

THE IDEA—

"The success obtained in 1935 with introduction of Christmas Telegrams convinced the Administration to extend this initiative to the Postal Service, creating 'Christmas Postal Cards.' The wide acceptance of this new service by the public demonstrates that, whether from a moral or material viewpoint, the desired result was obtained, and this service has success guaranteed in future.

"The number of Christmas Postal Cards sold was 157,442."

—Anuário dos C.T.T. 1936, p. 23-4 (trans.)

Sales gradually rose, reaching 438,133 cards sold in 1943.

THE INDICIA—

Postal cards required an indicia "because stamps are considered official documents showing an 'Allegory of the New State' (Estado Novo) instituted by the May 28, 1926 Revolution."¹

The first cards used the *TUDO PELA NAÇÃO* (All for the Nation) design of telegraph pole wrapped with a patriotic banner, designed by Almada Negreiros and engraved by Arnaldo Fragoso, which Portaria 8141 of June 17, 1935 asserted: "Symbolized the Merit and Strength of a People United in a singular movement of National Renaissance."



Plate proof
w/o denomination

Trials for the domestic card rate color and paper:



color trial: surface
colored paper

ordinary paper



BOAS FESTAS CARD BEGINNING

THE CARD

Postal cards in the TUDO PELA NAÇÃO design were ordered by Portaria 8121 of May 31, 1935 and issued in June (day unknown) at the First National Philatelic Exhibition. →

(Probable first day)

Proof of card Nº8 w/o imprinted stamp. Design by José Joaquim Leite, printed by Lito. Nacional.



Souvenir cancel:
1ª EXPOSIÇÃO FILATELICA
12 JUN 35
— LISBOA —

← No cards ever issued w/o stamp or imprint!!



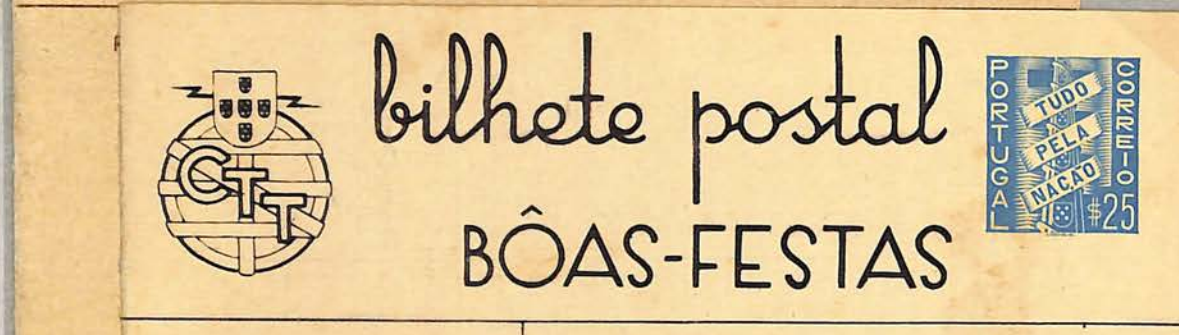
Completed card Nº10 →
Design by António Lino,
printed by Lito. Nacional.

Note the pino cone design in the small emblems on either side of 'PORTUGAL.' All four sides of this card have a pine cone theme.

Except for color and number, faces of cards 1-4 are identical. Supposedly, each card exists in 4 colors, the brown on two different papers, and with stamp imprinted or affixed. The exhibitor has not seen all 40 possibilities and doubts that several of them exist.



< BROWN - rough paper - stamp affixed



< VIOLET Imprint

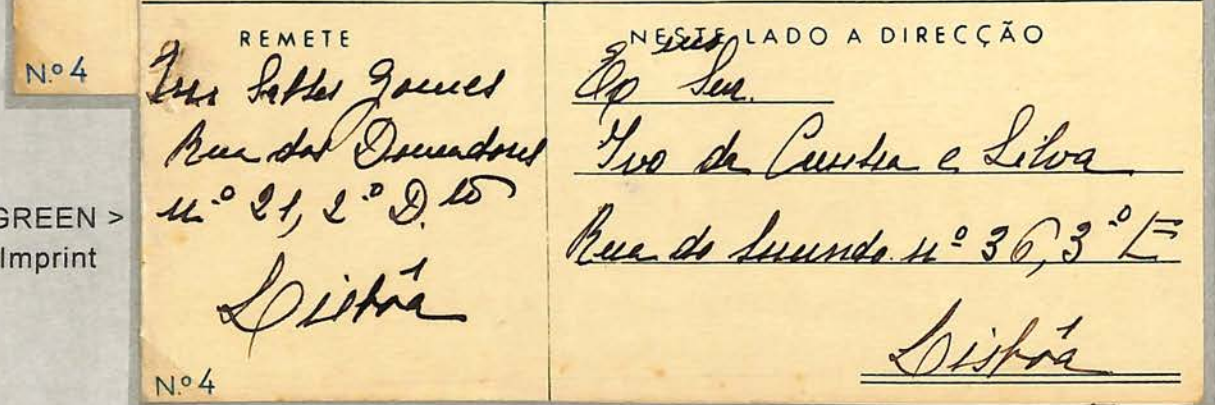


N° 1



BLUE > Imprint

N° 2



GREEN > Imprint

N° 4

N° 4

Cards 1-4 used a gothic design with holly, star and candles.

Nº 2 >
Rough paper
Imprint



Addressed w/ message, not canceled.

A modern holly, star and candle design on cards 5-8. Black border on Nº 5-6, gold on Nº 7, silver on Nº 8.

< Nº 6 w/ stamp



Nº 7 >
imprint

Nº 8 >
w/ stamp

Heliogravure reproductions of Portuguese religious art.

Card 1: Detail of "Adoration of the Three Kings" by Gregorio Lopes (National Museum of Ancient Art, Lisboa).

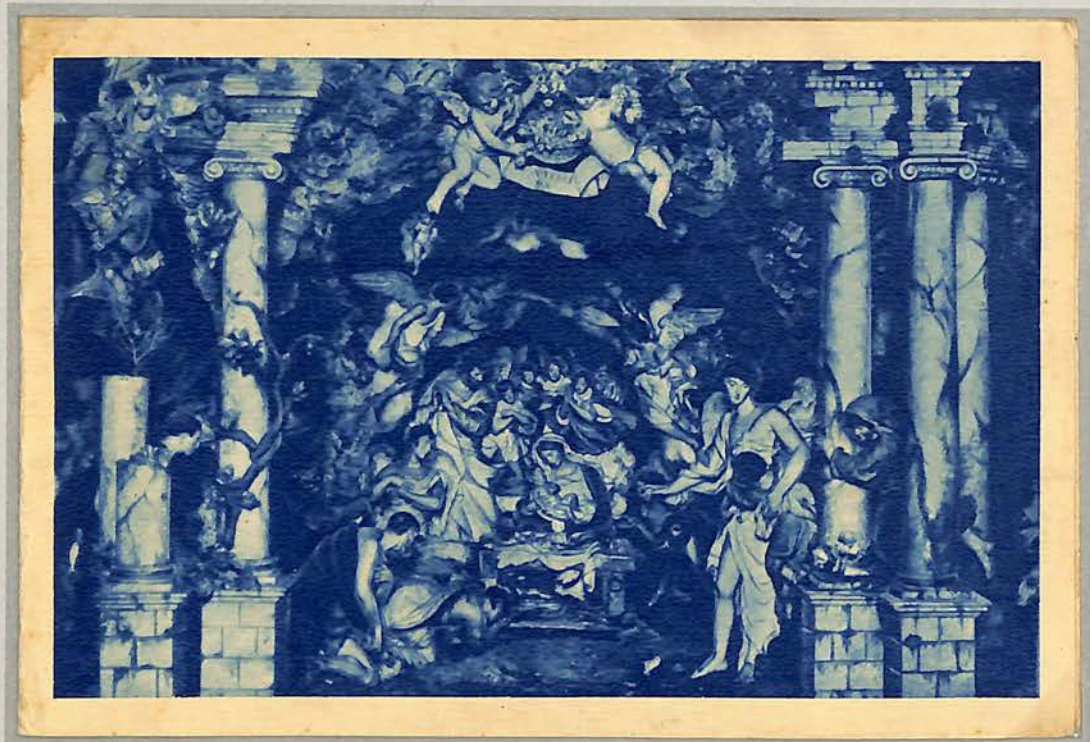
The importance of the Magi in Portugal is patent in choice of them for the first card.



< Nº 1
Smooth paper
Imprint

used Queluz to Carcavelos - December 25, 1937

Card 2: 18th Century Portuguese Creche (size, artist, location unknown)



Nº 2 >
imprint

Heliogravure reproductions of Portuguese religious art.

Card 3: Detail of carved creche by Machado de Castro (location unknown)

Nº 3 >
Smooth paper
Imprint



Addressed w/ message, uncanceled

Card 4: Detail of "Nativity" by 'the Paradise Master' (National Museum of Ancient Art, Lisboa).



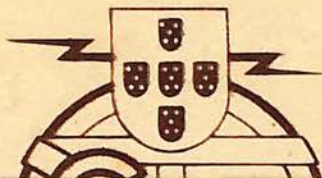
< Nº 4
imprint

Addressed w/o message, uncanceled

BACK

Cards Nº 1-9

N.º 1



Cards 1-4 feature the CTT shield over the waves in monochrome; on Nº 5-8, same in blue & red.

< Nº 1 w/ stamp

N.º 5

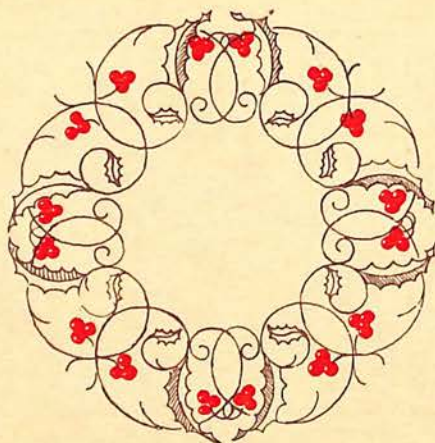


used Lisboa Norte to Lisboa - January 1, 1937

Nº 5 w/ stamp >

(Custo incluindo franquia \$50)

Used Vila Franca de Xira - January 1, 1937



The back of Nº 9 shows a stylized holly wreath.

(Custo incluindo franquia \$50)

All cards priced (cost including franking \$50)

Except for number, faces of cards 5-8 are identical, and exist with stamp imprinted or affixed.
No collector known to the exhibitor has seen Nº 8 with imprint. Does it exist?



< Nº 7 -
With stamp

Nº 6 w/ Imprint
▼



N.º 7

→
Used Lisboa to Porto
December 27, 1937

N.º 6



< Nº 9
(for Nº 10 see p. 15)

Nº9

— With antique, quasi-medieval lettering by Angelo Lima

Designs by José Joaquim Leite offset by Litografia Nacional.

Card 5: Child Jesus ringing the bell.

Nº 5 >
Stamp affixed



Card 6: Madonna & Child with Three Kings outside the manger.



< Nº 6
imprint

Designs by José Joaquim Leite offset by Litografia Nacional.

Card 7: Portuguese caravel at sea with rope spelling "Christmas/ New Year."



< Nº 7

Imprint

used Aguis to Carcavelos - December 26, 1937

Card 8: titled "Christmas Eve" - a completely generic design.

Nº 8 >
stamp affixed



INSIDE & BACK

Card Nº 10

A Durer-esque Pine Cone etching by Angelo Lima appears on all 4 sides of this card.



Note the A/L monogram ▲



Nº 9-10 are top folding

For Nº 9 see pages 1 & 9

(Custo incluindo franquia \$50)



used Nazaré to Lisboa - December 26, 1936



N.º 4 >



used Guarda - January 9, 1937 to Lisboa - January 10



Standard sources^{1,3} say only cards with affixed stamps were available the first year, as here, but see two N.º 4 cards w/ imprint used Dec. 25, 1936 on p. 4

< N.º 6



Carcavelos

used Lisboa to Carcavelos - January 7, 1937; rec'd Jan. 8

< N.º 6



In the second season cards w/ stamp and w/ imprint both used.

< N° 5 w/ imprint



Figueiro dos Vinhos- Dec. 30 to Evora - January 3, 1938; RETURNED TO SENDER, rec'd Fig. dos Vinhos - January 8



N° 5 >



Dated Lisboa - Dec. 30, 1937 Addressed Macau - not canceled [colonial card rate then 50 c.]

< N° 6 w/ imprint

FOREIGN USAGE

LEGAL & ILLEGAL

By UPU rule, double cards were accepted internationally only at letter rate.

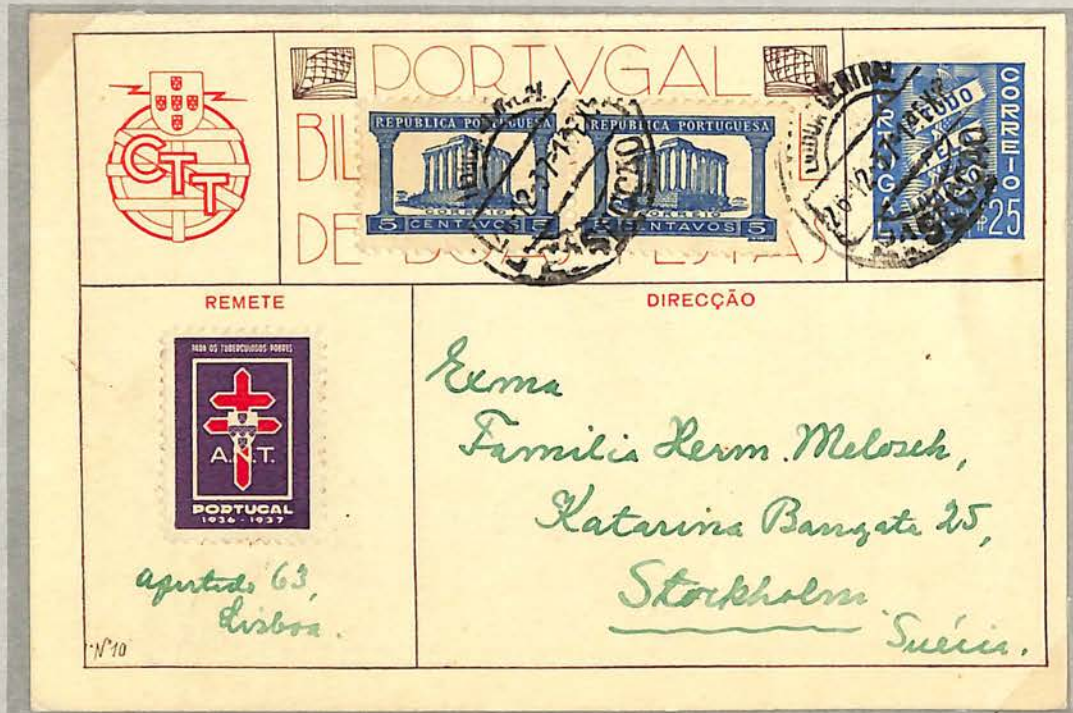
- ILLEGAL - stamps added to overpay 1\$00 foreign rate to Italy - not charged —



< N° 5

Viseu - December 31, 1939 to Rome - n.d.

- LEGAL - stamps (& TB seal) added to pay \$35 foreign printed matter rate to Sweden.



Two word message & signature Lisboa - Dec. 26, 1937 to Stockholm - n.d.

NATAL DO EXPEDICIONÁRIO — 1941
 «TODOS NÃO SOMOS MUITOS PARA CONTINUAR PORTUGAL»



(Custo incluindo franquia \$50)

120,000 Unsold cards N^o 9 & 10 transferred to the military for distribution to forces in the Azores, Madeira and Cape Verde¹.

Overprinted:
 Expeditionary Force
 Christmas - 1941
 "all are not too many to maintain Portugal"

If these quantities are to be believed, these cards should be half again as common as the un-overprinted cards.

But they are at least five times scarcer, and rare used, hence most of these were probably destroyed.



Ponta Delgada (Azores) - December 26, 1941 to Evora - rec'd January 6, 1942

References-----

1. Standard reference for all Portuguese postal cards: Cunha Lamas, José da, *Bilhetes-postais de Portugal e Ilhas Adjacentes*. Lisboa: Serviços Culturais dos C.T.T., 1952.
2. Catalog information from: [H&G]—Higgins & Gage *World Postal Stationery Catalog*, Section 14/PQ. Huntington Beach CA: Classic Philatelics, 1981. [OM]—Cunha Lamas, José da & Marques, O. H. de Oliveira, *Catálogo de Inteiros Postais Portugueses. 1^o Volume Portugal*. Lisboa: Correios e Telecomunicações de Portugal
3. Specialized book on Christmas Postal Stationery: Ferreira, J. M. M. & Barata da Neves, L. M. *Bilhetes Postais e Cartões de Boas Festas*. Lisboa: Filatelia Barata das Neves, 1989. This offers wildly different print quantities: N^o 1-8 w/stamp, 200,000 vs. est. 100,000¹; N^o 1-8 w/ imprint, 240,000 vs. est. 140,000¹; N^o 9-10, 200,000

CLUBE FILATÉLICO DE PORTUGAL 4

FORNECEDOR N.º 067/068

LOTE N.º ~~403~~
397

22 LEILÃO

DB 7976

A DB 8426



PREÇO INICIAL 20,00

PREÇO FINAL 20,00

RAQUETE N.º C