

NEWFOUNDLAND

ESSAYS AND PROOFS

1917

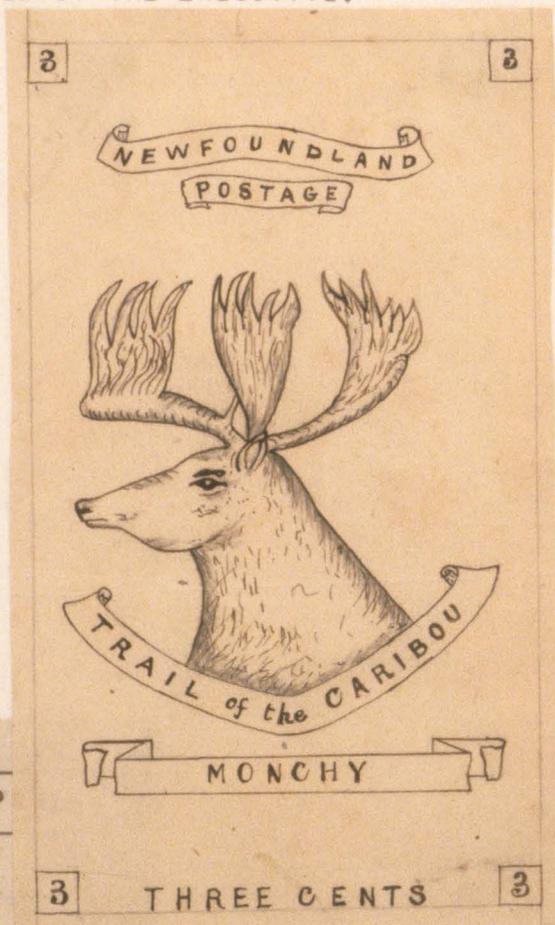
ARTISTS SKETCHES

BY J. H. NOONAN

ON 18 APRIL 1917 THE COLONIAL SECRETARY ADVISED NOONAN THAT HIS SUGGESTION OF A STAMP ISSUE HONORING THE NEWFOUNDLAND REGIMENT WAS ACCEPTED. NOONAN OF THE CUSTOMS DEPT. PRODUCED THE DESIGNS WHICH WERE RETURNED TO THE POSTMASTER GENERAL ON 19 JAN 1918 APPROVED BY THE EXECUTIVE.



MINE-SWEEP



STEENBEKE

CARRIBOU HILL

NEWFOUNDLAND

WHITEHEAD MORRIS CO.

1918

HAND COLORED DESIGNS

DE LA RUE

ESSAYS

ON 31 MAY 1918 THE COLONIAL SECRETARY RETURNED FOUR DESIGNS TO THE POSTMASTER GENERAL. THEY WERE A, B, C & D. WHILE THE SIZE WAS LARGE THE STAMP WAS APPROVED. DESIGN "C" WAS JUDGED THE BEST, AS THE OTHER DESIGN WAS CONSIDERED TOO PLACID. COLORS WERE SET BY THE U.P.U. A \$ 1,00 STAMP WAS SUGGESTED. THE GOVERNOR WAS UPSET AS THERE WERE NO PICTURES OF THE KING.

A



B



C



D



1625

NEWFOUNDLAND

ESSAYS AND PROOFS

WHITEHEAD MORRIS CO.

1918

DIE PROOFS

DE LA RUE

VARIOUS PAPERS

MASTER DIE FOR ALL VALUES - APPROVED 13 JUNE 1918



MASTER DIE FOR 2¢, 5¢, 8¢ & 12¢ - APPROVED 12 AUG 1918



NEWFOUNDLAND

ESSAYS AND PROOFS

1919

WHITEHEAD MORRIS CO

COLOR TRIALS

DE LA RUE

STAMP PAPER, GUMMED



THE COMPANY WAS INSTRUCTED TO USE THE SAME COLORS FOR THE 1¢ THRU THE 6¢ AS WAS USED ON THE CORONATION ISSUE. THE COMPANYS CHOICE FOR THE OTHER COLORS WERE PREPARED FROM THE 1¢ PLATE AND SUBMITTED 21 OCT 1918. AS CAN BE SEEN THEY WERE ACCEPTED.

NEWFOUNDLAND

ESSAYS AND PROOFS

1899

AMERICAN BANK NOTE CO

ON PROOF PAPER ON BOARD

ROBERT SAVAGE
ENGRAVED MANY
CANADIAN STAMPS.
THIS ESSAY OF A
MOOSE WAS PROBABLY
FOR USE ON A
BANKNOTE.



SPECIAL O-708
AMERICAN BANK NOTE CO '99

*Robt. Savage
July. 99.*

NEWFOUNDLAND

WHITEHEAD MORRIS

1919

STAMP PAPER .0035

DE LA RUE

RECORD SHEETS

UNGUMMED, IMPROFRATE



THIS SHEET PRINTED 13 NOV 1922 SHOWS PLATE#2 STILL IN USE..



THESE BLOCKS, PRINTED 9 JAN 1923, SHOW THAT THE 1¢ WAS PRINTED 200 STAMPS TO A SET.

NEWFOUNDLAND

WHITEHEAD MORRIS

1919

STAMP PAPER .0035

DE LA RUE

RECORD SHEETS

UNGUMMED, IMPERFORATE



THESE BLOCKS PRINTED IN 1922 WERE FOR RECORD PURPOSES. NOTE PLATE #1 STILL IN USE. THE ODD PLATE NUMBERS ALWAYS APPEAR ON THE LEFT SIDE, CENTER. THE EVEN NUMBERS ON THE RIGHT SIDE, CENTER.

NEWFOUNDLAND

WHITEHEAD MORRIS

1919

STAMP PAPER .0035

DE LA RUE

RECORD SHEETS

UNGUMMED, IMPERFORATE



THE UPPER PAIR OF BLOCKS PRINTED IN 1921 SHOW A DEFINITE 3 IN THE RIGHT MARGIN WHICH COULD ONLY BE A PLATE NUMBER.

NOTE THE DISTINCT COLOR DIFFERENCE BETWEEN THE 1921 AND 1922 PRINTINGS.

NEWFOUNDLAND

WHITEHEAD MORRIS

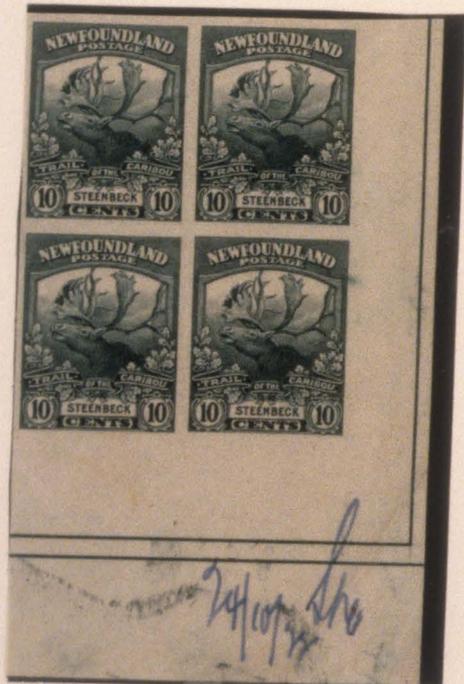
1919

ESSAYS AND PROOFS

DE LA RUE

UNGUMMED, IMPERFORATE

STAMP PAPER .0035



WHILE THESE ARE FROM THE RECORD SHEET GROUP I CONSIDER THEM

PLATE PROOFS. THEY ARE IN COLOR OF ISSUE FROM THE FIRST PRINTING.

1670

NEWFOUNDLAND

WHITEHEAD MORRIS

1919

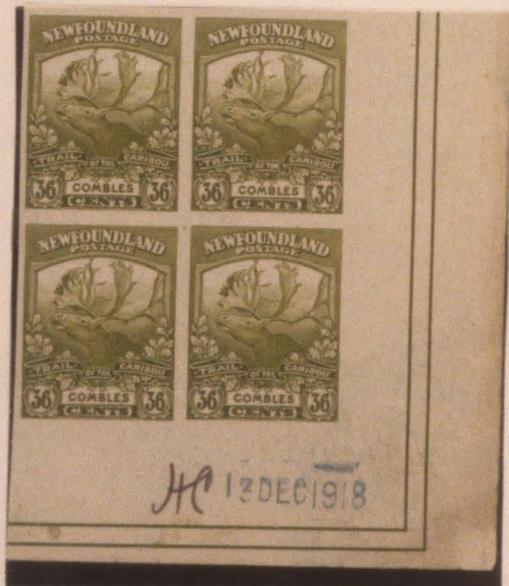
ESSAYS AND PROOFS

DE LA RUE

PLATE PROOFS

UNGUMMED IMPERFORATE

STAMP PAPER .0035



NOTE THE COLOR OF THE 15¢ WHICH IS INDIGO. 13 DEC WAS THE DATE OF THE LAST STAMP TO BE PRINTED ON THE FIRST ORDER.

NEWFOUNDLAND

WHITEHEAD MORRIS

1919

STAMP PAPER .0035

F LA RUE

OVERPRINTED SPECIMEN

GUMMED, PERF.

MARCH 1919



NEWFOUNDLAND

ESSAYS AND PROOFS

1919

WHITEHEAD MORRIS CO.

ESSAYS

ON CREAM WOVE .00300

DE LA RUE



MASTER DIE FOR 1¢, 3¢, 4¢, 6¢,
10¢, 15¢, 24¢ AND 36¢. ALSO

EXISTS IN GREEN

ON WHITE WOVE .00500

MASTER DIE FOR 2¢, 5¢, 8¢ AND
12¢. ALSO EXISTS IN CARMINE.

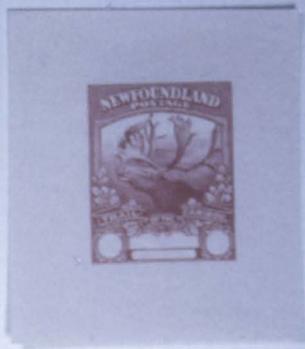


1919
NEWFOUNDLAND

Whitehead Morris Co.
De La Rue

ESSAYS

ON WOVE .00300
CREAM



Master Die for 1[¢], 3[¢], 4[¢], 6[¢], 10[¢], 13[¢], 24[¢], 36[¢]

ON WOVE .00500
WHITE



Master Die for 2[¢], 5[¢], 8[¢], + 12[¢]
also exists in vermilion

One of these in Warner Rowe Mfg. Co. patent @ 278 in

1 0081

4 115 + 116

2-1439

NEWFOUNDLAND

De La RUE'S NEWFOUNDLAND 1911 - 1928

The Caribou Issue - Engraved - 1919

World War I intervened, so the Coronation Issue of 1911 had long use. The last order was placed in August 1918. On April 18, 1917, the Colonial Secretary informed Mr. J. H. Noonan of the Customs Department, that his suggestion of a stamp issue to honor the Newfoundland Regiment still fighting, had favorably impressed the Postmaster General. Inscribing the emblem of the Regiment on a stamp would be considered when a new issue was undertaken.

Postmaster General Robinson requested this in a letter of December 27, 1917 and on January 19, 1918 it was approved by the executive, with the proviso that a proof of the stamp, for size and color be submitted before final engraving. An unusual request was made on February 27, 1918 when the A. E. Hickman Co. Ltd. requested that stamps be prepared in roll form, so that they could be easily applied with a "Post Stamper". This thought was approved April 28th, and the PMG directed, when ordering the next lot of 2 ¢ stamps, to provide a sizeable quantity for experimentation. Nothing further is heard of this. Another change in policy on May 17th, added a tax on Telegrams of 5 ¢ each if sent singly, or a double 5 ¢ tax if a reply was requested. This was satisfied by authorizing the use of 5 ¢ stamps.

In early March 1918, the PMG sent two of Mr. Noonans crude drawings of a Caribou and three scrolls to Whitehead Morris for evaluation. On March 19th De La Rue sent 4 designs to W/M which went on to St. John's on the 20th. These were labeled A, B, C, & D. While the size was considered large, Design C was chosen on May 31st, because of the border design and the head of the Caribou. The other offerings were considered too placid. Colors were to conform to U.P.U. requirements, and a \$ 1.00 stamp was suggested. Quantities and denominations were left up to the PMG, who was told to proceed with the engraving.

On June 15th the PMG was ordered to have all printing plates of stamps used prior to the Caribou issue destroyed. W/M had been told to retain the Guy Issue plates when the Coronation Issue was ordered. The Royal Naval Reserve felt ignored when they saw the designs, and they were accommodated on August 14th, by including them on four values. The colors, other than U.P.U. specified, were defined by printing plate proofs of the 1 ¢ in suggested colors. The choices were approved October 21, 1918. Blocks of plate proofs from eight values of the first printing, October - November 1918, remain. An interesting offer was made September 25th, when De La Rue submitted six books of twenty four 1 ¢ stamps, made by cutting a sheet of stamps into three parts in a manner undisclosed. The covers and interleaves were indicated as being from waste material. As with the colls, nothing further is heard and none of the examples remain.

A letter of December 4, 1918 to the PMG said the Governor was pleased with the Caribou designs and the paper for printing. However he was disturbed that no stamp was included that bore the King's vignette. He suggested that the 1 ¢ and 2 ¢ of the Royal Issue be continued in use, (none were available) so that the King and Queen were represented on stamps. Foreign names on British Colonial stamps also annoyed the Governor. The initial shipment of all values from the first series of stamps totally supplied by De La Rue, reached St. John's on January 2, 1919. A little later 25,000 stamps of each value were delivered to the Newfoundland Commission in London for sale by them.

Various plate blocks and border blocks are shown. Multiple plates for the 1 ¢, 2 ¢, 3 ¢ and 4 ¢ with 100 duties each were prepared. The color trial values are presented, and the die proofs and essays. There are also record sheets from the last orders in 1922 available. De La Rue "Specimen" stamps from March 1919 appear. With one exception, the files of the Colonial Secretary terminate here. There was nothing further until the Whitehead Morris contract was ended in 1929.

2-1440

NEWFOUNDLAND

WHITEHEAD MORRIS

1919

WHITE WOVE .003

DE LA RUE

CARIBOU ISSUE

PERFORATED 14



(6)



(6)



(5)



(4)



(2)



(3)



DARK SHADES FROM THE FIRST PRINTING.

NUMBER OF PRINTINGS SHOWN IN ()

B
2

2-1460

NEWFOUNDLAND

WHITEHEAD MORRIS

WHITE WOVE .003

1919

DE LA RUE

PERFORATED 14

CARIBOU ISSUE



LIGHT SHADES FROM THE PRINTING FOR THE NEWFOUNDLAND COMMISSION.

3
8

NEWFOUNDLAND

WHITEHEAD MORRIS

1919

STAMP PAPER .003

DE LA RUE

CARIBOU ISSUE

GUMMED, PERFORATE



B
14

2-1461

NEWFOUNDLAND

WHITEHEAD MORRIS

1919

STAMP PAPER .003

DE LA RUE

CARIBOU ISSUE

GUMMED, PERFORATE



2-1462

NEWFOUNDLAND

WHITEHEAD MORRIS

1919

STAMP PAPER .003

DE LA RUE

CARIBOU ISSUE

GUMMED, PERFORATE



B
15

2-1470

NEWFOUNDLAND

WHITEHEAD MORRIS

ISSUED STAMPS.

1919

DE LA RUE

PERFORATED 14

CARIBOU ISSUE



THIS SET OF MATCHED CORNER BLOCKS IS BELIEVED TO HAVE COME FROM THE SETS SOLD BY THE NEWFOUNDLAND COMMISSION IN LONDON. IT IS ALSO FELT THAT THEY WERE PRINTED AFTER THE FIRST RUN AND THUS HAVE DIFFERENT SHADES. (lighter)

B
14

NEWFOUNDLAND

WHITEHEAD MORRIS
DE LA RUE

ISSUED STAMPS
PERFORATED 14

1919
CARIBOU ISSUE



THE 15¢ VALUE IS THE "PRUSSIAN BLUE" COLOR.

13
20

NEWFOUNDLAND

WHITEHEAD MORRIS

1919

STAMP PAPER .0035

DE LA RUE

RECORD SHEETS

GUMMED, PERFORATE



BOTH THE UPPER BLOCKS ARE FROM PLATE #2. THE MARGINAL NOTE WOULD INDICATE THEY ARE FROM THE FIRST PRINTING. THE LOWER BLOCK IS OF UNKNOWN DATE. THE "NEW SERIES" COULD POSSIBLY BE THE 1923 SET.

213

2-1500

NEWFOUNDLAND

WHITEHEAD MORRIS

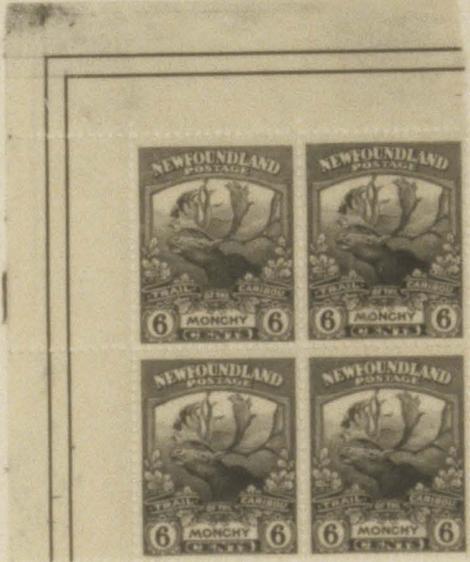
WHITE WOVE .003

1919

DE LA RUE

PERFORATED 14

CARIBOU ISSUE



2-1570

NEWFOUNDLAND

WHITEHEAD MORRIS

1919

WHITE WOVE .0

DE LA RUE

CARIBOU ISSUE

PERFORATED 14



B
17

THE 15¢ VALUE IS THE 'INDIGO' COLOR

2-1520

NEWFOUNDLAND

WHITEHEAD MORRIS
DE LA RUE

1919
CARIBOU ISSUE

ISSUED STAMPS
USED



THE CARIBOU ISSUE , USED, ALL WITH C.D.S. CANCELLATIONS

B
22