

**NETHERLANDS PHILATELISTS
of CALIFORNIA
(now in its 45th year)**

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October meeting. Attending at the home of Stuart Leven were: Dennis Buss, Franklin Ennik, HansPaul Hager, Arno Kolster, Hans Kremer, Stuart Leven, Fred Van der Heyden and Jan Verster.

YEARBOOK anyone???? NPofC's eighth (and latest) Yearbook was published in 2009. Several of our members have expressed interest in producing our next one and titles of proposed articles have been aired to start things off. NPofC members have gathered a wealth of knowledge about their special focus regarding Netherlands and former territories philately. Are there any topics that need airing, summarized or clarified?? What say you, members.....Let's get your knowledge in print so it doesn't get lost.

AROUND THE TABLE

Franklin Ennik passed around an example of a Dienst, stampless, **OPEN KAART** post card posted June 3, 1887, used to send messages or inquiries from one State or Municipal office to another, with no franking required. The Mayor of Warffum = Warfum (Gr.) notified the Mayor of Baflo (Gr.) that a furloughed soldier will be requesting residence in Baflo and when the soldier has properly settled, the Warffum Mayor would like a reply.

Frank also showed a cover, chemically censored by the Germans, sent from Woerden (ZH.) to Brochterbeck, Westphalia, Germany possibly to an inmate in a forced labor camp; and a 7½ cent Curaçao postal envelope dated November 15, 1929 with a 6 cent overprint (Geuzendam's nr. 27).

Stuart Leven summerized his study of and quest for the Netherlands Indies, Lever Soap Company film-starlet post cards. **See the summary describing these cards in the 2008 edition of *Geuzendam's Catalogus*.** In 1924 the Lever Soap Company in the Dutch East Indies began an advertising campaign of including small cards depicting pictures of 1920's movie starlets with their packages of soap in an effort to increase sales. The descriptive language on the cards was provided in either Dutch or Indonesian (Maleis). After some success with this scheme the company made an agreement with the DEI postal authority in 1938 to offer these illustrated cards in a pre-franked postal card size for use by the public. The number of cards in each set was increased to 12 and included movie starlets of the 1930's. This made 24 varieties of cards.

The **November 15th meeting** will be held at the home of Fred Van der Heyden's niece, **Valeska Smets**, starting at 1:00pm. Valeska's telephone number is 510-289-6810.
The **December 13th meeting** will be held at the home of Hans Kremer starting at 1:00pm. Hans' telephone number is 925-820-5841..**Note change of meeting date.**

The cards were pre-franked with the local post card rate of the period, 3½ cent, with a non-dated Bandoeng red franking and printed on two different machines resulting with a wide and narrow setting, thus making a possible total of 48 card varieties. The narrow machine setting was used only on the Maleis language cards. A departure date stamp was added by the postal clerk at the point of mailing. Postally used examples of these cards are known from June 1938 up to December 1941. 1,214,000 of these cards were printed at the printing firm in Batavia but there's no known number of postally used examples.

Fred Van der Heyden passed around a document indicating the several spellings of his home town of Cuyk = Cuijk (eastern NB.); a Dutch travel guide: *Reiswijzer voor emigranten naar de V.S. van Noord Amerika, 1950* written especially for Dutch immigrants coming to the US; a calendar/advertising post card listing the commercial stores and shops in Berkeley, CA in 1932; a long series of sepia-toned post cards illustrating street scenes, buildings and churches in the Netherlands; a series of post WW II, artists' *Voor het Kind* post cards and a series of post cards with drawings by Dutch artist Anton Pieck.

Arno Kolster related that he recently had been to a number of stamp shows and auctions in search of copies of the Netherlands first issues Willem III (nr. 1, 2 and 3). Arno indicated he is working on plating these issues. Arno also gave a presentation, on the First Issue stamps nr. 1, 2 and 3, at the October meeting of the Collector's Club of San Francisco.

Hans Kremer showed us a sheet of all U.S. non-denominated "forever" stamps; an example of an 1862 trade article that was mailed.....which required a fiscal "wet stamp" payment applied by the local tax office; a collection of covers with single issues of postage due stamps applied; an example of an IOU debt document (*schuldbekentenis*) between a mother and son, drawn up by a notaris, and with "wet fiscal" stamps applied; a collection of various fiscal stamps; a recent copy of *Filatelie* magazine with an article by Rene Hillesum, entitled "Hoera, Vijftig," which celebrates the 50th supplement of the *Handboek Postwaarden Nederland*; and finally, copies of various journals that publish philatelic articles and focuses on the Netherlands and former territories, namely: *The Philatelist*, *Netherlands Philately*, *Po&Po's De Postzak* and *Posthistorische Studies Series*, *Onder de Loep*, *De Areo-Philatelist*, etc.

Dennis Buss passed around a copy of the book, *The Observer's Book of Postage Stamps*, by Anthony S.B. New, which describes and summarizes the many design aspects of postage stamps. Dennis also showed a series of Netherlands stamp issues designed by Dutch artist Pieter Wetselaar from 1956 to 1965.

Jan Verster related that his father was on assignment in the Dutch East Indies from 1947-1950 during the Indonesian Republican and Dutch administrative transfer period. While there his father acquired a small cache of abandoned letters and philatelic materials that now form the basis of his collection and focus of study.

HansPaul Hager showed us a photo taken of three pre-sort mail boxes (= *brievenbussen*) situated on a street in Amsterdam: **PTT mail**, **Postgiro dienst mail** and **Amsterdam City mail**. HansPaul also passed around a cover with a pre-paid rubber stamp (= *port betaald*) used on large commercial mailings; and examples of Suriname 1892 and 1904 Wilhelmina postage stamps that were overprinted with **PLAKZEGEL** in 1915 because of delivery delays from Haarlem due to WW I. These overprinted stamps were turned into revenue stamps but some were used as postage. At the same time in Curacao the local newspaper produced a provisional **PLAKZEGEL** stamp also due to similar shortages .

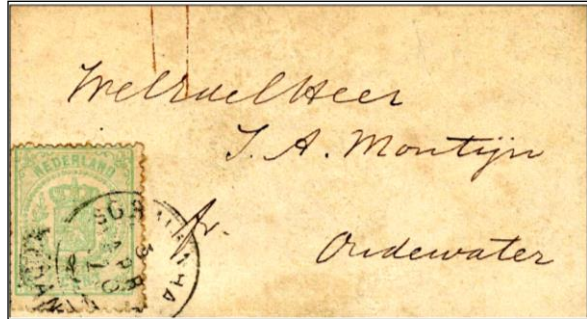
19th Century New Year's Postal Cards

by Hans Kremer

On January 1, 1871 the first Dutch postal cards (*briefkaarten*) were made available. However, this did not happen without some extensive debate.

The main objection was that it would undercut the income the PTT received from the postage required for sending a letter (5 cent was the domestic rate in 1872). Charging only 2½ cent for a postal card was of course a significant savings vs. 5 cent for a letter. How could the PTT limit the losses expected from the use of postal cards instead of letters?

One solution was to do away with the printed matter rate (1 cent only) charge for "calling cards" (= *visitekaartjes* in Dutch). These were very popular small cards, 60 x 100mm or smaller, sent in an **unsealed envelope**. The cards gave the name of the sender and a salutation in the form of an abbreviation, such as P.F. (which stands for *Pour Felicité* or Our Congratulations), and G.N. (*Gelukkig Nieuwjaar* which means Happy New Year). There were many such salutations used.



After January 1, 1871 the calling card rate was increased to 2½ cent, the same as for the new postal card. If one realizes that pre-printed calling cards usually cost 1½ cent a piece to be printed, the total cost of sending one was also 2½ cent, the same as the new postal cards. This argument (that the customers used to sending the calling cards were not better off than before) was enough to satisfy those members of Parliament (the PT was a governmental agency at that time) who originally were opposed to doing away with the 1 cent calling card rate. It should be noted that one had to pay 3 cent for each 2½ cent postal card; the ½ cent extra was to pay for the cost of printing the cards. So, in reality it did cost a bit more for the postal card vs. the calling card.

Thus, as of January 1, 1871 the postal card became a fact and the 1 cent printing matter calling card rate was history.

Since people were used to sending these small calling cards it did not take long for somebody to come up with an alternative: and the **Nieuwjaars briefkaart** was born!!

It took a while but by the end of 1872 an enterprising printer, **Gebroeders Koster**, took the initiative, (although there was only one person listed as the owner) and he bought a large number of these **pre-franked 2½ cent post cards shown here**, printed an appropriate new year holiday greeting on the back and then sold them at a premium (close to 5 cent each).



Ontvang mijn groet en die van al de mijnen
 Op d' eersten dag van 't pas geboren jaar.
 Al wat u kwelt moge in dit jaar verdwijnen,
 Al wat gij wenscht schenke u de alzegenaar
 Wat lief u is blijv' tieren aan uw zij,
 Leef wel, en denk somtijds ook eens aan mij!

They sold well, so during the next few years, during December, those types of cards were sold again. They were advertised as *Nieuwjaarsbriefkaarten* (New Year's post cards).

Another important change took place in August 1876. Once again, the Dutch Post and Telegraph (PT) allowed use of the calling cards (*visitekaartjes*), but they now had to be mailed in **sealed envelopes**. Each

personalized calling card to be printed would cost at least 1½ cent, not counting postage. A cheaper way would be to order **postcards that were not pre-franked**. These were allowed as long as they met the size and quality requirements of the PT issued pre-franked postcards.



Two *Algemeen Handelsblad* advertisements for "Nieuwjaars briefkaarten" sold by the Gebroeders Koster printing firm ca 1873-1876.

Prior to August 1876 such cards were not allowed. The Gebroeders Koster Printing firm again jumped at the opportunity. This December advertisement points out that these cards should be franked with a 1



cent stamp. They were sold wholesale at 1¼ cent each and sold for two cent each. So for two cent, one could send somebody a Happy New Year card. Sending a calling card envelope probably would be more expensive (1 cent postage plus 1½ cent for the card itself).



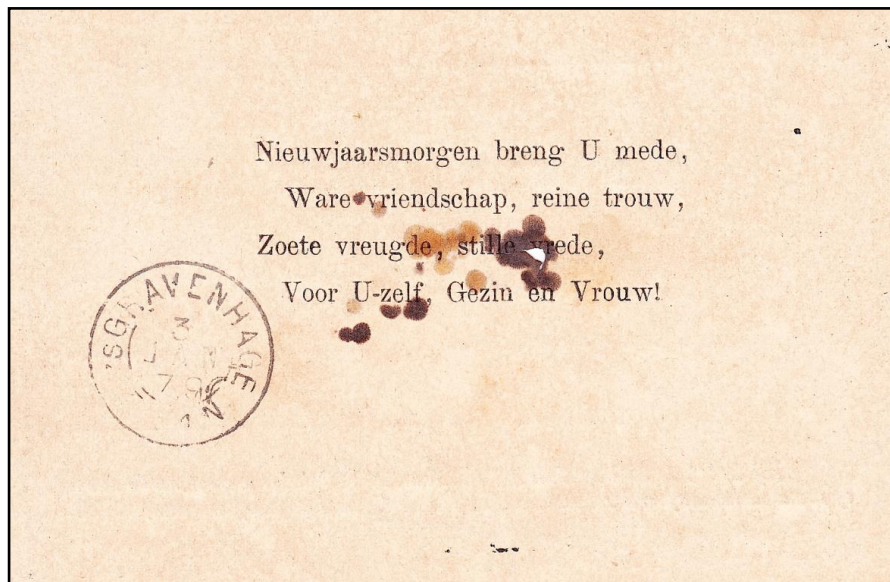
Front and back of a typical Nieuwjaarsbriefkaart sent January 1886 from Genderen; notice on the lower right corner that the printer is Gebroeders Koster (Courtesy of Henk Nieuwenhof).



Of course other printers picked up on this idea and the card shown below is one those. Although it could not be positively identified, Henk Nieuwenhof thinks that the card was possibly the work of the printing firm **Tenthof Uitgeverij**.



Front and back of an 1879 Nieuwjaarsbriefkaart (Courtesy of Franklin Ennik).



References:

- Franklin Ennik. "Rust Oord": A Story with Visitekaartjes. *Netherlands Philatelists of California, 35th Anniversary Book 1969-2004*. Pages 73-79.
- Louis Putman. *De Nederlandse Nieuwjaarsbriefkaart*. Uitgelezen Boeken. 1983.
- C. Stapel. Het ontstaan en de invoering van de Nederlandse Briefkaart. *De Postzak*, Nr. 129. September 1981.
- Henk Nieuwenhof, Personal Correspondence to Hans Kremer.