

Dated Journal

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USA*

Sharing knowledge of Netherlands
& Overseas Areas philately since
1975

Netherlands Philately

Magazine of the American Society for Netherlands Philately

Volume 47/6



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NETHERLANDS PHILATELY

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Editor's Message

July, 2023

Dear Fellow Collectors,

The final issue of volume 47 is in front of you. That means that membership renewal fees are due, see page 131 for details.

During my visit to the Netherlands in April, I had an opportunity to meet our fellow member and frequent contributor Adam van der Linden. The photograph, taken in his study, shows Adam at left and yours truly at right. We spend a few hours perusing his extensive philatelic collections, but also sampling his excellent wine collection!



Stay cool,

Ben

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Advice to Authors

Please submit your text in MS Word, and indicate where each illustration belongs. Submit illustrations as full color scans (at 300 dpi or better). Contact the Magazine Editor in case of questions.

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Not mentioned in Bulterman: Concession rate mail.

by Marinus Quist

Figure 1 shows the front of an (apparently) fairly heavyweight class envelope franked with 4 shillings and 6 d worth of Australian stamps (although an additional stamp appears to be missing near the upper right hand corner). It was mailed on 7 December 1945 from Casino, NSW, Australia to Bilthoven (in Prov. Utrecht) in the Netherlands. Note that the envelope was cancelled once by machine cancel and three times by hand cancels that look very much like Bulterman's Type X emergency NEI cancels (often referred to as Australian cancels), which were made in Australia and used in Batavia and about a dozen other major NEI cities after WW2. The sender has written in manuscript in the upper left hand corner "on active service", there is also a boxed "O.A.T. marking in red ink (Onward Air Transmission), and there is a boxed concession rate marking in red ink, which in two lines in a 14.5 X 58 rectangular box reads: "ROYAL NETH. INDIES ARMY CONCESSION RATE". Unfortunately, there is no back to this envelope, so we don't know the name and address of the sender. However, based on the markings on the front of the envelope and a little bit of research on the internet, we can be fairly sure that the sender was a member of the Dutch military based at Camp Victory, a Netherlands East Indies ("NEI") military base in Casino, N.S.W., Australia.



Figure 1: Cover mailed on 7 December 1945 from Casino, NSW, Australia to Bilthoven, The Netherlands.

So what was Camp Victory and what was meant by concession rate? First, I would like to say a little about Camp Victory. Camp Victory was one of a number of military facilities in Australia turned over (in some cases with "extra-territoriality rights") to the NEI government in exile by the Australian government in late 1942. This was done in a bid to help defend Australia against Japanese invasion and to bring about the defeat of Japan.

Camp Victory consisted mostly of tents and wooden barracks, with a few more substantial buildings for administration and officers' quarters. Initially, the camp was used for training and housed the Technical Battalion of the Koninklijk Nederlandsch Indisch Leger (the Royal Netherlands Indies Army or "KNIL", which was made up largely of native troops with Dutch officers). Then came some 500, or so, volunteers from Suriname who arrived by ship. Also quartered at the camp were veteran KNIL forces that had fought alongside the Australians in trying to defend Timor against the Japanese invasion. At some point, the camp became a detention center, starting with some of the political prisoners (Indonesian nationalists and Communists connected with the unsuccessful uprising of 1925), who were brought to Australia in 1943 from the Tanah Merah prison camp at Boven Digul (Netherlands New Guinea). They were moved to Australia based on the fear that they might end up in the hands of the Japanese as fifth columnists. Shortly after Germany capitulated in May 1945, 200 volunteer trainee pilots were sent by ship from the Netherlands to Australia, where they ended up at Camp Casino for basic training. (These became known as the "Casino Boys" and a few even ended up marrying local girls after the war!) But then the war with Japan came to an unexpected, screeching halt on 15 August 1945, and two days later Indonesia declared its independence from the Netherlands. At that point, the Dutch government wanted its military forces in Australia to immediately reoccupy the NEI, but they had few resources and little access to significant air and nautical transport resources. Unsurprisingly, most of the non-white personnel at Camp Victory supported Indonesian independence (Merdeka) and refused to further serve their former colonial masters. This led to them being charged with treason and detained behind barbed wire, with the Casino Boys and the remaining European officers acting as guards. Despite Australia's long standing all white policy, race relations in Casino had, evidently, been fairly relaxed during the war; and the imprisonment and alleged mistreatment, at the camp, of so many, mostly Indonesian native people, did not sit well with the local population. Additionally, although the Australian government had started out supporting the goal of the Netherlands to regain control over its lost overseas territory, strong anti-colonial pressures, such as the "Black Armada" (the nationwide boycott of Dutch shipping by the Australian labor unions that controlled dock workers, stevedores, and seafarers), caused the Australian government to start dismantling the joint Australian-Dutch military units that had existed during the war and to start supporting self-determination for Indonesia. The end was in sight for Camp Victory. The Casino Boys went home to the Netherlands, although a few found their way back to Australia (some even to the NEI to fight against the Indonesian nationalists). Many of the political prisoners were released, while about 200 Indonesian who had been in NEI military service, but refused to serve any further, were moved to Queensland in October 1946 for repatriation to the NEI; and all remaining Dutch and NEI personnel were withdrawn from the camp.

Now let's discuss the concession rate marking. First, what does it mean? Simply put, concession postal rates are those that are discounted from regular rates. For example, American military personnel on active duty in WW2 had complete freedom from franking requirements for surface mail and continued, as a concession, to be able to send letters from anywhere in the world by airmail for 6 cents when the domestic airmail rate went to 8 cents in 1944. Similarly, during WW2, Australian military personnel were the primary beneficiaries of concession postal rates. As a result, covers and postal stationery mailed by Australian military personnel during and after WW2 often exhibit concession rate markings. (See Figure 2 for an example.) So it would appear that the close cooperation between the Australian and NEI (and Dutch) military forces, as allies against a common enemy, resulted in NEI/Dutch military personnel being extended the same postal concession rates as those enjoyed by the Australian military. However, it is not clear who applied the NEI concession rate marking: NEI postal handlers at Camp Victory or the Australian post office at Casino? Maybe that uncertainty is why such marking was NOT MENTIONED IN BULTERMAN. A similar concession rate marking in a dark violet ink rectangular box can be viewed in a post on the stampboards website at <https://www.stampboards.com/viewtopic.php?p=5942854>. The cover illustrated there was mailed from Batavia via the NEI Brisbane post office, but the concession rate text is a little different, as it reads "Royal Netherlands Forces CONCESSION RATE". Again, it is unclear whether this marking was applied at the NEI Brisbane post office or at the main Brisbane post office. Either way, since it involved NEI military forces, it probably should have been MENTIONED IN BULTERMAN.

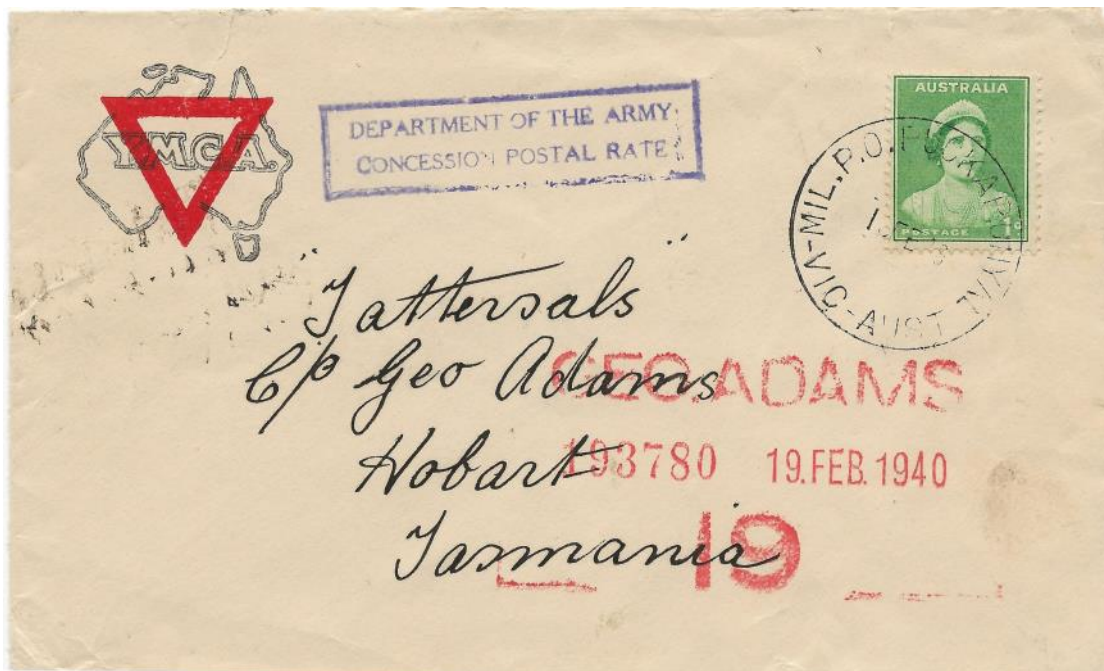


Figure 2: Cover mailed in February 1940 by a member of the Australian military using the concession postal rate.

If any readers have examples of NEI concession rate markings, please share scans thereof with our editor. Similarly, any additional information known about these concession markings would be greatly appreciated.

Sources

Bulterman, P.R., *Poststempels Nederlands Indie 1864-1950*, Davo B.V. Deventer, 1981.

Royal Netherlands Forces Concession Rate chat board on the Stampboards website, <https://stampboards.com>.

van Teeseling, I., *The Dutch in Charge of Casino* (2022), <https://australia-explained.com.au/history/the-dutch-in-charge-of-casino-eighty-years-of-dutch-australian-diplomatic-relations>.

Belshaw, J., *The Story of Camp Victory and the Casino Boys*, March 16, 2018, with 7 hot links to blogs from 8 February 2017 to 22 March 2017 for the whole story in chronological order) <http://newenglandhistory.blogspot.com/2018/03/the-story-of-camp-victory-and-casino.html>

The online archives of the Dutch Australian Cultural Centre, <https://dacc.net.au> (Specifically, under the history tab, see Dutch Camp Casino WWII-Archive Jan de Wit, 19 November 2022)

Victims of postal mechanization (Part 1).

by Jos Stroom and Bas Kee

Where there is chopping, there are chips. Where postal mechanization takes place, occasionally something gets between the wheels. If you see pictures of cancelling and sorting machines where mail pieces are transported with conveyor belts in what looks like a railroad yard, Figure 1 is a good example, then you can imagine that mail can get damaged and become a victim of the process.

And that causes two problems. First, the opposite of mechanization occurs. The purpose of mechanization is to replace intensive manual labor, but when things go wrong, the mail piece in question actually causes more manual labor.

The second problem is that the addressee will receive a damaged mail piece and an explanation must be given to the customer. Or even better: an apology must be made. That does not appear to be the strongest side of our Postal Company, as we can see when we look at the 'victims' themselves!

Surely you would think there are postal rules for handling damaged mail. But they seem not to exist or are surrounded by some secrecy. We could not find any. If you know more about it, please contact us.

So we were not able to link the examples shown to rules on how to deal with damaged letters. As a result, the captions of the figures often lack explanation of what exactly happened and how it was handled to mitigate the 'disaster.'

An incidental by-product is, that mail assigned the postal designation 'damaged received' is a sought-after collectible among collectors of postal items, especially when the damage is caused by mail processing'.

While searching for good 'victim' examples, we found that (most of the time!) only global information about the cause of the mutilation was given on the mail piece itself, such as 'Damaged during processing.' It is phrased as if PTT/PostNL wants to say: "We can't do anything about it either." Only in a limited number of cases something was said about the machinery in which the accident had taken place. These mail pieces are - to us, the collectors - of course the most interesting. Remarkable is also the great variety in administrative stamps and labels.

Sometime in the 1990s, a postal card appears with a (brief) message about the damage (Figure 17a-17b). Such cards were also sent to the addressee as an attachment to the (wrapped) mail piece (Figure 19). Since then these cards have become the standard for TPG, TNT and PostNL.

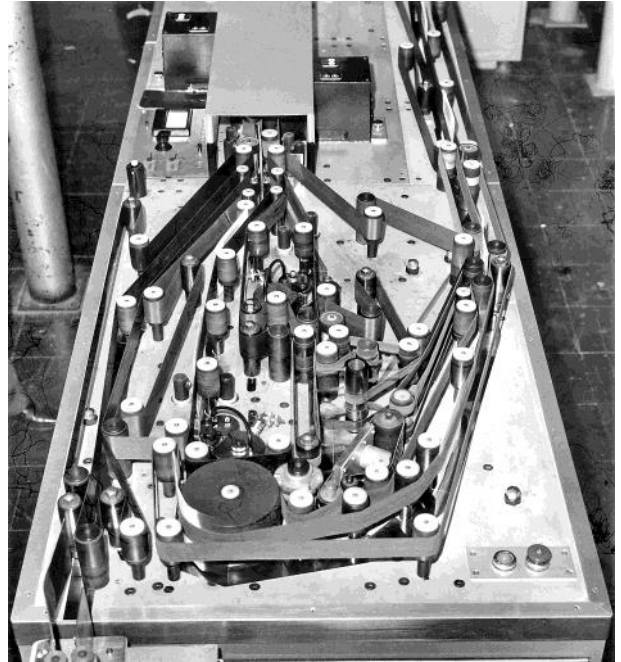


Figure 1: Transport system of the SEL Facer in Rotterdam with conveyor belts.

[This is the first part of the translation of the fourteenth chapter of 'In de ban van UV-licht, merktekens en codestreepjes.' Future issues of Netherlands Philately will have subsequent parts of this chapters. The book was issued upon the 50-year jubilee of the Post Mechanization Group of Po & Po.]

1948

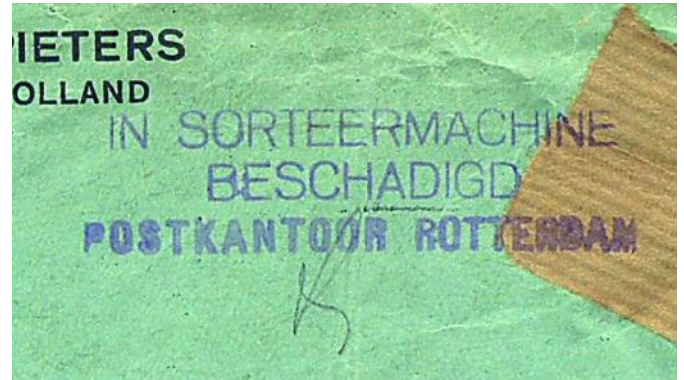


Figure 3: Considering the year 1948 in the stamp top right, the sorting machine must have been a Transorma. The administrative stamp concerning the damage has been neatly initialed (see enlargement at right). The damage was restored, the letter was re-stamped and presumably not sorted again via the Transorma again, as a Transorma identifier is missing.

1954

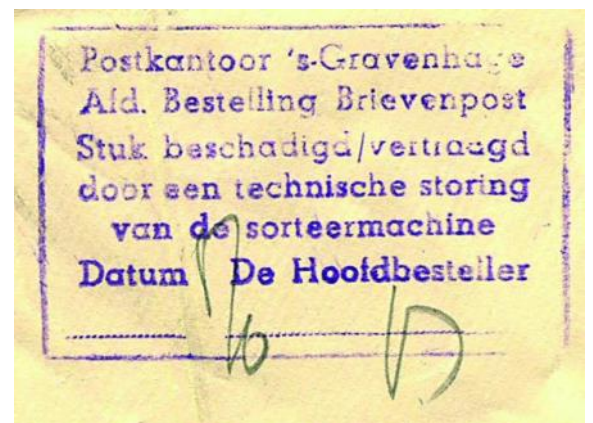
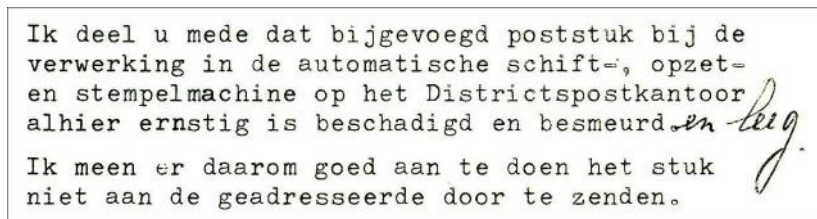
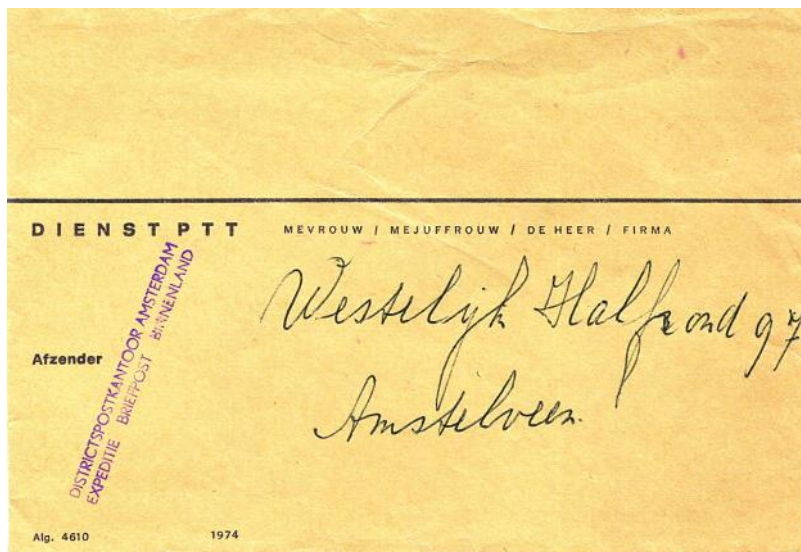
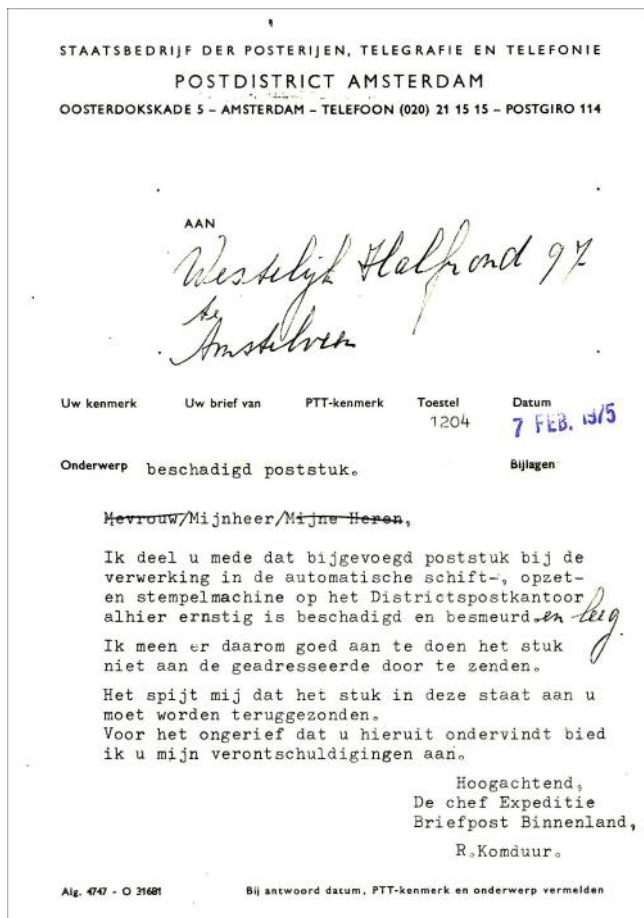
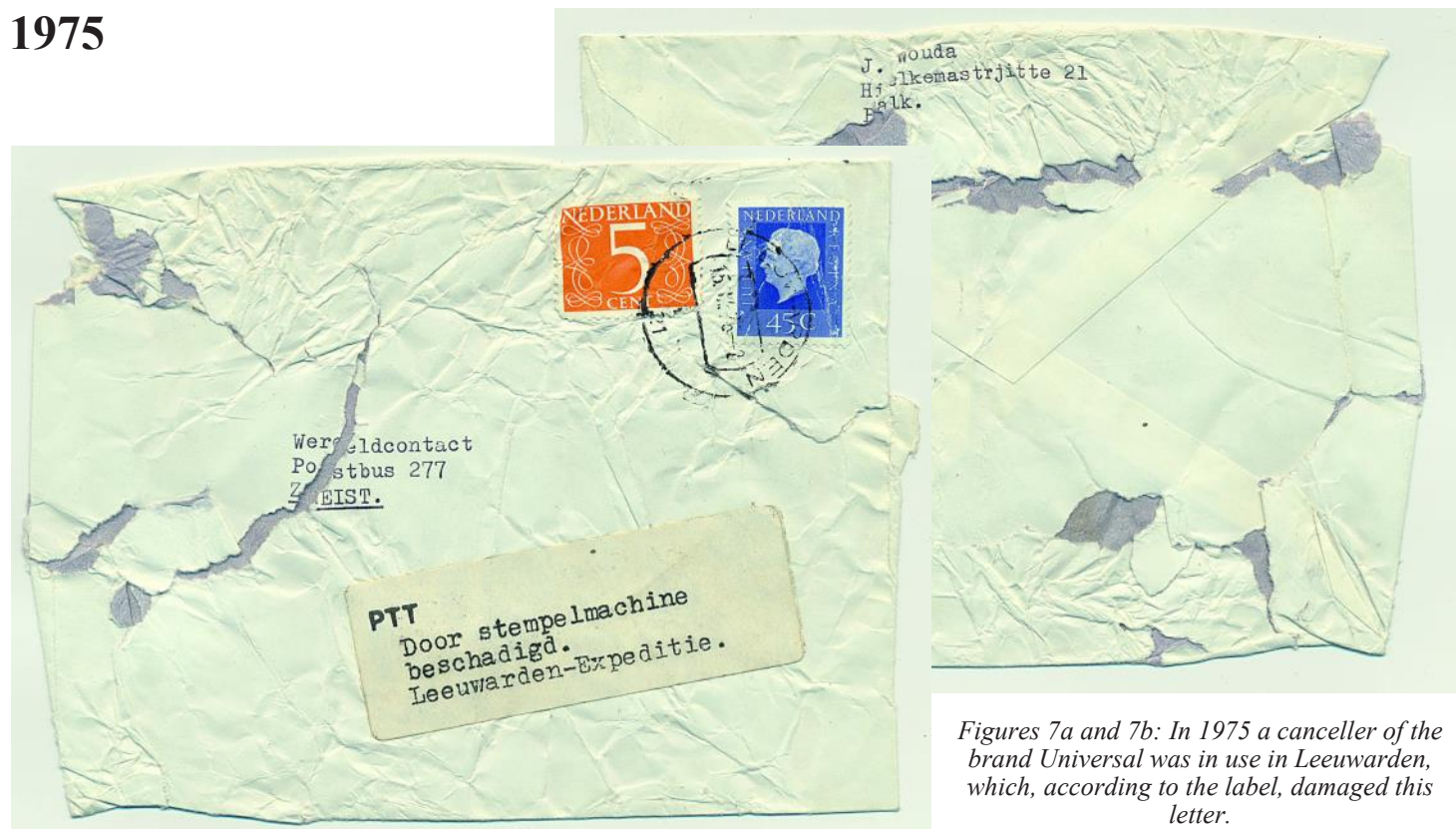


Figure 4: Framed marking: Post Office 's-Gravenhage / Dept Letter mail delivery / Piece damaged/delayed through a technical disruption of the sorting machine Date The Chief carrier. Since 1951, 's-Gravenhage had two Transorma sorting machines at the delivery department. This letter must have been damaged in one of them.



Figures 6c and 6d: According to the accompanying letter, addressed to the sender of the letter, the damage was caused in the Culler-Facer-Canceller (CFC) at the District Post Office Amsterdam (see enlarged paragraph one and two at right).

1975



Figures 7a and 7b: In 1975 a canceller of the brand Universal was in use in Leeuwarden, which, according to the label, damaged this letter.

1976?



Figure 8: Another victim of the CFC in Amsterdam, presumably from 1976. The last digit on the cancellation is only partially visible.

1979

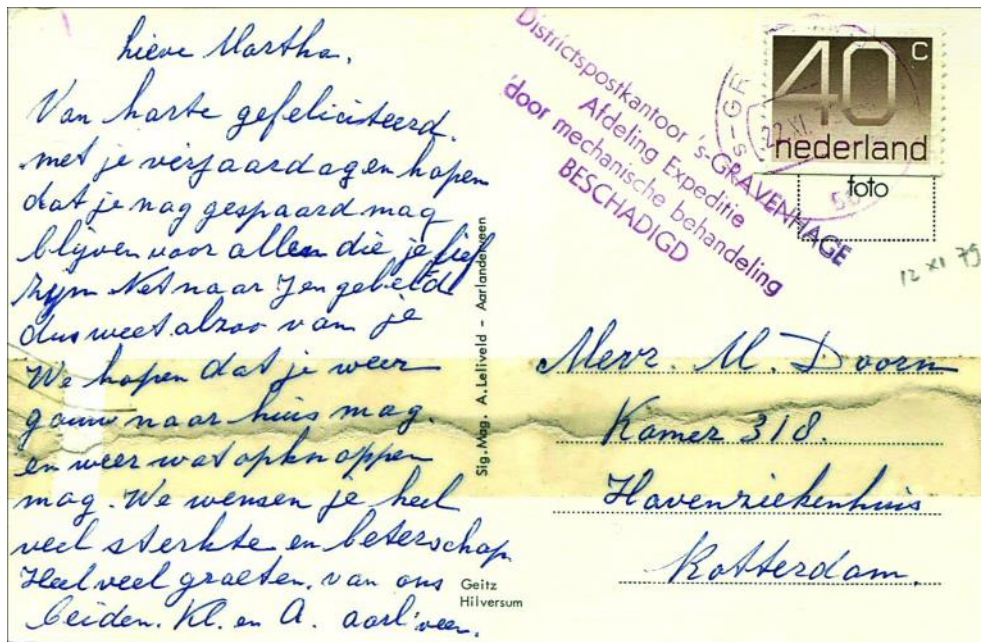


Figure 9: What could have been meant by 'mechanische behandeling' (mechanical treatment)? In 1979, The Hague had several cancellers and Transomas. Which of them caused the damage?

Errata



Part of the luminescence article, which appeared in issue 47/5 contains an error in the caption of Figure 86-91, show here again. The top row shows the stamps under daylight, and the bottom row under UV light

Membership Renewal

Those of you receiving a **hard-copy** version of *Netherlands Philately*:

ASNP MEMBERSHIP RENEWALS ARE DUE.

Renewals must be received before the September issue of *Netherlands Philately* goes to the printer (middle of August 2022). Renewal amounts are unchanged from last year, and are \$ 25 per year for members living in the USA, and \$ 35 for the rest of the world. Electronic-only membership is free.

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Walnut Creek, CA 94597,
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PayPal payments can also be made to him using jdlkremer@gmail.com When using PayPal please use the 'make payment to friend' option.

BUT BEFORE YOU MAKE A PAYMENT:

Realize that electronic membership is free (!) and provides you with a full-color version of *Netherlands Philately*, rather than the black and white hardcopy version. Therefore, you are encouraged to give-up your hardcopy membership. Especially those of you receiving both, consider saving yourself some money and bookshelf space, plus avoiding the destructions of forests, by switching to electronic only. Also, since the membership dues do not cover the printing and mailing costs, the ASNP is in effect sponsoring hardcopy memberships. Thus, for the benefit of the environment, the Society and the sanity of your publisher/editor/secretary: *SWITCH*.

The Netherlands, Queen Juliana “en face” 1 guilder.

by Adam van der Linden

Introduction

The 1 guilder Juliana with frontal face was issued towards the end of 1949, without a watermark, produced by Joh. Enschedé & Sons using plate printing, and perforated with a comb size 12½ : 12. A total of 20,499,400 stamps were printed, and December 31, 1957 was the last day of validity.

Single- and multiple postage with a higher (guilder) value have a special appeal to me. A guilder's value is (almost) never issued for a specific single tariff, for example for a letter with a specific weight or an express letter to country X. Thus use of single- or multiple postage represents a “combined tariff.”

For most issues, a guilder denomination usually has a different, larger format, which has a certain cachet. The issue Queen Juliana “en face” already has a beautiful appearance for me: a beautiful design, often beautiful colors and a range of values. After many years it has become possible to create a small unpretentious article with only single and multiple guilders denominations with this beautiful stamp. Let us surprise you.



Figure 1: Santpoort (Dorp), April 11, 1950. Airmail letter destined for Comodoro-Rivadavia, Argentina. Rate: letter up to 20 grams from 1-11-1946 to 1-7-1953 20 cents, air surcharge from 17-10-1949 to 13-1-1955 40 cents per 5 grams, 10 grams is 80 cents. Total 1.00 guilders. Arrival April 17, 1950.



Figure 2: Groningen N. Ebbingstraat, October 16, 1950. Airmail letter to Singapore. Rate: letter up to 20 grams 20 cents, air surcharge from 17-10-1949 to 1-7-1953 40 cents per 5 grams, 7 grams is 80 cents. Total 1.00 guilders. Arrival October 23, 1950.

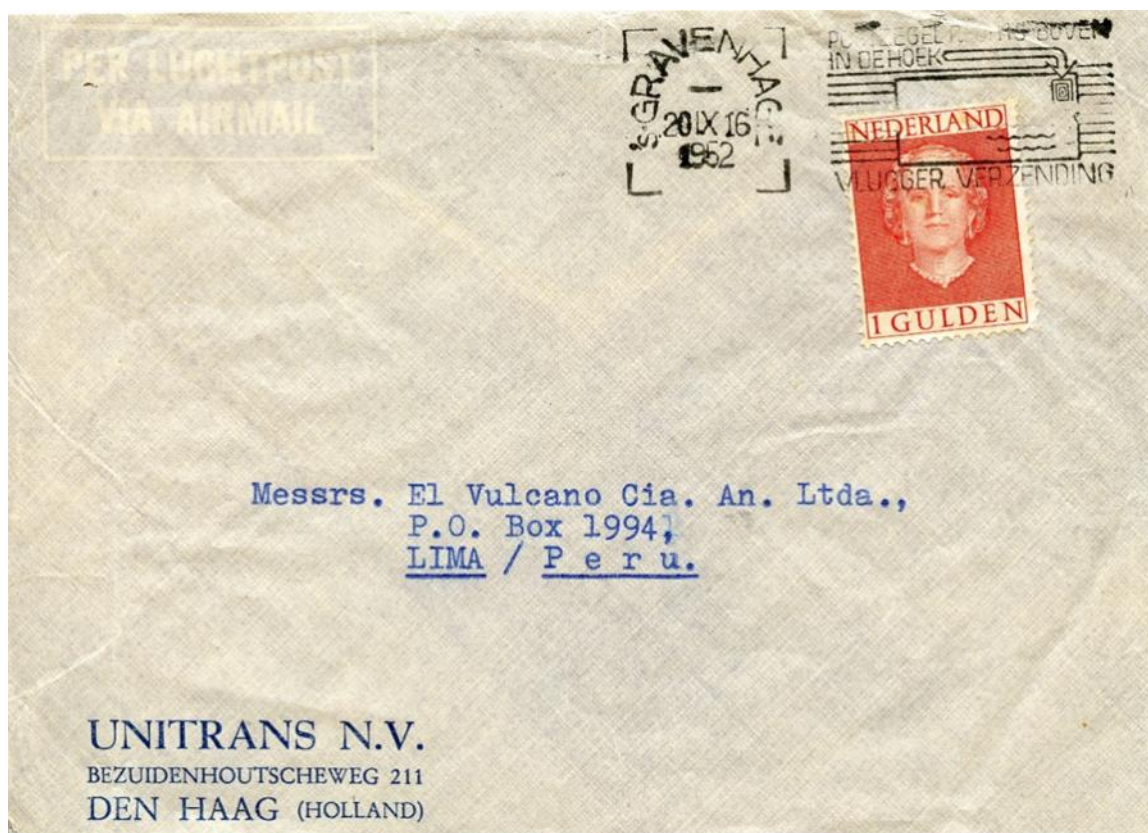


Figure 3: The Hague, September 20, 1952. Airmail letter to Lima, Peru. Rate: letter up to 20 grams 20 cents, air surcharge from 17-10-1953 to 1-7-1953 40 cents. Second weight is 80 cents. Total 1.00 guilders. No arrival postmark.



Figure 4: Eindhoven, October 7, 1952. Post office box license for the fourth quarter of 1952. Rate: auxiliary office from 1-1-1947 to 1-10-1969 1.00 guilders per quarter. The P.O.B. for Meerveldhoven has been paid at the Eindhoven Head Office. The reverse side of P.O.B. license with written town name Meerveldhoven is shown at right.



Figure 5: Raamsdonkveer, 12 June 1953. New type P.O.B. license, front and back, for the third quarter of 1953 for the Raamsdonkveer substation. Rate: 1.00 per quarter. Raamsdonkveer falls under the Geertruidenberg Head Office.

STROOK kan door den geadresseerde behouden worden. COUPON peut être détaché par le destinataire.	KANTOOR VAN AFZENDING & NR. VAN INSCHRIJVING. 136 HEERLEN	LEU D'ORIGINE NUMÉRO D'ENREGISTREMENT.	PLAATS voor aanhechting van frankerzegels. TIMBRES POSTE.
Stempel van het kantoor van afzending. Timbre du bureau d'origine	NEDERLAND PAYS-BAS		
	AANGEGEVEN WAARDE. : : VALEUR DÉCLARÉE.		
Naam en woonplaats van de afzender. Nom et domicile de l'expéditeur.	ADRESKAART BULLETIN D'EXPÉDITION		
Douane-stempel. Timbre de la douane.	AARD verpakking: pakket		
	Aantal Pakketten 1 Aard verpakking: pakket		
	Aantal Coils 2		
	AAN Ets. Gaston Nijs		AANWIJZINGEN ZIE KEERZIJDE
	Plaats van bestemming: Antwerpen		
	Land van bestemming: België		
	Gewicht 1 kg 500 g		
	Bureau d'échange: ROSENDAAL.		

Figure 6: Heerlen, 28 July 1954. Cash on delivery address card with destination Gent St. Pieters, Belgium. Tariff: package up to 1 kilogram 1.40 guilders, cash on delivery duty 5.30 guilders,

STROOK kan door de geadresseerde behouden worden. COUPON peut être détaché par le destinataire.	KANTOOR VAN AFZENDING & NR. VAN INSCHRIJVING. 58 SCHIE	BUREAU D'ORIGINE NUMÉRO D'ENREGISTREMENT.	PLAATS voor aanhechting van frankerzegels. TIMBRES POSTE.
Stempel van het kantoor van afzending. Timbre du bureau d'origine.	NEDERLAND PAYS-BAS		
	AANGEGEVEN WAARDE. : : VALEUR DÉCLARÉE.		
Naam en woonplaats van de afzender. Nom et domicile de l'expéditeur.	ADRESKAART BULLETIN D'EXPÉDITION		
Douane-stempel. Timbre de la douane.	AARD verpakking: pakket		
	Aantal Pakketten 1 Aard verpakking: pakket		AANWIJZINGEN ZIE KEERZIJDE
	Aantal Coils 2		
	AAN Ets. Gaston Nijs		
	Plaats van bestemming: Antwerpen		
	Land van bestemming: België		
	Gewicht 8.6 kg		
	Bureau d'échange: ROSENDAAL.		

Figure 7: Overschie, 22 March 1950. Address card with destination Antwerp, Belgium. Rate: from 17-10-1949 to 15-5-1950, package of 8.6 kilogram up to 10 kilograms, 3.00 guilders.



Figure 8: Schiedam, September 18, 1951. P.O.B. license for the fourth quarter of 1951. Rate: group other post offices from 1-1-1947 to 1-10-1969 three guilders. The payment of the P.O. box charge in this form was abolished as of 1-1-1969. The reverse side of P.O.B. license is shown at right.



Figure 9: Heerenveen, September 30, 1953. New model P.O.B. license for the fourth quarter of 1953. Rate: Group other offices three guilders per quarter. The size card has been halved compared to the old cards.

Montgomery Ward and Sears Roebuck; the business model for Amazon.com?

by Hans Kremer

(This article was previously published in Onder de Loep # 219, August 2021)

When I saw the Sears, Roebuck and Co. cover (Figure 1) on Ebay, I was mainly attracted by the beautifully centered “Aruba / Oranjestad” 31-10-39 cancel on a 45 cent Curaçao airmail stamp. Then I also noticed the small (150 x 85 mm) envelop the stamp was on. It was a pre-address-printed envelope addressed to Sears, Roebuck and Co. in Philadelphia.

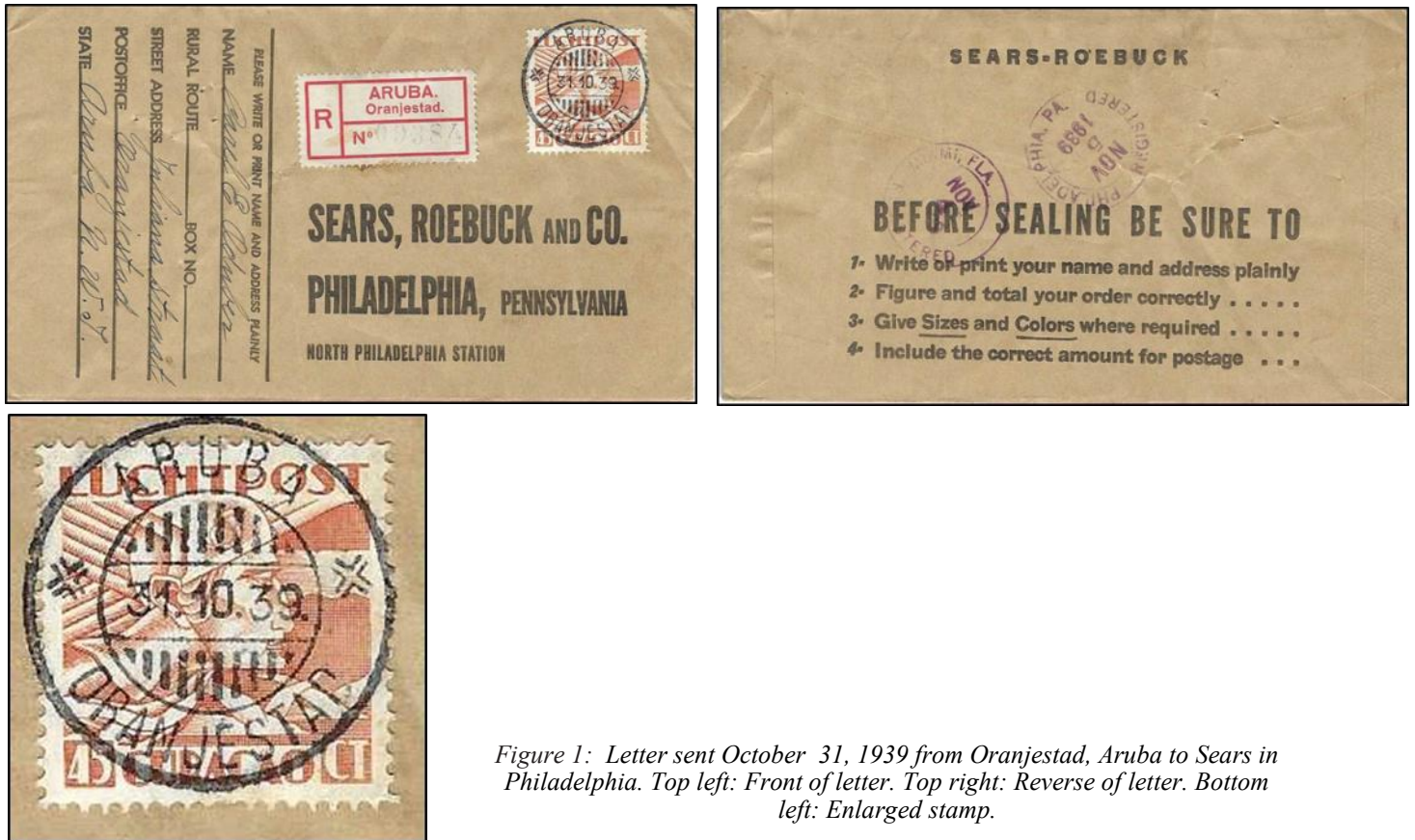


Figure 1: Letter sent October 31, 1939 from Oranjestad, Aruba to Sears in Philadelphia. Top left: Front of letter. Top right: Reverse of letter. Bottom left: Enlarged stamp.

I would dare say that anybody living in the U.S is familiar with the Sears Roebuck retail stores that (still) can be found around the country, although there are significantly fewer Sears stores now than there were say ten years ago.

Sears, Roebuck and Co. commonly known as **Sears**, is an American chain of [department stores](#) founded by [Richard Warren Sears](#) and [Alvah Curtis Roebuck](#) in 1892. Formerly based at the [Sears Tower](#) (now called the Willis Tower) in Chicago and currently headquartered in [Hoffman Estates, Illinois](#), the operation began as a mail order catalog company and started opening retail locations in 1925.

By 1895, the company was producing a 532-page catalog. Sales were more than \$400,000 in 1893 and more than \$750,000 two years later. The catalogs contained an ever expanding number of items for sale. It even sold prefabricated homes. From 1908–1940, Sears, Roebuck and Co. sold about 70,000 - 75,000 homes through their mail-order Modern Homes program. Some of them are still standing today.

Besides the catalogs, other ways were used to sell their products such as postcards (Figure 2) advertising the benefits of buying from Sears. The text of this 1940 postcard, sent to the Sears office in Philadelphia, reads:

“*Reach* ...

... that’s SEARS’ easy, modern way to shop. The thousands of SEARS catalog bargains are as near to you as your telephone ... AND ... you get NEXT DAY direct-to-door delivery on orders placed before 4 p.m. You pay catalog prices plus a small delivery charge. Remember no money order to buy, no order to write, no C.O.D. fees to pay. Try this *new service.*”



Figure 2: 1940 postcard sent to potential customers.

In the 1900s, the Sears, Roebuck & Co. was still growing rapidly. With the company’s needs to expand eastward from Chicago, Philadelphia was chosen for one of their mail-order houses and plants. From 1919 to 1920, Sears constructed a large complex that consisted of a 9-story building that included a 14-story tower (Figure 3). The five-million-square-foot complex employed 4,500 people at its peak. The building had its own post office. Pre-cancels “Philadelphia PA.” and often a dated SRC handstamp were used.



Figure 3: Sears’ Philadelphia Mail Order Plant



Figure 4: PHILADELPHIA PA. Pre-cancel with SRC- APR 50 Handstamp.

Why was there a 45 cent airmail stamp on the Sears letter of Figure 1? Starting March 1, 1938 the airmail rate for a letter from Curaçao to the U.S would be 30 cent per 5 grams, or parts thereof (Figure 5). Adding the registration fee of 15 cent and it totals 45 cent, matching the 45 cent airmail stamp.

The stamp (NVP#LP 11) was issued on January 20, 1931, designed by A. van der Vossen, engraved and printed by Enschedé. The design is that of a stylized portrait of the Roman God Mercurius (also referred to as the Greek God Hermes).

Figure 5: Curaçao airmail rates per March 1, 1938.

POSTTARIEVEN.	
De directeur van het postkantoor deelt ons mede, dat het tarief voor verzending van stukken per luchtpost naar de navolgende landen met ingang van 1 Maart a.s. per 5 gram of gedeelte van 5 gram zal worden vastgesteld als volgt:	
Argentinië, Ecuador, Paraguay, Peru en Uruguay	f 0,35
Bahamas, Bolivia en Chili	f 0,40
Brazilië, Brits Honduras, Canada, Costa Rica, Dominikaanse Republiek, Guatemala, Haiti, Honduras, Mexico, Nicaragua, San Salvador, Verenigde Staten van Noord Amerika en Virginische eilanden	f 0,30
Brits Guiana, Canal Zone, Frans Guiana, Guadeloupe, Leeward Islands, Martinique, Panama, Porto Rico, Suriname, Trinidad en Windward Islands	f 0,20
Columbia, Cuba en Jamaica	f 0,25
Venezuela: Coro, La Guaira en Maracaibo	f 0,10
Venezuela: overige plaatsen	f 0,15
Europa, via Natal	f 0,70

Julsen and Benders describe the Aruba/Oranjestad cancel as a Type C “Cross” Postmark (Figure 6), placed in use on January 2, 1936. It is a very common cancel. They describe the (R)egistration sticker as Type 6 (Figure 7). This is the third and last Enschede sticker type, spanning six (6) printings during the period 30-1-1929 through 22.XII.1938. Since 255,950 of these Aruba/Oranjestad “R” stickers were printed, many were still left over in October 1939, to be used up before submitting a request for Type 7 stickers.



Figure 6: Julsen and Benders Type C postmark.



Figure 7: Julsen and Benders Type 6 registration sticker.

After I sent a rough draft of this article to Peter Heck, the ASNP’s German Representative, he informed me that he had a nice collection of similar material but his material pertained to Montgomery Ward, a company very similar to Sears. Peter suggested we combine the Sears and Montgomery Ward material so the following section deals with his material. Peter sent me scans of four Montgomery Ward envelopes and one from National Bellas Hess.

Montgomery Ward was founded by [Aaron Montgomery Ward](#) in 1872 (this is 20 (!) years earlier than Sears Roebuck). Ward had conceived of the idea of a dry goods mail-order business in Chicago, Illinois, after several years of working as a traveling salesman among rural customers. He observed that rural customers often wanted "city" goods, but their only access to them was through rural retailers who had little competition and did not offer any guarantee of quality. Ward also believed that by eliminating intermediaries, he could cut costs and make a wide variety of goods available to rural customers, who could purchase goods by mail and pick them up at the nearest train station. He and two partners raised \$1,600 and issued their first catalog in August 1872. In the first few years, the business was poorly received by rural retailers. Considering Ward a threat, they sometimes publicly burned his catalog. Despite the opposition, the business grew at a fast pace over the next several decades. This was fueled by demand primarily from rural customers who were inspired by the wide selection of items that were locally unavailable. Customers were also inspired by the innovative company policy of "satisfaction guaranteed or your money back", which Ward began in 1875.

By 1904, Wards had expanded such that it mailed three million catalogs, weighing 4 lb (1.8 kg) each, to customers. In 1926, the company broke with its mail-order-only tradition when it opened its first retail outlet store in Plymouth, Indiana. In 1930, the company declined a merger offer from its rival chain Sears. Meanwhile, throughout the 1950s, the company was slow to respond to the general movement of the American middle class to suburbia.

While its competitors Sears, JC Penney, Macy's, Gimbels, and Dillard's established new anchor outlets in the growing number of suburban shopping malls. In 1985, the company closed its catalog business after 113 years and began an aggressive policy of renovating its remaining stores. In the 1990s, as part of a last-ditch effort to remain competitive, the company closed over 100 retail locations in 30 U.S. states. It did not help and Montgomery Ward was liquidated by the end of May 2001, ending a 129-year enterprise. There are no more Montgomery Ward physical stores, but it survived as an online retail outlet as Wards.com.

Peter’s oldest envelop is from May 1915 (Figure 8). It was sent as registered mail from Bonaire, via Curaçao to Montgomery Ward in Chicago. It was franked with a 22 ½ cent “Kolonie Curaçao” stamp (NVPH # 38). It shows two R-stickers, one from Bonaire and one from Curaçao. The postal regulations required that registered mail from a sub-post office (in this case Bonaire) to be re-registered by the companion full post office (in this case Curaçao).

Surface rate to the U.S in 1915 was 12 1/2 cent, add 10 cent registration surcharge and it totals 22 1/2 cent.



Figure 8: Bonaire to Chicago, 1915.

The second letter was in 1934 (?) sent from St. Maarten, to Chicago (Figure 9). Franked with a 12 1/2 cent stamp (NVPH # 92). The back of most envelopes had a text reminding the sender to give name and address and also the size, color, article number and quantity of each item ordered.



Figure 9: Front (top) and back (left) of card sent from St. Maarten to Chicago in 1934(?).

Montgomery Ward too used precancels (Figure 10).



Figure 10: Montgomery Ward, MW-JUN 58 precancel.

Besides Montgomery Wards and Sears there were other mail order companies. One of them being National Bellas Hess of Kansas City.

The letter shown in Figure 11 was sent in May 1948 from Aruba (St. Nicolaas) to their office in Kansas City, Missouri. Franked with a 27 ½ cent stamp (NVPH # 133), representing 15 cent regular postage plus 12 ½ cent registration fee.

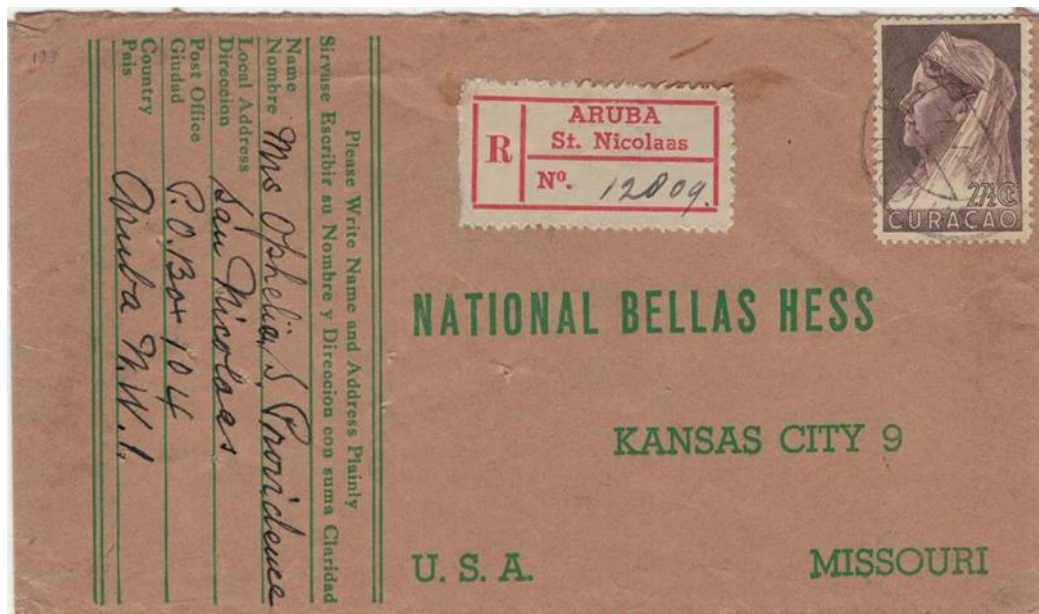


Figure 11: Aruba (St. Nicolaas) to Kansas City, Missouri, 1948.

National Bellas Hess was one of the big-five general merchandise catalogs that thrived during the 20th century, the others being Sears, Roebuck, Alden's, Spiegel and Montgomery Ward.

The company was founded in the late 1800s as National Cloak & Suit and renamed National Bellas Hess. "We have no agents or branch stores," it said in its 1920-21 fall-winter catalog. "We sell only direct from this catalog and anyone claiming to represent us is an imposter." It generated sales of more than \$250 million a year through the mailing of 25 million catalogs. Trapped in the downward spiral that pulled in all the general catalogs, Bellas Hess entered bankruptcy in 1971 and eventually went out of business.

If you look at the history of the Montgomery Wards and Sears catalog sales you'll see that they must have been used as an example how Amazon.com promotes the shipping (Amazon Prime) of its products these days.

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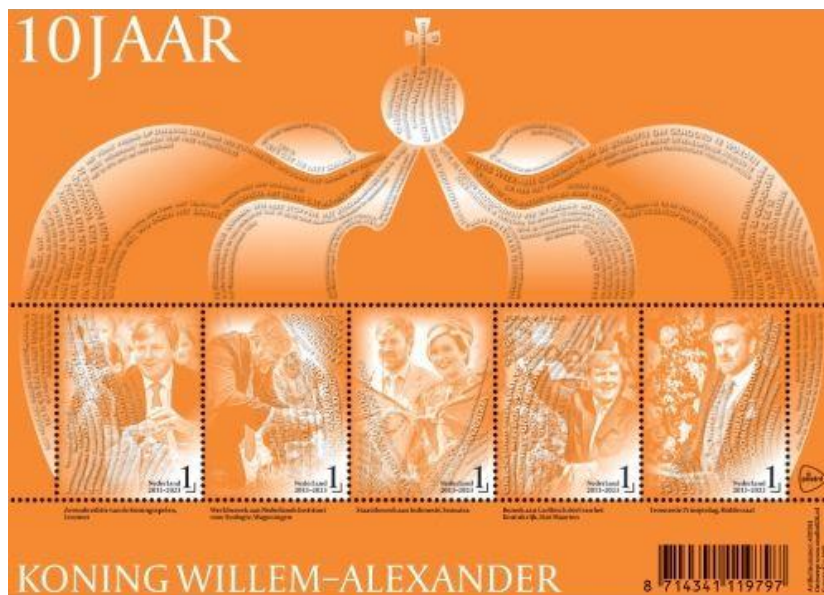
April 21, 2023

The sheet contains 9 stamps with illustrations related to outer space, specifically, the planet Saturn, the Orion capsule, astronaut floating in a space suit, satellite with solar panels, view of the earth from the moon, SLS rocket, Orion capsule during splash down, moon boot, and an astronaut walking in a space suit. The sheet lacks a tenth stamp; the moon. Instead, a circle has been punched out to symbolize the moon stamp that will be issued by PostNL when humans return to the moon circa 2025. The sheet was designed by Lilian Vos, of Vividblue from Amsterdam

10-year jubilee King Willem-Alexander

April 28, 2023

King Willem-Alexander succeeded his mother Queen Beatrix on April 30, 2013. To celebrate the 10-year jubilee, PostNL issued a sheet with five stamps, each with a photograph characteristic for the uniting, representing and encouraging role of the king. The sheet has been printed in orange, and contains a large Dutch kings crown, consisting of characteristic citations of King Willem-Alexander. The sheet was designed by studio026 from Velp.





Peace—The Highest Value of Humanity
May 8, 2023

The sheet with six stamps is part of the long-running series of Europa stamps, where the cooperating European post companies issue a stamp with a common design. Because of the ongoing war in Ukraine, the theme for this year's stamp is Peace. Post Luxembourg created the design, consisting of colorful infinite knots intertwined in a double heart shape.



Typical Dutch — Cheese Markets
May 15, 2023

The sheet with six stamps shows large cheese shaped like wagon wheels. Each stamp depicts four cheeses lying flat and one standing up. Total Design from Amsterdam created the sheet.

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