

DOMESTIC POSTALCARDS

1898 CENTENARIO DA INDIA

The 400th anniversary of Vasco da Gama's voyage to India was occasion for issue of stamps and stationery throughout the Portuguese sphere. Madeira was no exception.

Eight different commemorative cards were issued for the 10 reis domestic rate. Designs were based on National architectural monuments.



•Church of S. João, Tomar



•Jeronimos Monastery, Lisboa



• Side door, Jeronimos Monastery, Lisboa

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- Convent of Christ, Tomar (exterior view)

- Main Door, Jeronymos Monastery, Lisboa



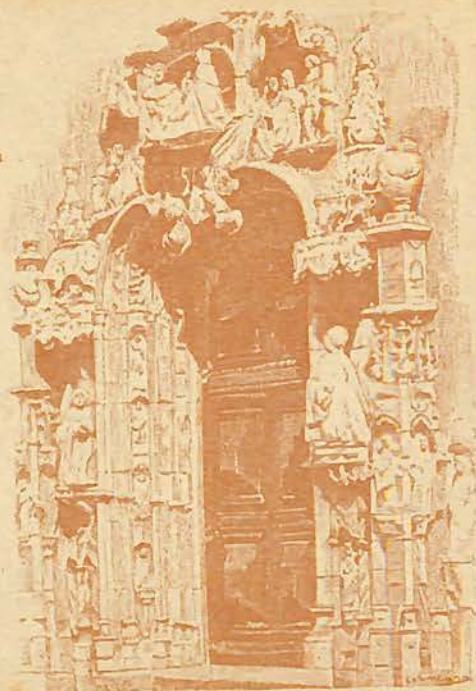


# Bilhete Postal



10  
REIS

Portugal  
&  
Espanha  
Madeira



D'este lado só se escreve a direcção.

For samples distributed to the UPU and other interested parties, a variety of overprints were applied.

A 6 x 2 mm diagonal **PROVA** is recorded on stamps from the 1882 and later issues.



● Church of S. João, Tomar



● Conceição Velha Church, Lisboa

EUROPEAN RATE POSTALCARDS

1898 CENTENARIO DA INDIA

Cards for the UPU card rate, 20 reis, featured a blue-gray indicia w/architectural monument on the reverse.



• Tower of Belém



• Pena Palace, Sintra



• Vasco da Gama

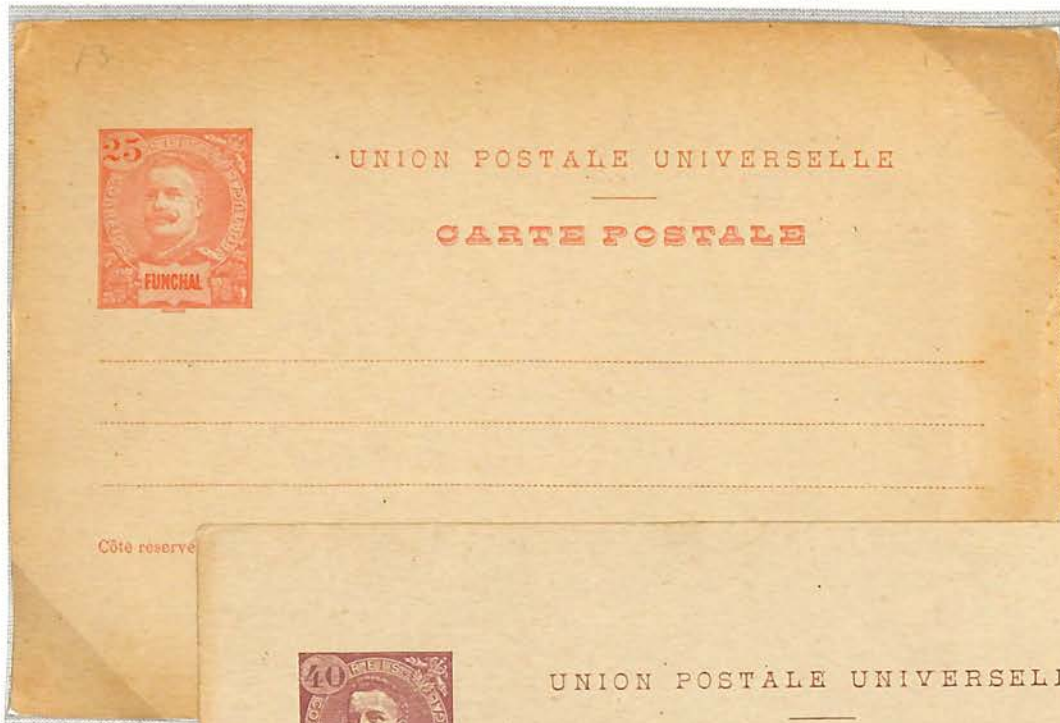


• Cathedral of Lisboa

'FUNCHAL' MOUCHON POSTAL CARDS

INCREASED RATES 1899-1903

*As the milreis depreciated in 1898 international cards were reissued in new denominations  
January 1, 1899: 20 reis became 25; 30 reis became 40..*



< 25 reis, gray paper



< 40 reis



25 reis, buff paper,  
1903 >

'FUNCHAL' MOUCHON REPLY CARDS

INCREASED RATES 1899-1903

*As the milreis depreciated in 1898 international cards were reissued in new denominations  
January 1, 1899: 20+20 reis became 25+25; 30+30 reis became 40+40.*



< 25 reis, gray paper



< 40 reis



25 reis, buff paper,  
1903 >

'FUNCHAL' MOUCHON POSTAL CARDS REDESIGNED

1907

The domestic single and double cards were redesigned in 1970, with "DEZ REIS" in an ornate band at top, and the stamp in collar at upper right..



< 10 reis

10+10 reis >



H&G 19-20,  
OM 19-20



'FUNCHAL' POSTAL CARD

EUROPEAN (UPU) RATE

*A Final 20 reis card inscribed 'Funchal' issued in 1908*

- The UPU rate card circulated until 1910—



REPLY CARD ISSUE of 1908

FUNCHAL

The final, little used, reply cards for Funchal issued late in 1908. Valid until 1 November 1910  
10 + 10 reis for domestic use -



20 + 20 reis for foreign use -



*Cards for Funchal / Madeira used the design of the mainland inscribed FUNCHAL*

- Domestic card issued early in 1893 —



- 50 Reis U.P.U letter rate, issued September 1, 1895 —



*When the Mouchon design replaced the Neto design on stamps, the letter cards were similarly modified.*

- Domestic card issued January 1, 1897 —



- 50 Reis U.P.U letter rate, issued January 1, 1897 —



*When the Mouchon design replaced the Neto design on stamps, the letter cards were similarly modified.*

- Domestic card issued January 1, 1897 —



- 50 Reis U.P.U letter rate, issued January 1, 1897 —



*Despite poor sales of the all lettercards of 1895 and 1897, new cards for the increased 65 reis U.P.U. rate issued for Funchal / Madeira*

- Issue of 1898—



*1904 Saw introduction of the reply lettercard, which no one ever figured how to use.*

- 25 Reis domestic letter rate—



1. <φ2>

2. <727> xskatz



Capt Schilling  
To Blandy Brothers & Co

Las Palmas  
Gran Canaria

*Overprint MADEIRA (Type III, wide 'D') manually applied to medium size mainland envelope.*

- 25 Reis for domestic use—

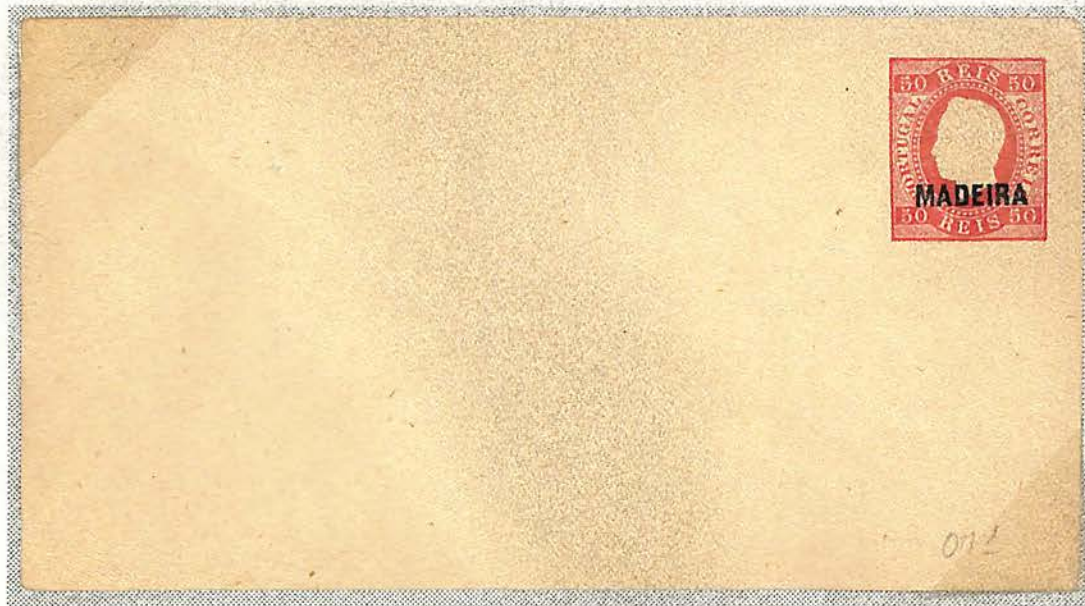


blue



greenish blue

- 50 reis for U.P.U. letters—





*Stationery envelopes for domestic and European rates issued April 1, 1893*



- 25 reis domestic rate envelope —

- 50 reis U.P.U. rate envelope —



Both printed on paper with high sulfur content - hardly any survive undamaged.

*Stationery envelopes for domestic and European rates issued January 1, 1897*



- 25 reis domestic rate envelope —

- 50 reis U.P.U. rate envelope —



Both printed on paper with high sulfur content - hardly any survive undamaged.

# A VISIT to MADEIRA

through the medium of **pre-World War I Maxi Post Cards**

Discovery of **Madeira** as a tourism destination for upper class Europeans coincided with development of the *private mailing card*, latterly "**postcard**," as trip momento to be sent to friends and family.



In Portugal & its territories, *postcards* (as opposed to government issue *postal cards*) were allowed beginning in 1899. Within a few years, the familiar chromo-lithographic cards dominated, and many users continued to frank the picture side (*Timbre Coté Vue*) as had been done with the forerunner up-rated Government issue postcards (as at left).

Thus were created early **maximum cards**, defined as having *maximum concordance between stamp, view & cancel*.

FUNCHAL - March 9, 1894 Portugal's first souvenir postal card, 10r domestic rate  
via LISBOA - March 14 - to HAMBURG uprated w/10r Prince Henry Issue

Concordance: Prince Henry the Navigator (view)'s Ships (stamp) discovered Madeira. Cancel honors the 500<sup>th</sup> Anniversary of his birth. Addressee: Bartels; philatelic? Naaaah!

This *Illustrated Mail* exhibit provides an overview of the island: sights, activities and peoples in the carefree years before the Great War. Medium is the postally used card, with stamp on picture side. Stamps inscribed "FUNCHAL" were used until 1910, then stamps of Portugal, first King Manuel II, then Ceres.

## PLAN (shown thus)

- P. 2 UPDATED GOV'T POSTAL CARDS
- 3 GETTING to MADEIRA - SHIPPING LINES
- 4 ADVENTURE ENROUTE - DIVING BOYS
- 5 HOTEL CHOICE
- 6 HAMMOCKS AROUND FUNCHAL TOWN
- 7 WHAT SHOULD WE SEE FIRST?
- 8 THE CATHEDRAL & FOUNTAIN SQUARE
- 9 THE OLD CASTLE & GOVERNMENT SEAT
- 10 FUNICULAR & TOBOGGAN RIDE

- 11 Inland: GRANDE CURRAL & WATER MILL
- 12 Inland: WATERFALLS
- 13 THE NORTH COAST
- 14 TRADITIONAL COSTUMES; 15 OCCUPATIONS
- 16 MEN AT WORK?

The 31 different cards are destined to 15 countries on six continents, showing the world-wide appeal of these view cards.



**Dom Carlos I**  
**1892-1910**

prepaid postcard to Hamburg, Germany

dated 12 MAI.03



1903 issue

CHARLES TEIXEIRA & CO.

Franchi

UNION POSTALE UNIVERSELLE

BILHETE POSTAL

Correspondencia

Findel 1st June 09

Endereço



Dear Sirs

Your esteemed order  
No 4625 duly to hand. We  
expect to ship goods by Cape  
Mail steamer on the 10th inst.  
Awaiting your further  
commands. We beg to remain  
Yours faithfully,  
Charles Teixeira & Co

Messrs J. Pennington & Co

Margate Court

Margate St

London E.C.1



UNION POST

CART

Jerry Karl Indolph  
Leipzigerstrasse 10



Detmold

Allemagne 14-

Côté réservé à l'ad.



# Bilhete Postal

Portugal  
&  
Espanha  
Madeira



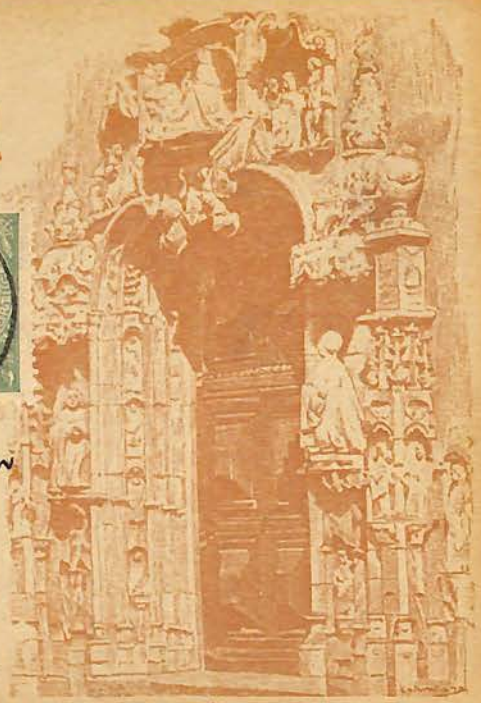
10 REIS

Bestellt  
vom Postamte  
Funchal  
20.3.05  
2 1/2

Herrn Wohlgeborn  
frum Kaufmann Lili  
Losenberg - Berlin.

Germany: Milichoborn.

D este lado só se escreve a direcção.



# BILHETE POSTAL

PORTUGAL e HESPAÑA

Madeira

DEZ REIS

1498-1898



POSTAL  
KONRATH  
1900

Herrn  
Wilhelm Konrath  
Rastatt/Baden Deutschland  
Bahnhofstr. 4.

D este lado só se escreve a direcção.



BILHETE POSTAL  
 Portugal e Hespanha  
 Madeira

FUNCHAL 16 JUN 98

Levy  
 man  
 field h  
 Green  
 Dor, N.

D'este lado só se escreve a direcção.



BILHETE POSTAL  
 Portugal e Hespanha  
 Madeira  
 DEZ RÉIS

Lisboa

Francisco B. Ribeiro Av. D. Angélica  
 Povo Monte Laffi ha  
 Ave de S. Thomaz cento 59  
 Africa Occidental  
 Lisboa

D'este lado só se escreve a direcção.