

Handbook Postcards 05 – 1d Shield Postal and Reply Cards

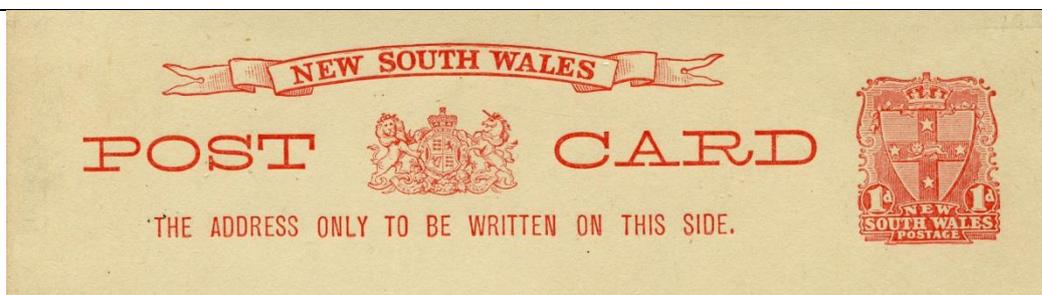
Postal Cards, PC19, PC21, PC26, PC 27, PC29, & PC 31

Reply Cards PC20, PC22, PC24, PC28, PC30, & PC33

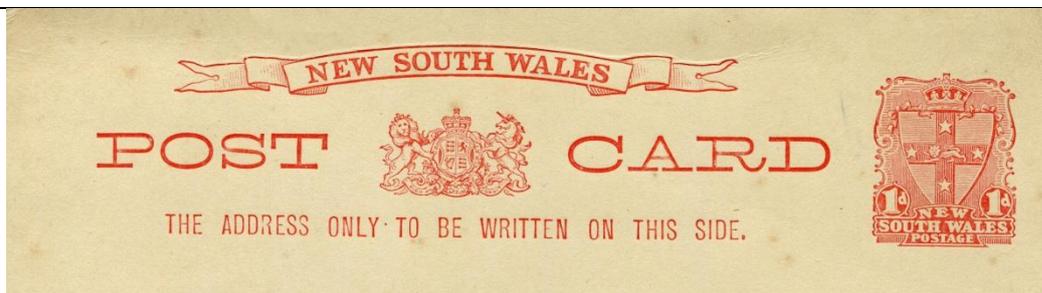
In 1897 the 1d Shield design was introduced for adhesive postage stamps and postal stationery. The design commemorated the Record Reign of Queen Victoria and continued until replaced by 1d Commonwealth of Australia stamps in 1913. The 1d Shield stamps for both postage stamps and postal stationery were initially of the Die 1 design until replaced by Die 2 in 1902.

The cards were first described by Basset Hull (1911, p.372) who concludes ‘... the subsequent issues [the Shield 1d Cards] which call for little comment, are fully described in the Reference List by the Publication Committee, see Hull, pp.440-441’. The Committee descriptions were written towards the later period of the printing of the Shield cards and rely heavily on comments of colour and thickness of cards. They do however, include observations on the use of Die 1 and Die 2 stamps, as does Ascher (1925). The Higgins and Gage listing is in large part based on the earlier comments by Hull although they do not distinguish between the use of Die 1 and Die 2 stamps. There are problems with these earlier listings as the shades and type of card are difficult to distinguish and are largely omitted from the account below. There is also confusion over the dates of issue. Stieg (1972) commented on the shortcomings of these earlier classifications but the major revisions for the Shield postal cards were undertaken by Bell (2007a and 2010) although his accounts do not describe the Shield reply cards. Bell recognised 7 Types of 1d postal cards. In this account and in the catalogue listing, 6 Types are listed, and Type1 combines Bell’s Types 1 and 2.

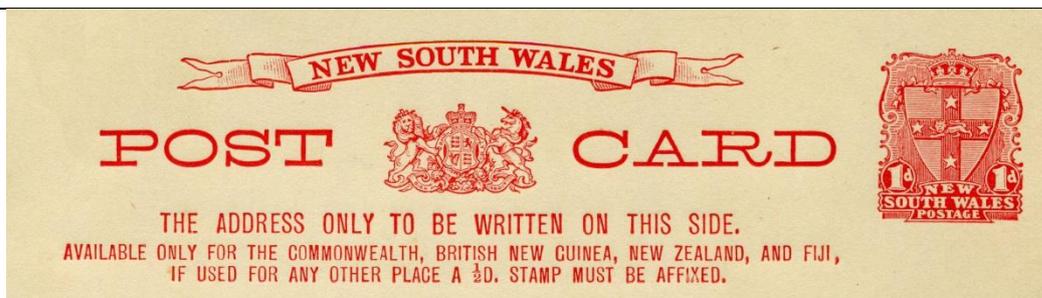
The six issues of postal cards, PC19 – PC31, are illustrated in **Figure 1**, and are followed by a separate account of the Shield reply cards. Before describing the details of the various Types an outline is given of the problems of establishing dates of issue of the 1d Shield postal and reply cards.



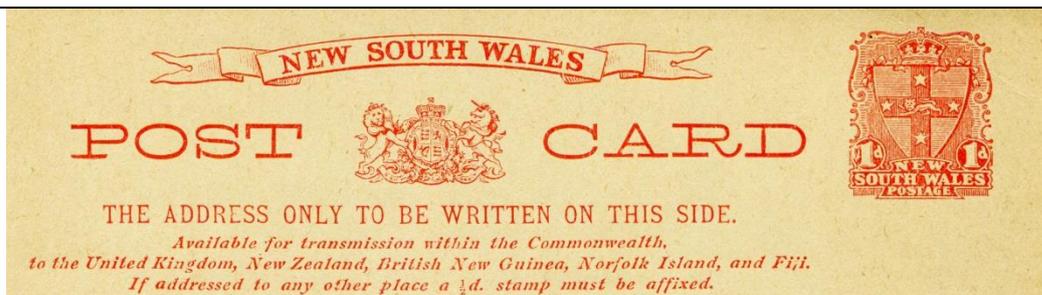
PC19 1d Die 1



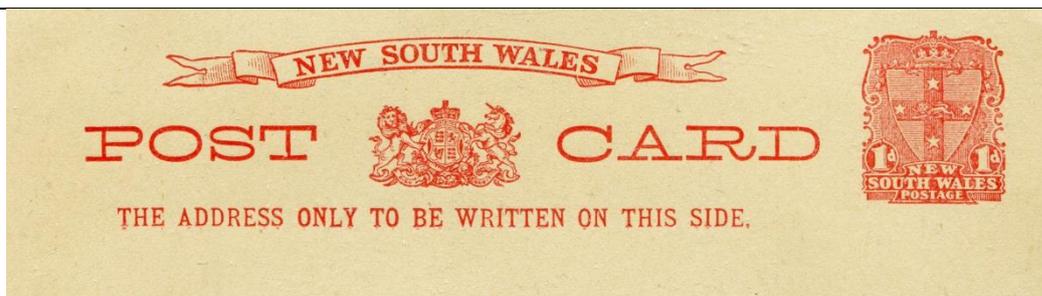
PC21 1d Die 2



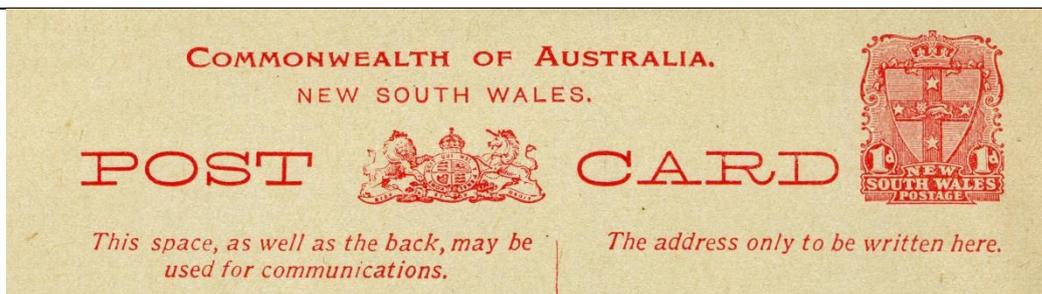
PC26 1d Die 2



PC27 1d Die 2



PC29 1d Die 2



PC31 1d Die 2

Fig. 1 Types of 1d Shield Postcards

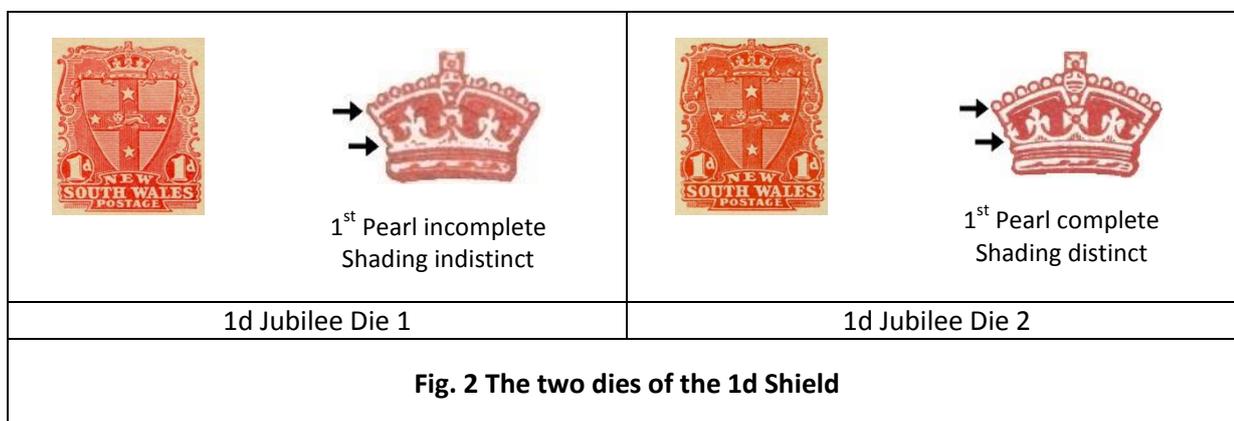
Dates of Issue

Prior to January 1896 the archival Printing Office Records give both the date of printing of postal stationery items together with the number issued to the GPO. It is not certain when the GPO actually distributed the new issues to the public. It is also possible that individual post offices used up existing stocks before issuing items with a new design. If the 'new' material involved an increase in the postal rates the stock in hand made have been used by adding additional adhesive postage stamps. In some instances, the Government Gazette announces the availability of postal stationery items with a new design but again it is not always clear when these became available to customers 'over the counter' at individual post offices and agencies.

There does not appear to have been interest among collectors of post stationery at this time to obtain 'first day issue' material.

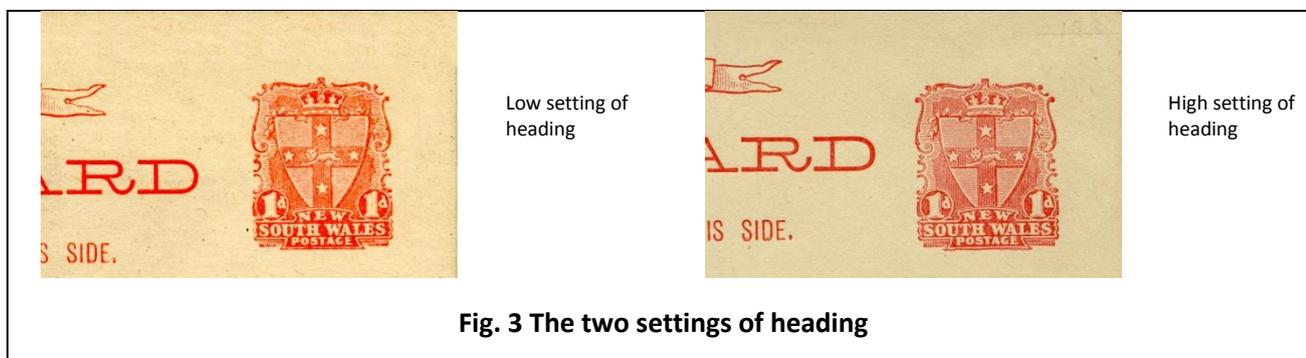
For the 1d Shield postal and reply cards, all of which were issued after January 1896, it is even more difficult to decide on the date of issue to the public. Suggested dates are given in Hull (1911) although the sources of the information are not always given. Stieg (1984) acknowledged the problems and gives some guidance to the earliest dates seen for postmarked copies. After January 1896 Bell (2007a) attempted for the 1d Shield postal cards to use the dates that the stamp dies were employed to estimate dates for new issues. These accounts often provide different issue dates, further confused by the dates given in the Ascher and Higgins and Gage catalogues. The date of issue for some cards can differ by two to three years. The problem is more difficult when used post cards are relatively uncommon. For 1d Shield cards this applies especially to the reply cards and the divided front cards (PC31 and PC33).

The most reliable information is from used examples of cards that have clearly discernable dated postmarks. In the catalogue listing for the 1d Shield cards the date of issue is sometimes given with an '?' against the date and/or with the earliest known postmark date. It is hoped that further information on the dates of issues given in the catalogue listing can be further refined as collectors check their material against the dates given.



Die 1 and Die 2

The Die 1 and Die 2 stamps impressions are shown in Figure 2. All of the earlier accounts, with the exception of Higgins and Gage, recognise that the first issues of the postal and reply cards had a Die 1 stamp impression. The Die 1 1d postal cards are divided these into two Types distinguished by the heading impression being initially low set and then high set. These were first described by Stieg (1984) and in this account are recognized as sub-Types PC19 and PC19d, see Figure 3.



Inspection of large accumulation of postmarked PC19 and PC19a cards shows that the low set cards are dated between 22 September 1897 and 1 August 1900 and the high set PC19a from 1 February 1901 to 28

December 1903. These dates are in accord to the dates given by Stieg (1984) and Bell (2007), although Bell has an earlier date, 7 September 1900, for PC19a. These dates indicate at least two printings of PC19.

All of the first Die 2 postal cards (PC21) are low set but not in exactly same position as PC19a. Bell gives the date of issue for PC21 as September 1902 and Stieg the earliest postmarked as December 1902. Hull gives the date as June 1904.

Bell does not describe the 1d Shield reply cards but Hull gives a date of September 1897 for the first reply card (PC20) although he lists this as Die 2. Reply card PC22 with stamp impression Die 2 is likely to have been issued at a similar date to the first Die 2 postal cards, that is in late 1902 or early 1903. The reply cards are all high set although the position varies slightly between issues.

The 1d Shield Postal Cards

In addition to the early use of the Die 1 1d stamp there are a number of variations in the overall format of the Types of the postal cards. The major features of these are outlined below.

- Size;
- Coat of Arms;
- Headings and Instructions;
- Divided Address Panel.

Size

All the 1d postal cards, PC19 – PC29, are 140 x 90mm in size. Measurements of a large accumulation of such cards shows that the size to be remarkably consistent and differences between cards are normally less than 2mm.

Coat of Arms

Cards PC19 – PC29 all have the larger, 20 x 12mm., form of the Coat of Arms. Type 6 (PC31), the only divided front issue has the elongate form size 25 x 10mm.

Headings and Instructions

All of the cards prior to about 1907, i.e. PC19 – PC29, have 'New South Wales' enclosed in an attractive ribbon design. The last issue, PC31, has the heading 'Commonwealth of Australia/ New South Wales'.

PC19, PC21 and PC29 have a single line instruction that reads 'The address only to be written on this side'. PC 26 and PC27 have 3 or 4 lines of instructions which provide information on destinations to which the 1d rate is valid.

Divided address panel

This style of card (Type 6) was first introduced in late 1906. The first divided address panel cards were introduced by Great Britain in 1902 but it took several years before they gained full UPU approval.

1d Shield Reply Cards

In contrast to the 1d Shield postal cards detailed accounts of the corresponding reply cards are few and they were not discussed by Bell. There are six distinct issues, namely PC20, PC 22, PC24, PC28, PC30 and PC33, illustrated in Figure 4. Some aspects of the format mirror those for the 1d postal cards, For example the initial use of the Die 1 impressed stamp for PC20 and the adoption of a divided address panel for PC33. Differences in format are for features such as:

- Size;
- Coat of Arms;
- Headings and Instructions;
- Divided address panel.

Size

The outward and reply halves are generally smaller than for the 1d postal cards. Details are given in the catalogue listing. Most of the issued cards are close to 128 x 83mm. although the last issue with the divided address panel is (PC33) 137 x 89mm. The cards were folded before issue.

Coat of Arms

The first two reply cards, PC20 and PC22, use the smaller size Coat of Arms 13 x 7mm, that corresponds to that used for the preceding 1d Centennial reply card issue (PC12). All the later issues of the reply cards use the elongated style of 25 x 10mm.

Headings and Instructions

None of the reply cards use the ribbon design that encloses the State name 'New South Wales' for many of the 1d postal cards. For the reply cards, the State name is totally omitted except for inclusion in the design of the 1d Shield impressed stamp, the only exception is the divided front card card (PC33) described below. The omission is unusual and the appropriate State name is given on all the reply cards issued by the other Australian States. The outward cards have the heading 'Post Card', later changed to 'Post Card with Reply Card'. There are also changes to the font size, for detail see the accompanying illustrations.

Divided Address Panel

This style of card was first introduced in Great Britain in January 1902 and the divided panel permitted for the first time the message to be written on both sides of the card. For a number of years such cards were not accepted by many UPU member countries and were charged on arrival at the letter rate. Australia formally agreed to accept such cards in February 1905 and issued its first divided front 1d reply cards (PC 33) in 1906. The heading of the card included the wording 'Commonwealth of Australia/New South Wales'.

Numbers Issued

The lack of Printing Office records after January 1896 seriously handicaps detailed analysis of the number of 1d Shield postal and reply cards that were issued. The only source of data is that produced by the Postmaster General's reports for some of the years between 1897 and 1910.

These are:

	1897	1898	1899	1900	1906	1910
1d Postcards	1,008,480	1,119,240	1,160,200	1,284,200	1,968,840	2,395,680
1d Reply Cards	2,340	2,400	2,760	2,200	1,390	1,680
Table 1. Numbers of 1d Postcards and Reply Cards issued 1897-1910						

There are limitations with these figures. For example, from late 1898 until 1906 the numbers given for postal cards are thought to include the scenic view cards.

Despite these limitations it is clear that the 1d postal cards were popular and that the numbers increased progressively over time. Indeed, they were the most widely used of any of the postal stationery items produced by the Post Office. In contrast, the reply cards were used in relatively small numbers and show a progressive decrease over time.

Gough (2019, p. 618) reproduced data from White (1988, p. 147) which is thought to be based '...on statistical counts done over a few days every quarter as required by UPU rules'. This is only available for the year 1894, before the Shield cards were on issue, but of interest as it gives a guide to the destinations of single and postal reply cards. For 1894, 877,500 postal cards were sent to addresses within New South Wales and 66,000 to other Australian Colonies. The corresponding number for outbound reply cards to New South Wales addresses is given as 10,000 with 900 to other Australian destinations. The value of 10,000 does not seem to accord with the figures of about 2,000 for the total use of 1d reply cards in 1897 and later years as given in Table 1.



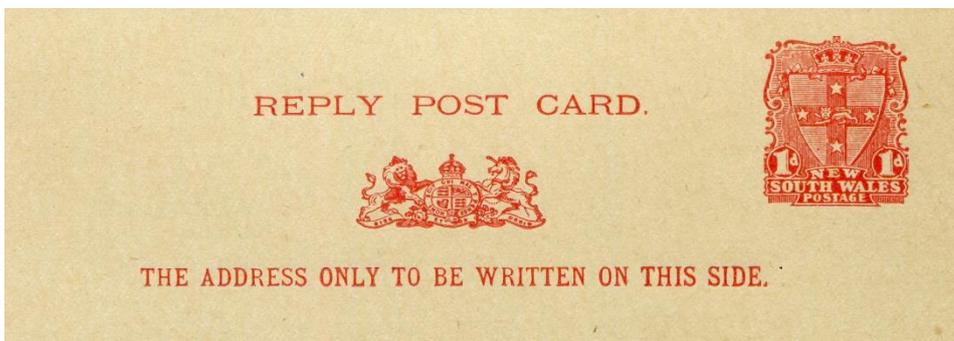
PC20 1d Die 1



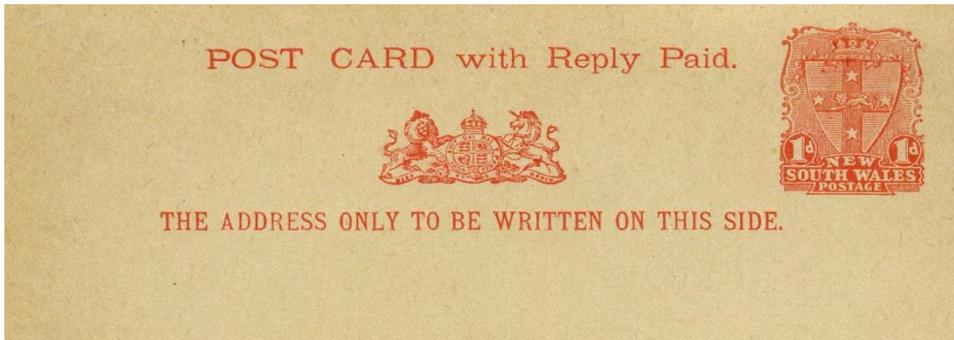
PC22 1d Die 2



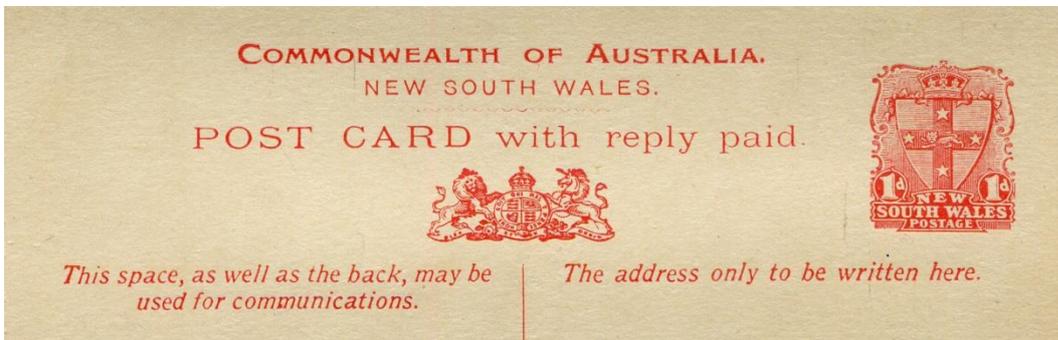
PC24 1d Die 2



PC28 1d Die 2



PC30 1d Die 2



PC33 1d Die 2

Fig. 4. Types of 1d Shield Reply Cards (outward and reply halves)

Numbers issued are often used as a surrogate for the rarity of the items concerned. For the 1d Shield cards it seems very much difficult to obtain used copies of the later issues, especially those with divided fronts. This is surprising given the number of cards issued. PC30, which was on issue for a very short time, is particularly rare, with only two examples known.

Postal Use

The Australian Colonies agreed that from 1 January 1887 postal and reply cards were valid for postage within and between all the Colonies. This was extended to New Zealand 1 November 1889 and then to British New Guinea and Fiji. Prior to the issue of PC26 in 1904, the instructions did not specify the countries to which the cards could be sent but to avoid any confusion PC26 listed the permitted destinations. This also applied to PC27, issued in 1906, to which the United Kingdom and Norfolk Island were added to the list. Postal card PC29 and all later postal cards are devoid of information as to destinations. Postal cards with an impressed 1d Shield stamp were also used with an additional ½d postage stamp for transmission to other UPU member countries although all examples seen are dated after 1900. Only the 1d reply card PC28 issued in 1906 has any instructions as to destinations.

The Gazette of July 1893 confirms, with one minor exception, that `...the front or stamped side of the card to be for directions relating to the postal service (such as "registered" or "acknowledgment of delivery" &c) and the address only in addition to the word "Post-card" '. The exception is that the cards `to other parts of the world than Australasia, Norfolk Island, British New Guinea the sender may place his name and address *either on the face or back*'. No example of such use has been seen. It is unlikely that New South Wales postal stationery was ever issued in Norfolk Island, none have been recorded.

The acceptance of divided front postcards for both incoming and outgoing mail is more complex. Divided front cards were first introduced by the United Kingdom in 1902 but acceptance by other UPU members is marked by confusion. A comprehensive discussion of the problems and the role of the UPU is given in Gough (2019, see pp.807-814). Initially bilateral agreements were arranged between individual postal administrations. For example, divided backs were permitted between the Australian States and New Zealand in early 1905 and such cards for the Australian Colonies could be accepted from the UK from 22 November 1905. Following a decision by the UPU, there was full agreement on the use and acceptance of divided front reply cards after June 1906 by all the Australian States. Internal divided front 1d cards and reply cards were issued in late 1906, together with corresponding 1½d cards for use to other UPU members.

However, from 1 May 1911 the rate for postcards to virtually all destinations On 1 May 1911 the United Kingdom introduced the Imperial Penny Post letter rate for use throughout the British Empire. This reduction in the letter rate did not apply to postal cards. However, from 1 May the rate for postal cards to destination virtually all destinations in the British Empire was reduced to 1d. The few exceptions are listed in Breckon (1987).

The catalogue listing for the 1d Shield postal and reply cards includes those issues between 1898 and 1908 which were also used for the scenic view cards. However, it is important to note that the type of card used for the scenic views differs from that used for the normal postal or reply cards.

After Federation in 1901 New South Wales continued to print and issue its own stamps and postal stationery and there was a delay before Commonwealth issues of postal stationery became available. In large part this was a result of the 'Book Keeping' clauses in the Commonwealth legislation designed to compensate former Colonial Government Departments taken over by the Commonwealth. The Book Keeping clauses ceased in October 1910. After this date postal rates were standardised throughout the Commonwealth and postal stationery items issued in any State were valid for use in all other States. Details of these arrangements and the production of Commonwealth post cards are given in Kellow (2018). The first items of Commonwealth postal stationery, the full-face King George 1d postal cards, were printed in March 1911 by the Commonwealth printer in Melbourne. The intention was that these cards would be issued

throughout Australia but they were not distributed in New South Wales or Queensland. These first Commonwealth 1d postal cards had a major error in the instruction on the front of the cards which read, 'address only to be written this side'. The error was that the UPU had in 1906 agreed to the issue of divided front cards that allowed part of the message to be written on the front of postal cards; New South Wales had already issued cards divided front cards PC31 and PC33 in 1907 that were in accord with the regulations. The error on the Commonwealth cards was noted soon after their issue but corrected cards were not issued until August 1912.

The first Commonwealth postal cards that were available in New South Wales were the Commemorative Coronation 1d cards. These were in a variety of styles and colours featuring portraits of King George V, Queen Mary and the Prince of Wales stamped with the 1d full-face head of George V. These were first issued in May 1911 and withdrawn in June 1913 with remaining stocks destroyed. They were not a popular issue and the New South Wales 1d postal cards remained on issue.

The NSW printer ceased to produce postage stamps and postal stationery in early 1913. It is worth noting that after this date New South Wales items of postal stationery remained valid for postage until demonetised in 1968.

Specimens

Bell (2007b) provides a new listing of NSW specimen overprints applicable to both to postage stamps and postal stationery and his classification is used throughout this Handbook. The last known items of postal stationery are overprinted with specimen B25 on the 1d Shield postal card PC31 and reply cards PC33 although these were not seen or listed by Bell.

Specimen cards prior to January 1896, i.e. before the issue of the 1d Shield cards, are noted in the Printing Office records. After that date the records cease and the situation becomes confused. Detailed accounts for later items of New South Wales postal stationery are given in Bell (2009) and an overall account for Australian Colonies in Smith (2016).

In summary, there is uncertainty as to which items of postal stationery were sent to the UPU for distribution to member nations and the nature of any markings that may indicate they were 'specimens' and items marked specimen intended for other purposes, such as presentation copies or sales to collectors.

Bell (2009) refers to an Inter-Colonial postal and Telegraphic Conference held in March 1898 which came to the following decisions:

- 1) The word Specimen is to be placed across all stamps issued to collectors (ie. gratis or at a fixed price under face value per set).
- 2) All postage stamps to the Berne Postal Bureau or exchanged between Postal Administrations shall be obliterated by a datestamp'.

It is assumed that the references to 'stamps' also applied to postal stationery.

These proposals were reiterated in a Commonwealth Circular Memorandum dated December 1905. This states that material sent to the UPU should be cancelled with a date stamp, with items overprinted 'Specimen', being only for local use. Despite these directives no items of New South Wales postal stationery sent to the UPU before or after 1897 are known cancelled with dated hand stamps. This also applied to New South Wales postage stamps sent to the UPU which are described in detail by Bendon (2015).

The postal and reply cards PC19 and PC20 overprinted specimen (B23) are present in the British Library collection which is thought to include cards sent to Great Britain by the UPU, the total number of cards required by the UPU at that time was 730. It is possible that later issues of the Shield cards were supplied to the UPU as mint copies without any form of overprint.

The scenic view postcards printed on 1d postal cards first issued in late 1898 were however, circulated to the UPU and were either cancelled with a NSW oval obliterator and are also known with a very much larger specimen overprint, measuring 64 x 4mm. These are described in a separate section of the NSW Handbook.

The only specimen overprints known on the 1d Shield postal and reply cards are:

1d Postal Card	PC19, Type B23 PC31, Type B25
1d Reply Cards	PC20, Type B23 PC33, Type B25

PC19 and PC20 are thought to be the only 1d Shield cards overprinted specimen sent to the UPU and that suggests a total printing of slightly more than the 730 required. PC31 and PC 33 overprinted specimen have only been recently recorded and this likely indicates that were produced in smaller numbers for use within New South Wales for presentation purposes. They are certainly rarer than the other specimen Shield overprints.

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