

## The Story of the non-polluting Two-wheeler

The exhibit shows the complete development of the bicycle from its childhood, the producers and production. The first bike on the road came in the year 1791. However, Leonrado da Vinci drawing a very developed bike already around the year 1482. (Page 2).



In development time, the bike was considered very dangerous, and several country required license for the bike.

This is from January 1898.

The license has a total of 17 paragraphs

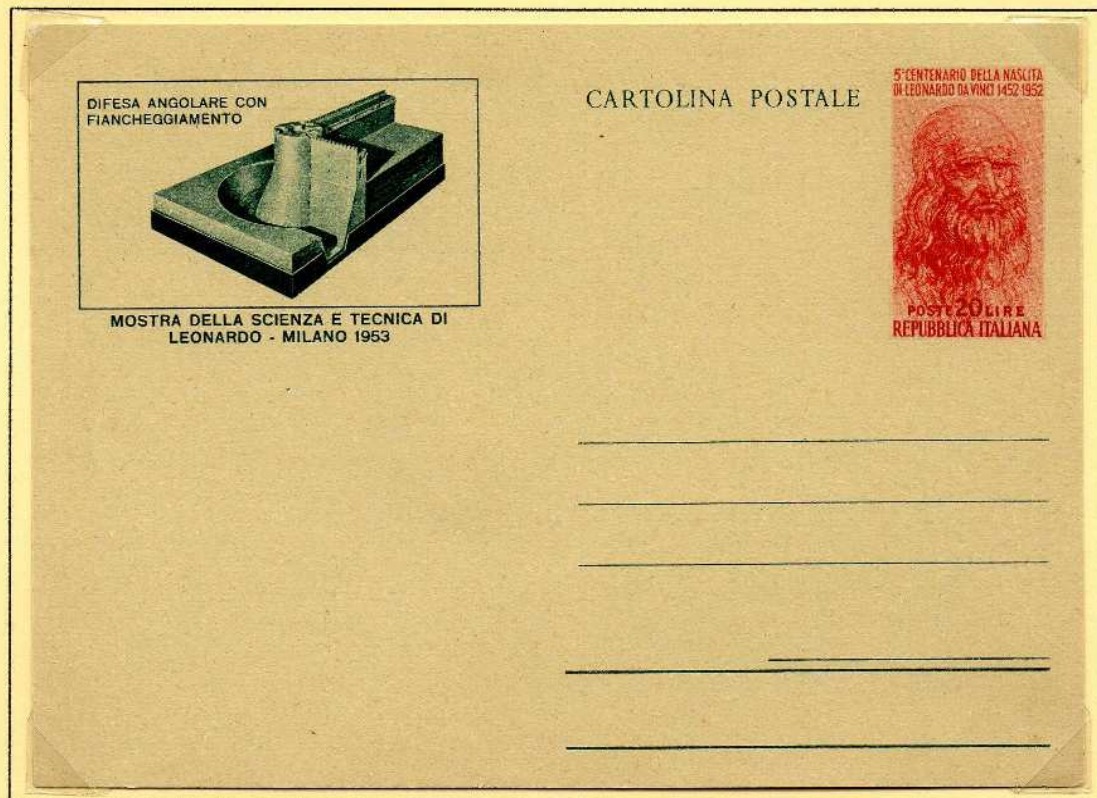
The exhibit also shows the many uses a bicycle had, and how many are still in use. Sport was organized early and we see the organization and development with disciplines till the big championships. Security and culture is also an important part of the story.

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## 1.1. The first Bicycle



The first bicycle was on a drawing made by Leonardo da Vinci around year 1482



Leonardo da Vinci was born April 4. 1452 and died April 23. 1519



The "bicycle" consisted of two eightspoked wheels made of tree, which were connected with a sitting beam. The movement was done by walking.

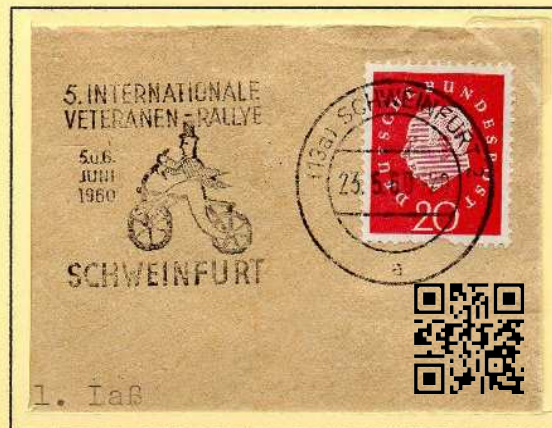


The first bicycle on the road was made by the French count de Sivrac in 1791. There was not steering on it, and he called the "bicycle" Célérifère.

## 1.2. The other constructors



In 1817 Karl Friedrich von Sauerbronn made the same bicycle but now with steering. The "bicycle" change now name from "Célérifère" to "Vélocifère"



von Sauerbronn was an important person in the development. He was also father of the Draisienne for the railway, which is the direct forerunner of the bicycle.



Other great name who made bicycles was Hedges, Premier and the hoof beater Michaux.



The constructor MacMillan is also called "The father of the bicycles",

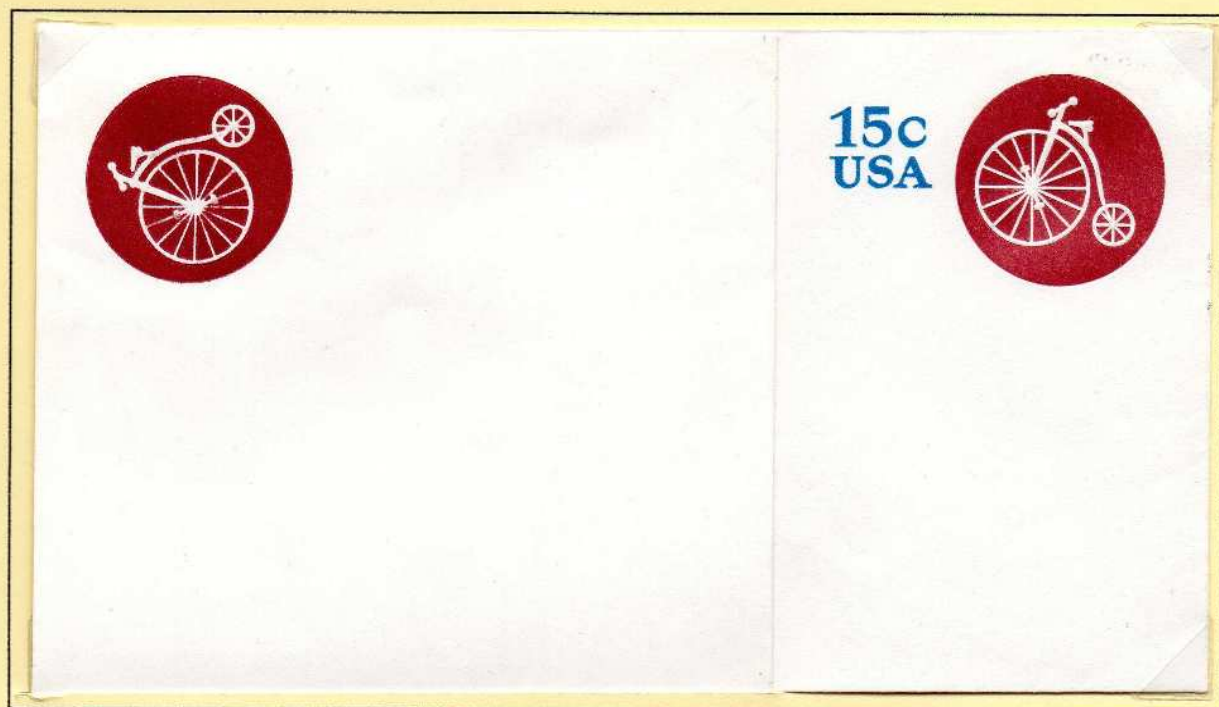


The tricycle "Boneshaker" came around 1860. It got its name because it was very heavy and shaken a lot.



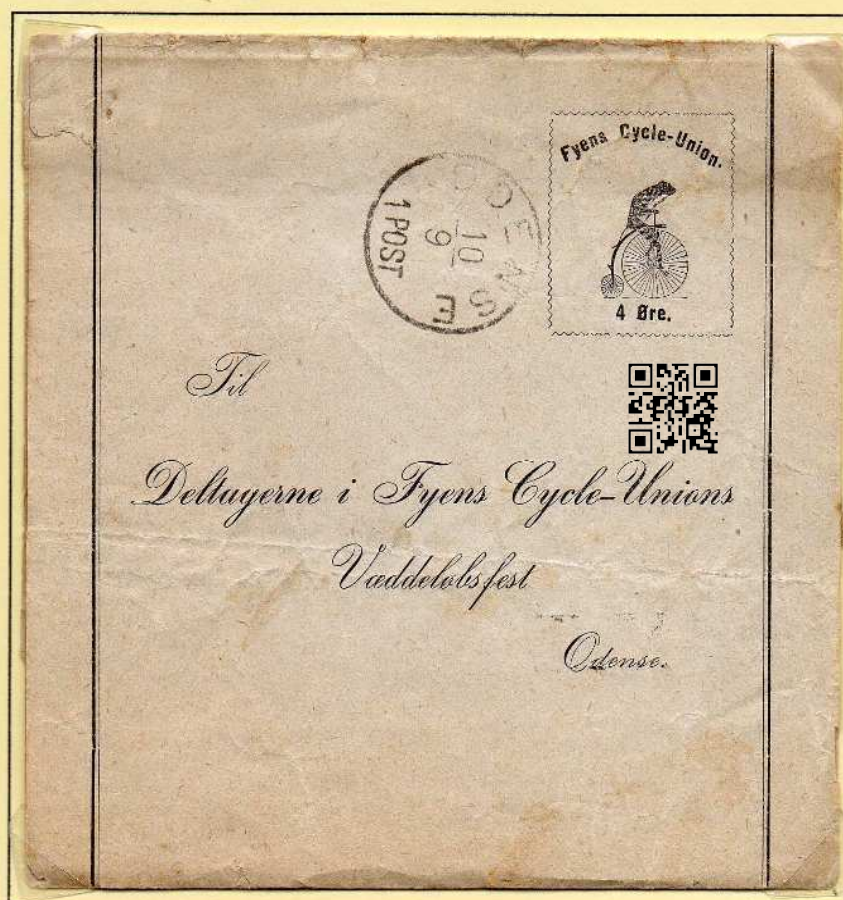
Singer, is known by needle machines, was a pioneer with tricycle and he made also with four wheels.

### 1.3. The Kangaroo



Blue denomination missing (e)

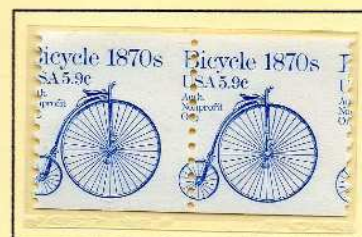
In 1872 we got the bicycle called "Kangaroo". The bicycle had a front wheel with a diameter of 1,5 m. This big wheel made high speed, but it was very difficult to drive



This is a letter to the competitors where the club inform about totalisator game in 1893



Imperforated variant



Heavily moved perforation

## 1.4. Development



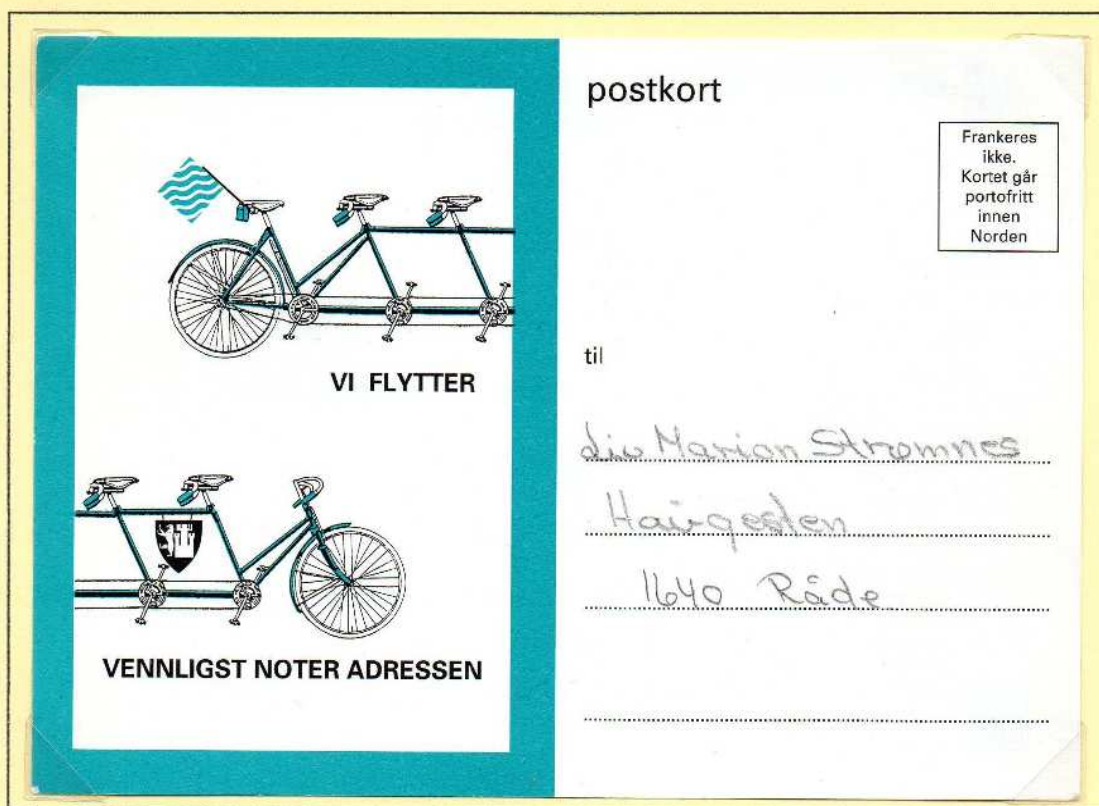
In 1867 the car producer Thomas Humber developed the light pipe-frame.



In 1869 the Englishman Starley and Cowper invented The hanging nave in a stiff felly



The frenchman Suviray built in 1869 ballbearings in the nave. This made the bicycle more easy to drive. SKF made also ballbearings for bicycles



In 1870 we got steel spokes, and the wheels got solid rubber tyres. This marked the end of the tree wheels.

## 1.4. Development



The Englishman H.J. Lawson invented the back-wheel chaindrive in 1876. This made an exchanging for more speed. Hans Renold patented chain to bicycles in 1880



The pneumatic tyre was invented in 1888 by the Scotsman John Boyd Dunlop

To ride a bike was now fun and the buttocks was less painful



Suppliers of tyres are all over the world



Mohawk built also bicycle tyres

#### 1.4. Development



Even the chaindrift came, the pedal still going around. In 1895 came the freehub, such a pedal standing still when the bicycle rolls



Everybody means now cycling is life and all ages use it to everything

## 1.4. Development



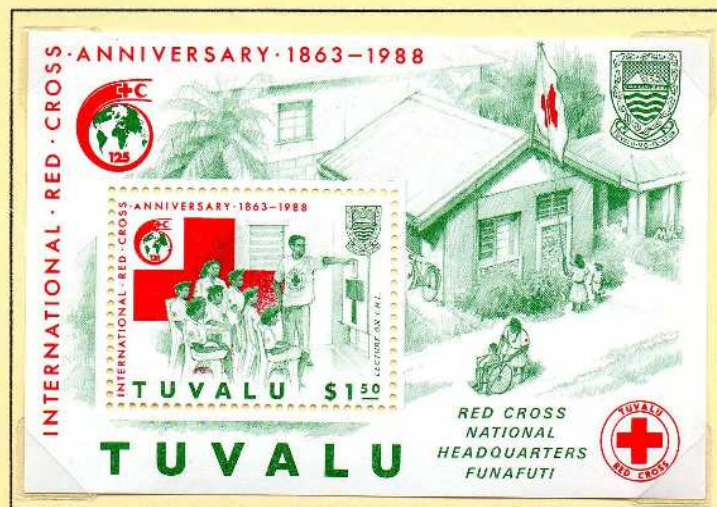
Principle of gearwheel

In 1902 the englishmen Henry Sturmey and James Archer got the patent of the 3 gear nave



The invention of the pneumatic tyres and freehub made the bike more comfortable to ride and a property of everybody

## 2.1: To and from Job



Several occupations can use bikes like nurses.



It's often necessary to use bike to and from Job and there can be many kind of bikes.

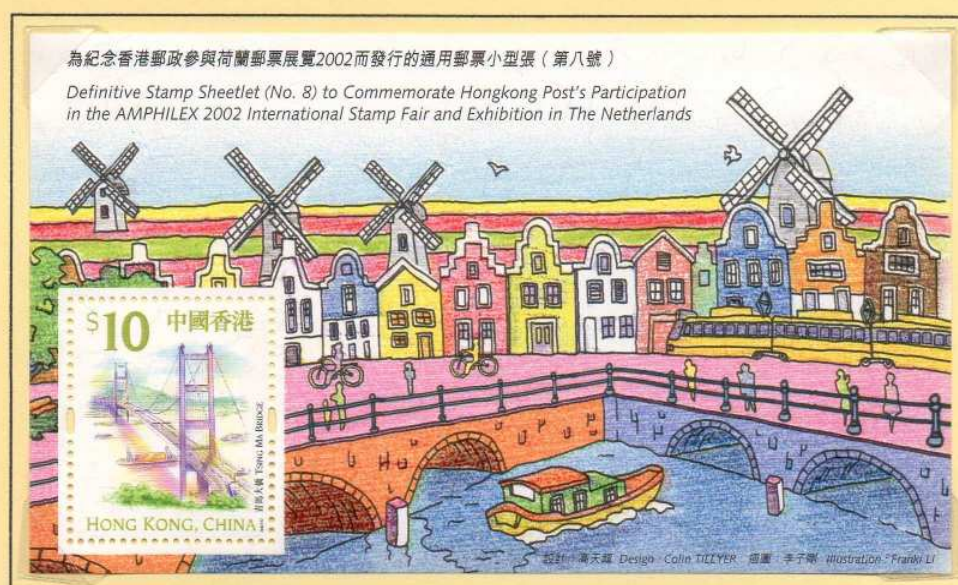


On the Jamboree are bicycle often necessary because it's lot of thing they need to transporting from and back to the camp.

## 2. 2. School, meeting etc



Bicycle used much to and from the school



To visit places when the school is off.



And to meet friends



Play with other



Also with electric bike

## 2. 3. Exercise



Bicycle is exercise and excursions are often promoted by local authorities.  
Here is a postmark with the name of a bike-path from Belgium



Always in good shape with often bicycling.

## 2. 3. Exercise



Excursions  
by bicycle  
was early  
popular as  
the bicycle  
developed  
to be easy  
in use for  
everybody.

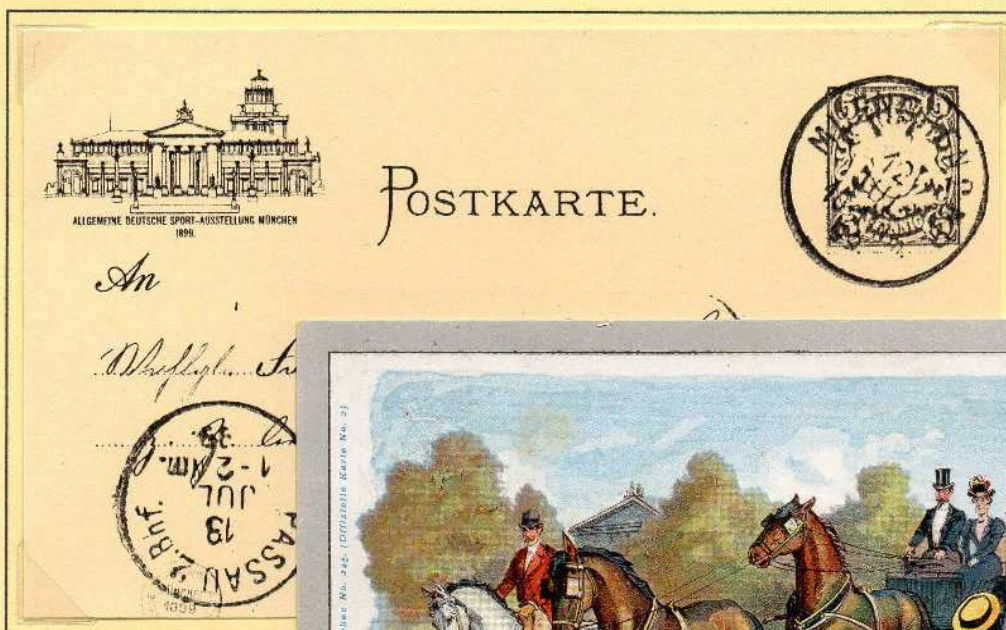
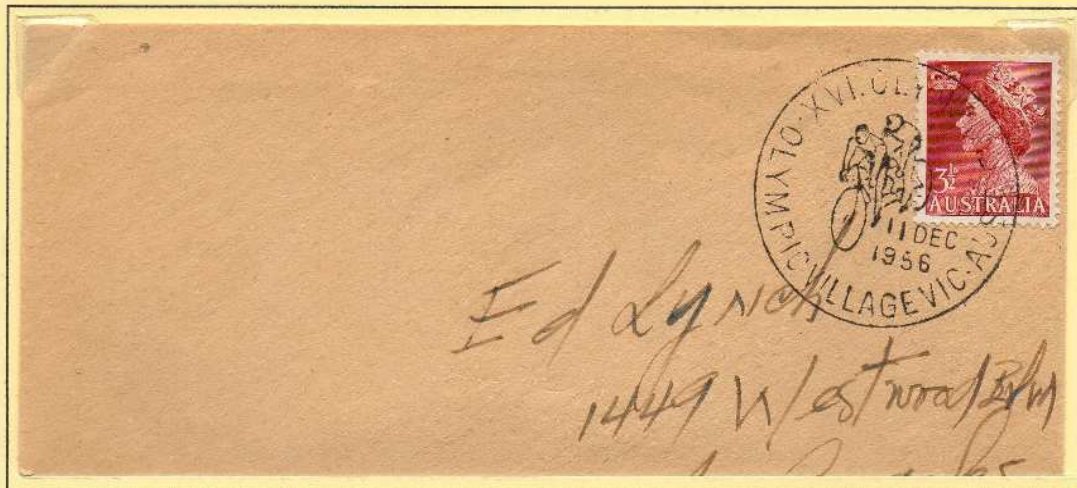


Many countries got bicycle clubs for bike-touring, as in Brazil.

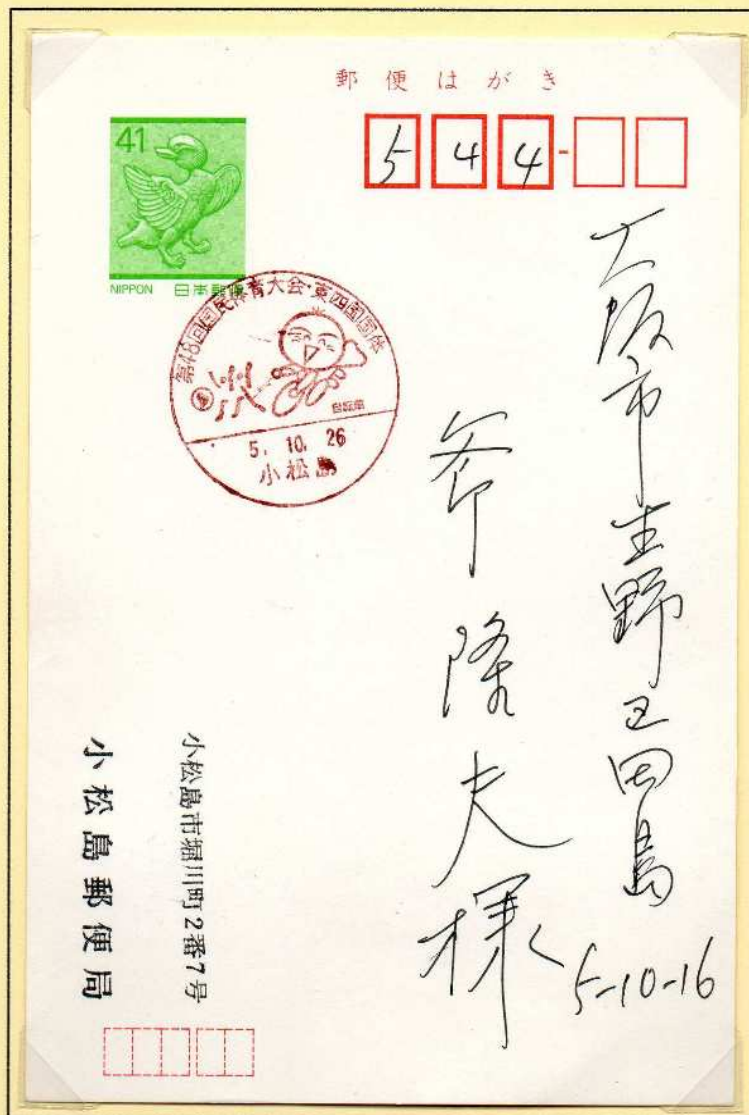
## 2. 3. Exercise



Tandem is good offer  
for handicapped people  
for recreation, sport and  
exercise.



## 2. 4. Picnic and Tourism



Most countries has developed good conditions for biking milieu



For picnic and Tourism the bike give you experience



Same as under, but with watermark 2YI, who is unique on block of four. (e)



Biking is very good also for tourism in city.

## 2. 4. Picnic and Tourism



Picnic tours are arranged many places



In Norway bikers visit many specially places on picnic



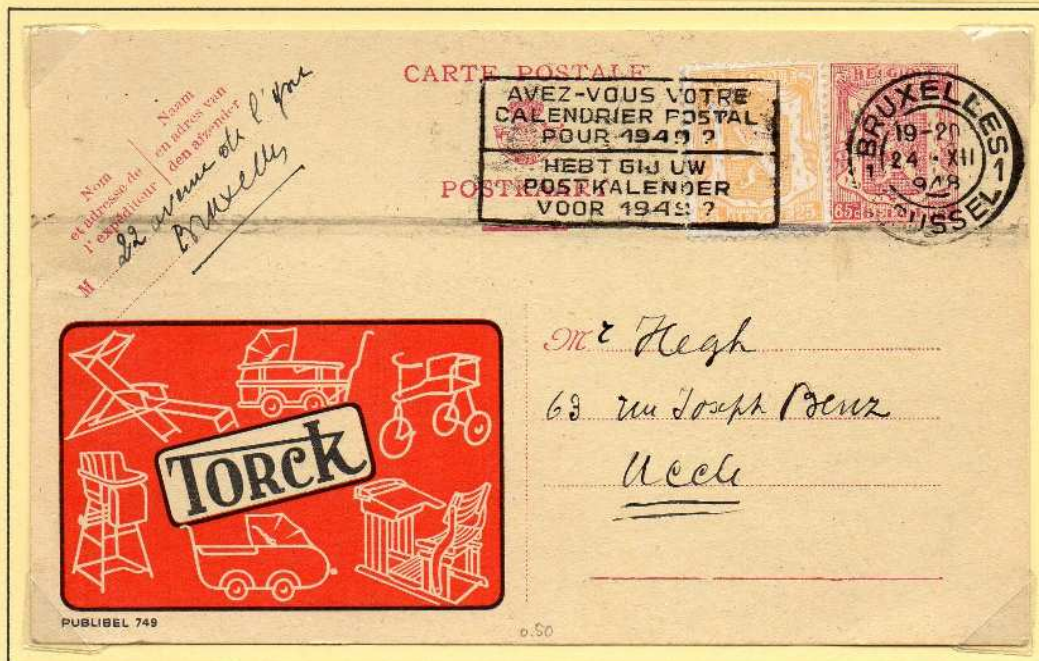
Bikers on tour to the Bank visit on the first postal stationary in Australia 1902

## 2. 5. Children's Toy



The tricycle  
was often the  
first bike for  
the child

Imperforate  
plate. Proof  
of 3-strip



Production of children's bikes started early, and there was many choices

## 2. 6. Circus



The modern circus was born in London during 1770. At the moment Philip Astley designed the circus ring.

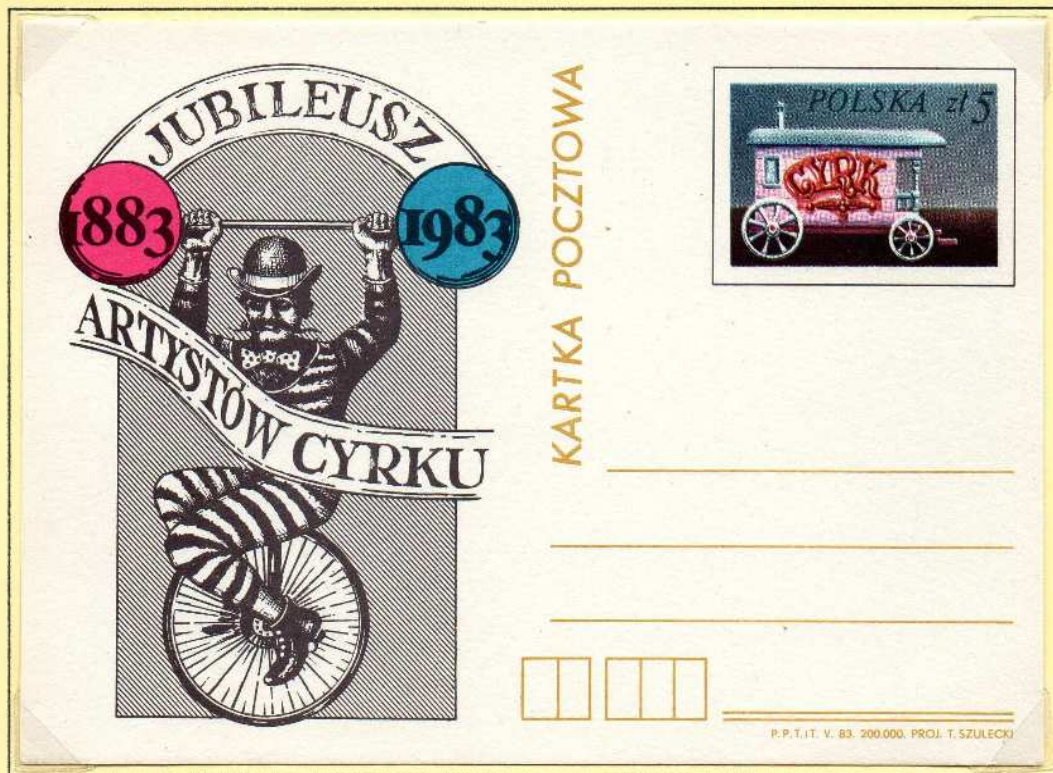


Proof.

At circus, the bike is used by all kind of artists



One wheel is using much.



No one can imagine a circus without any form of biking

## 2. 7. Art and Museums

The bicycle can also often been seen as sculpture, and many artists make a bicycle in different forms.



In some museum you can find bicycles from the histories beginning. There are also special museum only for bicycles.

"The Champion" is a painting from 1932 kept in the National Museum of Art and History in Luxembourg. Its shows the great Luxembourg racing cyclist, Nicolas Frantz. (1899-1985)

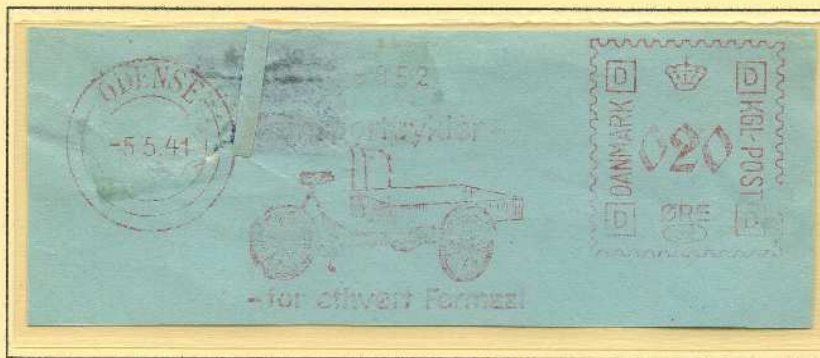


From Fratelli Alinari picture Library and Museum in Italy. Here, the owners, Alinari brothers on tandem.

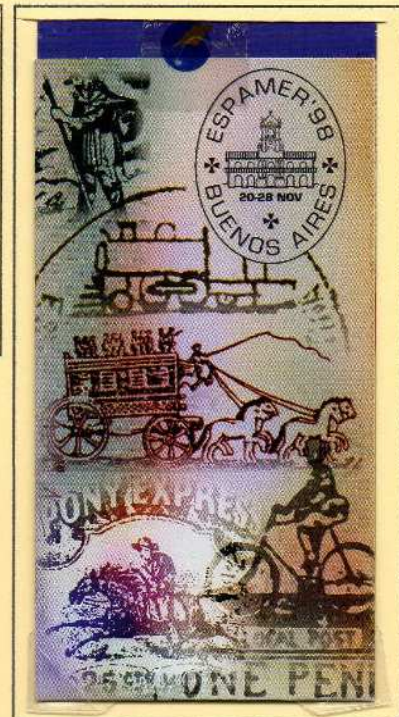


We can here see the bicycle behind the museum building. This proof exists in only four copies.

### 3. 1. Work Tool



In early time it was lot of bicycles to delivery goods.



In Berlin, the tricycles was used already in 1900



### 3. 1. Transportation



Bicycle taxi is an ordinary sight in the east.

Singapore Post Pte Ltd  
Retail Operations Department  
750 Chai Chee Road #05-00  
Chai Chee Industrial Park  
Singapore 1646  
Republic of Singapore

Tel: 448 7733  
Telegraphic Address: Postgen

CERTIFICATE OF POSTING

| NO. OF ARTICLES | CLASS | POSTAGE AMOUNT PAID | STAMPS TO THE VALUE OF 20 CENTS PER ARTICLE TO BE AFFIXED HERE |
|-----------------|-------|---------------------|----------------------------------------------------------------|
|                 |       | 20¢                 |                                                                |

DATE

6/92

Long John transport bike, which was invented by bicycle manufacturer Morten Rasmussen Mortensen from Denmark in 1929

It's good for the milieu and gives good condition

### 3. 2. The Post



The bicycle was a natural part of local post and couriers

### 3.2. The Post



Coolgardie Cycle Express Company started in 1893 in Australia by James Healy. He came up with the idea of transporting mail by bicycle to the gold bearing area.



He used also camels



The route was operated regularly to and from Southern Cross, 200 km away from Coolgardie in Western Australia

Several variants (e)



Herman Herst founded Boca Ration Bicycle Post in June 18, 1974. To pay for the service was 5 cent per letter to take the mail 2 miles on his bike to the Post Office. It's ceased in 1977.



The mail was delivery from the island in the Intracoastal Waterway to the Boca Ration Post Office. This service was started because mail normally Posted there suffers delays. He cancelled all covers with bicycle hand stamp.

### 3.2. The Post



Local bicycle post from the island Cebu on Philippines. The island was occupied of the Japanese from Des. 42. to Mar. 43. From 1943 was a bicycle post, with own stamp, organized as a courier. A lot of places were this ordinary



Coolgardie Cycle Express Company cancellation from Hunt Street



Privat post from Bochum

BSCHNITT.  
Aufgabestempel.

Privat-Brief-Beförderung.  
**ANWEISUNG.**  
auf die Summe von \_\_\_\_\_ Mark Pf.  
Zu wiederholen (die Mark in Buchstaben):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Mark \_\_\_\_\_ Pf.

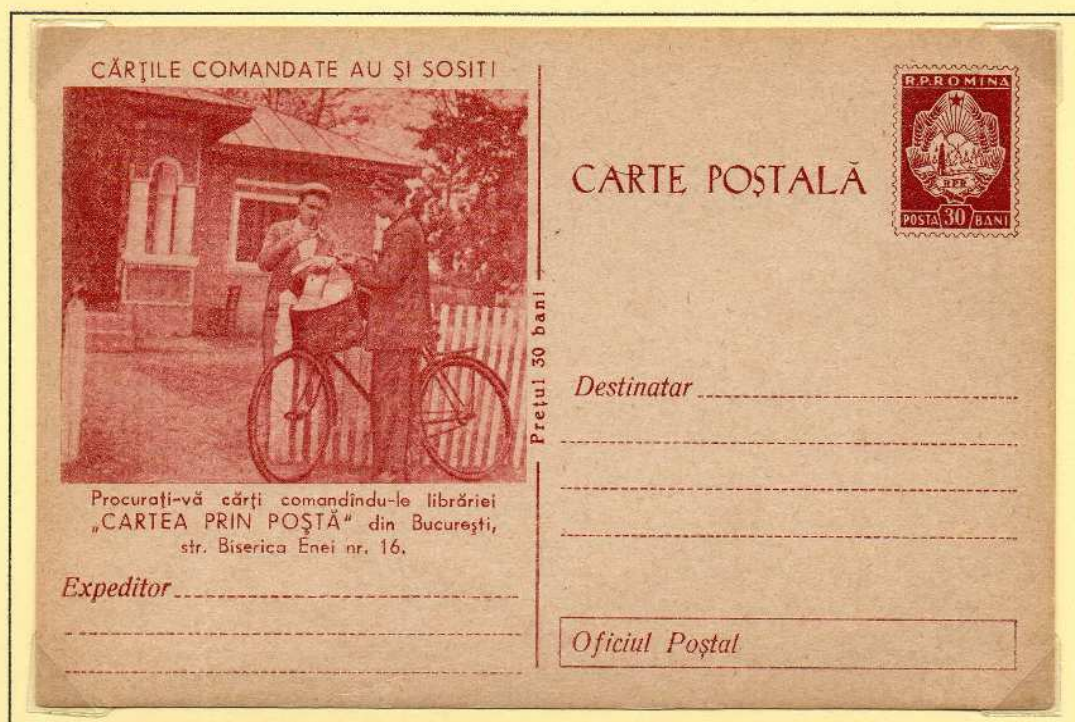
Mark Pf.  
eingezahlt von  
(Name, Wohnort und  
Wohnung — Strasse und  
Hausnummer — des  
Absenders):

An *Herrn H. Steensen*  
*Holzhammer 12*  
in *Bochum*  
Wohnung  
(Strasse und  
Hausnummer):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
unter Nr. \_\_\_\_\_ eingetragen  
durch: \_\_\_\_\_

Vorname: \_\_\_\_\_  
Nachname: \_\_\_\_\_  
Aufgabeort: \_\_\_\_\_  
am 18 \_\_\_\_\_  
Mitteilungen unerschützt.

The distance was influence how much you must pay.

### 3. 2. The Post



The post delivering



In December 1944 the fascist forces blocked Castiglione d'Intelvi valley up. The post was send by bike and franked up with these stamps. This bicycle post was ceased in February 1945.

平成3年3月30日～31日  
大阪マーチャндаイズ・マート ヒル



(財)日本郵趣協会  
関西地方本部発行

〒近畿-H3-3

全国切手展(JAPEX)大阪展記念



ゆうぱん



"Japex" is Osaka booklet from 1991, Mars 30. Official control no: Kinki-H3-3.

### 3.2. The Post



Most countries had local postal service from early days.



Text on stamp: "You can also write"



Bicycle stamp is overprinted with an airplane

### 3. 2. The Post



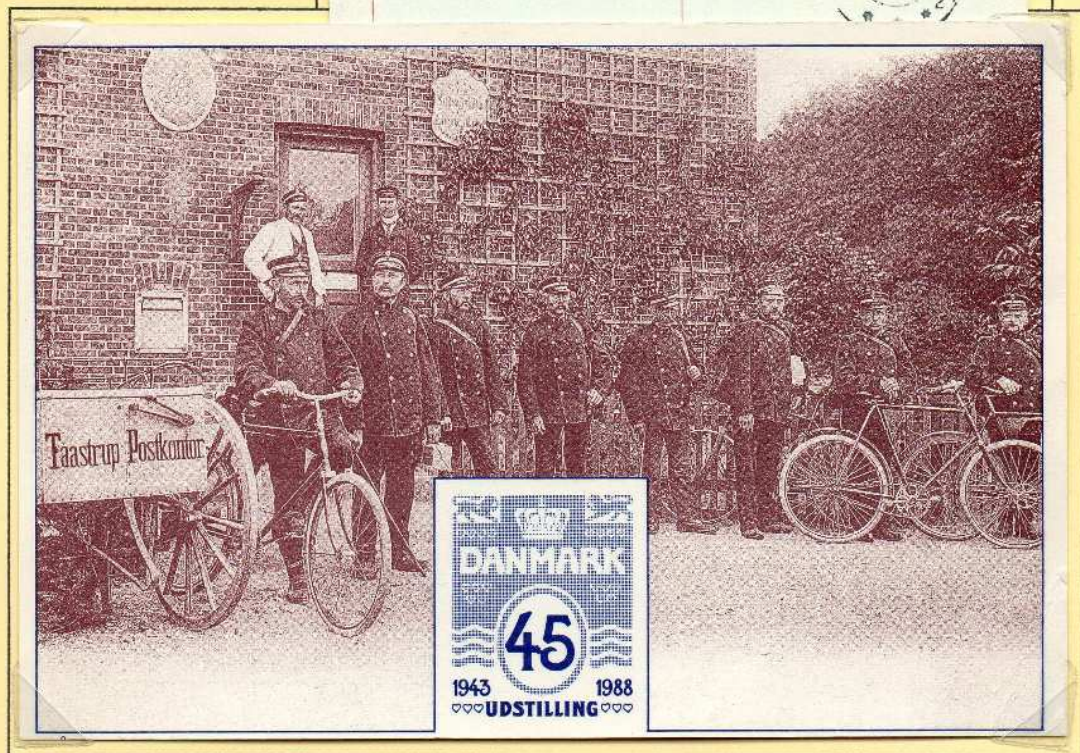
Postal stationery from France with information also about bicycle service



Perforated P&C: Pirelli & Co in Milano who transporting post with bicycles

### 3. 2. The Post

Postal stationery  
from Post Denmark  
who shows postman  
from 1898



American express delivery. This is produced 1911.  
It is type E8, perf. 10, light ultramarine. Issue no 4 of 5

### 3. 2. The Post



Local post from Drammen  
Expresbureau, Norway.  
Used around 1890.



Local privat bicycle post from  
Timaru, New Zealand



Local post from  
Frankfurt



Imperforated  
varities



Local post from  
Mafeking



Local post from Bochum



Imperforated  
varities



Local post from  
Hamburg



Local post delivery in Østfold, Norway

### 3. 2. The Post



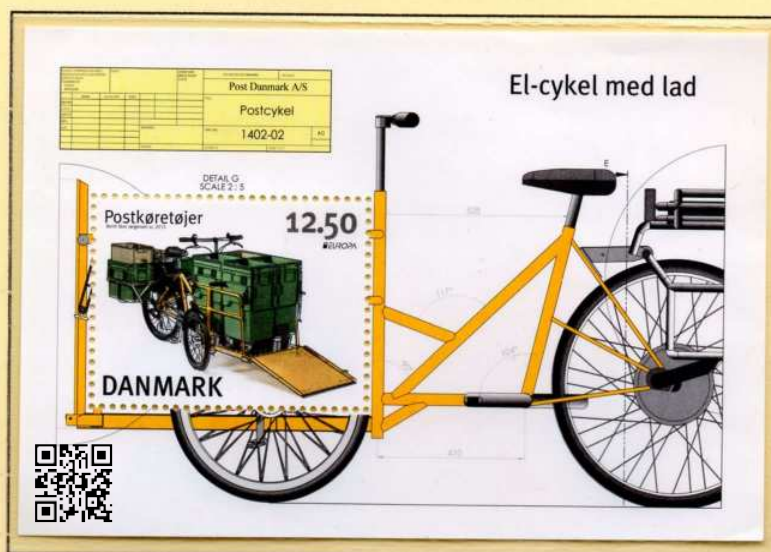
Early Postman



Local post from Sweden



Post transport



Mail bicycle powered with battery



Cycle mail from India. It's attempted delivery by bicycle but returned as undeliverable

### 3. 2. The Post



Local stamps for private local service turned up early. This is from goldmines in Western Australia 1896



Private bicycle post from Clacton County high school Voluntary service was used for delivery of Christmas post in 1983



In 1894 during the big railway strike it was established private bike delivery in Fresno and San-Francisco. The post delivery by bicycle was a relay race from July 6.-18. The distance was 210 miles with eight stations. (e)



Letter from the same route

### 3. 2. The Post

Complete  
sheet  
of six.

Type  
L2a  
(e)



Mr. Arthur C. Banta in Fresno who was agent for Victor bicycles, established this post route from and back Fresno – San Francisco. Totally 380 letters were carried



Postal Stationery from France with inform about bicycle delivery

#### 4. 1. In war



Plate I. No 7.



Plate II. No 16.



Baden-Powell

The town of Mafeking in South Africa was besieged by the Boers for 217 days during the second Anglo-Boer war 1899-1900. Boys in Mafeking were organised in a cadet corps, which assisted the British forces in Mafeking under command of colonel R.S.S. Baden-Powell by acting as orderlies. The main mean of transport for the cadet corps were bicycles, and the stamp shows Cadet-Sergeant-Major Warner Goodyear, 12 years old



Postal service within the army was official paid and used with own stamps.



PPP 8 confirmed posted by bicycle battalion.



Bicycle Post with "Mobilization" send by Highland Cyclist Battalion in 1914.



Letter sends by "Bicycle Company Reserve Hunter Battalion nr 8" in 1916.

4. 1. In war

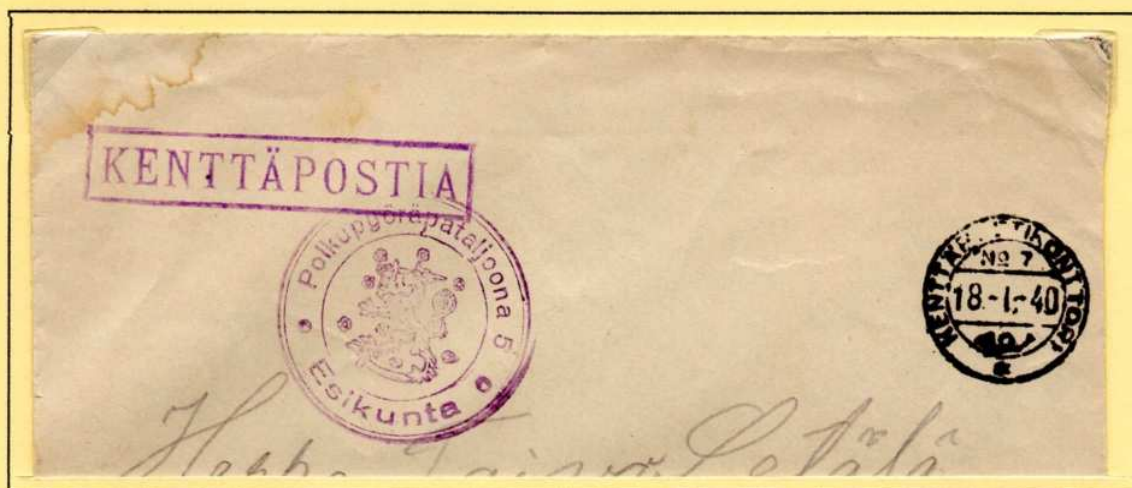


Send from Bad Reichenhall in Bavaria with Bicycle Detachment 7.



Also Hunter-Battalion used bicycles

4. 1. In war



From the Finnish winter war 1940



Military post send from Württemberg with bicycle company no 1.



Post from 1910 send further with bicycle in Switzerland.

#### 4. 2. Restrictions

##### Søknad om sykkelgummi fra:

Efternavn: *Kristiansen*  
 Fornavn: *Bjørn*  
 Adresse: *Kjipen, Sarpsborg*  
 Født (år og datum): *17-9-1903*  
 (Utfylles av søkeren.)

##### Bevitnelse av gitte opplysninger.

Riktigheten av de opplysninger som søkeren har gitt på denne søknad om bolig, arbeidssted/skole og reiseavstand i km. bevitnes.

Eventuelle opplysninger:

*Vardeig* den *11/5* 1942

*M. Strømmer*  
 (Arbeidsgivers eller klasseforstanders underskrift.)

Til forsyningsnemnda

i

*Vardeig*

##### Søknad om sykkel fra:

Efternavn: *Lækken*  
 Fornavn: *Ingvald*  
 Adresse: *R. Romark, Maedv. st.*  
 Født (år og datum): *26-10-1906*  
 (Utfylles av søkeren.)

##### Bevitnelse av gitte opplysninger.

Riktigheten av de opplysninger som søkeren har gitt på denne søknad om bolig, arbeidssted/skole og reiseavstand i km. bevitnes.

Eventuelle opplysninger:

*At søkeren arbeider i Thorsens Håndverks- og st. han har behov for sykkel beaches.*

*R. Romark* den *7/3* 1942

*L. Strømmer*  
 (Arbeidsgivers eller klasseforstanders underskrift.)

Denne bevitnelse må være undertegnet ved søknadens innsendelse.

Til forsyningsnemnda

i

*Ringsaker*

*Ringsaker*



During the war it was necessary to apply for permission to buy tyres, tubes and bicycles

## 5. 1. Organizing

|                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>DANSK CYKLIST FORBUND</b><br/> <b>Medlemskort for 1984</b><br/>         Gyldig med postvæsenets kvittering.</p>  <p>Medlemsnummer: _____</p> | <p>Postgirokonto nr. 7 32 48 20<br/>         Beløbsmodtager</p> <p>Dansk Cyklist Forbund<br/>         Kjeld Langes Gade 14<br/>         1367 København K<br/>         Telf. 01-14 42 12</p>  <p>Ved overførsel fra indbetalerens konto:<br/>         1795775</p> <p>Indbetalerens navn og adresse<br/>         Annette Leffers Svendstrup</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Founded on  
 October 16. 1905



Postal Stationary from  
 the Union in Germany's  
 25 years jubilee. It was  
 founded in Leipzig 1894

The bicycle Union shall organize and arrange for  
 the bikers with competition and other events

Founded in 1946

## 5. 2. The first Competitions



From bicycle race Céuta-Capo – Nord-Bosford in 1900.



The constructors were always in developing. In 1909 came a Frenchman with name Derailleur with the modern gear. The bikers can now drop to turn the wheel.

## 5. 2. The first Competitions



Overprint

By degrees the steer get a lower profile for less airpress



The frames get also a slender, stiff and more aerodynamic style

## 5. 2: The first Competition



First was it ordinary pneumatic tube and tyres, then came the racing tyres with a thin pneumatic tube sew into a thin tyre.

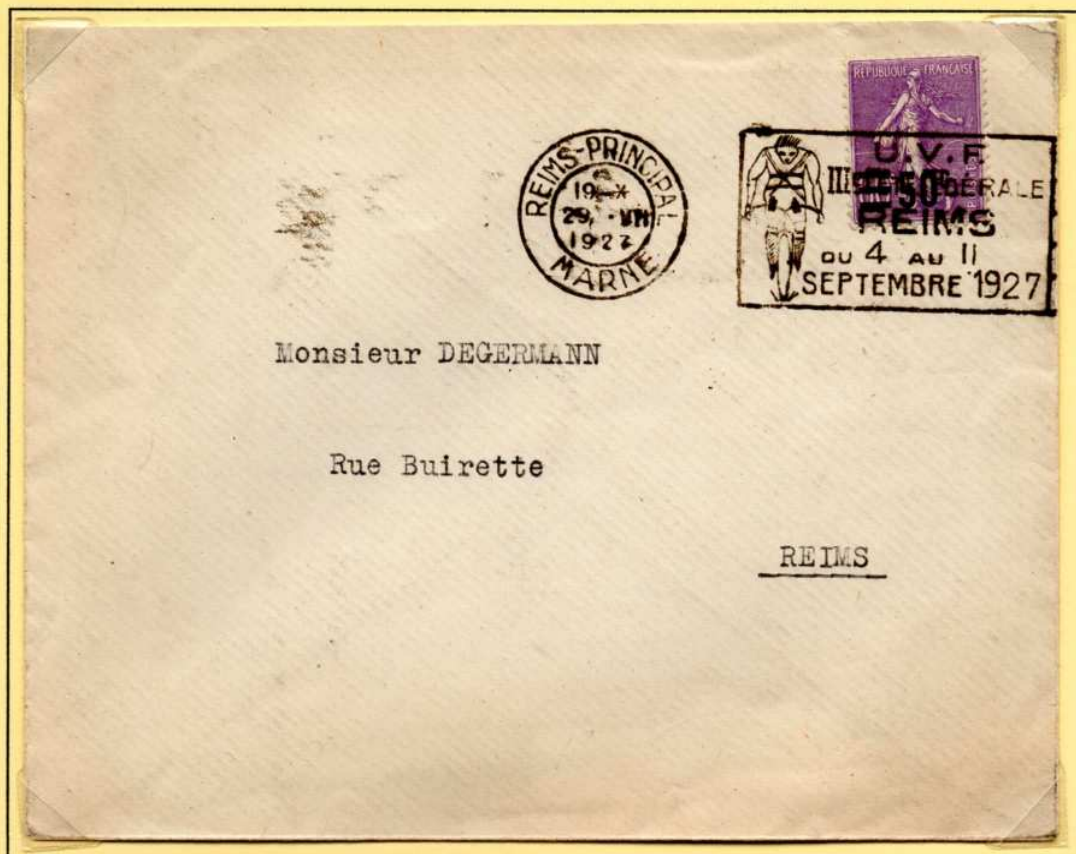


This tyre calls Parisian tyre because it is French origin and it was very light



Pirelli made tube and tyres for bicycles also today

### 5. 3. Disciplines



Competitions on bicycle are going all over the world.



One of the exercise are where all starting at same time.  
It called common start. It can also be station.

### 5. 3. Disciplines



Overprint



Tempo race are the exercise who demand very much.

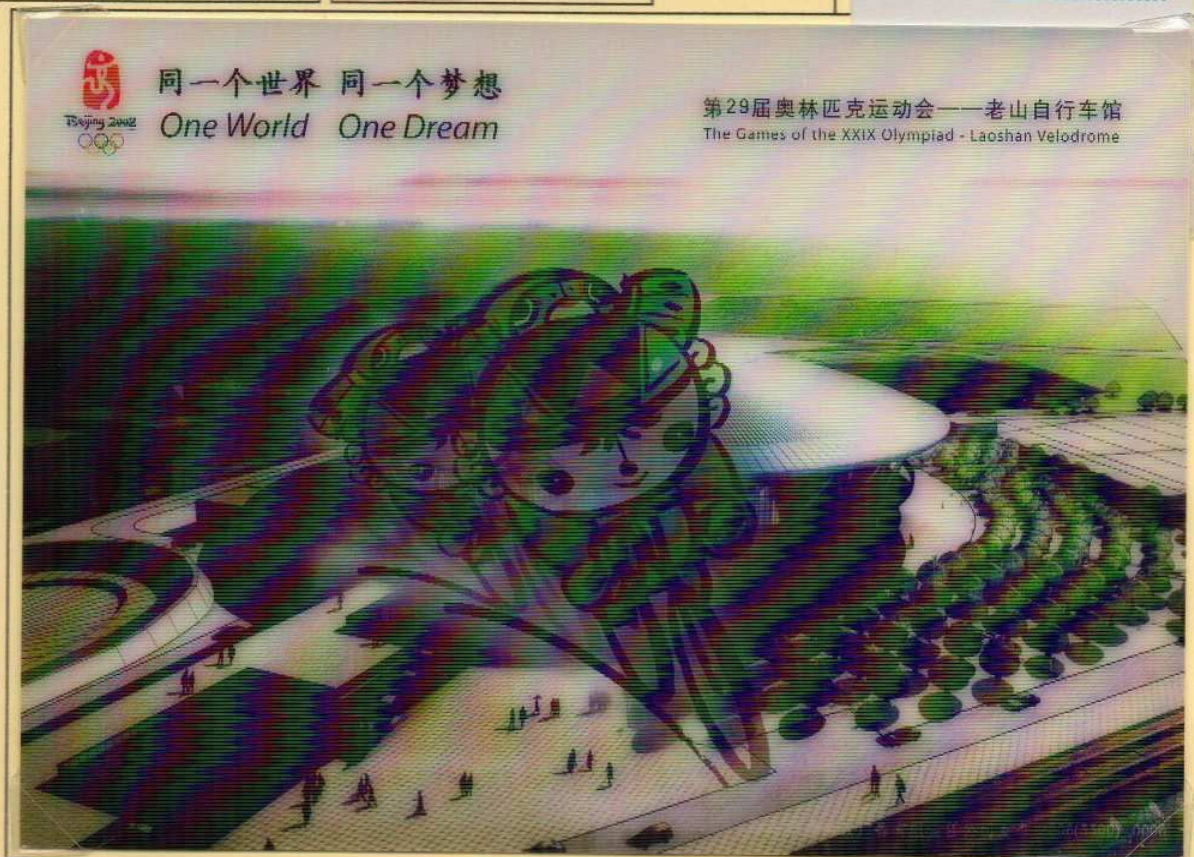


The rider starting alone and it's prohibitions to get help. Distances are from 10 – 100 km.

### 5.3: Disciplines



In pair ride starting two bikers at same time and shape team.  
They shall raid together. This is a tempo ride and the time takes on second cyclist.



Tempo team are an exercise how four riders making team.  
All four starts at same time and the time take on the third bikers in aim.

You must be moving to see all four racers

## 5. 3: Disciplines



Track racing started ca 1885. The first Norwegian Champion was Wilhelm Henie from Norway. He was Champion in 1894. Here the track stadium from Olympics in Moscow 1980.



In sprint, two riders start at same time. Here is talking about raw strength and good tactics. The time takes only at the last 200 meters.

### 5. 3: Disciplines



Bicycling with pace, special made motorcycles, is an extensive sport on track. It can be several on the team. Pace can also take place on road.

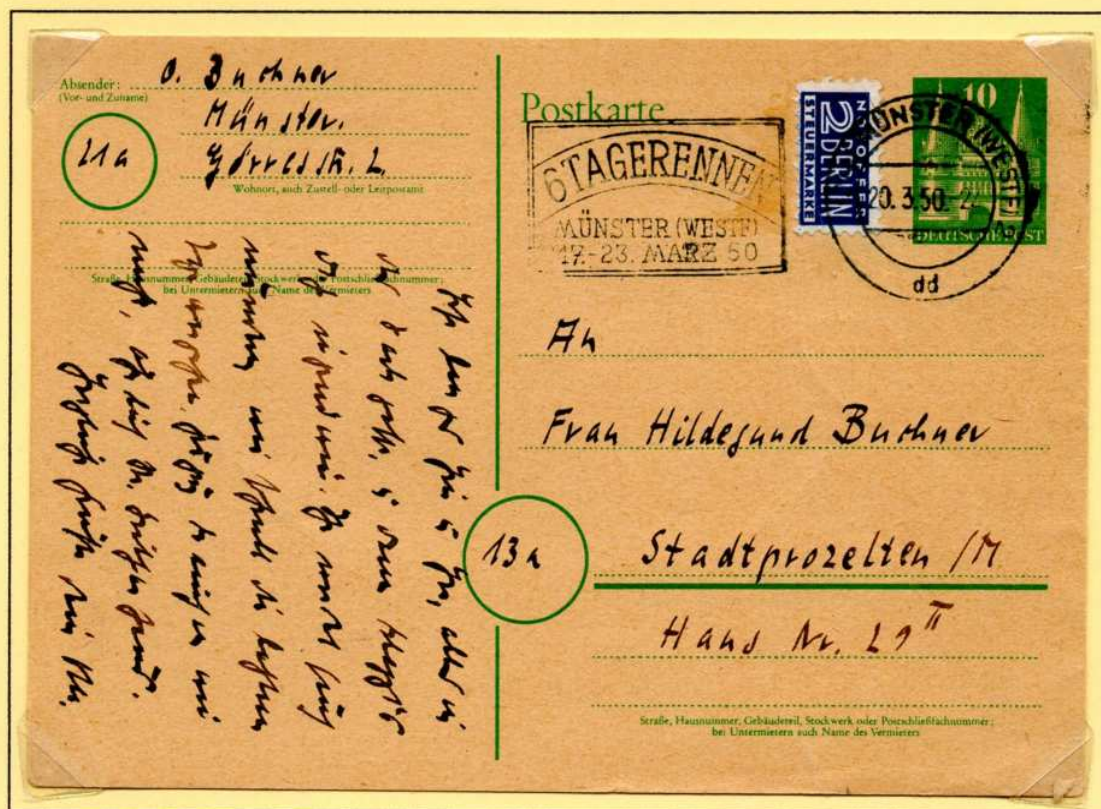


Pursuit race rides over 4000 meters. Starting going on from both side of the track. Here we see the bicycle stadium down to the left.

### 5. 3: Disciplines

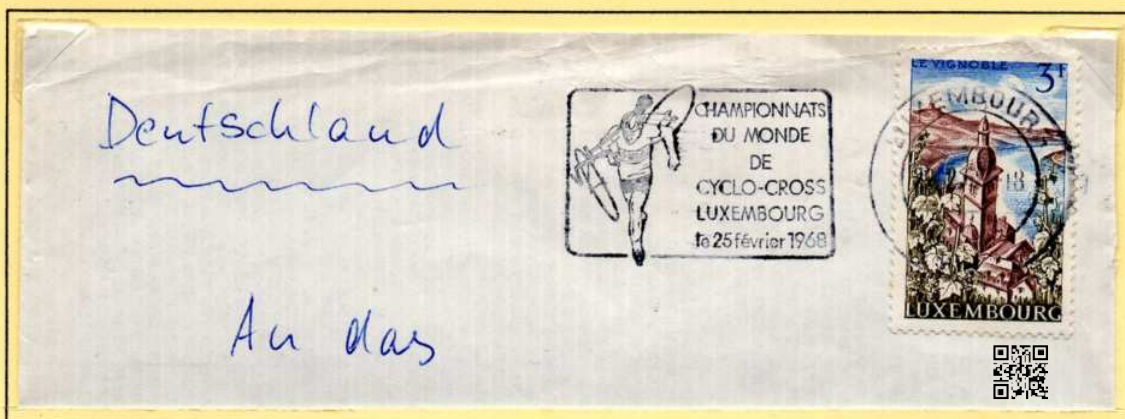


Six days race on track are show. Many team starting and two persons making team. The race going on 24 hour and these two persons changes.



The race can also going on the road. This type started already in 1899. It's very popular and public friendly.

### 5. 3. Disciplines



Different bicycles can be used in off-road race.



This kind of race is very popular all over the world.

### 5. 3. Disciplines



Black line ↑  
displaced up

There are many various sports you  
can do with different bicycles.



← Reduce original

Triathlon  
is a  
sporting  
where  
the  
bicycle  
are one  
of the  
exercise.



## 6. 1. Olympic Games



The man who originated the modern Olympics in 1896:  
baron Pierre De Coubertin.



From Olympics in Melbourne



and Montreal



From Olympics in Helsinki over and  
Atlanta to the left

## 6. 1. Olympic Games



This is from the production of stamps in Olympics in Sydney 2000. When the Australians win an Olympic competition, they come on stamp day after. This sheet is the negative of the stamp of the winners on track in competition men's Madison . We watch the bicycle winners on this sheet with ten stamps. You can watch them better if you looking in from bottom, top or the side.



## 6. 1. Olympic Games



Green bikers is lower



Women are also competitor in Olympic games

The Olympic games been arranged every four year



From Olympics in Rome 1960

Aristidis Konstantinidis.  
Winner of the first  
Marathon- Competition,  
87 km. It was arranged  
in the Olympics in  
Greece 1896. →

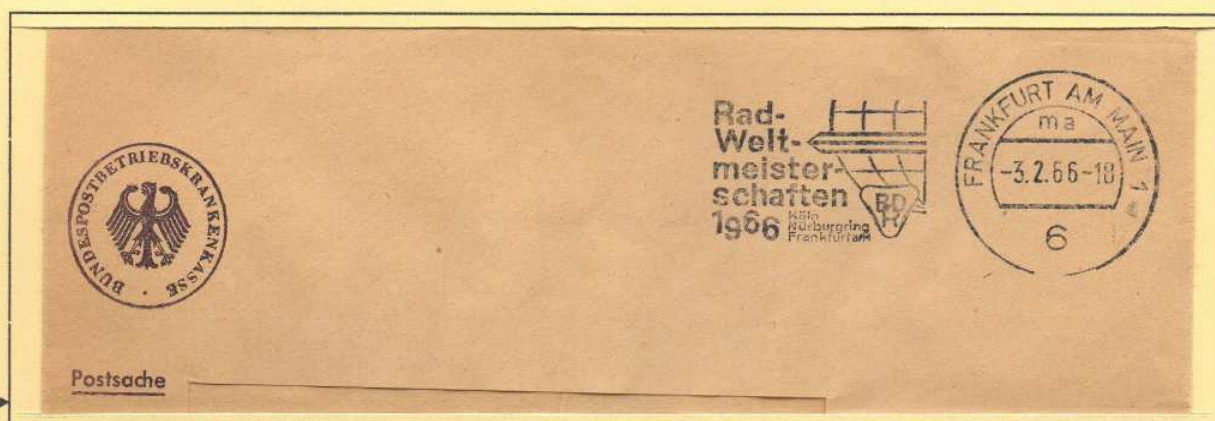


From Olympics in Amsterdam 1928

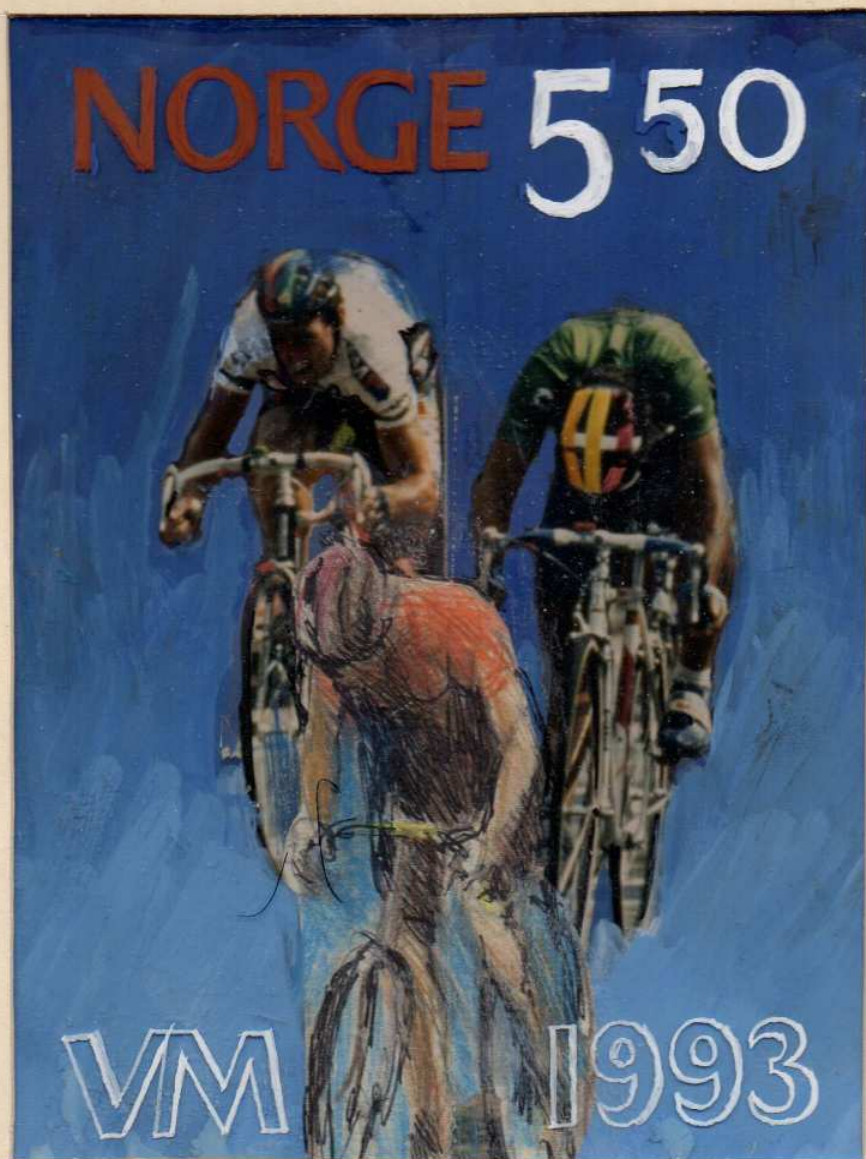
## 6. 2. World Championship



World Championship arranged for amateurs and professionals

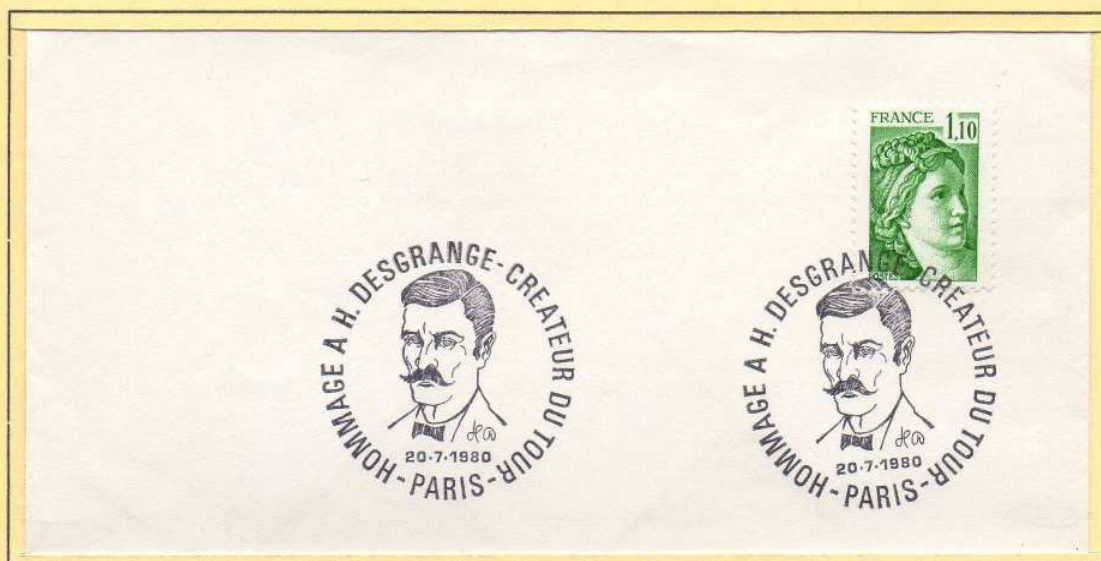


They cycles distances from 180 to 250 km



Sketch to the stamp issued to the World Championship 1993 in Oslo, Norway. On the stamp is the fourth cyclist coming in from right side. The artist is Knut Løkke-Sørensen.

### 6. 3. Station Race



Tour de France is a station race mostly on French roads. The race is professionals and started in 1903 of Hommage Desgrande in the magazine "L'Auto".



"Automoto" was an excellent bicycle for racing and victorious in the Tour.



Sheet bottom strip of five colours proof in blue, black and brown.

### 6. 3. Station Race



The professionals in Tour de France.  
come from the whole world



Special cancellation in Tour de France



Trial colour  
proof in  
multicolour.  
Colours  
different from  
final stamp



Francois Faber. First  
foreign winner of the  
Tour in 1909. He was  
born in France January  
26. 1887, later  
Luxembourg  
citizenship. He was  
killed in a battlefield in  
Artois May 9. 1915.



Issue from the 40<sup>th</sup> Tour

### 6. 3. Station Race



Giro d'Italia started in 1909. It's a big station race for professionals.



It going on at Italian road, but it going also a small trip in San Marino.



Luigi Ganna was the first winner in 1909.



Cancellation from stage 9 in 1957.

### 6. 3. Station Race



Peace race are the biggest station race in the world for amateurs



It started after last world war to mark the peace. Bikers from the whole world take part. The start changes between Berlin, Warsaw and Prague.

### 6. 3. Station Race



From the 10<sup>th</sup> race.  
Signature of the artist  
B. Petersen (1957).



In about all edition for the peace race,  
are the dove on it as symbol.



Special stamp from the 10<sup>th</sup> peace race in 1957

### 6. 3. Station Race



This special cancellation was used under the Achilles Cup. This Cup was organised by Achilles Company who was the biggest producer of bicycles in Czechoslovakia in some years after 1930.



Across Germany



Postgirot Open (Sweden)



Balkan games (Buigaria)



Tour of Guatemala Overprint upside-down



Tour of Cataluña (Spain)



Vuelta a España (Spain)

### 6. 3. Station Race



Station race for youth.



From Spartacist in 1935



From the int. Cycle race in Cairo (Egypt) 1958.



Essay from Argentina 1951.  
Proposed the first  
Pan-American Games.  
Not issued.



Lot of Station races of national and international category arranged around the whole world. Also in relation with Championships. Spartacist are also arranged for the youth.

## 7. 1. Education



It's very important to give the children good education in rules and security and how they use the bike correct.



The ten rules are important to know

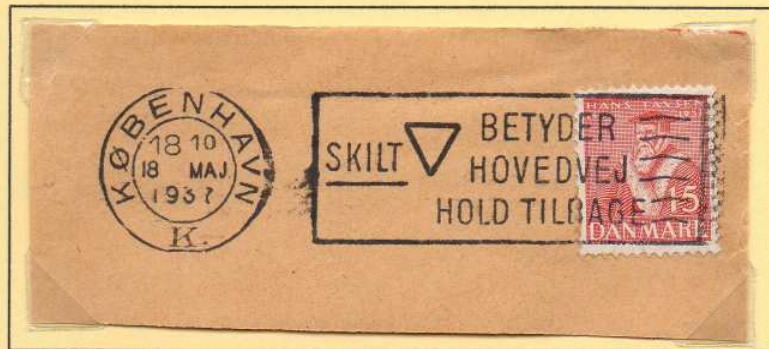


It's also important to learn how they use helmet and it always fits.

## 7. 2. Security Means



Respect the traffic rules



Respect the signs. Reduce accidents by bikes



Give signs when turning. Prevent collisions.

## 7. 2. Security Means



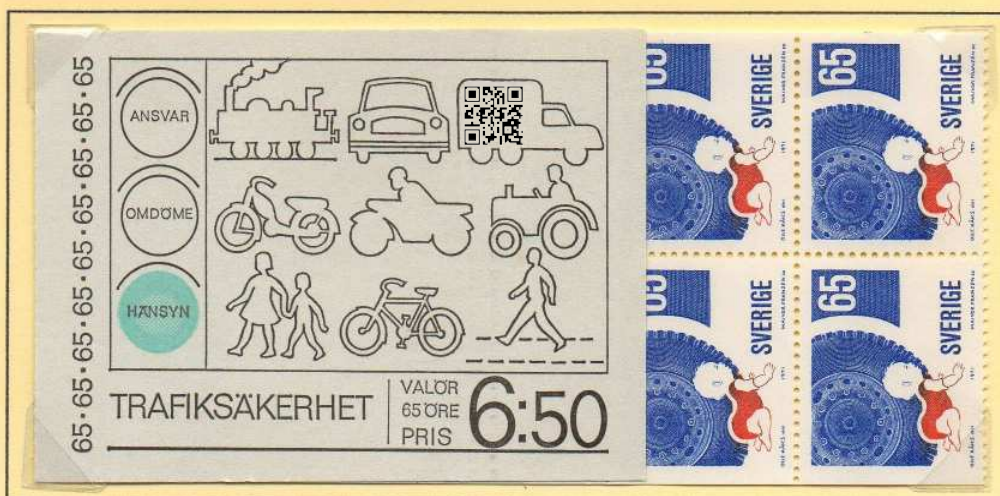
Look forward when biking



Here is an appeal to bikers not to cut bend.



Early practice with parents is important



Campaigns for bikes in traffic are made necessary due to many accidents.

## 7. 2. Security Means



Two on the  
bike is danger  
many place  
not legal



The message to the bikers  
"Don't hang on the car"



- and "Hold your  
reflector in order"



Don't use bike without helmet



### 7. 3. Insurance



The reason for serious injuries during overturns, is that the rider is unprotected or the bike has no light.



Children are exposed to most accident since they react impulsive



Use helmet

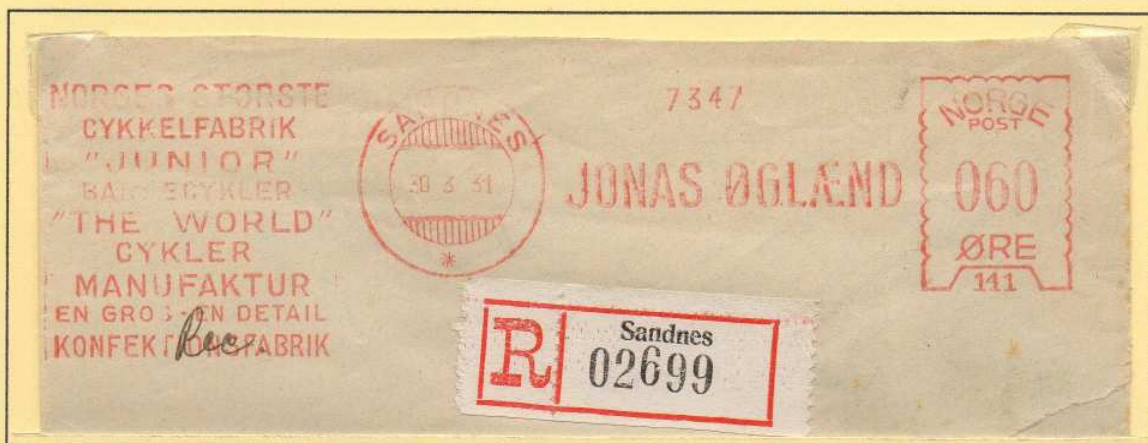


Important message to other travellers.



Advertising for a insurance to bikers.

## 8. 1. Producer



Jonas Øglænd, a big bicycle factory in Norway who made also "Den Beste Sykkel" (DBS).

**Absender:**

  
**Røckel-Handschuhe**  
München  
Theatinerstr. 44 :: Karlsplatz 4  
Theresienstr. 29

---

**Münchner Lodenfabrik**  
**Joh. Gg. Frey**  
München, Windenmacherstr. 1  
**Älteste Lodenfabrik Deutschlands**  
Nur selbstgefertigte Loden kommen in  
eigener Schneiderei zur Verarbeitung.  
Preisliste und Muster gratis und franko.

**Kartenbrief**

*An*



---

Wohnung.....  
Straße und Hausnummer  
Serie III München

**Arienheller Sprudel** das beste  
Kur- und Tafelwasser

**Papier- und Schreibwaren**  
**Fritz Führer**  
Artikel für Bureaubedarf  
Zeichen- und Pauspapiere  
Kunstgewerbliche Gegenstände  
Marienplatz 8 :: **München** :: Neues Rathaus  
Fernsprecher 3060.

**„Aeolus“ Fahrräder „Monachia“**  
Erstklassigste deutsche Präzisions-Arbeit  
Garantiert leichtester Lauf, modernste und gediegenste Bauart  
Fahrradwerke **J. Gg. Egli** München V  
Telephon 4147  
Reflektanten gebe meine Vertreter bekannt.

**Grand Hotel**  
:: : : : und : : : :  
**Restaurant**  
:: **SAVOY** ::  
München — Herzog Wilhelmstr. 32

Franziskaner-Leistbräu,  
hell und dunkel  
**Savoy Bar Restaurant**  
**Täglich Konzert**  
Conrad König.

**Detektiv**  
I. Internationales Privat-  
Detektiv-Institut  
Gegr. 1895

**Auskunftei**  
Debet und Kredit  
Roll & Grossmann  
Gegr. 1882

**München, Altheimereck 8** Teleph. 11819

Producers of bicycles often used philatelic marketing

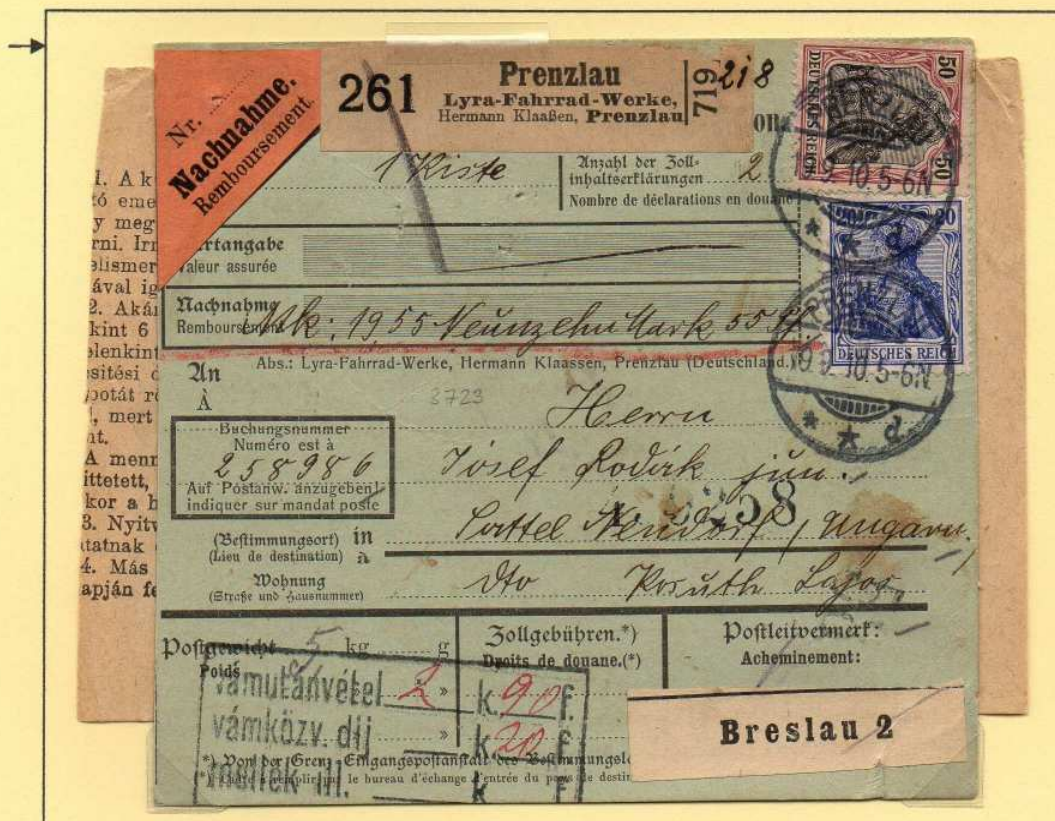
## 8. 1. Producer



Marketing for H. Burgsmüller & Söhne bicycle factory, who also was purveyor to the court.



Perforated "B" for Burgsmüller.



The Lyra factory was one of many, who also have own label.

8. 1. Producer



Factory use often perforating on stamps. Here "FRIES" like factories name.

# Fahrrad und Motorfahrzeug

Wien, IV/2, Belvederegasse Nr. 5.

Herrn

*Kilf. Lauter*

Fahrradhändler *ang.*

*Beetzendorf i. d.*

*Altmark*

NB. Wenn falsche Adresse bitte  
nicht nachsenden, sondern  
retour an Aufgeber. ==



Postal Stationary from Vienna, Austria 1907

8. 1. Producer



Marketing at inside of the envelope



Marketing was also done by help of postal services.

## 8. 1. Producer



Description of products in the marginal tabs.





ИЗВѢСТНЫЕ ВЕЛОСИПЕДЫ  
**ГУМБЕРЪ**  
предлагаетъ ТОРГОВЫЙ ДОМЪ  
**Георгій Жемличка и К<sup>о</sup>.**  
МОСКВА, Столешниковъ пер., № 5.  
Допускается продажа СЪ РАЗСРОЧКОЙ платежа. Прейсъ-курранты по требованію.

---

**НОВОЕ УЧИЛИЩЕ**  
**ИНОСТРАННЫХЪ (ТОРГОВЫХЪ) КОРРЕСПОНДЕНТОВЪ**  
**ВЪ МОСКВѢ, Большая Никитская ул., д. кн. Шаховской.**  
Курсъ 4-лѣтній. Преподаютъ: бухгалтерію, французскій языкъ, нѣмецкій языкъ, англійскій языкъ, ежедневные уроки и практика корреспондентовъ на означенныхъ иностранныхъ языкахъ и общеобразоват. предметы.  
Ученики принимаются не моложе 12 л. въ пригот., не моложе 13 л. въ I классъ.  
Правила и программы высылаются за 50 коп. (можно почтов. марками). Мужскіе и женскіе вечерніе курсы бухгалтеріи и иностранныхъ языковъ.  
*Статск. Сов. А. А. Мансфельдъ.*

---

**В. И. ОХЛОПКОВЪ,**  
торгующій въ Москвѣ,  
Старый Гостинный дворъ, ходъ съ угла, противъ биржи, 2-й этажъ, №№ 10—11,  
имѣетъ честь довести до свѣдѣній почтеннѣйшей публики, что въ его складѣ имѣется постоянный выборъ всевозможныхъ **МѢХОВЫХЪ** товаровъ, начиная съ самыхъ низкихъ сортовъ до самыхъ высшихъ. Всѣ товары приобретаются лично изъ первыхъ рукъ какъ заграницей, такъ и въ Сибири, и обрабатываются въ собственныхъ мастерскихъ подъ личнымъ наблюденіемъ, что даетъ возможность покупателямъ приобретать хорошій товаръ  
**ПО ДОСТУПНЫМЪ ЦѢНАМЪ.**  
Адресъ для телеграммъ: Москва, ОХЛОПКОВУ.

---

**НИКОЛАЙ СМІРНОВЪ и К<sup>о</sup>.**  
Складъ русскихъ виноградныхъ винъ, водокъ, наливокъ, ликеровъ  
ПАРОВОГО ВОДОЧНАГО ЗАВОДА  
**Товарищества Ф. Э. ШИНДЛЕРЪ, въ Твери,**  
и НАТУРАЛЬНОГО НАВКАЗНАГО КОНЬЯКА собственныхъ садовъ и заводовъ  
**БР. СОГОМОНОВЫХЪ, въ Тифлисѣ.**  
МОСКВА, Красныя ворота, д. Воронцовской, и въ Нижегородской ярмаркѣ. Телефонъ № 1116.



повсюду за 5 коп.

ПИСЬМО  
ДЕНЬМИ.



Also Russia was early on the marked with advertisements on postal stationary.

Чистый доходъ поступаетъ въ пользу вѣнскихъ приютовъ Вѣдомства учреждений  
ИМПЕРАТРИЦЫ МАРИИ

Сер. 114.



# 8. 1. Producer

Abchnitt 5357

167 Münster (Westf.) 2 1146  
Robert Schulze

MÜNSTER  
-9.10.23.4-58  
Poststempel

MÜNSTER  
-9.10.23.4-58  
Poststempel

Name, Wohnort und Wohnung des Absenders  
**Elvira-Fahrrad- und Metall-Industrie**  
**Robert Schulze**  
**Münster i. W.**

An *Herrn*  
*H. Lillies*  
*Fahrräder*  
*4.5 00.000 -*

Postgewicht *2* kg in *Nietmarschen*  
Wohnung (Straße und Hausnummer) *(Krs. Lingen)*  
*Embs*

Anbei *1* Paket

Mitteilungen umfettig.

Mr. Robert Schulze has own label



Ingen Cykel kan  
hamle op med HAMLET,  
naar det gælder  
Skønhed, let Løb og Holdbarhed!

**HAMLET**  
Danmarks mest populære Cykel



**D. F. D. S.**  
FORENEDE DAMPSKIBS-SÆLSKAB A/S  
Aalborggeuten

(Ret til ændringer forbeholdes)

|     | København: | Aalborg:                                    |
|-----|------------|---------------------------------------------|
| Fre | Kl. 7.00   | Tirsdag, Torsdag, Fredag og Søndag Kl. 8.00 |
| td  | Kl. 10.00  | Tirsdag Kl. 8.15, Torsdag Kl. 4.00          |
| sd  | Kl. 8.00   | Lørdag Kl. 8.15, Søndag Kl. 8.15            |
| sd  | Kl. 17.00  |                                             |

| Følleklasse   | København-Aalborg: | 1. Klasse | Følleklasse |
|---------------|--------------------|-----------|-------------|
| Enkelthillet  | Kr. 12.00          | Kr. 19.00 | Kr. 13.00   |
| Dobbelthillet | Kr. 18.00          | Kr. 29.00 | Kr. 20.00   |

**CYKLEN med for 1 Krone**

Also Nordic countries were active in production of bicycles

8. 1. Producer



It was often a combination of sewing machine and bicycles factories



Wanderer was a bicycle factory

← Company logos as well as funny figures, as rabbits were used in advertisements

# 8. 1. Producer



It is important to advertise the quality of the bicycle.

N°

Timbre à date.



ING DE SERVICE.

REPUBLICQUE FRANÇAISE. TELEGRAMME POSTES ET TELEGRAPHES

+ GARNIER THIERBAUT GERARDMER

Indications de Service:

3 Millions de cycles  
**Peugeot**  
en circulation



**BON POUR UN ESSAI**  
chez  
**Peugeot**



*Il a le véhicule que vous cherchez*



VELOS    CYCLO-MOTOS    MOTOS    5cv (QUADRILLETES)    10 cv    15 cv

**TOUS CATALOGUES FRANCO SUR DEMANDE**

80, Rue Danton  
LÉVALLOIS-PERRET  
(SEINE)

POUR LA PUBLICITÉ P.T.T.  
(Affiches Imprimés Publicité sous glace etc....) S'ADRESSER AU :

**Consortium Français de Publicité**  
52.54, Rue Pierre Charron, PARIS  
OU A SES AGENTS DÉPARTEMENTAUX ET LOCAUX

Peugeot was a versatile producer, but also big on bicycles.



The producers of bicycles are dependent of underpurveyor of different parts.

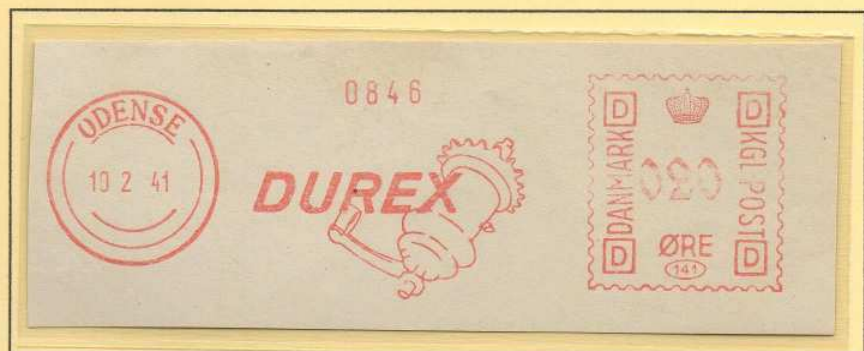


Imperforated



The producers are dependent of underpurveyor of different parts.

## 8. 2. Purveyor of Parts



Light equipment and navebreaks are necessary for traffic security.



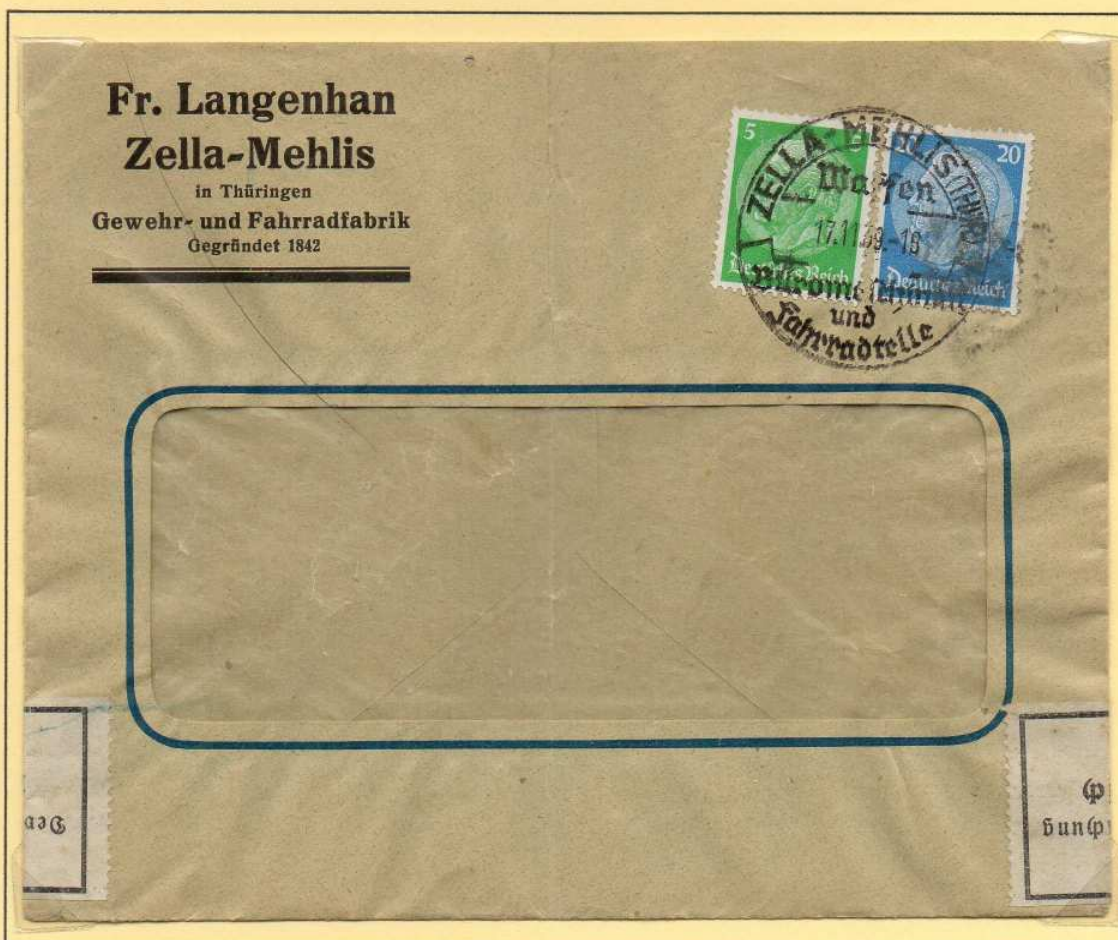
The Torpedonave are still among the best today.

## 8. 2. Purveyor of Parts



As the bike was more common, the part must have quality

By using prepayments print free advertisement was made.



The postmark of this censored letter has the word "Spare parts for bicycles" in the text.

### 8. 3. Conference, Fairs



Conferences are arranged around the world those producers and other can receive new idea



Big international bicycle fairs are arranged all over the world

# 8. 4. Dealers

**WEINER ÉS GRÜNBAUM**  
es. és kir. és portugál kir. udvari szabók.  
Egyenruha és felszerelési intézet. Bpest, Váci u. 27.

**BRÖMER-ELMERHAUSEN és REICH**  
I. bécsi és angol kerékpár (Velocypéd) gyára  
Bécsben, I. Wallfischg. 3. Magyarország. képv. Bpsten,  
Andrássy-út 48. Saját javító műhely; árj. ingyen.

**K RONDORFI SAVANYUKÜT**  
Legtiszább alkalmus savanyút.  
Kapható minden fűszerüzletben és vendéglőben.  
Főraktár: Budapest, Arany-János u. 9.

**FISCHE**  
es. és kir.  
Porcelán- és  
Allandó Kávéház és  
Bán. Budapest

Egy krajeárért kapható!

**HIRDETŐNYES LEVELEZŐ-LAP.**  
CARTE POSTALE.  
(Union postale universelle.)

*Grin* *Grands Magasins Du* *Printemps* *Sauvrad* *Tulcs* *Taherot* *S. Lang* *Paris*

Jegyzet. Ha oly országba küldetik e lap, a hová a levelező-lap díja 5 kr. még 3 krt kell franko-jegyben felragasztani.

The dealers used  
philatelic materials  
as advertisement  
from early times

**16 468 Einbeck** 1266  
August Stukenbrok, Deutschland-Fahrräder

**Paketfarte**

Paket — Kiste mit gleicher Adresse

Herrn *Heinrich König & Co.*  
Wohlgebornen

**16468**

Postgewicht *3* kg

in *Frankfurt 9 Main*

Post *Koseloh. 4*

Ober-Postdirektionsbezirk

**August Stukenbrok**  
was in time one of  
the biggest dealers  
in Germany

**Deutschland-Fahrradwerke**  
**A. Stukenbrok**  
**Einbeck 93**  
Größtes Fahrrad-  
haus Deutschland  
Preisliste  
400 Seiten stark  
gratis.

**DEUTSCHES REICH**  
156 22 4 5N

## 8. 4. Dealers

**PAKET**

Nr 2436

HALSINGBORG 5 14.7.72

För ej utskickas med blyerts-, anilin- eller färgpenna

Plats för frimerking och datumstämpel

Öre 765 öre

**ADRESSKORT** Inrikes postförskott Redovisning över postgåva Anvisningar, se baksidan

Försändelsemottagare

*Nils Westerbergs*

*Cykelaffär*

*Kornedalsgatan 11*

*419 Västra Frölunda*

Till

Försändelsens innehåll eller beskaffenhet

**Cykel- och Mopeddelar**

Mottagarens referens

*28 20*

Försändelsen kvitteras (ej med blyerts- eller färgpenna)

Datum

Utlömningsdag

*5709*

*18.7.72*

*17.7.72*

*KASSA 5*

*KASSA 3*

Vikt i kg (för paket)

*2*

Mottagarens namnteckning

*Nils Westerbergs*

Budets namnteckning (endast betr. ass eller rek)

Lot of pieces are send by post to the shops

DEUTSCHLAND-FAHRRÄDER Teutonia-Prima-Pneumatic

**August Stukenbrok**

**Finbeck**

Grösstes Fahrradhaus Deutschlands

Herrn **Dr. Fritz Weiss,**

Wohlgeboren.

Anerkann-  
tungs-fähigste  
Bezugsquelle  
für gesammte  
Fahrradbranche

in **Bremen**

franko.

Postort: **Bismarckstr. 105**

Oberpostdirectionsbezirk:

10 DEUTSCHES REICH

10 DEUTSCHES REICH

Stukenbrok have also "St." perforated on stamp

Dagtekening van aankomst .....  
 Volgnummer van het bordereel .....  
 Plaats voor de frankerzegel .....  
 NIEBERT CO 24 X 52 1951 Nr. 10  
 200 NEDERLAND 1951

Volgnummer van de kwitantie Nr. 9  
 Aantal zichtdagen 8  
 ONTVANGEN  
 van *de heer J. van der Meer* te *Borculo* Rijwielhandel  
 str. ....  
 wegens geleverde goederen volgens specificatie.  
 HEERENVEEN de *GEER v.d. MEER* 1951  
 ZEGGE *50* Gld. *96* Ct  
 de *23 OCT 1951* VUFTIEN CENT  
 Model P 263 bis

De invulling moet met inkt geschieden. Verandering in aanduiding van de schuldenaar op de kennisgeving van bijdriving wegens storting kan elke gewenste vorm worden gekozen. De kwitanties zijn onderworpen aan de bepalingen van de Zegelwet 1917.

RUWIELGROOTHANDEL  
*Gebr. van der Meer*  
 HEERENVEEN - TELEFOON 2176 - GIRO 268227

Official pay  
 form for  
 settlement  
 of bills from  
 wholesale  
 to retail.