



Stanley Gibbons Monthly Journal

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and
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The Advertisements on the New Zealand 1882-1897 Issue

(WITH TWO PLATES). By MORRIS N. WATT

STAMP collectors who have come across these stamps at one time and another have probably wondered as to their meaning and *status quo*. Although they are mentioned in the several books on the stamps of New Zealand surprisingly little is known concerning them. If for no other reason they are extremely interesting, because they enable the 1882-1897 issue to be plated. In this respect there is a slight difficulty if absolute accuracy is required; some of the advertisements appear more than once in the sheet, in fact that for "Cadbury's" appears in all twenty times; it is therefore necessary to utilise mainly pairs, strips and blocks, if an absolutely true reconstruction is desired. Most collectors, however, who essay to rebuild a sheet are content to get the requisite number of advertisements and with them fill up the corresponding spaces irrespective of any greater accuracy. In this way the 1d. and 2d. values can be comparatively easily plated; the 2½d. and 5d. values are extremely difficult to obtain as they were used for oversea mails. The shilling is also scarce. Other collectors are content to reconstruct a plate, mounting the stamps face downwards to show the advertisements, and when this is all that is required it need not matter what the face value of the stamps may be; 1d., 2d., and other values may be utilised indiscriminately so long as the advertisements are correctly placed. Others again are content to collect one of each of the advertisements, and of these 104 is the number to be had.

In 1893 the New Zealand Government let a contract to a local advertising firm, Messrs. Truebridge, Miller and Reich, of Wellington, for the right to utilise the backs of stamps and telegrams for advertising purposes for a payment of £800 a year. The contract, which was for four years, could be terminated by the contractors at the end of twelve months. The venture did not prove a satisfactory one, and at the end of the

twelve months the contractors exercised their right to determine the agreement. The stamps of this issue were printed in sheets of 240 in four panes of 60 each. In this year the line machine perforating 10 was in use, and the great majority of the stamps having the advertisements on the back are found with this perf.; occasionally stamps are found perf. 12 × 11½ and 12½ × 10; these are rare and were probably the earliest sheets to be printed on.

Apparently no notice was taken of these stamps by philatelists at the time of their issue, for it was not till 1917 that a complete sheet was discovered and illustrated in the *Australian Stamp Journal* (June 11th, 1917), thus enabling collectors to plate these stamps.

This sheet showed that there were in all ninety-three different advertisements. However, a number of advertisements are known to collectors that do not appear in this sheet; obviously, therefore, there must have been more than one setting. With the generous assistance of Mr. Thos. Payton, of Dunedin, I have been able to study a large number of strips, pairs and blocks of these stamps, and can now throw more light upon the subject.

There were three different settings of the advertisements, the one shown in the *A.S.J.* being the second. These will be explained later. All values except the ½d. were utilised, but it seems that only the 1d. and 2d. values appeared in all three settings. At present the 2½d., 3d., 4d., and 6d. values have been found only in the second and third settings; the 5d. and 8d. values have been found in the third only, though there is no reason to believe that they did not appear in the second also; the 1s. has not been found in the first or third settings.

The advertisements are found printed in the following colours: red, brown, mauve, green, blue and black; furthermore, there are numerous shades of these. Naturally in cleaning the stamps some of the colour would be lost, thus giving rise to a diversity of shades; but apart from this a study

of mint stamps shows that there were at least three shades of red, brown and green, besides which there appear to be mixtures of the inks giving red-brown, mauve-brown, mauve-red, etc. Black is the rarest colour, and I have only found it in the 1s. value: it is not a pure black, but rather a grey-black and very deep. The blue is very scarce and appears only in the penny; green is next in rarity, and I have only come across it in the 1d., 2d. and 2½d. values. Red, brown and mauve are plentiful. It would appear that some of the values only appeared in a limited number of colours. Those known at present are as follows: 1d., all colours; 2d., all colours except blue; 2½d., found only in green and mauve-red; 3d., red, mauve-red, brown, sepia; 4d., brown, mauve and mauve-brown; 5d., red-brown; 6d., brown, mauve, red, mauve-brown, red-brown; 8d., mauve mauve-brown, red-brown; 1s., red, brown and black.

In the early printings so great was the haste to get them on the market that the printing was done on top of the gum on the back of the stamps. This seems to have been no small factor in prejudicing the public taste against the scheme, and also probably accounts for the comparative rarity of the characteristic advertisements of the first setting; and further, may also account for the scarcity of the blue and green printings.

We shall now discuss the three settings. In the following the numbers begin with the top left-hand corner of the sheet from the back, and are reckoned across the horizontal row of twelve stamps, thus 12 is the last stamp of the first or top row as seen on the back of the sheet; on the front of the sheet it would be No. 1; one must remember this when plating the stamps face upwards. The letters in brackets are as given in the *A.S.J.* "u."—upright, "s."—sideways, "d."—diagonal, "in frame"—the advertisement has a line round it.

The following advertisements appear constant in all three settings:—

- "Ask for patent odourless waterproofs made in Wellington" (tree, trade-mark) (u.—s.): 13, 19, 29, 36, 62, 72, 80, 119, 137, 157, 194, 222.
- "A slight cold use at once Bonnington's Irish Moss" (u.): 47, 95.
- "A good wife values Sunlight Soap" (u.—in frame): 142, 164.
- "Beecham's Pills for disordered liver" (u.): 199.
- "Beecham's Pills the leading remedy" (u.): 200.
- "Beecham's Pills worth a guinea a box" (u.): 201.
- "Beecham's Pills for female complaints" (u.): 203.
- "Beecham's Pills stand unrivalled" (u.): 211.
- "Beecham's Pills best family medicine" (u.): 212.
- "Beecham's Tooth Paste in tubes, 1s." (u.): 213.
- "Beecham's Pills the world's medicine" (u.): 214.
- "Beecham's Pills invigorate the nerves" (u.): 215.
- "Beecham's Pills great colonial demand" (u.): 224.
- "Beecham's Pills for impaired digestion" (u.): 225.
- "Beecham's Pills restore appetite" (u.): 226.

- "Beecham's Cough Pills for chest affections" (s.): 227.
- "Beecham's Pills for constipation" (u.): 235.
- "Beecham's Pills the premier medicine" (s.): 236.
- "Beecham's Pills for nervous ills" (u.): 237.
- "Beecham's Pills purify the blood" (u.): 238.
- "Beecham's Pills for sick headache" (u.): 239.
- "Be fair, try Sunlight Soap" (s.—in frame): 42, 204.
- "Brightness everywhere, Sunlight Soap" (u.): 16, 145.
- "Bonnington's Irish Moss, a prompt and effective remedy for all lung disorders" (u.): 44, 49.
- "Bonnington's Irish Moss will cure your cough as it has cured others" (u.): 71, 167.
- "Bonnington's Irish Moss increases the flexibility of the voice" (u.): 130, 174.
- "Chemical Apparatus, Geo. W. Wilton, Chemist, Adelaide Road, Wellington" (s.): 207.
- "Don't let another wash-day go by without trying Sunlight Soap" (u.): 32, 198.
- "Don't worry, use Sunlight Soap" (s.—in frame): 69, 152, 197.
- "Every dose of Bonnington's Irish Moss is effective" (u.): 163, 210.
- "For complaints of throat and lungs use Bonnington's Irish Moss" (u.): 30, 136.
- "For asthma use Bonnington's Irish Moss" (u.): 146, 240.
- "For bronchitis take Bonnington's Irish Moss" (u.): 68, 150.
- "For carpets and floor cloths, W. Strang & Co., Christchurch" (s.): 55.
- "For delicate skins use Sunlight Soap" (s.—in frame): 125, 173, 195, 231.
- "For hosiery and gloves go or send to W. Strang & Co., Christchurch" (s.): 66.
- "For household drapery go or send to W. Strang & Co." (u.): 181.
- "For men's and boy's clothing go or send to Strang & Co." (s.): 165.
- "Fry's Pure Concentrated Cocoa" (u.): 5, 113, 161.
- "Fry's Pure Concentrated Cocoa" (d.): 9, 84, 193.
- "Gold miners use only Sunlight Soap" (s.—in frame): 102, 175.
- "Go or send to Strang & Co. for dress and silks" (s.—d.): 158.
- "Have mercy on those clothes. How? Use Sunlight Soap" (u.): 100, 123.
- "If you use Sunlight Soap you're right" (u.): 104, 141.
- "Lace of all kinds washed by Sunlight Soap" (s.—in frame): 75, 179.
- "Ladies use Sunlight Soap for washing the hair" (d.—in frame): 50, 162.
- "Latley Livermore & Co., Wellington. Ask for their pure India & Ceylon teas" (s.): 6, 7, 27, 33, 73, 79, 124, 143, 169, 187, 216, 234.
- "Less labour, Sunlight Soap, and greater comfort" (s.—in frame): 40, 117, 129.
- "Lochead's perambulators are the best" (s.): 88, 208.
- "Lochead, Sole Agent, Middle Island, for Wertheim Sewing Machines" (s.): 31, 139, 191.

- "Lohead Wertheim Sewing Machines are the best" (s.): 38, 41.
- "Lohead for Wertheim Sewing Machines, wholesale and retail" (s.): 60, 94.
- "Lohead for Wertheim Sewing Machines, Head Office, Dunedin" (u.): 133, 154.
- "Lohead Wertheim Sewing Machines, branches everywhere" (s.): 159.
- "Makes home happy, Sunlight Soap" (d.—in frame): 10, 155.
- "Macbean Stewart's new cure for Asthma, Diphtheria, Croup" (s.): 48, 65, 91, 110, 134, 221.
- "Mantles and Millinery, go or send to W. Strang & Co., Christchurch" (u.): 180.
- "Mothers use Sunlight Soap" (u. and d.—in frame): 80, 106.
- "No chapped hands with Sunlight Soap" (u.—in frame): 8, 74.
- "No Dairy should be without Sunlight Soap" (u.—in frame): 34, 149.
- "Remember the name, Sunlight Soap: take no other" (u.): 14, 45.
- "Search North, South, East or West, Sunlight Soap is the best" (s.—in frame): 98, 147.
- "Silver miners use only Sunlight Soap" (u.—in frame): 78, 144.
- "Singers and Public Speakers use Bonnington's Irish Moss" (u.): 128, 153.
- "S. Myers & Co., Dentists, Christchurch. Nitrous Oxide Gas, painless extraction" (s.): 63, 81, 121, 132, 184, 189.
- "Stop that cough. Bonnington's Irish Moss will do it" (u.): 23, 111.
- "Stop that cough. Use Bonnington's Irish Moss" (u.): 85, 90.
- "Stamp Beecham's Pills on your mind" (u.): 223.
- "Sunlight Soap is unequalled for hounds" (u.): 21, 52.
- "Sunlight Soap, Sunlight Soap (Sun)" (u.—in frame): 39, 176.
- "Sunlight Soap saves golden hours" (s.—in frame): 82, 220.
- "Sunlight Soap for the bath" (u.—in frame): 93, 205.
- "Sunlight Soap for washing dogs and prize poultry" (s.): 131, 182.
- "Sunlight Soap never disappoints" (s.): 166, 217.
- "(10) Ten gold medals to Sunlight Soap" (s.—in frame): 18, 56.
- "The cleansing properties of Sunlight Soap are wonderful" (s.): 58, 168.
- "To heal and strengthen the lungs use Bonnington's Irish Moss" (u.): 20, 170.
- "To sustain the voice use Bonnington's Irish Moss" (u.): 25, 54.
- "Try Beecham's Tooth Paste" (s.): 202.
- "Truebridge, Miller & Reich, Wellington, contractors for advertising on stamps and telegrams" (s.): 77, 97, 101, 103, 105, 107, 112, 116, 138, 160, 196, 230, 232.
- "Universal specific for colds, Bonnington's Irish Moss" (u.): 3, 192.
- "Use Kaitangata Coal, cheapest and cleanest" (s.): 2, 17, 24, 70, 76, 118, 122, 131, 156, 186, 188, 219.
- "Use the best soap, Sunlight" (d.—s.): 61, 233.
- "Use Bonnington's Irish Moss for coughs and colds" (u.): 92, 206.
- The following advertisement for "Cadbury's" appeared only in the first and second settings, being replaced in the third setting by *Poneke*:—
- "This space is reserved for Cadbury Bros." (s.): 11, 15, 22, 26, 28, 37, 43, 53, 59, 67, 83, 86, 96, 99, 108, 135, 148, 185, 209, 218.
- (i) The advertisements characteristic of the first setting were those for "Salsaline," "Crease's Coffee," "Flag Brand" and "Dodgshun's." These were in white lettering on a solid ink background. *Dodgshun's* adverts. were upright. This setting, judging from the scarcity of these blocked advertisements must have had a short life. Only two colours have so far been found in it, namely, bright red and red-brown. The characteristic advertisements of this setting are:—
- "Crease's A1 Coffee" (s.): 114, 126, 127, 228.
- "Crease's Essence of Coffee" (s.): 12, 64, 115, 177.
- "Crease's Dandelion Coffee cures indigestion" (u.): 1, 46.
- "Dodgshun's, the leading tweed warehouse" (u.): 87, 140, 172.
- "Dodgshun's are well up to date in tweeds" (u.): 4, 35, 190.
- "Flag Brand Sauce" (u.): 51, 178.
- "Flag Brand Pickles" (u.): 57, 109, 120, 171.
- "Salsaline, the great food preservative" (s.): 183, 229.
- (ii) The second setting apparently ran for some time and appears in all colours. In this setting the only change that was made was in regard to the blocked advertisements given above. These now appeared in ordinary type and "*Dodgshun's*" advertisements were placed sideways.
- (iii) In the third setting, illustrated herein, the only change was the removal of "*Cadbury's*" advertisements, which were replaced by three of "*Poneke*," as given below. This setting has been found only in brown, mauve, bright red, red-brown and red-mauve:—
- "Be sure you ask for *Poneke* potted meats" (d. and s.—in frame): 11, 22, 53, 59, 135, 218.
- "The best and cheapest *Poneke* beef extract" (s.—in frame): 37, 43, 83, 99, 108.
- "Use only *Poneke* table jelly" (s.—in frame): 26, 28, 86, 96, 148, 185, 209.
- Stamps 15 and 67 I have so far been unable to solve. If any reader can supply these two from strips or blocks he will earn many thanks by communicating his discovery through this *Journal*. Further, if any collector can throw further light on the colours used in the settings and whether the higher values appeared in the first setting he will be helping many a brother philatelist.