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Date	2016 / 2017 Programme	Display
17 October 2016	Ian Sadler	Indian Princely States
	George Speirs	Miscellany
14 December 2016	Members Exhibition	Up to 10 A4 pages
20 February 2017	TBA	TBA

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William Farrer first day cover correctly uprated to 1 shilling and 6 pence for airmail to Iran.	
Indistinct Arabic markings on front and back indicate actual airmail carriage.	

Editorial

Tony Lyon

This issue is the first that will be sent electronically to those who have decided that this is the means of receiving. A great advantage is that the whole journal is in colour. Nor are you waiting for snail mail! So there are benefits.

At the AGM held in August the usual suspects were re-elected to the council. This of course is not ideal as we are all aging and it is desirable to have others chip in and help run this terrific society. If you would like to ensure the long term viability of the APS please talk to someone on the council and you could be seconded. It is very difficult today to find people willing to serve but it is necessary for longevity.

Don't forget the members meeting on the 17 October 2016. Ian Sadler is displaying Indian Princely states, while George Speirs display is entitled miscellany. Anyone who has been privileged to view other displays by George will not be disappointed. Both displays will be worth viewing.

Ian Sadler's Part two "Japanese Conquest and Defeat in WWII" is published in this issue.

The 14 December meeting features a members exhibition of up to 10 A4 size pages. This is for all members to participate. It may be the beginnings of a display or a small collection that there is not enough material to make a one frame display. There are many subjects that fit this criteria. Why not give it a try?

Well I must get this away so!

Ciao for now.

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1. maintain a current membership list;
2. inform members about the Society's activities;
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Hobart and Kimberley

Ian Cutter

Even the scruffiest item may be worth a second look.

This cover attracted attention because it had been cancelled twice at Hobart. If we are to believe the datestamp, each occasion was on, or close to, 8-PM on 29m August 1950. Close examination of the date and time impressions suggests that they could well be identical, but the slogans are obviously different. So, the question arises "Were there two machines identified as "3" in operation simultaneously, or was there only one machine where the slogan was changed between the two passages of the cover?" [I don't know the answer.]

There are two handwritten notes on the cover. One in red ink could be "Unknown []" but it is hard to make out any more than that.

The other in blue pencil is the clear advice to "Try Kimberley". This seems a reasonable effort to interpret the address, which is written in a script which is attractive to look at but difficult to read. Kimberley is a locality between Sheffield and Deloraine in the north-west of Tasmania.

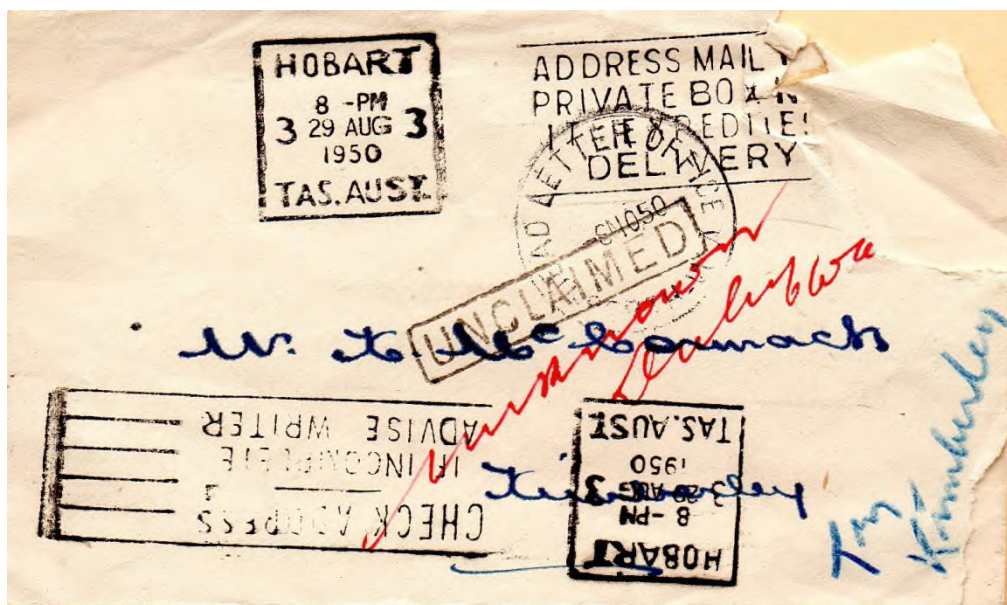
These efforts to help were in vain, as witnessed by the "UNCLAIMED" marking and the Dead Letter Office CDS. This CDS is clearly dated 6NO50 but the lower part of the lettering is difficult to make out. So, the question arose, "What was the envelope doing between 29 August and 6 November?"

The answer is probably, in part, "travelling". On the back of the envelope the Return to Sender label re-directs the item to Tattersalls / Hobart / Tas. This printed label is "FROM / DEAD LETTER OFFICE / PERTH."

Now, working backwards, a very close examination of the CDS confirms that it is indeed from the "Dead Letter Office Western Australia." It seems that the original unclear address was correctly deciphered, but was then actioned by somebody who knew Kimberly only as a district of Western Australia, and sent the letter off in that direction.

With this piece of information we can revisit the red ink message; it now looks quite likely to be "Unknown / Derby / WA."

Perhaps the calligraphy of the person who addressed the envelope has generated more material of interest to the postal historian?

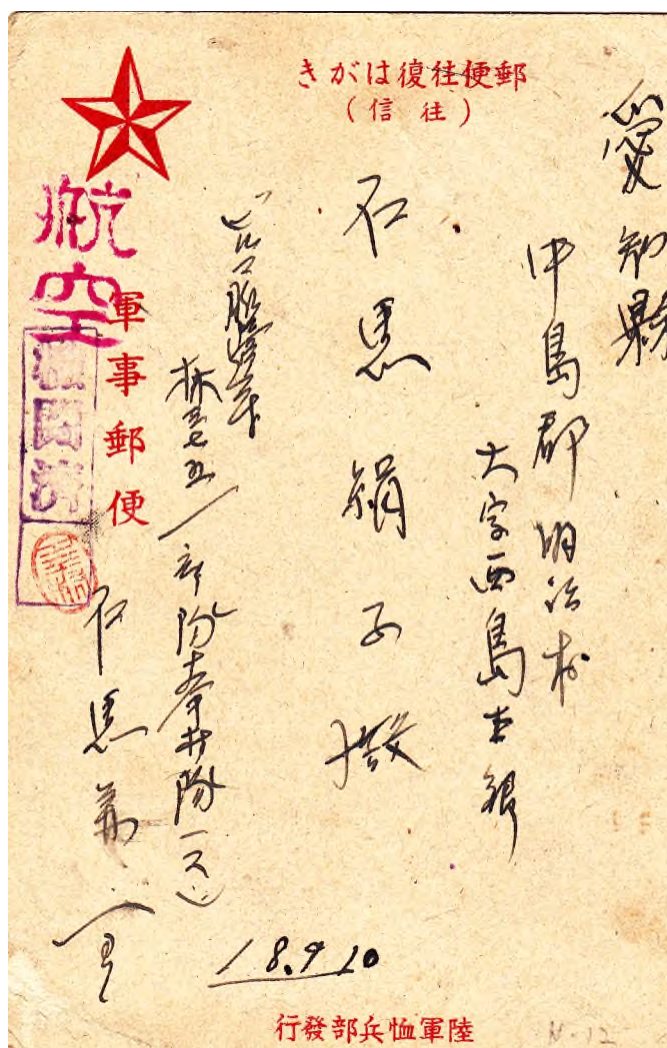


Japanese Conquest and Defeat in World War II

2. More Conquest and Sea Battles

Ian Sadler

The first article covered Japanese capture of the Philippines, Hong Kong and Malaya by February 1942 (AJP Jun 2016). Meanwhile, Japan invaded Thailand, which then allowed troops to transit through its country to Burma. Japan aimed to conquer Burma to sever the last land route for allied supplies to China. The Japanese 15th Army conquered most of Burma from British and Indian forces during January to May 1942. It then proceeded to construct the Burma-Thailand railway rapidly, using about 100,000 POW's and Asians as slave labour. Huge numbers died in the process.



Red star airmail military card from soldier Ishiguru in the 'Hayashi' unit in north Burma to his wife in Nagoya, Japan.

The purple box with 3 characters means 'censored' and the censor's red chop is possibly 'Sumita' (Tett, 2005).

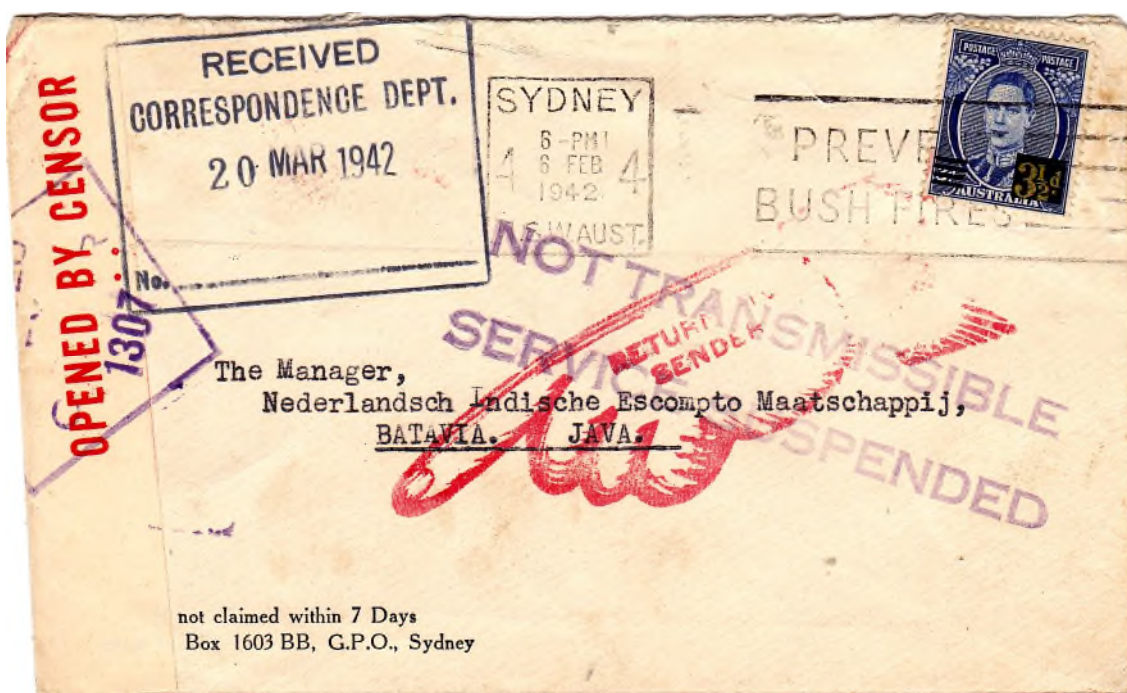
The date sent '18.9.10' means the 10th of September in the 10th year of the Showa period, 1943

Next the Netherlands East Indies are invaded

Before Allied forces surrendered Singapore, the Japanese launched successive operations through northern and central Netherlands East Indies. Firstly the northern Celebes was invaded by paratroopers in mid-January (see postcard on next page). Then the Japanese strengthened their position in Borneo and the Celebes and seized the stepping stones to Java, Amboina, Sumatra, Bali and Timor. This enabled them to land during the night of February 28th in both eastern and western Java. The Allied forces surrendered on March 12th. This caused a cover from Sydney to Batavia to be 'returned to sender' (see illustration on next page).



Unused propaganda PC shows Japanese paratroops invading Sumatra.

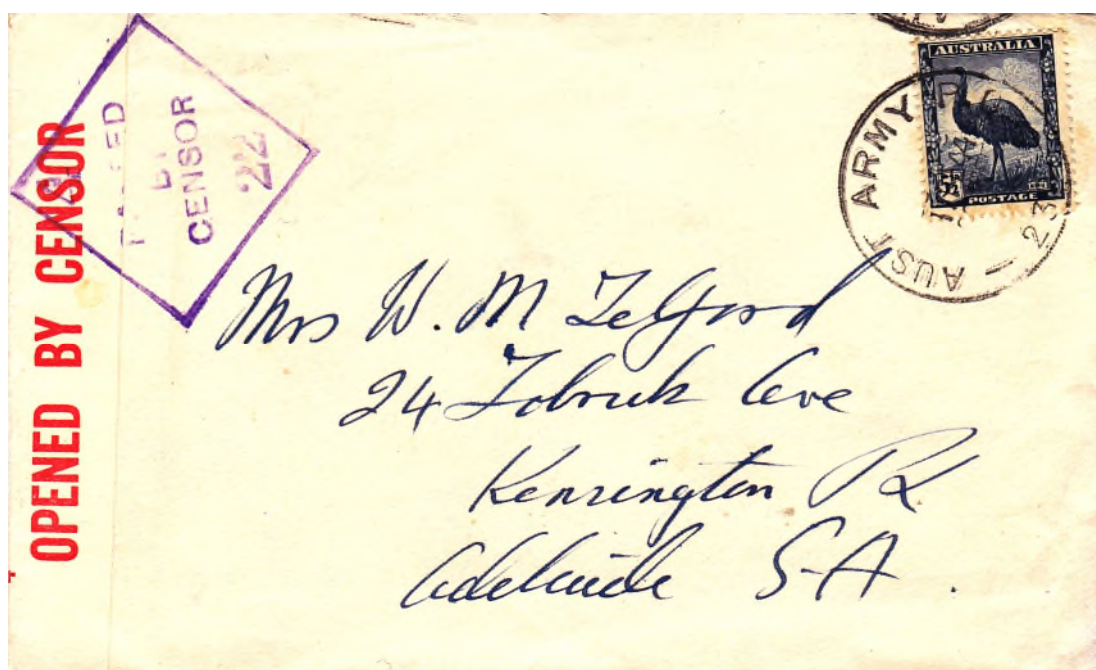


Letter posted in Sydney on 8th February 1942 by the National Bank. It was presumably delayed by the censor, and was unable to proceed to Batavia, Java. It was marked 'Not transmissible, service suspended' and also with a red hand 'return to sender'. It was received back by the Bank on 20th March.

The Allied evacuation of Sumatra and Bali enabled 130 Japanese planes to bomb Darwin on February, 19th, 1942. Lack of warning led to 240 deaths, six ships sunk and 23 aircraft lost (refer first cover on next page). As a result almost all civilians were evacuated from Darwin for the rest of the war. The lower cover on the next page is a rare one from an electrical engineer in Darwin to Adelaide in 1944.



This first day cover, remembering the 50th anniversary of the bombing of Darwin, shows that raid (top left stamp) and allied planes and ships in the Battle of the Coral Sea (top right).



Scarce cover from civilian Engineer with Works Council in Darwin, paying full postal rate. Cover censored with Adelaide tape and cachet, to his wife in Adelaide in April (?), 1944.

Naval Battles

A crucial part of the Pacific war was battles at sea. These are hard to portray as there is little contemporary philatelic material and Allied letters do not identify the ships from which they are sent, for security reasons. The Japanese entered the war with a strong navy and a moderate merchant navy with limited ability to build replacements. Their losses were therefore a major contribution to their eventual defeat. Allied Forces were commanded by Admiral Chester Nimitz.

The Battle of the Java Sea was fought between Japanese cruisers and destroyers and Dutch, Australian and American warships in late February, 1942. Japan gained an overwhelming victory, sinking two cruisers and three destroyers. The cover shown is from an Australian ship which probably took part in this battle.



This dumb cover from an Australian ship was posted and censored (tombstone censor) in January, 1942 using Malayan stamps. Its destination was Queensland.

The battle of the Coral Sea occurred because Australian Commander Rochefort decoded a Japanese signal that they were going to land in New Guinea and seize the airport at Port Moresby (Beavor, 2012). On May 3rd a Japanese force landed on Talagi in the Solomons. American Vice Admiral Fletcher sailed north west on hearing that another enemy force was heading for Port Moresby. Aircraft from the USS Lexington sighted the Japanese carrier Shohu and sank her (Refer right-hand stamp below).



Lockheed bomber used in Defence of Malaya and Ambon



Kittyhawk Fighter flown from Darwin to defend Java, February, 1942



Grumman Torpedo bomber used in Battle of the Coral Sea, May 1942

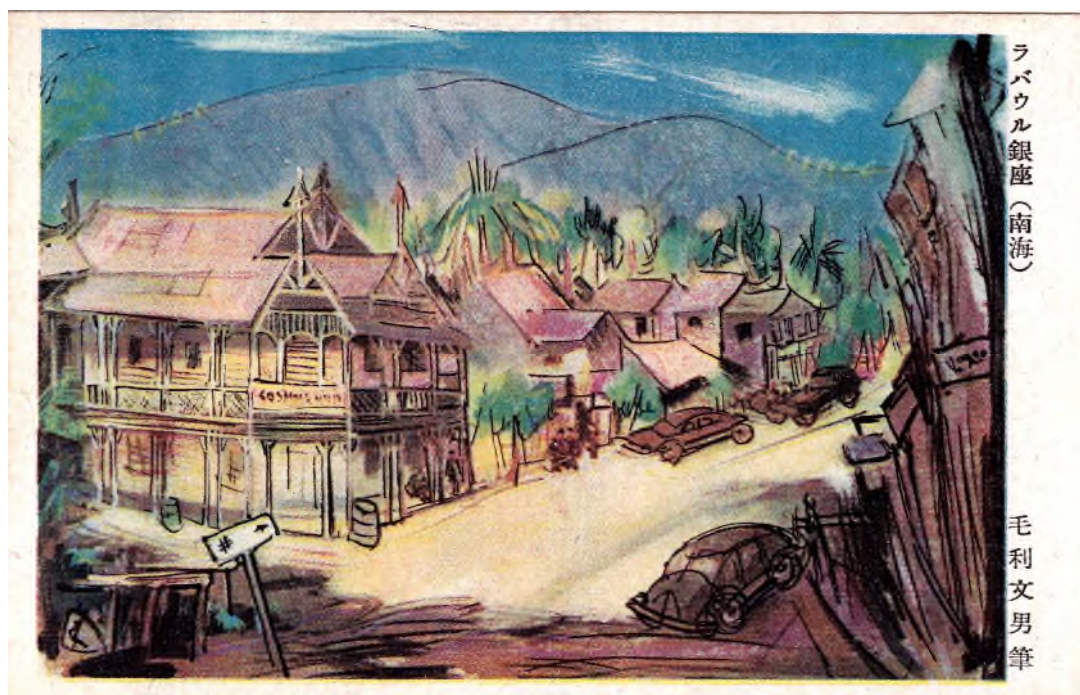
On May 8th the United States and Japanese carriers launched strikes. 'Yorktown's' aircraft damaged the 'Shokau', whilst the Japanese hit both the 'Lexington' (which later sank) and the 'Yorktown'. The Japanese, unable to protect their invasion fleet, withdrew from their objective of Port Moresby. The Coral Sea battle was a partial success for the Americans since it prevented a landing. This was the first battle in naval history when the opposing ships never saw one another.

Partial Occupation of Papua New Guinea.

The Japanese quickly conquered most of New Guinea, including Rabaul on January 23rd 1942, but they never reached Papua, in the south, due to the dogged resistance of Australian troops. Consequently the pre-war stamps remained on sale and no occupation stamps were issued.



Peaceful life in Rabaul, New Britain six months before the war. Censored postcard to Melbourne.



Japanese propaganda postcard of Rabaul, New Guinea.

The Japanese proceeded to land on New Guinea itself, but they never managed to cross the Kokoda Trail to conquer Papua and Port Moresby. The stamp below shows the area conquered by Japan.



Map of Papua New Guinea. The darker shaded area is, roughly, the extent of Japanese conquest.



Censored airmail cover from Salamaua, on the New Guinea coast, to New South Wales. Date believed to be 6 August 1944, when FPO 166 was there, confirmed by the Australian stamp issued in December 1941.



Japanese propaganda post card showing two heavily clad Japanese sentries in the Aleutians, in the far north Pacific Ocean.

筆行浩安光 (畫戰) 壁鐵

With the conquest of northern Papua New Guinea and the Aleutians (in June, 1942), the Japanese reached their furthest limit.

The next (third) instalment of this series will examine the Japanese occupation of all these Asian territories and the fate of the prisoners of war.

Palestine Pictorials

3mm “Printed Matter” and “Commercial Papers” rate – up to 50gms**

Overseas

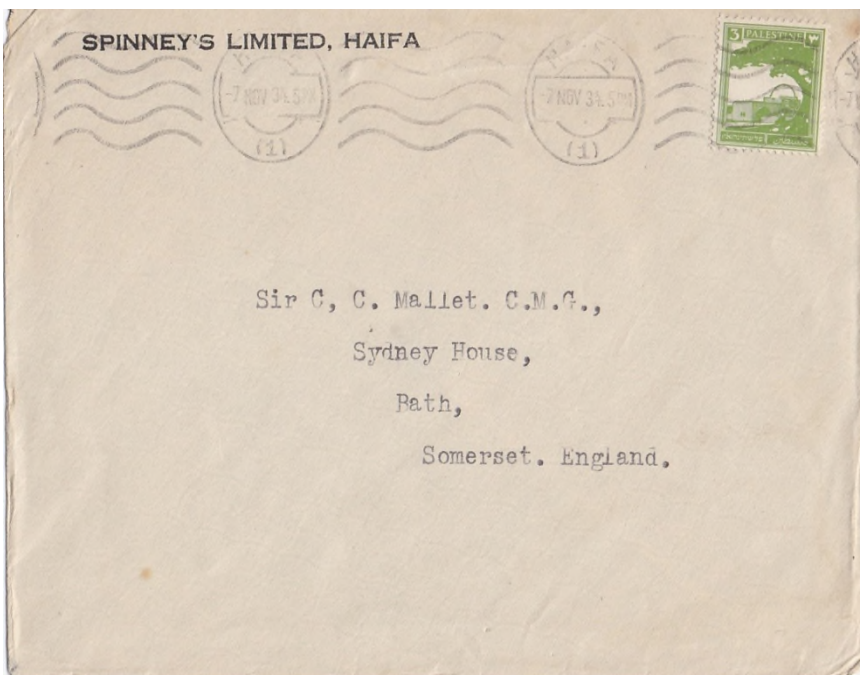
**Minimum 100gms, 1.6.32 Minimum 250Gms and 1.7.43 Minimum 200gms when Applied to Commercial Papers.

Period from 1.12.28 – 30.06.43

Printed Matter

This is the first part of a display presented at the June members meeting of the Australian Philatelic Society. It begins with printed matter examples.

The printed matter rate for overseas mail was 3 mils from 1.10.1921 to 30.6.1943. The 3mm as well as the 13mm (surface rate) were the first two stamps issued on 1 June, 1927 in the Pictorial series.



Printed Matter Haifa machine cancel dated 2 NOV 34 [Proud M1 usage 12.8.25 to 1.12.36] cancels a 3mm green vertical ribbed paper.

Addressed to Bath, Somerset, England - Sir C. C. Mallet C.M.G. was a retired diplomat.

Printed Matter posted at Jerusalem where a slogan cancel, “Buy Jaffa Oranges and Grapefruit” in English, French and German was applied.

Dated 22 MR 1938 [G&S F7 usage 28 JA 36 to 19 OC 40] cancels a 3mm green vertical ribbed paper.

Addressed to Lansdowne, PA, USA.



When war broke out there were certain restrictions placed upon the sending overseas of printed matter requiring a permit as the note below explains.

NOTICE.

DEPARTMENT OF POSTS AND TELEGRAPHS.;

Censorship

It is notified for, information that the following arrangements have been made to enable the public to send printed papers to places abroad. These arrangements apply only to firms, institutions and persons who are not already in possession of permits or for whom no special arrangements have been made.

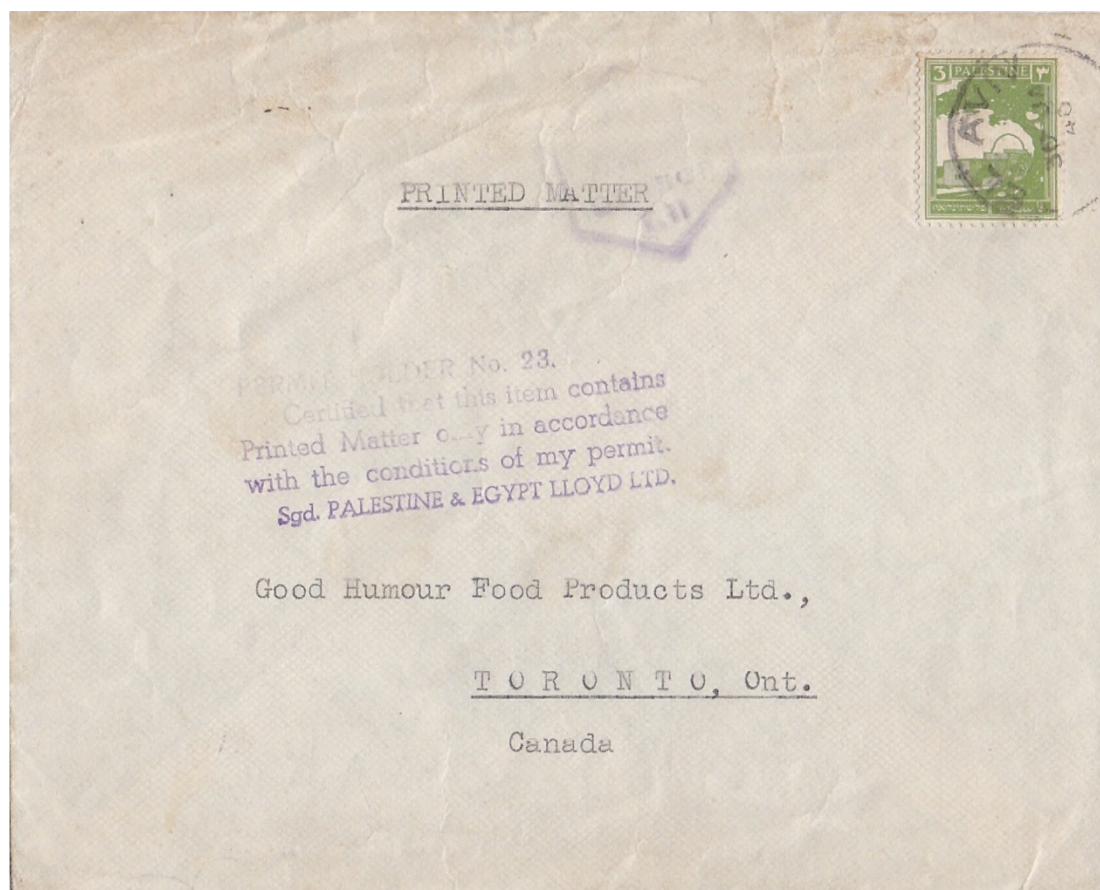
1. For the definition of printed papers, see • page 55 of the Palestine Post Office Guide, 1939. In regard to the sending of engravings, photographs, pictures, drawings, plans and maps to places abroad, it should be noted that they must be only of places or individuals with a purely local or personal interest. Engravings, photographs, pictures, drawings, plans or maps of ports and harbours, railway or pipe: lines, military or police units, military or police equipment or military or police constructions and aerial views of Palestine will not be accepted for transmission to places abroad.

2. Firms and individuals desiring to send printed papers, at printed matter postage rates, to places abroad should send such items through one of the following permit-holders: —

At Jerusalem - THOS. COOK AND SON, Julian's Way. THE PALESTINE AND EGYPT LLOYD LTD., Princess Mary Avenue.

At Haifa - THOS. COOK AND SON, Kingsway. THE PALESTINE AND EGYPT LLOYD LTD., Kingsway.

At Tel Aviv - THE PALESTINE AND EGYPT LLOYD LTD., Palatin Building. Arrangements will be made for Jaffa in due course. *The Palestine Gazette. No 941. Thursday 28th September 1939*



An example of a Printed Matter item sent through licensed permit holder Palestine & Egypt Lloyd Ltd., Permit Holder No 23.

It is postmarked Tel Aviv 30 JA 40 [Proud D36 usage 19.8.36 to 4.7.41] cancels a 3mm green vertical ribbed. It is addressed to Toronto, Canada. Censored and a faint hexagonal censor cachet applied at Tel Aviv.

A further notice was published in the Palestine Gazette. No 998, Thursday 4th April, 1940 clarifying what was required in regard to wrapping and postage stamps.

NOTICE.

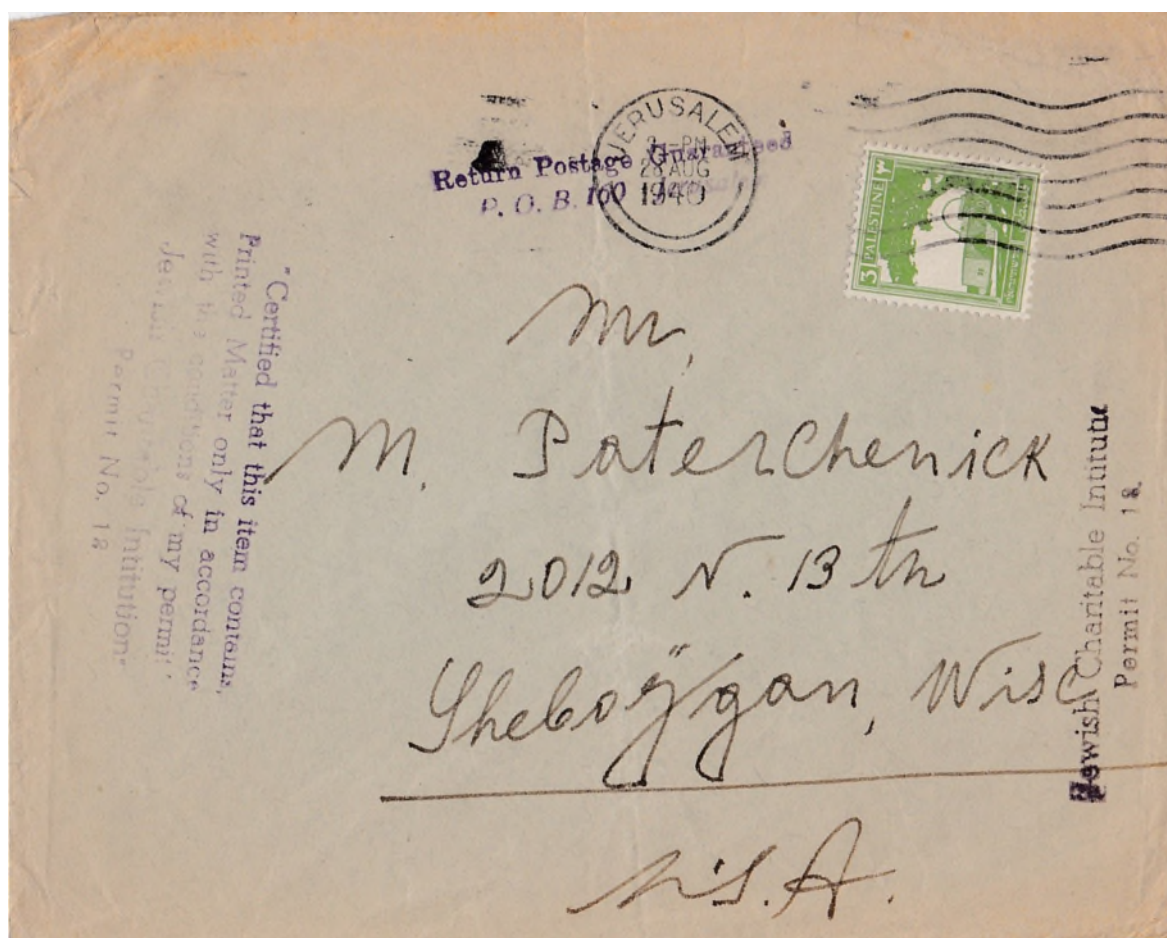
DEPARTMENT OF POSTS AND TELEGRAPHS.

Despatch of Printed Matter abroad.

It is hereby notified for information that persons and firms wishing to despatch printed matter abroad through licensed permit holders e.g. MESSRS. THOMAS COOK and SON or the PALESTINE EGYPT LLOYD should present the articles to the permit holder unwrapped.

They should, however, take the wrapping and postage stamps in the amount necessary to cover the postage together with the article for despatch to the permit holder's premises where the packing should be done.

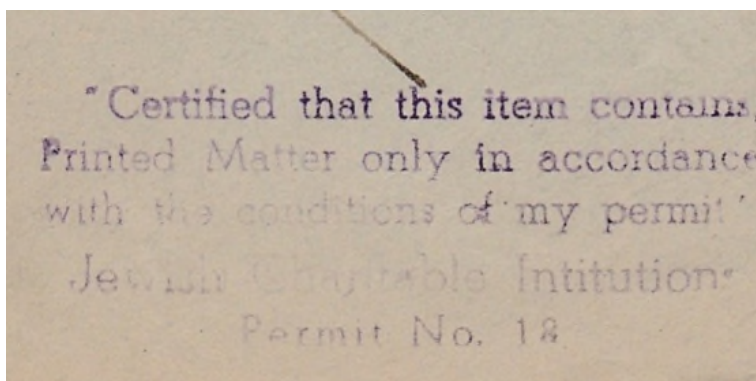
Palestine Gazette. No 998, Thursday 4th April 1940.



"Certified that this item contains Printed Matter only in accordance with the conditions of my permit"

Jewish Charitable Institution Permit No 18

Postmarked Jerusalem machine cancel 28 AUG 1940 [G&S F5 usage 4 DE 35 to AP 48] cancels a 3mm green vertical ribbed. It is addressed to Sheboygan, WI, USA.



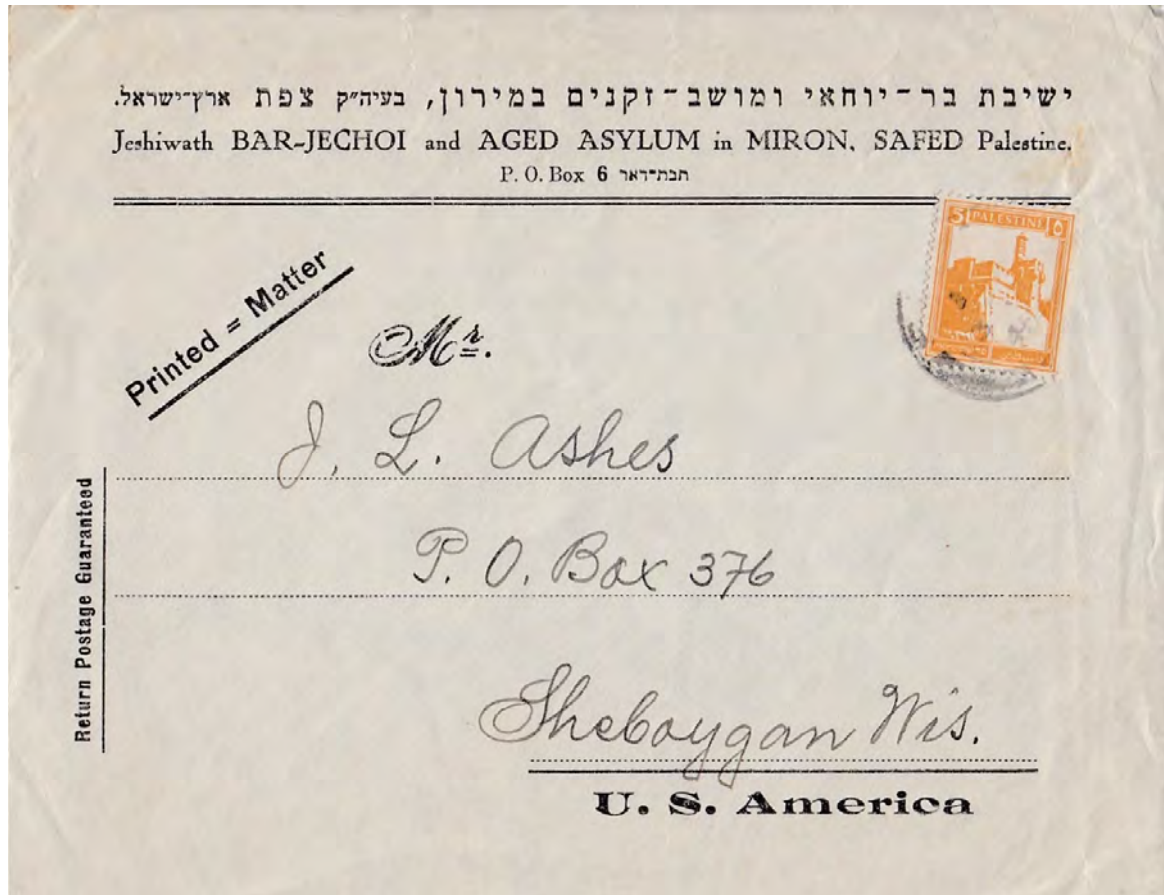
5mm "Printed Matter" and "Commercial Papers" rate – up to 50gms**

Overseas

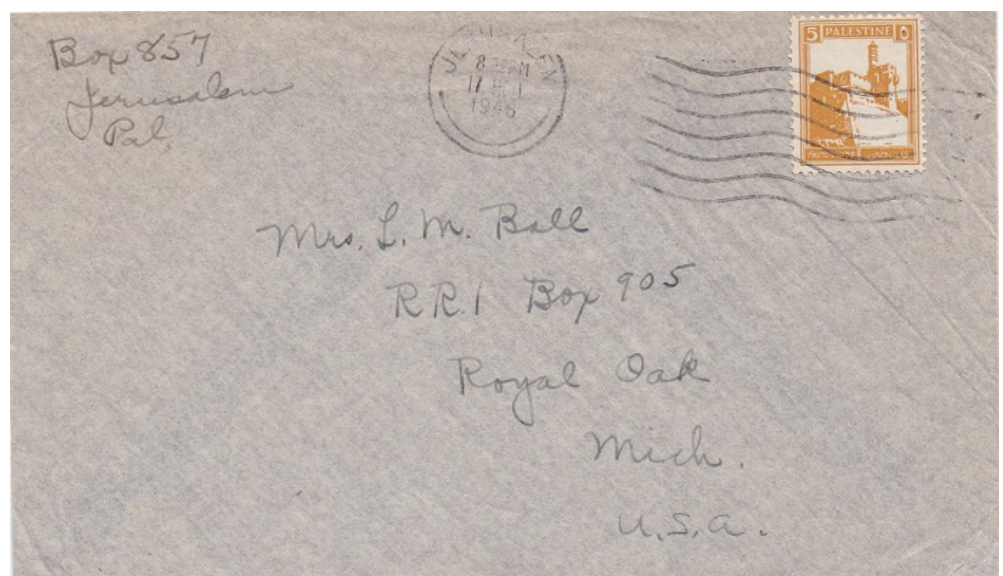
**For commercial papers: Minimum 200g (20mm)

Period from 1.07.43 –
14.05.48

The printed matter rate for foreign mail was increased to 5mm from 1.7.1943



Printed Matter posted at Safed 3 JY 45 [Proud D5 usage 2.1.36 to 5.2.48] cancels a 5mm orange Wove Paper perf 14 x 15. The cover is addressed to Sheboygan, WI, USA.



Printed Matter sent from Jerusalem 17 Mr 1946 and a Jerusalem wavy lines machine [Glassman & Sacher G&S F5] cancels a 5mm orange wove paper.

Addressed to Royal Oak, MI, USA.

The Colonial Wrapper: Confirming Colonial Commerce

Dr. John K. Courtis FRPSL, acapjaic@friends.cityu.edu.hk

There is now a growing corpus of literature that demonstrates the association between Australian colonies' country newspapers, post office postal stationery wrappers and advertising during the last two decades of the C19th (Courtis 2016, 2014, 2012, 2003, 2004). Awareness of this linkage arose in seeking to understand why so many post office postal stationery wrappers of Australian colonies are extant and why they bear such diverse country town postmarks. The connection seems obvious now because newspapers were the major source of advertising. From the newspapers perspective their economics depended upon advertising revenue. Prior research has shown that country newspapers in Victoria, South Australia, New South Wales and Queensland printed advertising on behalf of advertising agencies located in London and elsewhere. Clients lodged orders with agencies such as Bates, Hendy & Co. and Clarke, Son & Platt located in London (Courtis 2016). These agencies arranged on behalf of their clients (usually through Gordon & Gotch, Melbourne) for advertising to be placed in colonial country and city newspapers (not only in Australia) to advertise client's merchandise and services. As proof that the advertisement had been printed the country newspaper sent a copy of the actual newspaper either directly to the agency in London or indirectly via Gordon & Gotch (G&G) in Melbourne or Sydney as well as to a number of locations where the newspaper could be examined by interested parties.


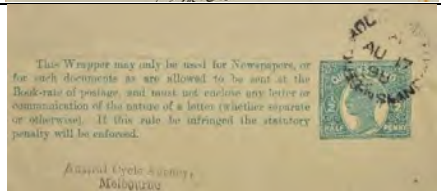

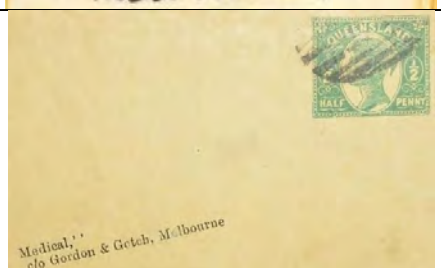
Hundreds, perhaps thousands of post office wrappers addressed to G&G, Reuters Advertising Agency, Australian Advertising Bureau and the Exchange Advertising Agency, to name but some, were sent from many country town newspapers. In the 1880s and 1890s country newspapers were usually of four pages and contained much advertising, with a good portion appearing on the first page. This was an era well before television when newspapers were read thoroughly. The wrappers became filed along with the newspaper and were dated as de facto source documents providing evidence that the client's advertising order had been fulfilled. Somehow these wrappers have made their way onto the philatelic market, most likely as a consequence of business archival clear-outs. The wrappers were saved from destruction and hoards have been acquired from time-to-time, broken up for individual sale on eBay and elsewhere, and with few exceptions they have been bought by collectors for their postal history postmark interest.

The Eureka moment about this commercial confirmation linkage arose when my research collaborator found (Professor) Holloway advertising in a Maffra country newspaper, traceable from the postmark date and the identification of the advertiser's name on the wrapper (Courtis 2003,2004). Only infrequently will the address on a wrapper to G&G reveal the name of the merchandise that was the subject of the advertisement. When it does appear, however, a readable postmark can be a vital clue in tracing the name of the local country newspaper of that time. From there it is a matter of searching the advertisements of that newspaper on or just prior to that date to find the client's advertisement. This research process is straightforward in theory but in practice it often cannot be accomplished because not all country newspapers for the period in question are extant, or available for digital search on Trove. Moreover, the newspapers that are on-line for research are not exhaustive (e.g., missing years or only certain days of the month have been digitized). Nevertheless, some examples have enabled successful investigation. The purpose of this paper is to identify and discuss further evidence about this commercial linkage.

Several hundred wrappers of Victoria (E15, using Higgins & Gage catalogue "E" numbers), South Australia (E3) and Queensland (E1) have been listed for sale on eBay since January 2016. The source of these wrappers are hoards purchased some years ago from a German dealer by Jan Kosniowski who is compiling the forthcoming catalogue of newspaper wrappers of the whole world. While copying the images of these wrappers to the author's database of used post office postal stationery wrappers - which have been hand-collected daily from eBay listings for the past 12 years - a question arose as to what, if any, additional information has come to light from these hoards. After identifying wrappers with specific names of merchandise the author examined the full database and found 42 wrappers of Australian colonies with product names other than the ubiquitous "Professor Holloway" of Holloways pills and ointment. A representative selection of those with readable postmarks are listed in Table 1.

Table 1: Colonial Wrappers addressed to G&G, Melbourne with Product Names

Product	Colony	Postmark Details	Cropped Image
AYER	NSW	WILLCANNIA JA 13 1894 (Sole example of a NSW wrapper with product name & addressed to G&G, Melbourne).	
AYER	South Australia	ADELAIDE SE 23 93 (Two other examples: ADELAIDE JA 3 94 & mute ADELAIDE)	
AYERS alternative spelling	South Australia	DARWIN N.T. AU 7 95	
Ayre alternative spelling	Queensland	BRISBANE 6 JU 95 (similar wrapper BRISBANE 16 JU 95 & five wrappers with unreadable, starburst or GPO parcel roller, none dated)	
Ayer	Victoria	STAWELL JA 27 94	
Ayer	Victoria	HORSHAM SE 19 93 Other Ayer wrappers: KERANG MY 22 92 & AU 1 93; NHILL OC 27 97; CAMPERDOWN AU 12 93; PORT FAIRY SE 4 93; TRALAGON JY 21 93; STAWELL JA 27 94; WANGARATA AU 19 93	

WATERBURY	Victoria	COBRAM JA 24 96 (Others: STEIGLITZ NO 4 94; BRIGHT MR 27 96)	
AUSTRAL	Queensland	ROCKHAMPTON AU 17 98; also ROCKHAMPTON AU 30 98 and AU 30 98	
CHIPMAN	Victoria	MORTLAKE JY 3 97 (Also: LILYDALE DE 18 96; MOOROPNA SE 24 96; MELBOURNE 9L SE 2 97 & undated numeral 90; two mute ADELAIDE)	
MEDICAL	Queensland	Appears to be an undated horizontal Brisbane barred killer; insufficient evidence exists to analyse this further in this paper	

Ayer's Sarsaparilla

Of the 42 wrappers identified with the name of merchandise c/o Gordon & Gotch, Melbourne, 25 show the name "Ayer". It appears on 13 wrappers from Victoria, seven from Queensland, four from South Australia and one from New South Wales. To demonstrate the linkage between wrapper and advertising a wrapper will be examined from Victoria postmarked CAMPERDOWN AU 12 93 and addressed c/o Gordon and Gotch, Melbourne. This wrapper is shown as Illustration 2a. The relevant newspaper was traced to the *Camperdown Chronicle*. A search of the four pages of this newspaper on August 12 1893 revealed the presence of an advertisement for Ayer's Sarsaparilla. It is often difficult to copy a clearly readable image of the exact advertisement from a digitized page of an 1893 newspaper. However, a Google search revealed many similarly worded advertisements with testimonials about the alleged curative powers of Ayer's Sarsaparilla and two examples are shown as Illustration 2b.

Touted as a blood purifier, Ayer's Sarsaparilla advertisements appeared on extant wrappers bearing postmarks from country newspapers in Kerang, Gisborne, Nhill, Benalla, Port Fairy, Horsham, Traralgon, Stawell and Wangaratta in Victoria; in Brisbane, Queensland; in Adelaide, South Australia, and in Darwin, Northern Territory. The geographical range is extensive and is testimony to the marketing prowess of some companies. The extravagant medicinal properties were heralded with the caption: "a great sufferer from general debility and weakness says Dr Sayer's Sarsaparilla saved her life".

Illustration 2a: Victorian Wrapper E15 bearing “Ayer”

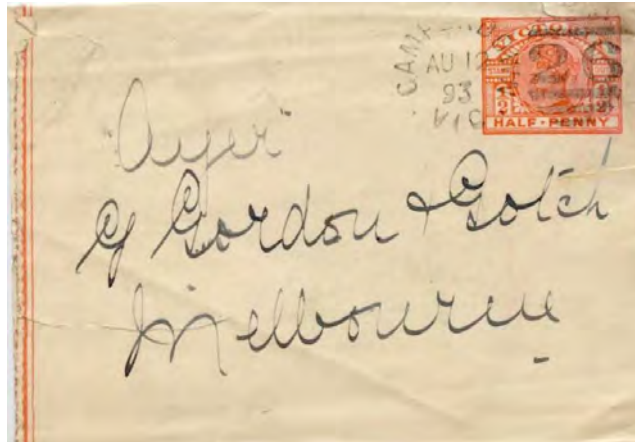
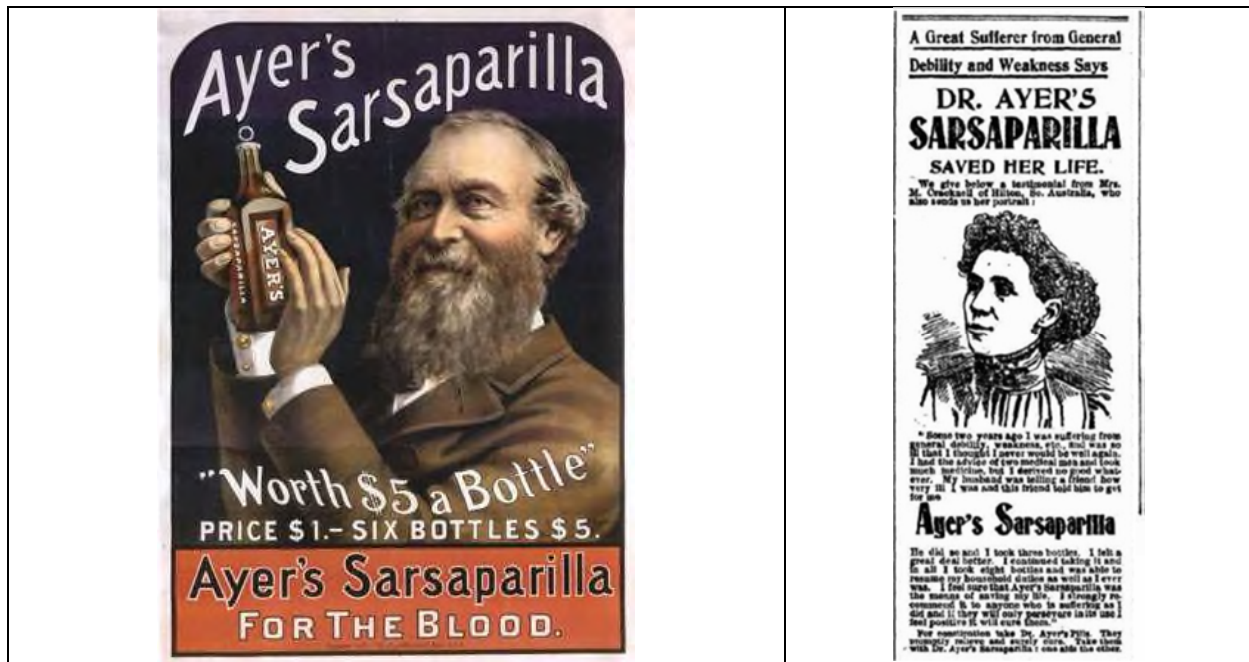


Illustration 2b: Advertisements of Ayer's Sarsaparilla



Insectibane

“Insectibane” appeared on a single wrapper from South Australia, postmarked with a square circle KOORINGA JA 13 92 and addressed c/o Gordon & Gotch, Melbourne. It is shown as Illustration 3a. The newspaper that served this region was the *Burra Record*. For 1892 the *Burra Record* is digitized, but only for selected days in January 1892. The exact date was not found, but on 27 January 1892 an advertisement appeared for Insectibane thereby confirming a link for this between a country newspaper and Gordon and Gotch.

Insectibane is advertised as the only effective insect destroyer. The advertisement shows a can of the product and a range of insects that have succumbed. The sole proprietors are given as Rocke Tomsitt & Co. of Melbourne with South Australian agents Jacobs, Hart & Co., Adelaide. Google images provide a modern photograph of this old can. The relationship to Jacobs, Hart & Co. is odd at best for this firm is known for its smoking pipes and tobacco tins. The most plausible connection is that they were responsible for obtaining suitable cans for the product. Rocke Tomsitt & Co. were wholesale druggists and manufacturing chemists at 292 Flinders Street, Melbourne. This example is a case where a local

product was manufactured and sold and Gordon and Gotch, Melbourne collected the relevant newspapers on behalf of the client Rocke, Tompsitt & Co.

Illustration 3a: Insectibane on South Australian Wrapper E3



Illustration 3b: Advertisements for Insectibane



Waterbury Watches

There were four wrappers bearing the word "Waterbury", all wrappers from Victoria: Cobram, Steiglitz, Bright, and Corryong, which is examined further (see Illustration 4a). The postmark CORRYONG JN 5 95 enables tracing of the relevant newspaper at that time to the *Corryong Courier*. An on-line search of this newspaper for the date of the postmark revealed an advertisement for *Waterbury Watches*.

The digitized advertisement included the following wording. "The WONDERFUL WATERBURY an astonishing modern invention. The watch for the people – a marvel of cheapness, strength, accuracy and elegance secured at small cost". Under the heading 'The Timekeeper of the day defies competition' the wording reads: "the sale of the celebrated Waterbury Watches in Australasia has been of such a phenomenal character, and they have made such a palpable hit among all classes of the community that the Waterbury Watch Company has decided to extend its already large business throughout these colonies". Then follows several paragraphs of testimonials, ability to be repaired at minimal cost and guarantees. Prices range from 13/6 to £5 5/- with watches for ladies, gentlemen and youngsters and made in nickel, silver and rolled gold. The Office and repair depot is given as 29 William Street, Melbourne. The digitized advertisement in the *Corryong Courier* is too blurred to include here, but similar

advertisements appearing in other newspapers are shown in Illustration 4b. Is it worth observing that Waterbury is a US company and a subsidiary of Ingersoll, a big US engineering operation.

Again a linkage has been found between the postmark information on a Victorian wrapper mailed from a country town and the advertisement of a product mentioned on the wrapper.

Illustration 4a: Waterbury on Victorian E17 Wrapper

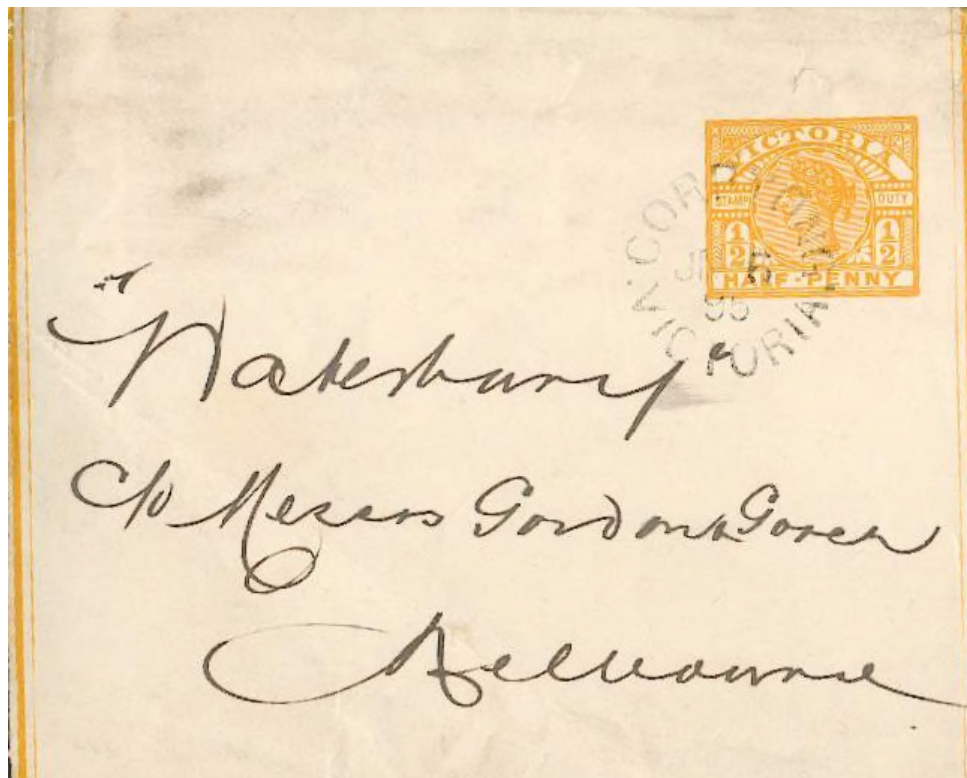


Illustration 4b: Advertisements for Waterbury Watches

POPULAR WATCHES AT POPULAR PRICES!

The Waterbury Watches

Have established for themselves an enviable reputation as ACCURATE, RELIABLE and INEXPENSIVE TIMEKEEPERS, and are unsurpassed for practical use by any other low-cost Watch in the world.

Series "E."—The old, long-winding favourite. Correct time for little money. Price, 13s. 6d.

Series "J."—For Gentlemen. Short wind, stem set, with enamelled dials and seconds hand. Price, 22s. 6d.

Series "L."—For Ladies, similar to Series "J," but smaller and without seconds hand. Price, 22s. 6d.

Series "K,"—For Gentlemen, and "N" for Ladies—the new productions of the Waterbury Watch Co. In Nickel, Sterling Silver and Rolled Gold Cases, and at prices to suit the means of all classes. Are unequalled for elegance and accuracy by any other low-cost Watch.

Mr. James Beag, Burenda, Angathella, writes:—"About thirty (30) of your Waterbury Watches have now passed through my hands to different men on this station, and all have given great satisfaction."

Caution.—Every Watch manufactured by the Waterbury Watch Co. bears one or other of the following distinctive marks on the dial, viz.:—The word WATERBURY (in fine type) and the interwoven letters W.W.Co., without which no Watch sold as a Waterbury is genuine.

—C—

Waterbury Watch Co.'s Repair Depot:—56 Margaret St., Sydney.

The "WATERBURY" WATCH

a small new JEWELLED member in the family of

Ingersoll

Ingersoll Waterbury Refillite 23/6 In Presentation Case... 27/-

TWO of watchdom's best known names—Ingersoll and Waterbury—are now linked together. And the result of this union is the new "Ingersoll Waterbury Watch."




A BIT OF INTERESTING HISTORY.

Twenty years before the Ingersoll was brought to the attention of the public, as some of the first designs were made from the early, irregular designs of former days, towards the efficient, deep-pocket watch of the present, ready and reliable to which, though it was, it bore a striking resemblance. It was, however, the result of many months of study and research, and was a most successful and popular design. It was, however, the result of many months of study and research, and was a most successful and popular design.

INGERSOLL WATCH CO. LTD.
No. 10, Broad Street, Birmingham, England. W.W.C. 5.

Austral Bicycles

There are four wrappers bearing "Austral", but only one with the address c/o Gordon & Gotch, Queen Street, Melbourne. This G&G wrapper has the numeral duplex ELMORE SP 9 98 and 50 within 3-bars above/below and side arcs and is shown as Illustration 5a. Tracing this item of merchandise was more difficult because the population of the pastoral town of Elmore was never large enough for its own

dedicated newspaper. Instead it is most likely that the paper read in this town was the *Bendigo Advertiser*. Other clues about Austral came from Queensland wrappers addressed to the Austral Cycle Agency, Melbourne, while G&G was not mentioned explicitly. It is possible that "Austral" and "Austral Cycle Agency" are not one in the same, but there is no evidence that they are different.

Not all copies of this newspaper was available on-line but on page three (last column) of the *Bendigo Advertiser* there is an advertisement from the *Austral Cycle Agency* advising that the company opened a depot in Pall Mall, Bendigo; the date of the newspaper was 28 October 1898, less than two weeks earlier. The advertisement read: "Every purchaser of a cycle from the company will be taught to ride free of charge if they so desire. For the latest models of Raleigh, Coventry Cross, Singer, Star and other English bicycles call at the depot".

There are two important observations from this linkage of Austral and the *Bendigo Advertiser*. First, while the advertisement appeared in the Bendigo paper, a target audience of this advertisement was the readership in Elmore, an area within which the newspaper was distributed.

As proof that the advertisement reached this readership the paper was postmarked from Elmore, not from Bendigo. This is a slightly different situation because the advertisement in the Bendigo newspaper was acknowledged from a reader in Elmore or someone responsible for monitoring advertisements on behalf of G&G.

Second, in addition to the Austral depot's existence in Bendigo, the Queensland wrappers were sent to Melbourne without specific direction to G&G. This terse direction indicates that the post office was experienced enough to take G&G for granted as the intended destination. Even if this is not the case, the linkage between Austral Cycles and advertising in the *Bendigo Advertiser* has been established.

The Austral Cycle Agency first made its appearance in 1896, with the manufactured bike referred to as "Austral" which later became known as "Austral Bicycle". Advertisements linking Austral Bicycles to the Austral Cycle Agency show that it was sold for £16 10s and that it was built at the Agency at 29 Hindley Street. A few years later, in 1906 the price for the Austral Model 3 was £14 10s and the address of a depot was Woodlark Street, Lismore. By 1910 advertisements read "all Austral Cycles are built in our factory. We employ Austral Workmen in all our productions. Invitation to Readers of the *Watchman* to call and see Austral Cycles built. Prices from £8 10s". The address given was 73 Market Street, Sydney.

Illustration 5a: "Austral" on E15 Wrapper of Victoria



Illustration 5b: Austral Bicycle Advertisements

THE AUSTRAL BICYCLE,
BUILT BY
The Austral Cycle Agency
29, HINDLEY STREET.

£16 10s. £16 10s. £16 10s.
GUARANTEED ONE YEAR. CASH OR EASY TERMS.

BICYCLES.	BICYCLES.	BICYCLES.
THE "AUSTRAL."	Model A.	£12 10/-
THE "AUSTRAL."	Model B.	£12 10/-
THE "AUSTRAL."	Model C.	£12 10/-

These Machines are built in Our Own Workshop, and specially adapted for Country Use.
Full particulars,
ALICK McNEIL,
AUSTRAL CYCLE AGENCY.
CYCLES BUILDER & IMPORTER
73 Market-street, Sydney.

Announcement!

The AUSTRAL AUSTRALIA'S OWN CYCLE

Comes to Brisbane



10 YEARS PROVED

See the
MAGNIFICENT DISPLAY

Erasmus Sports Export
Next Monday Dec. 2nd

In other States the "Austral" Cycle has created astounding sales records, and in Queensland it will surely do the same. Every part is designed and manufactured with the most meticulous care.

Own an "Austral"—the cycle of sterling dependability.

Guaranteed for 10 Long Years

LOOK FOR THE MAP OF AUSTRALIA ON THE HEAD

Your Guarantee of Quality and Perfect Workmanship.

EASIEST OF WEEKLY TERMS

BRISBANE SPORTS DEPOT
"Everything Good in Sporting Goods"

Chipman

"Chipman" appeared on five wrappers of Victoria: numeral duplex MOORoopNA SE 24 96 and numeral 805 shown in Illustration 6a; numeral duplex MORTLAKE JY 3 97 and numeral 24 shown in Illustration 1; numeral duplex LILYDALE DE 18 96 and numeral 314; MELBOURNE 9L SE 2 97; and numeral 90 with no other postmark details. All five of these wrappers are c/o Gordon & Gotch, Melbourne. Two other wrappers from South Australia are addressed to Mr. H. S. Chipman, Margaret Street, Sydney. An important question is whether "Chipman" and Mr. H. S. Chipman are one and the same.

Holmes Samuel Chipman of Margaret Street, Sydney was written up by the *Sydney Morning Herald* (11 March 1905, page 9) regarding his bankruptcy. He was shown to be agent-in-chief for Buckeye reapers. He was involved in all manner of companies with creative accounting regarding capital supposedly contributed by employee shareholders: Manhattan Lamp Co. to take over certain patents and trademarks for lamps; Pacific Trading Company to buy and lease out a building in Wynyard Square; Carlisle Co. to take over some agencies and conduct business in goods; Kandena Co. to take over his tea department; WA. Co.; US Trading Co., and the Standard Co. to take over his advertising company. He appears too in a Notice in the *Evening Post* 12 December 1891, page 3 that he was agent for the barque 'Samual H. Nickerson' of the Australasian-American Shipping Co. He had his fingers in many pies. However, it is reference to the Standard Co. and Chipman's advertising department that might be a vital clue as to the appearance of "Chipman" on wrappers addressed to Gordon & Gotch.

It has been shown from an in-depth analysis of 1,659 wrappers of Australian Colonies (Courtis 2014) that 533 of these can be directly identified from their addresses with 18 advertising agencies. Chipman is not listed as one of these. A newspaper Notice for 23 August 1898 reads: Special General Notice: Visitors to Sydney: Files of the *Clarence and Richmond Examiner* may be seen at the Free Public Library at the Gardens; School of Arts, Pitt Street; the Hotel Metrople; the Central Coffee Palace; Gordon & Gotch, 123 Pitt Street; Reuter's Telegram Coy. Ltd, 110 Pitt Street; Australasian Advertising Bureau, Camden Buildings, George Street; Hennessey Harper & Co., 5 Moore Street; Australia Hotel, Castlereagh Street, H. S. Chipman, 54 Margaret Street, Wynyard Square (emphasis added) – see Illustration 6b. It may be coincidence that three of the names on this list are on the list also of 18 agencies in Courtis (2014). H. S. Chipman is on the *Examiner's* list. In other words, a copy of this newspaper (presumably along with

many others) can be seen at the offices of Chipman in Margaret Street, which implies it probably was, inter alia, an advertising agency. The appearance of "Chipman" on the four recorded copies of Victoria E17 refers not to a product, but likely to the advertising department of H. S. Chipman. However, other explanations are possible and, therefore, this is a work-in-progress until a more positive linkage can be established.

The normal research process was thwarted in investigating 'Chipman'. For Mooroopna in 1896 the *Mooroopna and Toolamba Telegraph* does not appear to exist in digitized form prior to 1914. For Mortlake the *Mortlake Dispatch* likewise is unavailable prior to WWI. For Lilydale the *Lilydale and Yarra Valley Leader* is unavailable.

Illustration 6a: "Chipman" on Victoria E17



Illustration 6b: Chipman the Agent

<p>Mr. H. S. Chipman, of Sydney, the agent-in-chief in Australia for the "Buckeye" reapers and binders, advises us that that machine has secured the gold medal and special mention at the Launceston (Tasmanian) Exhibition, defeating all rivals. The pronounced success of the "Buckeye" is also evidenced by the awards at nearly two dozen country shows and field trials. Superiority is claimed for this machine on the ground of "lightness in draught, great strength, great security in binding, and lack of liability to disarrangement of parts," qualities which it is asserted render the "Buckeye" most suitable to work in Queensland.</p>	<p>SPECIAL GENERAL NOTICE. VISITORS TO SYDNEY. FILES of the <i>EXAMINER</i> may be seen at the Free Public Library, near the Gardens, School of Arts, Pitt-street, The Hotel Metrople, The Central Coffee Palace, Gordon and Gotch, 123 Pitt-street. ✓ Reuter's Telegram Coy. Ltd., 119 Pitt-street. ✓ Australian Advertising Bureau, Camden Buildings, George- Mennessey Harper and Co., 5 Moore-street, street. ✓ Australia Hotel, Castlereagh-street. H. S. Chipman, 54 Margaret-street, Wynyard Square.</p>
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Conclusion

More than a decade ago the author was perplexed to observe the number of extant Australian colonies wrappers listed on eBay. Especially surprising was the diversity of country names in the postmarks. Some explanation had to be behind this quantity and postmark diversity. The initial thinking was that these wrappers reflected links between immigrant settlers in Australian colonies and their original home country. Though that is likely to have significant relevance, it is now apparent that the overseas links might also have been associated with the movement of merchandise following advertising of overseas products in Australia.

An investigation revealed a substantial connection between extant Colonial wrappers and advertisements appearing in country newspapers, which now of course appears to be intuitively obvious. In fact, at least 32% of colonies' wrappers can be attributed to an advertising agency.

Newspapers were sent to Gordon and Gotch and other agencies as proof that client orders of advertising had been placed in newspapers in particular towns and on specific dates. The postmarked wrapper

became part of the transaction source documentation. In that link we see the fundamental part that the postal system has played in the evolution of commerce in the growing Australian colonies.

This paper has extended the analysis by examining wrappers bearing a particular name c/o Gordon & Gotch, Melbourne. That such an advertising connection was likely arose from a separate study into wrappers bearing "Holloway" as the name – Holloway's pills and ointments. It has been shown that Ayer, Austral Cycles, Waterbury and Insectibane are product names consistent with the thesis of country newspapers mailing their newspapers to Gordon & Gotch for onward delivery to the client. Chipman, on the other hand, does not appear to be a product as such but rather is associated with an advertising department in Sydney.

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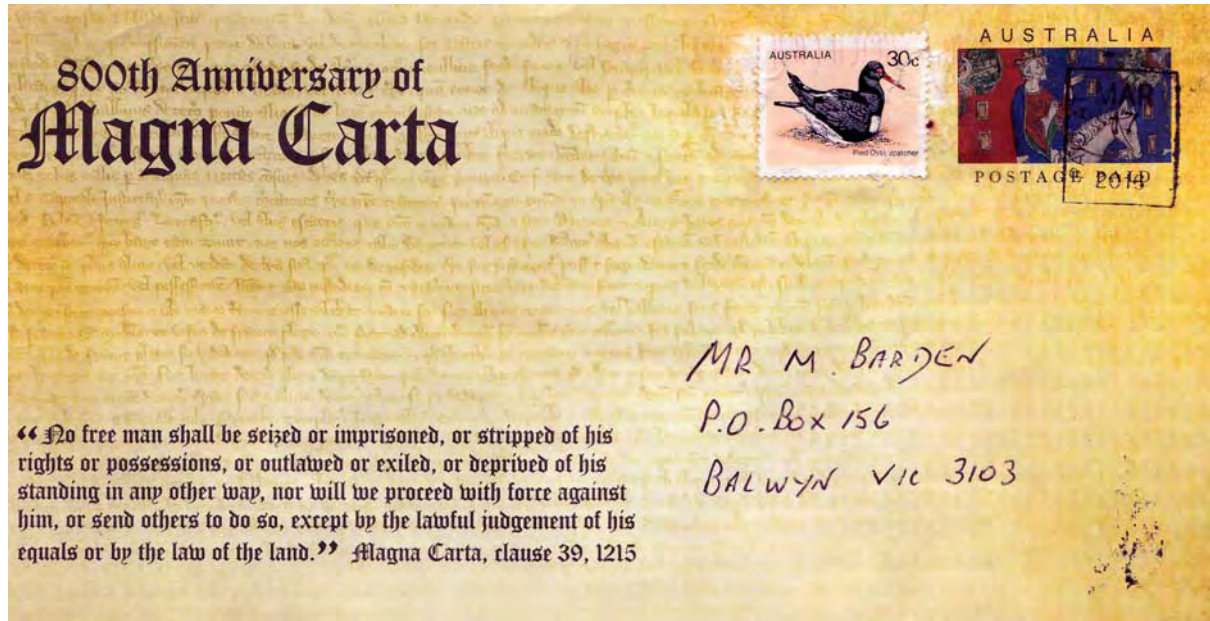
Acknowledgement

Emeritus Professor Kevin O'Connor read and commented on the paper and I thank him for his comments and insights. The paper is stronger for his input.

800th Anniversary of Magna Carta – a cover story

Michael Barden

Last year Australia Post issued a PSE marking 800 years since King John was forced by his Barons (highest nobles) to sign the human rights document, written in mediaeval Latin, known as Magna Carta (Great Charter).



Magna Carta (or Great Charter) is a charter of human rights. It is a foundation stone of constitutional and parliamentary democratic government in Britain and in countries that have adopted British law, including Australia. The document was signed and sealed by King John of England at Runnymede, near Windsor, on 15 June 1215. It stated that no one in society is above the law: not the king nor his subjects, not the government nor the governed. It affirmed that authority should be subject to law arising from the community itself. The 1215 Magna Carta was followed by several other versions, including the 1297 reissue by King Edward I. Only four copies of the 1297 version are in existence, including one purchased by the Australian government in 1952. This copy is on display in Parliament House, Canberra.

Part of the envelope verso outlining the details of Magna Carta and where it was signed.

Magna Carta was created to :-

1. Limit the powers of the king.
2. Preserve basic legal right to all Freemen.

3. Force the monarchy to respect the rights of the common man.
4. Prevent the king from increasing taxes without the consent of a council of Barons or nobles.
5. Strengthen the powers of the Barons.
6. There was to be a fair trial for all freemen and
7. reduce the injustice towards vassals.
8. Stop the king from disrupting the Pope on religious matters.

As the illustration on the next page shows, King John was a failure as a monarch.

Up to this point, English kings had been able to rule without limitations, as they claimed to have been given absolute powers by God.

Magna Carta forced the king to follow the same laws as their subjects, which was a huge step towards equality for all citizens under the laws of the land.

Only three clauses effectively survive today from the original Magna Carta. They are :-

1. That the Church of England shall be free and maintain all its rights and liberties.
2. The City of London shall keep all of its old customs and liberties.
3. No one shall be imprisoned or have their rights taken away without a trial

King John's Mistakes



- He wasn't successful in his military campaigns
- Constant demand for more money
- In 1204 he lost his land to Northern France
- He then introduced higher taxes without asking the Barons
- That was against the Feudal law and accepted customs

Ten days after the king signed and sealed Magna Carta, Pope Innocent III issued a Papal Bull declaring Magna Carta null and void. On 22 May 1216 Prince Louis of France invaded England, which attracted considerable baronial support. 12 October 1216 king John lost the royal treasure in the quicksands of the Wash, East Anglia, while trying to cross at low tide not knowing the right route.

18 October 1216 King John died suddenly at Newark having failed to recover from an attack of dysentery. He was buried, according to his wishes, in Worcester Cathedral and his nine-year-old son became King Henry III. Prince Louis was defeated in battle by the Prince Regent and forced to leave England.

There were two revisions of Magna Carta, in November 1216 and November 1217. The Regent, William Marshal, issued a second revision of Magna Carta. The clauses dealing with the royal forests were expanded and issued as a separate charter – the Charter of the Forest.

The Charter of the Forest re-established rights of access to the forest for Freemen that had been eroded by a succession of kings. Many of its provisions were in force for centuries afterwards.

11 February 1225, Henry III, who had come of age, issued a substantially revised version of Magna Carta under his own great seal. The 1225 version of Magna Carta, freely issued by Henry III in return for a tax granted to him by the whole kingdom, became the definitive version of the text.

12 October 1297, Edward I confirms Henry III's 1225 version of Magna Carta: this text was subsequently placed on the first statute roll. As a statute of the realm from 1297, Magna Carta officially became part of British law, to be referred to, interpreted and quoted in the courts and in parliaments of Britain and of countries that have adopted British law, including Australia.

http://www.aph.gov.au/About_Parliament/House_of_Representatives/About_the_House_Magazine/Magna_Carta

<https://www.google.com.au/search?q=king+john+and+the+magna+carta&client=firefox-b&sa=X&biw=1006&bih=861&tbn=isch&tbo=u&source=univ&ved=0ahUKEwik5sLi0L3NAhWEjpQKHVsRC0MQ7AKIng#imgrc=s4EDdZKRKDILVM%3A>

Hand-Held Date Stamps

Co-ordinated by George Vearing

Three interesting items have surfaced from the last edition, the first 2 are from John Young and the first one features a kangaroo and the inscription posted from Australia and no date. John says that it was on an envelope posted from Notting Hill on of about 12th May 2016 to Camberwell (Fig. 1 & 2.)

The second one features a PROCESSED BY RRP / AUSTRALIA POST and was processed at the WA REVENUE RECOVERY at the PERTH MAIL CENTRE at the PERTH AIRPORT (Fig.3)

The third one came from Simon Alsop on his Postmark Crawl and it was stamped at Stawell Post Office as Postage Paid but no date, unusual as usually only businesses used these (Fig 4)



Fig 1



Fig. 2



Fig.3



Fig. 4

Many thanks to Simon Alsop , John Fitzsimmons , Frank Adamik, John Young, Richard Peck and John Tracey who help to keep this column going.

A.C.T. :-Earlier datestamps-DICKSON (108/27), GUNGAHLIN (128/26)



N.S.W.:- Earlier datestamp-ALBURY(1)(128/26)



N.S.W. (cont)-Earlier datestamp-WENTWORTH (112/28)



QLD:- Earlier datestamp—RUNAWAY BAY (129/27)



VIC.



VIC:- Earlier datestamps—DONCASTER (127/29), DRYSDALE (116/26)



VIC.:- Earlier datestamps-WANGARATTA (4)(5) different dateline to 129/29



Australian stamp & coin co

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Sovereigns & 1/2 Sovereigns

WORLD
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With Presentation Cases
Years - 1910 - 1964



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What YOU can do to help the Australian Philatelic Society?

- Sign up a new member
- Write an article for the Journal (Better still, write two!)
- Send the Editor any interesting philatelic news
- Come to the bi-monthly meeting if in Melbourne
- Help George Vearing with his Datestamp Notes
- Get involved in one of the Study Groups
- Enter the Society Competitions
- Volunteer to display your collection at the monthly meeting
- Ensure the Council receives your feedback and suggestions for the Society

31

Trial Pitney Bowes Inkjet Printer at DLC About One Week During Apr 2016

Brian Fuller

The 2 scanned images indicate the possible states of the Pitney Bowes machine used by Dandenong Letters Centre (DLC) for one week about the end of April 2016.

DLC staff confirmed the Pitney Bowes machine was on trial for about one week. As DLC has two Pitney Bowes GG cancelling machines that are functional for cancelling "slips" mail, the machine apparently did not satisfy their need.

The machine seemed to perform as the Paragon machines did at Adelaide MC. The dimensions of the marking are 97mm long and 15mm width. No variations are known.

Three full markings are known at this stage. It was only applied to large envelopes so many people would consign them to File 13/WPB as they had no identifying marks.

In conversation with DLC staff I was asked whether I had the kangaroo and I said no as I did not know what it was. Later that day when visiting a friend I spotted a Kangaroo on some stamps on his table. I virtually yelled "Eureka!" as I recognised the "unknown" marking. See scan 2. The size of the Kangaroo "cancel" is 42mm in length x 18mm high. It is distinctive so bulk buyers beware.

If others are found please advise me so their rarity can be assessed.



Full
marking



Kangaroo