

# CAPTAIN COOK

NEWSLETTER OF THE  
CHRISTCHURCH (NZ) PHILATELIC SOCIETY, INC

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July, 2020

## 1935 Pictorials De La Rue Specimens

In May, Spinks Philatelic Collectors Series of auctions listed a substantial amount of lots with better New Zealand material, including one lot for a page of 1935 Pictorials from the De La Rue sample book. Oddly it lacked the 3d, 6d and 1/- values, as well the 9d which was lithographically printed by Waterlow and Sons.



Items like this are very desirable and due to their nature are usually unique. Starting at £1100, it was finally knocked down for £1600 plus commission.

Stephen Jones

## SOCIETY NEWS

Finally, some normality returns, and various people did come along on the 3<sup>rd</sup> Tuesday of June to the CPS Library, a same step in our return.

The first general meeting will be on the 2<sup>nd</sup> Tuesday of July, the 14<sup>th</sup>.

We give notice that the delayed Annual meeting will be on;

*Tuesday 14<sup>th</sup> July, at 7.30 pm at the Philatelic Centre,  
67 Mandeville Street, Christchurch.*

*Agenda, and reports are as previously published in the April "Captain Cook"*

Following the AGM, we will be holding the Society's Annual One Frame Competition.

We are changing the format this year as the last couple have strained our judging resources. All entries will be displayed, and the exhibitors will be invited to speak on their entry. Judging will take place in the following weeks and results announced at the August meeting. As normal, all classes available to enter, 16 pages, be it Traditional, Postal History, Postal Stationery, Thematic, Open, Aerophilately, Cinderellas, and we better not forget Postcards, or we will be in trouble.....

Hopefully, those who are going to enter have already prepared their 16 pages based on notices given earlier in this newsletter.

### 2020 Programme

At this stage, the remainder of the year will hopefully run pretty much to programme, that being;

11 August	Don White of Dunedin, 50 year in the Stamp Trade
8 September	Members night, letters Q, R, S, and T
13 October	Murray Acker of Invercargill, topic to be confirmed
10 November	Herb Cowley of Wellington, NZ Forces in Korean War (subject to confirmation)
8 December	Neil Fenwick of Palmerston North, 1898 Pictorials

The postal auction we had proposed to hold this year has been cancelled for this year.

### Postal Services

From those I have spoken to, just about everyone is waiting for material to arrive from overseas. In the second week of July, some overseas mail is starting to filter in. no real pattern in what is coming in, some back from March, some quite recent, all a bit random. The Government put aside \$230 million in the Budget to enable NZ Post to maintain services, but one would hope for that money we also see an improvement in services. Given the government has quarantine and managed isolation facilities for 3500 people and they are there for 14 days on arrival in New Zealand, the borders are not as locked as we perhaps think. If those thousands fly in here in aircraft, then where has the airmail gone?

In my case I got mail from Australia, Hong Kong, Germany, and USA in the same delivery. These are from quite different parts of the world and on differing air routes, but all arrived at once. Makes one wonder whether the problem is at our end and whether mail can build up at the International Mail Centre in Auckland before being sorted and forwarded around the country. Street receivers (mail boxes) appear not to have been regularly cleared during the various lockdown phases, resulting in slow domestic mail as well. Improvements could certainly be made.

Paul van Herpt

## SOCIETY PAGE

### PROGRAMME

JULY 6 POSTAL HISTORY GROUP

JULY 14 SOCIETY MEETING AGM  
Society One Frame Competition

**#### AGM ####**  
**&**  
**#### ONE FRAME COMPETITION ####**

JULY 21 LIBRARY NIGHT Open for all members

JULY 28 POSTCARD GROUP Churches  
MC TBA

AUGUST 3 POSTAL HISTORY GROUP

AUGUST 11 SOCIETY MEETING Don White  
50 years in the stamp trade

AUGUST 18 LIBRARY NIGHT Open for all members

All meetings are held at the Philatelic Centre, 67 Mandeville St, Riccarton, and commence at 7.30 pm. (Library night closes at 10 pm)

**SOCIETY ADDRESS:** PO Box 9246, Tower Junction, Christchurch 8149  
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(emails) [captaincoqk@gmail.com](mailto:captaincoqk@gmail.com)

### SOCIETY OFFICERS:

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Vice President	Sue Claridge	Secretary	Paul Ledington
Treasurer	Karen Jeffrey	Library	Robert Duns
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### Christchurch (NZ) Philatelic Society (Inc) Subscription Rates

The annual subscription to the Society is \$60.00. A \$10.00 discount may be deducted if paid by March 31<sup>st</sup> (or on application for membership) Where both husband and wife are members but require only one CAPTAIN COQK newsletter to be sent, a combined subscription of \$90.00 is charged, \$15.00 discount allowed. Additional postage is charged to cover the extra cost of posting to overseas addresses. Overseas postage rates are as follows: Australia & South Pacific \$13.20 Rest of the world \$18.70 (Economy rate discontinued)

The view expressed in this issue of CAPTAIN COQK are not necessarily those of the Christchurch (NZ) Philatelic Society (Inc) but are simply those of the respective authors

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## Where On Earth Is: Lourenço Marques



Lourenço Marques, now Maputo, was a Portuguese colony in the extreme south of Mozambique. It is the capital of Mozambique. In many respects the history of Lourenço Marques mirrors the history of many early attempts by Europeans to colonise Africa. Slaves and the search for fabled wealth were beaten back by disease, indigenous peoples, and other Europeans.



1895 King Carlos key type

The first recorded Europeans to reach the bay was the Portuguese explorer António de Campo in 1502. In 1544, Portuguese trader and explorer, Lourenço Marques explored a wide bay with its many estuaries. He named it Baía da Lagoa (Bay of the Lagoon, Delagoa Bay in English). In the late 16<sup>th</sup> or early 17<sup>th</sup> century, Portugal established a fort and trading post at La Goa. Although profitable, malaria decimated the Portuguese and they were forced to abandon the fort.

On March 29, 1720, three Dutch ships led by Johannes Steffler established a post at the old Portuguese fort. In March 1721, the Dutch East India Company purchased land and rebuilt the fort. The fort was named Fort Lydsamheid (Fort Endurance). Within weeks of their arrival many of the original settlers died of fever. It was governed as a dependency of the Dutch Cape Colony. Trade was mainly in ivory (22,500 kg in 7 years) and to a lesser extent, slaves (288). Slave traders preferred to go to northern ports where slaves could be more easily obtained. The settlers tried to farm but failed.

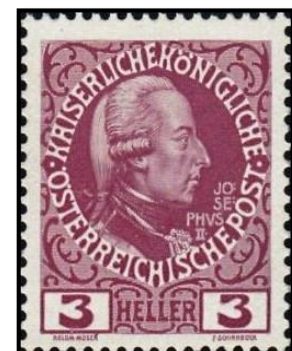


Dutch East Indies Cape Town Castle

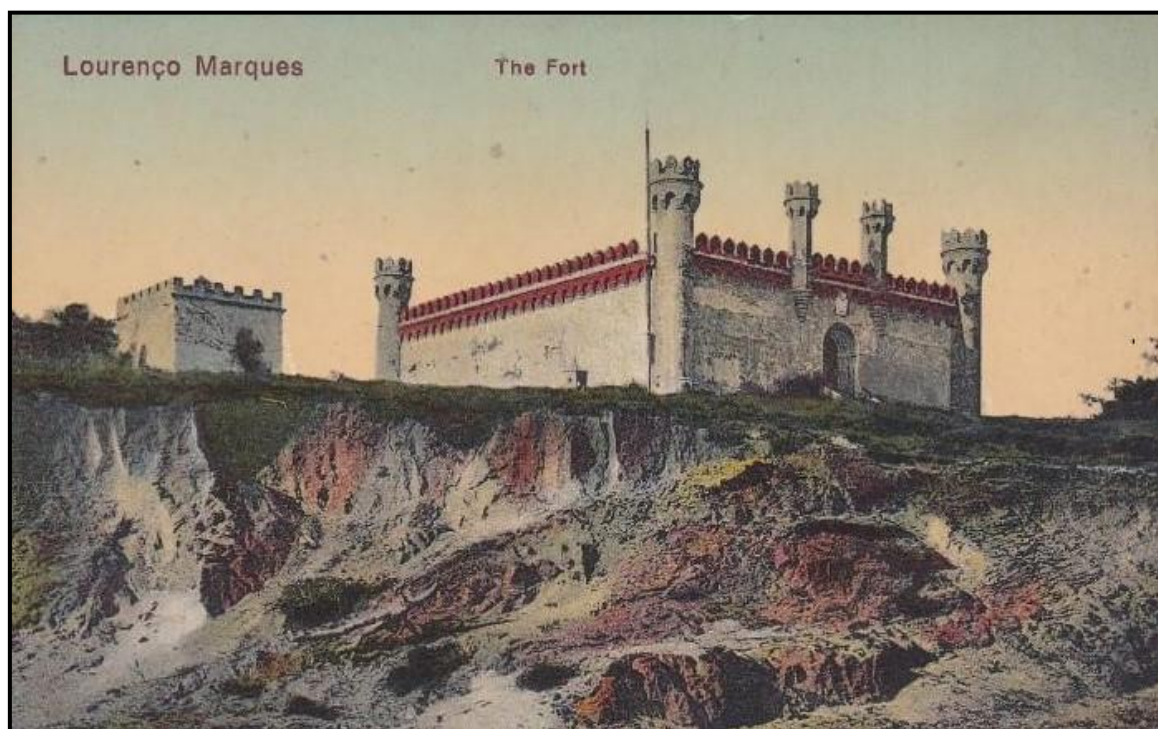
The fort was the starting point for several Dutch expeditions in search of the reputed gold mines of Monomatapa. The expeditions failed to find any gold mines. On December 27, 1730, the fort was abandoned and destroyed due to poor trade and disease.

From 1731 to 1780, Portugal intermittently maintained trading posts in Delagoa Bay. Although Britain dominated trade in the bay (mostly ivory), neither they nor the Portuguese were willing to rebuild the fort. However, in 1762, Portugal established a trading post, but disease forced them to abandon the post after four years.

A Dutch/English merchant, William Bolts, established the Imperial Asiatic Company of Trieste and Antwerp in 1775, under the Holy Roman Empire. Bolts arrived at Delagoa Bay in 1778 and established a post as a base for trade between East Africa and the west coast of India. By 1780, trade had grown significantly. Indian cloth was traded for ivory.



Holy Roman Emperor Joseph II 1765-90



Early postcard of the fort that became Lourenço Marques

In April 1781, Portugal, angered at this encroachment, ousted the Trieste Company. In order to prevent future intrusions, Portugal built a new fort and trading post at Delagoa Bay. Officially named the Fortaleza da Nossa Senhora da Conceicao (Fort of Our Lady of the Conception), it was commonly called Lourenço Marques. Lourenço Marques lay a great distance from the rest of Portugal's East African settlements.

It was expensive to maintain and was not economically viable. Only at the insistence of Portugal's crown was the fort maintained, to prevent Britain from claiming it. France captured and briefly

held Lourenço Marques, 1796-1799. Britain tried and failed to claim Delagoa Bay in 1823-1824. By 1829 the population was only a few hundred. In the 1820s the Zulus began to migrate to Delagoa Bay. They effectively confined the Portuguese to a small area around the fort. Zulu King, Dingane, attacked Lourenço Marques on July 26, 1833 and sacked the fort on September 17, 1833.



In 1835 Boers tried to settle in the Bay. They were decimated by disease and abandoned the settlement. On November 5, 1861, Britain (again) occupied territory in Delagoa Bay. Portugal protested and the President of France, Patrice de MacMahon, on July 24, 1875 ruled in favour of Portugal. In 1868, Transvaal also laid claim to territory in Delagoa Bay, but acknowledged Portugal's sovereignty.

Ironically, it was Britain and Transvaal which made Lourenço Marques prosper. Lourenço Marques was the closest port to Transvaal. The 1886 Witwatersrand Gold Rush started Transvaal's mineral boom. To avoid using Britain's port at Cape Town, from 1887-1891 Transvaal built a railway from the mining district to Lourenço Marques. In the end British money completed the railway. The expansion of the Transvaal railway network also expanded Lourenço Marques. British, Portuguese, and German ships vied for the Transvaal trade out of Lourenço Marques. In 1891 Portugal consolidated its military control over southern Mozambique. In 1895, Portuguese forces from Lourenço Marques conquered the Gaza Empire adjacent to Lourenço Marques' north. As trade expanded so did its population and economic importance. On 12



November 1898, Lourenço Marques replaced the Island of Mozambique as the capital of Portuguese Mozambique.



South Africa 1936 Transvaal gold mine, Lourenço Marques was also built on gold

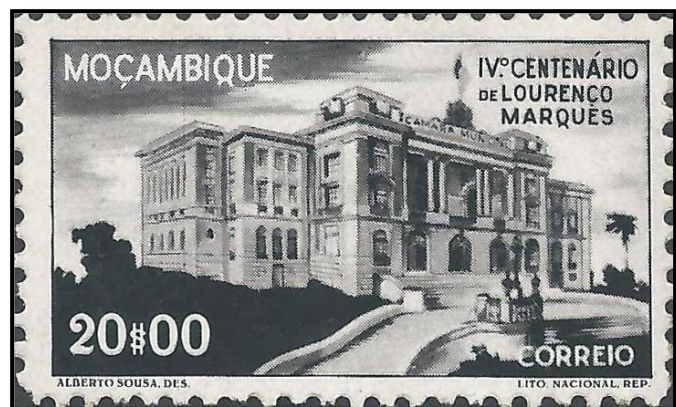


Transvaal 1895 Progress - Rail

In 1904 it had a population of 9,849, by 1912 it had grown to 13,353. In 1935 47,390 and 93,516 by 1950. In 1976 it was 384,000 and is now over 1.2 million. The rapid population growth caused a large investment in infrastructure. The first airport was opened on 7 July 1940.



Mozambique 1962 75<sup>th</sup> ann. of Lourenço Marques becoming a city on 10 November 1887



Mozambique 1944 400<sup>th</sup> ann. of Lourenço Marques

New municipal offices were opened on December 1, 1947. In the 1950s new housing for Europeans and Africans were built as well as non-segregated hospitals and schools. The first university opened on August 21, 1962

The Mozambican War of Independence, September 25, 1964 - September 8, 1974, barely impacted Lourenço Marques. Up to 1975 it was a popular tourist destination for South Africans and Rhodesians.



Mozambique 2019 Maputo-Katembe Bridge opened in 2018



On June 25, 1975, the People's Republic of Mozambique was proclaimed. Statues of historical Portuguese figures were removed and streets, originally named for heroes in Portuguese history, had their names changed. On February 3, 1976, President Samora Machel announced that city would be renamed Maputo.

The name "Maputo" was significant in the anti-colonial struggle. A popular FRELIMO slogan was: "Viva Moçambique unido, do Rovuma ao Maputo" (Long live Mozambique, united from Rovuma (river) to Maputo (river)). By 1980 most of Maputo's European population had fled. With them so did the knowledge of how to run industry. This and the Mozambican Civil War, 1977 - October 4, 1992, brought Maputo's and Mozambique's economy from the richest in Africa to the poorest. Lately, political stability has led to greater economic prosperity in Maputo.



Mozambique 1962 Anti-malaria

Until the swamps were drained in 1876, mosquitos were the real rulers of Lourenço Marques. Tsetse flies, Mosquitos and other disease carrying insects limited the location and extent of early European colonisation of Africa.

When, on December 9, 1876, Lourenço Marques was elevated to village status, the Portuguese empire had declined significantly from the 17<sup>th</sup> century. For Portugal, keeping what remained of its colonies was a matter of trying to retain its status (as colonies were status symbols) as a (second rate) European power.

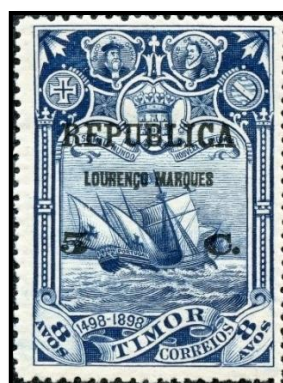
Portugal, as with other European states, were prepared to spend large sums of money to keep colonies for the sake of keeping them and not letting any other European state have them.



1898 King Carlos



1911 Republica Overprint



1913 Vasco de Gama



1914 Ceres

Between 1895 - 1920, all of Lourenço Marques' stamp issues were Portuguese key types.

Murray Taege



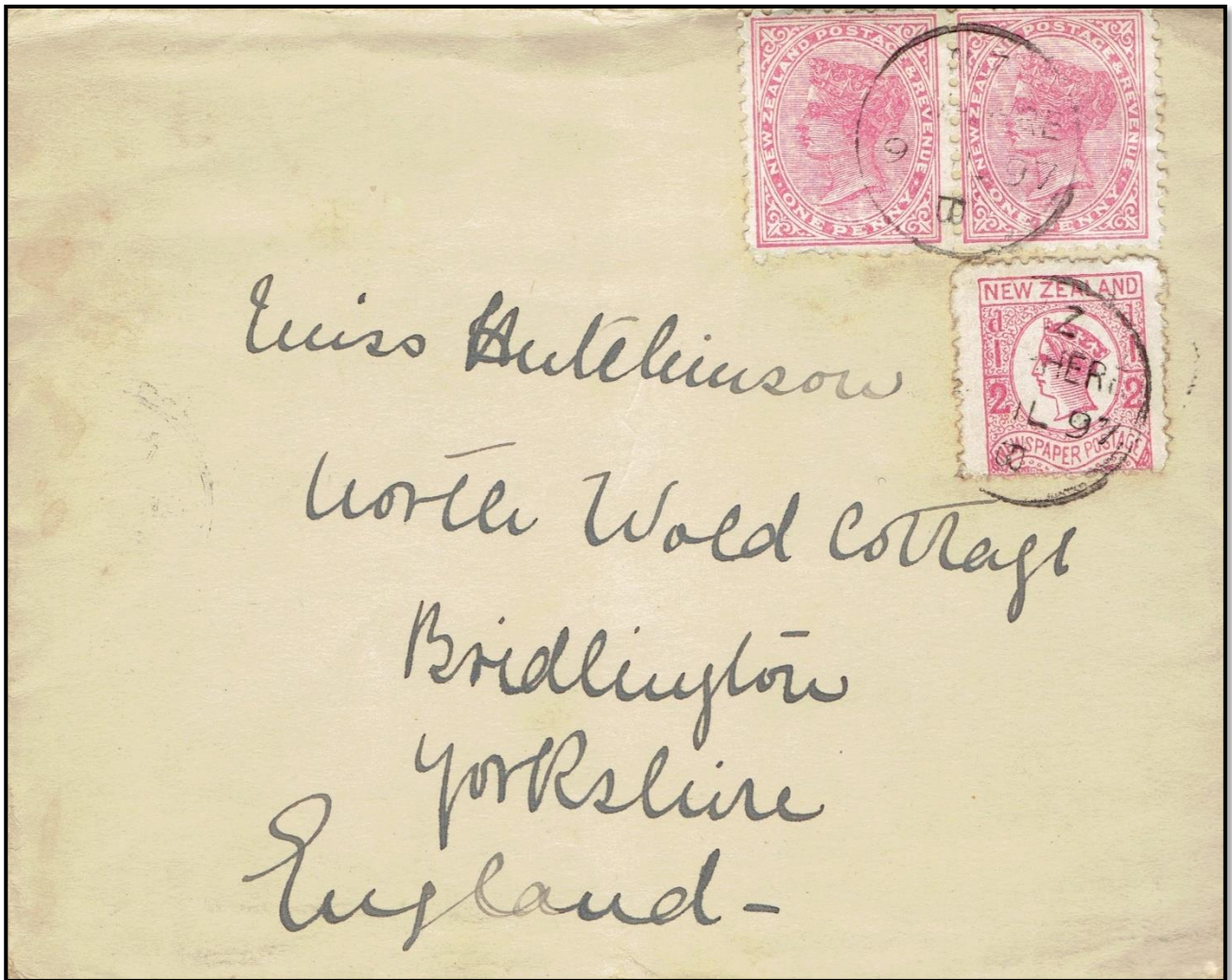


## Money, Sex & Postal History

Or

### Sir Tatton, Lady Tatton And A Cover From Laura.

Whilst processing some stock for Mowbray Collectables I came across a stamped envelope cancelled in 1897. It bore a pair of New Zealand 1d 2<sup>nd</sup> Side Face stamps and a ½d Newspaper stamp. Whilst the cancellations are somewhat indistinct it has been determined that the cover was posted at Tamahere on July 9, 1897. The post office at Tamahere, in the Hamilton postal district, opened on December 1, 1882 and closed on December 24, 1975. During its operation, two types of datestamps were used at Tamahere, an "A" class (as shown on the cover below) and a "J" class. The cover was backstamped at Auckland on July 9, 1897 and also received a Hull Sorting Tender cancel dated August 12, 1897.



Most old envelopes have no contents; this one did. It comprised a neatly handwritten, 8 page-letter from a Laura H Barugh to Birdie (Hutchinson) as well as a clipping from a British newspaper.

The letter, seemed to make no sense being included in the envelope, being dated: Wartle, March 29<sup>th</sup>/85. However, it did lead to the unravelling of who and where the sender was. The letter commented about going to Auckland, amongst other things (like corsets and sermons!). The uncommon sender's surname, after searching on Google, appeared under deaths: Tamahere Cemetery/Cambridge Museum. The contents of Laura's July 9, 1897 letter were probably tucked away in her March 29, 1885 envelope.

Laura was born in Boynton, (about 3 miles from Bridlington) Yorkshire, England on March 1, 1860 to Joseph Johnson Barugh and Mary Ann Burdass. Laura Helen Barugh married George



Way and had one child. She passed away on February 9, 1943 and is buried in Tamahere. Hence the origin of the envelope has been clearly determined. Whilst the eight page-letter is an interesting commentary of Laura's activities at the time, the newspaper clipping is even more interesting.

**"I, SIR TATTON SYKES, Baronet, of Sledmere, in the county of York, and No 46, Grosvenor-street, in the county of London, hereby Give Notice, that I will not be RESPONSIBLE for any DEBTS or ENGAGEMENTS which my WIFE, Lady JESSICA CHRISTINA SYKES, may contract, - Dated this 4<sup>th</sup> day of December, 1896.**

**TATTON SYKES.**

**Witness - THOS. HY. GARDINER, 8 Lincoln's-inn-fields, London, W.C., Solicitor."**



Sir Tatton Sykes Memorial - photo courtesy JDS  
Photography

This waiver of responsibility was enforceable under a law recently approved by Parliament and Sir Tatton became the first husband to employ this shaming weapon! Lady Jessica (also known as Lady Satin Tights) married Sir Tatton in 1874, aged 18.

It appears that she enjoyed the Casino at Monte Carlo too much and had a number of extra-marital affairs, hence the disclaimer. Lady Jessica died in 1912, followed a year later by Sir Tatton.

Sir Tatton's estate was located at Sledmere, about 15 miles from Bridlington, in Yorkshire. Sledmere House today still stands in its grounds as well as an impressive 120 feet tall monument to Sir Tatton's father (also a Sir Tatton) built for Sir Tatton in 1865!

The featured cover is addressed to Birdie at North Wold Cottage, Bridlington, Yorkshire. It is thought that this is currently known as The Wold Cottage, which is approximately 9 miles away from Bridlington. It is obvious that the local Lord of the Manor's activities were of interest to Birdie as well as no doubt to Laura.

David Smitham

#### References:

*Kingmakers: The Invention of the Modern Middle East*, by Karl E. Meyer and Shareen Blair Brysac, published 2008.

<div style="text-align: center;"> <b>2020</b>  <b>Christchurch Stamp &amp; Postcard Fairs</b> </div>					
Held at Philatelic Centre, 67 Mandeville St, Riccarton On The Following Saturdays 9am - 12 noon. For Further Details Contact Gary Tavendale Phone 027 635 4957					
<u>July</u> 4th & 18th	<u>August</u> 1st & 15th	<u>September</u> 5th & 19th	<u>October</u> 3rd & 17th	<u>November</u> 7th & 21st	<u>December</u> 5th & 19th

## Book Review

### **Australasian Crash Mail And Other Incidents**     Brian R Peace FRPSL

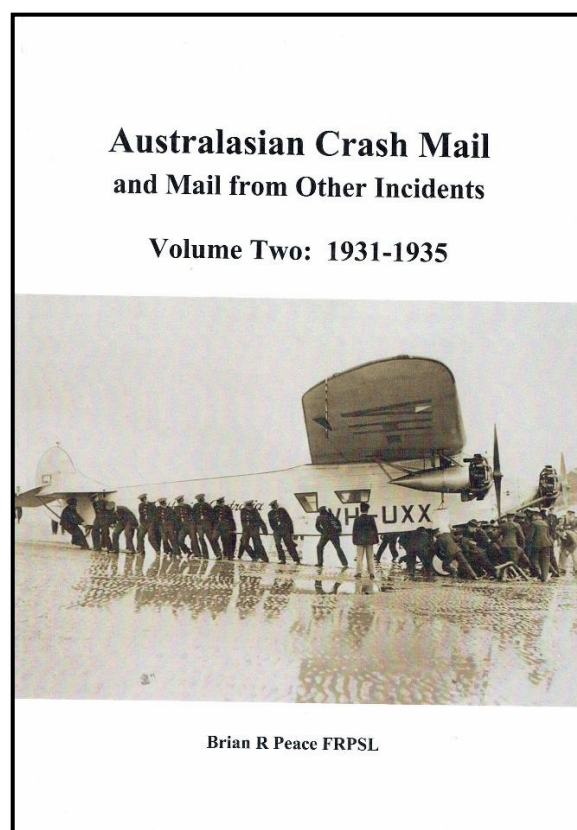
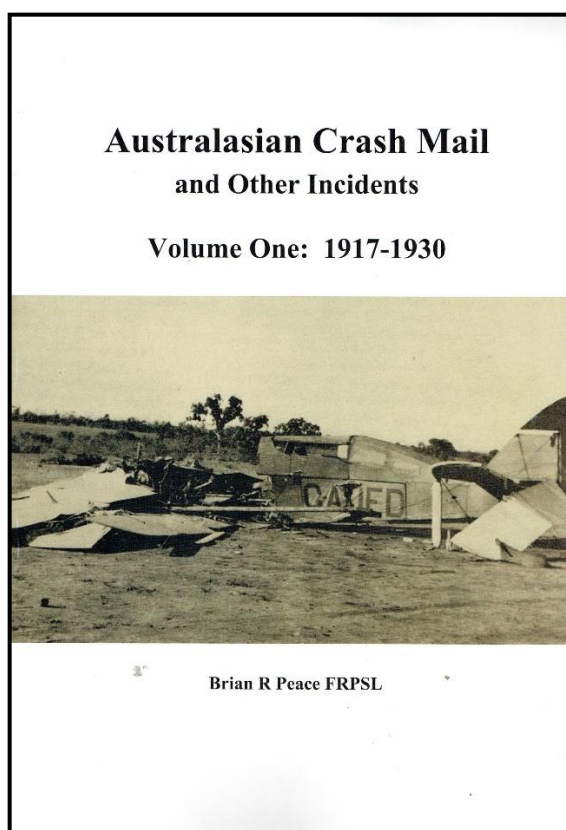
Volume One: 1917 - 1930 - soft cover 290 pages   Published 2017

Volume Two: 1931 - 1935 - soft cover 417 pages   Published 2019

These two volumes were purchased recently for the Society's Library, and we thank Brian for assisting with the purchase of these.

The publications are the result of extensive research over many years and has produced what will be regarded as the 'magnum opus' on the subject. The books cover air crashes and delays to the flights and are illustrated with black and white photographs of the events and colour photographs of covers carried on these flights. Each incident has notes of what caused the event, the Mail carried, and references to the source of information, and at the end of each chapter there is a chart summarising the events recorded in that chapter.

I look forward to the publication of the next volume covering the period 1935 onwards.



Robert Duns



Colombia, Airmail, 1920, 10c Compañía Colombiana de Navegación Aerea stamps



## NZ Post International Mail Delays

I think most members will be aware of the recent disruptions to international mail services. CPS member Jack Pickford wrote to NZ Post to get some clarity on the matter and has very kindly agreed to share NZ Post's response with fellow members.

Dear Mr Pickford

Thank you for your email sent to New Zealand Post's Chief Executive, David Walsh, regarding further concerns around international mail. I have been asked to respond.

At the outset, I apologise if my previous email did not provide adequate information, however I would like to assure you that New Zealand Post is sending and receiving international mail. Each country is responsible for sending their own mail to other countries and as such, postal operators will typically base their decisions based on the below key factors

- Capacity available
- Price for sending
- Reliability of the options

While the above is correct, in some cases some postal operators will not utilise these options as pricing for airfreight has significantly increased, due to the 95% drop in the number of passenger aircraft flying at the moment, which is the standard process to send mail. Therefore, there are some countries who have ceased sending or accepting mail or advised their customers there will be significant backlogs.

Countries who do have the capacity, are in experiencing backlogs and are unable to send mail as quickly as pre Covid-19. To give some context, New Zealand Post had 10% of the airfreight capacity in April 2020, compared to the same period last year.

To assist New Zealand Post during this time, we have reached out to some of our major postal partners to work through other options, to ensure mail can get through via many different channels.

Please be assured, we are working hard to secure equivalent capacity for export to pre Covid-19 and we are also seeing an increase in volume coming into New Zealand and doing our best to clear any backlogs.

Kind regards,

Haley Littlewood

Customer Advocacy - Executive Advisor

New Zealand Post Group

Address: New Zealand Post House, 7 Waterloo Quay, Wellington 6011

International mail has begun to flow, and I have been receiving some of my eBay purchases from the UK and USA. Some of the items have taken over three months to arrive. I have received emails from vendors in Canada, Romania, Belgium, Spain and others advising either of items being returned or not being accepted for posting as the mail services were suspended, so it looks like NZ Post has its work cut out to have services running as they were prior to the restrictions. (Editor)

# The 1908 & 1922 CAUTION Labels

## Introduction

The Post Office introduced the use of "CAUTION" labels in the late 1880's to advise recipients the reasons postal items had been compulsorily registered. The 1889 CAUTION Label as described in the June issue of CAPTAIN COQK appears to be the first of such labels employed by the Post Office <sup>(1)</sup>. In 2017, a variety of CAUTION Labels in use between the 1930's to the early 1960's were described <sup>(2)</sup>.

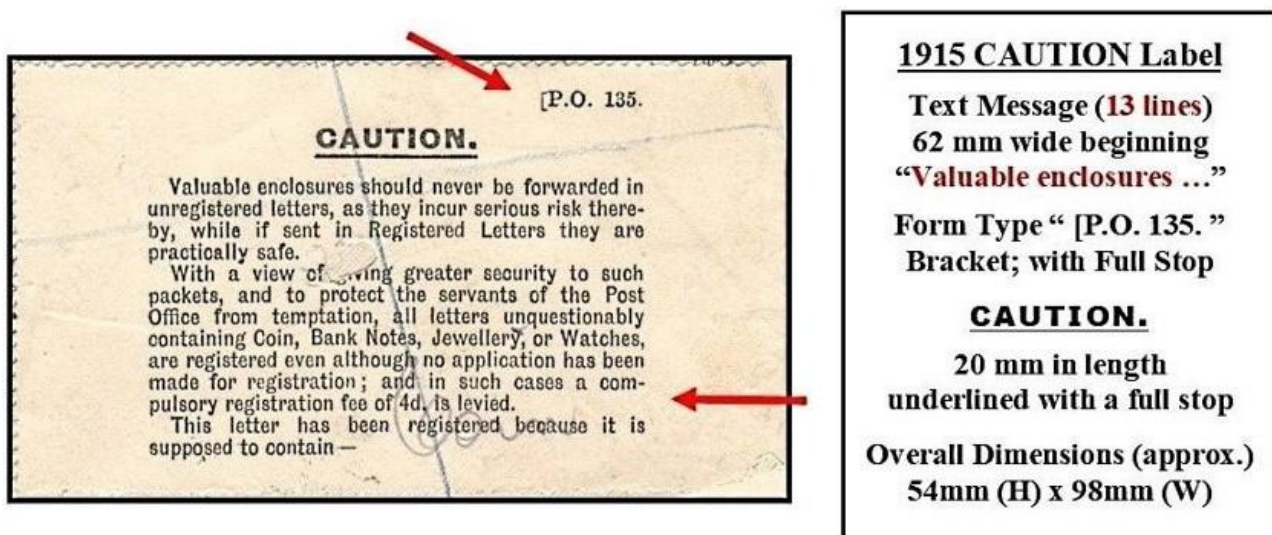
Examples of two previously unidentified CAUTION Labels have recently come to light. These appear to have come into use some time between 1908 and the early 1920's. This present article describes these newly identified labels.

## The 1908 CAUTION Label

The Post Office reduced the fee for registered letters from 3d. to 2d. as of 01 January 1908 <sup>(3)</sup>. The fee for compulsorily registered letters would have been reduced correspondingly to 4d.

The message text of the caution labels introduced in the late 1880's included reference to the then ruling 1/- fee for compulsorily registered letters, double the registered letter fee at the time of 6d. <sup>(3)</sup>. Sometime after 01 January 1908, the Post Office distributed a new caution label printing with the expression "4d. is levied" inserted in place of "1/- is levied" to highlight the revised compulsory registration fee. A new Form Designator, [P.O. 135., was printed on the 1908 Label. Otherwise, the text message remained essentially the same as the 1889 Label with slightly modified font and character spacing.

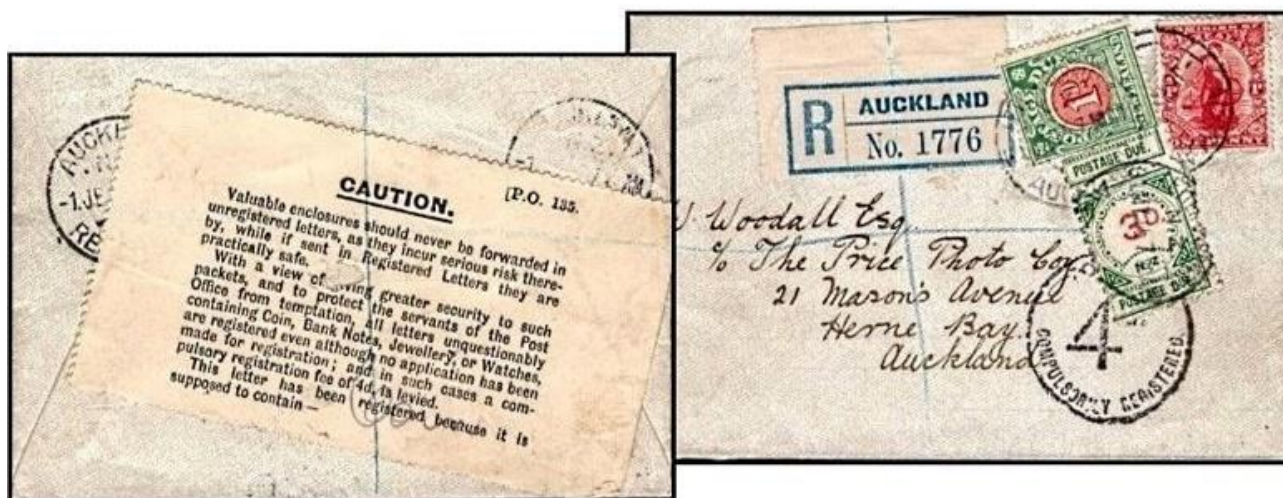
Important dimensional characteristics of the 1908 Label are shown below:



*Footnote re. Nomenclature: Generally multiple examples of each Caution Label described in earlier writings were available for examination such that using the year of EKV to identify labels from the 1932 to 1960 period was convenient and practical. However, in the case of the 1908 and 1922 Labels, only one example of each has been identified to date. In these two cases, it has been assumed that the labels first came into use on or following the date revised compulsory registration fees came into effect. It is acknowledged both approaches are somewhat arbitrary but are viewed nonetheless as being equally appropriate in the absence of information from primary sources (eg Government Printer records) which may well come to light as further research into these labels is undertaken.*



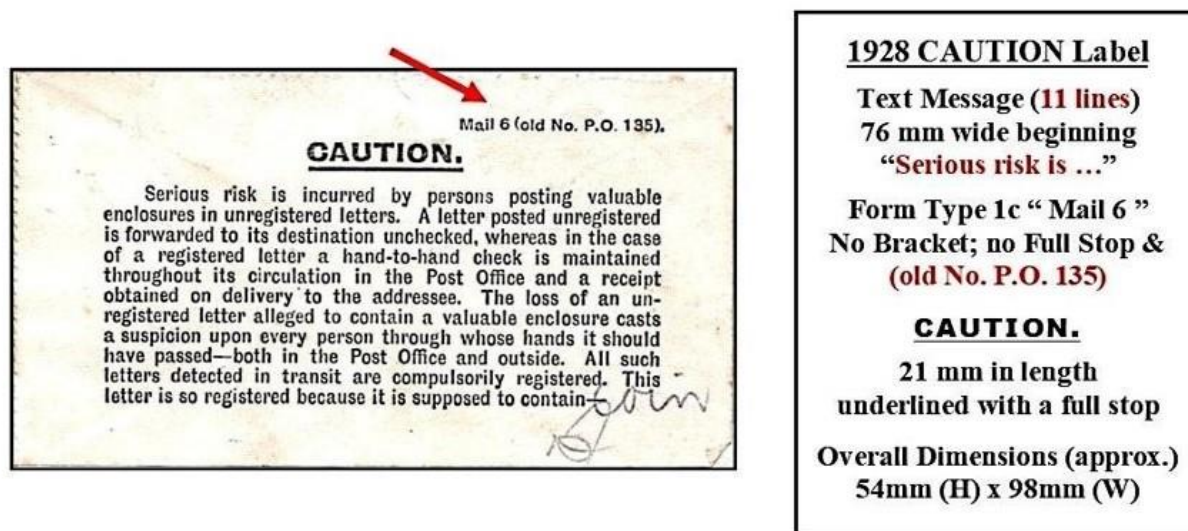
The letter below illustrates the only example of the 1908 CAUTION Label seen to date. By default, the Earliest Known Usage date is 01 June 1915. A notable feature of this cover is the 4d. "TO PAY - COMPULSORILY REGISTERED" handstamp used to indicate the fee of 4d. to be charged for compulsory registration of the letter. An earlier version of this handstamp that indicated "6d. TO PAY" is recorded in the Postage Stamps of NZ <sup>(4)</sup>. The 4d. version appears to be previously unrecorded.



**Earliest Known Use of the 1908 CAUTION Label** (Type [P.O. 135. - Bracket and Full Stop) affixed to a letter containing Coin - Compulsorily Registered in Auckland on 1 June 1915

## The 1922 CAUTION Label

The Post Office increased the fee for registered letters back to 3d. from 2d. as of 01 August 1920 <sup>(3)</sup>. The fee for compulsorily registered letters would have increased correspondingly back to 6d. at that time. The 1922 Label featured a single 11 sentence paragraph message with an entirely new text compared to the 1908 Label. The 1922 Label Form Designator - Mail 6 (old No. P.O. 135). - infers this printing possibly occurred in the period around the time the 1922 Post and Telegraph Department Rules and Regulations was published.



The letter illustrated on the following page is the only example of the 1922 CAUTION Label seen to date. The Earliest Known Usage date is 03 July 1928 on an envelope mailed 02 July and delivered within Rawene the following day.



**Earliest Known Use of the 1922 CAUTION Label (Type 1c "Mail 6" - (no Bracket, No Full Stop) affixed to a letter containing Coin - Compulsorily Registered in Rawene on 3 July 1928**

## Concluding Thoughts

The 1908 and 1922 CAUTION Labels have filled a gap that existed between earlier labels of the 1890's and those used from the mid-1930's and later years. These two labels shed light on the transition of the Post Office designation of the label's Form from "P.O. 135" to various versions of "Mail 6". This transition will be the subject of a subsequent article in this series.

This article is the ninth in a series published in CAPTAIN COQK describing printed CAUTION Labels used by the Post Office on compulsorily registered items. The earlier articles can be accessed at the George VI New Zealand website by following the links under Topics & Research or directly at [www.kgvi.ca/nz/Comp%20Reg.htm](http://www.kgvi.ca/nz/Comp%20Reg.htm).

**Acknowledgements:** The author wishes to thank CPS members Jeff Long and Paul Wreglesworth who kindly provided the author information regarding CAUTION Labels used in the 1890's

## References:

- (1) S Prest, "The 1889 CAUTION Label". CAPTAIN COQK Newsletter of the Christchurch (NZ) Philatelic Society, Whole No 818, Vol 48, No. 5, 2020 pp 74 - 75
- (2) S Prest, "The 1932 to 1960 CAUTION Labels - Update 1", *ibid*, No 786, Vol 45, No. 6, 2017 pp 92-94
- (3) Rev AH Voyce "New Zealand Registered Mail Markings" Postal History Society NZ, 1971, pp. 5-7
- (4) "Postage Due & Deficient Postage", Image 70, Postage Stamps of NZ, Vol III, Chapter XXXVI, p 478

(to be continued)

Stephen Prest



## 1957 "BETTA" Peanut Butter Stamp Promotion

Whilst working with a consignment of stamps for Mowbray Collectables I came across several small glassine packets, some with and some without stamps. Each 5.8 x 3.8 cm glassine bore printed rubric as seen in Figure 1.



Figure 1



Figure 2

Figure 2 shows stamps from a couple of these packets, but none seen was later than about 1950. The stamps such as those shown are very common and have little intrinsic value in themselves.

I was interested to learn more about the Betta peanut butter stamp promotion, as in the 40+ years that I have been in the New Zealand stamp trade I do not recall coming across any such stamp promotion in New Zealand before. I am well aware of an Australian "Ampol" (petrol station) stamp promotion of 1962/3, but not this one.

My Wikipedia research online elicited the following information regarding Betta peanut butter, which was available in New Zealand, according to my colleague, Alan Jackson: *the "Betta" brand which was introduced in the 1930s and lasted well into the 1960s before reverting to just "Sanitarium" branding*. There was no mention of any stamp promotion/stamp packet illustration. Following a phone call to Sanitarium and an email explaining the nature of my enquiry, I received a very nice reply from Sarah Andrews, Consumer Engagement Consultant, at Sanitarium, based in Auckland.

"The only reference our team has been able to find is to a stamp promotion connected with 'Betta' peanut butter in Australia in 1957. We found several advertisements for this promotion dated April 1957 and May 1957 and have attached a copy of for you. At the time, in some states of Australia regulations prohibited the use of the word 'butter' for non-dairy products so peanut butter was sold as a 'paste'. Unfortunately, we have been unable to find the date of the peanut butter stamp promotion in New Zealand but would assume it would be from around the same time as in Australia."

Figure 3 illustrates an advertisement for "Betta: Peanut Paste that appeared in *The South Australian Storekeepers' Journal* of 15 May 1957. More information about the promotion within the dashed lines reveals **"Five foreign stamps given away with every jar!"**



Figure 3

David Smitham

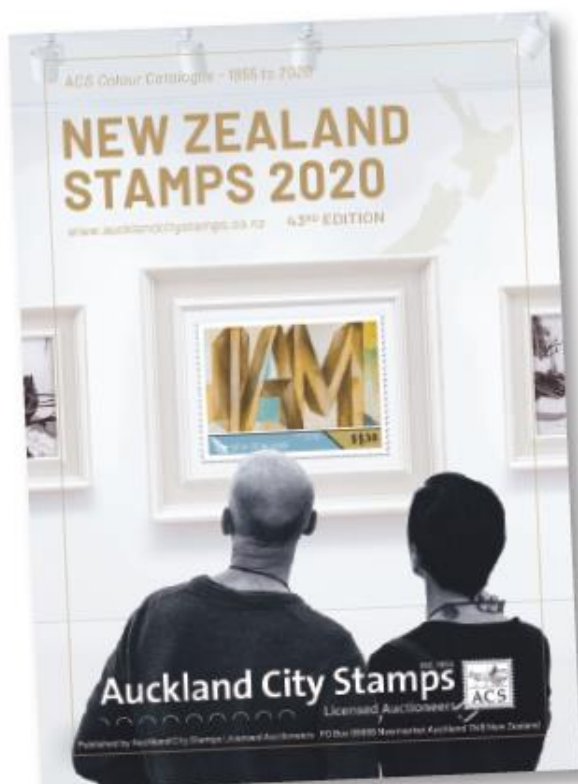
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- ERRORS
- WORLD STAMPS
- FULL FACE QUEEN COVERS
- VARIETIES



## 2020 COLOUR CATALOGUE OF NEW ZEALAND STAMPS



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