

# Stenders Ugle - Stender's Owl

- Ray Petersen



A&L #228



A&L #229

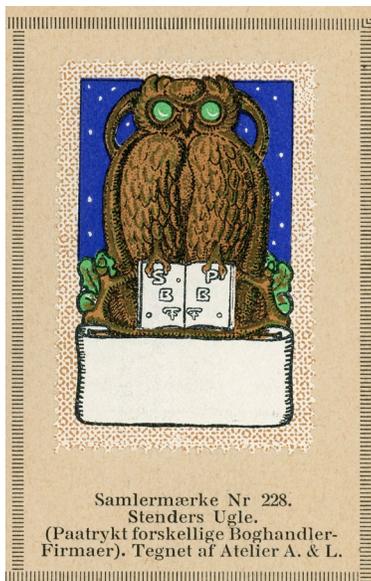
Over two decades ago, Charles Kiddle published a two volume catalog covering some of the issues of one of the world's most prolific and venerated poster stamp publishers - Andreasen & Lachmann, of Copenhagen, Denmark, plus an update in 2016. Since then, there have been many discoveries of long-forgotten or overlooked varieties of the stamps A&L published and printed during the poster stamp boom of the 1910s. This article will attempt to update details about, and provide context for, one of their designs, printed in two different sizes, and originally referred to by the company simply as "Stenders Ugle" (Stender's Owl).

The two stamps were part of A&L's numbered series of poster stamps issued in 1913 and 1914, which were the subject of Kiddle's catalogs. Like all of the stamps in this series, the Stenders Ugle stamps were numbered: #228 for the large size and #229 for the small. Both stamps featured a copper colored owl with green eyes, perched atop an open book with the letters **S B F** on the left page and **P B F** on the right. At the bottom of each stamp is a panel, designed to resemble a banner. This panel at the bottom was intended to have business details overprinted on it. For these two stamps, the details were names and addresses of Danish booksellers and bookshops.

The first public notice of these two stamps was in the newsletter "**Samlermærket**", the house publication of Andreasen & Lachmann, as "*Organ for the Danish Collectors' Stamp Union, dealing with Christmas and other Charity Stamps, Special Occasion, Exhibition and Advertising Stamps*".

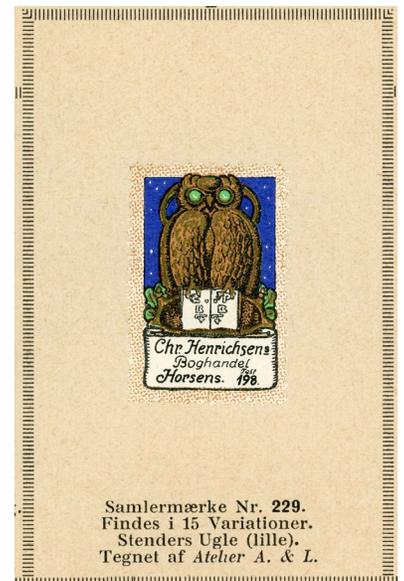
NUMMERFORTEGNELSE OVER ÆGTE A. & L.-SAMLERMÆRKER		
Danske Ugle, Andreasen & Lachmanns Samlermærkeudgave	225 Fluerne (Redningskorpset)	250 Journalistforening
Lev & Hasselbalchs Forl.	226-27 C. Jacobsen & Co., N Farimagsgade 64	251 Modres & Børns B
Prodos Messe	228 Stenders Ugle, stor (paatrykt forskellige Boghandlerfirmaer)	252 Haastrup & Ander
Turistforening	229 Stenders Ugle, lille	253-54 Kløver Byggry
Henrichsens Raadhusmærke	230 Danske Kvinders Forening for alkh.fri Restaurationer	Danmark
Arts Kunstkatalog		255-58 Chr. Rasch
		259-60 Brohm, Diamant Gryn

The notice was an updated list of their numbered stamps from #200 to #299. The listing for #228 reads: "*Stenders Owl, large (overprinted with different booksellers)*"; the listing for #229 reads: "*Stenders Owl, small*".



In the same issue of **Samlermærket**; the 16 December, 1913 issue (#9 for the year); there was an example of the actual large size stamp (#228) tipped into the newsletter. (At left)

The issue of 1 May 1915 had an example of the small size stamp tipped into it. (At right)



### Note:

All images in this article are approximately actual size.

By the time the first notice appeared, collectors could already see and purchase those two stamps, but details about their issue had not yet been published. It wasn't until the A&L "**Samlermærker Aarbog**" (*Poster Stamp Yearbook*) was published in February, 1914, that there would be more details about the issue made public. In that yearbook, there were images of both size stamps, along with publishing details, such as the A&L number of the stamps, the quantity issued, the "Title" of the stamp with some details, and the name of the artist who designed the image. In this case the artist name was "Atelier A. & L." for staff artists. Also provided were the selling price or the "retail value" of the stamps, as well as the issue number of the newsletter in which the actual stamp was provided. (Note that there is no issue number provided for #229 - it would not appear until the 1 May 1915 issue.) Some stamps' "Kurs" (price), were indicated with an asterisk, which may suggest that the stamps were already sold out by the company, and the price listed was the current "after-market value" of the stamp. In the case of #228 and #229, they were both marked with an after-market value of 4 (øre) each.



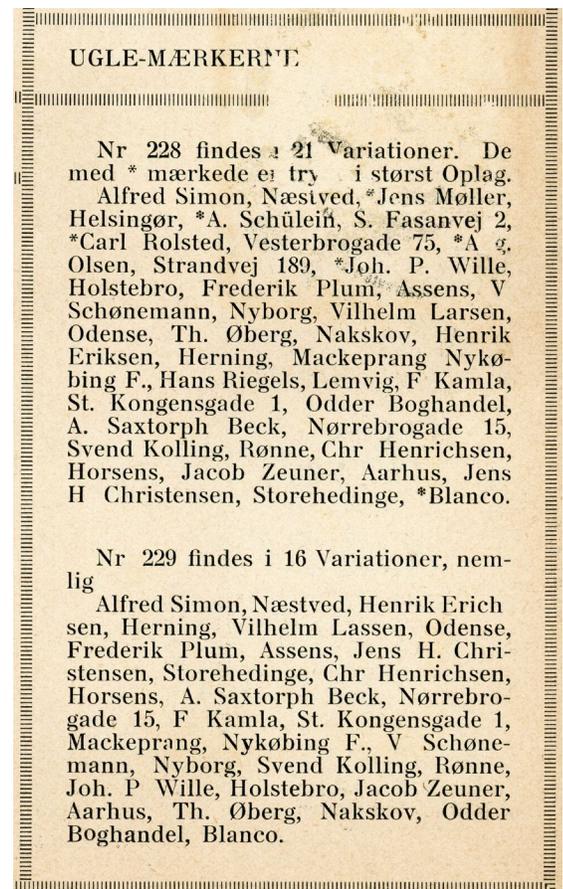
These two stamps must have been popular with collectors, possibly due to the topical value of the image, but also because most of them were distributed to the booksellers whose details were imprinted on them. In the 1 August, 1915 issue of **Samlermærket**, there was a revised valuation list, and #228 had been increased to "Kurs" 10 (øre) and #229 to "Kurs" 20 (øre).

The overprint varieties are detailed in Kiddle's catalog as 21 different for #228 (plus the blank version) and 16 different for #229 (plus the blank version). But at the time the catalog was published several of the actual overprint names, for both stamps, were listed as "unknown". As an aside, the number of overprints for the small stamp (#229) is variously noted as both 15 or 16 in several issues of **Samlermærket**, so the blank panel version may be counted as one of the overprint varieties in some cases.

However, the discovery and study of the issues of **Samlermærket** reveal, in the 16 July, 1914 issue, a listing of all of the overprint varieties for each of the two stamps, which should probably be taken as the official list of company prepared (authorized) overprints. The listing also includes a notation that the overprints marked with an asterisk were provided in greater quantities than the others.

In his catalog listing from 2003, Charles Kiddle lists the bookseller overprints in alphabetical order, by last name (or shop name), without allowing for the addition of the "unknown" overprints at a later date.

When Tim Olsson (an advanced collector and researcher of Danish poster stamps) recorded his findings some years later, he recorded the overprints in order by location, with the Copenhagen based businesses listed first, then the others, in alphabetical order by town name. This approach seems to follow the listing order of the various Danish bookseller organizations. I have chosen to use Olsson's listing order for the purposes of this article. One odd name appears in Olsson's listings of the larger stamp. He includes a listing for "Henrik Jensens, Roskilde". I have not been able to find an image of that overprint, nor does it appear in A&L's listings. There was a book dealer in Roskilde named Henrik Jensen in the period that the stamps were printed, so a stamp with that imprint may exist. If anyone has an image of the stamp, please share it with me.



Olsson also attempted to ascribe distribution quantities to the various booksellers, probably based on the size and popularity of the businesses, as well as their geographic location. His results are merely an estimate based on his knowledge of Danish poster stamps and Danish business practices.

In their newsletter **Samlermærket** of 16 July, 1914, Andreasen & Lachmann mention, for stamp #228 only, that some overprints were made in larger quantities. But their estimations do not always align with Olsson's numbers, so the actual distribution numbers may never be known. Shown below are two lists with "catalog numbers" and listings of the various overprints for both size stamps, plus Olsson's estimates of issue quantities.

For stamp #228, overprints with higher distributions as mentioned by Andreasen & Lachmann are noted with an asterisk following the individual "catalog" number.



Common backprint for #228

### # 228 - Stenders Ugle - Large Owl - Issue of 140,000

Catalog #	Overprint Details	Est.Qty.
228.00 *	None (Blank tablet)	10,000
228.01	<b>A. Saxtorph Beck</b> / Bøger, Papir, Kunst / <b>Nørrebrogade 15</b> / Telefon <b>5125</b>	14,000
228.02	<b>F. Kamlaſ</b> / Boghandel / <b>St. Kongensgade 1</b> / Telf. Central 4563	16,000
228.03 *	<b>Aug. Olsens</b> / Boghandel / <b>Strandvej 189</b> / Telefon Helr. 499x & 1399x	10,000
228.04 *	<b>A. Schülein</b> / Diakonessetiftelsens / Boghandel / <b>S. Fasanvej 2, Telf. 8442</b>	10,000
228.05 *	<b>Carl Rolsted</b> s / Boghandel / Vesterbrogade 75 / Telefon <b>10,495</b>	10,000
228.06	<b>Jacob Zeuner</b> / Boghandel / Bogtrykkeri / <b>Aarhus</b> Telefon <b>97</b>	12,000
228.07	<b>Frederik Plum</b> / Bog- / Papir & Kunsthandel / <b>Assens</b> Telf. <b>88</b>	2,000
228.08 *	<b>Jens Møller</b> / Bog- & Papirhandel / <b>Helsingør</b> Telf. <b>128</b>	5,000
228.09	<b>Henrik Erichsens</b> / Boghandel / Telf. <b>48</b> <b>Herning</b> Telf. <b>48</b>	4,000
228.10 *	<b>Joh. P. Wille</b> / Bog- / Papir- & Kunsthandel / <b>Holstebro</b> Telf. <b>89</b>	4,000
228.11	<b>Chr. Henrichsens</b> / Boghandel / <b>Horsens.</b> Telf. <b>198.</b>	6,000
228.12	<b>Hans Riegels</b> / Bog- / Papir- & Kunsthandel / <b>Lemvig</b> Telf <b>6</b>	2,000
228.13	<b>Th. Øbergs Boghandel</b> / Robert Allerup / Papir, Musik, Kunst / Bogtrykkeri / <b>Nakskov</b> Telefon <b>146</b>	4,000
228.14	<b>V. Schönemanns</b> / Bog- / Papir- & Kunsthandel / <b>Nyborg</b> Telf. <b>7</b>	3,000
228.15	<b>Mackeprangs Boghandel</b> / Chr. Pontoppidan / <b>Nykøbing F.</b> / Telf. <b>38</b> Grundl <b>1835</b>	3,000
228.16	<b>Alfred Simon</b> / Bog- & Papirhandel / <b>Næstved</b> Telefoner <b>4 &amp; 54</b>	5,000
228.17	<b>Odder Boghandel</b> / Axel Paludan Andersen / Böger, Papir, Tapet, Kunst, Musik / <b>Telefon 35.</b>	2,000
228.18	<b>Vilhelm Larsens</b> / Bog- & Papirhandel / Jernbanegade 2 / <b>Odense</b>	9,000
228.19	(Henrik Jensens / Roskilde) Unknown overprint - not reported by A&L	5,000
228.20	<b>Svend Kollings</b> / Boghandel / Musik & Kunst / <b>Rønne</b>	2,000
228.21	<b>Jens H. Christensen</b> / Bog- / Papir- & Musikhandel / <b>Storhedinge</b> Telf <b>21</b>	2,000

**Note:** The listings in this table are arranged by location - #228.01 - 228.05 are all in Copenhagen, and #228.06 - 228.21 are all in other towns, listed alphabetically by town name.

## # 229 - Stenders Ugle - Small Owl - Issue of 60,000

Catalog #	Overprint Details	Est.Qty.
229.00	None (Blank tablet)	8,000
229.01	<b>A. Saxtorph Beck</b> / Bøger, Papir, Kunst / <b>Nørrebrogade 15</b> / Telefon <b>5125</b>	7,000
229.02	<b>F. Kamlaş</b> / Boghandel / <b>St. Kongensgade 1</b> / Telf. Central 4563	12,000
229.03	<b>Jacob Zeuner</b> / Boghandel / Bogtrykkeri / <b>Aarhus Telefon 97</b>	7,000
229.04	<b>Frederik Plum</b> / Bog- / Papir & Kunsthandel / <b>Assens Telf. 88</b>	1,000
229.05	<b>Henrik Erichsens</b> / Boghandel / Telf. <b>48</b> <b>Herning Telf. 48</b>	2,000
229.06	<b>Joh. P. Wille</b> / Bog- / Papir- & Kunsthandel / <b>Holstebro Telf. 89</b>	2,000
229.07	<b>Chr. Henrichsens</b> / Boghandel / <b>Horsens. Telf. 198.</b>	3,000
229.08	<b>Th. Øbergs Boghandel</b> / Robert Allerup / Papir, Musik, Kunst / Bogtrykkeri / <b>Nakskov Telefon 146</b>	3,000
229.09	<b>V. Schönemanns</b> / Bog- / Papir- & Kunsthandel / <b>Nyborg Telf. 7</b>	2,000
229.10	<b>Mackeprangs Boghandel</b> / Chr. Pontoppidan / <b>Nykøbing F. / Telf. 38</b> Grundl 1835	2,000
229.11	<b>Alfred Simon</b> / Bog- & Papirhandel / <b>Næstved Telefoner 4 &amp; 54</b>	3,000
229.12	<b>Odder Boghandel</b> / Axel Paludan Andersen / Böger, Papir, Tapet, Kunst, Musik / <b>Telefon 35.</b>	1,000
229.13	<b>Vilhelm Larsens</b> / Bog- & Papirhandel / Jernbanegade 2 / <b>Odense</b>	5,000
229.14	<b>Svend Kollings</b> / Boghandel / Musik & Kunst / <b>Rønne</b>	1,000
229.15	<b>Jens H. Christensen</b> / Bog- / Papir- & Musikhandel / <b>Storhedinge Telf 21</b>	1,000

**Note:** The listings in this table are arranged by location - #229.01 & 229.02 are both in Copenhagen, and #228.03 - 228.15 are all in other towns, listed alphabetically by town name.

Multiples of #228 and #229 are very rare. The block of four, at right, and pair, below, are the only ones I have ever seen.

An interesting note is that each stamp in the block of four has the same overprint, but the two stamps in the pair have different overprints.

There is no evidence to suggest that the different formats used for the overprints were a specific production choice, or just used for convenience.



Common Back-print for #229

Also of note is that the pair is imperforate between the two stamps.



#229.08

#229.12



#228.04

# The Stamps



# 228.00



# 228.01



# 228.02



# 228.03



# 228.04



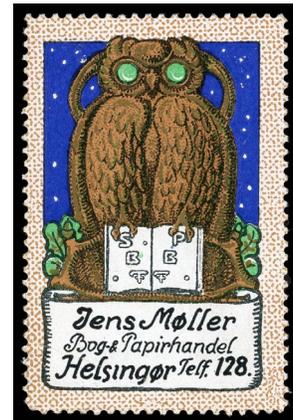
# 228.05



# 228.06



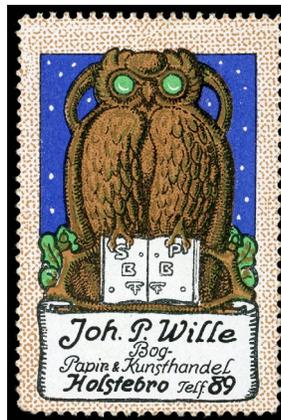
# 228.07



# 228.08



# 228.09



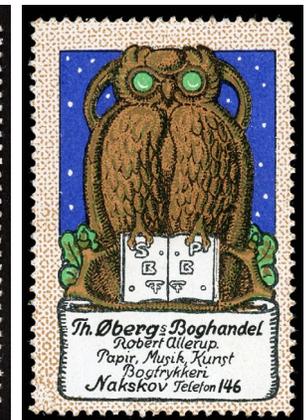
# 228.10



# 228.11



# 228.12



# 228.13



# 228.14



# 228.15



# 228.16

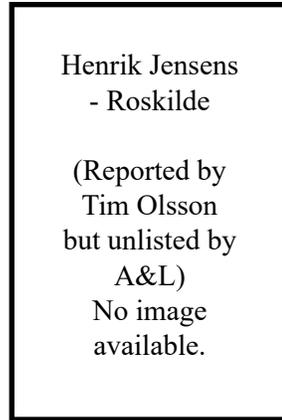


# 228.17

# The Stamps



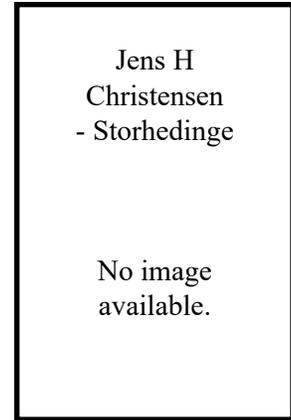
# 228.18



(# 228.19)



# 228.20



# 228.21



# 229.00



# 229.01



# 229.02



# 229.03



# 229.04



# 229.05



# 229.06



# 229.07



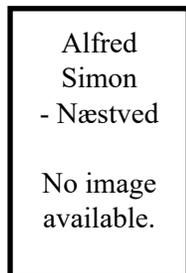
# 229.08



# 229.09



# 229.10



# 229.11



# 229.12



# 229.13



# 229.14



# 229.15

In addition to the “official” or “authorized” stamps and overprints, one has been discovered that appears to be an unauthorized overprint on a genuine stamp with a blank tablet.

There are also examples of stamps that appear to be counterfeits, since the names are not on the list of authorized overprints, and the base stamp appears to be a lesser quality printing than that of the original A&L versions.

### # 228



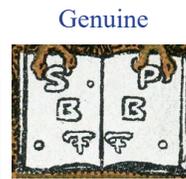
Unofficial Overprint on genuine stamp.



Unofficial overprints of legitimate booksellers on counterfeit base stamps. The fake base stamps can be identified by various differences from the genuine stamps, as detailed below.



Differences include size of head and eyes, shading in eyes, “stars” in the sky, and overall image quality.



Difference in placement and appearance of letters.



Difference in shading lines at right side of tablet.

### # 229



Unofficial overprints of legitimate booksellers on counterfeit base stamps.

The fake base stamps can be identified by various differences from the genuine stamps, as detailed at right



Differences include size of head and eyes, shading in eyes, background, “stars” in the sky, and overall image quality.



Difference in placement and appearance of letters.

## Origin of the Design

The **SBF** was the Association of General Booksellers (*Sortimentsboghandlerforening*), and the **PBF** was the Association of Provincial Booksellers (*Provindsboghandlerforening*), hence the initials SBF and PBF on the left and right pages of the book.

Professional booksellers held certain monopolies in Denmark at the time regarding the selling of books. In Copenhagen in particular, there was some confusion among consumers about the difference between stationery shops and authorized bookstores. The SBF and the PBF decided at a joint meeting in 1910 that professional booksellers should have a sort of common emblem that would identify them to the public.

It was noted that H. Matthesen, a bookseller's assistant, in 1908 had commissioned the production of an "owl" as a watch chain pendant, a tie pin, and a brooch, possibly for use as a symbol for booksellers.

The owl has been associated with wisdom and knowledge since the time of Athena in ancient Greece, and in later times an association to books as repositories of knowledge. When the SBF and PBF wanted a symbol to use as a professional trademark, it was suggested by member Carlo Clausen of Holbæk, that Matthesen's owl design be modified and adopted as such a symbol. In order to create this emblem, the services of silversmith Erik Magnussen were enlisted, and he designed and handcrafted a stylized owl in embossed copper with green glass eyes. At their meeting in 1911, the SBF and PBF agreed to adopt this professional trademark, and contracted with Magnussen to produce 200 of the badges, which would be purchased by member booksellers. The booksellers would display this emblem in their places of business to identify them as "authorized" booksellers. The emblem was so popular that some booksellers reported in 1913 that they had been stolen from their shops.

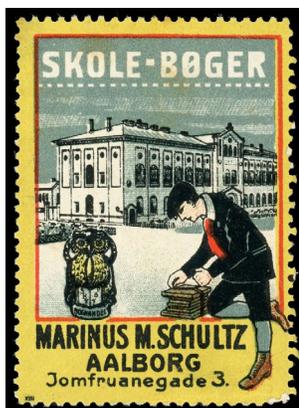


The emblem as adopted in 1911.

After the official Owl emblem was adopted, at some point someone in either the SBF or PBF contracted with Andreasen & Lachmann to produce a poster stamp version of the emblem, which could be overprinted with a bookseller's business information and used by the booksellers as publicity.

The one detail I have not been able to reconcile is why A&L titled the poster stamp "Stenders Owl". I thought that, perhaps Stender referred to Carl Stenders Kunstforlag, which was a well-known and respected art publisher in Copenhagen at the time. They published reprints of artworks, as well as post cards. Stenders Kunstforlag did have their own poster stamp, A&L #207, which was designed by noted artist Thor Bøgelund-Jensen. Unfortunately I can find no direct connection between that Stender and the A&L Owl poster stamps.

Since the adoption of the owl emblem by the SBF & PBF, it has appeared on other poster stamps and paper ephemera in addition to the Andreasen & Lachmann stamps. A few of those items are shown here and on the following pages.



Poster stamps using versions of the official emblem as part of their design.



**AUG. OLSEN**  
 BØGER - PAPIR - KUNST  
 BOGTRYKKERI  
 Læsekreds - Lejebibliotek

Strand-vej 189. Hellerup

Telf. Helrup 499 x og 1399 y



Aug. Olsen, of Hellerup, was a book-, paper-, and art-dealer, as well as a printer. At left is a poster stamp promoting his business. Below is a sample "School Schedule" (shown front, back and inside). Both items make use of the official emblem. The (more recent) bookmark at lower left, also from Aug. Olsen, uses an owl symbol, but not the official emblem.



**AUG. OLSENS  
 BOGHANDEL**

Strandvej 189  
 Tlf. Helr. 1399 & 499

—  
 Læsekredse  
 —  
 Udenlandsk  
 Litteratur  
 —  
 Alle Lærebøger  
 til Universitetet  
 og andre  
 Lærestalter  
 —  
 Bogkonto  
 aabnes gerne



Bogtrykkeri  
 Bogbinderi

Bogmærke

**Skole-Skema**



**AUG. OLSENS BOGHANDEL**  
 STRANDVEJ 189 - HJ. AF AUREHØJVEJ

**DANMARKS KONGERÆKKE:**

Gorm den Gamle	860-935	Valdemar d. St.	1157-1182
Harald Blaatand	935-985	Knud VI	1182-1202
Svend Tveskæg	985-1014	Valdemar Sejr	1202-1241
Harald Svendsen	1024-1018	Erik Plovpenning	1241-1250
Knud den Store	1018-1035	Abel	1250-1252
Hardeknud	1035-1042	Kristoffer I	1252-1259
Magnus d. Gode	1042-1047	Erik Glipping	1259-1286
Svend Estridsen	1047-1076	Erik Menved	1286-1319
Harald Hejn	1076-1080	Kristoffer II	1319-1332
Knud d. Hellige	1080-1086	(Riget opløst)	1332-1340
Oluf Hunger	1086-1095	Valdem. Atterdag	1340-1375
Erik Ejegod	1095-1103	Oluf	1375-1387
Niels	1104-1134	Margrethe	1387-1412
Erik Emun	1134-1137	Erik af Pommern	1412-1439
Erik Lam	1137-1147	Kristoffer af B.	1439-1448
(Borgerkrig)	1147-1157		

**DEN OLDENBORGSKE STAMME:**

Kristian I	1448-1481	Kristian V	1670-1699
Hans	1481-1513	Frederik IV	1699-1730
Kristian II	1513-1523	Kristian VI	1730-1746
Frederik I	1523-1533	Frederik V	1746-1766
Kristian III	1533-1559	Kristian VII	1766-1808
Frederik II	1559-1588	Frederik VI	1808-1839
Kristian IV	1488-1648	Kristian VIII	1839-1848
Frederik III	1648-1670	Frederik VII	1848-1863

**DEN GLYKSBOGSKE STAMME:**

Kristian IX	1863-1906	Kristian X	1912.
Frederik VIII	1906-1912		

**SKOLE - SKEMA**

Mandag	Tirsdag	Onsdag	Torsdag	Fredag	Lørdag

**Skema Nr. 4.**  
**AUG. OLSEN. HELLERUP**

## Bookmarks



These three bookmarks are all die-cut on card stock with blank backs. There is no indication of the printer, but due to the use of the “Stender Ugle” image, there is a strong likelihood that they were printed by Andreasen & Lachmann.

Misc. Bookmarks using the official emblem.  
At right and above right.

Meddelelse fra  
**H. Matthesens Boghandel,**  
**Bredgade 9. (Telefon Nr. 54.) Herning.**

H. Matthesen’s original design for the emblem.

This is from an advertisement, announcing Matthesen’s acquisition of the bookshop previously owned by J. Jacobsen, as it appeared in the newspaper *Herning Avis* issue of December 31, 1909.





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#### References used:

*The Andreasen & Lachmann Numbered Poster Stamps 1913-1914 Volume I* - by Charles Kiddle (2003)

*Samlermærket* - (Newsletter) Published by Andreasen & Lachmann from 1913 to 1915 - various issues

*Den Danske Provindsboghandels Historie fra Omtrent 1800 til 1915*  
(History of the Danish Provincial Bookstore from Approximately 1800 to 1915) - by Andreas Dolleris (1916)

*Herning Avis* (Newspaper) - 31 December 1909

Handwritten notes and emails from the Tim Olsson estate

The author's collection

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If any readers have additional information to share concerning the subject matter in this article, or any other images, please contact the author at: [ray@ctcinderellas.com](mailto:ray@ctcinderellas.com)