

A.S Paterson & Co. Ltd

a philatelic and postcard study

with additional related

postage paid permit notes

‘Safari’

Study No. 13

Postal History Society of New Zealand

A few notes and comments

by

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Having received the above Study Number 13, “Safari” is to be congratulated on his study of these postage permits and especially the advertising Postcards used by AS Paterson. I was very interested in the section dealing with the “BIG TREE” advertising campaign, particularly in the “BONZO” postcards.

‘Safari’ has in this instance concentrated on the postal side of these postcards, with details of the “Permit markings”, whereas previously he has contributed in the *Postcard Pillar*, being the Journal of the New Zealand Postcard Society, on details of the Postcards.

Alan Jackson, with assistance from ‘Safari’ and other members of the NZ Postcard Society have published comprehensive lists of the Postcards used by AS Paterson, together with details of the “Permit Markings” used.

In my opinion it would be a great help to the members of the Postal History Society of NZ, if the Check List provided in the Study, pages 24 and 25, was correlated with the list already published by the NZ Postcard Society, with this in mind I have prepared the following details: -

| NZ Postcard Society | | Postal History Society of NZ, Study No. 13 |
|----------------------------|------------------------------|---|
| A | ½d. Wellington No. 16 | Permit Violet |
| Series 1B (1925-6?) | 1 | Raphael Tuck |
| 1.11 | (a) | |
| 1.12 | (b) | |
| Series 1A (1925) | 2 | RPS Studdy Bonzo |
| 1.1 | (a) | |
| | (b) | |
| 1.2 | (c) | |
| 1.3 | (d) | |
| 1.4 | (e) | |
| 1.5 | (f) | |

B ½d. Wellington No.154 Permit green/light blue

| | | |
|------------------------|----------|--|
| Series 2 (1927) | 1 | RPS Studdy Bonzo |
| 2.1 | (a) | |
| 2.1a | - | No permit, handwritten note* |
| 2.2 | (b) | |
| 2.3 | (c) | |
| 2.4 | (d) | |
| - | (e) | His Master's Vice (<i>not Voice</i>) |
| 2.5 | (f) | |
| 2.6 | (g) | |
| 2.7 | (h) | |
| 2.8 | (i) | |
| 2.9 | (j) | |
| 2.10 | (k) | |

* Illustrated

2 Valentines Bonzo, permit "solid" design

- (a)
- (b)
- (aa)

3 Bonzo, permit "see through" design

- (a)
- (b)
- (c)
- (d)

All the examples of this Permit that I have in my collection, appear to be "see through" and as these different Permits, are not illustrated, I cannot make any comment.

C ½d. Te Aro No. 2 Permit, blue or blue green

| | | |
|------------------------|----------|-------------------------|
| Series 3 (1928) | 1 | RPS Studdy Bonzo |
| 3.1 | (a) | |
| 3.2 | (b) | |
| - | (c) | |
| 3.3 | (d) | |
| 3.4 | (e) | |
| - | (f) | |
| 3.5 | (g) | |
| 3.6 | (h) | |
| 3.7 | (i) | |
| 3.8 | (j) | |
| 3.9 | (k) | |
| 3.10 | (l) | |

2. Various permit imprints in blue unnumbered.

I am not quite sure what these unnumbered permits refer to? Maybe it refers to the cards and not the Permits.

It would appear that the NZ Postcard Society, have these cards down as Series 6 (late 1929 - 1930)

The Tony Sarg card with the 1d Permit is Series 7 (1931, after 1 March)

“Safari” does not mention the Permit No. 16, in black, so I have included details from my own collection.

A Permit Number 16

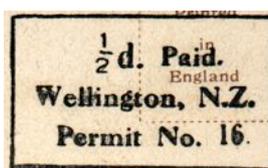
“½d. Paid / WELLINGTON, N.Z. / PERMIT NO. 16”.

in three lines, within rectangular frame, applied with a rubber stamp, in violet and **black**, and three different sizes;

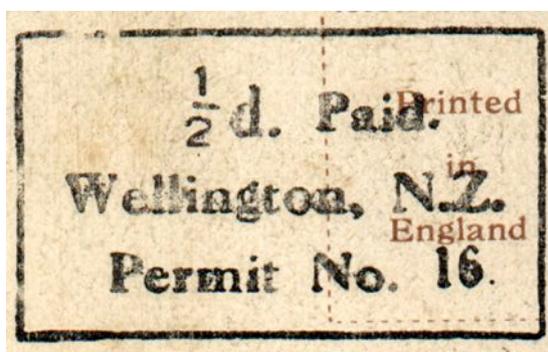
- (a) 32.5 x 22mm
- (b) 34 x 20mm
- (c) 34 x 21mm



1a 32.5 x 22mm
Applied in violet



1b 34 x 20mm
Applied in black (1926)



1b 34 x 20mm (200%)

1c 34 x 21mm (I have not seen an illustration)

B **Permit Number 154**
“½d. Paid - New Zealand - PERMIT NO. 154
WELLINGTON”.

Pictorial postage Permit, featuring a central design of trees and side panels containing Maori motifs, printed onto the postcards, in ether a **green or light blue ink**, and two different sizes;



Permit 154 (200%)

Whilst I have only nine examples of this Permit, all are in Green, all appear to be the same density of ink, none of the “Trees” have the characteristics mentioned; “solid” or “see-through” design, and they are all the same size 18 x 21, not 18 x 21½mm, and I have not seen the larger size mentioned.

Studying the Permits and the messages, it appears to me that separate plates were made, which included both the permit impression and the message, as in all cases the colour and density of the ink appears to be the same.

C Permit Number 2

“½d. – NEW ZEALAND – TE ARO PERMIT NO. 2 Postage Paid”.

Pictorial postage Paid Permit, featuring various ornamental motifs, printed onto the postcards, in **blue or blue green ink**, 21 x 26mm. See above re density of ink.

Whilst I have only seven examples of this Permit, none are blue-green, but the range of blue covers **light blue, to dark blue**, almost black!

Both the very dark printings are on “Lawson Wood” Postcards



Light Blue



Permit Te Aro No. 2 (200%)

Dark Blue

The Dark Blue example above is on the Lawson Wood Postcard “**TOO RICH A MIXTURE**”, the illustration on the picture side has been overprinted “**BIG TREE FOR BIG MILEAGE**”, and under the Permit impression the “*Printed in Gt. Britain*” is in italics (brown), which is unusual, whilst the normal was usually in black and “**Printed in England**”

Unfortunately I do not have a Te Aro Number 2, Postage Permit, Paid 1d, which ‘Safari’ has illustrated on the **Tony Sarg** Postcard (Fig 38) my example of this particular card does not have the impressed Permit, no doubt due to either the end of the contract or the increase of postage.

There was an increase in postage rates for Postcards on 1 March 1931*, from ½d to 1d, and as 1931 it was also the year that the Shell Company contract with AS Paterson (1925-1931) ended.

- The ½d rate was introduced 1 October 1823.

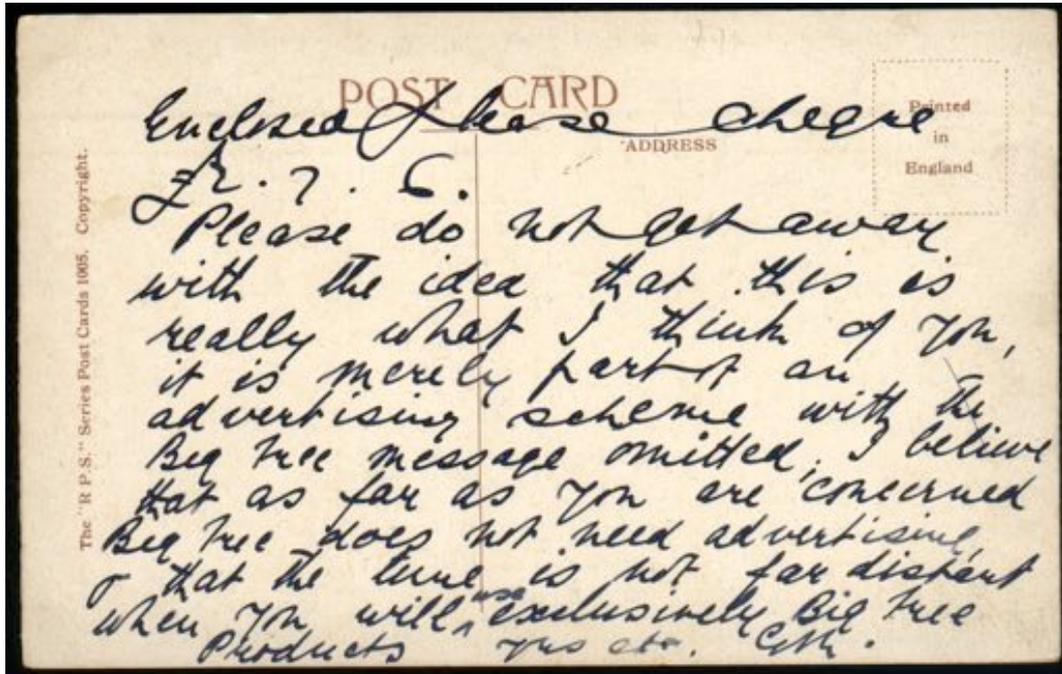


Tony Sarg Postcard "WHERE'S YOUR LICENCE" Message only no Permit.



Illustration of the BONZO RPS No. 1005 card 1927 series 2, 2.1a

Handwritten Message



Bonzo Card 1005 "That's what I think of you"

For the record

George Ernest Studdy was born on the 23 June 1878, and died on 25 July 1948.

'Safari' has stated that he died in 1938, (page 15)

Whilst Studdy's work was illustrated in 'The Sketch Magazine' a weekly periodical, which was published by the Illustrated London News, I have no record of any of his work actually being published in the 'Illustrated London News' as stated by 'Safari'

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The End