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№29  
**PHILATELY**  
of Ukraine

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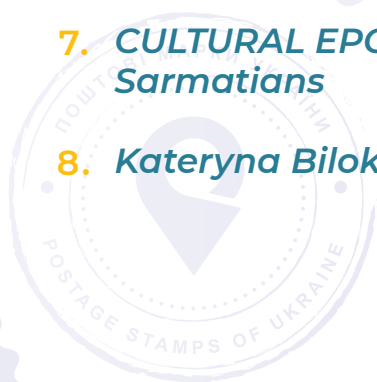
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## ISSUES OF POSTAGE STAMPS IN THE 1st QUARTER OF 2022

1. *Trident*
2. *NINTH ISSUE OF DEFINITIVE POSTAGE STAMPS.  
Coats of arms of cities and villages of Ukraine Bohoduhiv, Kharkiv Region*
3. *WINTER OLYMPIC GAMES. Beijing 2022*
4. *UKRAINE – SPACE COUNTRY. Satellite “Sich-2-30”*
5. *RESERVES AND NATURAL PARKS OF UKRAINE. Nature Reserve “Medobory”*
6. *TO THE 150th ANNIVERSARY OF BIRTH OF OLEKSA NOVAKIVSKYI.  
Oleksa Novakivskyi 1872–1935  
Self-portrait, 1911*
7. *CULTURAL EPOCHS OF UKRAINE.  
Sarmatians*
8. *Kateryna Bilokur. 1900–1961*

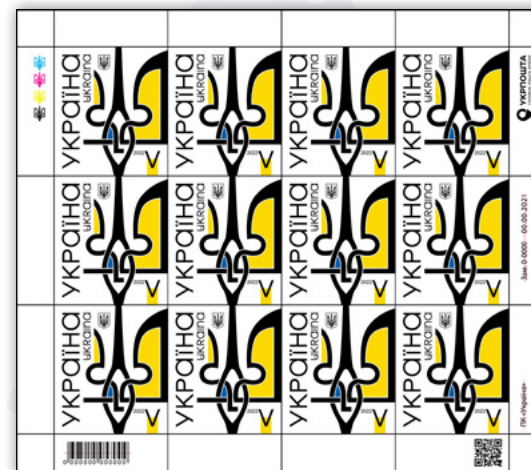


## DECORATIVE STAMP

### *Trident*

#### TECHNICAL INFORMATION

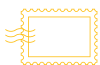
**Issue date:** January 21, 2022  
**Printing run** – 300 000 copies.  
**Size** – 30x33 mm  
**Number of stamps per sheet** – 12  
**Face value** – V (12,00 UAH)  
**Designer** – O.Shuklinova



Place of cancellation: Kyiv



Approved drafts of postage stamp, stamp sheet, cover “First Day”



## DECORATIVE STAMP

### Coats of arms of cities and villages of Ukraine Bohoduhiv, Kharkiv Region

#### TECHNICAL INFORMATION

**Issue date:** January 2022

**Printing run** – public

**Size** – 24,48x22 mm

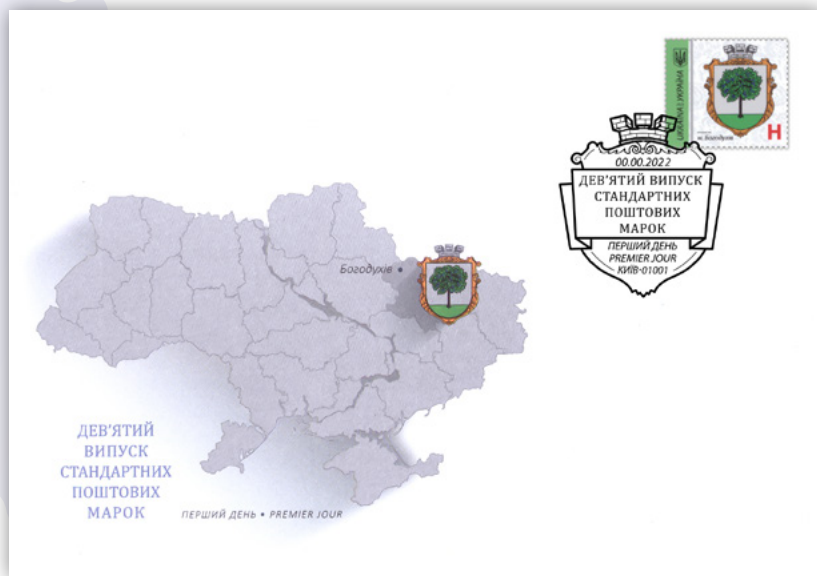
**Number of stamps per sheet** – 99

**Face value** – H (0,50 UAH)

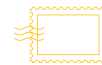
**Designer** – N.Andriichenko



Place of cancellation: Kyiv



Approved drafts of postage stamp, stamp sheet, cover "First Day" and postmark "First Day"



## DECORATIVE STAMP

### Beijing 2022

#### TECHNICAL INFORMATION

**Issue date:** February 2022

**Printing run** – 130 000 copies.

**Size** – 33x30 mm

**Number of stamps per sheet** – 6

**Face value** – F (23,00 UAH)

**Designer** – M.Kutz.



Place of cancellation: Kyiv

#### ADDITIONAL INFORMATION

XXIV Winter Olympic Games will take place from 4 till 20 February 2022 in Beijing. 2892 athletes will take part in

competitions in 7 sports in 24 disciplines, where 109 sets of prizes will be drawn. 7 new disciplines are included in the Games program. Beijing will be the first city to host the Summer and Winter Games. Game's slogan is "Together for a common future".

Approved drafts of postage stamp, stamp sheet, cover "First Day" and postmark "First Day"





## DECORATIVE STAMP

### Satellite "Sich-2-30"

#### TECHNICAL INFORMATION

**Issue date:** February 2022

**Printing run** – 130 000 copies.

**Size** – 40,5x30 mm

**Number of stamps per sheet** – 6

**Face value** – L (15,00 UAH)

Designed by Construction Bureau "Pivdenne"



Place of cancellation: Kyiv, Dnipro

#### ADDITIONAL INFORMATION

«Sich-2-30» is a satellite of opto-electronic observation of the Earth, developed within the framework of the National Space Program of Ukraine by the State Enterprise «Production Association Southern Machine-Building Plant named after Makarov» (Dnipro). It is scheduled to launch from Cape Canaveral (Florida, USA) in early 2022



Approved drafts of postage stamp and stamp sheet.



## POSTAGE BLOCK

### Nature reserve "Medobory"

#### TECHNICAL INFORMATION

**Issue date:** February 2022

**Printing run** – 20 000 copies.

**Size of the block** – 129x99 mm

**Size of the stamps:** 2 stamps - 39x44 mm,  
3 stamps - 39x40,5 mm

Face value of each stamp – V (12,00 UAH)

Artist – N.Kokhal



#### ADDITIONAL INFORMATION

Medobory Nature Reserve is a real pearl not only of Ternopil region, but of the whole of Ukraine. It is located in the Podolsk Tovry. The area of the protected area is 9516.7 hectares. The reserve presents a significant variety of natural values. A feature of the protected area is the presence of 19 Red Book bats. There are many historical and cultural monuments on the territory of the nature reserve, which date back to the X-XIII centuries.



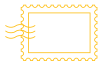
Place of cancellation:  
Kyiv



Place of cancellation:  
Ternopil region



Approved drafts of postage block, cover "First Day" and postmark of special cancellation "First Day"



## DECORATIVE STAMP

**Oleksa Novakivskyi 1872–1935.**  
**Self-portrait, 1911**

### TECHNICAL INFORMATION

**Issue date:** March 2022

**Printing run** – 130 000 copies.

**Size** – 52x25 mm

**Number of stamps per sheet** – 6

**Face value** – V (12,00 UAH)

**Designer** – V.Vasylenko



Place of cancellation:  
Kyiv



Place of cancellation:  
Vinnytsia



### ADDITIONAL INFORMATION

Medobory Nature Reserve is a real pearl not only of Ternopil region, but of the whole of Ukraine. It is located in the Podolsk Tovtry. The area of the protected area is 9516.7 hectares. The reserve presents a significant variety of natural values. A feature of the protected area is the presence of 19 Red Book bats. There are many historical and cultural monuments on the territory of the nature reserve, which date back to the X-XIII centuries.



Approved drafts of postage stamp, stamp sheet, cover "First Day" and postmarks of special cancellation "First Day"



## POSTAGE BLOCK

**Sarmatians**

### TECHNICAL INFORMATION

**Issue date:** March, 2022

**Printing run** – 20 000 copies.

**Size of the block** – 129x117,5 mm Size of the stamp – 63,5x44,5 mm

**Face value of the stamp** – 47,00 UAH

**Designers** S.Kharuk and O.Kharuk



Place of cancellation:  
Kyiv

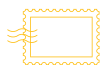
### ADDITIONAL INFORMATION

The Sarmatians are Iranian-speaking nomadic tribes who lived in the steppes from the Urals to the Danube during the Early Iron Age. During II - IV centuries B.C. Ukrainian steppes were inhabited by Sarmatian tribes Roxolani, Yazygs, Aors and Alans.



Approved drafts of postage block, cover "First Day" and postmark of special cancellation "First Day"





## POSTAGE BLOCK



### Kateryna Bilokur. 1900–1961



#### TECHNICAL INFORMATION

**Issue date:** March 2022

**Printing run** – 20 000 copies.

**Size of the block** – 145x128mm

**Size of the stamps** – 43x34 mm.

**Face value of the stamps:** 5 stamps – V (12,00 UAH), 1 stamp – L (15,00 UAH)

Designers O.Kharuk, S.Kharuk



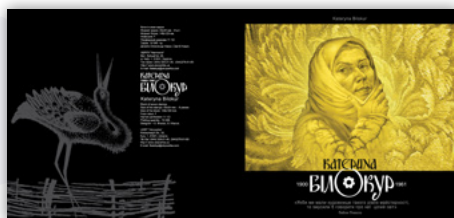
#### ADDITIONAL INFORMATION

Kateryna Bilokur is a representative of the so-called "Naive art". In 1954, at the International Exhibition in Paris, her paintings "Tsar Colossus", "Birch" and "Collective Farm Field" saw Pablo Picasso. "If we had an artist of this level of skill, we would make the whole world talk about her," he said..



Place of cancellation:  
Kyiv

#### Booklet



Approved drafts of postage block, cover "First Day", booklet and postmark of special cancellation "First Day"



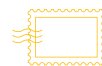
## SPECIAL CANCELLATIONS IN THE 1<sup>ST</sup> QUARTER OF 2022

Nº	Theme	Place	Approximate date
1	20 years since the establishment of the State Financial Monitoring Service	Kyiv	10.01
2	Ukrainian Political Prisoner's Day	Kyiv	12.01
3	30 years since the founding of the Department of State Protection of Ukraine	Kyiv	15.01
4	Regional exhibition of Olympic and sports themes	Uzhhorod	04-07.02
5	Postmark of special cancellation with shifting date «Prosperity in unity. Crimea. Ukraine»	Kyiv	26.02
6	30 years since the issue of the first postage stamps of independent Ukraine	Kyiv	March
7	100 years since the founding of the Berezhil Theater	Kyiv, Kharkiv	March



## LIST OF STAMPED COVERS, ISSUED IN THE 4<sup>TH</sup> QUARTER OF 2021

Name of cover	Format	Order Number	Date	Printing run, copies
In the hearts of descendants - the glory of the Cossacks!	Decorative stamped cover C6	603249	28.09.2021	350 000
100th anniversary of the First All-Ukrainian Orthodox Church Council of the Ukrainian Autocephalous Orthodox Church	Decorative stamped cover C6	603351	11.10.2021	350 000
Sergeant Sergey Mykhalchuk. Glory to heroes!	Decorative stamped cover C6	603352	11.10.2021	350 000
Colonel Andriy Sokolenko. Glory to heroes!	Decorative stamped cover C6	603353	11.10.2021	350 000
Перша земська поштова марка Переяславського повіту	Cover with original stamp C6	603369	18.10.2021	350 000
The first zemstvo postage stamp of Pereyaslav district	Cover with original stamp C6	603370	18.10.2021	350 000
Oleksandr Spendiarov. 1871-1928	Cover with original stamp C6	603371	18.10.2021	350 000
Mykola Voronyi. 1871-1938	Cover with original stamp C6	603437	02.11.2021	350 000
Serhii Poznia, «Morning winter fairy tale. Mariinsky Palace in Kyiv»	Decorative stamped cover DL	603521	16.11.2021	250 000
Olga Pilyugina, tapestry «Christmas carol»	Decorative stamped cover C6	603525	11.11.2021	1 000 000
M.I. Pyrohov Vinnytsia Medical University	Decorative stamped cover C6	603658	09.12.2021	350 000



## PHILATELY NEWS

### *Meeting of editorially artistic board on issuance of postage stamps, stamped covers and cards in Ukraine*

22, 23 November and 9, 23 December of 2021 Meetings of editorially artistic board (the Board) took place, where members of the Board considered applications concerning additional in 2022 issues of postage stamps, covers and special cancellations. On the Meetings of the Board the following decisions were made:

#### **2022 p.**

- To produce postmark with shifting date "OPERAFFEST TULCHYN";
- To conduct special cancellation, dedicated to the 150th anniversary of birth of Teofil Richter;
- To issue non-stamped decorative cover with the painting of Sofiia Kravchuk – winner of all-Ukrainian competition of paintings and photos "What does Ukraine mean for me?";
- To issue non-stamped decorative cover and conduct special cancellation dedicated to the 50th season of UFW and commemorating 25th anniversary of UFW;
- To choose the theme of the stamps of the joint issue "Ukraine-Singapore": "Metro stations";
- To conduct special cancellation to the 30th Anniversary of founding of Associations of the cities of Ukraine;
- To conduct special cancellation dedicated to Ukrainian Political Prisoner's Day;
- To change the format of postage issue, dedicated to sculptor Tomash Oskar Sosnovskyi, from stamped cover to postage block;
- To conduct special cancellation dedicated to the 350th anniversary of birth of Pylyp Orlyk.

#### **2023 p.**

- To issue postage stamp, dedicated to the 90th anniversary of the Holodomor of 1932–1933 in Ukraine in 2023.



## Victories of Ukrainian postage stamps on international arena, achieved in 2021

### Stamp No 1817 "Sofiia Karaffa-Korbut. Lukash and Mavka (Forest Song)"

Issue date: 25.07.2020

**II** Place in the international competition Nexofil Award 2021 (Madrid, Spain)  
In the category "The best stamp of the world in mixed printing



### Stamp No. 1907 "Cry of the Carpathians" according to POSTEUROP program 2021

"National endangered wildlife"

Issue date: 09.06.2021

**II** Place in the competition POSTEUROP for the Best Europa postage stamp 2021



### Stamp No. 1826 "Christmas" of the series "National minorities in Ukraine. Germans"

Issue date: 28.08.2020

**VI** Place in annual competition of Musical thematic group



## Poster which you can see in post offices of Ukraine

ПОШТОВІ МАРКИ УКРАЇНИ

POSTAGE STAMPS OF UKRAINE

2021-IV



БС ДИНОК З ХИМЕРАН. 1901-1903 рр. КНДВ  
Номінали марок – 2х11,00 грн, 2х16,50 грн, 33,00 грн  
Ціна блоку – 88,00 грн



ТРАКТОР «ЗАПОРІЖЕЦЬ», 1921  
Аркуш – 9 марок  
Номінал марки – V (12,00 грн)



100 РОКІВ.  
ДРУГІЙ ЗІМОВІЙ  
ПОХІД  
Аркуш – 8 марок  
Номінал марки – V (12,00 грн)



ПАСАЖИРСЬКЕ СУДНО НА  
ПІВДОБНИХ КРИТАХ «ВОСХОД»  
Аркуш – 9 марок  
Номінал марки – V (12,00 грн)



КОМАНДИР  
НАПІВЕРНІКА  
1-ГО АВІАНАПІВЕРНІКА  
ДИВІЗІОНУ  
Аркуш – 9 марок  
Номінал марки – V (12,00 грн)



КУЛЕМЕТНИК  
3-ТІЗЛІВНОЇ  
СТРІЛЬЦЬКОЇ  
ДИВІЗІОНУ  
Аркуш – 9 марок  
Номінал марки – V (12,00 грн)



СТРІЛЬЦЬ  
ЛЕПОНУ  
УКРАЇНСЬКИХ  
СІЧОВИХ СТРІЛЬЦІВ  
Аркуш – 9 марок  
Номінал марки – V (12,00 грн)



МОРСЬКИЙ ТРАЛЬЩИК  
«ЧЕРКАСИ» ІЗН  
Аркуш – 9 марок  
Номінал марки – V (12,00 грн)



ОРДЕН ДІДНАЗ  
ГАЛІЦЬКОГО  
Аркуш – 10 марок  
Номінал марки – L (15,00 грн)



М. КОМАРНО.  
ЛІВНІСЬКА ОБЛ.  
Аркуш – 99 марок  
Номінал марки – T (6,00 грн)



З РІЗДВОМ ХРИСТОВИМ!  
Аркуш – 8 марок  
Номінал марки – V (12,00 грн)



БУРШТИН  
Аркуш – 9 марок  
Номінал марки – V (12,00 грн)



СВІТЛИЧКА ПЕЛЮ (1801-1929)  
Аркуш – 9 марок  
Номінал марки – V (12,00 грн)



КРАСІ ГІБЛИ УКРАЇНИ. РІВНІСЬКА ОБЛАСТЬ  
Номінал кожної марки – V (12,00 грн)  
Ціна блоку – 48,00 грн

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ОФІЦІЙНОМУ МАГАЗИНІ



## Philatelic exhibitions in 2022

Name of the exhibition	Venue	Date
Regional Exhibition of Olympic and Sport theme	Uzhhorod	4-7 February
XX National philatelic exhibition with international participation "Ukrphilexp 2022", dedicated to the 30th anniversary of modern Ukrainian postage stamps	Kyiv	25-29 травня
XXI National philatelic exhibition "Ukrphilexp Poltava -2022", dedicated to 300th anniversary of birth of Hryhorii Skovoroda	Poltava	29 September – 2 October

## Formation of thematic plans of issuance of postage stamps, covers and conducting special cancellations in 2023

In January 2022, JSC "Ukrposhta" begins work on the formation of thematic plans for the issuance of postage stamps, envelopes and special cancellations for 2023.

In order to include in the thematic plan for 2023 new interesting topics, we invite readers of the magazine to join this work.

We draw your attention to the fact that the issuance of postage stamps JSC "Ukrposhta" is subject to the provisions of the Regulations on postage stamps, approved by the order of the Ministry of Infrastructure of Ukraine from 14.01.2021 № 8 and registered with the Ministry of Justice of Ukraine on March 3, 2021 at № 273/35895, namely:

1) prominent public and state figures, figures of science, culture, art may be depicted on stamps issued for anniversaries of birthdays on dates multiple of 25 years, but not earlier than 10 years after death;

2) postage stamps (envelopes) may be issued on the anniversaries of events of historical significance, anniversaries of the formation of cities, regions, institutions, educational institutions, cultural institutions, if these dates are multiples of 50 years;

3) repeated issues of postage stamps on similar topics can be carried out not earlier than 50 years after the introduction of the relevant plot.

Proposals to be included in the thematic plans for the issue of postage stamps, envelopes and special cancellations should have the status of "national". We remind you that the topic on which Ukrposhta has already issued postage stamps in the past will not be reconsidered.

Priority for consideration will be topics that could be brightly and interestingly covered on philatelic products: important historical events, art, unique regional features and more.

Proposals for thematic plans for the issue of postage stamps, envelopes and special cancellations for 2023 should be sent to the Department of Stamped and Philatelic Products (siryk-ai@ukrposhta.ua) no later than March 1, 2022.

The final decision on the submitted proposals will be made by the Editorial Board for the issuance of postage stamps, stamped envelopes and cards in Ukraine during the formation of thematic plans for the issuance of postage stamps for 2023.

Thematic plans for the issue of postage stamps and envelopes for 2023 will be posted on the corporate portal of JSC "Ukrposhta" <http://www.ukrposhta.ua> in the section "Philately" until June 1, 2022.



## INTERNATIONAL NEWS NEW YEAR-CHRISTMAS EXCELLENCE ON POSTAL ISSUES OF DIFFERENT COUNTRIES

The fact that the New Year is approaching is evidenced by the appearance of a large number of holiday stamps, which postal administrations of different countries traditionally begin to issue in November. And every time they approach this process creatively: to make postage stamps admire customers, and they, in turn, send as many New Year's greetings to family and friends.

### UK Post

On November 2, the British Post presented 6 elegant post-Cubist paintings depicting the history of Christmas. These beautifully illustrated Christmas stamps by artist Jorge Cocco will modernly represent traditional Christmas scenes of the birth of Jesus.



### Post of Latvia

On November 15, Latvijas Pasts presented three new postage stamps from the traditional Christmas series. The bright stamps depict cute animals: a cat, a dog and a target with holiday paraphernalia. The author of the drawings that became the basis for the stamps was the artist Girts Mane.







### Austrian Post

On November 12, the Austrian Post issued an unusual postage stamp "Glove". The miniature reproduces the detail of the blue wicker glove with deer and snowflakes. The face value of the stamp is 4.30 euros.

Pictures and inscriptions were printed with the help of a special sublimation process. To keep the paints for a long time, a special thermal pressing technology was used.

### Croatian Post

A stamp of Croatian post that saw the light November 22, immediately sets up a magical New Year's atmosphere. This is facilitated by its color. The miniature depicts large golden Christmas balls that shine like Christmas lights.



### Isle of Man Post

The Isle of Man Post Office presented 6 Christmas stamps, the main character of which was the locomotive Thomas. The issue of "Thomas and his friends for Christmas" presents illustrations of cartoon characters, superimposed on real images of the Isle of Man railroad.

In 2021, the locomotive Thomas, who is a favorite children's character, turns 75.



Yuliia Vasylyshyna



## MODERN BALLOON POST OFFICE OF UKRAINE - 20 YEARS!

( read the beginning of the article in the magazine "Philately Of Ukraine "№28)

The third flight of the balloon mail took place during the IV International Festival "Golden Scythian", which took place from May 28 to June 1, 2002 in Slavyanogirsk, Donetsk region. The balloon mail flight coincided with the VI International Aeronautics Festival "Air Brotherhood - 2002". Prior to this event, Marka Ukrainy Publishing House issued an unmarked artistic envelope (IV International Festival "Golden Scythian" (Order 983798. 2002.), and Ukrposhta "held a special postal cancellation" Balloon Post). 3 flight (Fig. 6 - Fig. 7). For each postal item taken on board, the balloon pilot affixed his personal board stamp.



Fig. 6



Fig. 7

The International Brotherhood of Aeronautics "Air Brotherhood" has been held in Ukraine since 1999, and flights are carried out in the airspace of different regions of the country. In 2003, the publishing house "Mark of Ukraine" released a marked art envelope "Balloon Mail" (order 3-3110. 2003), which was used for a special cancellation during the International Festival "Air Brotherhood-2003", which took place on 11 to May 18, 2003 in the city of Kamyanets-Podilsky, Khmelnytsky region (Fig. 8).

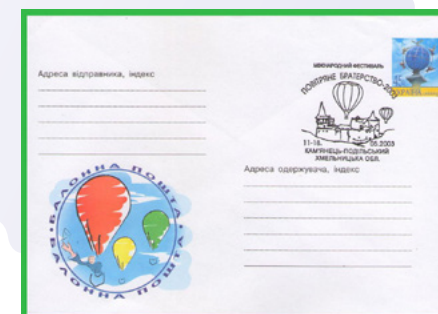


Fig. 8

The fourth balloon flight with balloon mail took place on October 9, 2003 in Svyatogorsk, Donetsk region. Prior to this event, Ukrposhta issued an non-stamped decorative envelope “Balloon Post” (Order 6921. June 26, 2003) and repaid postal items with a special postmark “Balloon Post”. 4th flight “(Fig. 9 – Fig. 10)



Fig. 8



Fig. 10

The fifth flight took place on October 9, 2004 in Svyatogorsk and is dedicated to the World Post Day. Prior to this event, Marka Ukrainy Publishing House issued a decorative stamped envelope “Balloon Mail” (Order 4-3356, May 25, 2004), and Ukrposhta issued a special postage stamp (Fig. 11). All postal items were stamped with a balloon number and stickers “Balloon Post” or “Ballon Post” stickers. Fifth flight mail, in addition to standard postal details, had a separate numbering.

The next sixth flight of balloons was dedicated to the 5th anniversary of the modern balloon mail of Ukraine and took place in Svyatogorsk on October 9, 2006 (Fig. 12). On the same day, the seventh balloon mail flight took place in Lviv, where the X National Philatelic Exhibition took place. Prior to these events, Ukrposhta issued an non-stamped decorative envelope “Balloon Mail” (Order 18208. September 14, 2006) and held special cancellations of written items (Fig. 13).



Fig. 11

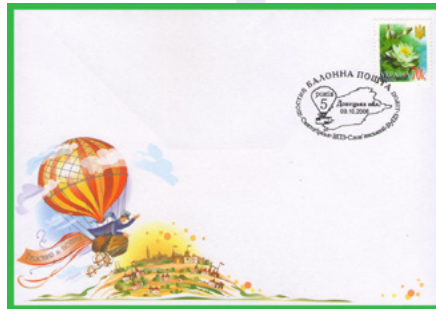


Fig. 12



Fig. 13

The fifth flight took place on October 9, 2004 in Svyatogorsk and is dedicated to the World Post Day. Prior to this event, Marka Ukrainy Publishing House issued a decorative stamped envelope “Balloon Mail” (Order 4-3356, May 25, 2004), and Ukrposhta issued a special postage stamp (Fig. 11). All postal items were stamped with a balloon number and stickers “Balloon Post” or “Ballon Post” stickers. Fifth flight mail, in addition to standard postal details, had a separate numbering.

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Fig. 14



Fig. 15

(read the end of the article in the next issues of the magazine “Philately of Ukraine”).

Collectors of the Kyiv Society of Philatelists Vadym Ishchenko and the Ivano-Frankivsk Society of Philatelists Ildus Khakimov





## WORLD POSTCARD DAY

Did Heinrich von Stephan, who headed the post office of the North German Union in the 19th century, think that his opinion, expressed at the Karlsruhe postal conference in 1865, about creating *offenes Postblatt* (or open letter) would inspire many people around the world and inspire to send more than 75,000 postcards on October 1, 2021 via the Postcrossing service?



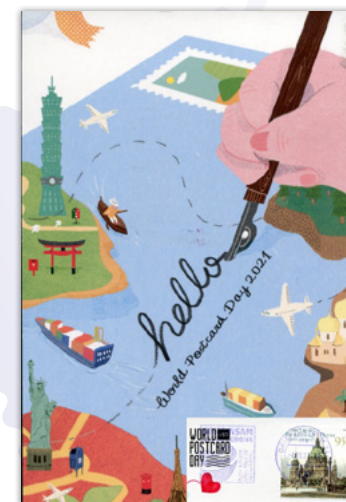
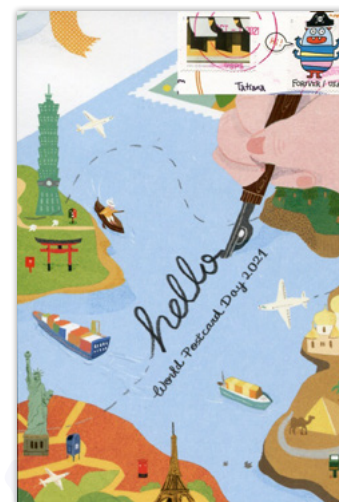
Postcard Teresa Silva, Portugal. 2nd place in the postcard design competition for the celebration of World Postcard Day 2021 in the Postcrossing project.



Postcard Chong Shir-ley, Malaysia. 3rd place in the postcard design competition for the celebration of World Postcard Day 2021 in the Postcrossing project.

It is difficult to trace the origin of a postcard as a 10 cm by 15 cm card with an artistic drawing. The postcard was not invented in a certain place and at a certain time - it has come a long way in development and evolution. Its history is inextricably linked with the development of postal services, printing, photography and, not surprisingly, radio and television. There were several significant events along the way, culminating in the fact that on October 1, 1869, the leaflets were officially issued and later recognized by postal operators.

1309 - Paper is invented in Europe. Of course, we know that according to other sources, paper was invented by the Chinese before our era. In addition, they carried out mass printing with the help of printing boards. 1390 - The first paper mill opens in Germany. 1436 - German jeweler and businessman Johannes Gutenberg invents the printing press. The popularization of printing presses and various types of paper has led to the development and improvement of illustrations on paper media.



Postcard winner of the postcard design competition for the celebration of World Postcard Day 2021 in the Postcrossing project - Shao-hua Wu, Taiwan. Franked by stamps of sending countries (USA, Germany, Netherlands, Brazil).

1777 - French engraver Demaison publishes in Paris a sheet of pictures with greetings to be cut and sent by local mail. 1840 - The debut of Sir Rowland Hill's first postage stamp, Penny Black. In the same year, as part of the postal reform in Britain, William Mulready, a famous artist of the time, was commissioned to illustrate some of the letters and envelopes. Mulready's design, engraved by John Thompson, featured an illustration at the top in the center of generous Britain with a shield and a reclining lion, surrounded on both sides by images of the continents of Asia and North America and images of people reading their mail in the two lower corners.

The illustration was printed on a sheet of paper in such a way that it appeared on the front when assembling the latter. 1843 - Sir Henry Cole commissioned his friend Evg Horsley to design the first Christmas card. Horsley's design depicted three generations of the Cole family raising a toast in the center of the figure. The main image is surrounded by a decorative grille and black and white scenes depicting scenes of donation as an illustration of celebration and charity. 1861 - A law is passed by the US Congress that allows private printed cards weighing one ounce or less to be mailed. In the same year, John P. Charlton of Philadelphia patented a postcard and sold the rights to Hymen Lipman, the founder of the first envelope company in the United States. However, the American Civil War led to the fact that these so-called Lipman cards were forgotten and not used for almost ten years. 1865 - Heinrich von Stephan proposes to create ofenes Postblatt - a hard card, about the size of an envelope, on which you could write a short message and send by mail without an envelope, but with payment for postal services by stamp. 1868 - Booksellers Friedline and Pardubitz present the Prussian Post Office with a draft Universal Correspondent Card form: the postcard should have a space for an address on one side and ready-made phrases printed on the other. It was enough for the sender to emphasize the necessary phrase from the finished set. 1869 - On January 26, the Viennese newspaper Neue Freie Presse published a proposal by Emanuel Herrmann, professor of economics at the Vienna University of Technology, Über eine neue Art des Korrespondenzmittels der Post (On New Means of Postal Correspondence). According to Herrmann, his "mail telegram" was to be limited to 20 words.

Finally, on October 1, 1869, the Austrian Post Office, following the recommendations of Professor Emanuel Herrmann, issued Correspondenz-Karte, a light brown rectangle 8.5x12 cm with a space for the address on the front and a space for a short message on the back. The postcard in the upper right corner was printed with 2 Kreuzer stamps, the cost of which was twice lower than a regular letter.

#### **The card was born!**

In less than a year, the post offices of Switzerland, Luxembourg, the United Kingdom and some German states have already followed the example of the Austrian Post Office and also issued their leaflets. Belgium, the Netherlands, Denmark, Finland, Sweden, Norway and Canada introduced leaflets in 1871, and the following year Russia, Chile, France and Algeria added leaflets to their postal offers. In 1873, France, Serbia, Romania, Spain, Japan and the United States issued their own leaflets. By 1874, the leaflets were distributed in Italy, Romania and Serbia.

In 1874, the General Postal Union was established in Bern (Switzerland) (later renamed the Universal Postal Union). One of his first postal treaties established a standard postage for letters sent to members of the Union and stipulated that half of this rate should apply to postcards. This has made sending postcards abroad much cheaper and less difficult than sending a post.

Initially, postcards with printed postage stamps were sold without pictures. Soon, individuals began to add their own images to them. 1872 is the year from which the use of private postcards was allowed in some European countries the sender had to equip with postage stamps of different value according to different regions of the address, as well as this is the year of development of printing on postcard images (first small monochrome elements, from the late 1890s in color and more complete illustrations).



*Postcard to celebrate World Postcard Day. 2020 design for 2021. The sending country is Brazil.*



*Postcard to celebrate World Postcard Day 2021. Sending country India.*

#### **Postcards began to conquer the world!**

Almost 136 years after the birth of the postcard, Paulo Magalhães, a Portuguese software engineer, developed the platform for the Postcrossing website. The motivation for creating the site was Paulo's love of receiving mail, especially postcards, but he did not know so many people with whom he could exchange them. Yes, a small hobby for leisure has become a world-famous project.

As of December 1, 2021, the project has 806,151 registered users from 205 countries. Received 64521490 postcards, in addition 410786 postcards are in the process of travel. Postcards have traveled almost 325,246,348,706 km. The basis for the exchange of leaflets is a single base of all project participants, as well as a issuance mechanism aimed at ensuring that the difference between sent and received leaflets for each participant was minimal. In Postcrossing there is a system of indirect exchange, ie sending cards to one user, the participant receives them from others.

This year, for the second time, the Postcrossing project invited members of its community to celebrate World Postcard Day together: send postcards on October 1 and receive a special mark in the profile when they reach the recipient; send a postcard to acquaintances and friends as part of a direct exchange; tell and help a little person to send his first card; organize various events aimed at informing and promoting the exchange of postcards - exhibitions and seminars, competitions and games, meetings Postcrossers, etc.

A competition was held and a postcard design was chosen to celebrate World Postcard Day. The theme of this year's competition is "Around the world on a postcard". According to its organizers, the postcards have been connecting millions of people around the world for almost 152 years. They carry news and meaningful words that the sender wants to convey to someone he cares about. After traveling across borders, postcards give smiles to those who receive them.



never visit, actually allowing them to travel the world on a postcard. 173 applications were received. The Postcrossing team, together with Finepaper and Georgina Tomlinson, curator of The Postal museum in London, selected three winners from all the designs. The first place was taken by Shao-hua Wu from Taiwan (the image of his design could be downloaded from the site and a full postcard could be printed). According to Shao-hua Wu, a postcard with exotic landscapes will be delivered to each Postcrossers; it will force our minds to travel to different places. Second place - Teresa Silva, Portugal and her "adventurous postman who delivers postcards around the world in a balloon." Third place went to Chong Shir-ley (Malaysia) and his words about the design of his postcard: "... I can only think that we will be able to get a postcard from space in these difficult times for this world, and I hope that one day we will also send a postcard from Earth to space. Send love and short messages and we will be able to read them in a quiet place. "



*Postcards to celebrate World Postcard Day 2021. Sending country of the United States.*

#### What happened?

During October 1 in the UTC time zone via the site 70381 postcards were sent to Postcrossing. The number of postcards sent increases to 75,659, if you count the postcards requested on October 1, in other time zones.

Paulo Magalhães admitted on the Postcrossing blog that he did not expect such activity and the site's infrastructure was not created for such peaks of activity, so it was a bit difficult for the platform to "come up with" addresses to distribute on this day. The site was running a little slower that day than usual, but Paulo was monitoring the servers, making some changes, and the platform's performance was improving. In total, the platform received about four times more requests for addresses for postcards on October 1 than on other days.

It is said that on this day, thousands of pens were heard all over the world writing small and large texts on postcards; that the reverse side of the brands was "tastier" than on any other day of the year; that postal operators will be surprised by the number of leaflets that passed through their sorting centers on October 1 and a few days later. Well, if not joking, then the celebration of World Postcard Day was joined not only by Postcrossers and other people from around the world, but also postal operators, organizations, institutions, etc. The Jersey Post has set up a display at its main post office where visitors can see words of wisdom and share them on their postcards. The museums hosted many events, such as the popular From Me to You seminar at the London Postal Museum-Café, as well as events for children in Slovenia and Finland. Postcrossers meetings took place in many countries and cities (such a meeting took place in Lviv as well the 1st of October). In London, at Stampex, Postcrossers had the opportunity to listen to a couple of lectures on postcards, get acquainted with the specially prepared stands and send postcards from the exhibition. In total, 3,000 World Postcard Day cards were handed out to visitors this year, so everyone could send a postcard to celebrate the day. Many libraries around the world also joined in the celebration, shuffling postcards and inviting visitors to send them. Some of those postcards were created by Postcrossers, who donated blank postcards and stamps to their local libraries and informed them about World Postcard Day (by the way, this may be a good idea for next year for you and the library next to you). An online workshop on how to collect, store and display leaflets was held by Barry Stagg, President of the British Thematic Association. Instagram hosted a postcard writing show organized by the charity From Me to You in the UK, which was signed for people in hospitals.

And no matter how your World Postcard Day passes this year or another, whether you are a member of the Postcrossing community or not, I wish you not to forget the magic of writing and receiving a regular postcard. Makes the world better with a postcard!

**Collector of the Kyiv Society of Philatelists  
Tatiana Fomenko**

