

The Private Printing of Postal Stationery Cards

by Johnny Barkley

22 June 2024



1895 Queen Victoria 1d Blue Postcard printed as Christmas Card for Carl Kalman, Christchurch

Stamped to Private Order (STPO), Printed to Private Order (PTPO) or Privately Printed (PP)

First item of postal stationery, a postcard, issued on 1st November 1876.

The earliest dated privately printed postcard is for the Timaru Herald, postmarked 13th January 1877.

In 1892 the idea of Stamped to Private Order postal stationery was introduced by the Post Office.

The first STPO card was produced in 1892 for Austin Walsh & Co, Tobacco, Cigars and Cigarettes.

The Post Office started offering a service that businesses were already doing for 15 years!!

So what is the difference:

Stamped or Printed to Private Order – The Post Office either printed the cards for a business, or printed the postage indicum on cards already printed by the business.

65 Cards Recorded – either seen or known from records.

Privately Printed – Businesses had their details / advertisement / message, etc. printed onto then current postal postcards.

428 Queen Victoria Postcards

117 King Edward VII

340 King George V

118 King George VI

232 Queen Elizabeth II

1,235 Privately Printed Postcards currently recorded

Plus:

86 Non-Stationery Postcards

POST-CARD.

NEW ZEALAND CYCLISTS' TOURING CLUB.

Chief Office: Wellington, N.Z.

EDMOND T. SAYERS, Secretary

The address only to be written on this side.



Aklurest Esq
Waimate

Printed To Private Order

1897 New Zealand Cyclists Touring Club

PTPO – the Cycling Club supplied the card, but the Post Office printed all of the details as well as the postage indicum.



Packages only just to hand
you will receive yours before
end of week. Kind regards

E.T.S.

12/7/97

Stamped To Private Order

ADVICE CARD from the MANUFACTURERS
OF THE
CELEBRATED WESTFIELD MANURES.



AUCKLAND WAREHOUSE



WESTFIELD CHEMICAL WORKS

KEMPTHORNE, PROSSER & Co.'s To Mr H. Downard

N. Z. DRUG Co. Ltd.

ALBERT St., AUCKLAND.

RANGIAHUA

KOHUKOHU



AUCKLAND FROM QUEEN ST. WHARF

CHEMICAL WORKS, WESTFIELD, NEAR AUCKLAND Jan. 23rd 1905

Sir,

We have this day consigned to Rangiahua, Kohukohu. A/d.

Station for you, by direction of Mr S.W. Downard

"Wellington"

	Tons	Cwt.	Qrs.	lbs.	
bags	:	:	:	:	of
1 bags	:	1	1	:	of Bonedust & Blood

FREIGHT PREPAID.

KEMPTHORNE, PROSSER & Co.'s N. Z. DRUG Co. Ltd.

1904 KEVII

Stephen D. Schumann
Collection

ADVICE CARD from the MANUFACTURERS of the
CELEBRATED WESTFIELD MANURES.



AUCKLAND WAREHOUSE



WESTFIELD CHEMICAL WORKS

KEMPTHORNE, PROSSER & Co.'s To Mr J.E. Anderson

N. Z. DRUG Co. Ltd.

ALBERT St., AUCKLAND.

WAHAROA



AUCKLAND FROM QUEEN ST. WHARF

CHEMICAL WORKS, WESTFIELD, NEAR AUCKLAND Feb. 18th. 1904

Sir,

We have this day consigned to Waharoa

Station for you, by direction of Laidlaw Leeds

	Tons	Cwt.	Qrs.	lbs.	
8 bags	:	10	:	:	of
bags	:	:	:	:	of Grass "B" Manure

FREIGHT PREPAID.

KEMPTHORNE, PROSSER & Co.'s N. Z. DRUG Co. Ltd.

190? KEVII

1892 Austin Walsh & Co. – STPO

The first STPO cards. Small size for inclusion in packets of Atlas cigarettes.

Believed to be the worlds smallest postcard.



RECORD OF MY VOTE
IN FAVOUR OR OTHERWISE OF THE
ATLAS CIGARETTE.

No. _____

1. The Atlas Cigarette surpasses all imported.
2. The Atlas Cigarette equals the best imported.
3. The Atlas Cigarette is not equal to imported.

I Vote for No. 1

Name W. H. H. H.

Postal Address London

I estimate that the number of votes you will receive in the month of September will be 575

N.B.—This must be posted before the 20th of the month in which the vote is to be recorded.

ADVICE CARD *from the MANUFACTURERS*
 OF THE
CELEBRATED WESTFIELD MANURES.

To _____

SUPERPHOSPHATES.
 BONE-DUST PURE
 GREEN & STEAMED.
 BONE-DUST & BLOOD.
 SPECIAL MANURES
 FOR ALL CROPS
 IN STOCK.
 NITRATE OF SODA.
 SULPHATE OF AMMONIA.
 GUANOS, &c. &c.

KEMPTHORNE, PROSSER & Co's
 NEW ZEALAND DRUG CO LTD
 HEAD OFFICE - ALBERT ST. AUCKLAND.



CHEMICAL WORKS, WESTFIELD,
 NEAR *Auckland*, 190

Have this day consigned to.....
 you, by direction of.....

	Tons.	Cwt./	Qrs.	Lbs.
bags.....	:	:	:	of.....
bags.....	:	:	:	of.....
bags.....	:	:	:	of.....

Freight prepaid Truck.....

Kemphthorne, Prosser & Co.'s
N.Z. Drug Company, Limited.

Mr......

1902 Kempthorne, Prosser, & Co.

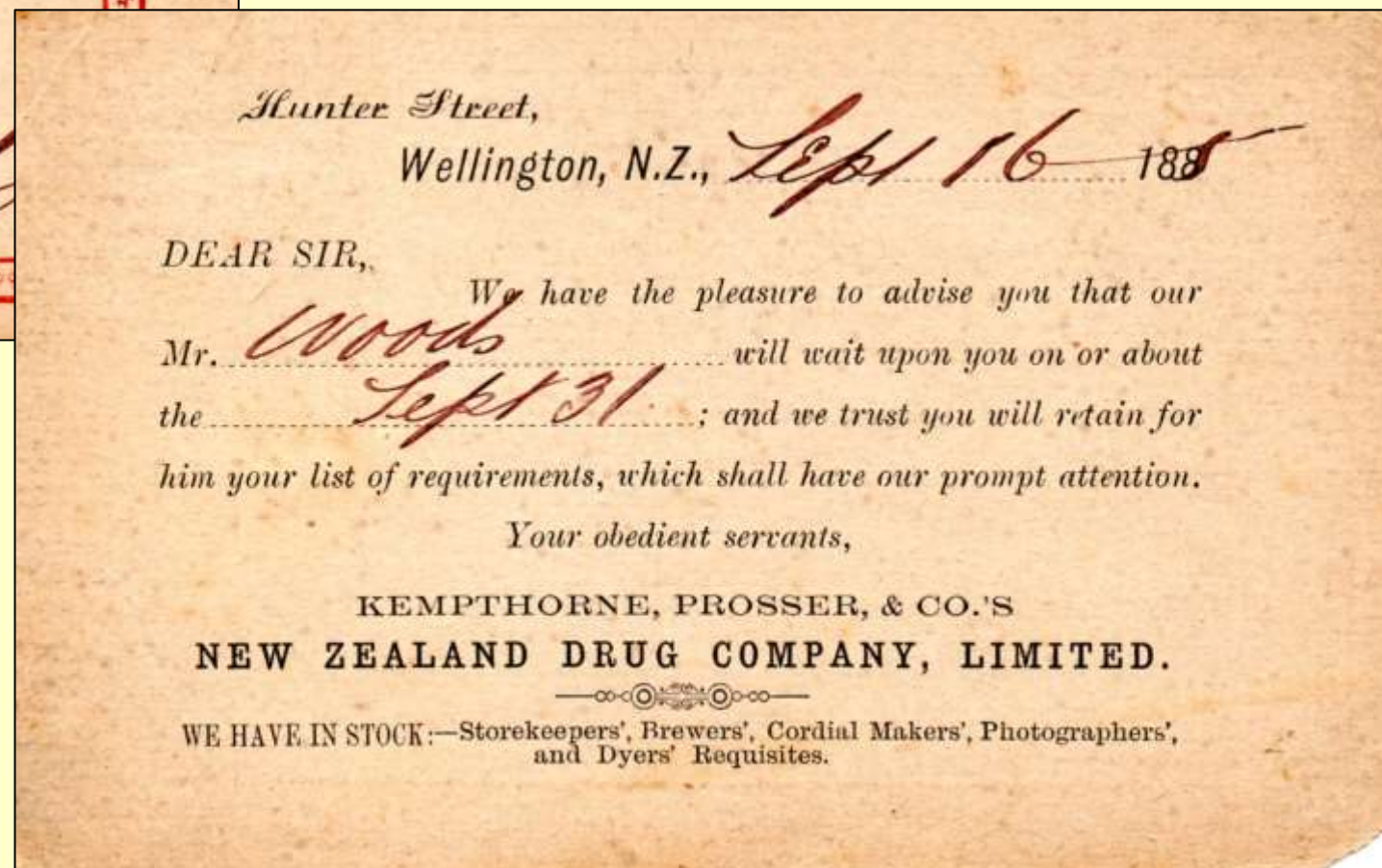
Stamped to Private Order Card, the second printing undertaken for Kempthorne, Prosser – the first was in 1899.



Kempthorne, Prosser, & Co.

Used 1885. Printed on the 1881 second postcard.

Kempthorne, Prosser wouldn't utilise the Post Offices' STPO service until 1899.



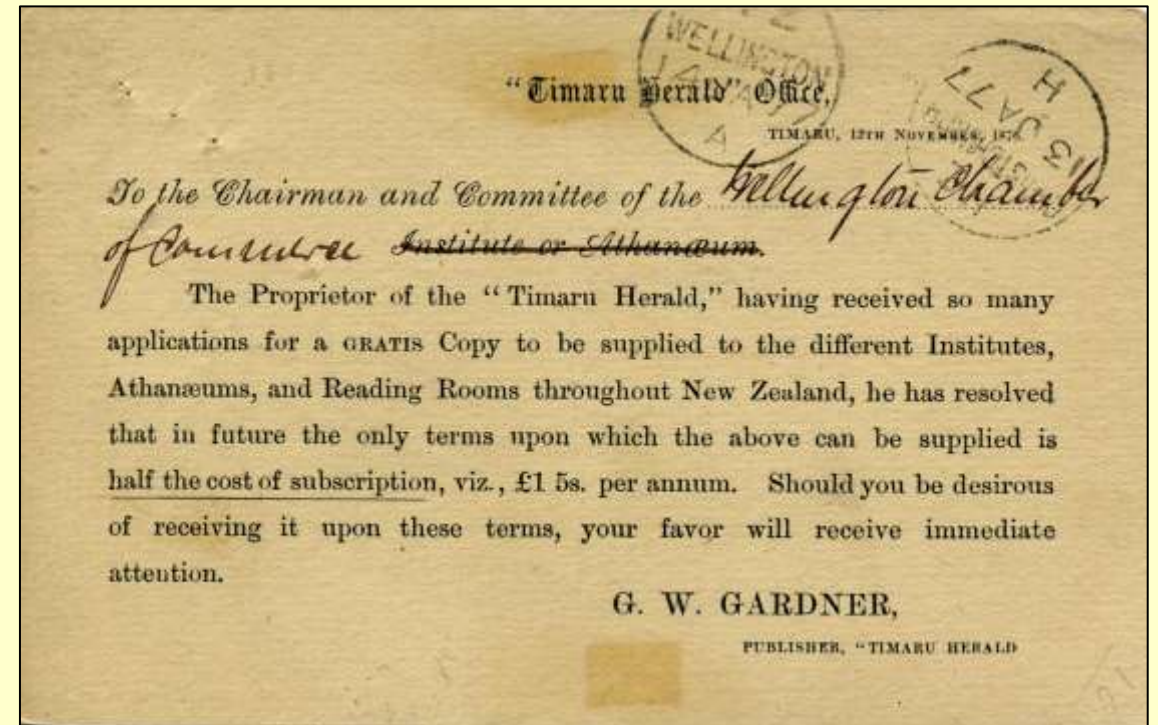


The earliest recorded postcards, sent by the Postmaster General, 20th October 1876.

The Postmaster-General has the honor to forward a specimen of the New Zealand Post Card, which will be brought into use in this Colony on the 1st of November next.

*General Post Office, N.Z.,
Wellington, 20th October, 1876.*

Subscription Services.



Timaru Herald – Notice of new Subscription Service.

Earliest recorded example of a Privately Printed postcard.

Rates Demands.

Waimea County Council – Rates demands for Waimea County Council, various years, printed on the reverse of the QV 1d Blue (1890 – 1894) and KEVII ½d Blue (1910) postcards.

3- RIDING. 50

WAIMEA COUNTY COUNCIL OFFICE.

September, 1890

To Mr

I hereby demand from you within 14 days from date, the sum of

£ : for Rates due by you to the **Waimea County Council**

1891. Payment is to be made at the Council Office, 15th day, 15th October, 1891, and in other

The Council

No. on Valuation Roll.	Period for which Rate payable.	Description of Property.
77	For Year ending 31st March, 1892.	

1890

MANAWATU RIDING.

WAIMEA COUNTY COUNCIL OFFICE.

September, 1891.

To Mr

I hereby demand from you within 14 days from date, the sum of

£ : 3 : 5 for Rates due by you to the **Waimea County Council** (as per particulars at foot) for the half-year ending 31st January, 1892. Payment is to be made at the Council Office, 15th day, 15th October, 1891, and in other

The Council will not guarantee any

No. on Valuation Roll.	Period for which Rate payable.	Description of Property.
77	For Year ending 31st March, 1892.	

1891

I hereby demand from you within 14 days from the date hereof the sum of £ : 4 : 4 for Special Rate due by you to the **Waimea County Council** (as per particulars at foot) for the half-year ending 31st January, 1894. Payment to be made at the County Office, Government Buildings, Nelson, on 1st February, 1894.

No. on Roll.	Period for which Rate payable.	Description of Property.
43.	For the half-Year ending 31st Jan. 1894.	30.4

This Rate is to provide inter the Rock Road. The Council expiration of this notice.

1894

STONE RIDING.

WAIMEA COUNTY COUNCIL OFFICE.

To Mr *Mr P. Smith*

I hereby demand from you within 14 days from date the sum of £ 6 : 13 : 4 for Rates due by you as ^{occupier} to the **Waimea County Council** (as per particulars at foot). Payment to be made at the Waimea County Council Office, Nelson.

Dated at Nelson this 15th day of September, 1910.

S. BLOMFELD, Collector Waimea County Council.

No. on Valuation roll.	Period for which Rate payable.	Description of Property. Sections	Description of Rate.	Amount due
166	For year ending 31st March, 1911.	Pt XIV	General Rate of Five Farthings in the £ Made 7/7/10 Due 1/10/10	£ 6 13 4

Please bring this card when paying Rate.

1910

Dispatch Notices.

Hancock & Co –
Dispatch Notice on KEVII
1903 1d Blue Postcard



CHALLENGE PHOSPHATE CO. LTD.
Fertiliser Manufacturers & Manure Merchants

Telegraphic Address: "Phosphates" Auckland
Phone: Head Office 41,970
Works 24,750

Otahuhu, *8 APR 1940*

Truck Shortage. Please assist by taking delivery promptly.

Notes.
If Fertiliser arrives in a wet condition immediately instruct Stationmaster to inspect and reconsign to Otahuhu. Also advise us by letter to Box 50, Auckland.

Dear Sir,
We have this day forwarded per RAIL/BOAT the following:

No. Bags	Fertiliser	No. Bags	Fertiliser
<i>72</i>	44/46 Super		
	Basic Super		
	Ammoniated Super		
	Super Lime		

Consigned to *Piako*

Marks _____ Conveyance *L3374*

Yours faithfully, CHALLENGE PHOSPHATE CO. Ltd.

Challenge Phosphate Co Ltd. –
Dispatch Notice on KGV1 1940
1d on ½d Green Postcard

Order Forms.

Cadburys and Duckworth,
Turner & Co. Ltd - Order forms
on 1924 or 1932 KGV ½d Green
Postcard.

INLAND POST-CARD.



To _____

CADBURY'S "BOURN-VITA" ORDER FORM



ORDER FORM.

To _____ Date _____

Please deliver at your earliest the following order for
Cadbury's "BOURN-VITA":—

	Packing	Price	Quantity required in DOZENS
½ lb.	1 doz. tins	11 6 per doz. tins	
½ lb.	½ doz. tins	21 6 per doz. tins	

Name _____

Address _____

Goods to be despatched to _____ [P.T.O.]

INLAND POST-CARD.



Messrs. DUCKWORTH, TURNER & CO. LTD.

Boot Manufacturers,

P.O. Box 396,

CHRISTCHURCH

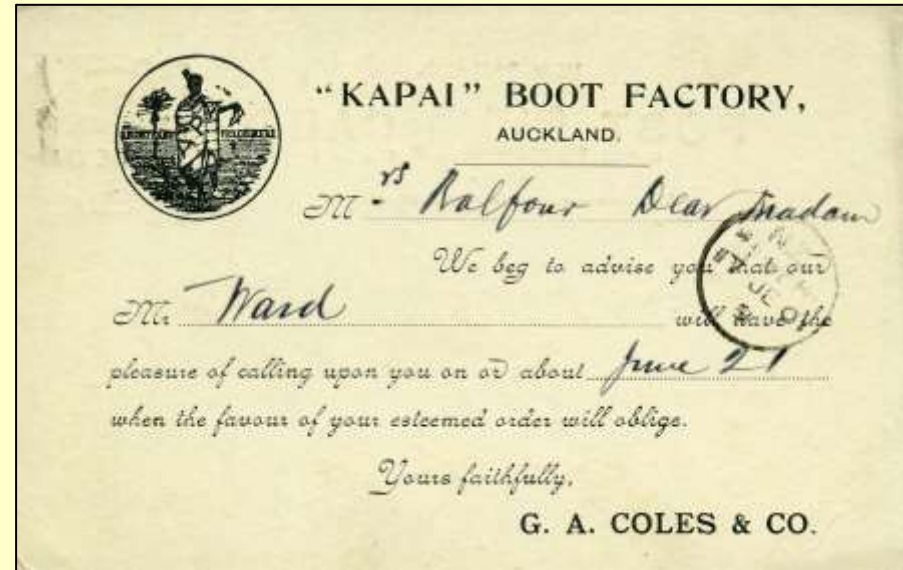
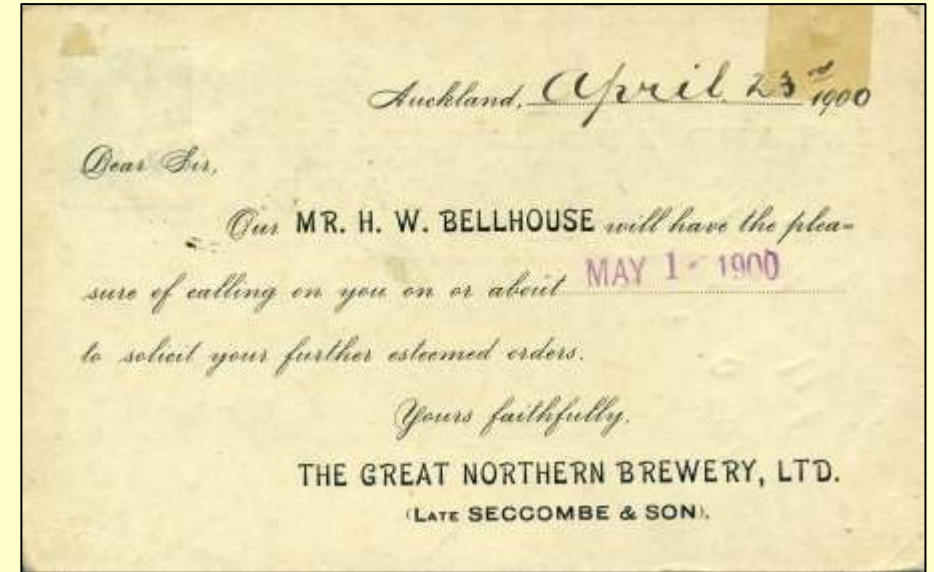
"Matchless" Shoes

*Please forward as soon as possible the
following Goods:—*

Yours faithfully,

Calling Cards.

The Great Northern
Brewery Ltd – Calling
Card on 1890 QV 1d
Blue Postcard.



Kapai Boot Factory –
Calling Card on 1901
QV 1d Brown Postcard.

Advertisements.

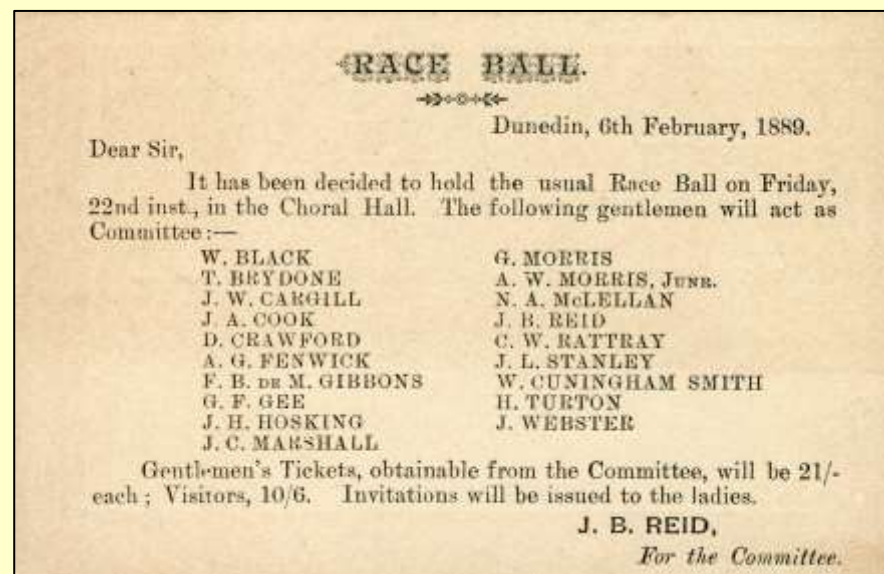
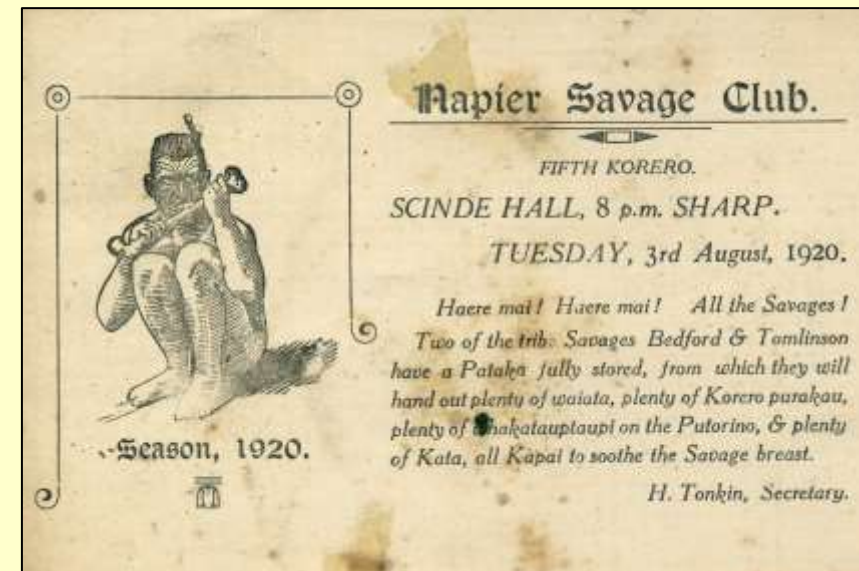
Advertisement for Majestic Theatre's showing of Little Dorrit – on 1924 KGV ½d Green Postcard.



Advertisement for Manthel Motors Ltd, Holden cars – on 1971 QEII 3c Green Postcard.

Societies and Institution's.

Notice of Meeting for the
Napier Savage Club – on
1919 KGV 1d Dominion
Postcard.

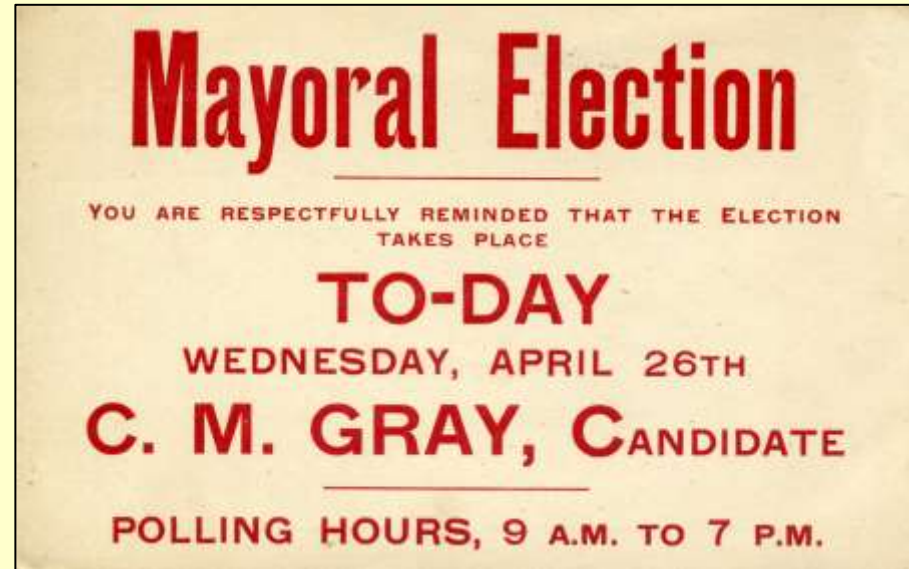


Advertisement for the
Dunedin Race Ball – on 1886
QV 1d Red-brown Postcard.

Elections.

Election Notice for John Connal for Lyttelton harbour Board – on 1891 QV 1d Brown Illustrated Postcard.

John won the election with 380 votes to his rivals 321.



Election Notice for C.M. Gray for Mayor of Christchurch – on 1903 KEVII 1d Blue Postcard.

Charles won the election with 3264 votes, his closest rival secured 952.