

## **PRINTED TO PRIVATE ORDER POSTAL STATIONERY ENVELOPES**

### **ALLIED FINANCE LTD - 1938 TO 1940**

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#### **Introduction:**

The *Postage Stamps of New Zealand – Volume IX* contains references to Printed to Private Order Half and One Penny Envelopes for a number of private companies <sup>(1)</sup>. Such envelopes were printed for a small handful of companies at the start of the King George VI Period. Among these was Allied Finance Ltd. The Study Paper, *King George VI – New Zealand; The Half Penny Issues & Postal Rate* <sup>(2)</sup> illustrates two examples of these envelopes, one with the 1935 Pictorial ½d. Fantail surface printed stamp and the second with the 1938 King George VI ½d. embossed stamp.

In addition to these half penny issues, Allied Finance Ltd. envelopes bearing the 1938 King George VI 1d. embossed stamp are described in Volume IX. Recently, an Allied Finance Ltd. envelope bearing the 1936 King George V 1d. embossed stamp has been discovered <sup>(3)</sup>. Volume IX notes that the half penny envelopes occur in either white or buff papers and that printing runs are recorded to have taken place from mid-1938 to early 1941. Otherwise, relatively little seems to be known about these envelopes. This paper draws upon information garnered through examination of twenty three Allied Finance Ltd. envelopes and presents heretofore unreported characteristics of this class of New Zealand Postal Stationery.

#### **Return Address Settings**

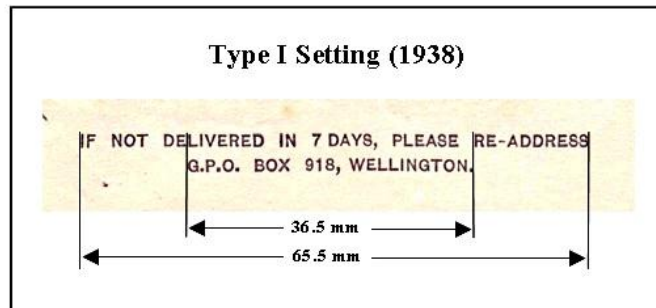
Allied Finance Ltd. envelopes are readily identified by the presence of a two line return address inscription printed in the lower left of the envelope. On casual examination of the envelopes available for this study, it was evident that there were three different type settings used on Allied Finance envelopes.

As the research into this topic evolved, it became evident that the use of these different settings seemed to have occurred more or less sequentially over time. This observation provides useful context in which other variables associated with these envelopes can be characterized. A brief description of each of the settings follows below.

#### **Type I Setting**

Type I Setting appears on three classes of Allied Finance Ltd. envelopes bearing, namely, the surface printed 1935 Pictorial ½d. Fantail stamp and the 1936 KGV 1d. and 1938 KGVI ½d. embossed stamps.

Type I characteristics, illustrated above, are common to all three envelopes. The key characteristics are that the top and bottom lines measure 65.5 and 36.5 mm in length respectively. The alignment of the bottom line in relation to the top line is such that the “G” of G.P.O. is directly below the “L” of DELIVERED while the Full Stop at the end of the bottom line is aligned just to the left first “R” of RE-ADDRESS respectively.



The earliest date of use is 18 JLY 1938 which occurs on a 1935 Pictorial ½d Fantail stamp envelope followed by three days the recently discovered 1936 KGV 1d. Envelope (Figures 1 & 2 overleaf). None of the Type I envelopes surveyed are dated later than 1938.

### Allied Finance Ltd. - Type I Setting Inscription

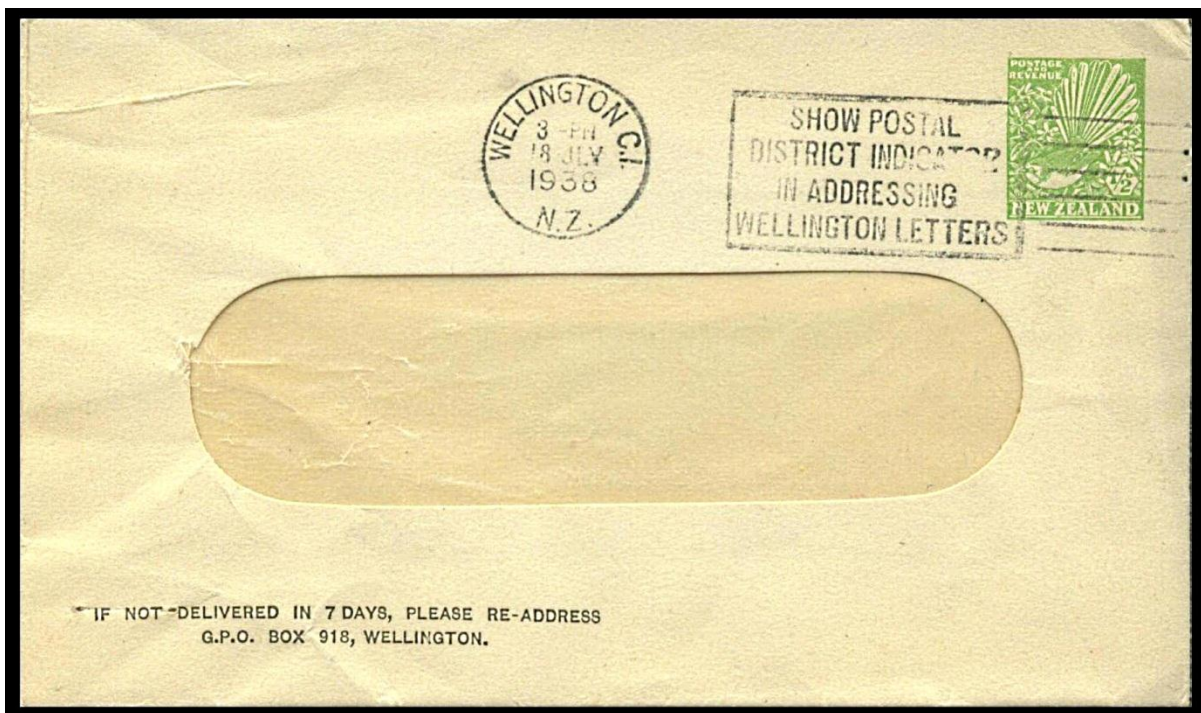


Figure 1. 1935 Pictorial ½d. Printed to Private Order Type I Envelope on White paper dated 18 JLY 1938  
(Envelope courtesy of the Wayne Menuz collection)

## Allied Finance Ltd. - Type I Setting Inscription

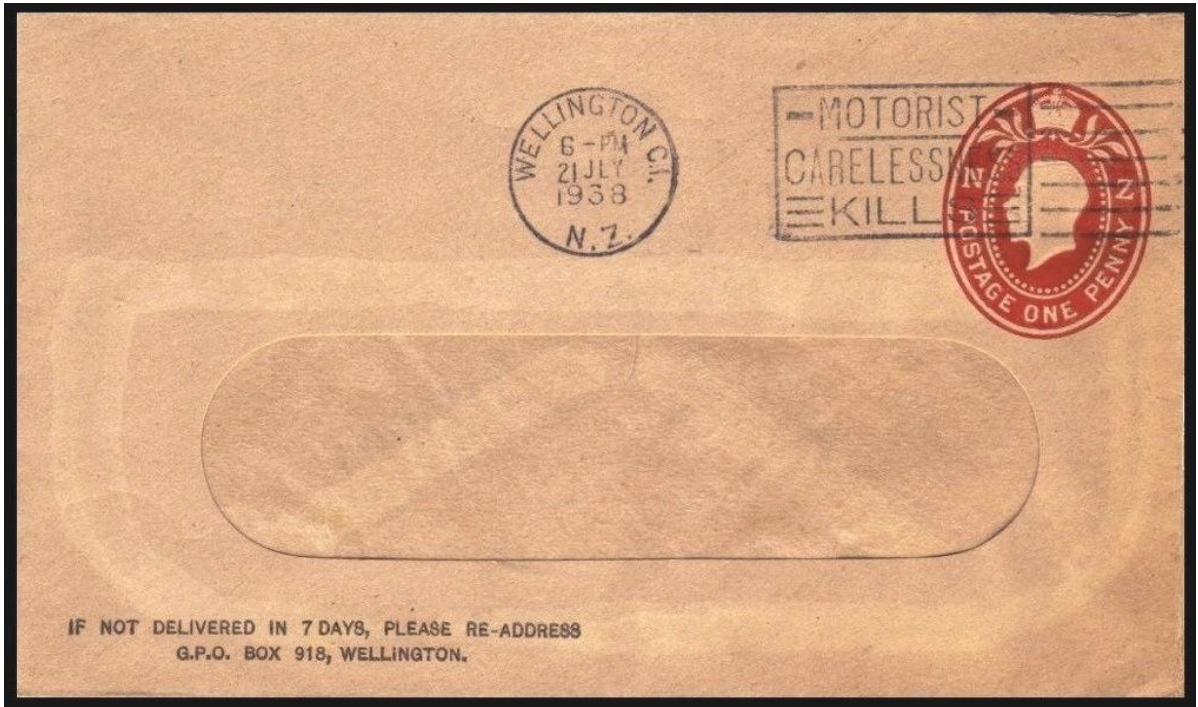
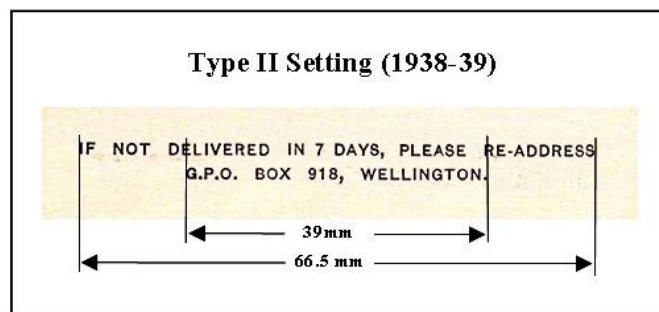


Figure 2. 1936 KGV 1d. Printed to Private Order Type I Envelope on Buff paper dated 21 JULY 1938  
(Envelope courtesy of the Len Jury collection)

### Type II Setting

Type II Setting appears to have only been used on Allied Finance Ltd. envelopes with 1938 KGV 1½d. embossed stamps.



The key characteristics of the Type II Setting are not that different from of Type I although when viewed side by side, Type II lettering is slightly smaller and the spacing between individual words slightly larger. The top line of Type II, at 66.5 mm, is barely distinguishable from Type I (65.5 mm). However, Type II's bottom line at 39.0 mm is noticeably longer than Type I's (36.5 mm). The "G" of G.P.O. is below the first "E" and the "L" of DELIVERED on



the top line while the Full Stop is aligned more to the right of the first “R” of RE-ADDRESS. All six postmarked envelopes examined in this survey were dated between October 1938 and August 1939.

### **Allied Finance Ltd. - Type II Setting Inscription**

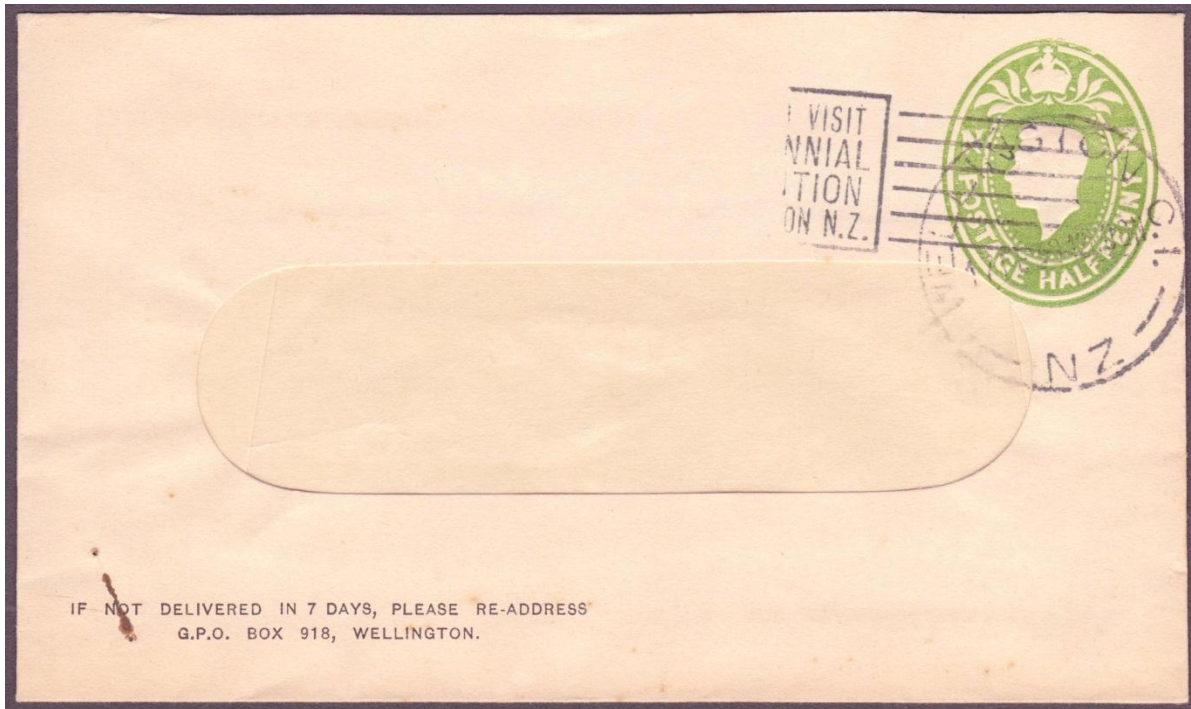
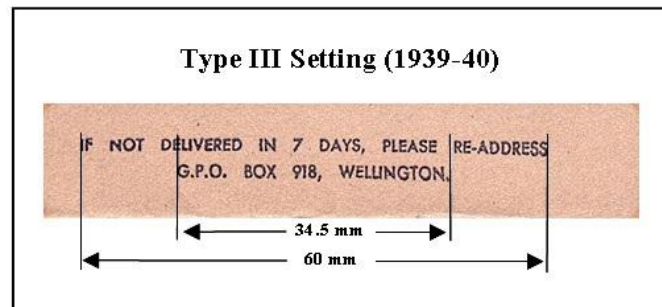


Figure 3. 1938 KGVI ½d. Printed to Private Order Type II Envelope on White paper dated 17 FE 1939

### **Type III Setting**

Type III Setting appeared on two classes of Allied Finance Ltd. envelopes; the 1938 KGVI ½d. and 1938 KGVI 1d. embossed stamps.



Type III Setting is immediately recognizable by its noticeably smaller and more compact letters than Type I and II Settings. The top line is only 60 mm in length while the bottom line measures 34.5 mm.

The earliest Type III date observed in this study was 19 JNE 1939 found on a KGVI ½d. envelope. The earliest date among the six KGVI 1d. envelopes available for study was 12 OCT 1939 (Figure 4 below) which was 12 days after the general increase in postal rates for commercial letters from ½d. the first 2 ounces to 1d. the first 4 ounces as of 1 October 1939 <sup>(4)</sup>. The latest date of use among the six KGVI 1d. Envelopes studied was 5 SEP 1940.

### **Allied Finance Ltd. - Type III Setting Inscription**

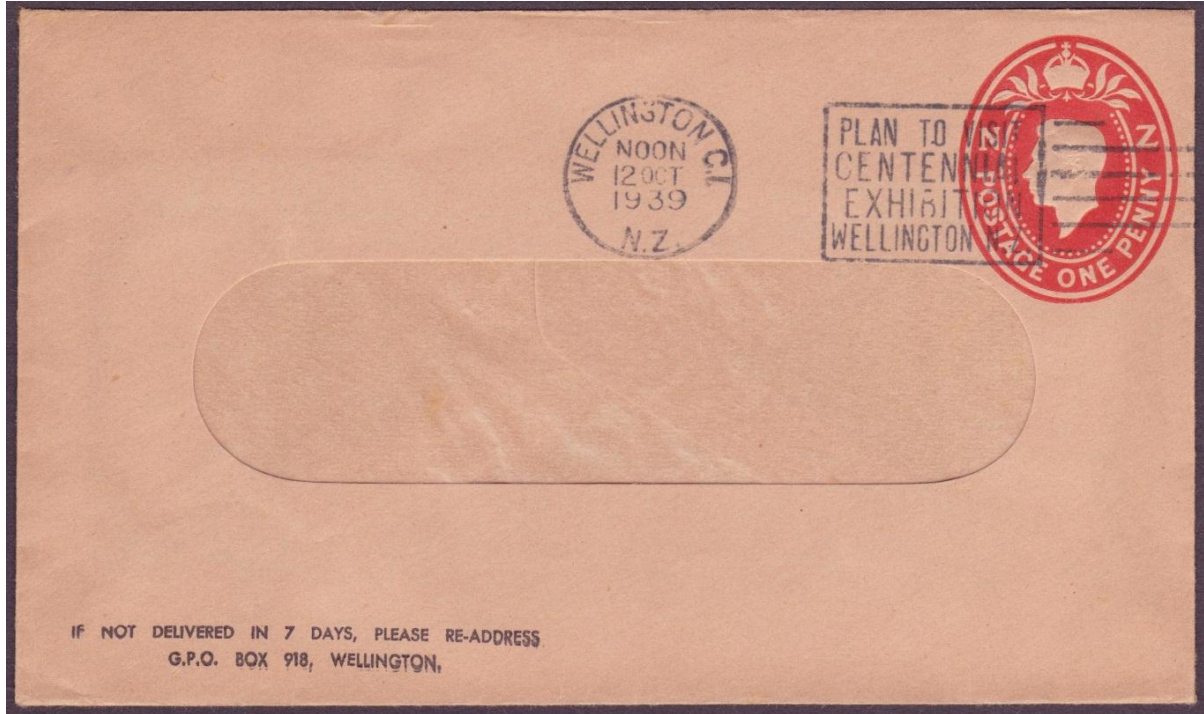


Figure 4. 1938 KGVI 1d. Printed to Private Order Type III Envelope on Buff paper dated 12 OCT 1939

### **Envelope Characteristics**

The dimensional characteristics of the envelopes did not vary over the three year span covered by the examples reviewed in this study. All 19 examples measured 151 mm by 90 mm while the dimensions of the window opening were found to be 118 mm by 29.5 mm; plus/minus 0.5 mm.

Volume IX records that Allied Finance Ltd. ½d. envelopes were either white or buff paper while the 1d. envelopes are only found in buff paper <sup>(4)</sup> which the present study confirms. In addition to the three different type settings described earlier, there are two distinctive flap designs and there are observable differences in the degree the embossing impression occurs on the back flap.

Tables 1 through 3 below present these observations in chronological order which, as is evident from the information presented below, sets out the time periods when the Government Printer employed Type I, II, and III Settings.

| Table 1 - Type I Setting Inscription Envelopes (c. 1938) |  |       |             |                 |
|--|--|-------|-------------|-----------------|
| Date   | Die (Stamp colour)                                 | Paper | Flap Design | Flap Embossed   |
| 18 JULY 1938   | 1935 Pictorials ½d. Fantail (Green) <sup>(2)</sup> | White | Ellipse     | Surface Printed |
| 21 JULY 1938   | 1936 KGV 1d. (Red) <sup>(1)</sup>                  | Buff  | Rounded     | No              |
| 12 SEP 1938  | 1935 Pictorials ½d. Fantail (Green) <sup>(3)</sup> | White | Ellipse     | Surface Printed |
| UNDATED  | 1938 KGVI ½d. (Deep Green)                         | White | Ellipse     | No              |

| Table 2 - Type II Setting Inscription Envelopes (c. 1938-9) |  |       |             |               |
|---|--|-------|-------------|---------------|
| Date  | Die (Stamp colour)                                       | Paper | Flap Design | Flap Embossed |
| 11 OCT 1938   | 1938 KGVI ½d. (Green) <sup>(2)</sup>                     | Buff  | Ellipse     | No            |
| 17 FEB 1939   | 1938 KGVI ½d. (Green)                                    | White | Ellipse     | Yes (faint)   |
| UNUSED  | 1938 KGVI ½d. (Green) <sup>(2,3,4)</sup> (four examples) | White | Ellipse     | Yes           |
| 27 MAR 1939   | 1938 KGVI ½d. (Green)                                    | White | Ellipse     | Yes           |
| 19 APR 1939   | 1938 KGVI ½d. (Green)                                    | Buff  | Ellipse     | No            |
| 18 MAY 1939   | 1938 KGVI ½d. (Green)                                    | Buff  | Ellipse     | No            |
| 10 AUG 1939   | 1938 KGVI ½d. (Green) <sup>(3)</sup>                     | White | Ellipse     | Yes           |

| Table 3 - Type III Setting Inscription Envelopes (c. 1939-40) |   |       |             |               |
|---|---|-------|-------------|---------------|
| Date  | Die (Stamp colour)                        | Paper | Flap Design | Flap Embossed |
| 19 JUNE 1939  | 1938 KGVI ½d. (Green) <sup>(4)</sup>      | Buff  | Rounded     | No            |
| 29 JULY 1939  | 1938 KGVI ½d. (Green) <sup>(3)</sup>      | Buff  | Rounded     | No            |
| 13 SEP 1939   | 1938 KGVI ½d. (Green)                     | Buff  | Rounded     | No            |
| 12 OCT 1939   | 1938 KGVI 1d. (Orange Red)                | Buff  | Rounded     | No            |
| 27 OCT 1939   | 1938 KGVI 1d. (Orange-Red) <sup>(3)</sup> | Buff  | Rounded     | No            |
| 12 DEC 1939   | 1938 KGVI 1d. (Orange-Red) <sup>(2)</sup> | Buff  | Rounded     | No            |
| 30 MAY 1940   | 1938 KGVI 1d. (Orange-Red)                | Buff  | Rounded     | No            |
| 15 AUG 1940   | 1938 KGVI 1d. (Orange-Red) <sup>(4)</sup> | Buff  | Rounded     | No            |
| 05 SEP 1940   | 1938 KGVI 1d. (Orange Red)                | Buff  | Rounded     | No            |

**Acknowledgement:** Four New Zealand philatelists graciously provided access to and permission to use information on twelve of the envelopes that form part of this study. Items marked with a superscript in the Die (Stamp colour) column are from the collections of (1) Mr. Len Jury, (2) Mr. Wayne Menuz, (3) Dr. Stephen D Schumann and (4) Mr. Harold Waite. Their assistance in providing access to Allied Finance envelopes in their collections is gratefully acknowledged.

## **Discussion**

The 1935 Pictorial ½d. Fantail Alliance Finance Ltd. envelope dated July 18, 1939 is the earliest recorded among this class of New Zealand Printed to Private Order Postal Stationery Envelopes.

The discovery of the previously unreported 1936 KGV 1d Allied Finance Ltd. envelope dated July 21, 1938 is interesting in a number of respects. First, given the prevailing half penny postal rate for commercial letters at the time, it would appear there would have been little need for pre-stamped 1d. denominated envelopes in mid 1938. It is hard to imagine that contents in excess of 4 ounces could be stuffed into the relatively small Allied Finance envelopes. It is possible that Allied Finance may have been considering using the 1d. envelopes for regular Inland letters.

The same would hold true for the 1938 KGVI 1d. envelopes reported to have been produced for New Zealand Breweries Ltd. in 1938. Volume IX reports that the first of these envelopes were printed in February 1938 <sup>(4)</sup> which is some months prior to the 1938 KGVI dies being readied for service <sup>(5)</sup>. With the discovery of the 1936 KGV 1d. Allied Finance envelope, it would appear that at least some of the 1d. New Zealand Breweries Ltd envelopes printed in 1938 could also have been printed using the 1936 KGV 1d. Australian Die.

The possibility exists that the Allied Finance 1936 KGV 1d. envelope was an example retained from a “trial” printing sent to Allied Finance by the Government Printer for approval. The same might be said of the 1938 KGVI ½d. envelope which also features a Type I Setting inscription. As both these envelopes are but single examples recently identified, it will require discovery of further examples of these envelopes before this possibility can be ruled out.

In terms of envelope flap shape, a pattern emerges where white Type I and Type II envelopes with Ellipse flaps were used to produce the ½d. envelopes through to early 1939. Buff coloured ½d. Type II envelopes with Ellipse flaps first appeared in October 1938. Type III ½d. envelopes which first appeared in mid 1939 were buff coloured with Rounded flaps as per Volume IX description for flap types of the KGVI 2d. Envelopes <sup>(6)</sup>. All 1d. Envelopes were buff coloured with Rounded flaps. The 1936 KGV 1d. envelope had the Type I Setting inscription while all the 1938 KGVI 1d. envelopes feature Type III inscriptions.

The Type II Setting 1938 KGVI ½d. white envelopes appear to have been printed with the flaps closed as evidenced by the slight embossing impression of their Ellipse flaps. Conversely, none of the buff coloured ½d. or 1d. envelopes back flaps (Ellipse or Rounded) exhibit signs of the embossed stamp impression which suggests these envelopes were printed with the flaps open.

With the increase in commercial letter base postage rate from ½d. to 1d on October 1, 1939, it would be anticipated that some of the Allied Finance stock of ½d. envelopes may have been uprated with a half penny adhesive stamp for use after the rate increase. The authors are unaware of the existence of an example of this nature.



**Allied Finance Ltd. - Ellipse Back Flap (1938 - 39)**



Figure 5. 1938 KGVI ½d. Printed to Private Order Type I Envelope on White paper - Undated

**Summary**

Three type settings of the return address inscription have been identified as having been used to produce Printed to Private Order Postal Stationery envelopes for Allied Finance Ltd between 1938 and 1940. The Type I Setting is found on the previously known 1935 Pictorial ½d Fantail and the recently discovered 1936 KGV 1d. Envelopes. This study has resulted in the identification of the first example of the 1938 KGVI ½d Allied Finance envelope with Type I Setting.

The Allied Finance envelopes exhibit two distinctive flap shapes, the Rounded form described previously and the newly identified Ellipse form. Generally, envelopes with the Ellipse flap were used in the early part of the three year period these envelopes were produced while the Rounded flaps are associated with later production runs.



**Allied Finance Ltd. - Rounded Back Flap (1938 – 40)**



Figure 6. 1938 KGV 1/2d. Printed to Private Order Type III Envelope on Buff paper dated 17 FE 1939

**References:**

1. Postage Stamps of New Zealand Volume IX, published by the RPSNZ, 2006, pp 221-223
2. King George VI New Zealand -The Half Penny Issues and Postal Rates, 2010 p. 55
3. 1936 King George V 1d. Australian Die Printed to Private Order Envelope by S. Prest and P. Skinner, New Zealand Stamp Collector Volume 92, Number 1, March 2012 pp. 22-23
4. King George VI New Zealand -The Half Penny Issues and Postal Rates, 2010 p. 66,67
5. Postage Stamps of New Zealand Volume IX, published by the RPSNZ, 2006, pp 165, 166
6. *ibid*, p 168