



## New Zealand's Unofficial Stamp Booklets

### Introduction

One interesting aspect of collecting New Zealand stamps is to collect stamp booklets issued by the New Zealand Post Office and later, by New Zealand Post. It is not proposed to cover such issues as these are adequately covered in section W of Campbell Paterson's *loose leaf catalogue of NEW ZEALAND STAMPS*. They can quite properly be termed official stamp booklets as they were issued and sold via a postal authority through its retail outlets.

What are unofficial stamp booklets? It would be easy to classify them as being privately produced. It would be wrong to do so because as we shall see later in this article some were produced by New Zealand Post and sold over post office/post shop counters for sale to Joe Public! Before opening up a can of worms (though why Watties etc., would wish to process, let alone sell such items is beyond this writer's comprehension!) about official stamp booklets versus unofficial stamp booklets being determined solely by their general or restricted availability – please remember that these classifications maybe somewhat obfuscated in that 1986 the New Zealand Post Office produced 2 stamp booklets that were sold at their stand at the Stockholmia '86 FIP world stamp exhibition. These are given full listing in Campbell Paterson's catalogue!

Whether termed official or unofficial, such stamp booklets have been produced over the past 40 years or so. They add interest to a New Zealand collection and more so to a booklet collection. Most have been produced as fundraisers for various stamp exhibitions by exhibition organisers and as such have been sold above the face value of their contents – for obvious reasons!

This article discusses New Zealand's unofficial stamp booklets as follows: 1, complimentary booklets; 2, booklets for sale below face value; 3, booklets for sale at face value, and 4, booklets for sale above face value.

### 1) Complimentary booklets:

Freebies! Everyone likes freebies or giveaways, and yes there have been several complimentary booklets containing valid New Zealand postage stamps. The first was in mid-2004 when New Zealand's postage rates for domestic letters increased from 40c to 45c.

**ANZ** The Australia and New Zealand Banking corporation was involved with a New Zealand Post trial of customised advertising stamps. All New Zealand Post customised advertising stamps bear the New Zealand Post logo (and no country name) in the vertical white or coloured stripe to the right of the stamp's image.

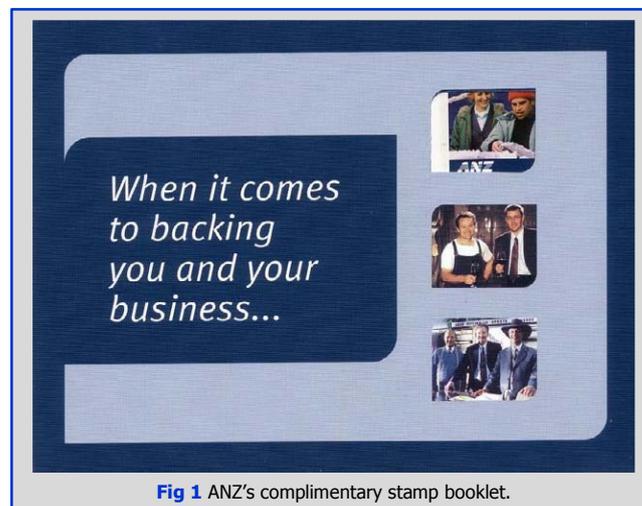


Fig 1 ANZ's complimentary stamp booklet.



© Mowbray Collectables 2019. May not be reproduced or used without written permission.

Mowbray Collectables, Private Bag 63000, Wellington 6140, New Zealand, ph +64 6 364 8270  
email [auctions@mowbrays.co.nz](mailto:auctions@mowbrays.co.nz), website [www.mowbraycollectables.com](http://www.mowbraycollectables.com)

The New Zealand Post trial was to gauge the success of a scheme whereby it offered a service to clients that showed it could compete against New Zealand's alternative postal service providers who were already offering such a service for clients. Three different 5c ANZ customised advertising stamps were produced. They featured: Haddad's Menswear, Passage Rock Vineyard and United Fisheries – all business clients of the ANZ bank. These self-adhesive (and all subsequent conventionally gummed or self-adhesive) customised advertising stamps were produced in sheets of 50. It is not easy to divide 50 by 3 evenly.

The bank sent out the 14.0 x 10.5 cm booklets (see Figure 1) to various business customers in mid-2004 to give clients 5c make up stamps for the new 45c inland letter rate. These booklets comprised a horizontal block of 6 (i.e. two sets of three different 5c ANZ Bank stamps). Blocks of four of the residual 5c ANZ Bank stamps were given away with *Metro* magazine; thus, a sheet of 50 stamps produced five booklet blocks of 6 and five magazine blocks of 4.

The booklets were produced in a 3-panel vertical folded "C" format. The outer two panels were die-cut, so that when properly folded the viewer could see one or more of the 5c ANZ Bank stamps. The backing paper containing the blocks of six ANZ Bank self-adhesive stamps was held in place in the central panel via one upper and two lower semi-circular die-cuts – the upper die-cut being inverted in relation to the others. Underneath the stamps was printed: "So here's something to help with the increase in postage this month".

**BMW** In late 2004 BMW New Zealand produced white 14.0 cm square Christmas cards, again in a 3-panel vertical fold "C" format, with an embossed simulated perforation outline of a BMW wheel's spokes on the front cover.



Fig 2 BMW New Zealand's Christmas card.

The Christmas card booklet was distributed as a gift to BMW New Zealand's clients who had purchased a new car during the year. That seen was from the Christchurch BMW franchise and came in a silver and white outer envelope. The inside front cover and centre panel of the Christmas card booklet bore Christmas messages. The inside rear cover contained a single 45c self-adhesive BMW customised advertising stamp. This depicted a wheel with the BMW logo in the centre. The 45c self-adhesive stamp was held in place by two semi-circular die-cuts, one inverted in relation to the other, as may be seen in Figure 2.

The rubric to the left of the 45c stamp read: "Share your summer experience with your family or friends in New Zealand and send them a postcard with the BMW stamp provided, alternatively you can add this stamp to your collection. The stamp is legal tender".

The 45c BMW customised advertising stamp was the third such issue. It was also the 2<sup>nd</sup> and final corporate stamp issued in conjunction with New Zealand Post as part of a trial to gauge the success of the customised advertising stamps scheme.

Since then various organisations have used New Zealand Post's customised advertising stamps to promote their own business.

**Fisher Funds** Another freebie booklet was produced by Fisher Funds. To help promote their business these were given to clients and to potential clients at various investment seminars held around the country during 2008. The 15.0 x 9.0 cm Fisher Funds booklet comprised either a vertical or a horizontal strip of four x 50c Fisher Funds conventionally gummed customised advertising stamps.

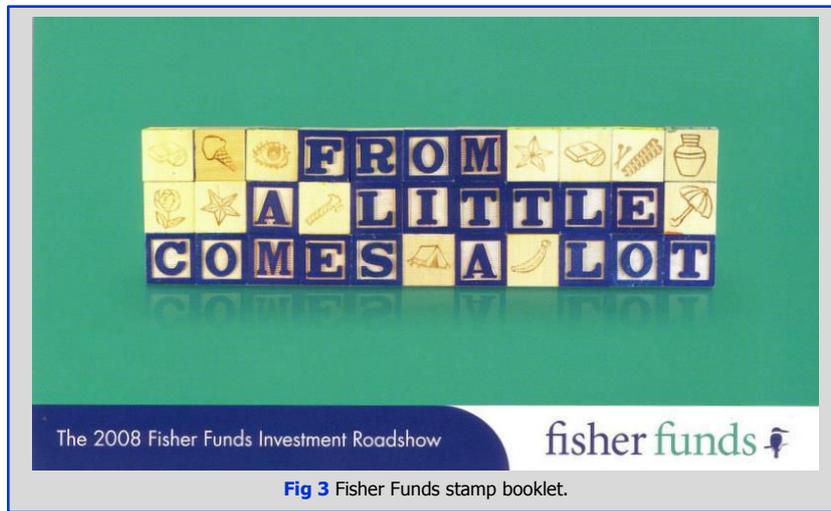


Fig 3 Fisher Funds stamp booklet.

The stamps were held in the booklet by the lower panel in a horizontal folding “C” format. The edges of the panel were sealed to the central panel.

This is believed to be the first such New Zealand customised advertising stamp to be released in a booklet format since the 2004 New Zealand Post/ANZ & BMW trials. It was also the first with conventionally gummed personalised advertising stamps since their introduction by New Zealand Post in 2007.

## 2) Booklets sold below face value:

It is believed that an Auckland manufacturer was behind the production of various discount priced stamp booklets for resale by dairies, etc. It is thought that the entrepreneur was able to purchase stock at a discount from face value and repackage it for sale via stamp booklets.

### Discount Stamps – 1993 WWF \$4.20

Two different \$4.20 stamp booklets have been seen, each bearing 10 x 45c WWF Conservation stamps. Each booklet was printed in black and featured a different 45c 1993 WWF Conservation stamp that corresponded to the booklet’s contents.

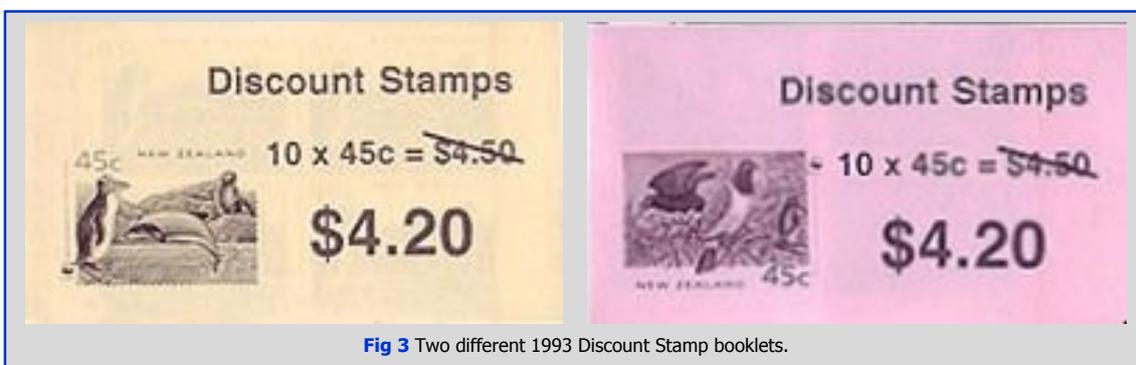


Fig 3 Two different 1993 Discount Stamp booklets.

A pale cream card cover depicted the Yellow-Eyed Penguin, Hector’s Dolphin and NZ Fur Seal stamp, whilst a pale pink card cover featured the Kaka, Chatham Island Pidgeon and Giant Weta stamp – see Figure 3. It is possible that similar discount stamp booklets with different coloured covers contained the other two 45c WWF Conservation stamps, though these have not been sighted by this writer. The survival rates of booklets such as these would probably be very low; they were produced for sale to customers who would use the stamps as opposed to keep them for their collections.

### 3) Booklets sold at face value:

These were produced for sale at postal outlets at face value, and surprisingly several were produced by New Zealand Post.

**Ferrymead 1980:** Ferrymead Historic Village, located in the south east of Christchurch, contains many historic buildings and businesses from the settlement of Canterbury period. One such building located there is a post office. Initially, the Ferrymead Post Office was sited in a small temporary building in the park. It had its own datestamp and sold stamps to visitors. One of the volunteers manning the Ferrymead Post Office arranged for white booklet folders to be printed in red ink. These booklets were sold after the opening of the Ferrymead Post Office on 5 April 1980.

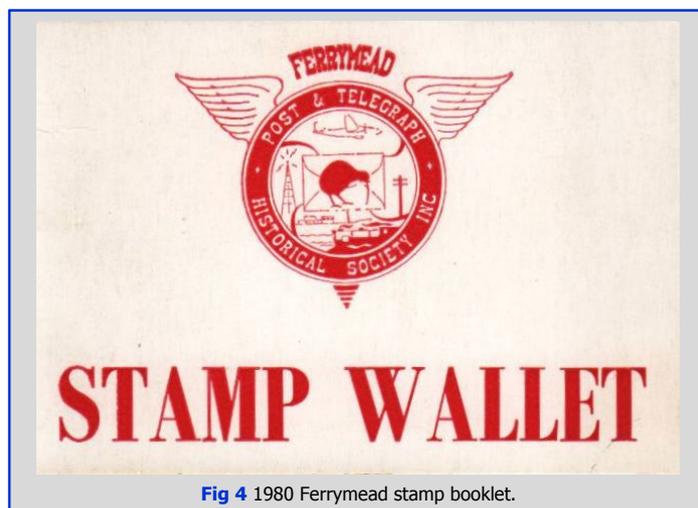


Fig 4 1980 Ferrymead stamp booklet.

Printed by the Ferrymead Print Shop, the white booklet covers featured the Ferrymead Post & Telegraph Historical Society's logo in red, see Figure 4. These were produced to promote the Ferrymead Post & Telegraph Historical Society and were sold at face value. Booklet contents were affixed to the booklet via stamp selvages and varied over time, as of course did their sale price.

**Ferrymead 1994:** On 24 April 1994 a new, permanent building was opened as the Ferrymead Post Office is open to visitors every weekend, on public holidays and by arrangement for school visits etc.

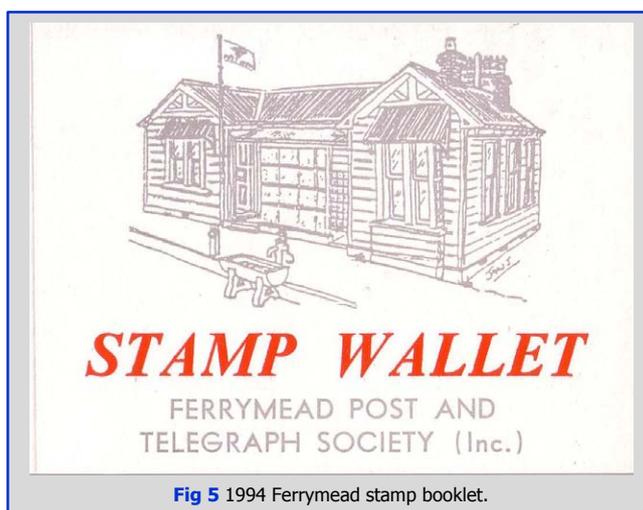


Fig 5 1994 Ferrymead stamp booklet.

The Ferrymead Post Office is featured on the front cover and the Ferrymead Post & Telegraph Historical Society's logo is depicted on the rear of the booklet cover. These booklets were produced after the opening of the new post office and are printed in grey and red on white card stock, see Figure 5. Again, the contents were affixed to the booklet via stamp selvages. The contents varied over time, as of course did their sale price.

**Gisborne Health Camp 1995-1997:** Gisborne was the location of one of only seven New Zealand health camps. In 1995, 1996 & 1997. Gisborne's Health Camp sold health stamps in folders, measuring approximately 14.3 x 3.7 cm. Each bore the blue & white Te Kainga Whaiora children's health camp and school's self-adhesive label and a three line rubber handstamp impression of the health camp's address and telephone details.

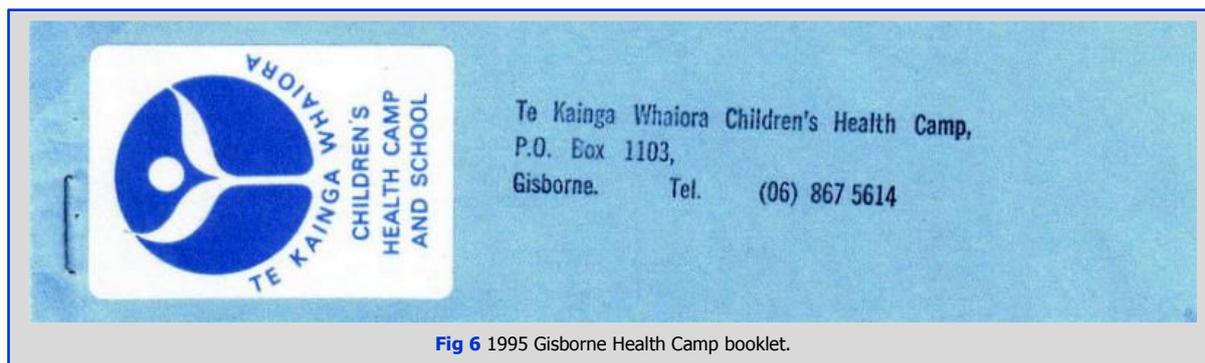


Fig 6 1995 Gisborne Health Camp booklet.

In 1995 the booklet cover was blue and contained 10 x 45c + 5c triangular skateboarding health stamps. These were stapled in the booklet. Booklet covers may be found also with the health camp's pictorial (cricket) 21 June 1995 datestamp.

In 1996 the booklet cover was pale blue and contained 10 x 40c + 5c stapled child in car seat (sans teddy bear!) self-adhesive health stamps, see Figure 6. In 1997 the booklet cover was orange-yellow and contained 10 x 40c + 5c stapled fruit picking self-adhesive health stamps.

**Gisborne Health Camp 1998-2002:** The Lions Club of Gisborne sponsored the production of new style stamp booklets which measured 6.5 x 9.6 cm. Each bore the Gisborne Health Camp's logo – a stylised version – of a young boy and girl waving happily to the viewer. In addition, a 5-line rubric detailed the year, contents and booklet's cost. The rear of each booklet cover bore the sponsor's logo and the number (800) produced. It is unlikely that the numbers produced of the earlier years exceed this figure.

The 1998 booklet cover was yellow (see figure 7) and contained 10 x 40c + 5c child in lifejacket sheet health stamps. A New Zealand Post circular<sup>1</sup> from the Gisborne Post Shop advised that: "These stamp booklets would be sold at both the Gisborne Health Camp and at the Gisborne Post Shop at face value (\$4.50) with the 50c premium going to the Gisborne Health Camp. Collectors could, if they wished, have the booklet covers cancelled with their 24 June 1998 lifebuoy pictorial datestamp."

It is interesting to note that on a circular a proof of the booklet cover was depicted. It showed "Proudly supported by Gisborne's / Post Shop in Grey Street / A maximum of only eight / hundred booklets" in four lines at the top of the booklet's rear cover.

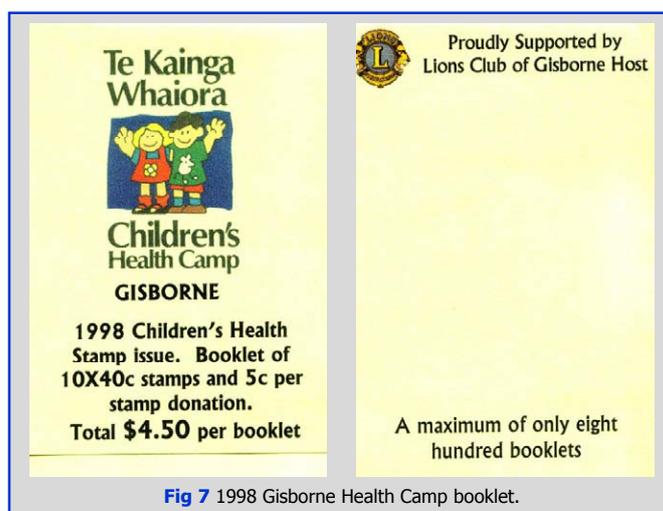


Fig 7 1998 Gisborne Health Camp booklet.

The 1999 booklet cover was pale blue and contained 10 x 40c + 5c *A Lion in the Meadow* child's reading book sheet health stamps. The 2000 booklet cover was pale blue also. It contained 10 x 40c + 5c Teddy Bear sheet health stamps. It is unknown to this writer if any such booklets were produced in 2001.

The 2002 booklet's cover was red with the rubric and health camp's logo now all printed in black. It contained 10 stapled 40c + 5c vegetables self-adhesive health stamps. It is likely that owing to rising production costs for such a small print run that these were printed in only one colour, and as such were the last to be produced by the Lions Club of Gisborne.

**Wills Bookshop – 1993 Christmas:** This blue cover booklet, when opened measured 11.0 x 6.9 cm (see Figure 8) was produced for Palmerston North's *Wills Bookshop* and originally contained 10 x 45c 1993 Christmas stamps. It is unknown how many such booklets were produced let alone whether such covers were used with differing contents as the company no longer exists.

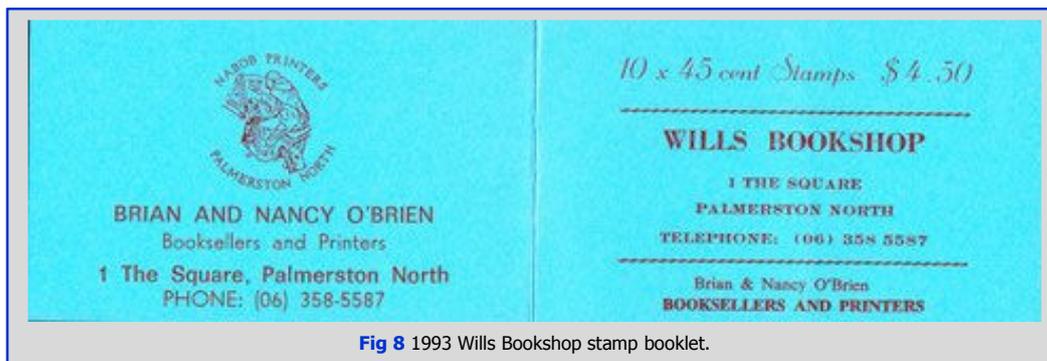


Fig 8 1993 Wills Bookshop stamp booklet.

**Smiley Face 1996:** A red card cover was used for the locally produced \$4.50 health stamp booklets. It is thought that these may have been produced by an entrepreneur for resale by dairies. There is no evidence on the booklet cover about the issuer. On the front appears \$4.50 written by a black marker pen (faint traces of the marker pen ink may be seen on the inside front cover) and a 1.5 cm diameter smiley face icon produced by an ink stamper – often used for children, see Figure 9. These booklets comprised a folded strip of 10 x 40c + 5c child in car seat (sans teddy bear!) health stamps affixed by the sheet selvedge. It is possible that similar *Smiley Face* health stamp booklets were produced with different contents in 1996/7.

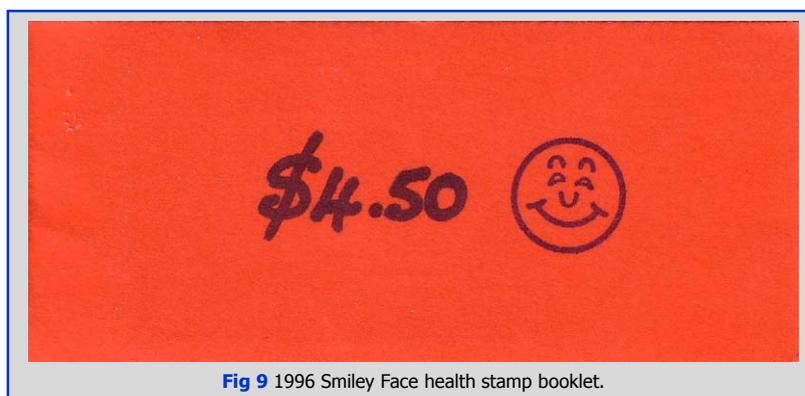
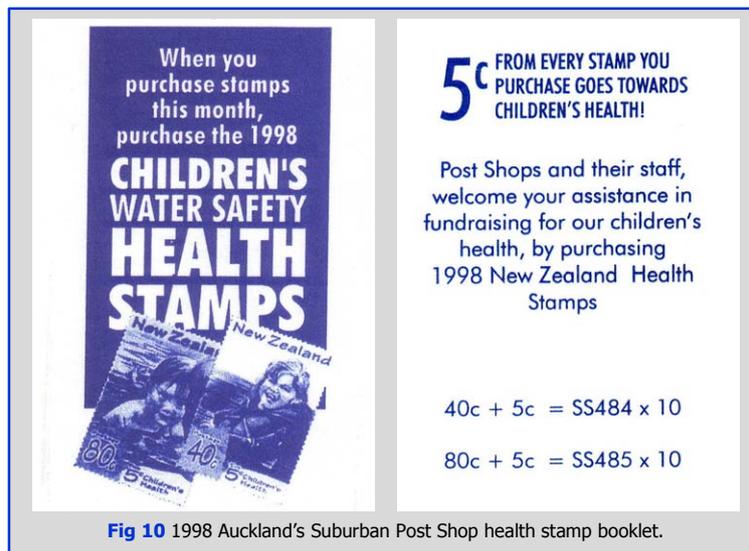


Fig 9 1996 Smiley Face health stamp booklet.

**Suburban Auckland Post Shops – 1998 Health:** Until 1998 there was a competition between Auckland Post Shops as to which could sell the most health stamps and a booklet issue was a way of boosting sales. From documentation sighted<sup>2</sup> it appears that a marketing strategy was undertaken in Auckland by Tise Wilson, manager of Remuera Post Shop, to promote the sale of health stamps via stamp booklets. A total production cost of \$700.00 was involved as New Zealand Post arranged with Onehunga based Haysom Print to print 5,000 booklet covers. These were on 80gsm weight light blue card printed in blue ink, see Figure 10. Depicted on the front covers were 40c + 5c & 80c + 5c 1998 health stamps. Each booklet was to contain 10 of the appropriate denomination stamps.



The production costs were recouped as each of New Zealand Post's 18 post shops south of the Auckland Harbour Bridge were charged \$14.00 per 100 booklet covers ordered. Each individual post shop would then affix the relevant stamps inside the booklet covers. E.g. Auckland Mail Centre ordered 100 such booklet covers and was charged \$14.00 for their production, whilst St. Luke's Post Shop was charged \$70.00 for their 500.

The remaining 4,400 booklet covers were distributed as follows: Dominion Road x 200; Glen Innes x 300; Greenmount x 200; Howick x 250; Mangere x 300; Newton x 100; Newmarket x 200; Otahuhu x 500; Pakuranga x 200; Panmure x 100; Parnell x 150; Ponsonby x 200; Remuera x 500; Royal Oak x 300; St. Heliers x 400 and Waiheke Island x 500. Conspicuous by their absence from the above list are the Downtown and Wellesley Street Post Shops. They did not participate in the 5000 booklet cover scheme – they produced their own!

All 5,000 Of the Auckland health stamp booklets were sold within the first three weeks of the 1998 health stamp promotion, and the concept received much interest from within New Zealand Post. It was stated that: "Those Post shops fortunate to sell this products (sic) in many cases doubled or trebled their sales compared to last year. The product itself was a catalyst for staff to motivate and find new ways to sell health stamps by across the counter sales or door-to-door sales."

It is interesting to note that some booklet covers containing the 80c + 5c *learning to swim* health stamps had a fast post sticker applied over the 40c + 5c = SS484 x 10 on the rear cover, thus leaving only the lower line of rubric (80c + 5c = SS485 x 10) visible. This indicated to the postal staff the correct code to key into their electronic cash register when sales of the product were made.

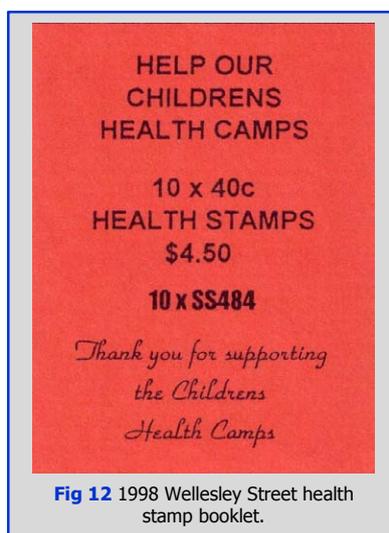
**Downtown Post Shop – 1998 Health:** Similar health booklet covers to those sold elsewhere in Auckland's suburban post shops were produced for the Downtown Post Shop. These were printed in black ink on red card stock, with a similar design to that used for the suburban post shop booklets. 1,000 were produced and each was numbered on the rear, see Figure 11. These booklets only contained 40c + 5c health stamps.

These were sold in the Auckland Philatelic Sales Centre (located in the Downtown Post Shop) as well as in the Downtown Post Shop.



The same concept in 1999 was to be repeated by the Auckland Philatelic Sales Centre, and health stamp booklet covers were produced. The day before the 1999 health stamps were to be issued an official from Wellington visited Auckland and ordered that the booklet covers were to be destroyed. No reason was given other than they were unofficial stamp booklets, and it is believed that any sales could have impacted the planned and budgeted sales of New Zealand Post's official stamp booklets.

**Wellesley Street Post Shop – 1998 Health:** Red card booklet covers were produced for sale at the central Auckland Wellesley Street Post Shop. Their cover's design was uninspiring, see Figure 12, it contained only printed rubric on the front including the relevant New Zealand Post sales code applicable for the sale of 40c + 5c health stamps.



As these were printed on red card stock, it is probable that these were printed simultaneously with the Downtown Post Shop's booklet covers.

**Porirua Post Shop – 1998 Health:** It is probable that the manager of the Wellington suburban Porirua Post Shop learned of the New Zealand Post Auckland health stamp booklet promotion and used his initiative and produced booklet covers for sale. The plain red booklet covers contained 10 x 40c + 5c child in life jacket sheet health stamps, as well as an impression of the oval Porirua datestamp. There was at the time a competition with a prize of free swimming lessons (it fitted in very well with the stamp issue's theme of water safety). It is unknown how many such stamp booklets were prepared/sold.

**Downtown Post Shop – 1998 Christmas:** The Auckland Philatelic Sales Centre's staff, then located in the Auckland Downtown Post Shop used their initiative and produced \$7.50 and \$9.00 Christmas stamp booklets, see Figure 13.

Each comprised 5 x \$1.50 or \$1.80 1998 Christmas stamps, respectively, affixed by the sheet selvage. The \$7.50 glossy red card booklet cover bore, in black ink, Christmas greetings from the Downtown Post Shop and a message about philatelic products – even with free delivery! The \$9.00 glossy green card booklet bore the same Christmas rubric. Each booklet cover also depicted an image of the appropriate \$1.50 or \$1.80 1998 Christmas stamp. Based upon their earlier production run of 1998 Downtown Post Shop health booklet covers it is likely that no more than 1,000 of each 1998 Downtown Post Shop Christmas stamp booklets were produced. It is believed that no more locally produced unofficial New Zealand Post stamp booklets have since been produced.



Fig 13 1998 Downtown Post Shop Christmas stamp booklets.

#### 4) Booklets sold above face value:

These were mostly produced by/for stamp exhibition organisations as fundraising items.

**Panpex '77:** On 23 February 1977 a very attractive miniature sheet was issued by the New Zealand Post Office to celebrate the Silver Jubilee of the accession to the throne of Queen Elizabeth II. A few days later, in early March, Panpex '77, a New Zealand national stamp exhibition, was held in central Christchurch. Two different booklet covers were produced by the organisers of Panpex '77.

Each booklet contained one of the Silver Jubilee miniature sheets and was stapled on the miniature sheet's left selvedge to the inside of the booklet cover.

The booklet covers bore the same printed rubric but comprised different coloured card stock. The coloured card was cream (printed in brown ink) or light grey (printed in blue ink) and 5000 of each coloured booklet cover were produced, see Figure 14.

The booklets were numbered on the inside front cover and bore an advertisement for various philatelic items from the New Zealand Post Office on the outside rear cover. At the time Panpex '77 also had a perfin (**PANPEX 77**) machine available for use by visitors to the exhibition. Various souvenirs were perfinned, including the booklet covers.

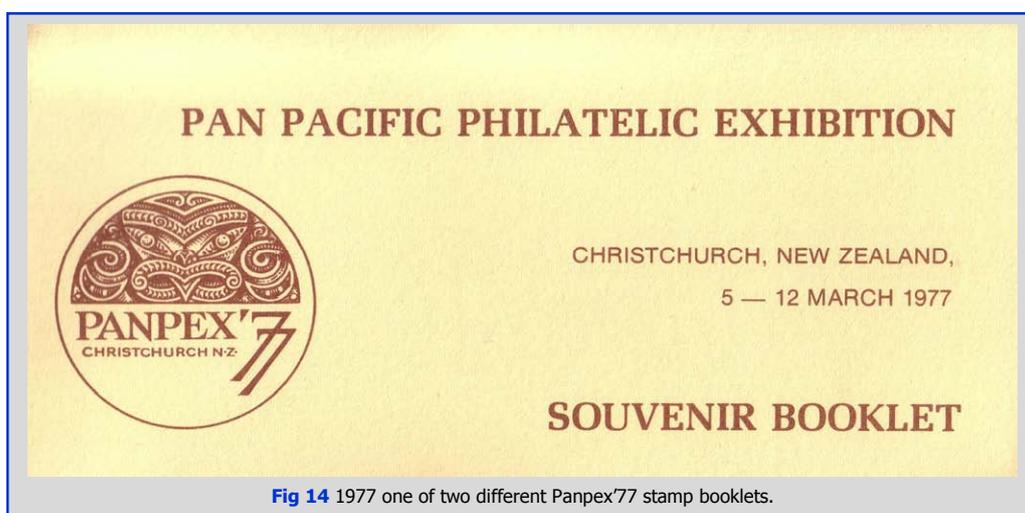


Fig 14 1977 one of two different Panpex'77 stamp booklets.

Each Panpex '77 booklet, including those perfinned **PANPEX 77**, was sold for \$1.50 to help make the stamp exhibition financially successful. It may appear strange today to some, but New Zealand did not hold national stamp exhibitions on an annual basis until the 1990s.

**Palmplex '82:** following on from the success of the 1977 New Zealand national stamp exhibition the organisers of the next – held in Palmerston North from 5-23 May 1982 – also produced an attractive stamp booklet. On 7 April 1982 the second series of New Zealand Architecture stamps was issued. The 25c denomination depicted Caccia Birch house in Palmerston North. Each Palmplex '82 stamp booklet comprised a block of four 25c Caccia Birch stamps affixed by the left selvedge to the inside of the booklet's right cover.

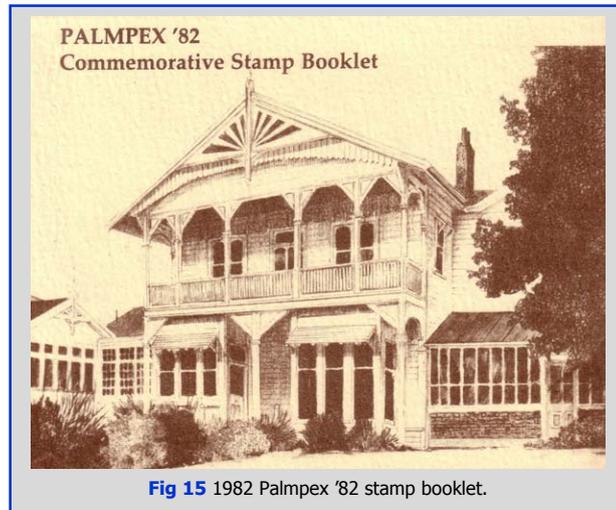


Fig 15 1982 Palmplex '82 stamp booklet.

12,000 individually numbered booklet covers were printed in brown ink on cream coloured card stock and featured details about Caccia Birch house, see Figure 15. 10,000 were made up for sale, of which 7,362 were sold for \$5.00 and an additional 120 were overprinted SPECIMEN.

**SAVE vending machines - 1986:** at least two SAVE vending machines were installed in Christchurch and were in use for about 2 years. One such machine was installed in the Shades Arcade and another in the National Mutual Arcade – both in central Christchurch with a high count of passing foot traffic. On 31 October 1986 a SAVE machine was operational in the Shades Arcade. Arcade retailers were given less than 24 hours prior notice of its installation.

Customers needed to insert two 50 cent coins into the mechanical vending machine and were rewarded with a plastic pouch containing a card cover and inside it were various stamps (two combinations) totalling 80 cents. The missing 20 cents went to the machine's operators, see Figure 16.

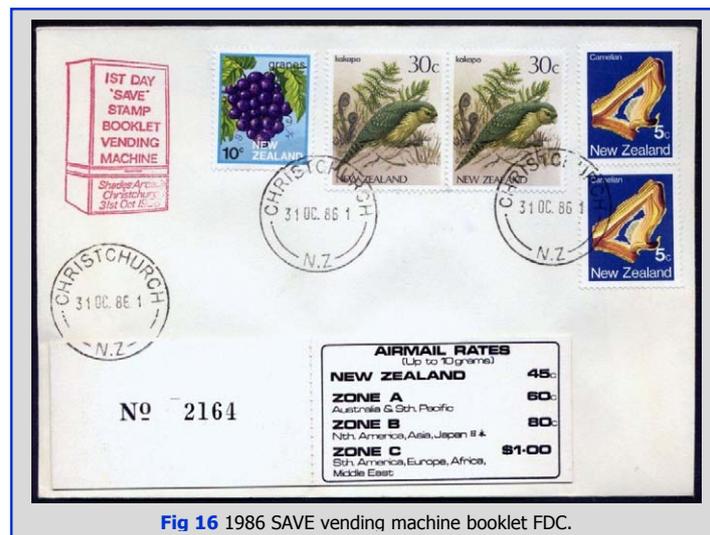


Fig 16 1986 SAVE vending machine booklet FDC.

The card booklet covers were numbered, so that they would aid the reconciliation of moneys received for stock sold versus stock supplied and bore details of postage rates on their insides. In mid-1987 New Zealand's postage rates increased. The SAVE vending machines were adjusted to accept three 50 cent coins and to dispense \$1.30 worth of assorted postage stamps.

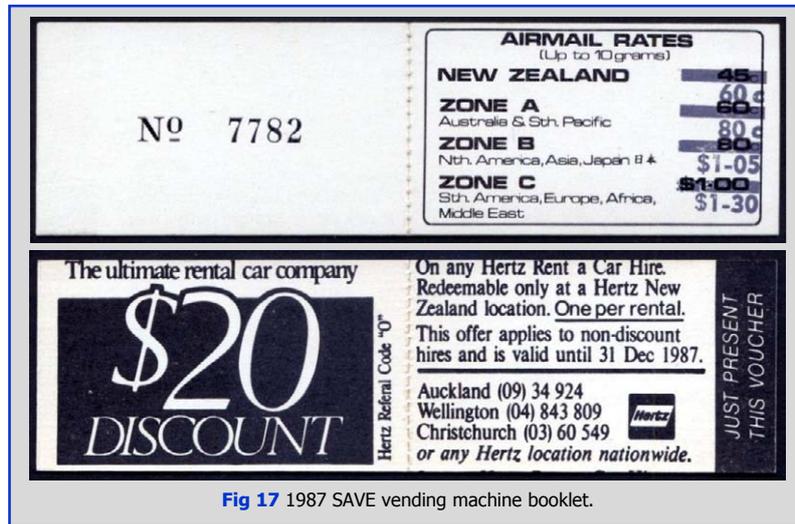


Fig 17 1987 SAVE vending machine booklet.

Existing booklet covers were overprinted advising details of new postage rates and these also contained commercial advertising no doubt to help offset the booklet's production costs, see Figure 17. Overprinted booklet # 7782 indicated the number produced.

In 1988 another postage rate increase saw the demise of the SAVE stamp booklet vending machines. The operators realised that their mechanical machines were no match for the electronic Frama machines that were more widely distributed around the country and so closed the business.

**New Zealand 1990 – Sydpex 88:** Amongst a raft of fundraising souvenirs produced by the organisers of New Zealand 1990 (New Zealand's FIP world stamp exhibition that was held in Auckland in 1990 from 24 August – 2 September) were attractive stamp booklets. These contained strips of 5 x New Zealand 40c stamps commemorating the Bicentenary of Australia.

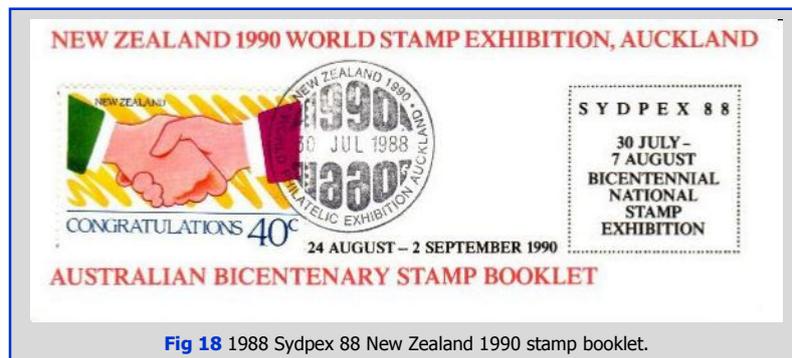


Fig 18 1988 Sydpex 88 New Zealand 1990 stamp booklet.

The stamps were affixed to the booklet covers via the sheet selvages. Booklets may be found with either one of the 1988 *Happy Birthday* or *Congratulations* 40c greetings booklet stamps affixed to the cover and cancelled on the opening day of Sydpex 88 – the 1988 Australian national stamp exhibition held in Sydney – by the New Zealand 1990 exhibition organiser's 30 July 1988 pictorial date stamp, see Figure 18. These were sold for \$5.00 each.

**New Zealand 1990 – Endangered birds:** In 1989 New Zealand Post arranged for the then current \$1 to \$10 high value definitives (6 values) featuring New Zealand's endangered birds to be overprinted SPECIMEN in red. The overprinting of the stamps with SPECIMEN invalidated them.

They were sold in Hawid mounts in black coloured folders depicting a kiwi, throughout the country at philatelic sales centres etc., for \$15.00 each, see figure 19. All the proceeds went towards the New Zealand 1990 exhibition organisers.



Fig 19 1989 New Zealand 1990 Endangered Birds SPECIMEN booklet

Several such booklets may also be found with the exhibition's logo (NZ 1990 in an 11 bar oval) printed in gold ink on the folder's covers. These were sold by the New Zealand 1990 organisers again as a fundraising effort.

**New Zealand 1990 – Orchids:** New Zealand Post issued several miniature sheets promoting this event in the preceding 3 years. Each miniature sheet (including one issued by the New Zealand Post Office in 1986) was issued with a premium over face value. These premiums went to the organisers of New Zealand 1990.

On 18 April 1990 an attractive miniature sheet, perf 14¼, comprising 5 different orchid stamps was issued for New Zealand 1990. The New Zealand 1990 organisers arranged with New Zealand Post for a quantity of imperforate orchid miniature sheets to be made available only for their use. These were sold for \$25.00 in a dark blue booklet cover (as season tickets to the exhibition) only and were contained in a Hawid mount, see Figure 20.



Fig 20 1990 New Zealand 1990 imperf orchid miniature sheet booklet.

Once the exhibition closed residual imperforate orchid miniature sheets were returned to New Zealand Post for destruction. A little over 6000 season ticket/imperf orchid miniature sheet booklets were sold. This was the third style of affixing contents to booklet covers, and they were the last unofficial stamp booklets to be issued by stamp exhibition organisers for a good number of years.

**Christchurch Philatelic Society 2003:** on 2 April 2003 an attractive sheet of 20 different 40c military uniform stamps was issued. Simultaneously, a \$19.95 prestige booklet comprising 5 different panes was also issued. Each pane bore 8 x 40c military uniform stamps.

To help raise awareness of the society's centenary, as well as to raise funds for the society's centenary exhibition in 2011, 105 prestige stamp booklets were acquired. The miniature sheets were stripped from them prior to being overprinted on the selvedge, see Figure 21. This quantity was acquired in order to allow for any spoils during the overprinting process so that 100 sets of overprinted miniature sheets were created. Of these, 10 sets were affixed to souvenir covers and cancelled on 13 April 2004.



Fig 21 2003 overprinted Military Uniforms stamp booklet miniature sheet.

The sets of 5 overprinted prestige booklet miniature sheets were initially offered at \$40.00 mint or used, and \$45.00 on cover

**NZSDA Stampshow Christchurch 2004:** for several years the New Zealand Stamp Dealers Association held annual stamp fairs in Auckland, Wellington and in Christchurch. Those in Christchurch used to be held in Noah's Hotel (later renamed Rydges Hotel). A move away from Noah's Hotel in 2005 to the Centra Hotel/Holiday Inn was caused by ever increasing venue rentals.

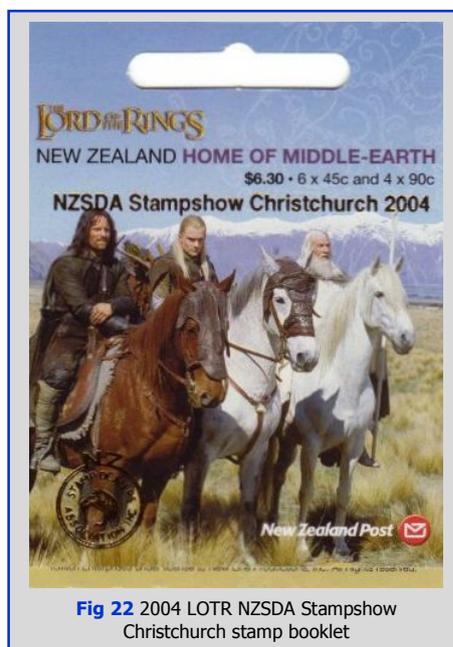
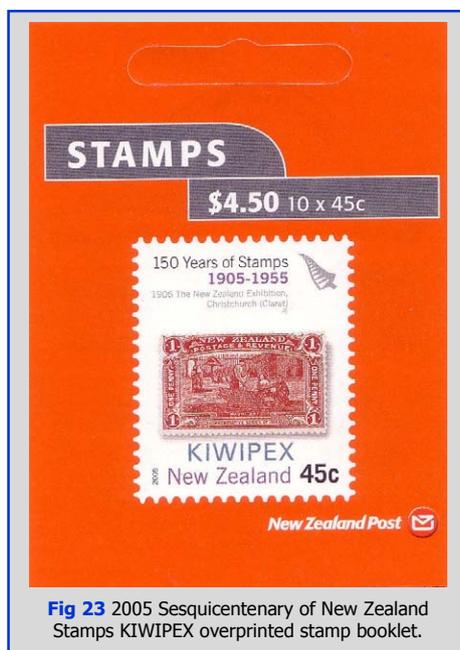


Fig 22 2004 LOTR NZSDA Stampshow Christchurch stamp booklet

To help defray these expenses, 250 numbered Lord of The Rings (Home of Middle Earth) \$6.30 stamp booklets were overprinted in gold ink with the NZSDA logo and **NZSDA Stampshow Christchurch 2004** for the NZSDA, see Figure 22. These were sold at \$10.00 each – one is known with a doubled overprint.

**Kiwipex 2006:** This was held to mark the Centenary of the 1906 Christchurch International Exhibition. Amongst several fundraising souvenirs produced by the Kiwipex 2006 organisers, 500 x \$4.50 stamp booklets (containing 10 x 45c self-adhesive 1d Claret Christchurch Exhibition stamps issued to celebrate the sesquicentenary of New Zealand's 1<sup>st</sup> postage stamps) were overprinted with KIWIPLEX 2006 in blue ink on the front cover, see Figure 23, and details (in silver ink) of the exhibition on an inside flap.



**Fig 23** 2005 Sesquicentenary of New Zealand Stamps KIWIPLEX overprinted stamp booklet.

These were sold at \$10.00 each mint or used, and \$12.00 as first day covers (where a booklet was affixed to a souvenir envelope and cancelled on 1 July 2005 in Christchurch). A couple of printing trials are known where the KIWIPLEX 2006 rubric is incorrectly positioned, or not at all.

**Timpex 2009:** The next New Zealand national stamp exhibition held in The Mainland was in Timaru in 2009. Canpex Inc. (the organisers of Canpex 2000 and Kiwipex 2006) supported Timpex 2009 by producing philatelic souvenirs. One such souvenir was the issue in May 2008 of two different coloured stamp booklets, one in cream and the other in pale blue, see Figure 24. Each comprised a block of four of the \$1.50 bronze coloured Circular Kiwi stamp with Timpex and 17 – 19 October 2009 overprinted on the stamps' selvages.



**Fig 24** 2009 a Timpex 2009 stamp booklet.

The cream coloured booklets comprised a block of four affixed by the left sheet selvedge. The pale blue coloured booklets comprised a block of four with [www.nzstamps.co.nz](http://www.nzstamps.co.nz) within an oval (from the sheet's gutter) affixed by the right sheet selvedge. 200 of each booklet covers were produced. The Timpex 2009 stamp booklets were sold for \$40.00 a pair.

## Summary

Since 1901 New Zealand has seen the production of numerous stamp booklets. Many were produced for New Zealand's official postal service providers (the New Zealand Post Office, New Zealand Post, Pete's Post and DX Mail etc.) and were available through various retail outlets at face value during their on sale period, and later via stamp dealers. However, during the past 40+ years various unofficial New Zealand stamp booklets have been produced, some with the compliments of various organisations, some for discounted sales at dairies and petrol stations etc., some by New Zealand Post (and others) for sale at face value, and some by philatelic organisations for fundraising purposes.

Booklet collecting is not necessarily cheap, but they do add diversity to any collection and/or exhibit. All the unofficial New Zealand stamp booklets described above were produced in much smaller numbers than those for general issue by the likes of the New Zealand Post Office and since 1987 by New Zealand Post, yet how easy are they to acquire?

Admittedly, some of the unofficial New Zealand stamp booklets produced by philatelic organisations are relatively easy to acquire, but many of the unofficial 1998 Health and Christmas stamp booklets are not common and their survival rates must be very low. The latter were produced by New Zealand Post and sold at face value over their counters. As such, they should command listings in major stamp catalogues. The unofficial discount and complimentary stamp booklets are similarly difficult to acquire because they were essentially intended to be used by Joe Public. Their survival rate is also very low.

These unofficial stamp booklets are very collectable, and, in many ways, it is hunting for the elusive items such as those detailed above that makes stamp collecting more enjoyable.

**David Smitham**

## Acknowledgements:

Thanks go to Robert Garrity, Robin Gwynn, John Mathison, Steven McLachlan, Graham Muir, Val Palenski, Brian Rumsey, John Watts and Don White for their help with information and/or illustrations for this article.

## References:

- 1 14 May 1998 circular to NZ philatelic societies.
- 2 1998 New Zealand Post Health Stamp cover action plan.



© Mowbray Collectables 2019. May not be reproduced or used without written permission.

Mowbray Collectables, Private Bag 63000, Wellington 6140, New Zealand, ph +64 6 364 8270  
email [auctions@mowbrays.co.nz](mailto:auctions@mowbrays.co.nz), website [www.mowbraycollectables.com](http://www.mowbraycollectables.com)