

THE POSTAL LABEL BULLETIN

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Airmail Etiquettes (part 2)

Arthur H. Groten M.D.

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Format

Most labels have a single language, French being the international language for postal services, or two languages, adding English. There is a correlation between the number of languages on a label and its scarcity. Five is the most I have found (Figure 23).

THE CHICAGO ASSOCIATION OF COMMERCE CHICAGO, U. S. A.

Figure 23. A five-language U.S. etiquette, c. 1950. There are very few etiquettes with five languages; I have not seen any with more.

Multi-language labels usually have some combination of

English, French, German, Spanish, Portuguese or a local language. They were clearly used by those who would correspond to multiple countries. They are not easy to find on cover.

Some countries produced oddities such as the combination of air and registration on one label (Figure 24)

Figure 24. In addition to the regular air etiquette (Switzerland's second issue), the registration label is hand stamped "Poste Aerienne" in red on this first flight cover. from Lausanne to Milan, 1925.





or spaces for a handwritten denomination (Figure 25), i.e. "porte-timbres." Porte-timbre is the term for labels, usually advertising of some sort, with the space for the postage stamp to be affixed, similar to the U.S. 19th century "collars" often seen on covers. The only porte-timbres I have seen are from Yugoslavia, denominated 1.50 dinar and 3d. While not strictly air etiquettes, I think them worthy of inclusion in this article (Figure 26).

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Membership News

President's message

Hi Everyone

Summer and Fall have come and gone. We enter Winter such as it is....we haven't had serious snow here in New York's Mid-Hudson Valley in several years. Right now, December 4, the temperature is 50 deg F.

A mild winter gives us time to work on our collections without feeling guilty about not being out in or on the snow.

The important thing I need to impart to you all is that we have a new Auction Manager. It is Sid Morgenstin, who is also our treasurer.

It occurs to me that you all may wish to have a different format or concentration on scarce items or inclusion of more postal history. Please let me know your preferences so the new Manager can offer you those options.

I alluded to articles for the Bulletin. They do not have to be exhaustive. A brief "look-what-I-found" would be lovely. Contact our Editor, Bas Kee, directly.

I'm sad to report that our long time Secretary, Jack Middlesteadt, passed away recently. His work for the PLSG was essential in maintain our Group's health, acting as an institutional memory for those who knew him. We will miss his wise counsel.

Art Groten

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Figure 25. Etiquettes from the Portuguese colonies, but not Portugal itself, have space to write the postal rate entered, as on this first etiquette from Mozambique, issued in 1932 and used in 1934. Note the marginal imprint, which, most unusually, appears on all labels in the sheet of 20 (instead of just once, which is usual). The notation on the label is the proper rate Fr. 1.05 in French francs, and the franking of Mozambique stamps totals 175 centavos.

Figure 26. The portetimbre on this 1932 Yugoslav postcard is denominated and therefore not listed in Mair as an etiquette. Sanabria's The World Airmail Catalog lists a 50-para value for Jugoslavia very similar to the 3-dinar affixed on this card. I have also seen an example denominated 1d50. This porte-timbre and etiquette hybrid is rare and fascinating so let's just call it an airmail Cinderella. Yugoslavia's official label issue of 1932 is nicely tied.



Airline issues

Virtually all issuing countries had functioning airlines, many of which issued their own labels for use by their customers. Some indicate a particular means of air transport, such as Zeppelin (Figure 27) or catapult. Some airlines' etiquettes also mentioned which specific airline to use if more than one served a particular place. Generally, you can correctly assert that a cover with one airline's label was flown on that airline. However, there are examples of ad hoc uses of different airlines' labels, so take care. Figures 28-31 show a few interesting examples.



Figure 27. Paraguay issued two labels in 1932 for mail carried by the Graf Zeppelin. A handful of other countries also had Zeppelinspecific labels as well as those for catapult and rocket mail.



Figure 28. Italy's LATI airlines issued two etiquettes, 1935 and 1940, for use by customers in Brazil. This cover (using the 1940 issue) is properly rated 5,400 reis. The 1935 issue has the same text but a different layout.





Figure 29. This most remarkable 1934 cover has the route spelled out using four different labels. The first is for general airmail, usually found alone. Next, the labels call attention to the desired company to be used. The third specifies Pan American to Colombia from New York to connect with the SCADTA service, while the fourth specifies the internal SCADTA service to Bogota from Barranquilla. It is properly franked 4/- for the double 2/- per ½ oz. rate.

Figure 30. Condor was the Brazilian airline contacted to connect with the German trans-Atlantic service, carried by Lufthansa flight. The rate was 4,200 reis. It is always a plus to find a use on airline stationery.



Figure 31. This Condor label notes its connection with the [Graf] Zeppelin. The October 4, 1934, letter was carried on the Graf's return trip of the ninth South American flight. Again, the rate was 4,200 reis.

Miscellaneous

Miscellaneous etiquettes can be further divided into numerous categories. While the vast majority are generic, i.e. "Air Mail," "Via Air Mail," etc., there are a whole host of labels that promote businesses (Figure 32), hotels (Figure 33), charities and special events or depict images of identifiable airplanes. These fit perfectly into a thematic or topical collection. An American label even has a note saying that "Air Mail is Socially Correct...." (Figure 34).



Figure 32. In 1937, the private company Huile Aeroshell used this beautiful etiquette from Casablanca to Vienna, stamps tied with special machine cancel for the 2nd Raisin Congress. The 4F50 franking pays the proper single air rate to Austria: 1F75 per 20 grams (basic foreign rate) plus 2x 1F per 10 grams (air surcharge to France) plus 75 centimes per 20 grams (surcharge from France to Austria).



Figure 33. 1963 airmail cover to Great Britain, properly franked 15¢ from Hotel Muehlebach in Kansas City with the hotel's private etiquette first seen around 1948.



Figure 34. In the early days of airmail, there was some question about whether it was proper to send Christmas greetings by air (with airmail just coming into general use, perhaps the Emily Post etiquette was unclear). This private Christmas label on a 1928 internal air cover has on the reverse the following



inscription: "Air Mail is/Socially Correct/For Christmas Cards and Gifts...."

One assumes it was issued by a greeting card company.

Perhaps the most fascinating are those etiquettes produced for specific flights, often a first flight, although they do not always specify that information. They may or may not have denominations. Sanabria lists many of these as semi-officials. Scott catalogs do not list them except in rare instances like the U.S., Canada and Germany. Why that should be so is unclear to me. If the Vin Fiz (Figure 35), a private enterprise, can be listed in the Scott catalog, why not the Rockwell Kent Greenland stamp for a private service offered by Captain Ernst Udet (Figure 36) or the label issued for the Ross Smith England-to-Australia flight (Figure 37)? In any event, folks who collect air etiquettes certainly consider them all to be within their purview.



Figure 35. This semi-official stamp (Scott CL2) was prepared for Cal Rodgers' cross-country flight in 1911 and is the first stamp in the world to depict an airplane. Courtesy of Kelleher Auctions





Figure 37. The famous label made for the Ross Smith flight from England to Australia is listed in Sanabria (under Australia....why?) but not in Scott. Its story is well known and told by Tom Frommer in *The Ross Smith Stamp and its Postal History* (2011).

Figure 36. During his stay in Greenland in 1933, Rockwell Kent met Captain Ernst Udet who was helping the movie crew making the picture S.O.S. Iceberg. Kent proposed a special stamp for use on Udet's flights to support a local charity (Mu. 1). Approximately 75 were handprinted and fewer than ten are known on cover. The various handstamps have been fully described elsewhere. Note that Udet signed this cover.

That said, please indulge me while I show you a few rarely seen etiquettes for special flights (Figures 38-43). There are many more than the examples I show here, making them an ideal subject for a specialized study. However, this collecting area is made even more challenging by the difficulty of acquiring some of them, especially on cover.



Figure 38. Herald and Weekly Times newspaper had its own etiquettes for an experimental non-governmental flight made on April 17, 1922. This example is wonderfully tied to a commercial cover docketed "Aeroplane mail." There was no air surcharge for this private flight.



Figure 40. Captain
Wauthier made an aerial
survey of the Sahara from
Algeria (March 7, 1933) to
Niger (April 4). This rare
vignette was printed in
sheets of six.



Figure 39. A special label was prepared for the first flight from Djibouti, French Somalia, to France from December 4-7, 1931, piloted by Marcel Goulette and Andre Salel. The postage is paid with a lovely pair of France Scott 132, quite scarce on cover. It is the proper rate: 1F50 for the basic rate plus 1F50 for the registry rate plus 3F surcharge to France totals 6F.



Figure 41. On January 12, 1933, Jean Mermoz, one of the most important pilots in the development of the French South American service, flew non-stop to Brazil from Dakar (Mu. 307). This label was prepared for the return flight of May 15.



Lake Tchad in Niger were made on January 18, 1925. These two etiquettes were prepared for those flights. Image B is denominated 10F. I

Figure 42. Two survey flights from Paris to have been able to find no information on these labels other than that they exist. Were they used on either or both of the flights?



Figure 43. At the behest of Imperial Airways, Alan Cobham made a survey flight over Africa from London (November 18, 1925) to Cape Town (February 17, 1926). This striking vignette was placed on the few (very rare) cards he carried (Mu. 137).



What follows is a potpourri of fascinating airmail covers all greatly enhanced by the presence of air labels (Figures 44-50). Meanwhile, Figure 51 shows the only cover I have seen with five different air etiquettes upon it. It appears to be a commercial use and is a fitting end to my story.



Figure 44. Airmail etiquettes that indicate a routing are not common. This cover goes by surface from Grand-Bassam (Cote D'Ivoire) to Dakar (Senegal), then by air to Toulouse and surface to Paris. The rating of 50 centimes per 20 grams (domestic rate) plus 2x 3 francs per 10 grams (air rate) totaling 6F50 is correct.

> Figure 45. Three-service covers, with each service designated with an etiquette, account for about 0.1% of



all airmail covers (I have written about this in Kelleher's Stamp Collector's Quarterly #22). This 1934 cover from Russia to Germany, by Dereluft, is one such, with etiquettes designating airmail, registered and express. The proper rate was 65 kopeks (airmail rate) plus 20 kopeks (registered letter service) plus 30 kopeks (express) totaling 1 ruble 15 kopeks. As a note, for some direct air routes the special rate was 55 kop., but this postal directive was frequently ignored and the basic rate of 65 kop. was charged instead.



Figure 46. Most additional services seen on airmail covers are for registry or express. Here a most interesting label, "Service Accelere," indicates accelerated internal carriage by road between Hanoi and Saigon while the railway was being completed, a service available in the 1930s. The rate on this 1930 cover is 6 cents (domestic rate) plus 5 cents (for accelerated service) plus 1 piaster per 10 grams by the Dutch KLM route (see red boxed handstamp) to France totals 1pi11.



Figure 47. The reason for two different route labels on this cover is that it was originally to go by air (Iraq's first air etiquette) but missed the flight and was

sent instead by Nairn Overland service. The rate was the same, 3 annas (postage) plus 3a for the air or overland fee. I've not seen another example of this occurrence.

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Figure 48. The use of pneumatic mail in association with air covers (in this case the Graf Zeppelin to the U.S.) is most unusual. The airmail rate was 1 mark 50 pfennigs. I suspect the other 35pf. is for the pneumatic fee. "Rohrpost" = pneumatic mail.

Figure 49. Airmail from New Caledonia in the 1930s is scarce enough but it is a definite plus to have one with such a lovely etiquette with route designation. For this 1936 cover, the rate is 1F50 per 20 grams (domestic) plus 2x 4F50 per 5 grams (air to France) plus 75 centimes per 20 grams (air from France to Czechoslovakia)



totals 11F25, paid with New Caledonia Scott 162 and 174, both scarce to rare on cover. Note the red crayon additional route mark. "France Tchecoslovakia."





Figure 50. The air etiquette on the 1927 cover from Tahiti is on the reverse and is of the utmost rarity (with only two or three known). "Avion" is clearly written on the face. The franking of 3F50 is difficult to parse: the surface rate to France was 50 centimes per 20 grams (paid for by the 50-centime stamp). There was no trans-Pacific air service so it went by sea to San Francisco and then by air to New

York, then by sea to Great Britain and by air to France. The rate for using U.S. airmail within the U.S. and then airmail from Great Britain to France was 17 centimes per ½ oz. (14 grams) or 27 centimes (for up to 1 oz.). The 3F stamp (Scott 72, rare on cover) is a convenience overpayment for the double weight air service.

Figure 51. The five air labels on this cover are from Great Britain, Denmark, France, Sweden and the U.S., the most I have ever seen on one cover.

Par aviores

VIA ATR MATE

Non- Namen Fry bery

3.5- Robe Shark

11. Kilda

Melbourn Aushaha

So there you have it: a mini-course in airmail etiquettes. The marvelous thing about collecting them is that they are readily

available. Most dealers have some in their miscellany; the Postal Label Study Group has a quarterly auction and many members who like to trade. eBay is an excellent source. Like stamps, they can be collected by country, region or go for the whole world; thematically; as singles or on cover.

They tend to be inexpensive, usually under \$20 each, often much less, but, like all collecting areas, there are great rarities. The fun is finding them in unexpected places.

For the postal historian, these labels, along with other instructional ones, offer evidence of services rendered and how an item was carried, supplementing date stamp and back stamp data.

For the researcher, there are many opportunities for further work. For instance, I am working on the first four issues of Great Britain. I hope this has piqued your interest. I welcome correspondence at artgroten@optonline.net.

Acknowledgments

My thanks to Andrew Farberov and Gregory Mirsky for their assistance on the Russian rates shown in Figure 45.

References

In addition to the Mair catalog noted above, there are a few country-specific listings such as Australia, New Zealand, Switzerland and Italy. The Postal Label Study Group Bulletin is a fount of information, including contact details for Gunter Mair for those who are interested in accessing the digital catalog updates: https://www.postal-label-study-group.info/airmail-labels

The Author

Arthur H. Groten, M.D. began collecting stamps (among other things) at age eight. Over the years he has created award-winning collections and exhibits on many topics: Canada 1859 Cents Issue; Censorship of Napoleon's Mail during his Exile on St. Helena; and on various aspects of Mandate Palestine postal history. His non-philatelic collections include 17th century English illustrated books; Rockwell Kent; and Maurice Sendak. He includes ephemera in all these collections and exhibits. He has written extensively on a wide variety of subjects, including, most recently and in collaboration with David R. Pitts, an award-winning book on the Postal History of Bermuda, published by the APS. Groten is a life member of the American Philatelic Society, a recipient of the Luff Award for Research, a Fellow of the Royal Philatelic Society London, a life member of the Society of Israel Philatelists, and a member of the Collectors Club and the Postal History Society, among others. He is currently president of two APS affiliates, Postal Label Study Group and Poster Stamp Collectors Club. He is a past-president of the Ephemera Society of America.

Two Belgian postal labels



This is the only time I have seen this label. I think it is/was only used for packages which is why it is hard to find.

BK

On a package from Italy, 1985

The printed text on the label says:

Delivered by the Postal Service because the addressee was occupied at the time the TT-messenger tried to deliver.

The text that had been crossed out read:

The notice that reported the arrival and was put in the mailbox should be considered null and void.

Handwritten was the real reason by the TT-messenger: Closed on July 7th, 1985, no box was found.



A Belgian domestic letter, registered and with return receipt, 2012.

The initial adressing was for the city of Charleroi. The Postal service knew apparently that the address had been changed and put a label with the new address over the old one.

The yellow label - indicating the forwarding - seems superfluous because it is placed over the new address label. But I suppose it was needed because of the barcode on it used in processing the mail.

BK

Belgian Postal Labels

Bas Kee and Jan C. ter Welle

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At the UPU Congress in Paris on July 1, 1878, it was recommended to return postal items, which could not be delivered to sender, citing the reason why. This recommendation was followed by the Belgian Postal Authorities in 1885. The first time "postal labels" were mentioned was during the UPU Congress in Vienna on July 4, 1981.

The Belgium post office issued Instruction No. 20 on July 9, 1892 prescribing that the reaon why postal items were returned should be mentioned by way of labels nos. 399/406. (Where the numbers comes from is unknown.) Their size was restricted to 2x5 cm, they must be bilingual, with red print on white paper and be printed in sheets of 75 labels and their number printed in the sheet edge.

The following labels came into use:

399: RÉFUSÉ/Geweigerd

400: INCONNU/Onbekend

401: Non Réclamé/Niet afgehaald

402: DÉCÉDÉ/Overleden

403: Retour à l'envoyeur/Terug aan afzender

404: Adres Insuffisante/Onvoldoende adres

405: Non admis au transport/Niet ter vervoer toegelaten

406: Partie sans laisser d'adresse/Vertrokken zonder adres op te geven

On the returned items the local postman had to put his signature or his number. See Figure 1.



Figure 1.

Since 1894 these labels were printed in blue color on white paper and in 1900 labels were issued with the text framed.

Until 1910 French was the main language and Dutch as only a translation until a law was passed on bilingualism. The French text was the top line and Dutch was in italic on the bottom line (Figure 2).

The layout changed and since then both languages were printed next to each other and in the same lettertype. And they came in a large variety; see Figure 3:





POSTKART

POSTKART

POSTKART

A No. 10 Can 1 Can

Figure 2.



Figure 3.

French first for the French speaking part and Dutch for the Dutch speaking part and even in a few cases a third language: German for



Figure 4.

the German speaking region in the eastern part of the country. See Figure 4.

In 1932 a totally new set of reaons appeared to be necessary and a large number of new labels were issued, of course in French and Dutch. In this summary we will give only the Dutch text and, between parentheses, the translation in English:

130: Overleden (deceased)

- 131: Overleden Erfgenamen onbekend (deceased heirs unknown)
- 132: Overleden erfgenamen vertrokken zonder adres op te geven (deceased heirs moved without leaving address)
- 133: Geweigerd (refused)
- 134: Geweigerd voor het strafport (refused because of the tax)
- 135: Geweigerd zonder reden op te geven (refused without reasons)
- 136: Niet ter vervoer toegelaten (not allowed in transport)
- 137: Vertrokken zonder adres (moved without leaving address)
- 138: Niet afgehaald (not collected)
- 139: Terug aan afzender (return to sender)
- 140: Ontoereikend adres (insufficient address)
- 141: Onbekend (unknown)
- 142: Niet bestelbaar-te Huize/bericht afgegeven op (not delivered at the address/ message left)

144: Gebruikte taal niet aangeduid (used language not mentioned)

During WW II, from October 4, 1944 till April 13, 1945 it was obliged to mention on the cover in which language the letter was written.

- 145: Adres van afzender ontbreekt (sender's address missing)
- 237: Afwezig de.....bericht afgegeven (absent on.... message left)
- 238: Huis gesloten (house/company closed)
- 239: Afwezig den..../tot...(absent from...../till...)
- 241: Afwezig/opnieuw aan te bieden (absent/to be delivered again)
- 319: Kon niet uitgereikt worden (could not be delivered)
- 811: Afwezig de (absent on)
- 835: Woont niet meer op het aangeduide adres (does not live anymore at the given address0

The original text of this label was "parti pour" or "vertrokken naar" (moved to). This label was withdrawn in 1961 as it was not allowed anymore to mention the new address of the addressee to the sender. This label was replaced with the text as now mentioned under nr. 835.

The following selection of labels illustrates the above:



Figure 5.

In the official instruction 5.2.0.1 VII-13 from December 16th 1983 a new label no. 143 was announced to replace the labels with the most common reasons for returning to sender: 130, 133, 137, 138, 140 and 141. This new label is bilingual and printed in sheets of 32 labels. The postman marks the reason and puts his signature or number on the label. The trilingual labels remain in use. There was a lot of testing with multi-reason labels; see



Finally, the final layout was found, see Figure 7.



Figure 7.

However, believe it or not, there is nothing lasting forever and after a couple of years we are back at the single reason labels, see Figure 8.



нетоия емоувия

Receipt Cards

On January 2, 1919, a method was introduced to collect money for businesses from their customers via the postman. In case collecting failed, the receipt card was returned to the sender provided with a label informing him the reason why. Next to the standard labels some new trilingual ones were introduced.



832: Niet eens (does not agree)

833: Zal op het kantoor komen (will visit the office)

834: Reeds betaald (already paid)

836: Vruchteloze aanbieding (delivered without success)

837: Zal aan trekker betalen (will make payment)

???: Geen geld (no money)



Sources

FISTO-STUDIE no. 84 by Filatelistische Studiekring Oost-Vlaanderen, and authors' collections



This postcard dates from 1923 and was sent by the department of war-damages. The addressee was asked to come to the committee to explain his personal war-damage from WWI.

However the addressee was deceased and therefore the card was returned to sender. The label has text in French "Décédé/héritiers/inconnu"; and in Dutch: "Overleden/erfgenamen/onbekend". Translated in English: "Deceased/heirs/unknown"



niet uitgereikt worden hasthebber aangeduid The single label reads: "Deceased/heirs isdeparted without leaving address" in three languages, also in German. The eastern part of Belgium, near the Luxemburg border is/was German speaking.



This letter was sent on December 2, 2003. The letter was registered with a return receipt requested. Delivery failed because there is no name of a person authorized to receive the letter and sign the return receipt. That is indicated on the white label to the right. This trilangual label seems rather unusual with lettering in black instead of blue. The letter was then returned with the reason ,not claimed' on a multi-reason label. The AR card is still attached to the cover.

an error in the German text: 'fehit' should be 'fehlt'

Valeur déclaré/Insured labels

For many years now Jan ter Welle and Bas Kee have been collecting worldwide the labels affixed to postal items indicating that a mailpiece contains items of monetary value.

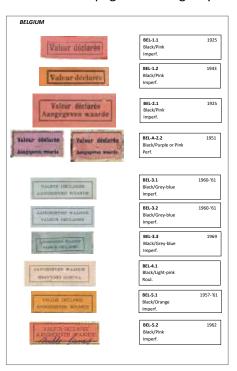
For ourselves we made a catalog for these labels, because there was no such documentation anywhere. It would be a shame to keep that only to ourselves. Therefore, anyone interested in "valeur déclarée'/insured" labels can get a copy of the file containing our collection.

Sent an e-mail to bkee@xs4all.nl or to janterwelle@online.nl

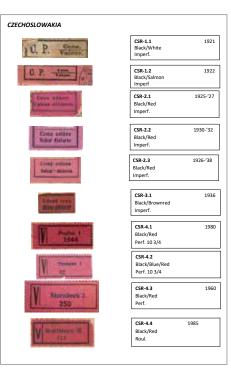
These V-labels have been discussed in previous issues of PLB:

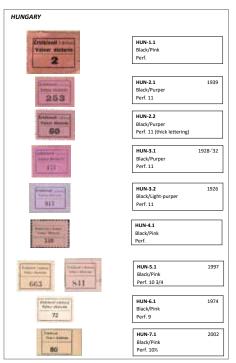
In # 103, Fall 2011, some images were shown of V-labels and corresponding forms of Canada (pp. 4-6) In # 120, Winter 2016, a detailed explanation can be found

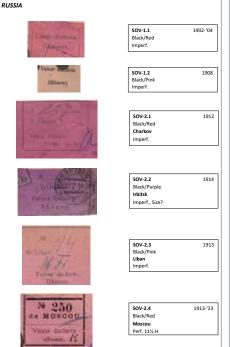
In # 136, Winter 2020, already three pages of our catalog were shown. But that was a while ago. We show a few more pages here to give you an idea of what you 'll see in the file.













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