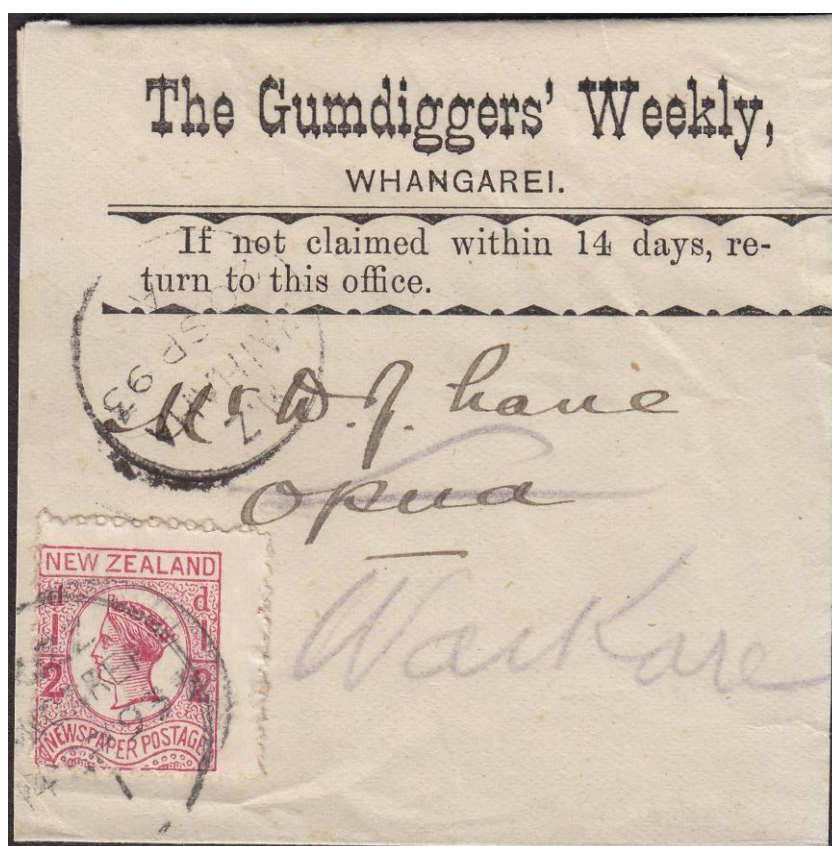


# ***THE KIWI***

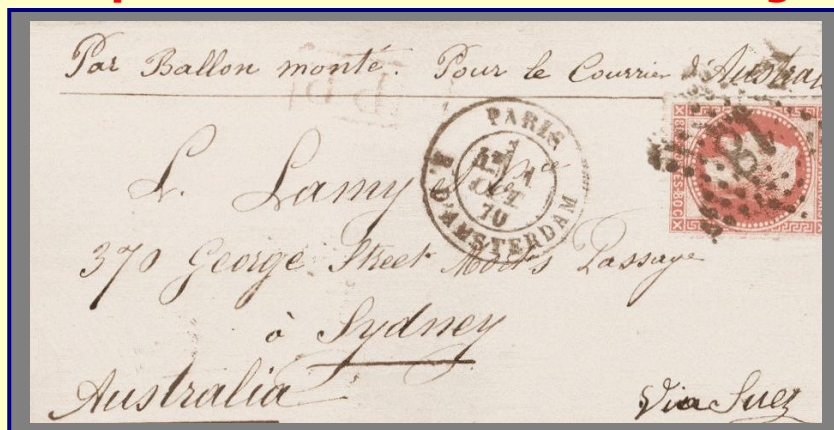
**JOURNAL OF THE NEW ZEALAND SOCIETY OF GREAT BRITAIN**



*A halfpenny newspaper stamp paying the postage  
for a copy of "The Gumdiggers' Weekly"*



## Superb material for the discerning



The above cover was an example of the world's first airmail and is the only known Paris ballon post cover addressed to Australasia. In 2009 Mowbrays Australia sold this 1870 Siege of Paris ballon monté cover for NZ \$238,625 – then a record Australasian price for a philatelic item.



The above 13 August 1855 cover from Auckland to Birmingham, England, bears a pair of New Zealand's very first 1d full-face queen stamps. Only three covers bearing 1d SG1 FFQs are known – this being the earliest recorded date. It was acquired in 2009 by John Mowbray for a client for NZ \$138,000.

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**Mowbray collectables offers New Zealand and world collections, stamps and postal history in monthly postal auction catalogues – free samples available!**

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[www.mowbraycollectables.co.nz](http://www.mowbraycollectables.co.nz)**

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*The Society is affiliated to: The Association of British Philatelic Societies  
the New Zealand Philatelic Federation  
and the Association of Scottish Philatelic Societies.*



## MOWBRAY COLLECTABLES

is proud to support the New Zealand Society of Great Britain  
as its major sponsor

## EDITORIAL

The article on Mrs Purdon which appeared in the September issue of *The Kiwi* created quite a stir! Thank you to everyone who sent me details of covers in their collection, hopefully a listing of all covers known (to date!) can be published at some point. I have collected some 200 images together from various sources (collectors, auction catalogues etc) and it is planned to try and put all those images on to the Society website as a visual record of Mrs Purdon's artwork. If you have any 'Purdon' covers please send me details.

In the last issue I mentioned that the Society has been given a large A4 ring binder (3" thick) crammed with New Zealand aero-philatelic material. A few quick snapshots here - to the right.

The folder contains much information on early flights with photographs, articles, newspaper cuttings etc. This was part of the archive of Francis Field.

The Committee has decided that this lot should be sold for Society funds. It will be offered to members (by sealed bid) in January 2014 – full details will be in the January issue of *The Kiwi*.



## THE KIWI - CURRENT ADVERTISING RATES

	Full (single insertion)	Full (3 or more consecutive)	Half (single insertion)	Half (3 or more consecutive)	Quarter (single insertion)	Quarter (3 or more consecutive)
Colour	£90	£75	£75	£60	£50	£40
B&W	£75	£60	£60	£45	£40	£35

## NZSGB - CURRENT SUBSCRIPTION RATES

Membership rates are £20 (within the UK) and £25 (overseas). Payment can be made by various means including PayPal ('gift' option). Details from Derek Diamond ([drdiamond@mac.com](mailto:drdiamond@mac.com)), or via the web-site.

## PUBLICATIONS AVAILABLE

Orders should be sent to Derek Diamond (contact details on 'Contents' page):-

SP3	The Kiwi Volumes 1-50. Full text on CD.	£10 incl. P&P
SP5	Index to The Kiwi, Volumes 1-60. Published on CD only.	£ 5 incl. P&P
SP6	Gems of Australasian Philately.	£10 incl. P&P



# SOCIETY NEWS

## MEMBERSHIP NEWS

### New Members:

*A warm welcome to:*

R. Fawcett, Boston, Lincolnshire

B. R. Hutson, Queensland, Australia

R. S. Watson, Lower Hutt, New Zealand

H. Edwards, Carmarthen, Wales

J. Hook, Wigan, Lancashire

A. Spence, Napier, New Zealand

P. Williams, Liverpool

### Deceased:

Dr W. A. Cummings, Birmingham

-----

## COMPETITIVE AWARDS TO MEMBERS

### Autumn Stampex, London 18-21 September 2013

Congratulations to **Alexander McCulloch** who was successful with his entry **New Zealand Definitives (1954-1960)** which was awarded **Gold (85)**.



## *AUCTION REMINDER – POSTAL BIDS*

The Annual Auction will be held at 14:00 on Saturday November 30<sup>th</sup> 2013

If you are unable to attend in person Postal Bids are most welcome. These should be sent by post, e-mail or telephone to the Hon. Auctioneer, Brian Stonestreet, to arrive no later than November 28<sup>th</sup>

Send your bids to:- 32 Bedgebury Close  
Vinters Park  
Maidstone  
Kent ME14 5QZ

☎ 01622 675784

e-mail: b.stonestreet@btinternet.com



### Have you got a computer and access to the web?

Then check out the Society's web site for details of meetings, *illustrations of Society auction lots*, 'Discussion Board' and, recently added, a series of articles on New Zealand stamps and postal history originally published in Gibbons Stamp Monthly.

[www.nzstamps.org.uk/nzsgb](http://www.nzstamps.org.uk/nzsgb)

## NEXT MEETING OF THE SOCIETY

The next meeting of the Society will be held at the Union Jack Club on Saturday, **November 30<sup>th</sup> 2013.**

### *AGM & ANNUAL AUCTION*

The meeting will start at 11:00 with the Annual General Meeting of the Society. The Annual Auction will be held in the afternoon. Viewing of auction lots will start at 12:30 and the auction itself will start promptly at 14:00. Please remember to bring your auction catalogue with you. Some catalogues will be available on the day at a cost of £2.

## **62<sup>nd</sup> ANNUAL GENERAL MEETING OF THE NEW ZEALAND SOCIETY OF GREAT BRITAIN**

Notice is hereby given that the 62<sup>nd</sup> Annual General Meeting of the New Zealand Society of Great Britain will be held at the Union Jack Club, Sandell Street, London on Saturday 30<sup>th</sup> November 2013, commencing at 11:00

### AGENDA

1. Minutes of the 61<sup>st</sup> Annual General Meeting (Published in *The Kiwi* Vol.62. No.1 p.3)
2. Report and Review of 2013
3. Financial Report from Hon. Treasurer
4. Report from the Strategic Review Group
5. Report from Hon. Packet Secretary
6. Report from the Hon. Library Liaison Officer
7. To elect:-
  - i) Honorary President
  - ii) Vice Presidents
  - iii) Honorary Chairman
  - iv) Honorary General Secretary
  - v) Honorary Editor of *The Kiwi*
  - vi) Honorary Packet Secretary
  - vii) Honorary Treasurer
  - viii) Honorary Auctioneer
  - ix) Honorary Library Liaison Officer
  - x) Other Officers of the Society
8. To elect a Committee
9. Any other business proper to the Annual General Meeting of which due notice has been given in writing to the Honorary General Secretary.

Nominations are invited from the members for all the Officers of the Society, having obtained the agreement (in writing) of the member so nominated.

Keith C. Collins, Honorary General Secretary

## NORTH OF ENGLAND REGIONAL GROUP

The next meeting of the North of England Group will be held on Saturday **November 9<sup>th</sup> 2013** at our usual venue, St. Luke's Church, Lodge Road, Orrell. The Meeting will start at **12:30** and guests and new members are always welcome.

This will be a member's meeting so please bring along items of interest or new acquisitions.

*Group Contact:* - Jack Lindley ☎ 0161 705 1074; **e-mail:** lindleyjack@aol.com

---

### ADVANCE NOTIFICATION – GLASGOW 2014



**THE NEW ZEALAND SOCIETY OF GREAT BRITAIN**  
**GLASGOW**  
**3<sup>rd</sup> – 5<sup>th</sup> October 2014**



Mark this date in your diary. More details will be in the January 2014 issue of *The Kiwi*.

---

### ADVANCE NOTIFICATION – LONDON 2015



LONDON 2015 EUROPHILEX will be held at the Business Design Centre, Islington from  
13<sup>th</sup> – 16<sup>th</sup> May 2015.

Competitions at LONDON 2015 will be judged in accordance with international rules approved by FEPA (Federation of European Philatelic Associations). The closing date for applications is January 31<sup>st</sup> 2014.

More information is available on the website (<http://www.london2015.net>)

The Society is planning to hold a meeting, at the venue, on the morning of **Saturday May 16<sup>th</sup>**.  
More details in due course.

---

### COLLECTORS OF THE 1935-36 PICTORIAL ISSUE

The attention of members, interested in the 1935-36 Pictorial Issue, is drawn to a sale to be conducted by Spink & Son in London on November 12<sup>th</sup>–13<sup>th</sup> 2013. Details were not available at the time of going to print but we are told there will be some very unusual material on offer, including Essays, Die Proofs and Postal Stationery Die Proofs.

Further information should be available from their web site ([www.spink.com](http://www.spink.com)) in due course.

# MEETINGS HELD

## NOTES OF THE MEETING HELD, AT WARWICK, SEPTEMBER 28<sup>th</sup> 2013

The meeting, held at the offices of Warwick & Warwick, was opened by John Stimson who welcomed everyone to Warwick. Sixteen members were in attendance.

**Ian Samuel** started the session with a display of some of his illustrated covers produced by Mrs Purdon. Ian stated that he had been collecting these covers for many years but despite much effort had been able to find little information about the artist. John Watts' article in the September issue of *The Kiwi* had filled many of the gaps in his knowledge. Amongst the range of covers displayed by Ian was the earliest seen to date (Figure 1). The cover marked the Opening Day of Myrtle's local Post Office at Parakao, October 6<sup>th</sup> 1947.



*Figure 1: The earliest 'Purdon' cover recorded to date*



*Figure 2: A 1917 censored cover (reduced) to the Dutch West Indies endorsed "Stamps to neutral countries are not passed during the war"*

**Andrew Dove** followed with a selection of Boer war covers including examples of civil censorship which would all have been conducted under instruction from London.

WWI covers followed with one, postmarked December 14<sup>th</sup> 1914, marked 'Opened by Military Censor' which is unusual and less common than the normal type of 'Censored by....' mark. Andrew said that little was known about censorship procedures at this time as records were destroyed after the war. He explained

however that there was almost certainly a "watch list" for foreign nationals and that there were expert censors who covered the different languages. New Zealand had no Chinese censor and relevant mail had to be sent to Hong Kong. Andrew finished with examples of 'Refused' mail including postcards and a letter containing stamps (Figure 2).

**Lawrence Kimpton** displayed flight covers from the 1937 Survey Flight captained by Captain Music. Although covers were carried they were 'intercepted' by the head of Pan Am and only came to market many years later. Lawrence ended with a series of covers from the early Kingsford Smith and Ulm flights from New Zealand to Australia.





**Figure 3:** Founder Member Eric Lewis entertains members attending the Warwick meeting

**John Potter** displayed some nice Health material including imperf plate proofs of the 1960 issue and some most unusual wrappers produced by Bradbury Wilkinson which would have contained 1,000 miniature sheets.

**Neil Jones** started with some interesting Chalon covers and bromides of the full face issue which sparked a debate as to when these might date from. These were followed with a display of the 1<sup>st</sup> Issue of Postage Dues and Law Court stamps attached to court documents.

**John Stimson** described the problems he had encountered with perforation terminology. With the aid of some of his Sideface stamps John explained his understanding of mixed, compound and irregular compound perforations. A healthy debate followed and Derek Diamond said this would be covered in his forthcoming book on the 1898 Pictorial Issue.

**Stuart Potter** showed an excellent selection of ‘Purdon’ illustrated covers followed by some fascinating Pioneer Flight covers starting from 1928.

**Mike Smith** reminded everyone of the struggle that some of the native New Zealand birds faced to avoid extinction and illustrated this with some of these birds under threat including the Kakapo and Rock Wren.

**Eric Lewis**, one of the Society’s Founder Members, entertained those present with a range of illustrated envelopes starting with two from 1899 which were decorated with children’s nursery rhymes. He followed these with covers from the 1940’s and 50’s hand painted by Herbert Duke and Myrtle Purdon. Eric then displayed a series of covers that he felt may have confused or intrigued the postman including letters addressed in Chinese, or with a pictogram. The highlight however was a Victorian cover from Great Britain addressed to – “*Miss Helen Stewart, Residing in New Zealand, or Somewhere Abroad*”

**Derek Diamond** and **Paul Wreglesworth** provided examples of stamps which are often generically described as ‘Presentation’ stamps. These come in many different forms but one type in particular can be difficult to authenticate.

One is found ‘cancelled’ with parallel lines and generally has 3 or 4 lines diagonally across one of the lower corners of the stamp (See page 127). They are also known with the lines across the upper corners or, most unusually, vertically on the lower half of the stamp. Derek displayed a full set of the 1898 Pictorial Issue with this latter type of vertical form of the cancel. Nearly all of these were with gum.

Paul suggested caution with this form of ‘cancel’ indicating that these could be confused with stamps cancelled by early machine cancellers. Paul supported his case with two 1d Second Sideface stamps taken from a bulk lot (Figure 3). These are similar in appearance to the set displayed by Derek but have no gum. It was felt that the subject might be addressed in more detail through a future article in *The Kiwi*.



**Figure 3:** Not ‘Presentation’ stamps

**Dave Tetley** offered the final display of the day with the superb Dorothy Wilding photograph of Queen Elizabeth used in the design of the middle values of New Zealand’s 1954 Definitive Series. This image was featured on the cover of the September 2012 issue of *The Kiwi*.

**John Stimson** concluded by saying that he felt it would be a long time before we see so many ‘Purdon’ covers in one room again! John thanked all those who had participated and Warwick & Warwick for making their facilities available to the Society.

## NOTES OF THE NORTH OF ENGLAND MEETING, HELD ON SEPTEMBER 7<sup>th</sup> 2013

Members gathered for a pub lunch to celebrate the 21<sup>st</sup> Anniversary of the North of England Group following which eight members and one guest were in attendance for the Group's competition which was judged by Paul Wreglesworth. This year saw the competition divided for the first time into two categories, Traditional & Postal History and Social & Thematic, both attracting 5 entries.

**Harold Howard** won the *Captain Cook Trophy* in the Traditional & Postal history category for his entry of *1d Dominion* with **John Hepworth** runner up with his display of *New Zealand Post Offices in the UK during WWI*.

**Stuart Potter** was presented with the *Kiwi Medal* in the Social & Thematic category for his entry on the subject of *Pioneer Flights* with **John Hepworth** taking his second runner-up spot of the day with his entry on *The Kiwi*.

There was then the opportunity to view the *Stampex 2012* displays of Stuart Potter, John Hepworth and Paul Wreglesworth who each described their respective entries. These were Rauol Islands/Kermadec Islands (1 Frame – Large Vermeil), NZ Expeditionary Force in WWI (3 Frames – Vermeil) and NZ Second Sidefaces 1882-1900 (5 Frames – Large Gold).



### POSTAL USAGE OF WAGES TAX STAMPS

*Geoff Goodens*

*(Response to previous article on this subject)*



*Cover  
reduced*

**Figure 1:** A 2d Social security stamp used incorrectly at Lyttelton

In response to the article by Jim Shaw, in the September issue of *The Kiwi*, I enclose a scan, (Figure 1), of a similar cover posted locally within Lyttelton on July 9<sup>th</sup> 1942. A 2d Social Security stamp has been used and the cover intercepted and endorsed '4d To Pay, Double Deficient Postage'. 1d and 3d postage due stamps are attached and postmarked July 10<sup>th</sup> 1942.

#### Reference:

1. Shaw J., 'Postal Usage of Wages Tax Stamps', *The Kiwi*, vol.62, no.5, pp98-99, September 2013.

## NEW ZEALAND POST – ROYAL BABY ISSUE

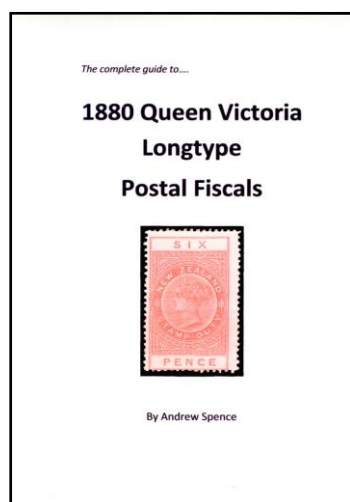
For obvious reasons this set of stamps, issued by New Zealand Post on September 11<sup>th</sup> 2013, did not appear in their programme for 2013 when it was announced at the beginning of the year.

Issued to commemorate the birth of His Royal Highness Prince George of Cambridge on July 22<sup>nd</sup> 2013, the set consists of five values produced as a se-tenant strip (see below – *image courtesy of NZ Post*).

The stamps are printed by Southern Colour Print Ltd on Tullis Russell 104gsm red phosphor coated gum stamp paper and the perforations measure 14.59 x 14.55.



## NEW PUBLICATION – 1880 LONGTYPE POSTAL FISCALS



This is a 75 page guide to one of the most diverse sets of stamps produced in New Zealand Postal history - the 1880 Queen Victoria Longtype Postal Fiscals.

The publication explores the development of the set, different papers, perforations and printings, along with flaws, errors and different uses of the stamps together with a commentary on the most talked about stamp in New Zealand revenue history.

The book is laser printed, in colour, on 135gsm gloss paper with card backing sheet and acetate covers front and back.

Copies are available (NZ\$30 plus NZ\$21 p&p to the UK) from:

**NZ Revenues Ltd.,**  
**P.O. Box 19047, Marewa, Napier, NEW ZEALAND 4143**

Payment can be made by PayPal, bank transfer or money order (no cheques). Further details may be obtained from the author, Andrew Spence (who has just joined the Society) at [nzrevenues@yahoo.co.nz](mailto:nzrevenues@yahoo.co.nz)

For anyone interested in any of the New Zealand revenue stamps Andrew has a web site 'NZ Revenues' which is cleverly subtitled *Where the "Back of the Book" comes 1<sup>st</sup>* and this can be checked out at:-

<http://www.nzrevenues.co.nz>



# THE HALFPENNY NEWSPAPER STAMP

*Jim Shaw*

From 1840 to late 1864 there were no charges made for newspapers posted in the Colony of New Zealand. A 1d rate was introduced for each newspaper from December 20<sup>th</sup> 1864, but, due to opposition, this was dropped on March 9<sup>th</sup> 1865. The 1d charge was re-introduced on January 1<sup>st</sup> 1867 and remained until January 1<sup>st</sup> 1873 when the fee was reduced to ½d - requiring a new stamp to be produced specifically for the purpose.

Not only was this New Zealand's first halfpenny stamp but it is philatelically significant as the first postage stamp for which the design and printing plates were prepared within the Colony. Production was the responsibility of the Government Printer, John Davies, who based his design on the British ½d stamp of 1870 (Figure 1). A woodblock die was prepared at Melbourne, which was then used to produce the individual electrotypes, 240 of which were combined to form the printing plate.



*Figure 1: British 1870 ½d (enlarged)*

At this date it was common practice to send newspapers to relatives and correspondents. It has been estimated that, by volume, newspapers were often up to 50% of mail locally and overseas and hence the revenue generated was highly significant. The use of the new stamp was prohibited on letters and incorrect usage frequently resulted in mail being 'detained for postage' (Ref. 1). Papers sent outside the Colony, where the charge was 1d, had to be pre-paid with a 1d stamp rather than two halfpenny newspaper stamps. Despite their restricted usage 21,023,840 newspaper stamps were printed between 1872 and 1881 (Ref. 2). Subsequent records were lost in a fire at the Government Printing Office.



*Figure 2: 'The New Zealand Methodist', posted at Christchurch (12 DE 84) at the ½d rate. (image reduced)*

## First Printing on 'NZ' watermarked paper (1872-4)

Anticipating the reduction in the postage fee for newspapers 717,600 of the new stamps (2,990 sheets) were printed in 1872 (Ref. 3) in readiness for issue in January 1873. At the time there was a shortage of paper being used for the Fullfaces, and in any case it was felt the 'large star' paper would be unsuitable for surface printing. As a result paper used for duty stamps was utilised.



The wove paper, made by De La Rue & Co., was watermarked with the letters “NZ” (measuring 16mm x 6mm) set out in 10 rows of 10. These were divided into two groups of 50, surrounded by two single-line frames, with a 10mm gutter between upper and lower frames. The watermarked inscription “NEW ZEALAND STAMP DUTY” in double lined capital letters appeared, in the left and right sheet margins.

The printing plate for the new stamps consisted of 20 rows of 12 stamps. The duty stamps were twice the size of the new stamp and, with 100 “NZ” impressions in 10 rows of 10, misalignment of the watermark on the smaller newspaper stamp was relatively common. Consequently stamps can be found with no watermark, part of the marginal letters watermark or the frame lines dividing the two panes of watermarks.

The Government Printer also struggled with perforating the stamps employing, primarily, a rotary machine gauging 10, but also a line machine gauging 12½ either alone or in combination with the rotary machine. A head gauging nearly 12 (11¾) was also used as a temporary measure. Double perf varieties are scarce but more numerous in the perf 12 ½ era.



**Figure 3:** Examples from the first printing on ‘NZ’ watermarked paper.  
From left to right:- p10 (early usage), p10x12½ and a mint block p12½.

The New Zealand Post Office recorded that almost 2 million newspapers were dispatched within the Colony in 1874 (Ref 4) yet, as few people saved newspapers or their wrappers, used copies of the stamp on “NZ” watermarked paper are relatively scarce. Unused blocks are uncommon and used blocks even more so.

## Second Printing on ‘Star’ watermarked paper (1875-92)

The problem of watermark misalignment was resolved in 1875 when a stock of paper was procured with a small six point irregular ‘star’ watermark arranged in 20 rows of 12 enclosed in a single-lined frame. A marginal watermark “NEWSPAPER POSTAGE” in single line capital letters appeared in the top selvedge.

The printing plate remained ‘compact’ with 20 rows of 12 stamps. An unusual ‘bull’s-eye’ mark is found in the upper and lower margins of this printing (Figure 4) but there is no explanation as to its purpose.

Stamps from the ‘Star’ watermarked paper printing are found in a range of shades with perfs gauging 12½ and for a period, from 1879 to 1885, ‘nearly’ 12. This latter machine, gauging around 11¾, was a guillotine type head and used primarily for perforating revenue stamps. The newspaper stamp was the only postage stamp that was run through it in any quantity. Some partial imperf examples are known from this period (Figure 5).



**Figure 4:** ‘bull’s-eye’ mark



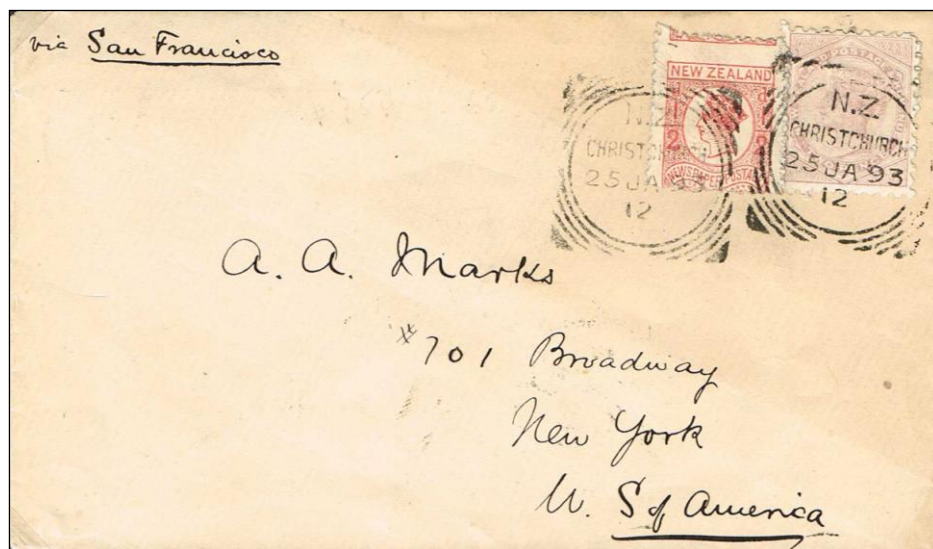
**Figure 5:** - imperf between

### Third Printing on 'NZ and Star' watermarked paper (1892-95)

A third printing on De La Rue paper with "NZ and Star" watermark was introduced in 1892, remaining on sale until 1895 when it was superseded by the halfpenny sideface stamp. It is only found perf 12½.

The watermark was laid out in four panes of 60 with the words NEW ZEALAND in double lined capitals in the horizontal spaces between panes. As the printing plate was compact with no gutters stamps can be found with parts of the letters watermark.

Postal usage is much more extensive during this period with the requirement, from 1891, for a halfpenny stamp for posting of commercial papers and for makeup of the 2½d overseas rate (Figure 6).



**Figure 6:** A newspaper stamp used to make up the 2½d overseas rate.

### The Printing Plates

The surface printing process and the large quantity of newspaper stamps produced gave rise, inevitably, to wear of the original plate produced in 1872 and a second plate was introduced around 1888. Study of dated copies of flaws which are present until 1887 together with new flaws that appear after that date suggest a new plate was laid down, using spare electros towards the end of 1887 or early 1888. A detailed study of these flaws will be the subject of a further article to appear in a future issue of *The Kiwi*.

Some of the flaws are very clear and two examples are shown here (Figure 5).



*Plate 1 – Row 11, Stamp 12*

*Prominent coloured bar in upper margin*



*Plate 2 – Row 19, Stamp 12*

*Break in frame over LA of ZEALAND*

**Figure 6:** Examples of major flaws present in the two plates



## Other Aspects of the Newspaper Stamp

There are many other aspects of the newspaper stamp worthy of further study.

The last printing on 'NZ and Star' watermark paper was occasionally overprinted O.P.S.O. (On Public Service Only). These are rare and easily forged. They were used exclusively on Official correspondence from Wellington to overseas addresses (Figure 7).



**Figure 7:** Six copies of the newspaper stamp overprinted O.P.S.O. and used on a registered, Official, item to the UK, postmarked Wellington 4 NO 92

Copies are also known overprinted 'SPECIMEN' or cancelled in some way for inclusion in 'Presentation' sets given to dignitaries or visiting V.I.P.s (Figure 8). Sets of current stamps were also sent to other Postal Authorities and these may be found overprinted 'SPECIMEN' by the receiving authority (Figure 9).



**Figure 8:** 'Presentation' stamps



**Figure 9:** Overprinted by receiving Postal Authority

In addition to the stamps, specially produced wrappers were issued on 1 April 1878 with the halfpenny newspaper stamp image pre-printed and, in 1892, pre-stamped miniature postcards were prepared for tobacco manufacturers Austin Walsh & Co of Auckland.

It is hoped to cover these aspects in more detail in future articles.

## References:

1. Grey River Argus Vol XV, pp2, 24 July 1874 (available at: <http://www.paperspast.natlib.govt.nz>)
2. The Postage Stamps of New Zealand, Vol I, p99, Pub. Royal Philatelic Society of New Zealand (1938)
3. The Postage Stamps of New Zealand, Vol I, p96, Pub. Royal Philatelic Society of New Zealand (1938)
4. Post Office Department 16<sup>th</sup> Annual Report (1875), p13. in Appendix F-1 to the Journals of the House of Representatives (available at: <http://www.atojs.natlib.govt.nz>)

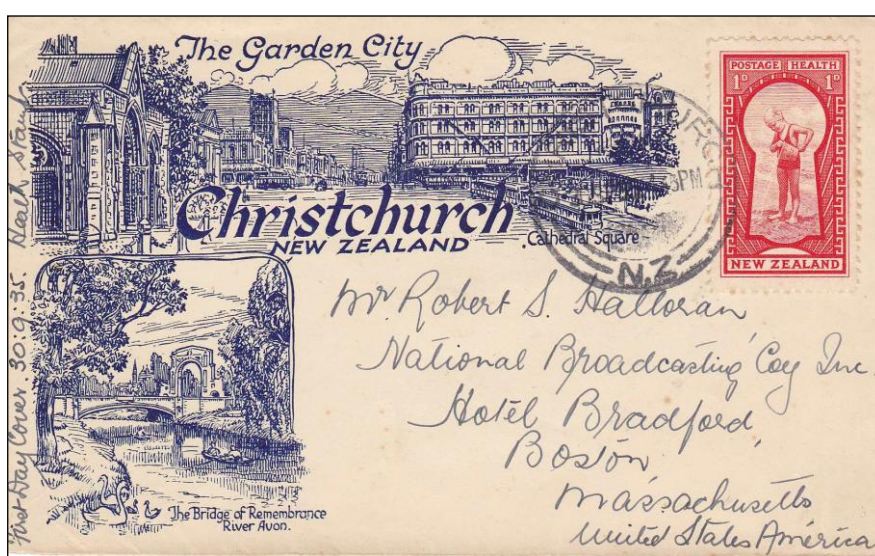
# ENGRAVED ADVERTISING ENVELOPES FROM THE 1920s

*John Watts*

For those people who can still remember the days before the laptop computer entered their lives and the quick way to communicate became the e-mail, they might recall the joy of seeing a pile of letters on the door mat or, alternatively, going to the letter box at the garden gate and finding the latest delivery by the local postman. How times have changed – it may not be long until receiving correspondence by post will be just a distant memory.

In the past some of those envelopes may well have been illustrated with adverts promoting a business or provided a medium by which organisations could publicise cities, towns or an area of New Zealand.

One such series of envelopes appeared in the 1920's and, whilst it has not been possible to be precise regarding the date, early usage would suggest that it was somewhere around the middle of the decade.



**Figure 1:** Christchurch – The Garden City



**Figures 2 & 3:** Auckland – The Queen City

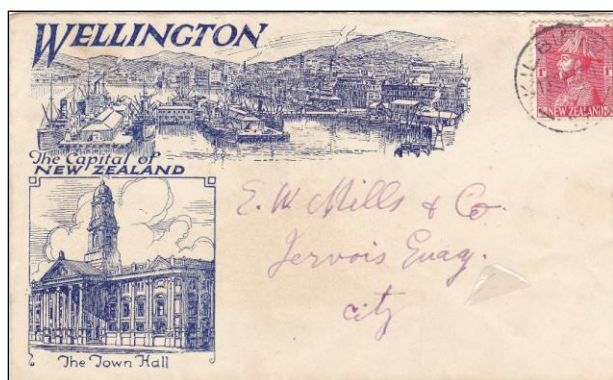


**Figures 4 & 5:** Rotorua – The World's most famous rendezvous for Sport & Scenic wonders

The only cities with two differently designed envelopes recorded to date are those from Auckland (Figures 2 and 3) and Rotorua (Figures 4 and 5).



As might be expected many of the envelopes promote major cities such as Wellington, Auckland, Christchurch and Dunedin (Figures 1, 2, 3, 6 & 7).



**Figure 6:** Wellington – The Capital of New Zealand

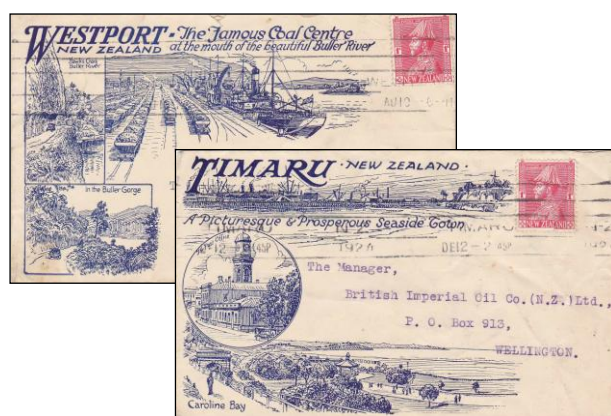


**Figure 7:** Dunedin – The City Beautiful

Many of the envelopes have a sketch of the named city's main post office. A feature of many central post offices during this period was a clock tower but, following the disastrous earthquake which struck Napier and the Hawke's Bay region in 1931, the Post Office and Telegraph Department decided to erect no more clock towers on post office buildings. They also removed a number of clock towers following the collapse of several including those at Westport, Hastings and Wairoa. The illustrations on some of the covers would suggest therefore a publication date prior to 1931.



**Figures 8 & 9:** Napier & Palmerston North



**Figures 10 & 11:** Westport & Timaru



**Figures 12 & 13:** Greymouth & Whangarei



**Figures 14 & 15:** Hamilton & Wanganui



The series also features some towns which today are not considered major towns, for example:-



Figure 16: Russell

### **Papakura – The Centre of a Prosperous & Progressive Dairying & Farming District.**

Just south of Auckland, was declared a borough in 1938 and became a city in 1975 before being replaced by Papakura District in 1989.

Best known for its military camp. During the Maori Wars of the 1860's it was regarded as a frontier settlement and a number of the Anglican and Presbyterian church buildings were fortified against possible attacks by the Waikato Maori.



Figure 17: Papakura



Figure 18: Dargaville

**Te Aroha** – Situated in the Waikato region of the North Island, south of Thames.

The town is proud of its thermal springs and elegant Victorian-style kiosks tapping the thermal mineral waters which contain considerable quantities of sodium bicarbonate, stronger but similar to the celebrated waters of Vichy in France. The waters are beneficial for swimming and therapeutic bathing, also for drinking as a refreshing tonic when flavoured with lemon.

### **Dargaville – A Thriving Centre of Dairying, Pastoral & Timber Industries.**

A town in the north of the North Island, created a borough in 1908. A tourist area noted for viewing the giant kauri trees. Known today as the 'Kumara Centre' as it is the main producing area for this popular root vegetable.

Familiar to aerophilatelists for the pioneer experimental air mail flights undertaken on 16<sup>th</sup> December 1919 between Auckland and Dargaville.

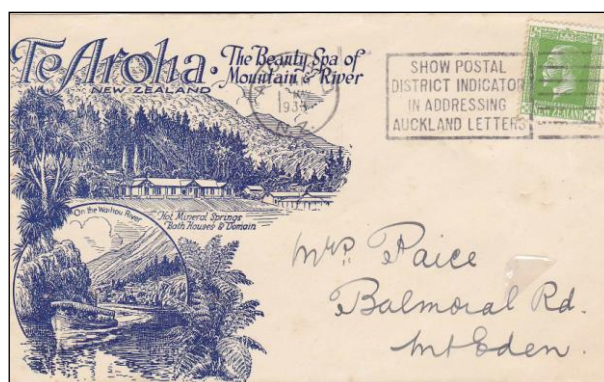
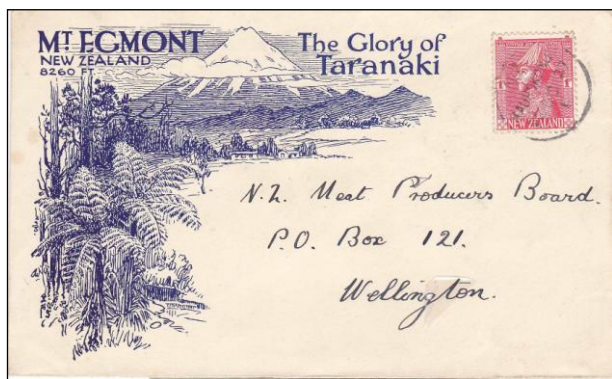


Figure 19: Te Aroha – The Beauty Spa of Mountain & river



**Figure 20:** Mt Egmont – The Glory of Taranaki

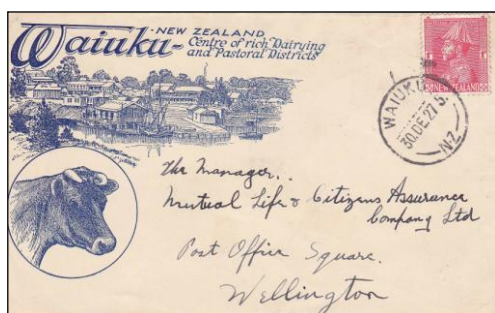
and rain lightly falls, Taranaki can be seen grieving for his lost love.

**Helensville** - on the Southern side of the Kaipara Harbour, approximately 40km from Auckland. The name derives from a grand home, *Helensville*, built by pioneer John McLeod, and named after his wife Helen.

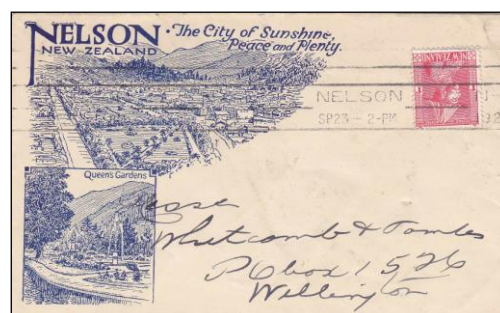
Formed part of a regular steam ship service to Dargaville which was phased out by 1940 due to the decline of the timber trade and improved roads. Now a shopping and service centre for the surrounding rural community whilst boasting nearby hot pools for visitors.



**Figure 21:** Helensville – An Ideal Holiday & Tourist Resort



**Figure 22:** Waiuku – Centre of rich Dairying and Pastoral Districts



**Figure 23:** Nelson – The City of Sunshine, Peace and Plenty

It has not been established how many covers make up this series (23 are shown here from 21 different towns and communities), or who was responsible for their design and production. There is a seal on the flap of the envelope (Figure 24) but it has not been determined if this has any special significance. It is present on all envelopes seen to date with the exception of some examples of the 2<sup>nd</sup> Auckland envelope (Figure 3).

The envelopes illustrated are reduced from their original size of 146mm x 88mm.



**Figure 24:** Envelope Seal

If members have any further examples from this series, can offer additional information with regard to the period of issue or have any suggestions as to who might have been responsible for their production then please contact John directly ([j-watts@clear.net.nz](mailto:j-watts@clear.net.nz)) or through the editor.



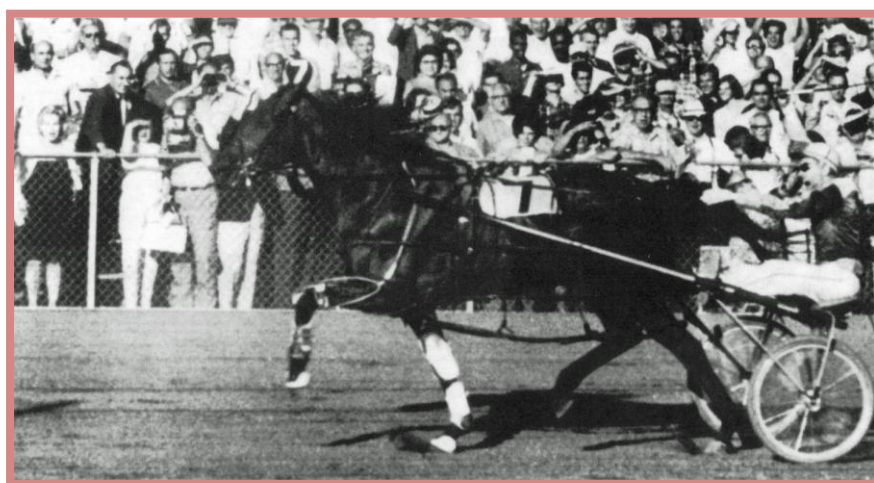
## CARDIGAN BAY – COLOUR SEPARATION PLATE PROOFS

*Paul Wreglesworth*



**Figure 1:** A series of five colour separation plate proofs together with the final proof with all colours combined

I am indebted to Brad Baker, an Australian collector specialising in stamps featuring horse racing, for permission to reprint these colour separations of the 1970 Cardigan Bay issue. These were part of the archive of French printers Hélio Courvoisier S. A. who ceased all printing operations in September 2001. Taken from full sheets, only single copies were retained by the Company, and mounted in a series of blue albums. All the material was subsequently sold in Geneva, on April 20<sup>th</sup> 2007, by auctioneers David Feldman.



**Figure 2:** Cardigan Bay with his driver Stanley Dancer (courtesy Brad Baker)

export him to race in North America. In total he won 80 races and his most famous victory was over Bret Hanover in what has become known as the ‘Pace of the Century’.

On September 14<sup>th</sup> 1968, ‘Cardigan Bay’ became the first Standardbred to win \$1million thus securing his place in history. He was immediately retired and returned to New Zealand where he died in 1988.

‘Cardigan Bay’ was a famous pacer who began his racing career in New Zealand, winning his first ever prize money in a saddle pace on a grass track. He went on to win all the major races in New Zealand and Australia including The New Zealand Cup, The Auckland Cup and The Inter-Dominion Final in Adelaide, Australia. He dominated racing in the Southern Hemisphere and his owners took the decision to



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