

DR. ELIZABETH GUNN
FOUNDER OF CHILDREN'S
HEALTH CAMPS 1919



POSTAGE

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Health Stamps for Health Camps: Why Bother?

an on – line presentation 27th March 2021



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Paul Leonard, BSc. (Hons.), CSci., FRPSL

A Life Member of the Royal Philatelic Society London. Member of the New Zealand Society of
Great Britain & member of the RPSNZ.

BRADBURY, WILKINSON & CO. LD

NEW MALDEN, SURREY, ENGLAND.

A presentation to include the use of funds for health camps, the work of James Berry and forensic philately interest in early health stamps.



Dr. Elizabeth Gunn
The Founder of
the Health Camps
&
the philanthropist,
Mr. B. P.
Lethbridge
(Tennant 1994)



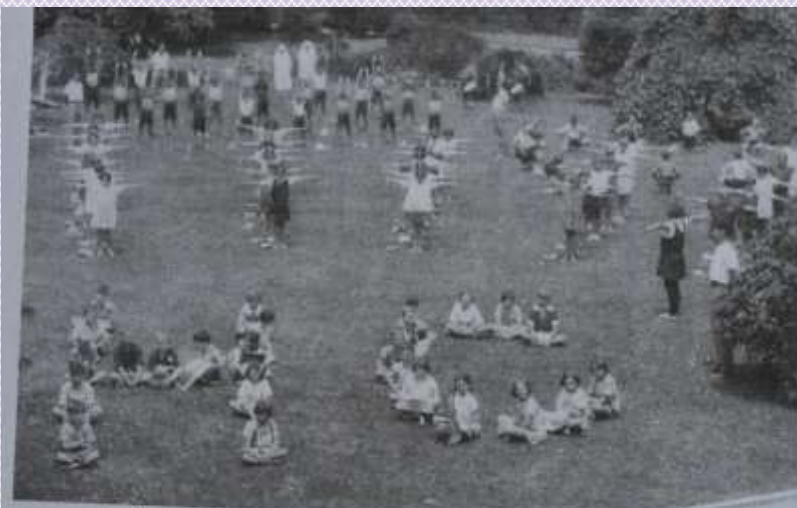
Outline of my talk:

- The Whys & Hows of the Health movement : 1929 - 1939
- James Berry & his designs
- Future philatelic challenges & opportunities
- References & Further Reading + Questions ?

The Whys & Hows of the Health movement

In the early 1900s, much of the world suffered from malnutrition. In New Zealand, such preventable disorders as tuberculosis was a threat to adults and children. Resistance to this disease could be helped through good hygiene, proper meals and exercise. Only 34% of conscripts to the armed forces between 1916 and 1918 were found to be completely fit. Hence, healthy, robust children were required to provide a fighting force for the future (Tennant 1994).

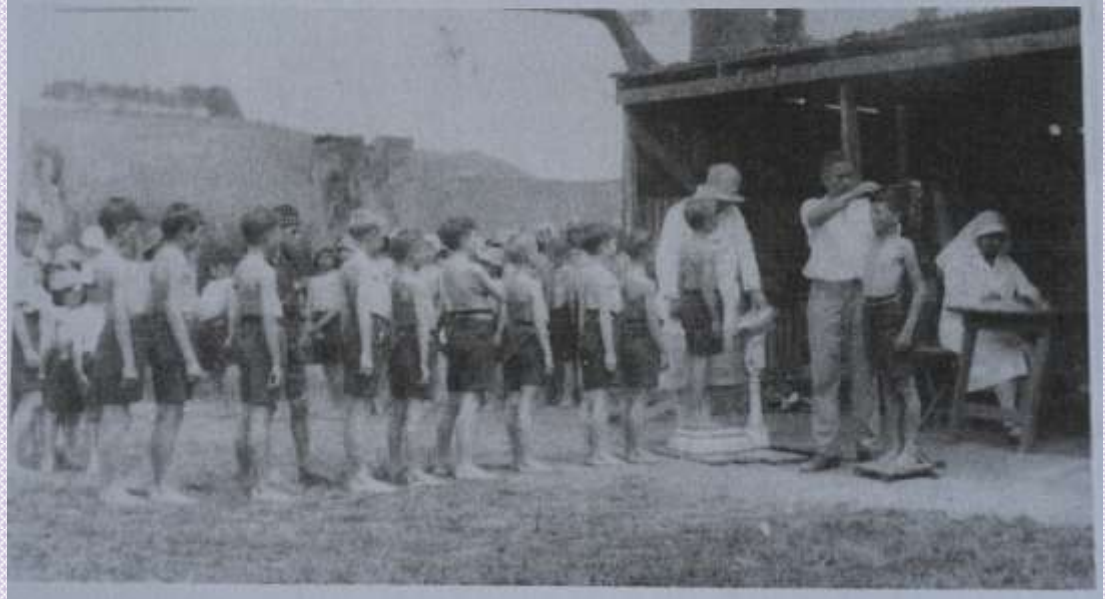
An ex – Army Medical Officer, Dr. Elizabeth Gunn & a philanthropist, Mr. B. P. Lethbridge started a temporary camp in 1919 to meet those aspirations. This continued through to 1930 with funds from philanthropists and the children's parents. The idea of the Health stamps was made in 1926 by Mr. E. Nielsen with the idea of supporting sanatoria or some deserving health project (Collins & Fathers 1940?). The early camps proved valuable demonstrations and helped bring the opportunity to improve children's health to the public's attention.



Physical jerks at Turakina Health Camp, 1926. (Children's Health Camps Board Collection)

Health Camp activities in 1926 & 1928. Dr Gunn in action on the weighing machine (Tennant 1994)

Weigh-up time at the 1928 camp. Dr Gunn checks weights while a school nurse records the results. The boys wearing glengarrys were from the Wanganui Queen's Park School bugle band, and they were helping marshall the line-up as semi-official NCOs. Frank Donaldson is on the left. (Private Collection, F. Donaldson)



Where were the health camps?

New Zealand Health Camps

As identified by Tom Latta

Era	No. Period	Location
Pre 1920 1920-1929	(1) 1919 - 1929	Turakina , Wanganui
	(2) 1924-	Haywards, Hutt Valley
	(3) 1924-	Raglan, Bryant House
	(4) 1924 - 1938	Waiheke Island, Oneroa
	(5) 1926 - 1931	Levin, Wereroa , see also Hokio
	(6) 1926 - 1960	Timaru, includes Pleasant Pt. 1926/29 and 1953/56. Geraldine 1945/48 and 19576/60. Waimate 1949/1928 -
1930 - 1939	(7) 1928 -	Puketitiri, Napier 1928 - 1974
	(8) 1928 - 1974	Okete and Waikato
	(9) 1930 -	Awapuni, Palmerston North
	(10) 1930 -	Waiheke Island, Ostend
	(11) 1931 -	Motuihi Island, Auckland
	(12) 1931 -	Campbells Bay , Auckland
	(13) 1931 -	Gonville, Wanganui
	(14) 1931 -	Geraldine, Timaru
	(15) 1931 -	Sunlight League Ch-Ch area includes Geraldine 1931, Okains Bay 1933, Pigeon Bay 1933, South Brighton 1936
	(16) 1932-to present	Raukawa/Otaki
	(17) 1935-1940	Wakefield & Richmond, Nelson
	(18) 1935- 1945	Pounawea, Balclutha
	(19) Pre-1937	Omaui, Invercargill
	(20) Pre 1937 to present	Gisborne
	(21) 1936-1940	Picton (Whatanihi, etc.)
	(22) 1936 - 1937	Ashburton, Staveley Hall
	(23) Pre 1937 -	Company Bay, Dunedin
	(24) 1937-1944	Rangiors, Christchurch
	(25) 1938-1948	Kurow, Oamuru
	(26) 1939-1948	Waikouaiti, Palmerston

These early health camps were 'Summer Camps' and should be considered an opportunity for 'deprived youngsters' + others to improve their physical & mental health.

Source: Former Peter Favier collection

The 1924 Stockholm Postal Convention approved the use of postage stamps with an additional charge that could be directed at appropriate charities. In New Zealand, the Post & Telegraph Act 1928 permitted the Government to sell postage stamps with stamps at a higher rate than their postal value, which with the Finance Act in 1929, a 1d (penny) stamp could be sold legally for 2d. The Finance Act was further amended with the 1931 'Smiling Boys'. The idea making this possible was the willingness of society to improve the health of malnutrition in children through the availability of sustainable health camps. The Health Camp Associations were promoted by Dr. Ada Patterson from the NZ Department of Health over the period from 1924 to 1937. Thus, in 1936, an Act of Parliament formed the King George V Memorial Children's Health Camps Federation and the initial campaign raised around £180,000.



1929 publicity + sale of health stamps.

Right Dr. Ada Patterson
(Ref: Tennant 1994)



1929



1930



In 1929, the threat of TB was addressed by the concept of using a nurse & the logo 'Help Stamp Out Tuberculosis' with the Cross of Lorraine which had been adopted by the International Union Against TB & Lung Disease, this became known as the 'anti – TB cross' with postage at 1d & 1d for health camp related charity. A photograph of a recently qualified nurse, Nell Burt was adapted as the central image, wearing the brooch & star of the NZ Registered Nurse's Association. Mr Stanley Davis is credited as the Supervising Artist from the NZ Railways Outdoor Advertising Branch with Mr L. C. Mitchell from the Government Printing Office designing the frame.

592,848 stamps were sold, raising £2,470

1930 TB to Health 215,543 stamps sold.

1931



1931 Smiling Boy happy, radiating health and contentment. Background typical of NZ with a lake and mountain scenery + tree ferns and four stars symbolic of the Southern Cross + the 'anti – TB cross' and a prominent 'Health' banner under the boy.

74,802 1d stamps were sold & 111,929 of the 2d. This raised only £778 for the Summer Camps, the lowest sum from the sales of these special issues (Collins & Fathers 1940).

Smiling Boys & Charles Kingsford - Smith

Smithy autographed this envelope during lunch time at the Mangere Aerodrome on Sunday Jan 29th 1933

Mr J Dougherty

1931
Autographed by
Charles Kingsford-Smith

Via Air Mail.

Sydney
London

Rex Allford, Esq.,
 Sarum, Upbridge Rd.,
 Hampton Hill,
 Middx., England.

PAR AVION.
BY AIR MAIL

Strophelton 53 E

99 985

1932



1932 The Goddess of Health, Hygeia. The principal object of issuing these stamps was to raise funds for the establishment and maintenance of summer camps where children suffering from malnutrition and lack of sound development would have their health improved.

However there were critics of the design: Cup of Health, the Serpent & the 'lady'

James Berry OBE 1925 - 1975



Ref. Tye (1984) ~ The Image Maker

1933

1933 the work of James Berry, the Pathway to Health issue, the idea being a sunrise with the warmth of summer but after engraving critics felt that it was a sunset, more suggestive of winter and a desolate scene with an absence of vegetation except for a single cabbage tree. The artist's intention was thwarted from his idea of a winding path leading over sandhills to one of the beautiful beaches in NZ. The sun piercing the fleecy clouds of the early morning.

260,883 stamps were sold, raising £1,082.



1934



1934 again the work of James Berry, with a mounted crusader carrying a banner inscribed 'HEALTH' and a shield with the Cross of Lorraine. Berry photo essays below:

279,120 stamps were sold, raising £1,163.



Rotunda buildings from the King George V Memorial Hospital at Rotorua being reassembled as dormitories at Otaki Health Camp in late 1931. This photograph shows the camp's proximity to the sea. (Otaki Children's Health Camp Collection)



1935



1935 The Key to Health, designed by Mr. S. Hall, GPO, Wellington showing a view through a keyhole of a happy smiling child wearing a swimming costume, playing on a sandy beach on a sunny day. The Health Camp authorities working in close co-operation with the Postal Department had a successful adverting campaign, significantly boosting sales.

1,250.057 stamps were sold, with 51,759 on official covers raising £5,423.

1936



1936 and another design from James Berry. A bright – eyed & smiling girl, looking through a lifebuoy with the Otaki Health Camp as a background and children enjoying the sunshine & open – air life. The slogan used was ‘Safeguard Health’. Sprays of kowhai leaves and flowers were also included. The campaign was even more successful.

1,449,980 stamps were sold, raising £6,042.

1937



1937 involved a collaboration between James Berry & G. Bull with the aim of portraying healthy exercise of hill walking and rock climbing.

897,035 stamps were sold.



1937 Design ideas



1938



1938 was designed by James Berry with input from S. Hall & G. Bull at the Postal Department. The aim was to show two small children playing on a lawn to emphasise the importance of fresh air, a key feature of the Health Camp movement. Bradbury Wilkinson & Co., New Malden, Surrey, England conveniently gave sheet numbers commencing 00001

1,234,720 stamps were sold.

Peter Bradshaw
photographed in 1995.

Ref. Watts (2018)



1939



1939 was prepared by Mr S. Hall of the Post & Telegraph Department, Wellington. The stamp utilised three photographs of boys playing in different locations of Wellington. Oriental Bay, Basin Reserve and Wakefield Park. On 1st October, the postal rates changed and had to be overprinted the 1/2d was surcharged 1d and the 1d with 2d in black.

For the 1d + 1/2d issues, 482,746 stamps were sold and 516,046 of the 2d + 1d issue. (Collins & Watts 1950)

Future challenges & opportunities

John Watts has produced an excellent set of articles in the Kiwi on the Health stamp issues which ended in 2016. Stephen Jones 2008 publication of 'Health' First Day Covers, summarises the wide range of material with information about the scarcity of items. There continue to be many health camp & philatelic opportunities to research. Please get in touch with me about your ideas.. Examples from my own collection are shown below:



Future challenges & opportunities

Terry Hancox has been excellent at plating issues e.g. 1929 'Nurse' & 1933 'Pathway'



Examples from my own collection are shown below which with help from other philatelists could include plating of early printings e.g. 1931 Smiling Boys etc. ?



References and Further Reading + Questions ?

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Please get in touch if you have material that could help with a 'Plating Project' etc. Paul Leonard:

pl.apr@btinternet.com

TILL WE MEET AGAIN:

