

**NETHERLANDS PHILATELISTS
of CALIFORNIA
(now in its 49^h year)**

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Our July 28, 2018 summer meeting and picnic was held at the home of Hans and Willy Kremer, attendees were Dennis and Carolyn Buss, Franklin and Meriel Ennik, Hans and Willy Kremer, Arno Kolster, Fred Van der Heyden, JoAnn Miller and Elsa Winter. We all enjoyed the afternoon and evening social occasion with cool drinks, appetizers and a delicious evening meal that everyone provided.

No NPofC discussion or business was conducted during this event.

Trump Government also imposes additional tariff charges on (used) stamps:

On Tuesday 10 July, another 200 billion dollars' worth of Chinese goods were taxed by the American government. Apart from the concern among investors and others, the stamp collectors are also now under fire. The list of extra taxed articles includes a number of less obvious products: frog legs, bovine semen, dog leashes, baseball shoes, LP sleeves, animal entrails, bellows for pipe organs and beaver heads. Also punitive levies for crocodile leather shoes, feathers and **used stamps**.

Source: *Financieel Dagblad* – 180712 -- Submitted by Jacques Greitemann.
In: *KNBF Nieuwsbrief* nr. 099 jaargang 9. Juli 2018.

Does this mean that import taxes will be levied also on stamps coming from Europe?? (FE).

Who originated the first Christmas / New Year greeting card?

In a few months many of us will prepare Christmas/New Year greeting cards for our dear friends and relatives.

This exercise of sending seasonal written messages of well-being and good wishes actually had its beginnings in the distant medieval past amongst members of the upper class and nobility. But these written messages took time. More recently, the first large-scale production of post cards with a printed greeting was the idea of the Englishman, Sir Henry Cole in 1843. Sir Cole had many friends and acquaintances in his personal and professional life in London what with being a popular public servant, art patron, educator, museum patron, and industry leader, etc., etc. At that time, it was customary to send written notes with well wishes and greetings to

friends, business associates and relatives in the upper classes. So he asked his friend, John Callicott Horsley, a draftsman, to prepare a post card drawing illustrating Sir Coles' family with the printed message, "A Merry Christmas and a Happy New Year to you." The B & W cards were then hand-tinted with colored ink. All Sir Cole had to do was add the addressee, sign his name; his secretary applied an address and postage, and the task was done. Here is the illustration of the first post card.



On side panels of the card were images of good works in keeping with the season such as food and clothing being handed out to the poor and indigent. An estimated 1000 cards were printed and sent out by Sir Cole. The English public thought this was a splendid idea and thus had new cards with different designs printed in subsequent years. The sending of seasonal holiday post cards quickly caught on across Europe and the United States. The mass production of these cards proliferated in huge variety of illustrations and subject matter in England, Netherlands, Germany and other countries; and millions upon millions were printed. Here is an image of another early English example.



Meanwhile, in the Netherlands, the Amsterdam bookseller, Janzoon Koster, saw an opportunity and issued the first “mass” productions of greeting cards with a printed message starting in 1873, and focused only upon New Year’s Eve themed greetings, with no mention of Christmas. Koster made agreements with the Dutch postal authority (PT) to buy existing pre-stamped 2½ cent post cards and add a New Year’s Eve greeting to the reverse side. He then sold these in bundles of 25 or more to the public.



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 blijf' tieren aan uw zij,
 Leef wel, en denk somtijds ook eens aan mij!

Translated, the New Year’s Eve message reads:

*Receive my greeting and that of all the
 mines on the first day of the New Year.
 That all your torments in this year will
 dissipate, whatever you wish the
 sovereign will grant you what is dear
 to you, and stay on your side, live well,
 and sometimes also think of me!*



Koster and other printers produced similar card formats in subsequent holiday card issues, but eventually these seasonal productions included more festive illustrations with a wish in rhymed form with Victorian images of children, cuddly animals, robins, elves, father time, holly with red berries, chimney sweeps, fairies, mistletoe with white berries, four-leaf clover, lots of pigs, and horse shoes. These images were common symbols of the period representing good luck and well wishes of the season.



Louis Prang (1824-1909) is considered the “Father of the American Christmas card.” At age 13, Prang began an apprenticeship with his father, Jonas Louis Prang, a textile manufacturer in Poland. He studied wood and metal engraving and learned to die and print

Calico cloth. Prang became proficient as a traveling journeyman in Europe as a printer and dyer. But when he became involved as a revolutionary against the Prussian government he decided to immigrate to the US in 1850 and settled in Boston, Mass. He honed his skills as a lithographic printer and was known for his early adaption of the chromo-lithographic color printing process.



His first Christmas cards for the American market were published in 1875. Their popularity was immediate and by 1881 he was producing 5 million Christmas cards per-year. His first cards were floral designs with the words "Merry Christmas" and whimsical designs with rhymed verse but later his illustrations featured more traditional holiday motifs.

In 1975, the USPS issued a 10 cent stamp. (Scott no. 1580) honoring the artwork of Louis Prang and illustrating one of his early Christmas post card designs.

The reader can find additional information about the origin of the first Christmas/New Year post cards in the NPofC Newsletter of November 2014.

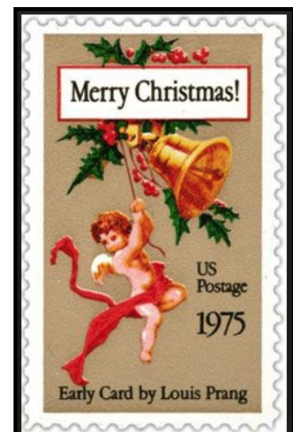
References:

Hans Kremer. 19th Century New Year Postal Cards. In: *Netherlands Philatelists of California Newsletter*, November 2014.

Algemeen Handelsblad advertisements for Nieuwjaars briefkaarten sold by the Gebroeders Koster Amsterdam printing firm 1873-1876.

<https://nl.wikipedia.org/wiki/Kerstkaart>

https://en.wikipedia.org/wiki/Henry_Cole



The September-October meeting will be held at the home of Fred van der Heyden's niece, Valeska Smets on September 22, 2018 starting at 12:00 noon (**Note change of meeting date**). Valeska's telephone is (510)-289-6810.

