

**NETHERLANDS PHILATELISTS  
of CALIFORNIA  
(now in its 45<sup>th</sup> year)**

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**Honorary Members:**

†John Heimans  
George Vandenberg  
†Ralph Van Heerden  
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**August 2014**

**July meeting and picnic.** Attending at the home of Franklin Ennik were: Dennis and Carolyn Buss, Franklin and Meriel Ennik, HansPaul and Maury Hager, Arno Kolster, Hans and Willy Kremer, Stuart and Ailing Leven, Jo Ann Miller, Albert Muller, Paul Swierstra, Fred Van der Heyden, and guest Elsa Winters.

**Our summer picnic social** was enjoyed by everyone and was hosted by Franklin and Meriel Ennik. Chef Anton Ennik prepared the table with his peanut sauce chicken over jasmine rice, a colorful sauté of bell peppers and red onions, sliced cucumbers with herbed rice wine vinegar and a fruit salad.

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**The Advertising cancels of the Lisse National Flower Exhibition "Keukenhof"**

*By Franklin Ennik*

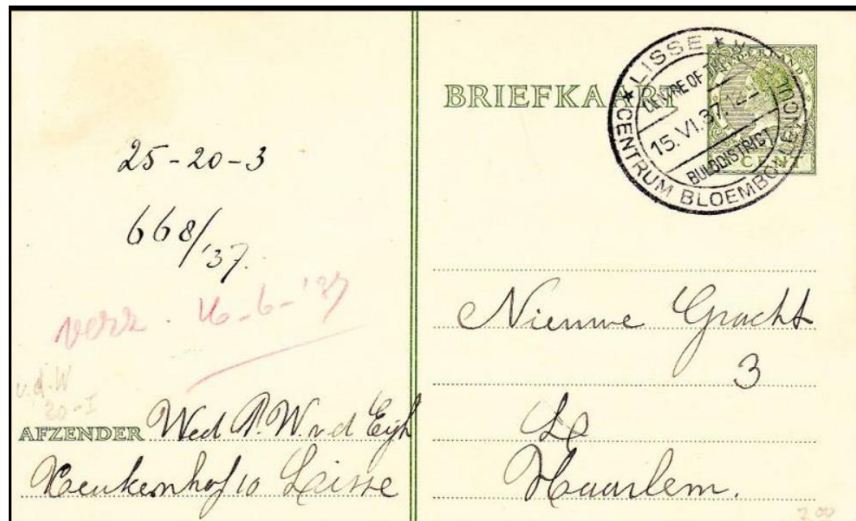
The first Dutch advertising cancels were issued in 1919 to draw attention to the Postal Giro Service which allowed postal patrons to maintain a savings account at the Post Office and to conveniently make payments through the postal service. This was followed up with special hand cancels that placed city events, exhibitions, commercial products, vacation destinations, services, etc., etc. before the public eye. The cancels could be requested by any municipality or company from the Dutch Postal Authority (PT or later PTT) and the cost of production and maintenance of the cancel was borne by the advertiser. One of the more famous advertising attempts that ultimately backfired was the Blue Band Margarine postal slogan of September 1924 that generated industry-wide complaints from competitors.

An important improvement came in 1925 with the introduction of automatic franking machines which sped movement of mail and provided labor saving benefits. And, the various advertising slogans could easily be added to the automatic franking machine cancels. The combination of these special, large round hand advertising cancels and the slogan, machine flag cancels provided a seemingly endless variety of collecting types for postal history collectors.

Among the early advertising cancels were the yearly notices bringing attention to the Dutch flower bulb industry which already had worldwide notoriety; the first of which was

The **August 16<sup>th</sup> meeting** will be held at the home of Ed Burfine starting at 1:00pm. Ed's telephone number is (650)-968-7405.  
The **September 20<sup>th</sup> meeting** will be held at the home of Dennis Buss starting at 1:00pm. Dennis' telephone is (707) 774-6296.

in 1926 with *LISSE Centrum Bloembollencultuur Centre of the Bulbdistrict*. The large round hand cancels used for many years all indicated this similar message, as shown on this post card cancel of June 15 1937. Because of its English text this style cancel was held back from 1942 until 1946.



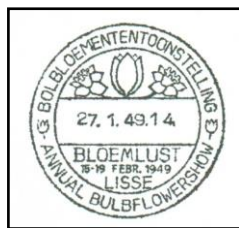
The *Lisse Nationale Bloemen-tentoonstelling "De Keukenhof"* or Lisse

National Flower Exhibition "Keukenhof" is now held every year in Lisse, located a few Km. northeast of Leiden, and is a major springtime tourist attraction in the Netherlands. The flower park is located on the grounds of a 17<sup>th</sup> century estate now known as the Castle Keukenhof. The



separate garden was initiated in 1949 by the then mayor of Lisse as a showcase flower exhibit and as a means of promoting the Dutch flower bulb export industry. The garden features an unprecedented variety of flowering bulbs in astounding colors for public viewing. Thousands of visitors coming from all over the world enjoy a multicolored landscape that changes every year. The Keukenhof garden exhibit is open annually from about mid-March to

about mid-May and varies according to the growing season of the garden's landscaping.



The second cancel with the inscription: *Bolbloemententoonstelling Annual Bulbflowershow Bloemlust* was issued for use in spring 1949.

The third cancel with the inscription: *Keukenhof National Flowershow* was issued for use during spring 1950 followed at times by a very similar cancel during 1951 through 1955.



In 1956 the PTT authorized a fourth, special hand cancel to be used on mail sent from the temporary postal facility set up in the garden park while the exhibit was open. This cancel design was used again during the exhibit in 1957. In 1961 the cancel design shown here

was again issued but the words *Lisse* and *Keukenhof* are positioned slightly lower.



Since the year is illegible on the card shown here, we cannot determine the exact mailing year of the card, but will assume that it is 1956 based upon the unbroken (upper) double ring of the cancel.... and, that the post card rate to Germany in 1956 was 5 cent. This large, LISSE-KEUKENHOF cancel format was in use at the annual exhibitions from 1956 until 1966.



For subsequent exhibitions the PTT issued various cancels with just a line drawing with a white background of the center "castle and tulip" figure.

Thereafter, machine slogan, flag cancels similar to this one announced the annual springtime event.



References:

Jos M.A.G. Stroom. De bloembollenstempels van Lisse. *De Postzak*. Nr. 208: 167-190. mei 2010.

<http://poststempels.nedacademievoorfilatelie.nl>

O.M. Vellinga. Afstempelingen. *Nederlandsch Maandblad voor Philatelie* 5(65):86-87. mei 1927

Afstempelingen. Reclame advertentie stempels. *Nederlandsch Maandblad voor Philatelie* 10(82):193-194. oktober 1928.

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## A 19<sup>th</sup> Century Dutch "Kaarttelegram."

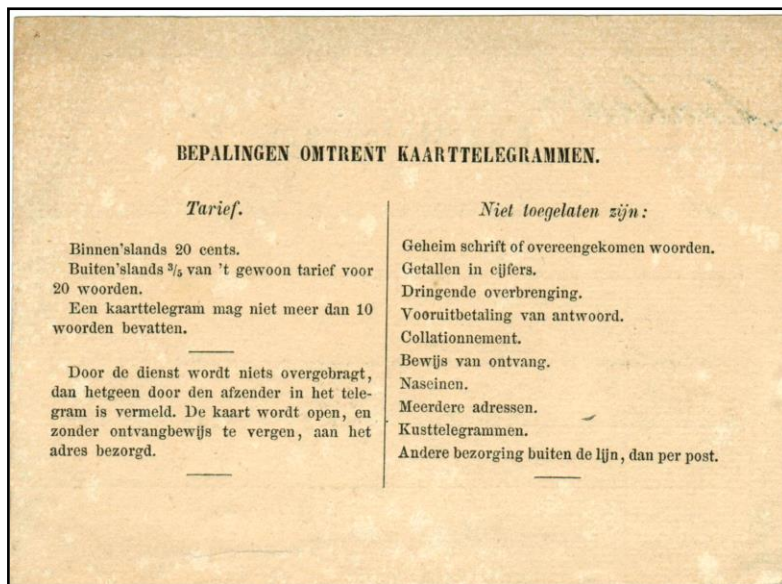
By Hans Kremer

At the end of December 1875 there appeared a notice in various Dutch newspapers announcing, as per January 1, 1876, the introduction by the Dutch Telegraph Head Office (*Rijkstelegraaf Hoofdbureau*) of so called *Kaarttelegrams* (card telegrams).

"Ordinary" telegrams had already been in use since 1852. Although not extremely costly, it was thought that by introducing a lower cost option, more people would make use of these new cards as a means of timely communication. The result was the *Kaarttelegram*, Model nr. 28 which could be sent for 20 cents, versus a minimum of 30 cent for a regular telegram (up to 20 words). These *Kaarttelegrams* could not have more than 10 words on it. Some other restrictions were: numbers were not allowed, no coded words, only one address, no proof of delivery, and no refunds for damaged or missing telegrams. The card had to be delivered uncovered, i.e. anyone could read what was on (in) it.



The Kaarttelegram with the message to be sent was handed over at the telegraph office, after which the text was wired to its destination telegraph office, where the text was transferred to a special telegram form, which was then promptly delivered to the addressee. If no telegraph office existed near the sender the text was sent to the closest telegraph office, then put on a post card to the place of destination and then delivered by the mailman (it was not until later that most telegraph and post offices were merged resulting in the formation of the P(ost) and T(elegraph). Each telegraph office was issued their own cursive hand cancel that was applied to the card (like *Arnhem* in the example shown here).



The Kaarttelegams were not a big success due to the sometimes minimal time saving compared to a regular (cheaper) post card (there were multiple mail deliveries per day in the 1870s), and, the invention of the telephone. The Kaarttelegrams were no longer available after September 30, 1879.

I acknowledge with thanks the use of the Kaarttelegram illustration from Franklin Ennik.

References:

The Official Cards of Holland. In: *The Philatelic World* (Brookland, New York). Volume 1(6):43-44. 1880.

Petrus Adrianus Buttingha. *De Beteekenis van Briefkaart en Kaarttelegram voor het Strafrecht.* Een thèses van Leiden Universiteit, 1877. 55 bladz.

O. de Wit. *Telegrafie als Grootschalig Technischsystem.* <http://www.cram.nl/ieni/940204.hmt>

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