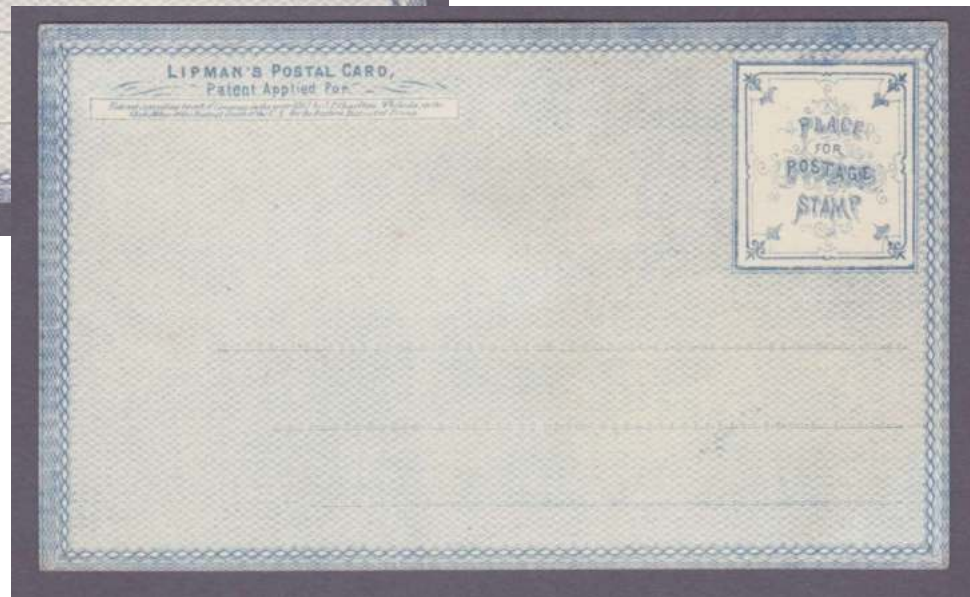
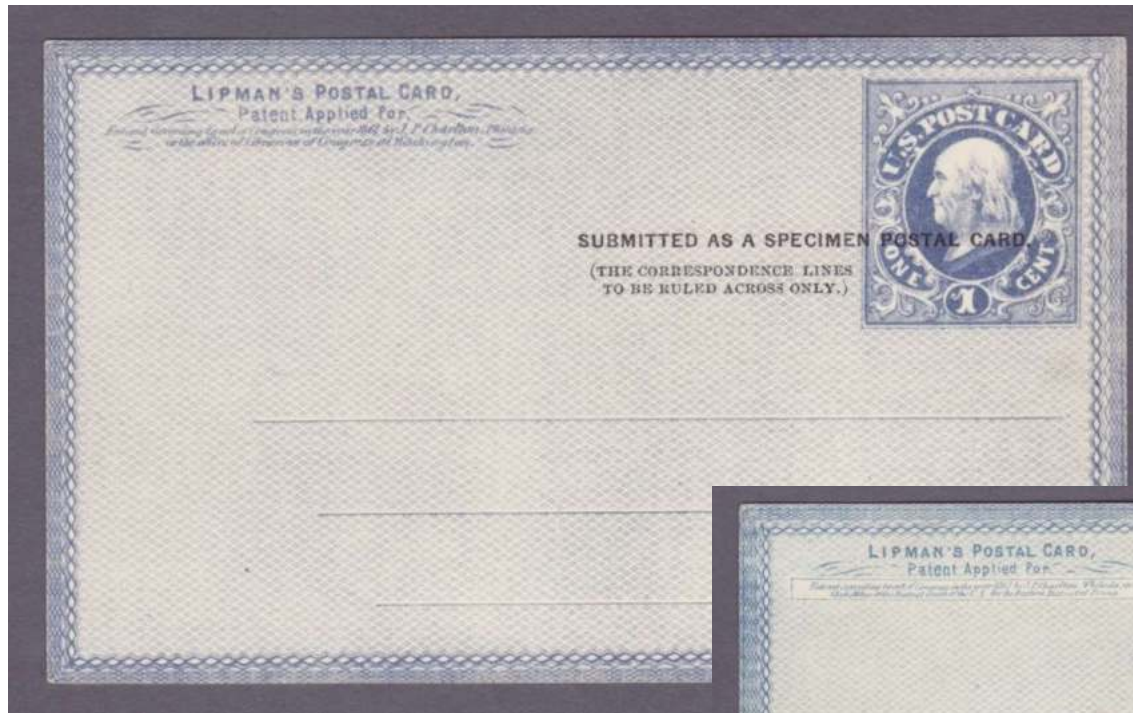


# First Issue Postal Card of 1873



## DEVELOPMENT: Forerunners

### The Lipman Postal Card



## DEVELOPMENT: Forerunners

American Post Card Co.



## DEVELOPMENT: Forerunners

America Bank Note Co.





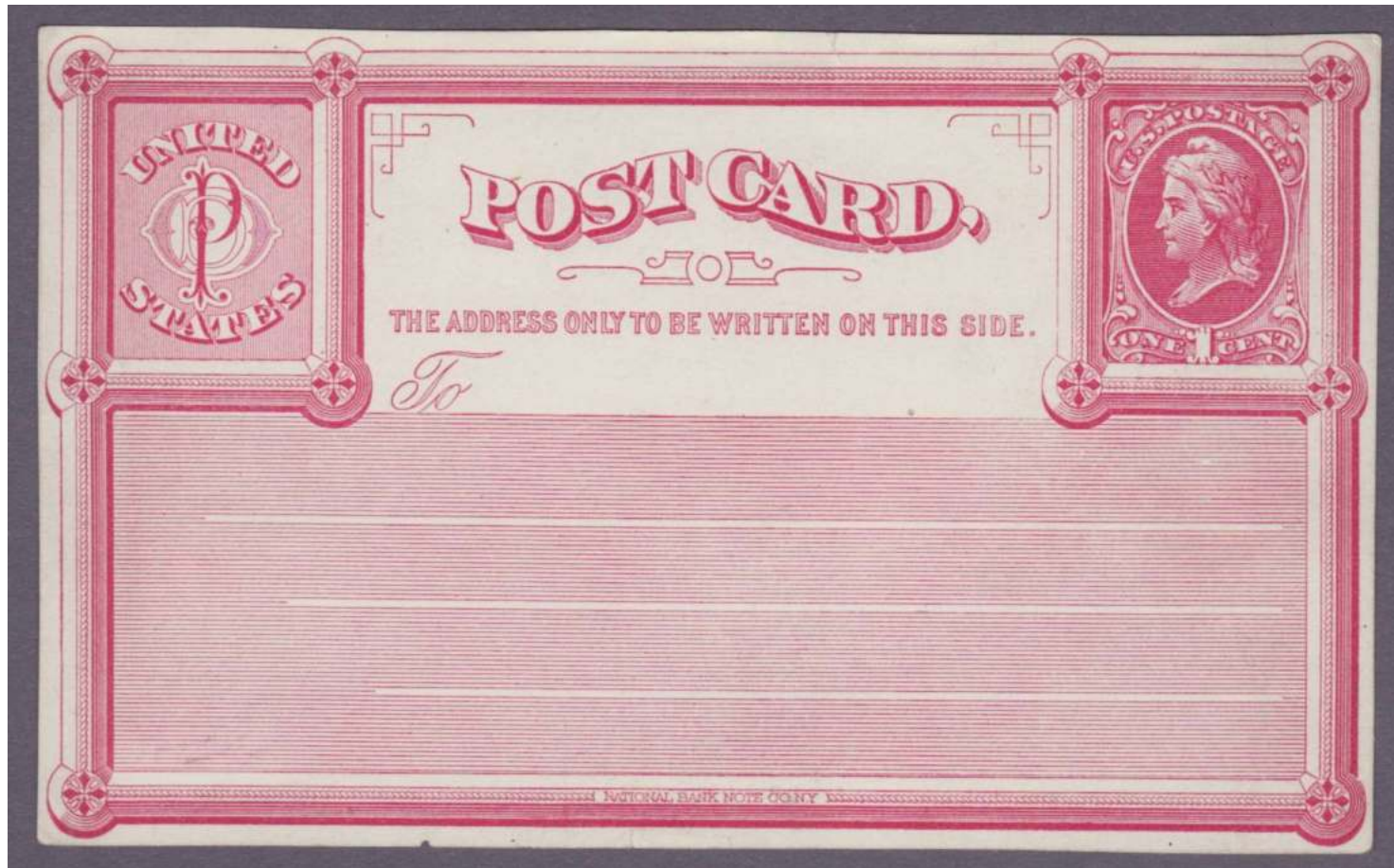
## DEVELOPMENT: Forerunners

### Continental Bank Note Co.



DEVELOPMENT: Forerunners

National Bank Note Co Essay



# DEVELOPMENT: Die Proofs National Bank Note Co.

1<sup>st</sup> Progressive Die Proofs





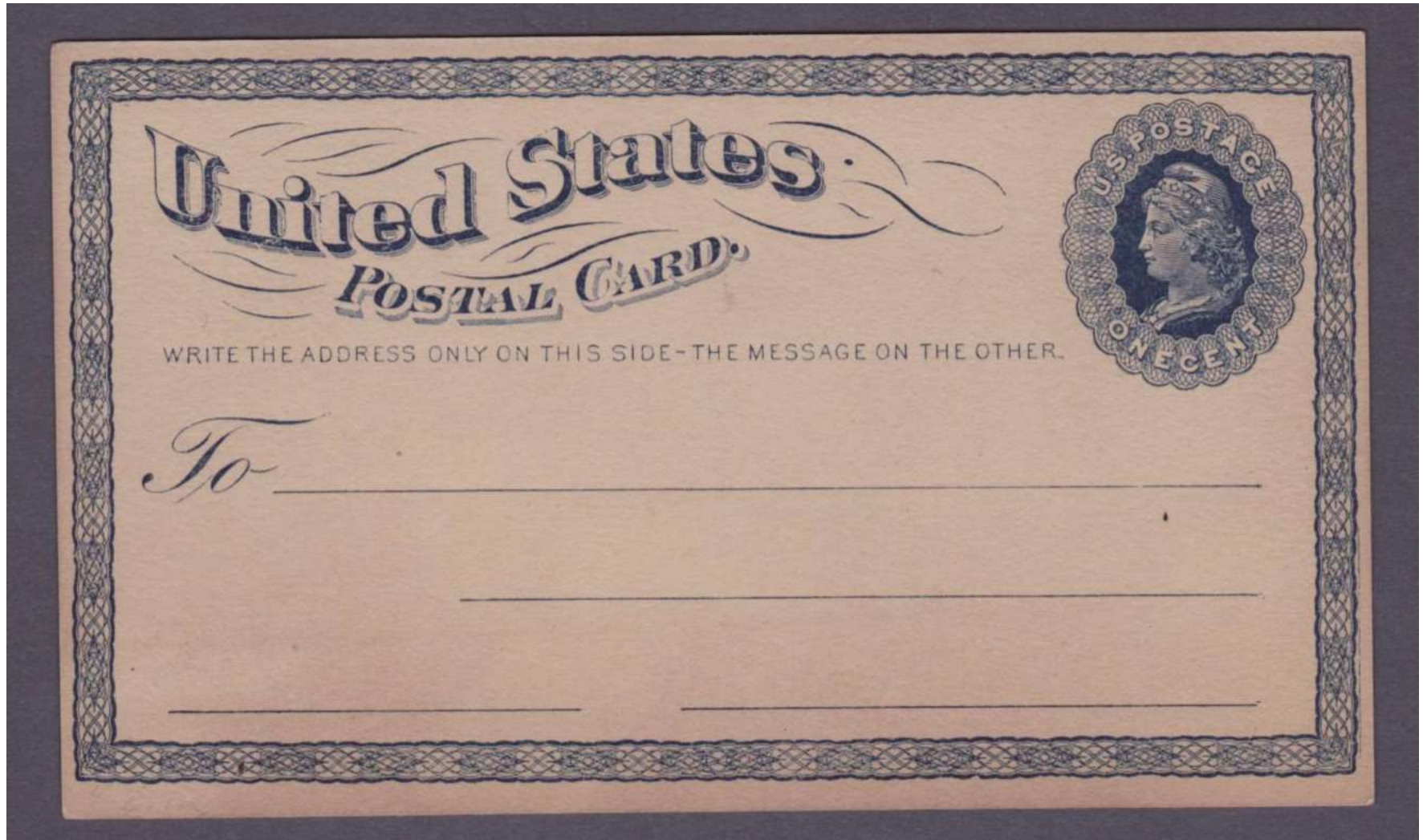
## DEVELOPMENT: Die Proofs

### 2<sup>nd</sup> Progressive Die Proof





## DEVELOPMENT: Completed Essay



DEVELOPMENT:  
Watermark Essay

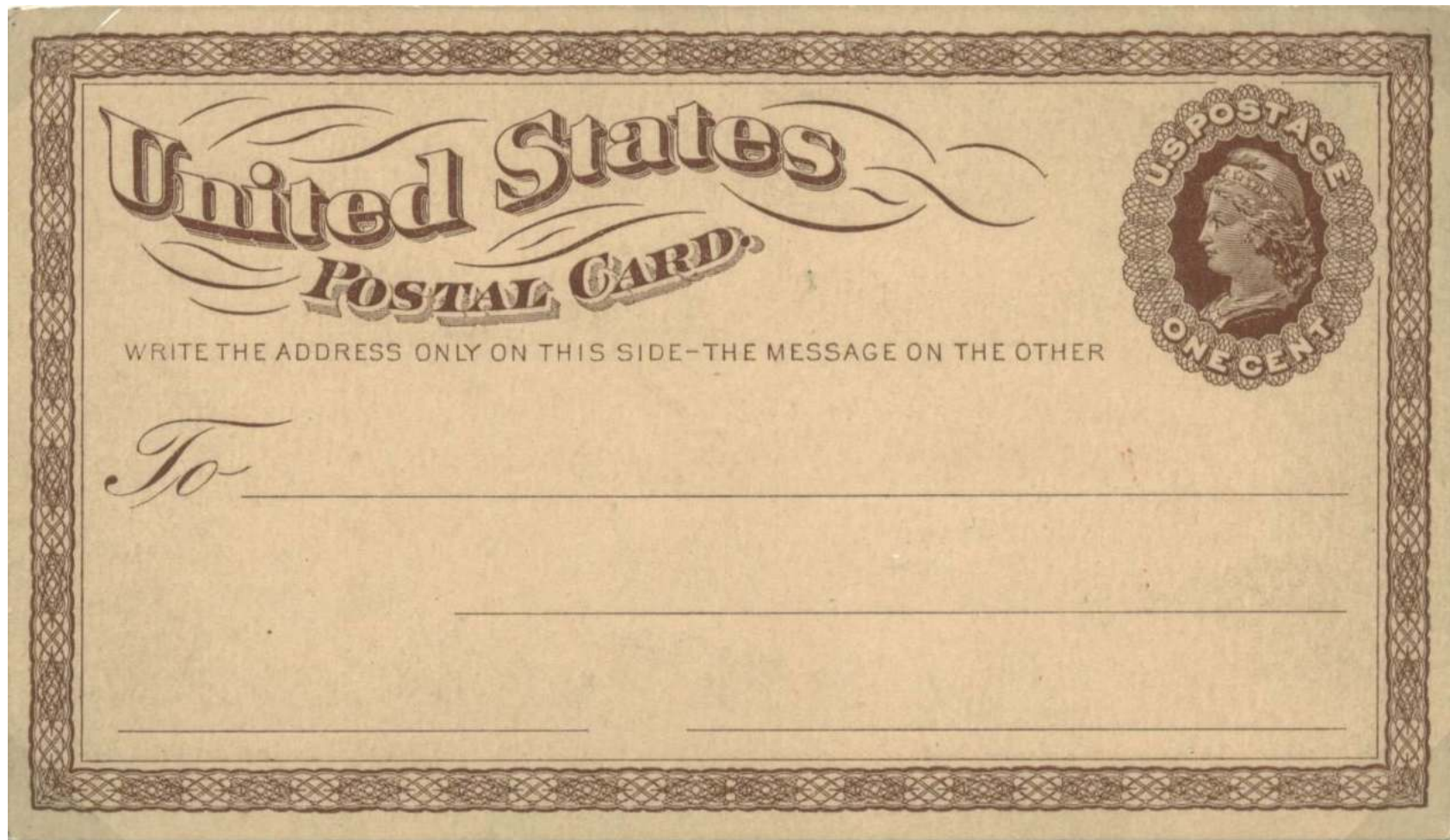


Essay watermark  
reads up or down  
on trial colors.





## DEVELOPMENT: Proof

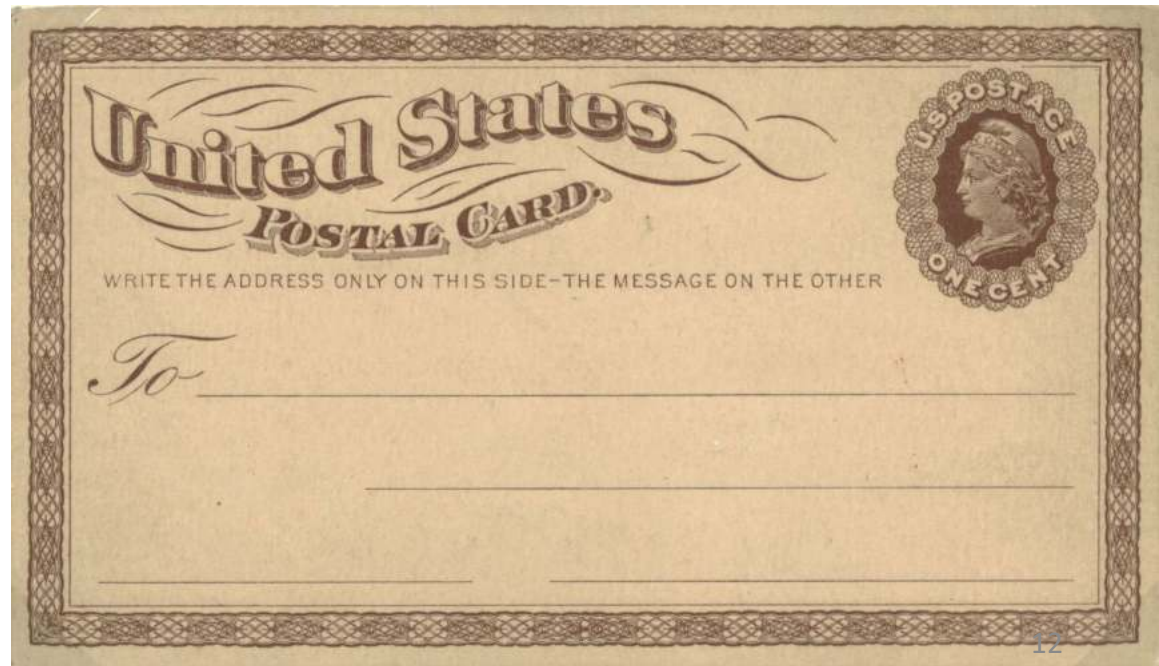
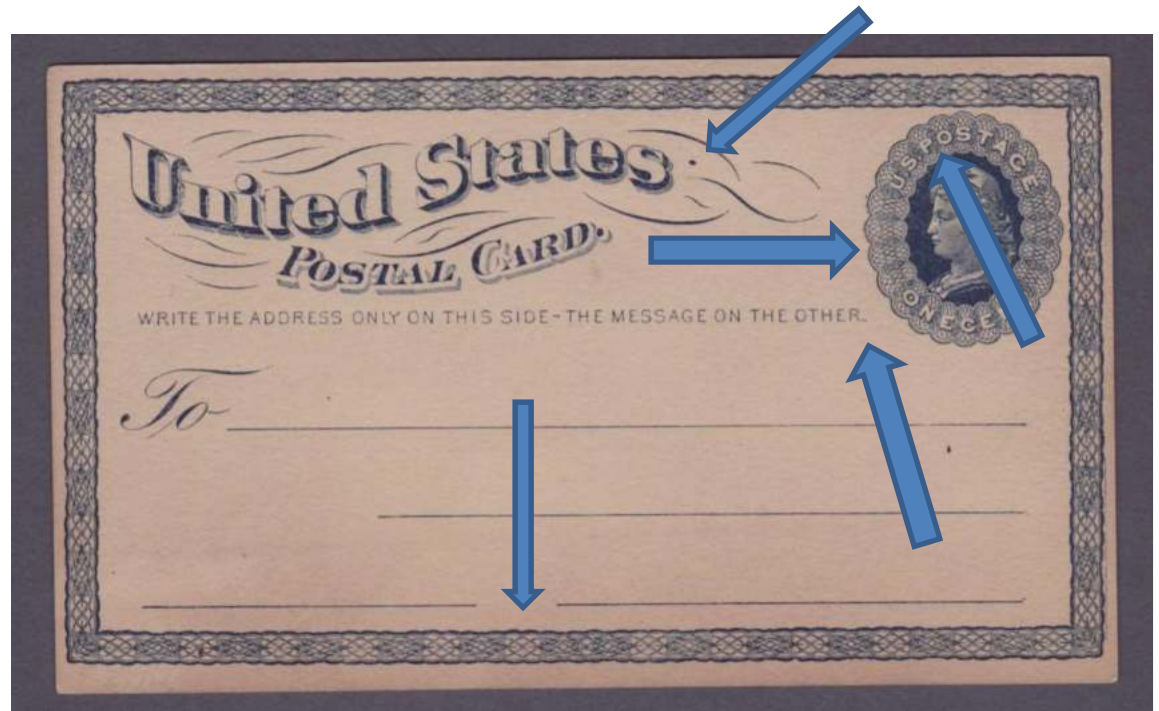


# DEVELOPMENT

## Essay & Proof Differences

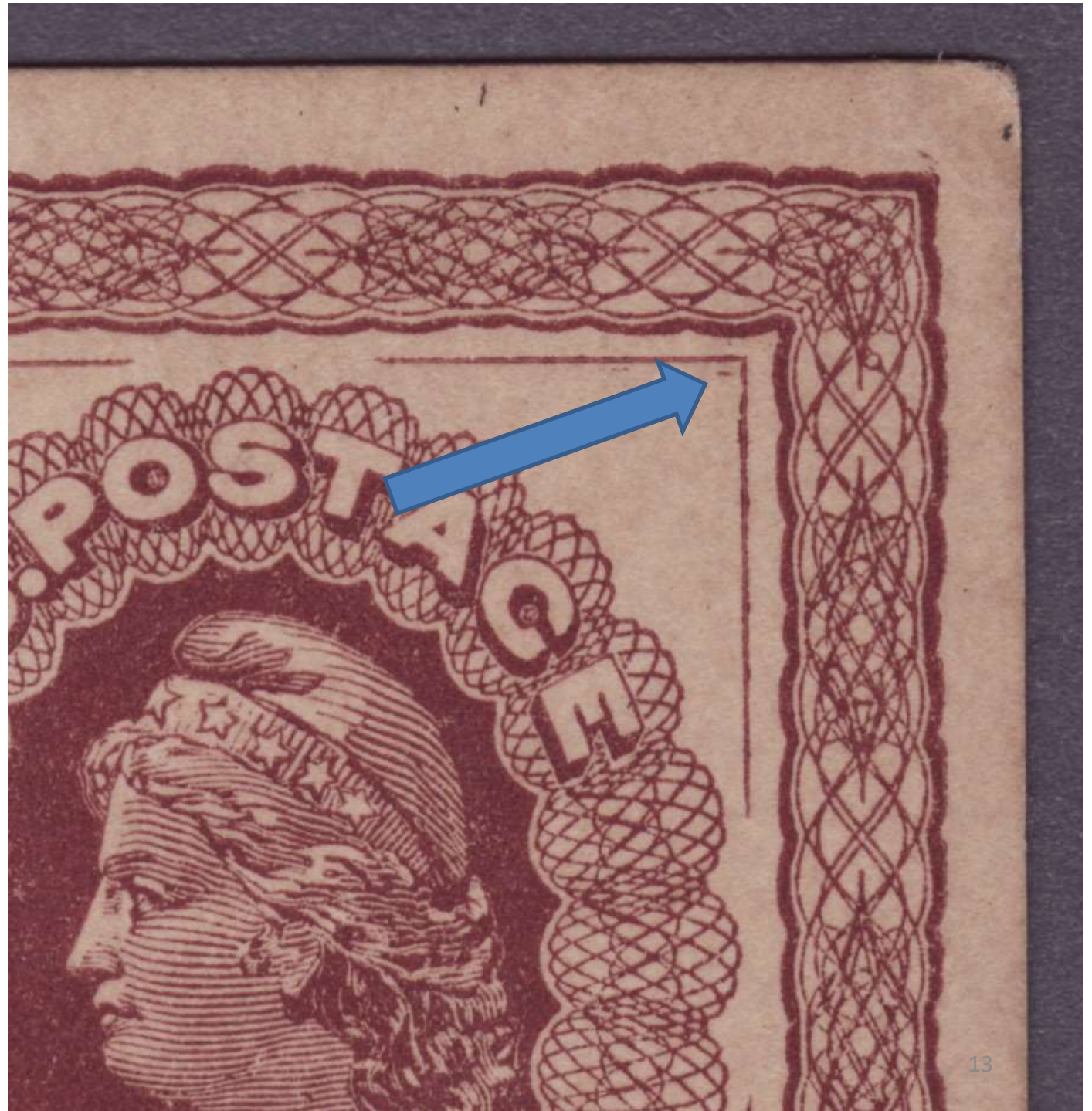
1. Knife edge around scallops of Liberty
2. No knife edge inside border.
3. Large dot near "S" of "States"
4. Small lettering for "U.S. POSTAGE" and "ONE CENT"
5. Scrolls slightly different in size and shape.

Final Design Proof

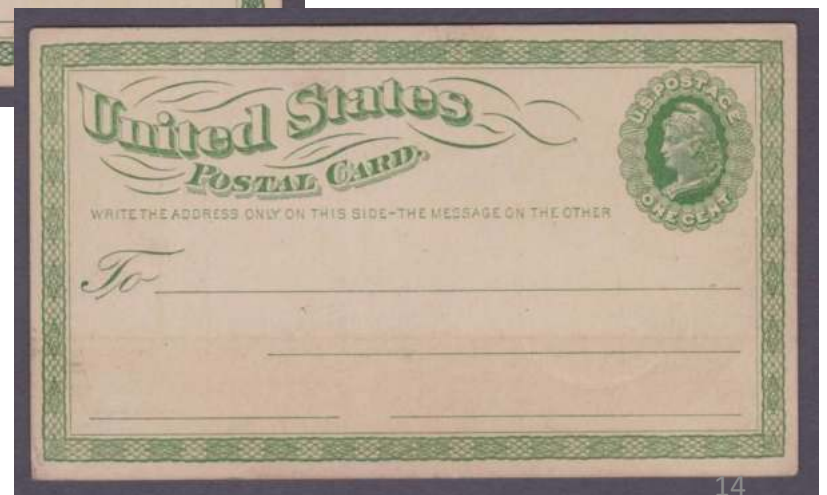
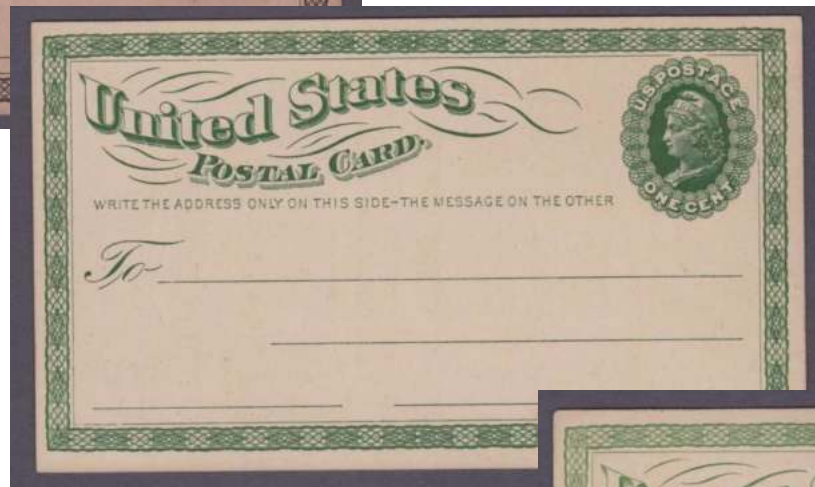
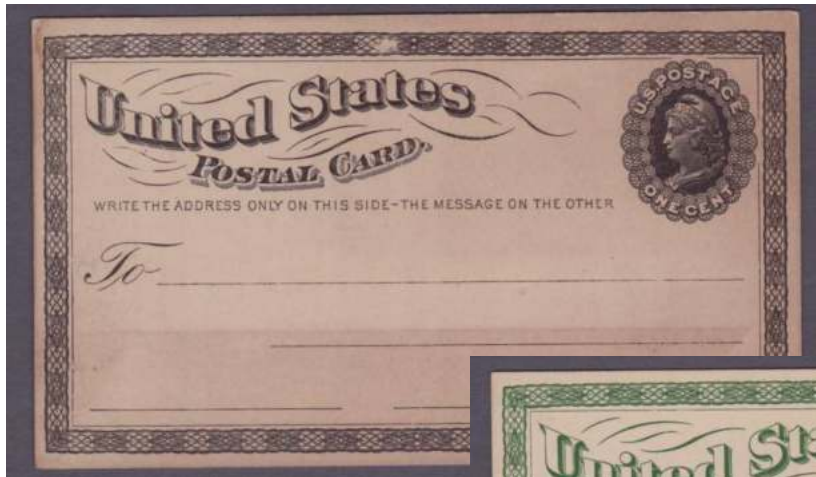




DEVELOPMENT:  
Secret Mark

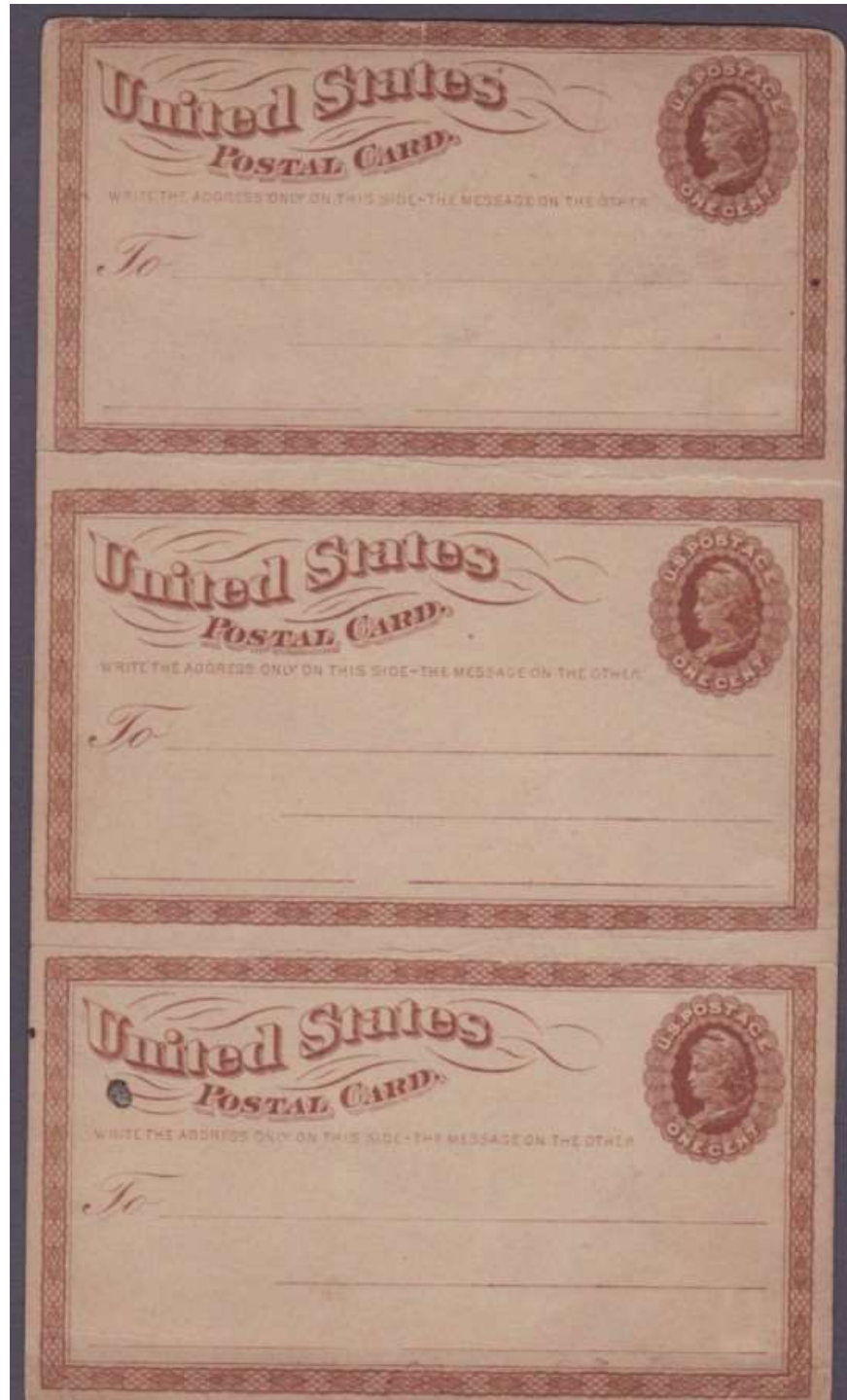


DEVELOPMENT: Three shades of approved color of velvet brown.





DEVELOPMENT:  
Trial Color Multiple



PRODUCTION: Large Watermark

The Post Office Department supplied dandy rolls to the Morgan Envelope Co. Morgan subcontracted the card stock production to the Hudson & Cheney Paper Co. of North Manchester Connecticut. The watermark monogram measured 60mm x 90mm.





## PRODUCTION: Large Watermark Varieties

Normal watermarks appear with the monogram reading up. Sometimes pressman did not always feed the paper stock in this manner. As a result the monogram can be found in different positions. Below is an inverted watermark.



A split watermark occurs when the paper stock is improperly cut into 22"x 30" sheets. A malfunction disturbed cutting alignment.



# PRODUCTION: Small Watermark

Production of cards was shut down after one month due to paper problems. The public complained that the paper was too porous causing ink to bleed when written upon. Another issued was that the watermark indentation was so pronounced that ink pens would get caught on it. The problems were corrected and the watermark monogram was reduced. The monograms are found in two types.

Type I : Shape  
of "O" in POD is  
round. Measures  
53mm x 35mm



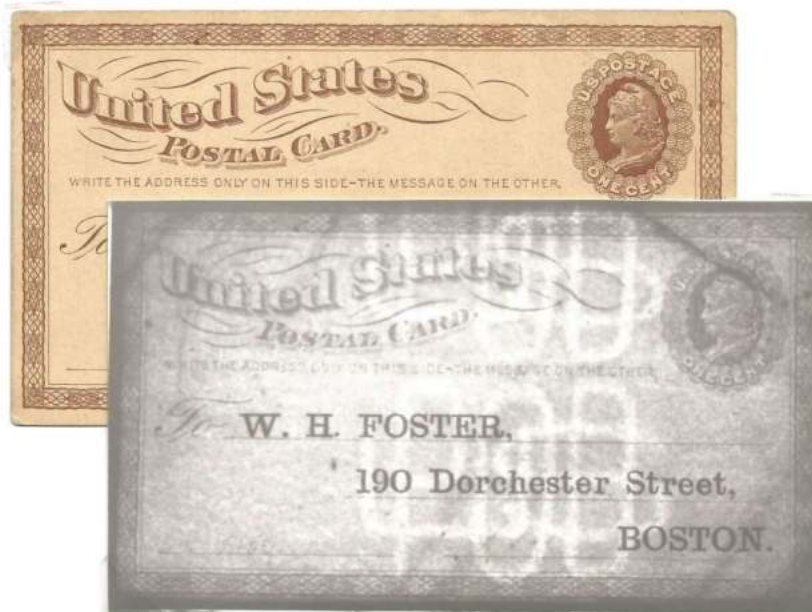
Type II : Shape  
of "O" in POD is  
elongated. Measures  
55mm x 38mm



PRODUCTION: Small Watermark Varieties - Position

Four watermark positions occur during printing. Other than normal, the other three are created by improper feeding of the sheets by pressman like the large monogram.

Normal Position



Inverted Position





PRODUCTION: Small Watermark Varieties - Position

Reversed Position



Inverted & Reversed Position





PRODUCTION: Small Watermark Varieties - Missing Letters

Occasionally portions of the monogram would break away from the dandy roll. Watermarks were produced where one or more of the letters were missing. Repairs were made quickly.

Missing "P"



Missing "P & U"



PRODUCTION: Small Watermark Varieties - Missing Letters

Reversed Watermark  
with "D" missing.



Monogram  
re-enforcement.



PRODUCTION: Small Watermark Varieties - Stitch Positions

Research has show that there appears to be four different types, thus indicating that the stitching was across the width of the dandy roll. In the repair, adjacent watermarks were pulled together so that their relative position to each other is different for the four positions.

Position 1



Position 2





PRODUCTION: Small Watermark Varieties - Bent Letters

Distorted "D"



"O" weld repair





PRODUCTION: Small Watermark Varieties - Shifted

Shifted watermarks occur when paper stock is cut into sheets and the with is trimmed improperly on either side. This produces a watermark which is shifted to the extreme right or left.



PRODUCTION: Unwatermarked

There was no authorization to use unwatermarked paper but they do exist. It is believed that some cards may have been produced on unwatermarked stock in an attempt to convince the Post office to change some of the requirements of the contract. Another theory suggests that an attempt was made to work out the correct composition for the paper stock before the dandy roll was received from the Post Office. The vast majority of unwatermarked cards are late printings on watermarked paper. Many of the wire monograms had become so worn that the watermarks were barely or no longer visible.

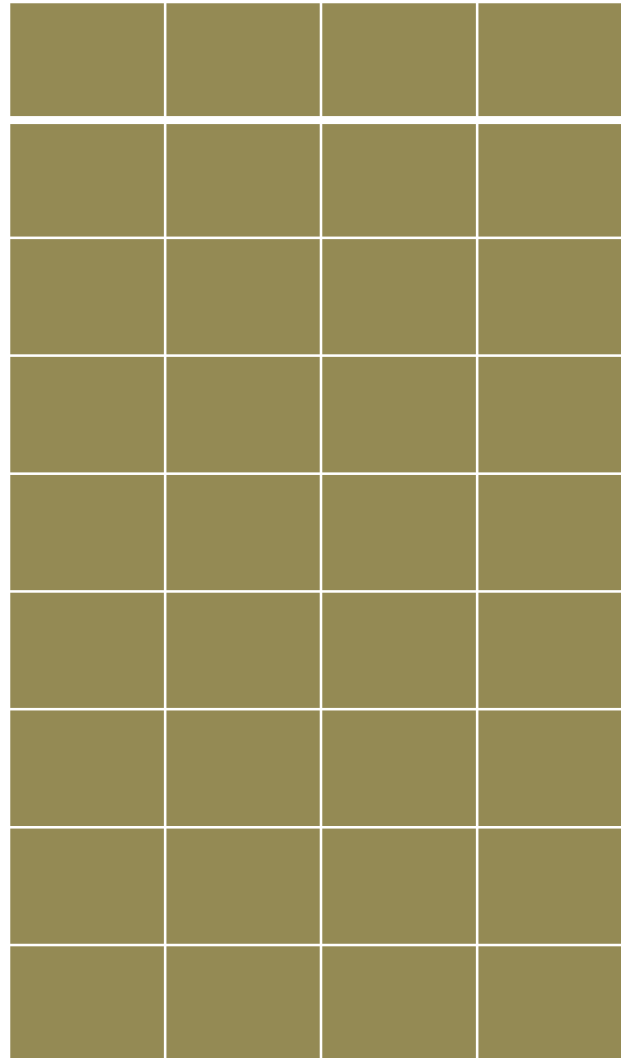
Apparently  
Unwatermarked



Weak  
Watermark



## PRODUCTION: Plate Layout 4X9





PRODUCTION : Plate Damage Original State



SP-4



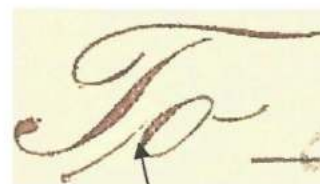
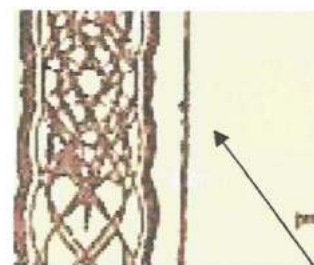
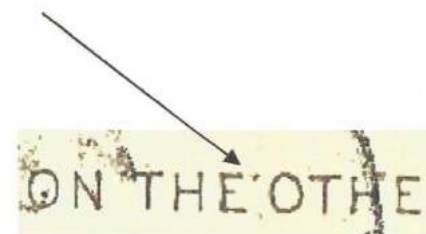
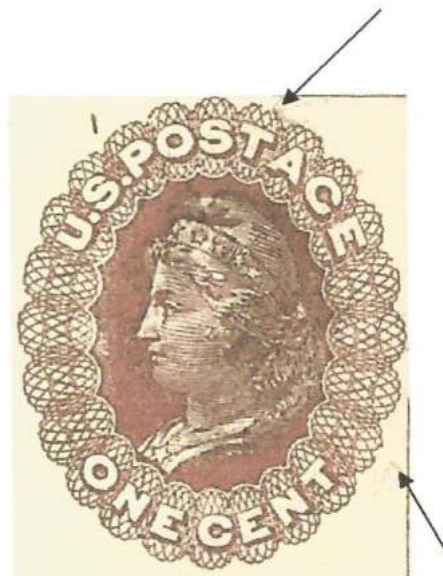
SP-7



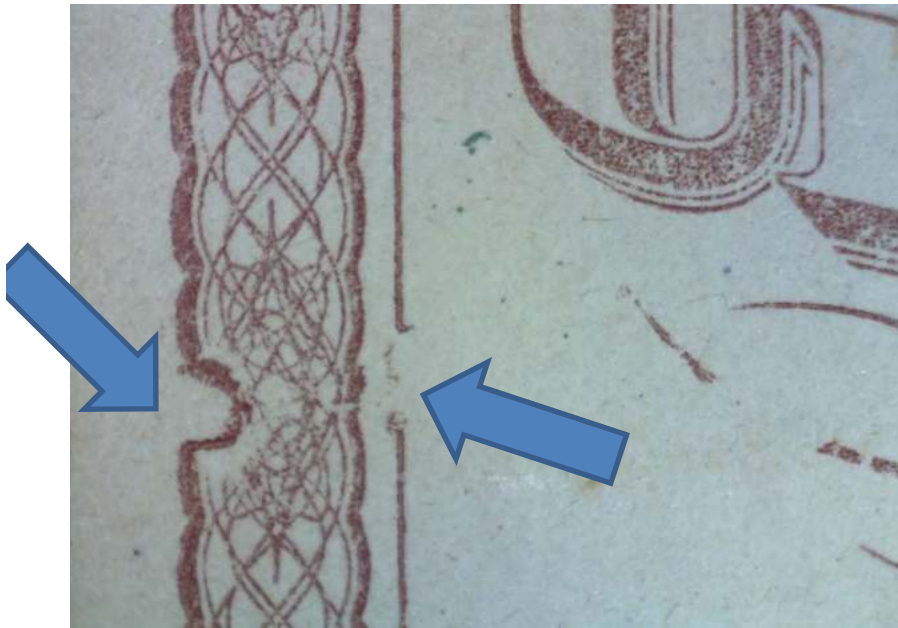
SP-23



SP-45



## PRODUCTION : Plate Damage





PRODUCTION : Plate Damage







Vertical paper maker paste up



Preprinted paper crease.

PRODUCTION: Anomalies

Miscut.



Offset.

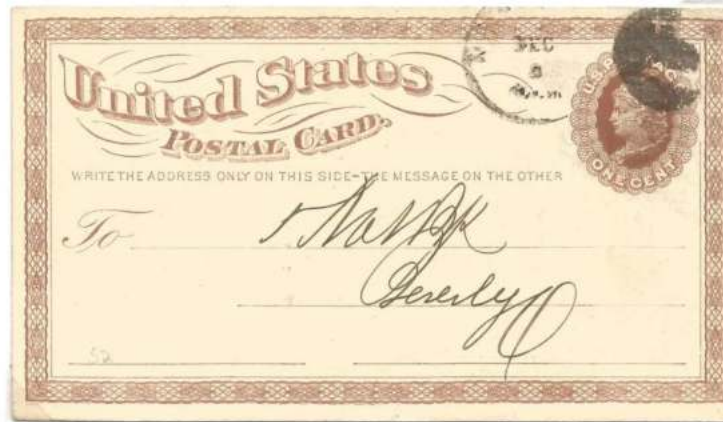


Paper Inclusion.



PRODUCTION: Paper Varieties

Light Buff



Dark Buff



Brown



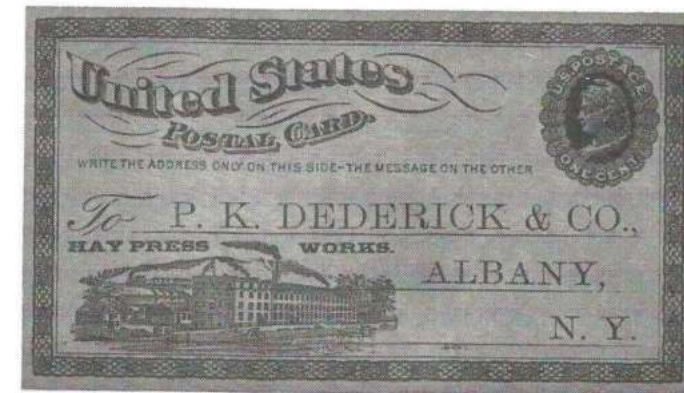


# POSTAL HISTORY: Infraction of Postal Card Rules

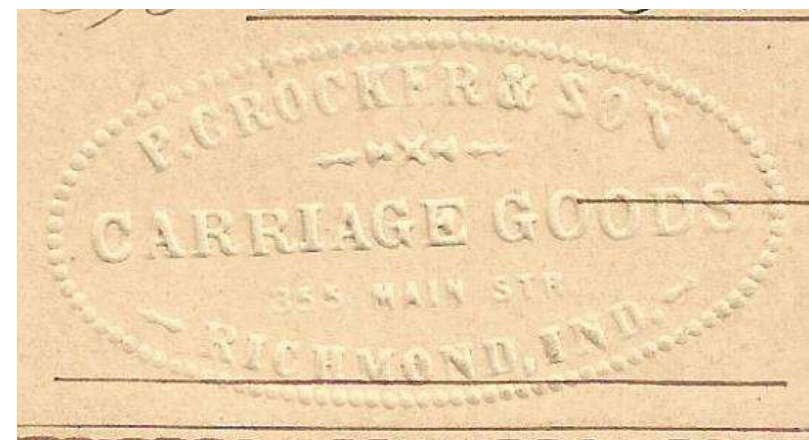
Postal guide rules state the postal cards are unmailable when there is anything printed or written on the front of the card despite the endorsement "WRITE THE ADDRESS ONLY ON THIS SIDE". If detected it should have been charged double letter rate (2 x 3c) less the 1c credit for the postal card. Otherwise Due 5c. These examples went undetected.



Phoenix Insurance Co. Hartford, Connecticut. 1874



Embossed P. Crocker & Son Carriage Goods Richmond, Indiana. 1874

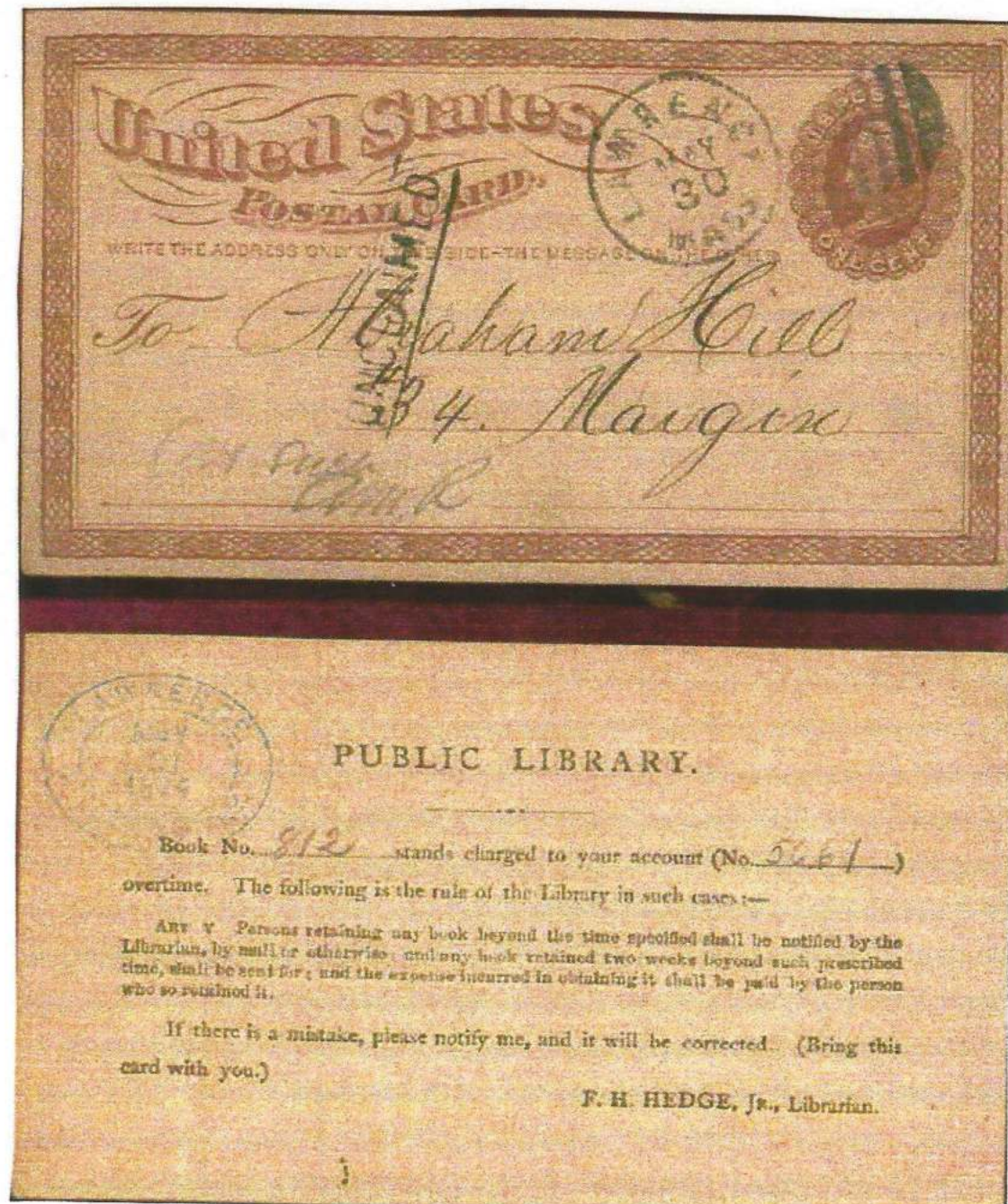


POSTAL HISTORY : Infraction of Postal Card Rules



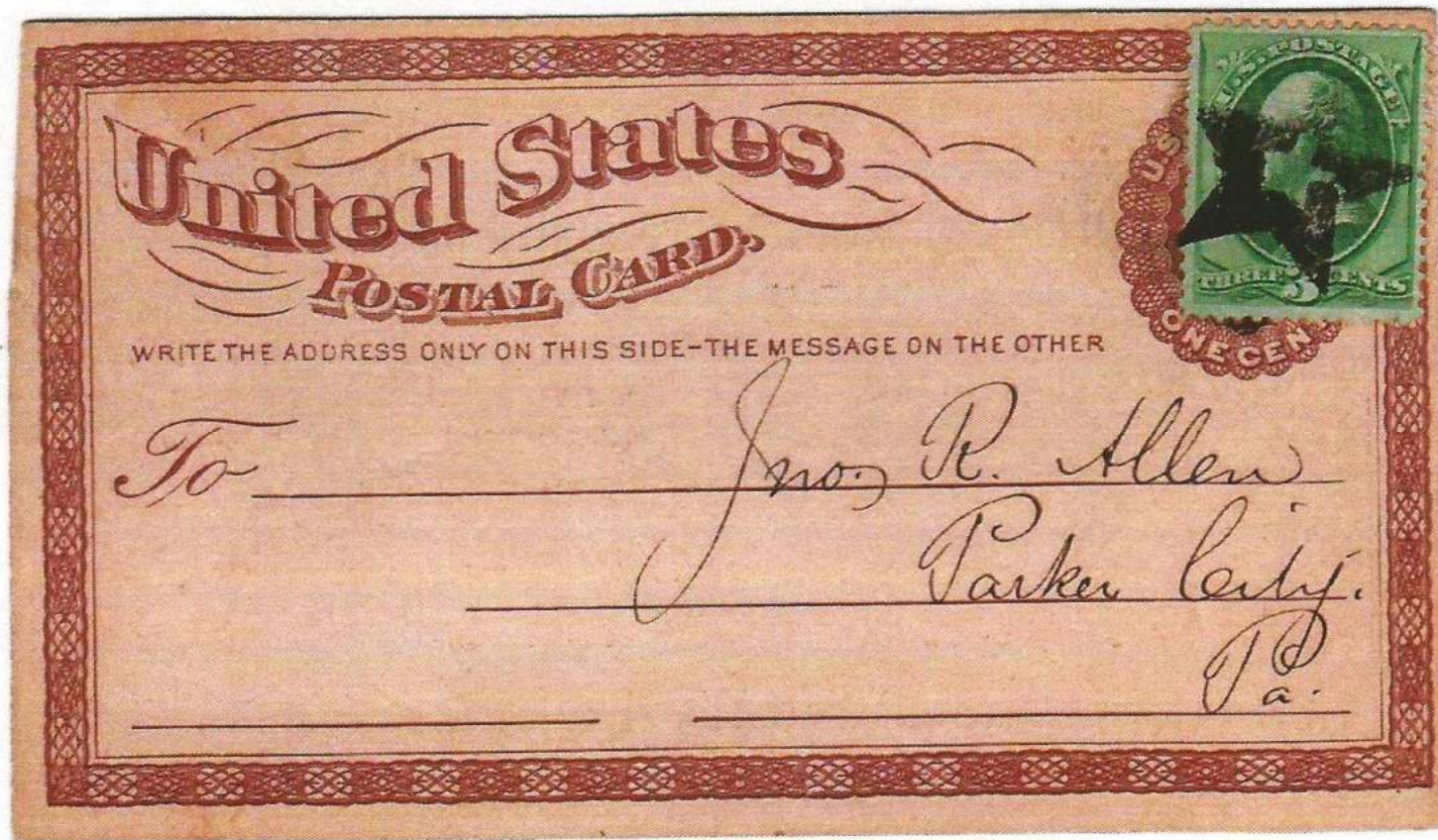


POSTAL HISTORY :  
Return to Sender





POSTAL HISTORY: Remailed Postal Card





POSTAL HISTORY: Retailed Postal Card : New Rules



## POSTAL HISTORY: Forwarding

As per *Postal Law & Regulations 1873* : " When a postal card has reached the office to which it is addressed, it may at the request of the party addressed, be forwarded to another post office without additional charge."

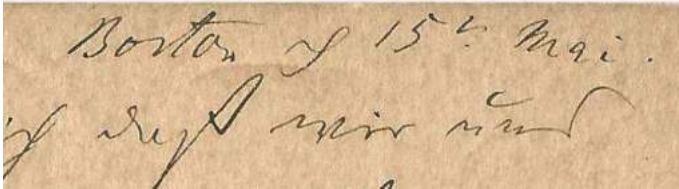


Missent and Forwarded from Montgomery, Alabama to Mobile Alabama 1875.





## POSTAL HISTORY: Early Use



Boston J 15th May.  
of Dept. of Air Mail



Early use. Docketed May 15, 1873 from Boston, Massachusetts. Boston received the first postal cards on May 13th.

Cards were distributed on May 12, 1873 from the printing plant in Springfield MA. Sales were made on the following day in Washington DC, NYC, Boston, MA, and Hartford CT. Eight cards are documented from these cities from May 13, 1873.





POSTAL HISTORY: Foreign Destinations pre UPU





POSTAL HISTORY: Treaty Rate to Canada

From July 1, 1873 to December 30, 1874 the postal card rate to Canada was 2c. It was reduced by treaty to 1c, effective January 1, 1875.



To Prince Edward Island May 11, 1874 2c rate



To Kingston, Ontario April 15, 1876 1c treaty rate.



France  
1876



Germany  
1875



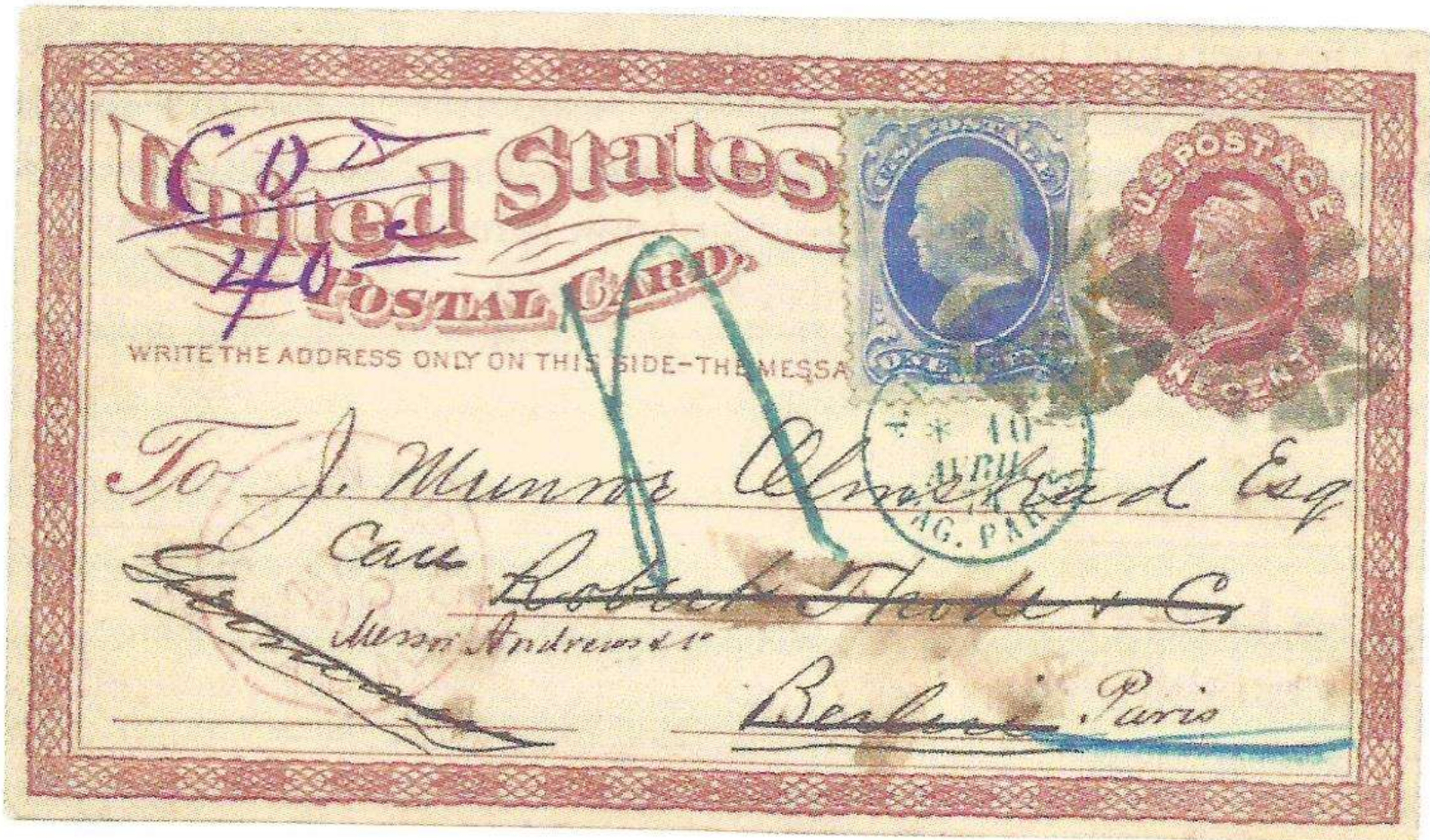
Switzerland

Negotiated 2c pre UPU rate  
effective May 1, 1874.  
1874





FOREIGN DESTINATION : Forwarded





# POSTAL HISTORY: Chicago Blue Cancellation

During the years 1873-1876 Chicago used almost exclusively blue ink for cancellations, date stamps and other markings. Over 140 designs have been documented. Below is a representation.



## Chicago Blue Cancellation





POSTAL HISTORY: New York City Cancellations -Substation

During the 1870's New York substations used cancels which consisted as letters designating a specific substation.

Houston &  
Broadway



8th Ave &  
33rd St.



3rd Ave. &  
33rd St.



POSTAL HISTORY: New York City Cancellations -Substation

3rd Ave. &  
124th St.



13th St.



Station I





## POSTAL HISTORY: New York City Cancellations -Numerals

The main post office in New York City used a variety of numerals cancellations on domestic mail. The numbers 1- 14 are believed to represent the various clerks employed at the time.



## New York City Cancellations -Numerals





POSTAL HISTORY: New York City Cancellations -Numerals





## POSTAL HISTORY : Fancy Cancells





# POSTAL HISTORY: Machine Cancels

As mail volume increased and the use of the postal card exploded, mechanical means to cancel mail developed. Among the first, in the mid 1870's especially adapted for rapid cancellation of postal cards was the Leavitt machine. Barry was another manufacture after Leavitt.

Leavitt  
Type A-2  
Boston 1876



Leavitt  
Type B  
Nashville 1879



Barry  
New York  
Late Use 1896



# POSTAL HISTORY: Manuscript Cancels

Smaller post offices with low mail volume and no hand devices cancelled with writing devices identifying the office. All are now discontinued post offices.

Scarboro, Georgia



Clintonville,  
Pennsylvania



Williams Mills,  
Pennsylvania





# POSTAL HISTORY: Territorial Use.

Salt Lake City, Utah  
August 3, 1874  
Statehood: January 4, 1896



Boulder, Colorado  
May 5, 1875.  
Statehood: August 1, 1876



To Walla, Washington  
Territory. May 19, 1874  
Statehood: November 11, 1889



# POSTAL HISTORY: Early Advertising



H.P.Harris among the first to advertise capitalizing on the issuance of the first postal card. 1873

LEADING AND OLD ESTABLISHED IMPORTING AND JOBBING HOUSES, LOUISVILLE, KY.

**VAN F. LYONS'**  
NEW PALACE  
HAT AND CAP EMPORIUM,  
No. 8 Tyler Block,  
Jefferson St., bt. Third and Fourth.

**HENRY A. MACILL**  
Wholesale & Retail Dealer in  
China, Glass, Queensware, Silver  
Plated Ware,  
Coal Oil Pictures and Fancy Goods  
7 Tyler Block, Jeff. St., n. 4th.

**Markham & Byington,**  
Druggists and Apothecaries,  
Cor. Fourth and Green.  
SUGARAL INSTRUMENTS.

**MONUMENTS**  
For the best and most  
tasty finished. Send for  
circular. Free.  
JAS. S. CLARK & CO.,  
Jefferson St., near Second.

**W. SCOTT CLORE**  
Bookbinder and Stationer,  
Agt. for Ky. State Single  
Number Lottery.  
No. 10 TYLER BLOCK.

**WATERS' SHOE STORE,**  
No. 9 Tyler Block,  
Jefferson St., near Fourth.

**STEINBERG,**  
Wholesale Manufacturer of

**AMERICAN HOUSE, BOSTON.**  
THE LARGEST FIRST-CLASS HOTEL IN THE CITY. PASSENGER ELEVATOR.

OAK HALL POSTAL CARD ADVERTISER 50 cents per hundred. By express or mail. "OAK HALL" CLOTHING HOUSE, 30 to 32 North St. Boston. Oldest and Largest. Containing every article worn by BOYS, YOUTH, AND GENTLEMEN.	OAK HALL POSTAL CARD ADVERTISER For Rates, address OAK HALL, BOSTON. A SILVER TIP ADDS FIVE CENTS TO THE COST OF A SHOE AND ONE DOLLAR TO ITS VALUE. CHIPMAN'S ANTI-MOTH CARPET LINING IS THE BEST. USE NO OTHER.
---	---

Multiple advertiser OAK HALL. Cards were sold for 50c per 100. 1874



**PUTNAM MACHINE COMPANY,**  
MANUFACTURERS OF  
Engine Lathes, Iron Planers, Upright Drills, Traverse Drills,  
Milling Machines, Bolt Cutters, Pulley Lathes, Axle Lathes, Pattern Lathes, Slotting Machines, Car Wheel Boreers.

ESTABLISHED 1832.




Send for Descriptive Catalogue.

Double and Single Headed Driving Wheel Lathes.  
PATENT REGULATING CUT-OFF STEAM ENGINES.  
Woodworth Planing Machines, Tyler Water Wheels, Shafting, Mill Work, &c.  
**FITCHBURG, MASS., U. S. A.**

Hydrostatic Wheel Presses, Nut Tapping Machines, Boring Machines, Chucks, Twist Drills, Reamers, Taps, &c., &c.

**WOOD-WORKING MACHINERY.**



TRADE MARK.

**UNIVERSAL WOOD WORKER.**

HAS NO EQUAL FOR VARIETY, QUALITY, AND ECONOMY OF ITS WORK.  
For Car Builders, Planing Mills, House Builders, Sash, Door and Blind Makers, Agricultural, Furniture, Cabinet, Carriage and Wagon Works.

Will do all kinds of Jointing, Square or Bevel; Squaring; Planing Straight and Out of Wind, Parallel or Taper; Straight, Circular, and Elliptical Molding; Panel Raising; Gaining; Planing; Rabbeting; Cornering; Beveling; Tonguing; Grooving; Hand-matching; Smoothing; Thicknessing; Banding; Fluting; Chamfering; Rounding; Noeling; Sawing; Boring; Routing, etc., etc.

HORIZONTAL AND UPRIGHT BORING MACHINES, SUPERIOR TO ANY IN USE.  
Planing and Matching Machines, and other Wood-Working Machinery.  
Send for Catalogue and Price List. **BENTEL, MARGEDANT & CO., Hamilton, O.**

**Fig. 1**



**Fig. 2**



**AGENTS WANTED FOR SIMMONS' Safety Lamp Filler.**

Fits any Lamp or Burner; catches the waste oil; saves taking off Burner or Chimney to fill a Lamp; saves Burners, Chimneys, Oil, time and money; keeps your lamp, table and hands clean, and helps you keep your temper.

*Sells Quick and Pays Well!*

Sample and Price-list sent free to any address on receipt of 25 cents.

Patentee and General Agent,  
**GEO. H. SIMMONS,**  
North Bennington, Vt.

Stolen horse & harnesses.

**\$100 REWARD.**

STOLEN from the subscriber on the night of the 26th inst., one **BLACK MARE**, 7 years old, 15 hands high, star in forehead, both hind feet white and the left forefoot partially white; has a wart on the left shoulder, under the collar, and the letter D branded on left shoulder; long tail, carries well; main turned to the right side. Also, one Double Carriage Harness, one Single Harness, Saddle and Bridle, Buggy Cushion and two Scotch Lap Robes.

I will give the above reward for any information by which I can get the Mare, and a liberal reward for the other property, and \$50 for the thief.

June 27th, 1875.

**S. W. RAYMOND,**  
Treasurer of La Salle Co., Ill.

Stolen horse, wagon & harnesses.

**STOLEN!**

From the subscriber, on the Woodworth Road, in North Providence, on the night of the 6th inst.,

**ONE BAY HORSE.**  
nigh hind foot white, scar on right hind quarters, weighs about 1150;

**ONE LIGHT EXPRESS WAGON.**  
chocolate color, striped black, three springs. Also

**SILVER MOUNTED HARNESS.**  
WITH SQUARE TURRETS.

Whoever will return said property, or furnish information enough to convict the thief or thieves, will be suitably rewarded.

Aug. 7, 1875

**HENRY D. OLNEY.**

Stolen cash.

**Bloomington, Ill., Dec. 8, 1873.**

A LIBERAL REWARD will be paid for the recovery of **\$336.00**, or any part of it, stolen by three boys described as follows: Age about 12, 15 and 17 years; the smallest one dressed in dark clothes, with dark turban cap and arctic over-shoes; large one had on short-tailed gray coat, and wore cap and rubber shoes; the other boy wore rubber shoes, and for size was between the two.

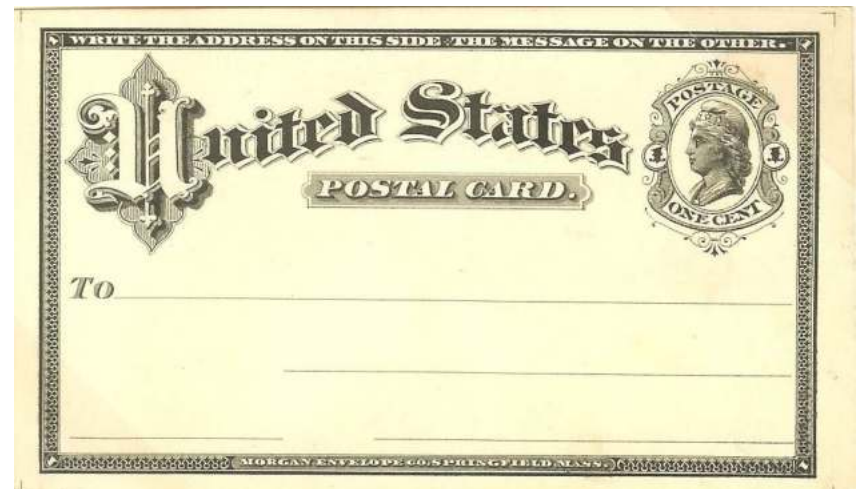
Keep a good look-out, as it is believed they went to your place.

Address, **CHIEF POLICE**, Bloomington, Ill.

52



## Second Design Essays Morgan Envelope Co.



# Unfinished Typo graphed Essay made from engraving

US Bureau of Engraving & Printing





## SECOND DESIGN: Watermarked Paper

In early 1875, the printing plates of the first issue were badly worn. New plates were not made as the National Bank Note Co. retained the original mater die and transfer roll. The Post Office had formed a new contract with the Continental Bank Note Co. to print stamps thus, their relationship with National Bank Note was no longer close. To solve this, the Post Office used a new design and amended the Morgan Envelope Co.'s contract to make these changes. The Postmaster General authorized the discontinuance of watermarked paper. A small quantity of watermarked paper was still on hand and was authorized to be used up. About 2.8 million cards were printed.

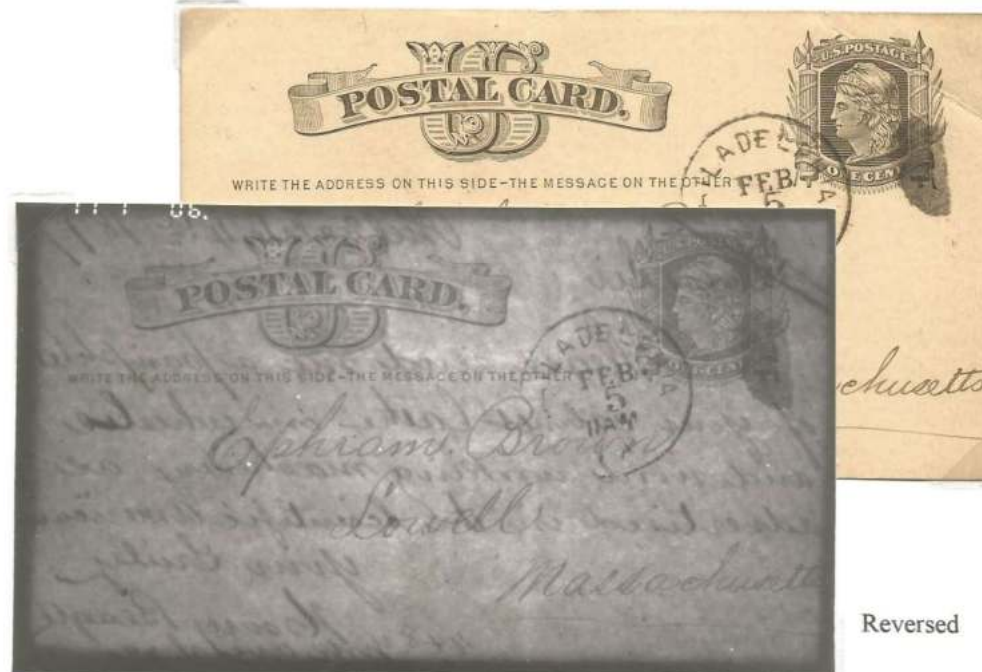


Inverted

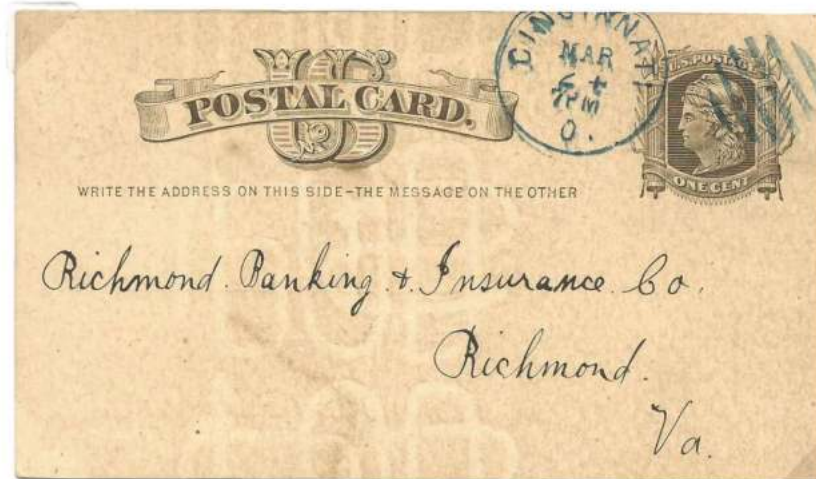


## SECOND DESIGN: Watermark Positions

Since the new issue was to be printed on unwatermarked stock, no care was taken on which way the sheets were fed into the press with the watermarked stock. This accounts for the watermark being found in all four positions. The old stock was produced with badly worn monograms. Most cards are found with weak watermarks. Clear watermarks are scarce.



Inverted &  
Reversed





## References

1. United States Postal Card Catalogue 2010 Lewis Bussey Editor.
2. Historical catalogue of U.S. Postal Card Essays & Proofs by Bill Falberg & Dan Undersander.
3. A Contemporary Account of the United states Postal Card 1870-1875 by Charles Fricke.
4. U.S. Domestic Postal Card Regulations 1874-1885 by Robert Stendel.
5. *Postal Stationery September – October 2013* Volume 55 Number 5. Census of USA Postal Cards Used Internationally Before Their Rates Were Established by Alex Gundel.
6. Plating of the first United States postal card by Charles A. Fricke.

