

# NEW ZEALAND BULLETIN

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## N.Z. NOTES AND COMMENT

By Colin Hamilton

The following article was first published in the September 1990 issue of C.P. Newsletter Monthly, but for obvious reasons it warrants reproduction in full here, with my comments.

*Steps in Printing Second Sideface Stamps with Advertisements by K.J. McNaught.*  
Under the heading "Adson—A New Slant on an Old Variety" (in New Zealand Bulletin, March 1990, Vol. XXVII, No. 8, repeated in C.P. Monthly, April 1990, Vol. 41 No. 9, pp 7–8), Colin Hamilton has suggested that the normal sequence in production of stamps with advertisements was (1) printing the advertisements, followed by (2) gumming the paper, then (3) printing the stamp design, finally (4) perforating the sheets.

On p.96 of Palmpex'82 Souvenir Catalogue, in an article on "Second Sideface Queen Stamps with Inverted Advertisements and Inverted Watermark", I implied that the normal practice was to print the stamp design first, followed by the advertisements, then gumming and finally perforating. We both agree that the last step was perforating, so the uncertainty relates to the sequence of stamp design printing, advertisement printing and gumming. Gumming will be discussed first.

Following his postulated normal sequence of steps, Colin continued: "If it were otherwise, how does one arrive at a plausible explanation for another quite different variety found in the advertisement stamps, that is the 1d one with the stamp design printed on the gum (DA2j(Y) in the C.P. Catalogue) ? I have seen several examples of the latter, so I can vouch that it does exist." On consulting C.P. Catalogue, I find that this variety is listed used only. In a subsequent private note Colin advised that the stamps had reversed watermark and that the design "had disappeared virtually completely" in the copies he had seen. As the gum is readily soluble in these stamps, I question how Colin can vouch for such a variety in used stamps, as the design should completely disappear on soaking.

I have examined a number of 1d stamps with reversed watermark, with second setting advertisements in red, from which the stamp design "had disappeared virtually completely", but I would not attribute any to having been printed on gum. All are consistent with being from an experimental printing early in May 1893 on the reverse side of the paper (see RPSNZ II, top P. 300). It must be stressed that the paper used for the Sidefaces, though not chalk-surfaced, was treated on the printing side with a filler of some kind to provide a smoother printing surface and to improve its ink-retention properties. These 1d stamps printed on the untreated side of the paper are notorious for peeling of the design ink on soaking and

especially on oversozaking. In extreme cases the design can almost completely disappear. By contrast the advertisement ink adhered strongly to the treated surface. I remain unconvinced that these stamps had the design printed on the gum. I am therefore unable to accept Colin's contention that gumming was carried out before stamp printing. With Adson stamps, I am confident that gumming was always carried out at the step before perforating.

#### Design or Advertisement first

I consider the evidence is strongly in favour of the stamp design being printed first in most sheets, as most advertisement stamps have the watermark correctly centred in relation to the stamp design, as in most stamps without advertisements. Aligning the advertisement to fall exactly on the reverse of the stamp design must have presented practical problems for the advertisement printer. In spite of this, he correctly aligned the advertisements with the stamp design in most sheets, but in some cases the advertisements were badly misplaced in relation to the stamp design. In extreme cases equal quarters of four advertisements are found on the one stamp, involving 10mm misplacement vertically and 8–9mm horizontally. Very few stamps with advertisements had perforations badly off-centre in relation to the stamp design. In other words, priority was given in perforating to obtaining well-centred stamp designs. When we examine stamps with advertisements badly misplaced in relation to the stamp design, and therefore to the perforations as seen from the back, we find (a) some have the watermark centrally placed in relation to the stamp design, that is the stamp design and the watermark are bracketed, as in normal stamps without advertisements; (b) in others the watermark is misplaced to a comparable extent to the misplacement of the advertisements, that is the advertisement and watermark are bracketed, implying the use of the watermark as a guide for printing the advertisements, consistent with printing the advertisements first; (c) in a variation of (b), both advertisement and watermark are inverted in relation to the stamp design – this is the group of "Errors" discussed in the Palmpex article. Most have the advertisements misplaced in varying degree, as can be expected if the advertisements were printed before the stamp design.

My evidence can be summarised as follows:

- Variety (a) Stamp design and watermark bracketed – stamp printed first.  
(b) Advertisement and watermark bracketed – advert. printed first.  
(c) Both advert. and watermark inverted – advertisement printed first.
- (A) Stamps with badly centred advertisements but upright normal watermark  
(1) Perf. 10 17 stamps various values Second or Third setting, all variety (a), stamp design printed first.  
(2) Perf. 12 x 11½  
First setting  
Variety (a) 2 of 2d red-brown ad.  
(b) 1 of 1d red-brown ad.  
Second setting  
Variety (a) 2 of 1d mauve ad, 1 of 1s sepia ad.  
(b) 6 of 1d mauve ad, 1 of 2½d green ad.  
Third setting  
Variety (a) 1 of 2d purple ad.  
(b) 2 of 1d red ad, 1 each 1d, 2d purple ad, 1 of 1d yellow-brown ad, 2 of 1d pink ad.
- (B) Stamps with badly centred upright advertisements but with inverted watermark  
Perf. 10 Variety (b) 2 of 1d red ad, Second or Third setting.
- (C) Stamps with inverted advertisements and inverted watermark (variety (c))  
(1) Perf. 10 2 of 1d with badly misplaced green ad.  
(2) Perf. 12 x 11½  
Second setting 2 of 1d mauve ad, 1 each 2d, 4d, 1s with chocolate-brown ads, all misplaced.

*Third setting 2 of 1d and 5 of 2d reddish purple ad, ranging from well-centred to slightly off-centre.*

*In (A) all 17 stamps perf. 10 and 6 perf. 12 x 11½ are variety (a) — stamp design printed first. Fifteen stamps perf. 12 x 11½ are variety (b) — advertisement printed first.*

*In (B) both stamps are variety (b) — advertisement printed first.*

*In (C) all 14 stamps have bracketed inverted advertisements and inverted watermark and hence advertisements printed first.*

*My conclusion is that in most stamps with advertisements, the normal sequence was (1) printing the stamp design (2) printing the advertisements (3) gumming (4) perforating. The association of inverted advertisements with inverted watermark in variety (c) provides strong evidence, on grounds of probability, that the advertisements were printed first in these stamps.*

*Among stamps with badly misplaced advertisements, this reasoning applies also to variety (b), that is those stamps with watermark misplaced to the same extent as the advertisement.*

Ed. comments:

- (1) On the question of the existence of the variety stamp design printed on the gum, or not, I accept that there is no absolute evidence one way or the other, and until or unless an unused copy (with gum) turns up, the answer remains debatable.
- (2) On the question of whether stamp designs or adverts. were printed first, again there is no incontrovertible evidence either way, and we have to rely on interpretation of such clues as are available to us. I am not convinced that Ken has put forward any persuasive evidence that printing of the design first was the normal procedure. The three relevant components under consideration are the design, the advert. and the watermark, and their relationship to each other as regards registration. Obviously the aim, and the ideal, was to produce sheets with all three in register, and this was usually achieved. However, stamps are not uncommonly found with (i) watermark and design registered, advert. out of register (ii) watermark and advert. registered, design out of register; and significantly (iii) watermark, design and advert. all out of register with each other. It seems clear to me, therefore, that these anomalies are all natural variations inherent in the process of production, and in themselves do not point to any particular order of printing.
- (3) On the question of the varieties which were the main subject of my March Bulletin note, i.e. the so-called "inverted setting" advertisements, Ken and I agree that here there is strong and consistent circumstantial evidence suggesting that the adverts. were printed before the stamp designs. My conclusion that these varieties are in reality not "advert inverted", but "design inverted" seems therefore not to be in dispute. Moreover, since these varieties provide the **only** strong and consistent clues as to the order of printing, I see no reason to assume the normal order of printing was otherwise.

**New to us!** Extract from the N.Z. offers in a recent auction catalogue:

"1900 Pictorials, thick soft Privie paper, fine mint set ..... " The mind boggles!!

#### NEW ISSUES AND VARIETIES by Angela Nicholson

**1990 Health Issue** — This year's Health issue, released on 25 July, features two of New Zealand's great sporting heroes — athlete Jack Lovelock (40c + 5c) and rugby fullback George Nepia (80c + 5c). The stamps and accompanying miniature sheet were designed by Terry Crilley of Wellington. The miniature sheet contains two copies of each stamp. A First Day Cover containing the two stamps was also available.

The stamps were printed by the House of Questa in England, using the lithographic process. Sheets are comprised of 100 stamps in 10 rows of 10 and each stamp measures perf. 14½ x 13½. Sheets of both values have cream gum and the mesh of the paper is vertical.

A major semi-constant flaw has been noted on sheets of the 40c + 5c Jack Lovelock stamp. The flaw occurs in R3/8 and takes the form of a large red blot on the throat just below the chin. On the same stamp there is also a small red flaw on the left temple. It appears that these two flaws lasted for at least 300 sheets.

**Definitive Reprints** — Two new definitive reprints were issued in July:

**40c Brown Kiwi 6 Kiwi Reprint** — The 6 kiwi reprint of the 40c Brown Kiwi is on cream gummed paper and the stamps measure perf. 14½ x 14. The mesh of the paper is horizontal.

**30c Silvereye 2 Kiwi Reprint** — The 2 kiwi reprint of the 30c Silvereye is on blue gummed paper (the original printing and the 1 kiwi reprint have cream gum). Stamps measure perf. 14½ x 14 as usual and the mesh of the paper is horizontal.

**Booklet News** — Mr. Bruce Phillips of Christchurch recently reported a variation in the \$ 1.00 round Kiwi stamp which appears to have gone largely unnoticed. When the \$ 1.00 Kiwi booklet was released in October 1988 the stamps were on a cream paper with cream gum. Mr. Phillips reports that the \$ 1.00 Kiwi stamp also exists on a very white paper with bluish gum. Quality control packing slips indicate that this variation first appeared back in June 1989. We have now obtained a supply of this booklet and the variation in paper and gum colour is indeed very noticeable. Under U.V. light the variation is also striking — the cream gum booklet has a strong blue-white fluorescence whereas by comparison the blue gum booklet has a weak blue-white fluorescence. This difference is particularly noticeable on the gum side.

The variation in paper and gum colour does not necessarily indicate that a reprint has taken place. Stamps are usually printed on to large, pre-gummed paper rolls and it may be that both types of paper were used in the same print run.

## SCARCE POSTAL STATIONERY

All catalogue numbers quoted are taken from R.D. Samuel's New Zealand Postal Stationery Catalogue.

- |             |                                                                                                                                                                                                                                                                                                                                                                             |         |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| <b>1001</b> | <b>1900 Boer War Postcards.</b> Complete set of all 16 Boer War Postcards, on cream paper, unused (AA10b). Complete sets are seldom available. The set here offered has three cards somewhat less than fine, the remainder are fine to superb. Normal retail £450+, offered at .....                                                                                        | £300.00 |
| <b>1002</b> | <b>1902 Sargood, Son &amp; Ewen Postcard, (AW4a).</b> A rare card, this being only the third copy recorded. Dated NOV. 1906 and addressed to Scotland. The message indicates this example was sent by one postcard enthusiast to another. Despite this a fine example of a true rarity .....                                                                                | £250.00 |
| <b>1003</b> | <b>Q.V. 2d Envelope, Overprinted ONE PENNY (B4a).</b> The 2d Q.V. envelope was re-valued in 1902 due to a reduction in postage rates and the impending release of new Edward VII Stationery. This example is dated 7/4/03, has been registered at Dunedin North and is backstamped on arrival at Sydney on 14th April. A most attractive example of a scarce envelope ..... | £75.00  |

- 1004 1903 T.H. Hall & Co. Envelope (CW6a).** Lovely Private Stationery envelope with 1d Edward imprinted stamp (in red) and Hall's own company description (in brown). First issued in 1903, the earliest known date of use is June 1905. The superb copy here offered is dated Sept. 1905 ..... **£75.00**

### "FAITH IN AUSTRALIA" FLIGHT COVERS

All the following covers were carried on this famous aircraft during 1933/34, piloted by Charles Ulm.

- 1005 12 DEC 1933.** Illustrated Auckland—Invercargill cover, complete with cachet. Covers from this flight are quite common, but this example is an exception, being signed by pilot Ulm and Co-pilot Allan ..... **£30.00**
- 1006(a) 17 FEB 1934.** First Official Trans-Tasman Crossing. One of the official manilla covers produced for this flight, complete with the 7d Trans-Tasman stamp (V5a), Auckland relief datestamp, and special cachet. This example is better than most being posted on 13 JAN (second day of issue of the 7d stamp) and held at Auckland until the flight departure ..... **£35.00**
- (b) As above.** Blue air mail envelope carried on this flight — adhesives are a block of 4 of the 7d Trans-Tasman stamp (usual relief datestamp and cachet). Nice. .... **£110.00**
- (c) As above.** This Official manilla cover bears the V5a adhesive, relief datestamp, and cachet — and is signed by Ulm ..... **£62.50**
- 1007 11 April 1934.** Australia — N.Z. Trans-Tasman crossing. Six Australian envelopes, all carried on this flight, comprising blue and white examples of all three official illustrated envelopes (i.e. a complete set). All show the Australian cachet used for this flight ..... **£40.00**
- 1008 14 APR 1934.** N.Z. — Australia Trans-Tasman crossing (return leg of the previous flight). An example of the one official cover produced for this flight, complete with the April relief datestamp and April cachet — the cover was later returned to N.Z. by sea. Special offer at ..... **£10.00**
- 1009(a) 2 JULY 1934.** Trans-Tasman crossing. Cover specially produced for this flight, complete with relief datestamp and cachet, carried on the N.Z. — Australia stage ..... **£10.00**
- (b) As above.** Another example of this special cover, but signed by Co-pilot Allan. Unusual ..... **£20.00**
- (c) As above.** Cover carried on the N.Z. — Australia leg, then flown on the second stage of the flight to Papua New Guinea on 24th July. Many cachets and postmarks ..... **£12.50**
- (d) As above.** An illustrated airmail envelope, addressed to U.S.A., registered at Auckland, travelled to Sydney and Papua, then re-registered at Port Moresby and despatched to the States. Highly colourful, full of cachets/postmarks .. **£12.50**

## 1893—4 SECOND SIDEFACE ADVERTISEMENT STAMPS

A comprehensive listing of offers of these fascinating issues. Unless otherwise stated, all items are perf. 10, and used. (N.B. In their 1991 British Commonwealth catalogue, S.G. have followed the precedent set in their 1990 N.Z. 'Concise' in raising the status of Adson from a three-line footnote to full listings — this is certain to considerably increase interest among general Commonwealth collectors.)

|                                                                                                               |        |
|---------------------------------------------------------------------------------------------------------------|--------|
| <b>1010(a) 1d First Setting.</b> Copy with red-brown advert. ....                                             | £4.00  |
| <b>(b) As above,</b> but five different .....                                                                 | £17.50 |
| <b>(c) As above,</b> but copy with "Flag Brand" <b>block-type</b> advert (unique to the First Setting) .....  | £5.00  |
| <b>(d) As above.</b> Se-tenant pair .....                                                                     | £12.50 |
| <b>1011(a) 1d Second Setting.</b> Copy with green advert (scarce) .....                                       | £12.50 |
| <b>(b) As above,</b> but with blue advert. Even scarcer than the green, but not quite so fine .....           | £7.50  |
| <b>(c) As above.</b> Copy with 'Cadbury's' advert .....                                                       | £2.50  |
| <b>1012(a) 1d Second or Third Setting.</b> Red-brown or lilac advert, each .....                              | £2.00  |
| <b>(b) As above.</b> Five different .....                                                                     | £8.00  |
| <b>(c) As above.</b> Se-tenant pair .....                                                                     | £6.00  |
| <b>(d) As above,</b> but copy perf. 12 x 11½ .....                                                            | £5.00  |
| <b>(e) As above.</b> Pair with variety Watermark Reversed (DA2jW). Very scarce ..                             | £47.50 |
| <b>1013(a) 2d First Setting.</b> Copy with red advert .....                                                   | £4.00  |
| <b>(b) As above.</b> Five different .....                                                                     | £17.50 |
| <b>(c) As above.</b> Copy with "Crease's Coffee" <b>block type</b> advert (unique to the First Setting) ..... | £5.00  |
| <b>1014(a) 2d Second Setting.</b> Copy with deep brown advert .....                                           | £2.75  |
| <b>(b) As above.</b> Copy with 'Cadbury' advert .....                                                         | £2.75  |
| <b>1015(a) 2d Second or Third Setting.</b> Copy with advert in red-brown, lilac or purple, each .....         | £2.00  |
| <b>(b) As above.</b> Five different adverts .....                                                             | £8.00  |
| <b>(c) As above.</b> Copy perf. 12 x 11½ .....                                                                | £5.00  |
| <b>1016(a) 2½d Second Setting.</b> Copy with advert in green .....                                            | £5.00  |

|                                                                                                                                                                                                     |        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| (b) As above, but perf. 12 x 11½ (green advert) .....                                                                                                                                               | £10.00 |
| <b>1017(a) 2½d Second or Third Setting.</b> advert in purple-red .....                                                                                                                              | £4.00  |
| (b) As above, but five different adverts .....                                                                                                                                                      | £17.50 |
| (c) As above. Copy with variety Watermark Reversed (DA4eZ) .....                                                                                                                                    | £17.50 |
| <b>1018(a) 3d Second Setting.</b> Copy with brown advert .....                                                                                                                                      | £6.50  |
| (b) As above, but advert in sepia. Scarce .....                                                                                                                                                     | £15.00 |
| (c) As above. Another example with sepia advert, but perf. 12 x 11½, and rare thus. As a bonus, this copy shows part of the adjacent advert, making it as good as a pair for plating purposes ..... | £47.50 |
| <b>1019(a) 3d Third Setting.</b> Red or mauve adverts, each .....                                                                                                                                   | £5.50  |
| (b) As above. Five different adverts .....                                                                                                                                                          | £22.50 |

(to be concluded)

#### N. Z. COMMEMORATIVES (Contd.)

This month we start on the Queen Elizabeth issues — as usual all mint unless otherwise stated.

|                                                                                                                                                                                                                                                                                                            |        |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| <b>1031(a) 1953 Coronation (S59—S63).</b> Seven marginal blocks of 4, including 2d imprint and plate (1B), 3d plate, 4d imprint and plate (1B), 8d plate and 1/6d imprint/plate .....                                                                                                                      | £17.50 |
| (b) As above. 4d corner block of 8 including both imprint and plate (1B) marginal markings .....                                                                                                                                                                                                           | £5.00  |
| (c) As above. One of each value, sheet value blocks of 4. The set of 5 blocks ..                                                                                                                                                                                                                           | £12.50 |
| (d) As above. The scarce 2d "half-sheet" value block (10/- substituted for £1) Listed in our Catalogue .....                                                                                                                                                                                               | £17.50 |
| (e) As above. 3d top marginal pair, showing the Catalogued R1/16 variety (SV60a(a)) .....                                                                                                                                                                                                                  | £6.00  |
| (f) As above. Five used blocks of 4, one each value, all with first day cancels ..                                                                                                                                                                                                                         | £17.50 |
| (g) As above. All five stamps on an illustrated cover, carried on the Coronation flight which departed New Zealand (for the U.K.) on 2nd June 1953 .....                                                                                                                                                   | £5.00  |
| (h) As above. Qantas illustrated Coronation cover, addressed to Qantas offices in London, also carried on the 2/6/1953 Coronation flight (1/6d adhesive, S63a) ..                                                                                                                                          | £4.00  |
| (i) As above. Two album leaves, comprising "cut down" 2d (blue) and 4d (red) stamps, arranged in the form of a Union Jack and Q.E. photograph surround respectively. The previous owner obviously spent many hours composing this colourful and unusual introduction to a 1953 Coronation collection ..... | £10.00 |

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |        |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| <b>1032(a)</b> | <b>1953 Royal Visit, (S64a/65a).</b> One imprint/plate block of each value. Eight stamps .....                                                                                                                                                                                                                                                                                                                                                                                  | £4.00  |
| <b>(b)</b>     | <b>As above.</b> Three blocks of four of the 4d value, violet shades of pale, dull and deep. Unusual .....                                                                                                                                                                                                                                                                                                                                                                      | £7.50  |
| <b>(c)</b>     | <b>As above.</b> Two <b>used</b> blocks of 4, one of each value .....                                                                                                                                                                                                                                                                                                                                                                                                           | £3.00  |
| <b>(d)</b>     | <b>As above.</b> Three different illustrated F.D.C.'s all dated 9/12/1953 .....                                                                                                                                                                                                                                                                                                                                                                                                 | £6.00  |
| <b>(e)</b>     | <b>As above.</b> Another special cover (not included in the previous offer), this one pmk'd 23/12/1953, the day the Queen arrived in New Zealand .....                                                                                                                                                                                                                                                                                                                          | £2.00  |
| <b>1033</b>    | <b>1963 Royal Visit</b> (Not strictly in order, but an appropriate place to offer this set of covers). In 1963 the Queen and Duke of Edinburgh made another visit to New Zealand. This set of 5 covers (included are four different illustrated envelopes) cancelled with the Special Royal Visit handstamps used at Waitangi Treaty House (6/2/63), Auckland (7/2), Wellington (11/2), Dunedin (14/2) and Christchurch (16/2). A most attractive set (various adhesives) ..... | £20.00 |
| <b>1034(a)</b> | <b>1955 Stamp Centennial (S66-68).</b> Six multiples, include 2d imprint and plate (1A), 3d imprint and plate (1A) — all blocks of 4, and 4d imprint/plate (both 1A and 1B) blocks of 6.....                                                                                                                                                                                                                                                                                    | £12.50 |
| <b>(b)</b>     | <b>As above.</b> Corner block of twelve 2d's, showing plate (1A) and imprint markings .....                                                                                                                                                                                                                                                                                                                                                                                     | £4.50  |
| <b>(c)</b>     | <b>As above.</b> Sheet value blocks of 4, one each value .....                                                                                                                                                                                                                                                                                                                                                                                                                  | £5.00  |
| <b>(d)</b>     | <b>As above.</b> Used blocks of 4, one each value .....                                                                                                                                                                                                                                                                                                                                                                                                                         | £3.00  |
| <b>(e)</b>     | <b>As above.</b> Two matching illustrated covers, posted (i) on the opening day of the 1955 Auckland Stamp Exhibition (which incidentally was also first day of issue of the stamps), cancelled by the special day cancel and registered at the Exhibition (special exhibition rubber-stamped registration marking); and (ii) on the second day of the exhibition, cancelled with the standard exhibition cancellation .....                                                    | £10.00 |
| <b>1035(a)</b> | <b>1956 Southland (S69-71).</b> Six blocks of 4, comprising 2d imprint and plate (1A), 3d imprint and both plates (1A, 1B) and 8d plate (1-1) .....                                                                                                                                                                                                                                                                                                                             | £15.00 |
| <b>(b)</b>     | <b>As above.</b> 2d plate 1A and 3d plate 1B markings, both in corner blocks of 8 stamps, complete with printers imprint .....                                                                                                                                                                                                                                                                                                                                                  | £8.00  |
| <b>(c)</b>     | <b>As above.</b> Three sheet value blocks, one each value .....                                                                                                                                                                                                                                                                                                                                                                                                                 | £9.00  |
| <b>(d)</b>     | <b>As above.</b> 3d sheet value block of 4 with plate crack under the value marking (S70aY) .....                                                                                                                                                                                                                                                                                                                                                                               | £5.00  |
| <b>(e)</b>     | <b>As above.</b> Three <b>used</b> blocks of 4, one each value .....                                                                                                                                                                                                                                                                                                                                                                                                            | £5.00  |