## 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
givastsministerigt.


## The Calculation

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

Paper: 142 Rigsdaler (Rdl) Print:
Counting and Bundling: 41 Rdl TOTAL:

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


Calculation found in the Danish Postal Museum

## The First Essay

## BREVKORT.

Paal dennel Side skrivera kund Adrreaben).

The first Danish postal card essay


The postal card sent from London

## The Second Essay

## BREVKORT.

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 slkrives 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

## ㄴㄻ매민



## 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?



## 525 mm



280 mm

525 mm
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## 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


## www.postalstationery.dk

## Lars Engelbrecht le@postalstationery.dk

# Questions? 

www.postalstationery.dk
Lars Engelbrecht le@postalstationery.dk

