



THE KIWI

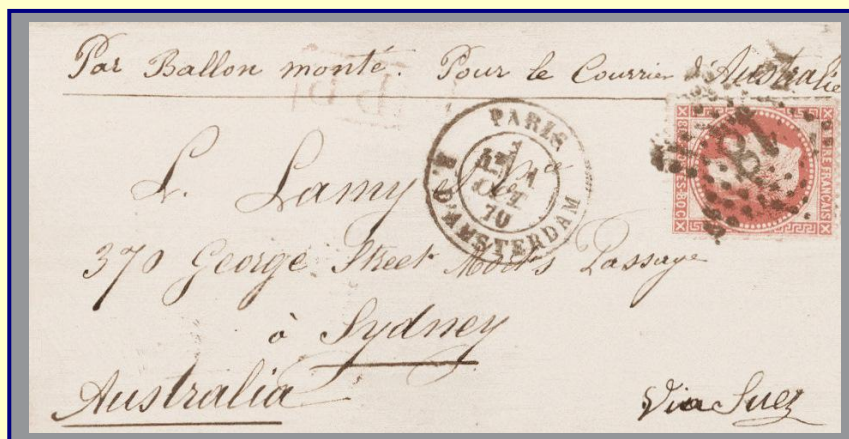
JOURNAL OF THE NEW ZEALAND SOCIETY OF GREAT BRITAIN



Advertising Covers - 1907 cover for Crease's 'Al Coffee' and 'Olde English Plum Pudding'



Superb material for the discerning



The above cover was an example of the world's first airmail and is the only known Paris ballon post cover addressed to Australasia. In 2009 Mowbrays Australia sold this 1870 Siege of Paris ballon monté cover for NZ \$238,625 – then a record Australasian price for a philatelic item.



The above 13 August 1855 cover from Auckland to Birmingham, England, bears a pair of New Zealand's very first 1d full-face queen stamps. Only three covers bearing 1d SG1 FFQs are known – this being the earliest recorded date. It was acquired in 2009 by John Mowbray for a client for NZ \$138,000.

Mowbray Collectables buys and sells collections, stamps and postal history. What can you offer? Contact our friendly staff in the first instance.

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*The Society is affiliated to: The Association of British Philatelic Societies
the New Zealand Philatelic Federation
and the Association of Scottish Philatelic Societies.*



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EDITORIAL

Enclosed with this issue of *The Kiwi* is a flyer for Professor Derek Diamond's long awaited new book, '*The 1898 Pictorial Issue of New Zealand*'. Published by The New Zealand Society of Great Britain as part of our Special Publications programme this is a book you should consider adding to your philatelic library even if you don't collect this period.

Taking advantage of the flyer (which pushes us into the next postage bracket) this issue is bigger than the usual 24 pages which allows for a lengthy article from John Watts on the 1893 Advertising Telegraph Forms alongside other interesting items.

Finally, apologies if your journal arrived a little later than usual this month. I have moved to new software to produce *The Kiwi*, there is a steep learning curve and I am still struggling at the bottom. We have also taken the opportunity to move to a new printer (who we know produces journals for other Societies). This should give the Society some cost savings without any loss in quality. As always I would appreciate feedback on style and comment and, it goes without saying, items (small or large) for inclusion in future issues.



THE KIWI - ADVERTISERS IN THIS ISSUE

ADVERTISER	PAGE
Mowbray Collectables	Inside Front Cover
John & Jan Fitzpatrick	79
Steven Zirinsky	79
Ashford Stamps Ltd.	81

ADVERTISER	PAGE
Robert P. Odenweller	81
Classic Stamps Ltd.	Inside Back Cover
Auckland City Stamps	Back Cover

"Please Support Our Advertisers"

THE KIWI - CURRENT ADVERTISING RATES

	Full (single insertion)	Full (3 or more consecutive)	Half (single insertion)	Half (3 or more consecutive)	Quarter (single insertion)	Quarter (3 or more consecutive)
Colour	£90	£75	£75	£60	£50	£40
B&W	£75	£60	£60	£45	£40	£35

NZSGB - CURRENT SUBSCRIPTION RATES

Membership rates are £20 (within the UK) and £25 (overseas). Payment can be made by various means including PayPal ('gift' option). Details from Derek Diamond (drdiamond@mac.com) or via the web-site.

PUBLICATIONS AVAILABLE

SP3	<i>The Kiwi</i> , Volume 1-50. Full Text on CD.	£10 incl. P&P
SP5	Index to <i>The Kiwi</i> , Volume 1-60. Published on CD only.	£ 5 incl. P&P
SP6	Gems of Australasian Philately	£10 incl. P&P

SOCIETY NEWS

MEMBERSHIP NEWS

New Members:

A warm welcome to:

K. Leonard, London.

E. W. Nairn, Rutherglen, Scotland.

Deceased:

D. S. Hague, Hertfordshire.

J. Henderson, London.



COMPETITIVE AWARDS TO MEMBERS

Canberra Stamp Show, 14-16 March 2014 (National)

Congratulations to **Len Jury** who was successful with his entry **Auckland Industrial, Agricultural & Mining Exhibition, 1913-14**, which was awarded **Large Vermeil** (84)

HONOUR FOR A MEMBER

Congratulations to New Zealand member **Paul Wales** who has been made a Fellow of the Royal Philatelic Society of New Zealand (FRPSNZ)



THE NEW ZEALAND SOCIETY OF GREAT BRITAIN
GLASGOW
3rd - 5th October 2014



Guest Speaker:- **David Beech**, former curator of Philatelic Collections at the British Library.

More details of the programme of events will be published in forthcoming issues of *The Kiwi*.

Book your accommodation **NOW** - details on the flyer sent in January, or see the web site.



LONDON 2015 EUROPHILEX will be held at the Business Design Centre, Islington from 13th - 16th May 2015. There will be a meeting of the Society on the Saturday.

FORTHCOMING MEETINGS

NEXT MEETING OF THE SOCIETY

The next meeting of the Society will be held on Saturday May 31st 2014
at the **Union Jack Club**, Sandell Street, London, SE1 8UJ

11:00 - Items of interest and new acquisitions (All Members)

14:00 - 'STAMPEX' REVISITED (Michael Wilkinson)

The afternoon session will be an opportunity to review some of the exhibits entered for 'Stampex' 2012 and to share ideas on competitive exhibiting. Why enter competitions? Thoughts on planning and preparing an exhibit, judges comments and how to develop exhibits afterwards.

If competitive exhibiting is not for you then just enjoy some of the fantastic material on show.

NORTH OF ENGLAND REGIONAL GROUP

The next meeting of the North of England Group will be held on Saturday **May 17th 2014** at St. Luke's Church, Lodge Road, Orrell starting at 12:30. Members are invited to bring along anything of interest but, for this meeting, **stamps only**.

Group Contact: - Jack Lindley ☎ 0161 705 1074

SCOTTISH REGIONAL GROUP

The next meeting of the Scottish Group will be held on Saturday **May 24th 2014**, starting 12:30, and will be hosted by Ken Andison, Glasgow. For further details contact Michael Kirwan.

Group Contact: - Michael Kirwan ☎ 0131 447 3420

MIDLAND REGIONAL GROUP

The next meeting of the Midland Group will be held on Saturday **November 1st 2014** at the usual venue, St Anne's Church Hall (behind the Church) Parkhill, Moseley, Birmingham B13 8EU starting at 14:00. Will members please bring along some items of interest or a mini display.

Group Contact: - Ian Samuel ☎ 0121 449 0849



THE NEW ZEALAND SOCIETY OF GREAT BRITAIN
GLASGOW
3rd - 5th October 2014



MEETINGS HELD

NOTES OF THE MEETING HELD, IN LONDON, MARCH 29th 2014

The subject for the morning session, led by **Mike O’Keeffe**, was **Customised Advertising Labels (CALs)**.

Mike explained that NZ Post, keen for new sources of revenue in the face of competition from private postal operators, had launched what they called “Personalised Postage” in 2004 with the aim of attracting advertisers prepared to pay a premium for ‘labels’ promoting their products or events. In April 2004 the premium was 100% over the standard postage rate of 45c. The advertisers could use the labels on their own post or, for example in the case of philatelic events, sell them at a further premium to collectors. The labels were supposed to be used only on inland mail, but little attempt appears to have been made to stop their use on overseas mail, either in multiples or alongside ‘regular’ stamps.



Figure 1: The 40c Wellington Festival CAL, issued in February 2004, used later that year on commercial mail.

Mike noted that in 2007, to meet demand from collectors, NZ Post began to issue annual packs of CALs. At first these contained examples of whatever NZ Post had available, so the labels were as originally printed but there was no guarantee that all issues were included. Later NZ Post began to reprint CALs, in sheetlets, specifically for the annual pack ensuring all issues were provided. The 2009 pack however did not contain the contentious issue supporting Tibet. Derek Diamond commented that the CAL could be seen as the latest example in a progression whereby advertising was first on the envelope or a label, then on the back of the stamp (e.g. Adsons), and now on the front!

Mike’s display, supplemented by material from **Bernard Atkinson** and **Paul Wreglesworth**, illustrated the wide range of CALs issued to date. Notable items included: an example of the first CAL, showing a kiwi, to promote the Wellington Arts Festival (Figure 1). Self-adhesive and gummed CALs of the same design, CALs used to support philatelic exhibitions and CALs in booklets were displayed together with a range of CALs for which it was not immediately clear what products or events were being promoting. Postal usage both within New Zealand and overseas was well covered together with a large cover produced by NZ Post bearing all CALs issued in a year, all postmarked December 31st.

Frank Monaghan and **Lorraine Maguire**, taking a broader view of the subject, displayed earlier material that was undoubtedly customised, sought to advertise, and was in the form of labels. This included the 8 labels promoting the 1906 Christchurch Exhibition, including the one available only to purchasers of 2/- raffle tickets (the prizes being paintings by NZ artists) and the posthumous one honouring Prime Minister Richard Seddon as instigator of the Exhibition and New Zealand’s transition from Colony to Dominion in 1907. Also displayed were labels promoting tourism, awareness of tuberculosis, and the 1940 Centennial Exhibition.

John Stimson opened the afternoon session on the topic of **Advertising Covers** with a display focussed on covers from the 1880s to early 1900s and began with examples of hotel stationery. Many businesses with branch offices around New Zealand used advertising envelopes to promote both themselves and their goods. John showed a range which included products, such as tea (Figure 2), and trades and businesses including insurance companies, friendly societies, ironmongers, agricultural machinery, nurseries, and florists.

John explained that, through online resources such as ‘*Papers Past*’, he had been able to research the historical background of both senders and recipients of many of his covers, as well as the businesses that advertised their wares.

John noted an interesting element to covers advertising the 'West Coast Railway Store', proprietor John Hoglund. These covers had been sent to the Union Bank of Australia and had a bank clerk's notation on the front of the envelope together with a ledger number, Hoglund's name and a sum deposited.

John finished his display with some Post Office Telegraph forms that carried adverts for businesses that also appeared on the underside of the Second Sideface issue. - see page 67 for more on the Telegraph Forms, from John Watts.



Figure 2: An 1894 cover advertising 'Morton's Peerless Tea.'



Figure 3: A prescription envelope (prescription inside) for Geo. Bonnington Ltd., Chemists and Druggists, Corner High & Cashel Streets, Christchurch.

Staying on the theme of companies that had advertised on the Second Sideface stamps Paul Wreglesworth showed covers from T. H. Hall (importers of Fry's cocoa), Geo. Wilton (importers of chemical apparatus), Cadbury Brothers and E.H. Crease (A1 Coffee) - see front cover.

Paul also showed an illustrated prescription envelope for George Bonnington (Figure 3), Chemists and Druggists, which Lorraine Maguire pointed out still contained the prescription!

Bernard Atkinson and Lorraine Maguire added further covers which complimented the subject of the day.

John closed the meeting thanking all for their contribution to what had been a fascinating topic with a wealth of interesting items on show.

NOTES OF THE MIDLAND GROUP MEETING, HELD ON NOVEMBER 2nd 2013

Ian Samuel showed 1975 Rose definitives highlighting the variety of perforations and plate number identification methods used by the printers, Harrisons, on one contract - with no obvious consistency.

Richard Gillam displayed early postcards of Patterson Inlet on Stewart Island, Bluff railway station and covers from Auckland Island, Campbell Island and Sunday Island (now Raoul) of the Kermadec group. Richard then showed covers with 'undelivered' and paquebot cachets and a WWII cover from Wellington to Sweden that had to be returned to the sender.

Terry Hancox put up a splendid display of artwork for the 1991 Sheep issue by Lindy Fisher of Auckland which included tracing paper outlines, hand painted trials, a preliminary sketch for the first day cover and an unadopted design trial for the miniature sheet, painted on card. Correspondence from NZ Post related to the commission was included in Terry's display.

John Potter showed an unusual collection of publicity labels and covers for Weston Winery, many of which had been used in New Zealand and to the UK with postage paid by stamp and meter cancels. John finished with a small collection of Maoriland Native Flowers postcards issued between the wars.

Ian ended the afternoon with a series of collectors packs from 1978-86 which included large scale reproductions of earlier New Zealand stamps.

ANNUAL SOCIETY AUCTION NOTIFICATION

The annual club auction will be held on November 29th, 2014 and managed by a team of club members under the direction of the auctioneer – Brian Stonestreet. The rules are clearly stated below and will be strictly applied to assist in the smooth running of the event.

1. Vendors must send a written description (preferably by e-mail) of each lot for sale to the catalogue compiler.

Andrew Dove, e-mail address: dove697@btinternet.com
or by post to: 12, Stella Avenue, Tollerton, Notts. NG12 4EX

All lists must arrive by July 18th, 2014.

Only a description of each lot is required with the vendors reserve price. No market estimate is required. Do **NOT** send items for sale to the catalogue compiler. The minimum reserve is £3.

The catalogue compiler will acknowledge receipt of lot descriptions within 5 days. He will subsequently supply a copy of the auction list entry for proof-reading and this will include notification of the lot numbers.

Please communicate by e-mail if possible.

2. **Only the first 400 descriptions will be accepted for sale in the auction of November 29th, 2014.**
3. Vendors should note that, due to increase in postage rates, if heavy items are offered but fail to sell, they will be returned to the vendor who will be charged the full cost of postage.
4. **Scans of auction lots:** it is planned to include scans of selected lots on the Society website. If you have items that you wish to be illustrated you should send a scan at the time of accepting/amending the auction list when it is returned to you for proof reading. The catalogue compiler will arrange for the scans to be loaded onto the website. All scans should be JPEG files (**not** embedded into a Word Document) of medium resolution (i.e. <500kb) and in JPEG format. It is essential that the lot number is included in the scan - e.g., for lot 105 save as 105.jpg.
5. Lots should be contained in clear envelopes. Vendors should attach a label bearing the correct lot number to each lot. Labels should be at least 1 cm. square and located in the SE corner of the lot. Vendors unable to attend the auction must send their material to:

Brian Stonestreet, 32, Bedgebury Close, Vinters Park, Maidstone, Kent ME14 5QZ
- to arrive not later than November 22nd 2014.

Vendors attending the auction may deliver their lots to the auctioneer not later than 11.30 on the day of the auction.

6. Viewing will commence at 12.30. The auction will commence promptly at 14.00.
7. Only members of the Society are eligible to bid in the auction.
8. **Successful purchasers** attending the auction will be given their lots during the auction on condition that they settle their account before leaving.
9. **Vendors** may not remove unsold lots without the authority of the auctioneer.
10. Successful purchasers not present will be contacted by e-mail or telephone. Provided that payment is sent by return, lots will be despatched as promptly as possible.
11. Unsold lots and sales, less all expenses, will be returned to vendors once all sales income is received.
12. The Society will insure all items from the time of their receipt by the auctioneer until the time of purchase or return to vendor.

13. No postage costs are paid by the Society. The Society fee remains at 10% of the hammer price and will be paid by the vendor.
14. The auctioneer has the right to decline lots that do not conform to their description or which, in his view, are of insufficient quality to sell.
15. Any postal bidder with a serious complaint on receipt of his/her purchases must return them to the Auctioneer within one week of their arrival.
16. **A list of unsold lots** will be placed on the Society website as soon as possible after the auction and withdrawn on the second Sunday after the auction. They will be available for purchase at the catalogue reserve on a first come first served basis by e-mail to:- drdiamond@mac.com.

Remember to bring your catalogue to the auction. Copies available in the room will cost £1.00.

AUCTION APPEAL

Each year it has been the practice of generous members to offer items, philatelic and general, to be auctioned for Society funds. This is much appreciated. Please see what you have that is surplus to your requirements. No matter what it is, we will be delighted to receive it, preferably by July 18th, 2014 to allow a description to appear in the catalogue, otherwise at any time up to 12.00 noon on Kiwi Day.

EXTRA ISSUE TO CELEBRATE ROYAL VISIT TO NEW ZEALAND



To celebrate the visit of the Duke and Duchess of Cambridge and their son Prince George to New Zealand, New Zealand Post issued two additional stamps on April 7th 2014.

The 70c stamp depicts the Duke and Duchess of Cambridge as they pose for a photograph with their son, Prince George Alexander Louis of Cambridge, in the garden of the Middleton family home in August 2013 in Bucklebury, Berkshire. The \$2.40 stamp features the official portrait of Prince George's christening, taken in the Morning Room at Clarence House in London.

STANLEY GIBBONS NEW ZEALAND CATALOGUE - 5th Edition

Stanley Gibbons have released the 5th edition of their New Zealand single country catalogue which includes new issues to February 2014.

Varieties included for the first time are the major re-entry to the 1½d. 'Contingent' stamp (1900-07), the 'dotted line' on the 1962 3d. Telegraph stamp and the 'bloodstained finger' on the 1963 Health stamp.

The section on 'O.P.S.O.' overprints is rewritten and extended to include a number of new varieties.

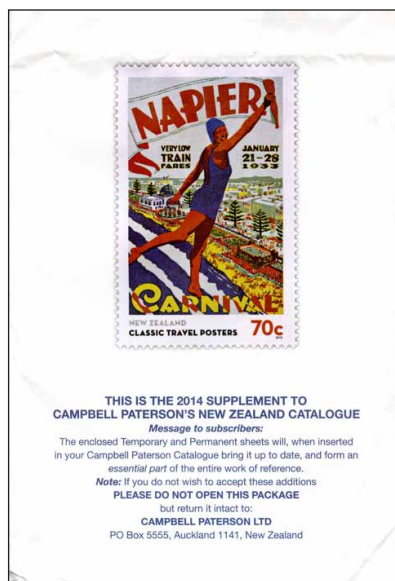
The £10 'Arms' postal fiscals are listed and priced for the first time in this catalogue.

A priced listing is provided for New Zealand stamps used on Pitcairn Island and there is a full list of stamps known used at the New Zealand postal agencies on Fanning and Washington Islands.

Copies are available from Stanley Gibbons at £24.95 (Plus p&p)



CAMPBELL PATERSON'S SPECIALISED CATALOGUE - 2014 REVISION



As most of our members will be aware Warwick Paterson died suddenly in October 2013 after 20 years at the helm of the firm established by his late father Campbell. The last five months can not have been an easy time for Campbell Paterson Ltd.

The initials "CP" (alongside "SG") are synonymous with stamp catalogues and so Andrew Dolphin, Editorial Manager, is to be congratulated on producing this years CP catalogue revision given all the distractions of the past few months.

The 2014 revision has the usual detailed listing for the 2013 New Issues but otherwise the focus is on updates to the Commemoratives (1906-1950) where the scarcity of early FDCs is recognised.

Antarctica (King Edward VII Land, Victoria Land and Ross Dependency) are revised to reflect current market values.

Finally the 2013 CALs receive a listing in Appendix C.

RECENT AUCTION REALISATIONS

(excluding buyers premiums and taxes where applicable)

John and Jan Fitzpatrick, Auckland, 28th February 2014

Lot	Description	Realised (Est) (NZ\$)
238	1888 ½d newspaper stamp used on 'Taieri Advocate' newspaper printed outer wrapper canc. Mosgiel 8 SP 88.	420 (300)
270	1945 1935 Pictorials pair of 2½d o/print 'Official' canc. Tauranga on illustrated envelope.	325 (250)
296	1927 Illustrated envelope advertising Russell & big game fishing in the Bay of Islands. Local use 'Ramarama'. (see November 2013 Kiwi for article on these covers)	100 (75)

Auckland City Stamps, Public Auction No. 6, March 22nd 2014

Lot	Description	Realised (Est) (NZ\$)
373	1855-62 Imperf 2d Blue No Wmk (SG 96/CPA2h) VFU with close to good margins.	1364 (1000)
380	1855-62 Imperf 2d Greenish Blue London Print (SG 2/CPA2a). A lovely VFU Pair with good even margins. Pmkd "10" Obliterator.	1760 (1500)
410	1874 First Sidefaces 1d Deep Dull Lilac (SG 178/CPC 1d) Watermarked Large Star Mint No Gum. Ex Bartrop.	1265 (1000)
413	1874 First Sidefaces 2d Rose P12x12½ (SG 165) GU/VGU with part Christchurch cds.	300 (250)
422	1893 Second Sideface Advert 2½d, P12x11½ (SG 197a/CPDA4c) Try Beecham's Toothpaste Advert FU Very Scarce CP Cat \$450	451 (300)
600	1982 1c Mineral (Nephrite) CP PB1b(z) Imperforate at top in top marginal block of 4 unh CP Cat \$750	418 (350)
645	1913 Auckland Exhibition set of 5 Different labels perfed with some imperf edges. All mint with gum, minor toning. Scarce.	715 (500)
646	1915 Auckland Provincial Wounded Fund (Heslop J17) in a nearly reconstructed sheet of 30 labels. Mint no gum. Hard to find with all of the selvages with the inscriptions.	470 (300)

PIONEER FLIGHTS [NUMBER 1] *

RAYMOND WHITEHEAD & REX NICHOLL - 22nd NOVEMBER 1934

Stuart Potter

Some of the pioneering aviators of the 1930s to 1950s are well known and the exploits of pilots like Charles Kingsford Smith and Charles Ulm have been extensively documented. There are a number of less well known pilots who carried out extraordinary, often dangerous, flights and occasionally left some philatelic record of their exploits.

Two such pilots were New Zealander Raymond Whitehead and Rex Nicholl, an Australian, who decided they would fly across the Tasman Sea in 1934 aboard the Puss Moth “Faith in New Zealand” VH-UON. They had gained a certificate of air worthiness but when the Australian authorities learned that they had removed two of the three seats in order to fit additional fuel tanks, the certificate was withdrawn. To further discourage the airmen, the authorities de-registered the plane.

Undaunted the two men took off from Gerringong beach at 1:55 in the morning of 22nd November 1934. Having only one seat meant that the two pilots had to share the plane’s single seat (Figure 1).

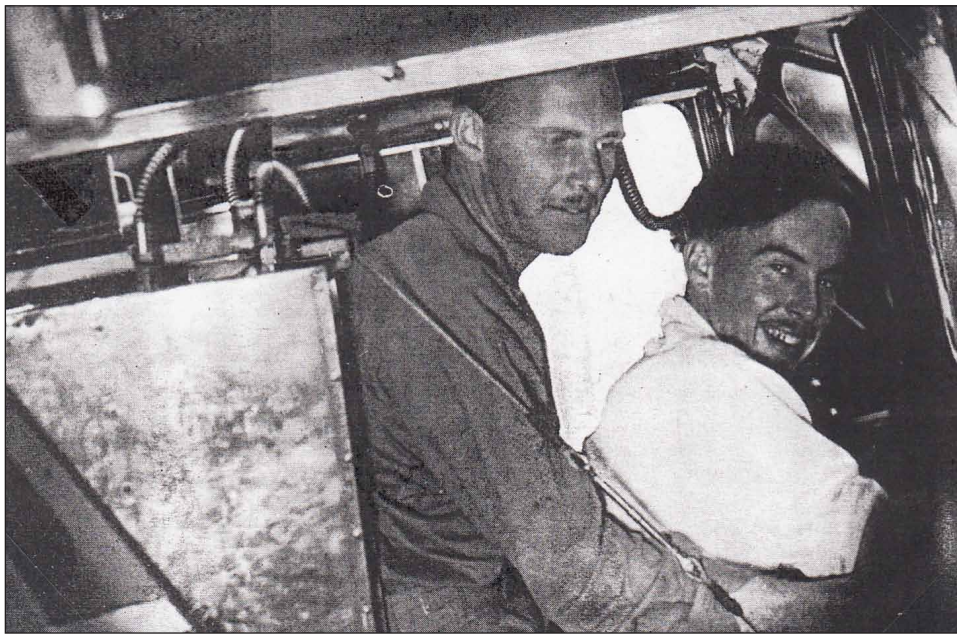


Figure 1: Whitehead and Nicholl share the one seat aboard their plane ‘Faith in Australia’

The flight took almost 15 hours. The compass was affected by the large metal fuel tank and they had no radio so there was no contact and no one saw them fly across the New Zealand coast and many believed they had crashed into the sea. Their only form of illumination was a torch fastened to the roof of the cockpit and their emergency equipment consisted of chewing gum to be used for repairing any leaks in the fuel pipes.

They actually crossed the New Zealand coast near Ninety Mile Beach and then proceeded to fly down the East Coast of Northland before landing on East Beach near Cape Karikari. Despite walking both South and North from their landing point, the only habitation they found was blocked by a river so they returned to their plane, built a bonfire and spent the night there. The following morning, they flew on to Mangere Airfield.

The pilots carried twelve letters from Australia but didn’t post them on arrival in New Zealand. An example is shown here (Figure 2).



Figure 2: One of the envelopes carried by Whitehead and Nicholl on their pioneering flight

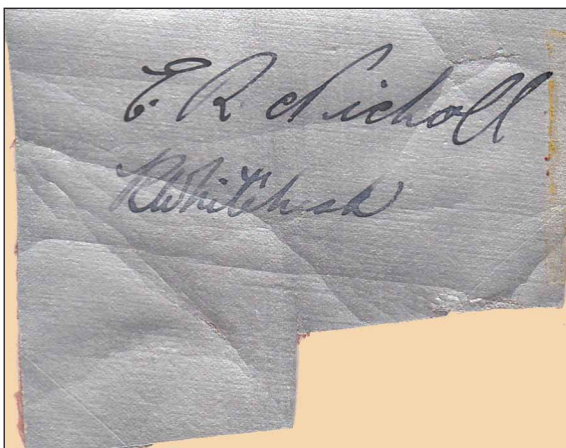


Figure 3: A small piece of fabric, from the plane, signed by Nicholl and Whitehead

limited permission to fly to Hobsonville where, after a number of modifications, the aircraft was re-registered in New Zealand as ZK-ADU and they were able to gain air worthiness certification. Rex Nicholl then used the plane for joyriding flights in the Golden Bay area of New Zealand. Both men continued flying, with Rex Nicholl going on to fly for QANTAS. Ray Whitehead later survived a crash in China but suffered the loss of a leg.

Source:

Information for the above article is taken from *The Airmails of New Zealand*, Vol. 2 by Douglas A. Walker

* *"Pioneer Flights"* - The first in an occasional series looking at the exploits of New Zealand's early flyers.

The pilots signed a small piece of fabric from the plane (Figure 3) and a piece of paper, giving the details of their flight, was also signed by the two pioneers (Figure 4).

The two pilots appeared voluntarily in court, in Auckland, to face charges of flying an unregistered and uncertified aircraft from Australia. Subsequently, the two were given

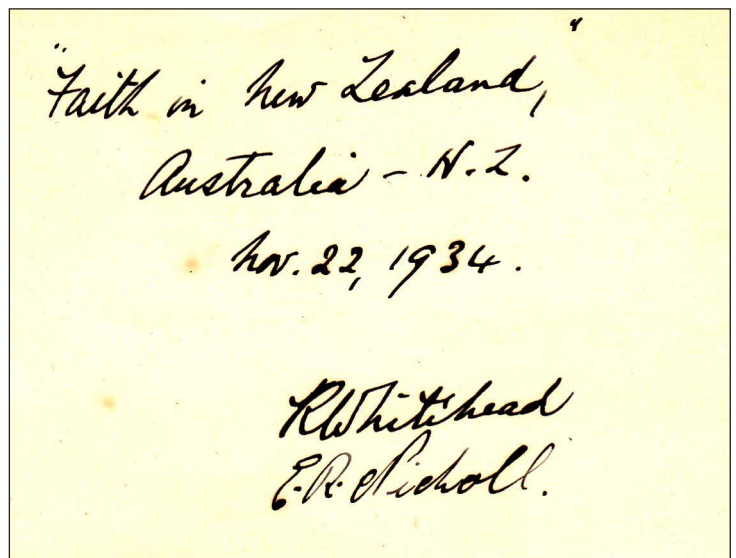


Figure 4: Details of 'Faith in Australia's' flight and signed by the two pilots.

AN EDWARDIAN FASCINATION WITH A SECOND SIDEFACE FLAW

Paul Wreglesworth

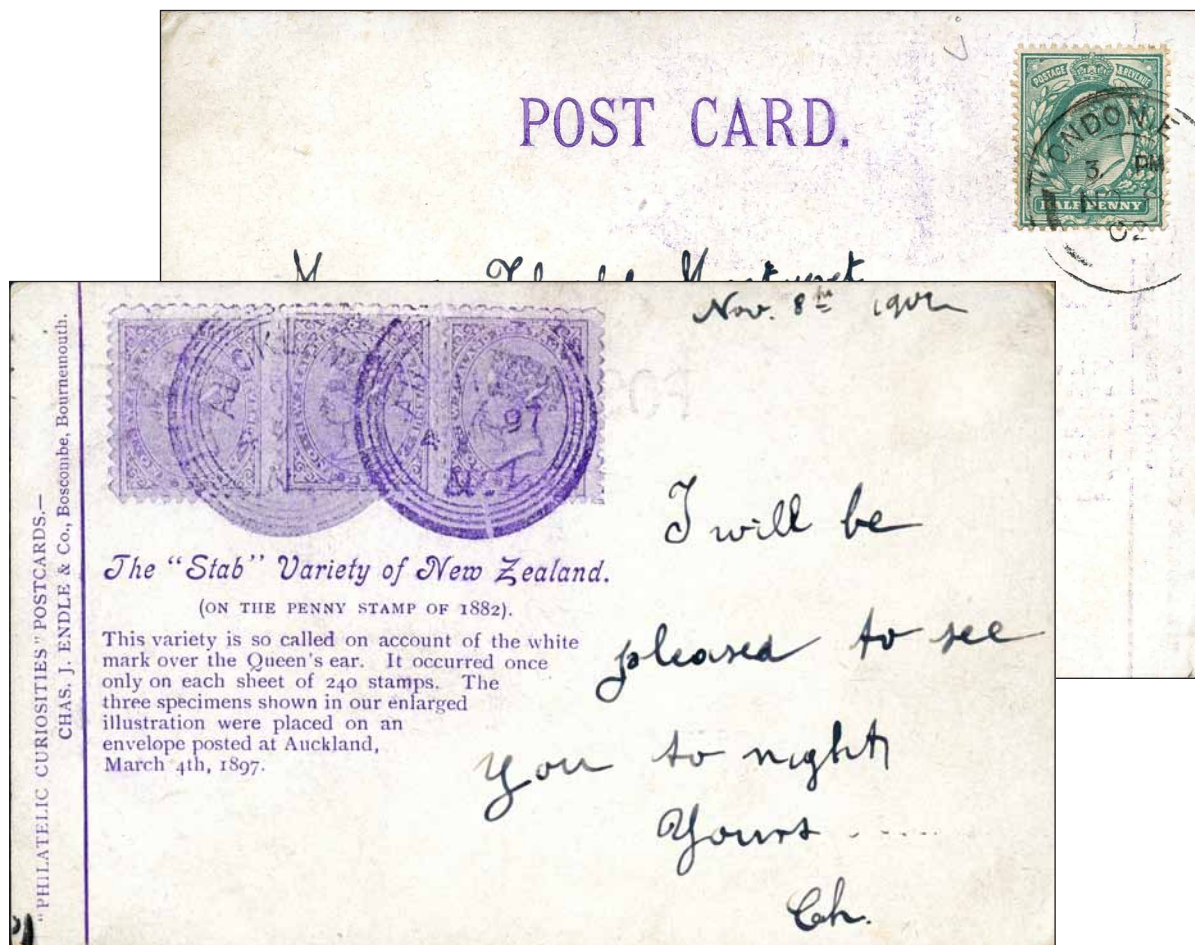


Figure 1: A British postcard from November 1902 featuring three examples of one of New Zealand's iconic flaws.

I recently acquired this postcard (Figure 1) produced by Chas. J. Endle & Co., Boscombe, Bournemouth which is, presumably, one from a series entitled "Philatelic Curiosities" Postcards. Addressed to Canonbury, North London, it is postmarked NO 8 02.

What is particularly surprising is the subject of the card, "The Stab Variety of New Zealand", with a picture of a well known flaw which appeared on New Zealand's 1d Second Sideface stamp from 1890.

The flaw (Figure 2) from Die 3 (Plate 7) is found at Row 9/2 in the bottom left-hand pane of the sheet and more commonly referred to as the 'Screwdriver', 'Ellipse' or 'Cigar' flaw. The term "Stab" flaw is certainly a new one to me.

It is fascinating to see that this flaw was recognised by British collectors in the early years of the 20th century and sufficiently well known to feature on a series of postcards.

The card carries an image (in a colour more reminiscent of the 2d sideface!) of "three specimens" placed on an envelope, "posted at Auckland, March 4th 1897". The big question is of course - what happened to the envelope bearing these three stamps? Is it in your collection perhaps?



Figure 2: The well known flaw, Row 9/2, found on the 1d sideface

NEW ZEALAND ADVERTISING TELEGRAPH FORMS

John Watts

Most New Zealand collectors are familiar with the short lived experiment, in 1893, to advertise on the underside of postage stamps. However not everyone will be aware that the practice extended to telegraph forms from the period and, with some advertisers (Bonnington, Strange & Co., Myers & Co. and Ponake) appearing on both. This article reports details of the current research related to the telegraph forms.

The New Zealand Post and Telegraph Department advertised in The New Zealand Gazette on November 12th 1891 seeking tenders 'for the exclusive right to advertise on the back of postage and revenue stamps and telegraph forms'. In July 1892 a tender submitted by the Wellington based advertising agency Truebridge, Miller & Reich (who at the time held the sole advertising rights for the Wellington section of the New Zealand Railways), for £800 per year, was accepted. A contract was signed for three years with the provision that either party could terminate the contract after 12 months, provided three months notice of intent was given.

Under the terms of the contract the successful tenderer was to solicit advertisers and prepare the electrotypes for printing by the Government Printing Office. Though there are no surviving records to confirm this it is believed that Truebridge, Miller and Reich prepared some of the advertisement engravings and some were sub-contracted to another Wellington advertising agency, M^cKee and Gamble, who were specialists in printing, engraving and electrotyping. The Company name appears alongside some advert illustrations on a number of the telegraph forms (Figure 1).

To maximise the exposure of the adverts they were grouped together, wherever possible, so that a particular telegraph form layout matched the customer audience in the geographic New Zealand area where the advertiser's business was carried out. To facilitate this the country was divided into four different delivery areas each based on one of the major cities - Auckland, Wellington, Christchurch and Dunedin.



Figure 1: 'M^cKee & Gamble W^{on}' (form C21)

SHAW, SAVILL & ALBION CO. LTD., ROYAL MAIL STEAMER TIME TABLE, 1893. LEAVE PLYMOUTH—JAN 21 FEB 18 MAR 18 APR 15 MAY 13 JUNE 10 JULY 8 AUG 5 SEP 2 SEP 20 OCT 28 NOV 25 DEC 23 LEAVE N.Z.—JAN 6 FEB 3 MAR 2 MAR 30 APR 27 MAY 25 JUNE 22 JULY 20 AUG 17 SEP 14 OCT 12 NOV 9 DEC 7			
FRISCO MAIL LEAVES N.Z. 1893. JAN 28 FEB 25 MAR 25 APR 25 MAY 20 JUN 17 JUL 15 AUG 12 SEP 10 OCT 8 NOV 5 DEC 3	DRINK & ENJOY BROWN, BARRETT, & Co's TEA UNXLD TEAS.	WALTER SUCKLING'S PHOTO STOCK WAREHOUSE 89 & 91, MANCHESTER ST. CHRISTCHURCH. FOR DRY PLATES, CHEMICALS & CONSTANT SHIPMENTS OF NEW PHOTO. GOODS.	N.Z.S.Co.'s MAIL LEAVES N.Z. 1893. JAN 19 FEB 16 MAR 16 APR 13 MAY 11 JUN 8 JUL 6 AUG 3 SEP 28 OCT 25 NOV 23 DEC 21
FRISCO MAIL DUE IN N.Z. 1893. FEB 22 MAR 22 APR 19 MAY 17 JUN 14 JUL 12 AUG 9 SEP 6 OCT 4 NOV 29 DEC 27 JAN 24	GEO. FOWLDS. VICTORIA ARCADE, AUCKLAND. FOR HIGH-CLASS TAILORING. Material, Fit, and Workmanship Guaranteed.	FOR BEST VALUE IN GROCERIES SEND FOR FULL CASH PRICE LIST H. M. SMEETON, KARANGAHAPE ROAD, AUCKLAND.	N.Z.S.Co.'s MAIL LEAVES LONDON 1893. JAN 8 FEB 5 MAR 5 APR 27 MAY 25 JUN 23 JUL 20 AUG 17 SEP 14 OCT 12 NOV 9 DEC 7
THE WESTFIELD SUPERPHOSPHATES, 25 % & 32 % ARE SECOND TO NONE. KEMPTHORNE, PROSSER & CO., LIMITED, AUCKLAND		*WATERS & CO.* WHOLESALE & RETAIL CONFECTIONERS HIGH STREET. SEND FOR PRICE LIST. RESTAURANT—Queen Street. Meals at all Hours. BEST BREAD AT LOWEST PRICES.	
TESTIMONIAL FROM THE PUBLIC WORKS DEPARTMENT Wellington, N.Z. Sir,—It affords me much pleasure to be able to inform you that an enquiry, which I caused to be made into the question of the quality of the Galvanised Corrugated Iron manufactured by you, has resulted very favourably to the industry. The Engineer-in-Chief reports that the examination and tests which he has made show that the iron known as the "Southern Cross" brand is of exceptionally good quality, and equal to any in the market. He also states that it is reasonable in price. I have the honour to be, Sir, your obedient servant, SAMUEL PARKER Esq., Galvanising Works, Auckland. R. J. STURDION, Minister for Public Works.			
JOHN KENDERDINE CORNEATA, PINK CORN CURE, Acknowledged by all who have used it to be the safest and most efficacious eradicator of hard and soft corns. Bottles, fitted with brush, posted to any part of the Colony for INDIANITE For repairing Mackintoshes and Waterproof Overcoats. Price, 1/6. RUBBER CEMENT, for cementing Belting and repairing soft Rubber Goods, small tins, 1/- each. CHEMIST AND DRUGGIST, Karangahape Road, Auckland			

Figure 2: 'Telegraph form (A6) showing predominantly Auckland advertisements.

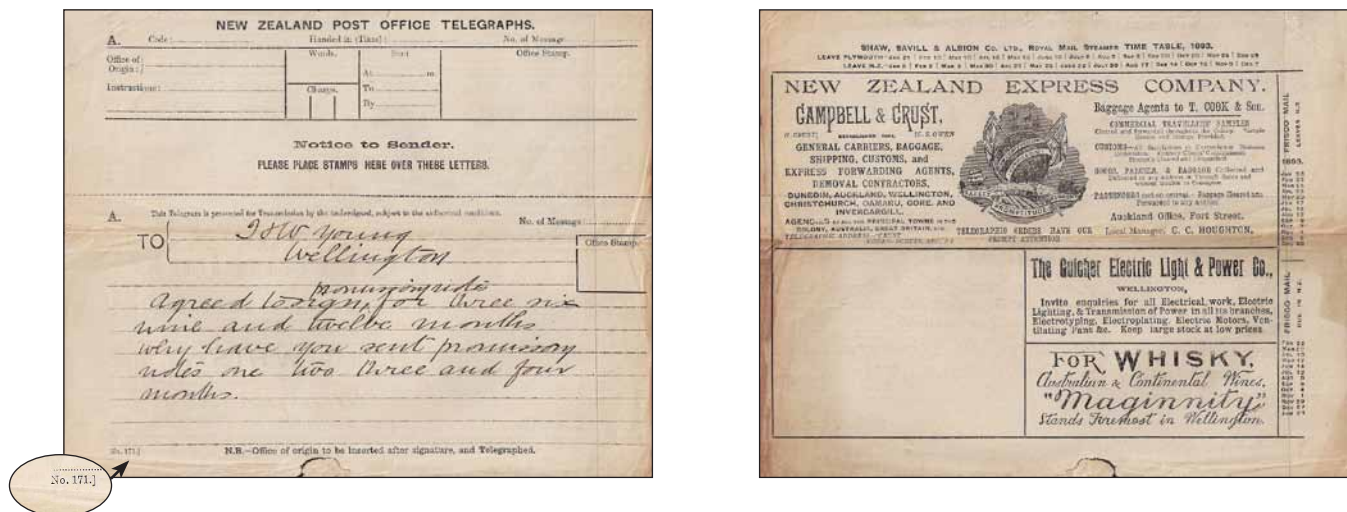


Figure 3: The Tel. 171 form (adverts on the back) - used by the sender to write their message prior to transmission.

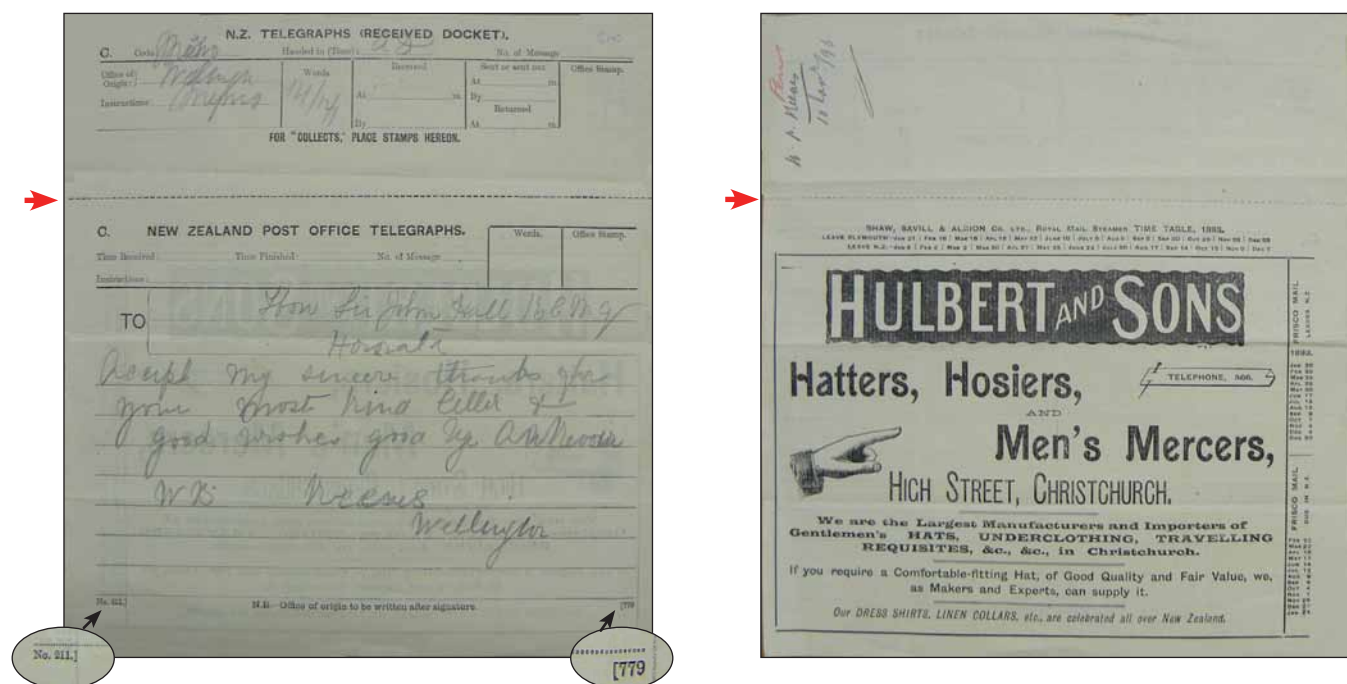


Figure 4: The Tel. 211 form onto which the telegraphic message was transcribed by the receiving office. The form would be separated along the line of perforations (indicated here by the red arrows). The top part was retained as proof of receipt and the main part, with advertisements on the back, dispatched to the addressee.

The two telegraph forms in use in 1893 that carried advertising were the Tel. 171 form, which was completed by the sender at the post office and used as the basis for the transmitted message, and the Tel. 211 form onto which the message was transcribed at the receiving office before being delivered to the addressee. The border around the adverts carries shipping timetables for the year 1893. Along the top, common to every form, is the Shaw, Savill & Albion Co. Ltd., Royal Mail Steamer Time Table. The vertical margins show either the scheduled arrival and departure dates for the N.Z.S. Co.'s Mail service to and from London or dates for the 'Frisco' Mail. The presence or absence of these timetables and their relative positioning, which varied, makes it possible to group the forms into four types. I have termed these four types A, B, C and D.

The Tel. 171 forms shown (Figure 3) and the main part of the Tel. 211 form, delivered to the addressee, measure approximately 216mm x 159mm (app. 8.5ins x 6.25ins). The undivided Tel. 211 form (Figure 4) is estimated at 216mm x 225mm (app. 8.5ins x 8.85ins). Because of their size it is not possible, in the space available, to show all of the telegraph forms at full size. It is hoped that full size images can be placed on the Society's web-site to enable those interested to study them in more detail.

Whilst some Tel.171 forms have survived most are of the Tel.211 type, delivered to the addressee. These carry a datestamp of the receiving office which allows us to compare period of usage. The earliest and latest dates recorded to date are indicated by 'E' (with date) or 'L' (with date) beneath each form illustrated.

Type 'A' Telegraph Forms (1-11)

Left Margin of Form: 'Frisco' Mail Timetable

Right Margin of Form: N.Z.S.Co.'s Mail Timetable

A1

E: 10 Aug 1893

L: 15 Mar 1894

A2

E: 1 Sep 1893

L: 8 Apr 1895

A3

E: 18 Oct 1893

L: 8 May 1895

A4

E: 18 March 1893

L: 24 Aug 1894

A5

E: 4 Nov 1893

L: 11 May 1895

A6

E: 15 Aug 1893

L: 17 Apr 1895

A7

E: 15 Dec 1893

L: 1 Aug 1895

A8

E: 25 Nov 1893

L: 21 Jan 1895

A9

E: 23 Nov 1893

L: 3 Jan 1895

A10

E: 29 Oct 1894

L: 26 Jan 1895

A11

E: 5 Mar 1894

L: 1 Feb 1895

Type 'B' Telegraph Forms (1-16)

Left Margin of Form: N.Z.S.Co.'s Mail Timetable

Right Margin of Form: 'Frisco' Mail Timetable

SHAW, SAVILL & ALISON CO. LTD., Royal Mail, STEAMER TIME TABLE, 1893.

LEAVE LONDON: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

LEAVE AUCKLAND: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

BROWN, BARRETT & CO'S UNXLD COFFEES

Commercial Union Assurance Co., LIMITED, OF LONDON.

NEW ZEALAND EXPRESS COMPANY.

GEO. FOWLDS. VICTORIA ARCADE, AUCKLAND.

S. PARKER'S GALVANISED CORRUGATED IRON.

JOHN KENDERDINE DENTIST.

B1

E: 2 Mar 1893* L: 11 Jun 1895

* earliest recorded date for any form - used at Rawene

SHAW, SAVILL & ALISON CO. LTD., Royal Mail, STEAMER TIME TABLE, 1893.

LEAVE LONDON: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

LEAVE AUCKLAND: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

NEW ZEALAND EXPRESS COMPANY.

CAMPBELL & CRUST.

BROWN, BARRETT & CO'S UNXLD TEAS.

GEO. FOWLDS. VICTORIA ARCADE, AUCKLAND.

S. PARKER'S GALVANISED CORRUGATED IRON.

JOHN KENDERDINE DENTIST.

B2

E: 4 Jan 1894 L: 23 Apr 1895

SHAW, SAVILL & ALISON CO. LTD., Royal Mail, STEAMER TIME TABLE, 1893.

LEAVE LONDON: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

LEAVE AUCKLAND: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

NEW ZEALAND EXPRESS COMPANY.

CAMPBELL & CRUST.

BROWN, BARRETT & CO'S UNXLD TEAS.

GEO. FOWLDS. VICTORIA ARCADE, AUCKLAND.

S. PARKER'S GALVANISED CORRUGATED IRON.

JOHN KENDERDINE DENTIST.

B3

E: 28 Dec 1893 L: 11 Apr 1895

SHAW, SAVILL & ALISON CO. LTD., Royal Mail, STEAMER TIME TABLE, 1893.

LEAVE LONDON: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

LEAVE AUCKLAND: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

NEW ZEALAND EXPRESS COMPANY.

CAMPBELL & CRUST.

BROWN, BARRETT & CO'S UNXLD TEAS.

GEO. FOWLDS. VICTORIA ARCADE, AUCKLAND.

S. PARKER'S GALVANISED CORRUGATED IRON.

JOHN KENDERDINE DENTIST.

B4

E: L:

SHAW, SAVILL & ALISON CO. LTD., Royal Mail, STEAMER TIME TABLE, 1893.

LEAVE LONDON: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

LEAVE AUCKLAND: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

NEW ZEALAND EXPRESS COMPANY.

CAMPBELL & CRUST.

BROWN, BARRETT & CO'S UNXLD TEAS.

GEO. FOWLDS. VICTORIA ARCADE, AUCKLAND.

S. PARKER'S GALVANISED CORRUGATED IRON.

JOHN KENDERDINE DENTIST.

B5

E: 19 Jul 1893 L: 20 Sep 1894

SHAW, SAVILL & ALISON CO. LTD., Royal Mail, STEAMER TIME TABLE, 1893.

LEAVE LONDON: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

LEAVE AUCKLAND: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

LYSAGHT'S GALVANISED CORRUGATED IRON.

Dawson's PERFECTION WHISKY.

THE MUTUAL ASSURANCE SOCIETY OF VICTORIA LTD.

JOHN KENDERDINE DENTIST.

B6

E: 27 Nov 1893 L: 15 Jun 1894

SHAW, SAVILL & ALISON CO. LTD., Royal Mail, STEAMER TIME TABLE, 1893.

LEAVE LONDON: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

LEAVE AUCKLAND: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

NEW ZEALAND EXPRESS COMPANY.

CAMPBELL & CRUST.

BROWN, BARRETT & CO'S UNXLD TEAS.

GEO. FOWLDS. VICTORIA ARCADE, AUCKLAND.

S. MYERS & CO., DENTISTS.

JOHN KENDERDINE DENTIST.

B7

E: 14 Jul 1894 L:

SHAW, SAVILL & ALISON CO. LTD., Royal Mail, STEAMER TIME TABLE, 1893.

LEAVE LONDON: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

LEAVE AUCKLAND: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

NEW ZEALAND EXPRESS COMPANY.

CAMPBELL & CRUST.

BROWN, BARRETT & CO'S UNXLD TEAS.

GEO. FOWLDS. VICTORIA ARCADE, AUCKLAND.

S. MYERS & CO., DENTISTS.

JOHN KENDERDINE DENTIST.

B8

E: 8 Sep 1893 L: 7 Sep 1894

SHAW, SAVILL & ALISON CO. LTD., Royal Mail, STEAMER TIME TABLE, 1893.

LEAVE LONDON: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

LEAVE AUCKLAND: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

Bonnington's Carriage.

Dawson's PERFECTION WHISKY.

WATKINSON'S ELECTRIC APPLIANCES.

FRANK HYAMS WATCHMAKER and JEWELLER.

PONEKE POTTED MEATS.

B9

E: 8 Feb 1895 L:

SHAW, SAVILL & ALISON CO. LTD., Royal Mail, STEAMER TIME TABLE, 1893.

LEAVE LONDON: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

LEAVE AUCKLAND: Jan 21, Feb 12, Mar 12, Apr 12, May 12, Jun 12, Jul 12, Aug 12, Sep 12, Oct 12, Nov 12, Dec 12.

NEW ZEALAND EXPRESS COMPANY.

CAMPBELL & CRUST.

BROWN, BARRETT & CO'S UNXLD TEAS.

GEO. FOWLDS. VICTORIA ARCADE, AUCKLAND.

S. MYERS & CO., DENTISTS.

JOHN KENDERDINE DENTIST.

B10

E: 29 Oct 1894 L: 5 Dec 1894



B11

E: 31 Dec 1894

L: 17 Jan 1895



B12

E: 8 Jan 1895

L: 28 Jan 1895



B13

E: 30 Dec 1893

L: 25 Jan 1895



B14

E: 3 Feb 1896

L:



B15

E: 31 Dec 1893

L: 30 Jan 1895



B16

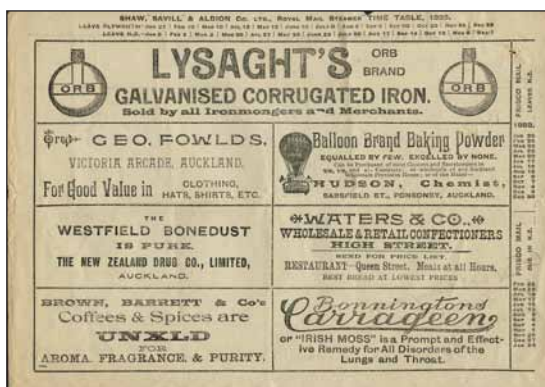
E:

L:

Type 'C' Telegraph Forms (1-23)

Left Margin of Form: Blank

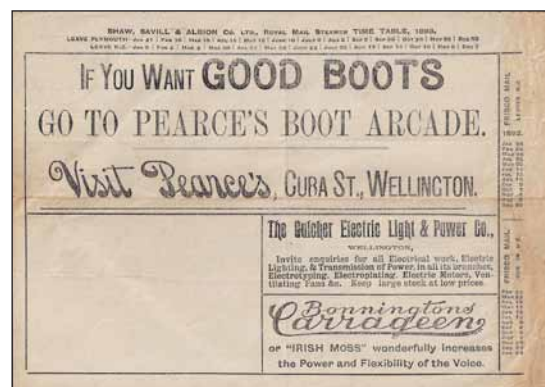
Right Margin of Form: 'Frisco' Mail Timetable



C1

E: 22 Feb 1894

L: 5 Apr 1895



C2

E: 18 Aug 1893

L: 23 Jul 1894



C3

E: 16 Aug 1893

L: 5 Nov 1894



C4

E: 11 Aug 1893

L: 5 Feb 1895



C5

E: 25 Aug 1894

L: 17 May 1895

Note: the numbers allocated to forms have been arbitrarily allocated and do not reflect order of issue or usage

[Wellington]

SHAW, SAVILL & ALISON CO. LTD. ROYAL MAIL STEAMER TIME TABLE, 1893.

NEW ZEALAND EXPRESS COMPANY.

CAMPBELL & CRUICKSHANK
 GENERAL CARRIERS, BAGGAGE, SHIPPING, CUSTOMS, AND EXPRESS FORWARDING AGENTS.
 DUNEDIN, AUCKLAND, WELLINGTON, CHRISTCHURCH, GABRIOLA, COKE, AND INVERCARGILL.
 AGENTS FOR THE NEW ZEALAND STEAMSHIP CO. LTD. AND THE AUSTRALIAN STEAMSHIP CO. LTD.

The Gulet Electric Light & Power Co.,
 WELLINGTON.
 Invite enquiries for all Electrical work, Electric Lighting, Transmission of Power, etc. Estimates given free of charge. Keep large stock at low prices.

THE FISHING TACKLE DEPOT
 WILLIAM J. ALLEN
 304 Colombo St., Christchurch

Dawson's
 PERFECT
 WHISKY.

C6

E: 21 Aug 1893

L: 20 Nov 1893

[Christchurch]

SHAW, SAVILL & ALISON CO. LTD. ROYAL MAIL STEAMER TIME TABLE, 1893.

NEW ZEALAND EXPRESS COMPANY.

CAMPBELL & CRUICKSHANK
 GENERAL CARRIERS, BAGGAGE, SHIPPING, CUSTOMS, AND EXPRESS FORWARDING AGENTS.
 DUNEDIN, AUCKLAND, WELLINGTON, CHRISTCHURCH, GABRIOLA, COKE, AND INVERCARGILL.
 AGENTS FOR THE NEW ZEALAND STEAMSHIP CO. LTD. AND THE AUSTRALIAN STEAMSHIP CO. LTD.

The Gulet Electric Light & Power Co.,
 WELLINGTON.
 Invite enquiries for all Electrical work, Electric Lighting, Transmission of Power, etc. Estimates given free of charge. Keep large stock at low prices.

THE FISHING TACKLE DEPOT
 WILLIAM J. ALLEN
 304 Colombo St., Christchurch

S. MYERS & CO., DENTISTS.
 Dunedin, Christchurch, and Invercargill.
 Painless NITROUS OXIDE GAS, Safe, Harmless, Dentistry and Effective, Administered Daily.
 Fee, 5/- Extraction, 2/6
 Artificial Teeth Light, yet Most Durable that can be obtained. A Single Artificial Tooth, 10/- COMPLETE SETS EQUALLY MODERATE.

The Golden Apple
Champagne Cider.
 BOTTLED BY THE PROPRIETOR
 MALING & CO., LTD., CHRISTCHURCH, N.Z.

THE FISHING TACKLE DEPOT
 WILLIAM J. ALLEN
 304 Colombo St., Christchurch

C7

E: 20 Dec 1893

L: 21 May 1895

SHAW, SAVILL & ALISON CO. LTD. ROYAL MAIL STEAMER TIME TABLE, 1893.

WATER BROWN,
 MACHINERY WORKS,
 PATTERSON STREET, WELLINGTON.

CAFÉ DE PARIS,
 PATTERSON STREET, WELLINGTON.

FOR WHISKY,
 "MAGNINITY"
 Special Blend for Wellington.

W. J. GANDY,
 The Hunter's Club,
 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000.

C8

E:

L:

SHAW, SAVILL & ALISON CO. LTD. ROYAL MAIL STEAMER TIME TABLE, 1893.

LYSAGHT'S
 GALVANISED CORRUGATED IRON.

GEO. FOWLS,
 VICTORIA BUILDING, AUCKLAND.

The Westfield Bone Dust
 THE NEW ZEALAND BONE DUST CO., LIMITED,
 AUCKLAND.

Brown, Barrett, & Co's
 COFFEES AND SPICES AND
 UNXLD FOR AROMA, PURITY, AND
 FRAGRANCE.

The Gulet Electric Light & Power Co.,
 WELLINGTON.

FOR WHISKY,
 "MAGNINITY"
 Special Blend for Wellington.

W. J. GANDY,
 The Hunter's Club,
 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000.

C9

E: 24 Oct 1893

L: 30 Jul 1894

SHAW, SAVILL & ALISON CO. LTD. ROYAL MAIL STEAMER TIME TABLE, 1893.

NEW ZEALAND EXPRESS COMPANY.

CAMPBELL & CRUICKSHANK
 GENERAL CARRIERS, BAGGAGE, SHIPPING, CUSTOMS, AND EXPRESS FORWARDING AGENTS.
 DUNEDIN, AUCKLAND, WELLINGTON, CHRISTCHURCH, GABRIOLA, COKE, AND INVERCARGILL.
 AGENTS FOR THE NEW ZEALAND STEAMSHIP CO. LTD. AND THE AUSTRALIAN STEAMSHIP CO. LTD.

The Gulet Electric Light & Power Co.,
 WELLINGTON.

FOR WHISKY,
 "MAGNINITY"
 Special Blend for Wellington.

W. J. GANDY,
 The Hunter's Club,
 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000.

C10

E:

L:

SHAW, SAVILL & ALISON CO. LTD. ROYAL MAIL STEAMER TIME TABLE, 1893.

NEW ZEALAND EXPRESS COMPANY.

CAMPBELL & CRUICKSHANK
 GENERAL CARRIERS, BAGGAGE, SHIPPING, CUSTOMS, AND EXPRESS FORWARDING AGENTS.
 DUNEDIN, AUCKLAND, WELLINGTON, CHRISTCHURCH, GABRIOLA, COKE, AND INVERCARGILL.
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FOR WHISKY,
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 Special Blend for Wellington.

W. J. GANDY,
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 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000.

C11

E: 27 Oct 1893

L: 5 May 1895

SHAW, SAVILL & ALISON CO. LTD. ROYAL MAIL STEAMER TIME TABLE, 1893.

HULBERT AND SONS
 Hatters, Hosiers,
 AND
 Men's Mercers,
 HIGH STREET, CHRISTCHURCH.

We now have the latest and most complete assortment of
 Hatters, Hosiers, and Men's Mercers' goods.
 We are also the largest and most complete of
 CHRISTCHURCH, DUNEDIN, AUCKLAND, WELLINGTON, GABRIOLA, COKE, AND INVERCARGILL.
 We are also the largest and most complete of
 CHRISTCHURCH, DUNEDIN, AUCKLAND, WELLINGTON, GABRIOLA, COKE, AND INVERCARGILL.

C12

E: 23 Feb 1894

L: 26 Dec 1895

SHAW, SAVILL & ALISON CO. LTD. ROYAL MAIL STEAMER TIME TABLE, 1893.

NEW ZEALAND EXPRESS COMPANY.

CAMPBELL & CRUICKSHANK
 GENERAL CARRIERS, BAGGAGE, SHIPPING, CUSTOMS, AND EXPRESS FORWARDING AGENTS.
 DUNEDIN, AUCKLAND, WELLINGTON, CHRISTCHUR



C16

E: 22 Dec 1894

L: 4 Jan 1895



C17

E: 8 Jan 1895

L: 16 Jan 1895



C18

E: 15 Oct 1894

L: 6 Dec 1894



C19

E: 23 Dec 1893

L: 24 Jan 1895



C20

E: 12 Jan 1894

L: 30 Apr 1895



C21

E: 25 Aug 1893

L: 31 Jul 1894



C22

E:

L:



C23

E:

L:

To increase exposure of the adverts the country was divided into four geographical areas. In group 'C' four of the telegraph forms have a city name written in the top right hand corner of the form.

The specific forms are:-

C6 - Wellington
C7 - Christchurch

C16 - Dunedin
C20 - Auckland

Note: where no date is given for a particular form this indicates that no used copies have been sighted

Type 'D' Telegraph Forms (1-4)

Left Margin of Form: 'Frisco' Mail Timetable

Right Margin of Form: Blank

SHAW, SAVILL & ALISON CO. LTD. ROYAL MAIL STEAMER TIME TABLE, 1893.

LEAVE LONDON: Jan 27, Feb 10, Mar 10, Apr 10, May 10, Jun 10, Jul 10, Aug 10, Sep 10, Oct 10, Nov 10, Dec 10.

LEAVE AUCKLAND: Jan 2, Feb 2, Mar 2, Apr 2, May 2, Jun 2, Jul 2, Aug 2, Sep 2, Oct 2, Nov 2, Dec 2.

Brown, Barrett & Co's
COFFEES and SPICES are
UNXLD For AROMA, PURITY, and FRAGRANCE.

Geo. Fowlds.
VICTORIA ARCADE, AUCKLAND.
FOR GLASSWARE, BARS, ETC., PORTWINE, TRAY, AND ALL TOURIST REQUISITES.

KEMPTHORNE, PROSSER & CO.'S
NEW ZEALAND DRUG CO., LTD.
BREWERS' AND CORDIAL MAKERS' SUPPLIES,
CORN, WINE, TINDOL, ETC.
ELLIOTT STREET, AUCKLAND.

Bonningtons
Carriageen
or "IRISH MOSS" wonderfully increases the Power and Flexibility of the Voice.

WATERS & CO.,
WHOLESALE & RETAIL CONFECTIONERS
HIGH STREET.
RESTAURANT—QUINN DINING. MEALS AT ALL HOURS.
BEST BREAD AT LOWEST PRICES.

D1

E: 19 Feb 1894

L: 13 Jun 1895

SHAW, SAVILL & ALISON CO. LTD. ROYAL MAIL STEAMER TIME TABLE, 1893.

LEAVE LONDON: Jan 27, Feb 10, Mar 10, Apr 10, May 10, Jun 10, Jul 10, Aug 10, Sep 10, Oct 10, Nov 10, Dec 10.

LEAVE AUCKLAND: Jan 2, Feb 2, Mar 2, Apr 2, May 2, Jun 2, Jul 2, Aug 2, Sep 2, Oct 2, Nov 2, Dec 2.

BROWN, BARRETT & CO'S
COFFEES and SPICES are
UNXLD AROMA, FRAGRANCE & PURITY.

Geo. Fowlds.
VICTORIA ARCADE, AUCKLAND.
FOR GLASSWARE, BARS, ETC., PORTWINE, TRAY, AND ALL TOURIST REQUISITES.

KEMPTHORNE, PROSSER & CO.'S
NEW ZEALAND DRUG CO., LTD.
BREWERS' AND CORDIAL MAKERS' SUPPLIES,
CORN, WINE, TINDOL, ETC.
ELLIOTT STREET, AUCKLAND.

Bonningtons
Carriageen
or "IRISH MOSS" wonderfully increases the Power and Flexibility of the Voice.

WATERS & CO.,
WHOLESALE & RETAIL CONFECTIONERS
HIGH STREET.
RESTAURANT—QUINN DINING. MEALS AT ALL HOURS.
BEST BREAD AT LOWEST PRICES.

D2

E: 3 Jan 1895

L: 20 Apr 1895

SHAW, SAVILL & ALISON CO. LTD. ROYAL MAIL STEAMER TIME TABLE, 1893.

LEAVE LONDON: Jan 27, Feb 10, Mar 10, Apr 10, May 10, Jun 10, Jul 10, Aug 10, Sep 10, Oct 10, Nov 10, Dec 10.

LEAVE AUCKLAND: Jan 2, Feb 2, Mar 2, Apr 2, May 2, Jun 2, Jul 2, Aug 2, Sep 2, Oct 2, Nov 2, Dec 2.

Accumulated Funds Exceed
2500,000.
THE MUTUAL
Assurance Society of Victoria, Ltd.
ESTABLISHED 1860
For LIFE ASSURANCE, ENDOWMENTS, and ANNUITIES.
CHIEF OFFICE FOR N.Z.: DUNEDIN.
Messrs W. H. BOWEN & CO., Ltd., 101, Victoria Street, DUNEDIN.
Messrs W. H. BOWEN & CO., Ltd., 101, Victoria Street, AUCKLAND.
Messrs W. H. BOWEN & CO., Ltd., 101, Victoria Street, WELLINGTON.

"KIWI" BAKING POWDER
THE BEST IN THE MARKET
KEMPTHORNE, PROSSER & CO.'S
NEW ZEALAND DRUG CO., LTD.
ELLIOTT STREET, AUCKLAND.

S. PARKER'S
SALVAGER COMBUSTIBLE SOAP,
"MOUTHERN CROSS" BRAND.
Messrs W. H. BOWEN & CO., Ltd., 101, Victoria Street, DUNEDIN.
Messrs W. H. BOWEN & CO., Ltd., 101, Victoria Street, AUCKLAND.
Messrs W. H. BOWEN & CO., Ltd., 101, Victoria Street, WELLINGTON.

DRINK AND ENJOY
Brown, Barrett & Co's
UNXLD EXCELSIOR COFFEE - 2/-
STANDARD COFFEE - 1/10
LYON COFFEE - 1/9

Geo. Fowlds.
VICTORIA ARCADE, AUCKLAND.
FOR HIGH-CLASS TAILORING.
Material, Fit, and Workmanship Guaranteed.

The Golden Apple
Champagne Cider.
Bottled by
MALING & CO., LTD., Christchurch, N.Z.

FOR BEST VALUE IN GROCERIES
SEND FOR FULL CASH PRICE LIST
M. M. SKEETON,
KARANAHU ROAD, AUCKLAND.

D3

E: 8 Aug 1893

L: 28 Apr 1895

SHAW, SAVILL & ALISON CO. LTD. ROYAL MAIL STEAMER TIME TABLE, 1893.

LEAVE LONDON: Jan 27, Feb 10, Mar 10, Apr 10, May 10, Jun 10, Jul 10, Aug 10, Sep 10, Oct 10, Nov 10, Dec 10.

LEAVE AUCKLAND: Jan 2, Feb 2, Mar 2, Apr 2, May 2, Jun 2, Jul 2, Aug 2, Sep 2, Oct 2, Nov 2, Dec 2.

NEW ZEALAND EXPRESS COMPANY.
CAMPBELL & CRUST.
BAGGAGE AGENTS TO T. COOK & SON.
GENERAL CARRIERS, BAGGAGE, SHIPPING, CUSTOMS, and EXPRESS FORWARDING AGENTS.
REMOVAL CONTRACTORS.
DUNEDIN, AUCKLAND, WELLINGTON, CHRISTCHURCH, GOSWELL, OXFORD, and HASTINGS.
AGENCIES AT ALL THE PRINCIPAL PORTS IN THE NEW ZEALAND MARINE SERVICE AND OVERSEAS.
TELEGRAPHIC CODES: W.P. 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

BROWN, BARRETT & CO'S
UNXLD COFFEES
Messrs W. H. BOWEN & CO., Ltd., 101, Victoria Street, DUNEDIN.
Messrs W. H. BOWEN & CO., Ltd., 101, Victoria Street, AUCKLAND.
Messrs W. H. BOWEN & CO., Ltd., 101, Victoria Street, WELLINGTON.

KEMPTHORNE, PROSSER & CO.'S
NEW ZEALAND DRUG CO., LTD.
DAILY PREPARATIONS: ESS, BENNETT, ANKATH, BUTTER, COLGONG, ETC.
ELLIOTT STREET, AUCKLAND.

Geo. Fowlds.
VICTORIA ARCADE, AUCKLAND.
For Good Value in CLOTHING, HATS, SHIRTS, ETC.

D4

E: 22 Sep 1894

L: 23 May 1895

Based on surviving examples of the advertising telegraph forms that have been sighted they were in use from March 1893 to around the middle of 1895 and numerous variations of the forms were produced during that period. There are many questions that remain unanswered and it is interesting to draw comparisons to the postage stamps that carried adverts on their underside at the same time.

A number of the telegraph forms have blank areas. With the postage stamps Truebridge, Miller & Reich placed their own advertisement thirteen times throughout the sheet of 240 stamps rather than have blank spaces – why did they not follow the same pattern with the telegraph forms?

With the stamp issue adverts for Poneke products replaced those for Cadbury Bros. on the third and final setting, which appeared from mid-August 1893. Because no telegraph forms have been sighted with Cadbury adverts it has been assumed, rightly or wrongly, that this Company did not participate in the Telegraph advertising campaign. The earliest reported used form carrying a Poneke advert is A8 (25.11.1893) used three months after the third setting stamps appeared.

Telegraph forms B10, C14 and C16 all contain adverts for Poneke and can be compared directly to forms B7, C15 and C22 which are identical to the first three except for having a blank space instead of the Poneke advert. Can it be assumed from this reasoning that Poneke advertisements were a later addition to the telegraph advertising campaign. Forms A8, B9 and B11 also carry a Poneke advert but no comparable forms with a blank space have been reported to date. More dated examples may help to resolve this question in time.

The advertisements on the underside of the Second Side Face stamps brought about many complaints from

the general public and the printing of the advertisements on the underside of the telegram forms also raised complaints but for different reasons.

Telegraph forms were readily available at Post Offices for customers to use to prepare their message for transmission. But, as the underside was blank, it had been common practice to utilise the forms for memo's or shopping lists! The Postal Authorities were not very sympathetic to complaints that this facility was no longer available now that the space was filled with printed adverts.

But the Postmaster General, Joseph Ward, had more difficulty in placating M.P.s in Parliament when representatives complained about the poor quality of the paper and that the heavy print of the advertisement seeped through so they could not read the message. Another M.P. complained that he thought a telegram he received was just an advertisement and, not being interested, threw it away. Ward promised that staff would be instructed to write the telegram messages in ink in future and the quality of paper used would be reviewed.

Truebridge, Miller & Reich advised in September 1893 that they wished to terminate the contract (roughly 7½ months after the introduction of the service). In the 1894 Post office & Telegraph Department report to the Houses of the General Assembly (reporting 1893 business) the following statement appeared:-

'The contract for advertising on the back of telegraph forms and postage stamps has lapsed. The venture not proving a satisfactory one, the contractors exercising the right to determine the agreement'. However there was some confusion when the contract actually finished because as late as September 1894, in response to questions in the General Assembly, Joseph Ward advised members that the contract for advertising telegraphs 'expires in about six months' after which time telegraph forms would be available without advertisements. This meant that the Telegraph part of the contract expired around March 1895, a full two years after its introduction.

Figure 5: 1895 replacement blue Tel. 211 form

A replacement form Tel. 211 (Figure 5) was issued in 1895 with no adverts and printed in blue to distinguish it from the others. However the advertising telegraph forms have been found used after March 1895 as some post offices continued to use up stock.

If anyone can provide further information on the advertising telegraph forms, better images or additional dates of usage I would be grateful if they would get in touch with me (j-watts@clear.net.nz) or via the editor.

I would like to acknowledge the material and information provided by Robert Lyon of Wellington, New Zealand, in compiling this article.

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“GUIDE DOTS” IN OTAGO AND CANTERBURY CENTENNIAL ISSUES

Terry Hancox

It is well understood that Waterlow & Sons Ltd. used ‘guide marks’ in the form of sideways ‘T’s to help align the position of stamps when making the plate for the ½d Lake Matheson stamp of the 1946 Peace Issue (Figure 1). In the main, these were removed from the plate prior to printing, but in some instances this was incomplete.

This raises a query. If Waterlow & Sons Ltd. found it necessary to use guide marks to lay down images for multicolour printing, did other printers find it necessary to do this also, and could further examples exist?

Looking at the two commemorative issues following the 1946 Peace stamps, Centennial of Otago (February 23, 1948) and Centennial of Canterbury (November 20, 1950) both issues being printed by Messrs Bradbury, Wilkinson & Co., there are no obvious ‘T’ marks present on any stamps seen.

However looking closely at the selvages, there are consistent coloured dots, quite small, in the same colours as the stamp designs, visible on each sheet. The size and prominence of the dots vary across the selvedge but within each value, appear in a consistent position below the centre of the stamp for stamps in horizontal format, or to the right of the stamp for those in vertical format. The spot in the same colour as the frame will be in a constant position, whereas the colour of the centre design will vary based upon the accuracy of the centring of that colour with the frame.

For these markings to be considered ‘guide marks’ we would expect to find them in a consistent position by each stamp on the sheet. Proof of this is met with some difficulty. Unlike Waterlow, where the sideways ‘T’ mark is prominent and eye visible, the Bradbury Wilkinson dots are quite small, needing a magnifying glass to see them clearly. Also the position of the dots, in the main, places them in the design of the stamp when overlaid by its neighbour, and they become lost.

Armed with the knowledge of where to look, it is possible to identify some of these dots amongst the design of the stamps on the sheet. Figures 2 to 9 illustrate examples of dots in the selvage and within the stamp design for each value of the Centennial of Otago issue.

1d 1948 Centennial of Otago

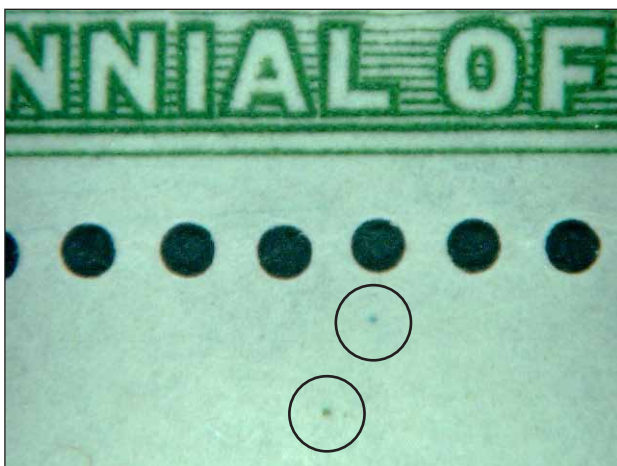


Figure 2: The green spot, being the colour of the frame is fixed in position, 4mm below the left edge of ‘L’ of ‘CENTENNIAL’. The blue spot in this example appears to the top right of the green spot.

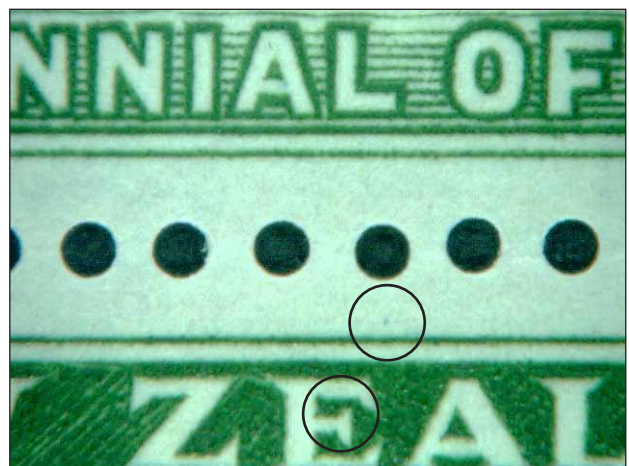


Figure 3: In this sheet, the blue spot presents itself above the top frame line of the design, whereas the green spot is lost in the green frame. It would otherwise appear just above the right end of the centre arm of the ‘E’ of ‘ZEAL’.



Figure 1: ‘T’ guide on the 1946 ½d Lake Matheson stamp, Row 12/3.

In the 1948 Centennial of Otago issue it is possible to find examples of the presence of dots in some of the stamps within the sheet, but not all. Either the dots are hidden by the design, removed prior to printing, or are just too faint to distinguish even with the aid of a magnifying glass. In examples seen, the observer is more likely to find the presence of the centre dot in examples where the centre colour is misplaced.

2d 1948 Centennial of Otago

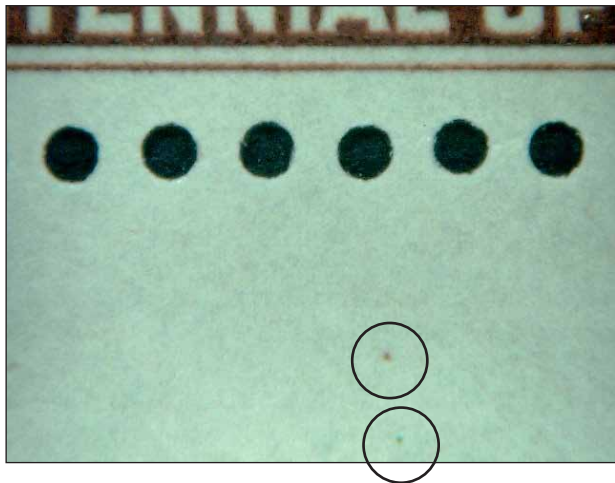


Figure 4: The brown spot is positioned 4.5mm below the right leg of the 'A' of 'CENTENNIAL'. In this example the green spot is further down the lower selvedge beneath the brown spot.

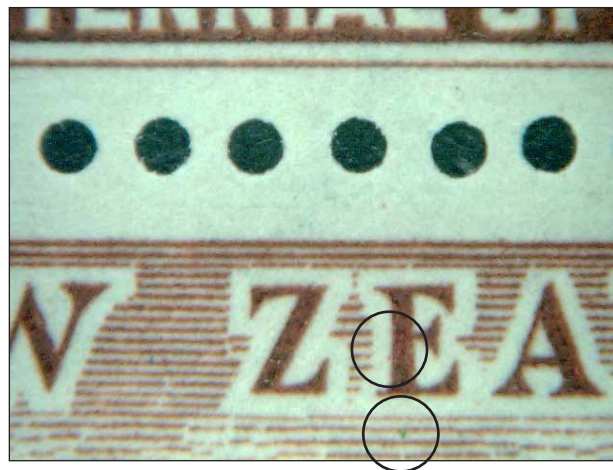


Figure 5: Within the sheet the green spot is seen amongst the horizontal lines of shading below the upright of the 'E' of 'ZEAL'. The brown spot is just visible on the left edge of the 'E' as a bulge just below the centre. On most stamps the spot is hidden.

3d 1948 Centennial of Otago

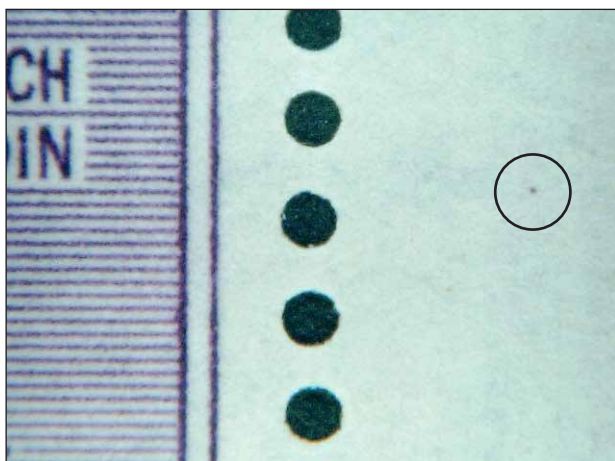


Figure 6: Although the 3d stamp is printed in one colour, the guide dot is still present. As the stamp is upright (rather than horizontal as with the other values in this issue) the dot is seen in the right selvedge, 5mm from the right edge of the stamp.

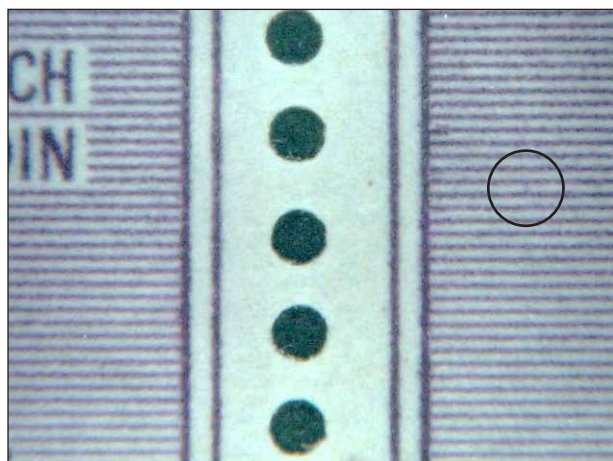


Figure 7: On most of the stamps within the sheet the guide dot is not readily visible. In this example it appears between the horizontal lines of shading.

For the presence of coloured dots to aid the placement of images on the printing plate, the dots would need to be part of the stamp forme, and the construction of the plate would be from the top row downwards; thus leaving the lower set of dots in the lower selvedge (or right selvedge where images are upright). This layout would not show design dots in stamps on the first row.

6d 1948 Centennial of Otago

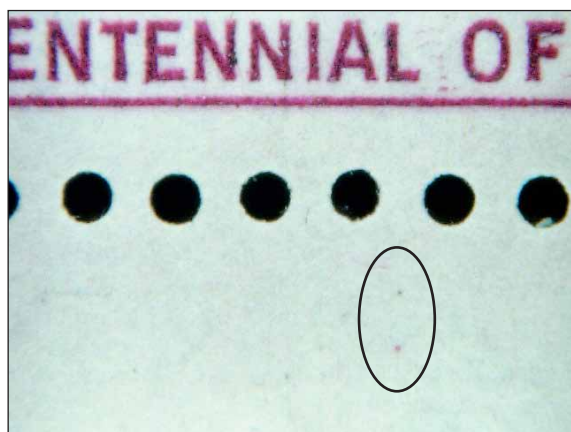


Figure 8: The rose spot on the 6d stamp appears 4mm below the centre of the 'L' of 'CENTENNIAL'. The black spot on this sheet is directly above.



Figure 9: Here the black spot is visible between the horizontal lines of rose shading above the 'E' of 'ZEAL'. The rose spot itself is not visible as it is hidden by the central bar of the 'E'.

1950 Canterbury Centennial

The five stamps of the Canterbury Centennial set also show characteristic Bradbury Wilkinson dots below the stamp, or in the right selvedge for vertical stamps (Figures 10 - 14). Although it is relatively easy to distinguish the coloured dots in the selvedge, finding examples of the dots within the stamp design is difficult.

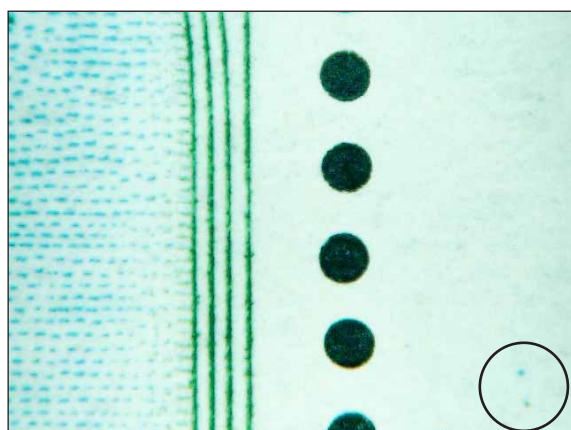


Figure 10: 1d Canterbury Centennial. Both green and blue spots appear to the right of the stamp, (vertical format), approximately level with the middle of the stamp. They are quite prominent in the selvedge, 4.5mm from its right edge.

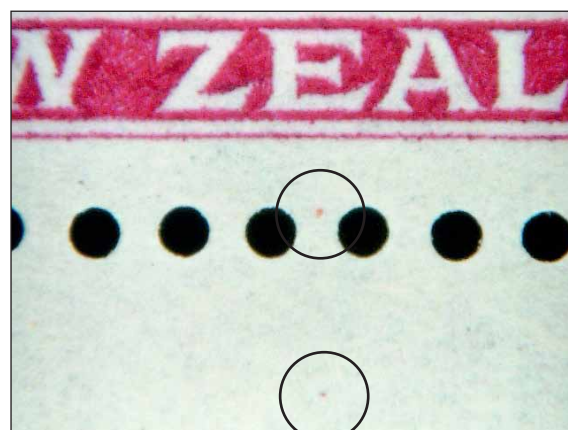


Figure 11: 2d Canterbury Centennial. Both spots appear below the 'E' of 'ZEAL'. The orange-vermillion (centre) spot is amongst the perforations whilst the carmine (frame) spot is 4mm from the lower edge of the stamp.

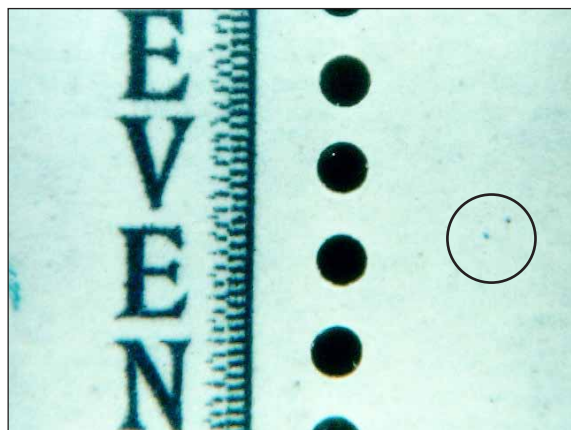


Figure 12: 3d Canterbury Centennial. Coloured spots appear in the right selvedge level with the 'RE' of 'REVENUE'. In this example both spots are close, 4mm from the stamp edge.

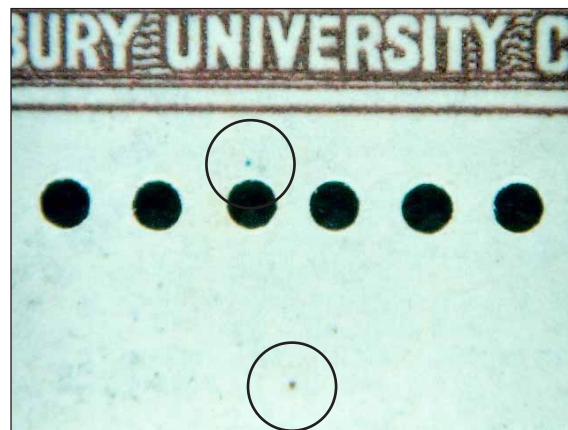


Figure 13: 6d Canterbury Centennial. The blue spot is close to the stamp edge, below 'T' of 'UNIVERSITY'. The chocolate spot is 4.5mm further down and slightly to the right.

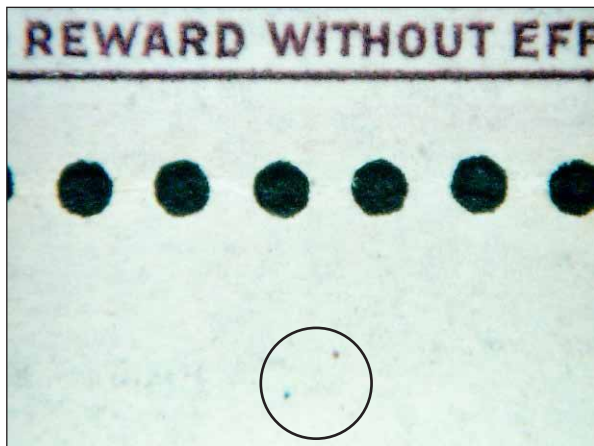


Figure 14: 1/- Canterbury Centennial. Both maroon and blue spots are found below the stamp and approximately 4mm from the lower edge, below 'WITH' of 'WITHOUT'.

It could be by design that the positioning of the coloured dots is done so that, when printed, they would be lost in the design. Or, prior to printing, the coloured dots on each colour plate were removed from all but the last row. There are a number of examples from the Canterbury Centennial where a coloured dot appears by the perforations and should not be hidden by the stamp design. Apart from a very small number of examples, these spots are not visible, suggesting that every effort was made to remove them.

With the Canterbury Centennial issue, dots in the design of the stamp are difficult to find, and in those examples where coloured dots have been found, they could point to a small flaw in the vicinity of where the dot is most likely to be found, rather than the coloured dot itself.

Conclusion

Is the presence of coloured dots in the selvage and, indistinctly on stamps in the sheet, proof that Bradbury Wilkinson used them to aid placement of the image on the plate? If the observer looks at the Otago Centennial and Canterbury Centennial issues a different conclusion might be reached. It would certainly seem, given their appearance on each value and their consistency in the selvages, that the use of these spots as 'guide marks' is a possible explanation.

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COLOURED EDGES NOT PERMITTED

Paul Wreglesworth

Every decade seems to produce a wealth of postal history unique to that particular period. It might be related to changes in route, postal rates or may take the form of an instructional marking necessary because of the sender's inability to address the letter correctly or the postman to deliver it to the right address, or from time to time the impact of war.

In my experience the 1960s offers a treasure trove of interesting endorsements and it is always nice to find new or unusual cachets as exemplified by this scruffy looking cover (Figure 1). A standard air-mail envelope posted at Waitomo Caves to Kansas City, Missouri, USA, and postmarked 17 JL 65 with 2d and 4d stamps from the 1960 definitive series correctly prepaying the 6d surface rate to the USA. The sender however had not allowed for the bureaucracies that exist in many public institutions - including national postal services!



Figure 1: A letter from Waitomo Caves to the U.S.A. that incurred the wrath of the Post Office.

Fortunately someone in the New Zealand Post Office at Auckland did know the rules, intercepted and opened the mail item, re-sealed it with sticky tape before returning the offending item to the sender. To ensure the regulations were clear the cover was endorsed, front and back, with a rubber stamped cachet reading 'Envelopes with coloured edges are not permitted in surface mails to the U.S.A.' (Figure 2). The writer, no doubt suitably chastised, returned to their local post office at Waitomo Caves and paid a further 1/- to send the letter by air. The additional stamp was duly postmarked 22 JL 65 and 'additional Postage Paid' written in the lower corner of the envelope. The letter then presumably travelled to its destination without fear of causing an international incident!

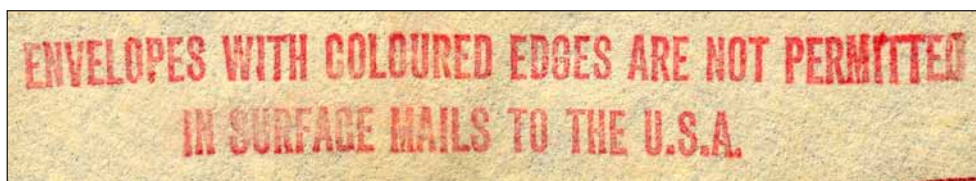


Figure 2: The rubber stamped cachet applied to the envelope (enlarged to 250%)

REQUEST FOR HELP FROM MEMBERS

Tony Hope writes:

"I wonder if any member could explain the mystery of my New Zealand Express Company cover?

The cover (Figure 1) has a Wellington repeater cancellation dated 4.SP.14. (1) The stamps are fixed over the repeater and have a Wellington F.M.B. date stamp for 5. SP. 14. (2) Can any member explain why this should be?

I presume that the cover departed Wellington on, or soon after, 5.SP.14. Even by this time the 'dreaded Hun' had chased the remnants of the Belgian army to Antwerp and chaos prevailed. Hence the cover could not have reached Antwerp in 1914. However, the postmark on the back flap (inset) is dated 19.12.1918. (3). So it did reach Antwerp - four years and three months from its date of posting in Wellington.

I wonder if any member might know where it could have been detained for the duration of the 1914-18 war?". - Any thoughts to the editor please.



Figure 1: New Zealand Express Company cover posted from Wellington to Antwerp in September 1914, backstamped on arrival (inset) in December 1918.

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STANLEY GIBBONS' 1954 CHRISTMAS CARD

Jack Lindley



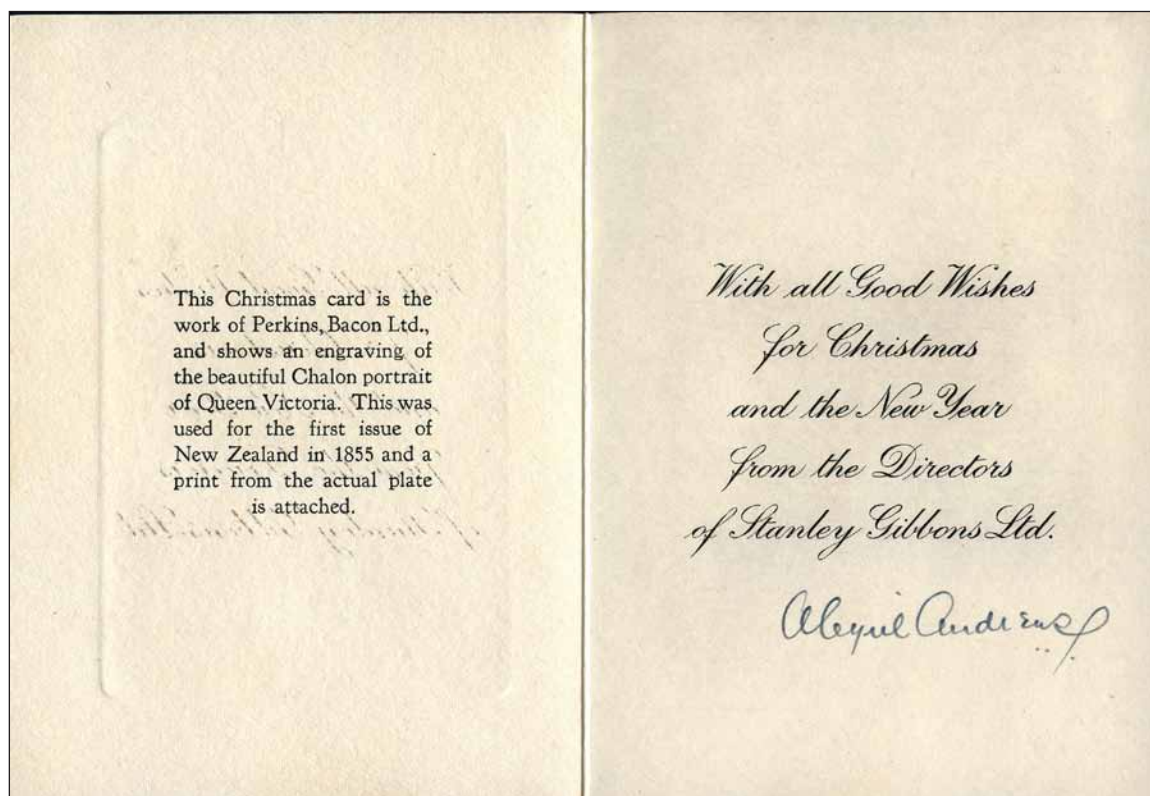
A card showing the central vignette portion of one of the Chalon head stamps was illustrated in the January 2014 issue of *The Kiwi* (Ref. 1). The possibility that it might be a proof was discussed together with the counter argument that it formed part of a Christmas card produced for Stanley Gibbons in 1935. Depart an appeal I believe no original copies of the card have yet surfaced.

I thought members might be interested in a similar item that I acquired recently. This is a small folded card, (Figures 1 and 2), measuring 140mm x 101mm. Reproduced here at 75% of the original size. This was Stanley Gibbons' Christmas card for 1954.

Produced by Perkins, Bacon Ltd. it shows an engraving of the Chalon portrait of Queen Victoria together with a reproduction of the 2d Chalon stamp, made from the original printing plate.

Figure 1 (left): *The front of the 1954 Christmas card*

Figure 2 (below): *The inside of the same card*



Reference:

1. Wreglesworth P., (for Jones S), 'Chalon Vignette - Proof or Reproduction?', *The Kiwi* vol63, no1, pp24, January 2014.



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