New Zealand
Edward VII booklets : 1910 – 1915

An overview of the stamps and the advertisements in the booklets

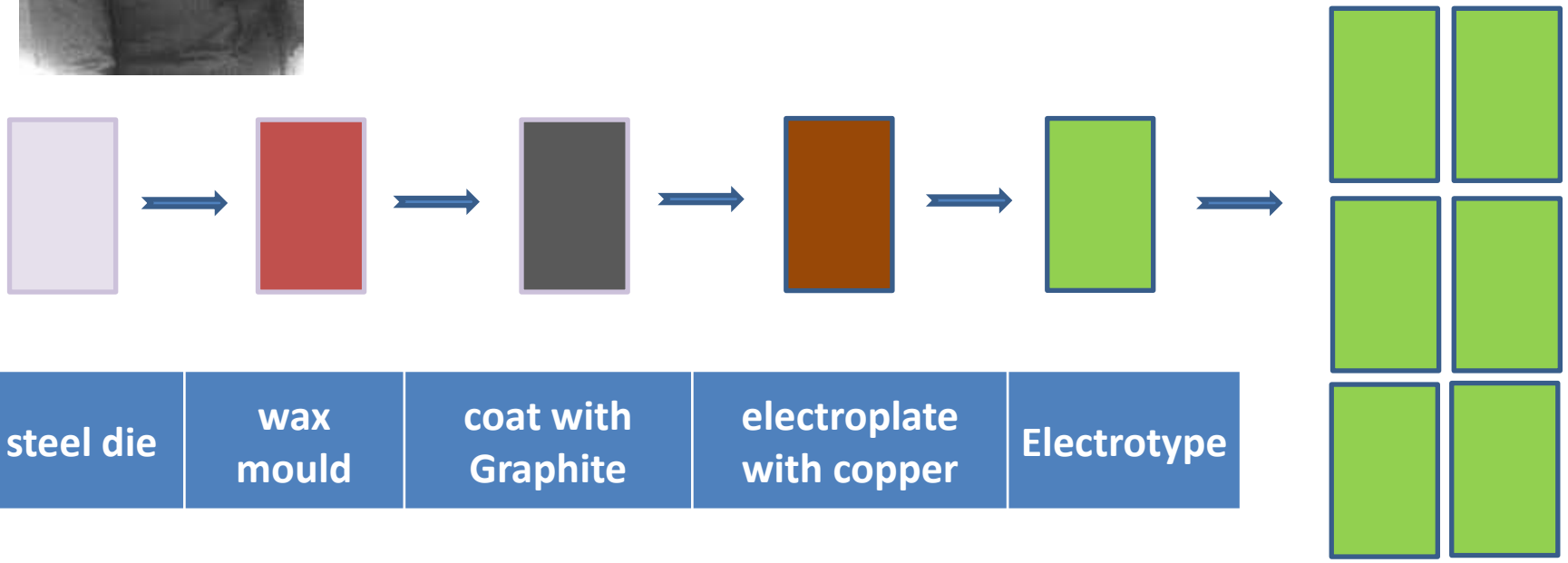
Printing	Contents	EVII panes	Cover/advertisements	Price
1910	1 pane of five ½d EVII + star 1 pane of six ½d EVII 3 panes of six 1d Dominion	unbarred	*Buff cover *Post Office advertisements only on covers	1s 11½d of stamps sold for 2/-
1912	2 panes of six ½d EVII 3 panes of six 1d Dominion	partly barred	* Blue cover – others listed * Interleaved panes of advertisements	2/- of stamps
1913		fully barred		
1915		fully barred – new plate		

The ½d booklet stamps

Electrotypes of the Perkins, Bacon steel dies were made by the NZ Government Printer

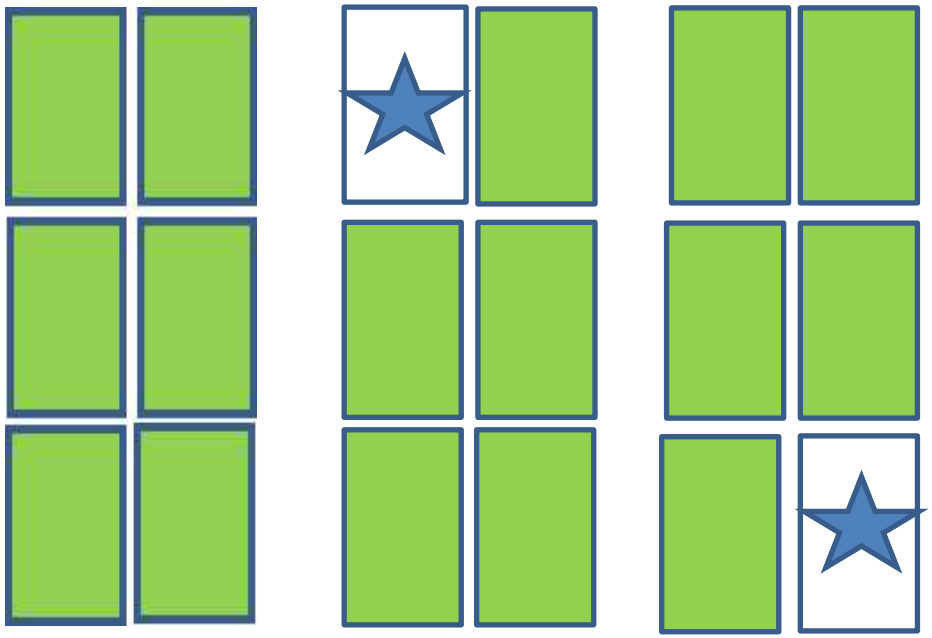


The electrotype process was invented by Moritz van Jacobi in 1838.



Six electrotypes in a block were used as a die for making 28 blocks.

The ½d booklet stamps

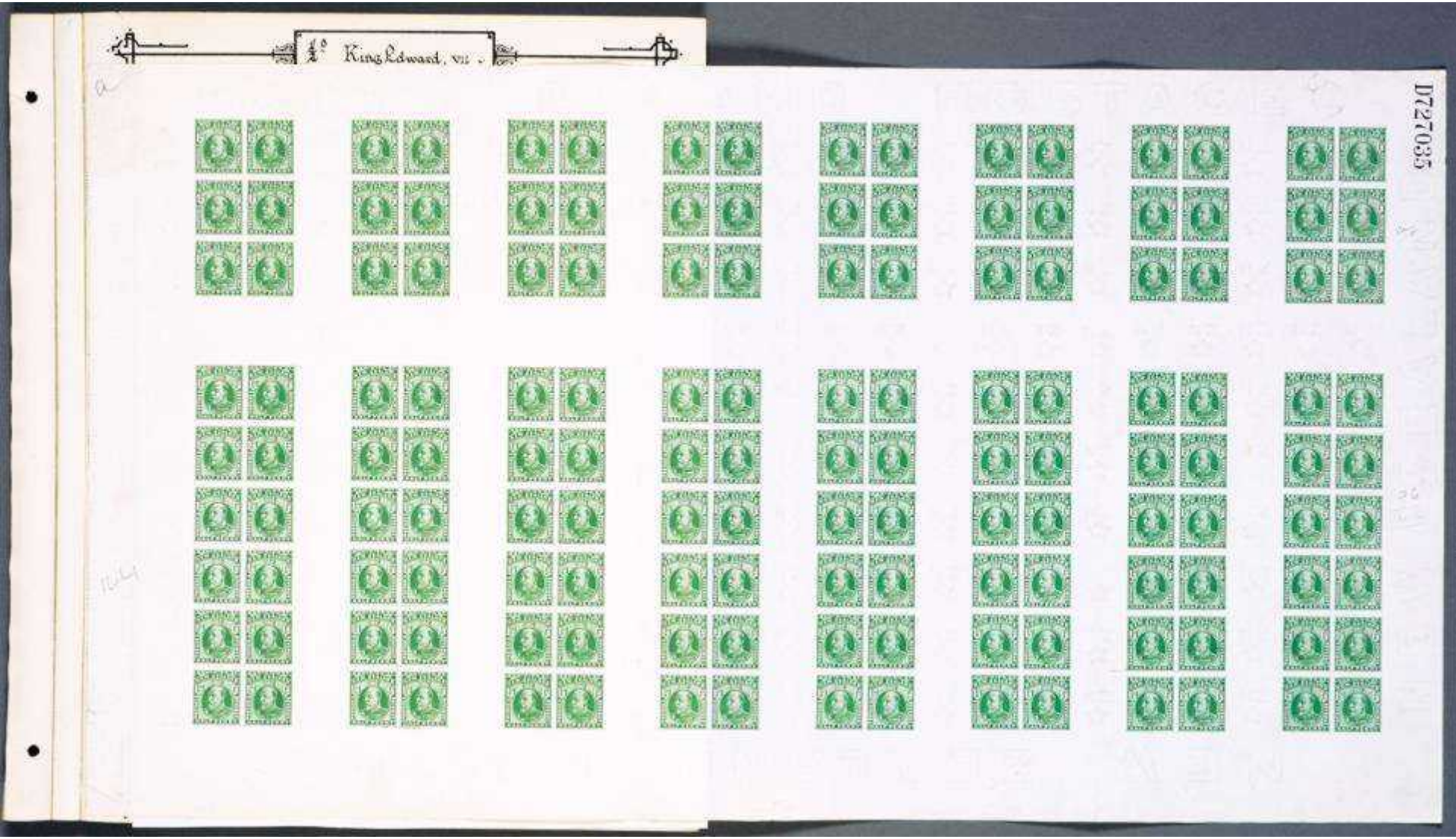


One stamp in each of two blocks of 6 was replaced by a 5-pointed star. These blocks were used as dies to make a total of 31 blocks with stars.



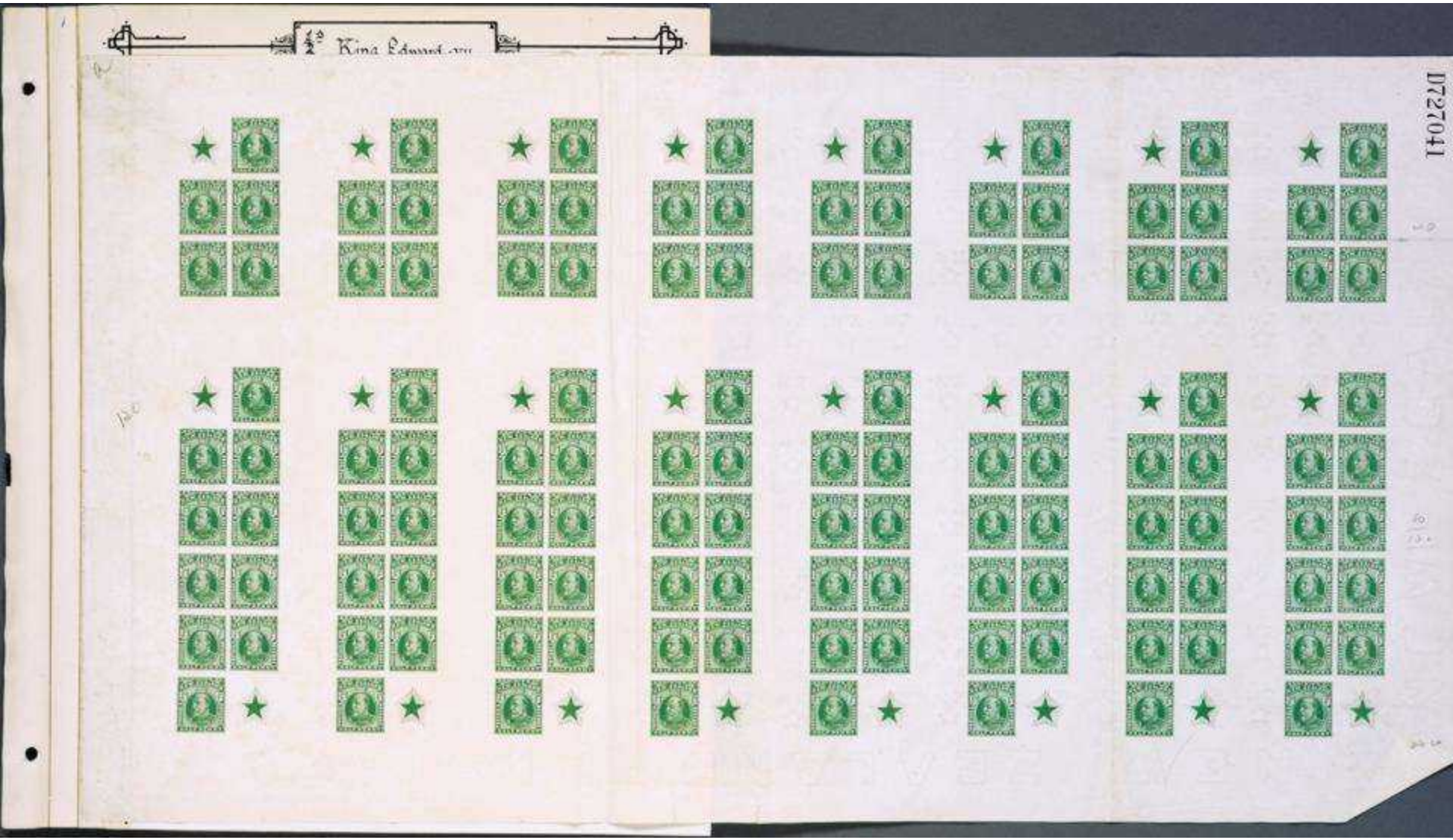
The British Post Office did the same with its Edward VII booklet panes in 1906.

The ½d booklet sheet – without stars



courtesy of The Museum of New Zealand Te Papa Tongarewa

The ½d booklet sheet – with stars



courtesy of The Museum of New Zealand Te Papa Tongarewa









Panes from the 1910 printing

no stars : star top left : star bottom right

Panes from the 1912, 1913 and 1915 printings

using the first and second electrotype plates



First plate
Second setting
Partly barred
53mm wide



First plate
Third setting
Fully barred
60mm wide



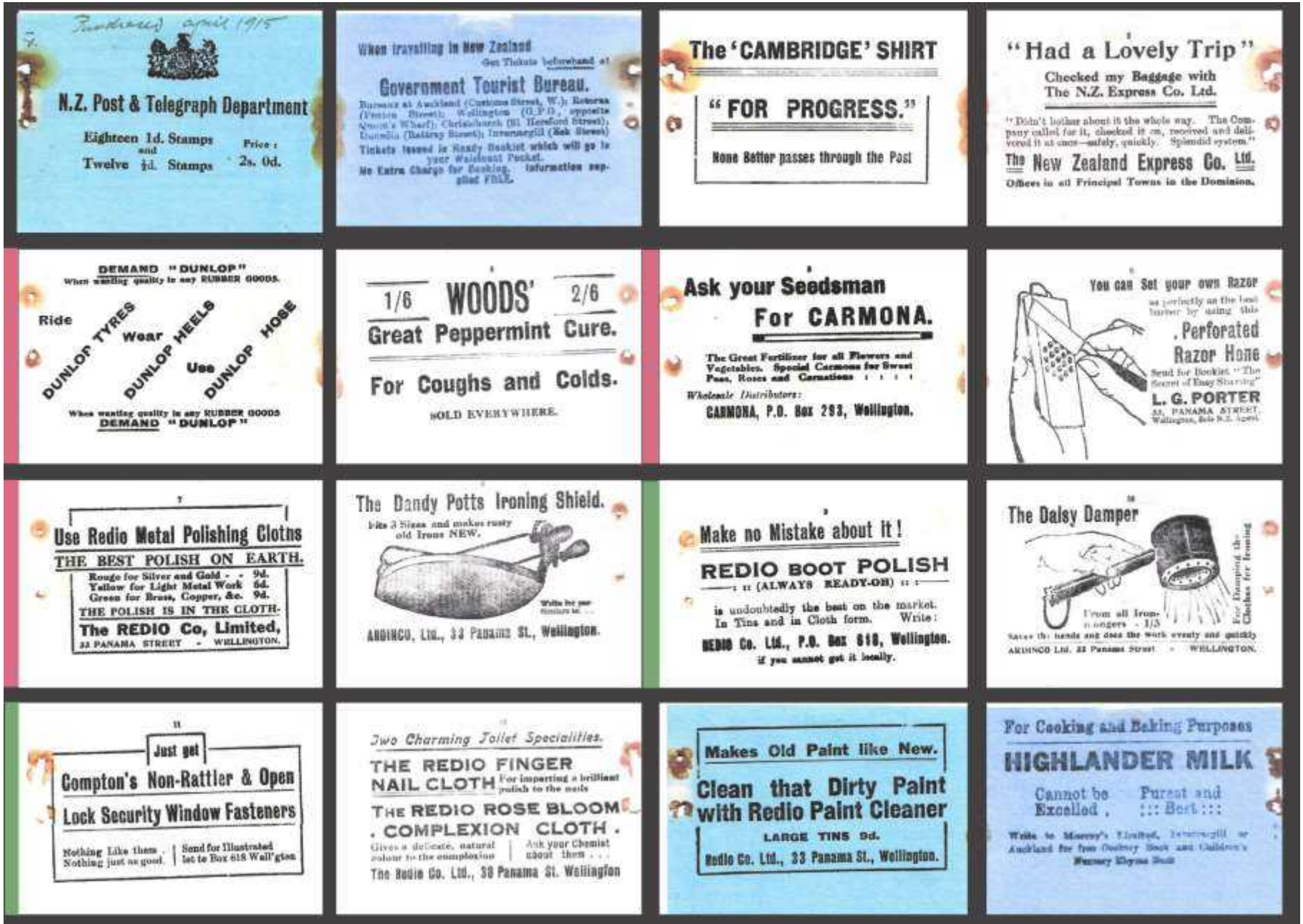
Second plate
Fully barred
60mm wide

1913 booklet - cover and advertisements

predominantly Wellington adverts



1915 booklet - cover and advertisements









New Zealand Times
20 September 1913

MISCELLANEOUS.

P. BLACK, Wellington, received £1 from Red Jacket Tobacco Man, who will be giving sovereigns away at the match to-day. Get a packet—get a sovereign.

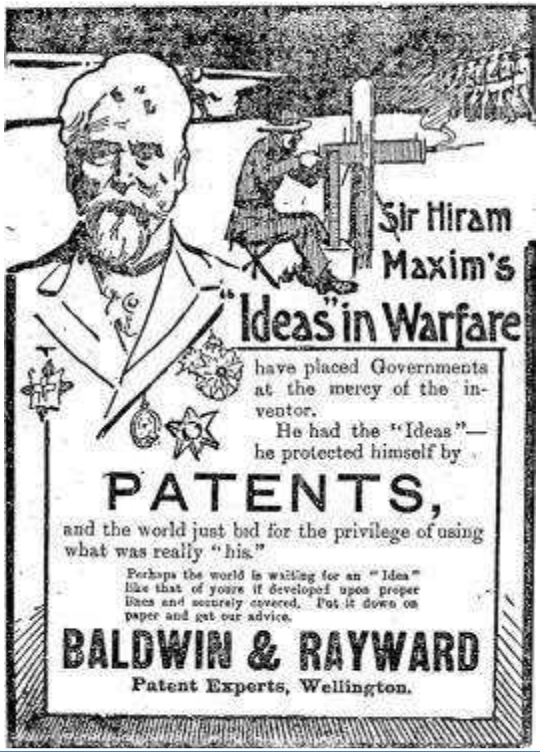
L. BAYLIS, 21, Milward street, received £1 from Red Jacket Tobacco Man, who will be giving sovereigns away at the match to-day. Get a packet—get a sovereign.

O. WANNELL, Tauera crescent, received £1 from Red Jacket Tobacco Man, who will be giving sovereigns away at the match to-day. Get a packet—get a sovereign.

A. H. OUTTRIM, 23, Majoribanks street, received £1 from Red Jacket Tobacco Man, who will be giving sovereigns away at the match to-day. Get a packet—get a sovereign.

MR D. RANKIN, 142, Coromandel street, received £1 from Red Jacket Tobacco Man, who will be giving sovereigns away at the match to-day. Get a packet—get a sovereign.

Otago Witness, 9 April 1913



Otago Witness, 20 October 1915



Better Fruit
Better Flowers
Better Vegetables

Carmona Plant Food is a highly concentrated fertilizer, 85 times richer than soil. Dig it in at the roots: *more* and *better* fruit, flowers and vegetables will result.
Mr. H. A. Fox, of Wellington, the champion sweet pea grower, writes regarding

CARMONA
PLANT FOOD:

"Carmona increased the length of flowering stems, improved the texture of the petals and the colour of the blooms. I can fully recommend it." H. A. FOX

Cultivate with Carmona: note the splendid results. If your storekeeper can't supply you, write for *free* illustrated booklet and information to *J. W. Wallace & Co.*, Dept. 4, Wellington. 11



Red Jacket Tobacco Man gives away sovereigns

Baldwin & Rayward warn of exploitation by inventors

Carmona Plant Food endorsed by sweet pea champion

Use Redio Metal Polishing Cloths

THE BEST POLISH ON EARTH.

Rouge for Silver and Gold - - 9d.
Yellow for Light Metal Work 6d.
Green for Brass, Copper, &c. 9d.

THE POLISH IS IN THE CLOTH-

The REDIO Co, Limited,

33 PANAMA STREET - WELLINGTON.

Two Charming Toilet Specialities.

THE REDIO FINGER NAIL CLOTH For imparting a brilliant polish to the nails

THE REDIO ROSE BLOOM . COMPLEXION CLOTH .

Gives a delicate, natural colour to the complexion | Ask your Chemist about them . . .

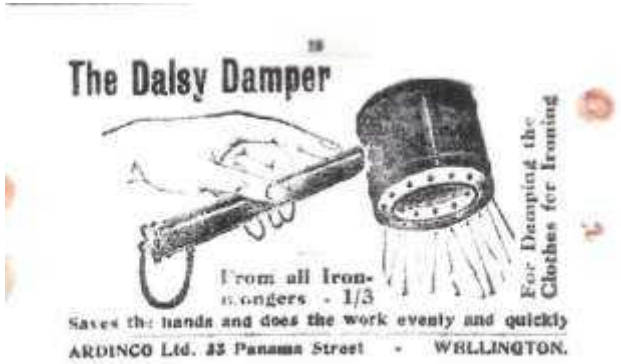
The Redio Co. Ltd., 33 Panama St. Wellington

REDIO POLISHING CLOTHS

PATENT — SELF-CONTAINED.



Redio Polish Movable Advertising card.
Woman's hand moves up when card is opened.





New Zealand Times, 29 September 1916

Dampen the Week's Ironing Without Wetting the Hands.

Why wet your hands and slop the water all over the clothes and sometimes on your table and floor when you can buy the Daisy Damper for 1/6. Made of polished metal that cannot rust, this splendid labour saver does away with the old fashioned method of dipping the hands in a bowl of cold water and sloppiog the water in patches over the clothes, generally were it is not wanted. Chapped and red hands, loss of temper and time are too often the result.

THE ARDINCO DAISY DAMPER

is so made that a shake causes the water to come out in a fine even spray without the slightest trouble. The clothes are sufficiently dampened for ironing right away; your hands are always keep clean and dry.

If your ironmonger cannot supply you, send us 1/6 and we will send you the Daisy Damper for 7 days FREE and if you are not in every way satisfied, return it, and your money will be immediately refunded.

THE ARDINCO NOVELTIES CO.
Box 618, Wellington



New Zealand Times, 14 October 1914

MAKES OLD Mrs. POTTS' IRONS INTO NEW ONES!

The Dandy Potts Ironing Shield makes old irons into new ones. It fits over the face of Mrs. Potts' Irons, takes all sizes and enables old or rusty irons to be used for ironing delicate fabrics without soiling.

The DANDY POTTS Ironing Shield

is shaped from highly nickelled steel which can neither rust nor crack. This gives a Polished Ironing surface and is always clean. It is attached instantly to any size of Mrs. Potts' Irons by means of highly tempered Gripper Springs which ensure perfect contact and security when it is used. The Dandy Potts Ironing Shield causes the iron to retain its heat twice as long. If not obtainable locally, send us 1/3 and we will forward you the Dandy Potts Ironing Shield by return post on 7 days *free* trial. If for any reason you are not fully satisfied with it return it at our expense and your money will be immediately refunded.

The Ardinco Novelties Co.
Box 618, Wellington



Ardinco Ltd was keen to help women do the housework.

Newspapers extracts from https://paperspast.natlib.govt.nz

Used examples of booklet stamps

"Inland" postcard used to Berlin with addition of ½d green Edward VII booklet stamp. postmarked HIKURANGI 4 AP 14

Hikurangi and Whakapara are north of Whangarei in Northland









Thank you for watching