

A typical printed matter collection will consist of numerous bland looking items all having a single low denomination low catalog value green stamp, and if canceled, it will be a single post office cancel. Multiple weight/multiple stamp letters having special routing instructions are essentially non-existent.

Printed matter has therefore had little interest and research, and has been considered a lesser important subject.

However, the Danish West Indies is not "typical". It only issued stamps for 61 years, and it only exportable products were sugar cane byproducts. Also, until the 1870's St. Thomas, a duty-free port that was *the* Caribbean basin center of commerce. This business collapsed in the 1860's when the world wide telegraph connection could be used to order goods directly from their origin. Simultaneously the European countries switched to sugar extracted from the sugar beet. The colony's merchants left as commerce collapsed, and the population dropped from 55555 in 1850 to 30,000 in 1901. Business mail that never was voluminous also declined. Finally, the 1914-18 German U-boat warfare also reduced mail.

DWI printed matter is so uncommon that six years were required to expand the 2009 exhibit to five frames in 2015. Today's nickname for printed matter is "junk mail", but the scarcity of Danish West Indies printed matter mail suggests it should be considered "premium value" mail.

In 1878 the UPU made green the designated stamp color for printed matter, and only four different green DWI stamps were issued. The exhibit can therefore emphasize different types of *recorded* DWI printed matter mail without being burdened by many different stamp issues.

The pre-UPU mail has been of most interest. Foreign DWI mail was carried on foreign packet ships according to British, German, French and US postal compacts, and original research has identified less than 50 items. The exhibit has seven British, two U.S., and two French mail ship items. There are no recorded German items. Very early mail was carried privately by the captains on merchant ships. Such mail is called "loose ship letters", and three are shown.

The research has been on-going since 2001 and published in four articles. The exhibit details each country's role.

The research established that a), printed matter mail previously identified as German treaty mail was UPU mail, and b), U.S. mail believed to have been smuggled into the U.S. to reduce the mailing cost was actually mailed in printed matter bundles. It also established that starting about 1900 personal announcements replaced business advertisements, and that local printed matter mail and use of postal stationery cards are surprisingly scarce.

Frame 1 shows pre-UPU mail and details the principles of mailing printed matter in bundles to save postage.

Multiple weight class mail was not identified, and 3d destination rate British mail and non-European destination French printed matter mail also is not recorded

Frame 2 and 3 show bicolored stamp and postal stationery envelope usage. Multiple scarce "Samples and Patterns" Mail and "samples of no value" are shown. Two non-philatelic bisected 4 cent stamp mail are also shown.

Frames 3 and 4 shows the Coat of Arms stamp mail including the only known "poste restante" newspaper wrapper. Frame 4 and 5 have King's-Head stamp usage. Frame 5 also completes local printed matter and printed stationery cards, and also post card usage. The DWI post office disregarded many UPU printed matter rules, so incoming postal cards show the UPU rules ignored by the Danish West Indies post office.

The exhibit texts are inside text boxes organized with color and shading according to rarity as follows:

HEAVY GRAY LINE TEXT BOX has introductory information relative to the time period

SHADED TEXT BOX with bold print
Information specific to the cover

SHADED BOX WITH A RED BORDER
A red border signifies less than ten are recorded
Heavy Box indicates it is the only recorded example

THIN LINE TEXT BOX next to or below cover.
Additional information specific to the cover
A shaded box has important information

THIN LINE GRAY TEXT Less important
supplementary postal history information

Light color and small font at the bottom is less relevant information that may only be of interest to DWI collectors

Note that printed matter rules necessitate explanations beyond mail category title and postage rates.