

## OUR READERS WRITE

# ADVERTISE NEW ZEALAND POSTCARDS

**MAURICE MACDONALD** sent us a letter and some illustrations which set off an inquiry which has developed into the principal feature of this issue of our journal. He wrote, "The item under the title ADVERTISE NEW ZEALAND POSTCARDS - 1925 in *The Postcard Pillar* No.63, describes a book relating to this series of 24 postcards (3 sets of 8 cards). It states that the list of postcard titles is given on the cover". He then went on to list seven of the titles which he has in his collection, and added the comment: "It might be noted that the subjects and style bear some resemblance to those of the earlier New Zealand Government Tourist & Health Department cards illustrated on the cover of *The Postcard Pillar* No.63, but the printing seems to be of inferior quality".

Your editor checked the titles of the cards listed in his letter and found that there were in fact only 22 cards listed. With the aid of Alan Jackson and some notes he made from a dealer's stock in Wellington, he was able to account for the 2 missing titles.

The complete set is listed below. Please note: there has been some difficulty in reconciling the titles given below with those on the cards and those printed in the book. Those marked with a double asterisk\*\* are reproduced on the cover.

### Set No.1

- 1 Off the Beaten Track in New Zealand.
- 2 New Zealand's National Park District.
- 3 Rivers of New Zealand.
- 4 Maori Life and Customs\*\*.
- 5 Snow Peaks of the South.\*\*
- 6 Waterfalls of New Zealand.
- 7\* Lake Rotorua.\*\*
- 8 Auckland's Beautiful Harbour.\*\*

### Set No.2

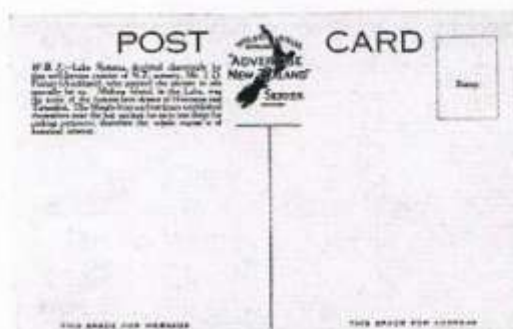
- 9 Mt.Eden as it is, and as it was (fortified).\*\*
- 10 Auckland Municipal Zoo and Panorama.
- 11 New Zealand Native Bush.
- 12 New Zealand Geysers.
- 13 Head of Lake Wakatipu.
- 14\* Lake Manapouri.
- 15\* Milford Sound.\*\*
- 16\* Mount Cook and the Hochstetter Dome.\*\*

### Set No.3

- 17 Dunedin, showing St.Clair and Port Chalmers.
- 18 Christchurch, showing New Brighton and Summer.
- 19 New Zealand Ground Birds (5), including extinct Moa.
- 20 New Zealand Flight Birds (5).
- 21 Wellington, showing Oriental and Island Bays.
- 22 New Zealand Flowers (5 varieties)
- 23 Rotorua, Whakarewarewa, and Native Village.\*\*
- 24 Rotorua, showing Sanatorium Grounds.

We show below the distinctive logo which appeared on the postal side of each card. Note the W.B. prefix which is an abbreviation of the name of the publishers for this 28 page booklet who were Wilson Bros, Holdsworth Buildings, 35 Albert Street, Auckland. Those entries marked with an asterisk were commissioned works by the artist J.Douglas Perrett.

James Brodie, who originally drew our attention to this series described it thus: "*Around New Zealand* is a sort of guide-



book, set out in a somewhat pugnacious manner, and covers the discovery of the country by Europeans, six pages on the Maori, the flora and fauna and tourist attractions. But it is not the text that is of most interest to the collector, for the little book has four colour illustrations, two of them lake scenes of Rotorua and Manapouri - each signed by the artist, Perrett. An advertisement inside the front cover tells us that the illustrations are part of Wilson Bros. 'Advertise New Zealand' series of postcards, of which there were three sets each of eight cards selling at 2/- per set. A list of these is given on the cover of the book".

There has been some speculation regarding the name of Chas. A. Wilson, author of *Around New Zealand* and any links he may have had with the publishers Wilson & Horton. If anyone is in possession of any information which may lead to a better identification of his relationship in this context, we'd love to hear from them.