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.

1st Progressive Die Proofs
DEVELOPMENT: Die Proofs

2nd Progressive Die Proof
DEVELOPMENT: Completed Essay
DEVELOPMENT: Proof
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 issue 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 51mm 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
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.
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
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.
PRODUCTION: Plate Layout  4X9
PRODUCTION : Plate Damage Original State
PRODUCTION : Plate Damage

RECUT

RECUT

RECUT

RECUT
PRODUCTION : Plate Damage

RECUT

RECUT

ONE CENT

ONE CENT
Vertical paper maker paste up

Preprinted paper crease.
PRODUCTION: Paper Varieties

Light Buff

United States
Postal Card

WRITE THE ADDRESS ONLY ON THIS SIDE-THE MESSAGE ON THE OTHER

To: [Signature]

Dark Buff

United States
Postal Card

WRITE THE ADDRESS ONLY ON THIS SIDE-THE MESSAGE ON THE OTHER

To: Messrs. J. G. King's Sons

New York

Brown

United States
Postal Card

WRITE THE ADDRESS ONLY ON THIS SIDE-THE MESSAGE ON THE OTHER

To: Mr. S. A. Cheese

Sarah Breed
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: Remailed Postal Card
POSTAL HISTORY: Rermailed 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

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

To: Postal Services
Rojaumont, Used and Co.
France

Germany
1875

To: Mrs. Reihe
Herford, Westphalen
Germany

Switzerland

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

To: Mme. Mercier, Professeur de l'Academie
d'Lausanne
Lausanne, Canton de Vaud
Switzerland
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 design have been documented. Below is a representation.
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

3rd Ave & 124th St.

13th St.

3rd Ave. & 33rd St.

Station 1
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.
POSTAL HISTORY: Fancy Cancels
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 manufacturer 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

TO OUR FRIENDS, GREETING.

We take advantage of the earliest issue of the new Postal Cards to present our Compliments.

The season for planting being now quite over, and the growing season well under way, we are enabled to estimate the damages by the late severe winter. Many trees that looked vigorous at time of sending out leaves have withered and died, and nearly all of our trees have suffered. It was impossible to anticipate the consequences, and we are willing to share with our customers a part of the loss, which we will cheerfully adjust the coming Autumn season, or Spring of 1875. We would also remark that our Nurseries have been thoroughly cleared of all damaged stock, many thousand having to be removed and burned, and that we shall have a better stock than ever to send out this fall and next spring, and shall be prepared to send all our old customers and many new ones.

The Ornamental Department of our business will be fully stocked after the general seasonal stocks, and we will make the same liberal terms as always. We shall have an unusually large and fine stock of Hardy trees and vines for the Fall and Spring trade. Our nursery in large capacity, very time and stamp.

Very truly,

H. P. HARRIS & CO.
Proprietors of the
"HOME NURSERIES,"
Champaign City, Ills.

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

Multiple advertiser OAK HALL. Cards were sold for 50c per 100. 1874
POSTAL HISTORY: Illustrated Advertising: Manufacturing

**PUTNAM MACHINE COMPANY**

Manufacturers of
Engine Lathes, Iron Planers, Upright Drills, Traverse Drills,
Millers, Machine Tools, Belt Cutters, Pulleys,
Lathes, Axle Lathes, Patterns, Lathes,
Shaping Machines, Car Wheel Trimmers,
Taps, &c.

Double and Single Headed Driving Wheel Lathes.
Patient Regulating Cut-Off Steam Engines.
Woodworth Planing Machines, Tyler Water Wheels, Shafting, Mill Work, &c.

FITCHBURG, MASS., U.S.A.

**WOOD WORKING MACHINERY**

HAS NO EQUAL FOR VARIETY, QUALITY, AND ECONOMY OF ITS WORK.
For Gas Ranges, Planing Mills, Room Builders, Such, Door and Panel Makers, Furniture, Cabinetry, Carriages and Wagons.

Send for Catalogue and Price List. BENNET, MABRARD & CO., Hamilton, O.

**AGENTS WANTED FOR SIMMONS' SAFETY LAMP FILLER**

Fill any Lamp or Burner; catches the waste oil, saves taking out of Burners or Chimneys to fill a Lamp, saves Burners. Oil

**$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!**

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

**ONE BAY HORSE**

High 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.

**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.
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.
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.
References

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.