

AUCKLAND EXHIBITION 1913-14 POSTCARDS AND STAMPS

by J.W.Brodie

The Auckland Exhibition opened on 1 December 1913: on that day, the King Edward VII stamps and the 1d Dominion overprinted for the Exhibition and the two special postcards are reported as being available at the Exhibition post office. They remained on sale until the exhibition closed and unsold remainders, at least of the stamps, were destroyed on 16 June 1914.

The production of these special issues of stamps and postcards was something of an achievement for the Government Printer, as *The Postage Stamps of New Zealand*, Vol. 1, page 379, tells us that it was only four weeks before the exhibition was due to open that the Auckland Philatelic Society, on 29 October, suggested to the Postmaster-General that a series of overprinted stamps be produced.

The Post Office approved the idea and on 11 November the Government Printer was instructed to overprint the current 1/2d, 1d, 3d, and 6d stamps "Auckland Exhibition 1913". We do not know if the postcards were ordered at the same time. Postcards were produced in two values - 1/2d

Branch Records for 1913 (Volume 5) show that on Friday, 28 November, 2070 sheets of "Printed cards for Exhib(ition)" were delivered to the printer for printing the 1/2d Auckland Exhibition postcard and 1049 sheets for printing the 1d value. Each sheet contained 20 cards. The Government Printer had anticipated the arrival of the sheets by having made 24 electros of single 1/2d stamps and 22 electros of 1d stamps which were ready on 26 November (Records Vol. 10).

An entry at 30th November shows that part of the order, 150 sheets or 3000 cards of each value, had been printed with the stamp and inscription and delivered to the Custodian of Stamps by that date. This small part was presumably sent off separately so that stocks would be at the Exhibition post office by opening day on Monday, 1 December. Nevertheless, the Custodian must have moved rapidly to get the stock of cards to Auckland in time.

The balance of the order was delivered in the next month (recorded at 31 December) and consisted of cards from 1920 sheets of the 1/2d and 899 sheets of the 1d amounting to



King Edward VII with design as on the adhesive stamp in green, the message panel headed "This space may be reserved for correspondence within the Dominion", and 1d Dominion design in carmine - "This space may be reserved for correspondence throughout British Dominions". Both cards bore the Royal Arms on the front with "New Zealand" and "Postcard" left and right; below in a central box was the inscription "Auckland Exhibition/1913-14". The address panel ("the Address only to be written here") and the message panel were both on the front. On the back were half-tone views of Auckland printed in black on the 1/2d value and in purple-brown on the 1d value. Two 1/2d cards (b,f) with the view printed in greenish-blue and a 1/2d in purple-brown (view k) have been seen. Two 1d cards (d,o) with the view in black and two (m,s) in greenish-blue are also known. The 1/2d greenish-blue is a used card postmarked "Exhibition Auckland 17 JA 14" (view f) and the 1d black was also posted at the exhibition post office, "31 JA 14" (view d).

Sixteen different views have previously been recorded (Samuel, 1976; Voyce, 1981) though not all of them up to this point had been found on both values.

The Government Printing Office Stamp Printing

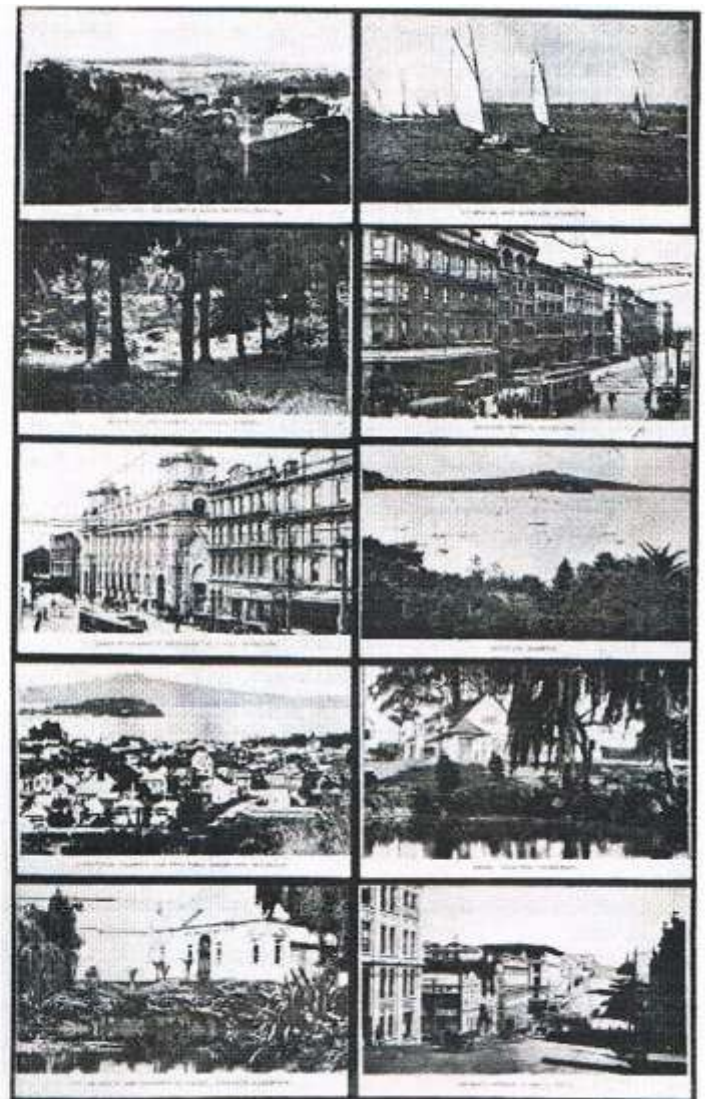
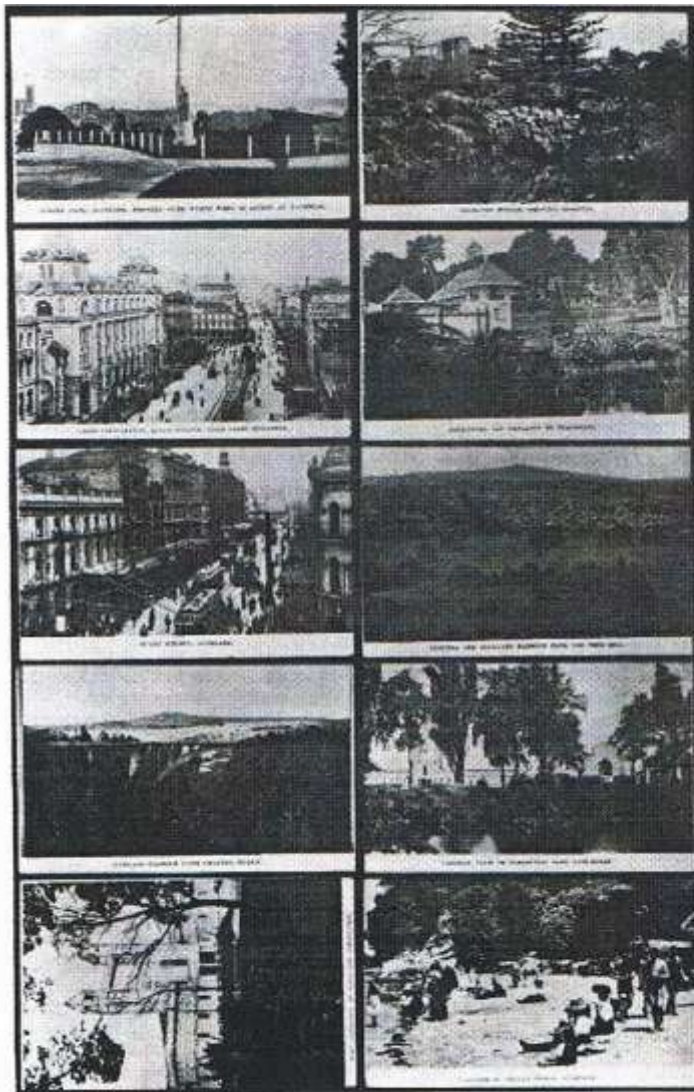
38 400 1/2d cards of which 600 were damaged (37 800 net) and 17 980 of the 1d of which 580 were damaged (17 400 net). The exact printing and delivery date is not recorded but this could have been very shortly after the first part of the order. If it were not, the cards could have been in short supply for a time.

We do not know where the views were printed but there being no imprint on the cards could suggest that the sheets of views were printed elsewhere in the Government Printing Office before being sent to the Stamp Printing Branch.

As each sheet was of 20 cards, perhaps there are 20 views to find? A search of the "obsolete stock" held in the Stamps Section of the Post Office confirms that this is so.

The views are captioned:

- a Fish-ponds and Entrance to Exhibition.
- b Auckland Domain, showing Hospital.
- c Chief Post Office (Building on Left), Auckland.
- d Yachts on the Auckland Harbour.
- e Customs Street, Auckland.
- f Chief Post Office, Queen Street, from Ferry Buildings
- 9 Queen Street, Auckland.
- h Auckland Harbour from Grafton Bridge.



- i General View of Exhibition from Fish-ponds.
 - j Albert Park, Auckland, showing Guns which were in action at Waterloo.
 - k Remuera and Auckland Harbour from One Tree Hill.
 - l Corner of Shelly Beach, Auckland.
 - m The Aquarium and Government Court, Auckland Exhibition.
 - n Victoria Street, looking West.
 - o Main Entrance to Auckland Exhibition.
 - p Rangitoto, Harbour and City from Exhibition Buildings.
 - q Kiosk, Auckland Exhibition.
 - r Auckland Harbour.
 - s Sunlight and shadow, Auckland Domain.
 - t Auckland City and Harbour from Grafton Bridge.
- The caption for card (h) should read Auckland Harbour and Grafton Bridge. All the views occur on the 1d card, printed in a purplish-brown and examples of all except (d) were found on the 1/2d value printed in black. The views are in horizontal format except (o) which is vertical.
- The cards are 5 1/2 in by 3 1/2 in. in size (14.0 x 8.8 cm) varying slightly in height and some cut slightly off square. If

they were arranged in five rows of four across they would make a sheet of demy size - 22 X 17 1/2 in. The half-tone views mostly have a narrow margin on one or both sides but generally none at the top.

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