

CAMPBELL

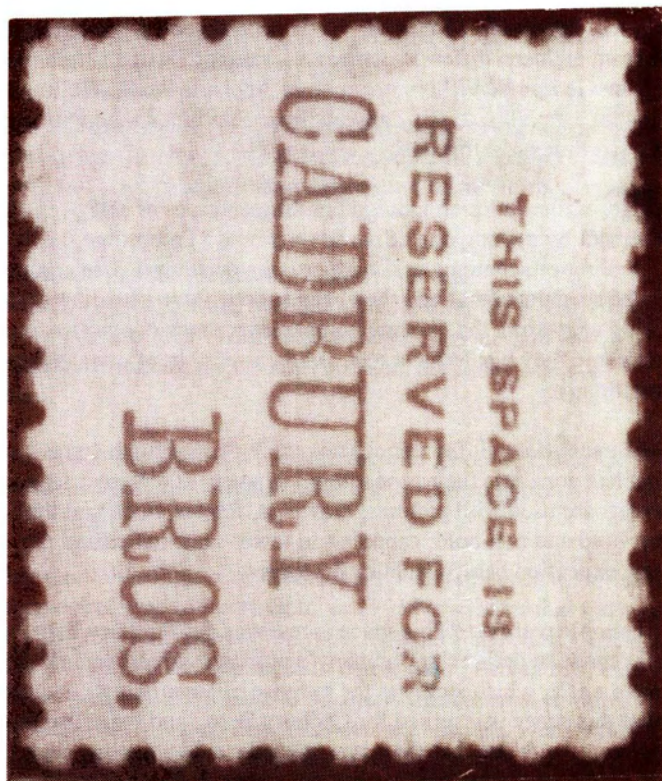


PATERSON

NEWSLETTER

FOR COLLECTORS OF NEW ZEALAND STAMPS

VOLUME 48 NUMBER 10, MAY 1997



Advertisement Stamps –
Did Cadbury's get the pip?

CP'S NEW ZEALAND STAMPS – WELCOME TO OUR TRADITION

CAMPBELL PATERSON LIMITED, PO BOX 5555, Auckland 1, New Zealand
Level Eight, General Buildings, Cnr O'Connell & Shortland Streets, Auckland 1
Telephone 64-9-379 3086, Facsimile 64-9-379 3087.



CADBURY'S ADVERTS – What's the true story? A speculation

by Andrew Dolphin

In 1893 the New Zealand Post Office entered into a contract with Henry Truebridge, William Miller, and George Reich, to print adverts on the back of the then current Second Sideface stamps, 1d to 1/-. Truebridge, Miller & Reich were responsible for obtaining the advertisements, forming up the possible 240 different positions into one pane and manufacturing the electrotype, for printing by the Government Printer, Wellington. Truebridge, Miller & Reich were successful in obtaining adverts from eighteen different companies, ranging from a single one advert from George W Wilton, chemist, of Adelaide Road, Wellington for chemical apparatus, to sixty adverts from Sunlight soap in numerous different wordings and formats.

Truebridge, Miller & Reich indulged in thirteen cases of self advertisement by making one of the adverts read "Truebridge, Miller & Reich, Wellington, contractors for advertising on stamps & telegrams". It might be speculated that had they been successful in obtaining further advertising copy from the existing companies, or new copy from a brand new company, they would have reduced their number of own adverts correspondingly.

With one exception, all the various adverts look as though some degree of design has gone into their production. Numerous different type faces and formats are used with pictures, drawings, frames, thick and thin lettering, bold and non-bold, capitals and lower case, italics and non-italic – the one exception being Cadbury Brothers.

This is a simple wording "This space is reserved for Cadbury Bros." No attempt is made to define the Company's products, advertise their wares, or to make a sale, which surely is the purpose of advertising. It simply states that this space is reserved for Cadbury Bros., and I surmise this wording would indicate that the space had been sold and copy was awaited. Now we know that Truebridge, Miller & Reich were in great haste to get these adverts printed and on the market and I wonder whether the promised copy from Cadbury Bros. did not eventuate. The deadline for printing fast approached and then passed and Truebridge, Miller & Reich said "It's too late for any copy, we will simply print 'Space is reserved for Cadbury Bros.'".

Further proof of this hypothesis, I believe, is the fact that at the first available change between the second and third settings in August 1893 the **only** advert to change was Cadbury's, when it was replaced by a series of (designed) Poneke adverts – beef extract, potted meats and table jelly.

Could it be that Cadbury Bros. were annoyed that their advert, irrespective of the fact that copy was late delivered (if indeed it was ever delivered), not being printed 'properly', and simply their booked spaces being stated as "reserved", insisted that their name was removed from the adverts on the stamps as soon as possible? Truebridge, Miller & Reich were thus fortunate to find another company, Poneke, who agreed to take twenty adverts, the same number as Cadbury Brothers had, with their own different adverts.

GOVERNMENT DEPARTMENT POST CARDS

From Ron Ingram

Since the last information on the Government Department Postcards was published in the CP Newsletter (March 1996) a further seven cards, some associated to previous recorded examples and some entirely unknown, have been located.

A Public Trust postcard from Auckland rather than Wellington, a New Zealand Railways H95 card, two examples of the P.O. 3 card 1934 & 1935, two military items and a School Dental Service card, all of which are different from those previously recorded, are now listed and illustrated.

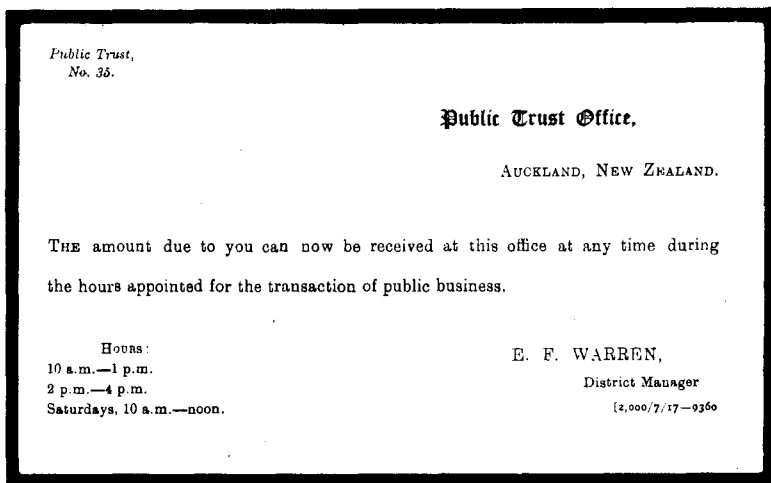
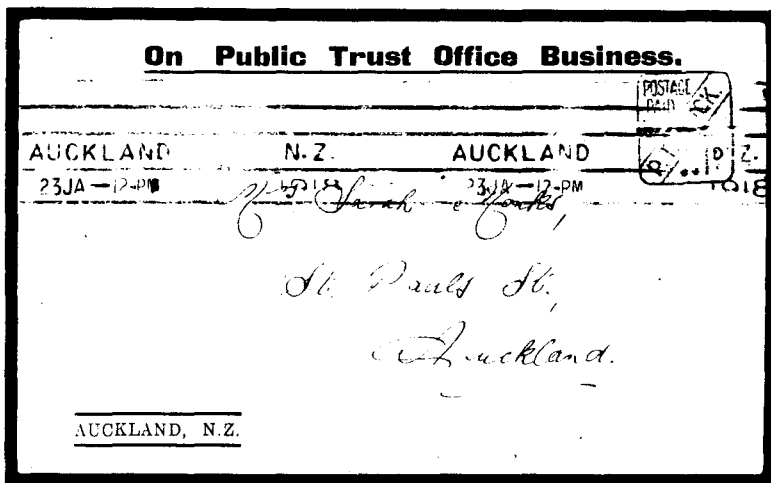
There have also been seven additional recordings of the Electoral postcards and a complete listing including these also appears.

A further On Public Trust Office Business postcard appears, but unlike the examples referred to in the October 1995 Newsletter that were issued from Wellington, this card is from the Auckland Public Trust. The card measures $3 \frac{5}{8} \times 5 \frac{1}{2}$ and is printed in black ink on a thick buff card. The form is numbered Public Trust No 35 and is from a small printing of 2000 made in July 1917. The postage has been paid using a Moss model C type 12 franking machine with the letters 'P.T. Auck.' Included in the die. The card has been cancelled at Auckland on the 23rd of January 1918.

The reverse of this card shows the name of a District Manager whereas the Wellington cards show the name of the Public Trustee. The Hours of Business are shown on this card but not on the Wellington postcards.

GOODS AND SERVICES TAX

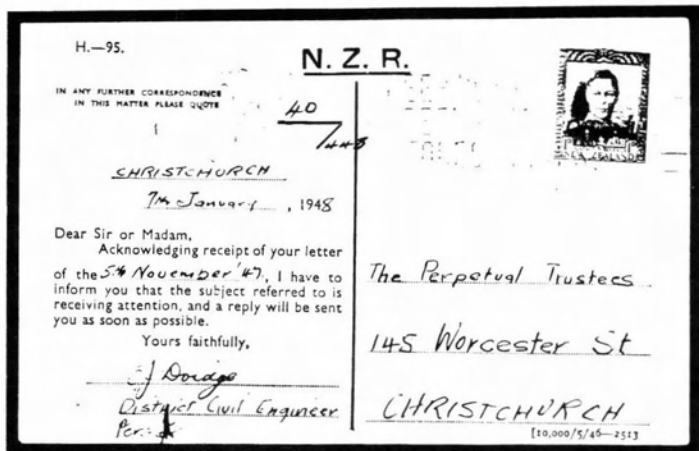
GST will be added to all prices listed in this Newsletter for local orders (12.5%). Overseas orders are "zero-rated" and do not pay GST.



Two earlier H-95 New Zealand Railway postcards were illustrated in the August 1994 issue of the Newsletter, one card being blank on the reverse and the other with a listing 'What the Railways do for the Public'. A further smaller H-95 card measuring 3 1/8" x 5" has an imprint of 10,000 cards made in May 1946. The postage on this card has been paid by the use of a 1d green George VI stamp overprinted Official and it is cancelled on the 7th January 1948 at Christchurch with a slogan 'Keep New Zealand Green Prevent Forest Fires'. The reverse is headed similar to the earlier card with 'What the Railways do for the Public-' but the list of items is reduced to 6 (previously 8) and the text is quite different.

"May I say, without being the least patronising, how helpful the staff of Campbell Paterson Ltd have been since I commenced correspondence some years ago".

(R.H., Scotland)



**What the Railways do
for the Public—**

- Provide easy, economical through-booking for passengers, parcels, and freight between North and South Island stations.
- Give special concessions in fares to families and parties.
- Offer complete, efficient, and economic service for house-to-house furniture removals from one town to another—including inter-island removals.
- Co-operate with other organizations in providing combined transport service.
- Issue special concession tickets for touring in New Zealand.
- Give constant attention to the principle of "Safety First."

Full Information at any Railway Office

It is interesting to note that the card acknowledges a letter from the Perpetual Trustees that was dated the 5th of November 1947 and the postcard acknowledging it is dated the 7th of January 1948, over two months later.

The purpose of the P.O. 3 card was to acknowledge receipt of a letter and to advise that the subject of it would receive immediate attention. A further similar card to the one recorded in the November 1995 Newsletter with a plain reverse is known with an imprint of 25,000 printed in April 1929.

"I was delighted to meet you whilst I was in Auckland – it is so much more pleasant when you can put faces to names".

(M.B., Worcs.)

Two further P.O. 3 postcards are now known which are larger than the two earlier examples being 3 5/8" x 5 1/2" rather than 3 1/4" x 5 1/4". Both have an Official Paid printed frank of type 17 (page 463 Vol. 3 Postage Stamps of N.Z.) with Official Paid in a double circle with the outer circle being heavier. The letters of 'Official Paid' are in a bolder type than the two P.O. 3 postcards mentioned earlier.

The first of these two cards bears an imprint of 30,000 March 1933 – 14569 and the reverse bears an advertisement with an illustration of a telephone plus a large paragraph of advertising matter. This card has been postmarked at Wellington on the 12th of November 1934.

P.O.]

IN ANY FURTHER CORRESPONDENCE
IN THIS MATTER PLEASE QUOTE
NUMBER HEREUNDER.

P.WN

47/14/1

CHIEF POST-OFFICE,
Wellington, C.1.,
12th November, 1934

Dear Sir or Madam—

I have to acknowledge the receipt of
your letter No. _____, of
the 7th inst., and to inform
you that the subject of it will receive
immediate attention.

Yours faithfully,
John A. Lee
Chief Postmaster.

(30,000/3/33—14569)

O.H.M.S.

WELLINGTON
12 NOV 34
N.Z.

OFFICIAL
PAID.

The District Manager,
The Perpetual Trustees,
P.O.Box 1121,
CHRISTCHURCH

I AM THE TELEPHONE . . .

DAY and night I am your tireless servant. . . There is no appeal about my ring, which you or brother—or it may be a welcome invitation from friends in another suburb. . . I arrange your outings to suit the weather; I ponder to your sudden whimpering for a doctor in a minute or two. . . I do the round of the shops for you—all your up-to-date wardrobe needs are met. . . I am the one who can make a dinner party or a surprise party—no matter how many guests would be a domestic tragedy. . . I am a necessity even in times of adversity. . . No other service gives you so much for so small an expenditure.

**I AM THE TELEPHONE,
your servant, your friend—
USE ME!**

The second postcard is similar to the previous example except that although they appear to have been printed from the same type there is no imprint on the address side. This postcard has been cancelled at Christchurch on the 9th of April 1935 with the boxed slogan 'Show Postal District Indicator when addressing Christchurch letters'. This slogan was introduced on the 1st of March 1935. The oval M.O.S.B. Christchurch Accountant rubber date stamp has been impressed in red ink.

P.O. 3.]

O.H.M.S.

IN ANY FURTHER CORRESPONDENCE
IN THIS MATTER PLEASE QUOTE
NUMBER HEREUNDER.

7.

CHIEF POST-OFFICE,
Christchurch, C.I.

9th April, 1935

Dear Sir or Madam,—

I have to acknowledge the receipt of
your letter No. _____ of
the 6th instant, and to inform
you that the subject of it will receive
immediate attention.

Yours faithfully,
[Signature]
Chief Postmaster.

W POSTAL
INDICATOR
ADDRESSING
CHRISTCHURCH LETTERS

OFFICIAL
PAID.

APR 9 1935

The District Manager,
The Perpetual Trustees,
P.O. Box 1121,
CHRISTCHURCH, C.I.

IT'S
SO
EASY

WITH A TELEPHONE

IN
YOUR
HOME

To have a chat with a friend:
To keep in touch with the family:
To book seats at the theatre:
To arrange a party:
To invite a fourth to bridge:
To make your appointments:
To send birthday, anniversary, and
wedding greetings: and
To transmit to others your own
thoughts and desires.

MAKE LIFE EASIER
Take a Telephone into your Home

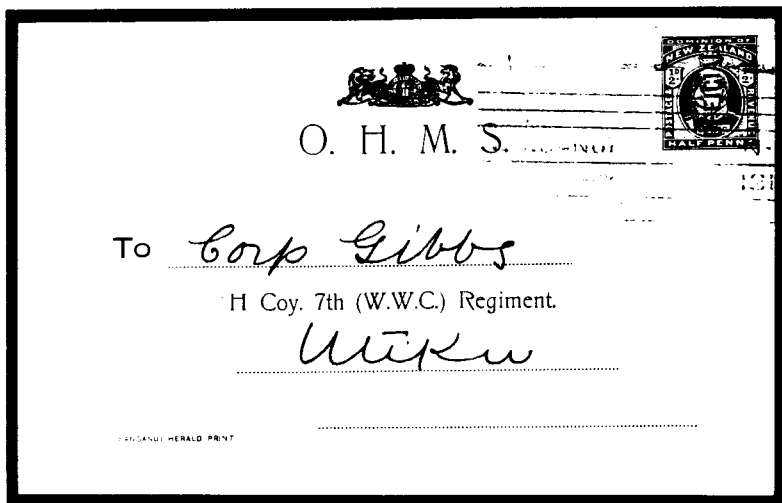


GOODS AND SERVICES TAX

GST will be added to all prices listed in this Newsletter for local orders (12.5%). Overseas orders are "zero-rated" and do not pay GST.

The advertising on the reverse of this card is entirely different to that of the previous card. The Perpetual Trustees receiving rubber stamp is impressed in purple on this side of the postcard.

This 'Notice to Attend Annual Training' postcard has been printed on a buff card in black ink. It measures 3½" x 5 5/8" and the postage has been paid by the use of a ½d Edward stamp overprinted Official. It is postmarked at Wanganui on March 6th 1913. The card advises the addressee to attend a camp at Oringi which was a territorial Military Camp. Oringi is 10km south West of Dannevirke. The card has been sent by the 'H' Company of the 7th (W.W.C.) Regiment. The W.W.C. is an abbreviation for Wellington, West Coast. On the lower left front of this card is a Wanganui Herald Print imprint, but without a printing quantity. As the card was prepared for a training camp of only 9 days duration there would have been only a few hundred prepared. It is recorded in N.Z. Post Offices by R.M.Startup that the Oringi Military Camp post mark was used for two periods, being 14th April 1913 to 26th April 1913 and 5th May 1913 and the 17th May 1913. This would indicate that the postmark was in use 4 days before the earlier training camp commenced. Note the printing error on the lower left-hand corner of the reverse of this card.



TRY OUR MONTHLY BUDGET PROGRAMME –
ASK FOR DETAILS, NO OBLIGATION – AND A
BLANKET DISCOUNT TO BOOT!

7TH (W.W.C.) REGIMENT.

NOTICE TO ATTEND ANNUAL TRAINING.

You are hereby ordered to attend Annual Training in Camp at ORINGI from 18th to 20th April, 1913 (inclusive).

TRAIN.—Train arrangements will be notified you later.

DRESS.—Marching order, i.e., khaki, felt hats, trousers and puttees, Mills Web equipment with haversack and water-bottle, great coats, rifle, bayonet, and black boots.

Caps will not be taken, and no plain clothes will be allowed in camp.

KIT.—All ranks should take to camp, blankets, complete change of under-clothes, knife, fork, spoon, tin plate, pannikin, stout boots, soap, towel, brushes (hair, tooth, and boot). Those having bed tickings should take same which can be filled with straw which will be provided. Each man is to take his Record book to camp.

Food should be taken in haversack for train journey on day of proceeding to camp.

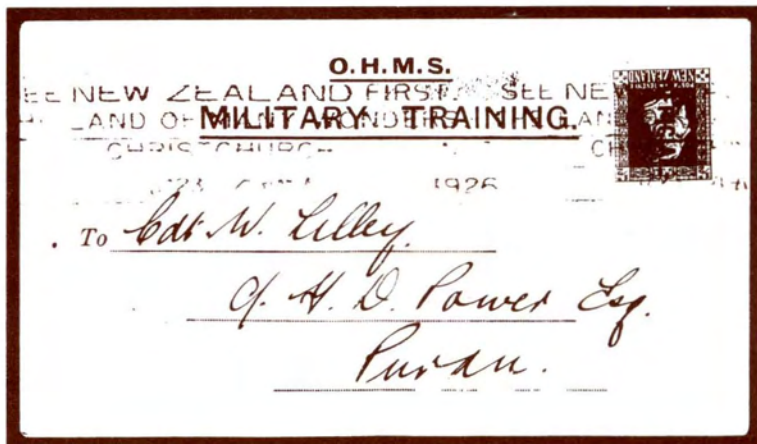
ABSENCE.—No excuse will be taken for absence unless supported by a Medical Certificate, or by leave granted by the Commanding Officer (on special forms obtainable from the undersigned) and absentees will be prosecuted according to law.

Application for leave from camp must be made before 15th March, 1913.

Wanganui,
25th Wanganui, 1913.

JAS. A. CAMERON, Lieut.
Commanding "H" Company.

This O.H.M.S. Military training postcard is printed in black ink on a light buff card and measures 3 1/8" x 5 3/8". The card is numbered – Army Form N.Z. 19. The postage has been paid by the use of a 1/2d Green George V Surface stamp overprinted Official. This is on Cowan paper perforated 14x15. The stamp shows the blurring that occurred in the top two rows of a worn plate. The card has been cancelled on the 23rd of January 1926 with a continuous slogan 'See New Zealand First – the Land of Many wonders'. This slogan which was part of the 1925 Tourist series was used in Christchurch from the 26th March 1925 until the 27th of May 1926.



'Major, Staff Officer, I/C (In Command) Regimental District No 10' is rubber stamped in purple on the reverse of the postcard.

The purpose of the card was to inform a trainee that he had been temporarily transferred to a Non-Effective list. The non-effective list was a list of soldiers, etc. who were not available for active service.

(to be continued)

Several popular listings in which we identify "hard-to-get" items and offer them in a range of condition and in different forms, often at heavily discounted prices. Don't miss this chance!

- 214 (a) **OD18a 1967 Pictorials, \$2 Pohutu Geyser, Magenta.**
 Unhinged mint single (Cat. \$35) \$ 27.50
OR very lightly hinged \$ 15
OR UHM block of four \$ 115
OR very fine used \$ 35
OR plate block of ten (Cat. \$500) \$ 395
- 215 (a) **OD18b \$2 Pohutu Geyser ditto, multicolour.** Perfect
 unhinged mint single (Cat. \$85) \$ 65
OR very lightly hinged \$ 50
OR plate block 1A1A1A (Cat. \$1250) \$ 925
OR very fine used \$ 75
- 216 (a) **C3a First Sidefaces, 3d Deep Brown, perf 12½.** Superb
 example (wide right-hand margin, otherwise perfect
 centring). (Cat. \$400), UHM \$ 375
OR superb example with single black line Presentation
 cancellation \$ 300
OR "Specimen" cancellation in sans serif (diagonal) \$ 295
OR in brilliantly centred, lightly hinged mint condition \$ 225
OR similar LHM, copy with horizontal crinkles and sheet
 bends \$ 125
OR spectacular pair, beautifully centred "UNUSED" (gum
 removed). \$ 150
OR single in similar condition, well centred, attractive \$ 50
OR superb light marking, clear face, brilliant (used) \$ 140
OR used pair of the period \$ 250
OR marking a little heavier (quite acceptable in this issue),
 good centring, desirable \$ 95
OR not-so-fine example with heavier postmark and faults \$ 25
- (b) **C3b 3d Brown First Sideface, perf 10x12½.** Glorious used
 example of scarcer issue \$ 135
OR example in exquisite condition – one of the best used
 we've seen. Light duplex cancellation \$ 150
OR commercially used (marking of the period) \$ 105
OR C3b(Y) irregular compound perforation, beautiful
 copy with light marking, good centring (Cat. \$175) \$ 155

INTRODUCE A FRIEND TO
 THE CP CATALOGUE THIS YEAR -
 AND YOUR NEXT REVISION IS FREE!

MORE NEW ZEALAND CHALONS

The breaking up of the current magnificent accumulation continues.

- 1012 (a) **A1e(2) (SG33) 1d imperforate Davies Print, Large Star wmk, Orange-vermilion.** Four-marginal unused copy, good colour, minor grease spot at top margin (seen from the back). Cat. \$1000 \$ 325
- (b) **A1e(2) (SG33) 1d ditto in a deep shade of Orange-vermilion.** Light obliterator number 7 slightly over face. Four margins, except close touching top side at right. Lovely item. \$ 125
- 1013 (a) **A1j (SG97) 1d Carmine-vermilion, imperforate wmk "NZ".** Lovely four-marginal copy, if close left and right. Rather dry print – wonderful item, unused. Cat. \$2350 \$1555



1012(b)



1013(a)



1014(a)

**HOW TO COMMUNICATE WITH
CAMPBELL PATERSON LTD
AUCKLAND**

By fax: (+64) 09 3793087

By Phone: (+64) 09 3793086

Or: Toll free from the UK: 0500 893 975

Or: Toll free from the USA: 1800 434 8185

OR: by email: service@cpnzstamps.co.nz

WE ARE ALWAYS GLAD TO HEAR FROM YOU.



1014(b)



1015(a)



1016(a)

- 1014 (a) **A1m (SG110) 1d Carmine-vermilion, perf 12½ Star wmk.** Super-looking single, centred fractionally high. Excellent. \$ 225
- (b) **A1m(3) (SG111) 1d Orange-vermilion ditto.** Fine used unlisted variety, imperforate between vertical pair. One horizontal row of perforations has been omitted. Outstanding and almost certainly unique. \$2755
- We will obtain a certificate for the above item on behalf of the fortunate purchaser.*
- 1015 (a) **A1p(Z) and A1p(W) (SG128a) 1d Reddish-brown.** Superb horizontal pair with light marking which leaves the faces clear. The top side has been reperforated 10 giving two stamps irregular compound perf 10x12½x12½x12½. As an additional intriguing variety the vertical perforations between are double gauging 12½. An amazing pair demonstrating the two major varieties that exist in this issue. \$1775
- (b) **A1p(1) (SG128) 1d perf 10x12½ ditto.** Remarkable variety with rather smudgy mark over face but which demonstrates an unlisted variety "no apparent watermark". Extraordinary \$275



1020(c)



1019(a)



1020(a)



1020(d)

- 1016 (a) **A2d(5) (SG37) 2d imperforate, star watermark, in the true Ultramarine shade.** Unused. This copy is an example of the most striking Ultramarine shade which exists in this issue. Three margins and marginal faults at the top.
Catalogued at \$3500 \$ 295
- 1017 (a) **A2s(W) (SG133a) 2d Pale Orange, major retouching.**
Nice strip of three; central stamp very fine, other two slightly more smudgy markings. Useful piece \$ 150
- 1018 (a) **A2t (SG138) 2d Vermilion, perf 12½ unwatermarked.**
Nice strip of three with obliterator No. 6 (three strikes). One stamp pin holes \$ 200
- 1019 (a) **A3d(2) (SG117) 3d perf 12½ Lilac, Star wmk.**
Magnificent unused copy of near perfect centring. \$ 250
- (b) **OR as above in Pale Lilac, fully intact, centred high and right** \$ 225
- (c) **OR as above in Deep Lilac, well centred item** \$ 250
- (d) **OR 3d as above, Slate-lilac in well centred copy** \$ 225
- (e) **OR as above, Bluish-lilac, most striking shade, perfect centring** \$ 300

- 1020 (a) **A4a (SG119) 4d Rose, perf 12½, Star wmk.** Lovely unused example – centred high but brilliant deep colour and perfect print. Most impressive example \$3925
- (b) **OR another example of similar description**, this time horizontal crease allows the price. Wonderful appearance. \$1850
- (c) **A4a 4d ditto.** Vertical pair, fine used. Nice pale colour and entirely authentic pair, perfs slightly clipped at bottom left. Very fine exhibition item. \$1225
- (d) **OR 4d ditto**, superb used example, marking well off the face, centred slightly right. \$725
- (e) **OR 4d ditto**, as above, this time in very deep shade. \$750
- (f) **OR 4d ditto**, very nice used, with manuscript cancellation, well centred. \$795
- (g) **OR 4d ditto**, beautiful well centred copy of deep bright colour, Wellington duplex cancellation (neat) \$750
- (h) **OR 4d ditto**, another lovely copy, this time lighter obliterator strike slightly over face. \$675
(to be continued)

KING GEORGE V ENGRAVED (cont'd)

- 96 (a) **K8a perf 14x13¼**
 Deep Carmine (2LH 2UHM) \$100
OR Plate 23 in UHM block \$675
OR fine set in lightly hinged of the above seven shades. \$275
 Superb opportunity
OR very fine used, the same seven shades (Cat. \$60) \$50
OR very fine used block in Rose (superb c.d.s. of the period dated 1927) \$175
OR lovely set of commercially used blocks of the period, Carmine Pink, Dull Carmine \$50
- (b) **K8b perf 14x14¼.** Carmine, Carmine Pink and Pale Carmine in fine unhinged mint \$85
OR the same shades in lightly hinged \$60
OR used, Deep Carmine, Carmine, Carmine Pink, Pink and Pale Carmine, the five magnificent shades in superb commercially used of the period \$35
OR nice set of blocks, Carmine, Deep Carmine, Carmine Pink and pink \$125
- (c) **K8c 2-perf pairs**, the pair Carmine and Carmine Pink, both very very lightly hinged \$300
- | | |
|---|-------|
| K8c used. Magnificent pair with light c.d.s. of the period (dated 1917). Carmine | \$200 |
|---|-------|
- (d) **K8d sideways wmk.** Perf 14 line (Pictorial paper), UHM in superb block of four \$100
OR single \$25
 Block of four, 2LH 2UHM, two stamps no wmk \$300
OR pair similar \$135
 Fine commercially used example \$50

7½d DEEP RED BROWN		
97	(a)	K9a perf 14x13¼ , UHM block of four \$ 140
		OR single \$ 35
		OR Plate 24 in UHM block \$ 400
		Fine commercially used example \$ 25
		OR magnificent block of four with light c.d.s. of the period \$ 160
	(b)	K9b, perf 14x14¼ . UHM block of four \$ 150
		OR single UHM (Cat. \$50) \$ 35
		Fair commercially used example \$ 75
	(c)	K9c vertical pairs , two-perf se-tenant, UHM pair \$ 125
8d INDIGO BLUE		
98	(a)	K10a, perf 14x13¼ . UHM block of four \$ 145
		OR single \$ 30
		OR magnificent UHM block of Plate 39 \$ 450
		Fine commercially used example \$ 40
		OR very fine block of four with c.d.s. of the period \$ 325
	(b)	K10b, perf 14x14¼ . UHM block of four (Cat. \$150) \$ 100
		OR fine UHM single \$ 25
		Very fine used single \$ 75
	(c)	K10c two-perf pairs se-tenant, UHM pair \$ 75
		OR block of four \$ 150
8d RED BROWN		
99	(a)	K10d, perf 14x13¼ . UHM \$ 65
		OR 2LH 2UH block of four \$ 250
		OR Plate 39 in LHM block Red-Brown \$ 575
		Red-Chocolate \$ 575
		Superb used single \$ 5
		OR magnificent block of four with c.d.s., commercially used \$ 25
9d SAGE GREEN		
100	(a)	K11a, perf 14x13¼ . Nice set in UHM, Sage Green, Pale Sage Green, Yellow Olive \$ 175
		UHM block of four, Sage Green \$ 250
		OR brilliant 2LH 2UH block of four in Yellow Olive \$ 250
		OR UHM block Yellow-olive \$ 300
		OR Plate 25 in UHM block, Sage \$ 650
		OR used Sage Green, Pale Sage Green and Yellow-Olive, very fine commercially used \$ 30
		Block of four in Sage Green, good commercially used \$ 15
		OR Yellow Olive, good commercially used, very scarce \$ 20
	(b)	K11b, perf 14x14¼ . Sage Green UHM \$ 80
		OR fine used \$ 12.50
	(c)	K11c two-perf se-tenant pairs , very lightly hinged \$ 100

(to be continued)

BOOK REVIEW

By Andrew Dolphin

"New Zealand Antarctic Postal History to 1941", by Robert J Duns.
Published by The Philatelic Foundation, Christchurch (Inc), P O Box 1129, Christchurch, email: steve@philatelic.org.nz (no marked price).

This book is an exhaustive study of the postal history of the Antarctic expeditions associated with New Zealand 1901-1941. It primarily focuses on those British expeditions led by Scott and Shackleton. Mention is also made of those later expeditions from Japan, Australia and the USA. For the Scott and Shackleton British Antarctic Expeditions of 1901-1913, meticulous details are recorded of all known mentions of postal matters, the mails, the issued stamps and other philatelic aspects of the expeditions, etc. The mass of accumulated detail is quite astonishing and the book is copiously illustrated with pictures of covers and franks, postcards, etc.

Many picture postcards were issued for the expeditions in both Britain and New Zealand and these are all illustrated. One particular one springs to mind – it is designed and printed in the UK depicting that well-known denizen of Antarctica, a polar bear!

Both Scott and Shackleton signed on as temporary postmasters of Antarctica and there is a photocopy of the statutory declaration signed by R F Scott in 1910. This is of particular interest to myself, personally, as it is remarkably similar to one I signed in 1983 when I signed on as temporary postmaster of British Antarctic Territory for my five years in Antarctica as B.A.T. Postal & Philatelic Officer, 1983-1988. Although somewhat modernised, the wording used on the form in 1983 in the Falkland Islands is recognisably derived from this earlier form depicted.

Subsequent to Shackleton signing on as a Deputy Postmaster, he received a letter from a member of the public reminding him that being a public official he was bound to supply stamps on demand. To this, Shackleton dryly replied that 'if the writer made his demands over the counter of the King Edward VII Land Post Office, his requirements would doubtless be satisfied'!!

This is a long overdue book and can be thoroughly recommended to any student of New Zealand Antarctic postal history, or indeed to anyone with an Antarctic interest.

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 Published by CAMPBELL PATERSON LTD, Auckland New Zealand. Subscriptions NZ\$40.00. ISSN 1172-0166
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