



# Dunedin Stamp & Postcard Club

## NEWSLETTER

June 2018



Meetings are held on the 4<sup>th</sup> Thursday of the month at 7.30pm at St Mary's Hall, Whitby Street Mornington (behind the BP garage)  
**All philatelists and postcard collectors welcome.**

Graham has done a fantastic job as always, collecting 180 items with something to suit all collecting interests.

Remember day meeting will this month be at St Marys hall 2 pm Monday 11th June.

### Club News

#### Coming Up:

Letter of the month is Q a little more tricky - try Queens, Queensland, Qatar for a start.

The mid winter Dinner will be 1st July at Law courts hotel. I have booked for 20 at 12 pm. Please call or email Mark with numbers.

This month we have one of our big events of the year the auction.

# The Armistice Stamp Show 2018

9th - 11th November 2018

More FM Arena, Portsmouth Drive, Dunedin

Full details are on our website

[www.armisticestampshow.com](http://www.armisticestampshow.com)



## Minutes

General meeting held 24th May 2018 at St Marys Hall Whitby St Mornington.

Mark Grellet in chair welcomed all present including our guest speaker Mr John Watts from Auckland.

Apologies: B Todd P Botermans, I Johnstone, moved A Drummond seconded R Edwards Carried

Inward mail tabled and received, moved M Carr sec D Helm, Carried. Southland Philatelic Society Inc newsletter for May, Mowbray postal stamp auction #500, Mowbray Numismatic auction 25th 26th May, Letter from E Longstaffe, Auckland City Stamps auction #224.

Previous minutes taken as read as printed in newsletter, moved B Herron seconded A Leftwich, Carried

Matters arising from minutes: Monthly Midweek meeting held at 6 Glenbrook Drive, Mosgiel. Bob Herron was a little disappointing with member support Mark maybe make it informal by opening it up to non stamp club members.

## General Business:

Stamp Fair: Saturday 26th may to be held at Mosgiel Presbyterian church hall. I Johnstone has key to hall from 8am onwards? Hall hire is dearer so \$10 table charge is required to help cover cost advertising in Midweek, Access radio, New World and Countdown and local banks. Coloured balloons hung out front. Tea and coffee available.

Library: we now have a copy of volume 9 Of New Zealand Stamps.

Order Forms now out for Armistice Souvenir stamps purchase forms in newsletter also online.

Treasurer report: Two members have resigned, Mr Bevan from Auckland and Mr Alexander from Wanganui.

## Notices

June meeting is Auction night any material to Graham by 27th May please. Auction will be set up from 4 pm for viewing before meeting.

*Editor's Note: As there was no record of the speaker supplied with the minutes the following excerpt has been copied from the club website.*

John Watts from Auckland gave a talk and display on Christmas. NZ Post Office Christmas telegrams, advertising, Thank you cards to helpers, Christmas air-graphs from WW2 troops etc. There was hardly a stamp in sight. It was a most interesting variation on the usual form of stamp collecting. See article elsewhere.

## Philatelic News

A large number of new issues this month, beginning with an unannounced issue commemorating the Royal Wedding.



Millions around the world watched and celebrated as His Royal Highness Prince Henry of Wales and Ms Meghan Markle wed on 19 May 2018 at St George's Chapel, Windsor Castle. New Zealand Post is honoured to mark this special occasion with celebratory stamps.

The next commemorative issue, presumably for Matariki 2018 will be issued on 6 June, telling the Legend of Maui fishing up the North Island.



The legend of Māui spans Polynesia, and various accounts of the demigod's heroic deeds exist across Pacific nations. Te Ika-a-Māui is the thrilling tale of how the mischievous and curious Māui fished up the North Island of Aotearoa – New Zealand.

Māui and the Fish - Te Ika-a-Māui is one of many tales of the mischievous demigod chronicled for centuries across Pacific cultures. Despite the considerable distance between islands such as Hawaii, Tonga and even New Zealand, the similarities between many of the legends is uncanny.

Many versions of this story exist as it has been passed from generation to generation. We present this story with words by Louis Armstrong, Cultural Education Lead for the iwi of Raukawa in the South Waikato town of Tokoroa.

As we are all too aware, postage rates will be raised yet again from 1 July, with the cost of sending a standard letter within New Zealand rising from \$1 to \$1.20. As with previous rate changes, new postage rates mean new stamps, which will be issued on 6 June, the same day as the Maui issue.

Firstly there are four new definitives. 2 with regular gum,



and 2 self adhesives.



Our 2018 Scenic Definitives stamp issue highlights a selection of New Zealand's unique lakes, mountains, beaches and stunning natural structures.

New Zealand is well known for its scenery. We showcase the ever-popular holiday destination Mount Maunganui, Lake Te Anau which is nestled in the beautiful Fiordland National Park in the South Island, and we're delighted to re-issue Taranaki's coastal treasure, Tongaporutu.

Finally, an issue of new personalized stamps, reflecting the new postage rates.



New Zealand Post is pleased to present our great range of Personalised Stamps – to add to your collection and give your mail a personal touch.

This exciting range of Personalised Stamps has been reissued to reflect the changes to postage rates on 1 July 2018. The stamps allow you to give your mail that special touch by featuring your favourite photo or image alongside one of the gorgeous stamp designs.

## The World's Smallest Stamp

We all know that stamps come in various shapes and sizes, but do you know exactly how diverse they are? This week we are focusing on one particular trait, as we are looking for the smallest stamp ever issued for actual postage.

The search for the world's smallest stamp takes us back to a time before Ford had produced the first Model T. Actually we have to go all the way back to the Battle of Gettysberg to find the smallest postage stamp ever issued.

In 1863, the first stamp was issued by Bolivar - one of the 9 states in the United States of Colombia. The state was formed as part of the United States of Colombia earlier in 1863, after the civil war in 1860-1862.



The first stamp issued by Bolivar, is the one shown here. It carries the Coat of Arms of Bolivar, with stars traced around the Coat of Arms. The stamp exists in two versions - a version with 6 stars below, as shown here, and a version with 5 stars below. Both versions are rare, with the 5 star version carrying the highest catalogue value.

The stamp doesn't look particularly special as seen here, but what makes the stamp special is the size - this stamp is no more than 8mm x 9.5mm in size, which is exceptionally small! A standard American stamp is 22.10mm x 24.89mm, which should give an idea of just how small this stamp must be.

## Anyone for cricket?



Australia Post has recently issued a stamp commemorating the 150th anniversary of the first cricket tour by an Australian side.

The 1868 tour of England was undertaken by a team of 13 Aboriginal cricketers. After arriving in England, the Aboriginal XI played 47 matches against county and local teams, between May and October 1868, including a match against the viscounts and earls of Marylebone Cricket Club on the hallowed turf at Lord's.

# CADBURYS IN NEW ZEALAND

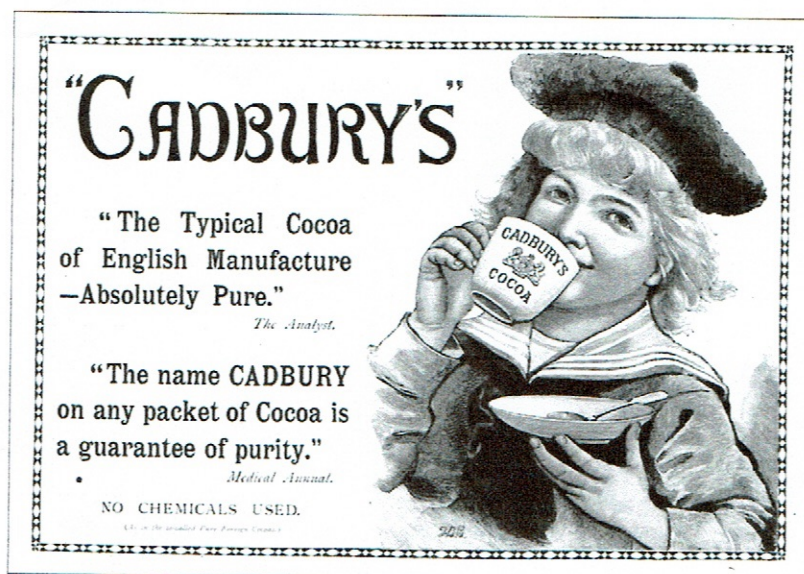
*John Watts*



Mondelez International announced recently that they will be closing the Cadbury manufacturing facility in New Zealand, in a move reflecting a wider shift in the company's operation in recent years. The US based multinational company was spun off from Kraft Foods, in 2012, to manage the international snack and food brands with a portfolio that included many well known brands including Cadbury and Fry's.

The beginnings of the Cadbury chocolate manufacturing business can be traced back to 4 March 1824 when John Cadbury, from a strong Quaker family, set himself up in business, in Bull Street, Birmingham, as a tea-dealer and coffee roaster. In an attempt to widen his business base he began experimenting with the cocoa bean to produce a potable product to sell alongside his tea and coffee.

After roasting the cocoa bean, and removing the shell, he ground the kernel, or nib, with pestle and mortar. After adding hot water to the resulting powder a cocoa drink was produced. It was only a small step further to add sugar to the concoction and drinking chocolate was added to Cadbury's product range. In 1831 a factory was opened on Bridge Street in Birmingham to manufacture these products from the cocoa bean.



*An advert (1893) for Cadbury's cocoa. Chocolate and cocoa were first introduced as drinks with chocolate confectionary only introduced later.*

Richard and George, both in their early 20's, took over the ailing business .

George heard of a machine in Holland which was capable of manufacturing finer cocoas. It was essentially a press which could squeeze most of the cocoa butter from the kernel allowing the residual cake to be ground into a powder which could then be converted into a much more palatable cocoa product not requiring any additives. The product was popular when marketed in 1866 as pure cocoa essence and even more so when a rich chocolate flavoured Bournville Cocoa was introduced.

It is not clear when Cadbury Brothers started to make and market chocolate but at a meeting of a committee,

Cadbury started catering to the extensive restaurant and café trade which had developed in a prosperous and imperial Britain. He introduced a number of different brands of his cocoa and chocolate drinks and they were promoted as a healthy food drink. However these products had a rich and rather oily texture, because the cocoa bean kernel contains over 50% of cocoa butter. Starch was added to make the product more soluble and palatable but this did not prove very successful despite extensive advertising.

With Cadbury's health failing and problems associated with product quality and acceptability trade started to decline. In 1861 his two sons,

appointed to consider the working of the Adulteration of Food Act in 1872, George Cadbury advocated that the word cocoa should be used only for unmixed preparations of the cocoa bean. He suggested that mixtures of cocoa bean with sugar, or other substances, should only be sold under the name of chocolate.

One of Cadbury's competitors, Joseph Fry, who had been in business in Bristol since 1728, produced a chocolate cream bar at their factory in 1866.

As the Cadbury business expanded the Bridge Street premises were too small and considered unsuitable for a food factory. Seeking a new site their main aim was to find a place where the workers could be housed in a healthy and attractive environment. It had to have a ready supply of water as the factory machinery would be powered by steam. There should also be access to the railway which in those days was the most efficient and speedy method of distribution.

On 18 June 1879 the Cadbury brothers purchased a 14½ acre site at Bournbrook, south of Birmingham, where they established a model village to accommodate the staff who would work in a modern factory. This was to become the famous factory in a garden, Bournville.

Export of Cadbury products began in 1881 to Melbourne, and spread to all parts of the British Empire by 1914. The 'Cadbury' trademark was registered in New Zealand in October 1886, four years later a branch and distribution centre was opened in Farish Street, Wellington managed by Frank Meadowcroft. An agency was established in Auckland with J D Roberts the agent (Figure 1).



Figure 1: Cadbury's Auckland agent J D Roberts of 36 and 38 High Street.

1893 saw New Zealand's Queen Victoria Second Sideface stamps issued with commercial adverts on the underside. Printed in sheets of 240, in four panes of 60 stamps, Cadbury adverts appeared in 20 positions throughout the sheet. Although a short lived, unpopular, experiment the stamps can be found with different perforations and with adverts in a range of colours (Figure 2).

There are no records known as to who was responsible for placing the order for the Cadbury adverts or why, part way through the period of production the Cadbury adverts were removed and replaced (in the 3rd setting) with adverts for Poneke.



Figure 2: Some of the colours in which Cadbury adverts were printed.

By 1902 Cadbury had developed a new method of manufacture to produce Dairy Milk Chocolate. The product was an immediate success with the public and set the foundation for a successful international company.

The success of their products helped Cadbury's to overcome the problems of WWI in which many of their staff served on the battlefields of France, including the directors who, true to their Quaker principles served in the Friends' Ambulance Service.

The war had an adverse impact on the business of their competitors J S Fry (who also advertised on the underside of the sideface stamps, using two different designs which were present in all three settings of the