

# Real Estate Advertisement from the *Reichspostreuter* (August 3, 1776)

## Abstract

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The *Reichspostreuter* newspaper was founded in Altona in 1696 and developed into one of the most widely circulated newspapers of the eighteenth century, reaching a circulation of 13,000 copies at its peak during the Seven Years' War. The majority of its readers lived in Prussia. In addition to the latest political news, it also carried classified ads. A real estate advertisement from the July 22, 1776 issue is reproduced here. For sale is a residential house in the Baltic town of Heiligenhafen (Holstein) with a distillery as well as gardens, stables, and other agricultural facilities. Advertisements such as this one provide an interesting insight into the nature of real estate transactions in the eighteenth century. For example, the advertisement does not state a price for the property but invites interested parties to place a bid in an unofficial auction process.

## Source

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I, the Royal Tax Assessor, Friederich Jacob Flor, due to favorable circumstances, have decided to sell my house here on the market square, which was built in 1738 and the following years, with a distillery and a copper kiln above the distillery kettle, a good water pump, and in the room where the distillery is located, there is an iron plate that allows one to simultaneously distil and malt brandy and have heat from the furnace; a spacious stone yard, 2 gardens, and a special grass yard, as well as a women's church stall, together with a barn, granary, wagon shed, a horse stable for 10 to 12 horses, and other cattle stables; furthermore, 1/8 part of the barley and corn mill built near the local town in 1758, together with the adjoining paddock, partly surrounded by ditches, partly by fencing, to be sold either separately or as one;. Interested Gentlemen are hereby requested, as befits their rank, to inquire about the conditions of sale from me or from the local apothecary, Mr. Christian Detleff Riepe, and then to bid and outbid on them, and to expect shortly that all of the above will be handed over for sale and awarded to the acceptable bidder, or to the person who will have made the highest bid about 8 days before the next Michaelmas.

Should one or other of the interested gentlemen find it in their interest to acquire about 3 to 4 Drömt<sup>[1]</sup> of very good grain from good land, we will also be happy to oblige, and will not fail to do so in return for a fair price and timely payment. Heiligenhafen, July 22nd, 1776.

## NOTES

[1] Drömt = measuring unit for grains only used in Northern Germany. One Drömt equaled twelve bushels. (transl.)

Source of original German text: *Reichspostreuter*, August 3, 1776, p. 4. Available online:  
<https://www.deutsche-digitale-bibliothek.de/newspaper/item/HQGZ5UEZLY4D4LB3ZXCDCGXGOLJ3MEEFG?issuepage=4>

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