#### The Postal Cards of Denmark

#### The Introduction in 1871



Lars Engelbrecht

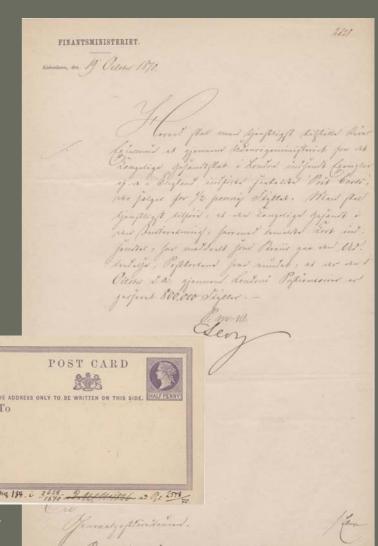
## Agenda

- The decision (1870)
  - The inspiration
  - The calculation
- The essays (1871)
  - The 17 different essays
- The issued postal cards (April 1st 1871)
  - The production method used
  - The varieties in the imprinted stamp and the frame
  - The identified number of cards per sheet and prints

## The Inspiration

- Oct 1870: Visit to London:
- "... informed about the success of the cards in London ..."
- "... example has been sent ..."
- "... and calculate the production costs of Postal Cards similar to the English Post Card".

Letter and postal card found in the Danish Postal Museum



### The Calculation

Calculation of cost for 100.000 postal cards from the printer (H.H. Thiele):

Paper: 142 Rigsdaler (Rdl)

Print: 60 Rdl

Counting and Bundling: 41 Rdl

TOTAL: 243 Rdl

For comparison: The prouction cost for 100.000 Stamps: **27 Rdl** 

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Papie hil 10,000, our trent ... 14-2-
Orgh af 10,000 ...... 6- ....
100,000 Hy Portfrimaster = 1000 entille oft - - . 27 - 80%
allsan neur pr 100,000 Sty . 217 Rt 16/
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Calculation found in the Danish Postal Museum

# The First Essay





The first Danish postal card essay

The postal card sent from London

# The Second Essay

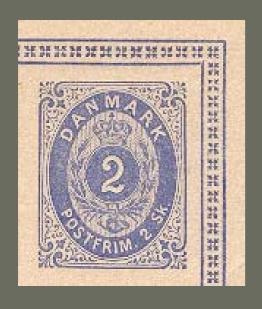


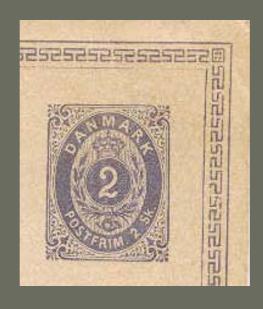


The first Danish postal card essay

The second Danish postal card essay

## The Different Frames of the Essays







## The Different Text of the Essays

#### BREVKORT.

Paa denne Side skrives kun Adressen.

BREV-KORT.

Paa denne Side skrives kun Adressen.

BREV-KORT.

Paa denne Side skrives kun Adressen.

BREV-KORT.

Paa denne Side skrives kun Adressen.

## The Final Essay

#### In three variations



Different position of "Til"

# The Six Essay Layouts



The essays were printed in six different colours: Black, Blue, Green, Purple, Brown and Red.

In total 17 essay varieties are recorded. All are shown in my exhibit.

# The Issued Cards 1st April 1871





2 skilling: Local and printed matter rate 4 skilling: Domestic rate

# Foreign Destinations (pre-UPU)



Norway: 1 recorded



Germany: 6 recorded



Austria: 1 recorded



Sweden: 1 recorded

### Used as Parcel Card



Parcels were required to be followed by a "parcel card" with the franking and the address of the receiver. Both the parcel and the parcel card had a numbered label attached.

### The Frames of the Issued Cards

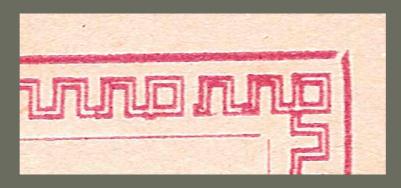
To start with (1871-1877) the meander's were individually hand-set making it possible easily to identify the varieties





From 1877 the frames were stereotyped

# Repairing the Frame Using Corner Meander





## The Print Groups

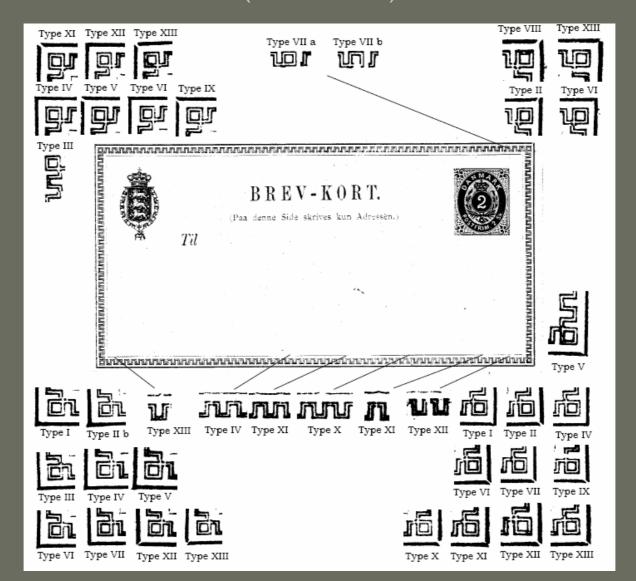
There are different "Print Groups" where the same cliché material has been used:

- Print Group 1: 1871-1874
- Print Group 2: 1875
- Print Group 3: 1876-1877
- Print Group 4: 1877-1879
- •

One Print Group consists of between 2 and 5 prints and each print can be with different values.

## The 14 Varieties in Print Group 1

(1871-1875)



## The Two Prints in Print Group 1

#### Print 1 (March 1871):

- 2 skilling: 7 varieties
- 4 skilling: 7 varieties

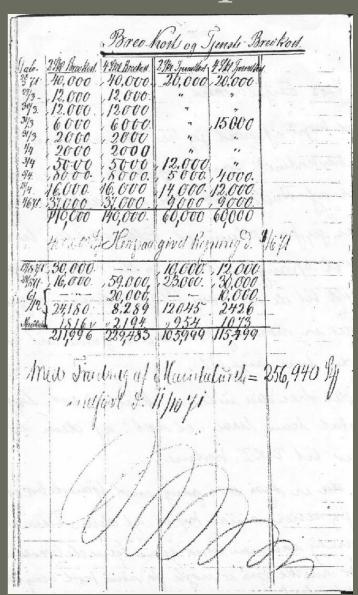
  The same frame clichés used for both values

#### Print 2 (August 1874):

• 2 skilling: 7 varieties

New setting of frame clichés

Light blue print



## Why Seven?

#### Print 1 (March 1871):

- 2 skilling: 7 varieties
- 4 skilling: 7 varieties

#### Print 2 (August 1874):

• 2 skilling: 7 varieties



### Danish West Indies



Also seven varieties (described by Victor Engstrom)

## Why Seven?



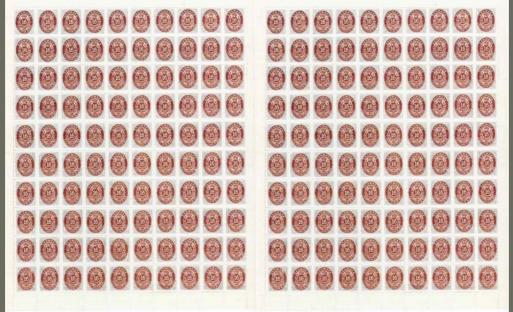
280 mm

525 mm



280 mm

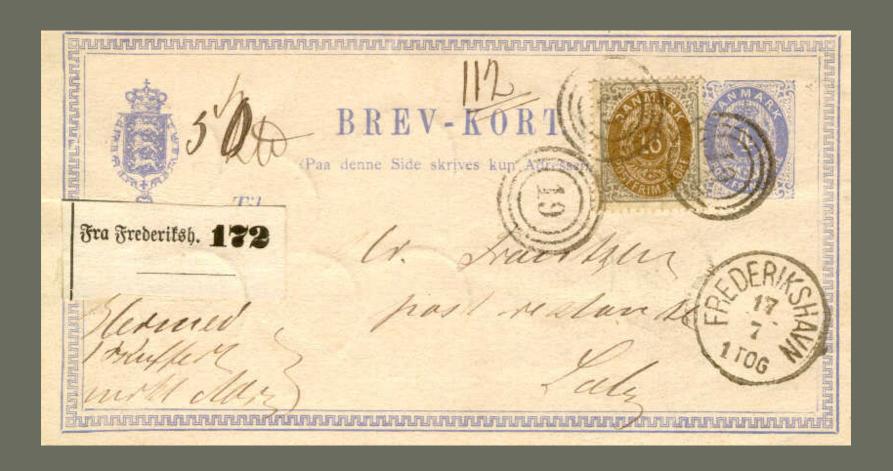
525 mm



280 mm

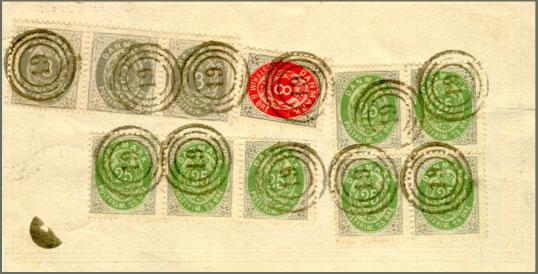
480 mm

### Monetary Reform 1 Jan 1875 From "Skilling" to "Øre"



#### 4 øre Postal Card – and the Reverse





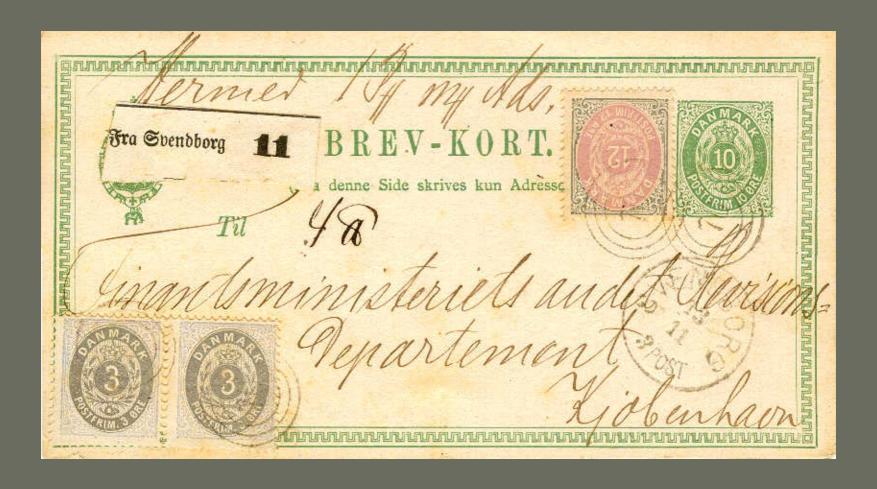
### 1875: 8 øre Postal Card Replacing the 4 skilling Postal Card



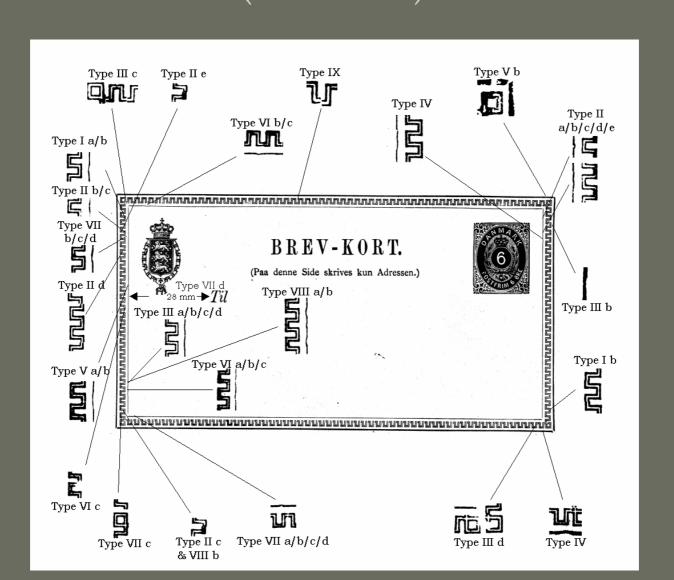
### 1875: 6 øre Postal Card Norway and Sweden



# 1875: 10 øre Postal Card UPU rate



# The Varieties in Print Group 3 (1876-1877)



# Varieties in the 4 øre Imprinted Stamps

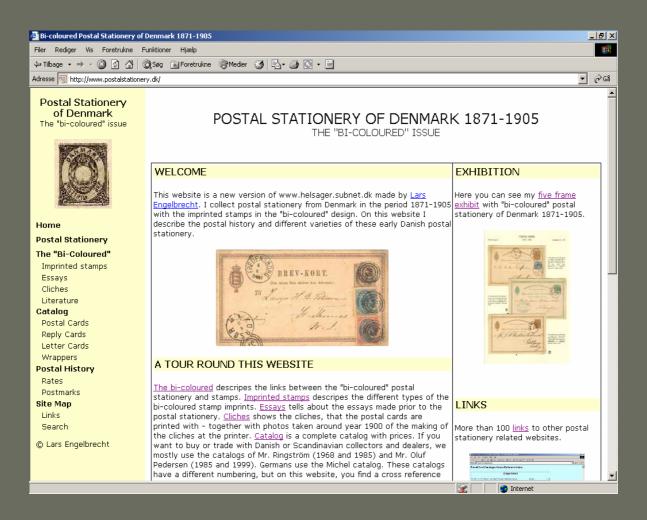


In total I have identified more than 700 varieties (each recorded in at least 3 examples)

# My Exhibit



Frame: 4482 - 4489



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# Questions?

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