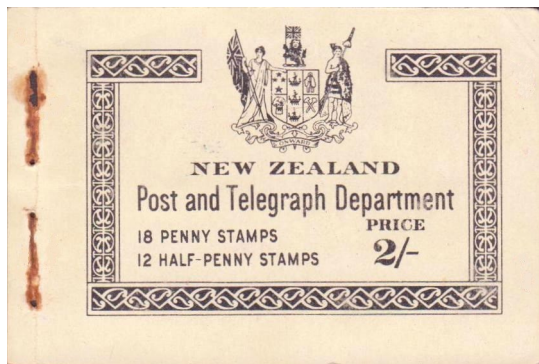


King George VI - New Zealand The 2/- & 2s.3d. Postage Stamp Booklets

A Study Paper



by

Stephen F Prest & Patrick J Skinner

November 2021

**King George VI – New Zealand
The 2/- & 2s.3d. Postage Stamp Booklets**

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King George VI – New Zealand
The 2/- & 2s.3d. Postage Stamp Booklets
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Introduction

Historical Background

The reign of King George VI commenced December 11, 1936 following by a day the abdication of King Edward VIII and concluded upon his death February 6, 1952.

The George VI Period was one marked by great geopolitical turmoil as events of World War II unfolded. Wartime shortages combined with the revision of postage rates in July 1938 and October 1939 resulted in important changes affecting stamp booklets over a relatively short time period between mid 1938 and their withdrawal from sale in April 1941. Previously published information regarding these changes is found in “Inland and Overseas Postal Rates for Conveyance by Ordinary Means ⁽¹⁾”.

No further stamp booklets were issued by the New Zealand Post & Telegraph Department during the balance of King George VI’s reign. Stamp booklets were finally reintroduced April 1, 1954 containing stamps of the first Queen Elizabeth II definitive series ⁽²⁾.

Objectives:

The objects of this study is to record details of the time periods and contents of the five stamp booklets sold at New Zealand Post Offices during the King George VI period thus adding to the body of knowledge recorded in Volumes I and II of The Postage Stamps of New Zealand (PSNZ) as referenced throughout this writing.

Information is presented in chronological fashion such that the reader may come to appreciate the postal purpose for each then current stamp booklet issues as well as the impact the July 1938 and October 1939 changes in postal rates had on the utility and contents of these booklets.

Study Paper Findings

The key findings of this study are as follows:

- All four New Zealand postage stamp booklets between 1936 and 1938 contained when issued a printed inter-pane leaf with Inland and Overseas Postage Rates items sent by “ordinary” or surface means
- The changes in postage rates that occurred on July 26, 1938 and then on October 1, 1939 rendered the information printed on the postage rates pages of the July and November 1938 2/- and the November 1938 2s.3d. KGVI booklets obsolete.
- Evidence exists to indicate that obsolete rates pages were removed from both the 1938 2/- KGVI booklets as indicated by a residual paper “Stub” being found in the rates page location within the booklets.
- Oddly, all of the four complete November 1939 2s.3d. KGVI booklets examined by the authors have their rates pages intact.
- The rates page of the July 1938 2/- booklet containing 4 panes of 1d. KGVI red stamps had a ‘shelf-life’ of 25 days before the page became obsolete. Examples of this booklet with the rates page intact are thought to be difficult to obtain.
- Finally, assessment of information published in Volume II of Postage Stamps of New Zealand suggests the variety of the November 1938 2/- booklet with plain (unprinted) inter-leaves was likely first issued in the 2nd Quarter 1939.

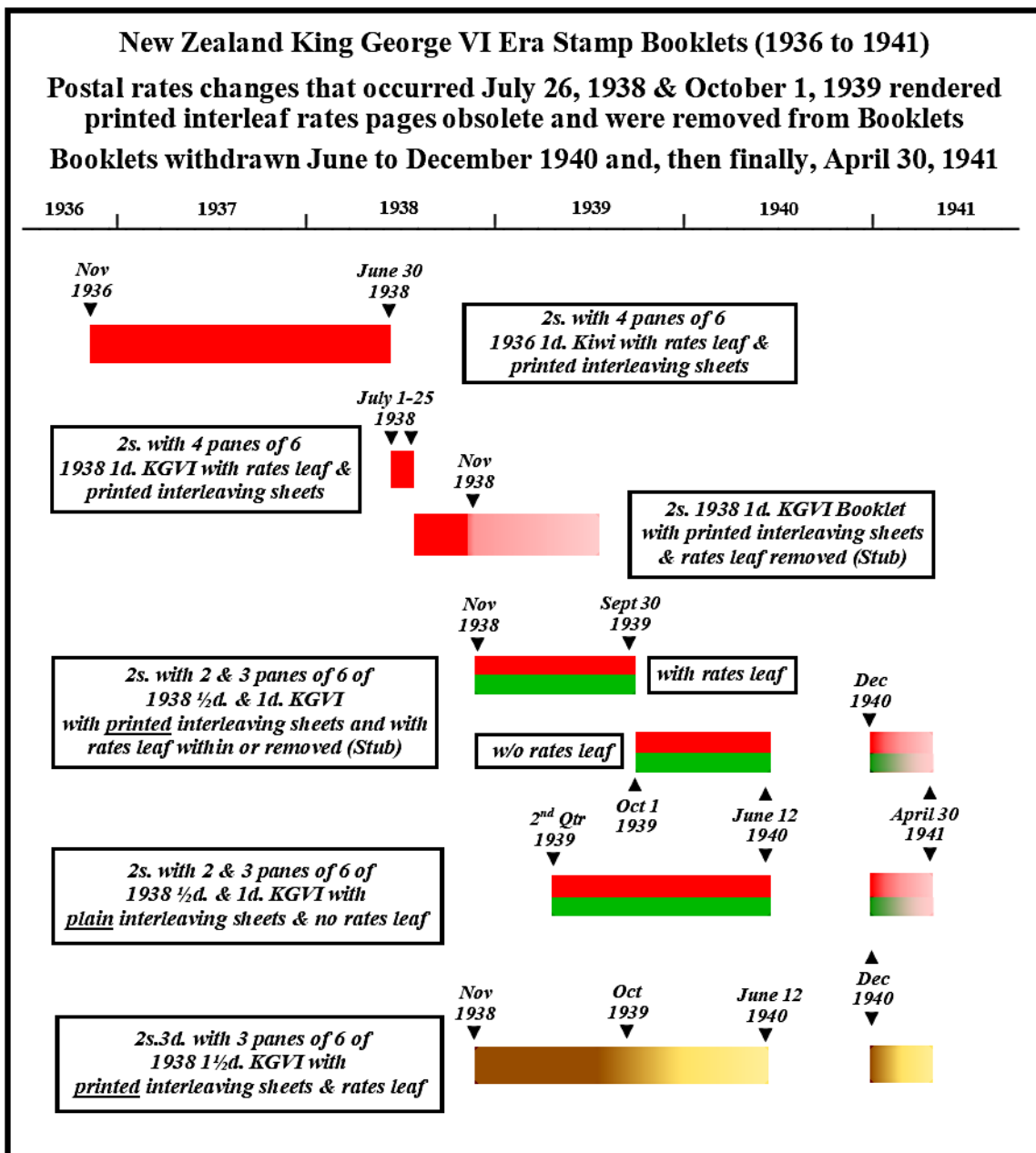
King George VI - New Zealand The 2/- & 2s.3d. Postage Stamp Booklets

Section 1 Booklet Timelines

There were five distinct stamp booklets sold during during the early years of King George VI's reign following his accession to the throne 11 December 1936. All five booklets were produced in the United Kingdom and then forwarded by sea to New Zealand. The periods KGVI era booklets were available for sale to the public are depicted in Figure 1.1. The month of first issue of these booklets is indicated in brackets in the list below.

- 1936 (1d. Kiwi) 2/- Booklet with printed interleaves (November 1936) ⁽³⁾.
- 1938 (1d. KGVI) 2/- Booklet with printed interleaves (July 1938) ^(4, 5)
- 1938 (½d. & 1d. KGVI) 2/- Booklet with printed interleaves (November 1938) ^(4, 5)
- 1938 (1½d. KGVI) 2s.3d. Booklet with printed interleaves (November 1938) ^(4, 5)
- 1939 (½d. & 1d. KGVI) 2/- Booklet with plain interleaves (2nd Quarter 1939) ⁽⁵⁾

Figure 1.1 Stamp Booklets periods of use during the George VI Era



Section 2 Advertising and Postage Rates Interleaf Pages

The 1936 booklet and the three booklets issued in 1938 contained printed interleaves between panes of six of ½d., 1d. & 1½d. stamps. The printed interleaves advertised various services on offer by the Government Life Insurance Department, the State Fire and Accident Insurance Office and, latterly, the Post & Telegraph Department. Advertising messages were only printed on the front and back covers of the 1939 booklet and four plain (unprinted) interleaves were placed between the five stamp panes in that booklet.

The printed content of some of these pages changed over time. The full printed content of each of the five booklets held in the authors' collection is displayed in Appendix 1. To date, the authors have not seen examples where the order of these pages would be different than those depicted in Appendix 1 but recognize the possibility exists such variations may occur.

2.1 Inland and Overseas Postage Rates Pages

The four 1936 & 1938 booklets were issued with one interleaf page that summarized Inland Postage Rates on one side and Overseas Postage Rates on the other.

These postage rates pages reflected the prevailing postage rates at the time the booklets were printed in the United Kingdom. Images of the postage rates pages are depicted in Sections 2.2 to 2.5.

As described in Section 1, many examples of "complete" booklets exist with the rates page removed which is evidenced by a "Stub" of paper remaining fixed by the booklet staples at the location where the rates page would have been present. As such, a "complete" July 1938 2/- booklet with the rates page intact is a very scarce item missing from many KGVI New Zealand collections. Similarly, examples of the November 1938 2/- booklets with the postage rates page intact is also a difficult find.

Strangely, the November 1938 2s.3d. booklet is invariably found with the rates page intact. The reason for this is unclear but one theory might be that this booklet was favoured by collectors of the day because of its impending obsolescence with the elimination of the 1½d. Empire Air Mail Scheme postage rate. .

The 1936 2/- (1d. Kiwi) Booklet was unaffected by the July 1938 rate changes as it was withdrawn from sale prior to the revised postage rates coming into effect.

Similarly, the 1939 2/- KGVI Booklet (*a.k.a. the December 1938 Booklet*) was unaffected as it was issued without a printed rates page.

2.2 Visual Booklet Characteristics

The five booklets issued between 1936 and 1939 can be readily identified by visual inspection of their respective front and back covers which display combinations of printed content that are unique relative to one another as summarized in Table 2.1 and illustrated in Sections 2,4 to 2.6 hereunder.

Table 2.1 KGVI Era Booklet Characteristics

CP * Cat No	Front Cover			Back Cover		Rates Page location
	Year (Month)	Stamps (Number & Denominations)	Printed Frame (mm)	Message	Ink & Paper Colour	
W5b	1936 (Nov)	2/- 24 x 1d. Kiwi	50 x 30	SECURITY ! <i>etc. ...</i>	Red & Black (cream paper)	Leaf 2
W6a	1938 (July)	2/- 24 x 1d KGVI	55 x 35	<u>MONEY TO LEND</u> <i>etc. ...</i>	“ - “	Leaf 2
W6b	1938 (Nov)	2/- 18 x 1d, KGVI 12 x ½d. KGVI	“ - “	MOTORISTS ! <i>etc. ...</i>	“ - “	Leaf 1
W6c	1938 (Nov)	2s.3d. 18 x 1½d. KGVI	“ - “	MOTORISTS ! <i>etc. ...</i>	Red & Deep Blue (blue-grey paper)	Leaf 2
W6b var	1939 (2 nd Quarter)	2/- 18 x 1d, KGVI 12 x ½d. KGVI	“ - “	MOTORISTS ! <i>etc. ...</i>	Black (cream paper)	None

2.3 Catalogue Descriptions

It has been the author’s experience that KGVI era booklets are sometimes mis-identified due to incomplete catalogue descriptions. Additionally, based on what is presently known about these booklets, there seems to be an underappreciation of the fact that, with the exception of the 1939 booklet, “complete” booklets should contain an intact postage rates page along with four interleaves with printed advertisements for the Government Life, State Fire and Accident and the Post and Telegraph Departments.

The 1936 (W5b) and the three 1938 (W6a, W6b, & W6c) are readily identified by the examination of the their front covers and the actual stamp contents in the case of Booklets W5b and W6a. These booklets enjoy unique catalogue listing status in Campbell Paterson’s specialized Catalogue of New Zealand Stamps and catalogues published by Stanley Gibbons.

Regarding the 1939 2/- booklet, Campbell Paterson identifies this booklet as a “late printing” variety of the November July 1938 (W6a) booklet but does not assign a unique catalogue number to this booklet.

Stanley Gibbons’ catalogue descriptions of New Zealand KGVI era booklets omit mention of plain interleaves in these booklets. The practical result of this oversight is that collectors who rely on this catalogue are generally unaware that the 2/- booklet listed as catalogue number SB18 exists in two collectible forms, either with or without printed interleaves.

This present study reveals that both W6a and W6b exist with the rates pages removed, a fact that may be of importance for collectors assembling specialized KGVI collections.

* *Campbell Paterson (CP) Booklet Catalogue Numbers used with the kind permission of Auckland City Stamps is gratefully acknowledged.*

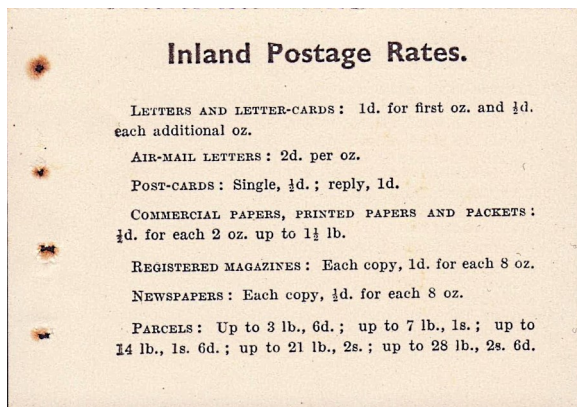
2.4 1936 2/- (1d Kiwi) Booklet

The 1936 2/- (1d. Kiwi) Booklet contained 4 panes of 6 stamps and 5 printed interleaves between the front and back covers. The printed content and positions of the interleaves relative to the stamp panes are depicted on pages 2 & 3 of Appendix 1.

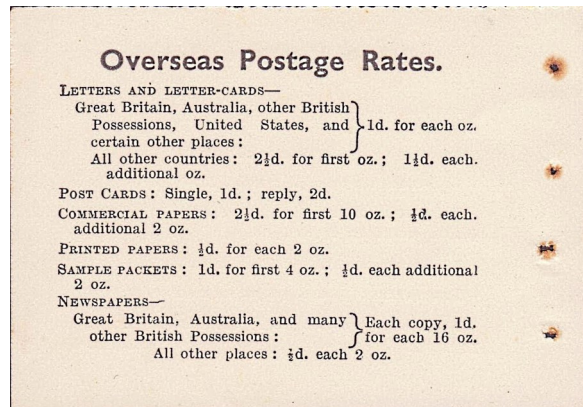


This booklet was available for sale for approximately 20 months between November 1936 until 30 June 1938 at which time it was withdrawn from sale and residual stocks destroyed.

A schedule of “Inland Postage Rates” was printed on the front side and “Overseas Postage Rates” on the reverse side of Leaf 2 respectively. As there were no scheduled airmail services departing New Zealand during this period, all of the rates quoted on these two schedules were for mail conveyed by ordinary (or surface) means with the sole exception of the 2d. per oz. for Inland Air-mail letters.



1936 1d Kiwi 2/- Booklet - Leaf 2 - Front Facing



1936 1d Kiwi 2/- Booklet - Leaf 2 - Back Facing

The 1936 2/- (1d. Kiwi) booklet was printed by De La Rue & Co. The rectangular frame printed on the front cover measures 50 x 35 mm wide.

PSNZ Volumes I and II contain information regarding the production of and varieties found on the 1936 2/- (1d. Kiwi) booklet stamps ^(3,8). F.W Course described re-entry states & flaws of these booklet stamps ⁽⁹⁾.

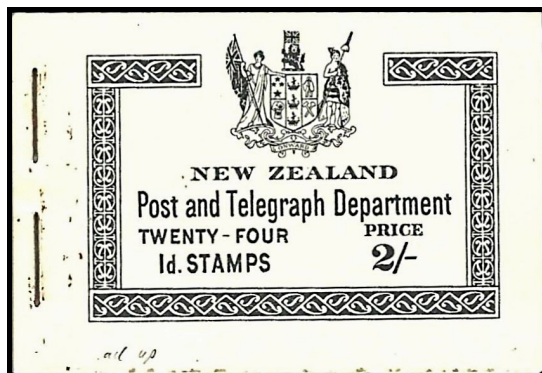
Geoff Rickards’ extensive research on the 1935 and 1936 2/- New Zealand stamp booklets published in the NZ Stamp Collector ^(10, 11) comprehensively expands the knowledge gained from earlier studies.



1936 1d Kiwi 2/- Booklet - Back cover

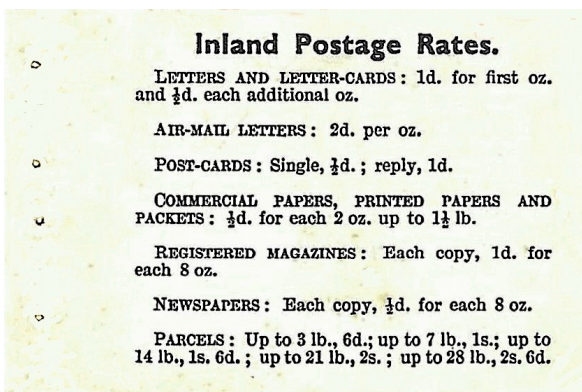
2.5 July 1938 2/- (1d. KGVI) Booklet - July 1938

The July 1938 2/- (1d. KGVI) Booklet contained 4 panes of 6 stamps and 5 printed interleaves between the front and back covers. The printed content and positions of the interleaves relative to the stamp panes are depicted on pages 4 & 5 of Appendix 1.

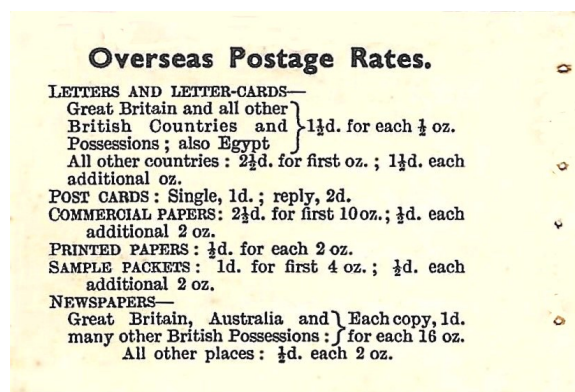


The first day this booklet was available for sale was 1 July 1938. As was the case with the 1936 1d Kiwi 2/- Booklet, "Inland" and "Overseas Postage Rates" were printed on Leaf 2. The wording was identical to that on Leaf 2 of the 1936 booklet but printed in a larger font. All of the rates quoted on the two schedules were for mail conveyed by ordinary (or surface) means with the sole exception of the 2d. per oz. for Inland Air-mail letters.

Introduction of "All-up" Empire Rate and the termination of the Penny Postage Letter rate to the USA and certain other countries on 26 July 1938 rendered the Overseas Postage Rates page obsolete and its subsequent removal from booklets sold after that date. Examples of this booklet with a paper "stub" at the rates page Leaf 2 location are known (see pages 12 & 13 of Appendix 1



July 1938 1d KGVI 2/- Leaf 2 - Front Facing

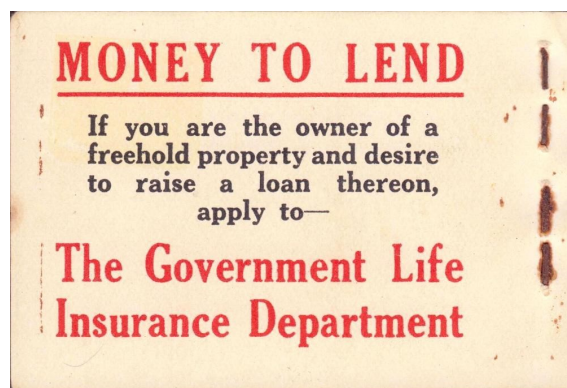


July 1938 2/- Booklet - Leaf 2 - Back Facing

The July 1938 2/- booklet was printed by Bradbury, Wilkinson & Co. The printed rectangular frame on the cover of all the 1938 and 1939 booklets measured 35 x 55 mm.

PSNZ Volumes I, II & IV contain information regarding production of and varieties found on the July 1938 2/- booklet and its stamps ^(4, 5, 12).

The July 1938 2/- booklet was produced using a purposely prepared Plate 5 which was engraved into the left hand selvedge of Row 4. Booklet panes with Plate No 5 with upright and inverted watermarks are known to exist.



July 1938 2/- Booklet - Back cover

King George VI - New Zealand The 2/- & 2s.3d. Postage Stamp Booklets

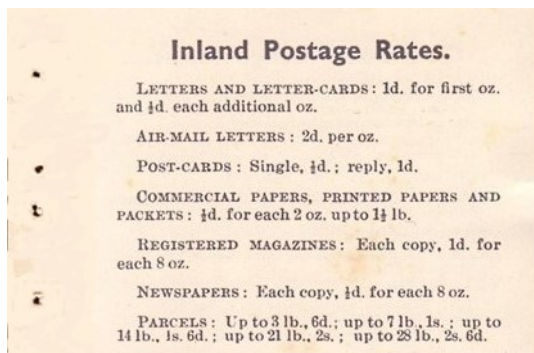
2.6 November 1938 2/- (½d & 1d KGVI) Booklet

The November 1938 2/- (½d & 1d. KGVI) Booklet contained 2 and 3 panes of the 1938 KGVI Half and One Penny stamps respectively with 5 printed interleaves between the stamp panes. The content of the interleaves relative to the stamp panes are depicted on pages 6 & 7 of Appendix 1.

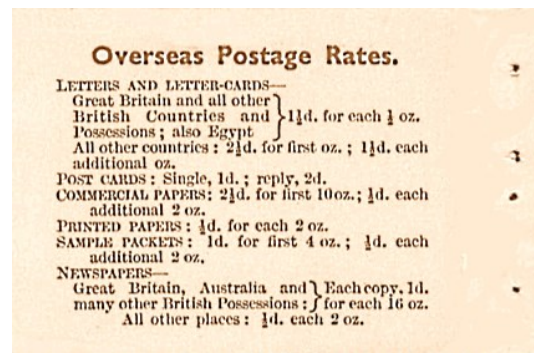


This booklet contained a rates page (Leaf 1) and was available for sale for a period of approximately 10 months from late (23rd) November 1938 to September 1939. It is thought that booklets were sold with the rates page removed from October 1939 onwards following the changes in postage rates introduced 1 October 1939. Examination of complete booklets often shows the presence of a “stub” at the Leaf 1 location where the rates page had been removed.

The “Inland” and “Overseas Postage Rates” schedules were printed on the front and reverse sides of Leaf 1 respectively. The printed content of the Inland Rates page was identical to that found in the July 1938 2/- booklet. The new rates for EAMS (1½d. ea. ½ oz) and revised letter rates to the USA & “certain other countries” were increased to those charged to other UPU countries as previously published on the Overseas Postage Rates in the July 1938 2/- KGVI booklet.



1938 ½d & 1d KGVI 2/- Booklet Leaf 2 - Front



1938 ½d & 1d KGVI 2/- Booklet Leaf 2 - Back

A proof November 1938 2/- booklet from Bradbury, Wilkinson & Co. archives dated 24.8.1938 contained the revised rates page associated with this booklet.

PSNZ Volumes I, & II contain information regarding production of the November 1938 2/- (½d & 1d KGVI) booklets ^(4, 5).



November 1938 2/- Booklet - Back cover

King George VI - New Zealand The 2/- & 2s.3d. Postage Stamp Booklets

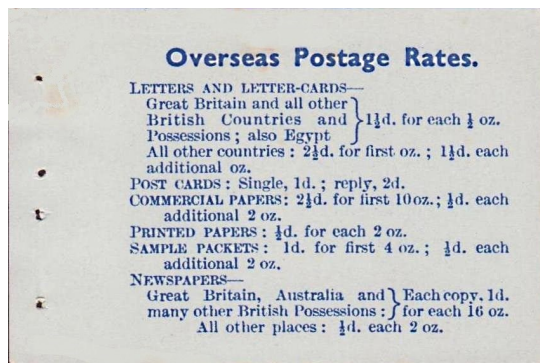
2.7 November 1938 2s.3d. (1½d KGVI) Booklet

The 1938 2s.3d. (1½d. KGVI) Booklet contained 3 panes of 6 stamps and 5 printed interleaves between the front and back covers. The printed content and positions of the interleaves relative to the stamp panes are depicted on pages 8 & 9 of Appendix 1.

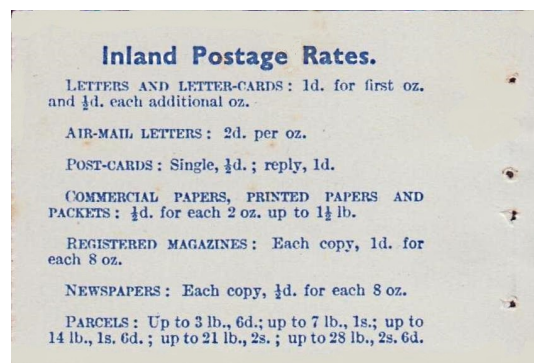


This booklet contained a rates page (Leaf 2) and was available for sale for a period of approximately 10 months from late November 1938 to early September 1939. Demand for this booklet fell away with the termination of the EAMS and the adoption of the new 2d. 1st oz. letter rate to Empire destinations on 1 October 1939.

The rates pages were in the reverse order as compared to the 2/- booklets with the Overseas Postage Rates page front facing and the Inland page back facing. Postmasters were encouraged to disassemble these booklets to use the 1½d. booklet stamps for various purposes⁽⁵⁾. Blocks of four of these stamps have been observed on registered mail in the period until they were finally withdrawn from sale in June 1941. It seems that the practice of removing rates pages was not employed with the 2s.3d. booklets as none have been observed with a “stub at the Leaf 2 location.



1938 1½d KGVI 2s.3d Booklet Leaf 2 - Front



1938 1½d KGVI 2s.3d Booklet Leaf 2 - Back

The printed interleaves are in the same order as that found in the November 1938 2/- booklet except that the postage rates page is Leaf 2 vs, Leaf 1 in the 2/- booklet.

The back cover advertisement is the same as found on the November 2/- booklet except the 2s.3d. Back cover is printed in red and deep blue ink on blue-grey paper.

PSNZ Volumes I, & II contain information regarding production of the November 1938 2s.3d. (1½d KGVI) booklets^(4, 5).



November 1938 2s.3d. Booklet - Back cover

2.8 2nd Quarter 1939 2/- (½d & 1d KGVI) Booklet (a.k.a. December 1938)

The 2nd Quarter 1939 2/- (½d & 1d. KGVI) Booklet contained 2 and 3 panes of the 1938 KGVI Half and One Penny stamps respectively separated by 4 plain (unprinted) interleaves between the stamp panes. The arrangement of the interleaves relative to the stamp panes are depicted on pages 10 & 11 Appendix 1.



For reasons discussed in Section 1, it is thought the 1939 2/- booklet became available at post offices during the 2nd Quarter of 1939. As the booklet was issued without an enclosed rates page, there was no need to remove same following the October 1, 1939 postage rates changes.

As noted in Section 2.2, a feature that distinguishes the 1939 2/- booklet from the November 1938 issue is that the message on the back cover is printed in black ink as opposed to the bi-colour red and black printing scheme of the November 1938 issue. This change also applied to the inside of the front and back covers where the messages were printing in black ink only (*page 11 - Appendix 1*).

Volume II contain information regarding production of the early 2nd Quarter 1939 (*a.k.a. December 1938*) 2/- (½d & 1d. KGVI) booklet ⁽⁵⁾.



2nd Quarter 1939 (a.k.a. December 1938) 2/- Booklet - Back cover

Acknowledgements

Bibliography - Section 1 Half Penny Postal Rates

- (1) "New Zealand Inland and Overseas Postal Rates for Conveyance by Ordinary Means - December 1936 to February 1954" by S F Prest & P Skinner, (January 2013), pp 1-6 (via www.kgvi.co.nz)
- (2) The Postage Stamps of New Zealand, Volume IV, (1964) RPSNZ Inc, Wellington NZ p. 172 QEII
- (3) The Postage Stamps of New Zealand, Volume I, (1938) RPSNZ Inc, Wellington NZ, pp. 353, 354 1936 Kiwi
- (4) The Postage Stamps of New Zealand, Volume I, (1938) RPSNZ Inc, Wellington NZ, pp. 373, 374 KGVI
- (5) The Postage Stamps of New Zealand, Volume II, (1950) RPSNZ Inc, Wellington NZ, pp. 72, 73 KGVI
- (6) "Non British Empire Countries Qualifying for the Universal Penny Post Rate", S F Prest & P Skinner, The Mail Coach, Volume 47 No 5, Whole No 373 (June 2011) pp 170-174
- (7) Paul Wales - personal correspondence (Private Treaty Sale, October 2012)
- (8) The Postage Stamps of New Zealand, Volume II, (1950) RPSNZ Inc, Wellington NZ, pp. 11,12
- (9) "The Penny Kiwi Booklet", The New Zealand Stamp Collector, Volume 46, No 2 (May 1966) pp 36-38
- (10) "New Zealand's 1936 'first-of-a-kind' 1d. Kiwi stamp booklet: its printing plate, proofs, panes and perforations", G Rickards, FRPSNZ, The New Zealand Stamp Collector, Volume 98, No 2 (June 2018), pp 45-54
- (11) "Two 'missing' booklet panes of stamps make their debut appearance", G G Rickards, FRPSNZ, The New Zealand Stamp Collector, Volume 98, No 4 (December 2018), pp 45-54
- (12) The Postage Stamps of New Zealand, Volume IV, (1964) RPSNZ Inc, Wellington NZ, p. 109

Appendix 1

“Complete” Stamp Booklet Contents

The contents of the five King George VI era booklets are summarize below and illustrated in complete detail in pages A1 - 2 through 11. The contents of the rates page “Stub “ varieties of the July and November 1938 2/- booklets are illustrated on pages A1 - 12 to 16,

Appendix 1 - Table of Contents

<u>Booklets with Rates Pages</u>	<u>Pages A1 -</u>
1936 2/- (1d Kiwi) Booklet	2, 3
July 1938 2/- (1d KGVI) Booklet	4, 5
November 1938 2/- (½d. & 1d. KGVI) Booklet	6, 7
November 1938 2s.3d. (1½d. KGVI) Booklet	8, 9
 <u>Booklet without Rates Pages</u>	
1939 (2nd Quarter) 2/- (½d. & 1d. KGVI) Booklet	10,11
 <u>Booklets with Rates Pages Removed</u>	
July 1938 2/- (1d KGVI) Booklet	12, 13
November 1938 2/- (½d. & 1d. KGVI) Booklet	14, 15

Remained in Current Issue until replaced by the July 1938 2/- King George VI Booklet
Disposition of the Four Panes of six 1936 One Penny "Kiwi" Pictorial stamps & five printed leaves



Inside Front Cover

Your Own National Institution
THE GOVERNMENT
LIFE INSURANCE DEPARTMENT
(ESTABLISHED 1870)
Offers Contracts Second to None
and is worthy of the support of
EVERY NEW ZEALANDER

THE GOVERNMENT
State Fire and Accident
Insurance Office
(Established 1903 by Act of Parliament under a profit-sharing constitution to reduce and regulate rates)
Is the leading Office in the Dominion
It is also your own Office
Head Office: Lambton Quay, Wellington, C.1
Branches and Agencies throughout the Dominion

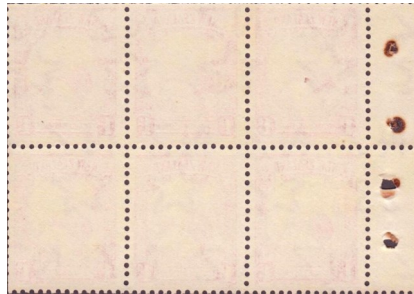
Leaf 1 Front

Leaf 1 Back

THE
GOVERNMENT LIFE
Insurance Department
Offers You
Low Premiums Liberal Bonuses
and
Absolute Security



Pane 1



Inland Postage Rates.
LETTERS AND LETTER-CARDS: 1d. for first oz. and 1d. each additional oz.
AIR-MAIL LETTERS: 2d. per oz.
POST-CARDS: Single, 1d.; reply, 1d.
COMMERCIAL PAPERS, PRINTED PAPERS AND PACKETS: 1d. for each 2 oz. up to 1 1/2 lb.
REGISTERED MAGAZINES: Each copy, 1d. for each 8 oz.
NEWSPAPERS: Each copy, 1d. for each 8 oz.
PARCELS: Up to 3 lb., 6d.; up to 7 lb., 1s.; up to 14 lb., 1s. 6d.; up to 21 lb., 2s.; up to 28 lb., 2s. 6d.

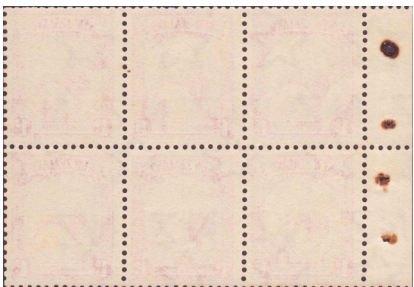
Leaf 2 Front

Leaf 2 Back

Overseas Postage Rates.
LETTERS AND LETTER-CARDS—
Great Britain, Australia, other British Possessions, United States, and certain other places: 1d. for each oz. additional oz.
All other countries: 2 1/2d. for first oz.; 1 1/2d. each additional oz.
POST CARDS: Single, 1d.; reply, 2d.
COMMERCIAL PAPERS: 2 1/2d. for first 10 oz.; 1d. each additional 2 oz.
PRINTED PAPERS: 1d. for each 2 oz.
SAMPLE PACKETS: 1d. for first 4 oz.; 1d. each additional 2 oz.
NEWSPAPERS—
Great Britain, Australia, and many other British Possessions: } Each copy, 1d. for each 16 oz.
All other places: 1d. each 2 oz.



Pane 2



For over 30 years the
STATE FIRE OFFICE
has led the way in the reductions of premiums, concessions in Policy conditions and Rebates to Fire Policy-holders.
Reductions in Fire Rates and the Rebates brought about by the State Fire Office have saved the insuring public over £13,500,000

Leaf 3 Front

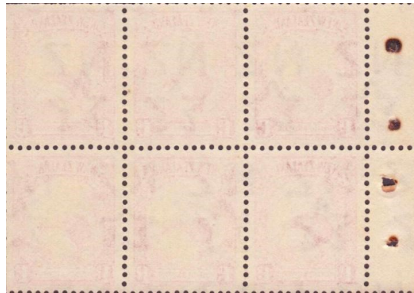
Contained one printed Leaf of Selected Inland and Overseas Postal Rates & four Leaves describing Government Life Insurance Dept. & State Fire & Accident Insurance Office services on offer

Leaf 3
Back

**THE GOVERNMENT LIFE
Insurance Department**
IS THE
Most Economically Managed
LIFE INSURANCE OFFICE
Operating in New Zealand



Pane 3



**STATE FIRE & ACCIDENT
INSURANCE OFFICE**
Is the peoples own institution
and is operated solely in their
interests.
Bonus Rebates to Fire Policyholders
total £343,796.
SUPPORT YOUR OWN OFFICE

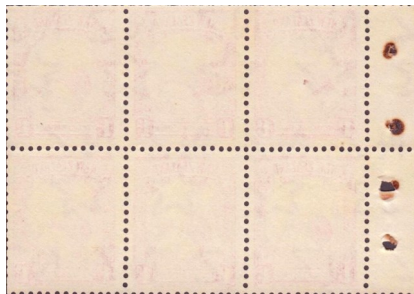
Leaf 4
Front

Leaf 4
Back

**LATEST DISTRIBUTION
BRINGS
BIGGER
BONUSES**
FOR
GOVERNMENT LIFE
POLICYHOLDERS
WHOLE LIFE ASSURANCES—INCREASE OF 3/- 0/0
ENDOWMENT ASSURANCES—INCREASE OF 2/- 0/0



Pane 4



MOTORISTS !
INSURE YOUR CAR WITH
THE
**STATE FIRE & ACCIDENT
INSURANCE OFFICE**
Which introduced a new rating system
and lower premiums for Comprehensive
Insurance than ever before charged in
New Zealand

Leaf 5
Front

Leaf 5
Back

**MAKE SURE YOU
BUY YOUR LIFE INSURANCE
IN THE
BEST MARKET**
Obtain a quotation from the
**GOVERNMENT LIFE
INSURANCE DEPARTMENT**
[See opposite page for coupon]

To the
**Government Life
Insurance Department**
I am
interested in*
Whole Life Assurance
Endowment Assurance
Children's Assurance
Family Income Policies
PLEASE FORWARD FULL PARTICULARS
My date of birth is.....
Name ..
Address ..
*Please strike out those in which you are not interested

Inside Back
Cover

SECURITY !
Against Loss occasioned by
FIRE, ACCIDENT or SICKNESS
cannot be assured better than by
a Policy with the
**STATE FIRE & ACCIDENT
INSURANCE OFFICE**

Back
Cover

Images 80%
of Normal
Size

The July 1938 (1d. KGVI) 2/- Booklet (CP W6a)
 Replaced the November 1936 2/- Booklet on July 1, 1938
 Contained Four Panes of the 1938 One Penny KGVI Red printed from Booklet Plate No. 5



Inside Front Cover

THE GOVERNMENT
State Fire and Accident Insurance Office
 (Established 1903 by Act of Parliament under a profit-sharing constitution to reduce and regulate rates)
Is the leading Office in the Dominion.
IT IS ALSO YOUR OWN OFFICE.
 Head Office : Lambton Quay, Wellington, C.1.
 Branches and Agencies throughout the Dominion.

Your Own National Institution
THE GOVERNMENT
Life Insurance Department
 (ESTABLISHED 1870)
Offers Contracts Second to None
 and is worthy of the support of
EVERY NEW ZEALANDER.

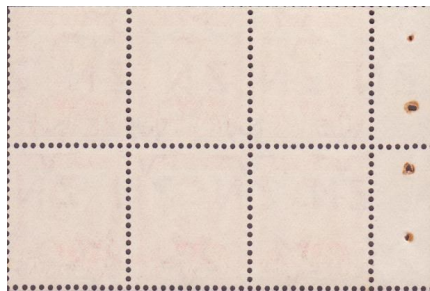
Leaf 1 Front

Leaf 1 Back

STATE FIRE & ACCIDENT INSURANCE OFFICE
 Is the peoples own institution and is operated solely in their interests.
Bonus Rebates to Fire Policyholders total £384,116.
SUPPORT YOUR OWN OFFICE



Pane 1



Inland Postage Rates.
 LETTERS AND LETTER-CARDS: 1d. for first oz. and 1d. each additional oz.
 AIR-MAIL LETTERS: 2d. per oz.
 POST-CARDS: Single, 1d.; reply, 1d.
 COMMERCIAL PAPERS, PRINTED PAPERS AND PACKETS: 1d. for each 2 oz. up to 1½ lb.
 REGISTERED MAGAZINES: Each copy, 1d. for each 8 oz.
 NEWSPAPERS: Each copy, 1d. for each 8 oz.
 PARCELS: Up to 3 lb., 6d.; up to 7 lb., 1s.; up to 14 lb., 1s. 6d.; up to 21 lb., 2s.; up to 28 lb., 2s. 6d.

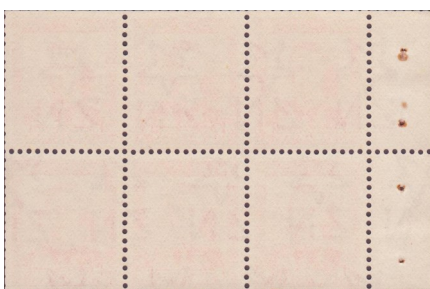
Leaf 2 Front

Leaf 2 Back

Overseas Postage Rates.
 LETTERS AND LETTER-CARDS—
 Great Britain, Australia, other } 1d. for each oz.
 British Possessions, United States, and certain other places }
 All other countries: 2½d. for first oz.; 1½d. each additional oz.
 POST CARDS: Single, 1d.; reply, 2d.
 COMMERCIAL PAPERS: 2½d. for first 10 oz.; 1d. each additional 2 oz.
 PRINTED PAPERS: 1d. for each 2 oz.
 SAMPLE PACKETS: 1d. for first 4 oz.; 1d. each additional 2 oz.
 NEWSPAPERS—
 Great Britain, Australia and } Each copy, 1d.
 many other British Possessions: } for each 16 oz.
 All other places: 1d. each 2 oz.



Pane 2



ALL THE FUNDS
 OF THE
GOVERNMENT LIFE
INSURANCE DEPARTMENT
ARE INVESTED
IN THE DOMINION.

Leaf 3 Front

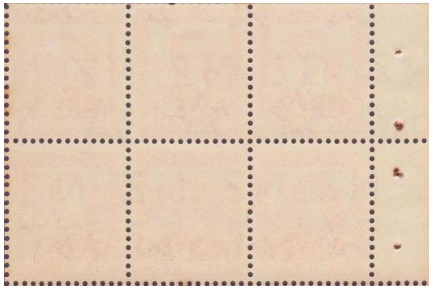
Contained one printed Leaf of Selected Inland and Overseas Postal Rates & Four Leaves for the Government Life Insurance Dept. & State Fire & Accident Insurance Office adverts

Leaf 3 Back

MOTORISTS!
 Insure your Car with the
**STATE FIRE & ACCIDENT
 INSURANCE OFFICE**
 which introduced a new rating system
 and lower premiums for Comprehensive
 insurance than ever before charged in
 New Zealand.



Pane 3



MAKE SURE YOU
 BUY YOUR LIFE INSURANCE
 IN THE
BEST MARKET.
 Obtain a quotation from the
**GOVERNMENT LIFE
 INSURANCE DEPARTMENT.**
 [See overleaf for coupon]

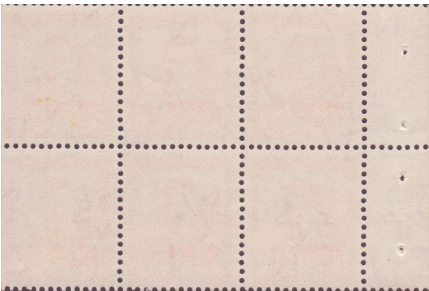
Leaf 4 Front

Leaf 4 Back

To the
**Government Life
 Insurance Department.**
 I am interested in*
 Whole Life Assurance
 Endowment Assurance
 Children's Assurance
 Family Income Policies
 PLEASE FORWARD FULL PARTICULARS.
 My date of birth is
 Name.....
 Address.....
 * Please strike out those in which you are not interested.



Pane 4



For over 30 years the
STATE FIRE OFFICE
 has led the way in the reductions
 of premiums, concessions in
 Policy conditions and Rebates to
 Fire policyholders.
**Reductions in Fire Rates and
 the Rebates brought about by
 the State Fire Office have
 saved the insuring public over
 £14,500,000.**

Leaf 5 Front

Leaf 5 Back

STATE FIRE OFFICE
 Declares a
Division of Profits to Policyholders
 Applicable to all policies falling
 due during the twelve months
 commencing 1st December, 1936.
Become a Policyholder in your own Office.

To the
**State Fire & Accident
 Insurance Office.**
 PLEASE FORWARD PARTICULARS OF :
 Fire Insurance
 * Personal Accident & Sickness
 Employers Liability
 Motor Car Comprehensive
 Name.....
 Address.....
 * Please strike out those in which you are not interested.

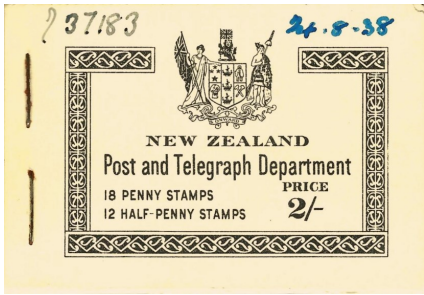
Inside Back Cover

MONEY TO LEND
 If you are the owner of a
 freehold property and desire
 to raise a loan thereon,
 apply to—
**The Government Life
 Insurance Department**

Back Cover

Images 80% of Normal Size

Contained Three Panes of the 1938 One Penny KGVI Red printed from Booklet Plate No. 23 and Two Panes of the 1938 Half Penny KGVI Green printed from Booklet Plate 22



MOTORISTS!
 Insure your Car with the
STATE FIRE & ACCIDENT
INSURANCE OFFICE
 Comprehensive Insurance with:—
 1. A wider cover — no franchise.
 2. Lowest premium anywhere in World.

Back Cover

Inside Front Cover

Your Own National Institution
THE GOVERNMENT
Life Insurance Department
 (ESTABLISHED 1870)
Offers Contracts Second to None
 and is worthy of the support of
EVERY NEW ZEALANDER.

Inland Postage Rates.
 LETTERS AND LETTER-CARDS: 1d. for first oz. and 1d. each additional oz.
 AIR-MAIL LETTERS: 2d. per oz.
 POST-CARDS: Single, 1d.; reply, 1d.
 COMMERCIAL PAPERS, PRINTED PAPERS AND PACKETS: 1d. for each 2 oz. up to 1 lb.
 REGISTERED MAGAZINES: Each copy, 1d. for each 8 oz.
 NEWSPAPERS: Each copy, 1d. for each 8 oz.
 PARCELS: Up to 3 lb., 6d.; up to 7 lb., 1s.; up to 14 lb., 1s. 6d.; up to 21 lb., 2s.; up to 28 lb., 2s. 6d.

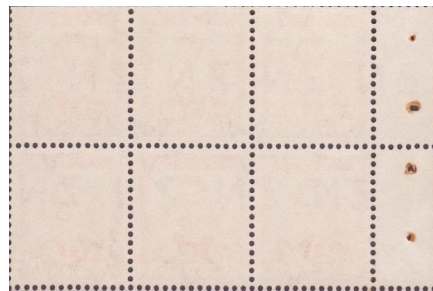
Leaf 1 Front

Leaf 1 Back

Overseas Postage Rates.
 LETTERS AND LETTER-CARDS—
 Great Britain and all other } 1d. for each 1 oz.
 British Countries and }
 Possessions; also Egypt }
 All other countries: 2 1/2d. for first oz.; 1 1/2d. each additional oz.
 POST CARDS: Single, 1d.; reply, 2d.
 COMMERCIAL PAPERS: 2 1/2d. for first 10 oz.; 1d. each additional 2 oz.
 PRINTED PAPERS: 1d. for each 2 oz.
 SAMPLE PACKETS: 1d. for first 4 oz.; 1d. each additional 2 oz.
 NEWSPAPERS—
 Great Britain, Australia and } Each copy, 1d.
 many other British Possessions: }
 All other places: 1d. each 2 oz.



Pane 1



THE GOVERNMENT
State Fire and Accident
Insurance Office
 (Established 1903 by Act of Parliament under a profit-sharing constitution to reduce and regulate rates)
Is the leading Office in the Dominion
 AND
MERITS YOUR SUPPORT.

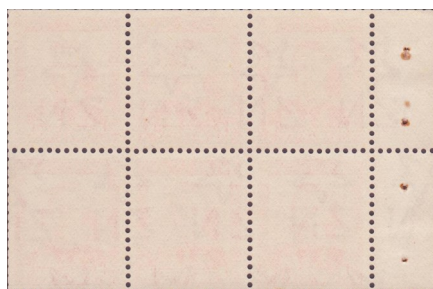
Leaf 2 Front

Leaf 2 Back

ALL THE FUNDS
 OF THE
GOVERNMENT LIFE
INSURANCE DEPARTMENT
ARE INVESTED
IN THE DOMINION.



Pane 2



For over 30 years the
STATE FIRE OFFICE
 has led the way in the reductions of premiums, concessions in Policy conditions and Rebates to Fire policyholders.
Reductions in Fire Rates and the Rebates brought about by the State Fire Office have saved the insuring public over £15,500,000.

Leaf 3 Front

Leaf 3
Back

MONEY TO LEND

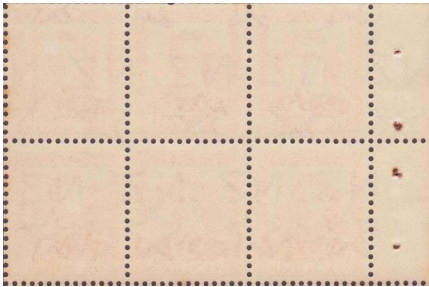
If you are the owner of a freehold property and desire to raise a loan thereon, apply to—

THE GOVERNMENT LIFE INSURANCE DEPARTMENT.



Pane 3

80%



Remit small sums of money by
POSTAL NOTE
(retain the counterfoil)

large sums by
MONEY ORDER.

To ensure immediate payment
Money Orders may be telegraphed.

SECURITY AT SMALL COST

Leaf 4
Front

Leaf 4
Back

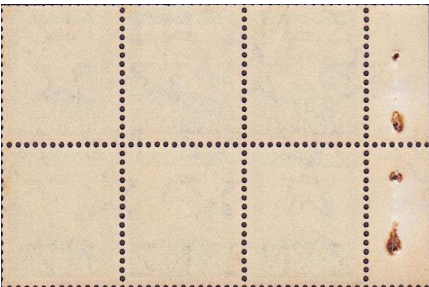
"WISH IT WITH A WIRE"
Greetings Telegrams
—attractive forms and envelopes—

BIRTHDAYS WEDDINGS
ENGAGEMENTS ANNIVERSARIES
are occasions on which a Greetings Telegram is appreciated.

1d. a word. Minimum 6d.



Pane 4



STATE FIRE & ACCIDENT INSURANCE OFFICE

Is the peoples own institution and is operated solely in their interests.

Bonus Rebates to Fire Policyholders total over £500,000.

SUPPORT YOUR OWN OFFICE

Leaf 5
Front

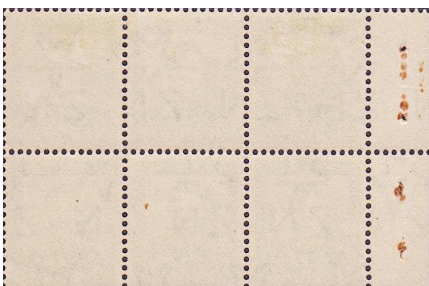
Leaf 5
Back

MAKE SURE YOU BUY YOUR LIFE INSURANCE IN THE BEST MARKET.
Obtain a quotation from the

GOVERNMENT LIFE INSURANCE DEPARTMENT.
(See inside back cover for coupon).



Pane 5



To the **Government Life Insurance Department.**

I am interested in*
Whole Life Assurance
Endowment Assurance
Children's Assurance
Family Income Policies

PLEASE FORWARD FULL PARTICULARS.

My date of birth is

Name

Address

*Please strike out those in which you are not interested.

Inside Back
Cover

Images 80%
of Normal
Size

Contained Three Panes of the 1938 Penny Halfpenny KGVI Chocolate printed from Booklet Plate No. 24
 Introduced to meet the increased demand for 1½d. stamps to pay the Empire Air Mail Scheme rate



Inside Front Cover

Your Own National Institution
THE GOVERNMENT
Life Insurance Department
 (ESTABLISHED 1870)
 Offers Contracts Second to None
 and is worthy of the support of
EVERY NEW ZEALANDER.

THE GOVERNMENT
State Fire and Accident
Insurance Office
 (Established 1903 by Act of Parliament under a profit-sharing constitution to reduce and regulate rates)
Is the leading Office in the Dominion
 AND
MERITS YOUR SUPPORT.

Leaf 1 Front

Leaf 1 Back

ALL THE FUNDS
 OF THE
GOVERNMENT LIFE
INSURANCE DEPARTMENT
ARE INVESTED
IN THE DOMINION.

Overseas Postage Rates.
 LETTERS AND LETTER-CARDS—
 Great Britain and all other } 1½d. for each ¼ oz.
 British Countries and } Possessions; also Egypt
 All other countries: 2½d. for first oz.; 1½d. each additional oz.
 POST CARDS: Single, 1d.; reply, 2d.
 COMMERCIAL PAPERS: 2½d. for first 10oz.; 1½d. each additional 2 oz.
 PRINTED PAPERS: 1½d. for each 2 oz.
 SAMPLE PACKETS: 1d. for first 4 oz.; 1½d. each additional 2 oz.
 NEWSPAPERS—
 Great Britain, Australia and } Each copy, 1d.
 many other British Possessions; } for each 16 oz.
 All other places: 1½d. each 2 oz.

Leaf 2 Front

Leaf 2 Back

Inland Postage Rates.
 LETTERS AND LETTER-CARDS: 1d. for first oz. and ½d. each additional oz.
 AIR-MAIL LETTERS: 2d. per oz.
 POST-CARDS: Single, ½d.; reply, 1d.
 COMMERCIAL PAPERS, PRINTED PAPERS AND PACKETS: 1½d. for each 2 oz. up to 1½ lb.
 REGISTERED MAGAZINES: Each copy, 1d. for each 8 oz.
 NEWSPAPERS: Each copy, 1½d. for each 8 oz.
 PARCELS: Up to 3 lb., 6d.; up to 7 lb., 1s.; up to 14 lb., 1s. 6d.; up to 21 lb., 2s.; up to 28 lb., 2s. 6d.



Pane 1

Leaf 3 Back



For over 30 years the
STATE FIRE OFFICE
 has led the way in the reductions of premiums, concessions in Policy conditions and Rebates to Fire policyholders.
Reductions in Fire Rates and the Rebates brought about by the State Fire Office have saved the insuring public over £15,500,000.

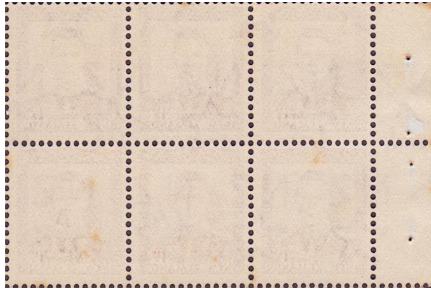
Leaf 3 Front

MONEY TO LEND
 If you are the owner of a freehold property and desire to raise a loan thereon, apply to—
THE GOVERNMENT LIFE
INSURANCE DEPARTMENT.



Pane 2

Three Leaves advertising Government Life Insurance Dept. & State Fire & Accident Insurance Office services, Leaf 2 providing Inland and Overseas Postal Rates & Leaf 4 advertising Post Office Services



Remit small sums of money by
POSTAL NOTE
 (retain the counterfoil)
 large sums by
MONEY ORDER.
 To ensure immediate payment
 Money Orders may be telegraphed.
SECURITY AT SMALL COST

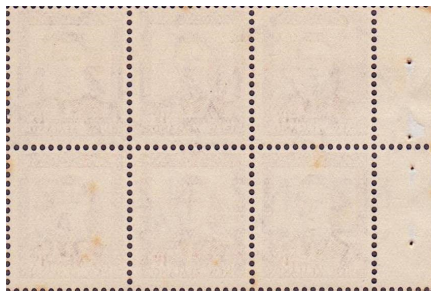
Leaf 4 Front

Leaf 4 Back

"WISH IT WITH A WIRE"
 Greetings Telegrams
 —attractive forms and envelopes—
BIRTHDAYS WEDDINGS
ENGAGEMENTS ANNIVERSARIES
 are occasions on which a Greetings
 Telegram is appreciated.
1d. a word. Minimum 6d.



Pane 3



**STATE FIRE & ACCIDENT
 INSURANCE OFFICE**
 Is the peoples own institution
 and is operated solely in their
 interests.
**Bonus Rebates to Fire Policyholders
 total over £500,000.**
SUPPORT YOUR OWN OFFICE

Leaf 5 Front

Leaf 5 Back

**MAKE SURE YOU
 BUY YOUR LIFE INSURANCE
 IN THE
 BEST MARKET.**
 Obtain a quotation from the
**GOVERNMENT LIFE
 INSURANCE
 DEPARTMENT.**
 (See inside back cover for coupon).

To the
**Government Life
 Insurance Department.**
 I am
 interested in*
 Whole Life Assurance
 Endowment Assurance
 Children's Assurance
 Family Income Policies
 PLEASE FORWARD FULL PARTICULARS.
 My date of birth is
 Name
 Address
 *Please strike out those in which you are not interested.

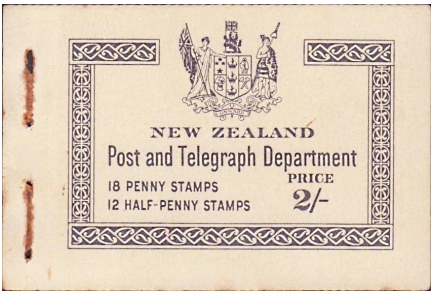
Inside Back Cover

MOTORISTS!
 Insure your Car with the
**STATE FIRE & ACCIDENT
 INSURANCE OFFICE**
 Comprehensive Insurance with: —
 1. A wider cover — no franchise.
 2. Lowest premium anywhere in World.

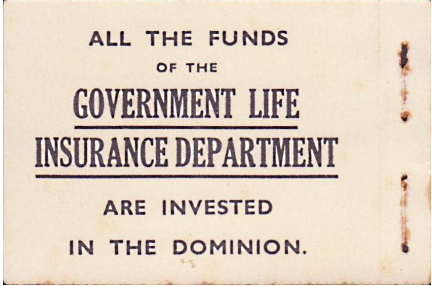
Back Cover

Images 80% of Normal Size

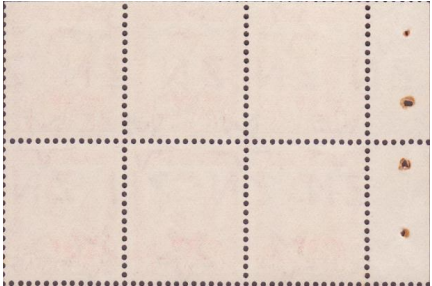
The 2nd Quarter 1939 (½d & 1d. KGVI) 2/- Booklet (CP W6b var)
 Contained Three Panes of the 1938 One Penny KGVI Red printed from Booklet Plate No. 23
 and Two Panes of the 1938 Half Penny KGVI Green printed from Booklet Plate 22



Inside Front
Cover



Pane 1

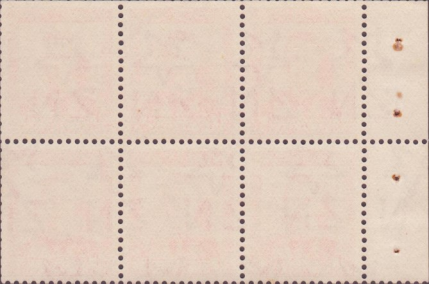


Leaf 1
Front

Leaf 1
Back



Pane 2



Leaf 2
Front

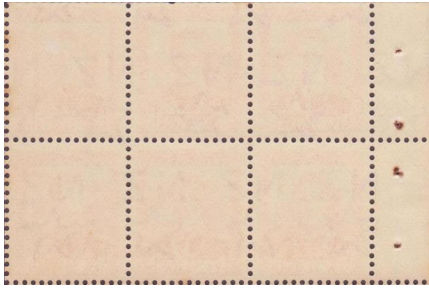
Leaf 2
Back



Pane 3

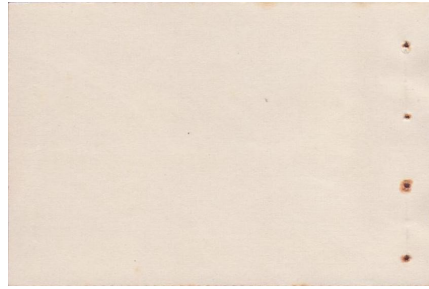
The 2nd Quarter 1939 (½d & 1d. KGVI) 2/- Booklet (CP W6b var)

Four blank leaves between the stamp panes and while printed in black only on the back and inside front covers -
Advertisements for the Government Life Insurance Dept. & State Fire & Accident Insurance Office

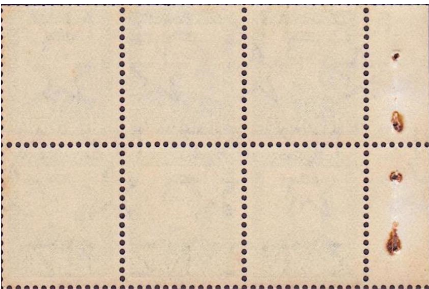


Leaf 3
Front

Leaf 3
Back

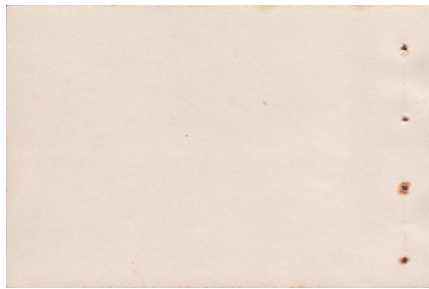


Pane 4

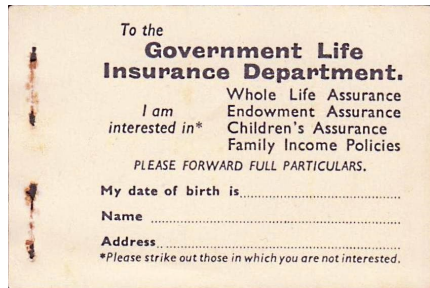
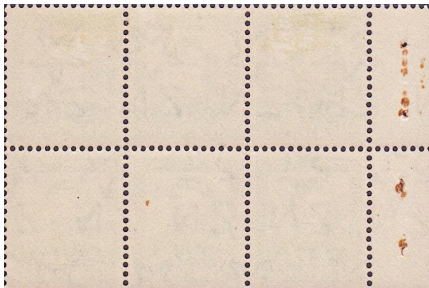


Leaf 4
Front

Leaf 4
Back



Pane 5



Inside Back
Cover



Back
Cover

Images 80%
of Normal
Size

King George VI New Zealand - The July 1938 2/- Booklet (*Rates Page Removed*)

A paper stub is observed at the Leaf 2 location in July 1938 2/- booklets sold following implementation of the Empire Air Mail Scheme rate 26 July 1938



Inside Front Cover

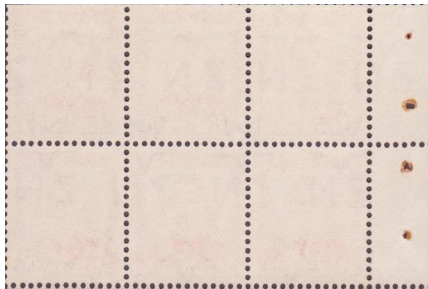


Leaf 1 Front

Leaf 1 Back



Pane 1



Missing Leaf 2 Rates Page Front

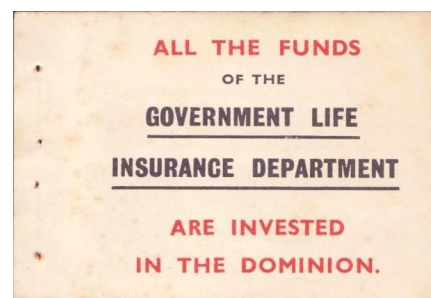
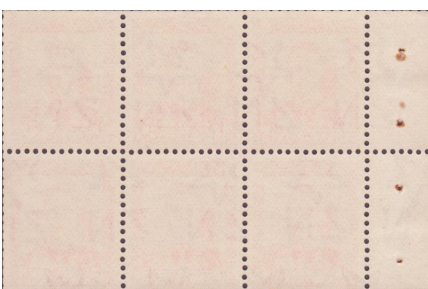
Leaf 2 Front

Leaf 2 Back

Missing Leaf 2 Rates Page Back



Pane 2



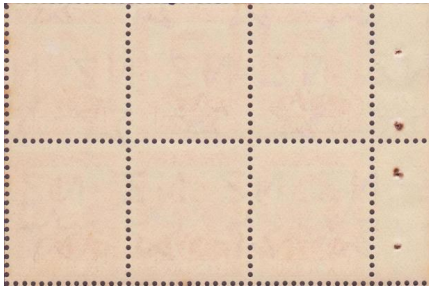
Leaf 3 Front

Leaf 3
Back

MOTORISTS!
 Insure your Car with the
**STATE FIRE & ACCIDENT
 INSURANCE OFFICE**
 which introduced a new rating system
 and lower premiums for Comprehensive
 insurance than ever before charged in
 New Zealand.



Pane 3



MAKE SURE YOU
 BUY YOUR LIFE INSURANCE
 IN THE
BEST MARKET.
 Obtain a quotation from the
**GOVERNMENT LIFE
 INSURANCE DEPARTMENT.**
 [See overleaf for coupon]

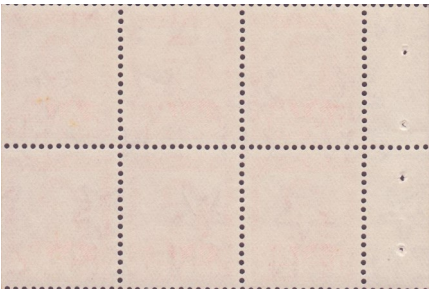
Leaf 4
Front

Leaf 4
Back

To the
**Government Life
 Insurance Department.**
 Whole Life Assurance
 Endowment Assurance
 I am interested in* Children's Assurance
 Family Income Policies
 PLEASE FORWARD FULL PARTICULARS.
 My date of birth is
 Name.....
 Address.....
 * Please strike out those in which you are not interested.



Pane 4



For over 30 years the
STATE FIRE OFFICE
 has led the way in the reductions
 of premiums, concessions in
 Policy conditions and Rebates to
 Fire policyholders.
**Reductions in Fire Rates and
 the Rebates brought about by
 the State Fire Office have
 saved the insuring public over
 £14,500,000.**

Leaf 5
Front

Leaf 5
Back

STATE FIRE OFFICE
 Declares a
Division of Profits to Policyholders
 Applicable to all policies falling
 due during the twelve months
 commencing 1st December, 1936.
Become a Policyholder in your own Office.

To the
**State Fire & Accident
 Insurance Office.**
 PLEASE FORWARD PARTICULARS OF :
 Fire Insurance
 * Personal Accident & Sickness
 Employers Liability
 Motor Car Comprehensive
 Name.....
 Address.....
 * Please strike out those in which you are not interested.

Inside Back
Cover

MONEY TO LEND
 If you are the owner of a
 freehold property and desire
 to raise a loan thereon,
 apply to—
**The Government Life
 Insurance Department**

Back
Cover

Images 80%
of Normal
Size

King George VI New Zealand - The November 1938 2/- Booklet (*Rates Page Removed*)
 Contained Three Panes of the 1938 One Penny KGVII Red printed from Booklet Plate No. 23
 and Two Panes of the 1938 Half Penny KGVII Green printed from Booklet Plate 22



Back Cover



Inside Front Cover

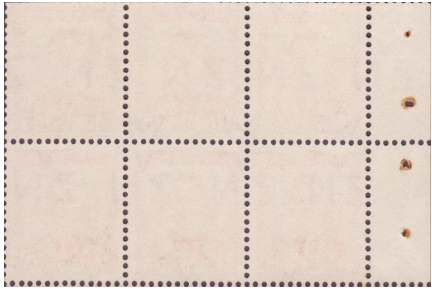


Removed Leaf 1 Stub Front

Removed Leaf 1 Stub Back

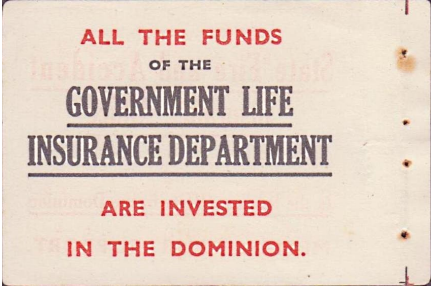


Pane 1

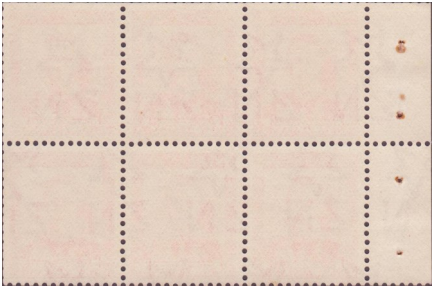


Leaf 2 Front

Leaf 2 Back



Pane 2



Leaf 3 Front

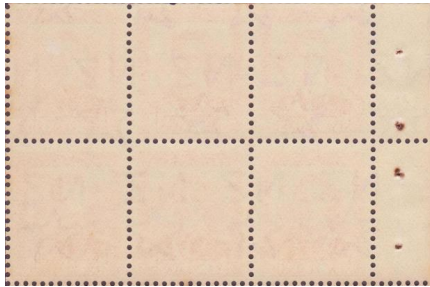
King George VI New Zealand - The November 1938 2/- Booklet (*Rates Page Removed*)
 Three Leaves for the Government Life Insurance Dept. & State Fire & Accident Insurance Office,
 Leaf 4 advertising Post Office Services & and One Stub (Leaf 1) - Postal Rates page removed

Leaf 3
Back

MONEY TO LEND
 If you are the owner of a freehold property and desire to raise a loan thereon, apply to—
THE GOVERNMENT LIFE INSURANCE DEPARTMENT.



Pane 3



Remit small sums of money by
POSTAL NOTE
 (retain the counterfoil)
 large sums by
MONEY ORDER.
 To ensure immediate payment
 Money Orders may be telegraphed.
SECURITY AT SMALL COST

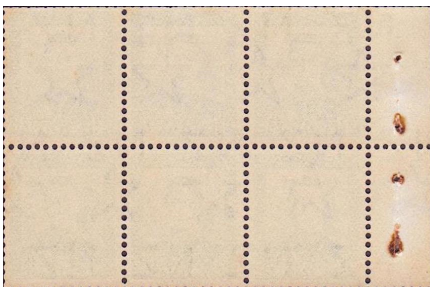
Leaf 4
Front

Leaf 4
Back

"WISH IT WITH A WIRE"
 Greetings Telegrams
 —attractive forms and envelopes—
BIRTHDAYS WEDDINGS
ENGAGEMENTS ANNIVERSARIES
 are occasions on which a Greetings Telegram is appreciated.
1d. a word. Minimum 6d.



Pane 4



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SUPPORT YOUR OWN OFFICE

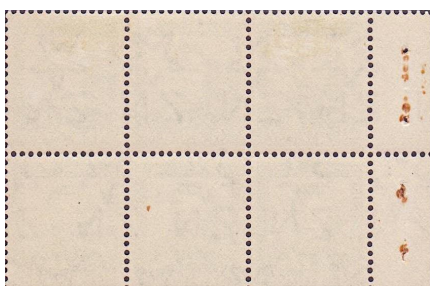
Leaf 5
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MAKE SURE YOU BUY YOUR LIFE INSURANCE IN THE BEST MARKET.
 Obtain a quotation from the
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Pane 5



To the **Government Life Insurance Department.**
 I am interested in*
 Whole Life Assurance
 Endowment Assurance
 Children's Assurance
 Family Income Policies
 PLEASE FORWARD FULL PARTICULARS.
 My date of birth is
 Name
 Address
 *Please strike out those in which you are not interested.

Inside Back
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