

NEW ZEALAND BULLETIN



PUBLISHED BY CAMPBELL PATERSON LTD.

P.O. BOX 17, WOKING, SURREY, GU22 7BL

ISSUED MONTHLY.

WOKING 5887

All lots offered on approval subject to being unsold.

Postage extra on all orders under £5, please.



Lot 401

VOLUME XIII

NUMBER 9

APRIL 1976



THE AUSTIN WALSH POSTCARD

In the early 1890's, an Auckland firm of cigarette manufacturers, Messrs. Austin Walsh & Co., apparently decided to do some market research on their "Atlas" brand of cigarettes.

They took advantage of the N. Z. Post Office's willingness to produce - in quantity - items of private postal stationery for individuals or companies (a facility which still exists at the present time, I believe), and had 80,000 special cards printed for this purpose.

Both sides of one of these cards are illustrated above, slightly reduced - the actual dimensions were approximately 75mm x 45mm, but these varied somewhat, due to inaccurate guillotining. The unusually small size (for an article intended to pass through the post) enabled the company to distribute the cards to those people they were intended to reach, i.e. "Atlas" smokers, simply and easily, by enclosing them in packets of the cigarettes.

The relative scarcity of examples of these cards nowadays can be interpreted in at least two ways - one, that the campaign was highly successful, and that most of the cards were completed and returned to the firm; or two, that it was a flop, and most of the cards were thrown away as litter. Since used copies are, in my experience, a good deal scarcer even than unused, the latter interpretation appears to be the more likely one ! This is reinforced by the rather ingenuous nature of the question which the smoker was asked to answer. One wonders what information would be provided by the replies that could not be more accurately measured from the sales (or non-sales) of the product ! But no doubt we have been conditioned by the far more sophisticated techniques of the modern media - the consumer is no longer asked whether he (or she) like a product or not; instead, he is persuaded that he must like it !

As will be seen from the illustration of the reverse side of the card, the project was disguised as a guessing competition. Although there is no indication on the card itself of prizes being offered, there was presumably some kind of reward given each month for the estimate closest to the actual number of replies received.

Philatelically, the Austin Walsh card is of more than ordinary interest. It was the first item of private postal stationery in N. Z. ; it was by far the smallest item of N. Z. stationery, private or official, ever produced; and it represents the only authorised use of the $\frac{1}{2}$ d Newspaper stamp other than for the prepayment of postage on newspapers. It is difficult to credit that the postal authorities could possibly regard this card as coming within the definition of a newspaper, as had been suggested in trying to justify or explain this unique usage of the $\frac{1}{2}$ d stamp. More probably, in my view, Messrs. Austin Walsh & Co. were in a strong position to negotiate a 'discount', owing to the size of their order, and since at that time no other stamp of less than 1d face value existed (the $\frac{1}{2}$ d Second Sideface was not issued until 1895), the use of the Newspaper stamp was sanctioned simply as a matter of expediency.

Volume 1 of "The Postage Stamps of New Zealand" infers that the contract for the use of the backs of the Second Sideface stamps for advertisement purposes, coming as it did just a year later in 1893, was a more or less direct consequence of the Austin Walsh venture. It is perhaps significant that the advertisers who participated in that scheme did not include Austin Walsh and Co. - another indication that their card project was not as successful as they would have wished ?

NEW DISCOVERY

Mr. F. W. Hewitt has shown us a copy of the 1970 Pictorial 7c Leather Jacket with watermark inverted, a variety which we cannot trace as having previously been recorded. Mr. Hewitt's copy is a used one, and came, he reports, from a batch of kiloware. Presumably 399 further copies at the very least must have existed, so this is well worth looking out for.

C. P. IN G. B.

As many readers will already know, Mr. Campbell Paterson's planned visit to this country (see note in February Bulletin) was the subject of a last-minute delay and change of itinerary, and he now expects to arrive around mid-June.

CONGRATULATIONS (1)

In our mention last month of Keith Bennett's success in the 1976 Melville Cup competition, we omitted to state that his award was in Class B (16-18 years), and that his entry was also awarded a Silver-Bronze Medal.

We also now understand that another N. Z. entry (of Second Pictorials) by Martyn Jackson won the Class C (12-16 years) section of the same competition, and in addition, Martyn's entry was the only one in any class to gain a Silver Medal (the highest award made in this year's competition). Very well done, Martyn !

..... CONGRATULATIONS (2)

At Stampex 1976, the following awards were gained by N. Z. entries:

Bronze-Silver Medals: E. K. Hossell (Q.E. Definitives); A. H. Rose (Second Pictorial 2 $\frac{1}{2}$ d); R. T. E. Standing (1d Universal/Dominion).

Bronze Medals: A. B. Johnstone (K. G. VI Shilling Values); W. A. Holdaway (Air Mail Covers); P. Marks (1970-75 Pictorials); Capt. B. J. Pratt (1d Universal); J. A. W. Smith (K. G. VI Pence Values); R. M. J. Smith (Junior Class B - 1970 Pictorials); E. G. Ward (Adson).

Diploma: A. B. Johnstone (Literature).

Those collectors who are under the impression that awards in National exhibitions are the prerogative of "Classic" entries should note the wide range of issues represented above - and not a Chalon Head in sight !

CHALON HEADS

401	<u>3d Brown-Lilac, Imperf (S. G. 40).</u> A brilliant example, absolutely without defect. Fresh colour, huge even margins on all four sides, light cancellation leaving the head completely clear - what more can one say? Sheer perfection, and a stamp in a million	£67. 50
402	<u>1864 1d Imperf, wmk 'NZ' (S. G. 97).</u> A delightful four-margin, lightly cancelled example. Extraordinarily fine print and delicate shade ('NZ' wmk 1d's are usually heavily inked and the printing appears coarse). Only defect is a tiny marginal thin spot, which doesn't affect the stamp's superb appearance	£22. 50
403	<u>1864 1/- Imperf, wmk 'NZ' (S. G. 100).</u> An equally fine looking copy, cut a little close at right, but four complete margins, and without defects of any kind. The 'NZ' 1/-	£28. 50
404	<u>1864-71 1d Perf. 12½, Large Star Wmk.</u> Two sound copies in the extreme shades of carmine-vermillion and orange (the latter showing, as usual, some signs of plate wear). The beautifully contrasting pair (S. G. 110 and 112)	£11. 00
405	<u>1865-71 2d Perf. 12½, Large Star Wmk. (S. G. 115).</u> Set of 4 copies from plate 2, three being from the undamaged area of the plate and in magnificent shades of blue; the fourth is from the damaged section of the plate. The set of 4 used, all good to fine	£13. 75
406	<u>1864-73 3d Perf. 12½, Large Star Wmk.</u> Two copies in the extremes of shade which occur in this value. One is lilac, the other deep mauve - in fact completely different colours. The two used (S. G. 117/118)	£11. 50
407	<u>1865 4d Rose. (S. G. 119).</u> The scarce one in the perf. 12½ issues. A fine copy (if a trifle off-centre) used on dated piece, nicely cancelled by the Dunedin duplex cancellation of Feb 17 1866	£37. 50
	(Note: The 4d Rose is commanding prices in excess of £55 in New Zealand).	
408	<u>1864-71 6d Brown, Perf. 12½, Large Star Wmk.</u> Two good copies of this stamp (the "Rembrandt of philately") in contrasting shades of brown and deep red-brown (S. G. 122 and 122a)	£6. 50
409	<u>1864-73 1/- Perf. 12½, Large Star Wmk. (S. G. 124).</u> Fine used copy with manuscript cancellation (unidentified)	£10. 00
410	<u>Short Set of 5 values (1d, 2d, 3d, 6d, 1/-).</u> Some have defects, but appearance is extraordinarily good. The set, useful and good-looking spacefillers	£9. 50
411	<u>1872 4d Yellow, Perf. 12½. (S. G. 139).</u> A fine used (guaranteed) copy, with portion of 'T. H. SAUNDERS' watermark. Genuinely used copies of the "no wmk" 4d are extremely scarce - with wmk letters they are <u>rare</u>	£97. 50

"HAUSBURG" REPRINTS

Note that none of the pieces offered below should be confused with the relatively common printing from the 2d Plate 2 (of which 2000 sheets were run off). Volume 4 of the Handbooks records that only six sheets were printed for Mr. Hausburg from each of the other plates, including the 2d Plate 1. All are imperf and printed in black on thin white card.

412	<u>One Penny.</u>	Marginal single (showing advanced plate wear)	£3. 00
413	(a) <u>Two Pence.</u>	Marginal block of 4 from plate 1 (extreme plate wear) ...	£12. 50
	(b) <u>As above.</u>	Corner block of 6	£18. 50
414	<u>Three Pence.</u>	Marginal block of 6	£18. 50
415	<u>One Shilling.</u>	Marginal block of 4	£12. 50

POSTAL STATIONERY ITEMS

Type numbers quoted are those used in the P. H. S. N. Z's "Postal Stationery of New Zealand".

- 416 (a) $\frac{1}{2}$ d Newspaper Wrappers. Two types, both on watermarked paper, differing in the wording and layout of the instruction panel and in the frames enclosing this panel (Types 2b and 2d). The two wrappers, unused and fine £7. 50

- (b) As above. Unused wrapper (Type 2b), but with the stamp overprinted "SPECIMEN" in violet. Rare thus £37. 50

- 417 (a) "Austin Walsh" Card. (see this month's main Bulletin note). A superb unused example of this scarce and interesting card (Type 2) £27. 50

- (b) As above. An equally fine used card, used at Manaia in DEC 1892. Interestingly, the sender forecast that 7299 cards would be returned in that month. The rare used card £42. 50

- 418 K. E. VII $\frac{1}{2}$ d Newspaper Wrapper. Unused example on yellowish paper, with ' $\frac{1}{2}$ d' over 'e' of 'wrapper' in the instruction panel (Type 27a). Folded in three places - all well clear of the printed area - but beautifully fresh ... £3. 75

SECOND SIDEFACES

- 419 "Specimen" Set. All 9 values from 1d-1/- overprinted "SPECIMEN" in violet (overprint 11mm x 1mm). The 3d, 4d, 5d and 8d are perf. 12 x 11 $\frac{1}{2}$, the 1d, 2d, 2 $\frac{1}{2}$ d, 6d and 1/- are perf. 10 - and as a bonus, the 1d has an advertisement on the back. One or two minor faults, and some rather heavy hingeing but a rare set of fine appearance (since the $\frac{1}{2}$ d value is not recorded with this 'specimen' overprint, the set is complete) £82. 50

- 420 (a) 2 $\frac{1}{2}$ d Blue. An excellent used (dated) copy of the original issue on 4mm wmk paper (D4a) with the variety double perfs. - recorded in the Handbooks (Vol. 2, page 297), but for some unaccountable reason thus far not listed in our Catalogue, an omission which will be rectified at the next opportunity. Double line perfs. occur fairly frequently in the Second Sidefaces, but a double strike of a comb head (as this is) is quite a rarity. The used 2 $\frac{1}{2}$ d £8. 75

- (b) As above. Another rare perforation variety. This a very good used copy (again dated) with Adson, originally perf. 10 all round, but re-perforated 12 $\frac{1}{2}$ horizontally - thus it is a mixed perfs variety of D4e ... £19. 25

MISCELLANY

- 421 $\frac{1}{2}$ d Mt Cook. Superb block of 4 from the 'new plates', perf. 14x13-13 $\frac{1}{2}$ (F5b) in dull green (this very distinctive shade occurs only in F5b). The block, brilliant mint £3. 25

422	<u>1d Universal 'Official'.</u> Mint booklet pane of 6, complete with all selvages - in perfect condition	£2. 10
423	<u>K. G. V 'Colour Prints'.</u> All items offered here are overprinted "COLOUR PRINT" in black.	
(a)	<u>1½d Grey-black</u> (recess print), imperf	£8. 75
(b)	<u>2d Deep blackish-violet</u> (recess print), imperf	£8. 75
(c)	<u>3d Brown</u> (recess print), a soft, warm shade, quite unlike the issued colour. Imperf	£8. 75
(d)	<u>4d Orange-yellow</u> (recess print), imperf	£8. 75
(e)	<u>4d Deep orange</u> (recess print), imperf	£8. 75
(f)	<u>7½d Deep red-brown</u> (recess print), imperf	£8. 75
(g)	<u>½d Green</u> (surface print), imperf. Small stain	£5. 00
(h)	<u>½d Very deep green</u> (surface print), imperf	£8. 75
(i)	<u>½d Pale green</u> (surface print), perf. 14 x 15	£10. 00
424	<u>K. G. V Plate Proof.</u> Marginal block of 4 of the 3d recess print in black, imperf, upper pair showing part of the wmk 'SPECIAL POSTAGE PAPER. LONDON' which occurred once in each sheet. Faint diagonal crease, invisible from the front, and a most attractive block	£7. 50
425	(a) <u>K. G. V 4d Yellow.</u> Plate block of 4 (no side selvage) with plate no. 20 above R1/I. Now Cat. \$20, but one or two toned perfs hence, the plate block	£6. 50
(b)	<u>As above.</u> Immaculate mint (unhinged) block of 4, perf. 14x13½ (K5a) ...	£3. 30
426	<u>K. G. V 2d Surface Print.</u> An outstandingly fine used pair of the "litho wmk" issue (K18c), with complete c.d.s. of Koutu centrally placed on the pair. Used copies are extremely elusive - in grade A condition, they are rare. The magnificent used pair	£8. 25
427	(a) <u>Second Pictorial 8d Tuatara.</u> Marginal block of 4 of the first multiple wmk issue with variety wmk sideways inverted (L10bZ). Mint	£2. 75
(b)	<u>As above.</u> Mint single with 'invert'	60p
428	<u>K. G. VI ½d Green.</u> Bottom marginal block of 8, with printer's imprint in selvage. The mint imprint block	£1. 40
429	<u>K. G. V 1d Scarlet.</u> Imprint block as above, mint	£2. 25
	(N.B. These original 1938 issues are becoming distinctly more difficult to find).	
430	<u>K. G. VI 1d Green.</u> Set of 16 plate/imprint blocks on fine VM paper (M2c). Apart from the near-impossible '26', plate numbers are complete. Two blocks (pl. 30 and 36) have some staining (and are ignored in the price) otherwise condition is fine	£8. 80

- 431 K. G. VI 1½d Rose Red. Complete set of 8 plate/imprint blocks on coarse paper (M4c). Blocks are of eight stamps (2) and six stamps (6), exactly as Catalogued, and include plate 129, with the prominent retouch on R9/22. The 8 blocks, mint £4. 75
- 432 Q. E. 2d on 1½d Error (N41a). The surcharge on the "small figures" design, offered in a superb unmounted mint marginal block of 4. One of the real high-flyers among modern issues, this one. The block £97. 50
- 433 1946 Peace 3d. Complete sheet of 120 stamps from frame plate 42798/centre plate 42796, with numerous varieties as detailed in Vol. 2 of the Handbook. Marvellous material for further study and research. The sheet, in superb condition £6. 00
- 434 Health Miniature Sheet Variety. We can again offer the popular "Black Eyed-Gull" variety (on stamp 4) in complete miniature sheet of 6 stamps of the 1959 2d + 1d. The variety is the result of touching up to the bird's head, and is clearly visible without a glass. The miniature sheet ... £1. 50

1960 PICTORIAL PLATE BLOCKS

Many of these are very elusive now. All items offered are superfine mint. (No. of stamps in each block is given in parentheses).

- 435 ½d Manuka. Imprint/plate 111 (8) 42p
- 436 (a) 1d Karaka. Imprint/plate 111 (8) on original paper 55p
- (b) As above, but on chalk-surfaced paper £1. 38
- 437 2d Kaka Beak. Complete set of eight different imprint/plate blocks as Catalogued. The eight blocks (8 stamps each) £16. 50
- 438 2½d Titoki. Again a complete set of eight different blocks (of 12 stamps each), and including a fine range of shades of green and grey £16. 50
- 439 (a) 3d Kowhai. Another complete set of fourteen different imprint/plate blocks (8 stamps each). Pl. 1111 has the R20/4 with flaw; 2111 has the flaw retouched, and the range of shades (of blue and yellow) is quite remarkable £30. 00
- (b) As above. Imprint/plate 3337 on chalk-surfaced paper £4. 40
- 440 (a) 4d Puarangi. Imprint/plate 1111, 1221 and 2333 (8 stamps each). The complete set of 3 blocks £5. 80
- (b) As above. Imprint/plate 2333 (not on chalky paper !) £1. 95
- 441 5d Daisy. Imprint/plate 1A1A1A1A (12) £3. 30
- 442 (a) 6d Pikiarero. Imprint/plate 111 (8), on original paper £2. 20
- (b) As above, but on chalk-surfaced paper £2. 75
- 443 (a) 7d Koromiko. Imprint/plate 1A1A1A1A and 1B1B1B1B (12 stamps each). The latter block includes the constant R20/5 leaf flaw £8. 80
- (b) As above. The '1B' block only, showing the R20/5 variety £4. 40

To be continued next month

RECENT VARIETIES

Two attractive multiple variety blocks from the "Roses" definitive issue.

4c "Super Star". Marginal block of 6 including on R1/4, 2/4 and 3/4, prominent disturbances to the background above 'D', left of NEW and above AN respectively..... 30p

5c "Diamond Jubilee". Corner block of 10 showing excellent retouches to the brown frame at top left on R1/5 and R2/1, and minor but constant white flaws on the 'J' at R1/3, and above 'M' at R2/3. The block 75p