



THE KIWI

JOURNAL OF THE NEW ZEALAND SOCIETY OF GREAT BRITAIN



*Image
at 60%*

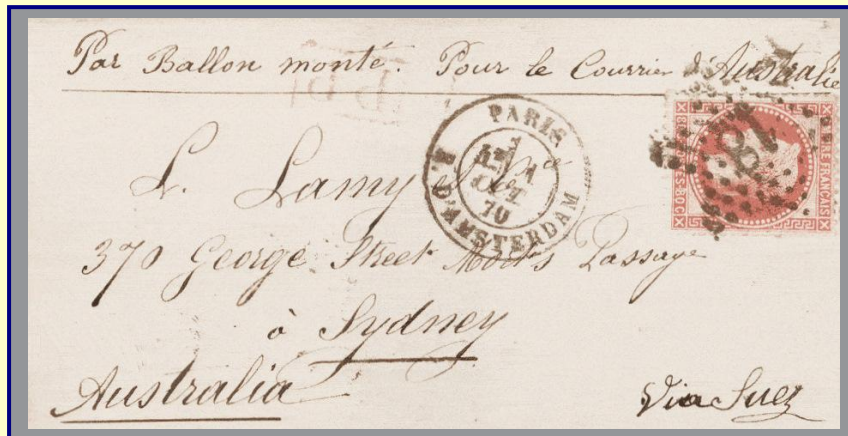
*The Stamps of King George V
Subject for the July Meeting of the Society*

VOLUME 66 NUMBER 5
WHOLE NUMBER 385

SEPTEMBER 2017



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.



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



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EDITORIAL

A range of articles in this issue so hopefully something for most members. Once again, do let me know if we are not adequately covering your particular area of interest and I will see what can be done to fill that gap.

For those who can make our meetings, either in London or through one of our regional groups, the committee has begun to put the programme together for 2018 with some subjects we haven't covered for a while. 2018 will also see the latest in our series of popular biennial weekends and, this time, we are looking at venues in the South West of England, near the historic town of Bath. More information in due course.



THE KIWI - ADVERTISERS IN THIS ISSUE

ADVERTISER	PAGE	ADVERTISER	PAGE
Mowbray Collectables	Inside Front Cover	Stockholmia 2019 (RPSL)	163
Steven Zirinsky	155	Classic Stamps Ltd.	Inside Back Cover
Ashford Stamps Ltd.	155	Auckland City Stamps	Back Cover

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Membership rates are £20 (within the UK) and £25 (overseas) - with printed copy of *The Kiwi*.

Members who prefer to receive an electronic version of the journal (*e-Kiwi*), downloadable from the Society's web-site, as an alternative to the paper copy pay £20 regardless of country of residence.

Payment can be made by various means including PayPal ('gift' option). Details from the membership secretary esmegdiamond@gmail.com or via the web-site.

THE SOCIETY WEB-SITE AS A RESOURCE FOR MEMBERS

The Kiwi (now downloadable in pdf format)

- * Vol. 1-61 (1952-2012) available to all.
- * Vol. 62-65 (2013-16) available to members only.
- **password required - contact the editor of *The Kiwi*.**
- * Vol. 66 (current year) - available to *e-Kiwi* subscribers.



Society web-site: www.nzsgb.org.uk

SOCIETY NEWS

MEMBERSHIP NEWS

New Members:

A warm welcome to:

R Jackson, Wellington, New Zealand

R Wills, Bath, Somerset

Deceased:

B Atkinson, London



In Memoriam: Bernard Thomas Atkinson (10 March 1931 - 21 June 2017)

It is with great sadness that we report the death of Bernard Atkinson, on 21 June 2017, after a short illness.

Having joined the New Zealand Society of Great Britain in 1965 Bernard was ever present at our London meetings and served on the committee as Treasurer from 1975 to 1980 and as Packet Secretary from 1981 to 2011, a role in which many will have come to know him for his efficiency and attention to detail.

Although Bernard rarely displayed his material his collecting interests were many and varied but with a focus on New Zealand cards, building up collections on WWI camps and hospitals in the UK, Shipping, Railways, Lighthouses, Logging, Mining, Post Offices, War Memorials, Stamp Cards to mention just a few. His knowledge was extensive and he was always happy to help others with queries. In this respect he was a regular contributor to *The Kiwi*.



Many of his collecting interests were inspired by his time in the Army and he was a long standing member of the Forces Postal History Society as well as the Postal History Society of New Zealand. After leaving the army he worked for Firestone on the Great West Road, London. It was here he met his wife Siobhan who described Bernard as “my Rock”.

Bernard is survived by his wife, four children and 11 grand children and he will be missed by family and friends and all whose lives he touched.



Honour For Member:



It is a pleasure to announce that one of our members, **Patrick Maselis**, has been elected as President of The Royal Philatelic Society of London. Patrick, born and living in Belgium, is the first ‘overseas’ President of the Royal and, to the best of my knowledge, he is also the first member of the New Zealand Society of Great Britain to be elected to this prestigious office!

Patrick’s collecting interests include Belgium and Belgium Congo as well as the postal history of Lado Enclave, New York and New Zealand. Several members of the New Zealand Society of Great Britain were present, in 2012, when Patrick spoke on *The Development of Postal Services in New Zealand until the Introduction of Adhesive Postal Stamps (1827-1855)*.

FORTHCOMING MEETINGS

NEXT MEETING OF THE SOCIETY

The next meeting of the Society will be held on Saturday **30 September 2017**

at the **Holiday Inn Express, Stratford Road, WARWICK CV34 6TW**

starting at 11:00 with members displays.

All members are welcome to attend and display. Priority will be given to those who do not normally attend our meetings in London.

Tea, coffee and a sandwich lunch will be provided. To help with planning lunch please let **Michael Wilkinson** know if you plan to attend and if you have any special dietary requirements.



The hotel is just off junction 15 on the M40. At that junction take the exit towards Warwick and after about 200 yards turn right to the hotel.

Free car parking if you register at the hotel's front desk on arrival.

Warwick railway station (in the town centre) and Warwick Parkway station (on the west of the town) are both about 2½ miles away. It may be possible to arrange lifts from the station.

MIDLAND REGIONAL GROUP

The next meeting of the Midland Group will be held on Saturday **21 October 2017** at the usual venue, St Anne's Church Hall (behind the Church) Parkhill, Moseley, Birmingham B13 8DU starting at 14:00. Will members please bring along some items of interest or a mini display.

Group Contact: - Ian Samuel ☎ 0121 449 0849

NORTH OF ENGLAND REGIONAL GROUP

The next meeting of the North of England Group will be held on Saturday **9 September 2017** at St. Luke's Church, Lodge Road, Orrell starting at 12:30. This will be our biennial competition (12 sheets) for the Captain Cook Trophy and will be followed by members' items of interest.

7 October 2017 will be a joint meeting with the Scottish Regional Group. See below for details.

Group Contact: - Jack Lindley ☎ 0161 705 1074

email: lindleyjack@aol.com

SCOTTISH REGIONAL GROUP

The next meeting of the Scottish Group will be a joint meeting with the North of England Group and will be held on Saturday **7 October 2017** at the Hallmark Hotel, Court Square, Carlisle, CA1 1QY starting 12:30.

Group Contact: - Adrian Philbey ☎ 0141 562 5817

email: adrian.philbey@ed.ac.uk

MEETINGS HELD

NOTES OF THE MEETING HELD, IN LONDON, 29 JULY 2017

The meeting was opened by our Chairman, John Stimson, who informed those present of the death of prominent long time member, Bernard Atkinson. The meeting held a minute of reflection for a highly regarded friend and colleague. A full appreciation appears on page 149.

The meeting was then handed over to **Andrew Dove** who was to show on the subject of King George V.

Andrew explained that his collection had taken more than 35 years to get together and that availability of material had meant that it had been possible to reunite items relating to the development of the design from major holdings including Stanley, Midas, Baillie and Darge.

The display was divided into three parts: first, the development and production of the issued stamps, secondly, aspects such as perforation and paper common to all values and, thirdly, a consideration of each value in turn.

The issue had been available for 20 years which had included such major events as the First World War, the Great Depression and the development of airmail post. At the same time, New Zealand was growing in stature as a maturing nation finding its place in the world. The changes to the definitive series and their production reflect the changing environment.

When King George came to the throne in May 1910, definitives showing his predecessor, King Edward VII, had only been on sale for about 6 months. Nevertheless, the New Zealand Post Office agreed to commission a new series and approached Harry Linley Richardson to design them. Richardson was born in the United Kingdom and emigrated in 1908 to take up a position as an Instructor at Wellington Technical College. This was his first



Figure 1: *Richardson's first design effort.*

attempt at stamp design although he subsequently produced the Dunedin Exhibition Commemorative set and the Arms Revenue stamp.

His first efforts (Figure 1) used the Downey photographic portrait of the King that had been used for the UK stamps with supporters of Zealandia and a Māori warrior.

Perkins Bacon were instructed to produce the die but did not like the design and returned some photographic essays, with the die proofs, to New Zealand.

At this stage, Sir R Heaton Rhodes was appointed Postmaster-General. As well as being a well known politician, Rhodes was a keen philatelist who specialised in the Full Face Queens. His first suggestion was to experiment with the Full Face Queen but an example in which the portrait of Queen Victoria was overpainted with King George V was unsatisfactory. He next suggested reverting to the 1d Black as a design basis and this new concept proved satisfactory (Figure 2).

Perkins Bacon produced the plates and shipped them to New Zealand for printing. Plate proofs were shown on



Figure 2: *Essay for the new design*

unwatermarked paper and on paper used for the issued stamps: the assumption is that the former were taken by Perkins Bacon to prove the plate and that the latter by the Government Printer to show that they had arrived safely. Eventually, the new stamps were issued in 1915, five years after the initial commission. The point was made that early use is rarely seen: there is only one first day cover recorded and use in the first month of issue is unusual.



Figure 3: A die proof for the Admiral stamp.

The original series did not include a 1d value as the 1d Dominion had been issued in 1909 and the plates were wearing well. However, by 1926, the plates were worn and Richardson was asked to produce a replacement design. The Governor-General at that time was Sir Bernard Fergusson, a renowned First World War Western Front General, and the King was shown in his Field Marshall uniform. Similarly, when higher values were needed, Richardson portrayed the King as Admiral of the Fleet as Viscount Jellicoe of Jutland was Governor General (Figure 3). As might be expected, the 2/- and 3/- values are usually seen used on parcels, however, on 30 November 1934 a new airmail service through Singapore replaced the Karachi route. For the first time, this had a single consolidated fee and that was 1/6 per half ounce: a rate of 3/- was applicable for a double rate letter and the 3/- was used for this purpose until 1 May 1935 (Figure 4).

The second section covered the basic aspects common to all the values: the paper for the recess printed values was consistent throughout the issue except for a small printing in 1934 which used a thinner Esparto paper. There was also a period in 1915 when there was difficulty in sourcing supplies of paper due to the War and surplus supplies from the First Pictorial 2½d were pressed into use. Unfortunately, the earlier stamp had been double sized, unlike the new stamps, and the watermark was distributed accordingly. This meant

that the values printed (1½d, 2d, 3d and 6d) may be found without watermark. The 1½d was printed upright and is commonly found now watermark, the other 3 values were printed sideways on the paper and the variety is much less commonly seen.

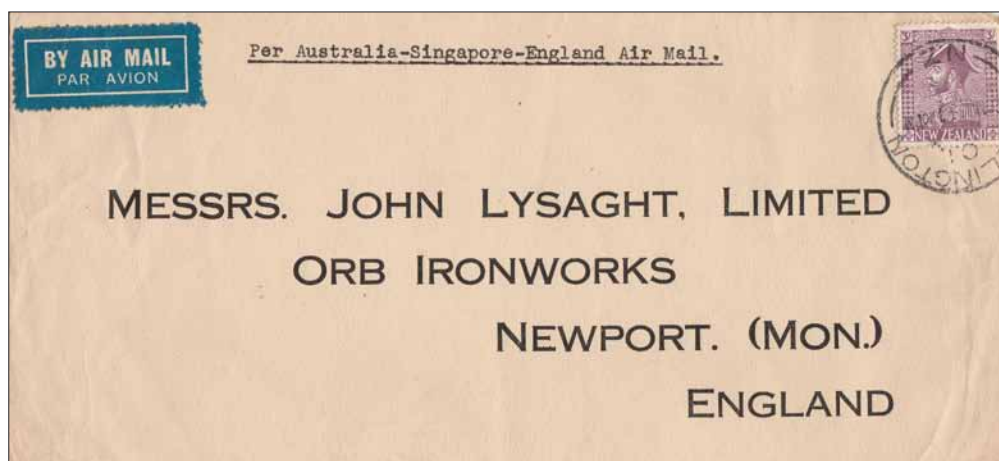


Figure 4: A single 3/- Admiral stamp paying the double airmail letter rate via Singapore.

(image shown at 60% of original size)

The paper used for the Surface Printed values was sourced from a number of manufacturers: De La Rue, Cowan, Jones and Wiggins Teape. These can be difficult to distinguish.

The perforations are complex as, for the most part, it was undertaken using two different combs in a two stage process. This gives rise to the well known two-perf. pair varieties and the imperforate or part imperforate varieties. These occurred when the second part of the process was omitted completely or there was a missed strike of the comb (Figure 5).

Each value was covered in turn with the changes and the reason for them illustrated. For each of the recess values, the items shown included plate blocks and used examples. Where there was a change from recess to surface printing, Die proofs were included to chart the transition.

A feature of the display was the examples of postal usage. Andrew explained that a number of the recess values had a very short lifespan. Many of the original series had little postal usage, for example, the 4½d and 7½d paid heavier parcel rates. Accordingly, they had little usage and it is difficult to find them used on cover. Tony Thackery records the earliest use of 1½d recess print as 27 September 1915 and of the replacement 1½d local plate as April 1916. The change to surface printing was necessary because the imposition of the War Tax put the standard letter rate to 1½d but before this, it had little use.

Examples of usage included an example of the 1½d brown used on the first airmail flight in 1919, a 6d used on a letter posted on Pitcairn Island in 1925 and carried to the Philippines and a 4/6, triple rate, airmail Railway Official letter carried to the UK (Figure 7).

A notable exhibit was an example of the 1d Field Marshal official with



Figure 5: A missing strike of the comb head results in a complete row of stamps imperf on three sides.

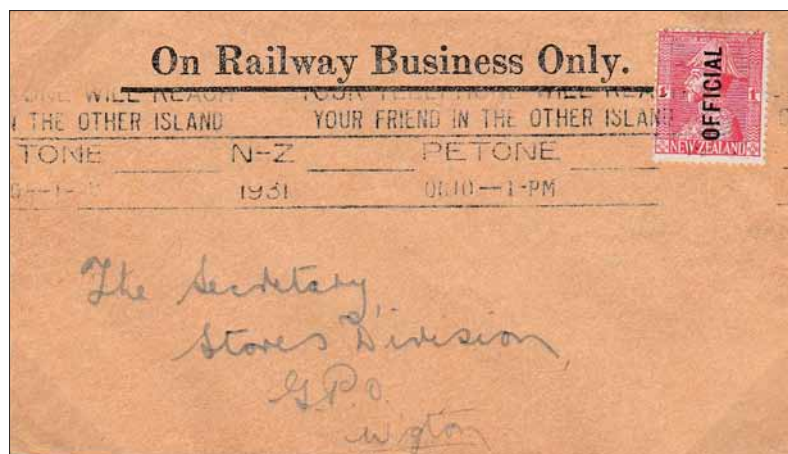


Figure 6: A 1d Field Marshall stamp, on cover; with no stop after 'official'.
(image shown at 75% of original size)

no stop after official used on cover (Figure 6). This omission occurred on two stamps in the sheet and is often seen in mint positional blocks. However, it seems that it was well known to collectors and was rarely used: it is uncommon in a used state and rare used on official mail.

Paul Woods showed stamps with fiscal overprints including copies of the 1/- Mortgage Indemnity fee printed in yellow and the 3/- Admiral overprinted Counterpart with the basic stamp printed in Orange-Yellow.

The meeting closed at 15:45.



Figure 7: Four George V 1/- official stamps on a triple rate cover to the UK.

(image shown at 75% of original size)

NEW ZEALAND POST - UNSCHEDULED ISSUE

The America's Cup, affectionately known as the Auld Mug, is the oldest active trophy in international sport. First contested in 1851, it predates the modern Olympics by 45 years.

The competition for this prestigious Cup began when a schooner named *America* won a race around the Isle of Wight against a fleet of Britain's finest boats. In 1857 the owners of *America* donated the Cup to the New York Yacht Club (NYYC). America defended the cup for the next 132 years.

New Zealand first won the cup in 1985, defended it in 2000 before losing it in 2003. So winning it back in June this year has been cause for celebration and an unscheduled set of six stamps (in a miniature sheet) produced by New Zealand Post. This was issued on 3 July 2017.



Technical Details: Stamps and miniature sheet designed by Jonathan Gray of New Zealand Post.

Printed in four colours by Collectables and Solutions Centre, New Zealand Post, Whanganui, New Zealand

Paper is 'Tullis Russell' 104 gsm gummed stamp paper and perforations gauge 13.33 x 13.6

NEW ZEALAND POST CALLS TIME ON SPECIAL HEALTH STAMPS

In July 2017 New Zealand Post announced that they would no longer issue special stamps in support of Children's Health Camps, despite including the issue in their schedule for new releases published at the beginning of the year.

Formerly known as Children's Health Camps the organisation and its assets were handed over to a charitable trust in 2001 and rebranded as Stand Children's Services (known as Stand) in 2013. The organisation is dedicated to providing specialist home and in-school care for children between the ages of 5 and 12.



Declining mail volumes, reflected in a reduced number of Health Stamps sold, and the cost of administering the scheme by both New Zealand Post and Stand are cited as reasons for announcing this change.



New Zealand's first health stamp was issued in 1929 (above) and the 2016 issue (right - image reduced from original) will be the last. This brings to a close 87 years of these popular annual stamp releases.



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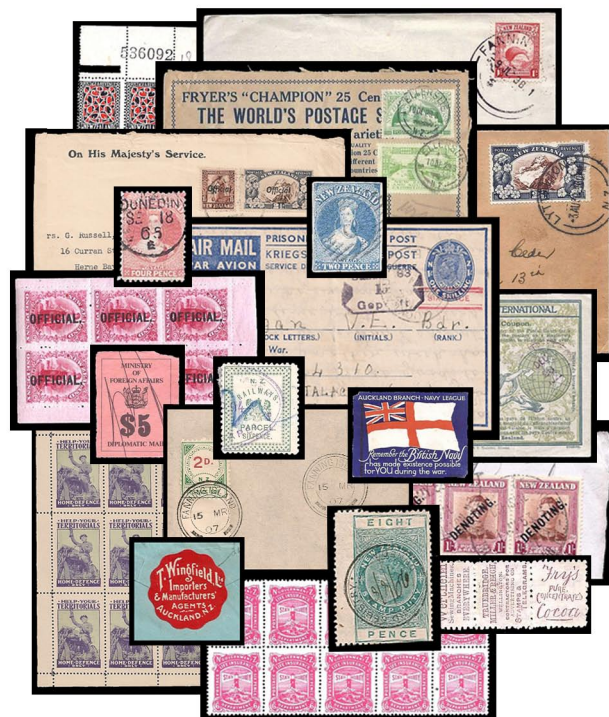
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PRINTING RECORDS FOR LONG TYPE REVENUE STAMPS

- NEW INFORMATION AND CATALOGUE CORRECTIONS

Paul Woods

In order to develop my knowledge of the Queen Victoria Long Type (QVLT) revenue and postal fiscal stamps I visited New Zealand in August 2016. The trip coincided with a meeting of the Royal Philatelic Society of New Zealand (RPSNZ) held at Te Papa, Wellington (22 August), on the subject of Revenues. This gave me the chance to meet other collectors and view some of the wonderful material held in the Te Papa archives.

I was trying to solve the mystery of the existence of a £75 yellow QVLT value and the results of my research on this topic have recently been published in the *New Zealand Stamp Collector*. Amongst the Te Papa holding was a copy of a manuscript printing ledger (68 pages) titled *Duty Stamps Delivered to Treasury*, (Source 1), which lists duty stamps printed from 8 October 1890 to April 1906. A copy is held in the RPSNZ Library. The records revealed information that I was not aware of and which I thought would be useful to share with other collectors. The ledger includes a chronological record of information about the numbers of stamps, of each value, printed and delivered to the Treasury and including the special 'Ultra High Value' stamps.

The first entry in the ledger records a printing of 6,000 £10 stamps on 8 October 1890 (Figure 1). This does not fit with the current catalogue listings and, after further research together with Andrew Spence, has been identified as a new discovery of a 'Type 5' printing of this value. A joint article with Andrew, for a future edition of the *New Zealand Stamp Collector*, will indicate a number of corrections to the current catalogue listings that will need to be made.

A black and white photocopy of one of the pages from the copy of the 1890 ledger held in the RPSNZ library, Wellington, is shown below (Figure 2). The information recorded includes: date of delivery, number of sheets of paper used, number of stamps delivered to the treasury, denomination of the stamps, total value and the 'Voucher No.' of the printing requisition. Of particular interest is that the ledger includes information about the 'special' printings of 'Ultra High Value' stamps such as the £3,574 value printed on 2 December 1890.



Figure 1: One of the 6,000 (Type 5) £10 stamps printed on 8th October 1890.

DUTY STAMPS DELIVERED TO TREASURY.					
Date.	Number of Sheets.	Number of Stamps.	Denomination.	Value.	Voucher No.
8 th October	50	6000	Ten Pounds	600 00 . .	1
12 th November	81	9720	Two Shillings	972 . .	9
"	56	6720	Ten Shillings	336 0 . .	9
19 " "	442	53040	Ten Shillings	265 20 . .	11
"	493	59160	Three Shillings	887 4 . .	11
"	406½	48780	Two Shillings	487 8 . .	11
	1478½	177420		44604	
2 nd December		1	Special	3574 . .	17
17 th "		1	Special	596 . .	25
18 "		1	Special	1673 . .	28
		3		5843	

Figure 2: A sample page from the 1890 ledger.

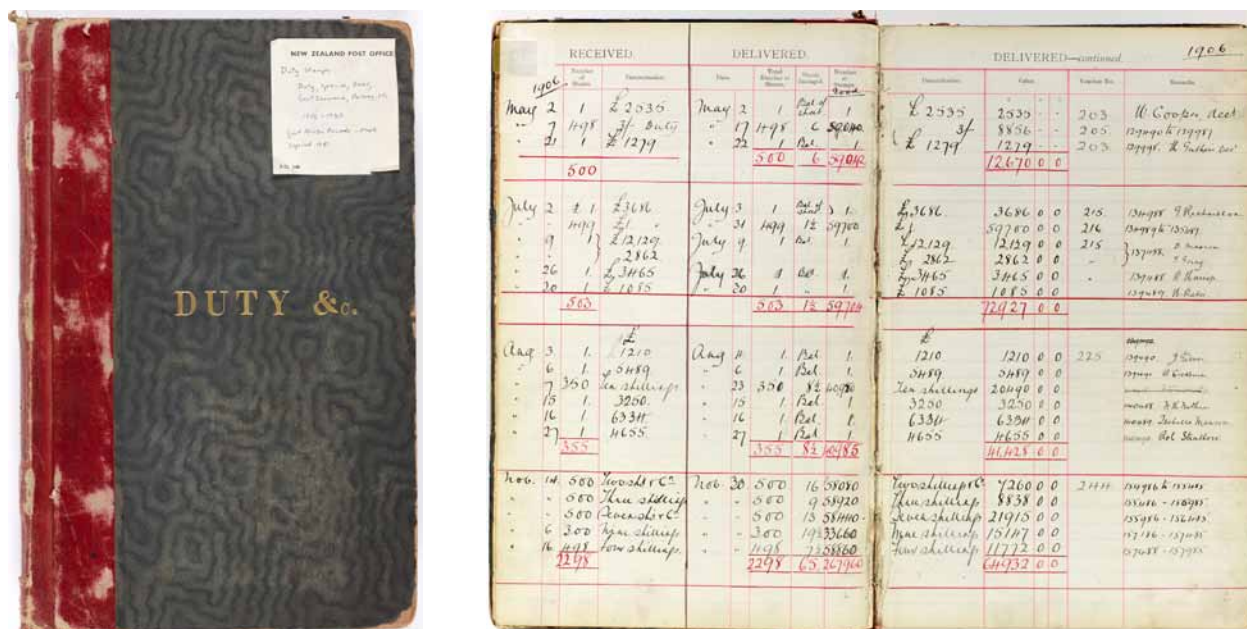


Figure 3: The front cover (left) and inside (right) of the ledger recording printings from 1906.

(images reduced)

A second ledger, recording the printing of Duty Stamps from May 1906 through to the 1950s is also held at Te Papa (Source 2). The cover, together with an example of two of the pages inside, is shown above (Figure 3).

Unfortunately no records exist for Duty Stamps printed before October 1890 and these are assumed to have been lost in a fire at the Government Printers on 9 October 1890.

The records from 1906 are written in a double page ledger format, and provide a little more information than the earlier ledger. The date on which the stamps were printed is recorded as well as the date of delivery. The number of damaged sheets is noted and there is a space for comments at the right hand side of the ledger. This additional information includes the sheet numbers that were used, as well as the name of the person on the legal document for which the 'Special' stamps were being printed.

I decided to transcribe the information about the printing of the QVLT normal values from October 1890 to 1931 in order to get a better understanding of the frequency and volume of stamps being printed. When I compared the information in the printing records with the published catalogues I found that there were interesting differences and additional information that I was not previously aware of. It is clear that the information available from the printing records has not been comprehensively used to verify catalogue listings or to record additional information such as the number of stamps printed or the precise dates of printing.

Printing of Duty Stamps took place when stocks needed to be replenished and there were a large number of printings of those values that were in high demand and very few printings of those that were less well used. The most commonly used of the QVLT stamps was the two shilling value with a total of 5.4 million produced from 56 different printings between October 1890 and 31 May 1926. These numbers include stamps that would have been overprinted for various purposes. The large number of separate printings over this long period could help explain the shade variations etc. found in this value. After May 1926 the George V 2 shilling and 3 shilling Admiral stamps were printed and used for postal and fiscal purposes.

The higher value stamps were printed less frequently. There was only one printing of those stamps with values from £600 to £1,000 and these were delivered on 31 July 1923. 3,000 of each value had been ordered, but a few damaged sheets meant that only 2,880 of the £600 were actually delivered. This makes the £600 value the rarest of the QVLT stamp values. Catalogues currently list this value as 'Type 11' with a printing date from 1913.

The current catalogues categorise the printing of the QVLT stamps into 14 types, organised by date,

paper, perforations and watermark. Listing by date generally shows the earliest known date of the printing of stamps of that Type, as opposed to a range of printing dates or dates for individual values. The printing records pinpoint the precise dates when each of the values were printed – such as the later 1923 date for the values of £600 to £1,000, which I found of particular interest.

Other values with limited printings include the £35 and £45 values (Figures 4 and 5), with only one printing after October 1890, identified as ‘Type 6’, recorded in May 1896 of 11,940 and 12,000 stamps respectively. This casts doubt as to the accuracy of current catalogue entries for later, ‘Type 11’, printings of these stamps from 1913. The reason for this confusion and the later dates recorded in error is most probably because these values are often seen with later cancellations, into the late 1920s and mid 1930s. The pair of £45 stamps shown below (Figure 5), although printed in 1896 was not used until 1935!



Figure 4: Just 11,940 copies of the £35 value were printed in 1896



Figure 5: A pair of the £45 value, printed in 1896 but not used until May 1935.

I circulated the details of the research to collectors I met in New Zealand and to Andrew Spence, who has produced two excellent detailed and informative books about the 1880 Queen Victoria Long Type Postal Fiscals. (Ref. 1). Andrew has now been able to use my findings to compare printing dates with those shown in the current catalogue listings and has identified several changes to the current catalogues - removing values which appear to have been catalogued in error and including a few new dates for some values. This information will be set out in an article Andrew is writing for the *New Zealand Stamp Collector* and David Smitham, in the next edition of the *KIWI Catalogue of New Zealand Revenue and Railway Stamps* (Ref 2).

All of the detailed printing information, transcribed from the ledgers, will be available for reference on the Society's website. (<http://www.nzsgb.org.uk>)

We hope that this new information will help collectors who have been searching in vain for particular types of stamps and apologise to collectors who may now need to review their album pages for stamps that may have been incorrectly identified.

If you have examples of the QVLT stamps that you feel do not fit with the details of the printing records please do contact me, either directly (pvdw1958@yahoo.co.uk) or via the editor of *The Kiwi*.

Acknowledgments:

I would like to thank Patrick Brownsey, Andrew Spence and David Smitham for their help and advice.

Sources of Information:

1. Photocopy of the Duty Stamps Printing records from October 1890 to 1906, held in the RPSNZ library.
2. Record of Duty Stamps printed from 1906 to 1935, held in Te Papa Tongawera.

References:

1. Spence A, *The complete guide to - 1880 Queen Victoria Longtype Postal Fiscals*, 2013.
2. Smitham D, *Kiwi Catalogue of New Zealand Revenue and Railway Stamps*, 5th Ed., 2013.

PERFINS ON SECOND SIDEFACE ADVERT STAMPS

Robert Lyon

When it comes to collecting the 1882 Second Sideface issue one starts simply by getting the ten basic values. When that is done one can look to collect something more difficult, such as the 1893 advertisement underprints. Variations of advert colours and perforations on the different denominations presents a reasonable challenge and one can even attempt to replate a sheet of 240 stamps. But what next?

Perfins, or perforated initials, were used by different companies as a security device on the stamps they used with their business correspondence. These are found on the Second Sidefaces both with and without adverts but, whilst there is a lot of published information on the advert stamps themselves there is little known about companies that employed perfins on advert stamps or denominations/advert colours known.

I began to get together a small collection of advert stamps with perfins and I am wondering to what extent they were used? So far I have found only five companies that used perfins on advert stamps. These are found applied either horizontally or vertically.

Listed here are the companies, the city they traded from and the stamp denominations known to me to date:



SSE

Sargood, Son & Ewen Ltd (Dunedin)

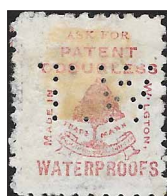
- seen on 1d, 3d and 4d values.



NZF

N.Z. Farmers Co-op Association (Christchurch)

- seen on 1d and 2d values.



WT

Whitcombe & Tombs (Christchurch)

- seen on 1d, 2d, 6d and 1/- values.



C&G

Cuff & Graham (Christchurch)

- seen on 1d and 2d values.



ACS

Archibald Clark & Son (Auckland)

- seen on 1d, 2d, 3d, 4d and 8d values.

I'm yet to see, or hear of, perfins on 2½d or 5d values, or on the 1d with blue adverts.

If anyone knows of other company perfins on the advert stamps or has examples on denominations other than those listed please get in touch with me directly (rlyon@paradise.net.nz) or via the editor of *The Kiwi*.

NEW ZEALAND 1946 PEACE ISSUE

– WATERLOW PLATE NUMBERS CONFIRMATION AND NEW FINDINGS

Paul McTaggart

The New Zealand 1946 Peace issue consists of 11 stamps, designed by James Berry and printed by three different printers. The 1d and 2d values were printed by Bradbury Wilkinson & Co. Ltd., the 1½d and 1/- values by Harrison & Sons Ltd. and, last but not least, seven values, the ½d, 3d, 4d, 5d, 6d, 8d and 9d were printed by Messrs. Waterlow & Sons Ltd.

The Waterlow values and their associated plate numbers are of most interest to philatelic researchers as the final printed and perforated sheets had the frame and centre plate numbers, printed in the sheet margin, which were removed when the sheets were trimmed. Thus students must take time identifying markings found on the issued sheets and individual stamps that allow for referencing back to the original frame and plate numbers.

While some frame and centre plate information is recorded in the *Postage Stamps of New Zealand, Vol. II* (Ref. 1) not all the plate numbers were documented at the time of publishing. Consequently, there has been discussion, debate and theories raised in various journal articles around the accuracy of, or lack of plate numbers stated in the handbook. This is especially true regarding the ½ d. and 9d. values.

In May 2017, the author gained access to the New Zealand Post Museum Collection at Te Papa with the purpose of visually identifying plate combinations for the Waterlow values from proof sheets held in the collection. Table 1. below outlines the Waterlow sheet proofs with The frame and centre plate combinations found on the Waterlow proof sheets contained within the Te Papa collection are shown below (Table 1).

Value	Frame No.	Centre No.	Sheet Marginal Notes
½d	42725	42724	-
	42725	42726	-
	42790	42724	-
3d	42856	42796	-
	42856	42796	approved 16/11/45, entered Feb 1946
	42798	42833	new plate
4d	42787	42789	orig (original) plate
	42787	42789	approved 5/11/1946
	42795	42789	new plate
5d	42794	42792	orig (original) plate
	42794	42792	approved 5/11/1946
	42850	42792	new plate
6d	42853	42852	-
	42853	42852	approved 2/10/1945
	42854	42851	new plate
8d	42752	42763	-
	42752	42763	plate proof approved 27/9/1945
	42855	42763	-
9d	42723	42799	approved 19/10/1945
	42723	42800	orig (original) proof
	42878	42799	new plate

Table 1: *Waterlow frame and centre plate combinations held in the Te Papa collection.*

New Findings – Plate Numbers Confirmed

The visual inspection of the Te Papa collection has provided some new findings. The first discovery is evidence that there are in fact two centre plates that were created for the ½d value. The much speculated missing centre plate number for this value is numbered 42726. This then gives two frame plates (42725, 42790) and two centre plates (42724, 42726) for the ½d value.

At Te Papa both centre plates, 42724 and 42726, were seen in combination with frame plate 42725 (Figure 1). Frame plate 42790 is only seen with centre plate 42724. Unfortunately, there were no marginal markings on the ½d proof sheets in the Te Papa collection to indicate a date when the proof sheets were approved.



Figure 1: Halfpenny value with marginal markings indicating frame plate 42725 used in combination with centre plate 42726.

The second discovery was confirmation of the 9d centre plates. In the *Postage Stamps of New Zealand, Vol. II* (Ref. 1) there is mention of two centre plates but no record of the numbers. From the Te Papa collection inspection it can now be verified that the 9d centre plates are numbered 42799 and 42800 (Figure 2 and 3).

Plates Not Sighted or Confirmed in the Collection

From the inventory of the Te Papa collection (Table 1) the following plates, as set out in the *Postage Stamps of New Zealand, Vol. II*, and other philatelic articles, were not seen.

- 4d. – Centre Plate No. 42788 (Refs. 1 and 2).
- 5d. – Centre Plate No. 42849 (Refs. 1 and 2).

Proof Sheet Marginal Notes

For all values, except the ½d, sheet marginal markings from the period were noted and these are recorded in Table 1. For each of the Waterlow values in the Te Papa collection there are three sheet proofs. The format (based on the annotations - except for the ½d value) seems to follow a sequence of original or initial proof, approved proof sheet and then a new plate. Unfortunately, the new plate annotations have no date, which would have been useful to determine when the plates came into operation relative to the approved plate proofs.

Some Further Discussion

It should not be assumed that these are the only combinations used when the actual stamps were printed as there is no evidence to indicate that these were always paired and other research has shown that plates were used interchangeably (Ref. 3). Dr. Andrew Dove has suggested the possibility of two ½d plates through a study of re-entry markings on the issued stamp. A future trip to Te Papa will attempt to use Andrew's centre plate re-entry identification (Ref. 4) to attempt to cross reference against the ½d centre plate numbers where possible.

Summary

While the mystery of the Waterlow ½d and 9d centre plate numbering can be put to bed, some questions remain, such as, how do we identify the centre plate numbering for the ½d values when looking at a sheet of printed stamps in the wild? We know that the frames are easy to identify by defined and well known marking characteristics but what about the centre plates? Andrew's excellent work provides a solid identification kit to work from. More on this in a following article after the next visit to Te Papa.



Figure 2: Centre plate 42799 used, in combination with frame plate 42723 for the 9d value.



Figure 3: Centre plate 42800 used, in combination with frame plate 42723 for the 9d value.

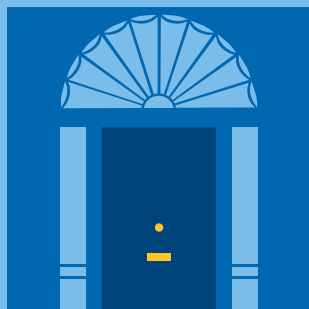
Acknowledgment:

The Author would like to acknowledge the help provided by Patrick Brownsey in facilitating access to the New Zealand Post Museum Collection at Te Papa and for permission to reproduce the images used in this article.

References:

1. Collins RJG & Watts CW, *The Postage Stamps of New Zealand, Vol. II*, Pub. Royal Philatelic Society of New Zealand Inc., Wellington, New Zealand, pp. 116-136, 1950.
2. Leppard, EWP '1946 Peace Issue - 5d Value', *The Kiwi*, Vol.46, No.2, pp29-31, March 1997.
3. Dove, AF 'Printing Plates for the 1946 Peace Issue', *The Kiwi*, Vol.46, No. 3, pp. 52-53.
4. Dove, AF '1946 Peace ½d Value - One Centre Plate or Two?', *The Kiwi*, Vol.54, No.4, pp75-78, July 2005.

The Royal Philatelic Society London (RPSL) will celebrate its 150th anniversary in 2019.
For this occasion an international exhibition will be held in Stockholm.
H.M. King Carl XVI Gustaf of Sweden has graciously agreed to be the Patron.



STOCKHOLMIA 2019

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CENTENARY OF THE VISIT OF THE HOSPITAL SHIP *MARAMA* TO TIMARU IN 1917



SS Marama after refitting as a Hospital Ship.

Until 1915 the SS *Marama* was a passenger liner belonging to the Union Steam Ship Company of New Zealand but as casualties began to rise at Gallipoli the *Marama*, and her sister ship the *Maheno*, were pressed into service as Hospital Ships. Officially known as His Majesty's New Zealand Hospital Ship (HMNZHS) No. 1 and No. 2.

With the encouragement of the Governor, Lord Liverpool, a massive public fund-raising effort enabled the ships to be fitted out as state-of-the-art floating hospitals, crewed by a mixture of civilian seafarers and army medical staff, including nurses.

The *Marama* entered service just after the Allied evacuation from Gallipoli and so spent much of the war transporting wounded New Zealand soldiers home. Calling at Auckland, Wellington and Lyttelton the *Marama* was scheduled to drop wounded soldiers at Port Chalmers but on 9 March 1917, after a special request from the mayor, she called at Timaru with 20 South Canterbury invalided soldiers. Whilst in port the public, who had raised money to fit out the ship, were allowed to go on board.



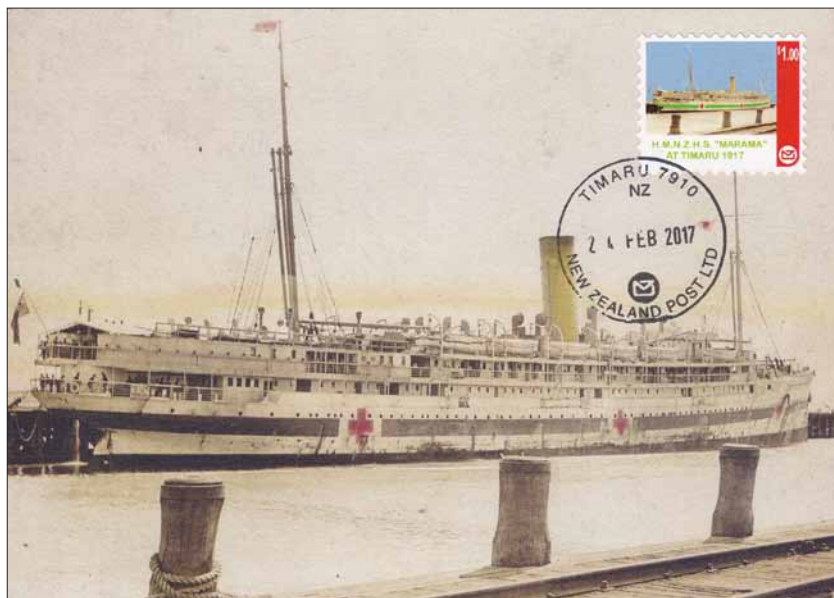
The \$1 Customised Advertising Label (CAL).

After the war the *Marama* was refitted and went back to carrying passengers on the trans-pacific routes to San Francisco and Vancouver. She was taken out of service in 1937 before being broken up, in Japan, in 1938.

To coincide with the Timaru Stamp Fair, held on 25 February 2017, the Timaru Philatelic Society arranged for the production of a \$1 Customised Advertising Label (CAL) featuring HMNZHS *Marama* at Timaru in 1917.

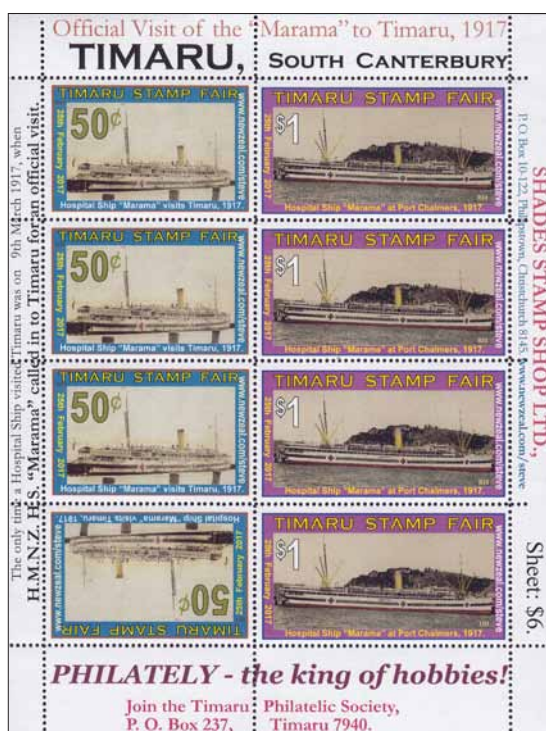
A Cinderella stamp sheet featuring the *Marama* at Timaru (50c value) and at Port Chalmers (\$1 value) was also produced.

The CAL and Cinderella stamps are available in mint form, used on a picture card showing the hospital ship or on covers posted at the Timaru Stamp Fair.



The \$1 CAL used on a picture card featuring HMNZHS Marama.

(image shown at 75% of original)



Sheet of cinderella stamps (left) and used on picture cards (right) all featuring the hospital ship .

(all image shown at 50% of original)

Anyone interested in acquiring examples of these CALs, Cinderella stamps or the cards or covers produced by the Timaru Philatelic Society to recognise the centenary of HMNZHS *Marama*'s visit to Timaru should, in the first instance contact Steve McLachlan, Shades Stamp Shop, PO Box 10, 122 Phillipstown, Christchurch 8145, New Zealand (www.newzeal.com/steve).

Many Thanks to Andrew Dove for the postcard image of HMNZHS *Marama* and Tony Ward for scans of the CALs, Cinderella stamps and photocards.

[PACW]

SORTING THE PENNY UNIVERSAL ISSUES

Frank Parkinson

The 1d Universal issue is often described as “challenging” because of the large number of different printings but all have characteristics which allow them to be differentiated. With a little patience this issue can be sorted. There are eleven printings with several ‘plates’ used (see Table 1 on page 169).

Step 1: Divide the **Surface Printed** stamps from the rest which were recess printed. They have diagonal shading on the globe. The rest have vertical shading.



diagonal shading

Surface Printed



vertical shading

'The Rest'

Step 2: Focussing on the rest, identify those with the **4 o'clock flaw** in the top right rosette.



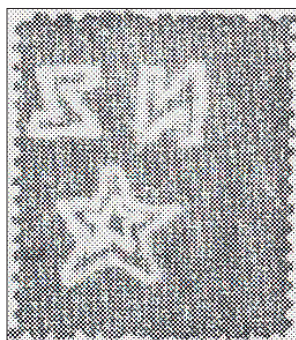
No Flaw



flaw on rosette

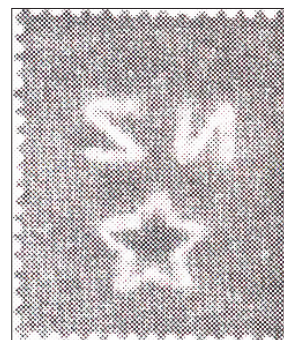
Flaw at 4 o'clock

Step 3: Check for watermarks on the back of the stamps. There will be three lots, stamps with **no watermark**, ones with **double lined watermark** (below left), and those with **single lined watermark** (below right).



Double lined watermark

*Watermarks
viewed
from back*



Single lined watermark

Step 4: The **NO watermark** stamps are of two types. The **London Prints** are clear well defined prints. Perforations are mostly finer, clean cut, varying mainly between Perfs 12 to 16.

The **Cowan (no watermark)** issue have a lack of clarity and are Perf 14.



London
- no watermark



Cowan
- no watermark

Step 5: Returning to the **Single Watermark** and **Double Lined Watermark** stamps already sorted in Step 3.

We will take the **double lined watermark** stamps which are either the **Pirie** paper, usually Perf 11, or the **Basted Mills** paper which is mostly Perf 14. The **Pirie** printing is much clearer than the **Basted Mills** which also appears flaky.



Pirie



Basted Mills

Step 6: The single lined watermark stamps will be either **Cowan (watermarked)** or the **Reserve Plate**. These are easy to tell apart as the **Reserve** printing has full background shading and a richer colour.



Cowan watermarked



Reserve Plate

Step 7: - Worn plates. Here the colour and definition of the printing shows a lack of definition in the finished printed stamp. The **Cowan watermarked** and the **Dot Plates** are the only ones to consider here and the **Dot Plate** shows the **4 o'clock flaw** (see Step 2).



Cowan watermarked



Dot Plate

Step 8: - Stamps with the 4 o'clock flaw. The **Booklet Plate** is the first. This was issued in booklets with panes of six stamps and the stamps usually have a flat guillotined side. They also have many repairs, re-entries and re-touches, especially to the left top pearl, sometimes the side of the left rosette and often, also, the left curl ornaments below the rosette. Many have a dot in the margin by the central pearls.



Booklet Plate



re-entries to top left rosette and the associated curls are often found on stamps from the Booklet Plate

Step 9: The final three all have the 4 o'clock flaw, but only one has a full size of the left top pearl. Two have most of the left side of the top left pearl missing. The **Dot Plate** also has the outer teeth missing on the spur ornament on the left. The **Royle Plate** still has fully formed teeth on the left spur ornament. Both have dots in the margins opposite the central pearls, but the **Royle** also has many horizontal lines from those central pearls.

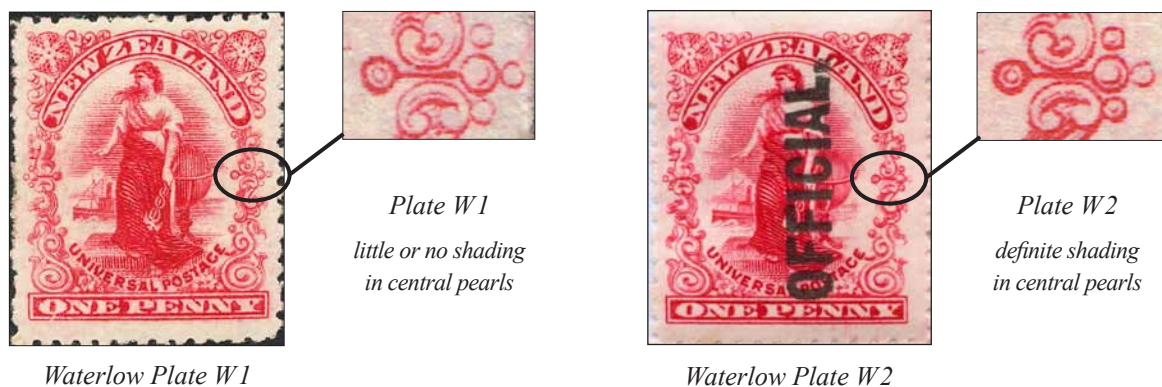


Dot Plate



Royle Plate

The last stamp with the full left top pearl is from the **Waterlow Trial Plate**. These make a particularly interesting study as one can distinguish each stamp on the sheet of both plates (W1 and W2) used for this printing. These two plates can be distinguished by the degree of shading in the central pearls (see below). Similar to the **Booklet Plate**, the **Waterlow Plates** both have re-entries and re-touches to the left rosettes, top pearls and left curls.



This is a simplified sorting instruction and it must be remembered, although most of the various issued were in one perforation, there were many errors in perforating, and the perf 11 and perf 14 heads were often used interchangeably, so we get perf 14x11, perf 11x14, and mixed perforations. The **Royle** plates introduced a compound perf 14x14.5. Stamps from the **Surface Printing** Plate were perf 14x15.

Print	CP * Cat No.	SG* Cat No.	Comments on Plates
London	G1	277	A single plate used.
Pirie	G2	278	} Pirie, Basted Mills and Cowan printings were all from the same 'Local Plates' of which there were three.
Basted Mills	G3	288	
Cowan (no watermark)	G4	295	
Cowan (watermarked)	G5	303	
Reserve Plate	G6	303d	A single plate used.
Booklet Plate	G7	303cb	A single plate used.
Dot Plate	G8	349	Three plates used.
Waterlow Trial Plates	G9	352	Three plates produced but only two were used.
Royle Plates	G10	356	Two plates used.
Surface Printed	G11	386	A single plate used.
* CP = Campbell Paterson; SG = Stanley Gibbons			

Table 1: A summary of the eleven different printings of the 1d Universal stamp.

I hope that this sorting guide may be a help to members who have, in the past, struggled with identifying the different printings from this issue and who may now begin to experience the joy of going through thousands of stamps to find the gems.

For those who are so inclined it is possible to take your studies further into the details of specific re-entries and other variations that are found throughout the various printings in this iconic issue.

CADBURYS IN NEW ZEALAND

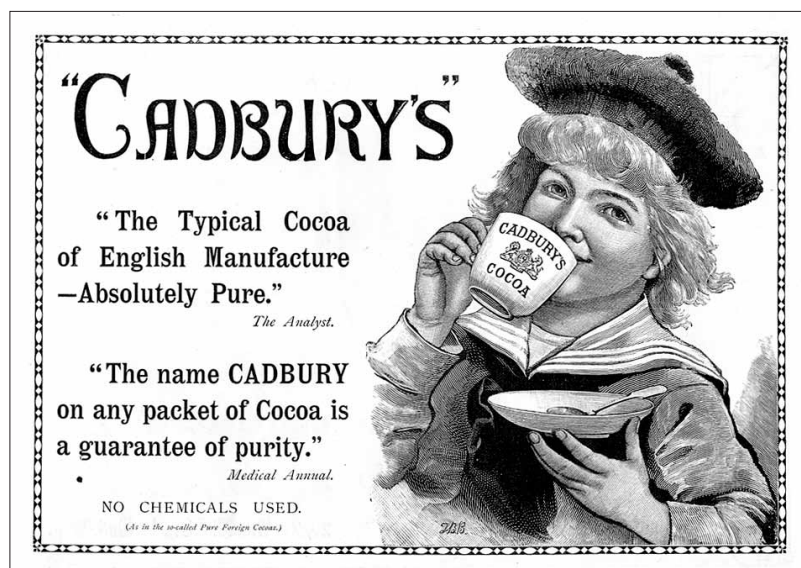
John Watts



Mondelez International announced recently that they will be closing the Cadbury manufacturing facility in New Zealand, in a move reflecting a wider shift in the company's operation in recent years. The US based multinational company was spun off from Kraft Foods, in 2012, to manage the international snack and food brands with a portfolio that included many well known brands including Cadbury and Fry's.

The beginnings of the Cadbury chocolate manufacturing business can be traced back to 4 March 1824 when John Cadbury, from a strong Quaker family, set himself up in business, in Bull Street, Birmingham, as a tea-dealer and coffee roaster. In an attempt to widen his business base he began experimenting with the cocoa bean to produce a potable product to sell alongside his tea and coffee.

After roasting the cocoa bean, and removing the shell, he ground the kernel, or nib, with pestle and mortar. After adding hot water to the resulting powder a cocoa drink was produced. It was only a small step further to add sugar to the concoction and drinking chocolate was added to Cadbury's product range. In 1831 a factory was opened on Bridge Street in Birmingham to manufacture these products from the cocoa bean.



An advert (1893) for Cadbury's cocoa. Chocolate and cocoa were first introduced as drinks with chocolate confectionary only introduced later.

Richard and George, both in their early 20's, took over the ailing business .

George heard of a machine in Holland which was capable of manufacturing finer cocoas. It was essentially a press which could squeeze most of the cocoa butter from the kernel allowing the residual cake to be ground into a powder which could then be converted into a much more palatable cocoa product not requiring any additives. The product was popular when marketed in 1866 as pure cocoa essence and even more so when a rich chocolate flavoured Bournville Cocoa was introduced.

It is not clear when Cadbury Brothers started to make and market chocolate but at a meeting of a committee,

Cadbury started catering to the extensive restaurant and café trade which had developed in a prosperous and imperial Britain. He introduced a number of different brands of his cocoa and chocolate drinks and they were promoted as a healthy food drink. However these products had a rich and rather oily texture, because the cocoa bean kernel contains over 50% of cocoa butter. Starch was added to make the product more soluble and palatable but this did not prove very successful despite extensive advertising.

With Cadbury's health failing and problems associated with product quality and acceptability trade started to decline. In 1861 his two sons,

appointed to consider the working of the Adulteration of Food Act in 1872, George Cadbury advocated that the word cocoa should be used only for unmixed preparations of the cocoa bean. He suggested that mixtures of cocoa bean with sugar, or other substances, should only be sold under the name of chocolate.

One of Cadbury's competitors, Joseph Fry, who had been in business in Bristol since 1728, produced a chocolate cream bar at their factory in 1866.

As the Cadbury business expanded the Bridge Street premises were too small and considered unsuitable for a food factory. Seeking a new site their main aim was to find a place where the workers could be housed in a healthy and attractive environment. It had to have a ready supply of water as the factory machinery would be powered by steam. There should also be access to the railway which in those days was the most efficient and speedy method of distribution.

On 18 June 1879 the Cadbury brothers purchased a 14½ acre site at Bournbrook, south of Birmingham, where they established a model village to accommodate the staff who would work in a modern factory. This was to become the famous factory in a garden, Bournville.

Export of Cadbury products began in 1881 to Melbourne, and spread to all parts of the British Empire by 1914. The 'Cadbury' trademark was registered in New Zealand in October 1886, four years later a branch and distribution centre was opened in Farish Street, Wellington managed by Frank Meadowcroft. An agency was established in Auckland with J D Roberts the agent (Figure 1).

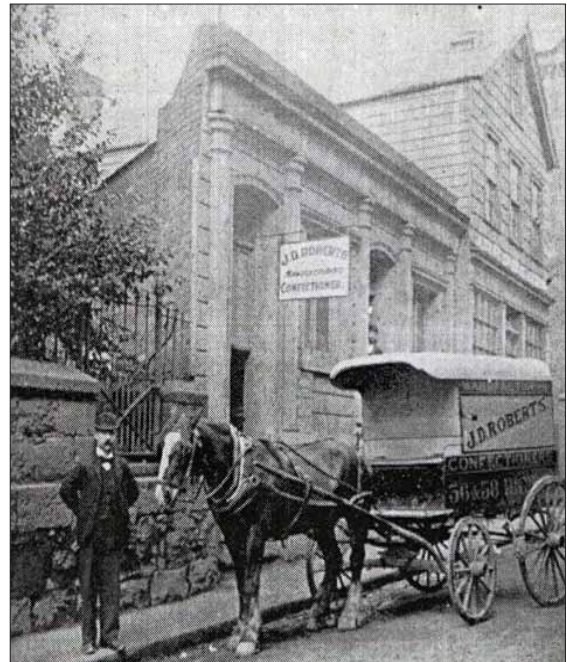


Figure 1: *Cadbury's Auckland agent J D Roberts of 36 and 38 High Street.*

1893 saw New Zealand's Queen Victoria Second Sideface stamps issued with commercial adverts on the underside. Printed in sheets of 240, in four panes of 60 stamps, Cadbury adverts appeared in 20 positions throughout the sheet. Although a short lived, unpopular, experiment the stamps can be found with different perforations and with adverts in a range of colours (Figure 2).

There are no records known as to who was responsible for placing the order for the Cadbury adverts or why, part way through the period of production the Cadbury adverts were removed and replaced (in the 3rd setting) with adverts for Poneke.



Figure 2: *Some of the colours in which Cadbury adverts were printed.*

By 1902 Cadbury had developed a new method of manufacture to produce Dairy Milk Chocolate. The product was an immediate success with the public and set the foundation for a successful international company.

The success of their products helped Cadbury's to overcome the problems of WWI in which many of their staff served on the battlefields of France, including the directors who, true to their Quaker principles served in the Friends' Ambulance Service.

The war had an adverse impact on the business of their competitors J S Fry (who also advertised on the underside of the sideface stamps, using two different designs which were present in all three settings of the



Figure 3: Two designs were used for the Fry's advertisements.

stamps) (Figure 3). Their agent in New Zealand was T H Hall of Queen Street, Auckland.

The two companies had a common Quaker association and decided to amalgamate in October 1918. Each company retaining its own individuality and goodwill. Combining efforts in the export market, Fry's Canadian factory in Montreal became Fry Cadbury and in 1922 a new factory built at Claremont, near Hobart, Tasmania, with the name Cadbury Fry Pascall.

At this time, New Zealand was still being supplied with product from England. Cadbury Fry (N.Z.) had its headquarters in Ghuznee Street, Wellington managed by Frank Meadowcroft. When, in 1928, the New Zealand government increased the duty on imported chocolate from 3d per pound in weight to 25% ad valorem, it became difficult to compete with local producers. Consideration was given to local manufacture and a search for a suitable site in Wellington was undertaken. Coincidentally a New Zealand family run biscuit, confectionary and chocolate manufacturer, Messrs R. Hudson & Company of Dunedin (founded in 1886) was looking to expand, particularly to the North Island where the population was growing much faster than the South Island. Agents were engaged to find a suitable factory site in the Wellington area. A third party encouraged talks with Cadbury Fry with the possibility of a merger. The outcome was an agreement to amalgamate with a new company being registered on 1 April 1930 as Cadbury Fry Hudson Ltd., with Cadbury manufacturing at Hudson's Dunedin facility (Figure 4).



Figure 4: A billhead for R Hudson & Co showing their original manufacturing facility in Dunedin.

(image reduced)

The first few years were not easy for the new company particularly as the timing coincided with the Great Depression making trading conditions difficult. Priority was given to the improvement and production of chocolate and biscuit manufacture and new machinery was purchased from Germany supervised by the engineering department from Bournville.

The Hudson brand of chocolate, which was of a high grade and popular, was produced to the Cadbury recipe and process up to the final stage when a slightly different flavour was added. Both brands were produced allowing the public to choose their preference.

The Hudson biscuits were of good quality and popular (Figure 5) but again new machinery was introduced to upgrade the production lines and facilitate the introduction of Cadbury's biscuits (Figure 6).

However there was a difference of attitude to selling between the new company board members, R Hudson & Company like most companies in New Zealand had established their business through local merchants and agents who serviced the small retail stores springing up around the country. This was considered the most cost-effective method, given the small population scattered over a wide area, supplied by a large number of small grocery and sweet shops. Cadbury Fry experience came from being in the middle of a small, densely populated country, and they favoured direct selling to retailers through their own representatives with delivery in their own vans.



Figure 5: An envelope advert for Hudson's Wine Biscuits.

(image reduced)

A compromise was needed to cater for the conditions prevailing in New Zealand at this time. Warehouses were established in Auckland, to service the top half and Wellington to service the lower half of the north island. Merchant agents were retained at distant outposts such as Wanganui, New Plymouth, Napier, Gisborne and Nelson. These agents previously had imported product direct from the UK or Australia, but now would be supplied by sea or rail from Dunedin.



Figure 6: An envelope for Cadbury's Chocolate Biscuits.

(image reduced)

A warehouse in Christchurch serviced the top half of the South Island with the lower half being serviced from Dunedin. Sales managers were appointed for each of the four areas.

Within the economic delivery zone from these warehouses, direct selling and delivery was introduced. However New Zealand Rail, which was government owned, was protected from competition by regulations that restricted delivery by road to a maximum of 40 miles with an all-up axle weight limit of 2½ tons. This meant that most deliveries outside the main urban

centres had to be made by rail or other licenced carriers involving expensive double handling and subsequently slow delivery. A workable solution was developed by Cadbury where salesmen called on the local retailers in the rural areas and wrote out an order which was then sent to the nearest merchant agents for execution enabling the benefits of direct selling to be economically achieved.

But direct selling required advertising and display support. Unlike Cadbury and Fry, Hudson had preferred to spend money and effort on service rather than advertising. Cadbury prevailed and more money was directed to advertising in the press, cinemas and other methods of promotion in 1930 than Hudson & Company had spent since they started in business in the 1800's. The changes proved successful with a profit being made in 1930 and Cadbury Fry Hudson became one of Cadbury's most successful overseas operations.

Though the effect of the 'Depression' had a negative impact on business Cadbury Fry Hudson still needed to make plans for the future and a priority was Bournville Cocoa (Figure 7). The product then being sold in New Zealand was still being imported from England with the inevitable impact on profit margins. An import licence had been granted in 1939 for the necessary manufacturing equipment which, along with plans for factory expansion, would have enabled local production in New Zealand. However WWII intervened and work in support of the war effort took priority. Imports of materials were restricted to 1938 levels, although any subsequent import proposals were treated on merit. Local production of Bournville Cocoa fell into this

category, however ships carrying the first two shipments of machinery from England were sunk by U-boats. Third time lucky, and with facilities in place, Bournville Cocoa production commenced in New Zealand in 1942.



Figure 7: Envelopes advertising Bournville Cocoa, an important product for Cadbury Fry Hudson.

(images reduced)

With a return to peacetime conditions a new food drink, Bourn-vita, was introduced with an ambitious advertising promotion (Figure 8).

As business improved consideration was given, in 1951, to expanding the manufacture of biscuits with production facilities in the North Island and a proposal was made to purchase suitable land in Auckland. This was followed up promptly and a block of land was purchased in Parana Road, Takapuna, on the North side of Auckland harbour; preliminary plans for setting up the biscuit production unit began.



Figure 8: promotional advert (top) for Bourn-vita and a commercial envelope (bottom) for the same product.

(images reduced)

In 1956 a long-running relationship was formed with the Girl Guide Association of New Zealand whose secretary approached Cadbury Fry Hudson to enquire if the company would be interested in providing special biscuits for door-to-door selling. Other biscuits manufacturers had been approached without success. The scheme had been started some years previously in the USA where it had been an unqualified success. It had then been adopted by the Girl Guides in the UK with one significant alteration. Instead of being sold door-to-door the biscuits were sold through retail outlets and a small payment given to the Girl Guides. However it proved to be a very expensive failure and the project was abandoned.

In New Zealand biscuit cutters were obtained from England which embossed each biscuit with the Girl Guide emblem (Figure 9) and Cadbury began local production.

A 'Biscuit Week' was held, establishing a scheme that has continues to the present day enabling the New Zealand Girl Guides to sustain their organisation with help from this financial contribution.

Cadbury Fry Hudson introduced the biscuits to the Girl Guide movements in Western



Figure 9: *The Girl Guide biscuit*

Australia and Western Samoa which proved successful and became a useful addition to the New Zealand export trade.

Increased demands on the company finances for new buildings and plant, coupled with the high price of cocoa beans, forced Cadbury to press for an increase in capital. This was discussed by the directors of R. Hudson & Company and referred to their shareholders who were mainly related to the Hudson family. It was evident that circumstances had changed since the merger in 1930. The original five Hudson brothers had retired and much of the share capital had passed to relatives not directly involved in the business who understandably looked for good dividends, whereas previously a substantial part of the profits earned had been ploughed back into the business.

With several of the Hudson shareholders not inclined to contribute more capital Cadbury Brothers suggested that R. Hudson & Company might be prepared to sell their ordinary shares in Cadbury Fry Hudson. An offer of 35 shillings a share was made which, on 17 October 1952, was accepted. As a result, 66 years after Richard Hudson started his biscuit production in Dunedin, the Hudson half of Cadbury Fry Hudson Ltd., was sold to Cadbury Brothers Ltd.

In 1961 the chairman of Cadbury Brothers Mr Paul Cadbury paying a visit to New Zealand requested a visit to the site of the new factory in Auckland. On arrival he asked where the river and railway facilities were, this being a Cadbury traditional requirement! The question raised was embarrassing, because neither was available on the Auckland North Shore. Paul Cadbury made an instant decision and said “this site will not do”. An alternative site was purchased at Papakura in South Auckland. An example of how imbedded were the Cadbury ideals.

1990 was a momentous year in the history of Cadbury Fry Hudson. Cadbury in the UK decided to withdraw from the biscuit and cake market and enlarge their sugar confectionery business. The New Zealand company were now the only company in the Cadbury Group still manufacturing biscuits. The Hudson brand was number three in the New Zealand market, the chocolate covered and other character brands were very profitable but it was becoming difficult to improve the share of the biscuit market.

Following discussions with another New Zealand biscuit manufacturer Griffin & Sons it was agreed that on 30 November 1990 they would take the Hudson business (including the Girl Guide program) in exchange Cadbury would take Griffin’s sugar confectionery operation. Cadbury moved from being number three in the local biscuit market to number one in the New Zealand chocolate and confectionery market.

1990 saw a name change to Cadbury Confectionery Limited (Figure 10). Sales boomed and the projected profit for the year was achieved some six weeks before 31 December.

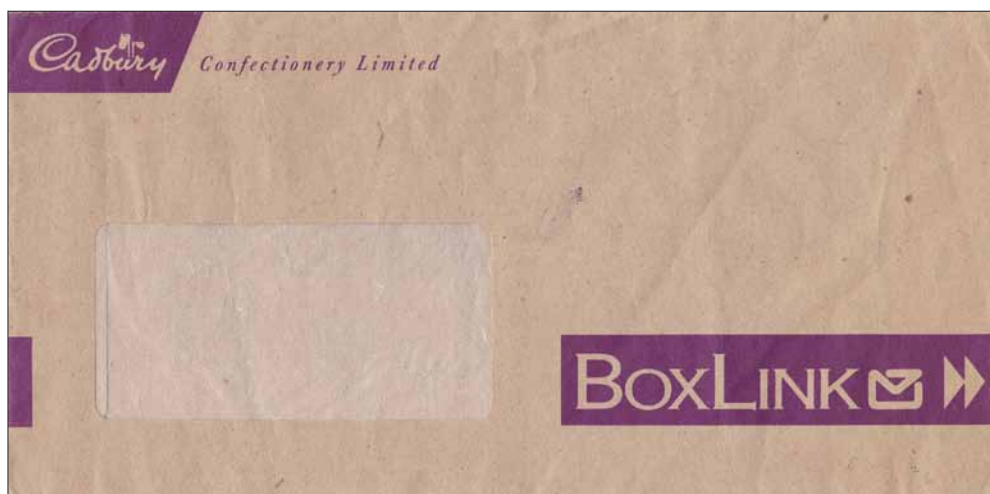


Figure 10: *A BoxLink envelope showing the name change to Cadbury Confectionery Limited.*

(image reduced)



Figure 11: 60 years of production of Cadbury's Dairy Milk was celebrated in 1990.

(images reduced)

To cap the year off, the company celebrated the 60th anniversary of the first production of Cadbury's Dairy Milk Chocolate in New Zealand (Figure 11).

Apart from being of genuine interest to the company and its employees it offered an outstanding opportunity for publicity. It was decided to pour the largest block of chocolate ever made in New Zealand, weighing in at over 165 kilograms. Once made it was transported and displayed around New Zealand in a model T Ford van decked out in purple and gold in 1930 style livery.

In July 2002 Cadbury World (Figure 12) was opened to visitors and is now one of Dunedin's most popular tourist attractions, with over 110,000 visitors a year. A tour provides a chance to experience the chocolate making process plus the sight of a 1 tonne of melted chocolate drop from a 'Chocolate Fall' (Figure 13).

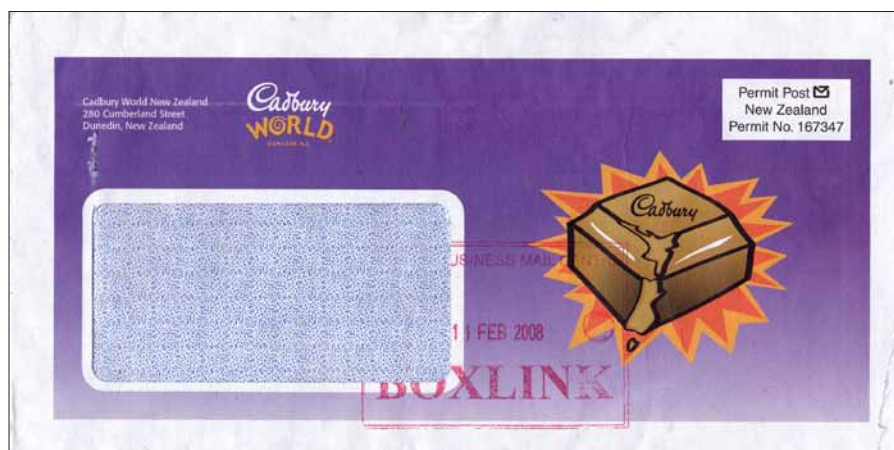


Figure 12: Cadbury World, Dunedin opened in 2002.

(image reduced)

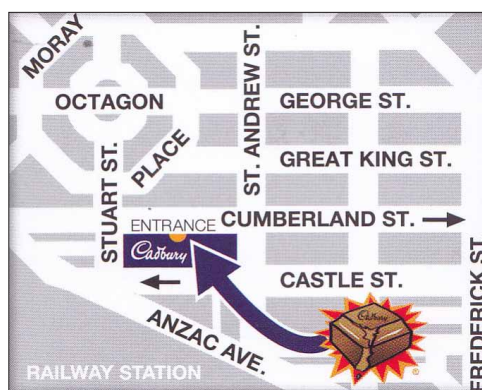


Figure 13: Cadbury World, Dunedin and the one tonne Chocolate Fall.

A further advertising opportunity was taken in 2007 when a set of five stamps, in hang-sell booklet form from one of New Zealand's alternative postal operators, Universal Mail, was placed on sale (Figure 14).



Figure 14: The five stamps produced, in 2007, by Universal Mail and advertising Cadburys.

(image reduced)

With the increase in international postage rates to \$2.20 the Universal Mail stamps were replaced with stamps from DX Mail (Figure 15).



Figure 15: Front and back of the DX Mail sheet, of six stamps (one removed to show die cut perfs)

advertising Cadbury and Cadbury World.

(images reduced)

When the manufacture of Cadbury products in New Zealand ceases in 2018 it will be the end of the story that started with R. Hudson & Co. Ltd over 132 years ago. The Cadbury World tourist attraction will remain open and be upgraded.

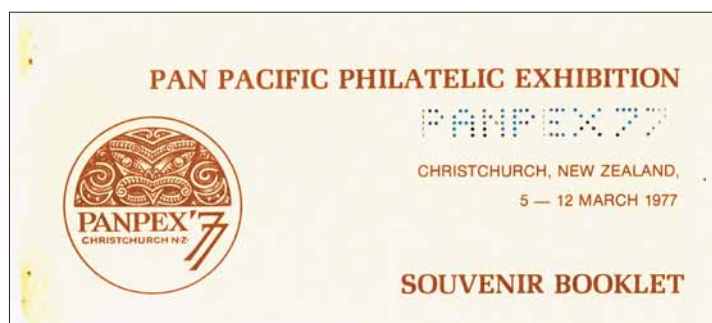
Reference Sources:

1. Barringer E E, *Sweet Success - The Story of Cadbury & Hudson in New Zealand*, pub. Cadbury Confectionery Ltd., Dunedin, New Zealand, 2000.
2. Robb J A, *The 1893 New Zealand Advertisement Stamps*, pub. The Christchurch(NZ) Philatelic Society INC., 2000.
3. Dolphin A (Ed), '1893 Advertisements (Section DA)', *Catalogue of New Zealand Stamps*, pub. Campbell Paterson Ltd., Auckland, New Zealand.

REQUEST FOR HELP FROM MEMBERS

PANPEX 77 BOOKLETS WITH PERFINS - A FOLLOW UP

In the last issue of *The Kiwi* **David Stalker** asked about booklets produced for the 1977 Pan Pacific Philatelic Exhibition, held in Christchurch, with ‘PANPEX 77’ perforated into the front cover.



*PANPEX booklet
yellowish cover.
(perfin at top)*

(image reduced)

Robert Duns, from Christchurch, responded to say that he was secretary of the Exhibition in 1977 (which later became the Philatelic Foundation Christchurch Inc. and is currently Chairman). Robert remembers well the perforated form of the booklets.

The perfin was applied using a special machine, which still exists, (see below). It was made to order in the UK and Allan Berry helped with procurement although Robert cannot recall who the manufacturer was or what it cost. The original plan was for the lettering to be smaller so as to fit onto an individual stamp but, as this proved not to be possible, they had to settle for perforating the booklet cover.

Robert is fairly sure that 5000 of each colour booklet cover was produced and the perfin was applied on request so there are no fixed numbers. An order form was available, after the exhibition, so that collectors could order one, or both, booklets.

Purchasers of the booklets were able to apply the perfin themselves, if they wanted it, so it could go almost anywhere on the cover and while most would have been near the top any misalignments are of little consequence.

The rust marks which are visible on many of the booklet covers are from the ‘stainless steel’ staples that were requested by the organising committee. Robert says “they looked shiny at the time”.



Device used to apply the ‘PANPEX 77’ perfin to the booklets.



**Phone: (03) 579 5650. Fax: (03) 579 9894.
PO Box 5086, Springlands, Blenheim 7241.**

The web site is up and running allowing orders to be placed directly once you have registered. Currently there are over 12,000 stamps, covers, postcards etc on the site and all are illustrated.

Email us if you have any problems registering or navigating around the site.

There is a search facility allowing you to search for your Interests. e.g. Entering the word 'Railway' brings up around 200 different items.

Website categories include:

- NZ definitive issues from Full Face Queens to the current issues.
- NZ Commemoratives from the 1906 Christchurch Exhibition onwards.
- NZ Health and Christmas issues.
- Booklets.
- Air mail stamps and covers.
- Life Insurance.
- Postage Due and Express stamps and covers.
- Postal fiscals and Revenue stamps.
- Cinderellas.
- Various miscellaneous issues and covers. Postal fiscals and Revenue stamps.
- New Zealand Postal History.
- New Zealand Postal Stationery.
- Antarctic stamps, Postcards and Postal History.
- Various British Commonwealth and Foreign Country's stamps and covers.

To show we stock not only New Zealand but here is something different.



ROSS SMITH COVER

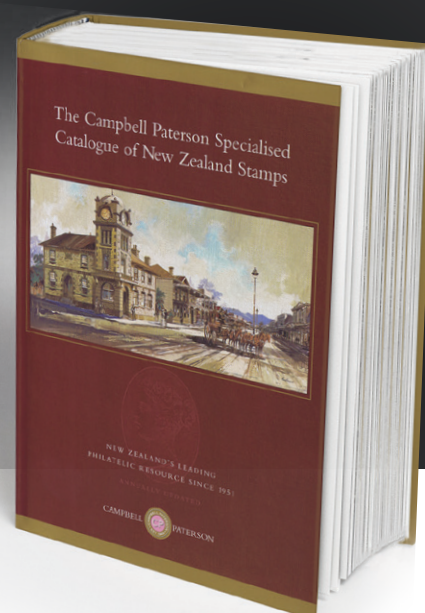
Cover carried on the First Aerial Mail from Great Britain to Australia (12 Nov 1919).
Of the 16 covers carried to Queensland, only 7 (including this one) are known to exist.
To be offered in a future private treaty list.

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