

1847

X

NEWFOUNDLAND

1928

WHITEHEAD MORRIS CO
DE LA RUE

THE PUBLICITY ISSUE

INSTRUCTIONS TO WHITEHEAD MORRIS

THE PUBLICITY ISSUE

ISSUED 3 JANUARY 1928

THIS LETTER, PROBABLY WRITTEN BY D.R. THISTLE (THE KINGS PRINTER AND AGENT FOR WHITEHEAD MORRIS), OUTLINES THE INFORMATION REQUIRED FOR THE DESIGN AND PRODUCTION OF THE STAMPS.

THE LETTER WAS EVIDENTLY 3 PAGES LONG AND SOMEONE CLIPPED OFF THE TOP OF EACH PAGE AND THE BOTTOM/TO JOIN THEM ALL TOGETHER. THEY ARE HERE SEPARATED AS INITIALLY WRITTEN SO THAT THEY CAN BE PRESENTED ON STANDARD PAGES.

PAGE 1

New Stamp Issue

Photographs, etc. for most of the designs are enclosed, and fully explained in this letter.

Before proceeding with the description of each stamp, I am asked to give the views of the Postal Authorities, arrived at in an interview with them on Saturday last.

X ISSUE: This issue is to consist of thirteen denominations, viz., 1 - 2 - 3 - 4 - 5 - 6 - 8 - 9 - 10 - 12 - 15 - 20 and 30.



X SIZE: Stamps to be of a size between the Caribou issue and the present Pictorial issue. There may be two exceptions, the one and three cent. Both of these will require considerable detail and your advice and suggestions will be appreciated.



X COLOR: The colours stated in descriptions following are subject to alteration if you think other colours will be more effective. Please make certain from the Postal Authorities the colours laid down by the Postal Union for certain values, which **MUST** of course be followed, and in the case of other values your suggestions will be welcomed.

X DATE OF SHIPMENT: First printing must be ready for shipment not later than the 31st October, 1927.

X GENERAL: It is asked that for the present no mention be made of the subjects treated.

X SUGGESTIONS: In addition to the sketches you will submit, the Postal Authorities will welcome any suggestions you may offer, and gladly avail of your advice in connection with this issue.

NEWFOUNDLAND

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THE PUBLICITY ISSUE

DE LA RUE

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PAGE 2

The proposed designs are as follows:-

- 1 CENT - (Green) **MAP OF NEWFOUNDLAND INCLUDING LABRADOR** - In Newfoundland the following wording is required (if possible) Newfoundland in centre, on Coast line, St. John's, Cape Race, Port aux Basques, Cape Ray, Cape Norman, Cape Bauld and Bell Isle. In Labrador, Newfoundland Labrador and Quebec in centre, on Coast line Anse Sablon, Battle Harbour and Cape Chidley. All other names in Labrador portion can be deleted. Words Atlantic Ocean, Gulf of St. Lawrence and Straits of Bell Isle to be inserted if possible. Colour of Newfoundland and that portion of Labrador enclosed in red line to be the same, to show recent award. Border of stamp to be composed of the Rose, Thistle and Shamrock.
- 2 CENT - (Red) - S.S. Caribou - These are the only pictures obtainable at present. Select best one and delete portions of background so marked. **INSCRIPTION** S.S. Caribou, 9 hours to Sydney N.S.
- 3 CENT - (Brown) Their Majesties the King and Queen. **INSCRIPTION** - Incorporate in design. **BORDER** Imperial Crown to be in top centre.
- 4 CENT - (Dark Purple) - H.R.H the Prince of Wales. **INSCRIPTION** - Incorporate in design **BORDER** - Prince of Wales feathers and motto ICH DIEN to be in top centre.
- 5 CENT - (Blue) S.S. Silvia - **INSCRIPTION** S.S. Silvia, 1½ days to Halifax, 4½ days to New York.
- 6 CENT - (Grey) S.S. Newfoundland - **INSCRIPTION** - S.S. Newfoundland - 3½ days to Boston, 5½ days to Liverpool.
- 8 CENT - (Lavender) - Hearts Content - **INSCRIPTION** - Hearts Content. First Trans-Atlantic Cable landed, 1866 - ,Delete what you consider necessary of foreground.
- 9 CENT - (Dark Green) - Cabot Tower - **INSCRIPTION** - Cabot Tower, Signal Hill, St. John's, - First Trans-Atlantic wireless Signal received, 1901.

1249

X

NEWFOUNDLAND

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DE LS RUE

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PAGE 3

- 10 CENT - (Purple) - War Memorial - **INSCRIPTION** War Memorial, St. John's. - Two photographs are enclosed, No.1 showing Memorial and No.2 showing detail of figures. The figures are Royal Naval Reservist with telescope - Forester with axe - Sailor of the Mercantile Marine - Newfoundland Soldier in full kit.
- 12 CENT - (Maroon) - Post Office **INSCRIPTION** - General Post Office, St. John's, - Photograph enclosed - Delete Blank Wall, two wires marked in red, Campbell's Store, and if possible horse and waggon, two men on sidewalk and gas lamp pillar.
- 15 CENT - (Suggest) - Airplane - **INSCRIPTION** - First airplane to cross Atlantic (Non-stop) Leaving St. John's, 1919.
- 20 CENT - (Suggest) - Colonial Building - **INSCRIPTION** - Colonial Building (House of Parliament) St. John's.
- 30 CENT - (Suggest) - Express Train - **INSCRIPTION** - Express crossing Newfoundland - I was unable to obtain a photograph of this, but perhaps you can work from the enclosed - I have expressed doubt as to whether this subject can be used to advantage. If you decide it will not be effective, please cable, another subject will be selected.

The above I think fully explains what is required. All inscriptions will of course include the word Newfoundland, and value in figures and words.

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

PHOTO DESIGNS - 1¢

WHITEHEAD MORRIS CO

LA RUE

Duplicate



See names underlined, in order, for the more prominent ones. Make sure of the legibility of them.
omit - Belle Isle

A PRELIMINARY DESIGN WAS SENT ON 5 APRIL. IT STATED "SEE NAMES UNDERLINED, ON ORDER FOR THE PROMINENT ONES. MAKE SURE OF THE LEGIBILITY OF THEM. OMIT - BELLE ISLE". ON 14 APRIL FURTHER DESIGNS WERE SUBMITTED. A LARGE ONE - (20½ MM X 27 MM) AND A SMALL ONE - (19½ X 25½ MM). THE SMALL ONE WAS MARKED "RE-SKETCH" AND THE LARGE ONE WAS MARKED "CARIBOU". (2¢) SIZE ONLY - ALL OTHER VALUES NEW SIZE - VIDE W//M 6 MAY 27" AND ALSO " PASSED 6 MAY 1927 ".

14th APRIL 1927

Duplicate

Large



Caribou
6/5/27

Caribou size only
All other values New Size
14th APRIL 1927 via N.Y. 6/5/27

14th APRIL 1927

Duplicate

Small

Re-Sketch



14th APRIL 1927

-v2



NEWFOUNDLAND

ESSAYS AND PROOFS

WHITEHEAD MORRIS

1928

PHOTO DESIGNS 2¢

DE LA RUE

A PHOTO DESIGN OF 5 APRIL IN THE LARGE SIZE (27½MM X 21MM) WAS FOLLOWED ON 14 APRIL WITH A SMALL DESIGN (25½MM X 19½ MM) THE STEAMER WAS FACING RIGHT. THE SECOND DESIGN THEN WAS MARKED "RESKETCH".

Duplicate



5TH APRIL 1927.

Duplicate



APRIL 1927.

H5

WHITEHEAD MORRIS CO
AGENT FOR NEWFOUNDLAND - W. J. EDGAR

NEWFOUNDLAND
ESSAYS AND PROOFS



1928 - ESSAY FOR THE 2¢ STAMP - S.S. CARIBOU



WHITEHEAD MORRIS CO
AGENT FOR NEWFOUNDLAND - W. J. EDGAR

NEWFOUNDLAND
ESSAYS AND PROOFS

1928 - MODEL FOR THE 2¢ STAMP - S.S. CARIBOU

1-1853 A

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO.
DE LA RUE

PHOTO DESIGNS 2¢

ANOTHER DESIGN WAS MADE
16 JUNE WITH THE SHIP THE
CARIBOU FACING LEFT. THIS
WAS ALSO MARKED RESKETCH AND
ANOTHER DESIGN WITH A CHANGED
INSCRIPTION WAS MADE 15 JULY
AND SENT ON THE 18TH. THIS
WAS ACCEPTED FOR ENGRAVING



NEWFOUNDLAND

ESSAYS AND PROOFS

1928

PHOTO DESIGNS - 3¢

WHITEHEAD MORRIS CO

DE LA RUE

WITH A LETTER OF 29 MARCH 1927
TWO FURTHER PHOTOS OF THE KING AND
QUEEN WENT TO DE LA RUE.
THE SAME DAY THEY SENT THEM ON TO
'MERONTI' (EVIDENTLY THE ENGRAVER).
A PRELIMINARY DESIGN LEFT DE LA RUE
ON 14 APRIL AND THEN ON 14 APRIL A LARGE
(20½MM X 27 MM) AND A SMALL (19½MM
X 25½MM) DESIGN WERE SUBMITTED. THE
LARGE DESIGN WAS MARKED "CARIBOU SIZE
(2¢)" AND ON THE OBVERSE "RESKETCH".



THE SMALL DESIGN WAS MARKED "PASSED"
AND ON THE OBVERSE "QUEEN - DOWNEY -
PRESS PORTRAIT B" AND "KING - DOWNEY
- PRESS PORTRAIT BUREAU" DOWNEY COULD
BE THE ENGRAVER. (ONE BY THAT NAME WAS
LATER EMPLOYED BY PERKINS BACON) THIS
STAMP CAUSED CONSIDERABLE DIFFICULTY
AND PROOF AFTER PROOF FROM THE DIE WAS
SUBMITTED IN AN EFFORT TO SATISFY THE
APPROVING AUTHORITIES.

1854

X

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO.

PHOTO DESIGNS 3¢

DE LA RUE

Duplicate

THE PHOTO DESIGN OF 5 APRIL
 WAS IN THE LARGE SIZE. THE
 14 APRIL FOLLOW ON DESIGN
 IS MARKED ON THE OBVERSE -
 "OFFICIAL PROOF 3C -- KING
 GEORGE V & QUEEN MARY -
 DATED 14TH APRIL 1927 1ST
 WHITEHEAD MORRIS "



NEWFOUNDLAND

ESSAYS AND PROOFS

1928

PHOTO DESIGNS - 4¢

WHITEHEAD MORRIS CO

LA RUE

Duplicate



19th APRIL 1927

Duplicate

*Passed
6/4/27*



14th APRIL 1927

WHILE THERE IS A DESIGN REPUTED SENT TO WHITEHEAD MORRIS 5 APRIL, THIS IS ONE OF THE FEW PHOTO-SKETCHES SENT ON THE 19TH APRIL WHICH WAS PROMPTLY ACCEPTED. IT WAS PASSED FOR ENGRAVING 6 MAY 1927. ON THE BACK IS THE NOTE " F.A. SWAINES 43047 G PRESS PORTRAIT BUREAU." THIS PROBABLY IDENTIFIED THE PICTURE TO BE USED AND POSSIBLY THE ENGRAVER.

NEWFOUNDLAND

ESSAYS AND PROOFS

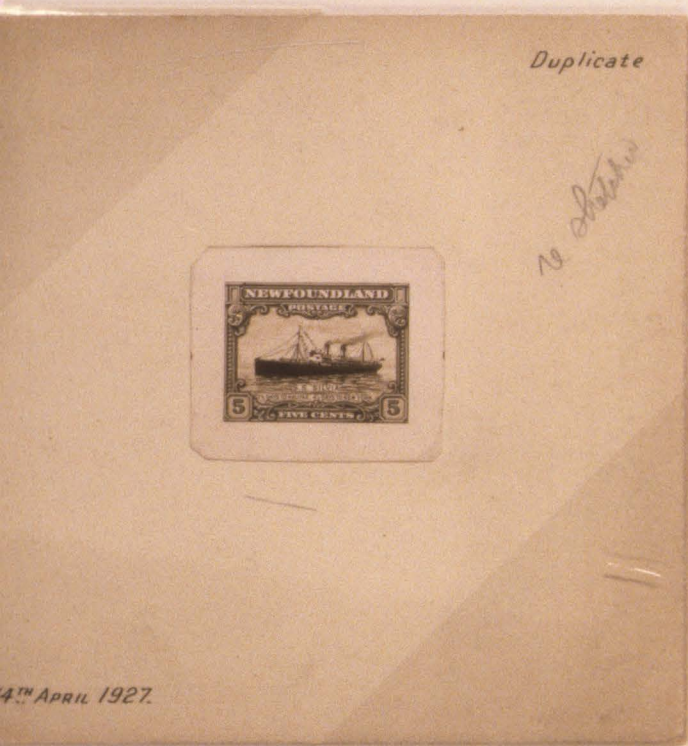
1928

PHOTO DESIGNS - 5¢

A MISSING PHOTODESIGN OF 5 APRIL BORE THE S.S. SYLVIA AS ITS VIGNETTE. THIS WAS ACCORDING TO THE ORIGINAL REQUEST. WHITEHEAD MORRIS ASKED THAT THE SHIP BE MADE MORE PREDOMINANT. ANOTHER DESIGN WAS FURNISHED 14 APRIL THIS WAS PREPARED FROM ONE OF THE NEW PICTURES SENT WITH THE REQUEST FOR CHANGE. MARKED 'RE-SKETCH' THE DESIGN WAS REJECTED. AN ARTISTS WATERCOLOR PAINTING BECAME THE BASIS FOR ANOTHER DESIGN PREPARED 6 MAY FROM A PHOTO

WHITEHEAD MORRIS CO.

LA RUE



DUCTION OF THE PAINTING. THIS IN
EN WAS MARKED 'SKETCH HANDED TO
G. 6/5/27' AND "PASSED". THEN IT
SHOWN "CANCELLED, 20 JUNE 1927"
WATERCOLOR REMAINS AND IS A
UTIFUL REMINDER OF THIS UNADOP-
ESSAY. THE PHOTO-REDUCTION OF
PAINTING ALSO EXISTS.



NEWFOUNDLAND

ESSAYS AND PROOFS

WHITEHEAD MORRIS CO

LA RUE

1928

PHOTO DESIGNS - 5¢



The Sylvia reduced from
artists picture

REDUCTION OF ARTISTS WATERCOLOR

A BEAUTIFUL WATERCOLOR OF THE S.S. SYLVIA WAS PREPARED AND USED TO CREATE AN ESSAY FOR THE 5¢ STAMP. THIS PHOTO - REDUCTION WAS THE BASIS OF THE 6 MAY 1927 DESIGN WHICH WAS LATER CANCELLED.

WHITEHEAD MORRIS CO
DE LA RUE

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

PHOTO DESIGNS - 5¢ & 30¢



THE ORIGINAL REQUEST TO DE LA RUE SPECIFIED A TRAIN MOTIF FOR THE 30¢ VALUE. TWO PHOTO-DESIGNS WERE MADE 14 APRIL AND FORWARDED ON THE 19TH. ONE OF THEM BORE THE NOTATION "ENGRAVE, PASSED 22 JUNE 1927" AND THEN "CANCELLED", BOTH BEING LATER CROSSED OUT AND MARKED "RE-SKETCH 24 JUNE". THE OTHER WAS MARKED "PASSED FOR ENGRAVING 23 JUNE" WHICH WAS CROSSED OUT AND "RE-SKETCH" TOOK ITS PLACE. ON 23 JUNE WHITEHEAD MORRIS INSTRUCTED DE LA RUE TO USE THE ORIGINAL SKETCH OF THE 30¢ AND CHANGE THE VALUE TO 5¢. BOTH DESIGNS SHOW THIS CHANGE.

1860

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

PHOTO DESIGNS - 5¢

WHITEHEAD MORRIS CO
DE LA RUE

IN AGREEMENT WITH THE INSTRUCTIONS
OF 23 JUNE TO USE THE TRAIN DESIGN OF
THE 30¢ VALUE FOR THE 5¢ STAMP A NEW
PHOTO-SKETCH WAS SENT 7 JULY. THE SHA-
PING OF THE SMOKE AND THE LEGEND WERE
UNSATISFACTORY AND ANOTHER DESIGN WAS
MADE 15 JULY AND SENT ON THE 18TH.
THIS WAS ACCEPTED AND MARKED "PASSED".

Duplicate



Duplicate



NEWFOUNDLAND

ESSAYS AND PROOFS

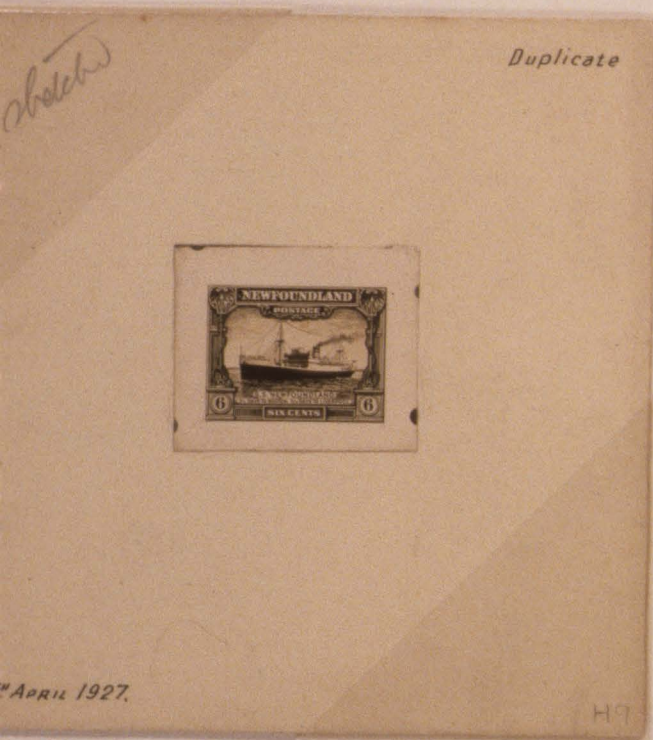
WHITEHEAD MORRIS CO

1928

DE LA RUE

PHOTO DESIGNS - 6¢

THE ORIGINAL INSTRUCTIONS DIRECTED THAT THE S.S. NEWFOUNDLAND BE THE VIGNETTE FOR THIS VALUE. A PHOTODESIGN WAS MADE 14 APRIL AND THEREAFTER MARKED "RESKETCH". A NEW DESIGN, WITH THE FOREMAST LOWERED, WAS MADE 16 MAY AND SUBSEQUENTLY MARKED "DROP - 21 JUNE", THEN "ENGRAVE" AND FINALLY "CANCELLED"



NEWFOUNDLAND

ESSAYS AND PROOFS

1928

PHOTO DESIGNS - 6¢

ON 14 JULY A NEW MOTIF, USING THE NEWFOUNDLAND HOTEL WAS PREPARED. THIS DESIGN HAD A MESSY FOREGROUND AND ANOTHER, CLEANER, COPY WAS MADE ON 20 JULY. NEW INSTRUCTION RECEIVED 23 JULY CAUSED THE PREPARATION OF THE FINAL PHOTO DESIGN ON 26 JULY. THIS ONE WAS "PASSED FOR ENGRAVING 30 JULY 1927". THE 'SHADOW BOX' STYLE OF PRESENTATION WAS THAT USED FOR WHITEHEAD MORRIS AND THE NEWFOUNDLAND COMMISSION IN LONDON.

WHITEHEAD MORRIS CO

DE LA RUE

14th July 1927



20th JULY 1927



DUPLICATE.

26th JULY 1927

*Passed for engraving
30/7/27*



DUPLICATE.

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

PHOTO DESIGNS - 8¢

WHITEHEAD MORRIS CO
DE LA RUE

A 14 APRIL DESIGN WAS SENT
TO WHITEHEAD MORRIS ON 19 APRIL. THE
REVISED PHOTODESIGN OF 3 JUNE WAS
DISPATCHED BY DE LA RUE ON 4 JUNE. IT
WAS APPROVED FOR ENGRAVING 21 JUNE.

Duplicate



14th APRIL 1927.

Duplicate

*Approved for
duprat 21/6/27*



3rd JUNE 1927.

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

PHOTO DESIGNS - 9¢

WHITEHEAD MORRIS CO.

DE LA RUE

Duplicate

Re-sketch



5th August 1927

H12

A MISSING 14 APRIL DESIGN WAS SENT TO WHITEHEAD MORRIS ON 19 APRIL AND INSTRUCTIONS TO MAKE CHANGES WERE RECEIVED BY DE LA RUE 23 JULY. A NEW DESIGN WITHOUT A FLAG ON THE SIGNAL MAST WAS MADE ON 5 AUGUST. THIS WAS RESKETCHED WITH A FLAG ON 11 AUGUST AND SUBMITTED THE SAME DAY. THIS WAS APPROVED 17 AUGUST.

Duplicate



11th August 1927

H13

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

PHOTO DESIGNS - 10¢

WHITEHEAD MORRIS CO

DE LA RUE



A FIRST DESIGN WAS SUBMITTED 14 APRIL AND WAS REJECTED. A NEW PHOTO OF THE MEMORIAL MADE SIMPLIFICATION OF THE FOREGROUND AND SKY POSSIBLE. A NEW DESIGN WAS SUBMITTED 16 MAY WITH IMPROVEMENTS AND WAS THEREAFTER MARKED "PASSED". AFTER THE DIE WAS ENGRAVED FURTHER CHANGES WERE MADE AND MANY PROOFS WERE PRESENTED. ONE COLOR TRIAL SET WAS PREPARED FROM AN UNACCEPTED DIE ON 12 AUGUST.



X

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

PHOTO DESIGNS - 12¢ & 15¢

HEAD MORRIS CO

RUE

THESE WERE PART OF THE PHOTO-DESIGNS MADE 14 APRIL 1927 AND SENT TO WHITEHEAD MORRIS 19 APRIL. THEY WERE PASSED FOR ENGRAVING ON 6 MAY WITHOUT COMMENT OR CRITICISM.

Duplicate



Duplicate



4129 General Post Office, St. John's, Newfoundland. Copyright.

APRIL 1927.

H 12

-1867

X

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO.

PHOTO DESIGNS 15¢

DE LA RUE

THIS DESIGN WAS MADE 14 APRIL 1927
AND SENT TO WHITEHEAD MORRIS ON THE
19TH. IT WAS PASSED FOR ENGRAVING
ON 5 JUNE WITHOUT COMMENT.



NEWFOUNDLAND

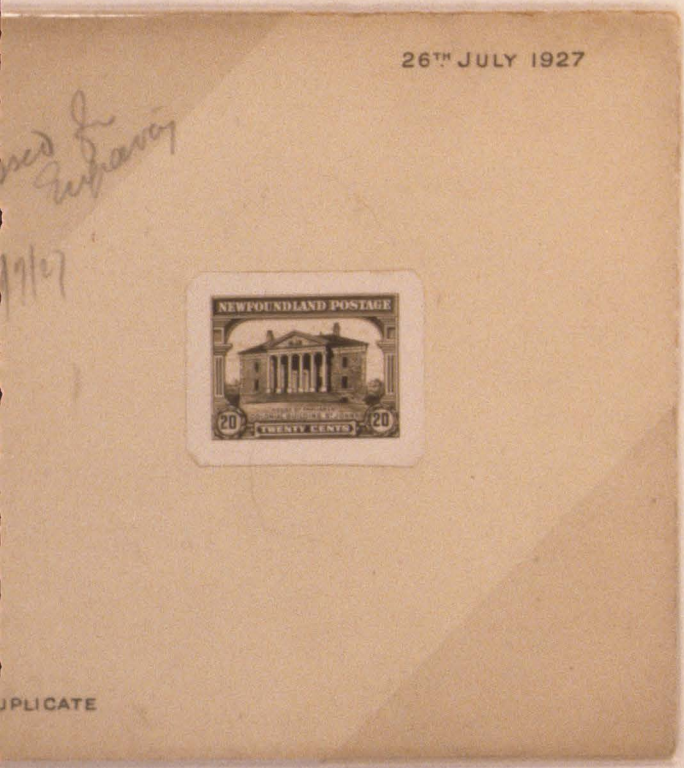
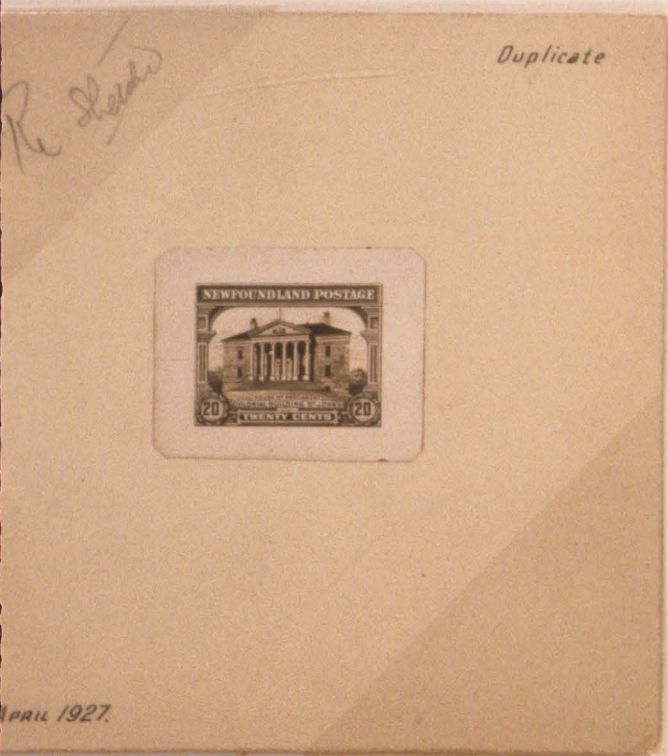
ESSAYS AND PROOFS

1928

PHOTO DESIGNS - 20¢

W. TEHEAD MORRIS CO

LA RUE



THE FIRST DESIGN WAS MADE 14 APRIL AND WAS REJECTED. A NEW PHOTO OF THE COLONIAL BUILDING WAS SENT 2 JUNE AND BY 3 JUNE DE LA RUE HAD PREPARED A NEW PHOTOSKETCH. THIS WAS "CANCELLED" AND NEW INSTRUCTIONS ON 23 JULY CAUSED A LESS PRETENTIOUS DESIGN TO BE MADE ON 26 JULY. THIS WAS MARKED "PASSED FOR ENGRAVING 30 JULY 1927."

1129

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

PHOTO DESIGNS - 30¢

TEHEAD MORRIS CO

LA RUE

PRIOR TO THE RECEIPT OF INSTRUCTIONS ON 23 JUNE TO CHANGE THE PREPARED 30¢ VALUE TO A 5¢ DENOMINATION (TRAIN DESIGN) A PHOTO-DESIGN OF AND FALLS LABRADOR WAS MADE ON 26 MAY. THIS WAS MARKED "MR. MORRIS COPY" AND ON THE BACK "NOT A COPY". LATER THERE WAS A NOTE "RE-SKETCH". A SIMILAR DESIGN WITH A DIFFERENT LEGEND WAS PREPARED 3 JUNE AND SENT TO TEHEAD MORRIS 4 JUNE. ACCEPTED, IT WAS MARKED "PASSED FOR APPROVING 21 JUNE 1927."



NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO

ON WOVE .003

DE LA RUE 1¢

COLOR TRIAL PROOFS



4¢



2c.

5¢

6¢



3c.



9¢



10¢



8c.



12¢



15¢

20¢



20¢

THREE COLOR SCHEMES OF 13 COLORS EACH WERE SUBMITTED DURING JUNE 1927. THE FIRST WAS MADE FROM DIE PROOFS OF THE 2¢ CORONATION ISSUE (1911). THE VALUE FOR THE SUGGESTED COLOR WAS SHOWN IN PENCIL BELOW THE PROOF. IN THE DE LA RUE COLLECTION THESE PROOFS WERE TRIMMED TO STAMP SIZE.

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

TRIAL COLOR PROOFS

WHITEHEAD MORRIS CO.

DE LA RUE



1^d



2^d



3^d



4^d



5^d



6^d



8^d



9^d



10^d



12^d



15^d



20^d



30^d

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

DUPLICATES EXIST IN THE DE LA RUE COLLECTION

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO

ON WOVE .0035

DE LA RUE

TRIAL COLOR DIE PROOFS



3^h



3^d



10^g



30^d



9^f

THESE ARE DIE PROOFS OF THE 1923 3¢ USED FOR TRIAL COLORS IN 1928.

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO

ISSUE STAMPS 1923

DE LA RUE

TRIAL COLOR STAMPS



3d



4d



5d



6d



8d



9d



10d



12d



15d



20d



30d

THE THIRD COLOR SCHEME SUBMITTED IN JUNE 1927 WAS PREPARED FROM STAMPS OF THE 1923 ISSUE, WITH THE EXCEPTION OF THE 11¢. ARNOLD STRANGE'S ARTICLE SAYS THEY WERE ALL STAMPS BUT THE DE LA RUE COLLECTION HAS PLATE PROOFS OF THE 1¢ AND 2¢ VALUES (IMPERFORATE).

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO.

TRIAL COLOR PROOFS

ON YELLOWISH WOVE .00400

E LA RUE



2^d



3^d



4^d



5^d



6^d



8^d



9^d



10^d



12^d



15^d



20^d



30^d



FOURTH COLOR SCHEME SUBMITTED 12 AUG. 1927. APPROVED
23 AUG. 1927, THE 10¢ DIE IN INCOMPLETE STATE. THIS
DIE WAS NOT APPROVED UNTIL 14 OCT. 1927
THE COLORS FOR THE 6¢ AND 15¢ WERE REVERSED ON APPROVAL.

NEWFOUNDLAND

ESSAYS AND PROOFS

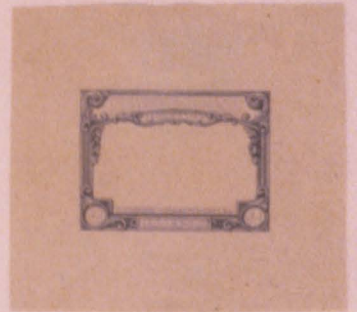
1928

WHITEHEAD MORRIS CO

ON STAMP PAPER .00

DE LA RUE

PROGRESS PROOFS



29



304

IT IS NOT KNOWN WHEN THESE PROGRESS PROOFS WERE MADE.

1-1930

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO

ON PROOF PAPER .0037
AND .0055

DE LA RUE

PROGRESS DIE PROOFS



I



I



L. H. O. K. - 4 - N - 1-9-27



Soft paper

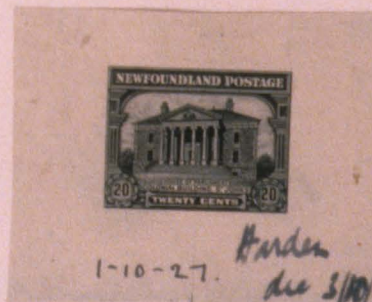


13-9-27



1-10-27.

*Harden die
H.W.B.
2/6/29*



1-10-27.

Harden die 3/10/29

ON 19 SEPT 1927 CERTAIN PROOFS WERE SENT 'SOME PRINTED ON STAMP PAPER AND SOME ON A LOWER GRADE PAPER! IT IS BELIEVED THAT THESE PROOFS ARE FROM THIS GROUP.

1-1940

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO

ON WOVE .00375

DE LA RUE

FINAL DIE PROOFS



1-1960

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO

ON STAMP PAPER .003

DE LA RUE

DIE PROOFS

COLOR OF ISSUE



ON 5 OCT 1927 PROOFS OF ALL VALUES EXCEPT THE 3¢ WERE SENT. IT IS FELT THAT THESE WERE ON STAMP PAPER IN COLOR OF ISSUE AS ABOVE. THE 10¢ AND 15¢ ARE STILL INCOMPLETE AND WERE NOT APPROVED UNTIL 14 OCT.

1-1960

NEWFOUNDLAND

1928

WHITEHEAD MORRIS CO

ON WHITE WOVE .0035

DE LA RUE

DIE PROOFS

COLOR OF ISSUE



I

1-1965

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO

ON STAMP PAPER .0032

DE LA RUE

PROGRESS DIE PROOFS



THESE ARE ALL INCOMPLETE STATES OF THE DIE AND WERE PROBABLY USED AS APPROVAL SAMPLES FOR ONE OF THE MANY SUBMISSIONS.

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO

ON WHITE WOVE .00375

DE LA RUE

DIE PROOFS



COMPLETED DIE



TRIAL COLORS



APPROVED COLORS

ON THE 18TH JUNE 1928 DE LA RUE RECEIVED INSTRUCTIONS TO CONVERT THE 9¢ TO A 14¢ VALUE AND THE 12¢ TO 28¢. IT WAS ASSUMED THE COLORS WOULD REMAIN THE SAME BUT ON 20 JUNE THE 14¢ WAS REQUESTED IN A MAGENTA DARKER THAN THE 12¢ AND THE 28¢ THE SAME AS THE 9¢. ON 25 JUNE COLOR TRIAL PROOFS FROM THE OLD 9¢ DIE WERE SENT AND THE SELECTED COLORS APPROVED 10 JULY.

These are the original trials made in the old values (9c & 12c) for the new values which were to be issued

25th, June, 1928.

COLORIGHT



14c. & 28c.

Showing the colour chosen in each case (indicated by ticks)

14 Cents

COLORSHADE



We have never seen them before & believe

them unique

Blk/blk

✓ 14c

✗

GREENGAGE



✓ 28c

✗

28 Cents

GREENLEAF



NEWFOUNDLAND

ESSAYS AND PROOFS

1928

ON WHITE WOVE .00375

WHITEHEAD MORRIS CO

DE LA RUE

TRANSITION DIE PROOFS



A PULL FROM THE ORIGINAL
DIE, 23 JUNE 1928



SECONDARY DIE MADE
AFTER REMOVING VAULES FROM
THE ROLLER, 23 JUNE 1928



TRANSITION STAGE, NEW
VALUES ADDED BUT SHADING
INCOMPLETE.



COMPLETE DIE, DATED
16 JULY 1928

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO
DE LA RUE

ON WHITE WOVE .00375

TRANSITION DIE PROOFS



A PULL FROM THE ORIGINAL
DIE.



SECONDARY DIE MADE AFTER
REMOVING VALUES FROM THE
12¢ ROLLER



COMPLETED 28¢ DIE

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO
DE LA RUE

ON WHITE WOVE .004

LARGE DIE PROOFS



ON 16 MAY 1929 THE FIFTEEN ORIGINAL DIES WERE TURNED OVER TO WHITEHEAD MORRIS BY DE LA RUE. TWO SETS OF PROOFS WERE MADE FROM THESE DIES. AS THE PAPER IS NOT THAT NORMALLY USED BY DE LA RUE IT IS FELT THAT THEY WERE MADE BY OR FOR WHITEHEAD MORRIS SUBSEQUENT TO THIS DATE. THE 5¢ AND 10¢ PROOFS ARE MISSING FROM THIS SET. ON THESE PROOFS THE + MARK, LATER COMMONLY USED, APPEARS ON THE 4¢, 8¢ AND 20¢ FOR THE FIRST TIME.

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO

ON WHITE WOVE .004

DE LA RUE

LARGE DIE PROOFS



NEWFOUNDLAND

ESSAYS AND PROOFS

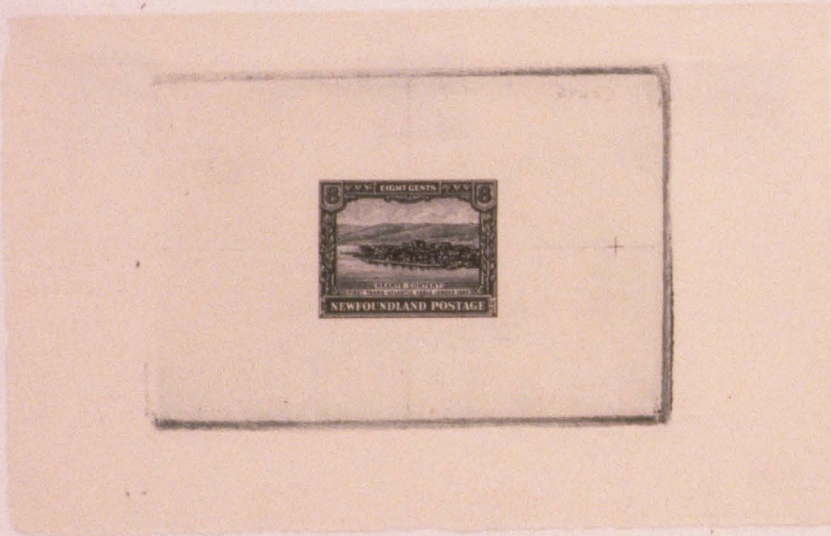
1928

WHITEHEAD MORRIS CO

ON WOVE .004

DE LA RUE

LARGE DIE PROOFS



NEWFOUNDLAND

ESSAYS AND PROOFS

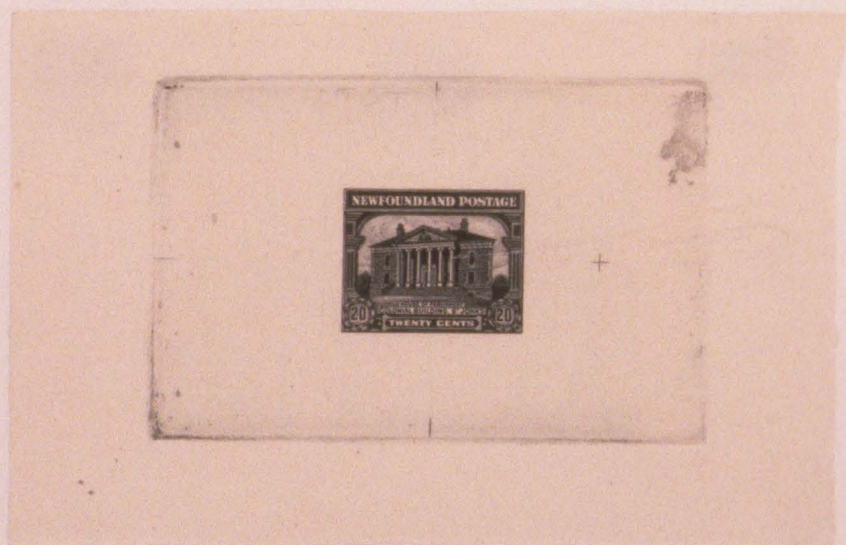
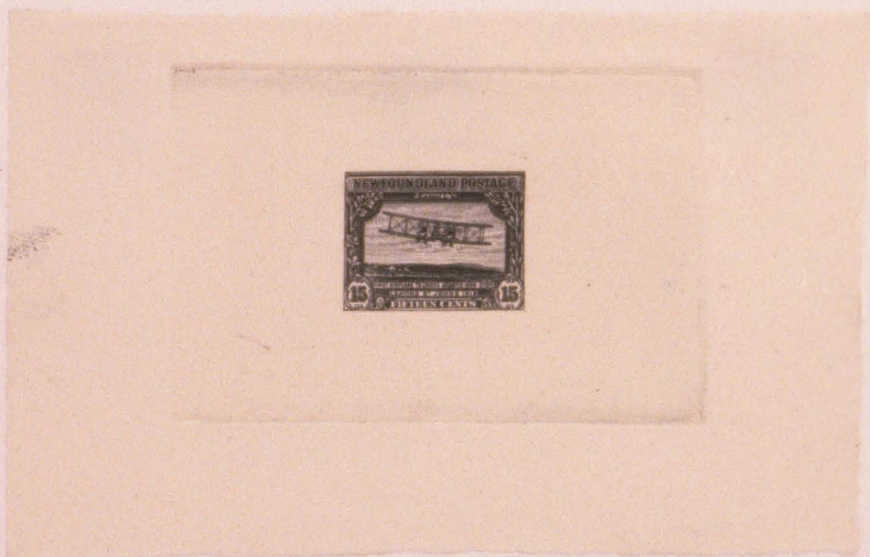
1928

WHITEHEAD MORRIS CO

ON WHITE WOVE .004

DE LA RUE

LARGE DIE PROOFS



NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO

ON WOVE .004

DE LA RUE

LARGE DIE PROOFS



1-2035

NEWFOUNDLAND

1928

WHITEHEAD MORRIS CO.

STAMP PAPER .35

DE LA RUE

GUMMED. PERFORATED

SPECIMEN O/P BY DE LA RUE



THESE ARE FROM THE DE LA RUE SPECIMEN BOOK

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO.

TRIAL COLOR PROOFS

ON YELLOWISH WOVE .00400

DE LA RUE



THESE ARE PART OF 14 SHADES FURNISHED AS COLOR SCHEME FOR
THIS ISSUE.

NEWFOUNDLAND

ESSAYS AND PROOFS

WHITEHEAD MORRIS CO.

DE LA RUE

ON YELLOWISH WOVE .00400

1928

TRIMMED DIE PROOFS



MOST VALUES ARE FROM AN
EARLY STATE OF THE DIE

PROBABLY PART OF A TRIAL

COLOR SET.



NEWFOUNDLAND

ESSAYS AND PROOFS

WHITEHEAD MORRIS CO.

DE LA RUE

ON YELLOWISH WOVE .00325

1928

SMALL DIE PROOFS



INCOMPLETE STATE OF DIE



NOTE DARK COLOR
ON 25 JUNE 1928, PROOFS
FROM OLD DIES WERE SUBMITTED
IN A DARKER COLOR AS A TRIAL
FOR THE 14¢



NEWFOUNDLAND

ESSAYS AND PROOFS

1928

LARGE DIE PROOFS

WHITEHEAD MORRIS CO.

DE LA RUE

ON WHITE WOVE .00375



A PULL FROM THE ORIGINAL
DIE, 23 JUNE 1928



THE VALUES HAVE BEEN REMOVED
FROM THE ROLLER. SOME TRACES
STILL REMAIN. NOW A SECONDARY
DIE IS MADE.



THIS MAY BE THE FINAL DIE

ON 18 JUNE 1928 DE LA RUE WAS TOLD TO CONVERT THE
9¢ TO A 14¢ VALUE AND THE 12¢ TO 28¢. THIS IS THE
TRANSITION PROCESS.

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO.

LARGE DIE PROOFS

DE LA RUE



NOTE CIRCULAR DOTS DEPRESSED
IN THE PLATE. CRACK AT TOP.
SLIP DIE HAS SAME SINKAGE.



THESE SEEM TO BE TWO DIFFERENT
DIES. THE BLUE ONE HAS NO DOTS
THE SINKAGE IS SMALLER. THE
MARK AT U L DOES NOT APPEAR
ON BLACK DIE. SHADING IN THE
SKY IS MUCH LIGHTER.

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

WHITEHEAD MORRIS CO.

DE LA RUE

ESSAYS



COLOR RETOUCHE PHOTOGRAPH MOUNTED
ON CARD. ALL VALUES OF THIS ISSUE
WERE SUBMITTED IN THIS FORM FOR
DESIGN APPROVAL. 13 DESIGN PHOTO-
GRAPHS WERE SUBMITTED, 18 APRIL 1927.

NEWFOUNDLAND

ESSAYS AND PROOFS

1928

SMALL DIE PROOFS

WHITEHEAD MORRIS CO.

DE LA RUE

ON YELLOWISH WOVE .00325



ALL VALUES OF THIS ISSUE
WERE IN COMPLETE DIE
PROOFS IN BLACK



NOTE COLOR CHANGE

ON 25 JUNE 1928,

PROOFS FROM OLD DIES

IN A DARKER COLOR WERE SUBMITTED AS TRIAL COLOR FOR THE NEW 28¢.

1928

NEWFOUNDLAND

*Whitehead Morris Co.
De La Rue*

SMALL DIE PROOFS

ON WOVE .00325
YELLOWISH



1 00-i3

#145

1928
NEWFOUNDLAND

*Whitehead Morris Co.
De La Rue*

SMALL DIE PROOFS

ON WOVE .00325
YELLOWISH



1 004

#146

1928
NEWFOUNDLAND

*Whitehead Morris Co.
De La Rue*

PLATE PROOFS

ON WOVE .00400
YELLOWISH

*or
Trimmed Die Proof*



Probably part of a Trial Color Set. Same paper as #153

#146

1 0095

1928
NEWFOUNDLAND

*Whitehead Morris Co.
De La Rue*

SMALL DIE PROOFS

ON CARDBOARD .00550
WHITE



All values exist on this card.

147

1 0096

1928

NEWFOUNDLAND

*Whitehead Morris Co.
De La Rue*

SMALL DIE PROOFS

ON WOVE .0032^b



ON WOVE .00375



"note on back "out"



1 0097

149

1928

NEWFOUNDLAND

*Whitehead Morris Co.
De La Rue*

SMALL DIE PROOFS

ON WOVE .00325
YELLOWISH



#150

1 0098

1928
NEWFOUNDLAND

*Whitehead Morris Co.
De La Rue*

SMALL DIE PROOFS

ON WOVE .00325
YELLOWISH



1 0100

#152

1928

NEWFOUNDLAND

*Whitehead Morris Co.
De La Rue*

SMALL DIE PROOFS

ON WOVE.00325

YELLOWISH



1 0101

#153

1928
NEWFOUNDLAND

Whitehead Morris Co.
De La Rue

TRIAL COLOR PROOFS

ON WOVE .00400
YELLOWISH



2^a



3^a



4^a



5^a



6^a



8^a



9^a



15^a



20^a



30^a

These could be part of 13 shades furnished as color scheme H for this issue
submitted Aug 12, 1927. Approved Aug 23, 1927

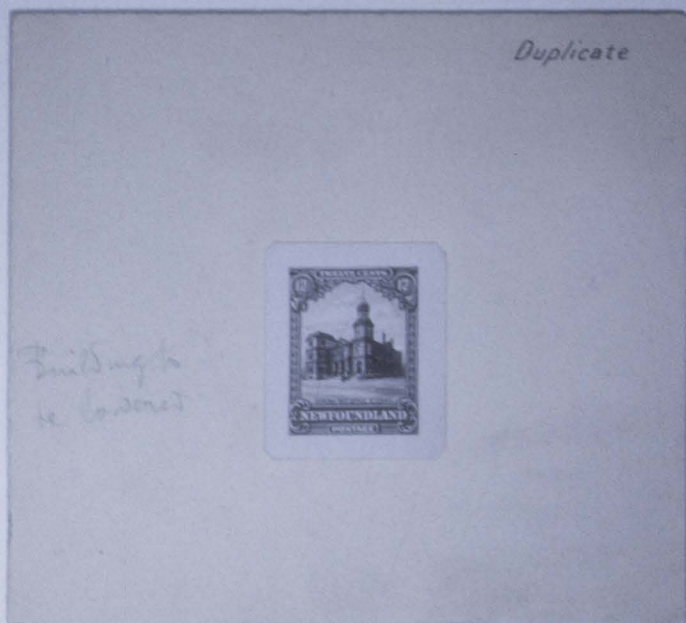
1 0102

#153

1928
NEWFOUNDLAND

Whitehead Morris Co.
De La Rue

ESSAYS



Color retouched Photo mounted on card

91mm x 101mm

1 0103

#154

1928

NEWFOUNDLAND

*Whitehead Morris Co.
De La Rue*

SMALL DIE PROOFS

ON WOVL .00325
YELLOWISH



1 0104

#154

1928

NEWFOUNDLAND

Whitehead Morris Co.
De La Rue

LARGE DIE PROOFS

.00375
ON WOVE .00425
WHITE



*Original
26/6*

A pull from the original die 25 June 1928 See #152



*23/6/28
slit die*

The values have been removed. Some traces still remain. Now a secondary die is made



The numbers reengraved
Transfer from old roller wear



The finished new die everything stronger

On 18 June 1928 DeLa Rue were told to convert the 9^d to a 14^d value and the 12^d to a 28^d value. Here is the transition.

1 0105

#155

1928

NEWFOUNDLAND

*Whitehead Morris Co.
De La Rue*

SMALL DIE PROOFS

ON WOVE .00325
YELLOWISH



1 0106

#157

1928

NEWFOUNDLAND

*Whitehead Morris Co.
De La Rue*

LARGE DIE PROOFS

.00325
ON WOVE ~~.00400~~
YELLOWISH



Size 14mm x 25.5mm

See 102

±159

1 0108

2-1710

NEWFOUNDLAND

WHITEHEAD MORRIS

1928

WHITE WOVE .0

DE LA RUE

LABRADOR ISSUE

VARIOUS PERFS



MAUVE

ROSE



AUG

DEC

2-1720

NEWFOUNDLAND

WHITEHEAD MORRIS

WHITE WOVE .0035

1928

DE LA RUE

VARIOUS PERFS

LABRADOR ISSUE



NEWFOUNDLAND

WHITEHEAD MORRIS

WHITE WOVE .0035

1928

DE LA RUE

VARIOUS PERFS

LABRADOR ISSUE



5

2-173v

NEWFOUNDLAND

WHITEHEAD MORRIS
DE LA RUE

1928

LABRADOR ISSUE

WHITE WOVE
VARIOUS PERFS

BLOCKS SHOWING EVIDENCE OF SCROLL WORK AT BOTTOM OF PLATE.



6

2-1740

NEWFOUNDLAND

WHITEHEAD MORRIS
DE LA RUE

WHITE WOVE .0035
VARIOUS PERFS

1928
LABRADOR ISSUE



36