ESSAYS AND PROOFS

IERICAN BANK NOTE CO. OTTAWA.

1920

NEWFOUNDLAND PAPER MONEY



A \$ 1.00 BILL FROM THE 1920 PRINTING



A \$ 2.00 BILL FROM THE 1920 PRINTING.

ESSAYS AND PROOFS

1922

TEHEAD MORRIS CO.

PHOTOGRAPHIC DESIGNS

LA RUE



REJECTED 18-12-22



APPROVED 16 APRIL 23

THE SECOND DESIGN SUBMITTED 15 JANUARY 1923 APPEARS THE SAME AS THE FIRST

an install are montimens

ESSAYS AND PROOFS

1922

WHITEHEAD MORRIS

PHOTOGRAPHIC DESIGNS

DE LA RUE





ESSAYS AND PROOFS

1922

EHEAD MORRIS CO.

PHOTOGRAPHIC DESIGNS

A RUE



REJECTED 18 & 23-12-22



THE APPROVED DESIGN

ESSAYS AND PROOFS

1922

PHOTOGRAPHIC DESIGNS

27 Novem 22.

27 Novem. 22.



TEHEAD MORRIS CO

A RUE

H

pour

ESSAYS AND PROOFS

1922

TEHEAD MORRIS CO.

A RUE

#### PHOTOGRAPHIC DESIGNS





ESSAYS AND PROOFS

1922

WHITEHEAD MORRIS CO.

PHOTOGRAPHIC DESIGNS

DE LA RUE





ESSAYS AND PROOFS

1922

HEAD MORRIS CO

PHOTOGRPHIC DESIGNS

A RUE



ACCIDENTLY REJECTED 23-12-22



ACCIDENTLY APPROVED 23-12-22

ESSAY "V" WAS ISSUED AS A STAMP IN 1924. IT IS DIFFICULT TO SEE HOW IT BE APPROVED 23-12-22 WHEN THE DESIGN WAS NOT ISSUED UNTIL 15 JAN 1923

ESSAYS AND PROOFS

1922

E LA RUE

NHITEHEAD MORRIS CO. PHOTOGRAPHIC DESIGNS



REJECTED 18-12-22 BUT ACCIDENTLY PASSED 23 - 12-22

ESSAYS AND PROOFS

1922

WHITEHEAD MORRIS CO

E LA RUE

ESSAYS

ON WOVE . 0037



THE NINETEEN DESIGNS SUBMITTED R APPROVAL 27 NOV 1922.





A PLATE WAS MADE FROM THIS DIE

AND PROOFS PREPARED BUT THE STAMPS

WERE NEVER ISSUED.

ESSAYS AND PROOFS

1922

ESSAYS

HITEHEAD MORRIS & CO









ESSAYS AND PROOFS

1922

ITEHEAD MORRIS CO.

PHOTOGRAPHIC DESIGNS

. . -..-





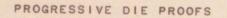
INETEEN DESIGNS WERE SUBMITTED ON 27 NOVEMBER 1922. SOME WERE ACCEPTED, SOME REJECTED.

ESSAYS AND PROOFS

1923

ITEHEAD MORRIS CO

LA RUE



ON WOVE .0035

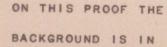












WATERCOLOR.







ESSAYS AND PROOFS

1923

HITEHEAD MORRIS CO

E LA RUE

UNFINISHED DIE PROOFS

ON WOVE .0035



NO SHADING BELOW 3'S AT BOTTOM.
DATED 9-5-23



INCOMPLETE SHADING IN SKY & WATER.





NO SHADING AROUND 12 DATED 10-2-23

ESSAYS AND PROOFS

EHEAD MORRIS CO.

1923

ON WOVE .0035

A RUE

COMPLETED DIE PROOFS







ESSAYS AND PROOFS

1923

HITEHEAD MORRIS CO

LA RUE

ON WOVE .0035

COMPLETED DIE PROOFS











WHITEHEAD MORRIS

DE LA RUE

### NEWFOUNDLAND

STAMP PAPER .0035 1923

UNGUMMED IMPERFORATE RECORD SHEETS









THESE BLOCKS ARE FROM RECORD SHEETS BUT BEING FROM THE FORST RINTING, THEY PROBABLY ARE PLATE PROOFS. THE 1¢, 2¢, 8¢ AND 11¢ HAVE BEEN NOWN PREVIOUSLY. ALL OTHERS ARE NEW. SHEETS OF THE 1¢, 2¢, 4¢, 5¢ AND 11¢ MPERFORATE AND GUMMED HAVE RECENTLY BEEN OFFERED AT AUCTION. (1967)

WHITEHEAD MORRIS

DE LA RUE

1923

PLATE PROOFS

STAMP PAPER .003

UNGUMMED, IMPERFORATE





Colour correct H. W. S. 11/6/23





WHITEHEAD MORRIS

DE LA RUE

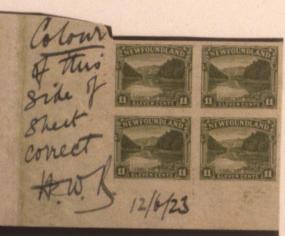
STAMP PAPER .003

UNGUMMED, IMPEROFRATE PLATE PROOFS

1923









NOTE THAT THE 15¢ WAS PROOFED TWICE, ONCE 9 JUNE 1923 AND ECONDLY 25 JULY 1923. IN BETWEEN THE PLATE WAS PROBABLY BURNISHED. HIS WOULD IMPROVE THE QUALITY OF THE LINES.

ESSAYS AND PROOFS

1923

WHITEHEAD MORRIS CO

ON WOVE .0035

DE LA RUE

TRIAL COLOR PLATE PROOFS





FROM THE MANY LINES ON THE PLATE "BEFORE" MEANS BEFORE BURNISHING.













COLOR OF ISSUE

THE 24¢ VALUES WERE PROOFED IN FEB 1924.

ESSAYS AND PROOFS

1923

ITEHEAD MORRIS CO

LA RUE

RECORD SHEETS

ON WOVE . 0035

IMPERFORATE









NOT GUMMED



DATED 9.5.23



GUMMED.



ESSAYS AND PROOFS

1923

TEHEAD MORRIS CO. TRIMMED DIE PROOFS ON WHITE WOVE .00400

GUMMED

LA RUE



















THE TRIMMED PROOFS ABOVE HAVE BEEN REMOVED FROM A PAGE ON WHICH THEY HAD BEEN MOUNTED AS A COLOR TRIAL SET. THEY ARE ALL DIE PROOFS TRIMMED AFTER GUMMING. THE DE LA RUE RECORDS HAVE SIMILAR SETS OF PROOFS IN THEIR COLLECTION.



GUMMED

FROM SET



ESSAYS AND PROOFS

1923

WHITEHEAD MORRIS CO

DE LA RUE

ON WOVE . 0035

COLOR TRIAL DIE PROOFS















SEVERAL SETS OF COLOR TRIALS WERE SUBMITTED FOR THIS ISSUE. IT IS BELIEVED THAT THE  $5\phi$  DIE WAS USED FOR THIS PURPOSE. THE EARLY SETS WERE ON THE ABOVE PAPER (.0035). THE SECOND SET SENT ON 9 FEB 1923 WAS ON .003 PAPER.

ESSAYS AND PROOFS

1923

WHITEHEAD MORRIS CO

DE LA RUE

COLOR TRIAL DIE PROOFS

ON WOVE .003









ORANGE







GREY



THE COLOR TRIAL SET SENT 9 FEB 1923 CONTAINED THREE ADDITIONAL COLORS.

DARK SEPIA, ORANGE & GREY. THESE COLORS AND OTHERS FROM THIS SET ARE SHOWN

ABOVE. FIVE UNKNOWN OTHER COLORS WERE SENT 12 FEB 1923.

ESSAYS AND PROOFS

1923

LARGE DIE PROOFS

IN COLOR OF ISSUE

ON YELLOWISH WVE .00390

TEHEAD MORRIS CO.

LA RUE





GUMMED





THE BROWN IS THE





THIS STAMP WAS SUBMITTED FOR DESIGN APPROVAL 18 JAN AND FOR COLOR ON 10 MARCH 1924. THE ORIGINAL GREEN COLOR WAS DISAPPROVED 19 MARCH AND THE BROWN SHADE APPROVED.

1923

WHITEHEAD MORRIS CO.

DE LA RUE

STAMP PAPER .003

GUMMED, PERFORATED

SPECIMEN O/P BY DE LA RUE



















ESSAYS AND PROOFS

1924

WHITEHEAD MORRIS CO.

PHOTOGRAPHIC DESIGN

DE LA RUE

ESSAYS



THIS PHOTOGRAPHIC DESIGN OF A NEW 4¢ STAMP WAS PREPARED 1 SEPTEMBER 1924.

E DESIGN OF THE ESSAY WAS APPARENTLY NEVER ACCEPTED.

ESSAYS AND PROOFS

1923

WHITEHEAD MORRIS CO. TRIMMED DIE PROOFS ON WHITE WOVE .00400

DE LA RUE

GUMMED



















THE GROUP ABOVE WERE BACKED, BUT WERE PREPARED AS THE

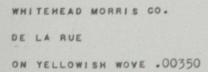
ONE BELOW



IN THE DE LA RUE COLLECTION PROOFS CUT LIKE THESE QUMMED AND PASTED IN RECORD BOOKS.

ESSAYS AND PROOFS

1 9 2 3









THESE LARGE DIE PROOFS EXIST AS ABOVE

IN 16 COLORS

ON PAPER USED FOR THE ORIGINAL TRIAL

COLORS

ESSAYS AND PROOFS

1923

WHITEHEAD MORRIS CO. LARGE DIE PROOFS ON YELLOWISH WVE .00350

IN COLOR OF ISSUE

GUMMED





DE LA RUE



THIS STAMP WAS SUBMITTED TWICE FOR COLOR APPROVAL, THE FIRST TIME FEB.9-12, 1922 AND AGAIN MARCH 10, 1923.

ESSAYS AND PROOFS

1928

TRIAL COLOR PROOFS

WHITEHEAD MORRIS CO.

DE LA RUE



























THIS IS THE SECOND SET OF COLOR TRIALS, SUBMITTED 3 JUNE 1927

DUPLICATES EXIST IN THE DE LA RUE COLLECTION

# 1923

#### NEWFOUNDLAND

Whitehead Morris Co. De La Rue TRIMMED DIE PROOFS

ON WOVE .00350 YELLOWISH







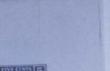


Those could be part of 13 shades furnished as color schemez for 1978. I save

#### 1923

## NEWFOUNDLAND

Whitehead Morris Ca De La Rue



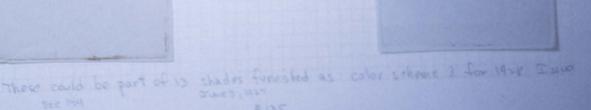
LARGE DIE PROOFS

ON WOVE .00400 WHITE









1923

## NEWFOUNDLAND

Whitehead Morris Ca De La Rue

TRIMMED DIE PROOFS

ON WOVE .00400 WHITE GUMMED





Whitehead Morris Co. De La Rue PLATE PROOFS

ON WOVE .00350 YELLOWISH



Not issue color

Whitehead Morris Co. De La Rue LARGE DIE PROOFS

ON WOVE .00350 WHITE



1923

#### NEWFOUNDLAND

Whitehead Morris Ca De La Rue

TRIMMED DIE PROOFS ON WOVE .00350 WHITE

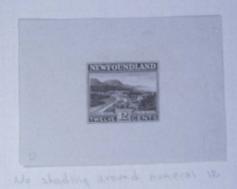


1923

### NEWFOUNDLAND

Whitehead Morris Ca LARGE DIE PROOFS

ON WOVE .00350 WHITE



De La Rue

Whitehead Morris Co. De La Rue LARGE DIE PROOFS

ON WOVE .00350 WHITE



Unfinished



Finisher

Whitehead Morris Co. De La Rue LARGE DIE PROOFS

ON WOVE .00350 YELLOWISH



1923

# NEWFOUNDLAND

Whitehead Morris Co. De La Rue TRIMMED DIE PROOFS
PLATE PROOFS

ON WOVE .00400 YELLOWISH





appears to have



These could be part of 13 shades Furnished as color scheme 3 for the string

#### De La RUE'S NEWFOUNDLAND 1911 - 1928

The 1923 - 1924 Pictorial Issue.

Satisfied with the work of De La Rue on the Caribou issue, Whitehed Morris turned to the again for preparation of a new Pictorial issue for 1923. New pictures, new values and even stanfor Air Mail, Revenue use and Postage Due duties were desired. Mr Gauntlet of W/M personal delivered photographs and instructions to De La Rue on November 7, 1922.

A series of designs, photographic reductions of sketches, colored sepia, red, green or blue were given to W/M on November 27th. They were neatly mounted in shadow box format on this card in postage stamp size. Initially 19 designs, lettered from A to S, were presented. With the exception of four values, the 3 ¢, 6 ¢, 20 ¢ (replaced by new designs) and the 24 ¢, all the result were approved for printing by December 23, 1922. The designs that were rejected, replaced new ones labled T to V, were appended on January 15, 1923. All are shown with the exception "O" which is missing. The original 24 ¢ design was approved later, but orders were delayed un January 14, 1924. The 20 ¢ stamp, second design, was approved and ordered January 18, 1924.

The Air Mail and Revenue designs were evidently approved, but never ordered. Irregardles plates were made of the three designs and plate proofs (in reality plate essays) produced. The Postage Due design remains only in photo essay form.

This is the first time De La Rue die proofs are seen in progressive as well as final state. The progressive proofs are mainly without final shading in the design. The five cent die was complete early in 1923, and on February 9th a color scheme prepared from this die was submitted for approval. On February 12th another swatch of five different colors were dispatched. Example remain in full and trimmed 5 ¢ die proofs. There are color trials for the later stamps, usually from their own dies. The 24 ¢ also has plate proof color trials. An interesting examle shows the 6 plate before and after burnishing to remove scratches implanted on entering the plate. A small plate of two each of the 1 ¢, 2 ¢ and 11 ¢ in green is shown. Why it was prepared is unknown.

Imperforate Record sheets from the files contain notes relating to color and dates of printing These were the early strikes of May and June 1923. The quality of the 15 ¢ plate was questioned and a second trial after further burnishing was approved 25 July 1923. Certain other blocks an singles illustrate items that were saved in the Color Book. The 3 ¢ was printed in a lighter colo in 1926. Nine values from the De La Rue "SPECIMEN" book have been saved and are shown. For the first time a plate number is noted among the used stamps, No. 2 for the 3 ¢ value.

Sample booklets of low value Caribou stamps had been provided previously. On March 8, 1926 Booklets of 1 ¢ and 2 ¢ stamps and 2 ¢ coil stamps were requested. De La Rue complied, offering a booklet with sixteen 2 ¢ stamps and eight 1 ¢ stamps. The booklets being of smaller size required that the bottom row of two stamps be folded over. A front and back cover, printed with advertising both sides, and five interleaf pages with advertising completed the booklets. The revenue from the advertisements would pay for the booklets. 1000 sheets of 100 stamps of the 1 cand 2000 sheets of the 2 ¢ would produce 5000 booklets with panes of 20 stamps left over from each sheet. These could be combined into sheets of 100, De La Rue stated. 10,000 booklets were ordered June 18, 1926. Remember the request for coil stamps in 1918. A sample roll was dispatched with the booklets and W/M advised that they would only be perforated crosswise, and slit lengthwise. The trail ended here.

Thr Colonial Secretary was advised on May 19, 1924 that Mr. W. J. Edgar of St. John's had become the agent for Whitehead Morris in Newfoundland. Probably one of his early acts was to present the suggested new 4 ¢ essay, prepared September 1, 1924 by De La Rue. No action seems to have been taken to produce this design.

1923

WHITEHEAD MORRIS
DE LA RUE

PERF. COMB 13.8 x 14

PICTORIAL ISSUE































ALL EXCEPT THE  $20 \phi$  &  $24 \phi$  VALUES WERE ISSUED 9 JULY 1923

THESE VALUES WERE ISSUED IN APRIL 1924

WHITEHEAD MORRIS

DE LA RUE

STAMP PAPER .003

. GUMMED, PERFORATE RECORD SHEETS

1923









THESE BLOCKS AND SINGLES FROM RECORD SHEETS WERE PROBABLY PRINTED IN 1923. THE EXCEPTION IS THE 20¢ FIRST PRINTED IN 1924. THE "SPEC" OR "SPECIMEN BOOK" WAS LIKELY THE DE LA RUE "COLLECTION"

WHITEHEAD MORRIS
DE LA RUE

1923 RECORD SHEETS

STAMP PAPER .003
GUMMED, PERFORATE















THESE BLOCKS AND SINGLES, POSSIBLY FROM THE FIRST PRINTINGS, SHOW THAT ONE STAMP WAS PLACED IN THE DE LA RUE COLLECTION.

WHITEHEAD MORRIS

DE LA RUE

STAMP PAPER .003

GUMMED, PERFORATE

1923

RECORD SHEETS













A LIGHTER, BROWNER SHADE OF THE 3¢ WAS PREPARED FOR USE IN 1925. ONE STAMP FROM EACH SHEET WAS REMOVED FOR THE COLOR BOOK.

WHITEHEAD MORRIS
DE LA RUE

STAMP PAPER .003
GUMMED PERFORATE

1924 RECORD SHEETS











TWO PRINTINGS OF THE 24¢ WERE MADE, THE FIRST ON 21 FEB 1924.

A TOTAL OF 22,520 STAMPS WERE ISSUED. THE LARGE BLOCK HAS A CREASE IN THE PAPER WHICH WAS A PRINTING ERROR. THE SMALL BLOCKS SHOW IMPERFECT PRINTING.

"1 COL SCHEME" INDICATED ONE STAMP TO THE COLOR REFRENCE BOOK.

WHITEHEAD MORRIS

. 1923

STAMP PAPER .003
GUMMED, PERFORATE







THERE WAS ONLY ONE PRINTING OF THE 9¢ AND 12¢. THE 20¢ WAS FIRST PRINTED ON 5 APRIL 1924. ALL THESE BLOCKS WERE FROM THE FIRST PRINTING.

WHITEHEAD MORRIS

ISSUED STAMPS
BOOKLET PANES

1923 PICTORIAL ISSUE







THIS WAS THE FIRST BOOKLET OF STAMPS PRODUCED FOR NEWFOUNDLAND. THERE WERE TWO SHEETS OF THE 2¢ AND ONE OF THE 1¢ IN EACH BOOKLET. FIVE ADVERTISING INTERLEAVES AND A FRONT AND BACK COVER COMPLETED THE BOOKLET. THE NEXT BOOKLET WAS NOT ISSUED UNTIL 1932. 10,000 BOOKLETS WERE ISSUED. THE LOWER PAIR WAS FOLDED OVER TO FIT THE COVERS, AND THESE PERFORATIONS ARE USUALLY WEAK.



WHITEHEAD MORRIS

DE LA RUE

ISSUED STAMPS

BOOKLET

1923

PICTORIAL ISSUE

SOME OF OUR SPECIALTIES

Jamaica Cigars
Victor Victorias and Victor Records
Estey Planos and Organs

Labradorita ANTE YSons

ST. JOHN'S, NEWFOUNDLAND.

BACK

NEWFOUNDLAND POSTAL TELEGRAPHS, RING 436.

Local, exclusive of address, 10 words 25 cents. Canada and United States, exclusive of address, 10 words 90 cents to \$1.20. Great Britain 6 cents and 8 cents per word counting address and signature.

Wireless to Ships Coastwise, 12 cents per word. Transatlantic, 27 cents per word. Labrador and Straits Bell Isle, 12 cents to 14 cents per word. Ayre Sons

NEWFOUNDLAND'S PREMIER MAIL ORDER HOUSE FOR SERVICE AND SATISFACTION

Dry Goods Hardware Groceries Jewellery Books and Stationery and all General Merchandise.

FRONT

RATES OF POSTAGE FROM NEWFOUNDLAND.

Inland 3 cents 1st oz.

" 2 cents extra oz. or fraction.
City 2 cents per os.

Empire 4 cents

U.S.A. 4 cents

Registration, local, 5 cents.

foreign, 10 cents. Parcels within Newfoundland and to and from Great Britain, Canada and the United States may be insured.

#### THE ROYAL STORES, LTD.

THE HOUSE FOR VALUE CAN SUPPLY YOUR EVERY NEED FOR THE HOME AND PERSONAL WEAR.

#### LING'S

, Fishing Tackle, unition, Etc. ngs, Groceries. ind Cheapest ys' Outfitters. lassware, Stationery en's Departments.

. JOHN'S, Newfoundland,

s are one of ictions of

ORRIS LIMITED for Engraving

1 Stationery escription.

DON

wfoundland, I, St. John's. 1 & CO. LTD.

ELIABLE LLERS ND CIANS.

undland a Specialty

OOD WEAR

SIDE" gs, Yarns ispuns

RED BY DOLLEN MILLS

EWFOUNDLAND

THESE ARE THE FIVE ADVERTISING INTERLEAVES.

WHITEHEAD MORRIS

WHITE WOVE .004

















WHITEHEAD MORRIS

WHITE WOVE .004

1923

















WHITEHEAD MORRIS

DE LA RUE

WHITE WOVE .004

1923

































WHITEHEAD MORRIS

WHITE WOVE .004

1923

DE LA RUE













