

Ian McMahon

During 1909-1912, the Commonwealth Post Office continued to use the Queensland Government Printer to print regional postal stationery for sale and use in Queensland. As a result, although subject to the edicts and growing influence of the Post Office's 'head office' in Melbourne, the postal stationery issued in Queensland followed a distinctive pattern when compared with the issues produced by the New South Wales Government Printer (for sale and use in New South Wales) or the Commonwealth Stamp Printer (for sale and use in Victoria, Western Australia, South Australia and Tasmania). For example, the 1910 view postal cards, in particular, have a very distinctively Queensland flavour.

For the Queensland single postal cards, the changes that occurred during this period resulted in a number of very scarce cards. This article seeks to summarise information about these cards which is currently to be found in a variety of sources. It is certainly not the final word on these cards and there will, no doubt, be much more to be added to the story. I welcome comments, corrections and additions. I acknowledge the previous collectors and authors of Queensland Postal Stationery including Bernard Beston¹², Phil Collas³, Bill Walton⁴, Ron Butler⁵ and Alan Griffiths^{6,7}.

1908 Commemoration of the Visit of a United States Fleet

The Australian Post Office issues postal cards in each state commemorating the visit of a United States Naval Fleet to Australia in 1908. For Queensland, unstamped cards produced by the Government Printer, New South Wales were stamped with a typographed 1d carmine 'Numerals in 4 corners' indicium (Figure 1). The relief die used differs from that used for later postal cards in many details including having detail in the pony-tail and less shading around the Queen's mouth⁸ (see Table 1). The reverse of the card had a coloured montage including the flags and coat of arms of Australia and the USA, a naval ship and the text 'AUSTRALIANS WELCOME AMERICANS'.

The New South Wales Government Printer, printed as requested by the Postmaster General's Department a box for the stamp but included the word 'STAMP' in error⁹. The Printer on 23 September 1908 wrote to the Secretary, Postmaster General's Department, Melbourne: *Reverting to yours of the 27th ultimo to the word 'Stamp' printed in the centre of a square to the right-hand top corner of the Post Card supplied by this Office in connection with the visit of the United States Fleet, the inconvenience referred to is noted, and it is regretted that the word was inserted. At the time when the blank square was authorised for printing it appeared unlikely that the space would be utilised to print the stamp itself, as in all other cases where this square border was used, the word 'Stamp' has been considered necessary for public guidance, and when further printing was required, our instructions have always been to leave the space entirely blank. Consequently, in the case in question, the omission of the work appeared to be an error at this end, which had escaped attention.*



Figure 1

The exact date of issue is unknown but was by late August 1908. The *Telegraph* of 26 August 1908 (Figure 2, right) quoted the Deputy-Postmaster General as saying that the cards had been issued. 6,000 cards were produced with 240 cards unsold and destroyed.

FLEET POSTCARDS.—
 The Acting Deputy Postmaster-General advises that postcards commemorative of the visit to Australia of the American fleet have been issued by the department. No charge is made for the cards, beyond the cost of the stamp.

1909 Issues

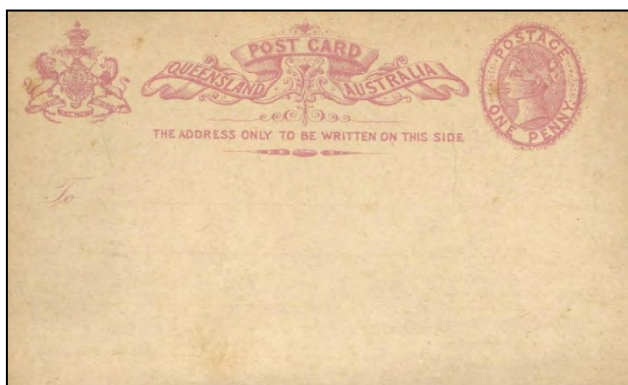


Figure 3



Figure 4

Queensland issued single postal cards with a sideface design in 1888 (Figure 3). Cards with this design were little used after about 1900 as the 1898 pictorial issue became available. The issue was often on poor quality stock. Their size was variable but generally about 12.0 x 7.8 cm.

From 1898, single postal cards with views on the left-hand side of the front of the cards and with the 'medallion' indicium were used in Queensland. In 1906, the headings of these cards were changed to a four-line heading including 'COMMONWEALTH OF AUSTRALIA' (Figure 4). The cards were about 13.7 x 8.7 cm in size and often on poor quality stock.

By 1909, these postal cards were regarded as 'old-fashioned' compared to private post cards of the day with requests from 'head office' in Melbourne for the Queensland postcards to be 'modernised' and as they had lost popularity. In addition, in 1906 the UPU had approved new regulations regarding the size of postcards, now a maximum of 14 x 9 cm, and the use of the left-hand side for the front of postcards for correspondence.

Essays



Figure 5



Figure 6

A series of essays were produced by the Queensland Government Printer with the 1d Medallion indicium used for the 1906-1908 pictorial postal cards with a revamped heading and on white card. The new heading was a four-line heading 'POST CARD QUEENSLAND COMMONWEALTH OF AUSTRALIA *The Address only*

to be written on this side.’ with an ornament separating the first and second line. The four-line heading is similar to that used for the 1906 cards but has been reset with a different shaped ornament and different lettering. The essays (Figures 5-8) were produced in brown, blue, black and red on white card and retain the inscription ‘Date stamp on reverse side.]’ in the bottom left-hand corner that was used on the 1906 pictorial cards intended to instruct post office staff not to obscure the picture on the front of the card (although in practice this was often not adhered to). This may indicate that the printer still intended to have views on the front of the cards as discussed in Collas¹⁰ although this did not eventuate. The essays appear to be an attempt to ‘modernise’ the design of the 1906 postal cards and the heading was ultimately used for the single postal cards issued from 1909 to 1912.



Figure 7



Figure 8

A further essay (Figure 9 right, 14.1 x 9 cm) was produced in black in the same format including the text ‘Date stamp on reverse side.]’ in the bottom left-hand corner but using the 1897 1d Queen Victoria sideface design with numerals in four corners as the indicium. This design had been previously used by the Queensland Government Printer for wrappers, to stamp STO envelopes and the 1908 American Fleet postal card (Figure 1). With the removal of the text ‘Date stamp on reverse side.]’, the design of this essay was used for the issue of a single postal card in late 1909.



1909 1d Queen Victoria Sideface with Numerals in Four Corners with 4 Line Heading Issue



Figure 10



Figure 11

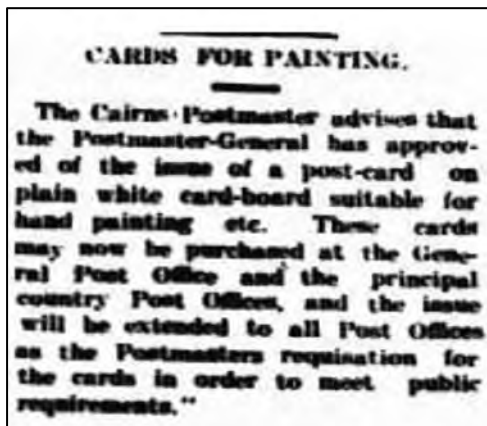
A postal card (Figure 10) was issued using the four-line heading and with the indicium featuring the Queen Victoria sideface design with numerals in four corners in the same design as the essay with the removal of the 'Date stamp on reverse side.]. The indicium on the issued card is the same die as that used on the essay (Figure 9) and was lithographed. This differs from that used in later cards in having a flattened tiara.

The card was printed on unsurfaced cream card with the indicium in a distinctive shade of orange-red (Table 1). Mint cards vary from 14 x 9 cm to 14.8 x 9 cm while used cards are 14.2 x 9 cm. Curiously the card retained the heading *The Address only to be written on this side.* even though this was not in accord with the postal regulations which permitted correspondence to be written on the left-hand side of the front of the card. Also, the maximum size of postcards in the international mails at the time was 14 x 9 cm so the larger mint cards may be proofs with the cards cut to the correct size before issue.

Another feature of this card which is also seen in later cards of this period is that most of the known cards have a line of rule under the 'W' of "COMMONWEALTH" in the heading (Figure 10).

This card is scarce with about ten copies (mint and use) being recorded of which four are used (Figure 11). Dates of use include 16 March 1910, 23 June 1910, 29 September 1910 and 4 October 1910. It seems likely that this card was issued in late 1909. Interestingly some of the cards have been used by Rev E Darsow, a Lutheran minister based at Ropeley near Warwick including one card to Rev Th Nickel¹¹.

1909 'Artist' postal card



On 17 December 1908, the Postmaster General's Department wrote to the Deputy Postmasters-General¹² about the desirability of providing 'white official Postcards in order that they may be more suitable for hand painting' and asked them to report 'with a view to providing for a sufficient number of postcards on white cardboard when the cards are being again printed. (The cards to have a rough or 'matte' surface)'. The conclusion reached was that there was no great demand for such cards and that trial issues should be of limited quantities. On 8 April 1909, the Commonwealth Postmaster-General approved 'white' postcards with rough or "matte" surface suitable for hand painting be supplied for issue in each of the States, the allotment for Queensland being £30, or 7,200 cards. Victoria and New South Wales were able

to make use of an existing design with suitable card stock to fulfil this request. There were, however, no existing card design which could be reasonably used in this manner in Queensland with the 1906 pictorial cards being still in use. Based on a number of contemporary reports, the cards were issued in Queensland in November-December 1909. For example, the Cairns Post of Tuesday 30 November 1909, page 4 reported that: *POSTCARDS FOR PAINTING. The Cairns Postmaster advises that on 30 Nov 1909 the Postmaster-General has approved of the issue of a postcard on plain white cardboard suitable for hand painting etc. These cards may now be purchased at the General Post Office and the principal country Post Offices, and the issue will be extended to all Post Offices as the Postmasters requisition for the cards in order to meet public requirements* (Figure 12, left). On 16 June 1910, the Brisbane Deputy Postmaster-General reported that there had been little or no demand for the new cards, and enquired whether it was desired to continue the issue. Comments from other Deputy Postmasters-General were similar, and the Postmaster-General issued instructions that no more of the new cards were to be printed¹³. The 'Artist' card for Queensland maybe the 1909 1d Queen Victoria Sideface with Numerals in Four Corners with 4 Line Heading Issue as it appears to be the first of these cards issued.

1910 Issue with a Three-Line Heading

The heading *The Address only to be written on this side* which was contrary to the current postcard regulations was removed in the next postal card issue (Figure 13) which appeared in 1910. This issue had a three-line heading, a line under the 'W' of 'COMMONWEALTH' and was printed on dark and light cream card. The indicium was, however, a different die to the previous card with a 'pointed tiara' (Figure 14 and Table 1).

TABLE 1 1908-1912 POSTAL CARD INDICIA

Three indicia¹ appear to have been used on the 1908-1912 postal cards. A relief die (Die I) was used to stamp the American Fleet cards and the Watson and Ferguson STO card. A lithograph die (Die II) was used to stamp the 1909 'four line heading' postal card and the 1909 official card. A new lithograph die (Die III) was used to stamp the 1910-12 postal cards including the view cards, the Alfred Shaw & Co and the Department of Public Instruction cards. This die was also used to stamp almost all of the 1911 1d lettercards¹.



Die I Relief die



Die II Litho



Die III Litho

Has small white break directly below the 8th border dot from the left and flaw under the first 'N' of 'PENNY'

The 1911 double cards used a Litho die similar to Die III but with the flaws as described below. The dies used on the message and reply portions were different.



Die IVa Litho

Message portion has small white break directly below the 8th border dot from the left



Die IVb Litho 1911

Reply portion has flaw under the first 'N' of 'PENNY'

The die used for the indicium has the flaw under the first 'N' of 'PENNY' and another small white break directly below the 8th border dot from the left. These flaws appear on the indicium of all the remaining single cards in this period¹⁴. It was also printed in a darker shade of red. The postal card was produced on two shades of cream card. There appears to be a line under the 'W' of Commonwealth which remains a feature of the headings of most of the cards of this period. Although not scarce, this card is uncommon. Early used dates include 22 December 1910 (cream card) and 6 May 1911 (light cream card).

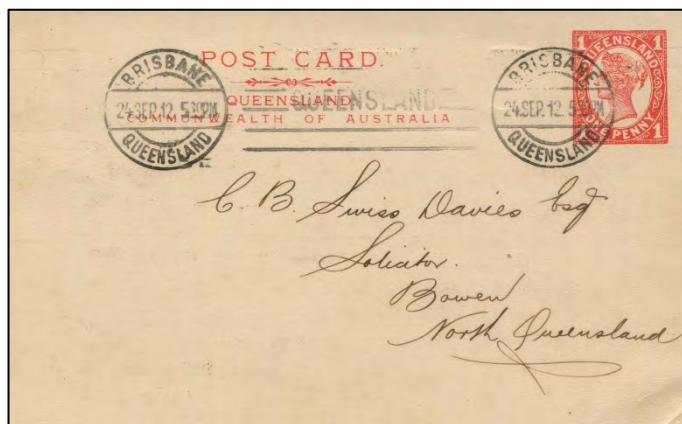


Figure 13 Card with Three-line Heading



Figure 14a 1909 Die



Figure 14b 1910-11 Die

1910 Divided Front Issue



Figure 15 Card with Divided Front



Figure 16 Used in December 1910

Under the 1906 regulations, postcards were permitted with a dividing line between the area reserved for the address on the right side of the card under the area where the stamp was to be placed and an area that could be used for correspondence on the left side of the card. A postal card with a three-line heading with CORRESPONDENCE ADDRESS and a dividing line with the imprint 'A.J. CUMMING. GOVT PRINTER' reading upwards to the right of the line was issued in 1910 (Figures 15 and 16). This card was printed on a distinctive cream stock unlike the white stock of the 1910 view cards. There is no view on the reverse. This is a very scarce card with only a few copies known mint and a single used copy recorded to date (postmarked 29 December 1910).

1910 View Cards: With the principal title in Upper Case Letters

By 1910, many views on Queensland's 1898-1908 pictorial postcards had become outdated and the Brisbane GPO was keen to modernise¹⁵. Consequently, a series of cards were issued with black and white views on the reverse. The front of the cards used the design of the Divided Front Issue with a three-line heading and with 'CORRESPONDENCE', a dividing line with the imprint 'A.J. CUMMING. GOVT PRINTER' reading upwards to the right of the line and 'ADDRESS'.

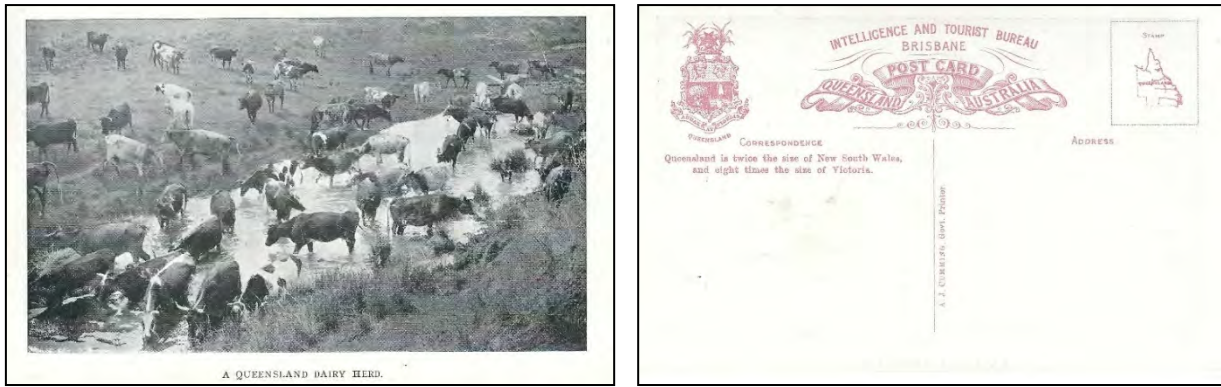


Figure 17 View 'A QUEENSLAND DAIRY HERD' on a QITB card of the 'BRISBANE' series current in 1909-1910.

The views on these cards¹⁶ came from the photographic library of the Queensland Intelligence and Tourist Bureau (QITB) which was established in 1907 to encourage immigration, investment and tourists to Queensland. Henry Mobsby, a photographer, was appointed to the QITB to assist with the Queensland display at the 1908 Franco-British Exhibition in London. He had previously been appointed Official Artist and Photographer for the Department of Agriculture and Stock (which had been involved in the illustrations on the 1898-1906 pictorial postal cards). The first QITB cards were prepared for distribution at the Franco-British Exhibition in 1908¹⁷. They were printed by the Queensland Government Printer and some bore the imprint 'G. A. VAUGHAN, Government Printer'. The cards were continued after the exhibition and the 1909-10 series were inscribed 'BRISBANE' in the heading and bore the imprint 'A.J. CUMMING. Govt Printer' (Figure 17) as Cumming had been appointed Government Printer on 1 August 1909 (acting from 23 July 1908). Many of the QITB photographs on these cards were taken by Henry Mobsby who travelled extensively throughout Queensland taking photographs, although which photographs were definitely his is unknown¹⁸.

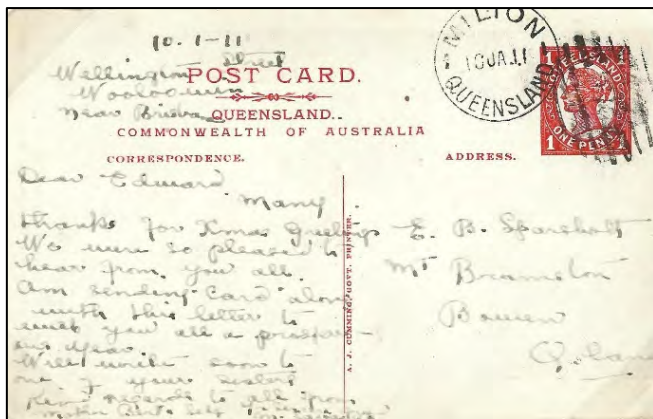


Figure 18 Front of the 1910 View Card



Figure 19 SCENE ON THE MAROOCHY RIVER, (framed view)

As the Queensland Government Printer had been printing unstamped postcards with views on the reverse for QITB since 1907 and had the blocks for the views, it is not surprising that the views for the 1910 postal cards (Figure 18-19) were taken from the QITB views currently being used for QITB cards.

The views of this issue have the descriptions (or the main description) in upper case letters. The known views are listed and illustrated in Table 2. Untitled essays are known including colour views of Neurum Creek and the Rockhampton Customs House (Figure 20). The Rockhampton Customs House also appears in QITB publicity publications.

TABLE 2 THE KNOWN VIEWS ON THE REVERSE OF THE 1910 VIEW CARDS WITH THE PRINCIPAL TITLE IN UPPER-CASE LETTERS



1. → A DAIRY HERD, WEST MORETON, SOUTH QUEENSLAND



2. → A DUCK POND, BOTANIC GARDENS, BRISBANE



3. → ALICE STREET, BRISBANE, SOUTH QUEENSLAND



4. → AT CLEVELAND, A FAVOURITE WATERING PLACE, SOUTH QUEENSLAND



5. → BOTANIC GARDENS, BRISBANE, FROM PARLIAMENT HOUSE



6. → BRISBANE RIVER, SHOWING SHIPPING AT SOUTH BRISBANE WHARVES



7. → BUNDABERG FROM THE WATER TOWER, SOUTH QUEENSLAND



8. → BUSH HOUSE, BOTANIC GARDENS, ROCKHAMPTON, CENTRAL QUEENSLAND



9. → COUNTRY ROAD, NORTH QUEENSLAND



10. → HAULING TIMBER, NEURUM CREEK, SOUTH QUEENSLAND



11. → HORSESHOW BEND GYMPIE, NORTH COAST RAILWAY, SOUTH QUEENSLAND



12. → IN THE BOTANIC GARDENS, BRISBANE



13.th INTERIOR OF NORTH QUEENSLAND CAVES: 1 and 2 Chillagoe Caves, 3 and 4 Manzanara Caves



14.th IRVINEBANK: A THRIVING MINING CENTRE, NORTH QUEENSLAND



15.th KAMERUNGA STATE NURSERY, NEAR CAIRNS, NORTH QUEENSLAND



16.th MAIN AVENUE, QUEENSLAND UNIVERSITY, BRISBANE



17.th MARY RIVER AT MARYBOROUGH NORTH COAST RAILWAY, SOUTH QUEENSLAND



18.th NEIL STREET, TOOWOOMBA, DARLING DOWNS, SOUTH QUEENSLAND



19.th ON A QUEENSLAND SHEEP STATION



20.th PARLIAMENT HOUSES, BRISBANE



21.th SCENE ON THE MAROOCHY RIVER, SOUTH QUEENSLAND



22.th SCENE ON THE UPPER JOHNSTONE RIVER, NORTH QUEENSLAND



23.th SUGAR-CANE, NEAR BUNDABERG, SOUTH QUEENSLAND



24.th SURF BATHING, EMU PARK, CENTRAL QUEENSLAND

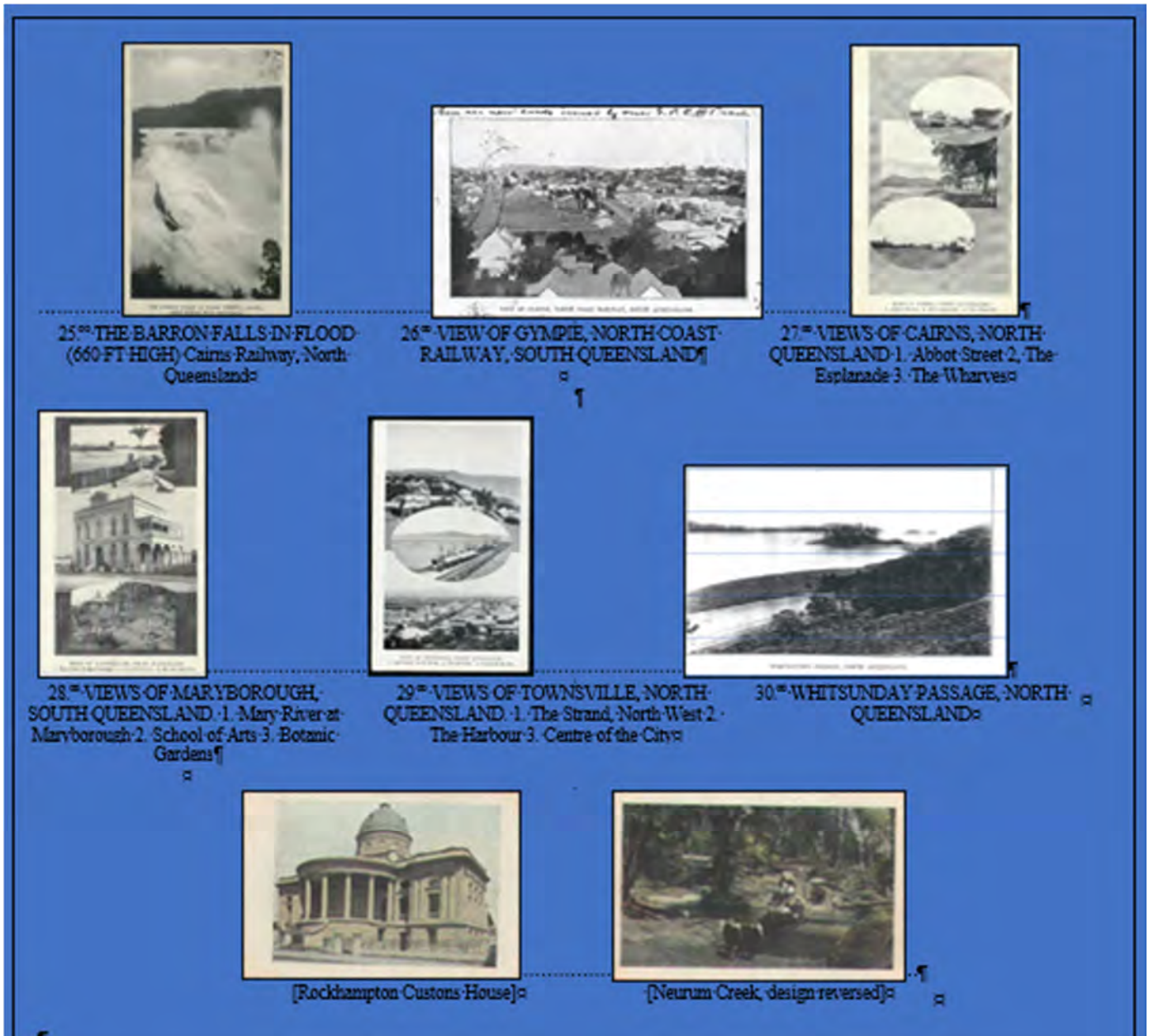


Figure 20 Two untitled Colour Proofs showing the Rockhampton Customshouse (left) and a reversed illustration of Neurum Creek (right)

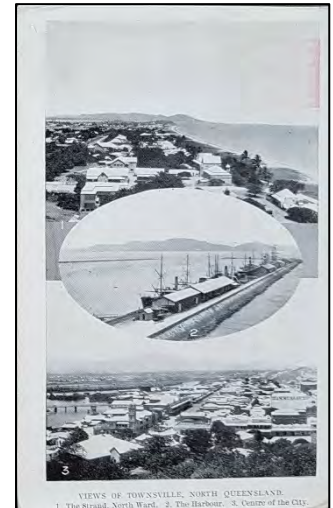


The titles of all of the views in Table 2 can be found in the promotional material for the QITB cards which were printed in 1909-1910 having the front shown in Figure 17 (with small 'BRISBANE' and imprint of Cumming)¹⁹. About half of the cards have been confirmed as having the same view as the postal cards. Many of these views can also be found in QITB promotional publications such as 'Glimpses of Sunny Queensland', albeit with different titles (Figure 21, left). Overall, a very efficient and cost-effective result for both the Post Office and the Queensland Government

Printer and, in a sense, an extension of the QITB's publicity.

These cards exist on either thin or thick card. Figure 22 (right) shows an unframed view on thin card. In addition, some views have a line border (Figure 19). This suggests that two (or more) separate plates may have been used for the views.

The cards known on thick paper have a lined border around the picture (with the exception of the view COUNTRY ROAD, NORTH QUEENSLAND). The paper is opaque with the design not showing through the card from the front when the card is held to a light and the indicium not showing clearly through the card when viewed from the back. The cards issued on thick paper are:



- a. A DUCK POND, BOTANIC GARDENS, BRISBANE
- b. AT CLEVELAND, A FAVOURITE WATERING PLACE, SOUTH QUEENSLAND
- c. BOTANIC GARDENS, BRISBANE, FROM PARLIAMENT HOUSE
- d. BRISBANE RIVER, SHOWING SHIPPING AT SOUTH BRISBANE WHARVES
- e. BUSH-HOUSE, BOTANIC GARDENS, ROCKHAMPTON, CENTRAL QUEENSLAND
- f. COUNTRY ROAD, NORTH QUEENSLAND
- g. HAULING TIMBER, NEURUM CREEK, SOUTH QUEENSLAND
- h. HORSESHOW BEND GYMPIE, NORTH COAST RAILWAY, SOUTH QUEENSLAND
- i. IN THE BOTANIC GARDENS, BRISBANE
- j. INTERIOR OF NORTH QUEENSLAND CAVES 1 and 2 Chillagoe Caves. 3 and 4 Mungana Caves.
- k. IRVINEBANK. A THRIVING MINING CENTRE, NORTH QUEENSLAND
- l. MAIN AVENUE, QUEENSLAND UNIVERSITY, BRISBANE
- m. MARY RIVER AT MARYBOROUGH. NORTH COAST RAILWAY, SOUTH QUEENSLAND
- n. NEIL STREET, TOOWOOMBA, DARLING DOWNS, SOUTH QUEENSLAND
- o. PARLIAMENT HOUSES, BRISBANE
- p. SCENE ON THE MAROOCHY RIVER, SOUTH QUEENSLAND
- q. SCENE ON THE UPPER JOHNSTONE RIVER, NORTH QUEENSLAND
- r. SURF BATHING, EMU PARK, CENTRAL QUEENSLAND
- s. THE BARRON FALLS IN FLOOD (660 FT HIGH) Cairns Railway, North Queensland
- t. VIEW OF GYMPIE, NORTH COAST RAILWAY, SOUTH QUEENSLAND
- u. WHITSUNDAY PASSAGE, NORTH QUEENSLAND

The cards known issued on thin paper have no border around the photograph. The paper is translucent with the design showing through the card from the front when the card is held to a light and the indicium showing clearly through the card when viewed from the back. Cards are known used from December 1910:

- a. A DAIRY HERD, WEST MORETON, SOUTH QUEENSLAND
- b. ALICE STREET, BRISBANE, SOUTH QUEENSLAND
- c. BUNDABERG FROM THE WATER TOWER, SOUTH QUEENSLAND
- d. INTERIOR OF NORTH QUEENSLAND CAVES 1 and 2 Chillagoe Caves. 3 and 4 Mungana Caves.
- e. KAMERUNGA STATE NURSERY, NEAR CAIRNS, NORTH QUEENSLAND
- f. ON A QUEENSLAND SHEEP STATION
- g. SUGAR-CANE, NEAR BUNDABERG, SOUTH QUEENSLAND
- h. VIEWS OF CAIRNS, NORTH QUEENSLAND 1. Abbot Street 2, The Esplanade 3. The Wharves

- i. VIEWS OF MARYBOROUGH, SOUTH QUEENSLAND. 1. Mary River at Maryborough 2. School of Arts 3. Botanic Gardens
- j. VIEWS OF TOWNSVILLE, NORTH QUEENSLAND. 1. The Strand, North West 2. The Harbour 3. Centre of the City

1910 View Cards: With the principal title in Upper- and Lower-Case Letters

Eight views with upper- and lower-case titles are known²⁰ (Table 3) as proofs on buff card (Figure 23) or as issued cards on white paper (Figure 24). The eight views are:

- 1. Barron Falls - Half Flood Total height, 800ft
- 2. Hauling Cedar, Atherton-Cairns Railway
- 3. Isis Sugar Mills, Near Childers
- 4. Mount Morgan, Revenue for the last year £901,838; Expenditure £673,622
- 5. Neurum Creek near Woodford, Caboulture-Woodford Railway
- 6. On the Maroochy River, North Coast Railway
- 7. Stoney Creek Falls, Cairns Railway, Half flood
- 8. View from Cairns Range, Barron River in Foreground

The views are not on the list of 1909-10 QITB cards²¹ but some can be seen on QITB cards with different titles. Figure 25 illustrates the view *On the Maroochy River, North Coast Railway* on an unstamped Railway Department advice card. These postal cards may represent a later and much less common issue. As eight views are known and as some QITB cards are known to have been printed 8-on, they may also have been produced in such a manner. All eight are known as proofs on buff card as well as on white card as issued except for the view *Hauling Cedar, Atherton-Cairns Railway* which has not yet been recorded on white paper²².



Figure 23 Proof on buff paper of *On the Maroochy River, North Coast Railway* Card (endorsed on reverse PROOF Ref. No. G1579/10) (left) and Figure 24 Issued Card (right)

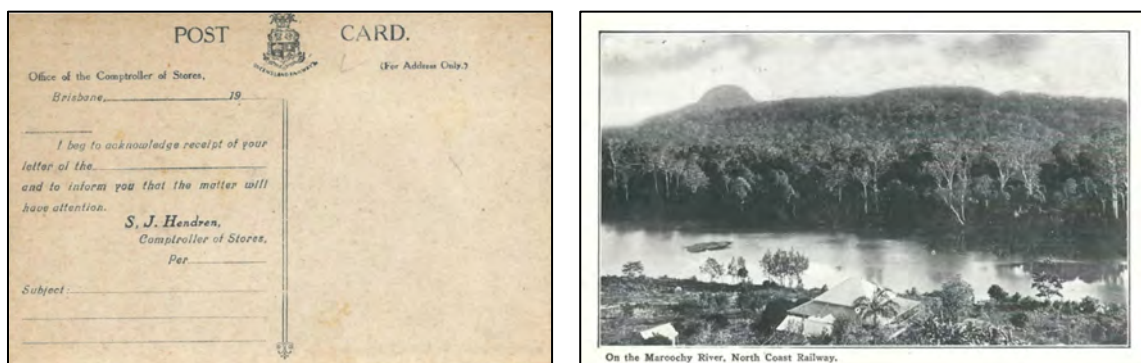


Figure 25 *On the Maroochy River, North Coast Railway* View on Unstamped Railway Department Advice Card

TABLE 3 THE KNOWN VIEWS ON THE REVERSE OF THE 1910 VIEW CARDS WITH THE PRINCIPAL TITLE IN UPPER- AND LOWER-CASE LETTERS



1.st Barron Falls - Half Flood - Total height, 800ft



2.nd Hauling Cedar, - Atherton - Cairns Railway



3.rd Isis Sugar Mills, Near Childers



4.th Mount Morgan, Revenue for the last year £901,838; Expenditure £673,622



5.th Neurum Creek near Woodford, Caboulture - Woodford Railway



6. On the Maroochy River, North Coast Railway



7.th Stoney Creek Falls, Cairns Railway, Half flood



8.th View from Cairns Range, Barron River in Foreground

1910 Issue with 'ADDRESS' Added on cream paper

Presumably it was felt that some instruction needed to be added that the address should be placed on the right-hand side of the front of the card. As a result, the card was modified by the addition of 'ADDRESS' under and on the right-hand side of the heading (Figure 26). The first issues were on cream card similar to previous issues.

1911 Issue with 'ADDRESS' Added on white paper

The card was reissued on a very white card in early 1911 (Figure 27) with use recorded on 10 February 1911. Presumably it was felt that some instruction needed to be added that the address should be placed on the right-hand side of the front of the card. The addition of 'ADDRESS' under the heading appears to have been done on the existing plate with the location of 'ADDRESS' varying in location. At least three settings of the card are known with the 'A' of 'ADDRESS' under the space between the 'o' and the 'f' of 'of' in 'COMMONWEALTH OF AUSTRALIA', 'A' under the 'o' of 'of' and 'A' under the 'f' of 'of'. In addition, the cards show variation in the distance (4 to 6 mm) between 'ADDRESS' and the line of text above it. This issue remained on sale until replaced by the 1d Kangaroo and Map postal card in 1913. Most cards appear to have a line under the 'W' of 'Commonwealth'. Some cards, however, have no line and the bottom of the strokes of 'W' appear separated.



Figure 26 (left) Card with Address Added under Heading, on cream card. Figure 27 (rights) 1911 Issue on White Card

1911 Reply Postal Cards

Despite the lack of popularity of reply cards in Queensland, the Australian Post Office issued two reply cards for use in Queensland in 1911. A 1d + 1d card for use within Australia and to the United Kingdom and other countries for which the 1d postcard rate applied and a 1½d + 1½d card for use to countries to which the UPU rate applied.

The 1d + 1d card had a 1d Queen Victoria 'Numerals in 4 corners' indicium based on the original die provided by Bradbury Wilkinson (Figures 28-29). The die used for the indicium on the message portion differs from that used for the 1910-11 single cards in lacking the flaw under the first 'N' of 'PENNY' (but still has the small white break directly below the 8th border dot from the left) while the indicium on the reply portion differs from that of the single card by having the flaw under the first 'N' of 'PENNY' but not small white break directly below the 8th border dot from the left²³.



Figure 28 The Message and Reply Portions of the 1d + 1d 1911 Reply Postal Card

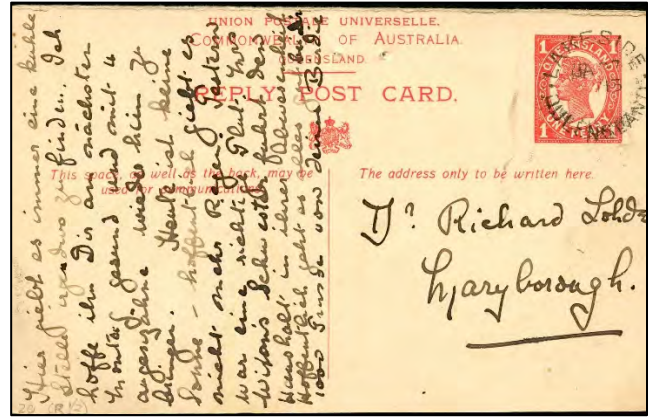
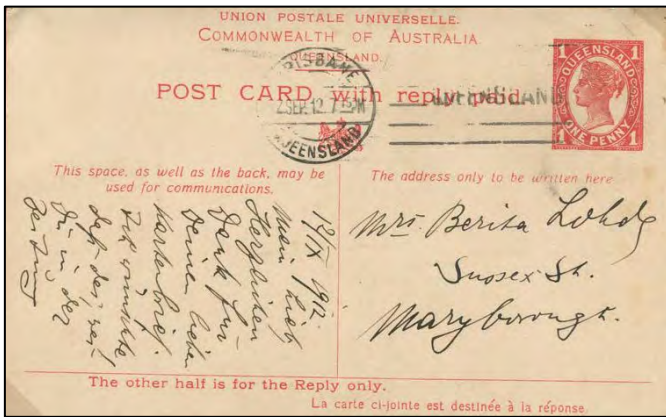


Figure 29 Used copy of the Message and Reply Portions of the 1d + 1d 1911 Reply Postal Card

For the 1½d + 1½d card for use to countries to which the UPU rate applied (Figures 30 and 31), the indicum was produced by reworking the 1d die which in turn was based on the 1d original die provided by Bradbury Wilkinson. Lithographed, Queensland Government Printer. Commercially used, especially properly used reply portions, from this issue are extremely scarce.

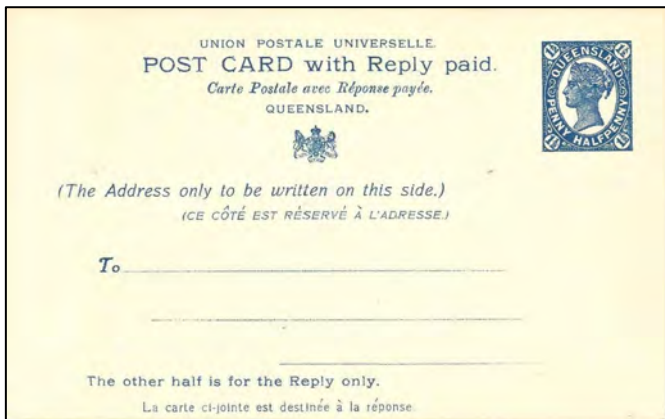


Figure 30 Message and Reply Portions of the 1½d + 1½d 1911 Reply Postal Card

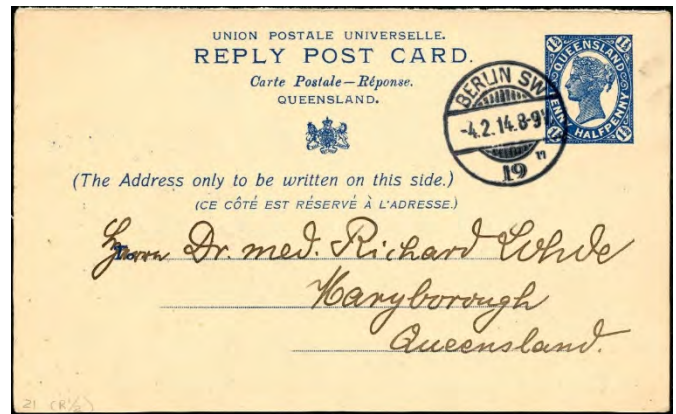
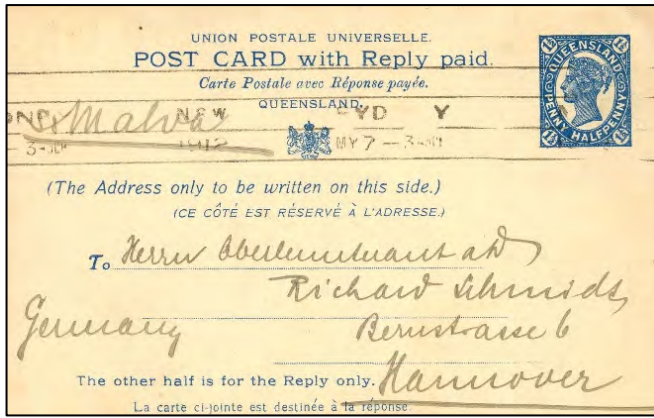


Figure 31 Used copies of the Message and Reply Portions of the 1 1/2d + 1 1/2d 1911 Reply Postal Card

1917 Provisional Use of Separated Reply Cards as Single Cards

Remainders of the 1d + 1d reply postal card were separated and overprinted for use as single cards (Figure 32) in 1917 due to wartime difficulties in obtaining suitable card stock. The divided and overprinted cards were returned to Brisbane and issued on 8 March 1917. 3014 single cards were returned. The ACSC says that three unused and one used copy of the message portion are known with the used copy being cancelled in Brisbane in April 1917 while two unused and one used copies of the reply portion are known with the used copy being cancelled on 25 August 1917 at Charters Towers²⁴.



Figure 32 Used copies of the Message and Reply Portions of the Separated and Overprinted 1911 Cards

Official Postal Cards

An unusual official postal card was issued in about 1909. This postal card on first appearance appears similar to the 1888 1d sideface postal card with a colonial era British coat of arms and a scroll heading on poor quality paper but with a 1d Queen Victoria numerals in four corners indicium. Closer inspection however shows that the scroll differs in having no ornament above 'POSTCARD' and is similar to the scroll used for the 1891 UPU postcards and the QITB cards. The indicium is perforated OS as was the practice for adhesive stamps used by Queensland Government Departments from 1906 (Figures 33). The card is also known perforated OS with one pin missing (Figure 34). The reverse of the cards is printed with a form used by the Department of Public Lands. This card is very scarce with four known copies. Known used cards are used on: 7 Dec 1909, 15 Dec 1910 (OS complete), 3 Aug 1910, 13 Mar 1911 (missing pin). The card appears to be a masterpiece in the printer's art of frugality and improvisation.

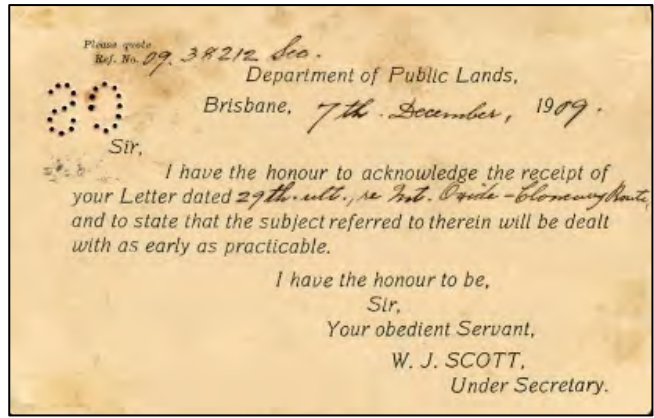
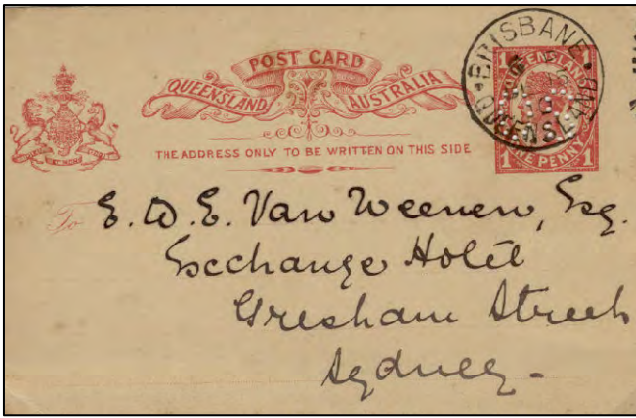


Figure 33 Official Card with Scroll Heading and 1d Queen Victoria with numerals in Four Corners Indicum; Front and Reverse

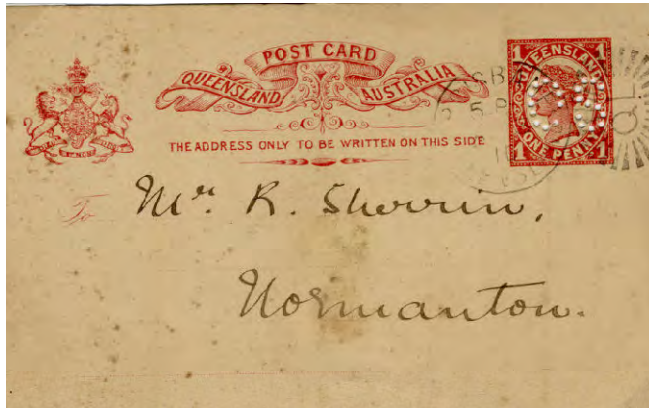


Figure 34 Official Card Perforated 'OS' with one pin Missing



The 1910-1911 postal cards with 'ADDRESS' added were perforated 'OS' and used by the Department of Public Lands with a printed advice form. Figure 35 (left) shows the card on cream paper perforated 'OS' while Figures 36 shows a card on white paper perforated 'OS'. Only one example of the cream card has so far been reported but with about five cards on white paper are known (used in 1913 and 1914).

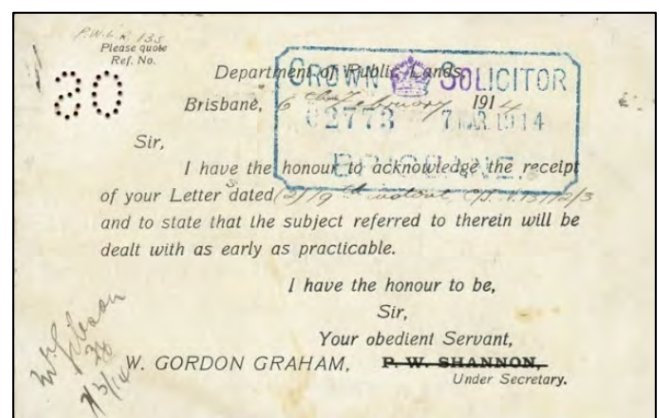


Figure 36 Front and Reverse of 1d Card with 'Address' on White paper Perforated 'OS'

Official Postal Cards: The Department of Public Instruction Cards

Postal cards were issued for the Department of Public Instruction with black and white views on the reverse²⁵. The front of the cards was printed with space for the address and space for known the acknowledgement of

correspondence. Five views (Figure 37, Table 4) are currently known on postal stationery cards but the cards were also issued unstamped. All stamped cards bear the name of *J D Story Under Secretary* and have the title of the picture in small capitals. The cards were also issued unstamped and continued in use into the 1930s. Other views known from the period when J D Story was under Secretary are likely also to have been issued stamped and are included in the list below (marked *).

- A COUNTRY SCHOOL GARDEN
- A METROPOLITAN SCHOOL
- A SCHOOL GARDEN.
- A SUBURBAN SCHOOL.
- A SCHOOL EXPERIMENTAL PINEAPPLE PLOT
- A COUNTRY SCHOOL AND RESIDENCE *
- A COUNTRY SCHOOL SWIMMING POOL *
- WELCOMING THE ITINERANT TEACHER *

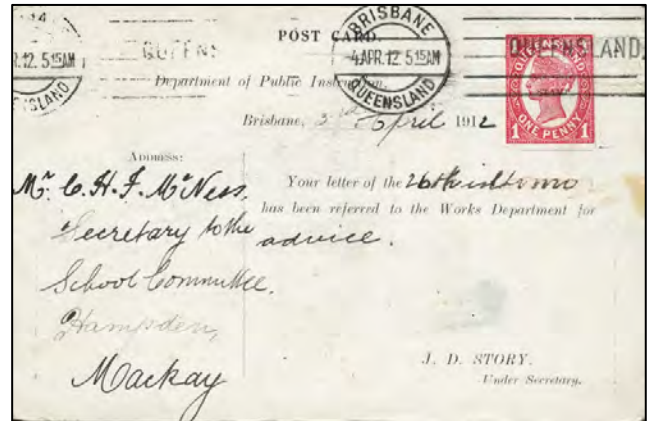


Figure 37 Department of Public Instruction Postal Card

**TABLE 4 VIEWS ON THE REVERSE OF THE DEPARTMENT OF PUBLIC INSTRUCTION
ADVICE CARDS**



A COUNTRY SCHOOL GARDEN.

A COUNTRY SCHOOL GARDEN



A METROPOLITAN SCHOOL.

A METROPOLITAN SCHOOL



A SCHOOL GARDEN.

A SCHOOL GARDEN



A SUBURBAN SCHOOL.

A SUBURBAN SCHOOL



A SCHOOL EXPERIMENTAL PINEAPPLE PLOT.

A SCHOOL EXPERIMENTAL
PINEAPPLE PLOT



A COUNTRY SCHOOL AND RESIDENCE.

A COUNTRY SCHOOL AND
RESIDENCE *



A COUNTRY SCHOOL SWIMMING POOL.

A COUNTRY SCHOOL SWIMMING
POOL *



WELCOMING THE ITINERANT TEACHER.

WELCOMING THE ITINERANT
TEACHER *

*Views known from unstamped postcards in the period when J D Story was under Secretary but not yet recorded as stamped cards

Stamped to Order (STO) Postal Cards

Two STO postal cards are known. The first is for Watson, Ferguson & Co (Figure 38, courtesy of Mark Diserio) and used in 1908 and the second for Alfred Shaw & Co, Brisbane (Figure 39) used in 1911. The indicium on the Watson and Ferguson card appears to be from a die similar to that used for the 1909 card while the Alfred Shaw card used the die used for the 1910-11 cards.

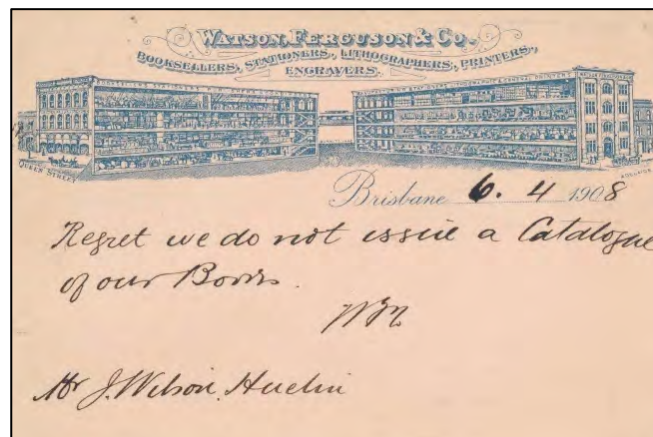
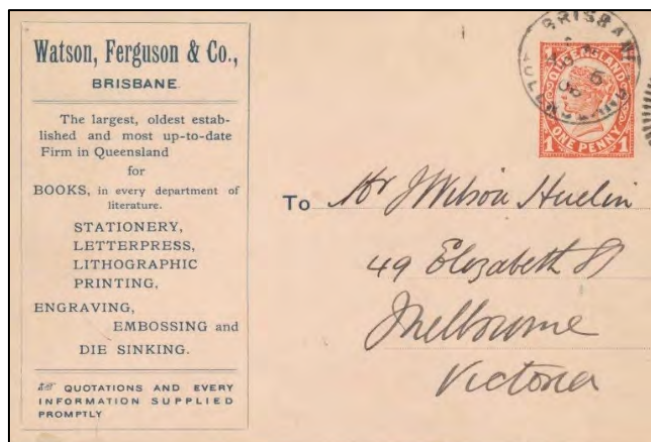


Figure 38 STO Postcard for Watson, Ferguson & Co

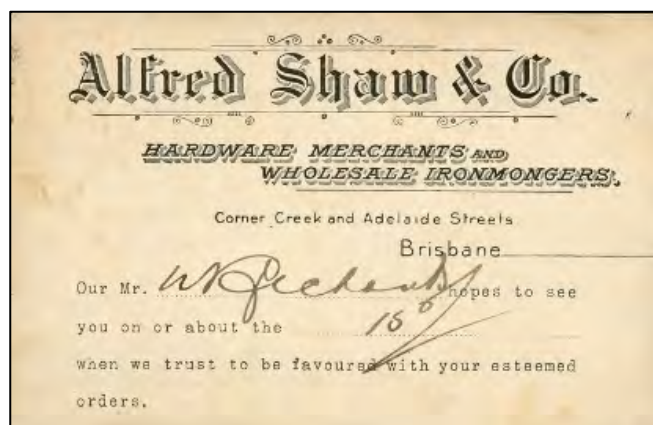
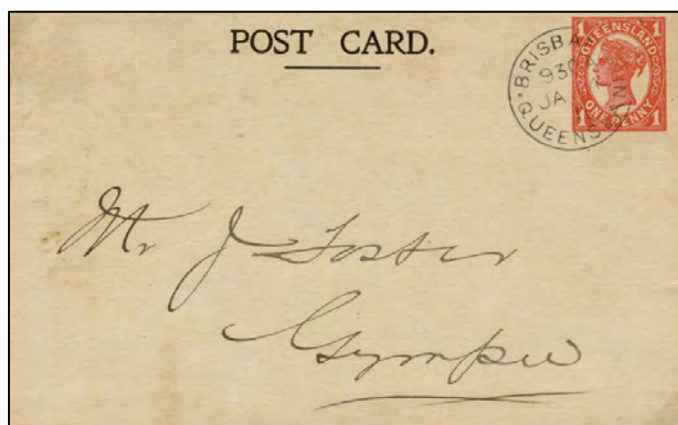


Figure 39 STO Postcard for Alfred Shaw

Postal Card Rates

During the whole of the period of issue of these cards, the postal rate throughout the Commonwealth of Australia was 1d while the rate to the United Kingdom, New Zealand, Fiji and many other British Empire countries was also 1d. The rate to other members of the UPU was 1½ d.



Postal validity throughout the Commonwealth of Australia

Following the end of the ‘bookkeeping provisions’ which required the Australian Post Office to account for postal revenue from each state separately, the six regional issues of postal stationery valid for postage only in the state of issue became valid for postage throughout the Commonwealth on 13 October 1910. Figure 40 shows an example of the 1910 View Card issue used at Tiaro in New South Wales.

Private Printing on Postal Cards

The 1910-11 cards with ‘address’ were often privately printed with a range of advertising, forms or other messages. Three interesting private uses were the ‘esperanto’ card, a card with a printed illustration on the reverse and three cards with drawings on the reverse. The ‘Esperanto’ card (Figure 41) has the reverse printed with a message in Esperanto and the front divided into boxes intended to facilitate the sending of the card to multiple addresses. A very small number of used cards have been reported. Figure 42 shows a card with a private illustration printed on the reverse.

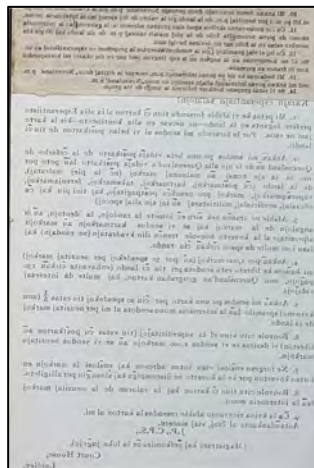


Figure 41 (left and centre) showing a card with private printing in Esperanto and Figure 42 (right) showing privately added illustration on the reverse of a 1d 1911 card.



Figure 43 (left) shows the reverse of three cards with a drawing on the reverse in India ink & signed "Saville H Sheard". Saville Hodge Sheard (1880 – 1949) was elected President of the Queensland Philatelic Society at its first meeting in 1921. He is said to have been, at the time, Australia’s foremost collector of diverse philatelic items including first day, commemorative, and air mail covers, postal stationery and postal labels of all sorts.²⁶

UPU specimens

In this period, the Post Office provided reference copies to the UPU, cancelled to order as specified in Commonwealth Circular Memorandum of December 1905. Copies of the 1910 view cards submitted to the UPU were cancelled-to-order in Brisbane on JY 26 11 (Figure 44, right). Figure 45 shows the 1911 1½d + 1½d reply card cancelled-to-order on 26 JY 1911 and with the Madagascar receiving cancel. Copies of the 1d single card (with 'Address' on white card) were dated JY 27 11 (Figure 46).

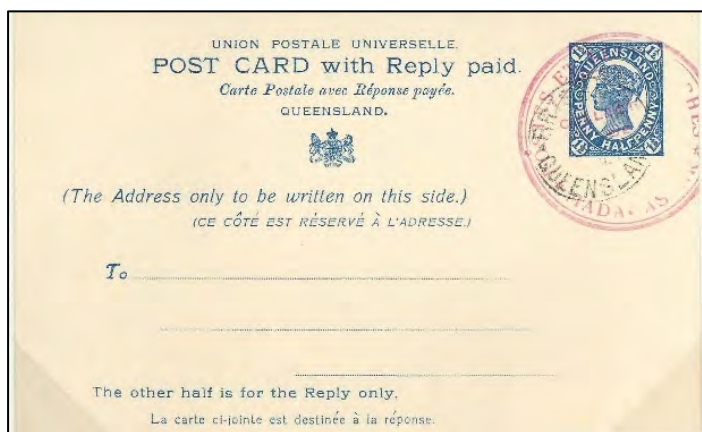
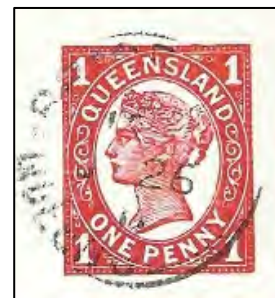


Figure 45 1½d + 1½d reply card cancelled-to-order on 26 JY 1911 and with the Madagascar receiving cancel (left) and Figure 46 1d single card (with 'Address' on white card) CTO JY 27 11.

1911 King George V Full Face Postal Cards

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. The full-face King George V 1d postal cards, were printed in March 1911 by the Commonwealth Stamp Printer in Melbourne. The intention was that these cards would be issued throughout Australia but they were not distributed in Queensland which continued to use postal cards printed by the Queensland Government Printer until early 1913.

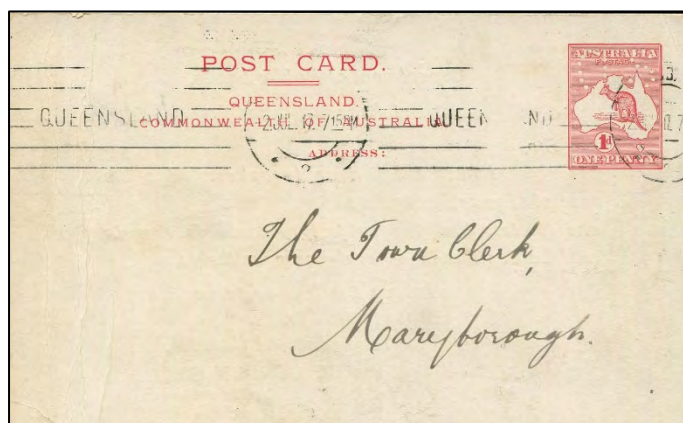
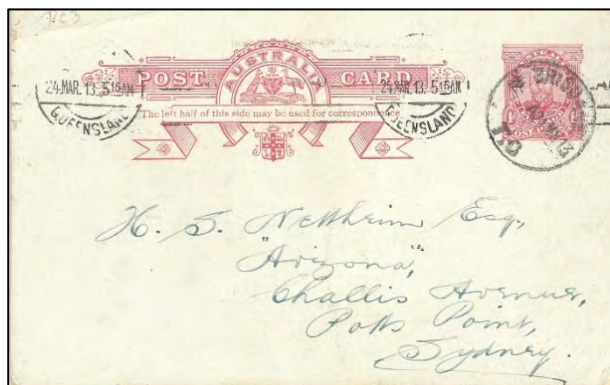
1911 Coronation Postal Cards

The Commemorative Coronation 1d full-face George V postal cards were released in Queensland. The cards were issued 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 King George V. The Queensland Deputy Postmaster-General asked for 160,000 Coronation postcards with 81,000 being distributed to Queensland Post Office between 23 May 1911 and 27 July 1911 while a further 80,000 cards provided to Queensland remained undistributed. He commented to Cooke, the Commonwealth Stamp Printer, that the '...cards cannot be said to have sold well' and that '...if the cards had not been distributed as ordinary cards there would have been a large stock remaining.' On 31 December 1912, there were £56/0/8 (13,448 cards) unsold in Queensland. Unsold cards were withdrawn in June 1913, returned to Cooke and destroyed on 3 October 1913. They were not a popular issue and the Queensland 1d postal cards remained on issue. Figure 47 (above) shows a card used from Brisbane on 12 June 1911.



Introduction of the 'Uniform Series'

The Queensland Government Printer ceased to produce postal stationery in early 1913. Postal stationery from the Queensland regional (and colonial) issues remained valid for postage until demonetised in 1968. The 1d numerals in four corners postal cards were superseded by the 1d Kangaroo and Map 'uniform' issue. These were distributed to Queensland by the Commonwealth Stamp Printer on 4 January 1913²⁷. Some copies of the 1911 King George V Full Face cards with revised inscription 'The left side of this card may be used for correspondence' have been recorded used in Queensland in early 1913 (Figure 48, right)). While these cards may have been purchased in other states it is also possible that some may have been included in the first shipment of Melbourne printed cards.



Future STO cards were stamped by the Commonwealth Government Printer. Figure 49 (left) shows a ½d Kangaroo and Map with 'OS' STO card for the Queensland Government with the Queensland heading.

Note: An earlier version of this article was published in the *Postal Stationery Collector* Vol 29 No 2 Issue No 114 May 2023.

¹ Charles Leski Auctions Public Auction No 468 27 June 2021

² See *Literature on Queensland Postal Stationery* Ian McMahon PSC November 2020 and references authored by Bernie Beston listed therein.

³ *Queensland Postal Stationery* P Collas The Hawthorn Press 1979 and additions and amendments published in *Philately From Australia* Royal Philatelic Society of Victoria June 1982 and March 1984

⁴ Personal Communications

⁵ *Australian States and Commonwealth Featuring the Ron Butler Collections*. Sale No. 4028. London: Spink & Son Ltd., 29 Jun 2004.

⁶ Abacus Auctions Public Auction No 240 February 2020

⁷ *The Postal Stationery of Queensland* Alan J Griffiths The British Society of Australian Philately 2018

⁸ Bill Walton personal communication

⁹ <https://postalstationeryaustralia.com/postal-stationery-of-new-south-wales-handbook/>

¹⁰ Collas reports the existence of a proof with a view of *Wallangarra Railway Station* and Cumming Imprint on the front of the card in evidence of this.

¹¹ *Australian Stationery Characters* Mark Diserio PSC November 2019

¹² Carl Stieg *Australian Colonials* No 4 Sept 1984 reprinted in *Sydney View* No 17

¹³ *ibid*

¹⁴ Bill Walton personal communication

¹⁵ *Queensland Postal Stationery* P Collas The Hawthorn Press 1979, pg 47.

¹⁶ *Again, The Queensland 1910 View Cards* Ian McMahon PSC November 2020

¹⁷ Phil Collas *Postcards of the Queensland Intelligence and Tourist Bureau 1907-1915 Philately from Australia* Vol XLI (2) June 1989 pg 29-34 and later parts.

¹⁸ *Henry William Mobsby (1860-1933) "...a most valuable officer"* Kaye Mobsby Self-Published 2017

¹⁹ David Johnson, Personal Communication

²⁰ cf Reference 13

²¹ David Johnson, Personal Communication

²² cf Reference 1

²³ Bill Walton personal communication

²⁴ *ACSC Postal Stationery* Brusden and White 2nd Edition

²⁵ References to DPI cards *Another Queensland Department of Public Instruction Postcard* Ian McMahon *PSC* February 2022; *1910 Queensland Postal View Cards* Bernie Beston, *PSC* May 2000; *A New Queensland Postal Card* Gary Watson *PSC* February 2010; *Queensland Department of Public Instruction Postcards* Ian McMahon *PSC* August 2016

²⁶ See the Obituary in *The Australian Stamp Journal*, April, 1949; *Saville H Sheard* by Michael Moore *The Cover Collector*, No 5, July 2004, pp. 23 ff.

²⁷ *ACSC Postal Stationery* Brusden and White 2nd Edition