

New Zealand's Early Printed to Private Order Envelopes

Stephen Schumann

Call it “junk mail” if you like, but some of the great rarities in New Zealand postal stationery are the envelopes that were embossed with postal dies that were privately provided. “Printed to Private Order” (or “Stamped to Order”) envelopes were used primarily by businesses and professions to mail advertising, bills, invoices, or statements to customers; hence, the survival rate of envelopes prior to 1953 is dismal.



Fig. 1

Figure 1 shows two mint envelopes purchased from the Culleton Company of London with the personal crest of Dr. Russell of Christchurch. These two grey envelopes represent the first use of PTPO services in New Zealand, and they are the only examples of the July 1900 printings of the 1d and 2d in collectors' hands.



Fig. 2

In October 1900, Hancock & Company of Auckland ordered the 1d die imprinted on their envelopes. This was the era of advertising collars surrounding the postage stamp. The Hancock advertising was designed with a message where the stamp should have been, so it is likely that is the reason the company ordered the 1d die printed to the left of the advertising (Figure 2).



Fig. 3

Figure 3 shows three envelopes with 1d die on cream laid paper for T. H. Hall & Company of Auckland. Hall had 1968 envelopes printed in blue (November 1901) and 2000 printed in brown (April 1902). There are five used examples of each printing recorded.

The top example is the only known unused example of the T. H. Hall PTPO envelope, and it is the only known New Zealand private envelope with a double struck die.

(TO BE CONTINUED)

Steve Schumann is an expert in the postal stationery of New Zealand. His exhibit has won many top awards internationally, and his exhibit *New Zealand Postal Stationery, 1876-1940* is a consistent Grand Award winner in the USA world Series of Philately competition. His exhibit won the Grand Award at the last SAS/O convention and exhibition held at SANDICAL in San Diego.

This column will feature items from Schumann's specialized one frame exhibit *New Zealand Printed-to-Private-Order Envelopes: From Queen Victoria through the Reign of King George VI.*

SAS/O

New Zealand's Early Printed to Private Order Envelopes - Part 2

Stephen Schumann

Continued from October 2011

Printed to private order envelopes appealed primarily to businesses with a large mailing list. PTPO envelopes save some time over postage stamps when dealing with a lot of mail.

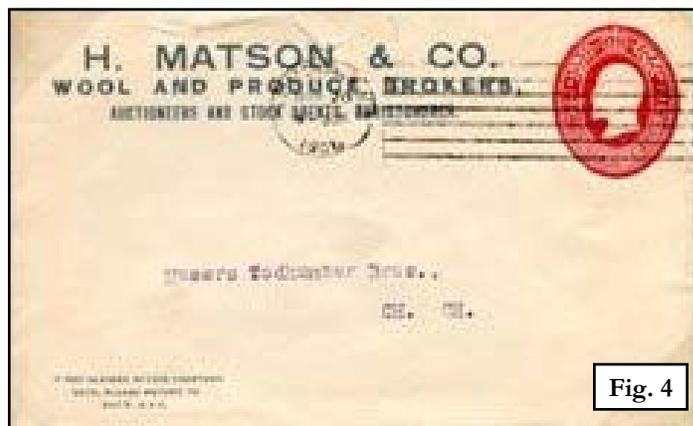
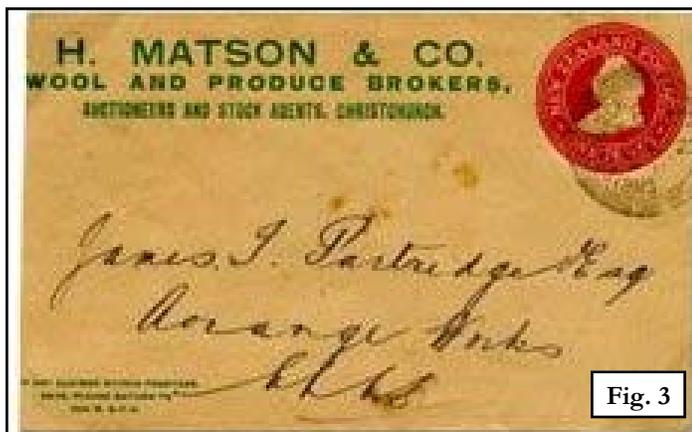
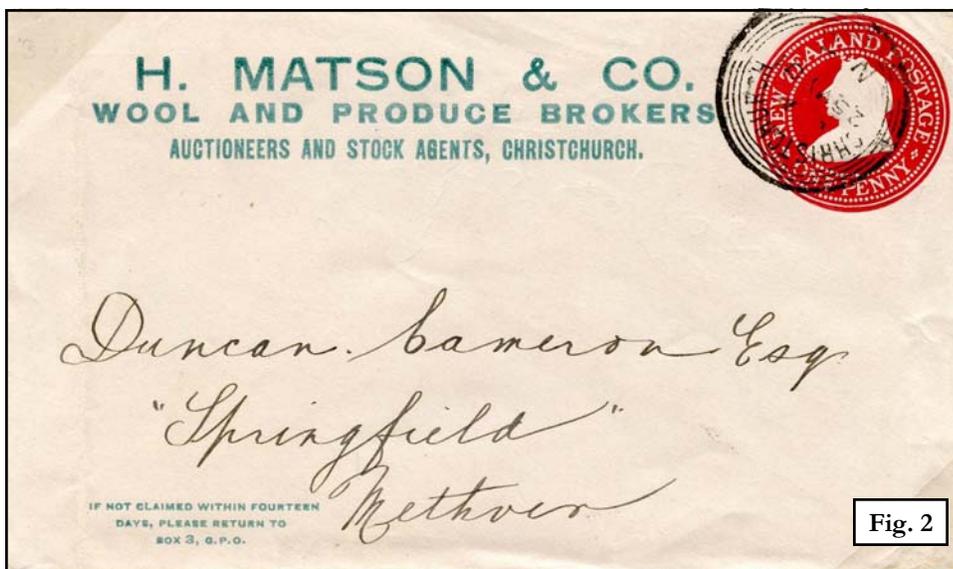
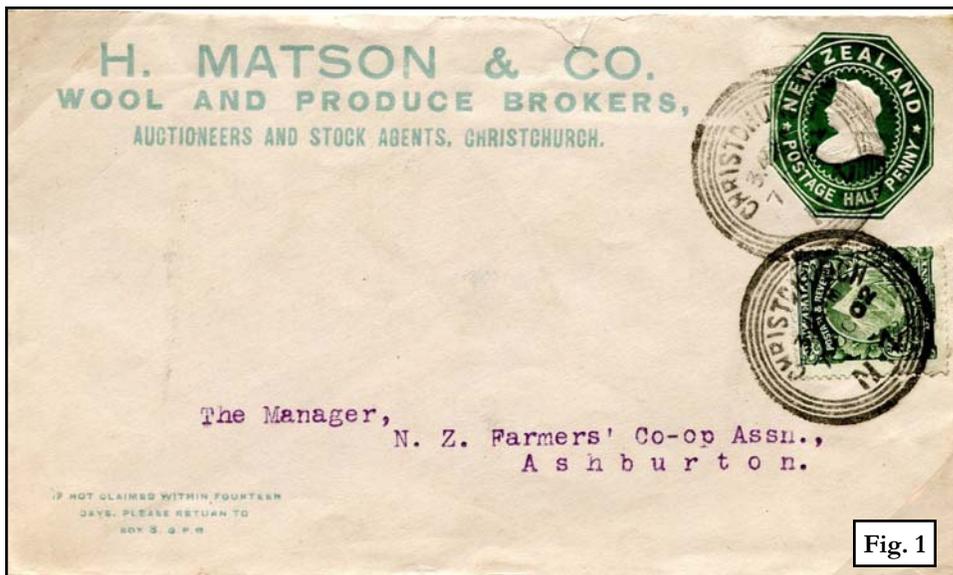
Figures 1 through 4 are envelopes from one such firm.

H. Matson & Co. of 164 Cashel Street, Christchurch, was a heavy early user. The Matson business was a large auction and brokerage house founded in 1862 in Christchurch by Henry Matson. By 1901, the business was operated by his grandsons Leicester and David Matson. They conducted weekly auctions of livestock, hides, and grain on separate days, as well as running a considerable business in land sales. The scale of their operations in 1901 included 6000 bales of wool during the months of November-January, and annual sales of 350,000 sheep and 12,000 head of cattle.

Figure 1 is the issue of March 1902 embossed Queen Victoria 1/2d green-on-white. This is the only private envelope stamped with the 1/2d QV die.

Figure 2 is the issue of February 1902 1d carmine-on-white. The printed text for all Matson envelopes were always shades of green or blue-green.

Figure 3 is the 28 June 1901 issue of the QV 1d carmine-on-buff, and Figure 4 is the KEVII 1d carmine-on-white issue.



Dr. Russell favored the grey envelopes of the Culleton Company of London. T. Culleton was an “engraver to the Queen and Royal Family” at 25 Cranbourn Street at the corner of St. Martin’s Lane, London WC. Apparently Dr. Russell ordered his stationery with his crest embossed on the flap (see Figure 1 in the October issue). Culleton advertised in *The Lancet* (the British medical journal) that they would supply a box of stationery with embossed crest including 500 envelopes for a guinea (£1/1-). All of Dr. Russell’s envelopes had a pointed flap and a pink lining. Of the 10,517 envelopes stamped for Dr. Russell between 1900 and 1913, only 7 are known in collector hands at present.

Figure 5 is the 9 July 1902 issue of the carmine 1d QV die on grey. Dr. Russell’s seal (not shown) is in red.

Figure 6 is the 21 July 1904 issue of the carmine 1d King Edward VII die on grey. Dr. Russell’s seal on these (not shown) is once again gold as the first envelopes illustrated in the October 2011 column in *The Informer*.



Fig. 7

Figure 7 illustrates 1d carmine on cream envelopes with the range of browns and blues used by T. H. Hall of Queen Street, Auckland, between May 1903 and March 1908. According to the registers in the Government Printing Office, 11 printings were done for Hall during this period. sas/o



Fig. 5



Fig. 6

(TO BE CONTINUED)

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