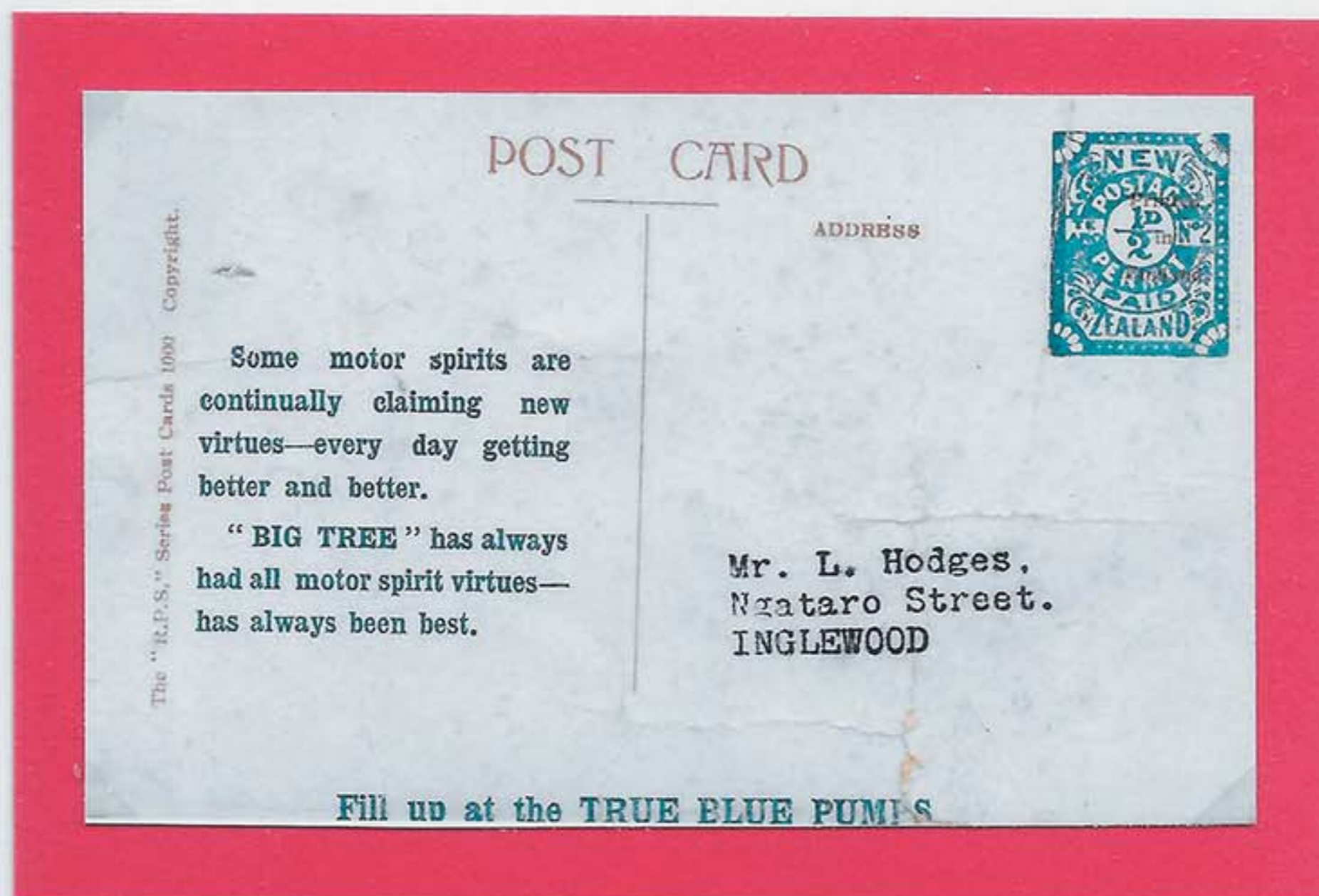


# BIG TREE PETROL ADVERTISING CAMPAIGN 1925 - 1929

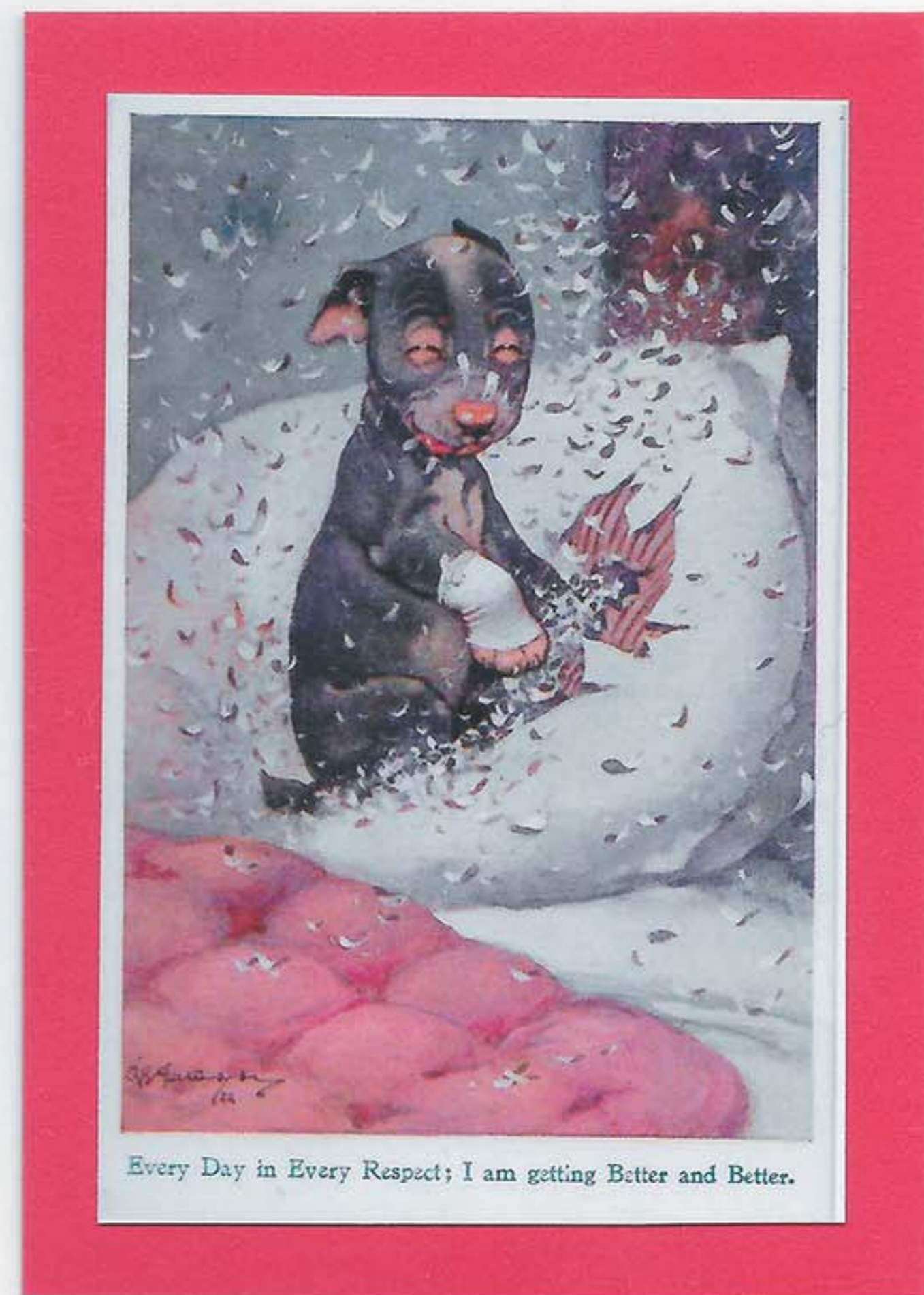


A. S. Paterson & Co. Ltd  
Advertising Label

This exhibit is an example of **SOCIAL POSTAL HISTORY** where popular pictorial postcards have been used to advertise the "BIG TREE" Petrol. This innovative campaign of different messages was based on the captions on the postcards, basically as a "Play on Words". Three types of **PERMIT PAID** stamps were used, and were only date stamped if undelivered or redirected, **Postcards are shown chronologically, based on the Permit Paid stamps**



Blue New Zealand Postage Permit  
Te Aro No.2. ½d PAID (Type 4)  
RPS Series postcard number 1000



The advertising campaign was carried out by L.T. Watkins of Wellington, for A.S. Paterson & Co., importers of "BIG TREE" Petrol, 24 of the RPS Series" of 73 Postcards, were used, issued in 1922-1924 by the Royal Photographical Society, printed by Valentine and Sons, Dundee & London. "BONZO" the dog that made the world laugh was created by George Studdy, and appeared for the first time in the 1921 issue of the "Sketch Weekly" published in London.

### References:

*Postcard Pillar - Alan Jackson & Safari, RPSNZ Handbooks Vol. III & VIII. Personal research & correspondence 2000 - 2016. Reg. Richardson BONZO Archive. Valentine & Sons. History*