

What's the boy got to smile about?



A philatelic biography



Dr Elizabeth Gunn 1897 - 1963

Qualified University of Edinburgh 1903

GP Wellington 1908

Newly formed School Medical Service 1912

Captain in New Zealand Medical Corps 1915-1917

School medical officer for Wanganui 1918

The founder of Children's Health Camps
who held the first Sunshine Camp in 1919

at Turakina (near Marton)

for 55 local children suffering from malnutrition
and at risk from tuberculosis

"There were no children of this camp
who did not improve,
and some had put on from 6lb to 14lb
in the four to five weeks of camp life"

Dr Elizabeth Gunn MBE

1879 - 1963



“Lizzie Gunn”

- Innovative School Doctor
- Forceful dominant personality
- Abrasive, loud and tactless
- Skilled publicist
- Showed concern and kindness to children

1969 Health Stamp
Celebrating 50 years of
Children's Health Camps

Children's Health Camps

- 1919 First summer canvas camp held at Turakina by Dr Elizabeth Gunn
- Voluntary committees set up similar camps – as many as 30+
- 1936 Formation of the National Federation of Health Camps
- 1937 King George V Memorial Fund devoted to a permanent organization
- 1972 Children's Health Camps Board – an independent statutory body
- 2001 Handed over to a Charitable Trust
- 2013 Rebranded as Stand Children's Services - aka Our Whakapapa

Stand Children's Services

Tu Maia Whanau - A world strong with children

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Our Whakapapa

A Proud History

The heading of a leaflet published in October 2013



Entrance

Otaki Health Camp

Opened 1932



Camp Post Office

Photographs taken in 1993

A TYPICAL HEALTH CAMP DAY

7.00 a.m.—Rise, strip-wash, air beds.
7.30 a.m.—Breakfast.
8.00 a.m.—Toothbrush Drill.
8.30 a.m.—Make beds.
9.00 a.m.—School.
10.00 a.m.—Milk, Codliver Oil.
10.15 a.m.—School.
Sunbathing on suitable days to be arranged.
Use of Handkerchief.
11.45 a.m.—Prepare for dinner.
Wash hands and face. Scrub nails. Brush and comb hair.
12 noon—Dinner.
1-2.30 p.m.—Supervised Rest.
Sleep is aimed at; no talking or reading.
2.30 p.m.—Milk, Apple or Raw Carrot.
2.45 p.m.—School, organised walks, games or free play.
4.45 p.m.—Prepare for tea.
5.00 p.m.—Tea.
5.30 p.m.—Toothbrush Drill.
6.30 p.m.—Preparation for bed.
Bath or shower each night.
7.00 p.m.—Lights out for Juniors.
7.30 p.m.—Lights out for Seniors.

Camp Benefits may be continued if the factors in this daily programme making for health are observed:—

1. Regularity.
2. Rest.
If a child is not doing well, a day-time rest should be introduced.
All children should observe early bed-time hours.
3. Fresh Air.
Open windows at night, out-of-doors by day with swimming and sunbathing in season—these are health builders.

(Over)

Camp Timetable

This is from
King George V camp (late 1930s)
and is for a strict 12-hour day
rising at 7 am and lights out at 7 pm

Earlier camps would have had items like
saluting the flag after breakfast

Emphasis was always placed on
open air, good food, exercise,
order and routine

Health Stamps

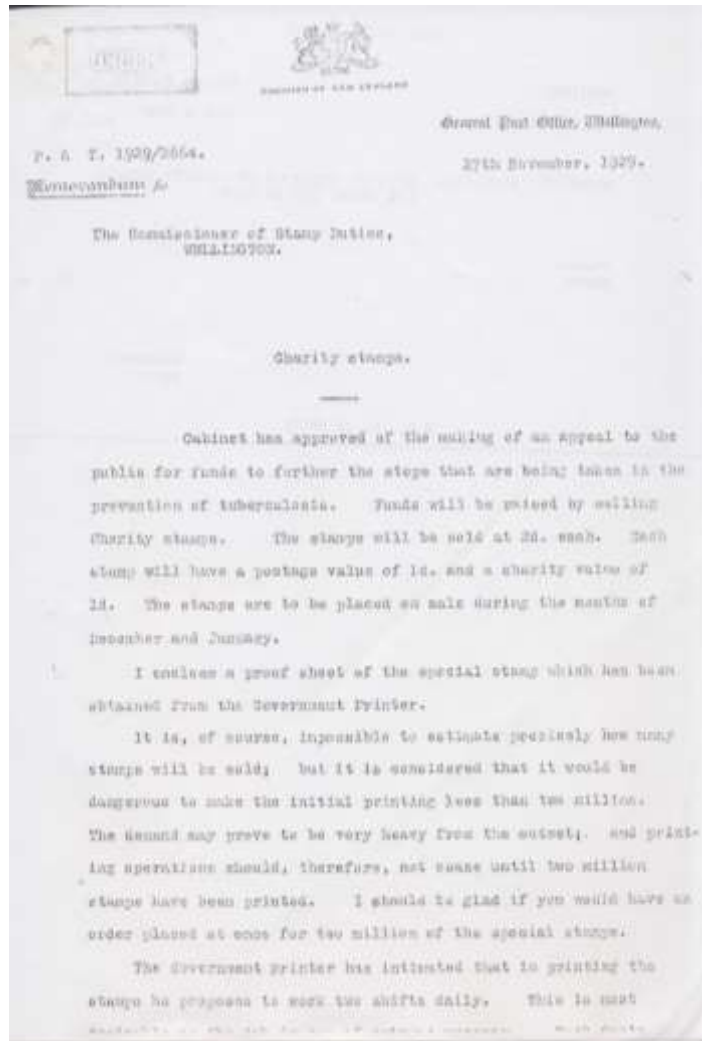
- Mrs Kirstine Neilsen of Norsewood, Hawkes Bay suggested issuing Christmas seals
- These were used in Denmark since 1904, to assist sick children
- The idea of a charity seal was approved as a result of her pressure
- The Post and Telegraph Department favoured a real stamp with a surcharge This type of stamp had been approved by the UPU Conference at Stockholm in 1924
- The first stamp was authorized and issued for Christmas 1929 marked “Charity”
- From 1932 Charity was changed to “Health” as the proceeds were devoted to the camps.
- Issues stayed pre-Christmas until Christmas Stamps started in 1960
- The last issue appeared in 2016 - 87 years
- No further issues because no longer financially viable

Memorandum from The Secretary, General Post Office for The Commissioner of Stamp Duties

27th November 1929

Charity Stamps

Cabinet has approved of the making of an appeal to the public for funds to further the steps that are being taken in the prevention of tuberculosis. Funds will be raised by selling charity stamps. The stamps will be sold at 2d each. Each stamp will have a postage value of 1d and a charity value of 1d. The stamps are to be placed on sale during the months of December and January.



1929 “Help Stamp Out Tuberculosis”



Surface printed from a zinc etched plate by the Government Printing Office
on Cowan chalk-surfaced paper with NZ and star watermark
comb perforation 14

“just a charity label”

“stamp out philately”



1929
Help Stamp Out Tuberculosis

Cover addressed to Capetown

Cancelled Timaru
on the Day of Issue
11 December

2020
Help Stamp Out Covid -19



Illustrated on the front cover of "The Kiwi" May 2020

Design for 1929 stamp “Help Stamp Out Tuberculosis”

“The design for the frame was drawn by the staff of the Government Printing Office under the supervision and to the suggestions of the Government Printer. The vignette was drawn by Mr. L C Mitchell, who at that time was a member of the staff of the Advertising Branch of the Railways Department.”

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C.P. (1984 reprint)

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C.P. (1984 reprint)

“The nurse image was drawn by L C Mitchell”

Wikipedia (2021)



Nell Burt

Holding the photograph of herself in the uniform of an NZ registered nurse
used in the design of the 1929-1930 Health Stamps

The photograph was supplied by her uncle P N Cryer who later became
Director General of the Post and Telegraph Department



Leonard Cornwall Mitchell

Graphic Designer

Receiving an award
from Robert Semple
Minister of Public Works
for winning a
road safety sticker award
December 1937

Prepared the Smiling Boy design
probably during 1929
when working for
Filmcraft Ltd. Wellington

- The intention was to issue a further charity stamp for 1930
- It was decided to have a different design
- The design of a smiling boy by Leonard Mitchell was selected
- Tenders for a die and plate were invited from experienced London companies
- Three tenders were received

* Perkins Bacon & Co £65 (£4,200 today)

* Royal Mint £99 (£6,400 today)

* Waterlow and Sons £229 2s 6d (£15,000 today)



On 2 June it was announced that Perkins Bacon had been selected and asked to prepare a final die and plate by 31 August

An early undated die proof on glazed white paper with a heavy appearance and unfinished spurs above the cross

Possibly the proof with the tender



A further undated die proof
on white paper
with the spurs removed and a lighter
appearance

13/8/30



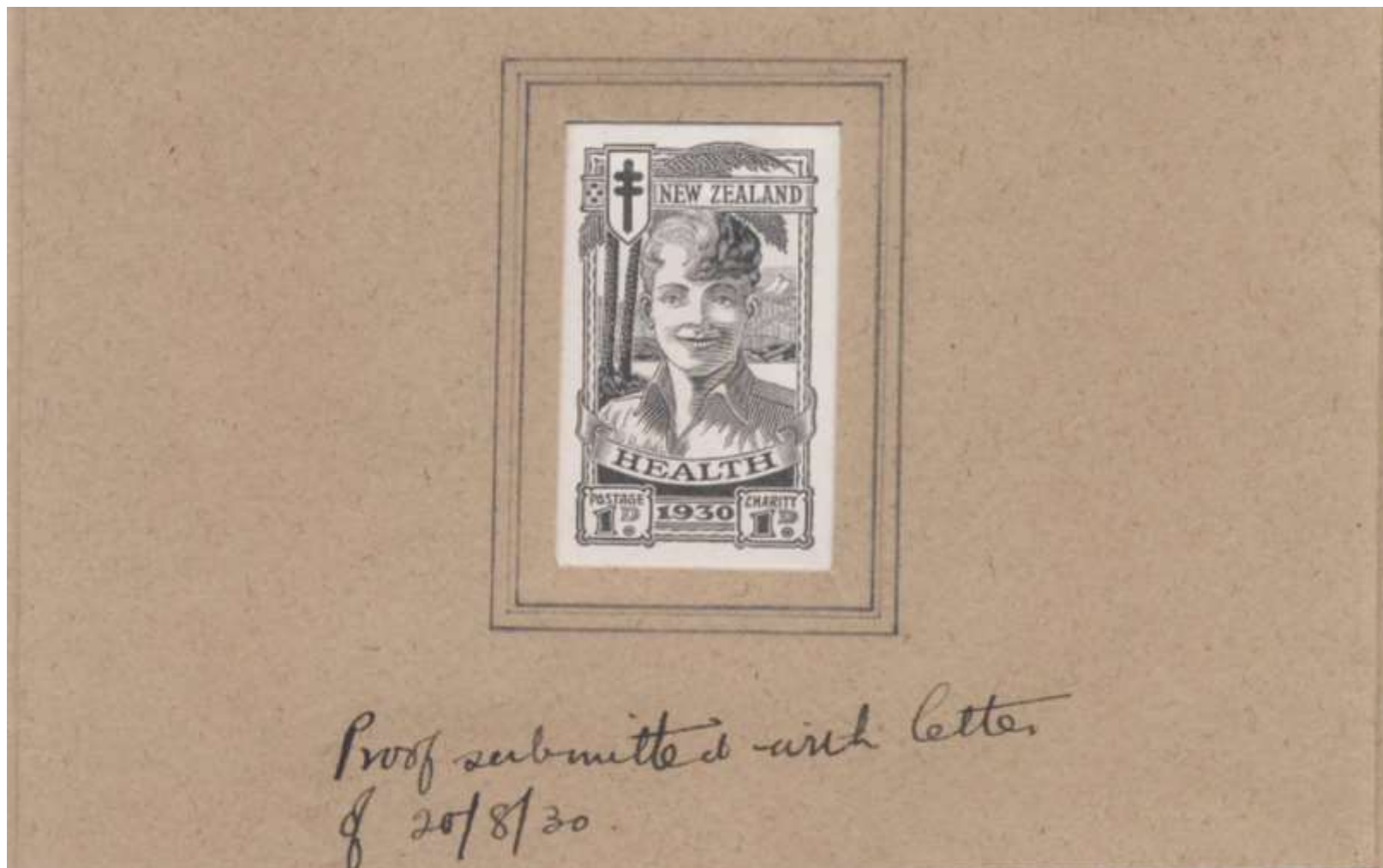
Die proof on
thick glazed white paper
dated in pencil
13/8/30
with clearer and
firmer effect but showing
a dark horizontal line
opposite the boy's right ear

19/8/30



A further die proof
on glazed white paper
dated in pencil
19/8/30

A very late proof
but the 1d under "postage"
has become very weak



Firmly cut die proof on glazed white paper mounted in a Perkins Bacon presentation folder
Noted in ink "proof submitted with letter of 20/8/30" Likely to be the final ptoof

Perkins, Bacon & Co. Ltd
—→ LONDON, S.E.1 ←—

Established 1819



The 1930 Stamp

- The High Commissioner issued instructions for preparation of plate
- Another source says he was still unsatisfied
- Perkins Bacon unable to complete plate within the time limits
- The High Commissioner suggested that Smiling Boy be reserved for 1931
- On 18 September this was adopted
- Government Printing Office instructed to adapt 1929 nurse stamp

1930 "Help Promote Health"



Mr. A. W. Dunning.

P.O. Box. 115.

Wilton.

N. H.

U. S. A.



First Day of Issue.

1930

Help Promote Health

Cover addressed to USA

Cancelled Highfield
on first day of issue
29 October

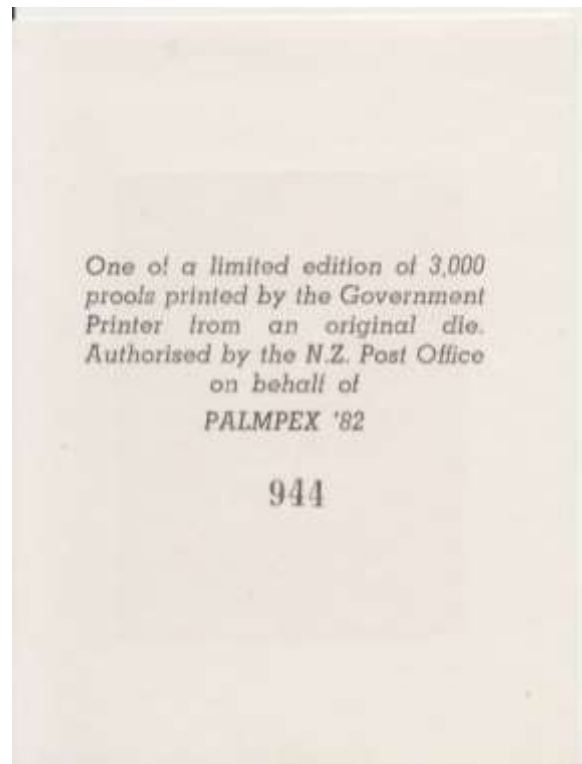
What next?

- Smiling Boy reserved for 1931
- High Commissioner recommended that Royal Mint die was of exceptional merit
- Instructions to Perkins Bacon withdrawn
- Royal Mint instructed to prepare die and plate
- This would be based on their 1930 die with altered date

Palmpex '82



Front



Reverse

The message on the reverse of this card reads:
"One of a limited edition of 3,000 proofs printed by the Government Printer from an original die. Authorised by the NZ Post Office on behalf of PALMPEX '82
944"



Photographic proof
of Royal Mint die



Photographic proof
of Royal Mint die



Late proof of Perkins Bacon die
for comparison

Plate Proof trial sheet from the Royal Mint Die



The top two rows of a plate proof which came to light in 2007

A note at the foot of the sheet states

“Nickel Plate No1/1(dated 18/11/30) NZ/Charity 1931 Stamp”

“Proof G.300” signed by S H Pestel and C Bissell

RPSL Expert Committee OBS: “Known flaws on issued stamps not present on this proof”

- In accordance with the usual practice of the Mint, nickel was deposited in the mould to a substantial thickness , copper merely being added a backing to strengthen the shell and to build up the plate to printing thickness.
- On December 19, 1930 the die and plate were shipped from London per *S.S. Ruahine*, and reached Wellington on January 28, 1931 (45 days)

The Postage Stamp of New Zealand, Volume 1



Plate proof
on cream wove paper
said to be
of stamps 3 and 4 of rows 2 and 3
from the original plate
received from the Royal Mint



Design

- Happy healthy Boy
- NZ lake and mountain scenery
- Fern trees
- Four stars of the Southern Cross
- The double barred Lorraine Cross presenting the fight against tuberculosis
- The prominent word Health which would in future replace the word Charity

The Great Depression

As a result of the financial difficulties postal rates had to be increased with effect on 26 June 1931

Universal letter rate of 1d per ounce
increased to 2d

Inland commercial rate of 1/2d per ounce
increased to 1d

**Memorandum
from The Custodian and Issuer of Stamps
for The Deputy Commissioner of Stamp Duties**

6th July 1931

CHARITY STAMPS

To give effect to the proposal for an additional denomination with the 1931 Charity stamps I suggest that the plate be halved, this will then make two plates of sixty stamps each. One of these plates will need no alteration. The other will need the 1d. postage altered to 2d. postage. I have ascertained from Mr. W. R. Bock that he is prepared to alter the figure 1 in the 1d. postage into a 2, on this plate.

I recommend that this course be adopted being decidedly preferable to altering the denomination by an overprint.



Post Office, Stamp Duties Department,

Wellington.

6th July 1931.

MEMORANDUM FOR:

The Deputy Commissioner of Stamp Duties,
WELLINGTON.

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A. R. Smith.

Custodian and Issuer of Stamps.



Mr Bock prepared
a new etched die in zinc
backed up in a steel boxing
entering new figures for 1d and 2d

A copper electrottype plate
was prepared at the
Government Printing Office Wellington
This was defective and the stamps
were printed from a second plate
on Cowan chalky paper
watermark NZ and Star sideways
comb perforation 14.5x14



Mr Bock's die is generally coarser than the Royal Mint's the figures are smaller and the letters "D" larger

The plate is notable for the variable flaw to the right of the D in 1d due to ineffective cleaning
Recorded flaws include the missing lower half of the "C" of "CHARITY" in stamp 6 row 4



1931
Smiling Boy

Surface printed by the Government Printing Office
on Cowan Chalky paper , watermark NZ and Star sideways
Comb perforation 14.5 x 14



Many flaws in each stamp are recorded in Vol 1 of the Handbook



1931 Smiling Boy

Cover addressed to Dunedin

Cancelled Highfield
on first day of issue
31 October

Back-addressed
from G Eric Paterson
130 Wai-iti Road, Timaru
of which Highfield is a suburb

Cover
Addressed to Miss King
PO Rangiotu
A farming community near Wanganui

Air Stamps

Cancelled
Rangiotu
on day of issue
10 November 31



Smiling Boy

Cancelled
Rangiotu
the day before issue
30 October 31



First Flight Covers

First Flight
Wellington to Nelson
20 January 1932





1936 Illustrated Health Cover

Posted Moray Place
on first day of issue
2 November

The cover was distributed
In the Christchurch District



1949 Illustrated Health Covers

Posted in Wellington and Palmerston North
on day of issue 3 October



Designed and produced by
Keith Collinson, Palmerston North
Printed by Dudley Rabone & Co
Palmerston North
from blocks by Palmerston Photo Engravers Ltd

With national distribution

N Z Stamp Week 1979

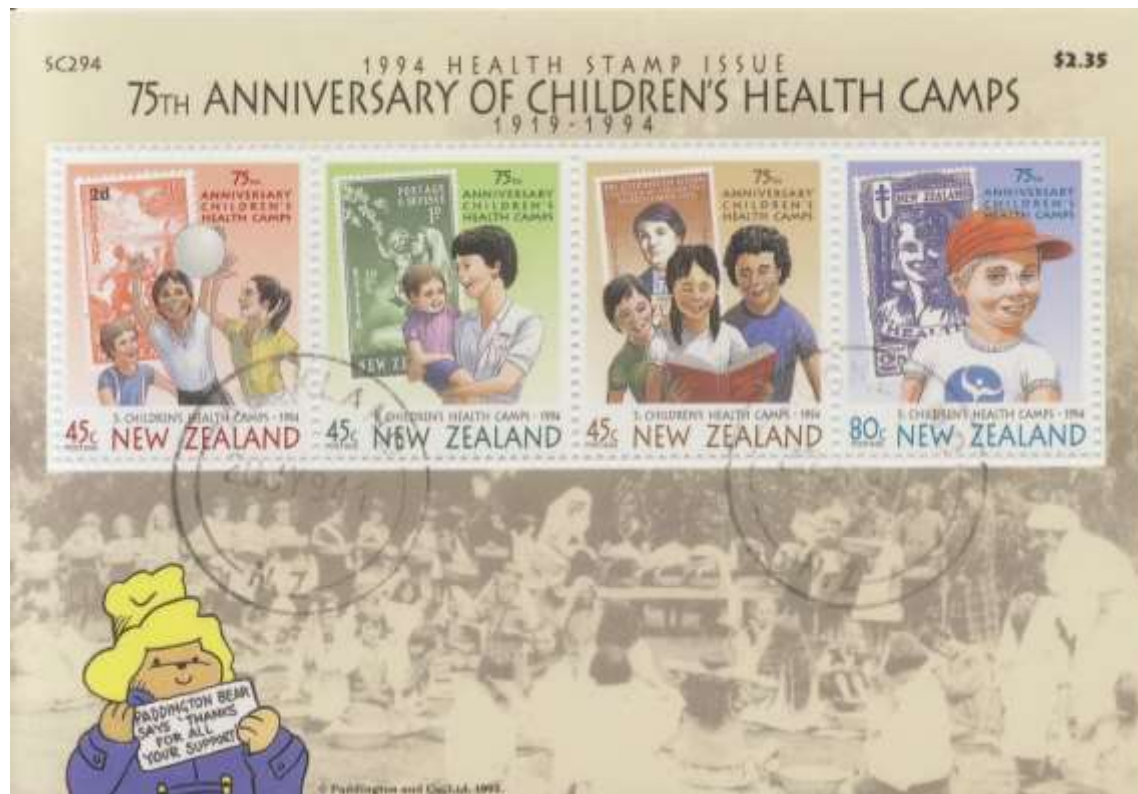


Souvenir Card

With details of
date issued, designer,
printer and numbers printed

1994

75th Anniversary of Children's Health Camps



Numbers sold

1929		592,848	£2,470 4s 0d for Charity
1930		215,543	£898 1s 11d for Charity
1931	1d	74,802	(
			(£778 0s 11d for Charity
	2d	111,929	(



Otago Bulletin Board

PEOPLE

Art Historian remembers the Smiling Boy stamps...on world smile day!

Issue 3, People

19/03/2021 10:00 AM



The famous Smiling Boy stamps produced in New Zealand during the interwar and early 1930s.

Otago's co-ordinator of Art History, Associate Professor Mark Stocker, is known for his commitment and adoration for the arts and for his many reviews and articles on art in his different forms. In the spirit of World Smile Day today on October 4, the Bulletin profiles Mark's academic interest in the famous Smiling Boy stamps produced in New Zealand during the interwar and early 1930s. His article about the stamps has appeared in Tuhinga, which is the Journal of the Te Papa, vol. 34, 2019.

Why did these stamps please your interest Mark?

You take up stamp collecting as a kid, and they give it all away for a life of sex, drugs and rock and roll. Seriously, it does look naive at a certain age. Then you return to it, and enjoy nothing. On a more serious front, I think these stamps have got a particularly graphic quality to them. They are the older brothers of Norman Rockwell's wholesome boys (and girls) who smile at us thanks to using



Associate Professor Mark Stocker

Dr Mark Stocker

The "Smiling Boy" Health Stamps of 1931

Art Historian remembers

An excellent academic study of 20 pages
by an Assistant Professor
of the Department of History and Art history
University of Otago

Appeared in Tuhinga
the Journal of the Te Papa Museum

Most easily accessible on the University website
on the Otago Bulletin Board as shown here
which provides a link to Te Papa

The End



Keep Smiling