

New Zealand's First Christmas Stamp

New Zealand's Health stamps have become synonymous with support for Health camps. Although the money raised with the first issue was used to support Health camps, the emphasis was on a Christmas Charity Campaign against TB and the stamps were often referred to informally as 'Christmas seals'.

This can be seen from the quote by the Prime Minister and the adverts on the next slide.

To the Minister of Health,

Please convey to the people of New Zealand my best wishes for the abounding success of the Christmas Stamp Campaign against Tuberculosis. It is a worthy appeal and will, I am sure, meet with a generous response.

JOSEPH G. WARD, Prime Minister.



The stamps were issued on 11th December 1929, in time for the Christmas mail.

The 1929, 1930 and 1931 issues all feature the Cross of Lorraine, the international symbol in the fight against TB. It was 1932 before 'Charity' was replaced by 'Health'.

1929 Adverts



CHARITY STAMPS

On your letters and parcels
radiate

CHRISTMAS GOODWILL
to the tubercular sufferer.

A 2d. Charity Stamp represents
A PENNYWORTH OF POSTAGE,
AND
A PENNYWORTH OF HEALTH
For a potential, incipient,
or actual case of
TUBERCULOSIS

HELP BUY HEALTH
for those who cannot afford to buy.

NEW ZEALAND
H. A. G. GILFILLAN, Wellington, Christchurch, Auckland
SHEPHERD & CO.

Help to stamp out TUBERCULOSIS



**Put a Charity Stamp
on EVERY Letter!**



THIS Christmas, let every letter bear a message of sympathy and help; a 2d. Charity Stamp---1d. for postage and 1d. for Children threatened with Tuberculosis. Help stamp this dread disease right out of New Zealand. Everybody can help by buying a shilling or two's worth of Charity Stamps. Get them at any Post Office; Two Shillings a dozen.

Support this Initial Appeal!

Your heart goes out to those unfortunates afflicted with "T.B." Help others avoid this fearful disease by supporting this appeal. This inaugural year the proceeds will be devoted to Children's Health Camps and to the spreading of knowledge about Tuberculosis.

Help Save the Children!

You want your own and other kiddies to grow up healthy and strong. The greatest heritage we can give our boys and girls is **Sound Health!** This first Charity Stamp Campaign in New Zealand is primarily to protect the Children. Will you lend a hand by buying some Charity Stamps?

Sheet Layout



The paper for the 1929 and 1930 issues was that used for the GV definitives, but divided in two. Hence only half the printed sheets have sheet numbers at top right.

The paper had letter watermarks in the margins. To ensure that the letter watermarks did not appear on the printed stamps, the sheet of stamps printed on the right hand half are skewed to the left.



That means that the sheets have a wide margin on the right and a narrow margin on the left. Sheets of stamps printed on the left hand half sheet are skewed to the right and so have a wide margin on the left and a narrow margin on the right.

Increased Prominence of Health Camps

Help promote Health!

CHARITY STAMPS

on Letters and Parcels radiate
CHRISTMAS GOODWILL
and serve to fortify young New-Zealanders
against

TUBERCULOSIS

It has been shown incontrovertibly that infection is for the most
part contracted in Childhood.

A CHARITY STAMP COSTS TWOPENCE.
1d. for POSTAGE and 1d. for HEALTH.

**BUY CHARITY STAMPS and help to establish
CHILDREN'S HEALTH CAMPS.**

1930

HEALTH FOR THE CHILDREN!

Will YOU help
this **CHRISTMASTIDE** by using
CHARITY STAMPS
ON YOUR MAIL-MATTER.

2d.
Charity Stamp.

3d.
Charity Stamp.

For News Carls, Posters,
and Newspapers, etc. include
the postage in 1d.

For Letters and Other
Articles use whole the
postage in 3d.

With each CHARITY STAMP goes the CHRISTMAS GOODWILL
GIFT of **ONE PENNY** to the fund for establishing
CHILDREN'S HEALTH CAMPS.
HELP THE CHILD
TO
FIGHT AGAINST TUBERCULOSIS.

1931

Health Stamps = Health Camps



1932 Publicity Label



1932 Poster