The Concept of Treatment in Postal Stationery

Exhibit:
“Postal Stationery of Denmark The Bicoloured Issue 1871-1905”

Lars Engelbrecht
Agenda

1. What is treatment according to the regulations?
2. A treatment challenge/opportunity of Postal Stationery Exhibits: Traditional and/or postal history focus?
3. Describing treatment on the introduction page: Title, purpose, scope & exhibit structure/plan
4. The flow of the exhibit: 1st and 2nd level of treatment
5. Using headlines to support the understanding of the exhibit flow
6. Describing items – so descriptions support the treatment
7. Selecting items – and avoiding duplication
8. The exhibit balance – and the beginning & ending
9. The Future of Postal Stationery Treatment
Chapter 1

What is treatment – according to the regulations?
The Judging Criteria

• **Treatment (20)**
  and philatelic importance (10)  30 points

• Philatelic and related knowledge,
  personal study and research  35 points

• **Condition (10)**
  and rarity (20)  30 points

• Presentation  5 points
4.5 The criterion of "Treatment" requires an evaluation of the completeness and correctness of the selected material made by the exhibitor to illustrate his chosen subject.
3.1 Treatment of the exhibit reflects the degree to which the exhibitor is able to create a balanced exhibit characteristic of the chosen subject. A logical progression that is easy to follow and a clear concise write up will help the jurors to appreciate the exhibit. In assessing treatment jurors will check that the statements made in the introduction and plan are adequately represented in the display.
Is Treatment Story Telling?

• To me: Yes!
• I see a postal stationery exhibit as story telling, but it is not a fiction novel. The story we want to tell is a factual introduction to a specific subject
• The story is about the development of the production and use of postal stationery
• Telling a good story in the exhibit is rewarded by higher marks in treatment
Chapter 2

A major treatment challenge/opportunity of Postal Stationery Exhibits:

Traditional and/or postal history focus?
Traditional and/or Postal History focus?

• Postal stationery items are wonderful because they have a very interesting traditional aspects:
  – Varieties in the stamp imprint and other printed text and decoration
  – Varieties in colour
  – Varieties in quality and colour of the stock/paper
  – Varieties in gum and perforation
  – etc
Traditional and/or Postal History focus?

• …and used postal stationery items are also very interesting because of postal history aspects:
  – Rates: local, domestic, international, express, registered etc (with or without additional franking)
  – Routes
  – Postmarks
  – Markings
  – etc
Traditional and/or Postal History focus?

• So what is the main focus in postal stationery exhibits? The guidelines from the postal stationery commission are clear about that:

“The usage of the items, the rates, routes, cancellations and other aspects are a secondary part of the story and may not be a dominant part of the exhibit”
Traditional and/or Postal History focus?

• How do you identify the focus in an exhibit?
• Try to count the rarity statements: How many are related to the rarity of:
  – The postal stationery items themselves (traditional)
  – The postal history aspects (rates, routes, postmarks etc)
Traditional and/or Postal History focus?

The rarity statements

**Traditional**

4 ore UNPERFORATED letter card. The letter card has no text below, and therefore the perforation should have been 11 1/4. Local letter rate 1 Jan 1875 - 30 Sep 1902. 4 ore. Sent in Copenhagen 21 February 1889.

**Postal History**

10 ore postal card, print group 7, variety VII. Impressed with pair of 8 ore printing XVII, and damaged 4 ore printing XVI. UPU postal card rate 1 Jul 1879 - 31 Jan 1921; 10 ore. Express rate to Germany 1 Apr 1879 - 31 Jan 1921; 10 ore. In total: 30 ore. Sent from Vejle to Prenzlau, Germany, 14 January 1883.

THE ONLY RECORDED USED UNPERFORATED 4 ORE LETTER CARD

THE ONLY RECORDED BICOLOURED POSTAL STATIONERY SENT EXPRESS TO ANY FOREIGN DESTINATION

Treatment - Postal Stationery
Traditional and/or Postal History focus?

• In a postal stationery exhibit the focus should be “traditional” with the majority of the rarity statements on the rarity of the postal stationery items

• My exhibit:
  – Traditional rarity statements: 74 (78%)
  – Postal history rarity statements: 21 (22%)
Chapter 3

Describing treatment on the introduction page

Title, purpose, scope & exhibit structure/plan
The Introduction Page

1. Title

2. The Purpose and scope

3. The Structure

4. The Content

5. The Rarity Statements

6. Personal Study and Research

7. My Website

8. Exhibit Plan

Treatment - Postal Stationery
My Exhibit Title

“Bicoloured Postal Stationery of Denmark 1871-1905”

or

“Postal Stationery of Denmark 1871-1905 – The Bicoloured Issue”
The Boundaries

• Does the exhibit have natural boundaries (beginning and end dates or similar)?

Example 1: Traditional defined boundaries:
- The King Francis III issue (1876-1903)

Example 2: Postal history defined boundaries:
- Swedish postal stationery from UPU to WWII
My Exhibit

- Traditional defined boundaries
- 1871-1905 are the 34 years from the introduction to the withdrawing of the issue
Defining the Exhibit Purpose

The exhibit purpose identifies the reason for showing this exhibit:

"The purpose of this exhibit is to show the varieties and use of Fakeland postal stationery up to 1942"

A postal stationery exhibit should have a clear purpose often defining it by: Country, Period and/or Issue and treatment focus!
Defining the Exhibit Purpose

The purpose gives us a very good indication of the treatment:

"The purpose of this exhibit is to show the varieties and use of Fakeland postal stationery up to 1942"

Given this purpose we must expect to see both varieties and use treated in the exhibit
The Purpose of My Exhibit

“The purpose of my exhibit is to show the varieties of the bicoloured Issue of Danish postal stationery 1871-1905”
The Purpose of My Exhibit

“The purpose of my exhibit is to show the varieties of the bicoloured Issue of Danish postal stationery 1871-1905”

The exhibit has a traditional purpose: To show varieties
Therefore the exhibit structure and treatment must also be “traditional”
Defining the Exhibit Scope

The exhibit scope defines what is included and what is not in the exhibit:

"The exhibit shows the Fakeland wrappers from the first issue in 1888 until the last issue in 1907 before the great African independence war. Stamped to Order wrappers are not included in the exhibit"
The Scope

The scope in postal stationery exhibits is often defined by:

The Physical Form
The Availability
The Function
The Scope

The Physical Form

• Letter Sheets & Aerogrammes
• Envelopes & Registered Envelopes
• Postal Cards & Reply Cards
• Letter Cards
• Wrappers
• Printed Forms
The Scope

The Availability

- Post Office Issues (for public use)
- Military Issues (for members of the armed forces)
- Official Service (for use of government)
- Local Post (for public use locally)
- Stamped to Order (ordered by companies or organizations)
The Scope
The function

- Postal (surface): Local, inland or foreign
- Airmail: Inland or foreign
- Registered: Inland or foreign
- Telegraph: Inland or foreign
- Parcel Cards
- Money Orders
- Etc.
My Exhibit Scope

- My exhibit is limited to one post office issue: The “Bicoloured” issue and all the stationery types in this issue:
  - Letter Sheet
  - Postal cards
  - Reply cards
  - Letter Cards
  - Wrappers
## My Scope: Only One Issue?

### Crown Scepter
- **Sword issue**
- **1865-1902**
- **Envelopes**:
  - 2 sk
  - 4 sk
  - 4 øre
  - 8 øre
  - 1 proof
- **Postal cards**
  - 4 sk
  - 2 sk
  - 4 sk
  - 3 øre
  - 4 øre
  - 6 øre
  - 5/6 øre
  - 8 øre
  - 10 øre
  - 3 øre
  - 1 proof
- **Reply cards**
  - 4 øre
  - 6 øre
  - 8 øre
  - 3 øre
  - 1 proof
- **Letter cards**
  - 5/4 øre
  - 10/8 øre
  - 2 sk
  - 4 øre
  - 9 essays
  - 1 essay + 2 proofs
  - 1 essay
- **Wrappers**
  - 5 øre
  - 10 øre
  - 5 øre
- **TOTAL**: 0 Essays, 1 Proofs

### Bicolored issue
- **1871-1904**
- **Letter Sheet**
  - 4 sk
  - 1 essay
- **Postal cards**
  - 2 sk
  - 4 sk
  - 3 øre
  - 4 øre
  - 5 øre
  - 6 øre
  - 8 øre
  - 10 øre
  - 10 øre
  - 5 øre
  - 5 øre
  - 10 øre
  - 8 øre
  - 1 proof
- **Reply cards**
  - 4 øre
  - 6 øre
  - 8 øre
  - 3 øre
  - 1 proof
- **Letter cards**
  - 5/4 øre
  - 10/8 øre
  - 2 sk
  - 4 øre
  - 9 essays
  - 1 essay + 2 proofs
  - 1 essay
- **Wrappers**
  - 5 øre
  - 10 øre
  - 5 øre
- **TOTAL**: 50 Essays, 6 Proofs

### Coat of Arms issue
- **1882-1902**
- **Postal cards**
  - 5 øre
  - 10 øre
  - 5 øre
- **Reply cards**
  - 5 øre
  - 10 øre
  - 5 øre
  - 10 øre
  - 5 øre
- **Letter cards**
  - 5 øre
  - 10 øre
  - 5 øre
- **Wrappers**
  - 5 øre
- **TOTAL**: 0 Essays, 0 Proofs

*Number of essays and proof of entires only. Some essays and proofs of imprinted stamps exist additionally.*
Narrow vs. Broad Scope

• You can choose to have a narrow or broad scope
  – Narrow: Denmark 5 øre Official Postal Cards 1888-1915
  – Broad: Denmark Postal Stationery 1865-1920

• Even if the chosen subject is more important, poor treatment will lose more marks than gained from importance
Narrow vs. Broad Scope

• The demand for completeness of the material shown is higher the more narrow scope you choose
• I have chosen the more narrow scope and I have 100% completeness (Essays, proofs, varieties)
• Make sure the scope is not too wide for the number of frames allocated
The Exhibit Structure

- The plan shows Content, Period and Page
- The structure is chronological within each type of stationery
- All chapters are numbered
- The exhibit balance is easy to see

<table>
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<td>2</td>
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<td>1.1 Essay</td>
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<td>3-8</td>
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<td>2.1 Essays</td>
<td>1871</td>
<td>3-8</td>
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<tr>
<td>2.2 2 &amp; 4 skilling varieties</td>
<td>1871-1874</td>
<td>9-16</td>
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<td>2.3 4, 6, 8 &amp; 10 øre proofs &amp; var.</td>
<td>1875-1878</td>
<td>17-32</td>
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<td>3. Large postal cards (Frame 3-5)</td>
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<td>1879-1888</td>
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<td>64</td>
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<tr>
<td>3.4 3 øre proof and varieties</td>
<td>1888-1905</td>
<td>65-72</td>
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<td>6. Wrappers (Frame 8)</td>
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<td>113-114</td>
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Chapter 4

The flow of the exhibit

1st and 2nd level of treatment
A typical example of level 1 postal stationery treatment
Level 1 Treatment

• Usually there is very little difference in how exhibitors treat level 1
  – The chapters (1.x to 5.x) are the different kinds of stationery
  – The subchapters (x.1 to x.4) are the different issues

• Usually I see very few problems with level 1 treatment in postal stationery exhibits
Let’s have a look at the treatment at level 2 – we are zooming in on one of the sub-chapters: 1.4
Let's have a look at the treatment at level 2 – we are zooming in on one of the sub-chapters: 1.4

### Level 2 Treatment

#### 1.4 Envelopes 1902 Issue

<table>
<thead>
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<th>Frame 3</th>
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<tr>
<td>Essay A</td>
<td>Die Proof</td>
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<tr>
<td>Essay B</td>
<td>Proof</td>
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<td>Variety A1</td>
<td>Variety B1</td>
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<tr>
<td>Variety A2</td>
<td>Variety B2</td>
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<tr>
<td>Variety A3</td>
<td>Variety B3</td>
</tr>
</tbody>
</table>

- Level 2 treatment on second half of frame 2
Good Level 2 Treatment

- Essays of the issue
- Proofs of the issue
- Specimen of the issue
- Unused items in the different values in perfect mint condition
- The varieties of the issue with illustrations
- Used items showing the intended usage of the issue (but only one of each value)
- Special usages (express, registered, uprated to foreign destinations etc) but only one of each
How not to do!

- Color Proof
- Specimen
- Page 17

- Die Proof
- Proof
- Page 18

- Essay A
- Page 19

- Variety
- Route description
- Page 20

- Uprated foreign
- Variety
- Page 21

- Color shade
- Uprated inland
- Page 22

- Intended Usage
- Postmark examples
- Page 23

- Postmark examples
- Page 24
Problems on Level 2

Problem 1:
No treatment on level 2

• Sometimes the items shown on level 2 seem to be the items that the exhibitor has rather than a selection of items that shows the varieties and usage. It is important to choose what kind of treatment you want to have on level 2 – and then stick to this all way through the exhibit
Problems on Level 2

Problem 2:
Main (or only) focus on usage

• Some exhibits only (or almost only) focus on the usage of the stationery. But a postal stationery exhibit must primarily tell the story on the postal stationery itself
Problems on Level 2

Problem 3:
More than one of the same item
• If you show more than one copy of an item it is duplication - even if the items are postmarked in different cities or sent to different countries (with the same rate)
Describe the Treatment

• No matter what treatment on level 1 and level 2 you choose, I suggest that you describe your choice of treatment on the introduction page.

• This will help the judges – and viewers – understand your exhibit.
My Exhibit

Level 1 treatment in my exhibit:
• Types of postal stationery
• Chronological
My Exhibit – Level 1 Structure

Level 1 treatment in my exhibit:

- Types of postal stationery
- Chronological

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My Exhibit – Level 2 Structure

Level 2 treatment in my exhibit:

- Essays, Proofs, Unused, Varieties (many!)
Secondary Introduction Pages

Facts: Colour, size, issue date, printer, quantity issued etc

4 øre postal card, blue, print group 2. Size 140 x 75 mm. Issued 1 January 1875. Printed by H. H. Thiele in Copenhagen. Quantity issued (print group 2-4): 613,800. There are several colour varieties of the 4 øre postal cards. The 4 øre postal card replaced the 2 skilling postal card due to the 1875 monetary reform, and was issued to cover primarily the 4 øre local postal card rate 1 Jan 1875 - 30 Sep 1888 and also to be used for the 4 øre domestic printed matter rate 1 Jan 1875 - 31 Dec 1918.
**Secondary Introduction Pages**

4 øre postal card, blue, print group 2. Size 140 x 75 mm. Issued 1 January 1875. Printed by H. H. Thiele in Copenhagen. Quantity issued (print group 24): 613,800. There are several colour varieties of the 4 øre postal cards. The 4 øre postal card replaced the 2 skilling postal card due to the 1875 monetary reform, and was issued to cover primarily the 4 øre local postal card rate 1 Jan 1875 - 30 Sep 1888 and also to be used for the 4 øre domestic printed matter rate 1 Jan 1875 - 31 Dec 1918.

**Facts: Reason for issue and intended usage**
Secondary Introduction Pages

4 øre postal card, blue, print group 2. Size 140 x 75 mm. Issued 1 January 1875. Printed by H. H. Thiele in Copenhagen. Quantity issued (print group 2-4): 613,800. There are several colour varieties of the 4 øre postal cards. The 4 øre postal card replaced the 2 skilling postal card due to the 1875 monetary reform, and was issued to cover primarily the 4 øre local postal card rate 1 Jan 1875 - 30 Sep 1888 and also to be used for the 4 øre domestic printed matter rate 1 Jan 1875 - 31 Dec 1918.

Characteristics

- Print Group 2 (1875-1876):
  - Length "Brev-Kort": 40 mm
  - "kun" written in a special typeface
  - Distance between frame and "Til": 22-23 mm

Print Group 2 was printed from the end of 1874 to 1876. 4 øre and 8 øre postal cards have used identical frame clichés, so each variety can be found on both values.
The Postal History Aspect in My Exhibit

• The postal history (usage) is not part of my 2nd level treatment

• However: My goal is to show each variety (298 in the exhibit) in the best possible usage/quality

• Therefore I show not just one of each but multiple items of the most rare supplementary rates (express, registration etc) as well as mail to numerous foreign and distant destinations in exceptionally good quality

• This increases the challenge factor
Traditional treatment without postal history aspects: Boring!

It is very easy to make a postal stationery exhibit look boring if you do not incorporate postal history aspects into the exhibit.
Chapter 5

Using headlines to support the understanding of the exhibit flow
The Headlines

Left headline:
- Chapter number
- Stationery type
- Values
- Print Group
- Variety numbers

(The items in a group are printed with the same clichés)

Right headline:
- The period

3.2: Postal Cards – 6 & 10 Øre – Print Group 7 – Varieties I–III
1879 - 1885
### Consistency: Plan & Headlines

#### 3.2: Postal Cards – 6 & 10 Øre – Print Group 7 – Varieties I–II

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</tr>
<tr>
<td>5.4 5/4 &amp; 10/8 surcharge varieties</td>
<td>1904</td>
<td>105-112</td>
</tr>
<tr>
<td>6. Wrappers (Frame 8)</td>
<td>1872-1905</td>
<td>117-128</td>
</tr>
</tbody>
</table>
Chapter 6

Describing items – so descriptions support the treatment
Description of Items

As mentioned earlier a postal stationery exhibit should be treated with focus primarily on the postal stationery itself and secondly with the postal historic aspects.
Description of Items

Bad item description:

“26 March 1873. Sent from Kjoge to Milan. Postmark on reverse”

• There is no information about the postal stationery item itself
• Everything in the description can be read by looking at the item. No additional knowledge
• Anyway: A bad PH description
Description of Items

1. The postal stationery itself (value, type, size, variety, perforation etc).
2. If uprated: The stamps
3. Rate description (with start and end date of rate), destination, date sent and other postal history information
4. If relevant: Rarity description (Bold)
Description of Items

1. The postal stationery itself (value, type, size, variety, perforation etc).
2. If uprated: The stamps
3. Rate description (with start and end date of rate), destination, date sent and other postal history information
4. If relevant: Rarity description (Bold)

2 skilling wrapper position 6 in the sheet (broad right margin).

Uprated with 2 skilling, printing 4b.

Printed matter rate to Italy via Northern Germany 1 Sep 1869 - 31 Dec 1874: 4 skilling. Sent from Kjøge to Milano, Italy 26 March 1873. ¾ (Silbergros-chen) in red chalk denotes credit to Germany and 4 (Centisimi) in blue chalk denotes credit to Italy. The only recorded pre-UPU printed matter rate to Italy.
Description of Items

1. The postal stationery itself (value, type, size, variety, perforation etc).
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Description of Items

1. The postal stationery itself (value, type, size, variety, perforation etc).
2. If uprated: The stamps
3. Rate description (with start and end date of rate), destination, date sent and other postal history information
4. If relevant: Rarity description
Description of Items

Each of the four descriptions are in different fonts:

1: Goudy Old Style
2: LuzSan-Book (smaller size)
3: Goudy Old Style, italics (smaller size)
4: Goudy Old Style, italics & bold (smaller size)

2 skilling wrapper position 6 in the sheet (broad right margin).
Uprated with 2 skilling, printing 4b.
Printed matter rate to Italy via Northern Germany 1 Sep 1869 - 31 Dec 1874: 4 skilling. Sent from Kjøge to Milano, Italy 26 March 1873. ¾ (Silbergros-chen) in red chalk denotes credit to Germany and 4 (Centisimi) in blue chalk denotes credit to Italy.
The only recorded pre-UPU printed matter rate to Italy.
Chapter 7

Selecting items and avoiding duplication
Selecting Items

• The content must reflect the title, purpose, scope and plan
  – Each and every item must contribute to the story – otherwise it should not be there

• You must have the items in order to tell the story!
  – So how complete is your exhibit? Describe it in the introduction page or synopsis page
Selecting Items

• Stick to the story – even if it for me is really tempting to include a used 6 cents DWI postal card in my exhibit

• In general, the common items of an issue may be represented by a token showing, while the better material of the same issue should be shown in depth
Duplication

- Do not show the same item with different random postmarks (we see that a lot)
- Do not show numerous copies of the same rare variety (we see that too)
Chapter 8

The exhibit balance and the beginning & ending
Balance

• A natural balance between the different postal stationery types

• Bad balance:
  5½ frames envelopes
  1½ frame postal cards
  ½ frame letter cards
  ½ frame wrappers
The Balance in My Exhibit
The Beginning and Ending

• What is the natural beginning?
  – Essay of the first issue

• What is the natural end?
  – Last day of issue (usage the day before the next issue)
  – Last possible usage
• The only recorded Danish letter sheet!
• Denmark never issued letter sheets, but it was discussed, and this is the only recorded (an essay)
• The last items sold from a post office:

• In 1919 the Faroe Islands 4 øre wrapper cut-outs were used bi-sected as additional franking to make up for missing 2 øre stamps
Chapter 9

The Future of Postal Stationery

Treatment
The Future: The Development of Treatment in Postal Stationery Exhibits?

I think – and hope - we will see postal stationery exhibits with postal history as primary treatment:

– “Postal card rates of ….”
– “The use of Postal Stationery as parcel cards in ….”
– “The UPU regulations regarding postal cards and reply cards ….”
References

My articles on treatment of postal stationery exhibits:
FIP Postal Stationery Commission Newsletter:
www.postalstationery.org

My personal website with my exhibit – and the development of the exhibit:
www.postalstationery.dk
Questions?