

CZECHOSLOVAKIA KRAG MACHINE ADVERTISING CANCELS : THE FIRST REPUBLIC PERIOD (1920 – 1939)

Synopsis of Exhibit

PURPOSE OF EXHIBIT:

To document the entire range of Krag machine advertising cancels used during Czechoslovakia's First Republic period.

INTRODUCTION:

Czechoslovakia achieved independence in 1918 with postal systems inherited from the former Austro-Hungarian Empire. Independence brought new national postage stamps and eventually new cancels. Krag cancelling machines predominated the period in larger Czechoslovakian centres. Machine "advertising" or "slogan"¹ cancels first appeared in 1920. These were a major communication tool of the government and national organizations. They advertised major events, anniversaries, government lotteries and bonds, social services, tourism, national needs and patriotism, postal services and postal directives.

Machine advertising cancels, with a few exceptions², were produced on Krag repeater cancelling machines.³ Many Czechoslovakian Krag machine advertising cancels have two-parts, many with different texts separated by dater hubs. Krag cancels are continuous and repeat, this can be seen on many covers depending upon the length of the cover. Most cancels are black, though some are in other colours and some in more than one colour [blue, red, lilac and green were used]. Many advertisements had *Czech* as well as *Slovak* language versions. Also, some of the cancels have illustrations. During the period over a hundred-fifty different machine advertising cancels were used, many with both Czech and Slovak language versions, all of which are included in this exhibit. When different offices, years of use and colours are counted, the variety and challenge is substantial. Over 150 offices are reported to have used at least one machine advertising cancel during the period. Over twenty different dater-hub types have also been found on the Krag cancels. These dater hubs differ by office and period.

Krag Repeating Advertising Cancel



Dater hub A

Text A

Dater hub B

Text B

The First Republic period ends with the dismemberment of Czechoslovakia, following the "Munich Accords"; the secession of Slovakia and German occupation and protectorate over the rump Bohemia and Moravia provinces in March 1939.

TREATMENT & IMPORTANCE

This exhibitor has seen no other exhibit of Czechoslovakia machine advertising cancels. This exhibit contains examples of all known Krag machine advertising cancels used in Czechoslovakia during the 1920 - 1939 period. Included in this exhibit are many scarce and unique examples of the cancels as well as postal documents and proofs. Languages of the cancels are identified when there are both Czech and Slovak variations; types of dater hubs; earliest and latest dates of use; quantities reported (when ten or fewer are recorded) as well as postal rates of the period. Where available, some cancels are illustrated by contemporary related postcards. Snippets of historical information, in different font, are given for many cancels to provide context.

PLAN AND DEVELOPMENT:

This exhibit shows all of the reported advertising cancels used in Czechoslovakia during the First Republic period in approximate chronological order. One of each cancel is shown, regardless of the number of offices of use or years of use.

¹ The terms "slogan cancel" and "advertising cancel" are used synonymously.

² Four produced on Universal machines and one on an Ascom-Hasler machine.

³ Invented in Norway and used in many countries including Norway, Sweden, Finland, Russia, United Kingdom, Czechoslovakia, Ireland and others.

Cancels that exist in both Czech and Slovak languages are shown together; cancels existing in multiple colours are shown. Smaller offices are emphasized, when they exist.

Translations of cancel texts are given in quotation marks. Number of offices are provided and listed when used in seven or fewer offices. Earliest and latest dates of use are given when single year of use, and years of use are listed when used in multiple years. Quantities reported are given when nine or fewer examples are recorded (regardless of multiple offices or multiple years of use); red matting identifies those cancels with five or fewer recorded examples as well as other special items.

Information on postal rates and censorship is shown when first appearing in the exhibit, based on information on the website "Czech Postal History."

RARITY AND DIFFICULTY OF ACQUISITION:

Acquisition of the full range of Czechoslovakian advertising cancels is very difficult. Many examples are shown for which nine or fewer examples are recorded. Ten of the advertisements in this exhibit have five or fewer recorded examples. Many examples are from offices of which only one example is recorded. Several postal documents relating to the advertisements are shown. Several head post office proofs are also shown (all several weeks before local post office use).

CONDITION:

The covers reflect the conditions of a country with a poor economy and which had gone through major wars. Quality of paper was not of import and proper storage of old communications not possible. Because of the larger size of European covers, many have had to be "louvered" behind the page in order to save space.

PERSONAL RESEARCH AND KNOWLEDGE:

There is little previous work on advertising cancels of Czechoslovakia during First Republic period. This exhibitor saw a need for documentation on Czechoslovakia machine advertising cancels and over more than fifteen years produced the definitive work on these cancels. This work,⁴ which is published by the Society for Czechoslovak Philately, lists all reported machine advertising cancels of the First Republic, offices of use, colours of cancels, earliest and latest known dates and quantity of each reported. This exhibit forms the basis for this research work which is in its 9th edition (the tenth edition is in preparation). This exhibitor maintains a data base of approximately twelve-thousand examples of the cancels.

ITEMS OF SPECIAL INTEREST:

Most are identified with red matting.

- Frame 1 -
 - p 1. Child Fund with incorrect year (1 example recorded)
 - p 2. Prague Fair 1920 (2 examples recorded)
 - Example of the Sokol cancel with unusual format
 - p 3. Prague Fair 1922 (1 example recorded)
 - p 4. Eastern Fair with unusual inverted dater hub
 - p 6. Day of Children (3 examples recorded)
 - p 7. Buy anniversary stamps (5 examples recorded)
 - p 8. Liberec Fair (3 examples recorded)
- Frame 2 -
 - p 6. West Bohemian Market (5 examples recorded)
 - p 7. South Bohemian Exhibition (5 examples recorded)
 - Exhibit at Litmosyl (3 examples recorded)
 - P 8. Animals Day (2 examples recorded)
 - Slovak language Days of Eagles (5 examples recorded)
- Frame 3 -
 - p 2. Masaryk aerial league (1 example recorded)
- Frame 4 -
 - P 4. Unusual airmail postcard
 - P 6. Home study advertisement (four different colours)

⁴ Friedenthal, S and Schubert, P. 2020 *Czechoslovakia Machine Advertising Cancels: The First Republic Period*. Society for Czechoslovak Philately. Ninth Edition. <http://www.cspilately.net/publications/publications-for-free/cz-machine-slogan-cancels/>

- Frame 5 - p 6. Unusual destination to China
Proof of advertising cancel
p 7. Postal document featuring advertising cancel
Proof of advertising cancel
- Frame 6 - p 4. Proof of advertising cancel
P 7. Telegram decorative stationary (2 examples recorded)
- Frame 7 - p 1. Moravian-Silesian Bezkydy with spelling variation (4 examples recorded)
p 2. Aerial exhibition (5 examples of Slovak version)
p 6. Telephone services advertisement Slovak version, (5 examples recorded)
p 7. Only bi-coloured machine advertising cancel
p 8. First Slovakia advertising cancel used before secession (3 examples recorded)

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