

# PICTORIALS PRINTED IN LONDON BY DE LA RUE 1899 ONE PENNY MOUNT WELLINGTON

In order to meet the immediate needs of the Colony for the basic postal rates of 1d and 2d then serviced by the Sideface designs, stocks of which were becoming depleted, the production of the replacement Pictorial designs was expedited at the request of the Colony. The copperplate method was employed using plates of 60 units. An Imperforate proof sheet of each value was produced for each value with the 1d approved by the Agent General on 7 September 1899.



Scarlet



From Proof sheet watermarked TAS & endorsed "Approved 7 SEP 1899"



Deep red



Plate 2 in sans serif



Plate 3 in sans serif

Plate numbers 1, 2 & 3 are recorded from the initial plates. It is thought that one or some of the plates were worn or damaged and additional plates were made as Plate numbers 5 & 7 are both recorded with serified numbers. Plates 4 and 6 are not recorded.



# PICTORIALS PRINTED IN LONDON BY DE LA RUE 1900 ONE PENNY NEW PLATES

Due to damage or wear to some of the original plates a further plate or plates were prepared. A proof sheet from the new plates was taken in a pinker shade of red. A block of 30 from this sheet was held in the JRW Purves collection. The style of numbering used on the later plates (serif) may indicate that plates 5, 6 & 7 were prepared as replacements.



From the proof sheet in the Purves collection in pinker shade of red



Plate 5 in serif



Plate 7 in serif

## Watermark dispositions on the London printings



Inverted TAS



Reversed TAS



Inverted and reversed TAS



PICTORIALS PRINTED IN LONDON BY DE LA RUE  
ONE PENNY & TWO PENCE USED TO MAKE UP FOREIGN LETTER RATES

Whilst the foreign ½ oz. letter rate of 2½d. was met by the Tasman's Arch design issued in March 1900 the 1d and 2d are often found making up all or part of this rate.



1899 (Dec.30) Hobart to Solingen, Germany at the ½ to 1 oz. letter rate. Registration in cost of envelope.



1901 (Aug.14) Hobart to Baden, Germany at the triple ½ oz. foreign letter rate & 3d registration. Underpaid ½d. Napoli & Kenzingen backstamps.



PICTORIALS PRINTED IN LONDON BY DE LA RUE

ONE PENNY & TWO PENCE USED TO MEET THE TOWN LETTER, POSTCARD AND COUNTRY LETTER RATES

The principal demand for the 1d was for ½ oz. town & suburban letters, postcards & to a lesser extent book postage. The 2d met the inland and intercolonial ½ oz. letter rate. The printing ordered was to last around two years with locally printed 1d and 2d values urgently needed in January 1902. Monthly usage for each value was around 230,000 stamps.



1901 (Aug.27) locally posted at West Devonport at the ½ oz. letter rate.



1900 (March 15) Hobart to Richmond at the ½ oz. inland letter rate.

PICTORIALS PRINTED IN LONDON BY DE LA RUE  
1907 & 1910 REISSUE OF THE ONE PENNY LONDON PRINTING

Although the 1d stocks were apparently exhausted by January 1902 the London printing re-appeared during 1907 & 1910, predominantly perforated T for Tasmanian Government use. It is believed stocks held by the Agent General in London for sale to collectors were returned to Tasmania or some remaining sheets were discovered at the Distributor of Stamps.



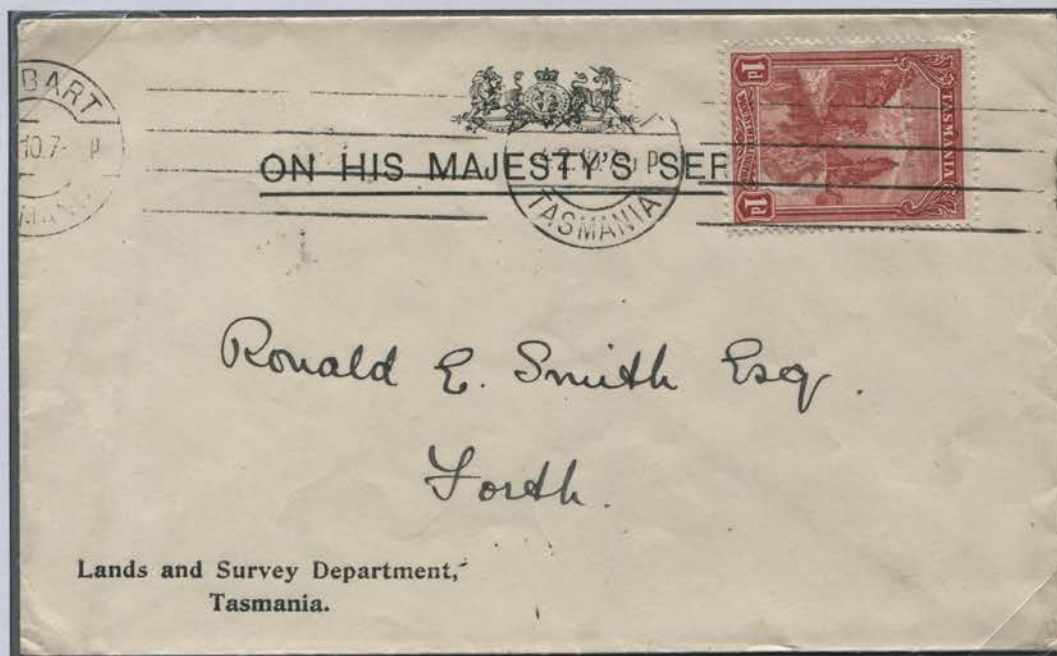
1907 (June 4) Launceston local use at 1d postcard rate using re-issued London printing of 1d.



1910 Patersonia perf. T



1910 Burnie



1910 (Feb. 14) Hobart to Forth at 1d unsealed matter rate from the 1910 re-issue perforated T for State Government use.



## PICTORIALS PRINTED IN LONDON BY DE LA RUE DATES OF ISSUE OF THE ONE PENNY AND TWO PENCE

In the wake of dwindling stocks of the 1d & 2d Sidefaces the Tasmanian Government were advised that the first printings of the 1d & 2d Pictorials were shipped per 'Rakaia' on 13th October 1899. *The Mercury* of 1st December reported the arrival of 'Rakaia' the previous day en route to New Zealand. She landed 370 tons of goods. The Postmaster General requested the Premier to telegraph De La Rue complaining that the supply received on 1st December 'was so small it may be necessary to provide for a supply being printed locally'.



Mss. '1/12/99'

Manuscript cancelled the day after the Post Office took delivery of the first supplies from De La Rue per 'Rakaia'. Believed to be from Archival Records or less likely from fiscal use.

It is curious that despite the urgency expressed by the PO for the supply of Pictorials that it was another 12 days before the earliest recorded postal use of the 1d & 2d.

Archival Records



Wynyard 22/12/99



Queenstown 23/12/99

Early use at Country Post Offices

Early Postal use



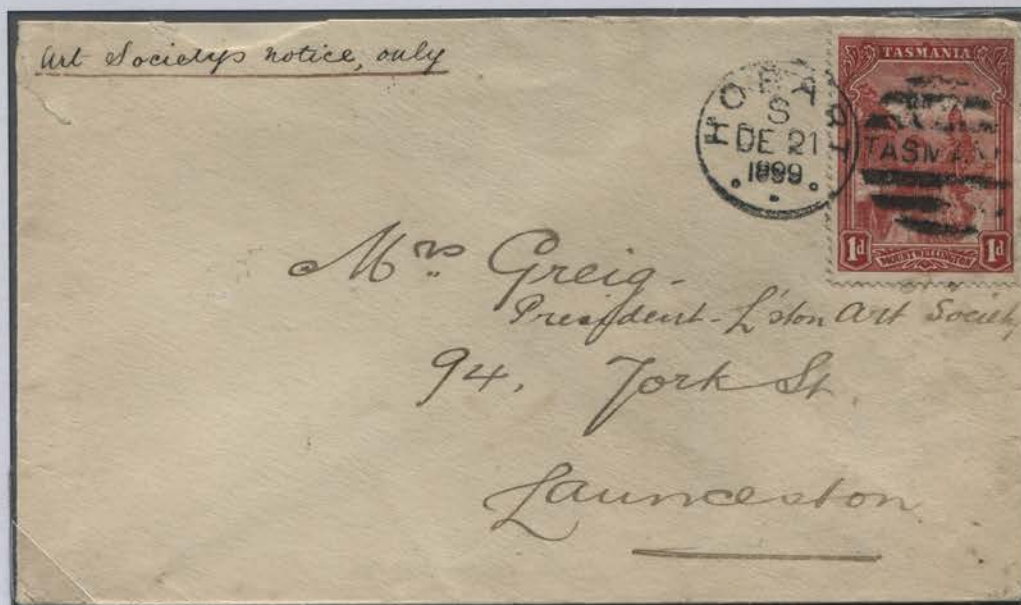
Hobart 20 Dec 1899



Hobart 14 Dec 1899



Hobart 20 Dec 1899



1899 (Dec.21) Hobart to Launceston. EARLY USE paying the unsealed letter rate.

No official announcement was made of an issue date. The *Launceston Examiner* reporting in their edition of 14th December 1899 that the new stamps were issued in Hobart on 13th December 1899. It is assumed they refer to the 1d and the 2d. Lancaster reported the earliest postal use as 13.12.1899 for the 1d and 15.12.1899 for the 2d.



# PICTORIALS PRINTED IN LONDON BY DE LA RUE 1899 TWO PENCE HOBART FROM THE BAY

De La Rue advised in their letter of 24th May 1899 that the stamps could be supplied "within three to four months from the date of receiving your final instructions". This was received from the Agent General on 3rd August 1899. On 7th September 1899 the Agent General was advised that the first 10,000 sheets (60,000 stamps) would be available in a fortnight. On 17th October 1899 the initial printing of 7,000 sheets was invoiced. Indent No. 23 attached to the original Instructions of 20th April 1899 shows 5,760,000 of each of the 1d and 2d were ordered although the number invoiced is short of this figure.



From Proof sheet watermarked TAS & endorsed "Approved 22 SEP 1899"



Plate 1 in serif



Plate 2 in serif



Plate 4 in serif

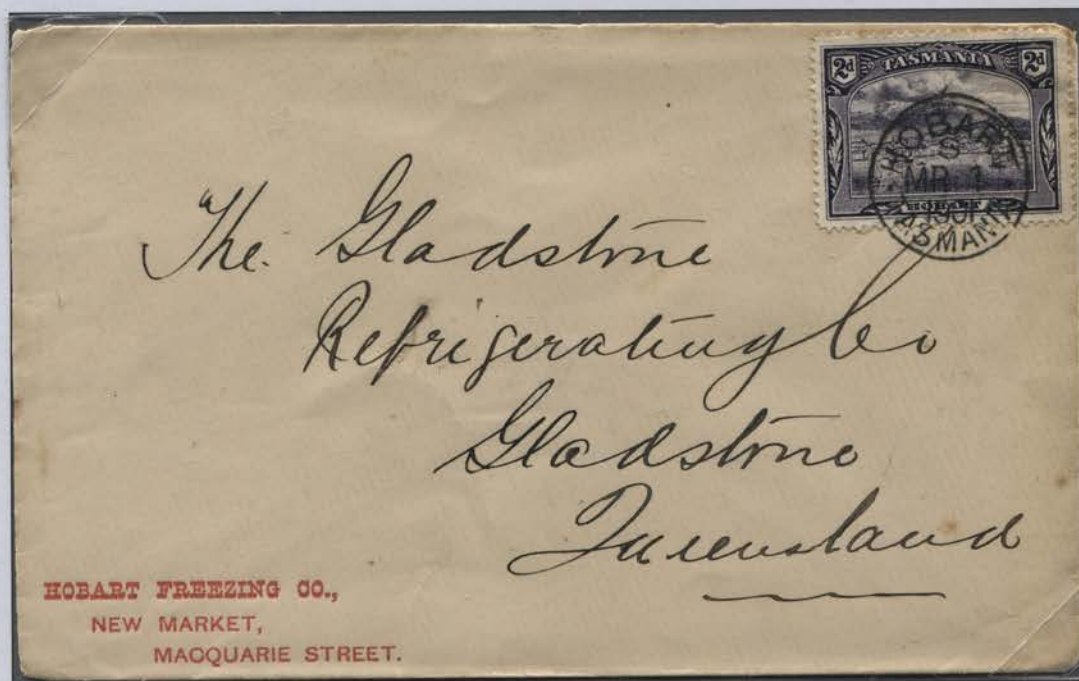
Plate numbers 1, 2 3 & 4 are recorded.

PICTORIALS PRINTED IN LONDON BY DE LA RUE  
ONE PENNY & TWO PENCE USED TO MEET THE INTERCOLONIAL LETTER RATES

The 2d per ½ oz. intercolonial rate covered all Australian Colonies (States after 1900), New Zealand and Fiji.



1899 (Dec.29) Launceston to Dunedin, New Zealand at the ½ oz. letter rate.



1901 (March 1) Hobart to Gladstone, Queensland at the ½ oz. inland letter rate.



**PICTORIALS PRINTED IN LONDON BY DE LA RUE  
MARCH 1900 HALFPENNY LAKE MARION**

De La Rue invoiced the Tasmanian Government 7706 sheets (462,360 stamps) of the ½d. value on 31st January 1900. Indent No.23 attached to the original order requested 480,000 ½d. stamps be printed. The Agent General was delivered 500 sheets of each of the values printed.



From Proof sheet watermarked TAS & endorsed "Approved 22 DEC 1899"



Plate No. 2. SPECIMEN overprint. Plates 1 & 2 are known.

The contemporary philatelic press reported the issue of the Halfpenny as being 31 March 1900.



Positions 4, 12 & 18 from Plate 2 showing re-entry in right value tablet



Re-entry in 2



PICTORIALS PRINTED IN LONDON BY DE LA RUE  
HALFPENNY EARLY USAGE

The Halfpenny was issued to meet the Newspaper rate for papers posted seven days after publication and as a make-up rate for the ½ oz. foreign letter rate. Dated copies are therefore scarce as those used on newspapers were struck with the undated obliterator. The London printing lasted until early 1903 suggesting a monthly useage of 13,000.



EARLY DATE OF USE - 1900 (April 6) ½d used to uprate 2d lettercard to Malta. Disinfected mail bearing DISINFECTED/LAZARETTO, MALTA marking on reverse (only recorded example on mail from Tasmania).



Newspaper obliterator



1900 (July 24) T.M.L. No.3



1900 (Sept.10) Launceston



PICTORIALS PRINTED IN LONDON BY DE LA RUE  
HALFPENNY INTERSTATE & OVERSEAS USAGE

The Halfpenny was needed as a make-up rate in the absence of the 2½d. value which did not appear until June 1900. Remaining stocks of the Halfpenny Sideface and Tablet issues were also employed in this period.



1901 (July 22) uprating lettercard Ouse to England at Empire letter rate.



1900 (May 14) registered envelope at double intercolonial rate to Victoria.



## DESIGN & PRODUCTION OF THE PICTORIALS BY DE LA RUE

### INSTRUCTIONS TO DE LA RUE FOR LETTERCARDS USING TWO PENCE DESIGN

As part of the promotion of the Island's scenic beauty a series of lettercards featuring scenes of Tasmania were planned. and De La Rue were commissioned to produce them. They were to incorporate the proposed 2d Pictorial stamp in the design. De La rue received these instructions on 20 April 1899 and produced essays of the design in January 1900.



De La Rue supplied two proofs in January 1900 to the Agent General for approval marked 'A' and 'B'. An area was indicated in violet where the 2d Pictorial design would be placed.

Essay marked 'A' with River Derwent scene on reverse.

Essay marked 'B' showing a different design for the back to accommodate the Great Lake, A Fisherman's Paradise.



As with the stamp series, the scenes on the reverse of the letter cards were based on photographs supplied by Beattie. They were sold in packs of twelve with two of each scene in each pack.

Scenes featured were River Derwent, New Norfolk; Great Lake – A Fisherman's Paradise; Launceston; Cataract Gorge, Launceston; Lake Hartz & Entrance Island, Macquarie Harbour.

These cards followed a locally produced letter card issued in 1898 showing Diana's Basin & St Patrick's Head and a set of twelve scenic envelopes printed in 1898 by Waterlow & Sons.



## TWO PENCE DESIGN USED ON THE LETTER CARDS

### 1900 PICTORIAL SCENES & 1901 TASMANIAN MINES PRINTED IN LONDON

As part of the Tasmanian Government policy of promoting tourism through its postal issues a series of scenic letter cards were produced using scenes based on John Beattie photographs. They were printed by De La Rue using a stamp impression of the 2d Pictorial design. In 1901 the cards were re-designed to cover scenes of important mines in the State. 61,500 cards were printed in two deliveries, 3,000 cards being held by the Agent General.



2d lettercard with scene of Lake Hartz, based on a Beattie photograph. 2d Impression in violet and reddish violet from two printings.



1901 series letter card with scene of Mount Bischoff Mine, Waratah. Stamp impression in bluish violet.

The scenes on the 1900 series were:

Cataract Gorge, Launceston; Entrance Island, Macquarie Harbour; Great Lake (A Fisherman's Paradise); Lake Hartz; Launceston; & River Derwent, New Norfolk.

The scenes on the 1901 series were:

Mount Bischoff Mine, Waratah, Tasmania; Mount Lyell Mine, Gormanston, Tasmania; Mount Lyell Reduction Works, Queenstown, Tasmania; New Golden Gate Mine, Mathinna, Tasmania; Tasmania Mine, Beaconsfield, Tasmania and Western Silver Mine, Zeehan, Tasmania.



PICTORIALS PRINTED IN LONDON BY DE LA RUE  
MAY 1900 FOUR PENCE RUSSELL FALLS

The 4d value was used for double country letter rates and the combined rate for registered town letters. The London printings lasted until May 1909 when they were replenished with Melbourne printings using the lithographic process. De La Rue invoiced the Tasmanian Government 7742 sheets (464,520 stamps) of the 4d. value on 28th March 1900. Indent No.23 attached to the original order requested 480,000 4d. stamps be printed. The Agent General received 500 sheets of each of the values printed.



From Proof sheet watermarked TAS & endorsed "Approved 2 FEB 1900"

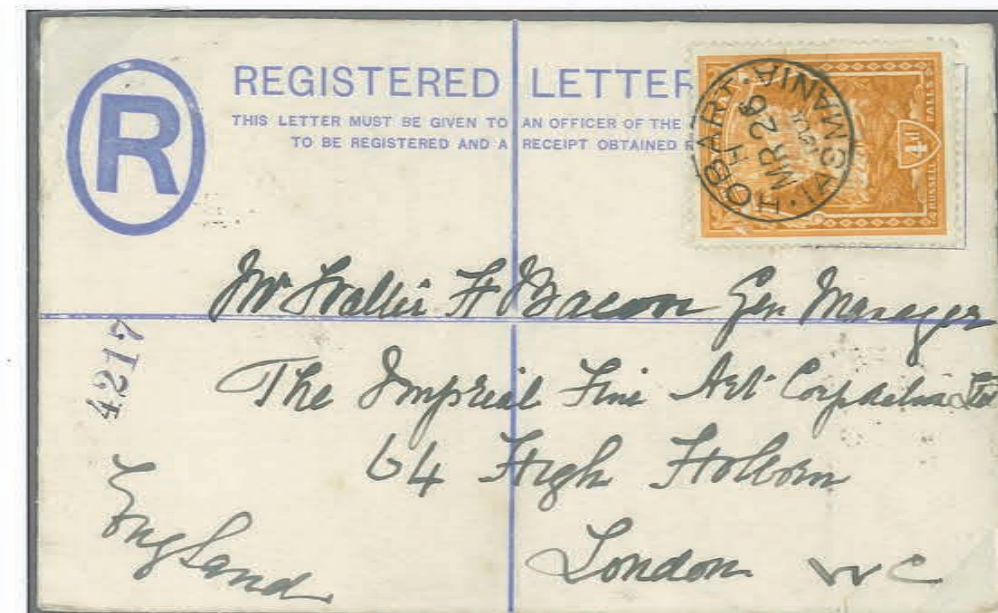
The De La Rue Archives included imperforate proof sheets of 60 on TAS watermarked paper for each value. These were sold intact and cut into corner blocks of four, pairs and singles by the purchaser.



Plate 1 and marginal cross



Plate 1 on SPECIMEN overprint.  
Plate 2 is also recorded



1906 (March 26) Hobart to London at double Empire letter rate. Registration in envelope price.



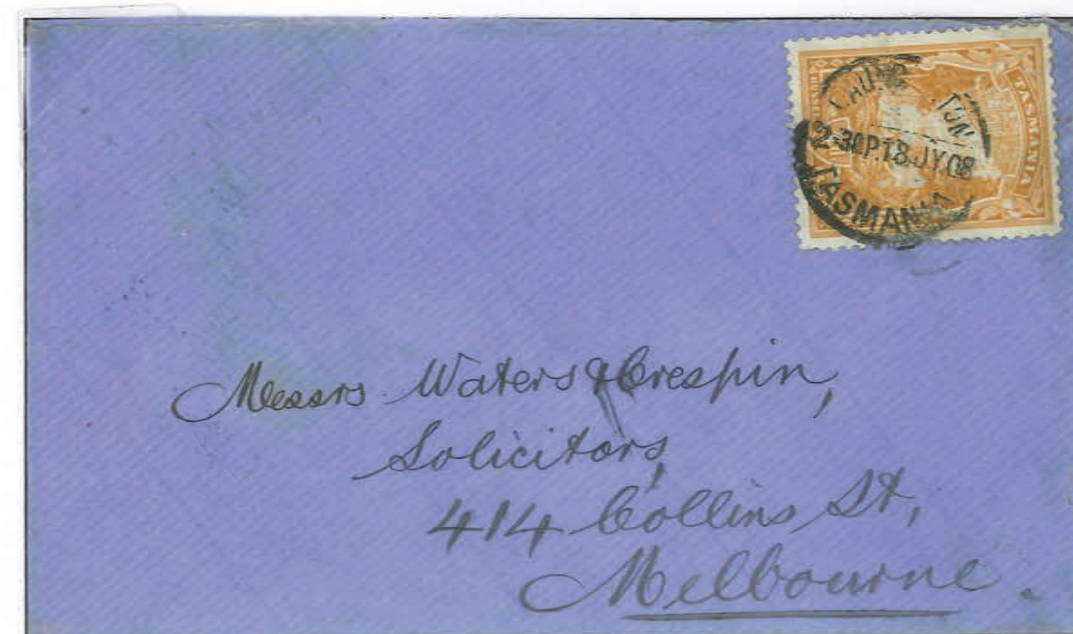
Oily ink



Brownish orange



Early date 18 June 1900



1908 (July 18) Launceston to Melbourne at double interstate rate



1906 (May 22) OPSO New Town to Launceston at double inland letter rate.



**PICTORIALS PRINTED IN LONDON BY DE LA RUE  
MARCH 1900 FIVE PENCE MOUNT GOULD LAKE ST CLAIR**

De La Rue invoiced the Tasmanian Government 6000 sheets (360,000 stamps) of the 5d. value on 31st January 1900 & a further 1,030 sheets on 28th March 1900. Indent No.23 attached to the original order requested 480,000 5d. stamps be printed. The Agent General received 500 sheets of each of the values printed.



From Proof sheet watermarked TAS & endorsed 'Approved 4 DEC 1899'



Dull blue



Bright ultramarine



Blue

The Five Pence was invoiced in two batches, January 1900 and three months later in March 1900. This may explain the shade variation resulting from several printings



PICTORIALS PRINTED IN LONDON BY DE LA RUE  
FIVE PENCE MOUNT GOULD LAKE ST CLAIR LOCAL USAGE

The Five Pence was issued to meet the combined registration and letter rate for ½oz. letters and parcel rates. The supply of London printings was sufficient to last until around 1907 indicating a monthly usage of around 4,800 stamps. It was replaced with a local printing as there remained stocks of the 5d Tablet issue when needed.



1909 (April 28) Hobart to Launceston at inland rate and registration (3d). Perforated T for Government use.



Bright ultramarine



Early use 1900 (May 25)  
Devonport West



Paper crease



Hairline through left stamp



Dull blue



PICTORIALS PRINTED IN LONDON BY DE LA RUE  
FIVE PENCE MOUNT GOULD LAKE ST CLAIR OVERSEAS USAGE

The Five Pence was also issued to meet the double foreign letter rate for ½oz to 1 oz. letters.



1902 (Feb.13) Hobart to Massachusetts, USA at double foreign letter rate and registration (3d).



1901 (Oct.25) Hobart to Baden at double foreign letter rate, registration fee and 1d late fee.