

**Printed Postcards of the George VI Period**

**Part I - 1935 Half Penny Fantail Postal Stationery Postcards**

*a Compendium of Known Examples*

**Edition 1**

**Edited by: Stephen F Prest**

**December 2013**

# Private Pre-printed Messages on Postal Stationery Post Cards

## Introduction

New Zealand postal stationery postcards issued throughout the George VI and earlier periods were often used by various organizations to advise their target audience of upcoming events, meetings etc. via a printed message on the reverse side of the card. Typically such postcards would be printed in quantity to be sent to the intended recipients. Other organizations used pre-printed postal stationery postcards to record a completed activity such as product shipment advice or an acknowledgement of receipt. In these cases, the sender usually wrote in script or typed an individual message within a printed framework on the back of the postcard.

Sometimes this class of postcards is referred to as “Advertising” postcards. However, examination of these cards has revealed the pre-printed text covers a broader range of subjects than just advertising. This survey summarizes findings of a study of approximately 40 pre-printed 1935 Half Penny Fantail Postal Stationery Postcards produced for the organizations listed below.

The front or address and the back or message sides of the postcards illustrated in this paper are reduced to 40% and 80% of normal size respectively.

## Organizations included in the present Survey

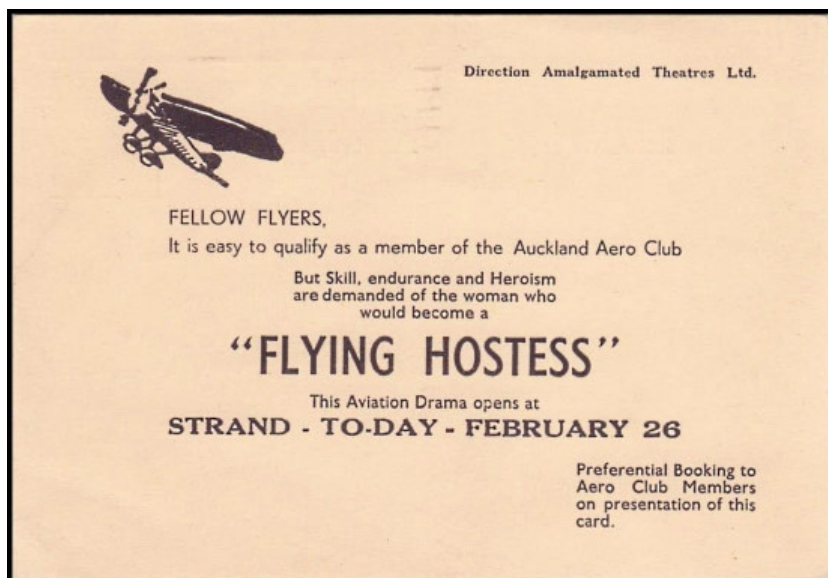
Amalgamated Theatres Ltd (Flying Hostess)	S. Curtis & Co.
Auckland Institute & Museum	St Paul’s Methodist Church (Palmerston North)
Auckland Little Theatre	Scales Line (Geo. H. Scales Ltd)
Cadbury Fry Hudson Ltd (2)	Standard Importing Co. Ltd.
Challenge Phosphate Co. Ltd. (3)	Tapiri Coal Mines Ltd.
D. W. Virtue & Co. Ltd.	The Farmer’s Mauriceville Lime Co. Ltd
Dominion Dental Supplies Ltd	The Manawatu Philatelic Society
Glen Afton Collieries Ltd.	The N. Z. Co-operative Dairy C. Lid
Hutt Valley Gun Club	The Polynesian Society Ltd.
Jenkins & Mack Ltd.	University Auckland, Auckland N.Z. (2)
League of Nations Union (Wanganui)	Waikato Carbonisation Ltd.
Manawatu & West Coast Stud Sheep Sale (2)	Waikiekie Lime Co. Ltd.
National Magazines Ltd.	Wellington Acclimatization Society
New Zealand Friesian Association	(Palmerston North. Branch) (2)
New Zealand Association of Architects	Wellington Plumbing Supplies Ltd.
Onehunga Orphan’s Club	Wellington South African War Veteran’s Association
Rotary Club of Timaru (N.Z.)	

## Acknowledgement

The contribution of Mr. Harold Waite who graciously provided access to and images of examples of privately printed postal stationery postcards in his collection is gratefully acknowledged.

# Private Pre-printed Messages on Postal Stationery Post Cards

## Amalgamated Theatres Ltd. ("Flying Hostess")



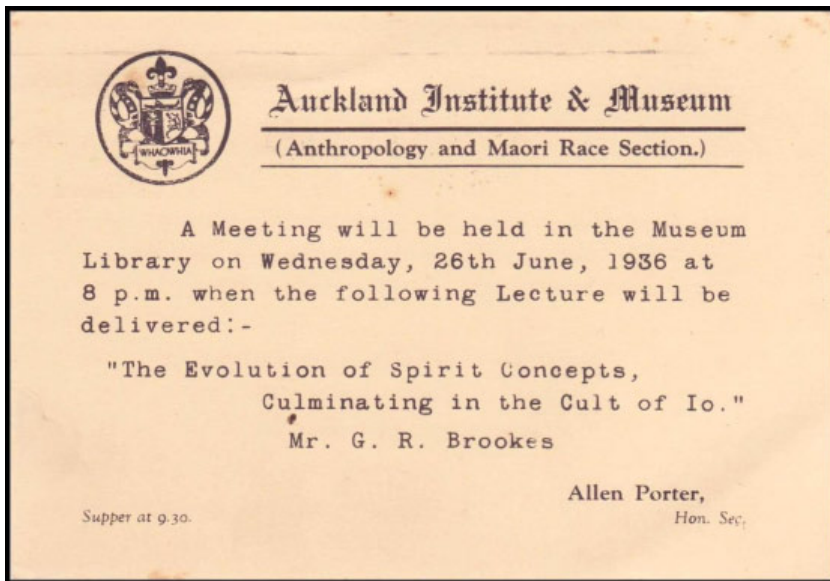
### 1935 Half Penny "Fantail"

**Purpose:** Advert - Stage Production  
**Date:** February 26 - Printed  
**Posted:** Auckland  
26 FEB 1937  
**Printing:** Letterpress

# Private Pre-printed Messages on Postal Stationery Post Cards

## Auckland Institute & Museum

Courtesy the  
Harold Waite Collection



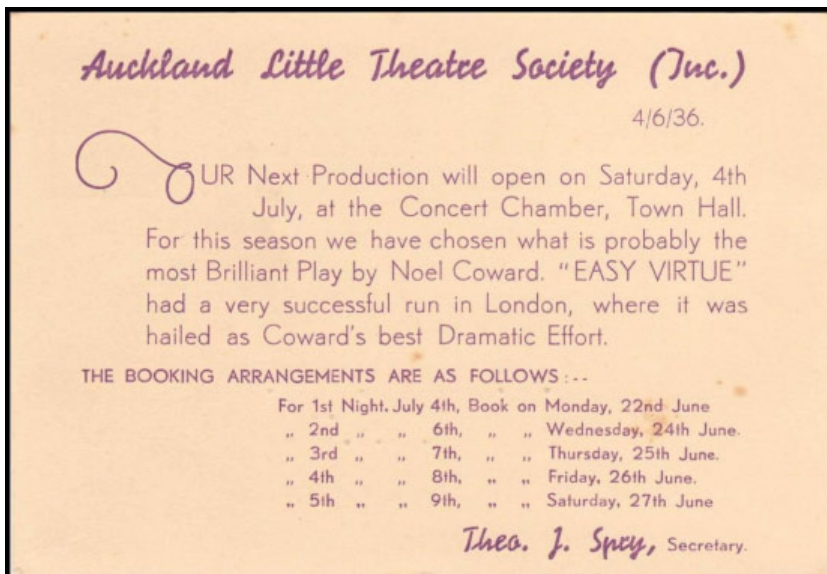
### 1935 Half Penny "Fantail"

**Purpose:** Notice—Meeting  
**Date:** 26th January 1936 - Typed  
**Posted:** Auckland  
 20 JAN 1936  
**Printing:** Letterpress & Typewritten

*The top two lines (including the insignia) and the Hon. Secretary's Name, title and supper invitation printed by letterpress  
 The message text in the centre is thought to have been typewritten*

## Auckland Little Theatre Society (Inc.)

Courtesy the  
Harold Waite Collection

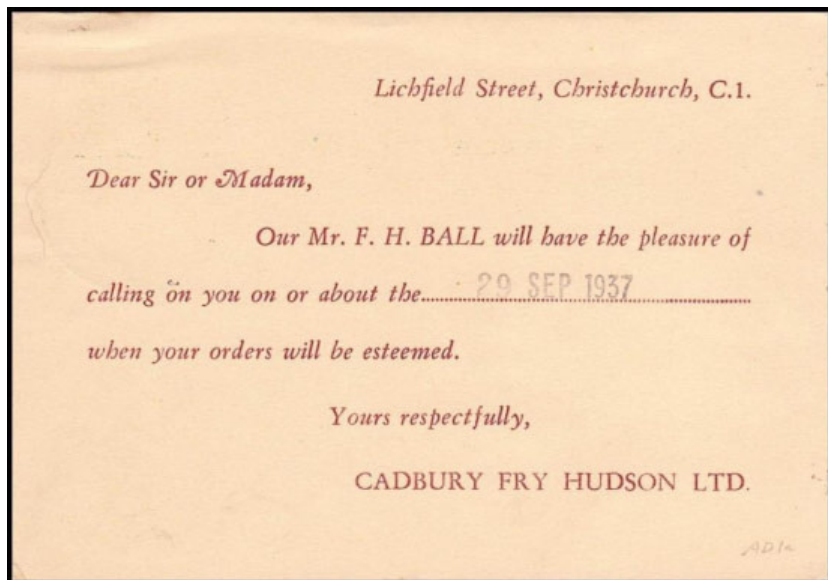


### 1935 Half Penny "Fantail"

**Purpose:** Advert - Stage Production  
**Date:** July 4<sup>th</sup> - Printed (4/6/36)  
**Posted:** (Unused)  
**Printing:** Letterpress (Purple Ink)

# Private Pre-printed Messages on Postal Stationery Post Cards

## Cadbury Fry Hudson Ltd. (Christchurch)



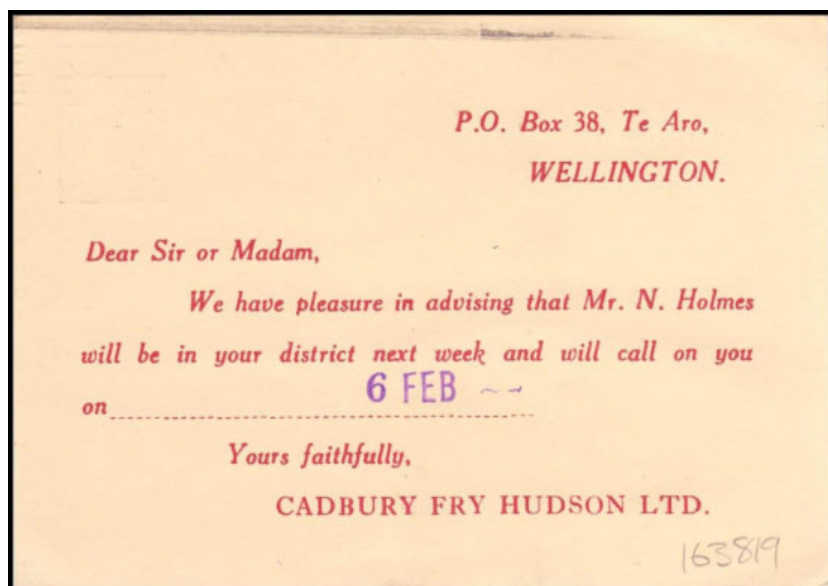
### 1935 Half Penny "Fantail"

**Purpose:** Notice - Company Rep Visit  
**Date:** 29 SEP 1937 - Stamp (violet)  
**Posted:** Wellington  
28 SP 1937  
**Printing:** Letterpress (Chocolate Ink)

*The Company Representative's name, (Mr. F. H. Ball) is printed as part of the message*

## Cadbury Fry Hudson Ltd. (Wellington)

*Courtesy the  
Harold Waite Collection*



### 1935 Half Penny "Fantail"

**Purpose:** Notice - Company Rep Visit  
**Date:** 6 FEB - Stamp (violet)  
**Posted:** Eltham  
FE 1 1939  
**Printing:** Letterpress (Chocolate Ink)

*The Company Representative's name, (Mr. N. Holmes) is printed as part of the message*



# Private Pre-printed Messages on Postal Stationery Post Cards

## Challenge Phosphate Co. Ltd. (Wet Manure)

Courtesy the  
Harold Waite Collection

**Wet Manure**  
If manure arrives at destination in a wet condition, immediately instruct the Stationmaster to inspect and return to Otahuhu. Also—advise us by letter to Box 1319, Auckland.

**CHALLENGE PHOSPHATE CO. LTD.**  
Fertiliser Manufacturers & Manure Merchants

Telegraphic Address: Phosphates Auckland  
Phone: Head Office 41-970 Works - 24-750  
Otahuhu, \_\_\_\_\_

13 MAY 1937

Dear Sir,  
We have this day forwarded per RAIL/BOAT the following:

No. Bags	Fertiliser	No. Bags	Fertiliser
	44/46 Super		
12	Basic Super		
	Neutral Amm. Super		
	Super Lime		

Consigned to W. H. Gifford

Marks \_\_\_\_\_ Conveyance 1319

Yours faithfully, CHALLENGE PHOSPHATE CO. Ltd.



### 1935 Half Penny "Fantail"

**Purpose:** Notice - Shipment  
**Date:** 18 MAY 1937 - Stamp (violet)  
**Posted:** Auckland  
19 MAY 1937  
**Printing:** Letterpress

## Challenge Phosphate Company Ltd. (Code Address)

Courtesy the  
Harold Waite Collection

**CHALLENGE PHOSPHATE CO. LIMITED** Code Address:  
FERTILISER MANUFACTURERS AND MANURE "PHOSPHATES"  
MERCHANTS Telephone:  
Auckland 41-970

22/9/38

Dear Sir,  
We have this day forwarded, per RAIL the following:

**FERTILISER**

NO. OF BAGS	Tons	Cwt.	Qrs.	Lbs.	TRUCK NO.
96	8	.	-	-	L. 8934

Consigned to Aurea

29404  
Yours faithfully, CHALLENGE PHOSPHATE CO. LTD.

NOTE.—WET MANURE not to be taken delivery of. Instruct Stationmaster immediately inspect and reconsign to Works.



### 1935 Half Penny "Fantail"

**Purpose:** Notice - Shipment  
**Date:** 22/9/38 - Script  
**Posted:** New Plymouth  
23 SP 38  
**Printing:** Letterpress

Printed front side Message:  
Safe handling instruction for Wet Manure Fertilizer

# Private Pre-printed Messages on Postal Stationery Post Cards

## Challenge Phosphate Co. Ltd. (Truck Shortage)

Courtesy the  
Harold Waite Collection

**Note.**  
If Fertiliser arrives in a **wet condition** immediately instruct Stationmaster to inspect and reassign to Otahuhu. Also advise us by letter to Box 50, Auckland.

**CHALLENGE PHOSPHATE CO. LTD.**  
Fertiliser Manufacturers & Manure Merchants

Telegraphic Address: "Phosphates" Auckland  
Phones: Head Office 41.970  
Works - - 24.750

**Truck Shortage.**  
Please assist by taking delivery promptly.

Otahuhu, \_\_\_\_\_

Dear Sir,  
We have this day forwarded per RAIL/BOAT the following:

No. Bags	Fertiliser	No. Bags	Fertiliser
	44/46 Super		
72	Basic Super		
	Ammoniated Super		
	Super Lime		

Consigned to Wellsford  
Marks \_\_\_\_\_ Conveyance 13481

Yours faithfully, CHALLENGE PHOSPHATE CO. Ltd.



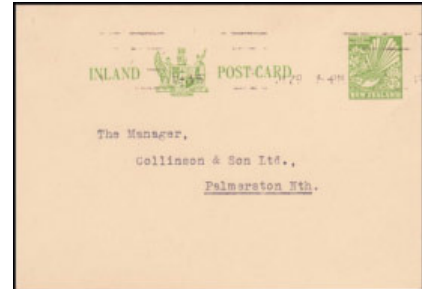
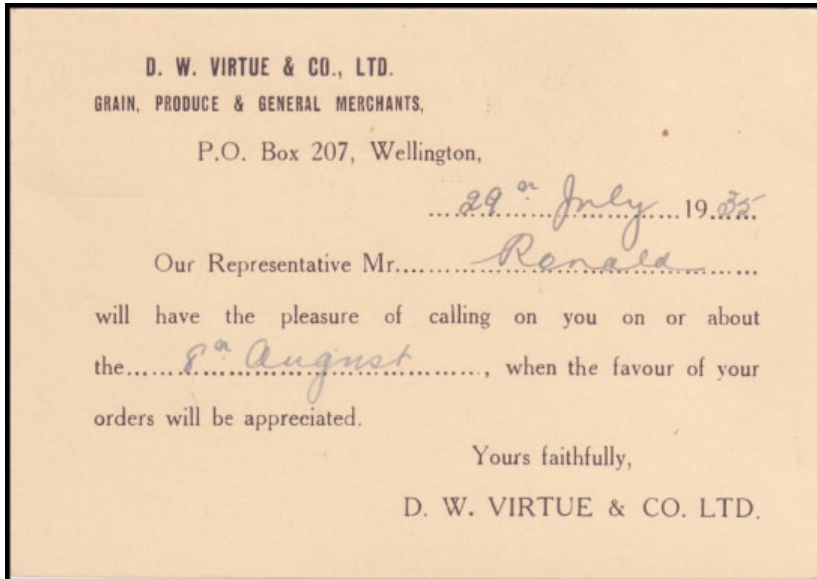
### 1935 Half Penny "Fantail"

**Purpose:** Notice - Shipment  
**Date:** Undated  
**Posted:** Otahuhu  
28 MAY 1939  
**Printing:** Letterpress

# Private Pre-printed Messages on Postal Stationery Post Cards

## D. W. Virtue & Co. Ltd.

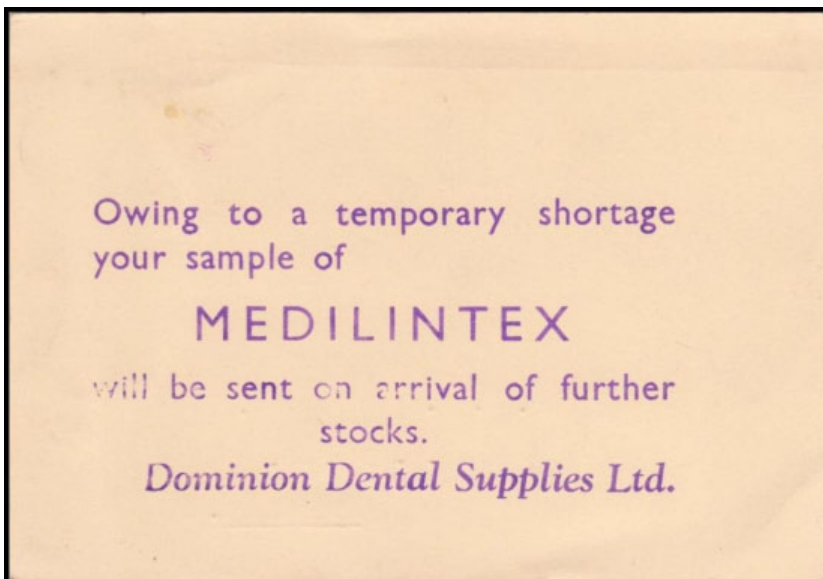
Courtesy the  
Harold Waite Collection



### 1935 Half Penny "Fantail"

**Purpose:** Notice - Company Rep Visit  
**Date:** 8<sup>th</sup> August - Script  
**Posted:** illegible  
JL 29 1935  
**Printing:** Letterpress

## Dominion Dental Supplies Ltd. (Medilintex)



### 1935 Half Penny "Fantail"

**Purpose:** Notice - Shipment delayed  
**Date:** none  
**Posted:** Wellington  
3 NOV 1936  
**Printing:** Letterpress



# Private Pre-printed Messages on Postal Stationery Post Cards

## Glen Afton Collieries Ltd.

Telegrams: "GLENCOAL," GLEN AFTON.

**GLEN AFTON COLLIERIES LTD.**  
**GLEN AFTON via HUNTLY**

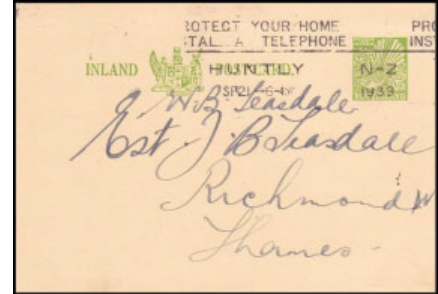
The following Coal has been consigned to you to-day:—

TRUCK No.	GRADE	TONS	CWT.	REMARKS
7497	K	6 11		

21 SEP 1939

GLEN AFTON COLLIERIES LTD.

30782

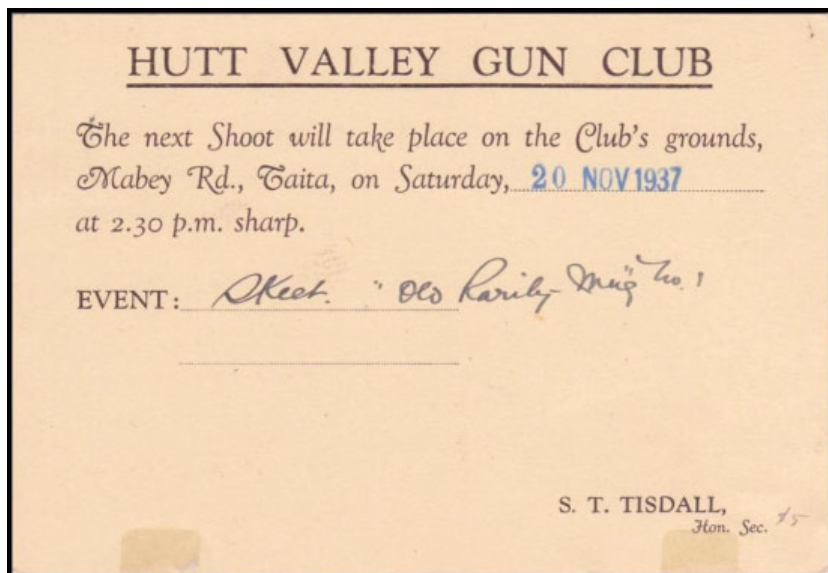


**1935 Half Penny "Fantail"**

**Purpose:** Notice - Consignment  
**Date:** 21 SEP 1939 - Stamp (violet)  
**Posted:** Huntly  
 SP 21 1939  
**Printing:** Letterpress

# Private Pre-printed Messages on Postal Stationery Post Cards

## Hutt Valley Gun Club

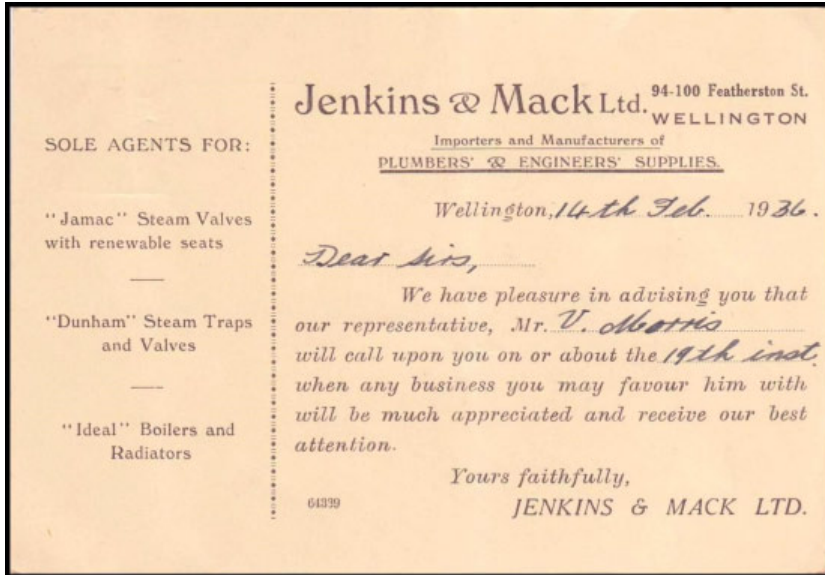


### 1935 Half Penny "Fantail"

**Purpose:** Notice - Club (Skeet) Event  
**Date:** 20 NOV 1937 - Stamp (violet)  
**Posted:** Wellington  
18 Nov 1937  
**Printing:** Letterpress

# Private Pre-printed Messages on Postal Stationery Post Cards

## Jenkins & Mack Ltd.

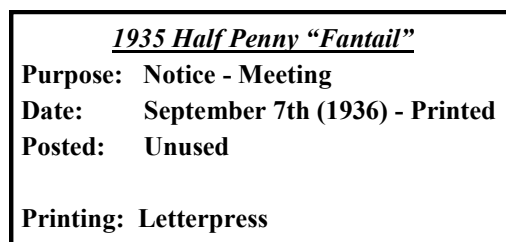
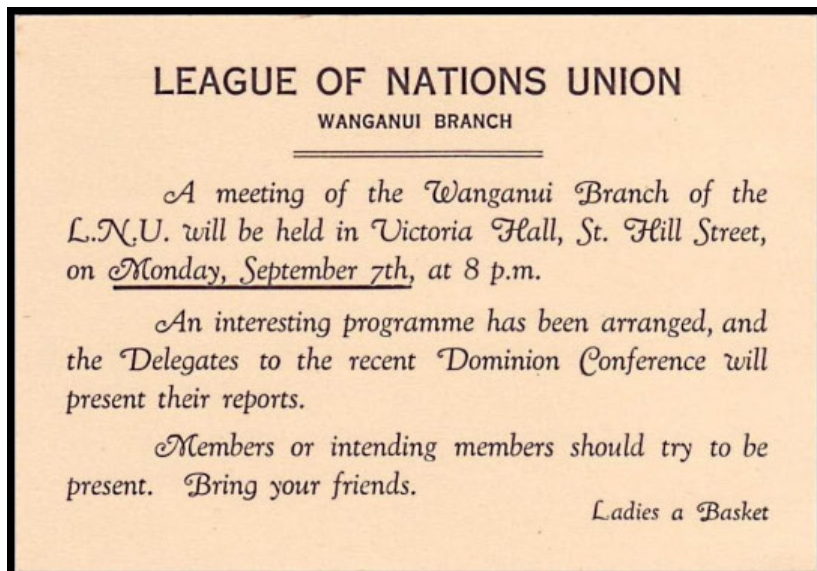


### 1935 Half Penny "Fantail"

**Purpose:** Notice - Company Rep Visit  
**Date:** 19<sup>th</sup> inst - Script  
**Posted:** Wellington  
14 FEB 1936  
**Printing:** Letterspress

# Private Pre-printed Messages on Postal Stationery Post Cards

## League of Nations Union (Wanganui Branch)



*(September 7th, 1936 fell on a Monday)*

# Private Pre-printed Messages on Postal Stationery Post Cards

## Manawatu and West Coast Stud Sheep Sale (Twelfth Annual)

**Twelfth Annual Manawatu and West Coast  
STUD SHEEP SALE**

To be held on the SHOWGROUNDS, FEILDING, on  
Tuesday, 16th January, at 10.30 a.m. sharp.

To be sold by Public Auction on account of the  
following Vendors, in the following order:—

**257 High-class Pedigree Rams & Ewes, comprising—**  
48 Stud Southdown Rams  
3 Stud Ryeland Rams.  
206 Stud Romney Rams.

From the flocks of the following well-known Stud  
Sheep breeders:—

**SOUTHDOWNS:** Messrs. H. J. Andrew, Booth  
Bros., C. Coleman & Sons, W. J. Gimblett, Jas. Knight,  
R. J. Low, G. W. Munford, C. F. McLauchlan, W.  
Price, P. R. Simpson, Mrs. W. J. Slack, J. H. U. Slack,  
A. C. Vile.

**RYELANDS:** Messrs. J. Ridd & Sons.

**ROMNEYS:** Messrs. G. E. Allen, Brice Bros.,  
J. Brice, E. W. Blatchford, J. Beard, H. Bowen, A.  
Brown & Sons, M. A. Conway, T. E. Craine, Mrs. M.  
Dakin, Dr. W. S. R. Dick, R. T. N. Fergusson, W. H.  
Gibson, J. E. Hewitt, H. B. Johnston, R. J. Moore,  
Massey College, J. A. Mitchell, G. H. McKay, A. Ro-  
bottom, J. H. Rutherford, W. C. Small, E. E. Short,  
A. L. Wheeler, E. D. Warburton, A. G. Wyeth.

A perusal of this list of vendors will convince you  
of the high quality stock to be offered. SEND FOR  
A CATALOGUE OF ENTRIES.

D. MILLER, Secretary, Feilding.  
Phones: Office 46, Private 584. Box 98.

134859



### 1935 Half Penny "Fantail"

**Purpose:** Notice - Auction Sale  
**Date:** 16<sup>th</sup> January - Printed  
**Posted:** Fielding  
JA 6, 1940  
**Printing:** Letterpress

**1935 Fantail Post Card withdrawn  
July 26, 1939, This post card likely  
drawn from printer's stock.**

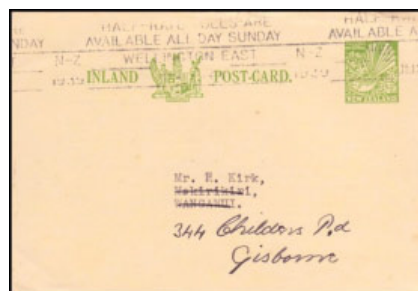
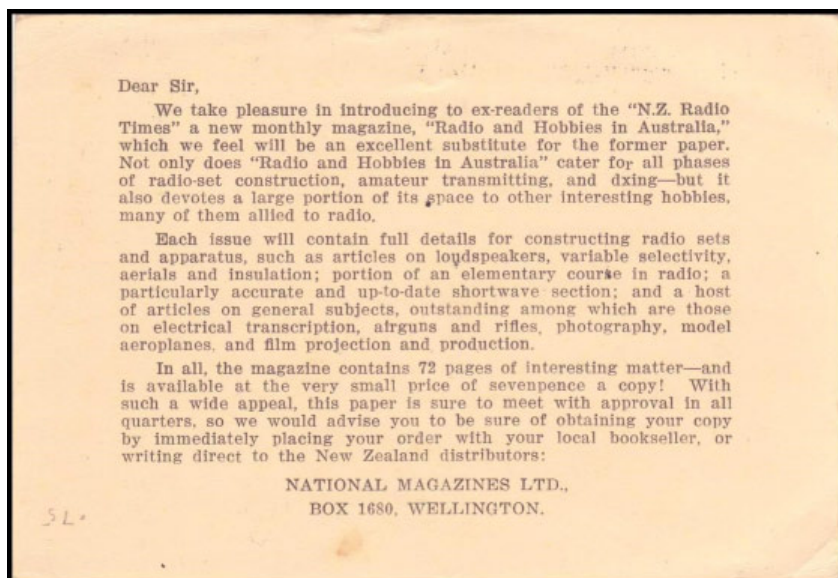
**Inland post card rate increased to  
1d. effective October 1, 1939.  
Upated with 1938 ½d. KGVI stamp**



# Private Pre-printed Messages on Postal Stationery Post Cards

## National Magazines Ltd.

Courtesy the  
Harold Waite Collection

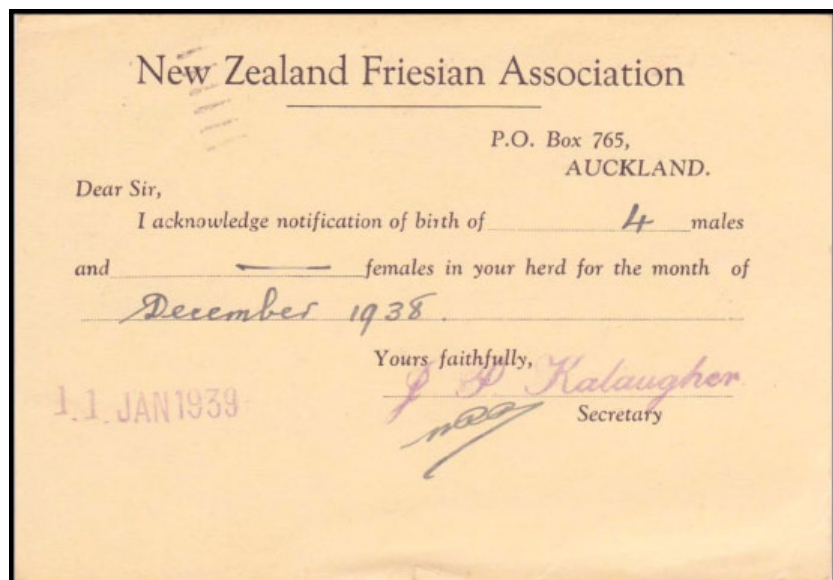


### 1935 Half Penny "Fantail"

**Purpose:** Advert - Magazine  
**Date:** none  
**Posted:** Wellington East  
 JU 3 1939  
**Printing:** Letterpress

## New Zealand Friesian Association

Courtesy the  
Harold Waite Collection

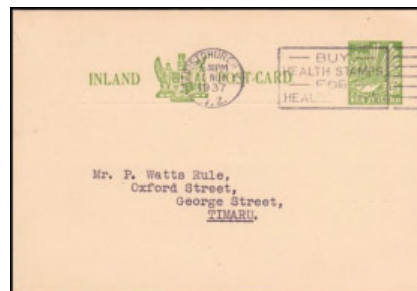
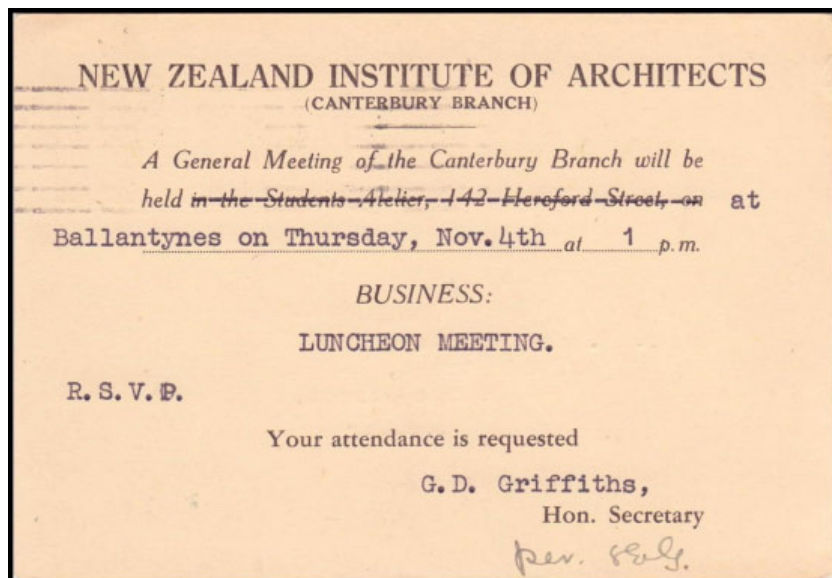


### 1935 Half Penny "Fantail"

**Purpose:** Acknowledgement  
**Date:** December 1938 - Script  
**Posted:** illegible  
 ?? JAN 1939  
**Printing:** Letterpress

# Private Pre-printed Messages on Postal Stationery Post Cards

## New Zealand Institute of Architects

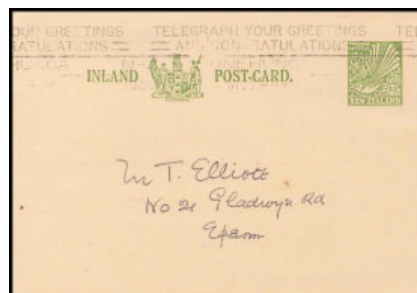
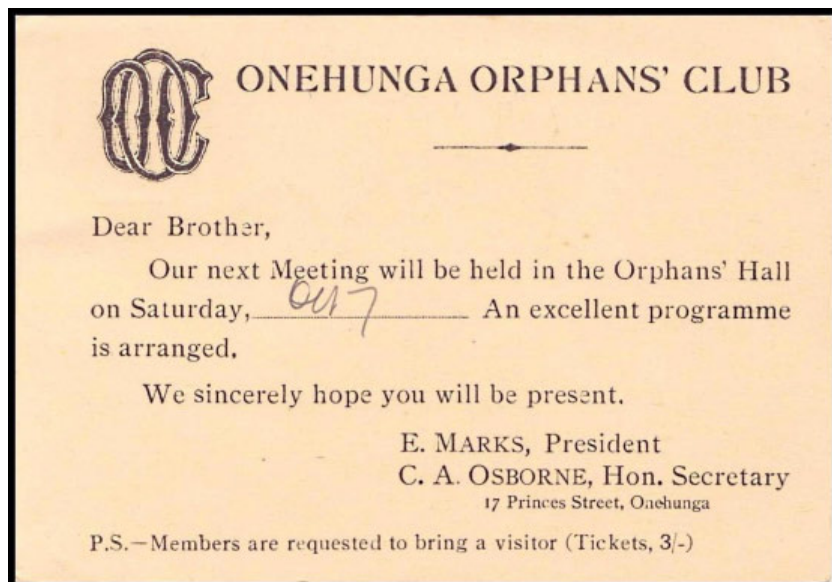


### 1935 Half Penny "Fantail"

**Purpose:** Meeting Notice  
**Date:** Nov. 4th - Typed (black)  
**Posted:** Christchurch  
1 NOV 1937  
**Printing:** Letterpress & Typewritten

# Private Pre-printed Messages on Postal Stationery Post Cards

## Onehunga Orphan's Club




### 1935 Half Penny "Fantail"

**Purpose:** Meeting Notice  
**Date:** Oct 7 - Script  
**Posted:** Onehunga  
SP 29 1935  
**Printing:** Letterpress

# Private Pre-printed Messages on Postal Stationery Post Cards

## Rotary Club of Timara, N.Z.

**ROTARY CLUB**  **OF TIMARU, N.Z.**

OFFICE OF SECRETARY: Room 8, First Floor, Oxford Buildings, George Street, Timaru.

**Weekly Luncheon Meeting—MONDAY, 31st OCTOBER, 1938, at 6 p.m.**

— IN BAY TEA ROOMS —

**Official Visit of District Governor, George Hutchison.**

It is confidently expected that every member will be present on this special occasion.

**NEW MEMBERS:**—The following will be welcomed into the Club:—

C. C. Leitch,	Classification	"Agriculture—Farm Experimental Stations."
W. C. Stafford,	"	"Agriculture—Educational Extension."
H. D. Oddie,	"	"Chemist—Additional Active."
A. L. Willis,	"	"Government—Chief Postmaster."
J. D. Wright,	"	"Chemical Industry—Fertilizer."

Attendance	36
Apologies	9
Absent without Apology	6
Total	51

SUNSHINE BOX:—Fines and Luncheon Contributions — £0 15s. 7d

FELLOWSHIP COMMITTEE (On Duty next Monday):—  
Rotarians E. J. Melrose and L. J. O'Connell.

**DAVID T. TODD, Secretary.**



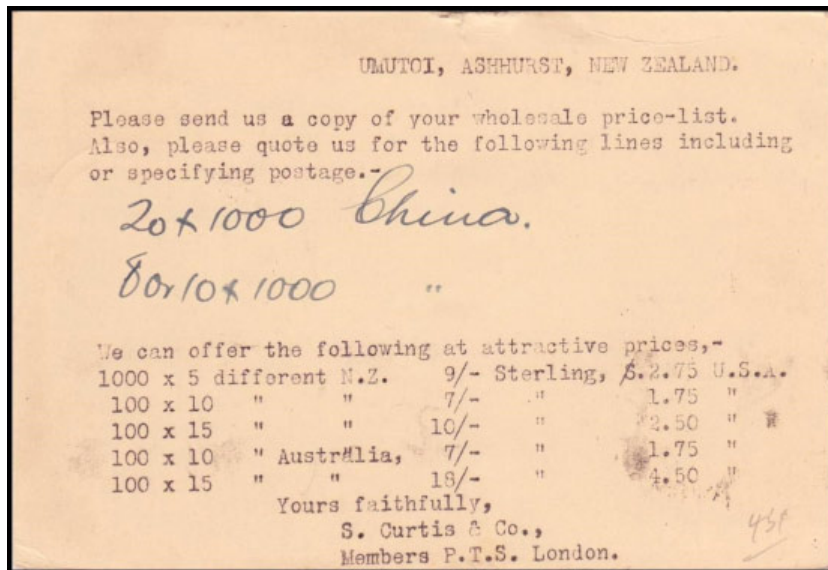
### 1935 Half Penny "Fantail"

**Purpose:** Meeting Notice  
**Date:** 31<sup>st</sup> October 1938 - Printed  
**Posted:** Timaru  
28 AUG 1938  
**Printing:** Letterpress



# Private Pre-printed Messages on Postal Stationery Post Cards

## S. Curtis & Co.

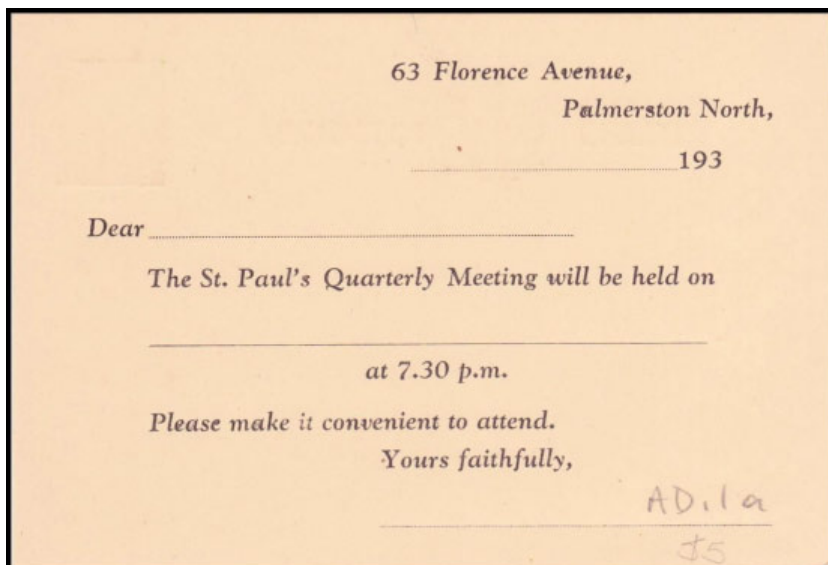


### 1935 Half Penny "Fantail"

**Purpose:** Advert & Product Inquiry  
**Date:** Undated  
**Posted:** Umutoi  
**Date illegible**  
**Printing:** Letterpress

*Updated with a 1935 Half Penny Fantail stamp to pay 1d. Overseas Postcard rate*

## St. Paul's (Methodist Church, Palmerston North)



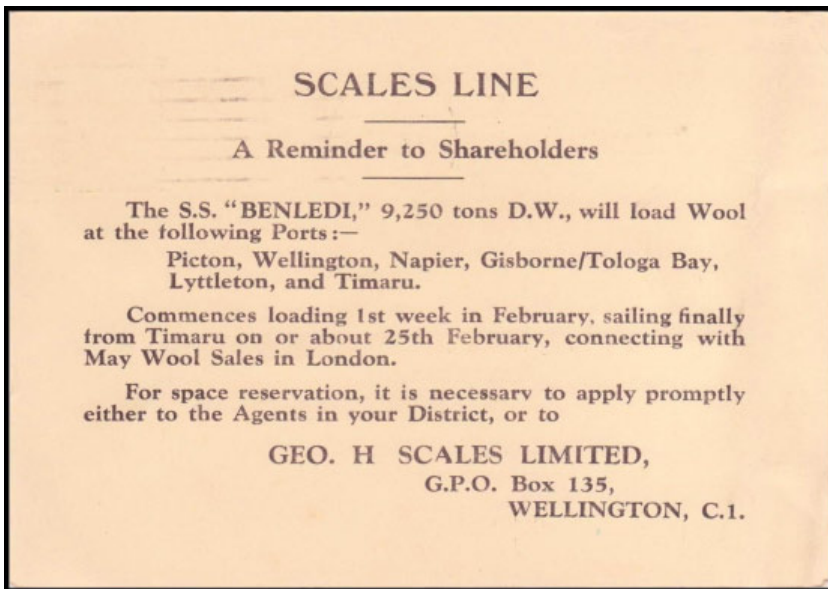
### 1935 Half Penny "Fantail"

**Purpose:** Meeting Notice  
**Date:** Unused (late 1930's)  
**Posted:** Unused  
**Printing:** Letterpress



# Private Pre-printed Messages on Postal Stationery Post Cards

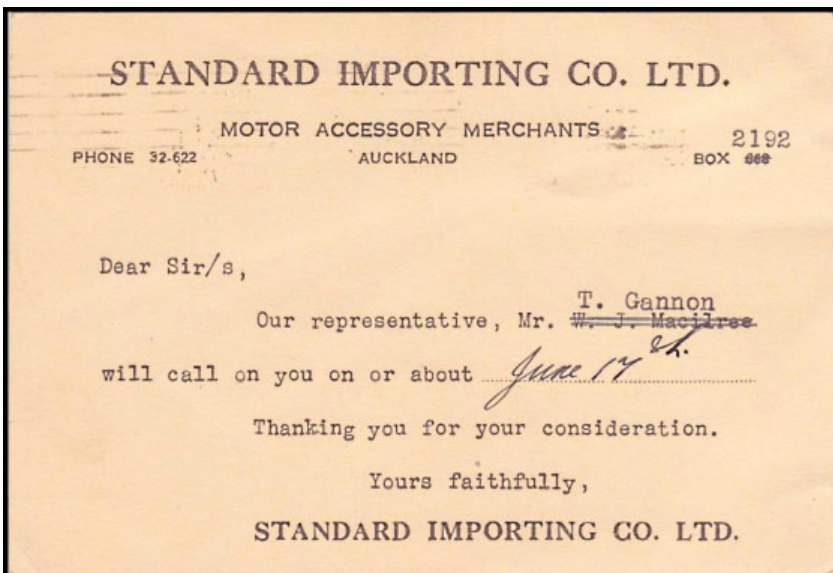
## Scales Line (Geo. H Scales Limited)



### 1935 Half Penny "Fantail"

Purpose: Notice - Ship Departure  
Date: 25th February - Printed  
Posted: Wellington  
17 JAN 1936  
Printing: Letterpress

## Standard Importing Co. Ltd.



### 1935 Half Penny "Fantail"

Purpose: Notice - Company Rep Visit  
Date: June 17<sup>th</sup> - Script  
Posted: (Undated - 1942+)  
(CDS dater illegible)  
Printing: Letterpress

*Updated with a (July) 1941 King George VI Half Penny stamp to meet 1d. Inland Postcard rate*

*Meeting date in June indicates card mailed in 1942 or a later year*

*The original Company Rep's name (Mr. E.J. Macilres) printed as part of the message, then struck and Mr. T Gannon typewritten in Mr. Macilres' place*

# Private Pre-printed Messages on Postal Stationery Post Cards

## Tapiri Coal Mines Ltd.

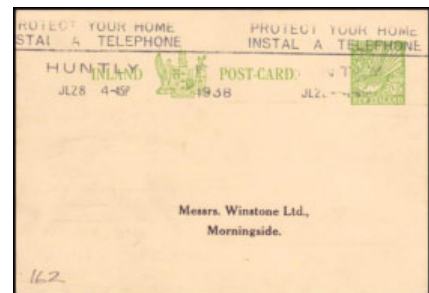
Courtesy the  
Harold Waite Collection

60  
28 JUL 1938  
ROTOWARO, 1938

Sir,—We have consigned to you to-day, per railway :

MARK AND NUMBER	QTY TONS	NET WT.	DESCRIPTION
M 1795	5	19	House.
63 to 2 1/2 sacks			

Yours faithfully,  
Tapiri Coal Mines, Ltd.



### 1935 Half Penny "Fantail"

Purpose: Notice - Consignment  
Date: 28 JUL 1938 - Stamp (violet)  
Posted: Huntly  
JU 28 1938  
Printing: Letterpress

Recipient's address (Messrs. Winstone Ltd., Morningside) pre-printed on the front of the postcard

## The Farmers' Mauriceville Lime Co., Ltd.

Courtesy the  
Harold Waite Collection

THE FARMERS' MAURICEVILLE LIME CO., LTD.  
MAURICEVILLE, 15 FEB 1939 1938

Mr C L Harris  
Dear Sir

I have to advise having consigned to you at Marton  
Station 12896 Sacks 8 Tons of Carbonate of Lime

Complete order for which we thank you

If you intend to return sacks please do so in good order and condition within THREE WEEKS, otherwise credit cannot be allowed. Sacks thus returned are credited original charge, less 2d each for use of them.

**PLEASE LABEL EACH BUNDLE OF SACKS AND SHOW CLEARLY NAME OF PERSON RETURNING SAME.**  
**ONLY SACKS SUPPLIED FROM OUR WORKS AND MARKED WITH OUR BRAND WILL BE CREDITED.**

J. O. GILMOUR, Manager.

TO ASSIST THE RAILWAYS PLEASE DISCHARGE TRUCKS PROMPTLY.



### 1935 Half Penny "Fantail"

Purpose: Notice - Consignment  
Date: 15 FEB 1939 - Stamp (violet)  
Posted: Mauriceville  
16 FE 1939  
Printing: Letterpress (Black & Red)

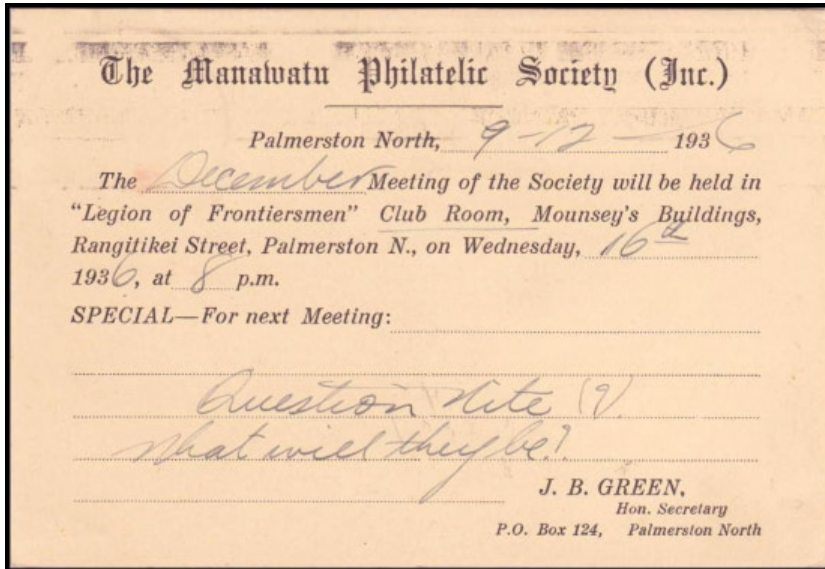
Message printed in two operations, one in black the other in red ink

Boxed handstamp in purple reads "TO ASSIST THE RAILWAYS PLEASE DISCHARGE TRUCKS PROMPTLY"

# Private Pre-printed Messages on Postal Stationery Post Cards

The Manawatu Philatelic Society

Courtesy the  
Harold Waite Collection



## 1935 Half Penny "Fantail"

**Purpose:** Notice - Meeting

**Date:** 16th (Dec) 1936 - Script

**Posted:** Palmerston Nth

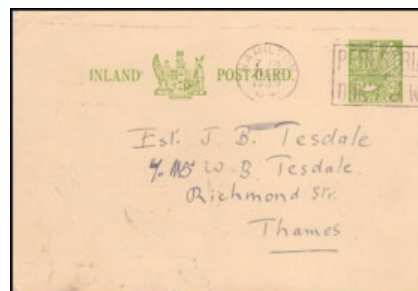
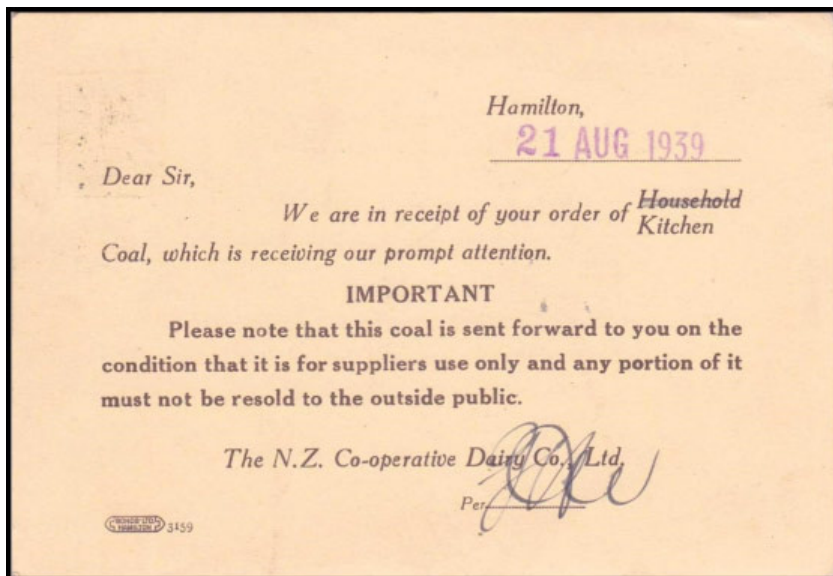
9 DE 36

**Printing:** Letterpress



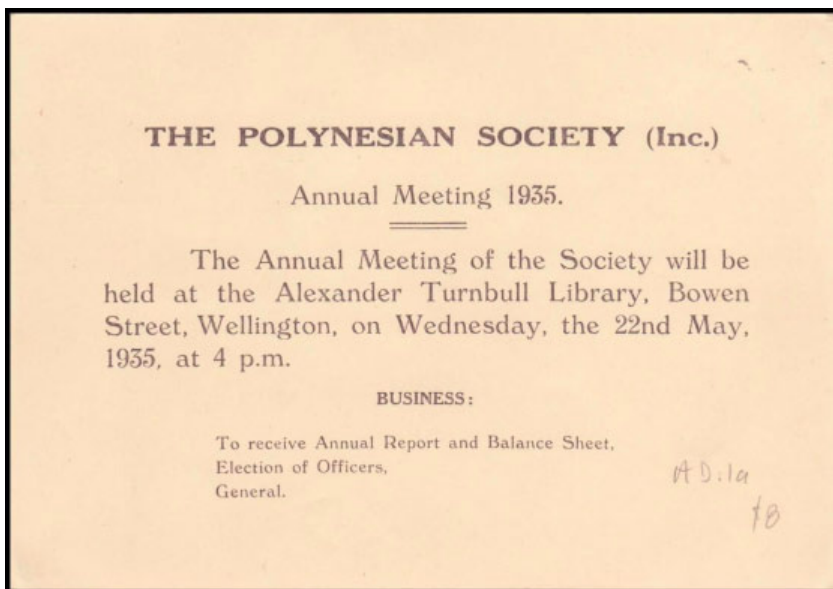
# Private Pre-printed Messages on Postal Stationery Post Cards

## The N. Z. Co-operative Dairy C. Ltd.



**1935 Half Penny "Fantail"**  
**Purpose:** Notice - Order Received  
**Date:** 21 Aug 1939 - Stamp (violet)  
**Posted:** Hamilton  
21 AUG 1939  
**Printing:** Letterpress

## The Polynesian Society (Inc.)

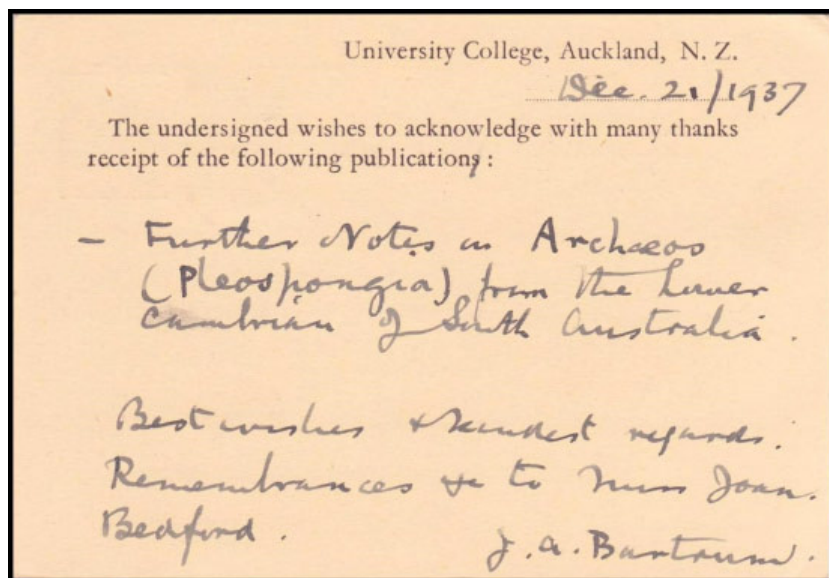


**1935 Half Penny "Fantail"**  
**Purpose:** Notice - Annual Meeting  
**Date:** 22nd May, 1935 - Printed  
**Posted:** Indistinct  
MY 9 1935  
**Printing:** Letterpress

***Earliest known example of Private Printed Message on 1935 Fantail Postcard issued May 1, 1935 - Printed and mailed 8 days later***

# Private Pre-printed Messages on Postal Stationery Post Cards

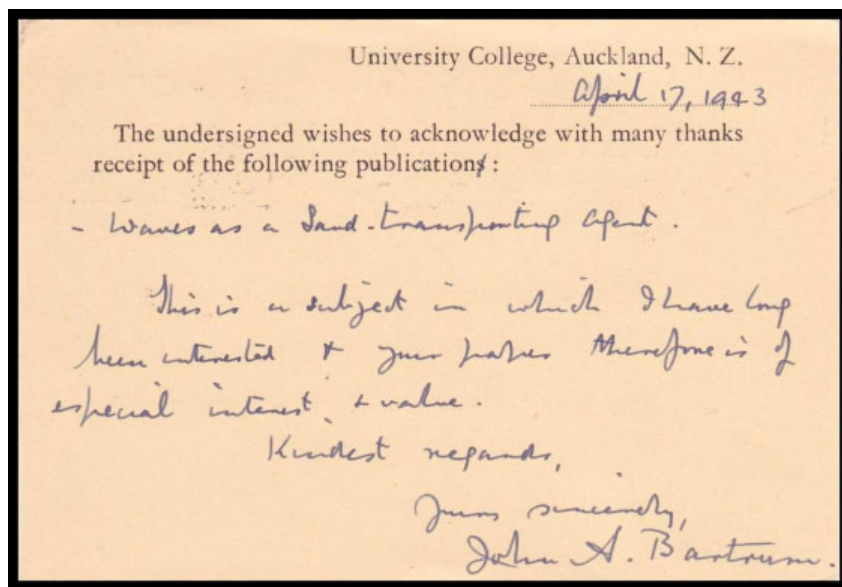
## University College, Auckland, N.Z. (1937)



**1935 Half Penny "Fantail"**  
**Purpose:** Acknowledgement Receipt  
**Date:** Dec 21, 1937 - Script  
**Posted:** Auckland  
 23 DEC 1937  
**Printing:** Letterpress & Script

Upated with a 1935 Half Penny Fantail stamp to pay 1d. Empire Postcard rate

## University College, Auckland, N.Z. (1943)



**1935 Half Penny "Fantail"**  
**Purpose:** Acknowledgement Receipt  
**Date:** April 17, 1943 - Script  
**Posted:** Auckland  
 27 APR 1943  
**Printing:** Letterpress & Script

Upated with a 1941 King George VI One Penny stamp to meet 1½d. Overseas Postcard rate  
 Pre-printed text the same in 1937 and 1943 - Indicates the cards are from the same stock

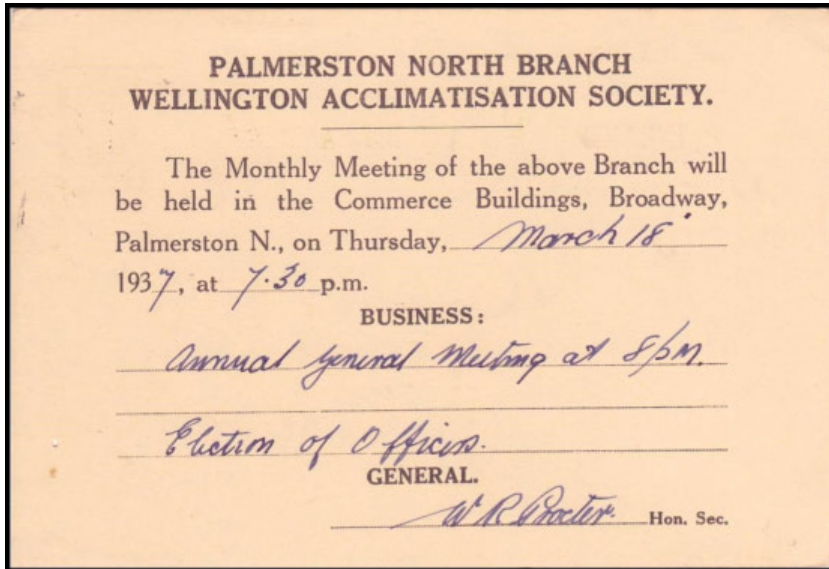




# Private Pre-printed Messages on Postal Stationery Post Cards

## Wellington Acclimatization Society - Palmerston North Branch (1937)

Courtesy the  
Harold Waite Collection

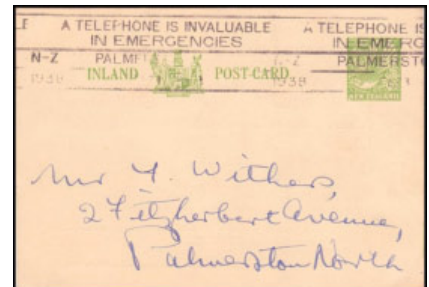
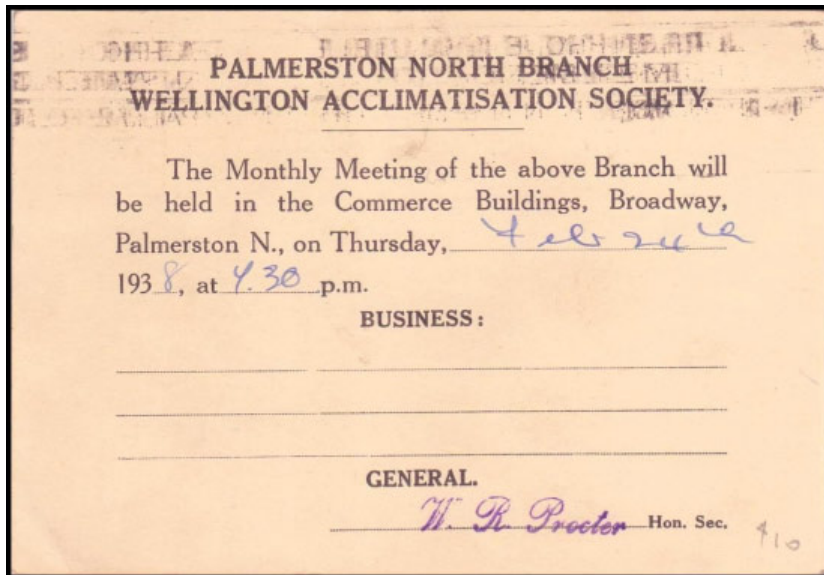


1935 Half Penny "Fantail"  
**Purpose:** Notice - Meeting  
**Date:** March 18, 1937 - Script  
**Posted:** Palmerston North  
 12 MAR 1937  
**Printing:** Letterpress

Notice personally signed by the Honourable Secretary, W.R Proctor

## Wellington Acclimatization Society - Palmerston North Branch (1938)

Courtesy the  
Harold Waite Collection

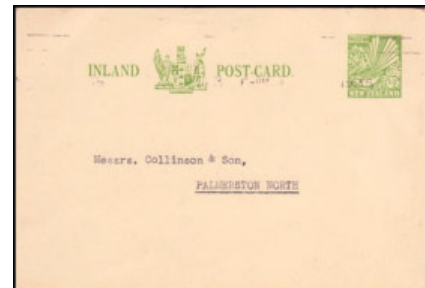
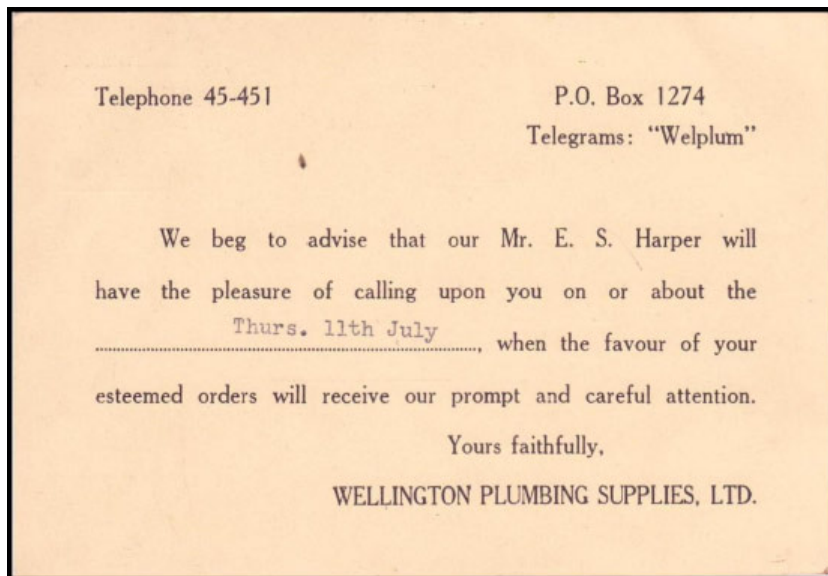


1935 Half Penny "Fantail"  
**Purpose:** Notice - Meeting  
**Date:** Feb 24<sup>th</sup> 1938 - Script  
**Posted:** Palmerston North  
 FE 21 1938  
**Printing:** Letterpress

Notice signed on behalf of the Honourable Secretary, W.R Proctor using rubber signature stamp

# Private Pre-printed Messages on Postal Stationery Post Cards

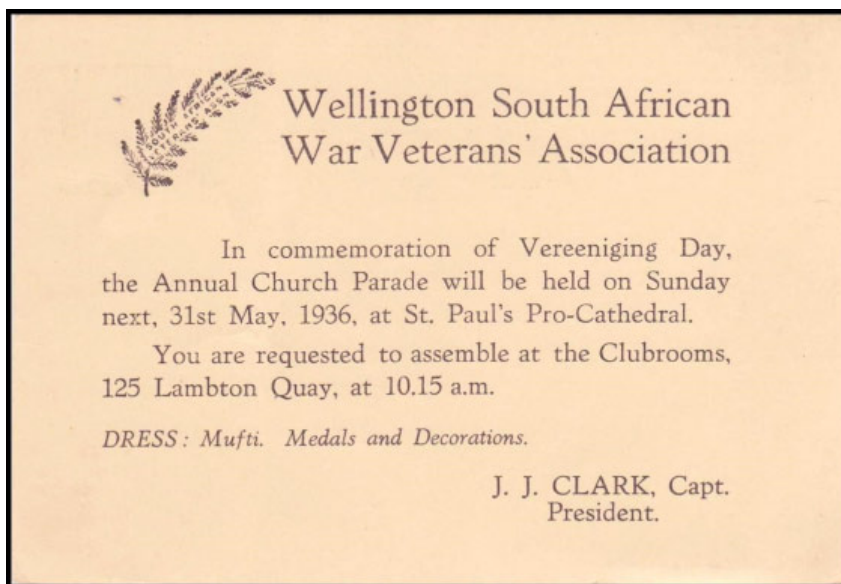
## Wellington Plumbing Supplies Ltd.



**1935 Half Penny "Fantail"**  
**Purpose:** Notice - Company Rep Visit  
**Date:** 11th July - Script  
**Posted:** Illigible  
JL 3 1935  
**Printing:** Letterpress

*The Company Representative's name, (Mr. E.S. Harper) is printed as part of the message*

## Wellington South African War Veterans' Association



**1935 Half Penny "Fantail"**  
**Purpose:** Notice - Meeting  
**Date:** 31st May 1936 - Printed  
**Posted:** Indistinct  
Illegible Date  
**Printing:** Letterpress