



THE KIWI



THE JOURNAL OF THE NEW ZEALAND SOCIETY OF GREAT BRITAIN

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WHOLE NUMBER 324

THE NEXT MEETING OF THE SOCIETY WILL BE HELD ON JULY 28TH 2007 AT THE
UNION JACK CLUB, SANDELL STREET, LONDON STARTING AT 14.00

THE SUBJECT IS THE '1^P DOMINION'

FOR FURTHER DETAILS SEE PAGE 74 OF THIS ISSUE OF *THE KIWI*

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The Society is affiliated to: The Association of British Philatelic Societies, The New Zealand Philatelic Federation and the Midland Federation

Annual Subscription £15.00

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THE ANNUAL AUCTION

Following last years success, the Society Annual Auction will be held on Kiwi Day in November. Notification of the rules for the auction are published on page 79 of this *Kiwi*.

The auction will only be successful if there are enough contributions. So look out items that are surplus to your requirements and send a description to the Hon. Editor for inclusion in the sale by JULY 17TH.

SOCIETY NEWS:

NEXT MEETING OF THE SOCIETY

The next meeting of the Society will be held at the Union Jack Club, Sandell Street, on Saturday, July 26th, 2007 starting at 14.00.

The 1d Dominion was issued in November, 1909; we are taking the opportunity to celebrate the centenary early! The afternoon will be led by Michael Wilkinson who will show aspects of the usage etc. as well as the stamps. Any members attending with interesting material are also invited to bring it along.

NEXT MEETING OF THE MIDLAND REGIONAL GROUP

The next meeting of the Midland Regional Group will be held in Warwick on Saturday October 6th, 2007 starting at 14.00. The venue will be Warwick & Warwick (Auctioneers) Ltd, Scar Bank, Millers Road, Warwick. Ample car parking is available on site.

The subject is the general one of 'DESIGN' and will include mini displays by those attending. This is a very general subject so gives lots of opportunity for inventiveness. We hope that all those coming will contribute to the meeting.

The venue is easy to find: follow the signs in Warwick for 'Hospital' which is at the east end of Millers Road. Scar Bank is a small side road halfway along Millers Road on the northern side. As a bonus, lots for the next Warwick and Warwick auction may be viewed before or after the meeting. See the map in the September 2003 issue of *The Kiwi*.

NEXT MEETING OF THE NORTHERN GROUP

The next meeting of the Northern Group will be on Saturday September 8th, 2007 at St Luke's Church, Orrell, starting at 13.30.

This will be our own Annual Competition: a 12 page entry on any aspect of New Zealand. The judge will be last years winner, Don Scregg.

After the competition, there will be a members session and anybody attending is asked to bring along items of interest to show.

PUBLICATIONS AVAILABLE

Society publications are now available:

SP 1: *Aspects of Collecting New Zealand Stamps.*

SP 2: *Index to The Kiwi Volumes 1 to 50.* Printed and CD Version.

SP 3: *The Kiwi Volumes 1 - 50.* Full text on CD

Price: SP 1: £10 inc. P. & P.

SP 2 & SP 3, £30 in UK and £35 overseas airmail inc. P. & P. (Society members will receive a 40% discount)

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NOTES OF THE MEETING OF THE SOCIETY HELD IN LONDON ON MAY 26TH, 2007.

Keith Collins opened the meeting by welcoming those present and informed the meeting that the Midland Group would continue to function. Further details of the organisation will be published in *The Kiwi*. He then introduced David Stalker who was to give the display today. He thanked him firstly for offering to give the display and, secondly, for travelling down from Scotland for the occasion. The subject was Christmas and the day was then handed over to him.

David started by commenting that many aspects of New Zealand stamps and stamp collecting lend themselves to thematic collections. It was easy to start an apparently limited subject and for it to grow into a full scale collection such as that being shown. His display would be divided into three parts: first, would cover the stamps issued between 1960 and 1990, the second part would cover 1991 to 2005 and the last, 2006 and TB Seals.

The original idea for Christmas stamps in New Zealand had come from the Combined Churches Christian Festivals Committee in 1958. The response was that the stamps issuing programme for 1959 was already full but it would be considered for inclusion in the 1960 programme. The Post Office also expressed a concern that people might be offended by the defacement of stamps with a religious theme. The Churches discounted this concern and even went so far as to suggest that a suitable slogan might be added to the cancelling slogans.

The issue was agreed and the idea for the illustration was suggested by the Junior Wellington Chamber of Commerce. The proposal was that it should depict a nativity scene and that the value should be 2d which was the rate for local Christmas cards. The National Council of Churches added the comment that the design '*should embody essentially Christian elements in the Christmas*

Tradition such as the Manger Scene in Bethlehem, the Shepherds, the Wise Men, the Bethlehem Star etc.'

At the suggestion of Miss J. Fanning of the National Art Gallery, a reproduction of Rembrandt's painting 'The Nativity' which was in the National Gallery in London was selected and Harrison's were commissioned to print the stamps.

Originally, it was planned to issue the stamp on December 1st but in October, an announcement was made that it would be issued on November 7th so that it was available for a wider range of postal usage – particularly overseas sendings.

There was concern that the issue of a special stamp for Christmas would adversely affect the sale of the annual Health stamps. The period of sale of the Health stamps was extended from November 30th until January 31st and, although the new stamp proved very popular, the Health stamps continued to sell well.

In sharp contrast to recent years, the stamp was issued without any philatelic adjuncts. Official First Day covers were not available until 1971 although many unofficial versions were produced and are widely available.

The first stamp proved so popular despite the forebodings of a number of pessimists and, encouraged by the success, the Christmas issue has become a regular part of the stamp issuing programme.

Subsequent years continued with the theme of Old Master paintings. In 1962, the depiction of Sassoferrato's 'Madonna in Prayer' was particularly well received and was viewed as the best stamp of the year in a number of polls.

1964 saw the 150th anniversary of the first Christian service and a suitable depiction was chosen. Unfortunately, the postage rates increased between the production of the stamps and their issue. Consideration was given to overprinting the stamps with the new value but the opinion was that this would reduce the impact. Instead, Christmas cards in unsealed envelopes posted to New Zealand addresses could be carried at the old rate but those to overseas addresses must be surcharged with a further ½c. Interestingly, a similar problem arose in 1995 when the postage rate was reduced: on this occasion, the stamps had to be re-issued with the new value but the booklet was issued after the stamps and had the new value.

1969 was the first year printed on unwatermarked paper and also saw the arrival of the appreciation cards: these were specially designed and printed cards sent by the Post Office to members of the public who allowed Posties to leave their post bags in their premises whilst they delivered the rest of the mail. These seem to have continued to have been sent until about 1979.

The number of values increased from one to three in 1970. The religious theme was retained with an Old Master on the lowest value and religious images on the others.

The stamps are not immune from typographical errors: in 1985, the stamps were printed by Enschedé and, on arrival in New Zealand, were found to have the 'H' missing from 'CHRISTMAS'. They were reprinted but a few of the original printing seem to have avoided destruction. There was no legal issue of the error. There was another error in 1997 when the \$1.50 had 'how' in the inscription rather than 'now'.

The variations within the series of Christmas stamp issues records the changes to be observed in New Zealand Post approach to the issue of stamps: in 1960, there was only one stamp but by 2006, there were at least 12 as well as a number of associated items such as FDCs etc. Surprisingly, only one year has seen a Miniature Sheet issued (1994). Over the years, there have been Christmas Card packs, maximum cards, booklets, coils, se-tenant self-adhesives intended to stamp FDCs and a number of other variants.

Two types of rolls have been produced for the lower value stamps: the '100' roll which appeared in 1996 and consisted of 100 stamps with warning labels telling the user when the roll

was running out. These warning labels were inserted each year (except 2000) until 2002 when a red line was placed on the margin of the roll to perform the same function. The Jumbo rolls comprise 1600 stamps per roll and are used to machine prepare First Day Covers. In 2003 an extraordinary error occurred although it was not discovered until about 4 months after issue. The silver fern symbol of NZ Post was omitted from the sixth stamp in the coil. It is not clear how this happened but it extremely rare as it was unremarked whilst the rolls were on issue.

David's display was comprehensive and illustrated all aspects of the issues fully with some rarities included, such as the missing silver fern leaf.

After covering the Christmas stamps, David proceeded to show the Christmas TB Seals. These were sold as a money raising enterprise and had no postage value although they are very occasionally seen tied to contemporary covers. The first TB seals were sold in Denmark in 1904 and were subsequently produced in many countries worldwide. The first New Zealand example was issued in 1952 by the New Zealand Federation of Tuberculosis Associations. Some are extremely rare as they were viewed as ephemera. The NZ Federation seals seem to have been issued until 1982. The Wellington Tuberculosis Association issued seals from 1967 to 1979 with the design being the same as the NZ Federation in some years. The Auckland and Northland Association also issued seals but only between 1972 and 1977.

The display included complete sheets of most of the seals as well as colour separations when they are available. They appeared very colourful and an interesting sideline to the collection of Christmas stamps shown.

A question was raised about the function of the TB Associations. It seem strange that they only started to produce these fund raising seals in the early 50's when TB was on the decline. Was their function to organise mass screenings or immunisations or what? Can any readers help, please? Replies to the Editor.

**NOTES OF THE MIDLAND REGIONAL GROUP MEETING HELD AT WARWICK ON
MARCH 31ST, 2007**

The meeting, organised by Bernard Symonds before his untimely death, was attended by five members and two visitors at the offices of Warwick and Warwick (Philatelic Auctioneers) at Warwick. Apologies were sent by Wesley Cummins and Eric Lewis. A short discussion was held on our future as a group but despite a preference for Birmingham as a venue, it was decided to hold future meetings at Warwick for the time being due to cost considerations – it is free! John Potter confirmed that he can borrow Stratford P.S. display frames for a small donation and agreed to contact John Watts in New Zealand regarding his possible visit to us in October with a display on New Zealand advertising envelopes.

Lawrence Kimpton took the chair for the day and started the displays with some of his study of Trans-Pacific airmail during the Second World War: he admitted that this was not really flora or fauna but some of the stamps used could come under that category. John Potter, on behalf of **Eric Lewis**, put up three colour photocopies of items from his collection including a large pressed leaf on which a message had been written and the stamp sewn on with cotton thread before posting. **John Potter**, on his own behalf, showed two blocks of the 1936 – 38 tourist publicity labels and a couple of Fruit Inspection labels. **Ian Samuel** finished the first half with a selection of covers and cards including items on the Kauri big tree and two Purdon covers.

After a break for viewing, Mike Smith finished the day with some of his 'Birds on N.Z. Stamps' study with stamps, blocks, booklets and coil formats and also Alpine flowers, Roses and Camellia sets. He finished with some of his study of the 45c Rock Wren stamps including coil stamps in various forms.

The meeting was a great success and much enjoyed by those present. Details of future meetings will be published in *The Kiwi*.

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NOTES OF THE MEETING OF THE NORTHERN GROUP HELD ON MAY 19TH, 2007

There were six members present with apologies from another three. The theme of the meeting was the 1900's or the 2000's. The members showed as follows:

Don Scregg showed the 1d Universals with a collection which illustrated all the aspects of these stamps including the different papers, different perforations, re-entries, imperforates, an explanation of the different plates used, the booklet panes, Dickie coils, slot machine issues, plate blocks and 'Official' stamps. A fascinating collection.

Paul Wreglesworth showed the Second Sideface change of paper in 1900 when a shortage of the ½d and 2d Pictorials led to a Provisional issue of the Sideface stamps. The display included a study of the 'HAIF' flaw with some in panes.

Stuart Potter took the 2000's as his subject and included reprints of the 1898 Pictorials, the Lord of the Rings issue of 2001 and the 75th Anniversary of Kingsford Smith's flight.

John Atkinson also showed the 2000's with all of the Lord of the Rings issues from 2001, 2002, and 2003 and the 2004 issues illustrating the movies King Kong and the Chronicles of Narnia.

John Hepworth went back to the 1900's with Postal Stationery including lettercards, envelopes, postcards, reply paid cards and newspaper wrappers.

Jack Lindley stuck with the 1900's with items from the South African (Boer) War. He started with a complete set of the pictorial postcards issued with examples from the printings in different

cards. He continued with various other items including a Christmas card and booklets issued showing the Officers and men from the Second, Fourth and Fifth Contingents.

The meeting was fascinating yet again and closed at 16.20.

ANNUAL SOCIETY AUCTION NOTIFICATION

The annual club auction will be held on November 24th, 2007 and managed by a team of club members under the direction of the auctioneer – Alan Baker. The rules are clearly stated below and will be strictly applied to assist the new team in the smooth running of the event.

1. Vendors must send a written description of each lot for sale to the Editor of *The Kiwi* to arrive not later than July 15, 2007. Each lot description must state the vendor's reserve price. No market estimate is required. Do **NOT** send items for sale to the Editor – only a description of each lot. The minimum reserve is £3. The Editor will notify all vendors of their lot numbers.
2. Vendors should attach the correct Lot number to each lot. Lots should be contained in clear envelopes. Labels should be at least 1 cm. square and located in the SE corner of the lot. Vendors unable to attend the auction must send their material to: Alan Baker, 2, Leighton Way, Avenue Road, Epsom, Surrey KT18 7QZ to arrive not later than November 19th. Vendors attending the auction must deliver their lots to the auctioneer not later than 11.30 on the day of the auction.
3. Viewing will commence at 12.30. The auction will commence promptly at 14.00.
4. Successful purchasers attending the auction will be given their lots during the auction on condition that they settle their account before leaving.
5. Vendors may not remove unsold lots without the authority of the auctioneer.
6. Successful purchasers not present will be sent an invoice. Provided that payment is sent by return, lots will be despatched promptly.
7. Unsold lots and sales less all expenses will be returned to vendors once all sales income is received.
8. Vendors sending items with a reserve exceeding £50 are invited to send an illustration of the item with the description for possible inclusion in the catalogue.
9. Only the first 400 descriptions will be accepted for sale in the auction of November 24th, 2007.
10. The Society will insure all items from the time of their receipt by the auctioneer until the time of purchase or return to vendor.
11. No postage costs are paid by the Society. A lotting fee of £0.50p per lot is payable by the vendor. The Society fee remains at 10% of the hammer price and will be paid by the vendor.
12. Failure to abide by rules 4, 5 or 6 will render the person ineligible to participate in subsequent auctions.
13. The auctioneer has the right to decline lots that do not conform to their description or which, in his view, are of insufficient quality to sell.

APPEAL

Each year it has been the practice of generous members to offer items, philatelic and general, to be auctioned for Society funds. This is much appreciated. Please see what you have that is surplus to your requirements. No matter what it is, we will be delighted to receive it, preferably by July 15th, 2007 to appear in the catalogue, otherwise at any time up to 12.00 noon on Kiwi Day.

Remember to bring your catalogue to the auction. Copies available in the room will cost £1.00.



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INFORMATION RECEIVED:

MEDIA RELEASES

STAMPS CELEBRATE 100 YEARS OF ICONIC INSTITUTIONS

12 April 2007

Four of New Zealand's most respected and loved organisations are celebrated in New Zealand Post's latest stamp release.

The centenaries of the Plunket Society, New Zealand Rugby League, the Home of Compassion and World Scouting are celebrated in a range of stamps as reminders of their important roles in helping shape the country New Zealand has become.

Established by Dr Frederic Truby King, the Plunket Society was tasked with 'helping mothers and saving babies.' Today Plunket is New Zealand's largest provider of services to support the health and development of children under five.

The Home of Compassion was set up by the French Sister Suzanne Aubert in the country's capital Wellington to care for babies, children and the disabled. Today sisters of the Home of Compassion work around New Zealand and the Pacific to assist those in need.

In August 1907, a pioneering New Zealand rugby league team toured Wales, Ceylon and Australia, playing 49 matches, winning 29 and drawing three. Impressively the team won its inaugural test series against Great Britain and Australia. Today New Zealand rugby league has a firm following of fans.

The largest youth movement in the world, Scouting, began in the UK and was introduced to New Zealand a year later by Lt Col David Cossgrove. Now more than 28 million scouts are in 216 countries and territories.

'Hundreds of thousands of new Zealanders have been touched by these organisations in the last 100 years. I think the stamps will be popular reminders of their significance in this country'.

The Stamps:

50c x four

Sister Suzanne Aubert and a classroom scene at Home of Compassion 100 years ago

Lt Col David Cossgrove and a scouting scene 100 years ago

Truby King and a Plunket nurse caring for a baby

The first New Zealand rugby league team – the All Golds

\$1.00 x one

Plunket as it is today

\$1.50 x one

The good works of the Home of Compassion today

\$2.00 x two

A modern scouting scene

The New Zealand rugby league team the Kiwis in action

The stamps and first day cover are designed by Stephen Fuller of Wellington and printed by Southern Colour Print of Dunedin by offset lithography.

The products will be available from the usual outlets from April 24 2007.

NEW ZEALAND'S NATURAL BEAUTY IMMORTALISED IN STAMPS

26 April 2007

Spouting geysers, pristine lakes, spectacular waterfalls, dormant volcanoes, ancient coastal forests and pre historic rock carvings feature in New Zealand Post's 2007 Scenic Definitive Stamps issue.

Seven of New Zealand's most breathtaking landscapes from across the islands are represented in the range of stamps which showcase the country's diverse natural heritage.

In the central North Island, Whakarewarewa's roaring geysers and bubbling hot pools have belched, blown, steamed and sizzled their way to becoming symbols of New Zealand's precarious position on the cusp of the Australian and Pacific tectonic plates.

New Zealand's hottest, driest and coldest spot, Central Otago, at the lower end of the South Island, is a winter wonderland in stark contrast to the tropical beaches of Abel Tasman National Park at the top of the South Island.

The stamps also feature the pristine beauty of Lake Coleridge at the foot of the Southern Alps. Auckland – New Zealand's biggest city – and its dormant volcanoes and the spectacular rock formations of Taranaki on the North Islands west coast.

New Zealand Post General manager Ivor Masters says New Zealand is famous for its untouched beauty.

'We are luckier than most to have such a wonderful environment at our doorstep. Many people don't have easy access to so much natural beauty. These stamps are environmental ambassadors for New Zealand.'

Definitive stamps are sold for everyday use over a long period, unlike charity or commemorative issues. The images usually portray iconic New Zealand Scenes.

Scenic Definitive Stamps:

- 5c – Whakarewarewa, Rotorua
- 10c – Central Otago
- 20c – Rainbow Falls
- 50c – Lake Coleridge, Canterbury
- \$1.00 – Rangitoto Island, Auckland
- \$2.50 – Abel Tasman National Park
- \$3.00 – Tongaporutu, Taranaki

The stamps and first day cover are designed by Stamps Business, Wellington and have been printed in offset lithography by Southern Colour Print of Dunedin.

The products will be available from PostShops, the New Zealand Post's Real Aotearoa shops in Auckland and Christchurch, selected retailers, the Collectables and Solutions Centre and the New Zealand Post stamps website, www.nzpost.co.nz/stamps, from 9 May 2007.

----- 'MISSED OPPORTUNITIES': THE LAST OF THE BAILLIE SALES

The sale that was trailed in the last issue of *The Kiwi* which included all the unsold lots from the 10 main parts of auction took place on May 2nd and 3rd, 2007 at Sotheby's. In all, there were 230 lots from New Zealand. The NZ section fetched £50,920 as compared with a lower estimate from the original sale of £88,640. The sale was unusual as the lots were sold without reserve and there was some concern that there might be little interest. In fact, no lot went for £1 (not surprising) and there was lively competition for a number of lots with the final price exceeding the estimate in the original sale.

Virtually all the lots were essays or proofs with very few actual stamps included. A notable feature was the large number of essays by James Berry. These all sold and the average price was about £250. One lot (805) included 42 examples of Berry's essays for Health stamps and sold for £8,050 as opposed to the original estimate of £12,000 - £15,000.

Most of the lots were sold to room bids and, no doubt, we shall see many of the lots gracing displays in the near future. This was a fitting end to an extraordinary series of sales of the collection which was probably the most complete to be compiled in recent times.

NEW ZEALAND 1901 - 2000

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CUSTOMISED ADVERTISING LABELS

(This article is reprinted from Focus Issue 42 with the kind permission of New Zealand Post)

What are they:

Customised Advertising Labels (CALs) give businesses the opportunity to personalise their marketing campaigns, invitations and everyday mail with an image they choose to represent their business identity. They are similar to the very popular personalised stamps we offer to customers through our website.

New Zealand Post has responded to collectors interest in CALs, and will be offering for sale all CALs since December 2004.

Ivor Masters, General manager, Stamps and Collectables, explains: 'CALs were first issued by another part of New Zealand in 2003, at the request of business customers. They were originally known as Personalised Advertising Labels or PALs. While we currently call them Customised Advertising Labels it is possible the name may change in the future.



A collectable item – however not a stamp

'CALs are not viewed as stamps by New Zealand Post,' says Mr Masters. 'They don't carry the unique New Zealand Post fern identifier or the words 'New Zealand' and aren't available from our PostShop network. That is, they are not easily available for all New Zealanders and therefore do not meet UPU regulations for a postage stamp.

'They carry an image supplied by the customer and have a red strip on the right side with a postage price and the New Zealand Post logo to identify that postage has been paid. (The strip was coffee coloured prior to September 2006).

'These labels were not initially offered for resale to New Zealand Post collectors,' says Mr Masters. 'However, we have become aware that there are collectors out there who are interested in collecting CALs, even though these are not viewed as a 'stamp' product.

'We are now offering our collectors the opportunity to purchase all CALs produced since December 2004, which is when Stamps and Collectables Business became responsible for their production.

'We look forward to a very positive response to this initiative and thank those of you who have been in touch with us about the availability of CALs in the past couple of years.'

CALs for collectors

CALs will be offered through an annual pack that collectors can purchase.

The first pack of labels to be offered will include CALs produced from December 2004. These include: two from Kiwipex 2006, two from the National Stamp Show 2005, the Northland



Exhibition 2007 and any others that are produced between now and 31 December 2006. These will be offered in a single pack as a 'catch up' product, which will be supplied in early 2007. The price of the pack will be determined by the face value of the labels it contains.

Those customers who wish to go on a standing order for each annual pack or ask to be advised when these become available can do so by ticking the appropriate box on the order form in this issue.

It is expected that New Zealand Post could issue hundreds or even thousands of labels each year. Therefore, we cannot estimate the price of the annual packs.

CALs produced by New Zealand Post before 2004 are not available to collectors from New Zealand Post. As explained above, when these were produced potential collector interest was not

recognised, and no extra product was produced to be made available. The CALs that are not available through New Zealand are: Festival of the Arts 2004, ANZ and BMW.

CALs for business customers

Business customers can obtain information about CALs through the Stamps and Collectables website www.nzpost.co.nz/stamps. It is expected that early in 2007 customers will be able to customise and order CALs online (similar to what is on offer with Personalised Stamps).

RESPONSE TO PREVIOUS ARTICLE:

AIR TRAVEL (N.Z.) Ltd. FLIGHTS OF DECEMBER 31st, 1934

KEITH C. COLLINS

I think that the answer to the question that Mike Shand asked in the March 2007 issue of *The Kiwi* (1,2) may be a little more complex than might first appear.

Bert Mercer set up Air Travel (NZ) Ltd and it officially started to carry passengers on December 18th, 1934 (3). The contract to carry mail commenced on Tuesday January 1st, 1935. The mail contract, however, was only for one flight every two weeks – obviously, the local residents did not write many letters! So, of course, although the flights were licensed, mail carried on flights other than the fortnightly dates was not subsidised and the advertised point that it was the first unsubsidised airmail was correct for this mail. Perhaps the correct description should have been: *'mail carried on an unsubsidised flight of an official subsidised service'*.

I also have two Second Pictorial covers which carry a relevant inscription:

Figure 1 is a First Day cover for the Second Pictorials which is dated 1 MY 35 and carries the inscription: *'ALSO CARRIED ON UNOFFICIAL UNSUBSIDISED AIRMAIL FLIGHT HOKITIKA – SOUTH WESTLAND'* and is postmarked WELLINGTON 1MY35 8 30 AM. The backstamp is OKURU – 9MY35.1.

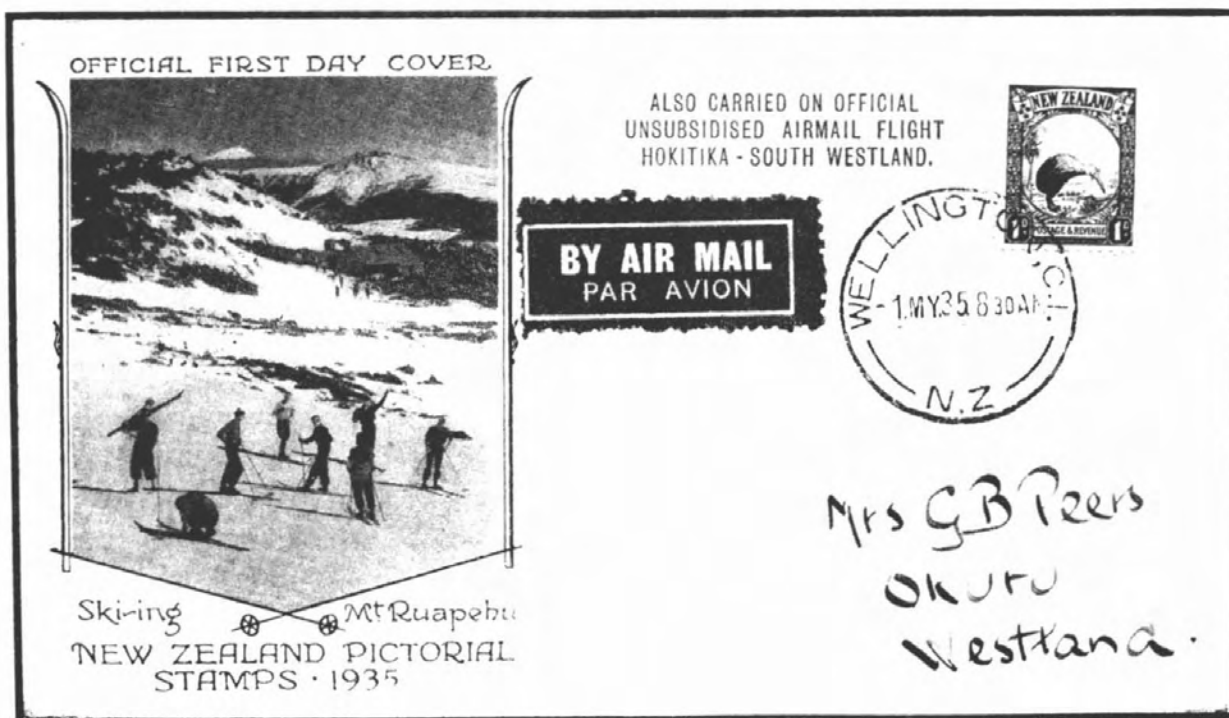


Figure 1

The second cover (Figure 2) carries the cachet CARRIED ON OFFICIAL UNSUBSIDISED AIRMAIL FLIGHT HOKITIKA – SOUTH WESTLAND and dated HOKITIKA 11MY35 7-PM. The backstamp is HAAST 13 MY 35.

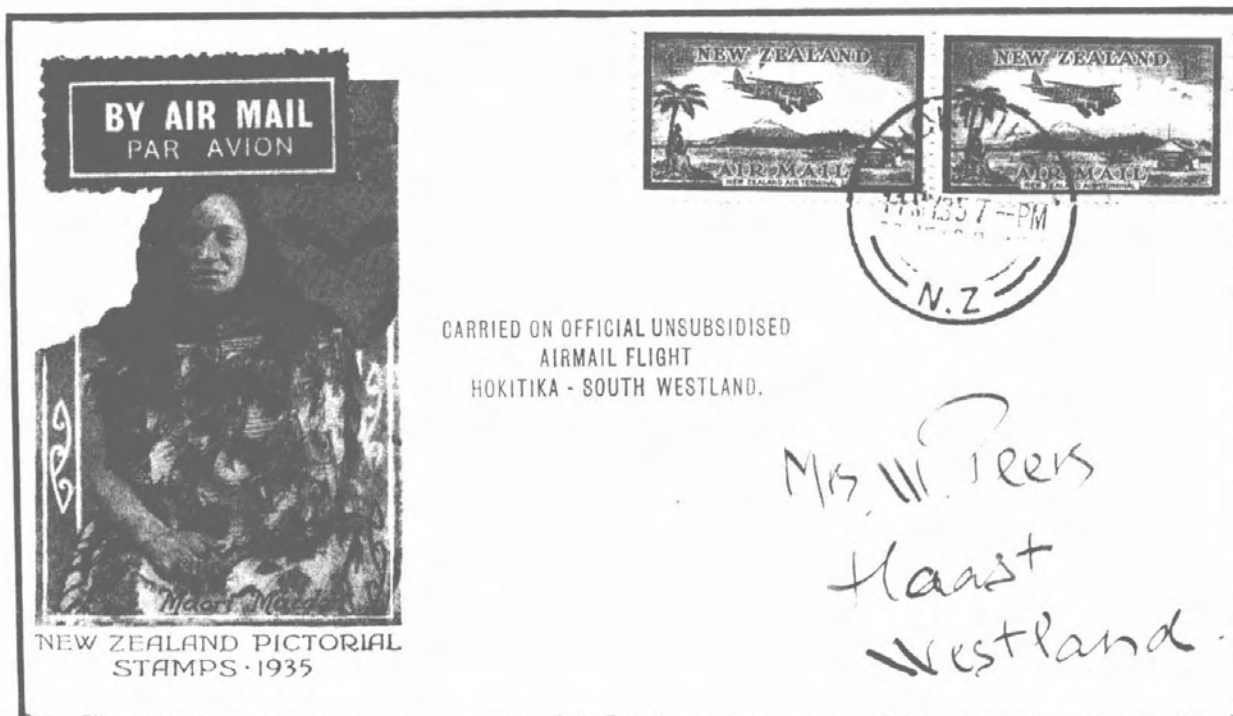


Figure 2

I am not sure why one cover is rated at 1d and the other 2d. I would be grateful for any suggestions.

There is no doubt in my mind that all these covers are philatelic as Mr. and Mrs. Peers were well known dealers in early New Zealand flight covers and Bert Mercer used them to advertise his airline. The business itself made a small loss in the first year but then went on to become successful over the years.

References:

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ORIGINAL CONTRIBUTIONS:



THE GREAT PONEKE MYSTERY

PAUL WREGLESWORTH

Readers will be aware of the variety and range of companies that advertised on the reverse of the Second Sideface stamps to create the Adson's. One company, Poneke's Potted Meat, stands out as being different and elusive.

Over the years, I have done quite a bit of digging to try and discover some information about the company. I know that others, such as Jim Robb from Christchurch, have also been hot on the trail but all without success. I have even contacted the Wellington Bottle Collectors Club to see if

anything had ever been dug out of the ground as we know that Bonnington's and Crease's bottles have been discovered. Unfortunately, they had never heard the name either.

One intriguing aspect of the mystery is that the name 'Poneke' appears at the time of the advertisement stamps and disappears as soon as the contract finished. There were some nice Poneke advertisements on the telegram forms of the time but, of course, like the stamps, these were produced under contract by Truebridge, Miller & Reich.



There are two theories current about the identity of the mystery company. The first is that Truebridge, Miller & Reich approached an overseas company – as they had Beechams, Sunlight, Cadbury and Fry's. The company was interested in the proposition of entering the New Zealand market, sought a Maori/New Zealand sounding name to brand their product. They chose 'Poneke' and began to prepare to market the product but, with the failure of the advertising campaign dropped the whole idea. I have looked at some companies such as Leibig but can find no evidence of this theory. There seems to be no way of proving it one way or the other unless some paperwork turns up in a company archive somewhere.



The second, and more plausible theory, is that there was a link with one of the meat companies in New Zealand. There were a number and I have looked unsuccessfully at a number of them to try and establish any obvious links. However, clutching at straws as ever, there were two big meat companies in the Wellington area. One was called The Wellington Meat Export Co. I have been able to establish a tenuous link here as a man called Herbert Sim played for Poneke Football Club and was employed by the Wellington Meat & Export Co. However, the connection seems very remote and, in any case, he died in 1943 at the age of 57 so he belonged to the wrong generation but maybe there were family connections. I must confess, however, that I do not believe that the evidence would support an academic paper!

Taking the lateral thinking a little further, I turned to the Gear Meat Preserving and Freezing Co. which was located near Petone (Petone and Poneke are both in the Wellington area). There is a similarly tenuous link

here in that I have found a 'named' rugby player, Tom Cross, who played in Wellington between 1903 and 1907. A brief biography of him reads: *'(Tom) had a robust build which was hardened by his work away from rugby at the Gear Meat Works near Petone'*.

A little better, perhaps, but nothing special. However, I then came across a gentleman by the name of Alfred Kingcombe Newman (1849 – 1924). His biography describes him as a Doctor, businessman, ethnologist and politician and, more importantly, President of Poneke Rugby FC from 1886 – 1924. Although the credible link is still missing, critically, in the 1870s, he became a shareholder and director of the Gear Meat Preserving and Freezing Co. of New Zealand.

This is as far as I have been able to take it but the Gear Company is where I would start digging next. If the Company records are archived somewhere, they may prove fruitful.

Does anybody else have any suggestions?

LEVER BROTHERS & SUNLIGHT SOAP (PART 1)

JOHN L. WATTS



William Hesketh Lever
1st Viscount Leverhulme
by William Strang (1918)

William Hesketh Lever was born in 1851, the son of a grocer in Bolton, Lancashire. At the age of 16 he joined his father's prosperous firm but at the age of 33 realised that the grocery business was not for him and during a holiday in Scotland he decided to become involved in the soap manufacturing industry.

In the 1880's household soap was sold by weight, in long bars, which were brown in colour that smelt awful being made from tallow and remnants of raw alkali that irritated the skin.

With a £4,000 loan from his father, Lever leased the chemical works of Wisner & Company in Warrington, which made good soap but no money. The Wisner works was on the doorstep of Joseph Crossfield and Sons, Britain's second largest soap makers. With his brother James Darcey Lever, they formed Lever Brothers Limited.

In 1875 The Trade Mark Act had come into operation and a distinctive label was needed for Lever's soap. Consulting with the leading trade mark and patent agent in Liverpool,

W.P.Thompson, together they came up with the name Sunlight which was registered on the 2nd February 1884, not only in England but every country that the Trade Mark Act was in force.

Sunlight soap was produced from the first experimental boil in Warrington on 25th October 1885 and by December the works was producing 450 tons from a formula of a mix of coconut or palm kernel oil, cotton seed oil, resin and tallow, a recipe that has not varied much over the years. It was a much more pleasant soap than the other normal market products and it lathered..

By 1887 the company had overseas branches in Holland, Belgium, South Africa, Australia and Canada selling the product that was packaged in red, white and blue cartons.

Needing a larger factory in Britain Lever's decided to build new premises at Birkenhead on the banks of the River Mersey in 1888 which were to be the largest soap works in the world.

William Lever hated the slums and tenements that most of his workers endured and with the interest in the health, welfare and education of his workers he created a 'Garden Village' around the factory for the workers which was called Port Sunlight. In addition to good housing were medical facilities, theatres, swimming pools and all manner of clubs and societies.

Lever Brothers were given the Royal Warrant of soap maker to Queen Victoria the envelope illustrated in Figure 1 shows the advert promoting this feature

It is only possible to guess the age of this cover as it is mint, but the Warrant was awarded by Queen Victoria in 1890, and she died in 1901 and so it would have been used in the period 1890 to 1901. The cover would have been produced by Lever Brothers, supplied to the grocer E. White in Alnwick, a town approximately 30 miles South of Berwick Upon Tweed in Northumberland, who would have had their details printed locally.

By this time Lever Brothers were selling 40,000 tons of soap with the variety of different company products growing and being shipped all round the world. In 1894 Life Buoy Soap was first produced containing a percentage of Carbolic acid.

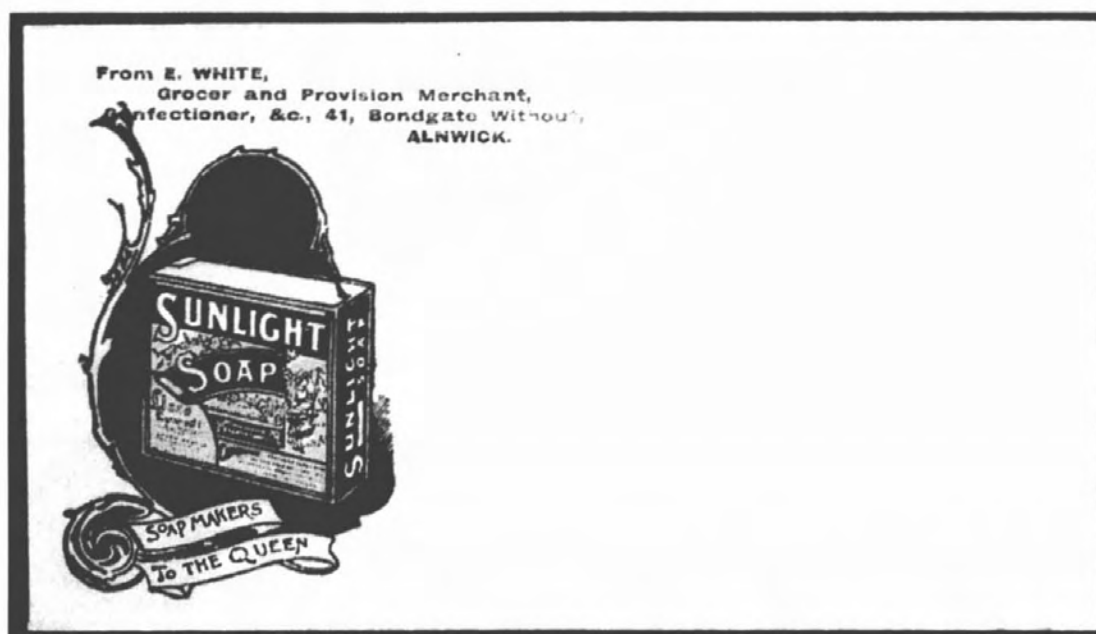


Fig 1.Sunlight Soap Advertising Cover.

After seeing Lancashire housewives cutting chips of soap from bars to do the Monday wash, Lever produced the soap flakes called Lux which was recommended for straw hats, feather boas and washing your hair. Lux toilet soap followed, being introduced in 1925.

Lever was a strong believer in the power of advertising and promoted many competition schemes and used eye catching posters by popular artists an example is shown in Fig 2.



Fig. 2: This is the Way we Wash the Clothes

(From the painting by G.D. Leslie RA., exhibited at the Royal Academy London 1857)

William Lever set up his first factory in Australasia in Balmain, Sydney in 1899 and the first *Sunlight* soap was produced in 1900. They had other local competition, J.Kitchen & Son Ltd. was incorporated in Melbourne in 1883 and *Velvet* soap was produced in their Port Melbourne factory in 1900. William Burford began making soap and candles in Adelaide in 1840. His company prospered and in the 1880's the company W.H. Burford & Sons purchased a number of soap and candle companies around South and Western Australia.

Lever's *Sunlight* soap was first imported into New Zealand in 1884, immigrants from the United Kingdom would have known the product and probable used it

To raise the image of the soap products in New Zealand a contract was taken out with Truebridge, Miller and Reich to advertise on the reverse side of the 2nd Side Face New Zealand stamp issue in 1892, examples are shown in Fig 3



Fig 3. A Selection of the Sunlight Soap Stamp Adverts.

Unfortunately this advertising promotion was very short lived. The stamps were not popular with the public, who did not like licking the ink on the back – the first issue had the advertisements printed over the gum and many people considered this a health hazard. Others considered it was disloyal to the Queen to advertise on the stamps bearing her portrait, (even though a similar scheme had been carried out in the UK with the 1881 issue when Pears Soap advertised on the back of the 1d value, and again with the 1887 Jubilee issue when the same company advertised, on the back of the ½ d value. Maybe this competitors scheme influenced Lever). After printing adverts on 11,000 sheets in September 1893 Truebridge, Miller and Reich asked to be released from the contract which had almost 3 more years to run.

Lever Brothers had basically been the cornerstone of this New Zealand advertising scheme taking almost 25% of the stamp positions, 49 stamps out of the available 240, followed by Bonnington with 12½% and then Beecham's with just over 8%. With reference to Fig 4 it is seen that the advertisements are spread throughout all four panes.

The main benefit to Lever Brothers was that the release of the stamps with the adverts coincided closely with the first shipment and release of Sunlight Soap on the New Zealand market.

William Lever decided in 1913 that the New Zealand market could support an independent manufacturing operation and purchased a local candle company, Lever Brothers (New Zealand) was incorporated in 1919 and commenced manufacturing *Sunlight Soap* and *Lifebuoy Soap* at its Petone factory. By the time of the First World War, Burfords were dominating the soap and candle market in the Western region of Australia and in 1924 the three companies, Lever Brothers, J. Kitchen & Sons and W.H. Burford & Sons merged under the name Australian Producers Partnership Pty Ltd. The Australian operations, running independently of New Zealand were undergoing a number of changes. In 1929, J. Kitchen & Sons bought the trademark and goodwill of *Rexona* soap and ointment from Sheldon Drug Company and *Rexona* Pty. Ltd. was formed to market these brands. In 1956, the soaps and personal product companies in Australia were merged under the holding company, Unilever Australia Pty. Ltd., following in 1962, J. Kitchen & Sons and Lever Brothers Pty. Ltd. forming Lever & Kitchen Pty. Ltd. producing brands that included *Lux Flakes*, *Lux Toilet* soap, *Rinso*, *Solvo*, *Persil*, *Vim*, *Surf*, *Handy Andy* and *Omo*.

(To be Continued)

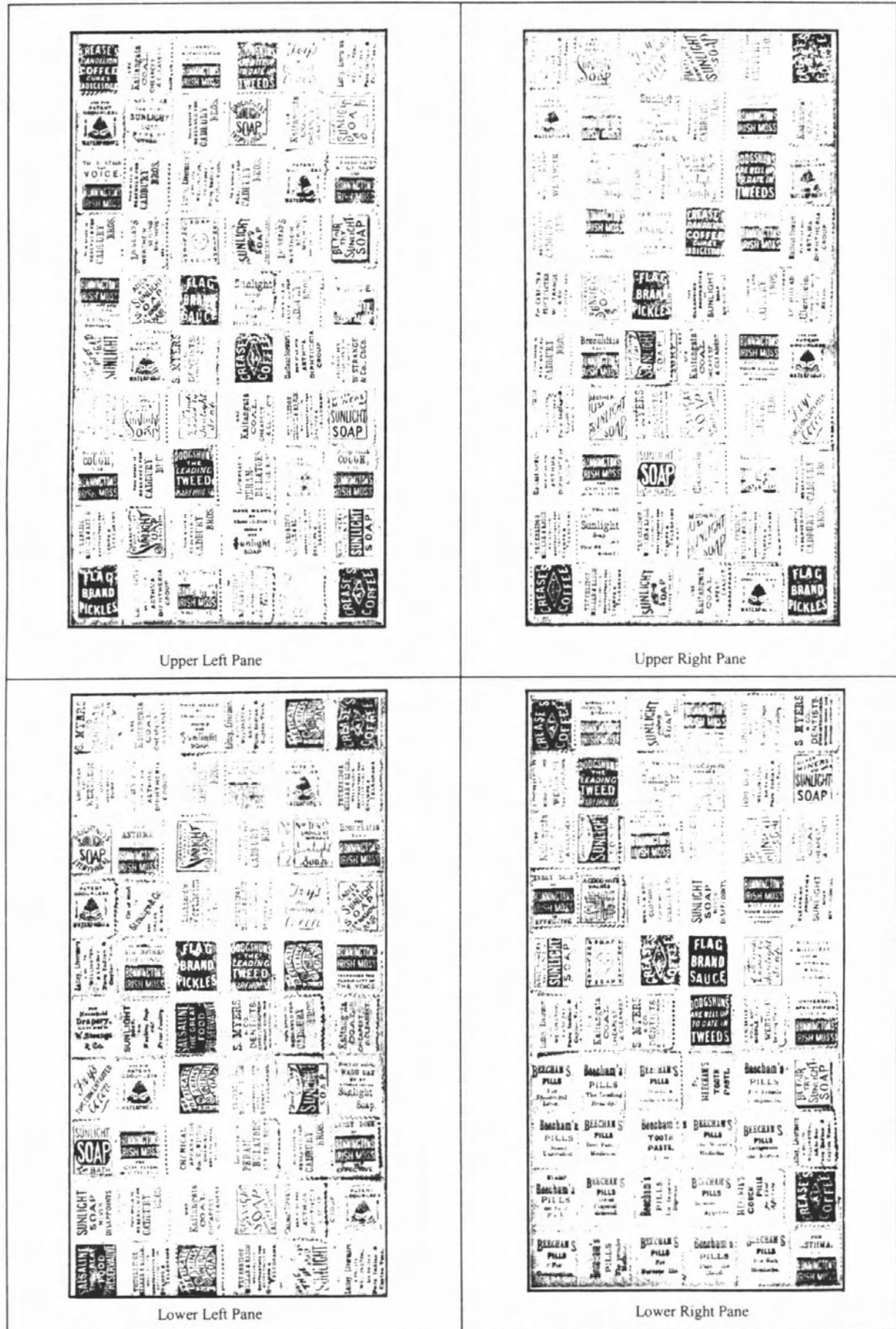


Fig 4. Advert Pane Layout, 2nd Setting

(To be Continued)

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