

MAY WE INTRODUCE YOU TO ...

1. Its history leads back to the beginning of mankind

- 1.1. A trip down memory lane
- 1.2. The blood of Christ (a glance in the Bible)
- 1.3. A legend in art and culture



☑ North Korea 1958, artwork with accepted design and rear release note from the Korean post office. Postage stamp of historical handicraft. Wine pitcher in the form of a carp-dragon, 11th - 12th century.

2. A conquerer without arms

- 2.1. Giants in wine-trade
- 2.2. A trip across Europe
- 2.3. Diversity of varieties for every taste



3. Large efforts lead to top results

- 3.1. Differences in shape, colour and size
- 3.2. Premium quality only under optimal conditions
- 3.3. Man and machine in continuous operation
- 3.4. From a craftsmanship to an applied science



☑ Single print in red on un gummed paper, signed Léon Janssens.

Original stamp

4. Product and producer: cult-status for both

- 4.1. An important decision is imminent
- 4.2. A star is born
- 4.3. A relative
- 4.4. ... and the rest of the family



"Le Champagne c'est moi," said Mme Veuve Cliquot as she charmed Napoleon, Puschkin and Tsar Alexander with her champagne. Letter from 11 June, 1812 to Veuve Cliquot Ponsardin, the founder of the famous champagne house.

Key

Literature: Hugh Johnsons Weingeschichte
Jancis Robinson - Das Oxford Weinlexikon
Brochures, professional articles as well as own research

☑ Philatelic text

5. How is it that everyone has made its acquaintance?

- 5.1. All beginnings are difficult
- 5.2. A product takes its own path
- 5.3. Status symbol of a wealthy society



☑ German part of East Africa, 4 Heller, Emporer's yacht with advertisement N. Thon, export of quality wines.

6. Demon or angel - how do you regard it?

- 6.1. A careful approach
- 6.2. The pleasure prevails
- 6.3. Pleasure or addiction - where is the borderline
- 6.4. Reason is brought to bear



☑ Stage proof from the Austrian State Printing Office, "Don Giovanni".



We, that is Rudi and Chrisu. We would like to tell you a fascinating story today. Surely you have figured out by now that we are talking about **wine**. Let us sweep you away into a world full of passion and pleasure ...



✉ Cancellation in black through the post office, postage stamps therefore invalid.

Attention! Calling all interested parties: Rudi is about to begin our fascinating story.

Thank you very much, Chrisu, for your kind introduction. I would like to start with **the history of wine**. In particular with the time when wine had to rival against very strong **competitors**.



✉ Switzerland, 1896, postcard No. 18 for 5 Rp., Type III, imprint on private order. A nice alternative for wine drinkers is a visit to a beer hall.



✉ Cancellation from the Neopost archive in Australia. The stamp drafts carry a red bar instead of a number on the bottom right before being accepted by the customer. Advertisement for instant coffee.



When freshly roasted beans fill your cup - that is when coffee tastes its best.

Not only beer, but also **coffee, tea and cacao** were once strong competitors to wine. Coffee originated in the Orient and made its way through the Arabian world to Europe. Coffee houses became popular - taverns lost their patrons.



In 1675, the King of England felt forced to prohibit the sale of coffee, tea and cacao and to limit the business of the coffee houses because the "growing crowds of idle men disturb the peace and quiet of the kingdom." Thank heaven the ban was never enacted.



A cup of tea accompanied by some biscuits - our friends especially in England celebrate their tea time tradition to this day.

Beer has always been a competitor to wine. It was once referred to as the beverage for the "simple man", wine was reserved for the ruling class.

In comparison to wine, the intense maintenance of the vineyards was omitted and the production and storage much simpler and significantly cheaper.

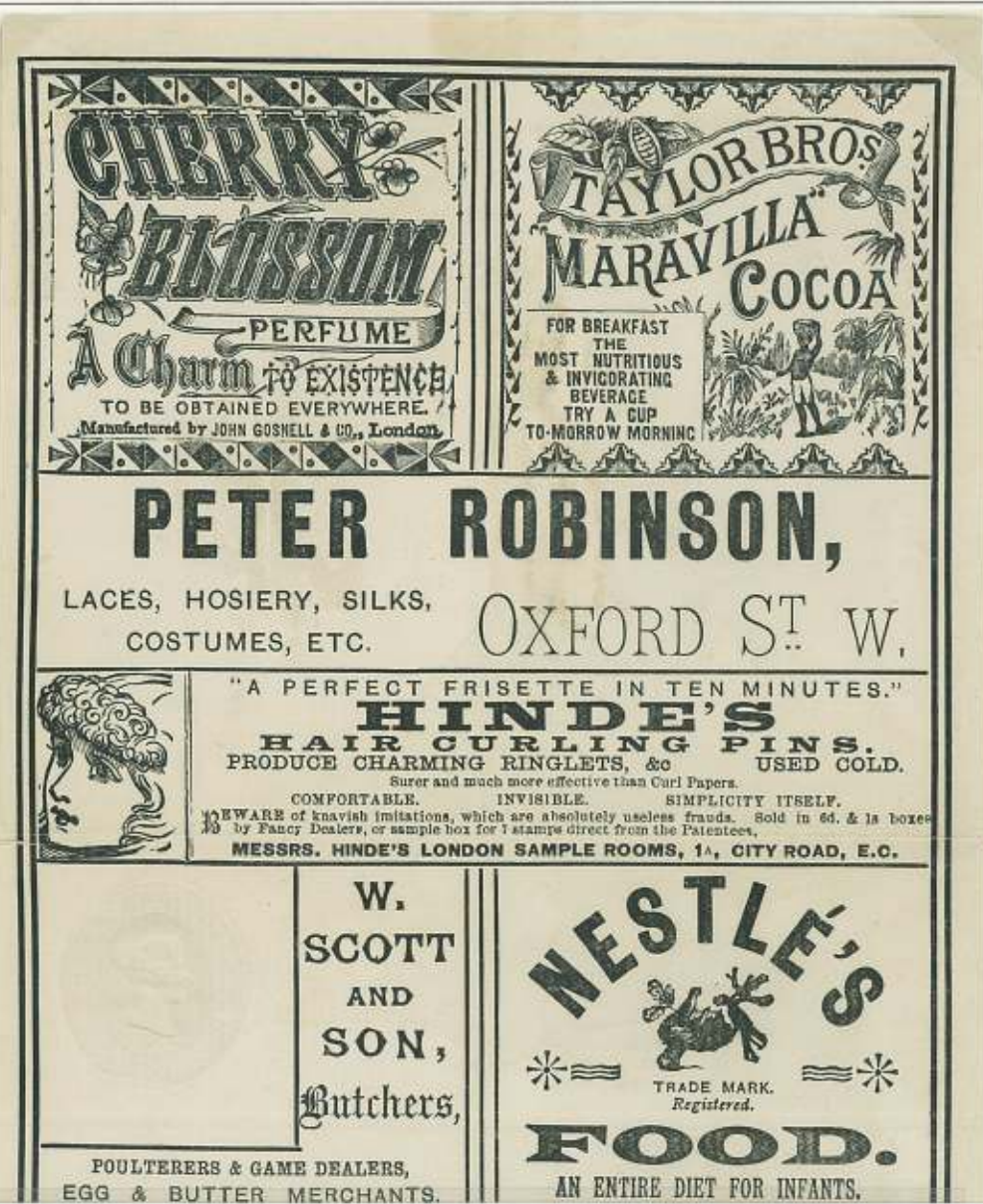
Don't forget to add that beer also tastes very good. It is very hard to resist a cool beer like the one pictured right on a hot summer's day ...



✉ Imperforate issue Belgium



Bottled beer - uncomplicated to transport and store - an advantage in comparison to wine.

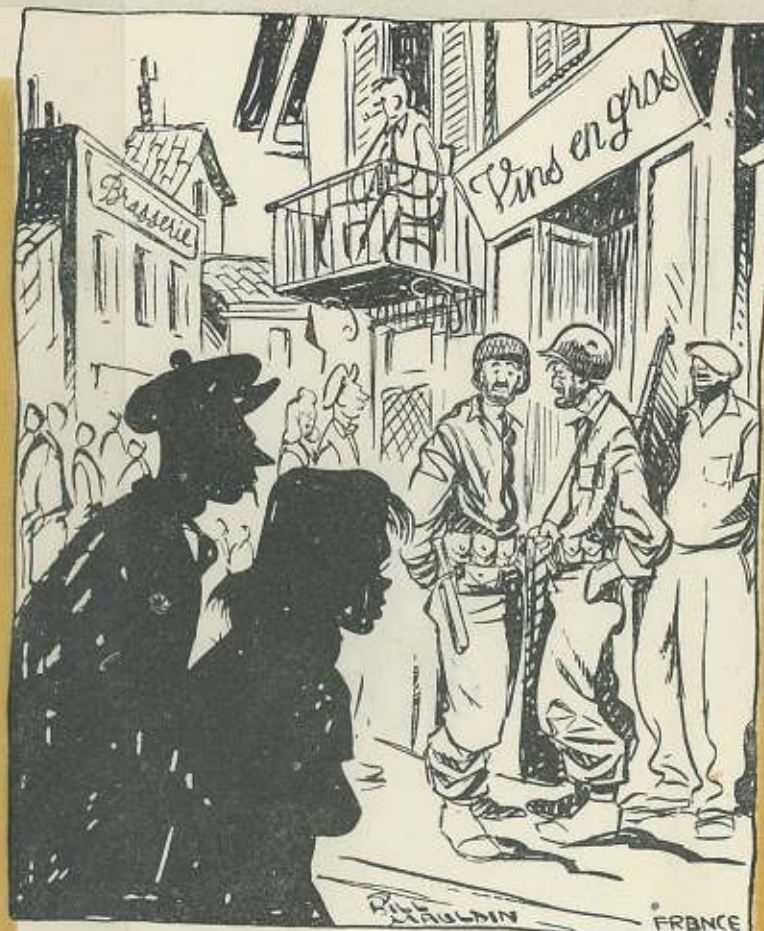


✉ 1 penny unused advertising postal stationary envelope (1881-1184), sold for 1/2 penny.

TO: Mrs F.L. Scheufler
635 Clinton St
Sandusky
Ohio

FROM: CHAPLAIN KARL W. SCHEUFLE
1 Engineer Combat Group
A. P. O. #464
C. P. M., N. Y. C.

(CENSOR'S STAMP) SEE INSTRUCTION NO. 2 (Sender's complete address above)



"Did ya ever see so many furriners, Joe?"

10 July 1945
Dear Mother:-
An interesting
question arises.
When troops head
from Italy for the
Pacific - their

Wine did not get off
to a very good start
in our story and now
you want to continue
from the beverage-
revolution on to the
topic of war? That,
my friend, is not a
good idea.

This chapter is not
as gloomy for wine
as you initially
might think.

Chrisu, take a look
at the soldier there
on the left standing
in front of a wine
wholesaler. That was
a common sight in
times of war. Wine
and war somehow
go together.



14. Infanterie-Regiment. — Angriff des III. Bataillons durch
die Weinberge bei Weißenburg 4. August 1870.

does the mail begin a journey home
I would like to know.

HAVE YOU FILLED IN COMPLETE
ADDRESS AT TOP?

REPLY BY
V...-MAIL

Deutsche Reichspost Bildtelegramm

3 Leipzig C I 1377 234 28. 2. 40 11.16

Dr. Bewerunge, Weinwerbung, Bln, Schlieffenufer.



schießt Salut zum Schützgen
des Mannes der den goldenen
Rebensaft so gern betruet!
Mit einem Schlag
93 er Rudesheimer Trocken-
beeren-Auslese, den besten
Fleisch im eigenen Stalle
sei ihm ein doanernder
ad mault er an
dagebracht!

Horst Weber Frau
Leipzig, Lützowstr 28. II. 40

☑ This so-called picture telegram (here from 2/28/1940, Leipzig) is a special type of wireless-transfer of a picture image and very rare. The message refers to the selection of raisined berries vintage year 1893 (!!) in Rüdesheim. "Rüdesheimer Trockenbeeren-Auslese Jahrgang 1893" (!!). Cheers!

Wine was of course extremely susceptible in times of war. Vineyards were destroyed, trade routes were interrupted and trade with the enemy often completely came to a halt. But you always needed wine for your own fighting troops.

During the time of Julius Caesar, the Roman soldiers were forced under threat of punishment to drink their daily ration of wine.

☑ Bavarian postcard 1914 for 5 pf., stamp imprint on private order. Different sizes for the stamp imprint, private 17x22 mm and officially 19,5x25 mm. Battle against Napoleon's troops in the vineyards.





Charlemagne, King of the Franks and Roman Emperor



St. Elizabeth Cathedral in Kaschau



Wine press in the Middle Ages: St. Wenzel at work, Castle of Prague

Rudi, I recently saw a documentary on TV about **Charlemagne**. He was an impressive ruler.

Yes, he definitely was and what you may not know is that he also did a lot of good for wine. For instance, he issued official decrees regarding the cleanliness of vinification: He forbade the crushing of grapes by foot and the fermenting wine in animal hides or dirty barrels. He allowed wine growers to hang green shrubs on their doors and sell wine.



Stage proof of the Austrian State Printing Office in different colours, original stamp below. Edition dated 5/16/1980 to the Congress of the Order of the Benedictine.



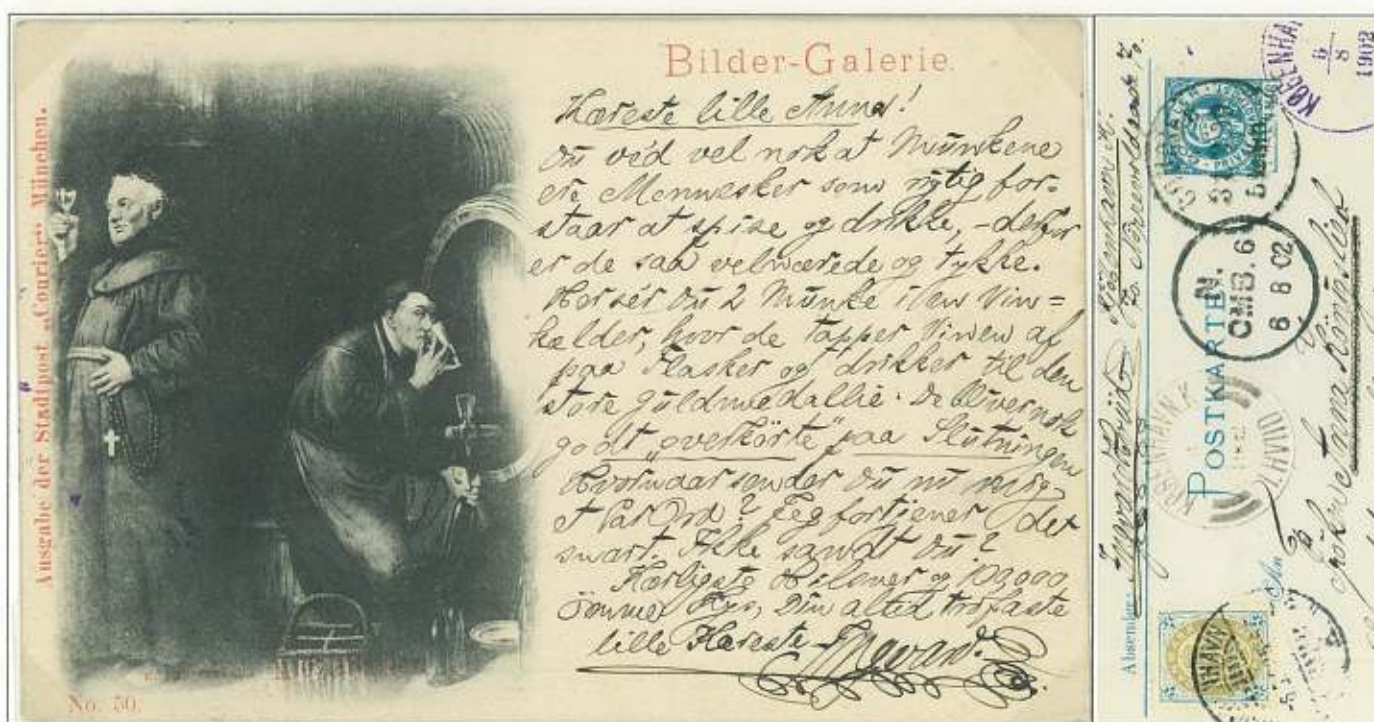
A half of glass of wine a day is enough, house rule of St. Benedict for his fellow brethren.



St. Benedict

He gave **churches and monasteries** huge plots of land, monks established vineyards and acquired tremendous knowledge in cultivating wine. Wine was the common table beverage for the friar.

Look, the stamp advertisement below shows Dom Pérignon, treasurer and later cellar master of the Abbey Hautvillers near Epernay which was bought by Moët & Chandon. It is said that Dom Pérignon was an extremely frugal monk who rarely drank wine and mostly ate cheese and fruit.



Munich local post, postal stationary card in use in Copenhagen from 08/06/1902. Due to foreign use, the imprint stamp was pasted over; 3 öre postage due was charged in Denmark. Monks during wine tasting.



Busta Lettera Postale (BLP), series 33. Italian letter card with advertisements, sold with glued stamp with imprint BLP and with a 5c discount for correspondence with war invalids. Permission from December, 1920 for nine years but discontinued at the end of October, 1923.



If we want to follow the history of wine further, we have to go back to ancient history to the Greeks and Romans.



Corfu was founded by the Corinthians in the year 733 B.C. and obtained its prosperity through olive and wine trade.

The **Greeks** were sailors and so spread the culture of vinification. They practiced trade with grain, oil, wine and raisins. There were wine mixtures made with honey, spices and with resin.



Transportation of wine, 7th century BC

We come across the **Roman culture** in many places to this day and we know a great deal about wine-growing from that time. Wine was very popular and became a drink for everyman. Taverns and wine restaurants were henceforth everywhere.

AN INVESTOR'S NOVEL IN TWO CHAPTERS.
ILLUSTRATED BY GEORGE ORRISHANT. **LOOK ON THIS PICTURE!**
The Counterfeit presentation of Two Brothers - British Investors - and on this.

CHAP. I.
WHO is this man? He is a type of many who persistently invest money in foreign stocks (or to develop India) or in Companies brought out by professional promoters, some being tempted to buy worthless shares, or acquiring businesses, the owners and vendors pocketing enormous profits, and then, after forsaking those hapless creatures, observe the crash. The once prosperous investor is now in a sorry plight, which really deserves commiseration. Repeated calls on partly paid dividends, which have left him no energy or means to wash the trade that was once so profitable, and which made the fortune his father left him, while his advertising has been wasted in media with various but only doubtful returns. His capital is now the cheap "ready-to-hand" color easily worn for wear: his advice is a picture of desolation. His boy-clerk (grudgingly retained for "appearance") has nothing to do but to keep a bottle of artificial light, the gas being "cut off." The entire reader will notice the raised table leg, crumpled chair cover, broken glass, torn carpet, damp wall paper, etc., all telling only too plainly of the desperate straits of this now poor investor. In desperation he thrusts his cold hands into his moneyless pockets for he cannot afford a fire, useless for comfort he pursues his late misguiding newspaper. His unkempt prematurely old appearance is only a specimen of thousands of men and women that have been led away to lose the savings of years by the glitter of titled ignorant Directors, whose "headed names" have been such a bait for easy going investors.

CHAP. II.
HERE indeed is a wonderful contrast. This is the older brother, inheriting a similar legacy from his parents. He, however, personally examined all investments made, and being of average shrewdness has regularly added to what his ancestors left him: not neglecting his share of his late father's profession as will be shown by the large business transacted in his well ordered office, besides evidence of wealth, OGDON'S patent safety Envelope open on his table, which (as a careful prudent man) has used both for correspondence. This man never invests money covered by the Union Jack, not desiring to foster foreign competition with British capital. If he cannot personally see where his money is spent, he leaves it alone. He always examines before he buys patents not yet fully tested, or where investors are anxious to sell "out and out," because such looks more than suspicious. He holds fully paid shares only thus receiving dividends on all he is liable for. Recently, when he acquired, as per a few £10 eight per cent. Priority Shares in the Half-Prior Closed Letter Co., Ltd. he showed that his powers of selection have lost none of their wonted keenness, and that he is fully alive to the important secret of investing idle money so that it will be well stewarded and receive steadily and good dividends with an early enhancement of his principal. Although some years older than his brother, he looks much younger. His face has the benign and contented appearance of a man perfectly satisfied with his investments and the world in general, to which he owes his duty as a good citizen of a noble empire.

READER: which picture do you like best? If you are an Investor, consult A. RAABA & CO., Sharebrokers, Acton Vale, London, W.

TRY PACKHAM'S PATENT SLIDE SPRING TRUSS.
The Best, cheapest and most comfortable Truss ever worn.
ELASTIC STOCKINGS, KNEE CAPS, ANKLETS, Etc.
Price List free by post.
ORLANDO PACKHAM TRUSS & SURGICAL INSTRUMENT MAKER, 26, KING STREET, MAIDSTONE.

FOR GROCERIES & PROVISIONS OF THE VERY BEST QUALITY AT LOWEST PRICES

Dr. Beach's Essence:
A Stimulant and Tonic.
Dr. Beach's Essence
Imparts New Life and Vigour to the Nervous, Debilitated and Despondent.
Dr. Beach's Essence
Should be taken an hour before every meal as a certain cure for Indigestion and Billiousness.
Dr. Beach's Essence:
Pleasant to take and imparts a genuine glow of Warmth and Comfort.
Dr. Beach's Essence:
A Certain Cure for COUGHS, COLD CHILLS, CRAMPS, COLIC, HOARSENESS, DIARRHŒA, and NERVOUS DEBILITY.
Dr. Beach's Essence:
Sold in Bottles 1/1½ & 2/9 each.
By all Patent Medicine Dealers.

J. K. BIRCH & Co.,
Original Manufacturers of **PURE SPICE WINE.**
BROOKFIELD MINERAL WATER MANUFACTORY, COLERAINE.
DANDRUFF. Certain Cure
in Bottles at 1s. each. Post free 1s. 3d.
JAMES G. FVIE,
8, Diamond, Coleraine.

Postal stationary Great Britain, 1890, for 1 penny, sold for 1/2 penny. (Henry Court's Patent Safety Envelope Serial No. L.G. 7). An advertisement for spice wine.

Hotel-Restaurant
„Zur Lützelburg“
ganz neu renoviert
Freundlicher Sommeraufenthalt
Mäßige Preise Franz. Küche
Inhaber E. Weckel
Lützelburg i. Lothr.

Virgile Heitz
befindet sich nur
Spießgasse 25
Telephon 583

Luftkurort **Niederburg**
Beliebtester Ausflugsort der Straßburger
Straßburger Lagerbier vom Fass und Münchener Bier
Reine Weine Exquisite Küche

Tram-, Eisenbahn- und Motorboot-Verbindung

Neu eröffnet!
Wein-Restaurant „Zum Bacchus“
1 Schwesterngasse 1
Reelle Weine Vorzügliche Küche
Inh. Gretel Eberle.



Vergil, Roman poet, 70-90 B.C.

Rudi, now you have really gotten me in the mood for a glass of wine, but chilled and without saltwater. Look, to our left is the **wine-restaurant "Zum Bacchus"**, we should go and drink a glass of wine there.

Poets and scholars like Columella, Vergil and Plinius reported about vine varieties "as countless as the grains of sand in the desert".

Rome's higher society drank white wine, initially heavy and sweet, later the trend to drinking lighter and drier wine, mostly mixed with warm water or seawater, followed.



Transportation in ceramic pitchers became uneconomical with time. In order to provide the troops in the northern provinces such as Moselle or Donau with wine, an intensive planting of vines took place in that area.



Letter from 10/01/1904 from Putna to Focsani. The additional cancellation on the reverse shows Bacchus on a wine barrel.

Since we just frequented the wine-restaurant "Zum Bacchus", we need to tell you a few things about **Bacchus** as well. He was a God of drinking and celebrating. In ancient Rome, festivals named after him called "Bacchanalien" were celebrated and then due to the sexual excesses that took place, consequently outlawed as immoral and seditious.



Bacchus as an old man

Above you can see Bacchus, the Roman God of wine. To this day, his name is the epitome of all things that have anything to do with wine.



Satyre are rough-lascivious companions of Dionysos.

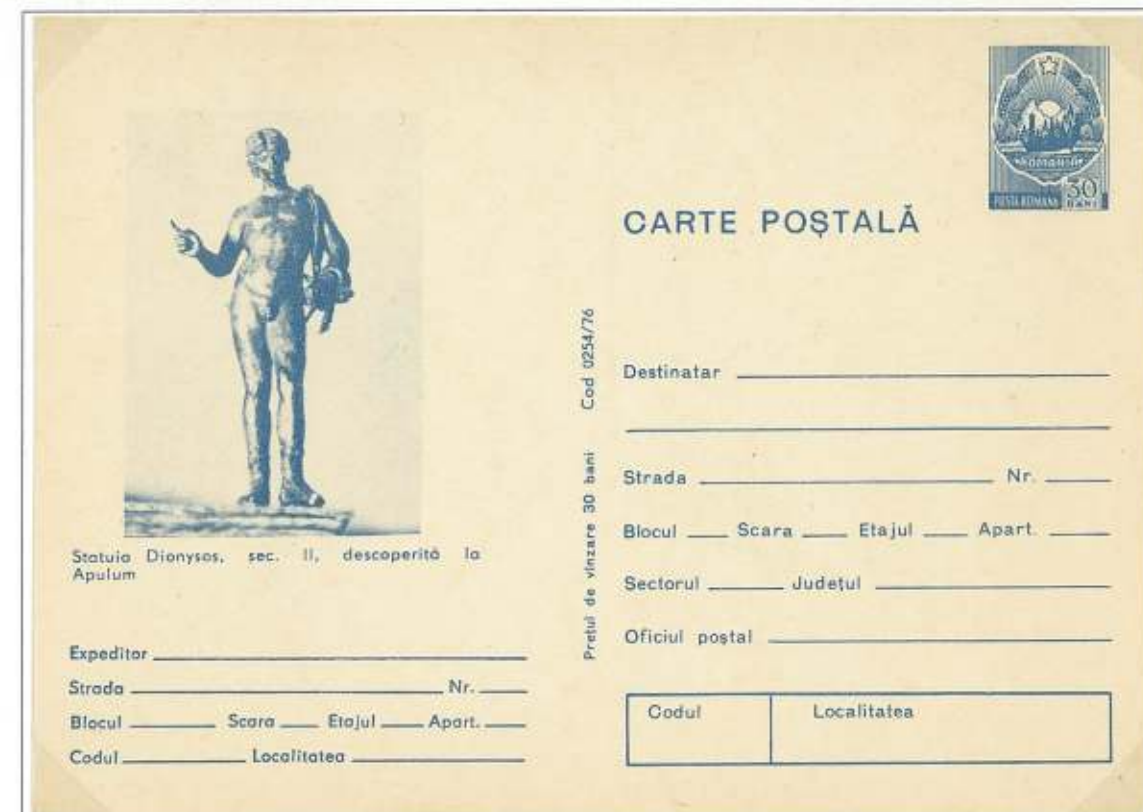
Ceres - in Greek Demeter - is the Roman Goddess of agriculture, fertility and marriage. She wears grapes in her chaplet.



Proofs and trial colours of accepted design in various shades on different papers. The correct blue colour could not be found in time, the 20c was, therefore, printed in black.

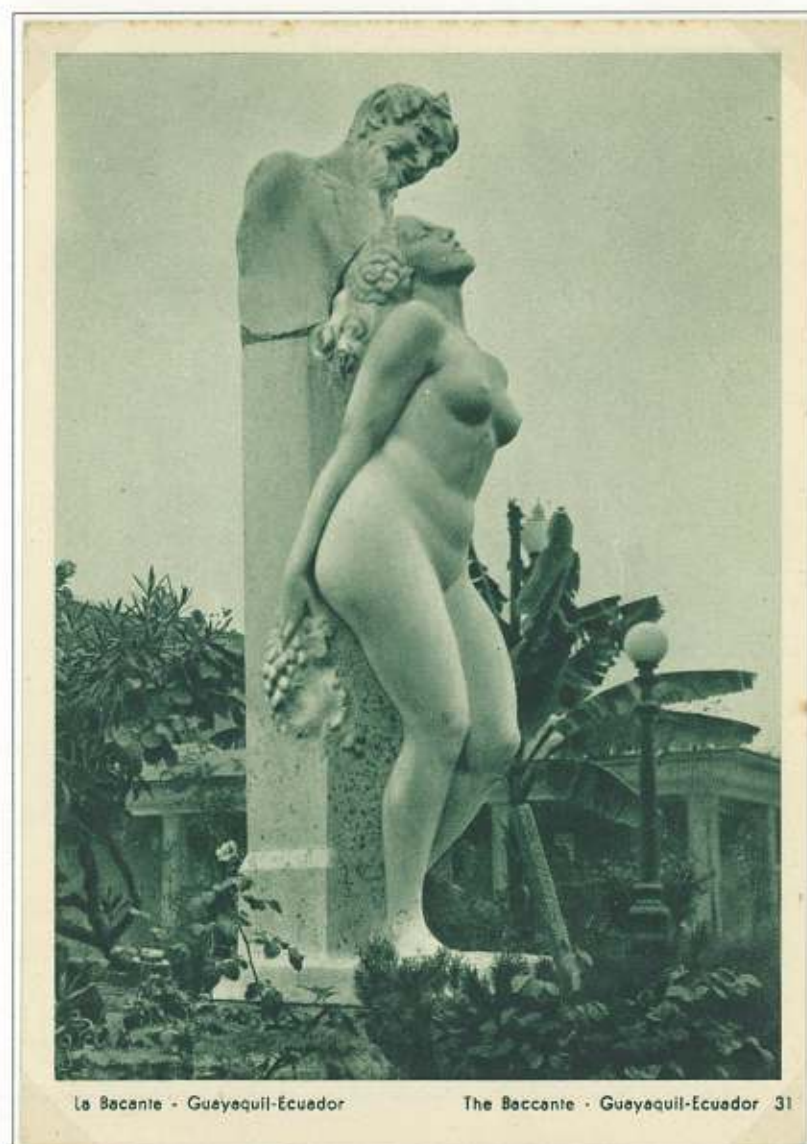


France, 1870, Ballon monté (handwritten) Le Ferdinand Flocon with start 11/04/1870 and arrival in Brussels 11/09/1870. Postmark by star cancellation 9. (e).



Dionysos, the God of fertility and wine, is the son of Zeus and Semele, his consort was Ariadne.

The counterpart to the Roman Bacchus is the Greek God of wine, **Dionysos**. During his odysseys, he taught the inhabitants about the importance of wine-growing. He found a lot of followers with his motto: "Where there is wine, there is something to celebrate". The Greek drama later developed from the Dionysos-celebrations.



La Bacante - Gueyaquil-Ecuador

The Bacante - Gueyaquil-Ecuador 31

Ecuador, 1920 - PS for 0.15 centavos, unused. Bacchantin, the intoxicated until ecstasy entourage of Bacchus.



France, letter from Châlon sur Saône to Moutiers, dated 1. Nov. 49 with postmarkings PP (Port Payé) and PD (Port payé jusqu'à Destination) in red. Expertise Brun.



Wine deities Isis and Hathor

In **ancient Egypt**, wine was the beverage for the Gods and pharaohs. The rural population drank beer. Wine was used as a burial good for the pharaohs and even back then the origin of the producer and the vintage year were noted. Did you know that, Chrisu?



Temple of the wine deity Hathor

Does the story of the history of wine end with the Egyptians?

No, the history can be traced back to the **beginning of mankind**. Here on the right you can see pictures of wild grapevines. The fruits at that time were small and had an astringent and very sour taste.



Vitis Coignetiae, grapevine

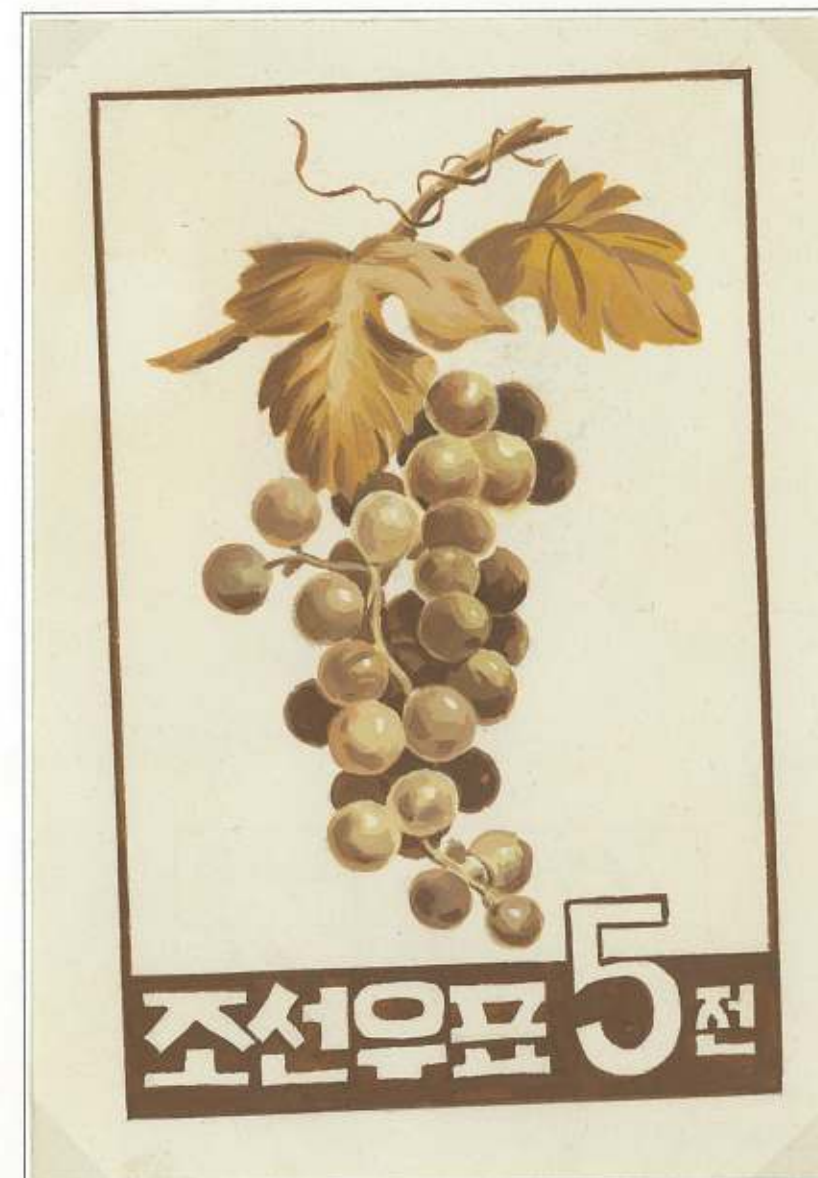


Vitis Amurensis, Asian wild-grapevine

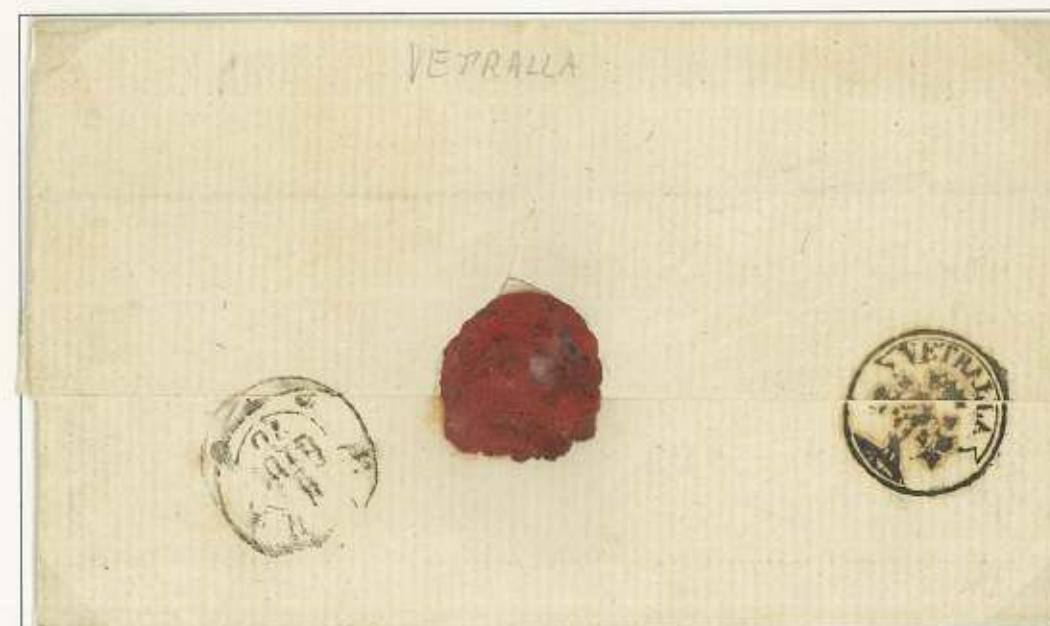


Many hunting scenes are evidence that meat was highly desired but not easy to come by. They regularly ate grapes as the rubbish heaps in prehistoric housing sites filled with many grape stems and grape seeds can confirm.

Stamp design with release notes by the North Korean Post Office on reverse.



Unaccepted design with signature of the artist: agricultural symbols with grapevine and grapes according to grave painting.



Sealed letter dated 06/05/1870 from Vetralla to Rome. The postmark from the free seaport of Vetralla on the back of the letter measures 22 x 22 mm and was in use from January, 1874 through September, 1871. It shows a grapevine.



Colour error: the red-brown colour is partially missing. Prehistoric ceiling fresco in Lascaux.



☑ Official Bavarian stationary with 5 pf imprint. The stamp imprint on private order is smaller (17x22 mm) than the official (19,5x25 mm). The Last Supper, Oberammergau, Passion Play, 1900.

Then pay close attention: At the Last Supper, Jesus broke the bread and said: "Take this, all of you, for this is my blood of the testament ... But I say to you from now on I will not take of this fruit of the vine, till that day when I take it new with you in my father's kingdom". Matthew 26:28-29.

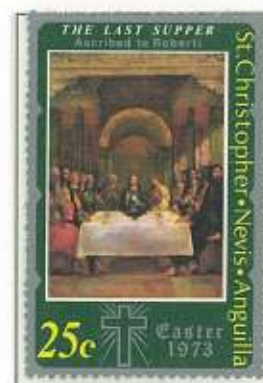
Isn't there a famous Passion Play in Oberammergau?

Correct! The many casualties from the Thirty Year's War and the plague forced the people of Oberammergau to vow to stage the suffering and death of Jesus every tenth year. These plays have an international reputation.



☑ Tonga, 1987 - Artist proof in water colour glued to black cardboard: Noah loading his ark. He also took a vine aboard.

Rudi, I would like to test how well you know the bible. We are now on the subject of **wine and religion!**



My knowledge boils down to a good sacramental wine. I prefer to let you continue our story.



☑ Artist proof (épreuve d'artiste) with signature of engraver Haley. Last Supper Capital, Church of St. Austremoine in Issoire, 12th century.



200 Year Church in Havnar, the Last Supper



The Last Supper, painting by Juan de Jaunes

And now - especially for you - the Old Testament, Book of Numbers, chapter 13.



Fresco by Michelangelo: Drunkenness of Noah



The Lord is speaking to Moses "Send men to get knowledge of Canaan ..."

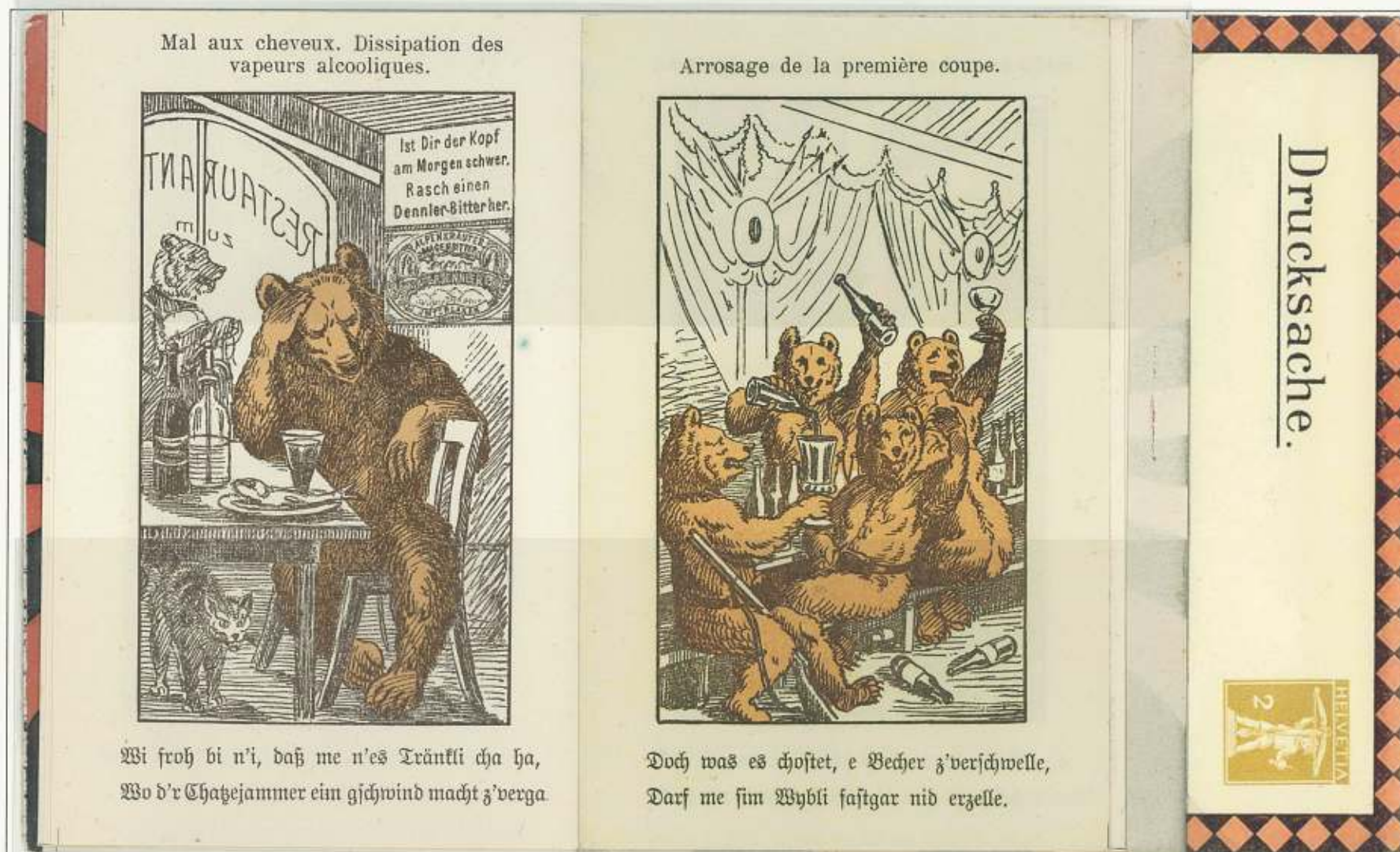
Listen up, I am going to continue with the 9th chapter of Genesis. Here they are also talking about wine. It states: "In those days Noah became a farmer and he made a vine-garden. And he took of the wine of it and was overcome with drink; and he was uncovered in his tent." This inspired Michelangelo to create the painting above. Genesis 9:20-21.



Scout with grapes



☑ Postal stationery on private order, USA, New Canaan, 1891, stamped by Fancy Cancel No. 373 according to Loso catalogue. These stamps were used unofficially by postmen against postal regulations. The return of the scouts.



Printed matter, Switzerland. Valid from 1/1/1906 through 1/31/1915, tariff 2 rp to 50g. Edition 5,000 pieces, only a few copies known. The bear shooting with subsequent celebration.

Now I am interested in finding out how we are going to proceed after our bible-study.

With **art, literature, drama, fairy tales and legends** - and of course, with wine! You as a pronounced fan of fairy tales should know that wine plays an important role in them.

Care for an example? Here you are, let's start with the items on the upper right ...



The Fox and the Grapes, fable by Jean de La Fontaine.



The Fox and the Stork



The Frog King



Meter cancellation EMA Type III, the fox and the stork indulge themselves.

There are indeed very interesting things to be seen here - but Little Red Riding Hood and her grandmother's wine are missing ...



Meter cancellation from Rothenburg, E-8, swastika & twine, Frankotype.

Look, above you can see the bear at a shooting match: pictures portray the shooting through to the victory. Then the award ceremony, champagner and the headache. Just like it is with us humans, right?

The city of Rothenburg supposedly was only spared from destruction during the Thirty Years' War because the old mayor Nusch emptied a beaker with 3 1/4 litres of wine in a train. Annual festival in Rothenburg ob der Tauber at Pentecost.



Gargantua, insatiable drinker. Novel figure by Rabelais.



A strip of 5 colour trial stamps (essay de couleur) from the bottom margin of the sheet with colour codes (handwritten), sheet number and machine serial number, printing date can be found on right. Crouching in Auerbach's Cellar.



"Basket with Grapes", painting by K. Ivanovic (1817-1882)

From the boozy sessions in Auerbach's cellar, we now land on the topic of **painting and handicrafts**. A "dry" affair.

Don't take it so seriously, Chru, the secret of wine has also fascinated man for millenniums in these sectors of art. That's why ...



"Still life with Melon", by K. Danil (1798-1873)



✉ "A Bacchanal", original stamp



✉ Colour variations with the original stamp (right), the apocalypse. On the left is a vine with grapes.

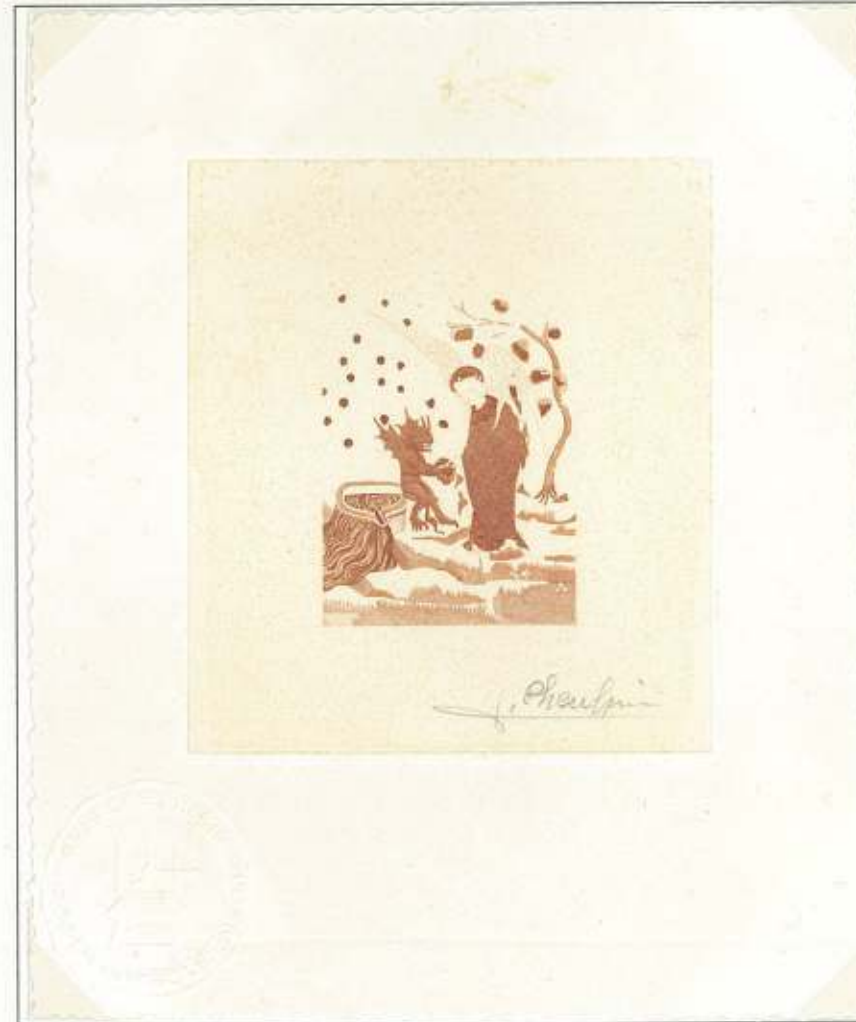
... we can find vines and wine in all eras of time. Up to the 15th century predominantly with sacramental function, later still lifes of grapes with other fruits became an increasingly popular theme - just like the two beautiful paintings above.

Or one of France's greatest treasures of art which can be found in the castle of Angers. It is a tapestry named "The Apocalypse" - the end of the world, the end of time. Jesus triumphs herewith over evil and founds a new kingdom. A unique series of carpets from the 14th century. You can admire all that here.

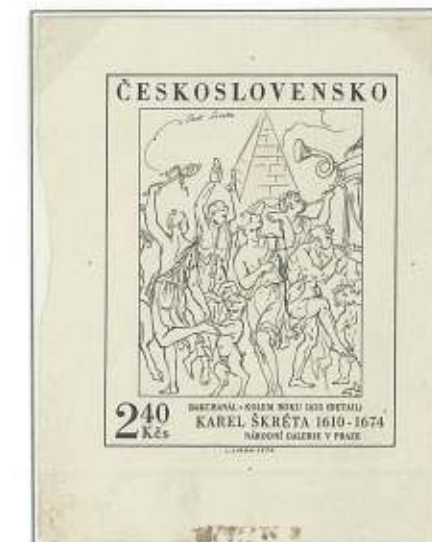


But you are more interested in the unrestrained bacchanals of the Romans. We already talked about that earlier.

However, that was also a popular motif in the fine arts. You can see that here in various colour samples.



✉ Artist die proof (épreuve d'artiste) in brown on sealed cardboard with signature of engraver in "positive/negative" print. A maximum of 30 copies were produced.



✉ Colour variations of the Czech Post. "Bacchanal", paintings by K. Škréta (1610-1674).

Chrisu and I have told you a lot about the history of wine, about art and culture and we are sure you would like to find out more about the most important wine producing countries, their grape varieties and wines.



☐ Trial colour proofs (épreuve de couleur) from Burgund, original stamp left.

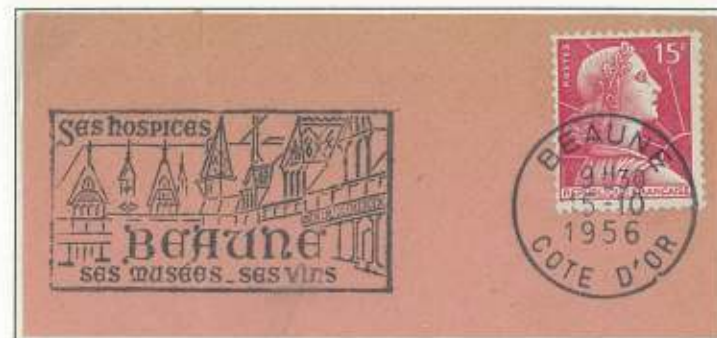
Then we must begin with **France** since it is the country which produces more fine wines and brandies than any other country on earth. Wine producers all over the world are inspired by the great wines from **Bordeaux**, **Burgund** and the **Champagne**.



Margaux, one of the most fascinating wine making villages in Bordelais shares its name with **Chateau Margaux** made from the grape varieties Cabernet Sauvignon and Merlot.



Gevrey-Chambertin, a small wine making village on the Côte de Nuits in Burgund with the top location **Chambertin**. These Pinot Noirs were Emperor Napoleon's favourite wines.



The annual **Hospices de Beaune** wine auction is the barometer of the price level of the cult wines from the Côte d'Or.

Here you can find a small sample from **Burgund** which is world-renown for its great red and white wines made from the Pinot Noir and Chardonnay grapes respectively. Every wine lover's heart beats faster when they hear the names **Hospices de Beaune**, **Clos de Vougeot** or **Gevrey-Chambertin**.



☐ Strip of trial colour stamps (épreuve de couleur) from **Saint Emillion**. Original stamp above.

The city of **Bordeaux** gives its name to the wine producing region with over 100,000 ha of vines. No place else brings forth so many of the world's most expensive and treasured wines. Typical characteristics are the dry, long-lasting red wines which turn out fruitier in Médoc and smoother and more full-bodied in **Saint-Emillion** and **Pomerol**. White wines make up roughly 20% of the production.



Wine lovers love to debate about which wine is better - a Burgunder or a Bordeaux? You will have to figure that out on your own - we will leave the decision up to you!



Pauillac - is a place famous around the world for its wine. Three of the five First Growths of Médoc, the Premier Crus, belong to the AOC Pauillac region: **Châteaux Lafite-Rothschild**, **Chateau Latour** and **Chateau Mouton-Rothschild**.



The famous red wines from the **Bordeaux** region are made primarily of the grape varieties cabernet sauvignon, merlot and cabernet franc.



Registered letter from **Bardolino** to Villafranca dated 2/10/1838. The red wine Bardolino was named after the city nestled on the south-eastern shores of Lake Garda.

Italy is the second largest wine producer in the world and can look back on a long tradition of viticulture. Sophokles vaunted Italy to be an immortal land of wine.



A large proportion of the wine is made up of simple local wines of regional importance. The red wines are qualitatively superior to the white wines. Apart from the top-quality wines, the wine is drunk still young.



I'm sure all of us have such fine memories. In the meantime there are many prestigious domains in Tuscany, Friuli and Piedmont yielding the best wines in Italy. For example **Sassicaia**, a red wine which revolutionized Italy's wine production. Or for more sophisticated demands and a large wallet, the **Brunello di Montalcino** from **Biondi-Santi**.



Is that a Chianti in the wicker bottle? That brings back memories of my first holiday in Italy. Back then we drank **Valpolicella**, **Bardolino** and **Chianti** wines to the best noodle dishes.



Bosca, established in Canelli, Italy, in 1831 is one of the oldest Italian sparkling wines and alcoholic beverages produced and is still owned and run by the family of the founder.



BLP-letter, series 19, Lazio. The approval for the distribution of advertisement-BLP letters was granted by the aid committee for people injured in war on 12/1/1920 for 9 years - yet discontinued at the end of October, 1923. Picture of wine bottles.



Simple local wines from Italy



Vermouth is very popular in Italy and usually drunk as an aperitif.

ARGA VIDA, SALUD CONSTANTE Y ORGANISMO VIGOROSO, pueden tener, a su vez, todos aquellos que gustan en sus almuerzos y comidas cotidianas, el sabroso VINO "VAPEYU", tinto o clarete. Es un producto EMBOTELLADO de "LA SUPERIORA", que asegura al consumidor "Pureza y Economía".

Los antiguos romanos le-garon a las generaciones que habrían de sucederles, la larga vida de su Forum, que aun muestra fragmentariamente, la gallardía de sus líneas, por y las contingencias de la Historia.

CONVIDE A SUS COMENSALES... con unas copas, generosamente llenas, de "LEMO SELECTO", VINO TINTO y BLANCO, seco, tipo Burdeos, embotellado en nuestras Bodegas de Mendoza. Es riquísimo gracias a su prolongado estacionamiento. Vale mucho más de lo que cuesta.

VAPEYU

CASA FUNDADA EN 1897

REPÚBLICA ARGENTINA TELÉGRAFO DE LA NA

Destino

Domicilio

Destino

20.000-1021

Telegram, Argentina, 1927, postmarks and post notices on the back.

Argentina is South America's largest wine producer. Wholesome table wines are very popular drinks. Three-quarters of the production is filtered, blended and filled in Buenos Aires in the most modern facilities with a daily output of 600,000 bottles. The grape varieties are of European origin, 2/3 of them red wines (Cabernet Sauvignon, Cabernet Franc, Malbec) and are mainly exported to North America.

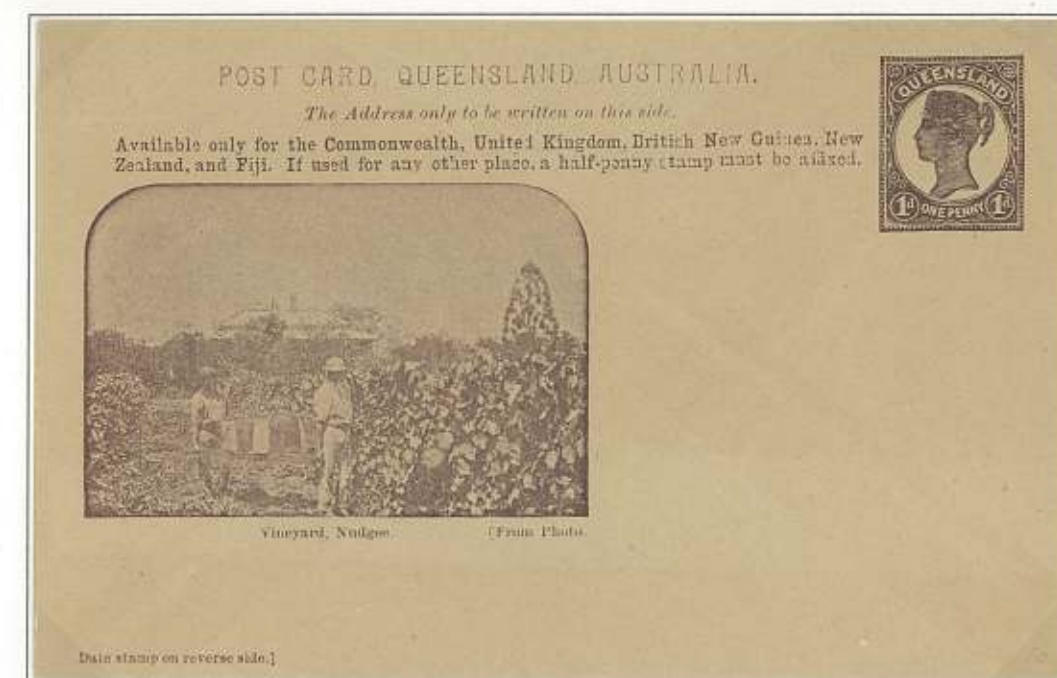
Wines of outstanding quality can also be found in the **New World**. Modern techniques and **know-how from Europe** make it possible.



Due to the climate, wines from Australia and New Zealand do not have the same differences in varieties as their European counterparts.



Australia also has good conditions for growing wine, however in many cases the sugar content is high.



Weinlese in Queensland um 1900.

New Zealand is the southern most wine growing region on earth. White wines like Müller-Thurgau, Riesling, Chardonnay and Sauvignon Blanc dominate.

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OR
HANS IRVINE GREAT WESTERN.

Australia, 1890-92, 1 d embossed print stamp of Queen Victoria, sold for 1/2 d. The one penny postage imprint by the post office appeared partially on the cover and partially on each page of the advertising booklet. The pages of the booklet were folded at the corner and a crescent shaped hole was cut from the envelope. Later these envelope booklets were withdrawn.



☑ Publibel card no. 1905 with perforation "ANNULÉ". The name of the wine comes from Porto, the country's second largest city. We could take the word ANNULÉ literally since Portugal is among the absolute leaders in per capita consumption of the world's wine producing countries.



☑ Japanese postal stationery postcard with advertisement for port wine.



Rudi, what do you think is in those barrels the ship is carrying?

In order to find that out we would have to have a taste. Maybe an old Port wine or a Madeira?



Madeira, thanks to the enrichment with alcohol, is the most long-lasting wine in the world.



PORTO

View from Vila Nova de Gaia across the Douro river to Porto, the city which gave port wine its name. It seems as though time is standing still: transportation of wine barrels by ship on the Douro just like in the old days.

Port wine and Madeira - Portugal owes its reputation as a wine country to these two wines. Half of the produced wines, however, are simple consumer wines very popular on the home market. Aside from these there are other good, dry and smooth red wines, effervescent Rosados (rose wines) and delicate, sweet Muscatel-dessert wines.



Portugal is not only famous as a wine country, it also holds an undisputed leading position in **cork production**.



Madeira is a fine wine rich in alcohol with mild acidity and tastes slightly smokey with a hint of sweet caramel.



☑ (Sierra) Port Wine, Cal., with manuscript postmark (Williams unlisted). Letter from Port Wine to Carson City, 26 July, 1864. P.O. 1861-1865 and 1870-1918. The only first period cover known from **Port Wine**.



Letter from Marsala to Palermo dated 12 December, 1844.

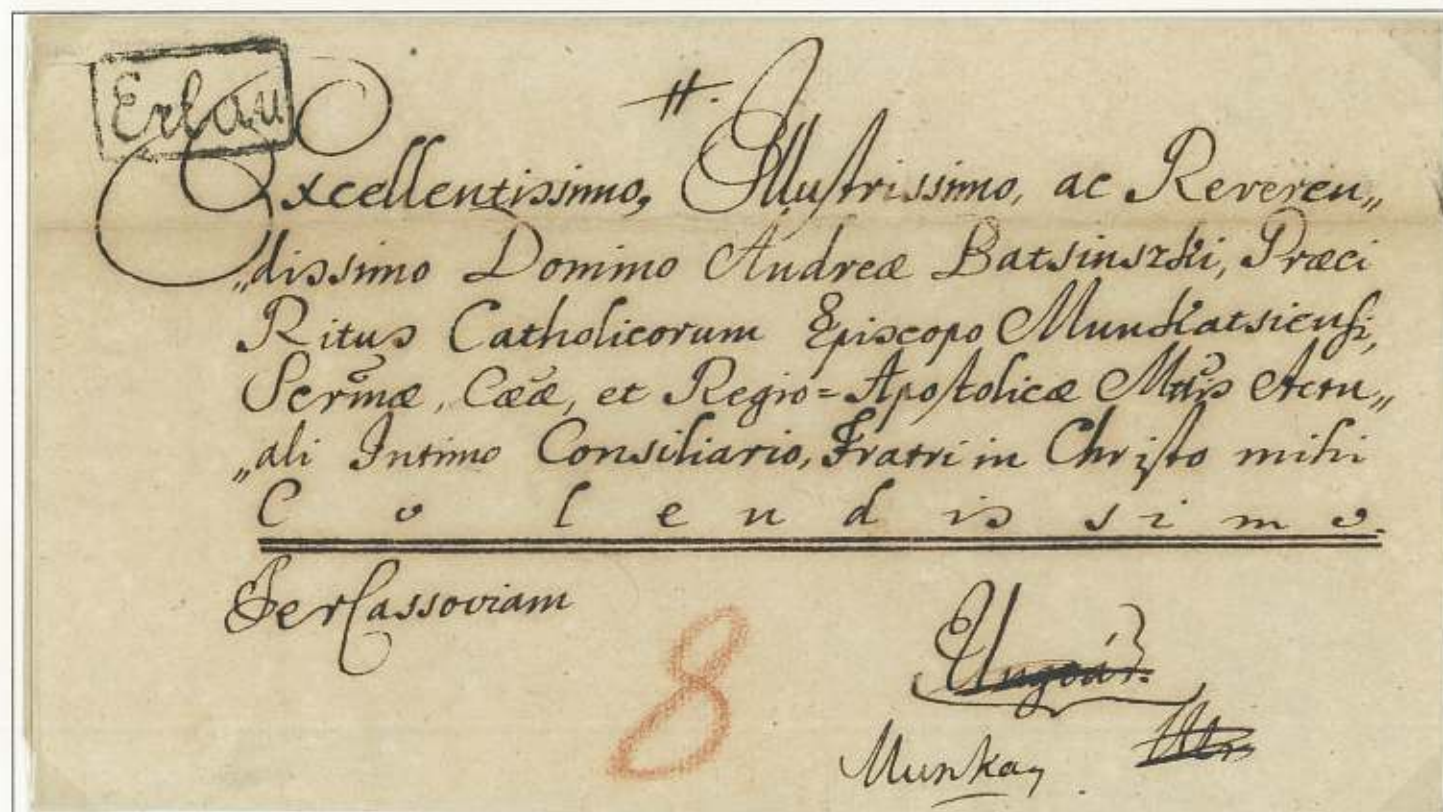


Panorama of the city Eger (Erlau) 17th century with a bottle of Egri Bikavér (Erlauer Bull's Blood) as described on right.

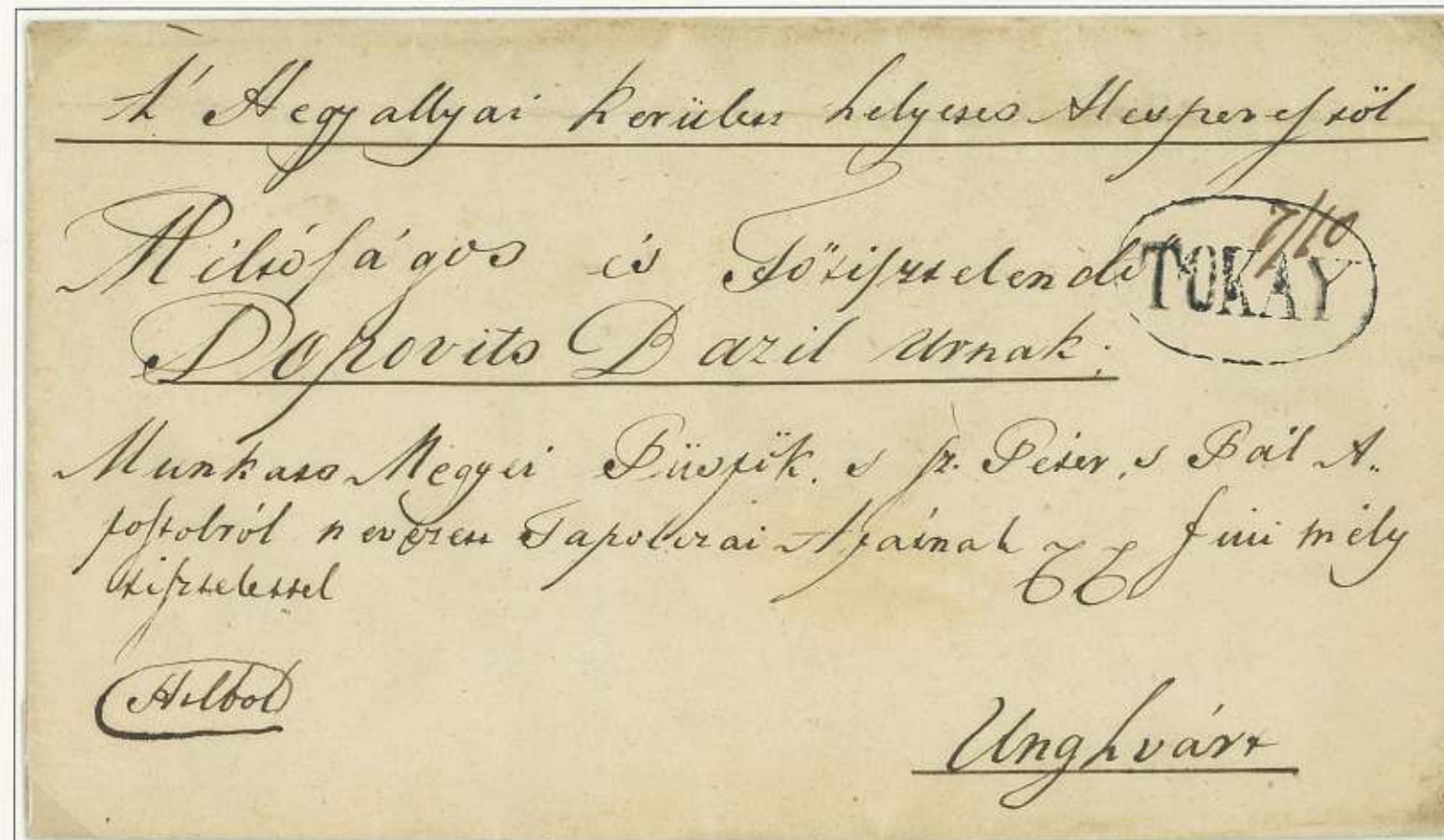
Rudi, I have noticed that many of the wines are named after cities.

You have observed well. **Marsala**, the most famous Sicilian wine is considered one of the best-known dessert wines in the world. The white Marsala variations are derived from the grape variety Grillo, the red from the Nero d'Avola, Nerello and Perricone varieties.

The city of Erlau in north-eastern Hungary gave a wine its name: "**Erlauer Bull's Blood**". The grape varieties Blaufränkisch, Cabernet, Merlot and blue Portugieser build these cuvée which are matured in wooden barrels and have a very full-bodied, fiery and velvety taste.



Erlau in italics in frame on letter from 1780 from Unvar and further to Munkay with tax postal marking 8.



Tokay - heavy, fiery quality wine from Furmint and Muscatel- has a world-class reputation.

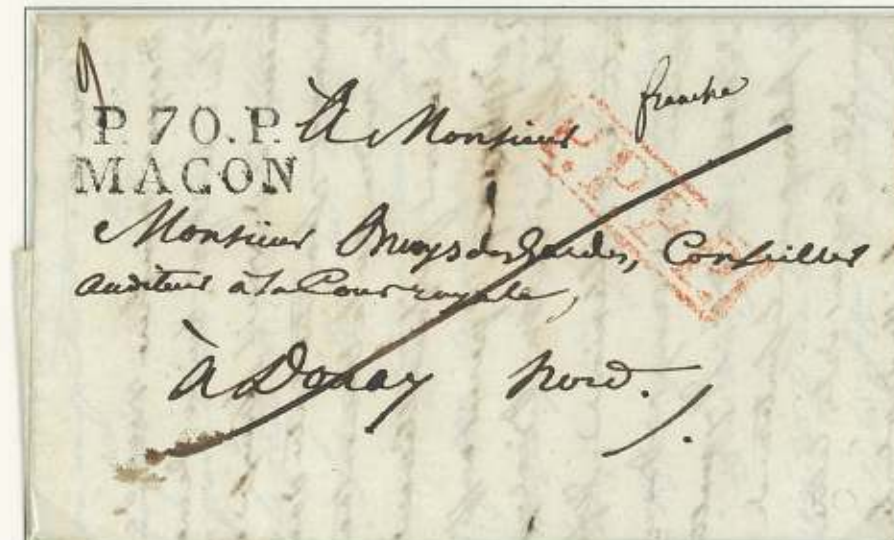


Specimen stamps from the Hungarian post office which were sent to official bodies at home and abroad. Furmint, the major grape variety of the famous Tokayer and Leányka: frequently found white wine variety in Hungary.



Tokay, Hungarian wine city

Mâcon is a French city with 35,000 residents located on the Saône, about 60 km north of Lyon. It is prefecture of the Départements Saône-et-Loire in the Burgund region and above all famous for its superior white wine.



Stamp variety without phosphor. Mâcon, a little city in Dept. Saône-et-Loire.



Rieslingsekt is a sparkling wine using Riesling as the base wine. The acidity and finesse of the Riesling grape make it very suitable as a base wine in the production of sparkling wines.



Specimen stamp FRG, 500 years of Riesling cultivation.

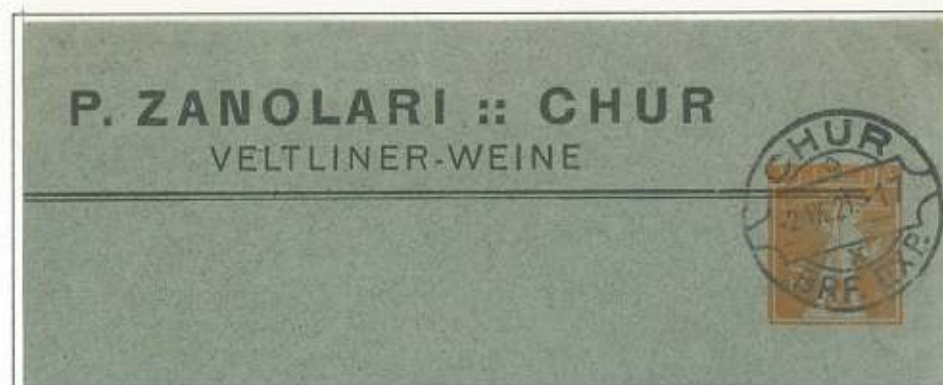
Chrisu, you must remember: of all factors influencing the quality of wine, the **grape variety** is the one which is most easily recognized at a blind tasting.

Even more important when differentiating between wines is that certain grape varieties give birth to wines with distinctive flavours.

The wine you have in your glass is a **Riesling** from the Wachau region. In good locations the Riesling vine yields long-lasting wines full of character with an inimitable style.



Perfect location "Würzburger Schloßberg" for the grape variety Müller-Thurgau.

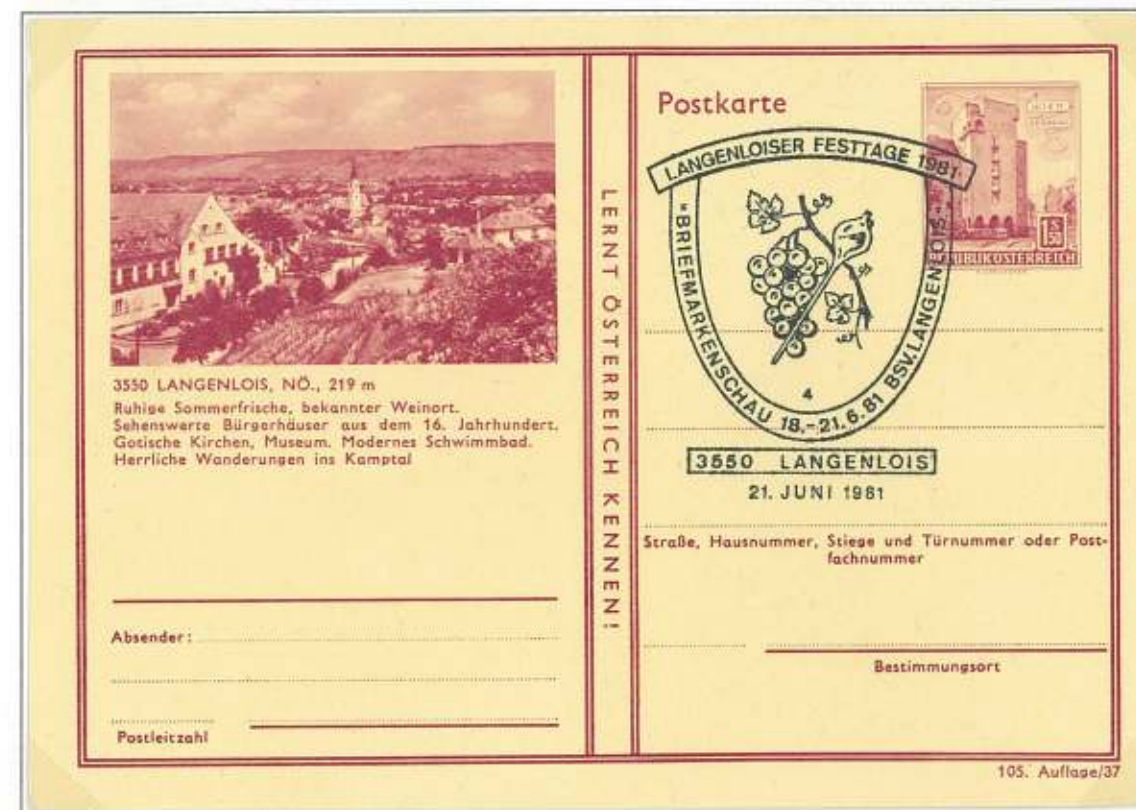


A so-called razor blade cancellation dated 9/2/1921 from Chur. These cancellations were used only in 11 towns in the District Directorates in Switzerland from 1898-1939. **Grüner Veltliner**, the principal grape grown in Austria, tastes spicy, peppery, has a fruity note and is easily recognized by wine lovers due to these characteristics.

This does not only apply to the Riesling: each grape variety has typical distinguishing features. In order to determine these, we must follow the rule: Practice makes perfect. In this regards this is a rule everybody would like to follow, don't you think?



Sample stamp Olasz- or Welschriesling.



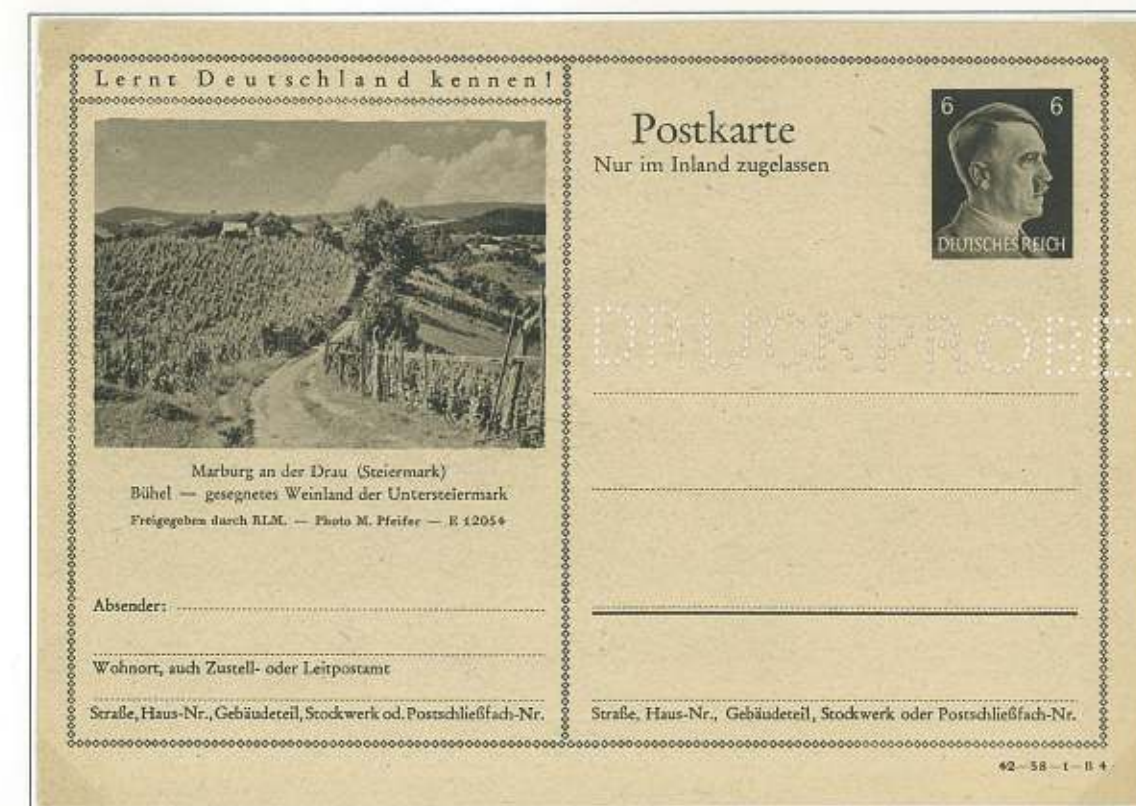
Langenlois is the largest wine city in Austria and known for its Grüner Veltliner, outstanding Rieslinge and Zweigelt.

Distinguishing features are medium yellow-green colouring, elegant peach fruit, fresh and compact on the palate, minerality and a ripe apricot taste at finish. In the northern cultivation areas Riesling delivers the most exquisite and expensive white wines in the world.

So Chrisu, now you can taste!



The colour of the grape skin determines the colour of the wine. Red wine can only be made from dark fruits.



Postcard 6 pf with perforation "Druckprobe". Southern Styria produces mainly white wines.



- ☑ Colour proofs (imperforated) with original stamp (perforated), of the late ripening grape variety **Carignan**. Very widely spread in Languedoc and the second most common red wine grape worldwide with high yields but poor quality. The EU grants grubbing-up premiums in order to curb production.



- ☑ Die proof (épreuve d'artiste) without seal or colour black.

Rudi, thus far we have drunk the most fantastic wines. Why haven't we tried a simple table wine, par example from Algeria?

I am familiar with the **Kebir** - a rustic, full-bodied red wine with a vanilla fragrance. Not for me, that is **quantity instead of quality**. The grape variety Carignan is predominant and never fails to remind us of how it can continue to bring forth dull, strong red wines. The viticulture in North Africa can however, ...

... look back on a long tradition. The wines of Karthagos were famous back in ancient times. Today the majority is blended wines which are primarily exported to France to supplement poor vineyards. This gives the French their beloved **Vin rouge ordinaire**.

Quality wine on the other hand, is an official term of the EU and valid throughout Europe. These wines must be derived from specific production areas and are usually based on controlled appellations.



Chrisu, you can't fool me. I can tell by the shape of the glass and the amount poured that you are offering me a **Vin rouge ordinaire** to taste.

- ☑ First flight with Air Afrique from Alger-Oran to Casablanca from 4/16/1937. Advertisement for Algerian Kebir.



- ☑ Publibel card, Belgium, variety with missing indication of value and advertising local wine from France.

I have nothing against table wines. Those are simple consumer, wine-by-the-glass or house wines which are suitable for many meals, but not for sophisticated festivals or celebrations.



- ☑ Postal stationery, France, unused, edition no. 4, Paris, 30 July, 1887 with a circulation of 10,000 pcs.



These grapes look delicious! Do you think the two ladies will let us have a taste?

Why don't you ask them? Those are **table grapes** that are not being used for wine production. They flourish in warm to hot regions where they ripen quickly and are protected from rain and decay.



Official photo-essay (left) and original stamps (right) with colour scale on right margin.



Duplicate from printing archive in colour with colour scale on right margin.

The most important countries growing these grapes are Turkey, Italy, the USA, Spain, Portugal, Greece, the Russian Federation, Chile, Brazil and South Africa.

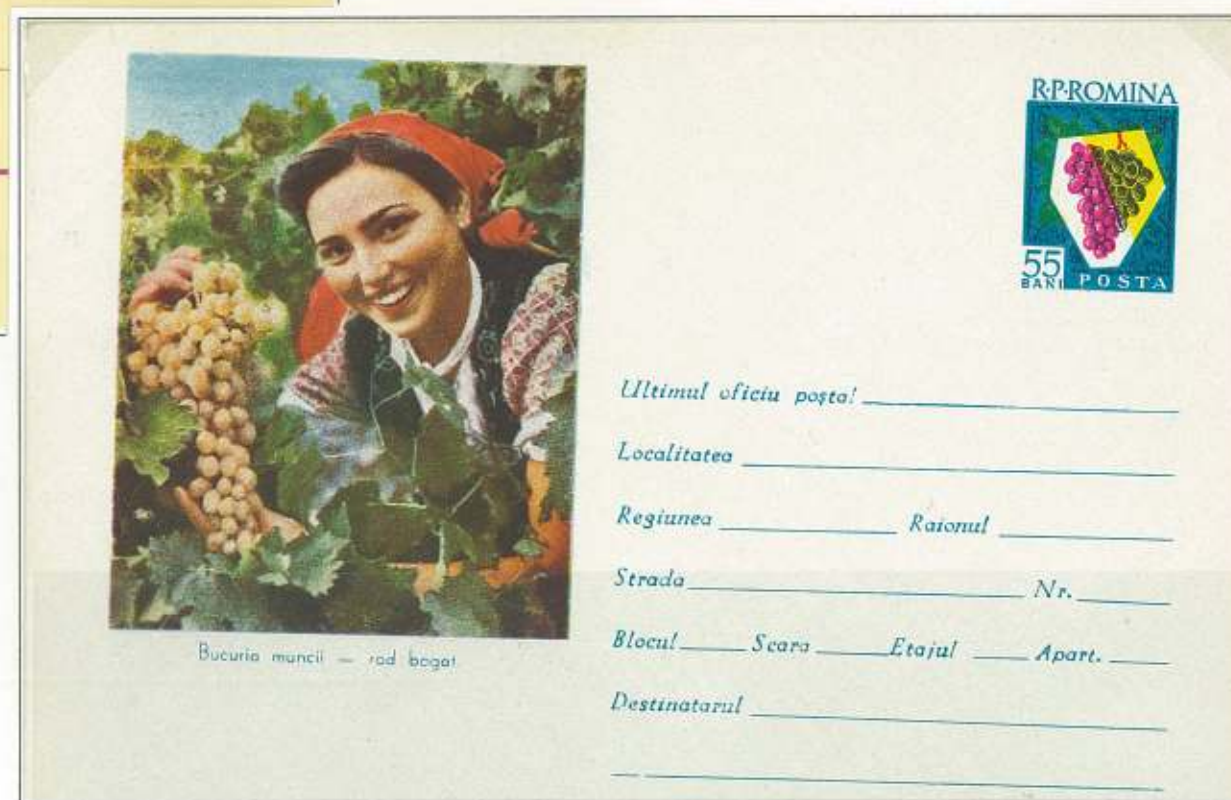


Russian Federation postcard 40 kop unused, date of issue 11/4/1954.

Table grapes are large-berry, sweet, aromatic and delicious grapes which are intended for fresh consumption. New seedless varieties are becoming increasingly important.



Argentina, issue imperforated: table grapes "Concord".

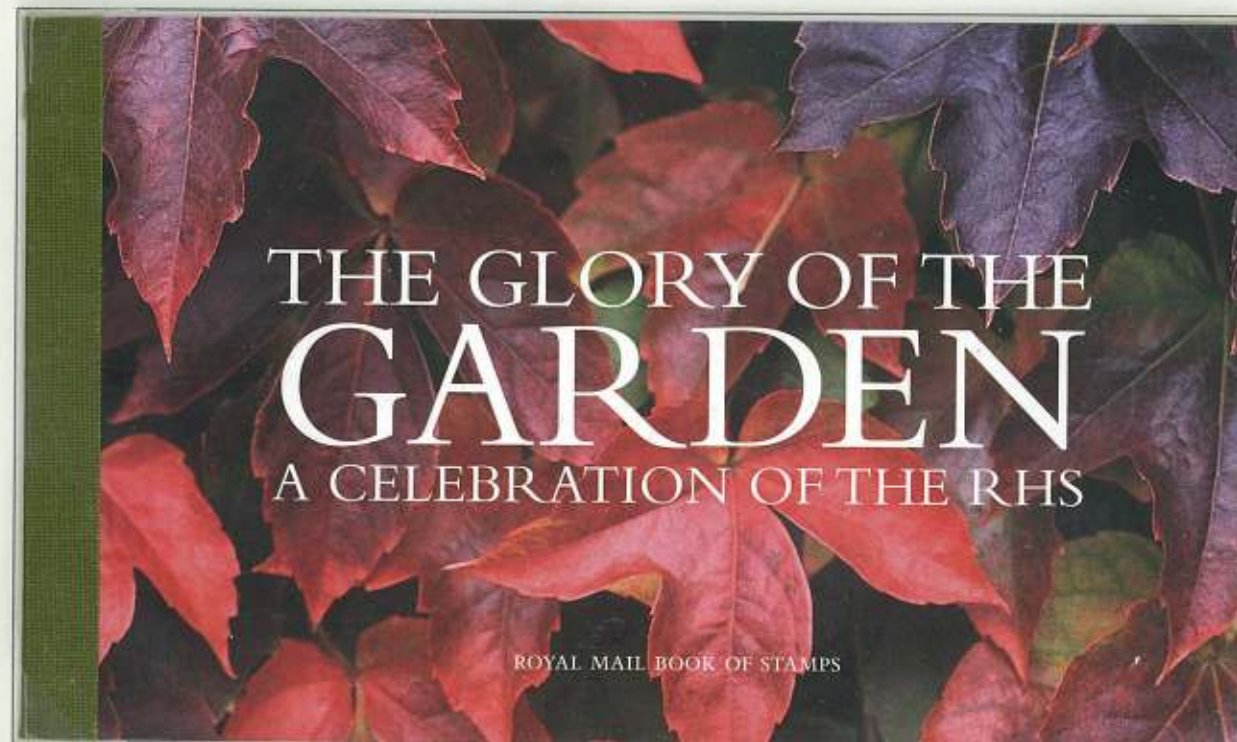


Artist die proof (épreuve d'artiste) in purple of unaccepted design.



That is a beautiful picture of autumn with the turning of the leaves and the ripe grapes. Say, when you see the vines with grapes here, can you determine which variety of grapes it is?

That is not so easy, but you can differentiate between them. The leaves, for instance, of the Traminer are ...



... 3-lobed, those of the Riesling 5-lobed and the Müller-Thurgau leaves are 7-lobed. They can be large like those of Merlot or small leaves like the Gewürztraminer.



The colour of the leaves depends on the nutrient supply of the vines.

And how old can grapevines get?



Letter dated 31. March 1868 with round cancellation "VIEILLE VIGNE".

Grapevines can grow to be 40 years old, sometimes even older, but the yield is lower. These grapes are rich in sugar and other quality determining factors. You can find the term "Vielle Vigne" on some wine labels. Bollinger was one of the first producers to use this term on his products. Above you can find a letter with this postmark.



The advertising imprint of Publibel cards must be paid, the net proceeds are used for the social welfare organization of the Belgian Post.



Many areas with viticulture include grapevines or grapes in their coat of arms.



Stationary card with special cancellation. German Building Exhibition, Dresden, 1900. Grape leaves on border.

Ripe grapes, a magnificent picture



Carignan, Algerian grape variety

When I see such magnificent ripe grapes, I just want to take a bite.



Yes, **ripe grapes** do make for a **beautiful picture**. Yet not all grapes are suitable for consumption. The grapes from which the great wines of the world are made don't taste particularly good. That is due to the substances of content. Take a look at this:



STALK - tannin

SKIN - tannin, colour

SEEDS - oils, bitter constituents, tannin

FRUIT PULP - fruity acids, water, pectins

Where does wine's good aroma originate?

A considerable part of the wine's character comes from its skin. The grape juice itself hardly bestows the wine with aroma. The fruit pulp of ripe grapes is colourless and has a neutral taste to it.



Specimen from printers Waterlow & Sons Ltd.

Self-adhesive stamp

Original drawing of the accepted stamp from the Algerian Post. Original stamp above.



Not all grapes become wine

3.1. Differences in shape, colour and size



✉ Austria, 1966, postage stamp issue of grapes in different print levels, far right is the perforated original stamp.

The shape and colour of the grapes differ from variety to variety. The colours range from green to yellow, pink and crimson to dark blue.

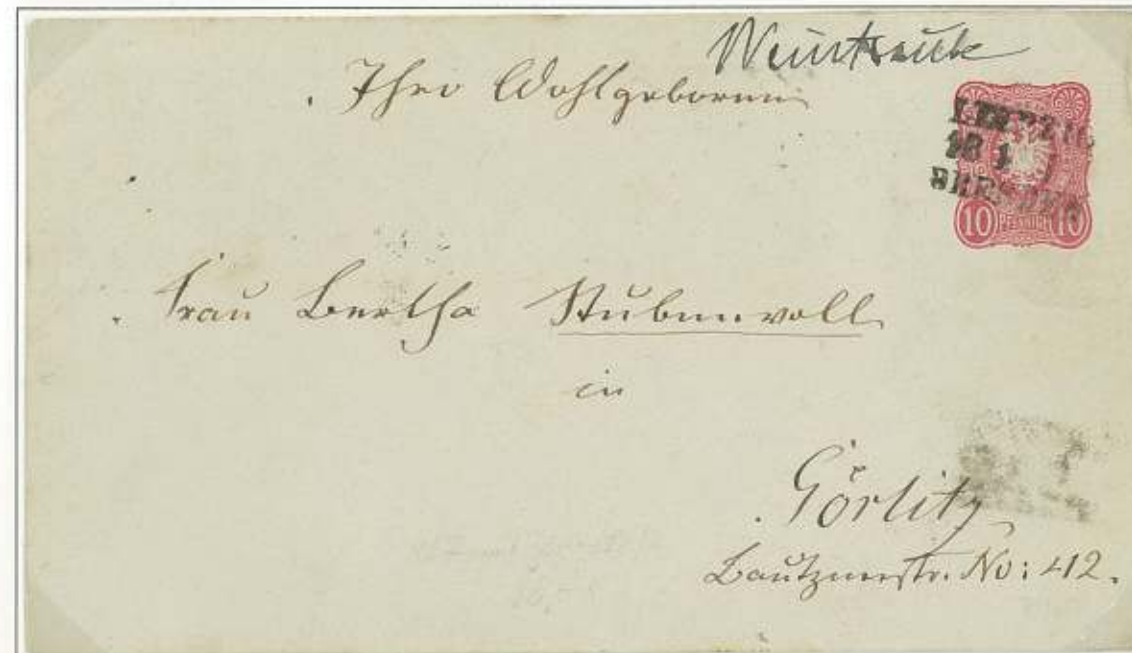
But **not all of the grapes** produced in viticulture are **pressed** or processed to grape juice. Some are sold as table grapes or as raisins. Chrisu, down left you can find an old Persian card showing the packaging of raisins.



Aramon, French grape variety

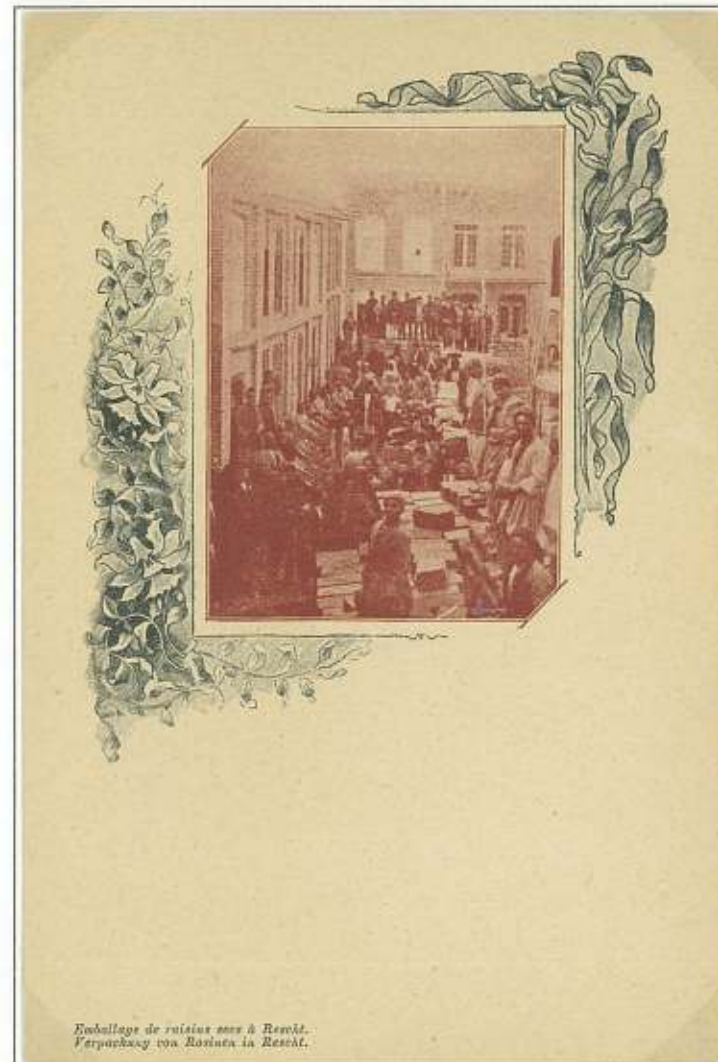


✉ The stamp on right is missing the inscription of the upper right hand corner. Table grapes.



✉ Letter from Leipzig via Dresden to Görlitz with handwritten notation of transfer (train station) "Weintraube" (Grape).

✉ Artist die proof (épreuve d'artist) in black with signature of designer.



✉ Persia, 1911, postal stationary card 5 chahi, used. Packaging of raisins in Rescht.

Too bad grapes don't grow everywhere. That makes me wonder which conditions a grapevine actually needs in order to thrive and produce a high yield?

Grapevines need a lot of sunlight and warmth. They prefer dry, warm southern slopes and permeable, heat retaining soil. They can find all of these things in Adro, a city Lombardy, for instance.



✉ Strong colour variations in the block of four.



✉ Italy, 1839, letter from Adro to Bescia. In the coat of arms of the municipality Adro (Cremona province, Lombardy) grapes entwine the letter "A".

The soil is the father of the wine

3.2. Premium quality only under optimal conditions

Soil, climate and location account for the most important requirements in viticulture.



Here we are talking about **soil** and **climate**. On the card at right, you can find a clue about the soil. "Rocky the soil, fiery the wine..." at least in Siebengebirge in Rhineland.



10 Pf. Stationary postcard on private order, in use from Drachensfels to Luxembourg, dated 08 Sept. 1890.

An old tale says: "The soil is the father of the wine". But let's not forget about the climate.

Rocky ground made up of gneiss, granite and shale absorb the heat during the day and dispense it during cool nights. This yields fruit, elegance and aroma.

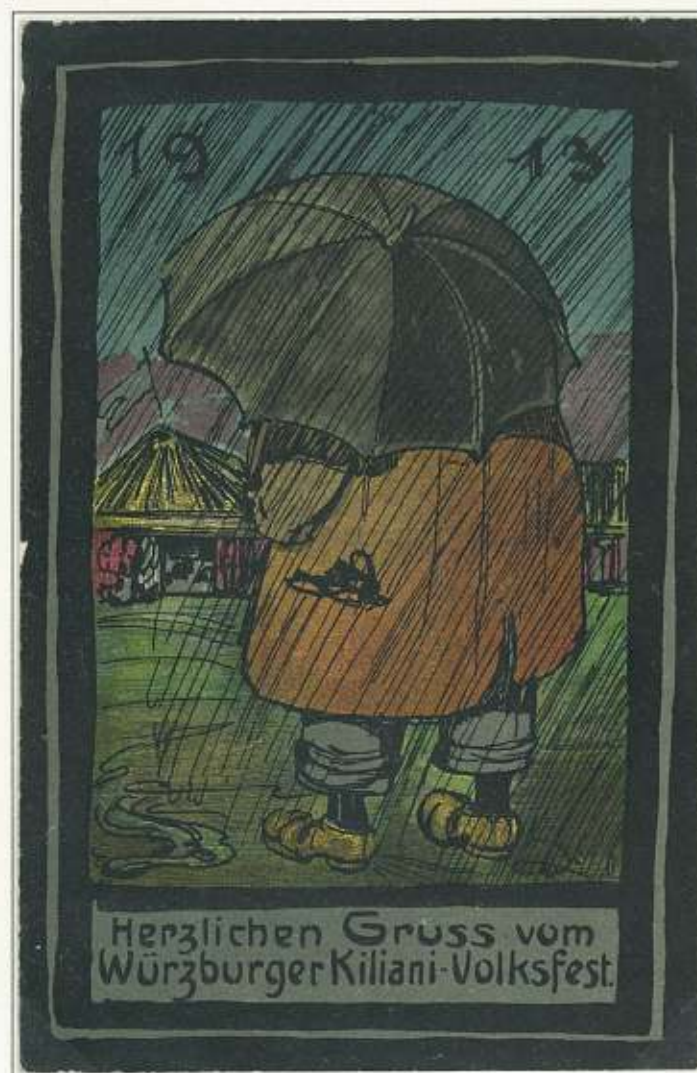


Les Sables (sand): sandy soil is warm and water permeable, yet nutrient-poor and mostly acid. Good conditions for mild and light wines like the Portugieser.



Letter from Alba to Vienna, 7/29/1865. Alba is the red wine and truffle capitol of Piedmont.

Chrisu, I am sure you have once had a glass of sherry, haven't you? Sherry's secret lies in the soil. Albariza (from **alba**) is the name of the best soil, a white calcareous soil with a high concentration of chalk which determines the quality of sherry. It produces not only in the cool Champagne but also in the hot Jerez differing, but very excellent wines.



Postcard 5 pf. Bavaria, official festival postcard from the Killani Volksfest Würzburg, 1913.



The sun warms the vines and the soil allowing the grapes to ripen better and the substances which influence the quality of the wine to spud. Clouds protect the leaves and grapes from too much sunlight.



The grapevine loves sunlight, warmth and a high degree of humidity. Not the amount of rain is decisive but the right distribution of it throughout the year.



On the stamp to the left you can see the climate zone in the northern latitude. The countries in which wine is produced are red. Frost in winter and a late frost in spring limit the expansion of these areas.





An example is Lavaux, the centerpiece of the Waadtland wine country located on the east shore of Lake Geneva. Here you can find 15 km of seafront with marvelous chasselas-plants (Dézaley), due to its unique location. The steep wine terraces were landscaped back in the 12th century. Optimal conditions offer sun-kissed hillsides between SW and SO with 15 -30 degree exposure.



Rows of vines along Lake Geneva



Working without rope winches is not possible in very steep locations.

Viticulture is limited to warm hillsides in the northern climate. During the growing season there it is frost-free and sufficient hours of sunlight are guaranteed.



Vineyard in Waadtland



Steep hillside vineyard on the Island of Madeira. Frost is unknown here.

Rudi, since you have emphasized **the location of the vineyard** so much, how important is actually the choice of the variety of grapes?



Valley near Cape Town in South Africa

When location and climate differ so much, does the same apply to the wines as well?

Yes. Wines from the northern climate are light, elegant and racey with natural acidity. Ones from the southern climate zone are heavy, contain a higher percentage of alcohol, have body and a strong colour.



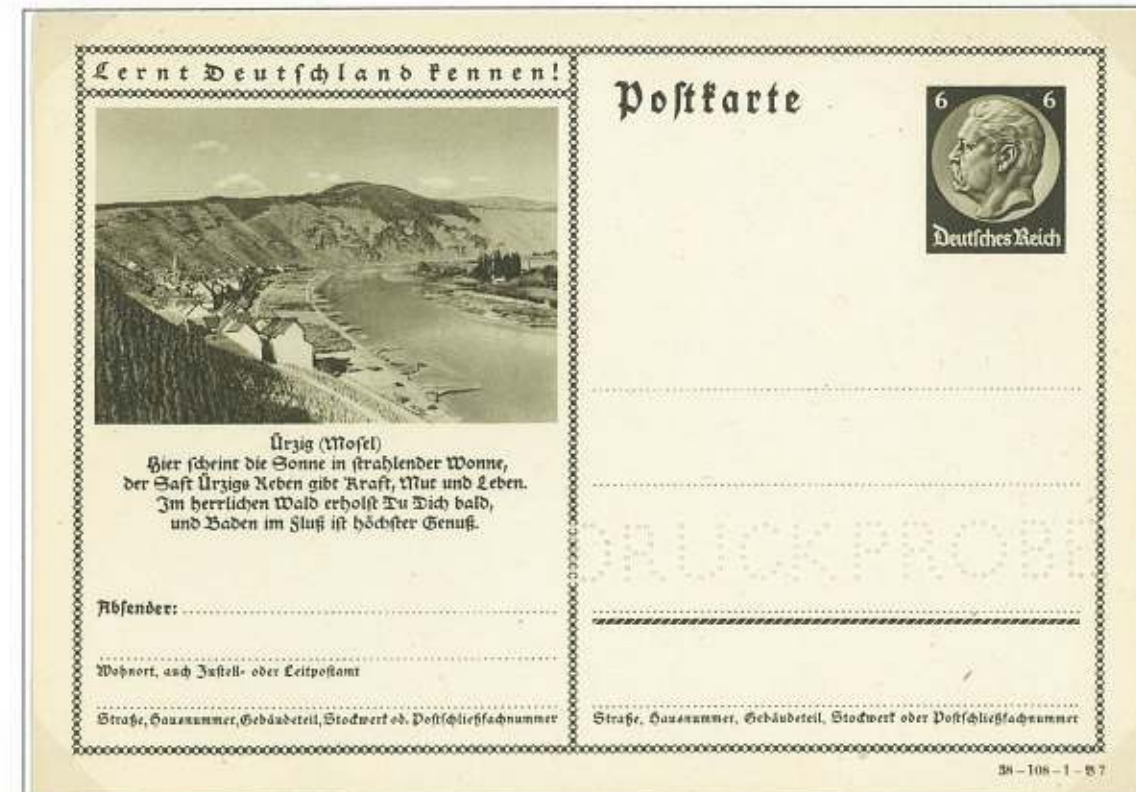
The flat area of "Auckland-Waiheke" delivers superb Cabernet Sauvignons from New Zealand.



Argentina, postal stationary on private order, 4/8/1899: vintage on the flat vineyard of San Juan.



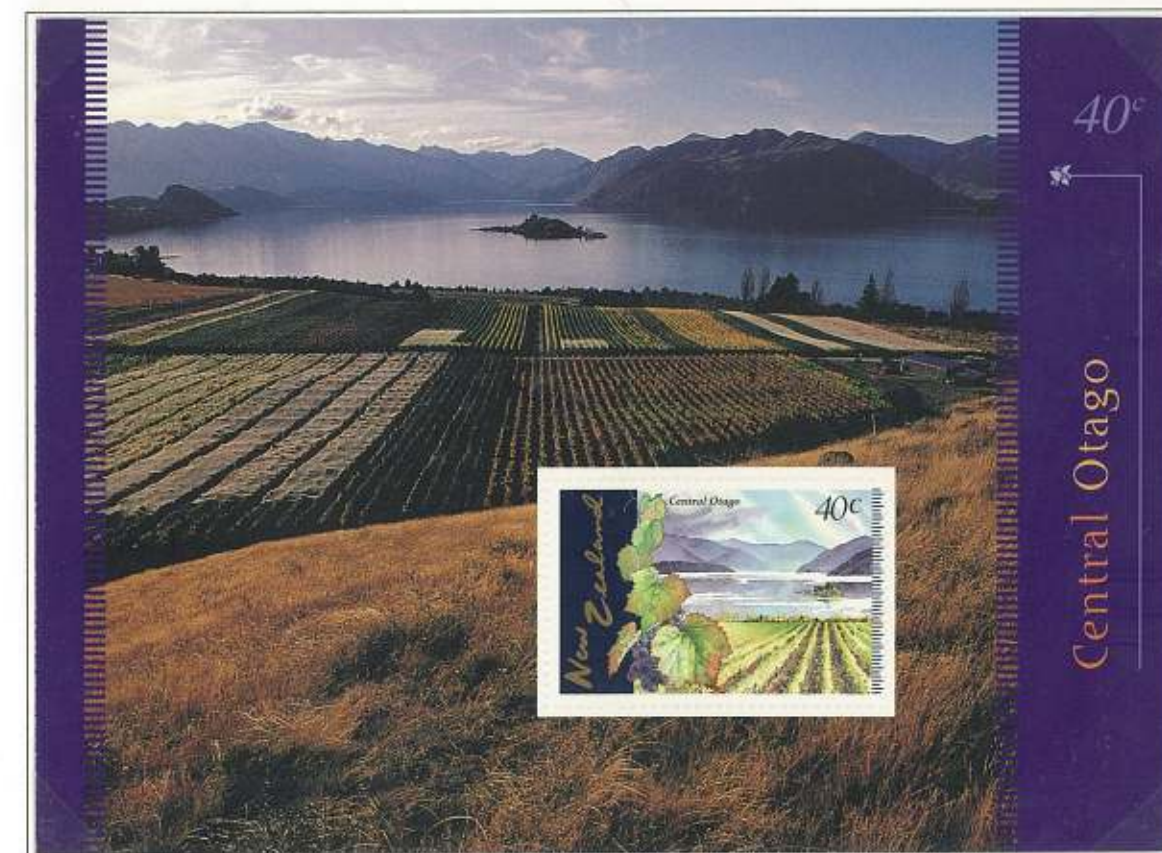
Colour separations from the above stamp



DR picture postcard Nr. 38-108. Proofs were not permitted for general postal service. Steep hillside vineyard on the Moselle with predominately white wine.

The grape variety is important in all wine-growing regions of the world. Here is an example for this as well: the late ripening and robust variety Cabernet Sauvignon thrives well in warm climate zones but fails to deliver good results when grown in northern areas due to the reduced amount of hours of sunlight.

The most important aspect in the New World is the **choice of location**. The locations there are mostly flat, like in the picture below in New Zealand. They use the temperature profile and hours of sunlight to determine which variety will be cultivated and which style of wine should be expected.



Central Otago, New Zealand: Pinot Noir and Riesling thrive in comparatively cooler, yet sunny wine regions with a low risk of frost. Extremely dry weather in autumn enables a late vintage.



Young women picking grapes - Chrisu, you like that, don't you? We would like to continue telling our readers about the history of wine and will continue with **vine training**.

Basically, vine training means the structure of the foliage and the shape of the vine through pruning and through the arrangement of the shoots.



On both of the postcards above you can see the training system "**Pergola**" which can be still found in many areas of South Tyrol, the southwest of France and northern Spain. Favourable temperature, air and moisture ratios prevent the ground from drying up in the bowers.



The term pergola is also used in the similarly made trellis systems used in gardening. It is a labuorious, bowery-like form of high vine training.



Closed pergola (vine bower)



The methods of vine training vary worldwide and are adapted, among other things, according to location.

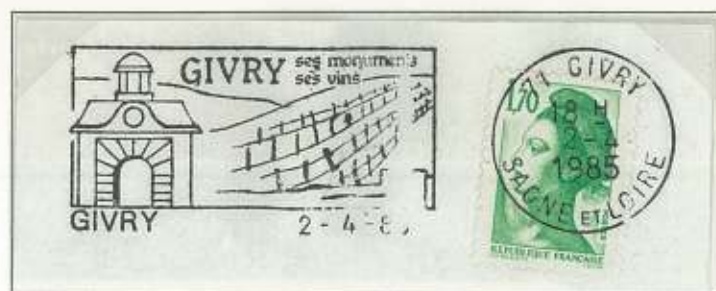


Postage paid letter from Pergola to Spoleto from 11/24/1863, vines are pictured in the coat of arms.



In trellis training, the distance between the rows of vines is determined by the width of the implemented machines saving the wine growers a great deal of manual labour. Lenz Moser was a pioneer in this respect.

Here on the right you can see this system. The wide alignment of the rows of vines allow for cost-saving machine processing.



Post free France post bank envelope, Series 66, in local use in Marseille from 7/3/1936.

High investments yield outstanding wines



... solar insolation and yield **outstanding wines**. Each vine stock is supported by its own stake. The advantage of the single trellis system is that the stock is accessible from all sides.



☑ Artist die proof (épreuve d'artist) in black with signature of engraver René Cottet.

Extreme locations with up to 68% slope inclination like in the Moselle area, Central Rhineland or in the Wachau call for single trellis systems. These steep locations demand enormous labour input but utilize the ...

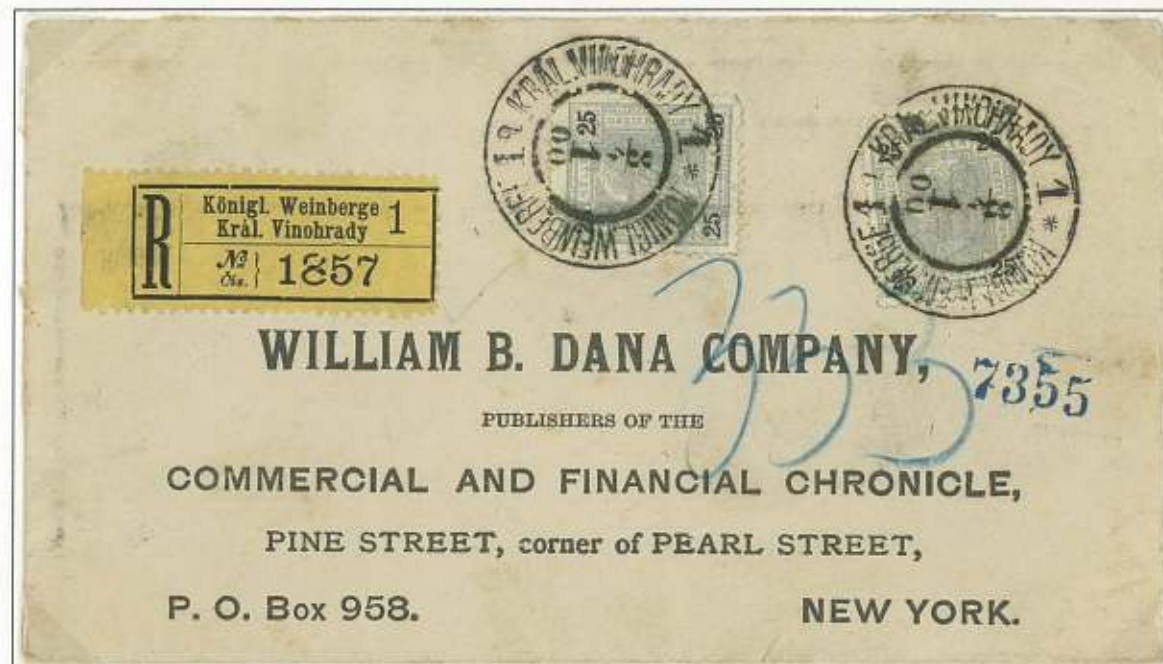


☑ Colour drawing of the unadopted design from the graphic designer Erich Meerwald with a picture in back/white and colour scale on edge.



A regularly recurring cycle - up to 17 times a year to the same vine

3.3. Man and machine in continuous operation - all year round



The name "Vinohrady" was derived from the medieval vineyards located behind the city.

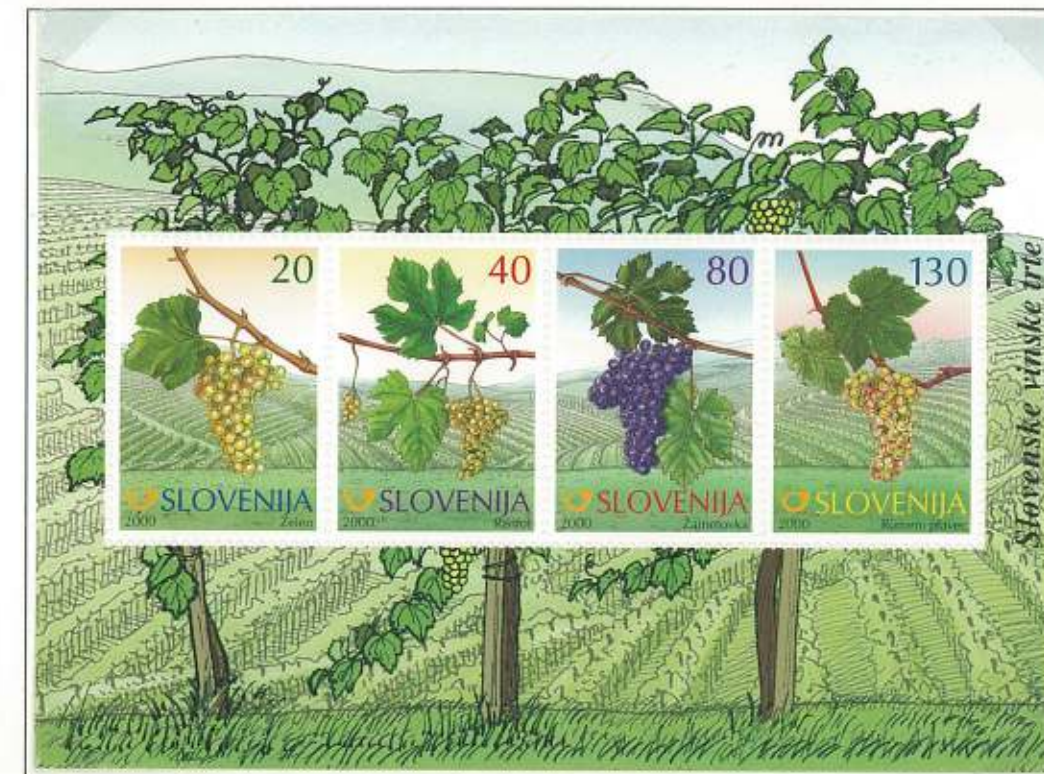
So my dear friend, as I am sure you have read, we are now in the midst of the royal vineyards. Here I can show you how time-consuming the work of a wine maker really is.



After the pruning in winter follows the tedious task of trellising the shoots in March.



1 hectare of area for vines demands 43 days of manual labour involving pruning, leaf cultivation and vintage. From a statistical point of view, that makes **17 visits a year** for the wine maker to a single vine.



Since grape leaves should not cover the ripening grapes, excess leaves are cut away.



The grapevines, just like other plants, periodically need to be fertilized to compensate for any deficiencies in the soil nutrients.

Nitrogen, as you can see on the right, is mostly added in the form of nitrates. They compensate for cellular protein and chlorophyll and for the extract and body of the wine.

☑ Specimen with devaluation through hole punch. Guano, a valuable, biological fertilizer.



Foliage treatment in the vineyard

Potassium in the form of potash (lower left) is spread and boosts assimilation, flower and fruit formation as well as the ...

Roughly 3 m² of leaf surface on 1 m² of soil are necessary in order to provide the grapes with optimal nourishment.



☑ Booklets German East Africa, 1913, for 1 rupee 90 heller.

... quality of the wine significantly through an increase in sugar formation.



Simultaneous extermination and fertilization: calcium cyanamide in viticulture and agriculture.



Phosphorus supports the setting of the flower clusters and fruit as well as the energy metabolism.





After so much work you naturally want to have a high yield, so you must protect the grapes from **unbidden guests**.



Black prints served for better "cliches" for pictures in press releases. A "Klapotetz" used for keeping birds away.

A "Klapotetz" is primarily used in the Southern Styria Wine Country. It's noise keeps the birds away from the vineyards.

Different stage proofs of the Austrian State Printing Office depicting rooks.



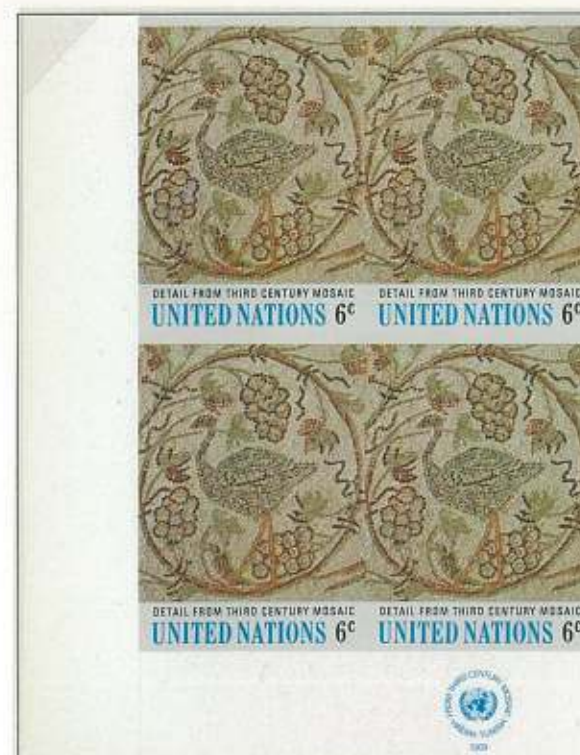
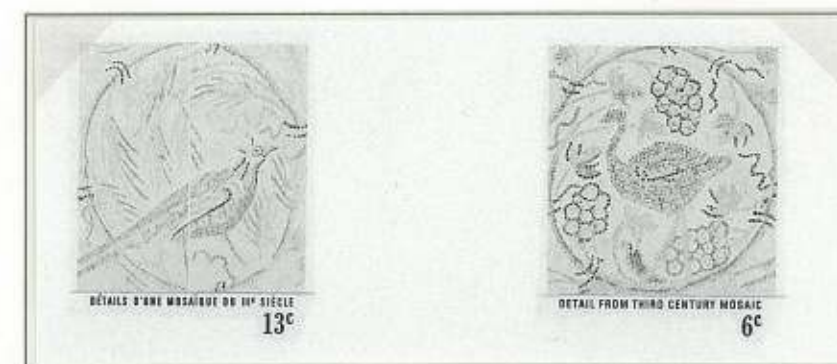
Crow, West Virginia, 1929, cancelled with Fancy Cancel. These stamps made out of wood, cork, rubber or potatoes were used against postal regulations semi-officially by postal workers. The stamp image shows a crow.

In some areas the birds do more damage than the phylloxera laus because they are much harder to fight off. They don't just eat the entire berry, but also pick at the grapes thus puncturing the skin and opening the way for pathogens causing decay to reach the fruit pulp.

Many protective devices against birds are based on optical and acoustic deterrence. More and more frequently nets are being used. They grant protection from the birds but are not a hazard to them and are thus accepted by animal welfarists.



A starling can eat 60-80g of grapes a day.



UN New York, imperforated block of four from the lower left margin

UN New York, 6-phase progressive die proof (4 colours shown) in horizontal gutter pairs for the complete issue, showing pheasant and ostrich picking at grapes.



Hey, Rudi, the picture you have up there of the phylloxera laus looks pretty scary.



You are not too far off the mark there. In the second half of the 19th century, the phylloxera laus was introduced on a vine from North America. Almost the entire European viticulture was destroyed after 30 years. The phylloxera laus sucks on the rootstock causing them to gradually putrefy and die. Only the American wild vine was spared by the laus.



Original stamp



Pair with and without value imprint



Colour variation



Missing stamp imprint and missing country name

Cicadas can also cause heavy damage to vineyards on occasion. They suck the juice out of the leaves directly after budding causing them to lose their colour. The ability to carry out photosynthesis is strongly affected. Cicadas can also spread diseases throughout the vineyard.



Tartaric acid and sulphur help combat fungal diseases on vines. Joseph Vidal from Montpellier advertises it here.



Yellow colour on white border



Sharp shifted overprint of the black colour

Most types of vines have bisexual blossoms. Wind and insects like bees or bumblebees can offer only little help in pollination. But bees in vineyards fulfil an important function.



Imperforated item



Variety missing imprint of value

As tests in Switzerland have shown, bees drive away the extremely harmful grape berry moth.



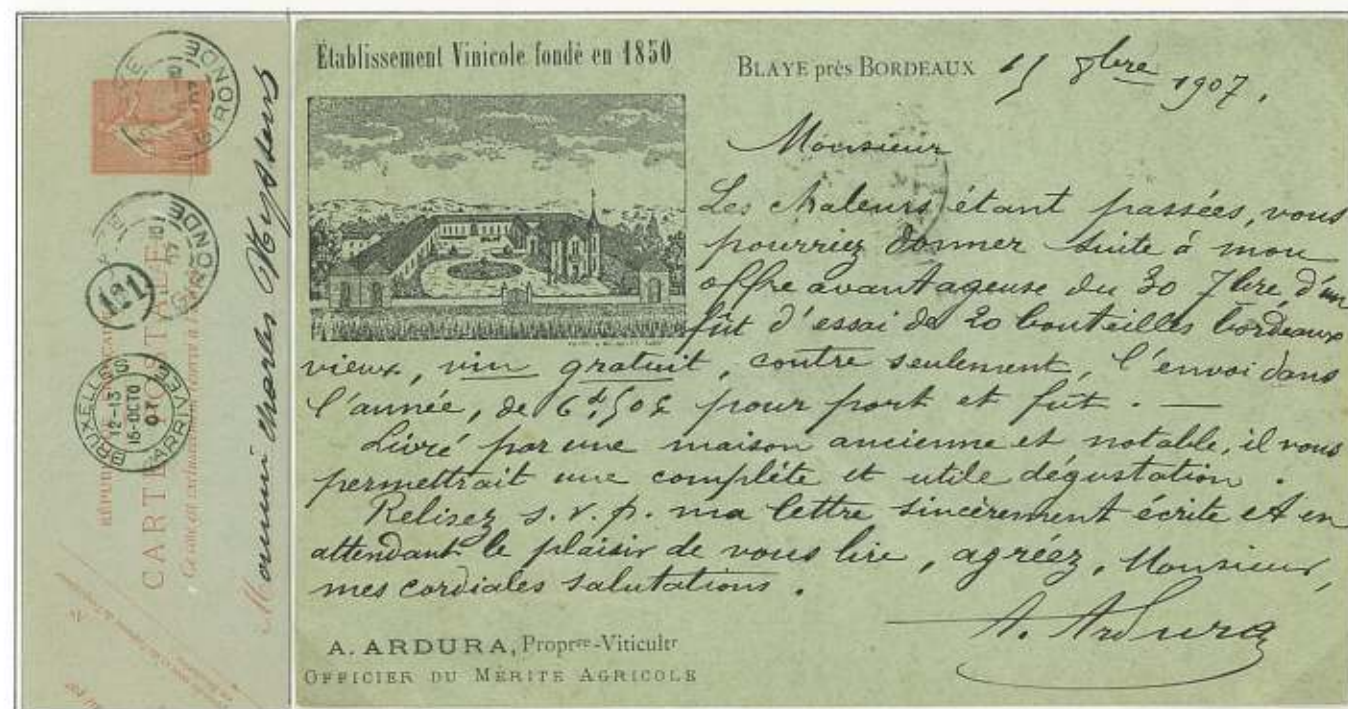
Grapevines being highly cultivated crops, can be infested by numerous diseases and pests. Among these are downy mildew and powdered mildew.

Rudi, it seems to me that grapevines are almost as sensitive as you in winter!



Mildew infests leaves, blossoms and young shoots but can be successfully fought with the "Bordeaux mixture".

PS France from 11/2/1941: Secretary of State Lhéideux called on all French people to collect and donate their metals. Winegrowers were given copper sulfate in exchange to produce the "Bordeaux mixture", an effective fungicide used in combating mildew.



✉ Postal stationary from Blaye/Gironde dated 10/14/1907 with arrival on 10/15/1907 in Brussels.

I will politely ignore your previous statement - but since grapevines are so sensitive and wine is a cultural object, it was obvious that these plants needed to be re-researched. **Wine nurseries and research centers** were founded, Europe's first in Saxony in 1811/12, others followed.

At the beginning of the 19th century winemaking was merely a highly developed craftsmanship. The ...



Founded more than 130 years ago, Geisenheim ranks among the most important research and training centers in the world of wine today.



✉ Sample stamps, Cyprus

New varieties of grapes are developed in research centers through hybridization and tested in suitable locations.



... transition to an applied science took place with the works of Louis Pasteur. We'll get back to that later.



The Russian advertisement on the lower left shows tools and a method of refinement. Underneath you can find an ad for tree putty used for healing the cut surface.

Grape phylloxera and fungal diseases caused increased stain. Antidotes were sought after feverishly. The understock eventually succeeded. This is when a "scion" of a fruit bearing variety is grafted onto the rootstock of a grapevine.



☑ Russian Charity Letter No. 25 from St. Petersburg, unused, approved for publication on 12/9/1898 with an advertisement for the cultivation of plants. The postage cost 7 kopeken, funding through advertisements lowered the sale price to 5 kopeken. There were 136 different letters with a circulation of 3000 pcs. each.

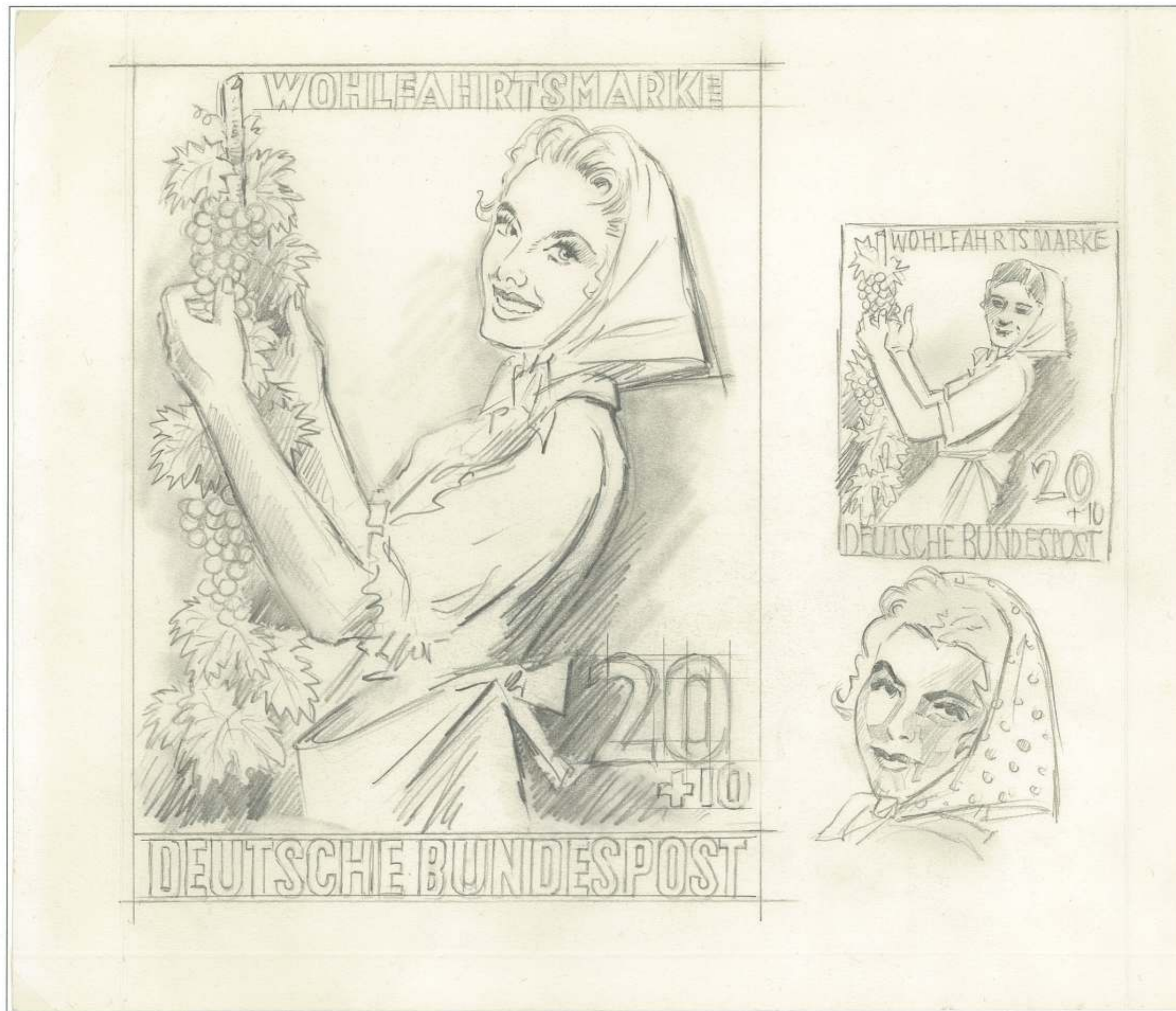


Advertisement for tree putty used to heal the cut surface on rootstock and grafted scion.

After hearing so much about the vine pests, wine schools and research centers, I would like to learn about the harvesting or vintage of the grapes.

We are working on it and the charmingly smiling young vintner will help us do just that. When I look at the picture, I can imagine that she is testing the **maturity of the grapes**.

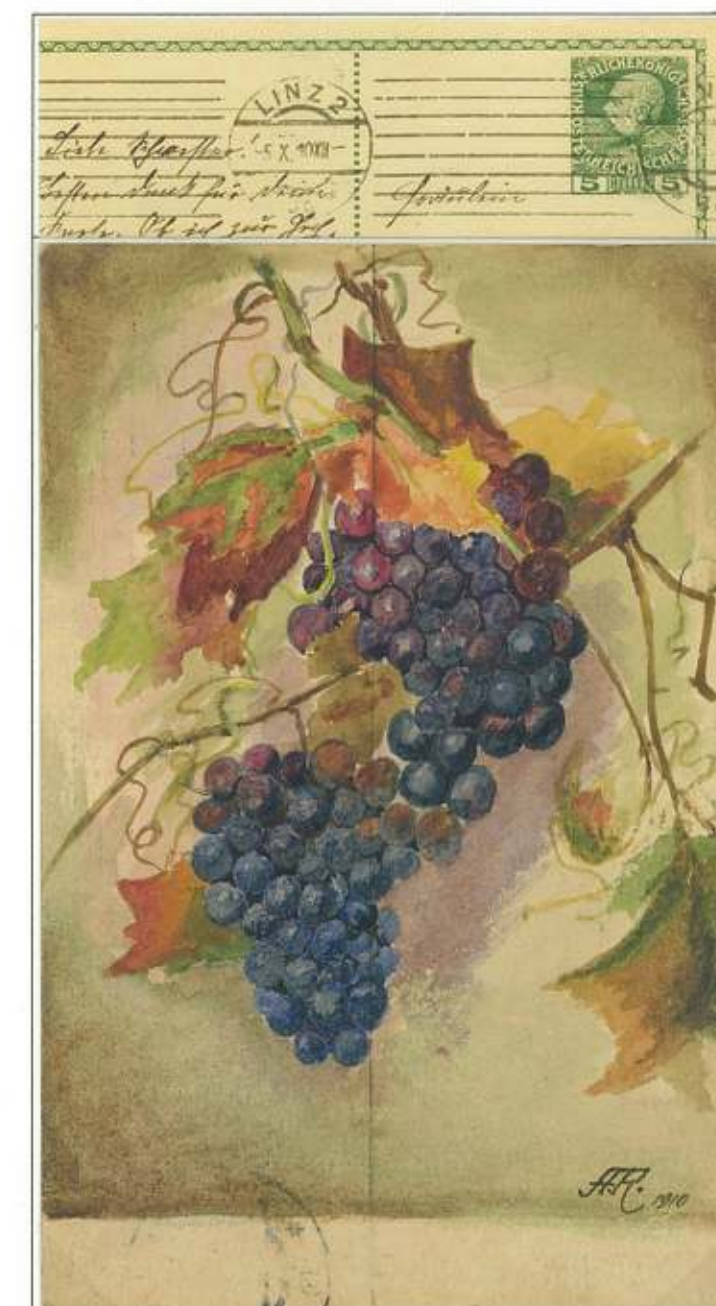
That is very important: choosing the right time to initiate the grape harvest and caring this out carefully substantially determine the fullness, alcohol content and characteristics of the wine.



✉ Original drawing of an accepted design by Erich Meerwald for the German federal post office charity stamp, 1958 (left) as well as other stages (middle).

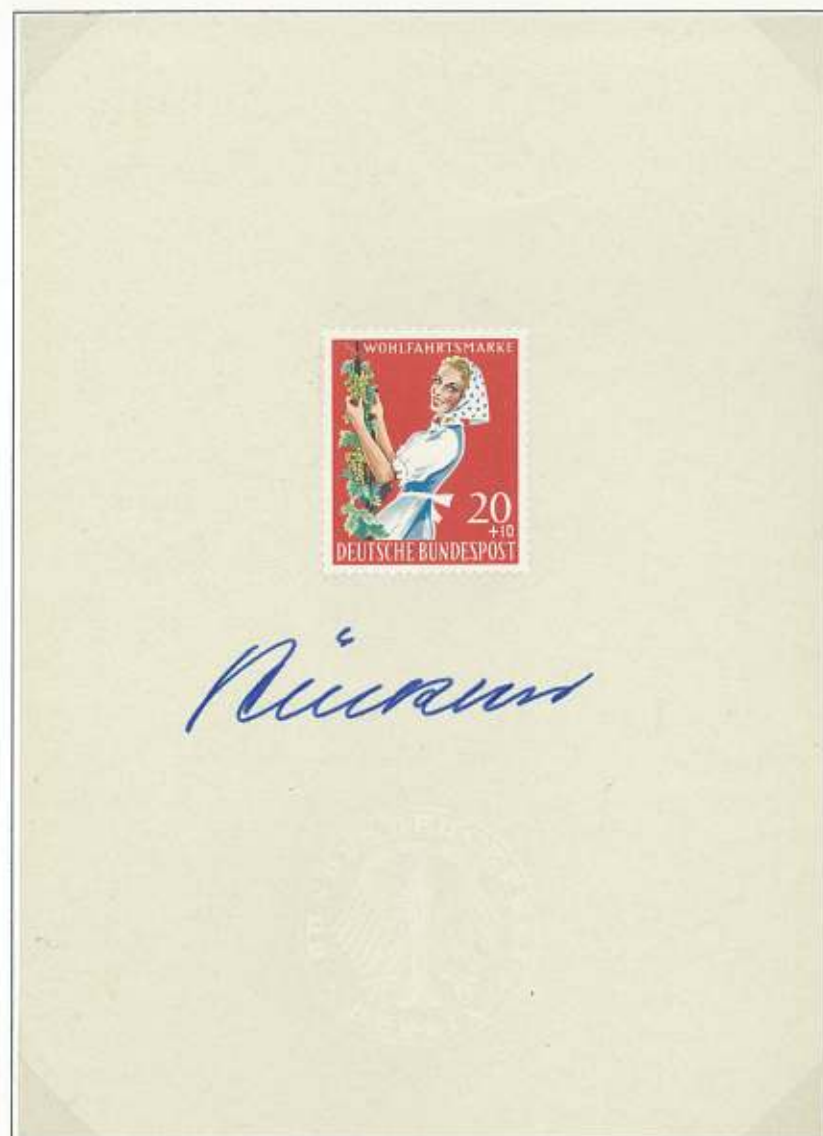


It takes a while longer in the northern regions for the grapes to turn ripe. During the summer, with frequent changes between rain, fog and wind, the vine can absorb a high concentration of minerals which can later be rediscovered in the wine as flavour and a fine bouquet.



✉ 5 heller private postal stationery card, 5/10/1910 from Linz to Eferdingg.

A vintner's intuition and experience are required



1958, cardboard announcement bearing embossed stamp "Bundesdruckerei Berlin" and original signature of the Postal Minister Stücklein. Not listed in Michel specialty catalogue.

So, what do you have to do to choose the right moment for the vintage?



Stamp Saarland

You have to continuously monitor the grapes, measure the sugar content and naturally have ideal weather conditions. Precisely this mix calls for considerable experience and many times for nerves of steel.



Pair of stamps German federal post office



Keine Weinlese als Darstellung.
Scherer also nicht erforderlich!

Final artwork in back/white by Erich Meerwald in accepted design on cardboard with photo in black/white, colour and print notice. Additionally, a note from the graphic artist in pencil: "Illustration is not of grape harvesting, therefore, no scissors are required."



Stahlschicht oder Raster-Tiefdruck

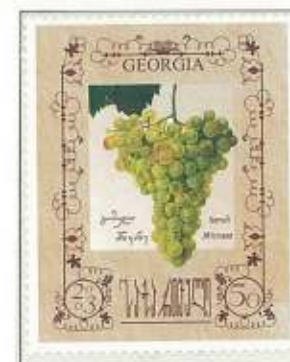


Imperforated stamp Argentina, 1936. The red marking was made by the post invalidating it.



Imperforated stamps Belgium, reserved only for members of parliament and senators. These stamps are numbered on reverse (Stamp No. 215, 216).

The grapes ripen in the northern regions in September, in warmer areas even in August.



Red, tinted background



Dark red, tinted background



Purple-brown, tinted background



Brown, tinted background



Dark green, tinted background



Blue-black, lightened background

One of my pipe dreams has always been to help harvest the grapes. I would just love to carry the full grape-baskets!

The vintner of the grapes up there apparently lacks experience. Those grapes don't make a healthy impression on me.

You can say that again! The grapes are then ripe when the acid content and the sugar content are in harmonious balance. During ripening the acids are broken down and the sugars set. Decay before complete ripeness, like pictured above left, calls for an early vintage.



Austrian decoration telegram from 1911 in use to New York for the benefit of the National Fund. Vintage pictured on right.

1944, German occupation from Kotor to Croatia. Proofs of a planned postage stamp issue which was not expended due to the war events. The majority of these stamps wears a fake airmail overprint and is worthless. Ones without an imprint are extremely rare. Stamps signed Ludin, certificates with photo expertise Kriskke or Brunel. The stamps show a winemaker with a grape-basket (Butte).



Imperforated edition (Did a woman get lost here?)

Now listen: grape-baskets have a holding capacity of about 40 litres, that is roughly 25 to 35 kg of grapes.

I am sure you can imagine that only strong men can carry out this hard work all day. Let me look at you - no, you are not cut out for that kind of hard work.



DR 6 pf. picture postcard, 1936, unused. Historical vintage in Badener Land.



Stamps tête-bêche, imperforated

Single print in black with incorrect ear drawing (e). This is Fritz, the winemaker who will show us his cellar.

Preliminary design 6 gr matt ultramarine as an imperforated single stamp

Original stamp

And there are other products made from grapes, I will tell you all about them as well. Well, the wine cellar is the **cellar master's** kingdom. In many small businesses, the **vintner** himself not only carries out the work in the vineyard but also in the wine cellar.

Chrisu, I would like to introduce you to my friend, Fritz. He is a vintner and will give us a tour of his wine cellar. Now is our chance to ask him everything we ever wanted to know about making wine.



Hello Rudi, hi Chrisu. I am pleased to hear that you are interested in my work here in the wine cellar. I will show and explain everything to you from the delivery of the yield to the filling of the wine bottles.



Reco-service parcel registration card with negative-stamp from the post on 3/01/1890 from Winzer (= vintner) to Regensburg.



Wrapper with stamp, 1908/16, in use from Vienna to Groß Gerungs. Newspapers were often sent in wrappers with imprinted stamps. This one was used as a postal stationery with an advertisement for wine cellar items. The original newspaper is in the possession of the exhibitor.



Booklet Algeria No. 18 without staples. Series 1, 50 c dark carmine from 1.4.37 (Catalogue Maury). Advertisement for wine-making equipment from Bernard Moteurs.

A well-equipped wine cellar helps him to produce harmonious wines of high quality. In the New World today, cellar masters can often enjoy cult status in many ways - similar to gourmet chefs in our part of the world. Did you know that?



Wine loves undisturbed peace. This can be found in traditional underground cellars with the advantage of them being safe and dark with a constant low temperature and high humidity.

Pressing and fermentation - Louis Pasteur discovers microorganisms

We will start our tour here: imagine that grapes are now being delivered.



Destemming of grapes



Hydraulic wine press



Historical pressing



The proof Czechoslovakia, signed by "KARSEK". Pressing of the grapes by foot.



Old "Torkel" press (tree press)

The grapes then journey to the "Torkel" press where a 12-14 meter oak tree trunk is used as a lever to press them further and separate the juice from the solid parts.



"Torkel" press, also known as Torggel

Grape juice cannot become wine without yeast. Wine yeast either comes from the vineyard of the laboratory. It multiplies very quickly at higher temperatures causing a turbulent **fermentation**.



BLP-Letter, series B-1, Palermo, 1920. Approval for the sale of these advertisement letter-cards was granted to the aid committee for people injured in war on 12/1/1920 for 9 years - yet discontinued in October, 1923. Picture of transverse press.



Louis Pasteur, essay de couleur



Postal stationery, France from July, 1888 in use to Charleville with advertising for winery products. Wine barrels are favoured for use in the fermentation of red wines.

Louis Pasteur (1822-1895), whose picture you can see on the far left, researched the process of rot and fermentation and discovered that **microorganisms** (yeast and bacteria) are responsible for the conversion of sugar to alcohol and carbon dioxide.

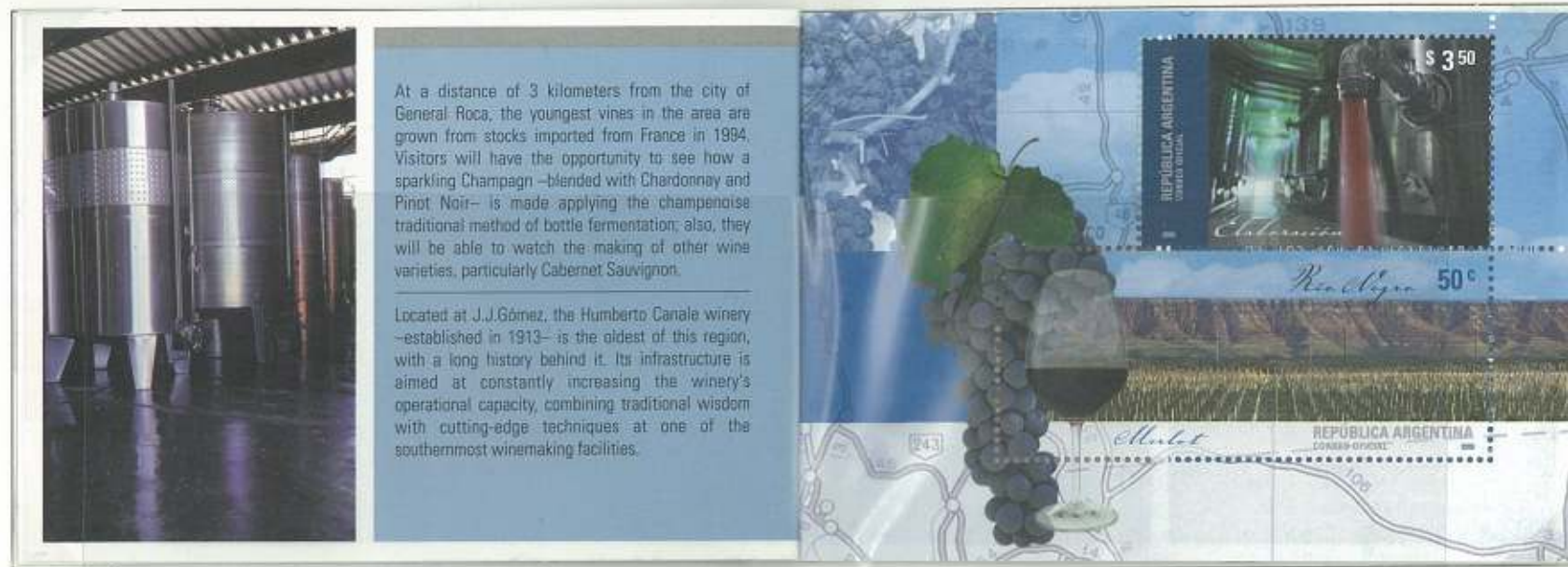


Small amounts of sulphur are added to the mash to protect from oxidation and bring out fragrant, juicy wines. Tartaric acid is added to wines low in acid to increase their acid content.



The sugar content or weight of must in wine and must can be determined with a hydrometer.





We were just talking about pressing and fermentation. Here are the steel tanks holding primarily white wines and simple red wines. The advantage of stainless steel is that it makes regulating the temperature and cleaning easier.



Storage of wines in steel tanks

Over there on the right you can see two kinds of rotary pumps to mix and transfer the fermenting musts with the grape skins (mash). When making red wine you do this to boost the extraction of colour and tannins.

When transferring (also drawn off) young wine into other containers, it is carefully aerated and separated from **turbid materials** and **sediments**. This is a considerably more complex and gentle method than **filtration** - a controversial procedure among vintners - when clarifying white wines.



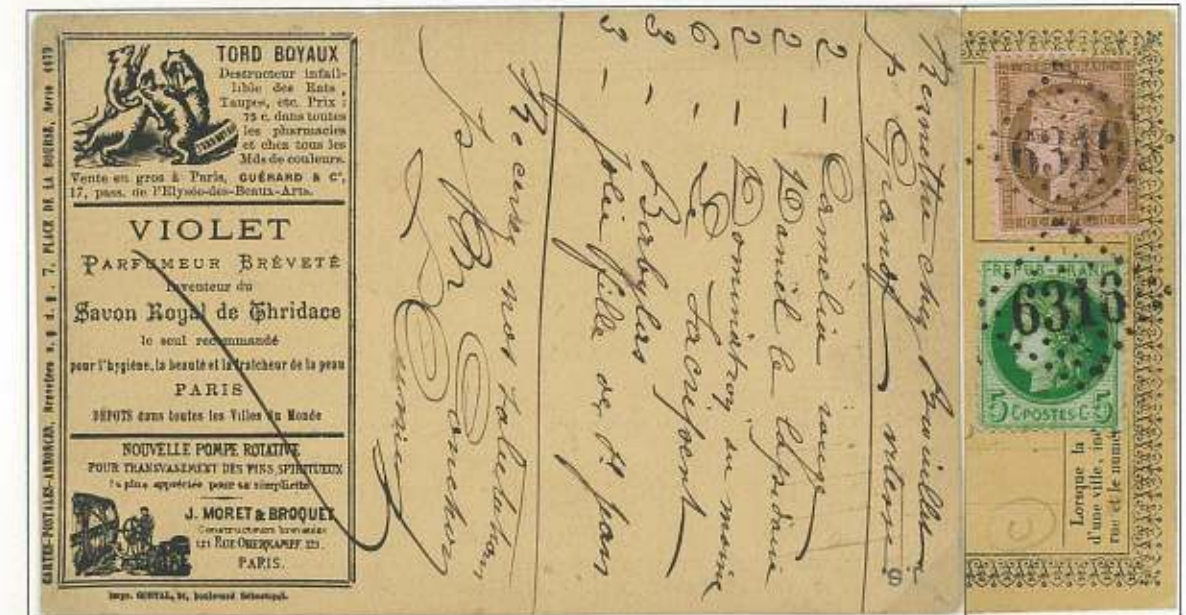
The storage of red wine in contrast does not undergo filtration. Sediments here are viewed as a quality characteristic.



The filtered wine is checked for residue and turbidity.



Tartaric acid (La Gravelle) settles to the bottom of the bottle in the form of crystals.



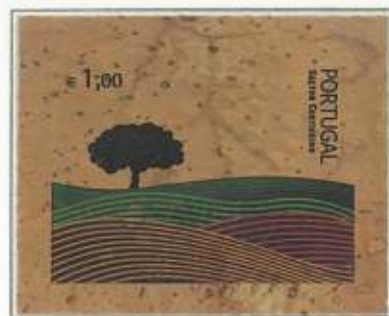
Postal stationery forerunner from Nov., 1873 with additional franking. The stamps to 10 centimes were cancelled with four slits to prevent reuse. Since it was prohibited at the beginning of 1874, the stamp was only in short use. On the bottom left is an advertisement for rotary pumps.



Today's wine has the lowest content of unwanted residues. Treatment, monitoring and inspections for the sake of the consumers are regulated.



Stamp to right: colour strongly shifted. Picture on far right: barrel samples.



Stamp made from real cork

Take a look around, what can you discover here?



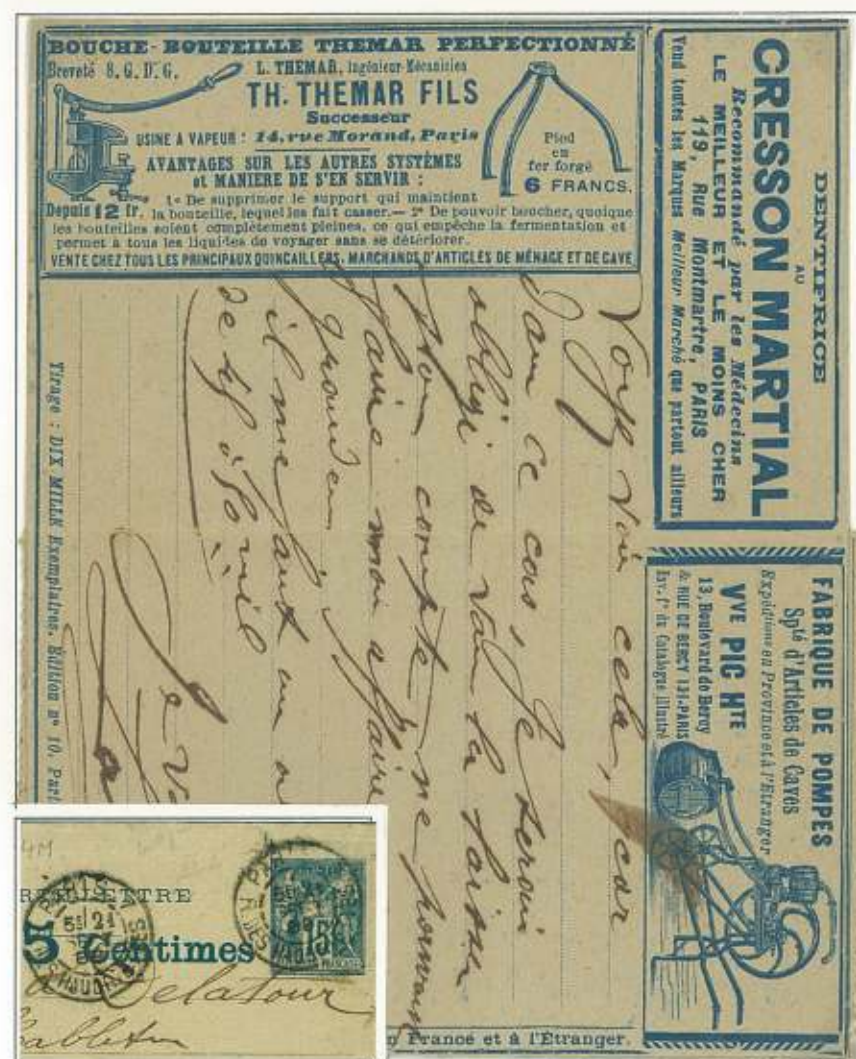
Cork oaks at right. Portugal is the largest producer of corks.

Corks, nothing but corks!

That is true. - This is the area in which wine is bottled. In the past, each and every bottle had to be corked by hand. Up there in the middle and on the far right you can see two of the devices used in those times. Nowadays this is done fully automated.

You can naturally make a variety of things out of cork but the resources are limited. Good cork is furthermore expensive which is why alternative bottle closers were sought after. But we will come to that shortly.

How often and for how long is it possible to peel a cork oak?



Publibel-card No. 1251 in use from 6/23/1954. The additional advertising print was paid, the net proceeds went to the social relief organisation of the Belgian Post.

It takes a cork oak trees 25 years to grow bark thick enough to be considered industrially viable cork. According to Portuguese law, they may only be peeled every nine years. The average life expectancy of an oak cork tree is roughly 170 years.



Sparkling wine and champagne corks are shaped differently than wine corks. They are not pulled upon opening the bottle but rather the agrafe (metal enclosure) is removed.



Postal stationary, France, 146th edition, from Dijon 10 Dec., 1889. Middle left a machine used to cork bottles.

The production of sparkling wine only became possible with the discovery of corking because cork is the ideal bottle closure. Today plastic corks are commonly used by inexpensive brands. An advertisement for these corks can be found on the bottom right.





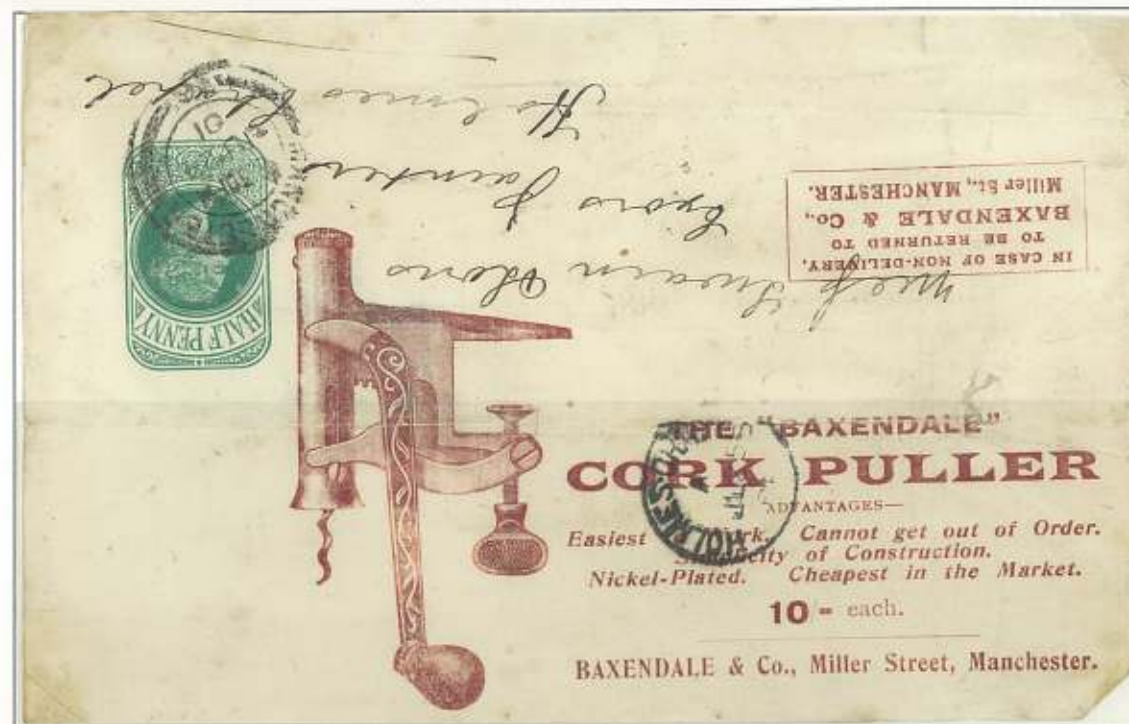
Collectors' item of wine-lovers: cork screws

So tell me Fritz, what do you do with all those cork screws?

Those are treasured collectors' items of wine-lovers. I collect them as well. The inventor was an English man named Samuel Hensall in 1795. As you can see here from this small array, there are many different varieties.



The capsules are made of plastic, earlier they were made of lead which has been prohibited in the mean time.



Here in this part of the cellar we have some labels and capsules for our wine bottles. There on the left stands our simple red wine which we have sealed with a crown cork for trial purposes.



But I am sure you don't store wine with crown corks in those two beautiful wine cabinets?

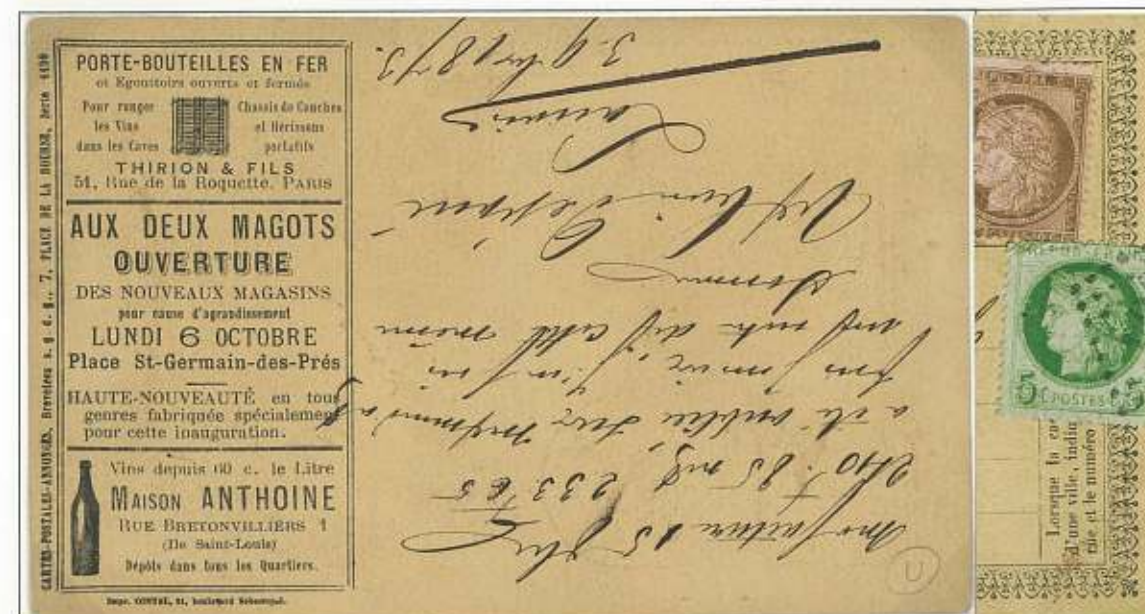
Of course not. I use those for storing a certain amount of wine from each vintage for later tastings. That way we can follow the development of the wine and gather valuable knowledge. Let's have a taste!!



Totally frowned upon by wine-lovers but cheap and effective: sealing bottles with "crown caps".



Wine labels are still relatively new. Only since 1860 does a glue exist that can adhere sufficiently to glass.



Postal stationery forerunner in use from Nov., 1873. Its use was however prohibited at the beginning of 1874. On the above left an advertisement for wine tanks made out of iron.



Elaborate and expensive but just about good enough for the best bottles in the cellar: lockable wine cabinets.



Double print, original stamp on right: hock bottles

We are now entering the storage room. There are very **many bottle shapes**. In my cellar you can find hock bottles on the left, there on the right are Bordeaux bottles and over here we have some champagne bottles.



The Bordeaux bottle: the most widely used shape of all wine bottles world wide.



Not only the **shape** but also the **colour** of the bottles vary. They range from transparent to different shades of green to dark brown glass.

The most commonly used bottles are 0,75 litre bottles but there are also shapes holding 0,35 l and 1,5 l (Magnum) and yet even larger bottles. These are highly sought after by collectors.

Contrary to wine bottles, champagne bottles have to be much stronger and res-
luter.

NEKTÁR GYÓGYTÁPÓSÖR alkoholszegénység mellett **MAGAS EXTRAKT TARTALOM**

EXTRAKT TARTALOM

NEKTÁR SÖR	NEHÉZ MALÁTA SÖR	PORTÓI BOR	BALNA SÖR	VILÁGOS SÖR	VÖRÖS BOR	PEZSÖÖ EXTRA DRY	PECSENYES BOR	KÖNYŰ ASZTALI BOR	KONYAK	SZILVÓRUM	RUM
9%	9%	8%	5%	4%	3%	2%	2%	2%	1%	0%	0%

ALKOHOL TARTALOM.

RUM	KONYAK	SZILVÓRUM	PORTÓI BOR	PEZSÖÖ EXTRA DRY	VÖRÖS BOR	PECSENYES BOR	KÖNYŰ ASZTALI BOR	NEHÉZ MALÁTA SÖR	BALNA SÖR	VILÁGOS SÖR	NEKTÁR SÖR
60%	42%	40%	16%	12%	10%	10%	7%	5%	3%	3%	1%

Blanket of this product is available for 5 kopecks.

Telegram, Hungary, with use in Budapest dated 10/1/1935 with text, cancellation and handwritten postmarks on reverse. Both the shape and size of early wine bottles were mostly coincidental results and were presumably more related to the lung capacity of the glass blower.

It took a long time until a bottle was developed which could readily withstand internal pressure up to 6 atmospheres. This is why it was previously common for the risk of breakage to be passed on to the customer when ordering champagne.



Bottles with screw caps. Original stamp and original printing plate.

Р. РАТКЕ.
ПЕРВАЯ ФОРТЕНПИАНАЯ ФАБРИКА
Основана 1868 г.
С.-Петербург (прежде в Дерпт).
МАГАЗИН:
Невский просп., № 16, уг. Б. Морской.
ФАБРИКА:
Петердур. ст., Б. пр. 90 и Орджановск. 3.
РОЯЛИ И ПИАНИНО.
Первоклассный фабрикант.

**СПИРТООЧИСТИТЕЛЬНЫЙ, ВОДОЧНЫЙ
И ЛИКЕРНЫЙ ЗАВОДЪ
ВЫСОЧАЙШЕ УТВЕРЖДЕННОГО ОБЩЕСТВА
„КЕЛЛЕРЪ и К°“**
ПОСТАВЩИКИ
Двора Его ИМПЕРАТОРСКАГО ВЕЛИЧЕСТВА.
С.-Петербург, Обводный кан., № 92.
Телефонъ № 416.
Адресъ для телеграммъ: *Санкт-Петербургъ - Келлеръ*.
Очищенное вино и столовое под № 12 и 15. Ликеры, водки и напитки приготовленные изъ спирта, очищенного по новейшимъ способамъ, являются усовершенствованными.

ДОЙЕН
EXTRA QUALITY
DOYEN & CO
Reims

Blanket of this product is available for 5 kopecks.

Russian Charity Letter No. 11 from St. Petersburg, approved for publication on 21 Oct., 1898. Face value 7 kop but sold for 5 kop due to financing through advertising. 136 different letters with a circulation of 3,000 pcs. each.

Your barrel cellar is quite impressive. Say, why is the wood so important for the wine?



It influences the wine in two ways: it releases flavour and colour and rounds the tannins. It also allows for a gentle supply of oxygen. The wine ages more slowly, becomes ...



... complexer and can be stored longer.

And how often can a barrel be used?

A barrel loses up to 80% of its aroma with the first use. A **barrique** barrel can only be used two to three times resulting in enormous costs which in turn effect the sales price. That is why a

good bottle of wine can cost a bit more.



Domestic letter from 7/1/1879 from Rovereto to Limone mit tax note. There is an oak tree in the additional cancel. Barrels made from pine were originally used, today ones of oak, acacia and chestnut wood are in use.



Tabacaria Rodrigues
DIARIOS, REVISTAS
e magazines nacio-
naes e estrangeiros
23, Praça da Liberdade - PORTO

A tinta Inglesa
— a agua —
DEPOSITO GERAL: R. do Almada, 27-PORTO
E A PREFERIDA PORQUE E A MELHOR

PORTO
97, Largo de S. Domingos, 101
Drogas, Tintas e Produtos Químicos
A que tem o mais colossal sortido de
A MAIS CHIC
A MAIS IMPORTANTE
A MAIS ANTIGA

DRUGARIA MOURA
Rua do Almada, 315
PORTO-Portugal
TELEFONE 1296

Casa Vegetariana
Rua do Almada, 315
PORTO-Portugal
TELEFONE 1296
Armazem de bananas e ananazes.
A melhor fruta fresca e secca. Todos os generos de
alimentação que não briguem com a dieta vegetariana

CASA DE CREDITO DO PORTO
Sociedade de Comissões, Representações e Conta Propria
Machinas, produtos químicos T. S. F.
artigos de novidade, etc.
R. da Pizarra, 88-PORTO Telefone 1848

GUIMARÃES & CAMPOS
Loças de ferro esmaltado e esmalhadas
ARMAZEM DE FERRAGENS E CUTELARIAS nacionais e estrangeiras
400, Bom Jardim, 404 (Entre a Canele Velha e R. do Estrevo) PORTO



Historic work station: the cooper



Are you trying to tell us that every wine aged in a barrique barrel will be better as a result?

No, although the best drops do age in barrique cellars, barrique will never make a bad wine better.



Oak trees deliver the best wood for barrels. The overwhelming majority comes from France, but the USA, Slovenia, Hungary, Belarus and Austria also provide suitable oak wood.

Come on then, let's move on to the sparkling wines!



One penny letter sheet stereo A250 of the rare form 5 from Ashford to Maidstone 2/25/1841.

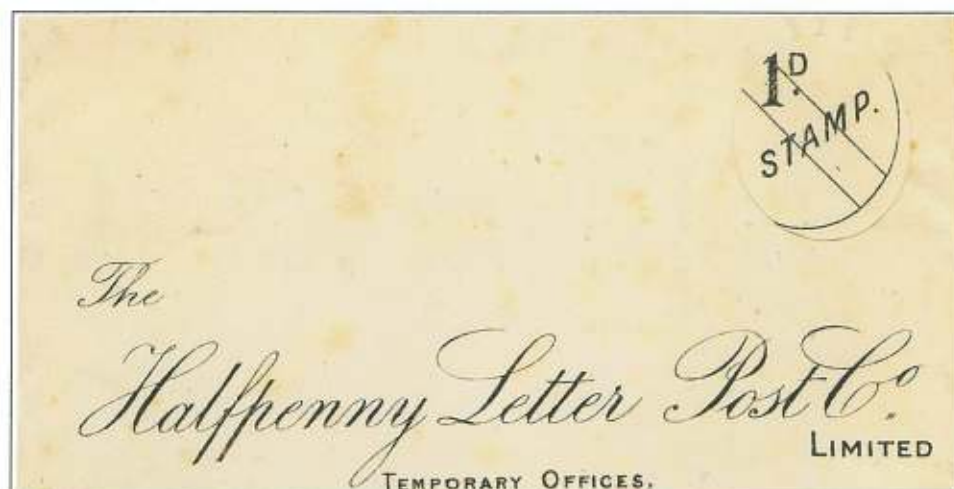
Stationary, Portugal, from 1/20/1917 at 2,5 centavos. The advertising letter was sold at 1 centavo, the remainder was financed through the advertisements on the inside.

Just imagine: a baptism, a wedding and still many more special occasions - when there is a **celebration**, it is impossible to do without. We're talking about **champagne**. It owes its name to the region of Champagne in northern France. Through the course of history the name became synonymous for the finest sparkling wine around the world.



In former times the drink of the kings: **Blanquette de Limoux** from the town of the same name, long before there was champagne.

Here below you can see the cult brand among champagne-enthusiasts **Veuve Clicquot-Ponsardin** with its distinctive label designed by the widow Clicquot-Ponsardin herself.



And now I must ask you: who do you think produces the most champagne world-wide?

Moët & Chandon is the largest champagne production and trading company in the world with over 30 million bottles annually. Based on this amount, you can figure that on average every second somewhere around the world a bottle of champagne is being uncorked. Cheers!



Approximately 1880, UK advertising letter sheet for the Halfpenny Letter Post London, unused. Advertisement for Beauchamp Champagne.

Russian Charity Letter No. 115 from Moscow, approved for publication on 25 January, 1900. Face value 7, sold for 5 kop. 136 different letters known.

PS advertising letter, France from 2/27/1900 with false declaration of value (centimes instead of francs), circulation of 50,000 pcs. Advertisements allowed for a reduction of the sales price from 15 to 10 francs.

"DUVAL"
APÉRITIF IDÉAL

KIRSCH DUVAL
VIEUX & PUR

AMER DUVAL
LE PLUS FIN

Champagne
Delbeck



Dégustez
la Carte Verte

LE PROGRÈS
37, Rue Montagne aux Herbes Piquées
BRUXELLES

Il est défendu d'étiqueter, d'embouteiller, sur le
bouteille et de le décapiter.
Mettre le bouchon et le papier.
A défaut de cela, on se rend coupable.
D. R. M. S. N. 170 251

But beware: all that glitters is not gold. Take a look at the advertisement for Delbeck champagne. The first champagne-house forced to file for bankruptcy since World War II was **Bricout-Delbeck**. Many of the famous names do ...

Burgeff & Co.
Hochheim am Main.
Gegr. 1837. **Älteste** Gegr. 1837.
Rheinische Sektkellerei.
Hauptmarken:
Burgeff Grün * Burgeff Extra Cuvee *
Burgeff Jubiläumscuvede.

Kamerun
20 Freimarken zu 5 Pf.
10 Freimarken zu 10 Pf.
2 Mark



✉ Booklet at 2 marks, German colony of Cameroon, 1913. Reverse: Advertisement for the "oldest sparkling wine cellar in Rhineland".

By the way, only sparkling wines from the French region **Champagne** are allowed to use the term champagne.



✉ Stamp with heavy misperforation

All sparkling wines in the German speaking area are sold under the same "**Sekt**". There are some very fine drops among these as well.



In 1856 Adam Henkell started with the production of sparkling wines in Mainz. The first "Henkell dry" appeared in 1899 the success of which took the company to the pinnacle of the German Sekt-industry.

Serie 100 (5)

Postdienstvermerk

Herm. Schoedler Unter den Linden 61, Berlin NW. 7. Vorzügliche Weine, Bordeaux-Weine.	Stiller's Schuhwaren sind die besten.	Wegen Insertions- bedingungen wende man sich an den Verlag Reclame-Couvert Berlin, Neue Königstr. 80a.	Gaethes Cacao Hamburg.	Ludw. Müller & Co. Bank- u. Lotterie- Geschäft BERLIN C. Breitestrasse 5.
Lindstädt & Säuberlich Hoflieferanten Sr. Maj. d. Kaisers SW., Leipzigerstrasse 84. Delicatessen, Südfrüchte, Weine, Liköre.	Champagne Henri Reims.	Spezial-Spediteure für Russland Jordan & Berger, Berlin NO. 43. Gegründet 1856. Feste Uebernahme, Verzollung Eigene Filialen.		
Hoffmann- Pianino BERLIN Leipzigerstr. 50.	Naumann's Ideal (Schreibmaschine) Akt.-Gesellschaft vorm. Seidel & Naumann, Dresden	Linoleum Bestes Fabrikat Poppe & Wirth BERLIN Gertraudenstr. 28.	Ein solches Feld kostet 4 Mark auf 1000 Couverts Verlag Reclamecouvert Berlin, Neue Königstr. 80a.	
Altdeutsche Ganzsachen und Marken auf Brief kauft Oertel, Rittergasse 10 b. Lobstadt i. S.	W. Buddeberg Hamm i. W. Tobak und Cigarren Lotterie-Agentur.	HEINR. SIMONS G. m. b. H. BERLIN W. 9 Potsdamer-Strasse 1 a Institut für Schönheitspflege. Fabrik kos- metischer Apparate und Präparate. Spezialitäten: Gesichtsmassage und Gesichtsdampf- Apparate, Pasten Royal Skin food, Waschereme, Artikel zur Nagel- und Haarpflege. Prospekt u. Preisliste gratis. Lies: „Aerzt. Rathgeber für Schönheitspflege“ von Dr. med. Bergmann, Arzt. Preis 1,- Mk.		
Damm's Restaurant und Festsäle BERLIN, Lindenstrasse 105 früher alter Bürgergarten. Täglich grosses Freikonzert. D. R. M. S. N. 170 251 Verlag Reclamecouverts Neue Königstr. 80a., Berlin.				

✉ Postal stationary advertising letter with 10 pfgr Germania, series 100, No. 170 251 in domestic use from 10/4/1902.





5 kusů à 5 Kč

ČESKÝ KRESLENÝ HUMOR

25 Kč




8155

***015**

HENKELL
TROCKEN

For instance **Henkell dry**, one of the most popular Sekt brands in Germany. And since we are almost at the end of our cellar tour, I think we will pop a bottle of just that!

One of you can take care of that in a minute, but please not as awkwardly as the man in the caricature to the left, otherwise you will be in for an unpleasant surprise!!!

The uniqueness of these precious drops is characterized like no other product through climate, soil quality, burning process and cellar techniques.

☐ Colour proof with sheet number

✉ Letter dated 4/28/1806 from Cognac to Rouen with letter cancellation.



I would also like to mention **Cognac Bisquit**. This house was founded in 1819 but - just like Martell - has since been sold to Pernod Ricard. They say Cognac Bisquit was Winston Churchill's and King George IV's favourite cognac.

Surely those men only drank the best. Recently I saw a cognac from Martell in a store costing over € 1,000 a bottle.

Rudi, that is just what I am going to wish for you to give to me for christmas!



☒ Booklet, France, Semeuse 25c blue, type 140 C 10, series 78-B. Advertising for Bisquit Cognac.



✉ Postal stationary letter from Hungary in use from Budapest to Berlin 3/12/1911. Circulation 10,000 pcs., nominal value 10 fillér, sales price 5 fillér. Advertisement for cognac.



✉ Radiogram (a document transmitted by radio telegram) from 11/4/1929 by the Argentine Consulate in Madrid. Advertisement for cognac.



Ladies usually prefer the sweet version of an aperitif, Paro is exactly right.

When talking about products made from wine, I cannot fail to mention the **aperitif** which exists in different varieties in many countries.

An aperitif (Latin aperiere "to open") is usually an alcoholic beverage consumed before a meal to whet your appetite and stimulate your mood. It is also used to shorten the wait until the meal is served.

It is an integral part of a meal in southern countries like Italy and France, whereas seldomly found in the kitchens in northern countries.



Postage stamps of King Victor Emmanuel with advertisement boxes for campari.

An aperitif with an international reputation and represented in over 190 countries is Campari. The recipe supposedly contains more than 80 different ingredients and is top secret. Sssshhh!



Vinegar must also not be forgotten. Every fluid containing a low concentration of ethanol will turn to vinegar when exposed to oxygen. Vinegar extraction in the antiquity must have naturally arose when wine or beer left standing turned sour.



Famous vermouth brands are Cinzano, Noilly Prat, Gotano, Martinazi and Martini (not to be confused with the cocktail sharing the same name).



Postal stationery, France, 35th edition, used in January, 1893 in Paris. Upper right: advertisement for wine vinegar.

Abseender:

Spiegel & Wels
Spezialhaus
für elegante Herren-
u. Knaben-Bekleidung

Vornehme Mass-Anfertigung

Weingroßhandlung
Otto Müller, Karlsruhe i. B.
Zirkel Nr. 11 u. 11a. : Telephon 1944

Reelle deutsche und ausländische Weine
Schwarzwälder Kirschwasser
Cognac — Rum
Anis
H. Danziger
Liqueur etc.

Vertreter der Fa.: H. W. Schlichte-
Steinhagen für echten Steinhäger
und Goldkorn

Patentbrief

An

Wohnung
(Strasse und Hausnummer.)
Serie I Karlsruhe i. B.

5 5
DEUTSCHES REICH



Wine label: advertising medium for its own ends.

While I am enjoying my last sip of my Henkell dry (mmmh), Rudi can tell you something about wine and advertising.

So, listen closely! Over decades winegrowers were purely producers and were not concerned with the market. They were of the opinion: **the product promotes itself.**

The wine business and restaurateurs were the ones to begin using advertising to improve the distribution and sales, later the cooperatives took over this work.



Le VIN DUFLLOT
guérit la Goutte, les Rhumatismes, la Gravelle, l'Asthme, la Sciatique (Suocès certain). — Normale du Docteur TARTENSON. — 1^{re} Pharmacie.
Cure de 6 Flacons. Envoi franco contre mandat-poste de 24 fr. adressé à H. DUFLLOT, 30, rue Trétois, Paris.

VINS PINS ET ORDINAIRES DU ROUSSILLON
Vins garantis naturels à l'analyse
CRASSOUS & C^{ie}
PROPRIÉTAIRES
à RIVESALTES (Pyrénées-Orientales)
On demande des Représentants sérieux.

PIANOS
Paris
Payables 25 fr. par mois
Escompte 20 %
au comptant
PIANOS CADRE en FER
DEMANDER TARIF

MILHE FRÈRES
Propriétaires de Vignobles
BAILLARGUES (Hérault)
Demandent des Représentants sérieux

J. PERRIER
MONTPELLIER (Hérault)
MAISON à CETTE, Route de Montpellier, 58

LA PRÉVOYANTE
Société française d'Assurances mutuelles sur la Vie avec Garantie en cas de décès
ŒUVRE DE MUTUALITÉ PURE
Autorisée par décret en date du 8 mars 1898
et fonctionnant sous le contrôle direct de l'Etat
SIÈGE SOCIAL : 42, Rue de l'Hôtel-de-Ville, LYON
En douze ans constitution d'un Capital en espèces
avec accroissement considérable
Dotation des Enfants. — CONTRE-ASSURANCE EN CAS DE DÉCÈS
Calculs depuis 5 francs par mois. — Versement pendant 10 ans seulement
COMBINAISON SPÉCIALE
Pour obtenir aux Caisses de l'Etat ou aux institutions autorisées à cet effet des
RETRAITES OU RENTES VIAGÈRES
à des conditions exceptionnellement avantageuses
Capitaux souscrits en douze mois : TROIS MILLIONS
Il n'est répondu aux demandes d'agence que si elles sont accompagnées de sérieuses références.
COMPAGNIE LYONNAISE DU GAZ ACÉTYLÈNE
LYON — 9, Rue Gentil. — LYON
Le photogène, appareil automatique
SIMPLICITÉ, ÉCONOMIE, SÉCURITÉ ABSOLUE

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Postal stationery, France, type Sage 124, used in August, 1898 from Besancon to Le Mans with five different advertisements for wine.

“LA LETTRE-ANNONCES”
Brevetée S. G. D. G.
Le meilleur organe de Publicité, le plus efficace, le moins coûteux
SIÈGE SOCIAL : 11, Rue Constantine, LYON
TÉLÉPHONE — 2-47
La LETTRE-ANNONCES, timbrée à 0.15 centimes, est vendue dans toute la France. O. 10 centimes

SOCIÉTÉ anonyme
Au Capital de 150 000 fr.

SOCIÉTÉ anonyme
Au Capital de 150 000 fr.

MAISON J. BADOUD & C^{ie}
217-219-221-223, rue Vendôme et 13, rue Vaudrey
LYON-GUILLOTIÈRE

La maison J. Badoud et C^{ie}, soucieuse de maintenir la bonne réputation de ses vins en bouteilles dont la consommation va toujours croissant, a l'honneur d'informer sa clientèle qu'elle vient de mettre en vente dans les principales maisons d'épicerie et de comestibles, les vins rouges du Beaujolais, récolte 1898 (cachet noir) au prix de 0,65 le litre. Ce vin frais et friand fera les délices des gourmets.
Par suite du maintien des droits d'octroi et de régie jusqu'à fin décembre 1899, nos vins seront vendus comme par le passé, savoir :

VINS BLANCS
Cachet vert... le litre 0 70. — Cachet jaune... le litre 0 80

VINS ROUGES
Cachet bleu... le litre 0 45

» marron » 0 50
» rouge » 0 60
» noir » 0 65
» vert » 0 70
» jaune » 0 80
» orange » 1 »

AMBROIS'Y QUINQUINA
L'Ambrois'y quinquina est un vin tonique et reconstituant
Hébé, sans corsage ni guimpe
Avec de l'Aube dans les yeux,
Le verserait en plein olympé
S'il restait encore des dieux.
Clovis Hecquet
(Extrait de l'Ode couronnée à Reims).

Les vins en litres portant le tampon de la maison J. Badoud et C^{ie} et la date de la mise en bouteilles, offrent aux consommateurs la garantie d'un vin absolument naturel et se recommandent par leur qualité sans rivale.

LA PRÉVOYANTE
Société française d'Assurances mutuelles sur la Vie avec Garantie en cas de décès
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Le photogène, appareil automatique
SIMPLICITÉ, ÉCONOMIE, SÉCURITÉ ABSOLUE

Cette lettre est vendue 0.10 centimes

Monsieur René Million
27 Rue de l'Empereur
Orléans

CHAMPAGNE RUINART
Rheims

Timbres-Poste pour Collections
VENTE, ACHAT, ÉCHANGE
S. FARGES 36, rue Victor-Hugo, 36
LYON
PRIX-COURANT gratis et franco

SPECIALITÉ
De VIN BLANC Fin de Beaujolais
EN BOUTEILLES
Ecrire à M. le Régisseur du DOMAINE des GRANGES
SAINT-GEORGES-en-BEAUJOLAIS
(Rhône)

Postal stationery letter, France, in domestic use dated 8/23/1899. Postage rate was 15c, sales price 10c. Advertisement for wine and champagne.

F.lli D'ASTA & Ved.ª MILAZZO
VINI MARSALA GENUINI
MARSALA (Sicilia)



BLP-Letter, copy front 70%, Series Speciale 1-2. Approval for the sale of these advertisement letter-cards was granted to the aid committee for people injured in war on 12/1/1920 for 9 years - yet discontinued at the end of October, 1923. Advertisement for Marsala, Bosca and Vermuth Torino.

And in fact the wine merchants were the first to realize how profitable it was to make their products tasty to wine drinkers. They needed to promote their products and thus the first billboards - usually with images of wineries and cellars, pictures of bottles, of...



... people enjoying a glass of wine or they displayed the awards won.

VERRERIES, CRISTAUX, PORCELAINES
Articles de Pharmacie
G. VERLAQUE
30, Rue du Baignoir, MARSEILLE
Succursales: A. M. MUSSURI de ROZAN, 65, r. Vacon; Aux F. de LIMOGES, 28, r. République

PASTILLES VIGON
Fettorale et Coca
Contre Maux de Gorge et de Poitrine. - 2 fr. la Boîte
J. VIGON, pharmacien, a NICE

Grand Vignoble de CHERAB-EL-DJEBEL (Algérie)
M.P. RIVOIRE FILS
PROPRIÉTAIRES
BUREAUX: 73, rue Sylvestre MARSEILLE
A. BAUX, Agent g^{al}
11, place de la Bourse, MARSEILLE
VINS DE TABLE
à 50, 55, 60, 70 c. le litre rendu
à domicile, Douanes à rendre.

E. DAUMAS & C^{ie}, 78, RUE DE LA REPUBLIQUE, MARSEILLE

Wine advertisement from M. P. Rivoire & Fils. The gold medal won in Paris in 1898 was a strong argument and very helpful influence on sales.

MUTUA NAZIONALE DELLE ASSICURAZIONI
ASSOCIAZIONE A PREMIO FISSO
Fondo di garanzia L. 6.000.000 int. vers.

ESERCITA TUTTI I RAMI CONSENTITI DALLA LEGGE
Partecipazione agli utili da parte degli assicurati nella misura del 40% in proporzione dei premi pagati

SEDE E DIREZIONE GENERALE:
ROMA
VIA DEL TRITONE, 46 (PALAZZO PROPRIO)

BOSCA
GRAND MOUSSEUX IDEAL ITALIEN
LUIGI BOSCA & FIGLI
CANELLI (ITALIA)
- BUENOS AIRES - NEW YORK -

CARPANO GANCIA
VERMUTH TORINO
LA GRAN MARCA ITALIANA
F. Gancia & C.
CANELLI

Postkarte
arte postale
olina postale

CHAMPAGNE STRUB

Berthold Jäger
Sennion Regina
Alasio
Italia Fale Hamburg

Advertisement for "Champagne Strub" from Basle. Identical advertising boards are currently being sold on the internet for 700 to 1,000 CHF - with rising tendency.

Rudi, I must admit that I too am strongly influenced by famous wine brands and awarded medals when I buy a bottle of wine to this day.



The same applies to many other people. A wine brand is more than just a label. It embodies the image and value the consumers associate with their product. It can become an icon and in many ways is a status symbol of a prosperous society.



E. LAVOIX
Esmeralda 220 - Unión Telefónica 121.
CASA INTRODUCTORA
de Vinos finos, Champagnes, Cognacs y Licores
Portals, Calvet y Cia.
826 - Calle Cuyo - 826

LIBRERIA Y PAPELERIA de C. PERNON
Abonement à la lecture Journaux Français, Théâtres Musique
739 Cuyo - 739
au **GRAND St. MARTIN**
Trajes hechos sobre medida
Gran surtido de géneros para Lencería
Cuyo 67-69-71-73

BOUCHERIE PARISIENNE
320 Cuyo - Maison Modèle - Cuyo 320

COLEGIO FRANCES Dr. LONCON
Casa Quinta - 775 Chacabuco 775
SE ADMITEN PUPILOS 4 y externos

Advertisement for wine from the end of the 19th century on a stationary from Argentina.



Rudi, now please explain to me what Raiffeisen has to do with our history of wine?

To answer your question, just read what is written under his portrait.



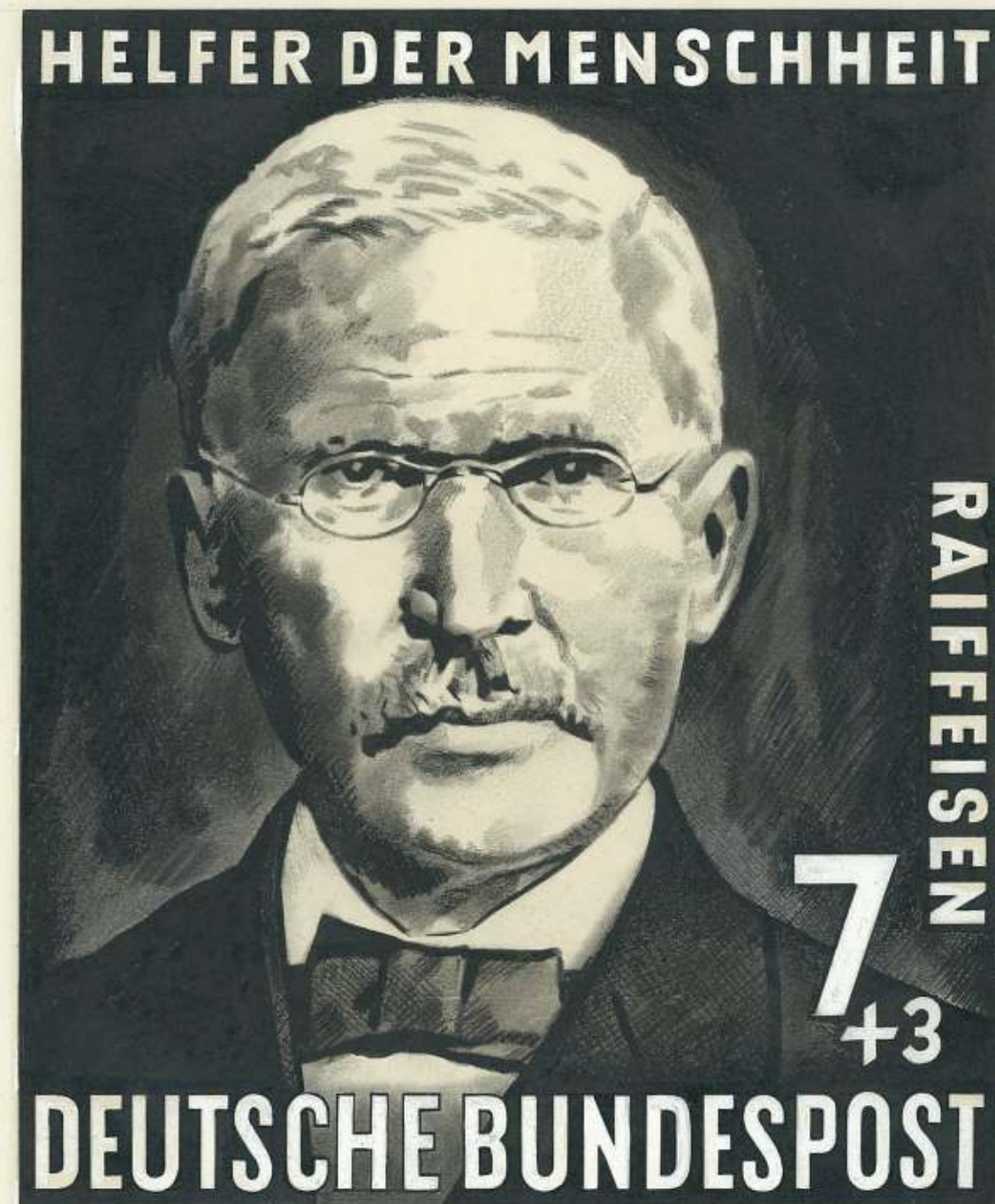
Raiffeisen, 1818-1888

The winegrowers cooperatives have accounted for more than half of the wine production in France since 1975.

Cooperatives are associations which promote the acquisition or the business of their members. The special aspect is that the generated benefits are completely passed on to the members.



Only in the 1980s did many cooperatives of the Iberian Peninsula begin to bottle their wines themselves. The opportunities of marketing them increased thereby considerably.



☑ Draft of the graphic artist Erich Meerwald with the accepted motif of Raiffeisen (Charity, 1958). The name **Raiffeisen** was revised for the stamp issue. The lettering submitted in the pencil drawing was used.



In 1862 Friedrich Wilhelm Raiffeisen, a German social reformer, set up the first loan union and laid the foundation to help aid the debt-stricken farmers in Germany.

ERICH MEERWALD
KUNSTMALER U. GRAPHIKER



☑ Sample stamp, wine bottles. It's a long journey from the amphora to the bottle.



Wine is not only drunk where it is grown. This connection developed the **trade in wine**. Wine merchants bought the wine from the producers and brought it to their customers.

This wasn't such an easy task in earlier days since ox carts were driven through the countryside. Wine was **transported** in clay pots and casks and later with ships like the Mary Celeste.



Fritz P. Hohmann also realized that Hamburg would be a great place to import wine - you can see his advertisement on the bottom left. Today almost anything is possible, from tankers for inexpensive wines to postal shipping for bottled wines.

The cargo on the **Mary Celeste** consisted of 1701 casks of raw alcohol (ethanol) which can be used to dilute port wine, sherry and other southern wines. It was found adrift and deserted floating between the Azores Islands and Portugal and is considered the most famous ghost ship.

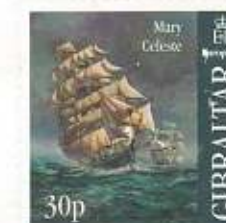
1997 Europa. Tales & Legends

Issued date:

12th February 1997



Original drawing on thick card showing final image for each stamp



☑ Original water colour artwork by Sharif Tarabay of Canada as used on 30 p stamp, mounted on card and showing the ship Mary Celeste.

ROTHS IDEAL SÄPPULVER

Drick Secularis
Naturligt Mineralvatten

Grand Hotell, Karlstad
KARLSTADS FÖRNÄMSTA HOTELL
Elektriskt ljus Elektriska hissar
Telefoner i hvarje rum, stora uppåckningar för
hrr resande, badrum och alla nutida bekvämligheter
Stort musik café med hall, stor elegant matsal och
festvåning.
Tel. 550 & 585. **Blomberg & Olsson.**

VIKTOR HAMMARSTRÖM
13 DROTTNINGGATAN 13
ÖREBRO Telef. 237
Speceri-, Konserv- & Delikatess-
affär rekommenderas.
TEILMANN'S VINER.

GYLLENBERGSKA VIN-IMPORTEN
11 DROTTNINGGATAN 11 • ÖREBRO
DIREKT IMPORTERADE VINER FRÅN
VÄRLDENS FÖRNÄMSTA VINHUS.
RIKSTEL. 924 RIKSTEL. 924

ENEROTH'S IDEAL SÄPPULVER ÄR BÄST

KORTBREF
TVÄTTA ALLTID MED ENE

Innehåll: kortbref postbeträffas icke någon beträff.

We can count ourselves lucky. We are sitting in the middle of wine country and are able to drink whatever we feel like. When the northern European countries come to mind, I consider them much worse off.



J. W. BRATT
Spirituosa och Viner.

PRIVATA
GÖTEBORGS LOKALPOST
Norra Hamngatan 2.

A. J. G. BISSMARCK & CO
Mecklenburgsk verkstad,
Rönnebygatan 10,
Förädlings-
fabrik

HEDBERG & AHLBERG
(hörnet af Kors- och Kyrkogatan)
Manufaktur- & Kortvarusaffär
Stort lager af Klädningstyg

Bryggeri-Nolaget BRAGE
Bayerische Bräu-
manufaktur
Bayerische Bräu-
manufaktur
Bayerische Bräu-
manufaktur

Plain and simple local advertising from a wine merchant in Gothenburg: in the northern countries vinification is not possible due to the climate - wines must be imported. Chile (stamp upper middle) scores points for exporting mostly inexpensive table wines all around the world.

• 1908 • No. 49 d.

MARTEL-FALCK & Co

WEINHANDLUNG
ST. GALLEN

TELEPHON No. 88
Postcheck-Cto. IX 23

SPEZIAL-OFFERTE
IN
DESSERT-WEINEN

Preise franco Bestimmungsort
Versand einzelner Flaschen as-
sortiert und in Dutzendkisten

Die Flaschen tragen die Ori-
ginausstattung der betreffen-
den Produzenten

BUCHDRUCKEREI ZOLLIKOFEN & CO., ST. GALLEN.

I can only agree with you! Wine must be **imported** in these countries which can sometimes be noticeable in the price.

But we can also not drink all the wine which we produce. On the one hand wine is imported where vinification is not possible for climatic reasons and on the other hand we can sell some of our excess abroad.



Aside from this, we love variety. That's why we sometimes have wine from Italy, France, Spain or Chile on our tables which we have to **import**.



Original stamp German-East Africa and Cameroon German colonies: Emporer's yacht with advertisement of N. Thon, export of quality wines.



Wine trade in Switzerland specializes primarily in high quality wines.

Fake German colonies 5 pf green and 10 pf red, Formosa.



Postal stationery on private order with applicant, circulation and delivery date. Archive document for the Bundesdruckerei.

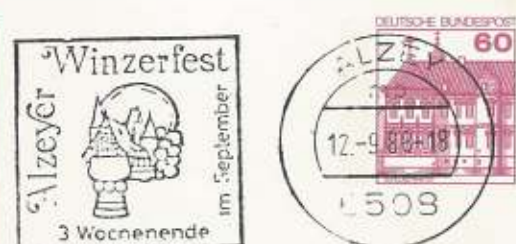
Have you ever visited the Fête des Vignerons in **Vevey**?

It takes place every 25 years and is the largest folkloric event in Vaud, Switzerland. Its roots date back to the 18th century.



6508 Alzey
Roßmarkt - Alzey erwartet seine Gäste zum Winzerfest
- 3. Wochenende im September -
Auskunft: Kulturamt 0 67 31/4 95-2 02

JOSEF WUST
(Absender)
ROHBERG
(Straße und Hausnummer oder Postfach)
7951 MASELHEIM/
(Postleitzahl) (Ort)
SULMINGEN



Postkarte

RAMA TRAUMKUCHE

(Straße und Hausnummer oder Postfach)

2000 HAMBURG 777
(Postleitzahl) (Bestimmungsort)



25,-

The Alzey vintage festival has taken place since 1933 with a war-related interruption in the years 1941-1946.



Postcard, Bavaria, unused. 2 pf postage for local use + 3 pf for domestic use.



Official photo-essay for the press.

Wine festivals are very popular around the world. People - just like us ---



Switzerland, 1901, PC No. 26 for 5 centimes, circulation 100 pieces.



Postal stationery card, 15 liras, used. 9/25/1938 from Florence to Pioreggio. Vintage festival.

... meet for friendly get-togethers with good food and naturally a glass of wine (although we tend to drink a bit more than just one).



Killian, patron saint of Würzburg, Heilbronn and Franconia

Below you can see **St. Severin**. He is said to be the patron saint of Bavaria, prisoners, vintners and also of fertile grape vines.



Stage proofs, Austria (first stage in brown-violet and second stage in green). Original stamp on right. St. Severin.



Hey Rudi, you can see a lot of saints here.



St. Theodule, Wallis



St. Willibrod, Moselle

This time you are absolutely right. But I can tell you something about them as well. For example about **St. Killian**. Supposedly ...

... he came to the Main River area around 680 and after a short period of missionary work he was murdered. Charlemagne was present when in 788 his mortal remains were transferred to then newly constructed cathedral. Today, the replacement construction Neumünster is home to the Killian-grave.



St. Martin, patron saint of the vintners and boozers, left stamp misperforated.



St. Laurentius: the grape variety "Saint Laurent" owes its name to this gentleman.



Stage proof, stage of completion. St. Mary with child is considered to be the patron saint of wine in many areas.



Stage proof of the reconstruction of St. Stephen's Cathedral, Vienna. St. Stephen, patron saint of the coopers.

Early on many local districts and larger wine regions chose a special **patron saint** for their **vinyards**. Even individual vinyard owners like **Nicola Clüsserath** from Trittenheim made use of this tradition. These patrons were believed to provide protection and help to ensure a good harvest.

Stempelbild

7260

TRITTENHEIM 31.10.29 (MOSEL)

DEUTSCHES REICH 020

NICOLA CLÜSSERATH WEINGUTSBEZITZER UND WEINEINKAUFGESCHÄFT

1903

Francotyp: Nr. 14471 Post: Trittenheim (Mosel)

Firma: Nicola Clüsserath

Motor: 120 V Nr. 29 48 53 220 Volt ~ 1/6 Ps

Übersetzung: Motor: 120 V Masch: 100 Riemen

Geliefert: 31.10.29

Stand des Summenzählers: Sperrung auf 500,-

Stand des Kartenzählers: angefangene Karte Nr.:

Plombenschlüssel (Post) gez. Nr.: Permutationsnummer: 30 20

Reserveklischees oder geänderte Klischees:

Spezialeinrichtungen:

Merkmale:

Archive card, a so-called "Stammkarte" or record card documenting the history of a particular franking machine.



Such a **wine exhibition** would also interest me very much. Can anyone go to one?



Yes, of course. Exhibitions are interesting for consumers and are also important forums for producers, merchants, restaurateurs and journalists.

There is usually a framework programme with tastings or wine competitions with prizes for the best wines (see stationary Switzerland).

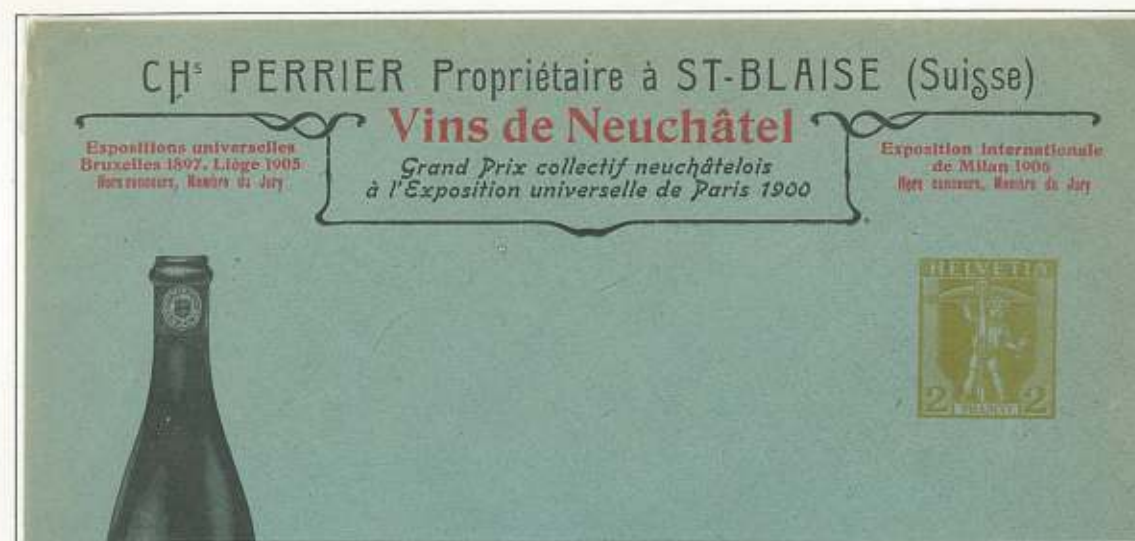
✉ Imperforated issue. Wine congress in Lissabon, 1938.



Wine tasting



Exhibitions offer a great opportunity for visitors to taste new wines.



✉ Bust portrait of Helvetia 10 c, valid from 11/11/1907 to 12/31/1917 for domestic letters up to 250g and from 1/1/1918 to 12/31/1932 for local letters under 250g.



Wine congress in Rom, 1974



✉ Tellknabe 5 c, valid from 11/11/1907 to 12/31/1917 for local letters up to 250g.
✉ Tellknabe 2 c, valid from 11/11/1907 to 1/31/1915 for ordinary domestic stationary up to 50g (at the very top).

5.3. Status symbol of a wealthy society



✉ Stamp on right: text mistake on the selvedge data. Wine congress in Cape Town, 1975.

International experts meet at **wine congresses** to discuss questions concerning viticulture, vinification and the wine business in general.



Wine congress in Istanbul, 1947.

Aside from trademark protection and geographical designation, new technical processes and the health aspects regarding the consumption of wine are points of discussion.

Rudi, look there is a promotional wine tasting at the Wiener Konzerthaus. Let's go! But first, please explain to me what exactly it entails.

You can generally divide a wine tasting into three parts in which your eyes, then your nose and finally your mouth are involved.

First your **eyes** examine the clarity and the colour of the wine, the carbonates and alcohol, just like the young lady on the card to the left.

J. NOVÁK
Praž, Vodičkova ul. 34.
Nejmodernější velkoměstský obchodní dům.
Zásoby veškerých potřeb modních i
přepychových.
Nejlevnější a nepohodlnější nákupní pramen
Cenníky zdarma a franko.

Zaručeně Pravá
Španělská a Portugalská
vína pro nemocné a rekonvalescenty.
Hlavní prodej ve Vídni u J. VEIL III.
Unter den Eichen 41.

Žádejte **KOLB** ovou cikorii
Verlanget Cichorie

Žádejte **CLEO** studené i teplé alkoholu
Verlanget proslé
kalt u warm
alkoholfrei.

Rudolf REACH PRAHA. Tkalcovna-Výroba
PRAG. prádla.
Weberei-
Wäschefabrikation.

Odesílatel
Absender **Kmlhkapen**
v Lounách

Korespondenční lístek
Korrespondenz-Karte

An *Ein Schrifthalter*

Das ist mein Briefkasten für Sie
(Gut. So)
Leipzig



Then you swivel the wine in the glass; you call this "aeration". Your **nose** takes in the fragrances - the bouquet. That is how you can tell if the wine is fresh and clean or faulty ...



150.000
connaisseurs
ayant goûté nos vins
les ont appréciés et
adoptés, et, chaque
année, renouvellent
leur provision

SOCIÉTÉ DES CAVES
SAINT-GEORGES
BANYULS-SUR-MER
(Pyrénées-Orientales)
CATALOGUE ILLUSTRÉ de 20 pages, sur demande

... and finally your **mouth** tests the structure, sweetness, acidity, bitter flavour and tannin content - as do the 150,000 connoisseurs on the postal-checke above. Sounds like a piece of cake, doesn't it?

WIEN
15. - 18. NOVEMBER
1934

2. ÖSTERREICHISCHE
WERBE-WEINKOST
IM WIENER
KONZERTHAUS

HESSHAIMER

Those connoisseurs are pros - that is way too much all at once for me as a layman.

I couldn't agree with you more but the same applies for professionals: practice makes perfect - or in this case - leads to connoisseurship.

Wiesbaden-Biebrich-Rhein
Henkellsfeld, den 19.10.1899

*Lieber
Kann noch
einen Tag
wie 1907
eine Fahrt in
die eine Unter-
kunft von 2
edem in diesen
Hallen
Henkell & Co. würden sich auch
über Ihren Besuch sehr freuen!*

Deutsche Post
• 010

*Herrn
Herrn
Herrn*

*Kad. Herrmann
Herrn. 2.2*

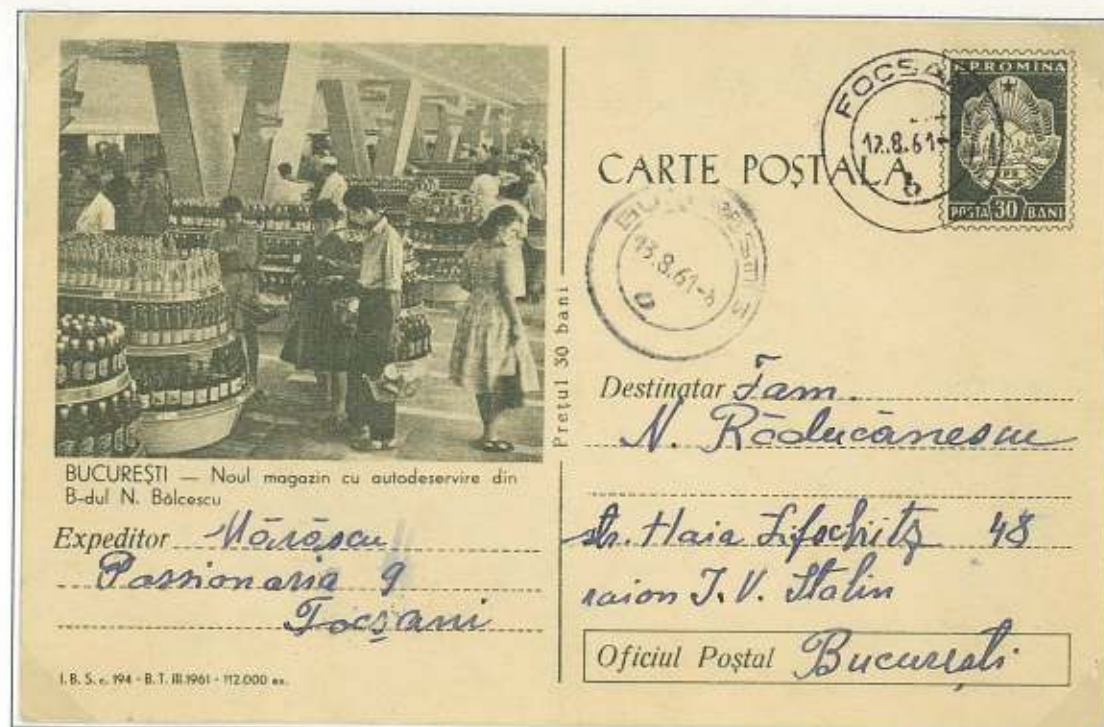
Deutsches Weinhaus
zum Weinschmidt
Allgemeine Gartenbau-Ausstellung
Hamburg 1897.

Exhibitions and trade fairs offer a great opportunity to chat with vintners and taste their wines. Furthermore, you can learn a lot of interesting facts about wine.

If you have some talent and diligently practice, you will also succeed in being able to distinguish and differentiate between grape variety, region, vintage year and quality.



Original stamp with the original printing plate. Tasting container.



A narrow street lined with vintners like the one pictured above looks very inviting. What do you think about buying wine at the **supermarket** or **specialty store**?

Nowadays the selection at the supermarket is very wide. To the extent of how popular drinking wine has become, the demand for quality wine increased as did the supermarkets' interest in offering wines of superior quality.



As the old saying goes: "Wines tastes best where they were grown".

At specialty stores like **wine shops** you have the added bonus of receiving expert advice from specially trained salespersons and there are always open bottles which you can try.

Yesterday, everything revolved around **tasting** the wine, today we are going to concentrate on **purchasing** it. Where do you buy your treasures?

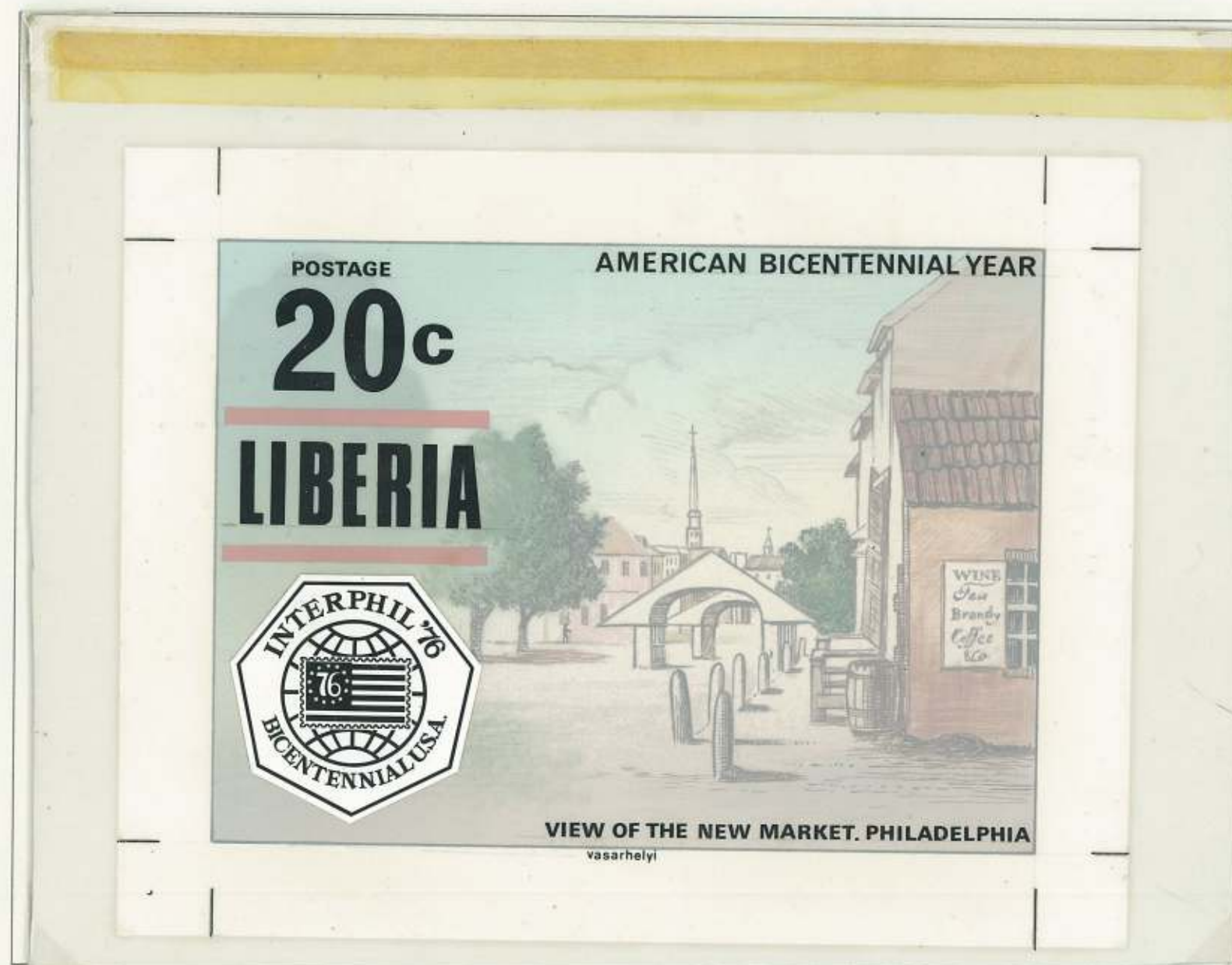
There are many ways to do that, but I myself prefer to buy them **directly at the vineyard**. There it is much more personal and you can taste the wine on the spot and gather many new impressions while doing so.



Care for a taste of this wine? A bottle has already been decanted.

<p>PLICATIONS GÉNÉRALES DE L'ÉLECTRICITÉ ics, Téléphones, Porte-voix, etc.</p> <p>HAUMAN-DEVOS Electricien-Constructeur MISSUR DES MINISTÈRES et des principaux Hôtels de la Croix de Fer, Bruxelles</p> <p>PUBLICITÉ sur les ELOPPES-ANNONCES débitées à 8 centimes brevetées S. G. D. G.</p> <p>OSSET & C^{ie} Seuls Concessionnaires pour la Belgique de la Pâtisserie, BRUXELLES</p>	<p>POSE DE DENTS ANGLAISES & AMÉRICAINES reconnues les plus solides et imitant le mieux la nature.</p> <p>TORRES 61, Rue du Congrès, 61 BRUXELLES</p>	<p>ÉPICERIE DES GALERIES SAINT-HUBERT MAUSSON, Bruxelles</p> <p>Épiceries Cafés Vins Conserves Thés Liqueurs</p>	<p>DIABÉTIQUES employez pour votre pain la FARINE DE GLUTEN D'OSSIAN à 2 fr. le demi-kilo.</p> <p>Dépt. PHARMACIE PELERIN, Bruxelles</p>
<p>Maison Firmin MIGNOT 101-103, Rue Neuve, BRUXELLES</p> <p>Agence européenne des véritables Machines à coudre ÉLIAS HOWE NOUVEAU MODÈLE N° 6 La plus douce et la plus silencieuse des Machines à coudre.</p>			

Today, well-assorted supermarkets (advertisement on above right) carry a large selection of good wines.



☐ Liberia, handpainted and coloured proof on cardboard of Interphil '76. Sign for wine, tea, brandy and coffee.



Postal stationery, France, 1892 used in Paris with strongly shifted advertising imprint of a wine merchant for table wines.

Like I have said before, there are a lot of ways to purchase wine, but the best is from an expert. The golden rule is: buy directly from the producer or find a reliable wine merchant you can trust.

Julio Collonges
IMPORTADOR DE
MATERIALES Y MAQUINAS ELÉCTRICAS

Instalación completa de Alumbrado, y Fuerza Motriz, Teléfonos, Para rayos, campanillas eléctricas, etc., etc.

354 - ESMERALDA - 354
Unión Telef. 1125 - Avenida

WHISKY OLD SMUGGLER

El mejor VERMOUTH Torino es el

★ **BALLOR** ★

De la antigua casa Freund Bailor & Cia. de Torino

LUIS PARGALIONI & C^a
BUENOS AIRES
Cangallo 541

Chocolat Menier MODAS • Maison Toupet

BAZAR FRANCÉS
BUENOS AIRES
Unicos agentes 72, Florida, 72
de Christofle de Paris

Fotografía Parisiense
ARTES 776 ☆ Pelinado gratis para señoras
Retratos album finos desde 5 pesos docena
Aires

VINOS TRAPICHE
85, FLORIDA, 85
BUENOS AIRES

Máquinas de lavar ó Lessiveuse
COLADOR MODERNO DE FIERRO GALVANIZADO
L'EXPRESS

<p>AHORRO De ROPA</p> <p>Máquinas de coser SINGER</p> <p>Máquinas de tejer y escribir CALORIFEROS</p>	 <p>AHORRO De Tiempo</p> <p>Máquinas de bordar CORNÉLY</p> <p>Productos Fotográficos CRISTALLOS</p>
--	---

Anderson Clerget y Cia. 135, Maipu, 147
BUENOS AIRES



Direct purchase from producer.

But what do I do when the producer lives on another continent - like **Vinos Trapiche** here on the left?



Henekey's Commercial Envelope.

HENEKEY, HUNT & COMPANY,
WINE, SPIRIT, & LIQUEUR MERCHANTS,
No. 323, HIGH HOLBORN, LONDON.

H. H. and Co. beg to return their grateful thanks to their Friends and the Public for the kind support they have hitherto afforded; and to assure them that no exertion shall be wanting to merit their continued approbation and patronage.—The Wines and Foreign Spirits being shipped direct by the Growers and Distillers, they have no intermediate profits or agencies to pay, and are enabled to offer them to their Friends at the following very reduced prices for cash on delivery, duty paid and delivered to any part of London, free of expense.

WINES IN WOOD.

Per Pipe, Hhd. Gr. Cask.	Per Pipe, Hhd. Gr. Cask.
Port, very good..... 600 £30 10 £15 0	Sherries, any colour..... £24 £42 10 £21 10
Do. superior..... 65 35 0 17 0	Do. very old do..... 93 47 3 21 10
Do. for immediate bottling..... 75 35 0 19 10	Do. very high character, scarce... 100 50 0 —
Do. Do..... 84 42 10 21 10	Do. very choice old East India... 120 00 0 —
A few pipes of extraordinary old	Vidonia..... 45 23 0 12 0
Wines, of high character, and	Do. London Particular..... 45 23 0 12 0
full of flavour..... 83 & 100	Marsala, the best..... 45 23 0 12 0
Masden..... 66 33 10 15 16	Cape, superior..... 30 15 10 8 10
Sherries (golden)..... 55 23 10 14 10	Do. Maderia or Sherry character... 36 18 10 9 10
Do. pale or brown..... 60 30 10 15 10	Pontac, superior..... 36 18 10 9 10
Do. superior..... 64 31 10 17 10	
Do. very superior..... 75 35 0 19 5	

WINES IN BOTTLE.

Per Dozen.	Per Dozen.
Port, from the wood..... 24s. 30	Maderia (direct)..... 30s. 36s. 42
Do. superior, best Marks..... 34 36	Do. West India..... 45 54
Do. old crusted..... 32 36	Do. East India..... 60 72
Do. superior, 5 to 8 years in bottle..... 42 48	Bucellas, very old..... 30 36
Do. very choice, 10 years in bottle..... 54	Lisbon, rich and dry..... 28 34
Masden, old crusted, 2 years in bottle..... 30 36	Calcevilla..... 38
Sherries, good quality..... 24 30	Vidonia..... 23
Do. superior pale, gold, or brown..... 36 42	Marsala..... 24
Do. very choice, of rare quality..... 48 54	Arinto..... 28
Do. the Amontillado, very old..... 48 54	Cape, old and superior..... 18 21
Do. very superior old East India..... 54 60	Pontac..... 18 21

FRENCH AND RHEINISH WINES.

Per Dozen.	Per Dozen.
Champagne, sparkling..... 54s. 60	Sparkling St. Peray, in high condition, } 72
Do. first quality..... 72 84	and very fine..... } 36s. 42
Do. in bottle..... 36 42	St. Emilion and Barsac..... 30s. 36 48
Claret, second growth..... 36 42	Hock..... 36 48
Do. St. Julien, vintage 1834..... 48	Do. Rudesheim Berg, 1819..... 54
Do. Larose and Leoville..... 60	Do. do. 1811..... 60
Do. Lafite, Latour, and Chateau Margeaux..... 72 84	Hermitage (the choicest quality)..... 90 105
Moselle..... 48 54	Burgundy do..... 90 105

SPIRITS OF CURIOUS AND RARE QUALITY.

A beautiful article of Pure Pale Brandy 72s. per doz.	Jamieson's Dublin Whiskey, seven years old..... 21s. per gal.
A few cases of extraordinary Old Brandy, well worthy the attention of the Connoisseur..... 84	Very Superior English Gin..... 12
Very old Pine-apple Rum, over-proof..... 18 per gal.	Rum Shrub, very superior..... 16
	Scotch Whiskey (various)..... 21

FOREIGN AND BRITISH SPIRITS

Per Gallon.	Per Gallon.
Genuine Cognac Brandy..... 24s. 6d. 26s. 6d.	Hollands (Schiedam)..... 25s. 6d. 28s. 6d.
Finest Old Champagne, do..... 28 0 32 0	Rum Shrub..... 10 8 13 4
Jamaica Rum..... 10 8 12 0	English Gin, various strength..... 8 0 9 4
Welderburn do. best mark..... 14 0	Best do..... 10 8 12 0
Whiskey (Scotch and Irish)..... 12s. 16s. 18 0	

FINEST DUTCH LIQUEURS.

Per Quart Per Pint	Per Quart Per Pint
Gold Water..... 14 0 12 0	Kirsch Liqueur (Cherry Brandy)..... 12 0 7 0
Crème de Noyau..... 12 0 10 0	Asanas (Fine Apple)..... 14 0 7 0
Curaçao (Orange and White)..... 14 0 7 6	Crème de The..... 14 0 7 0
Marschino (Drioli's)..... 15 0	Kirsch Wasser (Salses)..... 14 0

N.B. Also, imported in one dozen cases, containing two gillons, very superior Scheidam Hollands, at 60s. per dozen, which will be delivered from the Docks in the original package. Bottles and Cases included.

H. H. and Co. beg to call the particular attention of their Friends to a beautiful article of **Milk Punch** (made from a most esteemed recipe) at 32s. per dozen, bottles included.

Bottles charged 2s. per dozen. Hampers or Cases 1s. per dozen. Stone Bottles 6d. per gallon. Casks at Coopers' prices, which will be allowed for when returned.

CAUTION.

GEORGE HENEKEY regrets to be under the necessity of cautioning his Friends that no person of the name of "HENEKEY" is connected with any house, but a firm having adopted the style of "HENEKEY and Co." he will thank his Friends to be careful in directing to "323."

Printed by CHARLES BARNETT, Stationer and Account Book Manufacturer, 7, Oxford Street, London.

✓ Mulready-envelope named after William Mulready, English painter and creator of these envelopes. Stationary, Great Britain, issued at the same time the world's first stamps were introduced: 6 May, 1840. The issue was discontinued shortly after due to low demand. Full page advertisement for wine and spirits.

Then you need to look for a distributor like **Henekey**, his advertisement is above. You're in good hands with him.



✉ POW mail 2/7/1941 with violet censorship cancellation "Stalag VI J" depicting a wine goblet.



✉ Glass blower on stamp above with strong perforation.

... most households a single kind usually will do. The most suitable is simple, colourless, unpolished glass so your eyes, nose and palate can get the most genuine impression.



✉ Sample stamp of a glass blower

Hand blown glasses with thin rims are particularly valued however they come at a price.



✉ Fancy cancel "Goodwine" depicting a wine glass.

We went to a wine tasting and bought some wine. Now we just need the right **wine glasses**.

As an expert you have different glasses depending on the type of wine and grape variety, but in ...

Take a look around, here you can find a nice glass for some good sherry. Who wouldn't like to take a drink out of it? Underneath are champagne flutes from Bohemia.

EDINBURGH ENVELOPE ADVERTISER.

CIRCULATION 3000 Stamped.
Do. 1500 Unstamped. } P. 5

The Cheapest Sale of Books that ever was in Edinburgh.

Witness what Follows!

BACON'S Works, 2 vols. 4to, cloth, L. 4. 4s., for 3s.—Bibles, pocket, gilt, bound, 4s. 6d.; Stebbing's do. 5s.; Morocco do. 7s.—Henry's Bible, 3 vols. calf, neat fine copy, L. 6. 6s., only L. 3. 3s.—Scott's Bible, 6 vols. 4to, best edition, with maps and marginal references, calf extra, gilt leaves, L. 12. 12s., only L. 9. 9s.; Do. 6 vols. cloth, L. 8. 8s., for L. 5. 5s.—Blair's Lectures on the Belles Lettres, 4s. 6d.—Cruden's Concordance, with compendious Dictionary of the Bible, only 10s. 6d.—Brown's Bible, calf, bound, 16s.; Do. cloth, 12s.—Fictorial Bible, 3 vols. best edition, cloth, only 46s.—Gibbon's Rome, 12 vols., royal paper, copy, with Denon's Atlas, L. 8. 8s., only 70s. cloth.—Goldsmith's History of the Earth and Animated Nature, plates, 21s., only 10s.—Horne on the Psalms, 12s., for 6s.—Hunter's Sacred Biography, only 8s.—Hume and Smollett's History of England, 3 vols., fine edition, L. 3. 3s., only 16s.—Josephus' Works, cloth, only 6s.—Leighton's Works, 4s.—Milner's Church History, new edition, 8s.—Paley's Works, only 4s.; another edition, fine, 5s., 6d.—Peacocks of Scotland, with plates of all the Arms, 10s. 6d., for 4s. cloth.—Rollin's Ancient History, 6 vols., maps, L. 3. 3s., only 21s. cloth.—Robertson's Works, 2 vols. 12s. cloth.—Scott's Theological Works, only 5s. do.—Smith's Wealth of Nations, 5s. do.—Spectator, 6 vols., only 8s. 6d.; Do. one vol. 6s.—Shakspeare's Works, 8s. cloth; Do. small edition, gilt leaves, only 6s.—Walker's Pronouncing Dictionary, with Key, 5s.; Do. without Key, 4s.; Do. Rhyming Dictionary, only 7s., scarce.—Scott's Worthies, 2 vols., 21s., only 10s.—The Pulpit, 5 vols., half calf 50s., only 25s.; Do. cloth, only 18s.—Harvey's Works, only 7s. 6d. cloth.—Johnson's Dictionary, complete, only 24s. do.—Morrison's Family Prayers, gilt, only 12s.—Kamra's Sketches of the History of Man, 4 vols., best edition, calf 12s. And a great variety of others, cheap.

JAMES KAY, No. 3 Elm Row, EDINBURGH.
September 8. 1840.

Just published, in one vol. royal 18mo, price 1/6
Illustrated with Engravings.

THE HISTORY OF MOSES, for the Use of Children. By Miss ANN WALKER, Author of Rich and Poor, &c. Edinburgh: T. NELSON.

The Southern Districts, 1840-41.

TUTION commences on the 1st of OCTOBER
parlaments, will be conducted as follows:—

Mr SIM.
Rev. J. F. BROWN.
Rev. J. F. BROWN.
Mr DAUGLEISH.
Mr RYDE.
Mr D. F. SCURNE.
Mons. CHAMONT.
Dr GIGLIOLI.
Dr NACROT.

RUDGE (successors to the late LEYSON & SON), OILMEN, GROCERS, RETAILERS, & WINE MERCHANTS, 16 STREET, Edinburgh, respectfully
intly. they have always on hand a complete assortment of every article in the TRADE particularly selected for Family Use, which they supply on the most reasonable terms.

NEW WORCESTER ROYAL PORCELAIN PLINT GLASS AND STONEWARE SHOW ROOMS.

42, 43, and 44, SOUTH BRIDGE STREET, EDINBURGH.

WILLIAM ADAMS respectfully intimates, that he is daily receiving part of his recent immense personal selections in the Manufacturing Districts of England. This week's arrivals consist of an elegant display of DINNER, DESSERT, BREAKFAST, and TEA SERVICES, TOILET WARE, PLAIN and RICH CUT CRYSTAL, &c. &c.

The following is a list of a few of the Articles, with the Prices:—
Best Flint Half-pint Tumblers, . 6/ per doz.
Do. do. One-third Pint do. . 5/ —
Common do. do. from . 3/6 to 4/6 —
Best Flint Ale Glasses, . . 7/ —
Second do. do. do. . 2/ —
Common do. do. do. . 3/ to 4/ —
Best Flint Wine Glasses, . 4/6 to 6/ —
Second do. do. do. . 3/ to 4/ —
Common do. do. do. . 2/3 to 2/6 —

Every description of Cut Glass equally moderate, viz.:—

Best Cut Wine Glasses, . 6/ to 14/ per doz.
Do. do. Tumblers, . 8/ to 24/ —
Do. do. Ale Glasses, . 8/ to 18/ —

Right handsome Cut Wine Decanters, four quarts and four pints, for Twenty-eight Shillings!

With an unequalled variety of Rich Cut Water Bottles, Wine Coolers, Finger Basins, Celery Glasses, Ale Jugs, Dessert Dishes, Rummers, Sugar Basins, Cream Jugs, &c. &c. at unprecedentedly Low Prices.

An examination in detail of the STOCK of CHINA, IRONSTONE, and STONEWARE, is more than could well be accomplished in an Advertisement. W. A. therefore contents himself with stating, that his Stock of the above articles totally eclipses every other establishment in this line in Scotland! while the Prices, on inspection, will be found from 20 to 30 per cent. under those of any house in the kingdom which keeps goods of equal quality.

The Articles are all marked in plain figures. * Ready Money.

NOTICE TO FARMERS AND GRAZERS.

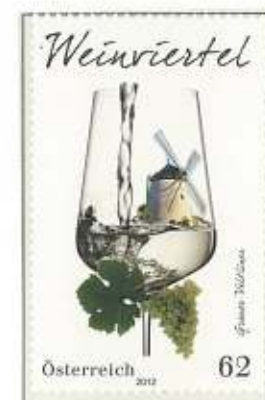
GEORGE CAMPBELL, CATTLE & SHEEP SALESMAN, Edinburgh, begs most respectfully to return his sincere thanks to those FARMERS and GRAZERS who have so liberally honoured him with their consignments of STOCK this last season; and he trusts, from the most strict attention

DR ALLISON'S (EDINBURGH) Specific Solution of Copaiba, FOR URETHRAL DISEASES, &c.

THIS celebrated Preparation contains neither Resin nor Balsam of Copaiba, which few persons can take, in consequence of their irritating and dangerous qualities, liability to produce eruptions, and extremely nauseous taste and flavor, but possesses, by a new process (communicated by Dr A. to, and highly recommended by several eminent Medical Gentlemen of this City, in a final and agreeable form, ALL THEIR BENEFICIAL PROPERTIES; can be taken by the most delicate persons without producing inflammation, sickness, eruptions, &c., and without the slightest restriction as to diet, business, &c.

GLASGOW
19 SE 1240
5 PM

W. C. Blair & Co.
Morrison & Co.
Glasgow
POSTAGE ONE PENNY



The wine glass can strongly influence your enjoyment of wine. Here you can see the perfect thin glasses used for white wine.



✉ Perfin, punch holes of wine glass, enlargement 150%

Remember: the same wine seems finer in thin glasses; more full-bodied in sturdy goblet glasses (stamp Stalag). Wine experts value the perfect glass and buy them in specialty stores.



✉ Perfin No. 4-021-4 according to German catalogue. Sender Feist & Reinach from Bingen, used from 5/6/14.

✉ Postal stationary Großbritannien zu 1 Penny, für 1/2 Penny verkauft. (Anglo-Colonial Letter-Company Liverpool, Issue LI 4, dated 28th Feb 1889).



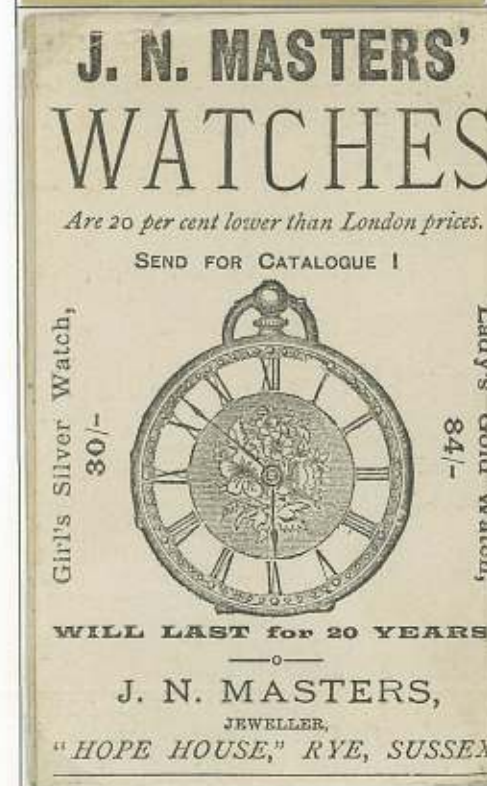
Booklet, France, type Paix, 50 c red No. 283-C10, series 271 Porcelaines Salmon. Set table with wine glasses.

Today we are having guests over for dinner. The table is set, the party can begin. Which wine do you think we should serve with dinner?

That is a **controversial question** that has caused ...



... gourmets, chefs and vintners to fall into lively discussions for over hundreds of years: **which wine should accompany which meal?** There is no universal answer.



Official photo essay for the press. The original stamp is somewhat smaller.

Well Chrisu, we will start today with oysters and champagne - you can't go wrong there.



Brazil, 5/24/1842, letter with fancy cancel **SANTOS** (fish) in black from Santos to Rio de Janeiro.



To conclude our meal, we will serve aged cheese with dessert wine - if desired - or a full-bodied red wine. What do you think?



(After dinner): Take a look at that, our guests are sitting satisfied at the table enjoying their wine. We got it all right again!

Then we will have fish. What would go better with fish than a good, dry white wine, a **chablis** for example?!



Can you ask for anything more than satisfied guests drinking a good bottle of wine?



5/30/1897: Postcard K. Württemberg for 5 pf in use from Heilbronn to Stuttgart.

Rudi, I have to tell you a little story: a few days ago I met an old school friend in the "Rathskeller". You know how the story goes: we're sitting in a cozy atmosphere, listening to music and chatting about the old days while drinking wine.



My dear friend, I don't like the sound of what you are telling me. Do you have an alcohol problem? I must urgently warn you about the hazards of alcohol. We need to talk about this!

Publibel-card of the Belgian post office with an advertisement for wine. Card on right is missing impression of value.



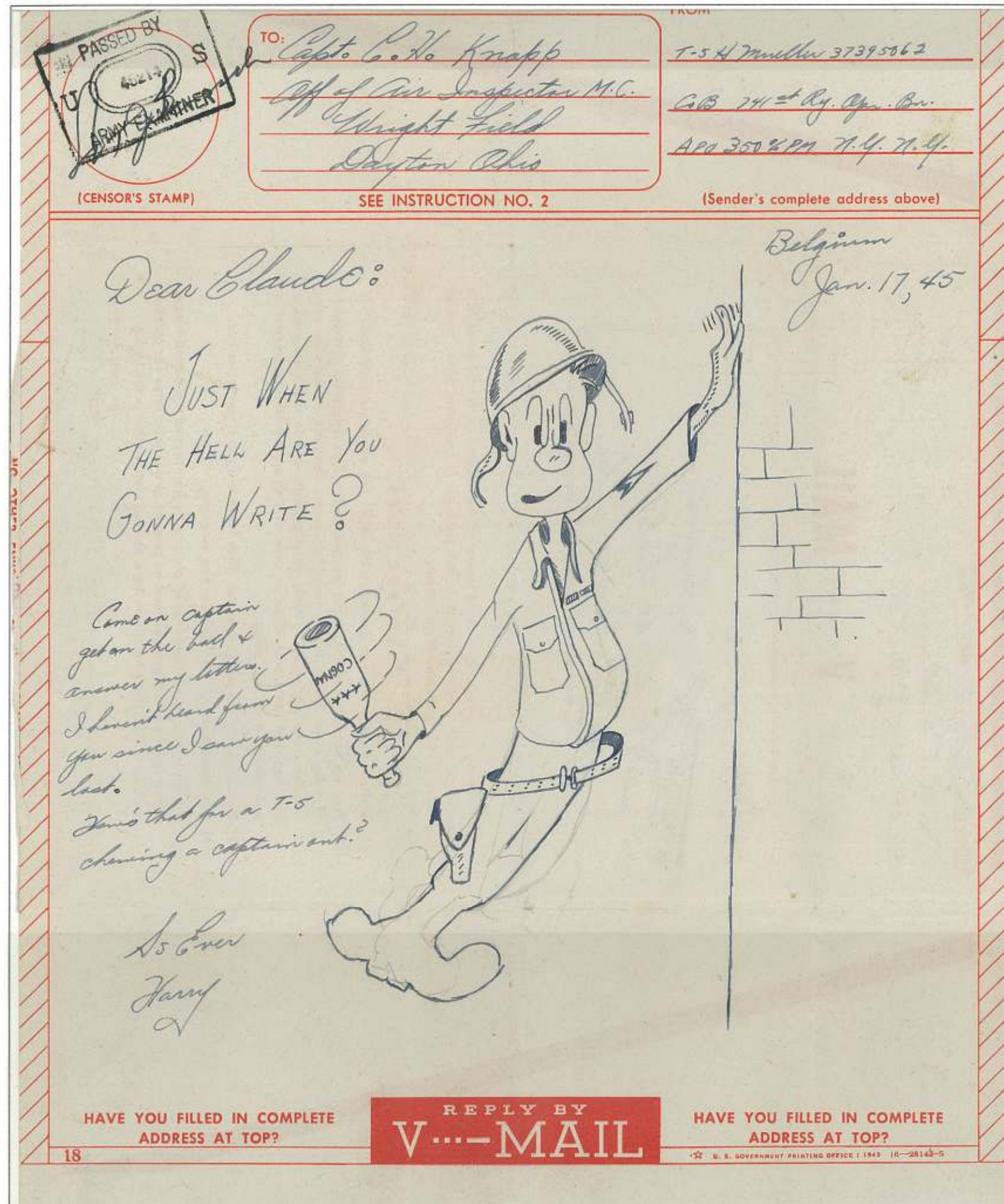
German Reich telegram in local use in Oldenburg dated 4/17/1929. Advertisement of a wine wholesaler.

The waiter kept serving us new drinks and before I knew it, I could feel the effects of the alcohol quite strongly.



Afterwards we went to the tavern "Weinwirtschaft zum Löwen". After closing time there, our group moved to the back room and continued celebrating until the next morning.





How can you say "NO" to a friendly gentleman inviting you for a glass of **"Bitter Raffin"**?



Remember: wine is an alcoholic beverage, there is no getting around it. Even a litre of light wine with 10% contains almost 100g of alcohol. If you drink 1/4 l of this wine, a blood alcohol level of 0.4 can be measured after 1-2 hours.



✉ Imperforated pair. Foto-expertise



It looks tempting, but when consumed in excessive quantities it can lead to an addiction that is hard to beat.

Boire ou conduire ... - don't drink and drive

6.3. Pleasure or addiction - where is the borderline

And then driving a car - how terrible! Look at the following pictures and read their texts.



No alcohol in road traffic



STOP



One glass is more than enough



Drink, drive - you ride with death

Alcohol relaxes and unhibits; when driving it increases your self-confidence and recklessness. The combination of these two leads to a dramatic increase in driving errors when **operating a motor vehicle**.

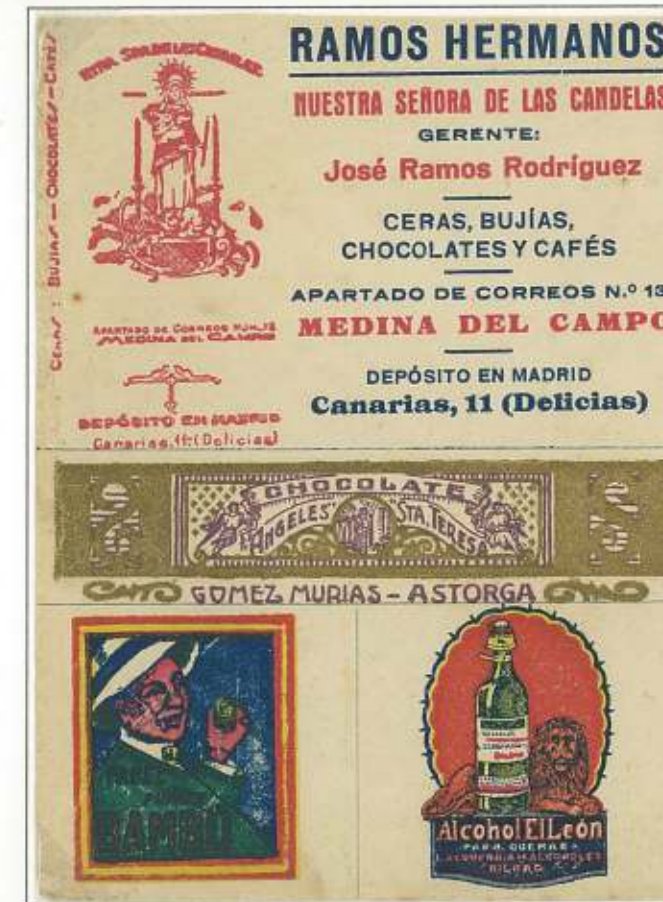


☐ Monochrome proof in back and white in small circulation.

It takes much longer to recognize dangerous situations when under the influence of alcohol. Your field of vision is narrowed, speed is underestimated and your reaction time is much slower.

Impairments through alcohol begin with a small dosis and increase considerably with progressed alcoholization.

Should a little devil like the one on the right try to tempt you at some time with cognac - beware!



☐ Spain, 1925, postal stationery on private order in foreign use to Berlin-Schoeneberg. Very rare. Advertisement for cognac.



And if you are planning on driving, why don't you **drink a bunch of grapes** or this **Nektargold** instead - they are both non-alcoholic.



☐ Domestic post card from 9/29/1916 from Bremen to Kappeln. The rate of 7 1/2 pf was valid from 8/1/1916 - 9/30/1918. **Perfin**: Stamp for 5 pf with perforation **S&J** which stands for Schädlich & Jakob.

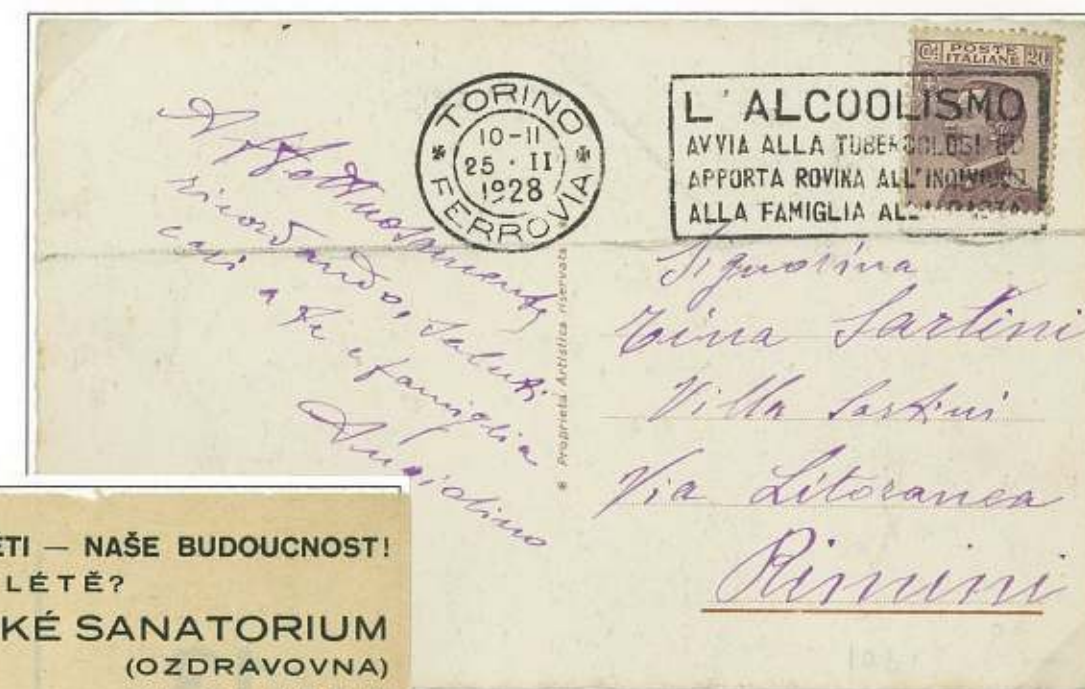
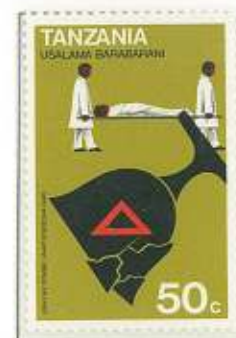


☐ Strip of 5 colour trial stamps (essay de couleur) and artist's die proof with seal impression and signature of engraver.





- ☒ Mistake on left stamp: the brown colour is missing.
Text on stamp: Fight against alcoholism



I can assure you that I do not have an alcohol problem. The little bit of alcohol I drink a day can't be addictive?!

Chrisu, let me tell you that it is often underestimated. Wine is an intoxicant with a significant potential for addiction and damage. When excessively drunk - aside from countless other tragic consequences - it is jointly responsible for cardiac diseases, infarcts and strokes.

LESNÍ SANATORIUM
Dr. SCHWEINBURGA
CUKMANTL
SLEZSKO

Prvotřídní fysikálně-dietetické sanatorium pro léčbu chorob vnitřních, výměny látek a nervových

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ADRESA TELEGRAMŮ:
POLONIA GRÄFENBERK
Telefon 6
MAJITELKA
MARIE MÜLLEROVÁ

DVORANA POŠTOVNÍHO ÚŘADU V LUHAČOVICÍCH

Naše města, zejména, jež jsou středisky cizineckými, lázeňskými, sportov. a hotelovými, vy-

bavuje Čsl. pošta moderními poštovními úřady, vyhovujícími všem požadavkům obecnosti.

NAŠE DĚTI — NAŠE BUDOUCNOST!
KAM V LÉTĚ?
DĚTSKÉ SANATORIUM
(OZDRAVOVNA)
Dr. GLASER
ALBRECHTICE U KRNOVA



Have you ever had the strong desire to drink alcohol or do you experience physical withdrawal symptoms such as trembling hands, tachycardia, outbreaks of sweating and internal unrest?

These are signs of dependency. There are many organizations which offer help: **associations against the abuse of mental beverages** or - you could check yourself into a **sanatorium** - to go through withdrawal!



☒ Badly centered stamp

HOTEL A PENSION MORY
NOVÉ ŠTRBSKÉ PLESO - VYSOKÉ TATRY
1320 m - Zotavení - Turistika - Plovárna - Sport - Žádejte prospekty



NERVOSNÍ?
Choroby srdce?
Potřebujete zotavení?

JANSKÉ KOUPELE U OPAVY

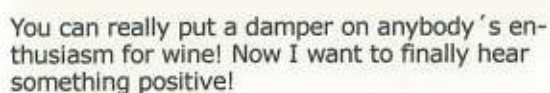
Deutscher Verein gegen den Missbrauch geistiger Getränke
(Bekirksverein Berlin und Umgegend).

DĚT
Žádám
dítě
Jméno
Adresa

LÉČ
Dr.
KAR
Fysik

J. v. Glömer
Dr. med. G. Meyer
J. v. Glömer
5/6

Sender: H. v. Glömer
Köthenerstr. 23.

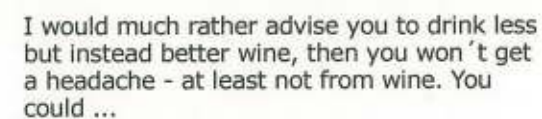


There is much to tell in that regards. Pasteur said: **"Wine is the most healthful and the most hygienic of all beverages"**.



Today's medicine is aware that red wine has the relatively same effect as aspirin. That means that not only headaches, intestinal illnesses but also cardiovascular diseases can successfully be treated.

If I understood you correctly, then the next time I have a headache I can drink a glass of red wine instead of taking an aspirin!?



... also eat grapes which are nutritious and beneficial - or you could just go on a **grape cure**. On the bottom left you can read about what it is good for.





Young women at work, in the middle is a bowl of delicious grapes.

Rudi, it is about time for us to think about the end of our story. And I don't want to hear another negative word.

My dear friend, didn't I just mention how healthy grapes are? That is a great conclusion to our story, so now just a few more things about the grapes themselves.



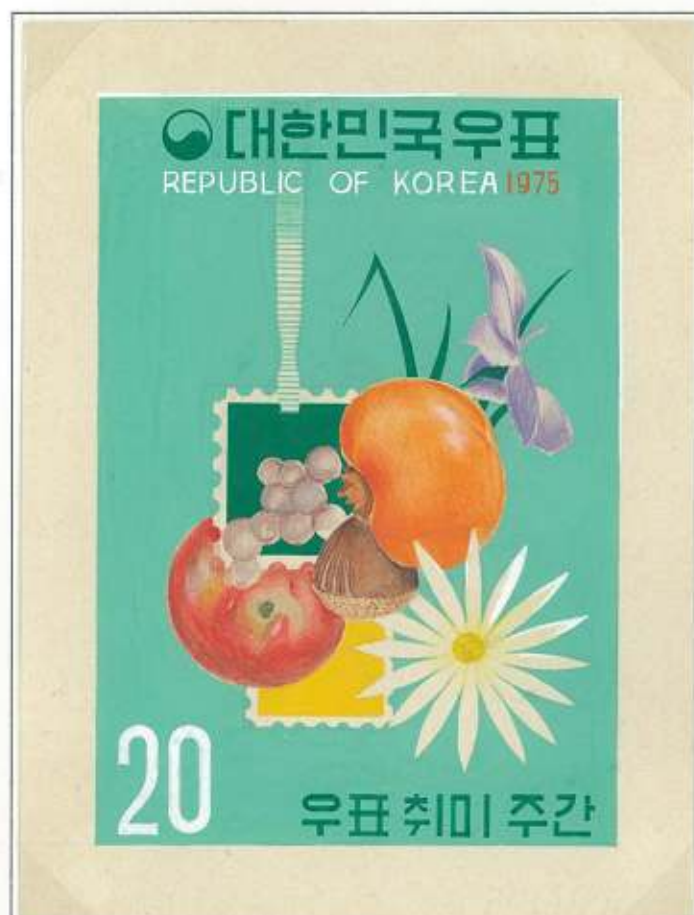
Artist's proof Saarland, 1953, "Rubens' Children" painting by Peter Paul Rubens, on the right side in the middle is the stamp in the original colour.



They taste delicious and are an interesting and valuable food source. They provide many nutrients which are impor-

tant to our health: vitamins, minerals and many phytamins, especially resveratrol and oligomeric proanthocyanidine.

So, we have reached the end of our joint journey through the world of wine. I would like to end this story with a quote from Robert Louis Stevenson. **"Wine is poetry in a bottle"**. Come along, Chrisu, I feel the strong desire for a glass of poetry ... **Cheers!!**



Korea, 1975, unaccepted design. Grapes, the most important type of fruit in the world.



Lower margin cut



Hungary, 1945, proof of the printing company Sonnenfeld in Nagyvard. 80 filler on brown paper without watermark, produced in two cycles: first the picture, then the indication of value and the name of the graphic designer were printed. Very rare. Picture of grapes. Expertise Flasch.

Eating grapes helps to improve blood circulation, protects blood vessels and keeps them elastic. They increase low blood pressure and strengthen the immune system.



Imperforated stamps: fruit exhibition, 1934



How could anyone resist an invitation like this to taste grapes?...