

Sir Joseph Ward & Zealandia

On holiday in New Zealand's South Island this writer and his family travelled to Bluff – a busy port at the foot of the South Island. One of the attractions at Bluff is the AA signpost at the start of State Highway 1, see Figure 1. This road travels the length of the country to Cape Reinga at the tip of the North Island and the signpost indicates distances to the equator, South Pole, London, Hobart, Sydney, and Wellington etc.



Fig 1 Bluff's famous signpost.

What was also surprising to this writer was the number of attractive murals along the town's main street - these depicted activities pertaining to fishing and the all-important oyster industry.

However, a lesser known attraction – and one that is probably overlooked by many visitors is a statue of Sir Joseph Ward, see Figure 2. So, who was he and what did he do?

Sir Joseph Ward

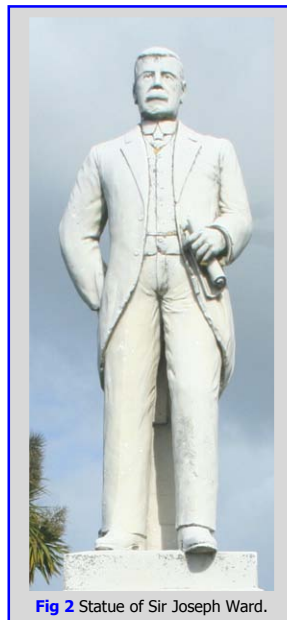


Fig 2 Statue of Sir Joseph Ward.

In 1863 his family moved to Bluff, from Melbourne. In 1869 he started working for the New Zealand Post Office and in 1887 he became a member of parliament for the surrounding district; in 1891 he was appointed Postmaster General and eventually served as New Zealand's Prime Minister in 1906. In 1911 he was created a baronet by King George V. It was during his time as Postmaster General that he oversaw the introduction of universal 1d postage to New Zealand. Principally this will be recognised by collectors today from the 1d Universal stamps that feature Zealandia.

Not so well known are the *Universal Penny Postage* postal stationery postcards issued by Sir Joseph Ward featured in Figures 3 and 4. Printed in carmine pink, the 1d indicium featured a globe encircled by a ribbon inscribed *UNIVERSAL*. These cards bore a printed message on the reverse. They were addressed, and were sent to various community leaders in a specially printed postal stationery envelope, see Figure 5. The envelopes bore the same printed design as did the postal stationery postcards and a 1d Universal postage stamp was affixed over the printed indicium before use. The Sir Joseph Ward postcards were postmarked at the Wellington GPO with a datestamp dated 0.0 AM 1 JA 01.¹



Fig 3 Sir Joseph Ward's Universal 1d postage postal stationery postcard.

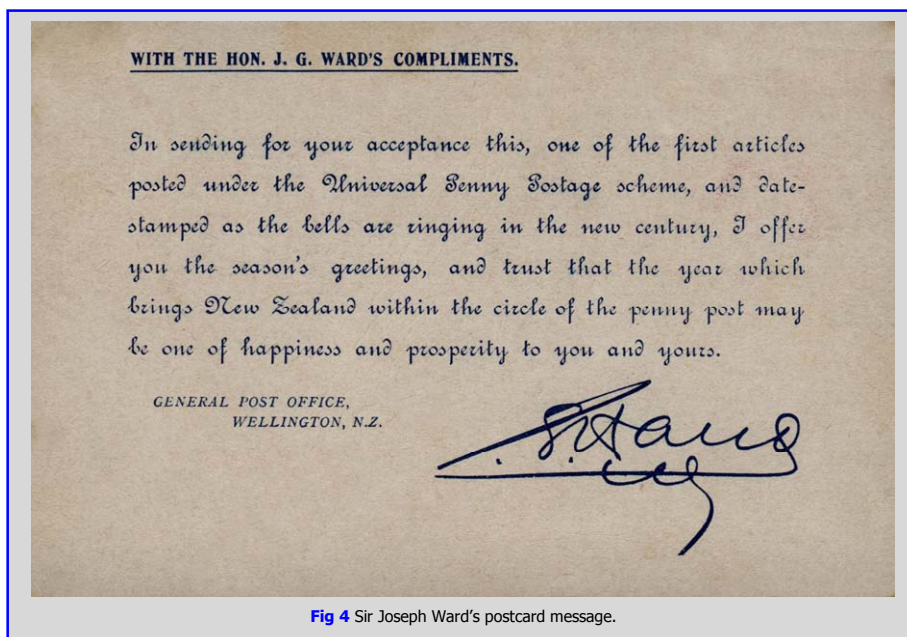


Fig 4 Sir Joseph Ward's postcard message.



Fig 5 Universal Penny Postage Envelope for Sir Joseph Ward's postcards.

Having left Bluff, my family passed through the small North Otago town of Palmerston and was most surprised to see another stamp related statue; this time of *Zealandia*. This attractive statue, see Figure 6, is situated in the centre of Palmerston at the junction of the access road to the small railway station and State Highway 1. It is Palmerston's fallen soldier's memorial to the men of the local district who died during the South African Wars of 1899 -1902 and is adorned with the figure of a graceful young woman. *Zealandia* was a nineteenth century personification of New Zealand.²



Fig 6 Zealandia in Palmerston.

Zealandia's 1d Universals and 1d Dominions

Zealandia appears as a woman of European descent who is similar in dress and appearance to Britannia, who is said to be the mother of Zealandia.³ Zealandia made her first appearance on New Zealand's stamps on 1 January 1901 – being the central feature of the 1d Universal (SG 277). Initially these stamps were printed in London by Waterlows; later the printing plates were shipped to New Zealand and the stamps were printed locally by the Government Printer in Wellington.

Plate proofs were produced in various colours, see Figure 7, prior to the stamps being issued in carmine. Many perforation and paper varieties exist and are recorded for example in the *Stanley Gibbons Catalogue of New Zealand Stamps*. However much more information about the Zealandia 1d Universal stamps may be found in *The Penny Universal of New Zealand*, by G.R. Lee.⁴



Fig 7 Zealandia imperf brown plate proof.

There was huge demand for the 1d Universal stamps for general use and the original printing plates became worn resulting in some pale pink poorly defined stamps.



Fig 8 1905 Dickie slot machine strip of 4, each with 2 sprocket holes and perf 14½ at ends.

In 1905 Robert James Dickie of Wellington, invented and patented the world's first stamp vending machine. The Dickie 1d coin slot machine issued 1d Universal stamps that were imperf at top and bottom. Several separation methods were involved, and the feed mechanism used sprockets to deliver the appropriate number of stamp(s) to customers. As may be seen in Figure 8, the Dickie strip of four 1d Universal stamps (SG 363) show considerable plate wear.



Fig 9 1906 Waterlow experimental plate of 5 unit dies.

Waterlows of London produced new experimental plates of 5 unit in 1906.⁴ The illustration in Figure 9 is of a horizontal strip of 5 unit dies. It shows dies BBCBB with unit C inverted and Figure 9 was once part of the Sir Gawaine Baillie collection. In 1908 the 1d Universal's design was modified. Zealandia's globe was altered from one with vertical lines to one with diagonal lines running from the upper left to the lower right.

On 26 September 1907 New Zealand became a self-governing dominion. At 11 am Prime Minister Sir Joseph Ward read out the proclamation of dominion status. When the 1d Universal stamps were first issued New Zealand was a British Colony and on 8 November 1909 Zealandia's stamp was modified to show the change of status of New Zealand. This resulted in the words **DOMINION OF** appearing above the curved panel bearing NEW ZEALAND above Zealandia's head, see Figure 10. The 1d Dominion stamps continued to be used until they were superseded by the 1d Field Marshal stamp on 15 November 1926.



Fig 10 1d Dominion imperf plate proof.

New Zealand's second commemorative set of stamps was issued on 1 December 1913 - the opening day of the Auckland Exhibition. Four stamps (comprising the 1d Dominion together with ½d, 3d and 6d King Edward VII) were overprinted: **AUCKLAND EXHIBITION, 1913** – changing Zealandia's stamp from a definitive into a commemorative stamp, see Figure 11.



Fig 11 1d Auckland Exhibition.

Zealandia as a 1d Universal indicium did not appear on any New Zealand postal stationery; however, as a 1d Dominion indicium she did appear on postal stationery. Post cards, newspaper wrappers, and letter cards bore the famous Zealandia imprint. In 1913 the Auckland Exhibition opened, and a special printing of commemorative postal stationery was made in late November 1913 to mark this event, see Figure 12.



Fig 12 Zealandia 1d Dominion indicium on Auckland Exhibition postal stationery postcard.

The ½d King Edward VII and 1d Dominion commemorative post cards were available from the Auckland Exhibition post office and from coin operated slot machines. 20 different pictorial Auckland scenes are known and were printed in 3 different colours. The usual colour for the 1d Dominion Auckland Exhibition postal stationery postcard scenes is purple brown. Rarely, scenes on the 1d Dominion Auckland Exhibition postcards may be found printed in black or greenish blue.⁵

All three Zealandia stamps: 1d Universal, 1d redrawn Universal and 1d Dominion stamps were overprinted OFFICIAL (vertically reading upwards) for use on Government Department mail. Stamp booklets comprising panes of six stamps were issued. A large quantity of the 1907 booklets comprising 1d Universal official stamps was mislaid and not utilized until they were found in 1930.⁶



Fig 13 Zealandia promoting smoking!

In 1925, Zealandia was issued in booklet panes of 6 stamps; each stamp appeared with an advertisement on the adjacent selvedge, see Figure 13.

Zealandia's other stamps

Just because the 1d Field Marshal replaced Zealandia in 1926 did not mean that she passed away. She was reborn and appeared continuously for 55 years as the Dexter supporter of the New Zealand Coat of Arms bearing the New Zealand flag on the New Zealand Coat of Arms stamps. Zealandia in this series of course, was used both for postal and fiscal purposes. First issued on 4 April 1931 was the 1/3d lemon and the last to be issued in April 1986 were the \$6 bright green, \$8 light greenish blue and \$10 deep ultramarine Coat of Arms Stamps This range appears with different watermarks as well as some on unwatermarked paper.



Fig 14 1½d Coat of Arms with Zealandia.

The lowest denomination New Zealand Coat of Arms stamp was the 1½d POSTAGE stamp issued on 28 July 1950, that was printed on an otherwise undenominated Coat of Arms Stamp. The highest recorded denomination New Zealand Coat of Arms stamp featuring Zealandia was a specially printed gold and blue £150,000 ultra-high value revenue stamp. Similar, ultra-high value Coat of Arms stamps but with denominations ranging from £1,983 also exist, see Figure 15. In order to avoid a document having many stamps affixed, these revenue stamps and their Queen Victoria Long Type ultra high value predecessors (also printed in gold and blue) were individually printed when values mainly exceeding £2000 were required.⁷



Fig 15 £5,600 ultra-high value Coat of Arms stamp.

These stamps are often found punched [with part of STAMP DUTY PAID and the date], embossed as well as cancelled with a steel datestamp from one of the stamp duty offices in New Zealand.

New Zealand's Coat of Arms stamps were postal fiscals and as such could be used for postal as well as for revenue purposes, see Figure 16.



Fig 16 A Zealandia specific purpose revenue stamp.

Some Coat of Arms stamps were overprinted COUNTERPART (3/-), DENOTING (1/3d, 3/-, 12/6d, and 15/-), FINE PAID (1/3d to £10 range), NOT LIABLE (undenominated) and PASSPORT FEE (4/- and 10/-) by the Government Printer for specific revenue purposes.⁸

In 1965 New Zealand hosted the 11th Commonwealth Parliamentary Conference, in Wellington. The 4d value of this set of three featured the New Zealand Coat of Arms and, Zealandia of course. Another fine representation of Zealandia in New Zealand's Coat of Arms can be found on the 10c definitive issued on 12 March 1970.

First appearing on multiple NZ and star watermarked paper this stamp was reissued in mid-1973 on unwatermarked paper. Many varieties can be found not only of the 10c stamp but also with the rest of the 1970/76 pictorials: imperforates, missing colours, and offsets.



Fig 17 Zealandia's reappearing trick.

Figure 17 shows Zealandia's magical reappearing trick in a vertical strip of three, 10c no watermark 1973 definitive stamps: topmost stamp shows missing silver colour (Coat of Arms), centre stamp with partial missing silver colour, and the lowermost is normal with Zealandia at the left.

The iconic 1d Universal stamp of 1901 reappeared in 2005 when it was featured as part of the Sesquicentenary of New Zealand's first postage stamps. Depicted on the \$2.00 stamp of the first part of the series, Zealandia also appeared in a miniature sheet comprising the five stamps. Later in 2005, New Zealand Post released a Limited Edition album that comprised a miniature sheet of the 15 different sesquicentenary stamps as well 15 different sheetlets of 10 of each stamp, see Figure 18.



Fig 18 Zealandia's triumphant return 104 years after first issued as a 1d Universal stamp.

Zealandia's Hot and Cold Flashes

Overprinting New Zealand's stamps by the New Zealand Government Printer resulted in Zealandia appearing on stamps of several tropical countries between 1901 and 1967: Aitutaki (1d Universal and 1d Dominion), Cook Islands (1d Universal, 1d Dominion and Coat of Arms), Niue (1d Universal, 1d Dominion and Coat of Arms), Penrhyn (1d Universal and 1d Dominion), Western Samoa (1d Dominion and Coat of Arms) and Tokelau Islands (Coat of Arms).

Both Aitutaki and Penrhyn had ceased issuing stamps in the 1930s and did not recommence until after decimal currency was introduced in 1967. Overprinted high value Coat of Arms stamps were used in the Cook Islands from 1931 and three were surcharged in 1967: \$2.00 on £1, \$6.00 on £3 and \$10.00 on £5 when decimal currency was introduced, see Figure 19.



Fig 19 Cook Islands \$10 on £5 Zealandia stamp.

Niue and the Tokelau Islands previously had New Zealand Coat of Arms stamps overprinted for their use and required decimal currency stamps in 1967. The highest denomination overprinted New Zealand Coat of Arms stamp for Niue was \$2.00 and that for the Tokelau Islands was 20c.

In 1967, when decimal currency was introduced, Western Samoa had gained its independence from New Zealand in 1963. There was no need for any overprinted New Zealand stamps for Western Samoa.

Zealandia was sent to the frigid Antarctic continent when 1d Universal stamps were overprinted for use on Lieutenant Ernest Shackleton's 1907-1909 British Antarctic Expedition, see Figure 20.



Fig 20 Zealandia 1d Universal for use in King Edward VII Land.

The irony of these stamps is that whilst they were overprinted King Edward VII Land in green, due to adverse weather conditions Shackleton landed in Victoria Land rather than in King Edward VII Land – the intended destination!

Zealandia again went to Antarctica with Captain Robert Falcon Scott's 1910-1913 British Antarctic Expedition, this time it was the 1d Dominion that was overprinted VICTORIA LAND, see Figure 21.

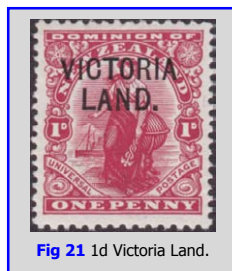


Fig 21 1d Victoria Land.

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Acknowledgements:

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References:

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- 5 *The Postage stamps of New Zealand*, Volume IX, published by R.P.N.Z., 2006, pp 22-26
- 6 *SG Stamp Catalogue of New Zealand*, 4th edition, 2010, p112
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