

NEW ZEALAND BULLETIN



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VOLUME XVII

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N.Z. NOTES AND COMMENT

By Colin Hamilton

1893-94 Advertisement Stamps. No catalogue — not even ours — could possibly cover these issues in anything other than the basic essentials, so one or two additional notes may be useful, especially to those who are not fortunate enough to have access to the N.Z. Handbooks.

Although the advertising contract lasted but a few months (it was not a commercial success), it left in its wake a field of quite remarkable interest and complexity for the philatelist. With three distinct settings of 240 advertisements each, printings in numerous different colours, and nine different denominations (in several different perfs) carrying the advertisements, the possibilities are virtually infinite.

The make-up of the advertisement formes was identical to that of the sheets of stamps, i.e. arranged in four panes of 60 (6x10), the panes being separated by narrow vertical and horizontal gutters — so that one advertisement fell on the back of each stamp. The four panes of ads are usually referred to as "top left", "top right", "bottom left" and "bottom right", and for convenience of reference, each individual advertisement is allocated a number from 1 to 240. The sequence of numbering is in horizontal rows of 12 (the vertical gutter being ignored) from left to right, starting at the top. Thus the top left advert in the top left pane is no. 1, the top right ad. in the top right pane is no. 12, and so on, the bottom left ad. in the bottom left pane being no. 229, and the bottom right ad. in the bottom right pane no. 240.

This leads to some confusion, and to avoid misunderstandings it is vital to appreciate that these descriptions relate to the advertisements, **not** the stamps. The panes of stamps themselves are also referred to as "top left", "top right" etc, but it should be noted that, for instance, the top left pane of adverts never coincides with the top left pane of stamps; similarly, advert no. 1 is **never** found on the back of stamp R1/1. In the case of the First Setting (which was printed on the back of **inverted** sheets of stamps), the top left pane of ads occupies the bottom right pane of stamps, with ad. no. 1 falling on the last stamp in the sheet. In the Second and Third Settings (both of which were printed on the back of **upright** sheets) the top left pane of ads coincides with the top right pane of stamps, in this case ad. no. 1 falling on the last stamp in the top horizontal row.

The most obvious and popular diversion afforded by Adson (though by no means the only one) is that of reconstructing the complete sheet, or for that matter any part of it. Possibly the majority of used copies available to collectors go towards this fascinating exercise. However, it is not nearly so widely realised that these "reconstructions" can be and are attempted at two totally different levels.

The very much commoner (and easier) version is to reproduce the general pattern of the sheet, which incidentally is illustrated on Permanent Pages D5-D8 in the C.P. Catalogue. But an analysis of the individual advertisements making up this pattern reveals that just 28 appear only once in the sheet. All the others are repeated, some many times over. For instance, while there are 15 differently worded "Bonnington's Irish Moss" ads, each of these appears twice in the sheet, and the "Truebridge Miller & Reich" ad. is repeated no less than 13 times.

The simple reconstruction takes no account of these repetitions, any example sufficing to fill any particular gap. But obviously each of these apparently identical adverts has only one **correct** position in the sheet, so how is that position to be determined? Given multiples (pairs or larger) the difficulty does not really arise, but multiples are not exactly easy to find! Fortunately – and very largely due to the studies of the late J.A. ("Lex") Robb, it is possible to allocate the majority of even single copies to their precise sheet positions, by means of the presence or absence of small peculiarities in the advertisements, or by flaws in the designs of the stamps themselves, or occasionally by the presence of a watermark line on one side, or two adjacent sides, of the stamp, or by a combination of any or all of such characteristics. Extensive details are included in Volume 4 of the N.Z. Handbook. (The line watermark "clues" arise in copies from the perimeter of any pane, and are due to the fact that each group of sixty watermarks was enclosed in a single-lined watermark frame).

Misplaced advertisements are not uncommon, and if the misplacement is of sufficient extent to allow part of an adjacent ad. to encroach, such examples are of very considerable assistance in attempting an accurate reconstruction – as helpful, in fact, as multiples would be. There is an interesting quirk, however, which can throw a spanner in the works in this regard. In at least one sheet of 2½ds (and there may well be other instances) the advertisements were misplaced to the right by more than the **width of a stamp**, so that none of the advertisements on that sheet belonged to the stamp on which it appeared! Proving copies of such an occurrence would be nice to have, and of considerable interest.

Footnote: Elsewhere in this issue of the N.Z. Bulletin, we have some wonderful offers of Adson from the major collection formed by the aforementioned Mr. Robb.

King George V 8d Red-Brown. Dr Hepworth of Preston has shown me a used copy of this stamp with a forged OFFICIAL overprint. Size and spacing of the letters was not notably different from the genuine, but there were differences in the shaping of some of the individual letters, especially the C, which was too open. In addition, the ends of the strokes were markedly round, as was the full-stop, and general appearance was crude and messy, contrasting with the clean-cut lines of the genuine overprint. Finally, it was my strong impression that the overprint had been applied **over** the (parcels) cancellation. Not one to pass reasonably careful scrutiny, but like all such 'weeds', a possible pitfall for the casual collector.

GILT-EDGED MATERIAL

A page of superb offers for the collector wishing to enhance his showing with at the same time an eye to future appreciation.

501 1906 Christchurch Exhibition. The set of four values in superfine mint blocks of 4.

Not a hint of age-ing; colours marvellously fresh and crisp; previous light hingeing confined to the upper pair of stamps only in each block. Sets of singles now cat. £400 by S.G. The superb set of 'Christchurch' blocks

PRICE ON
APPLICATION

502	1913 Auckland Exhibition. Similarly fine set in blocks of 4 — the ½d block is marginal unmounted, the others have been once lightly hinged (the 6d almost imperceptibly so). Light gum crease at the top of the 6d block, invisible on the face. S.G. cat. now £500 for a single set	PRICE ON APPLICATION
503(a)	1920 Victory. Magnificent long set of ten blocks of 4, comprising ½d (2 shades), 1d (2 shades), 1½d (2 shades), 3d, 6d, 1/- (2 shades). One or two minor imperfections, mainly on the lower values, but a brilliant and unrepeatable display	£335.00
	(b) As above. A remarkable set of five mint blocks of 4 (one marginal), of the 1922 2d on ½d provisional, ranging in shade from the deepest of deep greens to a staggeringly pale yellow-green — one stamp in the palest block is the "a for d" variety (S12aY). An eye-catching page if ever there was one	£35.00
504(a)	1925 Dunedin Exhibition. The complete set of 3 stamps, superb unmounted (4d is a marginal copy)	£85.00
	(b) As above. Corner block of 4 of the 4d, including the R10/1 "POSTAGE at right" variety (SV17c3, S.G. 538a). Condition superfine mint — one light hinge-mark straddling the upper pair of stamps, while the lower pair (one of which is the variety, of course) are unmounted	£250.00
	(c) As above. The same R10/1 variety, but in superb used single	£115.00
	(d) As above. Single example showing the other "POSTAGE at right" — with full-stop — at R1/2 (SV17c1). Rather extensive hinge, but facially superb	£45.00
	(e) As above. Marginal pair including the third important variety on the 4d — R5/2 "POSTAGE at left" (SV17c2). Superfine mint	£120.00
505	1935 Silver Jubilee. Complete set of seven imprint/plate blocks (2x½d, 4x1d, 1x6d) as listed in our Catalogue. The seven plate blocks of 4, finest mint	£110.00

"THE POSTAGE STAMPS OF NEW ZEALAND"

506	Matched Set. Volumes 1 - 5, plus the G.R.Lee '1d Universal' monograph, all with matching serial no. 953. Alas we do not know the whereabouts of Volume 6 with this number, but nevertheless this set provides a rare opportunity for someone to acquire what is generally agreed to be one of the finest (many would say THE finest) series of philatelic handbooks ever published. Good condition	£675.00
507	Volumes 1 & 2. A rather special pair, in superb condition — special in that Vol. 1 is signed on the title page by R.J.G.Collins, and Vol. 2 by both Collins and C.W. Watts. In view of the editors autographs, plus the fact that they have the same serial number (120), no doubt these were in the nature of presentation copies	£365.00

MINT Q. E. POSTAL STATIONERY

508	Postcards. Nine different, ranging from 2½c to 14c, and including two with provisional surcharges	£5.00
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509	Letter Cards. Superb run of nine different, showing the complete story of the rise in postage rates over the years from 3c to 14c, including the intermediate provisionally surcharged cards	£17.50
510	Envelopes. 19 different items, from 3c (both blue and red impressed stamps) to 14c (3 different) and including three different special envelopes produced for the philatelic exhibitions of 1967 and 1977	£7.50
511	Air Mail Envelopes/Aerogrammes. Seven of the former, and three of the latter, all different	£7.50
512	Newspaper Wrappers. Five different (one provisionally surcharged), all in decimal currency	£5.00
513	Registered Envelopes. 10 different, ranging in face value from 9d to 99c (includes two with provisional surcharges)	£15.00

AIR COVERS

514(a)	1934 Trans Tasman. Attractive first flight cover (with circular cachet in violet dated Feb. 1934) with 7d blue adhesive tied by Auckland relief-type c.d.s. of 17 FE 34 (This cancellation measures 29mm in diameter). Condition superb	£32.50
(b)	As above. Another cover, similar in all respects to lot 514 (a) above, except that a different Auckland relief cancellation has been used — this one is 31mm diameter, and lettering/date are notably different in style. Not quite so fine as the previous item, but still first-class	£27.50

(Note: These two historic covers would make a pretty and interesting page — if ordered as a pair, £55 is the inclusive price).

1893-94 ADVERTISEMENT STAMPS

A selection of offers from the superb "Lex Robb" collection.

RECONSTRUCTIONS (N.B. All are accurately re-plated — see this month's Notes).

515	Research. Mr Robb's original and detailed guide to the identification and plating of single copies from all three settings, presented on 47 album leaves, and backed by 284 used Adson stamps in various colours, including 20 pairs (4 of the stamps are 2d values, the others are all 1ds). This study formed the basis for the extensive chapter devoted to Adson in Volume 4 of the N.Z. Handbook, and in addition there are printer's proofs of the relevant chapter (written by Mr. Robb himself) which appeared in Volume 1. An important piece of philatelic history, and of incalculable value to the specialist	£395.00
516	First Setting. Based on the 1d (but with two 2d values included), and over 80% complete, with eight pairs included. 44 stamps are required for completion, but because there are three instances of pairs overlapping singles, there are 199 Adson present. Condition a little mixed, but exceptionally good overall for First Settings, which are extremely elusive. The near-complete First Setting, rare	£325.00

517	Second Setting. Complete reconstruction on the 1d, including 13 pairs and a strip of 3 (again there are two cases of overlapping, so a total of 242 stamps). One or two faults, but condition generally good to superb	£185.00
518(a)	Third Setting. Again based on the 1d, and over 98% complete, with only four gaps remaining. An unusually high proportion of multiples are present, with 27 pairs and a block of 4 (one stamp damaged). 237 stamps — there being one overlap — including several with sepia-brown ads	£185.00
(b)	As above. Another Third Setting, but with the ads on 2d values. Somewhat less complete than the 1d above, with 24 gaps still to be filled. Condition generally fine	£170.00
519	Pane Reconstructions. For those whose interest (or pocket) does not stretch to the complete sheet of 240, we can offer individual panes of the 1d Third Setting as follows (all are close to being complete, the number of gaps varying from two to nine):	
(a)	Top left Pane.	£50.00
(b)	Top Right Pane	£47.50
(c)	Bottom Left Pane	£50.00
(d)	Bottom Right Pane	£50.00

COVERS (all adhesives are perf. 10 unless otherwise stated).

520(a)	1d Third Setting. Superb pair tied to clean commercial cover by neat 1894 c.d.s. Setting proved by one advert being a 'Poneke'. Light filing crease well clear of stamps, but very attractive	£18.50
(b)	As above. Similar cover, but in this case the stamp with the 'Poneke' ad. has the major plate flaw at R4/1 of the top right pane	£22.50
(c)	As above. Dated registered cover (re-inforced at the top) bearing block of 6, vertical pair and a single. The block and pair (obviously from the same sheet) together form the top right corner block from a sheet — and therefore the top left corner block from the top left pane of ads. Most unusual	£32.50
521(a)	2d Third Setting. 2d with 'Poneke' advert nicely tied by c.d.s. to commercial cover. Superb	£15.00
(b)	As above. Very similar cover in all respects, except that the advert is not a 'Poneke'	£13.50
(c)	As above. Registered cover (reinforced at top) bearing plated block of 6, plus a single 1d (also with ad.). A magnificent companion to lot 520 (c) above	£27.50
522(a)	3d Third Setting. Neat, clean registered cover with 3d (Poneke) and 4d perf. 12x11½ (no advert) tied by c.d.s. Attractive, colourful, and scarce	£37.50
(b)	As above. Another registered cover, the same in every detail, save that the 3d ad. is a 'Beecham's'	£37.50

MINT ADSON (all perf. 10 unless otherwise stated).

523(a)	1d Red. Superfine copy with 'Sunlight' ad. (no. 155) in red	£7.25
(b)	As above. Marginal strip of 3 (nos 118-120), ads in red-brown. One stamp defective at foot, otherwise fine and fresh o.g.	£18.50
(c)	As above. 'Poneke' ad. (no. 86). Unused, no gum	£4.00
524(a)	2d Lilac. Fine pair with ads in red (nos 203-204)	£25.00
(b)	As above. Single with 'Poneke' ad. (no. 37). Very fine	£12.00
(c)	As above. Unused no gum copy with 'Lochhead' ad. (no. 60)	£4.00
525(a)	3d Yellow. Glorious block of 4 with mauve ads (nos 1-2, 13-14). Stamps in deep full yellow shade. Rare	£145.00
(b)	As above. Pair, finest mint, mauve ads (nos 70-71)	£65.00
(c)	As above. Good copy with mauve 'Poneke' ad. Small marks on gum	£22.50
(d)	As above. Fine copy with 'Sunlight' or 'Lochhead' ad. in red. Each	£25.00
526(a)	5d Olive-Black. Fine copy with 'Sunlight' ad.	£32.50
(b)	As above. A truly rare stamp — mint, perf. 10x12½ (D7b) with 'Lattey Livermore' ad. in mauve. Fine	£135.00
(c)	As above. Very fine example ('Fry's' ad. in mauve), perf. 10 partly reperf. 12½ vertically. The mixed perfs variety (D7dY), another extremely scarce item	£70.00

EXHIBITION PIECE

527(a)	8d Blue. Brilliant mint block of 30, being the entire top five rows of the top right pane, complete with full selvages and inter-pane gutter. A couple of light gum bends, otherwise the stamps are superb fresh unmounted — two light hinge-marks in top selvedge. A fabulous block, possibly unique, certainly there can't be any finer extant	£1750.00
(b)	As above. Block of 4 from bottom left pane (nos 181-2, 193-4), lightly hinged top pair only, superfine	£225.00
(c)	As above. Single copy with 'Poneke', 'Bonnington's' or 'Macbean Stewart's' ad. All equally fine, your choice at, each	£40.00
(d)	As above. Marginal example with 'Fry's Cocoa' ad. Not quite so fine	£22.50
528(a)	1/- Red-Brown. Superb copy, 'Poneke' ad.	£47.50
(b)	As above. Another, almost as fine, 'Kaitangata Coal' ad.	£40.00

Q.E. DEFINITIVES — SPECIALISED MISCELLANY

- 529(a)** **Basic Set.** The 14 values issued on or before March 1st 1953, plus the later 1/9 and 2/6, to complete the set of 16. Now Cat. \$ 138+, offered at, mint, lightly hinged £40.00
- (b)** **As above.** The same set of 16, but used £15.00
- 530** **1/4d — 8d Small Figures.** (N1a-N8a). Set of 33 corner blocks (of 4 or 6 stamps each), with printer's imprint and every plate number represented. One 3d block has a small stain, and is included at no charge. The complete set of plate/imprint blocks, seldom available now £25.00
- 531(a)** **1d — 8d Large Figures.** Set of 17 imprint/plate blocks on the original coarse paper, with 1d (4, the plate 11 block including the enormous R10/22 retouch, of course), 1 1/2d (4), 2d (6, incl. plates 3 and 5 with and without stops), 4d (1), 6d (2). Needs only the 4d pl. 15 for absolute completion. All are in blocks of 6 except 1x2d, which is a block of 4 £32.50
- (b)** **As above.** The 1d Plate 11 block, with the above-mentioned R10/22 major retouch (NV31a2). Superb unmounted £6.00
- (c)** **As above.** Set of 11 imprint/plate blocks of 6 on the later thick white paper. Includes 1d (2), 2d (2), 3d (4) 4d (2), 8d chestnut (1) — lacks only the 2d plates 5 and 6 £40.00
- 532(a)** **1/2d Grey (N1a).** Set of three mint blocks of 4, nice shade variations £2.00
- (b)** **As above.** Four used blocks of 4, in contrasting shades of grey £2.50
- (c)** **As above.** Set of 6 shades of grey, deep to pale, used £1.00
- 533(a)** **1d Orange (N2a).** Two mint blocks, one pale, one deep. Superb! £1.00
- (b)** **As above.** Used strips of 3 from booklets, wmk upright and wmk inverted — incidentally in attractive shades £1.25
- (c)** **As above.** Variety plate 5, R4/6 retouch (NV2a), in used pair with normal stamp £4.50
- 534(a)** **1 1/2d Lake-Brown. (N3a).** Four mint blocks, ranging from deep lake brown to rosy lake. Lovely! £4.00
- (b)** **As above.** Six used blocks of 4, in superb contrasting shades. One or two minor faults do not detract from a lovely set £7.50
- (c)** **As above.** Set of 8 shades used. Striking! £1.50
- (d)** **As above.** Variety, plate 14, R1/2 retouch (NV3a), used £4.50
- 535(a)** **2d Myrtle-Green (N4a).** Four mint blocks of 4, shades from pale to deep — the deepest being on a notably thin, almost pelure, paper £3.00
- (b)** **As above.** Variety, plate 16, R4/2 retouch (NV4a), used £4.50

	(c) As above. Variety, plate 15, R3/12 and 3/13 retouch (NV4b), two used	£4.00
536(a)	3d Vermilion (N5a). Four delightful shades in mint blocks, one being from Die 1b	£8.00
	(b) As above. Similar set of blocks, but used	£5.00
	(c) As above. Similar set of 4, but used singles	£1.00
	(d) As above. Variety, plate 22, R5/11 retouch (NV5a), used	£4.00
	(e) As above. Variety, plate 23, R8/3 retouch (NV5b), used	£5.50
	(f) As above. Variety, plate 24, R6/6 retouch (NV5c), used	£7.50
	(g) As above. Variety, plate 24, R6/19 retouch (NV5d), used	£5.50
	(h) As above. Variety, plate 26, R4/2, first and second retouches (NV5e and NV5eZ), two used	£16.50
	(i) As above. Variety, plate 27, R10/7 retouch (NV5f), used	£5.50
	(j) As above. Variety, plate 30, R4/8 retouch (NV5g), used	£7.50
	(k) As above. Variety, plate 21 R4/14 retouch (NV5h), used	£4.00
	(l) As above. Variety, plate 21 R6/8 retouch (NV5j), used	£4.25
	(m) As above. Variety, plate 23 R5/14 and 5/15 retouch (NV5k), two used	£6.50
	(n) As above. Variety, plate 25, R2/4 retouch (NV5m), used	£4.50
	(o) As above. Variety, plate 25, R6/14 retouch (NV5n), used	£12.50
	(p) As above. Variety, plate 26, R1/14 retouch (NV5p), used	£4.25
537	4d Ultramarine (N6a). Four delectable shades, from pale bright to deep, each in mint block of 4	£4.00
538(a)	6d Purple (N7a). Three mint blocks in magnificent contrasts of deep bright purple, deep purple and bright rosy purple	£4.75
	(b) As above. Variety, plate 6, R4/19 flaw and retouch (NV7a 1, NV7a 2). Two used. Scarce	£20.00
539(a)	8d Rose-Carmine (N8a). Four super shade blocks — alas, the rare pale pink is absent, but still a page to delight the eye	£7.00
	(b) As above. Definitely one for the used connoisseur, this — eight (yes eight!) blocks of four, finest used, in a wonderful range of shades, from deep and rich to quite the palest we have seen outside of the pale pink	£15.00
	(c) As above. Variety, plate 20, R6/16 second retouch (NV8aZ), used	£7.50
	(d) As above. Variety, plate 20, R9/4 retouch (NV8b2), used	£5.00