

POSTCARDS AND THE NEW ZEALAND INTERNATIONAL EXHIBITION CHRISTCHURCH 1906 -7

BY LAURENCE EAGLE
(PART THREE - SMITH & ANTHONY)

Smith and Anthony, a Christchurch firm of Photographic Processors and Distributors were the leading producers of postcards for the Christchurch Exhibition. Having established a reputation for quality production in previous years, Smith and Anthony attracted freelance photographers who were prepared to allow them to market their photographs in over a hundred Postcard Vending Machines spread around the exhibition buildings and grounds. Photographers included: Beken, Denton, Dutch, J.G. Lamb, J.M. Taylor, Tomlinson, Webb and Wright. Many of these photographers also issued postcards in their own right, as real photographs or of differing views. Selling to the mass market at a penny (1d) a card and from convenient venues, it is estimated that over half of the postcards sold at the Exhibition were Smith and Anthony cards. This would account for the frequency with which they turn up.

Smith and Anthony produced several series, but of prime importance was a main set of twenty-seven different images. As well as two different backs, there are varieties in layout and titles with not only the usual black and white, but with teal-green and mauve-red shades for several of the cards. With the application of differing cachets a complete set would exceed two hundred cards. Production of the cards saw the earlier numbers issued first and with numbers 18 and onwards more scarce owing to their later issue.



The illustration above shows three editions of Smith & Anthony's No.2 card "The Main Entrance". Note the variations in the titling.

The Tower Series, issued by Smith and Anthony, allowed the viewer excellent panoramic views of the Exhibition grounds and Christchurch city. This series also showed the towers and the electric lifts (which were the first in the country) with crowds of people waiting to be taken to the viewing platform. Priced at sixpence (6d) each per adult and threepence (3d) per child these lift journeys were not cheap, but owing to the great novelty of the experience they were well patronised. The Tower Series was issued as Numbered and Unnumbered sets (although no 1 or 2 have been seen - to date!).



Exhibition Tower Lift. Waiting their Turn to Ascend.



Exhibition Tower Lift. Car Making the Ascent.



Christchurch from Exhibition Tower.—T. 10



POST-CARD.

THIS SPACE MAY BE USED FOR
COMMUNICATION.

FOR ADDRESS ONLY.



These are stickers
issued in
connection with
the Exhibition.

from a friend of
your father's

E. Righton
Secretary
New Zealand
International
Exhibition

Miss Ella Broadbent

SOUVENIR MEDALS issued at the Exhibition Mint,

By STOKES & SONS, for the N. Z. I. Exhibition, 1906-7.

Nos. 1, 2, 3, 4, also Crosses and Map of N.Z., 1 - each, warranted to wear like gold.
Nos. 1, 2, 3, in Sterling Silver, 3 - 2 - , & 1 6 each. Crosses 2 - each.

Orders by Post promptly attended to.



Postcards featuring souvenir medals that were issued at the Exhibition Mint were published by Smith & Anthony. This page also features an interesting card posted by E. Righton, Secretary of the New Zealand International Exhibition to friends in Canada. It is dated 8 May 1907, over three weeks after the Exhibition closed. The stamp has an Exhibition postmark, which is indistinct but clearly was used some time in April. For the card to reach Canada by 13 May 1907, as the back stamp shows, Mr Righton must have posted it some time in April. Perhaps he meant 8/4/07!

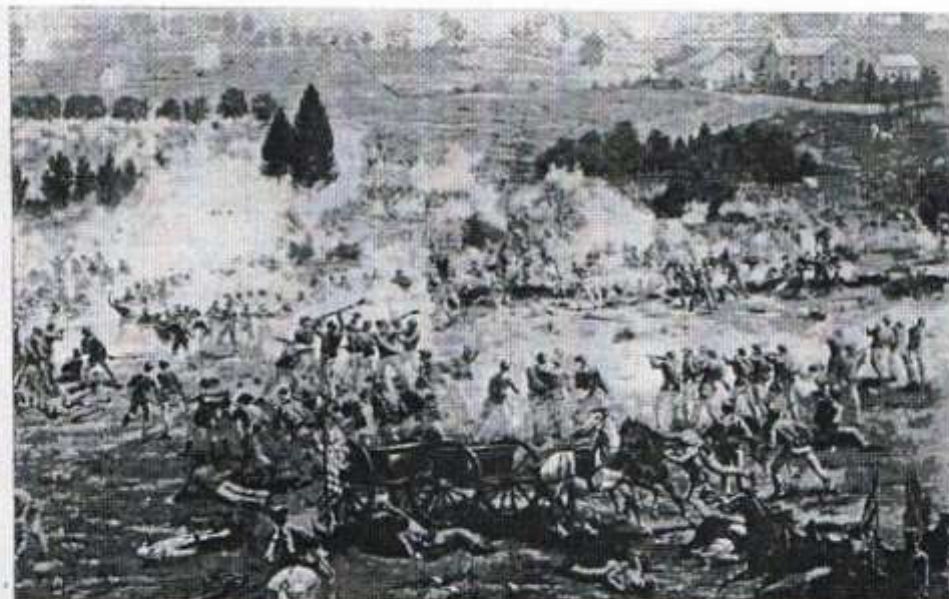
Smith & Anthony produced a card showing the Exhibition Stickers. Sticker no. 6 was only available attached to Art Union Lottery tickets and could not be purchased separately. This is why it is the scarcest of the set of 7 today.

For a continuation of this article,
please turn to pages 14/15.

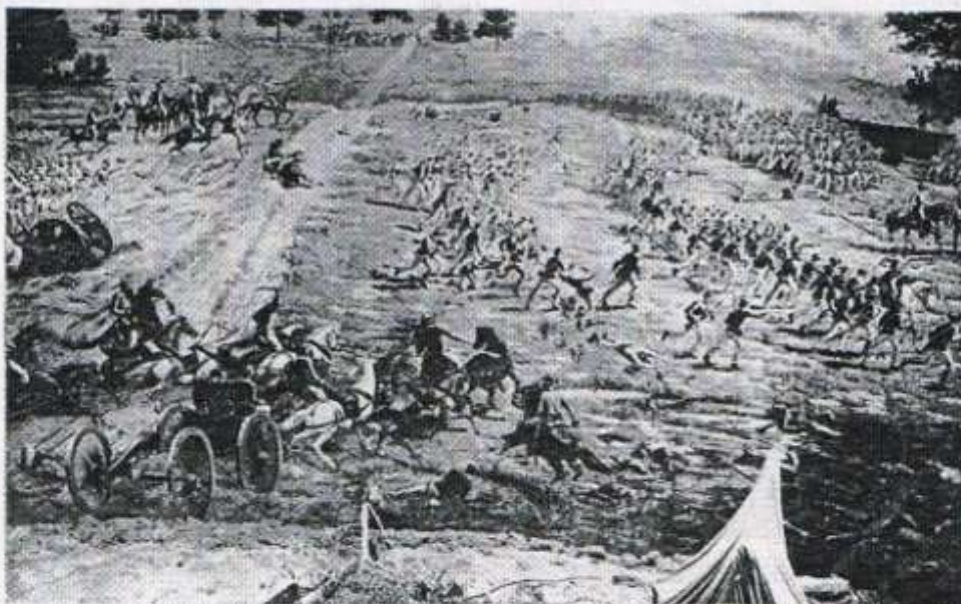
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The Battle of Gettysburg Cyclorama showing life-sized paintings of this epic battle of the American Civil War was a major attraction at the Christchurch International Exhibition. It was painted initially for the 1904 St. Louis Exposition. On closer inspection critics realised that many of the background farming scenes were not typical of the 1860s, when the battle took place, but included machinery (reapers and binders) which had been invented in recent times. With accompanying sound effects one visitor reported "It were as real as to make one believe he was there in the middle of the battle"! P. E. Kyne writing in 1973, of his life in *Early Malvern in 1900s*.



E. Jordan, Photo. BATTLE OF GETTYSBURG CYCLORAMA.—General Pickett on White Horse, Final 2nd Day's Battle. (Prof.



E. Jordan, Photo. BATTLE OF GETTYSBURG CYCLORAMA.—Northern Reserve Troops coming into Action on 3rd Day. (Prof.

Several other excellent sets of postcards were issued by Smith and Anthony during the Christchurch Exhibition to promote tourism in the area. These included the attractive "Banks Peninsula Series" and show marvellous images of the bays and Akaroa. "Seeing the Sights", is a series of views around Christchurch, and there are sets of "Sumner" featuring the Cafe Continental and the township of "Tai Tapu".



Group of Fijian Fire Walkers at Hagley Park.

The Fijian Firewalkers were a spectacular and popular attraction at the Christchurch Exhibition. While the majority of photographs in this Smith and Anthony Series were taken in Fiji by O. J. Le Faivre, several were taken in Christchurch, including the example above.

A set of five postcards advertising the Lipton's Tea display, showing views of operations in Ceylon and of Harry Lauder who visited the Exhibition and promoted the company, were another of Smith and Anthony's successful postcard series.



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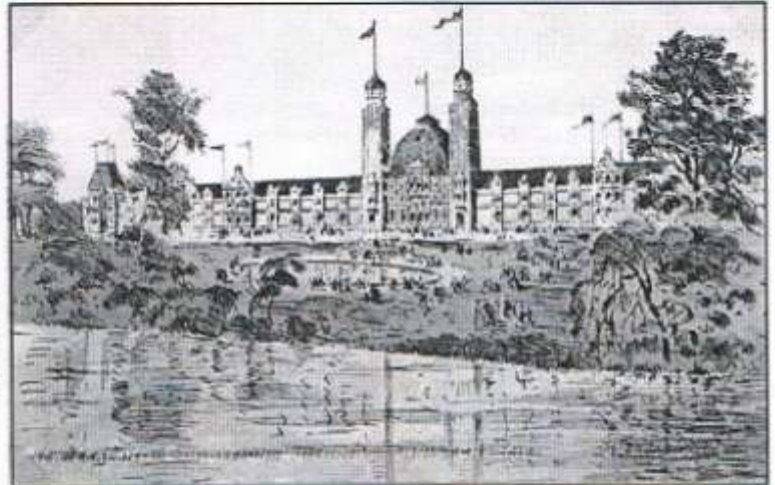
BY LAURENCE EAGLE
(PART FOUR S -W)



LEFT: Hemus Sarony, Christchurch. Noted as a portrait photographer, Sarony has produced an outstanding record of the 54 members of the Exhibition Orchestra at the New Zealand International Exhibition. Each is shown with their instruments and in the centre is Alfred Hill, the Conductor. This was the first professional orchestra in New Zealand comprising the most talented musicians in Australasia. A point to note is the fact that F.G.Radcliffe, the noted postcard producer from Northland was contracted as oboist. From the shape of the instrument, he can be identified bottom row, second right.
(Hemus was an Auckland based portrait photographer who operated under the trading name of Sarony Studios. Although Hardwicke Knight lists a Mrs. N. Hemus of Christchurch in his book *New Zealand Photographers*, it is more than likely that Hemus's firm was responsible for this complicated montage) Editor.



ABOVE RIGHT: Skelton Frostick & Co. Ltd. Cards are made of a laminated material almost like a modern plastic (probably celluloid). The card is a creamy green colour. Divided back is in black and has an advertisement for boots and shoes manufactured by the publisher on the left side. On the right in red: "New Zealand International Exhibition / We have received the Highest Award obtainable / GOLD MEDAL & SPECIAL". A Souvenir at the Exhibition. Some copies were given away without the red printing, but postally used copies are rarely seen.



RIGHT: S.M. & Co Series. This company which had marketed postcards over the whole of the country since the early 1900s produced several cards of the Exhibition buildings and many promotional cards of Christchurch and local areas. The sketch of the Exhibition main buildings is similar to the one used by Muir & Moodie and may have been used for promotional purposes. Loosely based on the architectural drawings, it doesn't show the bridge or pathway to the main entrance (which would pass through the pond).

BOTTOM RIGHT: The view of the Exhibition Building at night is again taken from the plans drawn by J.C. Maddison the architect. The twelve miniature photographs of local scenes on the letters of CHRISTCHURCH are not seen to their best effect when reduced for publication.



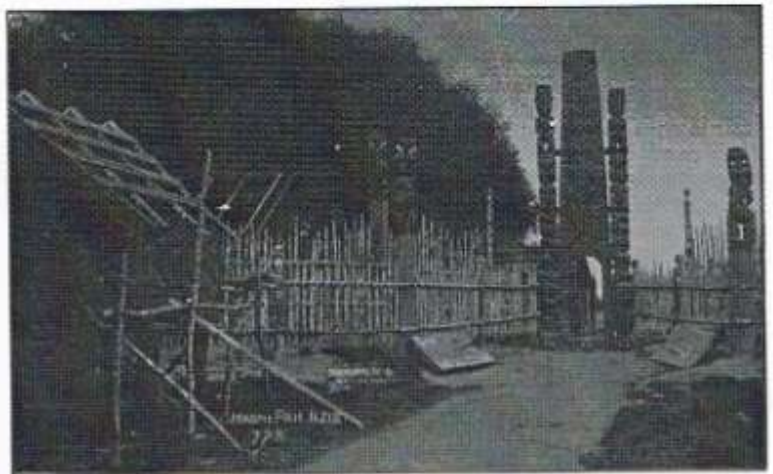


ABOVE: Vance and Ross. Glass Bottle Makers, Alexandria, Sydney. This company were awarded a Silver Medal for its "Fruit preserving jars, aerated-water bottles, and others."



Christchurch Exhibition 1906

ABOVE RIGHT: Viking Series. Cards show different views of the main building. A number is printed in the right lower corner. Attractive coloured cards, these are from a series of views around New Zealand scenic highlights - Rotorua, Wanganui River, Buller Gorge, Christchurch, Mt. Hutt and the Southern Lakes.

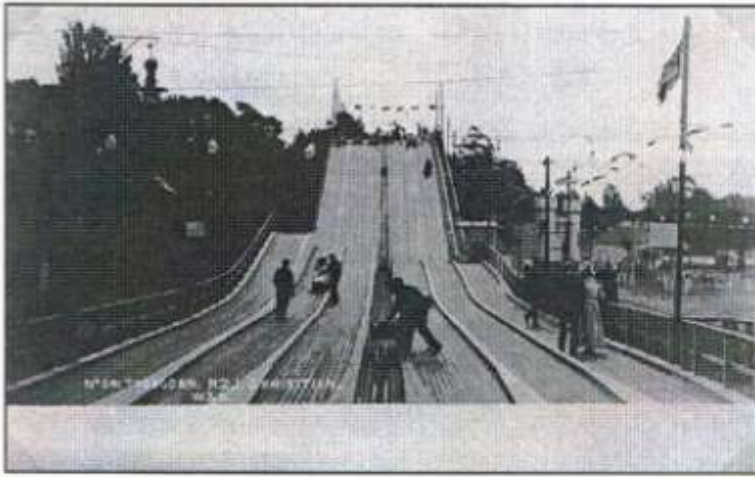


RIGHT: The W.A.P. Color Photographic Series, Wanganui Photo Co. N.Z. Cards are real photographs hand coloured from black and white negatives. A parallel series was issued with the same cards, same backs, except for the publishers credit which has Northcote, Auckland, N.Z. added. Note that the photographer used for this photograph is Wheeler.

BELOW RIGHT: Webb. Steffano Webb of Christchurch was a renowned portrait photographer and he provided excellent images of the Christchurch Exhibition for Smith & Anthony. Several of his real photographs, which were the basis for the S & A Series, were issued under his own name.



N.Z. INTERNATIONAL EXHIBITION



LEFT: W & B. Wigglesworth & Binns, Christchurch. Cards are real photographs either coloured or black and white. Number, title and W & B are at lower edge of the photo. A dozen or so cards have been seen with numbers ranging from 12 to 54. W & B provided several wonderful images of Exhibition Trade Stalls - an excellent example being Callier's Swiss Chalet Chocolate.



LEFT: Wheeler. As well as providing photographs for other companies Wheeler has left us with many outstanding views of the Exhibition Buildings, the Maori Pa, the Opening Ceremony and general views of the exhibition.

BELOW LEFT: Wood Brothers Ltd.
The card is a real photograph of their display of different bags of flour at the Exhibition. It was sent to grocers and general stores in the Canterbury province with Seasons Greetings.

BELOW: All Wood Brothers Ltd cards seen had addresses typed (in purple) and were posted 21 December, 1906.

