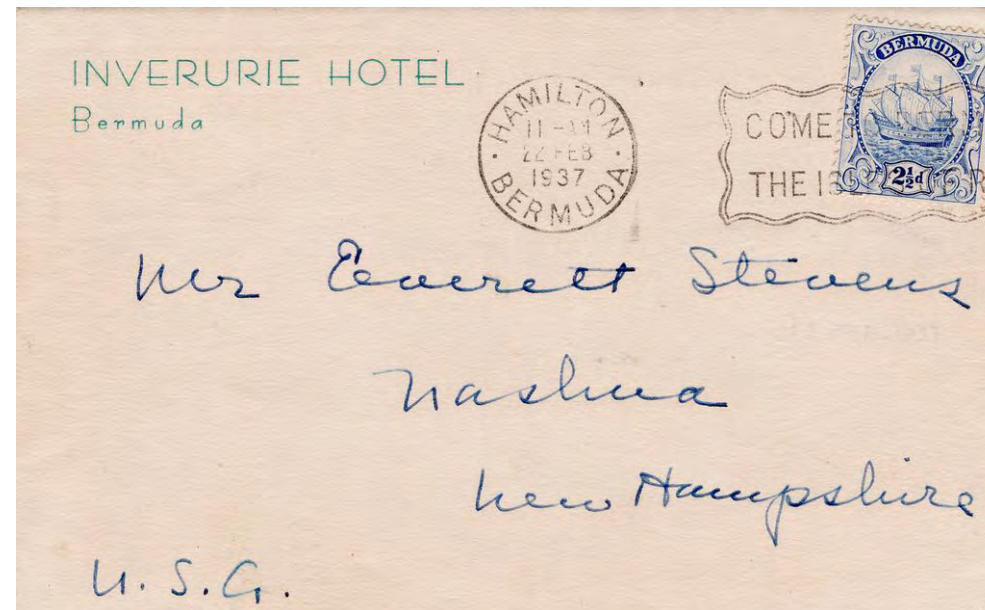
INVERURIE FROM HAMILTON HARBOR PAGET WEST, BERMUDA



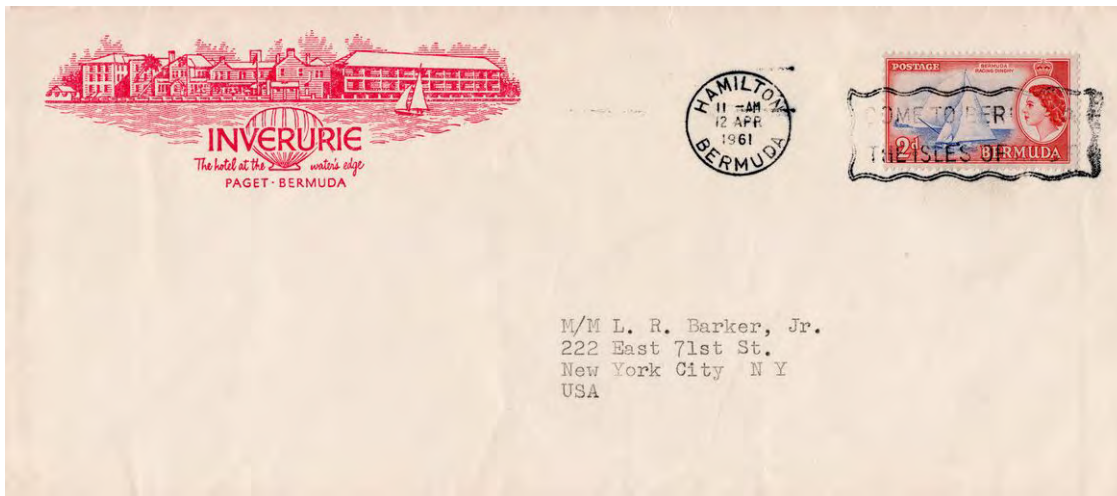




More  
examples  
from the  
Inverurie  
Hotel







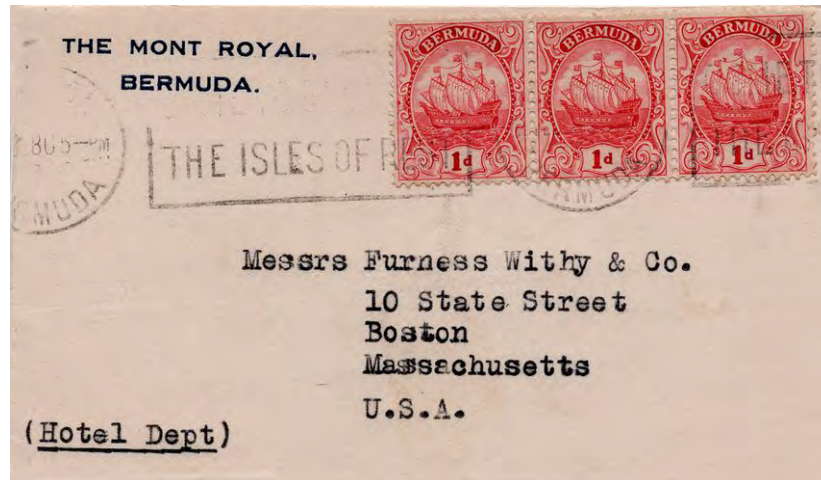
Even by the 1980s the hotel was still promoting itself mainly through direct mail campaigns, resulting in attractive modern covers.







It seems that the Buena Vista Hotel could not make up its mind whether it was located in Paget West or Paget East.



Mount Royal Guest House managed to mis-spell its name on the stationery.





## Huntley Towers

Built on some 12 acres of hilltop land on the south side of Middle Road in Paget, Huntley Manor was built by Lt Col Colwyn Vulliamy and his Bermudian wife Lilian Gosling around 1900. In 1928 the house, now known as Huntley Towers, became a guest house for 'select clientele' who could enjoy 'all rooms luxuriously furnished as combination bed chamber and sitting room, modern tiled bathroom with abundant hot and cold fresh water'.

World War II proved to be the most interesting period in the history of Huntley Towers when, on June 14<sup>th</sup>, 1940, seven female nationals of enemy countries were interned there. A machine gun was mounted in the tower and the property surrounded by a barbed wire fence. The conditions of internment were extremely comfortable with each internee accommodated in a separate bedroom with an adjoining bathroom.

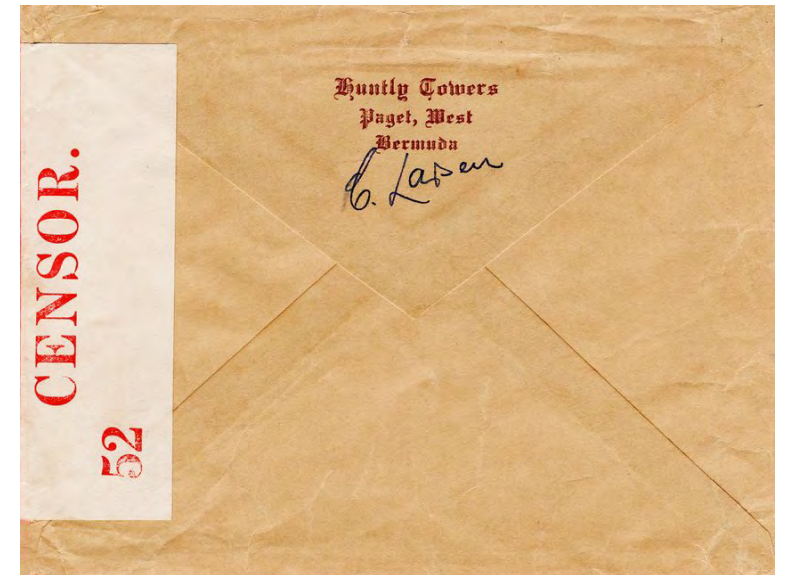
They were supplied with a rationed scale of food and told to run their own concern. When the steward of the Royal Bermuda Yacht Club, Carl Larsen, a butler and a cook were also interned at Huntley Towers, it would seem that all the creature comforts were more than provided for.



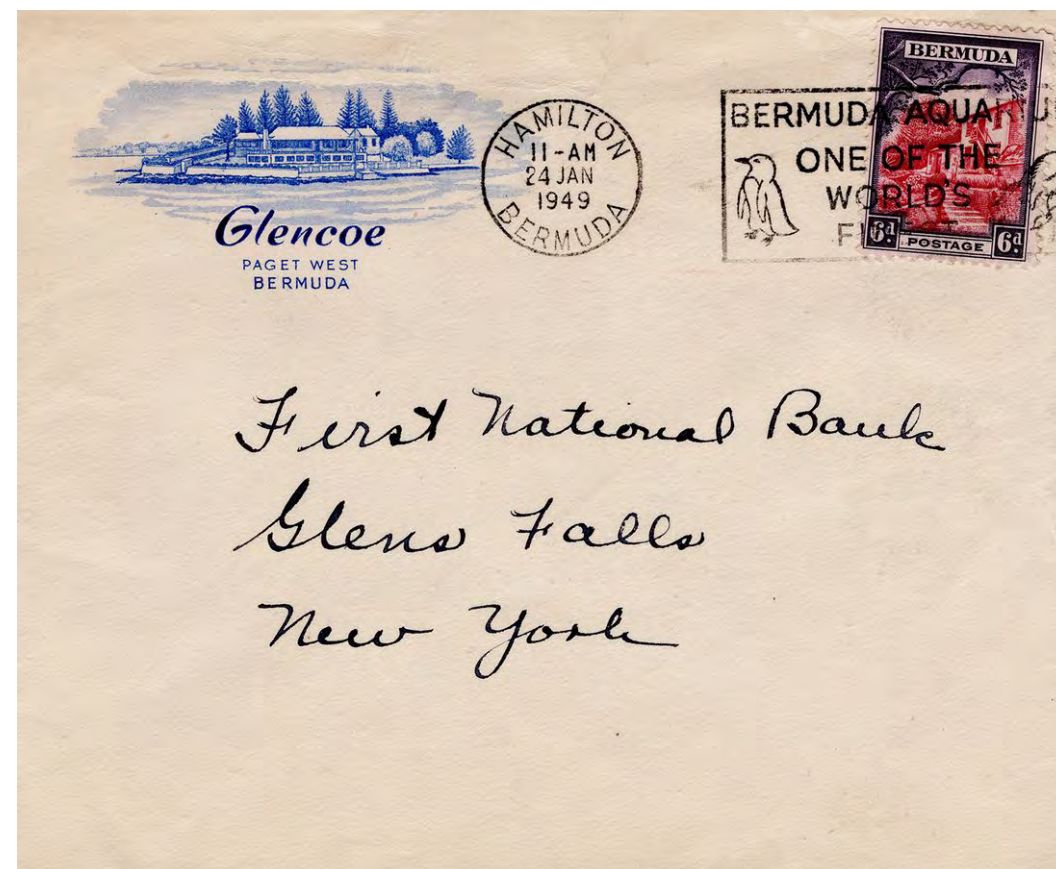
SAGO PALMS. HUNTLY TOWERS, BERMUDA



SOLARIUM. HUNTLY TOWERS, BERMUDA.



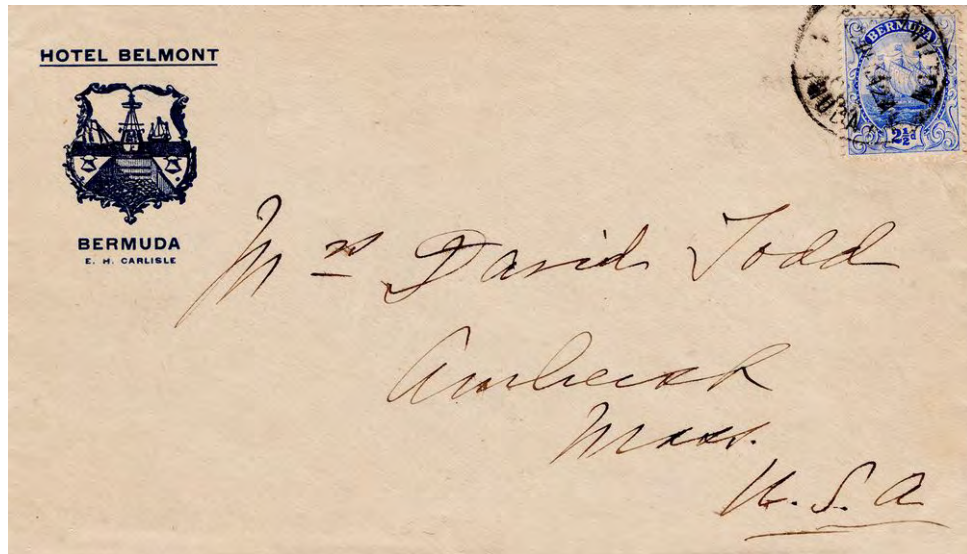




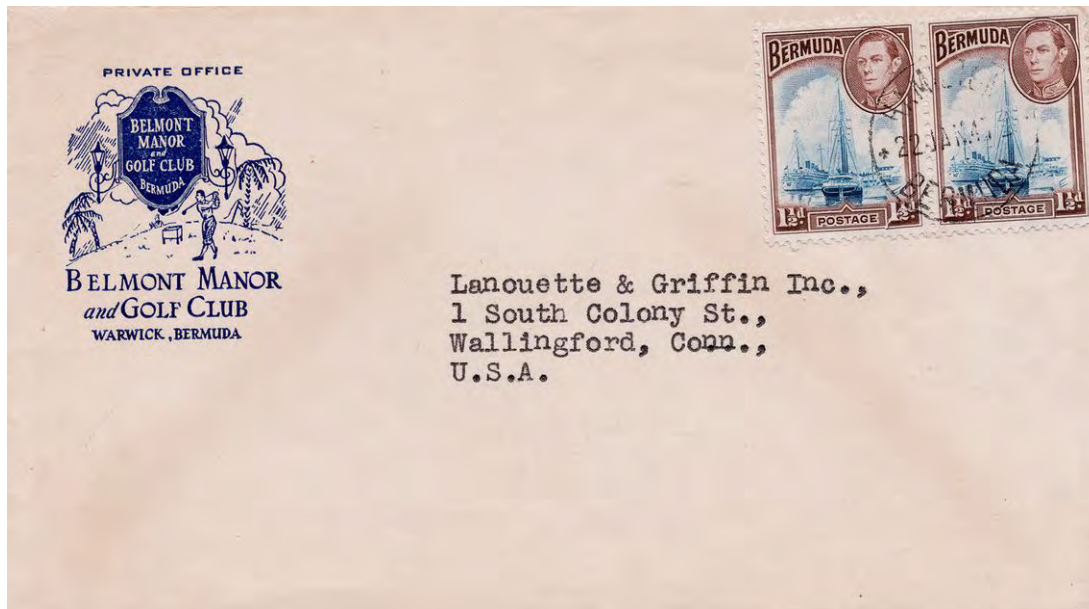
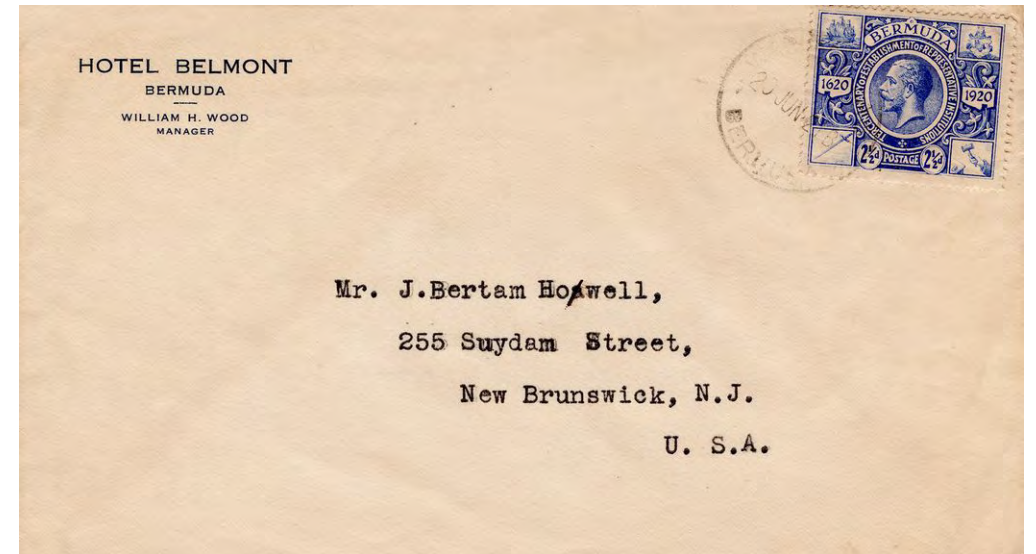
## Woodrow Wilson and his 'flirtatious relationship' at the Glencoe guest house

During his first trip to Bermuda in 1907, Woodrow Wilson met Mrs. Mary Allen Hulbert Peck, a charming forty-one-year-old widow who spent the winters in Bermuda. They began a flirtatious relationship, which he described as a 'dalliance', leaving him 'guilt-stricken' as he had put aside 'standards of honourable behavior'. A complete opposite of his wife Ellen, Mary Peck was considered frivolous and fashionable and obviously amused by the strict Presbyterian. In her memoir she commented 'I found him longing to make up as best he might for play long denied. That, I think, is why he turned to me, who had never lost my zest for the joy of living.'





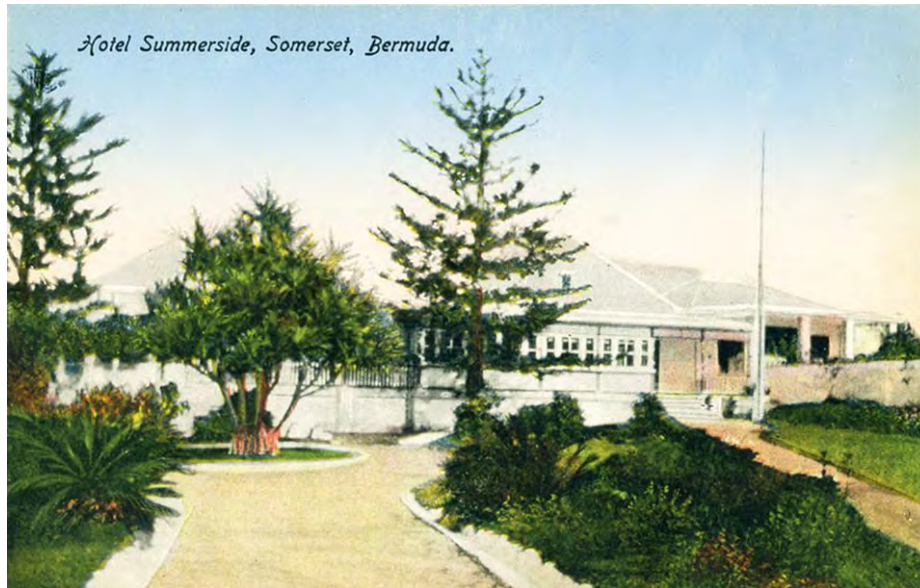
The Hotel Belmont soon became the Belmont Manor and Golf Club, now the Belmont Hills Golf Club.







A postcard from the Spithead Hotel and Café on Harbour Road in Warwick. The 18th-century residence of Hezekiah Frith, one of Bermuda's most notorious privateers, Spithead was also once the home of playwright Eugene O'Neill ...

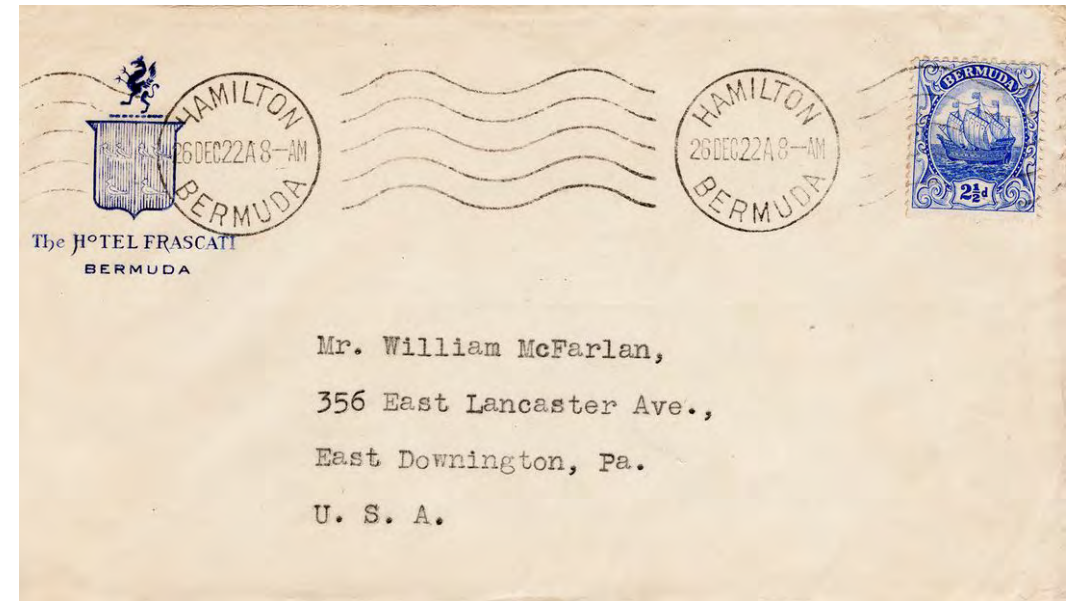
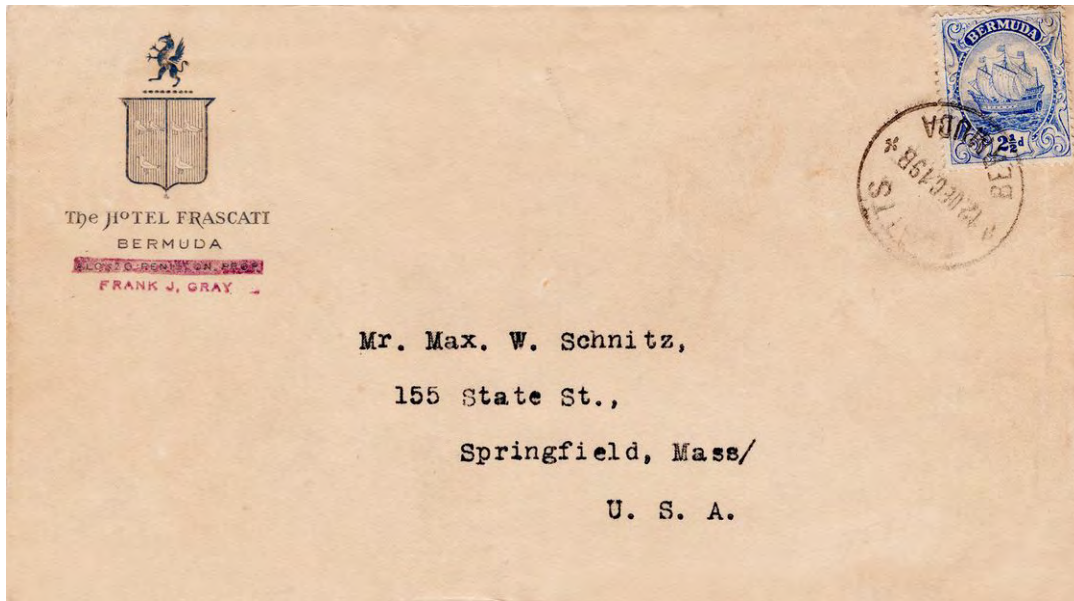


... and a more modern postcard from the Hotel Summerside in Somerset.

And finally, there is Cambridge Beaches in Somerset, established in the 1920s as Bermuda's first cottage-style accommodations, the 23-acre property is situated on a narrow and private peninsula.

Today, Cambridge Beaches Resort & Spa includes more than eighty spacious suites, each with waterfront views. Like several other hotels in Bermuda, Cambridge Beaches usually printed their logos on the flap of their stationery.





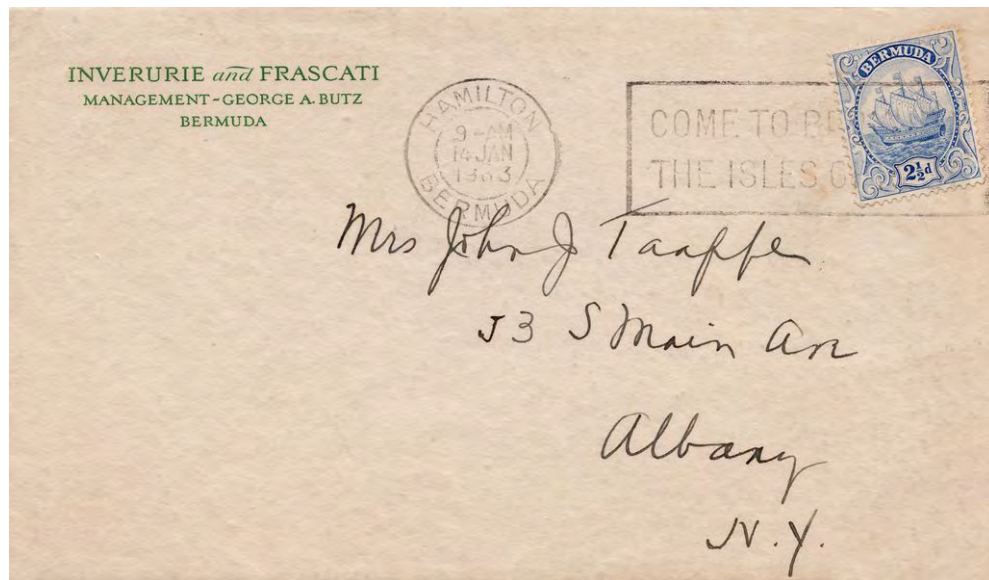
Management of the hotel changed several times.

## From Flatts to St. George's

The Frascati Hotel in Flatts had an interesting history, being the original location of Bermuda's Biological Station and during World War II the United Service Club best known for the Sunday afternoon dancing and swimming parties. At one point the Frascati Hotel was owned by 'Mr. Hotelier', Sir Howard Trott, who was also the owner of the Inverurie and Belmont Manor hotels. After World War II the name was changed to The Coral Island Club and now it is the location of the St. James Court condominiums.





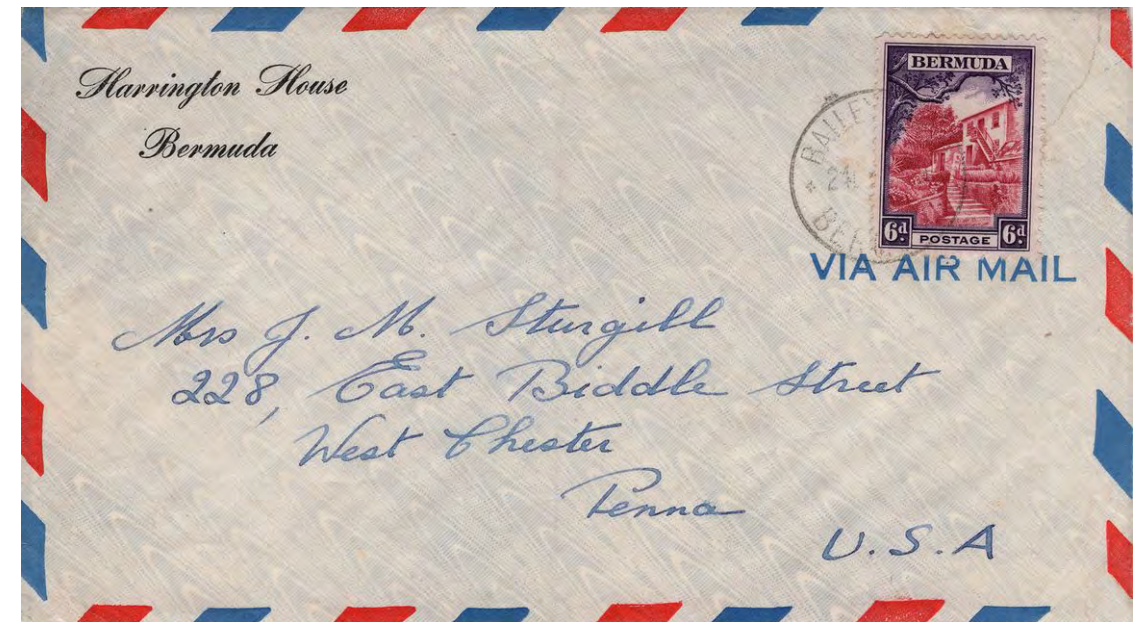


When under joint  
management with  
the Inverurie Hotel.

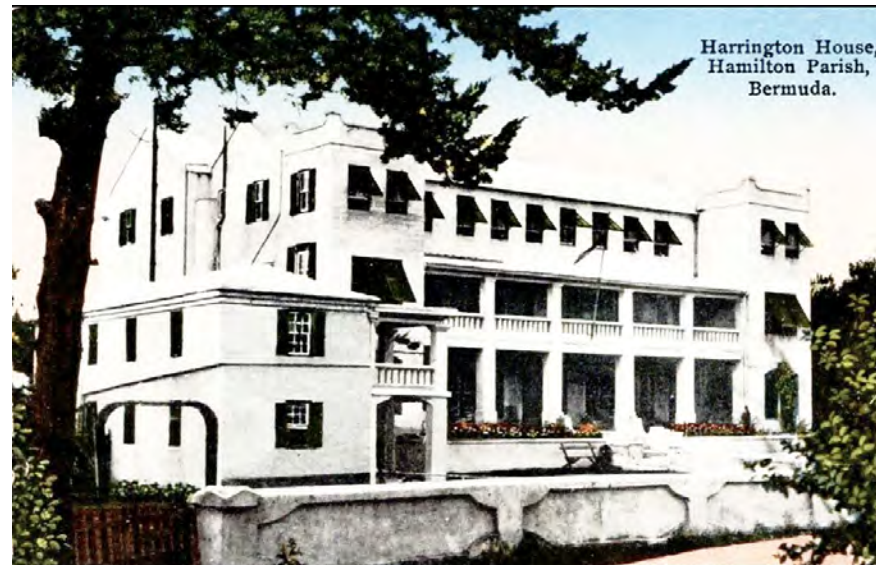
After the name  
change, a cover  
mailed on the  
Hamilton Docks  
paying the double-  
rate Late Fee.







Harrington House  
was a guest house  
in Hamilton Parish.



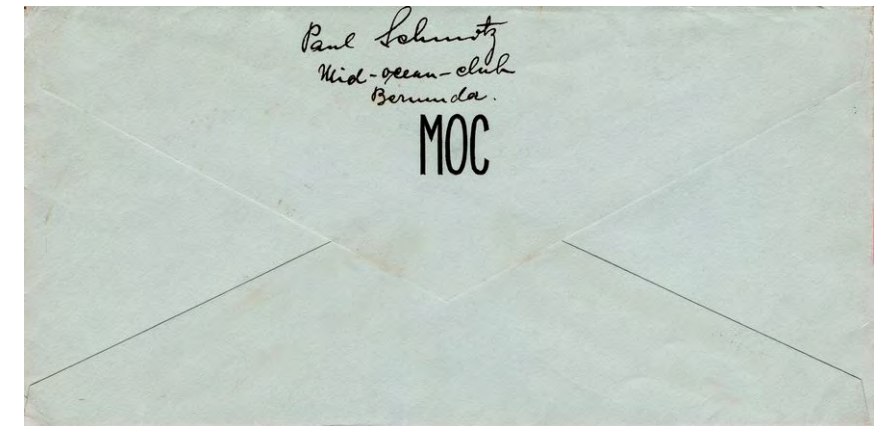




The Castle Harbour Hotel was built by Furness Withy, parent company of the Furness Bermuda Line and opened in 1931. It was closed in 1984 for renovations and operated as the Marriott Castle Harbour Hotel from 1986 to 1999 when it closed for the final time. It was since completely re-built and is now the Rosewood Tucker's Point Hotel.



Also built by Furness Withy, the Mid-Ocean Club in Tucker's Town was opened in 1922. In 1953 it was the venue for the summit meeting between United States President Dwight Eisenhower, British Prime Minister Winston Churchill and French Premier Joseph Laniel. It was the most powerful gathering of world leaders after World War II.



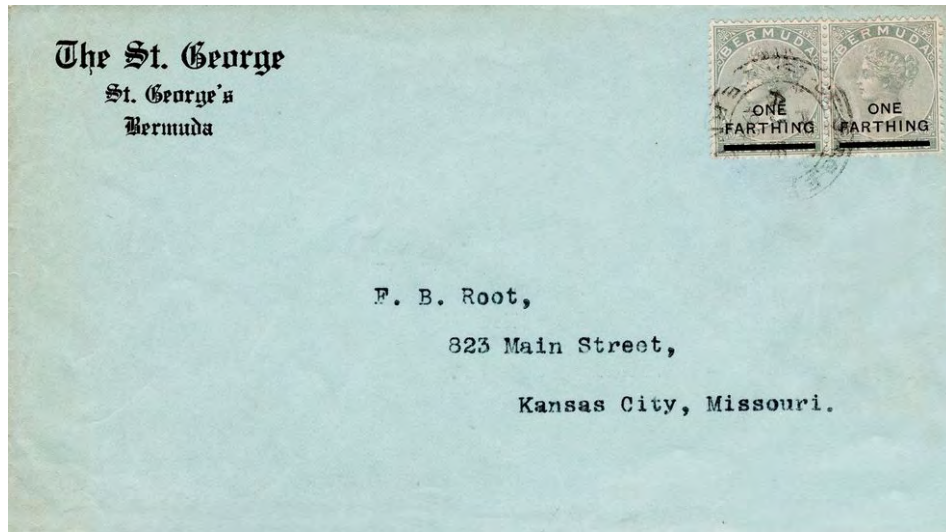
The Mid Ocean Club has been a private members' Club since 1951.





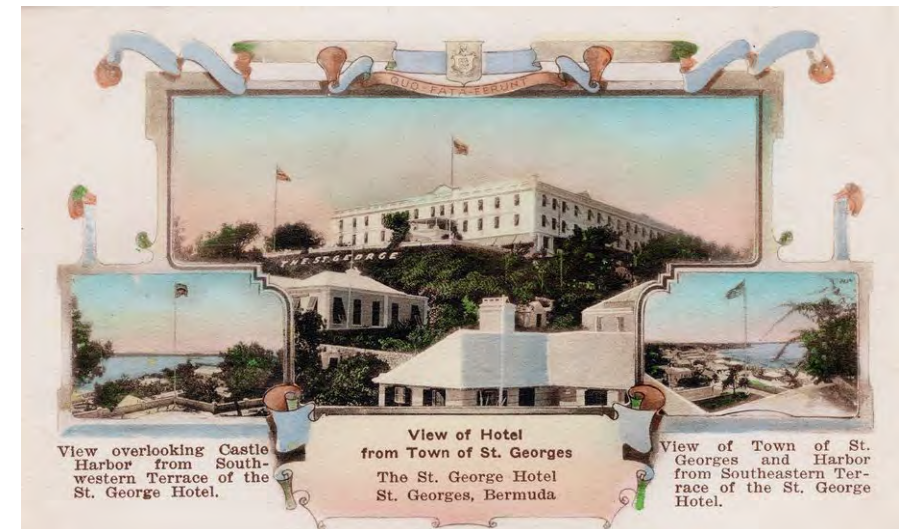
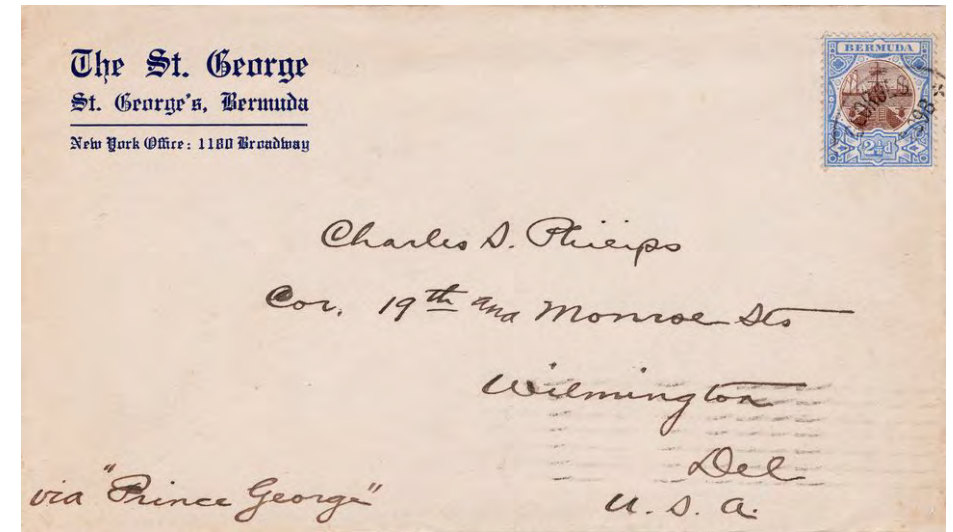
The Shore Hills Hotel at Ferry Reach became the permanent home of the Bermuda Biological Station, now the Bermuda Institute of Ocean Sciences.



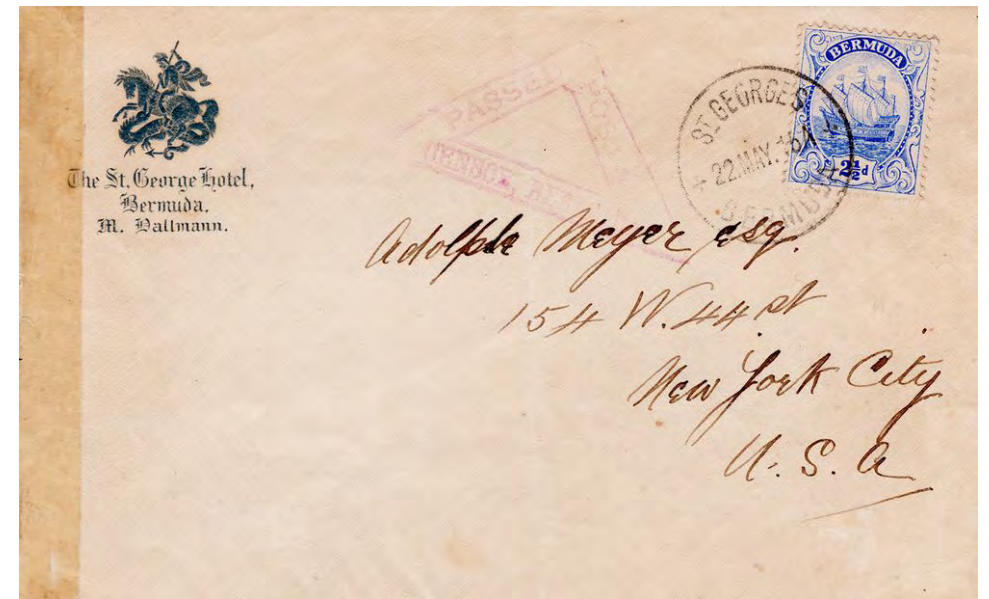
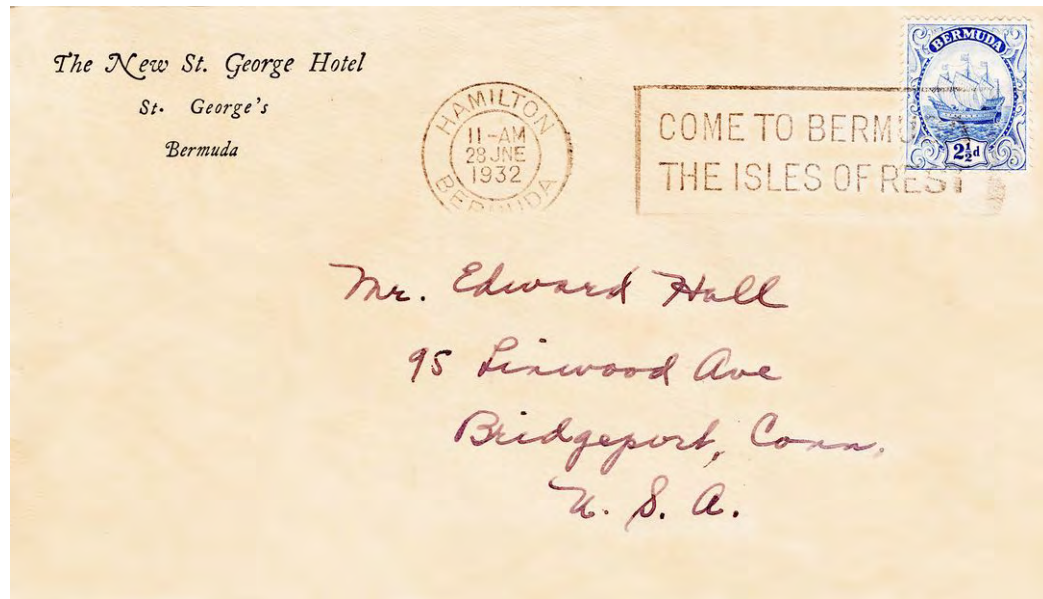


## The St. George Hotel

The St. George Hotel was built in 1906 in the town of St. George's. The Furness Bermuda Line purchased the hotel in 1920 and added a new golf course. The hotel also had the largest indoor swimming pool in Bermuda, one of its most popular features. It was torn down in the 1970s and replaced by the St. George's Club.





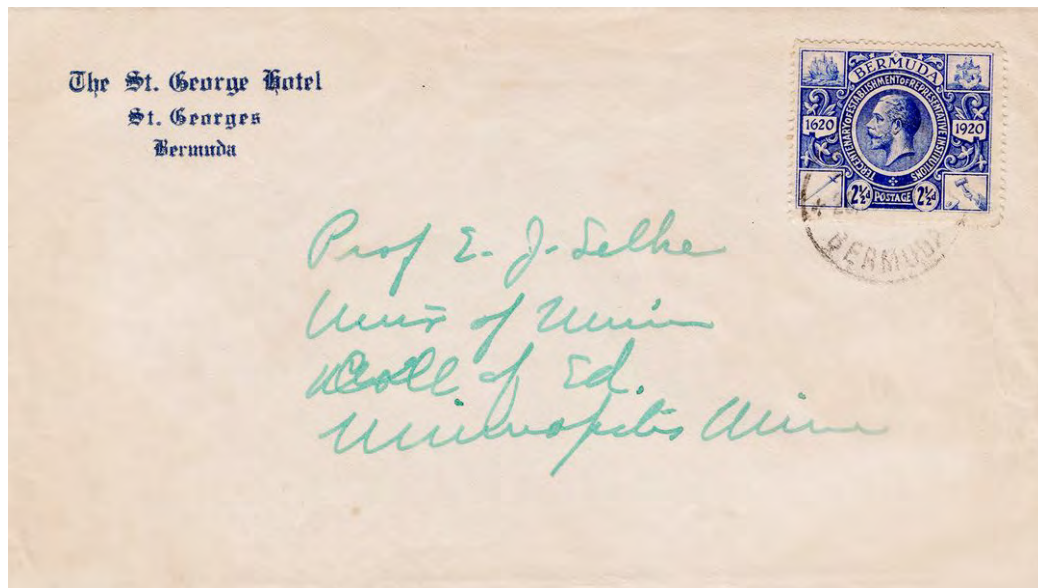


The Hotel logo and branding was changed with regularity

Bermuda's only Olympic-sized swimming pool in the early 1900s.







The final  
logos of  
the St.  
George  
Hotel.

