

J.T. COWDELL

Photographer Whangarei

By Alistair Cumming of Motueka

Born Seaton England in 1862 Died Whangarei 1907.

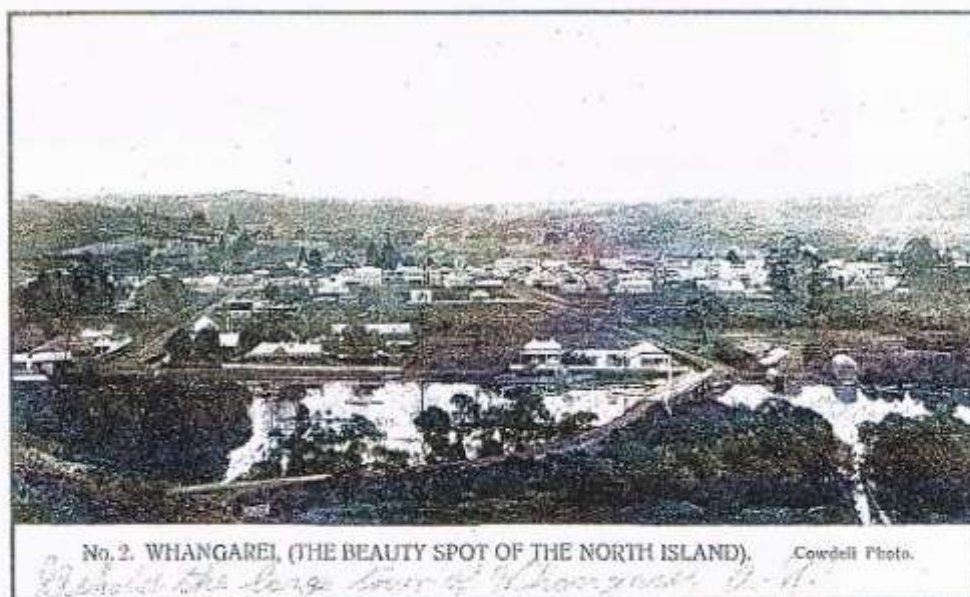
My interest in Cowdell postcards came through researching my grandfather's life as a professional photographer in Australia and later in New Zealand. The discovery that he was an early producer of cards has opened up a whole large world of collecting and collectors - a fascinating pursuit.

Joseph Tuffley Cowdell and his older brother Thomas Melling Cowdell left England about 1888 and established themselves as photographers in various parts of Australia. Joseph spent the longest time in Broken Hill - 1889 to 1891. He then came to NZ to set up finally in Whangarei in 1893 where he had a shop on the south side of Cameron St. (Later occupied by another well known photographer Palmer), Brother Thomas remained in Victoria, Australia.

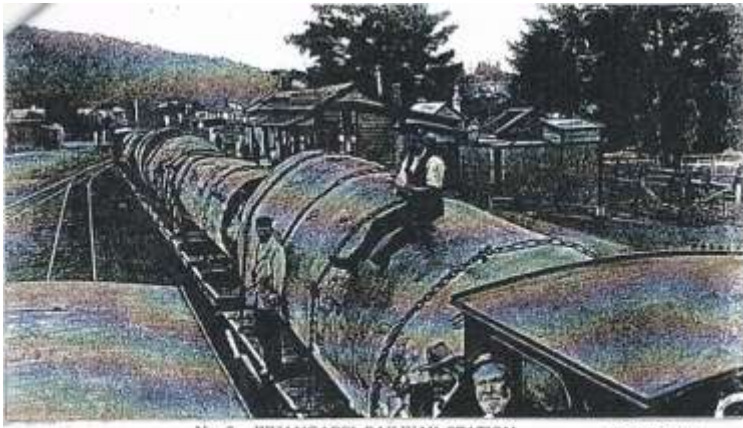
The postcards bearing his name relate to a numbered set of 12 town and local Whangarei scenes. Printed on matt card with red lettering for the titles and photographers name. They have been produced by Muir and Moodie of Dunedin and have been identified as fairly early printings, space being left on the picture side for writing. The earliest date I have seen on one of the cards is 1906.

I have only one other Cowdell card labelled Ruatangata Falls printed by *Brett* of Auckland. This has a perforated edge from a tear out booklet perhaps. (Incidentally my sister who is a resident of Whangarei, claims that this should be Raumanga Falls).

Most of the images used for his cards are preserved in various collections as larger sized photos, but the discovery that he has a place in the development of postcards has given added meaning to my research as well as pleasure in finding his cards through contact with collectors.



ISSUED BY MUIR AND MOODIE DUNEDIN FOR COWDELL WHANGAREI
POSTED WHANGAREI 4th. MAY 1906 ADDRESSED TO CAMBRIDGE WEST WAIKATO
Brian McClintock COLLECTION.



No. 3. WHANGAREI RAILWAY STATION.

Cawdell Photo.



No. 6. WHANGAREI, TOWN WHARF.

Cawdell Photo.

*My dear Aunt Polly - I am
wishing you many happy
New Years*



Cawdell Photo.

No. 4. WHANGAREI FALLS.

*Sending some fruit
today - 26th 1891.*



No. 9. THE KAURI BUSH, WHANGAREI, AUCKLAND N. Z.

Cawdell Photo.



No. 5. "LIME ROCKS", WARO.

Cawdell Photo.



No. 10. WAIRUA FALLS, WHANGAREI.

Cawdell Photo.

*Here's a real
good stone. Will write you perhaps by this mail if
I can. We are all well & as happy as slaves. Love the*