

COMMERCIAL FIRST DAY COVERS

FOR THE POSTAGE STAMPS ISSUED TO COMMEMORATE THE 150th ANNIVERSARY OF THE FOUNDING OF THE CITY OF NEWCASTLE

COMMERCIAL is defined as being inscribed FIRST DAY COVER or similar, and produced with the purpose of being available or sold to collectors.

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References:

The major reference for Australian First Day covers is the book listed as reference 1. Other specific references are also listed below.

1. 'Australian First Day Covers', by Michael Moore, Colleen Woolley & Frank Pauer, pub Australian Cover Society 2009, ISBN 978 0 646 51777 3
2. Sydney Morning Herald, Wed 3 Sept 1947, page 4, accessed through www.trove.nla.gov.au.
3. The 'Coal Monument' was erected in June 1909 in Pacific Park, Newcastle East. It was relocated to Parnell Place in November 1922 to make way for the extension of the tram line.
4. Marjorie Ellen Mills, joined Newcastle Philatelic Society on 3 Feb 1933 age 21, died March 1989, acted as Exchange Convenor 1941-55. She was the proprietor of the Northern Stamp Company (shop in Maitland) in the 1930s and the Hunter Stamp Company (shop in Newcastle) in the 1940s. Her married name was Turner. From 'A History of Newcastle Philatelic Society 1918-1993', by Bernard Doherty, ISBN 1 875711 09 0. Also Births, Deaths & Marriages NSW website.

The cover below is the First Day Cover produced by the Hunter Stamp Company, which had a retail shop in Hunter Street, Newcastle. The covers, with stamps attached, were sold for one shilling and three pence each. (Ref 2). They were prepared in the same stamp shop premises as the souvenir covers, see the next page.



These covers have two different font sizes in the cachet. Any machine cancelled first day cover is uncommon. The hand-writing is likely that of the owner Marj Mills. Ref 4.



The maker of this cover is not recorded. It is likely that they were privately prepared by a member or members of the Newcastle Philatelic Society. Almost all the covers sighted have the Newcastle exhibition first day postmark. The cover below is one of the few that were not cancelled in Newcastle. (Ref 3)



The cachet on this cover is based on the poster stamp designed by the Newcastle Philatelic Society, with the Hunter Stamp Company providing the printing and the premises for their preparation. The proprietor, Marj Mills, was a prominent member of the Newcastle Philatelic Society. (Ref 4). Although they have the text SOUVENIR COVER, all the covers seen have been used as first day covers. As with the covers on the previous page, these covers, with stamps attached, were sold for one shilling and three pence each. (Ref 2).



Most of the covers were postmarked at the temporary post office at the Philatelic Exhibition. The cover above has the initial type of registration label, which were all used up before lunch on the first day. The only other postmark that was applied to this style of cover was that of Newcastle Post Office.

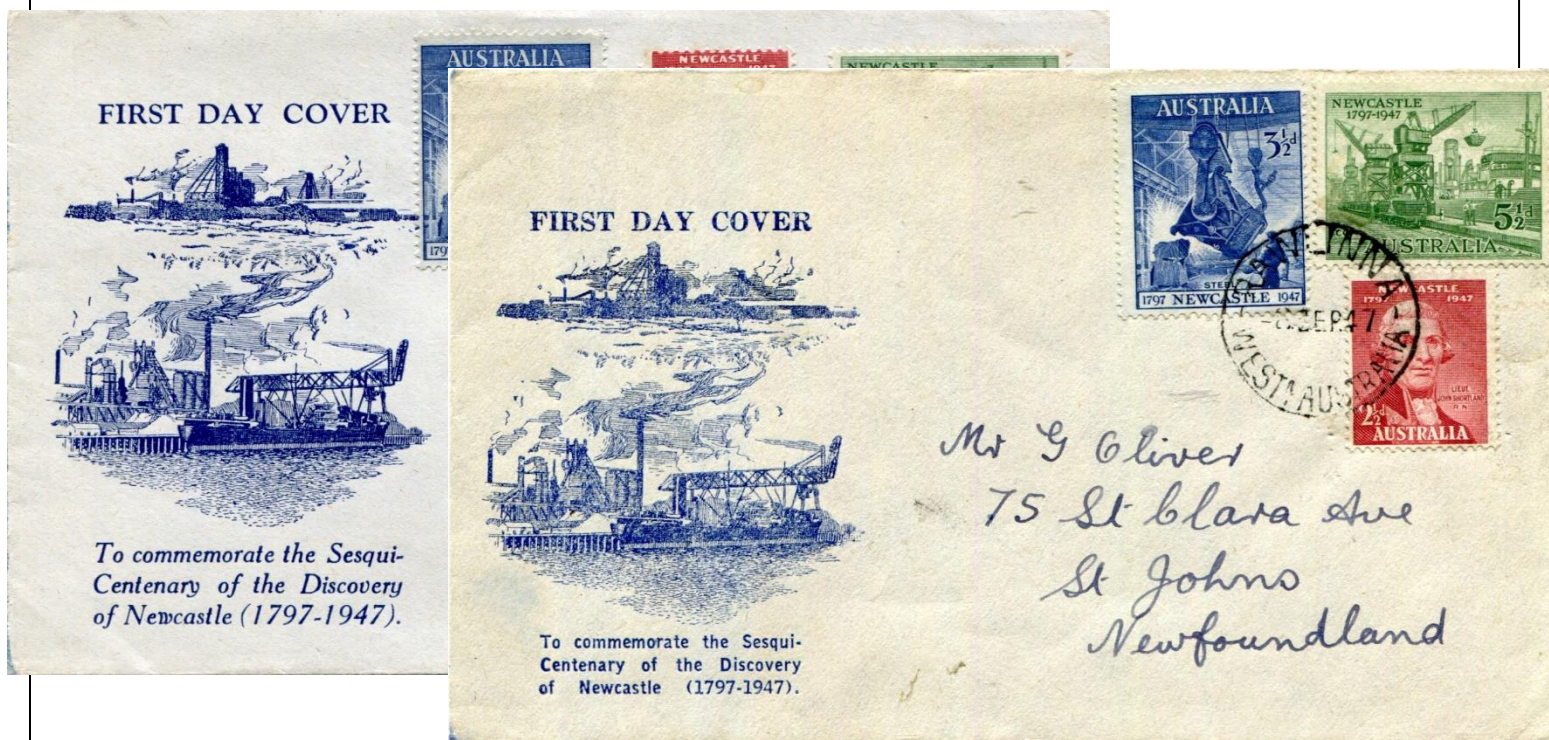


Wide World Covers was the business owned by Vernon Stalley, with the retail shop in the 'Cowra Chambers', 23 Grenfell Street, Adelaide. (Ref 1, p47-50). He printed 4,500 envelopes with this cover design.



Rex Bodin

Rex Bodin began producing first day covers in 1946 from his Melbourne home. He was also the founder and organiser of the Koala Stamp & Hobby Club, also traded as the Winslow Stamp Supply. (Ref 1, p109-110). This cover is known with two font types below the cachet, as shown below.



This first day cover design was produced by J H Smyth & Co, located in Sydney. James Smyth died in 1923, but his name continued to be used after his death when the business was sold. (Ref 1, p33-35). Some covers are known with the red printing missing.



This generic first day cover was issued by J H Smyth & Co from 1946 until 1953. (Ref 1, p33-35)



First Day Cover


AUSTRALIA



R 6
Moreland West, N.12
VICTORIA
R No 3338


3 1/2d
AUSTRALIA
1797 NEWCASTLE 1947


NEWCASTLE
1797-1947
2d
AUSTRALIA


NEWCASTLE
1797-1947
5 1/2d
AUSTRALIA



R. Povak
1416 Hewitt Avenue
St. Paul 4
Minnesota
U. S. A.

First Day of Issue

**NEWCASTLE
1797-1947**

To commemorate the Sesqui-centenary
of the discovery of Newcastle.

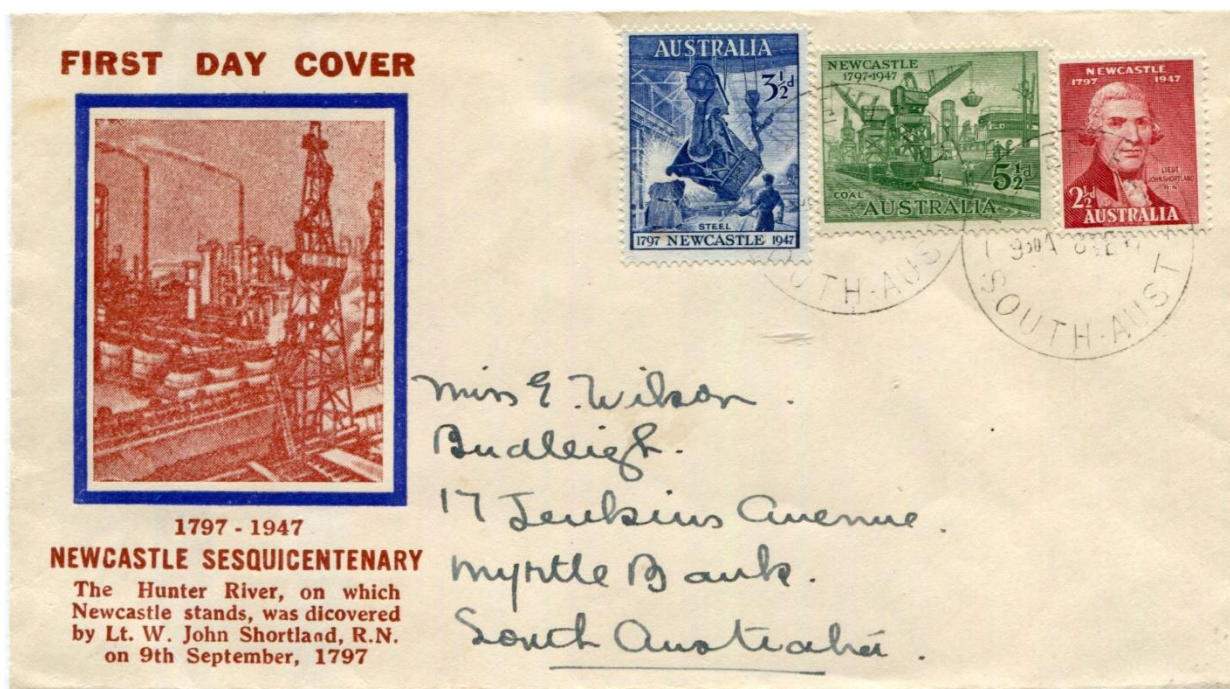
Mr. R. Powe,
Box 100 P.O.
NORTH WINDHAM,
CONNECTICUT
U. S. A.

NEWCASTLE
1797-1947
COAL
AUSTRALIA
5½

AUSTRALIA
3½
STEEL
1797 NEWCASTLE 1947

NEWCASTLE
1797-1947
2½
AUSTRALIA

Bob Haslem was a Melbourne based dealer. His blank covers were priced at 1½d each, which were posted in advance of the new issue to dealers and collectors. His serviced covers, with the relevant stamp and first day postmark, were priced at 1½d over the cost of the stamps. (Ref 1, p97)



Orlo-Smith, stamp dealer, Melbourne

This cover design was the generic pattern used by the Melbourne stamp dealers Orlo Smith & Co. The company was owned by Stanley Orlo-Smith from the early 1920s until it was sold in 1945. This is a later cover with the text in lower case with each word capitalised. (Ref 1, p94)



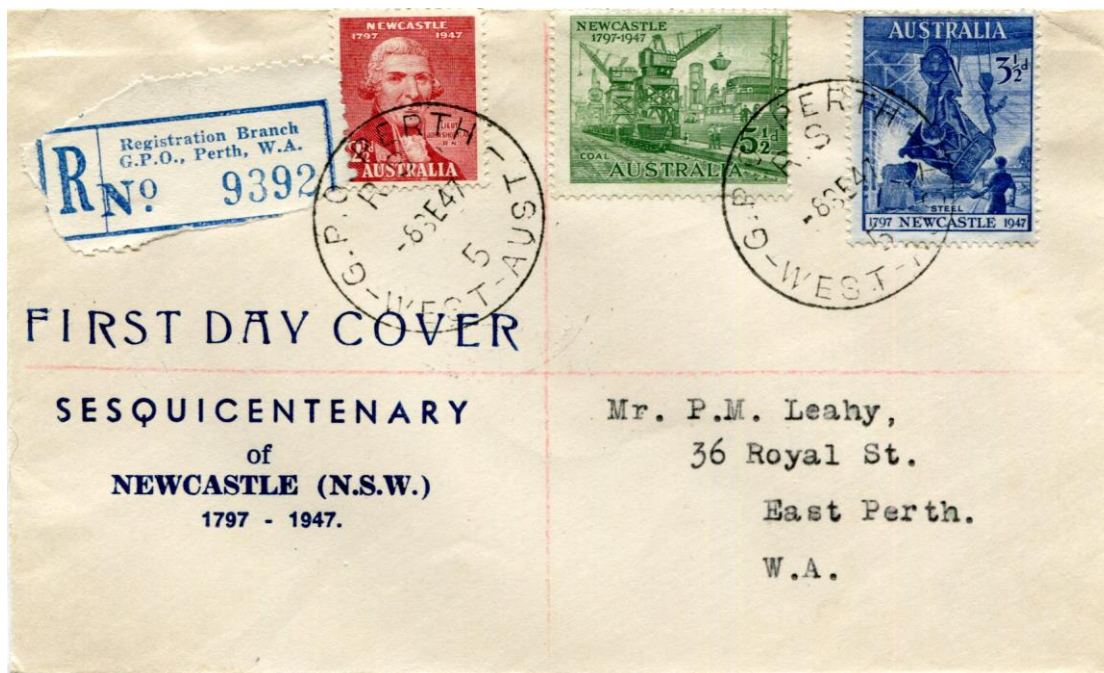
S Mitchell, Murray Street, Perth, began making first day covers in 1927, and produced his final first day covers in 1954. All covers of this era were postmarked at the Perth GPO. (Ref 1, p195)



These covers below show the straight and curved text. Only these two types of first day covers for this issue from Mitchell are known. (Ref 1, pages 71-77), states that all Mitchell covers are scarce.



This cover differs from most Mitchell covers in that it has a four digit registration label, and was postmarked with the code 5 circular hand datestamp. The more common covers, probably posted by Mitchell himself, had a three digit registration label and were postmarked with the code 3 handstamp.



Ida Challis, stamp dealer, Perth

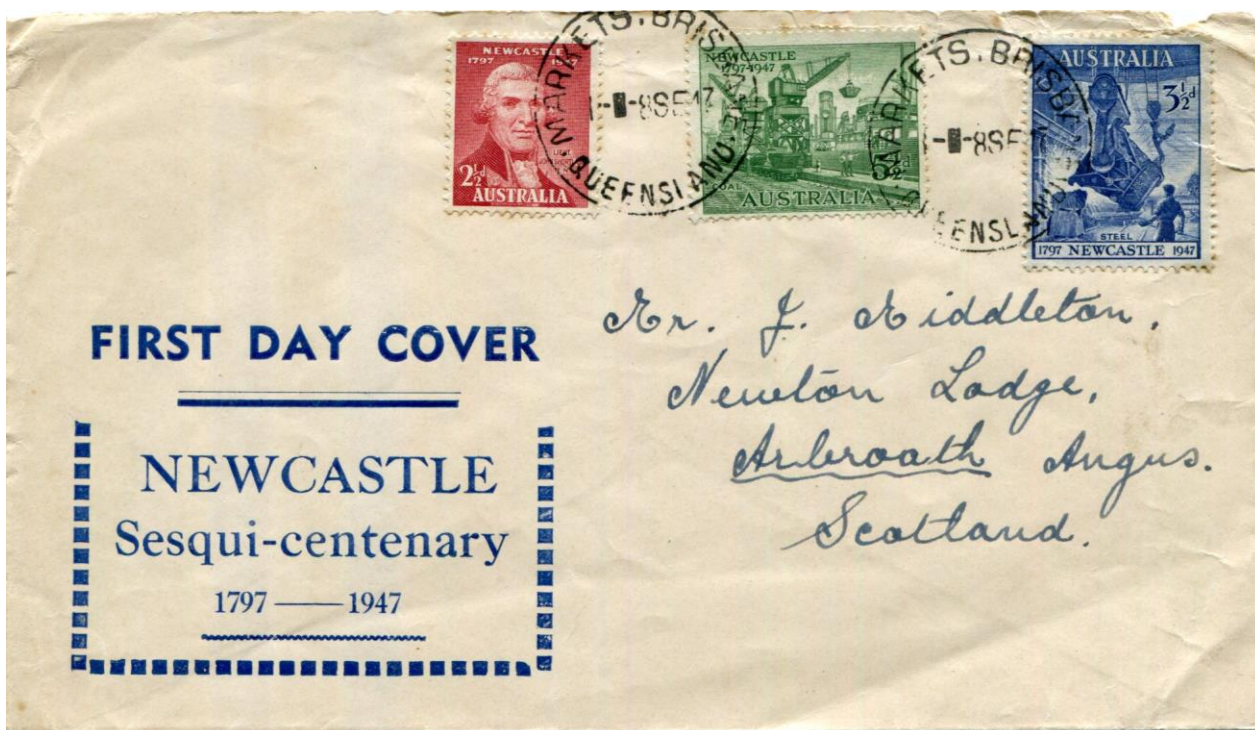
This cover was produced by I Challis Pty Ltd. This was the business name of the partnership between Tom Thurgood and his wife Ida Challis. They traded under various names and addresses in Perth in the 1930s to 1950s. Later covers were printed in colour, but the main design element remained unchanged. (Ref 1, p77)



This first day cover was produced by The Standard Stamp Company, which traded in Brisbane from 1930. Generic first day covers (all with the same design) were produced from 1937 until 1953. Maurice Wagner owned the company from 1930 to 1968, but it continued trading until the 1980s with a new owner.



This cover design has been attributed to the Standard Stamp Company. They were the only dealer in Brisbane who produced first day covers for sale.



This generic design of first day cover was produced by H Taylor, of Brunswick, in inner Melbourne. This cover has the stamped return address of R. C. Walker, Stamp Dealer, 'Eastern Market', Bourke Street, Melbourne, on the reverse. It seems that Taylor & Walker worked together in the stamp trade. (Ref 1, p198)

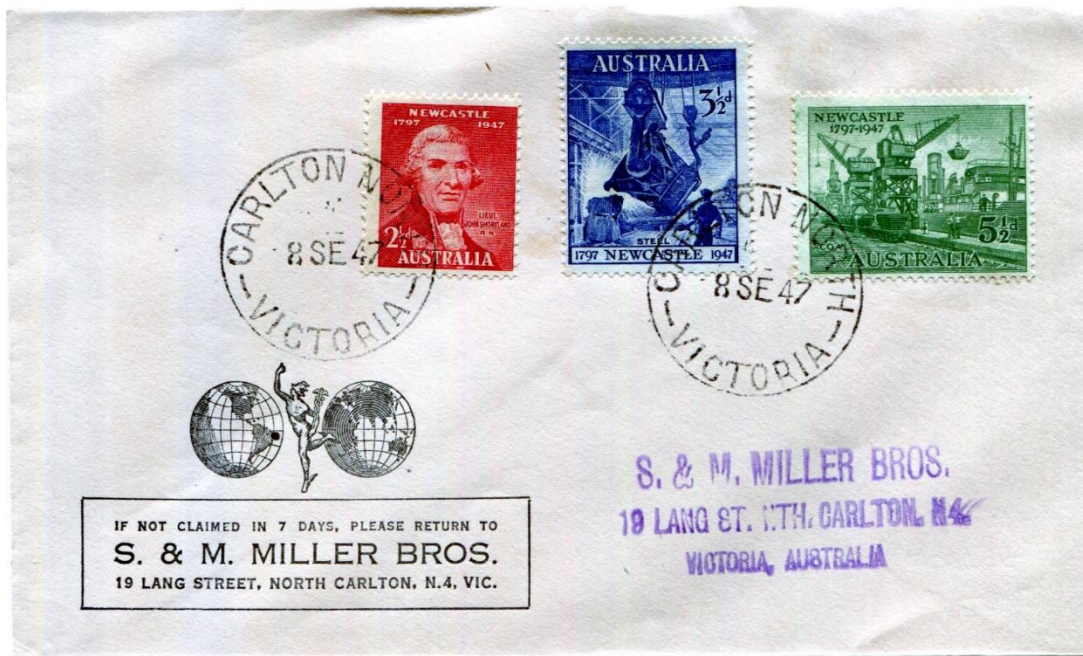


Philatelic Society of Australia

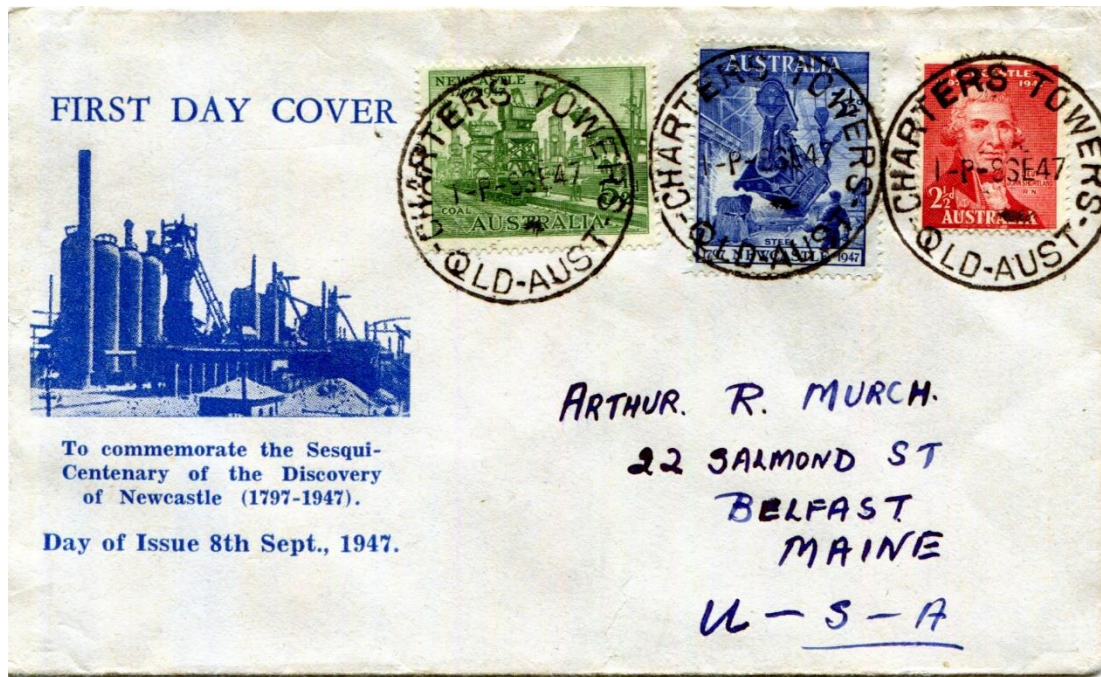
The Philatelic Society of Australia operated mostly in Sydney. Blank covers were purchased by members, who then added stamps and addressed them. Most postmarks are from the Sydney region. (Ref 1, p195)



S & M Miller were Saul and Maurice Miller, Polish immigrants who became naturalised Australians and changed their name. Saul Zelenko began his stamp business in 1937, then producing first day covers in 1938. Later the business was run by his brother Maurice. They stopped producing first day covers in the late 1940s. The top cover is their usual business envelope, while the bottom envelope was specially prepared for this new issue. Covers with the specially printed cachet were sold to customers. (Ref 1, p87-91).



This cover was produced by W J Griffiths, Thornburgh College, Charters Towers, Queensland. He was the convenor of the African Collectors' Exchange. The covers were produced for sale to their members, probably in low numbers. They are quite scarce.



Geniality, Horsham Victoria

The details of the producer / publisher of the Geniality covers are not known. No details on 'trove'. Some covers exist with red in the cachet missing. The few known covers have the same pre-printed address and are all postmarked at Horsham.



This cover was produced by Major Robert C Dettman, who moved from Melbourne to Perth in 1933. He produced only two types of cachets, both tourist related photographs. He was a noted philatelist, also a breeder and a show judge of budgerigars.



Griffith, book seller, Broken Hill New South Walse

This cover was produced by Griffiths, who ran a bookshop in Broken Hill. The business lasted for many years, although in later years he sold first day covers printed by other dealers. These covers would have been sold through his bookshop.



Collectors in Australia and overseas could purchase mint stamps from any Post Office. The order would be made up and posted out in a Postmaster-General's Department envelope. Orders received early would be made up the week before the day of issue, then were posted on the day of issue with the violet hand stamp FIRST DAY COVER.



Orders were prepared and posted from the Post Office from where the order was placed. Sydney and Newcastle were the most common servicing post offices for this stamp issue.

This cover was produced by Turley, during his time as an Australian Army private attached to the Headquarters Recruiting Staff at Keswick, South Australia. Very little is known about this producer. The few known covers are all postmarked at Adelaide. Top cover (registered) was prepared by Turley himself, but probably not the bottom cover (stamps not in line, different Adelaide postmarker).

