

Campbell Patersons for collectors of NEWSLETTER New Zealand Stamps

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An open letter to the Director of the Postal Division,
P.O. Headquarters, Wellington

Dear Sir,

I am hopeful that this open letter will come to your notice. At the same time I expect that what I have to suggest will meet with considerable approval among the collectors of New Zealand stamps.

The points I will make are all ones to which I believe you could give thought with advantage to your Department and to New Zealand as a whole.

1. The number of new issues per annum. This is not really excessive, and certainly not so when compared with certain other countries. However, the last point is irrelevant; we are not concerned with whether Ghanaians (for example) think their country issues too many stamps. What matters is the reactions of collectors of NZ stamps to the present flow of New Zealand stamps. Many, I expect, differ from me and consider the number excessive.
2. The face value of our recent new issues: This is the real point of this letter and it is the main subject regarding which the New Zealand collecting public feels, I believe, that their interest in stamps is being exploited beyond reason.

I would stress here that I accept that a steady flow of new stamps is probably essential to the maintenance of a healthy public interest. Equally a steady flow of really beautiful stamps cannot but be excellent publicity for New Zealand's image both at home and abroad. But - is your Department going about their business of stamp issuing in the best way? There is such a thing as "killing the goose" and while that point has not yet been reached it must be kept firmly in mind.

Looking at recent issues we find that the regular Healths and Christmas give little cause for complaint: whatever one may think of the Health designs (of which more later), they remain inexpensive. I personally preferred the earlier custom of one annual Christmas stamp to the present custom of a set of three, but if the three are well chosen they are still not expensive as long as the top value remains at 10¢.

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It is when we come to the special (Commemorative or Illustrative) issues that your Department is not only risking accusation of exploitation of the collectors but - as I hope to show - is acting in a manner likely to prove the least, not the most, lucrative source of revenue. I do not think it can be denied that the revenue motive, as well as the philatelic and publicity motives, are factors in these issues.

Taking some of the recent issues for discussion, I select as relevant the "Frances Hodgkins", "Commonwealth Games", "Lakes", "Mountains", "Offshore Islands" and "Air Transport".

a) Frances Hodgkins This might be picked on as the first step in the wrong direction. Whatever one may think of the importance of Frances Hodgkins' place in NZ Art, I submit that there was no justification whatever for the inclusion of an 18¢ stamp. To make matters worse, the design is meaningless to any but 'avant garde' artistic judges. To many it must seem little more than an unattractive jumble of colour. But more relevant is the fact that the three fully justifiable stamps of the set are the 5¢, 8¢ and 10¢. A little mental arithmetic will show that these three stamps fully fill the need for local airmail (5¢), US Airmail 8¢ plus 10¢) and UK Airmail (5¢ plus 8¢ plus 10¢). So why the 18¢? No, I think the 18¢ was completely unjustifiable and would remain so even if the design were more attractive. If the rejoinder is made that the public would object to using two (or three) stamps where one would do, I suggest that this demonstrates a lack of understanding of collectors. Find me the collector who would rather receive one than three pictorial stamps on an envelope from overseas! If the general public is to be considered I submit that they have the 23¢ (Egmont) definitive that they can use if they object to licking stamps and have no wish to please their correspondents.

b) Commonwealth Games Included here we find again an 18¢ value and (even worse) a 23¢. Why should we not have had a set on the lines of, say, the 1940 Centennial, with as many as ten or more values rather than five - incidentally allowing of a representation of running, swimming, jumping and weight-lifting, all of which are worthy subjects, inexplicably omitted? But the five values should have been uniformly low, as in 1940. Why were they not 1¢, 2¢, 3¢, 4¢, 5¢, 6¢, 7¢, 8¢, 9¢ and 10¢? These would clearly demonstrate a genuine desire to cover a wide range of sports and for the purposes of registration, (18¢), US Air (18¢), UK Air (23¢), airgrammes (6¢, 8¢, 9¢, 10¢) would fill every want. The face value (55¢) would be (for 10 values) less than we had to pay for the rather dull and unrepresentative set as issued. (If anyone objects to the 1¢ and 2¢ as 'useless' I can only say that I find myself constantly using these values of the definitive set to make up odd postal amounts on my personal mail). As one who has been in touch with all sorts of collectors for many years I can assure you, Sir, that the world-wide interest in an attractive, long and yet essentially cheap set would far outstrip the likely sales of the issued set. I expect the latter was something of a damp squib? It requires little imagination to envisage the popularity, particularly overseas, of a set of large size and small cost. And one can imagine how a regular N.Z. correspondent, writing, say, to the U.K. could give much pleasure by ringing the changes on how he made up the 23¢ rate. As it was, the only choice other than the dreary 23¢ was a combination of the dull (5¢) and the dingy (18¢).

c) "Lakes", "Mountains", and "Offshore Islands" The choice of denominations in these sets is hard to explain, much less to justify. At a total of 55¢ for four stamps, hardly useable locally (except for parcels and registration) they fail to cover the marvellous potential of their subjects, they are expensive, and for the overseas collector the object must seem to have been to ensure that he never gets more than one of the set, depending on where he lives. Again a set of 6 to 10 stamps, of no greater cost and of a coverage worthy of New Zealand's scenic beauties, ensuring that correspondents would be able to whet their overseas friends' appetites by ringing the changes on the values used - this would surely result in a great upsurge of interest, to the much greater profit of the Post Office and the much greater enjoyment of the public. Here a point worth considering is that with large sets of lower face value as opposed to short sets including unpopularly high values, children could complete their sets more easily; - it's a poor sort of friend who cannot present a 10¢ stamp to a youngster, but a 23¢ seems an altogether different matter. Quite wrongly, of course, most adult non-collectors would think that 23¢ was throwing money away!

MISCELLANY OF INTERESTCOVERS

- 208 (a) RAILWAY NEWSPAPER STAMPS a set the like of which we have never seen before in many years of dealing UNUSED 4d. Black perf.11 lovely block of four, perf. 14 top selvage single, 1d. Purple perf.11 single, perf.14 single, 2d. Blue perf.11 single and perf.14 single in Chalky Blue. 3d. Yellow perf.11 and perf.14, 4d. Red perf.11 and 6d. Green perf.11 and perf. 14. Condition throughout is superb and the set is quite unrepeatable. \$100.00
- (b) AIRMAIL COVER "Official First Air Mail, April 1934, Australia - New Zealand" cachet (per return Air Mail posted in Australia "via N.Z.") All cachets and postmarks are present and NZ stamp is good used 7d. 1931 Air Stamp. Cover signed by Ulm, Allan and Boulton..... \$ 7.50
- (c) PRISONER-OF-WAR POST
Two items - Airmail forms bearing various markings.
(i) used in 1943 - One Shilling rate: condition fairly good \$ 5.00
(ii) used in 1944. 1/6 rate (red surcharge "sixpence") "Stalag 344 GEPRÜFT" and "NZ Army Base, P.O.-UK" marks.. \$10.00
- (d) DUNEDIN EXHIBITION a fine cover with the full set in fine used dated at the Exhibition lMY26. The 4d. value bears the "POSTAGE" flaw. Nice item indeed..... \$35.00
- (e) HEALTH F.D.C. 1937 HIKER on F.D.C. 10C37 very fine..... \$ 3.00

PROOFS etc

- 209 (a) FULL FACE QUEENS Perkins Bacon proof of 6d. value (London). Lovely example on thin paper..... \$15.00
- (b) "Joliffe" reprints on thin card of the 2d. plate 2, Block of six rows 1 and 2, Nos.9,10,11. Two stamps show plate damage similar in appearance to worn plate
1 copies \$ 5.00
or an undamaged pair \$ 1.50
single 75c
Block of four, all stamps showing major retouching..... \$10.00
or a single \$ 2.00
a special offer "undamaged" single 10c
- (c) "Hausberg" reprints a really superb set in blocks of four (all blocks included are in fine condition and have selvage attached) 1d. (very worn plate) 2d. (plate 1) 2d.(plate 2) 3d.,4d.,6d., 1/-, a glorious ready-made page and the price is quite ridiculous..... \$25.00
- (d) "Hausberg" 2d. plate 2 copies each..... 15c
- (e) "Hausberg" a beauty. a block of six of the 4d. value from bottom selvage. Examination of the impressions in the block will allow the student to verify the newly-discovered "partial misplaced transfer" mentioned in Newsletter July 1974. The block of six..... \$12.50
- (f) "Plate 1" proof of the 2d. in Blue showing extensive wear. A sheet thus was sent to Perkins Bacon to assist in the laying down of Plate 2 thus allowing for perforations in the second plate \$ 5.00
- (g) "Official reprints" of the 1d. (orange - worn plate) 2d. (Blue Plate 2) and 6d. (Brown) made after the stamps were withdrawn; for presentation purposes. Margins mostly good - general condition excellent - The set \$10.00
- (h) 6d. value as above - fine \$ 6.00

YOU SHOULD HAVE A CP CATALOGUE

- 210(a) FIRST SIDEFACES lovely set of five singles overprinted "cancelled". The proofs include 1d. orange, 2d. Blue, 3d. Lilac, 4d. Rose, 6d. Brown (note that the colours are not those of the issued stamps but correspond with the colours of the Full Face Queens. The attractive set..... \$20.00
- 211(a) GEORGE V 4d. value, overprinted "colour print" (Imperforate)
 Copy in Ochre \$ 5.00
 Copy in Orange \$ 5.00

VARIETIES

- 212(a) 1d. Universal - 'Royle' Plate block. A particularly interesting mint block of four with the plate number 'R1" and arrow on the selvedge. Beautiful condition and in a pale shade most unusual in the Royle Plate Block.. \$35.00
- (b) As above, the same plate number but in this case attached to a mint single stamp in a deep colour - condition again excellent \$10.00
- 213(a) Edward VII Plates: These are exceedingly scarce, yet here in two matched immaculate mint plate blocks we have the 2d. - one block (rosy mauve) shows the two plate dots of Plate 2 and the other (mauve) the four dots of Plate 4. Must be near to unique in such condition. The pair of lovely blocks\$120.00
- (b) As above: Yet another Edward VII plate block - this time the 3d. bright chestnut Plate Block No. 3, showing the three dots - again excessively scarce \$60.00
- 214 1d. Universal Official: The Waterlow plate number 'W.2' on selvedge attached to a pair, mint and fine. The plate numbers are so rarely seen in the 'Official' issue that we have never yet thought it necessary to quote them in our Catalogue. This is rare chance..... \$40.00
- 215 1d. Universal: A spectacular corner mint block of 12 of the issue G3c, i.e. perf. 11 x 14 on Basted Mills paper. Full gum, very fine, wide selvedge to right, and below, and with watermark inverted and reversed..... \$24.00
- 216 1898-1907 Re-entries A selection of London Print re-entries plus a later 3d. Huias and 4d. Taupo. Includes (London) 1d. Taupo Row 3 No. 3 (Plate 2) used; 2½d. Wakatipu Row 7 No.7 (probably) a very clear re-entry mint, never hinged; 3d. Huias, used: clear upward doubling of top right corner (Row 5 No.12?); 4d. Terraces, six, all major, all different and all used (some a little heavy of postmark). Also non-London 3d - big re-entry of Row 1 No. 10, used; finally the 4d. Taupo with the big Row 1 No.3 re-entry with splendidly clear doubling over almost all of the frame printing. (This stamp shows the doubling better than we have ever before seen it). The good lot of 11 major re-entries - an excellent nucleus of a future study?..... \$20.00
- 217 1d. Universal - rare plate piece Here is offered a mint selvedge strip of four (one creased) from the Royle "3 dot" plate (one of the two plates that followed 'R1' and 'R2'). The central, lower selvedge arrow shows and two of the three dots. The third dot has gone as the sheet was divided at the arrow. Nevertheless a very rare piece and well worth the price \$15.00
- 218 As above. A brilliant mint pair in the deep aniline carmine shade. The typical showing of colour through to the back is very evident, as is the deep yellowish gum so often seen with the aniline. The spectacular pair \$ 5.00

SECOND SIDEFACES

Tantilising selection of shade sets and feature items.

½d. Black

<u>174(a)</u>	<u>D1b perf. 10 MINT</u>	Superb block of four in black.....	\$ 1.00
(b)	<u>D1c perf. 10 x 11 MINT</u>	Finest block of four.....	\$ 1.50
(c)	<u>D1c Ditto USED</u>	Gorgeous vertical strip of four - lightly used	30¢
		Or scarce perf. 11 x 10 variety - fine.....	\$ 1.00
(d)	<u>D1e perf. 11 USED</u>	Heavyish but spectacular and neat - block of four	25¢
(e)	<u>D1h perf. 11 (Thick Waterlow) MINT</u>	Lovely block of four...	90¢
(f)	<u>D1h Ditto USED</u>	Black and Grey Black in superb pairs.....	60¢
(g)	<u>½d. Black</u>	A superb used set of perfs. and shades. <u>Perf. 10 Grey Black and Black, Perf. 10 x 11,</u> <u>Perf. 11 Grey Black and Black, Perf. 11 "Waterlow" Grey Black</u> <u>and Black</u>	60¢

1d. Rose (Die 1)

<u>175(a)</u>	<u>D2a perf. 12 x 11½</u>	Glorious mint in Dull Rose.....	\$ 4.00
(b)	<u>D2a Ditto USED</u>	A lovely set - Rose, Dull Rose, Rose Red	\$ 2.00
		Dull Rose and Rose in lovely used pairs.....	\$ 2.50
		Fine copy on piece with Auckland Duplex 5 AP 83.....	\$ 1.00

1d. Rose (Die 2)

<u>176(a)</u>	<u>D2ba perf. 12 x 11½ (6mm wmk)</u>	Absolutely glorious used - the best we've had Pale Rose, Carmine and Carmine Rose - spectacular and scarce	\$ 2.50
(b)	<u>D2c Ditto (7mm wmk)</u>	One set only in marvellous condition Dull Rose, Pale Rose, Rose Red, Carmine.....	\$ 2.50

1d. Rose (Die 3)

<u>177(a)</u>	<u>D2e perf. 12 x 11½ USED</u>	Rose, Dull Rose, Pale Rose Carmine in stupendous pairs	\$ 3.00
		or singles	\$ 1.50
(b)	<u>D2g "Life Insurance" paper</u>	fine used.....	50¢
(c)	<u>D2j perf. 10 used</u>	Rose, Pale Rose, Pale Rose-Pink, Rose Carmine, Carmine all in outstanding copies.....	\$ 1.25
		Set of pairs Rose, Pale Rose, Pale Rose-Pink.....	75¢
(d)	<u>D2m perf. 10 x 11 USED</u>	Scarce perf. 11 x 10 (fine).....	\$ 1.00
		Rose, Pale Rose, Pale Rose-Pink in super singles.....	30¢
		An outstandingly deep shade, deepest we've seen (one only).	50¢
		The shades above in fine pairs.....	75¢
		Or in superb blocks of four (one set of blocks only).....	\$ 2.00
(e)	<u>D2p perf. 11 USED</u>	Rose, Carmine Rose, Deep Carmine, Rose Pink - finest	50¢
		Or in pairs	\$ 1.00
		Or in blocks of four - Carmine-Rose, Deep Carmine.....	\$ 1.25
		Glorious block of six (2 x 3) in Rose.....	25¢

2d. Lilac (Die 1)

<u>203(a)</u>	<u>D3a perf. 12 x 11½ USED</u>	Lilac, Deep Lilac and Purple in good commercially used copies	\$ 1.00
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2d. Lilac (Die 2)

<u>204(a)</u>	<u>D3ab perf. 12 x 11½ (6mm Watermark)</u>	Gorgeous example.....	40¢
		or dated copy	45¢
(b)	<u>D3b per 12 x 11½ (7mm. watermark)</u>	Lilac and Deep Lilac in fine copies	60¢
		or a dated set - equally fine	75¢

2d. Lilac (Die 3)

<u>205(a)</u>	<u>D3c perf. 12 x 11½</u>	Lilac, Pale Lilac and Purple (dated where available) in fine example.....	50¢
(b)	<u>D3e perf. 12 x 11½ (Life Insurance paper)</u>	Pale Purple and Purple in good copies	50¢

"SECOND SIDEFACE" (continued)

(c) <u>D3g perf. 10</u>	The shade range is <u>most spectacular</u> . We offer a set of ten different shades - all in fine copies - and guaranteed to include the listed shades Lilac, Mauve Lilac, Purple, Deep Dull Purple and several variations....	50¢
(d) <u>D3j perf. 10 x 11</u>	Two lovely singles in Bright Purple and Purple	15¢
	or two fine pairs (scarcer) - only one set available.....	40¢
(e) <u>D3k perf. 11</u>	Again Mauve and Purple in really spectacular singles	10¢
	or in pairs (again scarcer)	25¢
	The coarse paper variety (in superfine) =	10¢
(f) <u>D3p perf. 11 (Thick "Waterlow" paper)</u>	An <u>outstanding copy</u>	30¢
<u>4d. Green</u>		
206(a) <u>D6b perf. 12 x 11½ (7mm. watermark)</u>		
	Pale Green - Fine	50¢
	Pale Blue Green - Fine	50¢
	Green - Fine	50¢
	Deep Green - Fine	50¢

"OPEN LETTER" (continued)

d) Air Transport I regret to have to repeat myself but I cannot see any justification whatsoever for the 23¢ stamp in this set. It must make the full set unavailable for the young and it ensures that UK recipients see only one stamp. The 3¢, 4¢ and 5¢ would have been better to be 4¢, 5¢ and 8¢ and the top value 10¢ not 23¢. Instead of the 35¢ total it would have been 27¢ - a very minor sacrifice for the P.O. to make in order to greatly increase the popularity of the set - in fact no sacrifice at all when increased sales are considered.

It could be, of course, that a mistaken economy is at work here and your advisers, conscious that the printing of a set of 10 stamps would cost more than a set of four, have opted in favour of short expensive sets. I do believe that this is an extremely short-sighted attitude. There are countless millions of collectors in the world, many of them children, who would not dream of buying NZ stamps of more than 10¢ face value. The present policy would almost seem designed to alienate these potential millions.

To you, Sir, I would recall the foresight of Sir Rowland Hill who could envisage the vast increase in turnover that would result in the introduction of Penny Postage in a country where, before, it had cost shillings to send a letter even so short a distance as to Edinburgh. These matters call for vision and a realization that the thing that counts is not the quick, expensive sale to the few but the multitudinous potential smaller sales to the millions.

Designs Finally, Sir, I would make the point that considering that stamps bring in excellent revenue - for which, in many cases, no further service is ever asked - the P.O. really could do better in the matter of designs and production. The Healths are, overall, a poor lot. They suggest inadequate thought and a cheese-paring attitude. Much improvement is possible here. Other designs have lately been good though I find the high value definitives "heavy" and lacking in inspiration. A regrettable feature seen in this year's "Healths" and "Offshore Islands" has been the lack of colour variation. If this is a move in the interests of cheapness of printing it is again ill advised. One can hardly believe that it is popular with the Post Office counter staff who have to distinguish different stamps. By colour this is easy but I would guess that the "Offshore Islands" are causing eyestrain.

I hope, Sir, that this letter, if it comes to your notice, will give rise to some rethinking of policy. It is meant to be helpful and I trust will be accepted in that spirit.

R Campbell