

BONZO

BONZO THE DOG THAT MADE THE WORLD LAUGH

Bonzo, was created by George Ernest Studdy (1878-1948). He was born on 23 June 1878 at Devonport, Devon, England. His Father hoped that his son would take up a Military career, however this was not to be, following a serious foot injury, caused by a pitchfork accident. After receiving a gift of £100 from his Aunt, he attended evening classes at Heatherley's Art School in London. He also spent one term at Calderton Animal School to study animal anatomy as well as drawing.

He contributed drawings to many of the leading publishers, including Valentine's Postcards of Dundee. One of the first they published were a series of six cards called.

EVOLUTION OF THE MOTOR CAR

In 1921 the Sketch Weekly, made arrangements to publish on a six month trial basis, pictures of his "STUDDY DOG" which he had developed over the last few years, and on 2 November 1921, the Studdy Dog made his first appearance. It proved a winner and became the Nation's pet. The editor Bruce Ingram received many requests to name the dog, and on 8 November 1922 it was announced that the little dog was called "BONZO".

It was the editor Bruce Ingram who suggested the name, and not George Studdy himself who didn't much care for it. Postcard sales continued strongly with George drawing up to 500 images for Valentine's.

In 1927, Valentine's Postcards, published a new Bonzo series, featuring motoring subjects

"WHAT WE MOTORISTS ALL FEEL AT TIMES"

In c.1929, George Studdy created a new series for the *Sketch Weekly* featuring "Ooloo" the cat, a new load of mischief, so it was the last that Bonzo appeared on it's pages apart from a few "guest appearances".

Reference Text by Richard Fitzpatrick, research by Paul Babb & Gay Owen.

Valentine's published the R. P. S. Series in 1922 -1923*, which are the series of Postcards used for the Big Tree advertising project in NZ, and the subject of this paper

*Reference Reg. Richardson, <http://www.chessy2.freemove.co.uk/mid.htm>

BONZO

BIG TREE ADVERTISING POSTCARDS 1925 - 1930



*A. S. Paterson & Co. Ltd
Advertising Label*

This exhibit shows the use of the Bonzo Postcards by C. C. Wakefield & Co. Ltd. of Wellington to advertise the BIG TREE products, using a **'Play on Words'**. The cards shown are the RPS Series (Royal Photographic Society), printed by Valentine & Sons. Wakefield & Co. Ltd. used the NZ Postage Paid Permit Stamps, numbers 16, 2, & 154. Cards were only datestamped if they were not immediately deliverable. The different Permits are the clearest identification as to the date of use

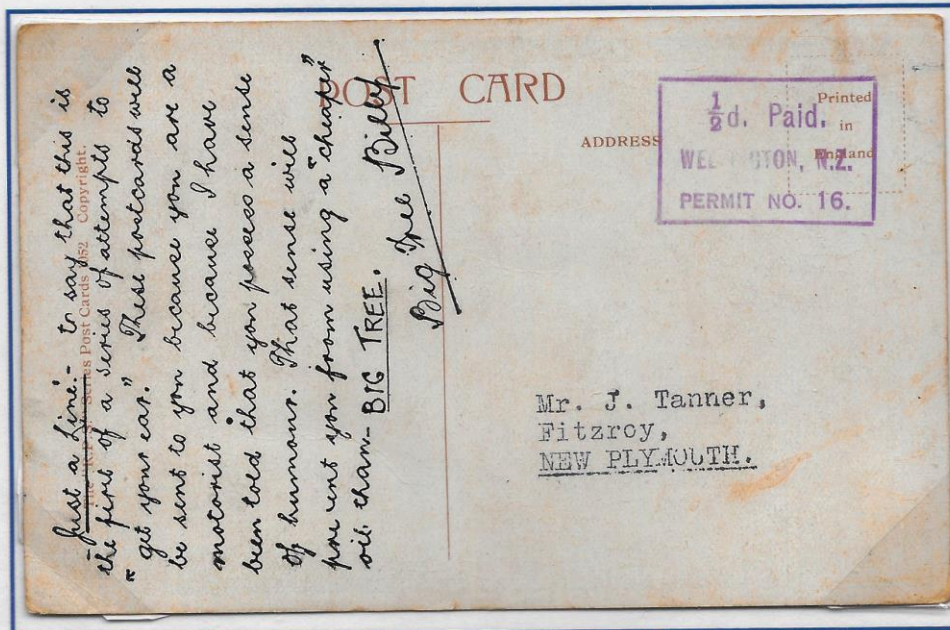


BONZO, the dog that made the world laugh, was created by **George Studdy** and appeared first in the *Sketch weekly* on 2 November 1921. Originally he was only known as the "*Sketch*" dog and it was not until the 8 November 1922, that he was named **BONZO**, the name was given to him by Bruce Ingham, not Studdy who at first disliked the name. The original issue of **BONZO** Postcards, was printed by Valentine & Sons. 1923 & 1924

References:

Postcard Pillar - Alan Jackson & Safari, RPSNZ Handbooks Vol. III & VIII. Personal research & correspondence 2000 - 2016. Reg. Richardson BONZO Archive. Valentine & Son. History.

JUST A LINE



Boxed Violet rubber stamp with 1/2d. Paid. WELLINGTON, N.Z. PERMIT NO. 16.

Just a Line'- to say that this is the first of a series of attempts to "get your ear." These postcards will be sent to you because I have been told that you possess a sense of humour. That sense will prevent you from using a "cheaper" oil than -

BIG TREE.

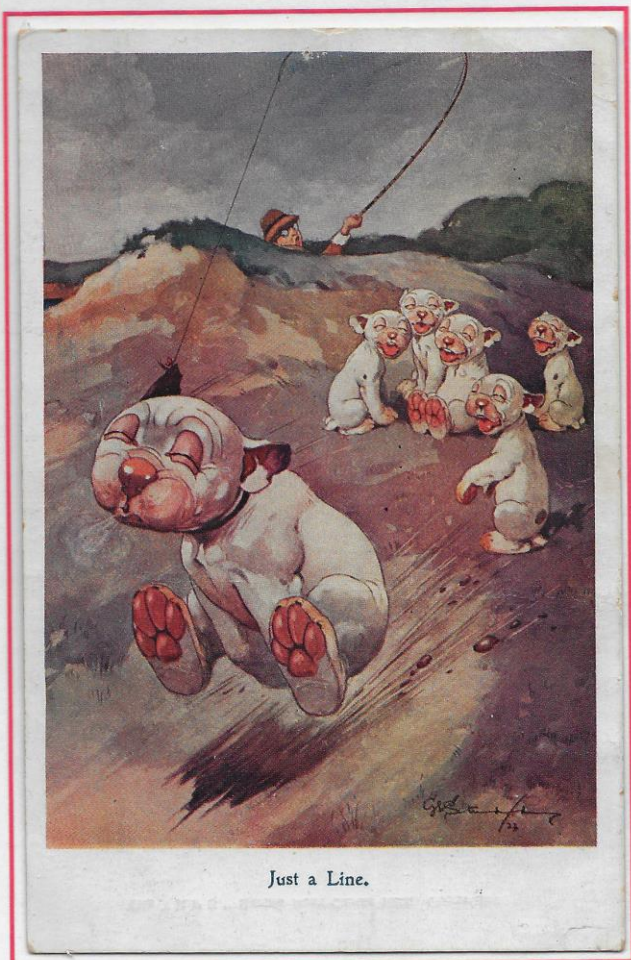
Big Tree Billy

JUST A LINE

The "R. P. S." Series Post Cards Copyright.
Postcard number 1052

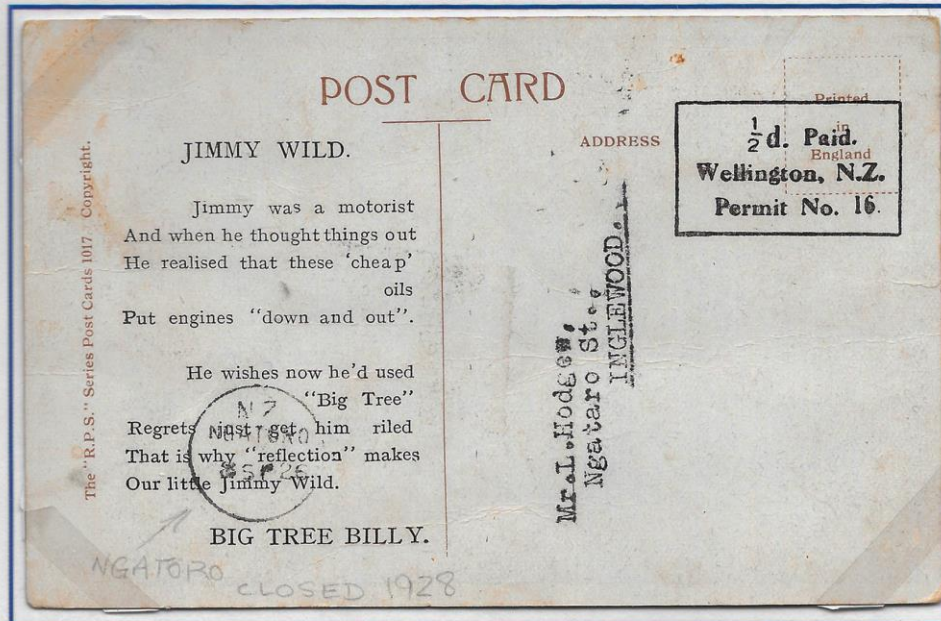
All the designs were printed using the **Chromolithography** printing technique by Valentine & Sons of Dundee & London. This design was illustrated in the *Sketch Weekly*, published by the Illustrated London News, in 1923. The caption at that date was: -

"BONZO takes the Fly"



Just a Line.

JIMMY WILD



Boxed black handstruck stamp with
1/2d. Paid. Wellington, N.Z. Permit No.16.
Datestamp NGATORO 8. SP 1926

JIMMY WILD.

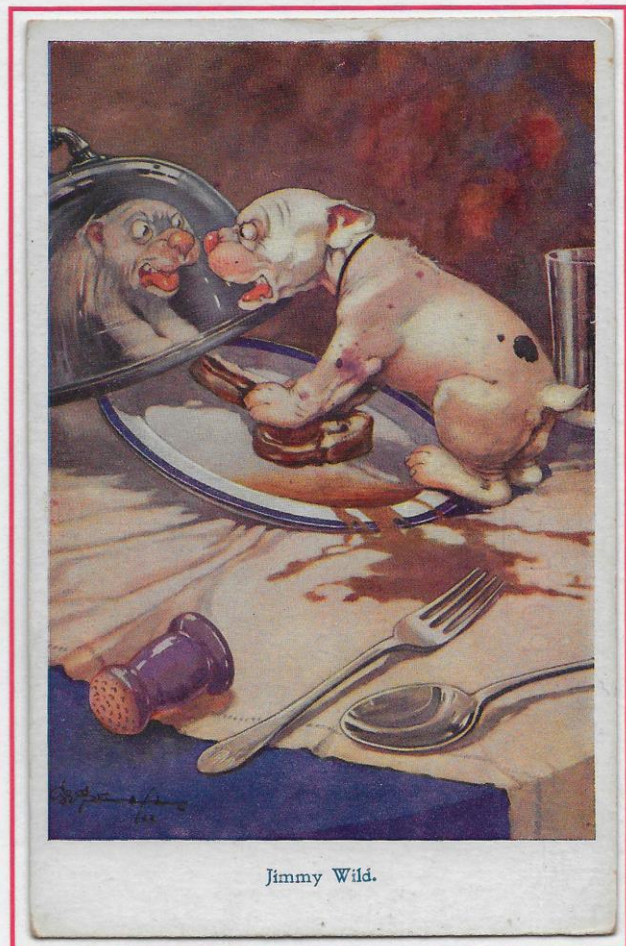
Jimmy was a motorist
And when he thought things out
He realised that these 'cheap'
oils
Put engines "down and out".

He wishes now he'd used
"Big Tree"
Regrets just get him riled
That is why "reflection" makes
Our little Jimmy Wild.

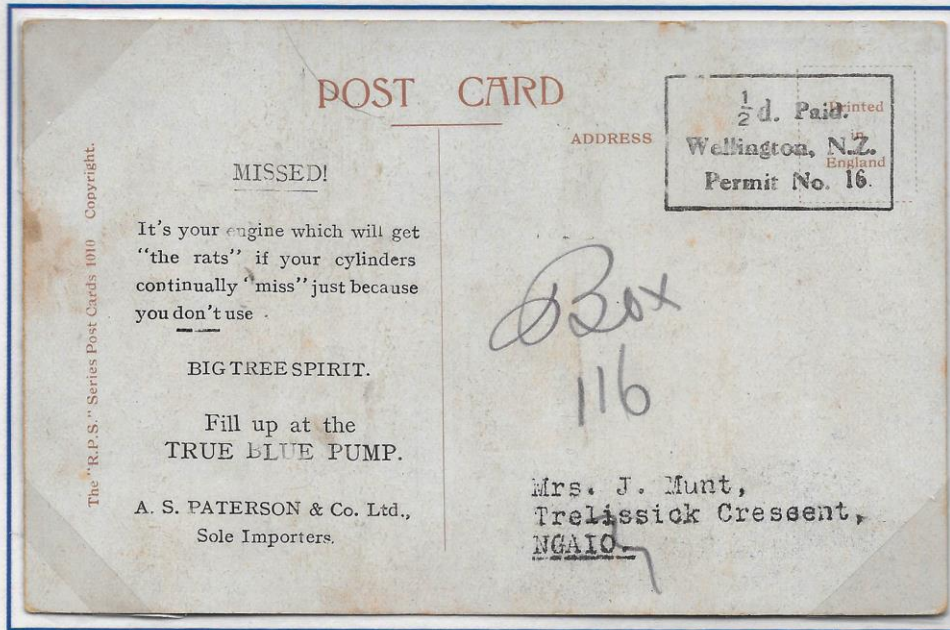
BIG TREE BILLY.

JIMMY WILD

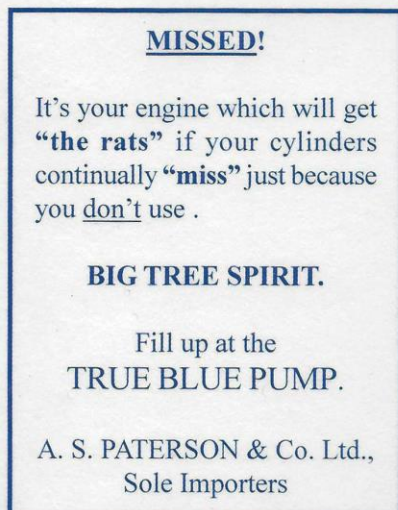
The "R. P. S." Series Post Cards Copyright.
Postcard number 1017
Illustrated in the *Sketch Weekly*, in 1922.



MISSED



Boxed black handstruck stamp with
1/2d. Paid. Wellington, N.Z. Permit No.16.

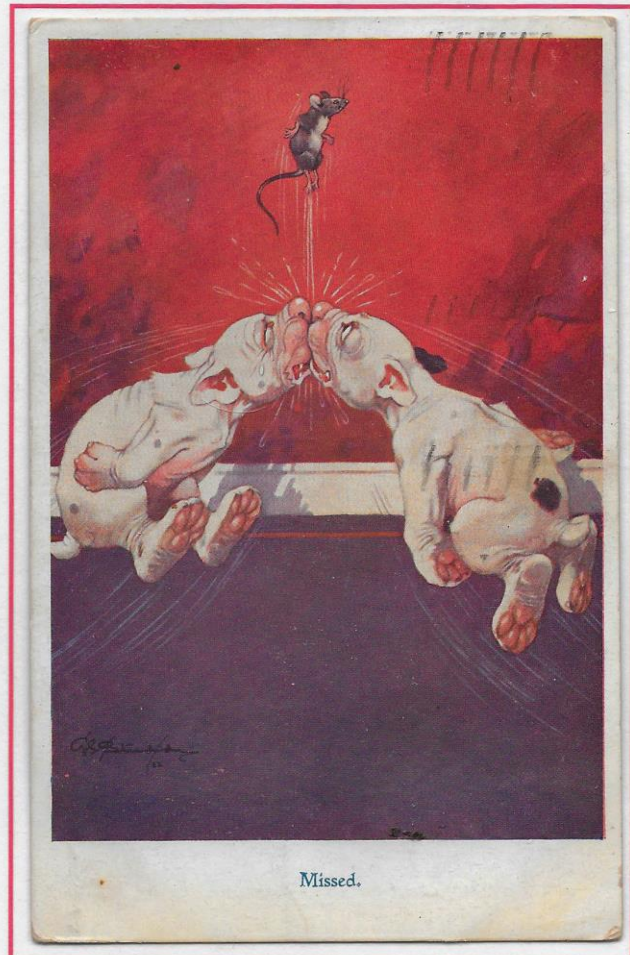


This card was also used later
with a slightly different message
and with the

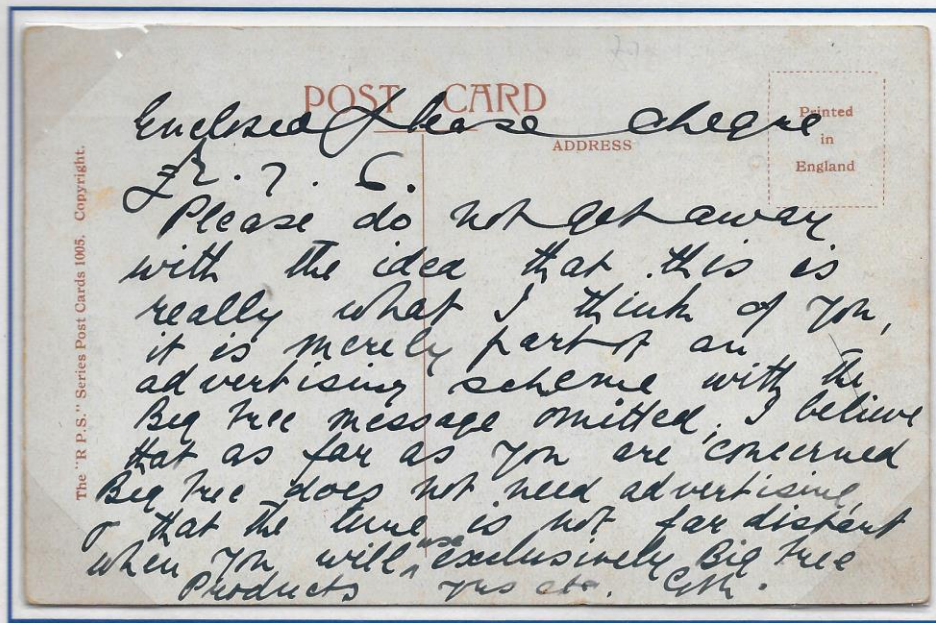
Green New Zealand Wellington
Permit.No154. 1/2d Paid (Type 5)

MISSED

The "R. P. S." Series Post Cards Copyright.
Postcard number 1010
Illustrated in the *Sketch Weekly*, in 1922.



THAT'S WHAT I THINK OF YOU

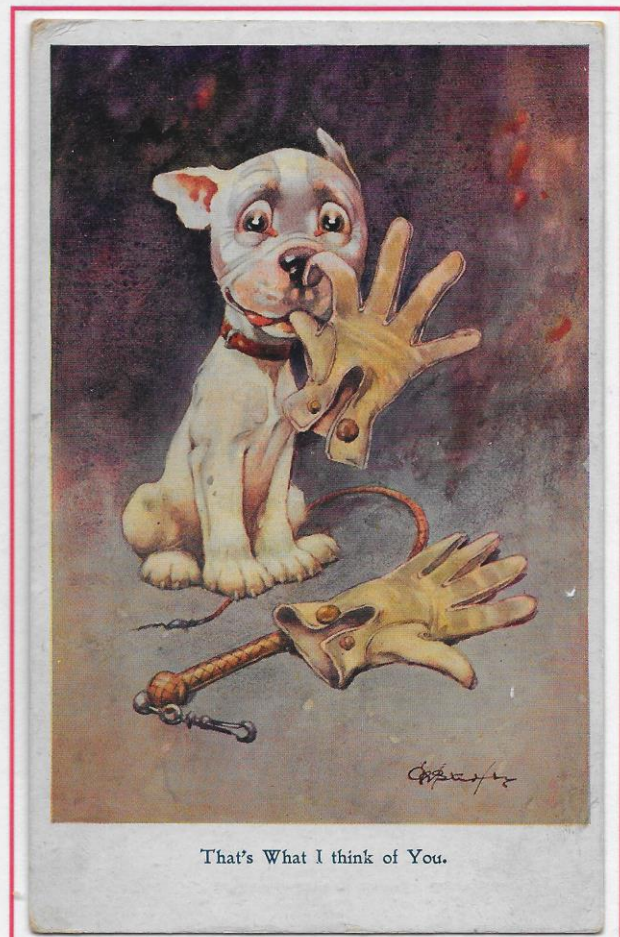


Enclosed please (find) cheque
£2.7.6

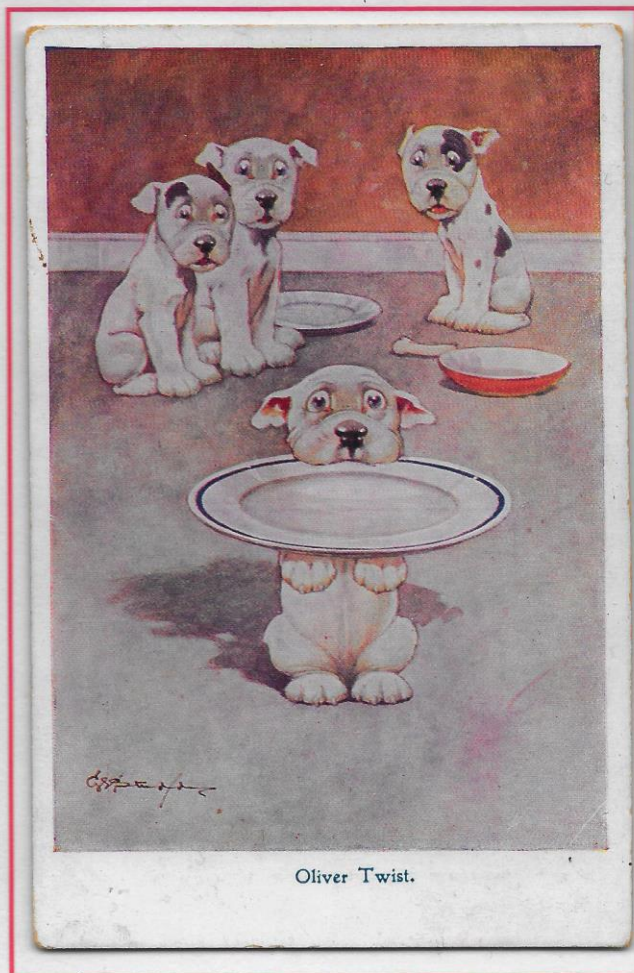
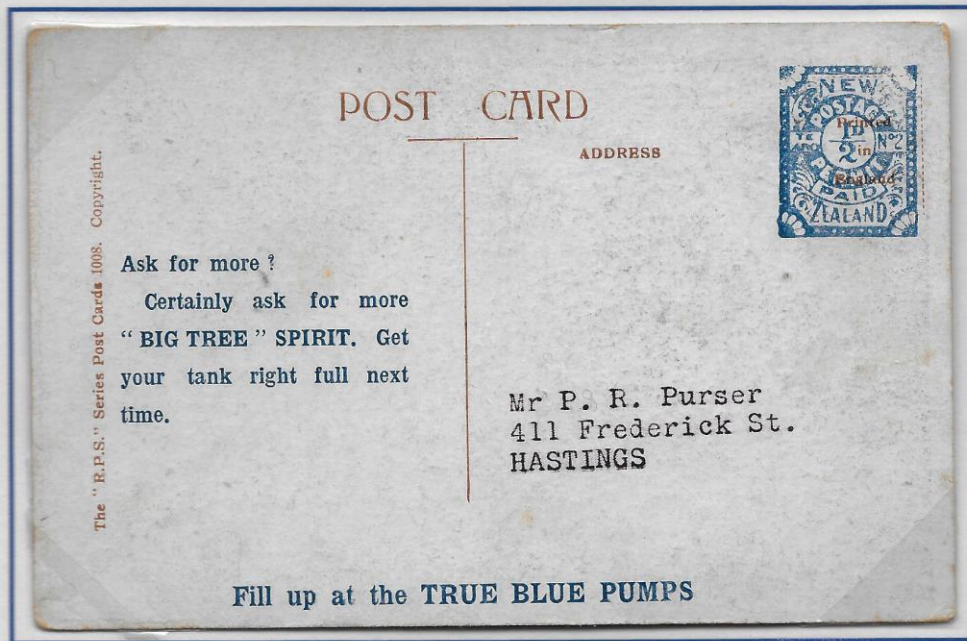
Please do not get away
with the idea that **this** is
really what I think of you,
it is merely part of an
advertising scheme with the
Big Tree message omitted, I believe
that as far as you are concerned
Big Tree does not need advertising
& that the time is not far distant
when you will ^{use} exclusively Big Tree
Products Yours etc. GS.

THAT'S WHAT I THINK OF YOU

The "R. P. S." Series Post Cards Copyright.
Postcard number 1005
Illustrated in the *Sketch Weekly*, in 1921.



OLIVER TWIST (ASK FOR MORE?)



Oliver Twist.

Blue New Zealand POSTAGE PERMIT.
TE ARO No.2. ½d. PAID (Type4)

Ask for more ?

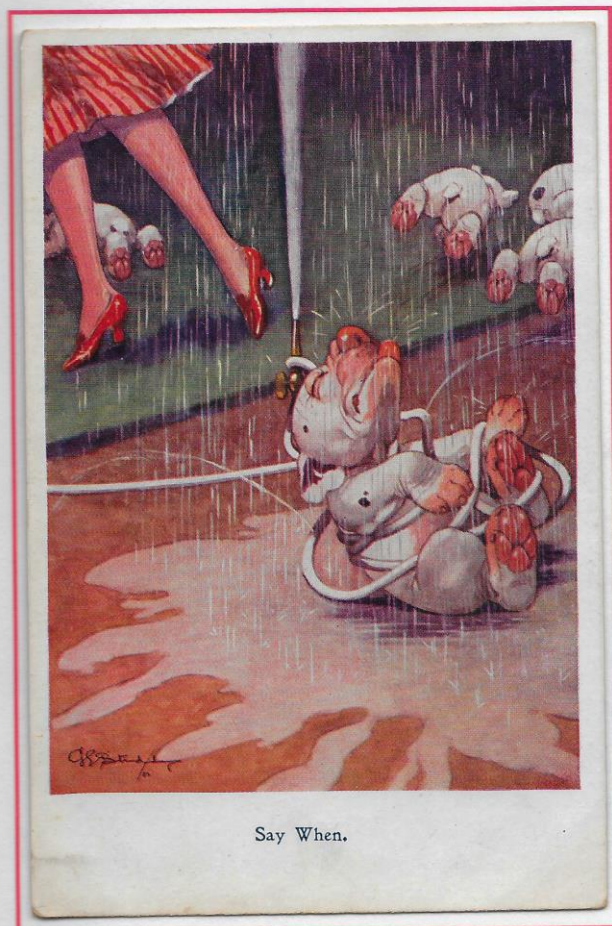
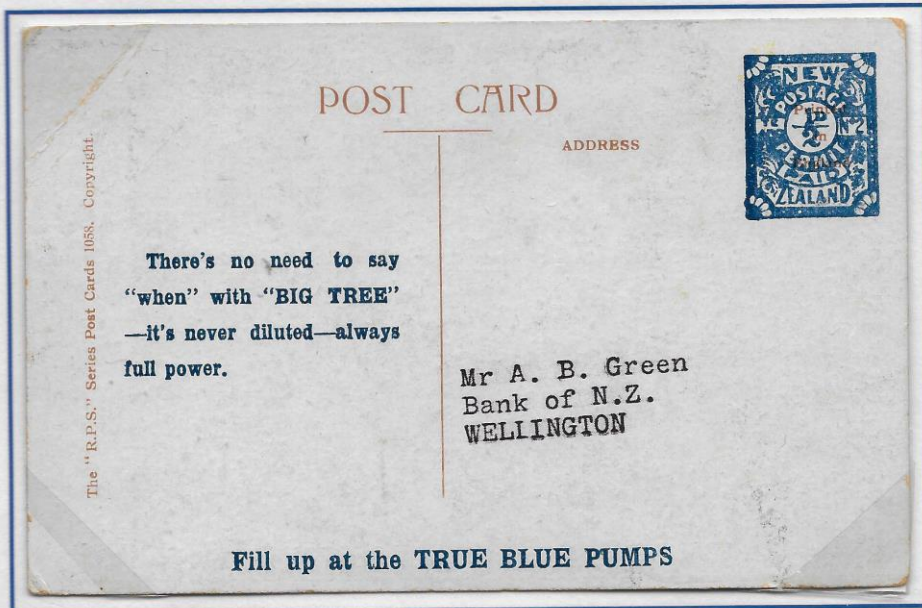
Certainly ask for more
"BIG TREE" SPIRIT. Get
your tank right full next
time.

Fill up at the TRUE BLUE
PUMPS

OLIVER TWIST (ASK FOR MORE?)

The "R. P. S." Series Post Cards Copyright.
Postcard number 1008
Illustrated in the *Sketch Weekly*, in 1921.

SAY WHEN



Blue NEW ZEALAND POSTAGE PERMIT.
TE ARO No.2. ½d. PAID (Type4)

There's is no need to say
"when" with "BIG TREE"
- it's never diluted - always
full power.

Fill up at the TRUE BLUE
PUMPS

SAY WHEN

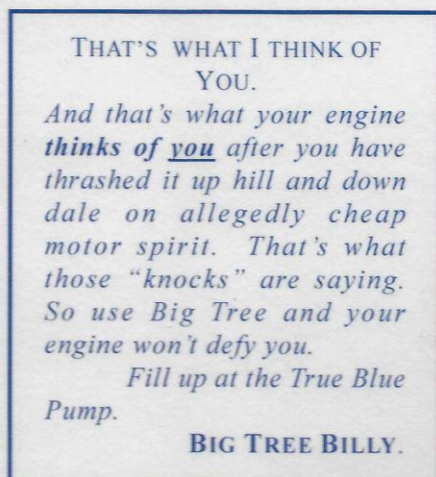
The "R. P. S." Series Post Cards Copyright
Postcard number 1058

Illustrated in the *Sketch Weekly*,
in 1923, The title at that time was
"BONZO SHOWS THE BONZOLINES HOW TO DO IT."

THAT'S WHAT I THINK OF YOU

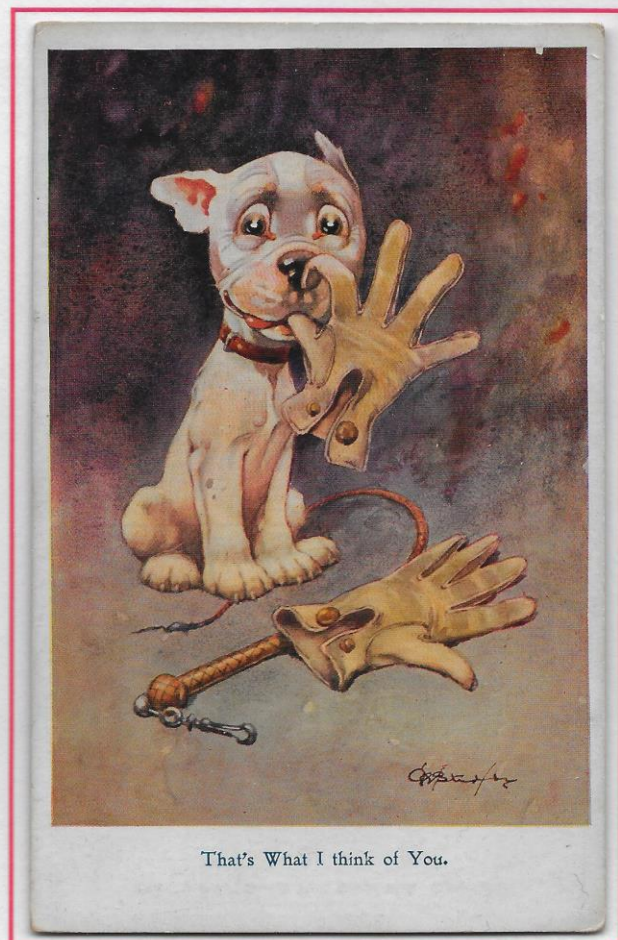


Green NEW ZEALAND WELLINGTON
PERMIT.No 154. ½d. PAID (Type 5)



THAT'S WHAT I THINK OF YOU

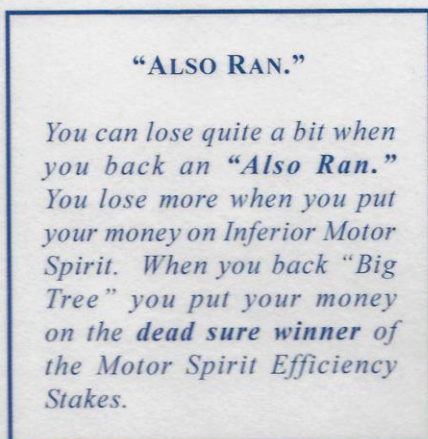
The "R. P. S." Series Post Cards Copyright
Postcard number 1005
Illustrated in the *Sketch Weekly*, in 1921.



ALSO RAN

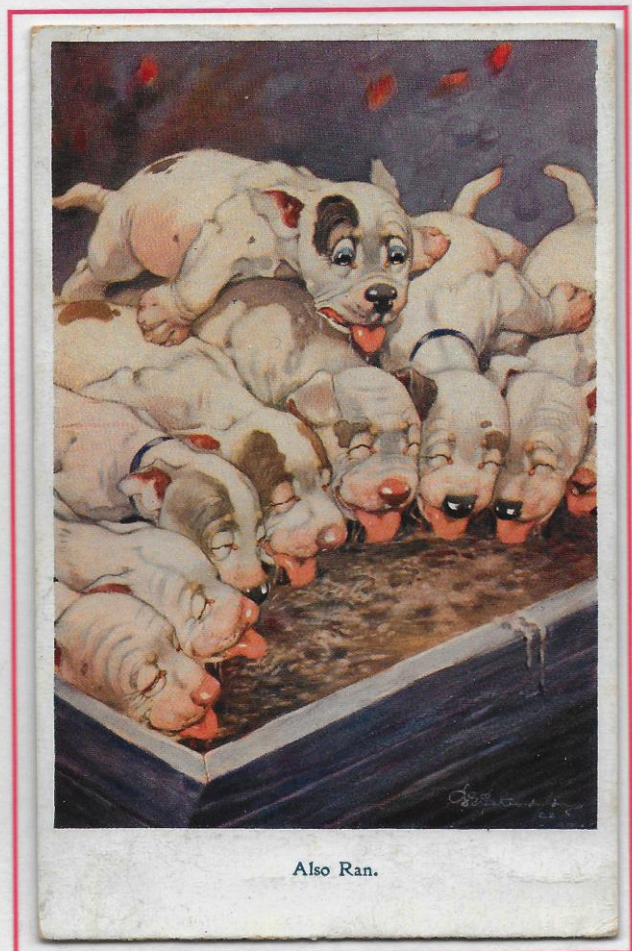


Green NEW ZEALAND WELLINGTON
PERMIT. No154. ½d. PAID (Type 5)

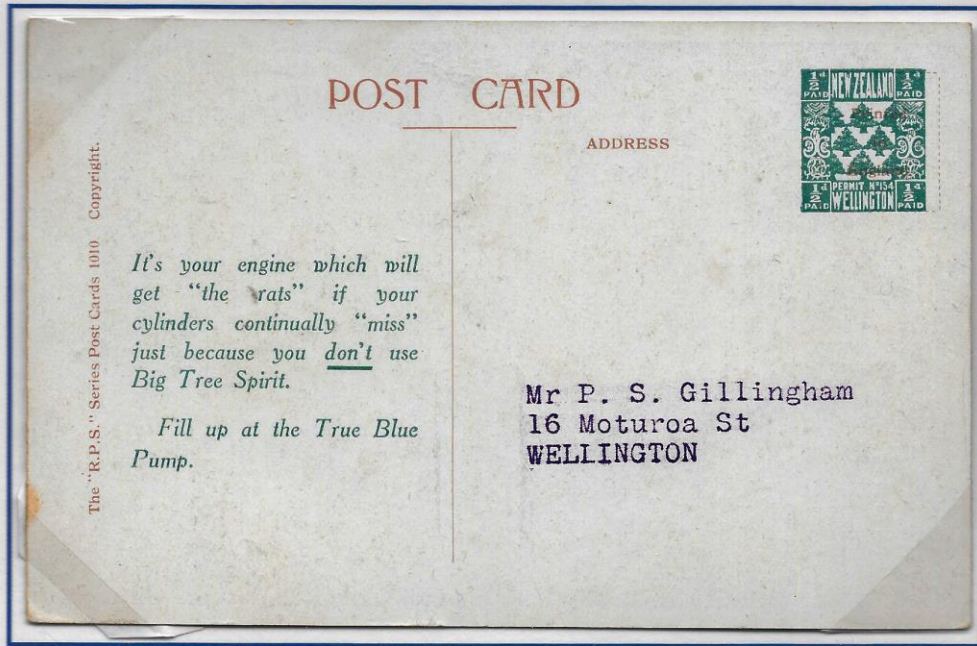


ALSO RAN

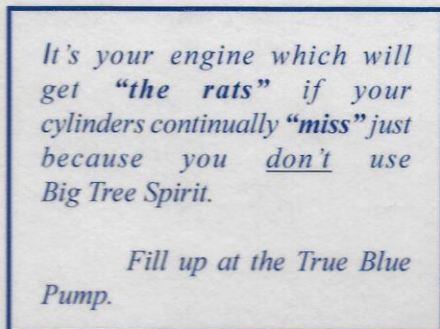
The "R. P. S." Series Post Cards Copyright
Postcard number 1006
Illustrated in the *Sketch Weekly*, in 1922.



MISSED



Green NEW ZEALAND WELLINGTON
PERMIT. No154. ½d. PAID (Type 5)

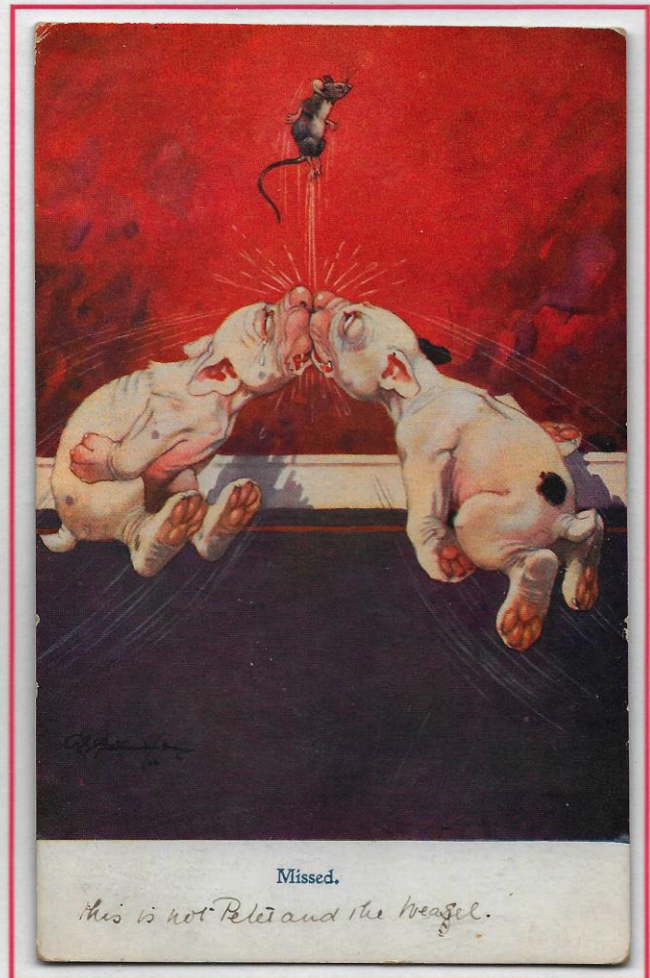


This card was used earlier but
with a slightly different message
and with the

Boxed black handstruck stamp with
½d. Paid. Wellington, N.Z. Permit No.16

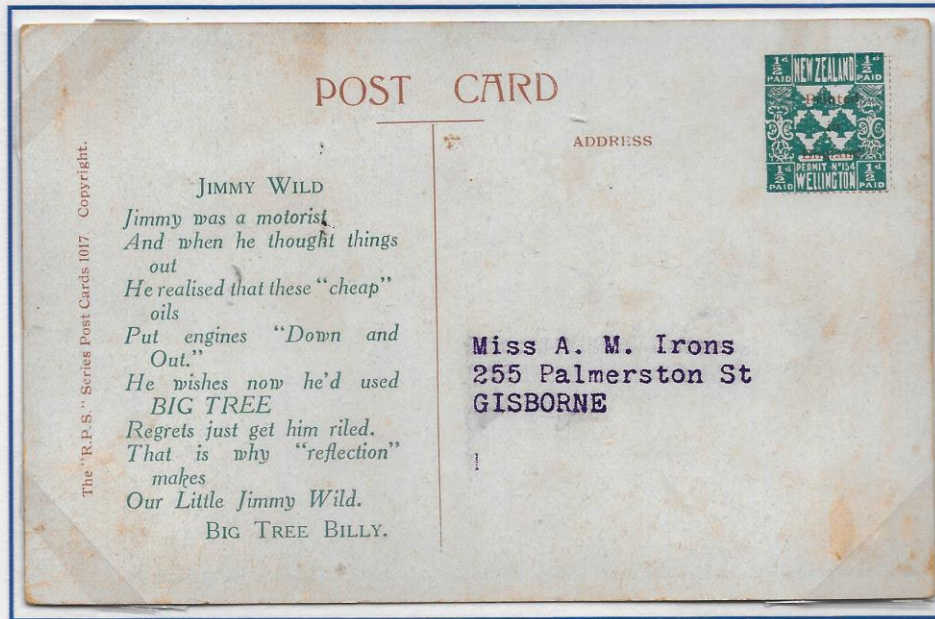
MISSED

The "R. P. S." Series Post Cards Copyright
Postcard number 1010
Illustrated in the *Sketch Weekly*, in 1922.

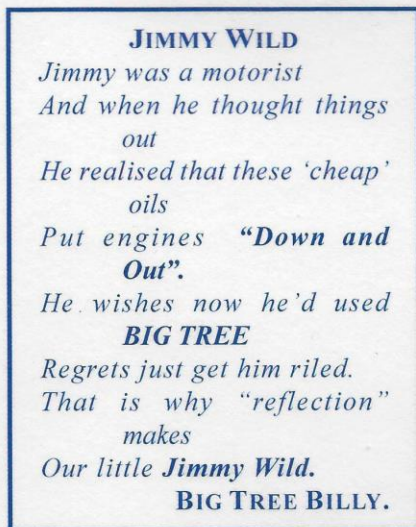


Sheet Ten

JIMMY WILD



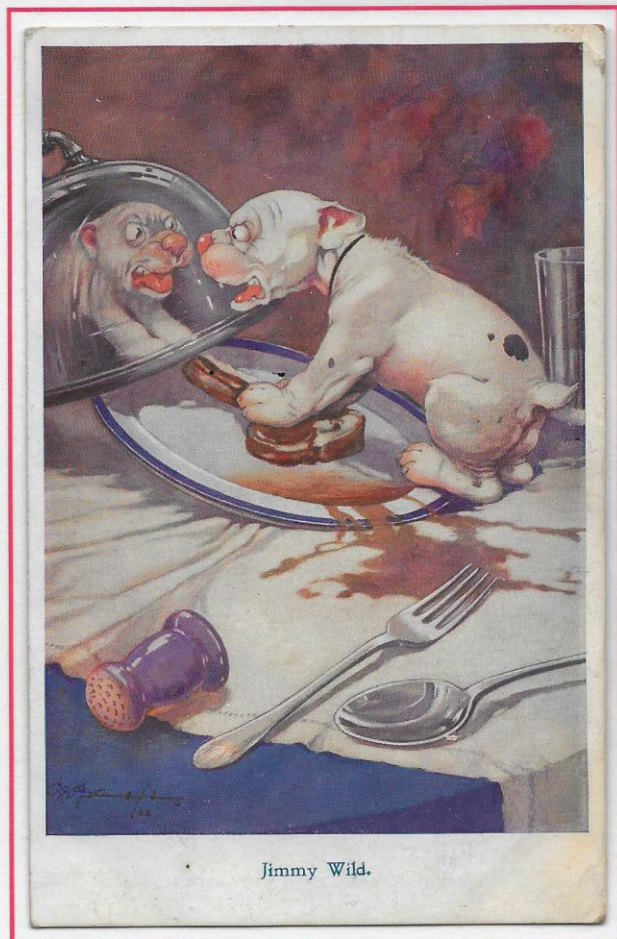
Green NEW ZEALAND WELLINGTON
PERMIT. No154. ½d. PAID (Type 5)



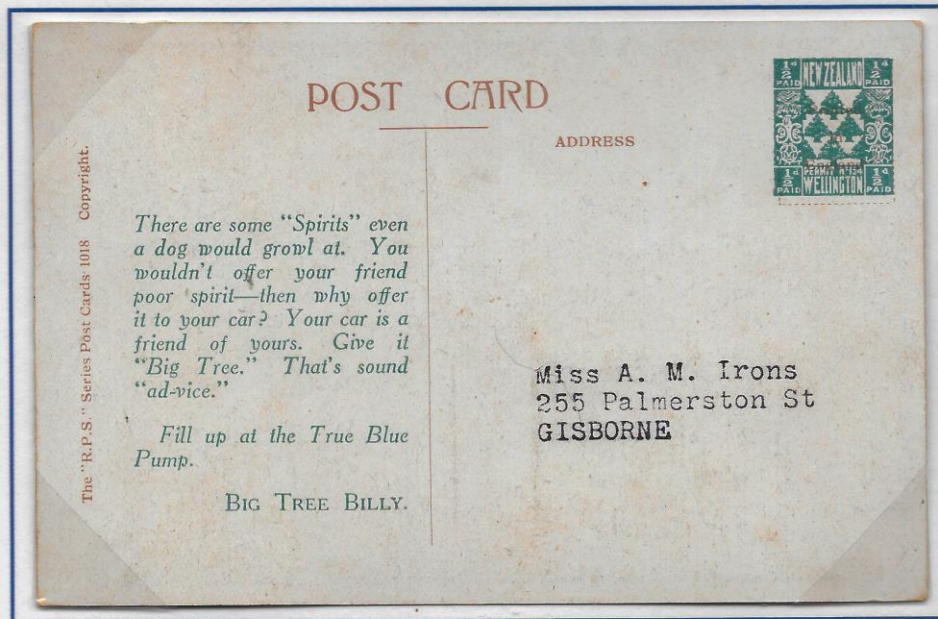
This card was used earlier
in 1926, but with a slighty different
layout and with the
Boxed black handstruck stamp with
½d. Paid. Wellington, N.Z. Permit No.16

JIMMY WILD

The "R. P. S." Series Post Cards Copyright
Postcard number 1017
Illustrated in the *Sketch Weekly*, in 1922.



HIS MASTER'S VICE



Green NEW ZEALAND WELLINGTON
PERMIT. No 154. 1/2d. PAID (Type 5)

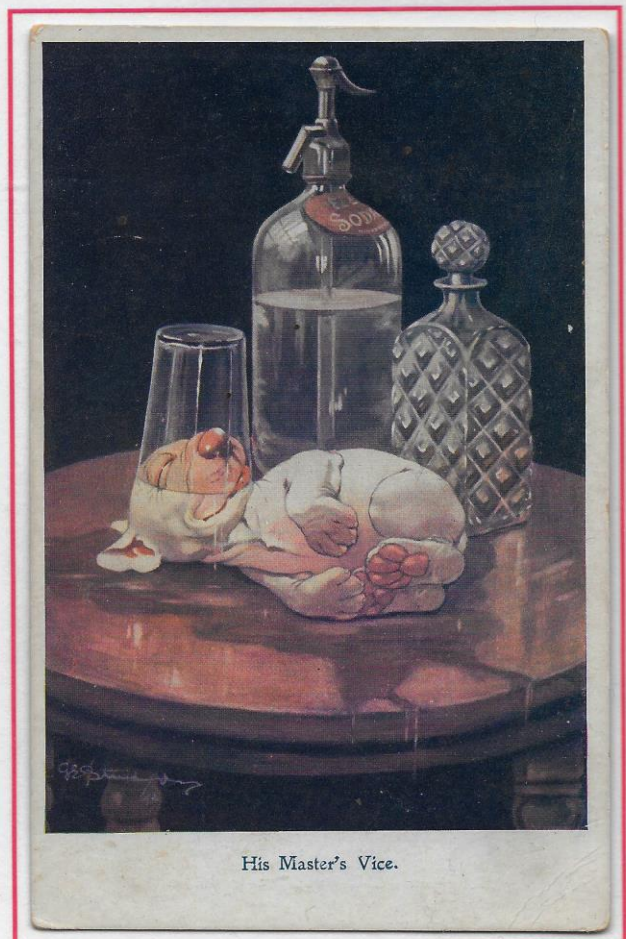
There are some "**Spirits**" even a dog would growl at. You wouldn't offer your friend **poor spirit** - then why offer it to your car? Your car is a friend of yours. Give it "Big Tree." That's sound "ad-vice."

Fill up at the True Blue Pump.

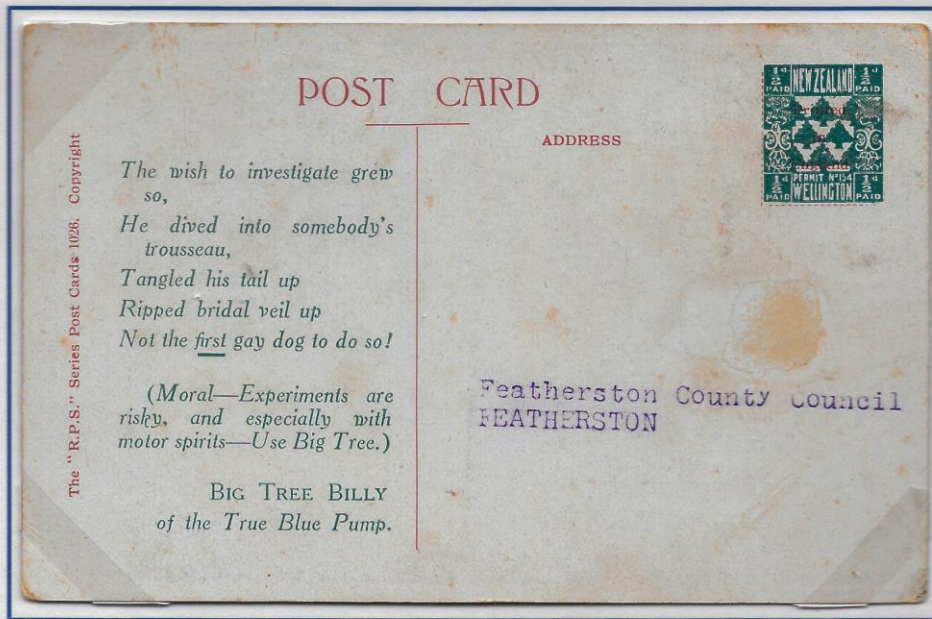
BIG TREE BILLY.

HIS MASTER'S VICE

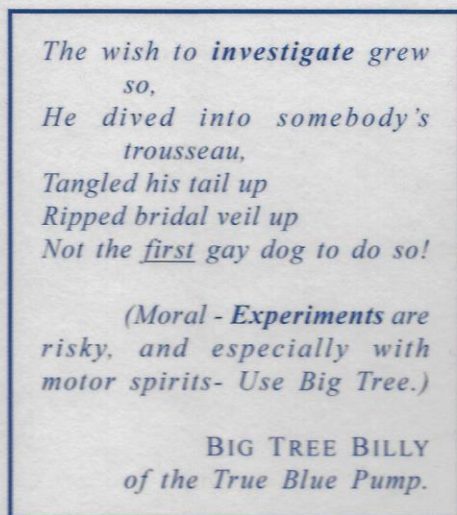
The "R. P. S." Series Post Cards Copyright
Postcard number 1018
Illustrated in the *Sketch Weekly*, in 1922.



ALICE IN WONDERLAND

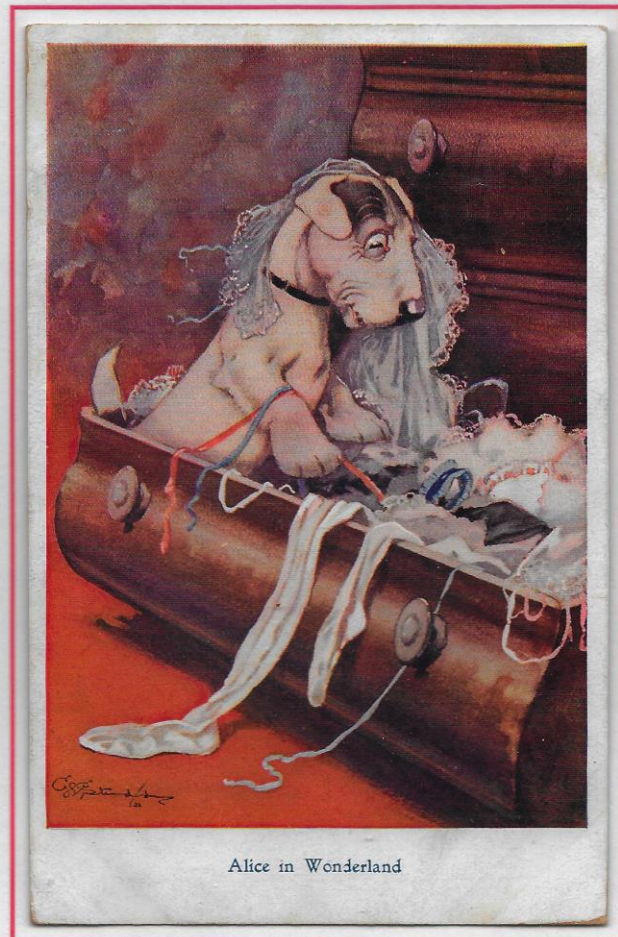


Green NEW ZEALAND WELLINGTON
PERMIT. No154. ½d. PAID (Type 5)

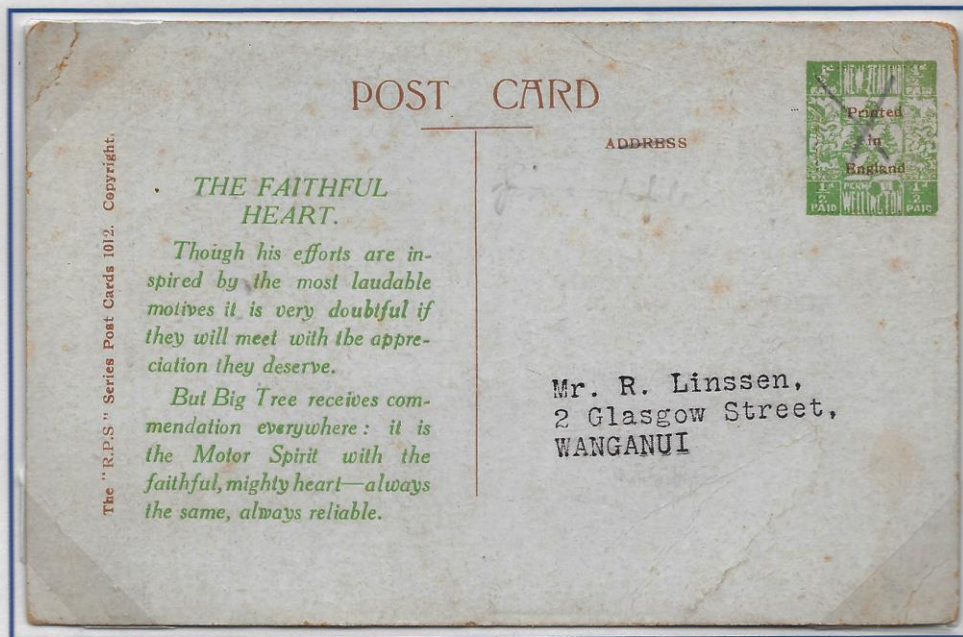


ALICE IN WONDERLAND

The "R. P. S." Series Post Cards Copyright
Postcard number 1026
Illustrated in the *Sketch Weekly*, in 1922.



THE FAITHFUL HEART



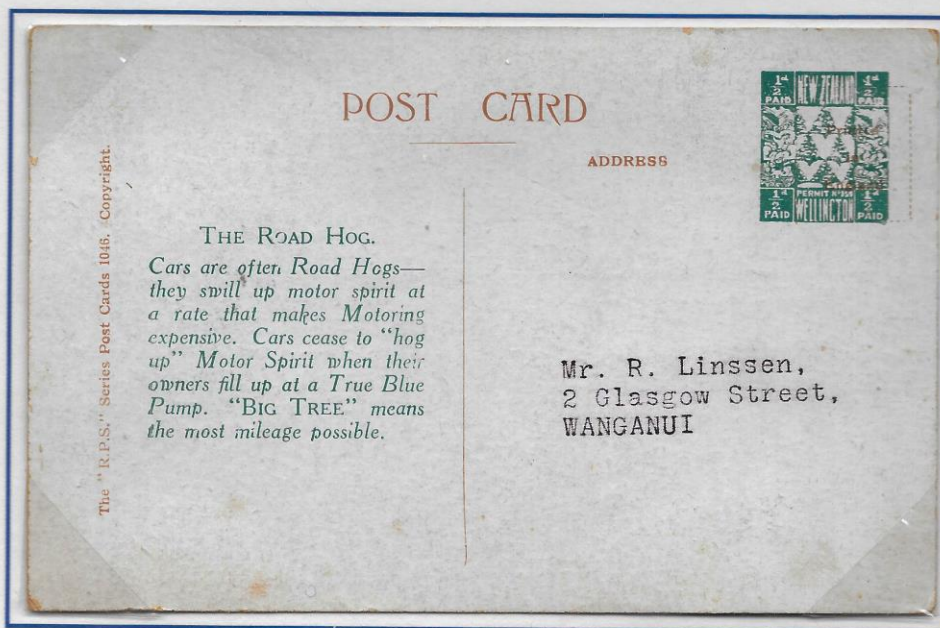
Green NEW ZEALAND WELLINGTON
PERMIT. No154. ½d. PAID (Type 5)
(extreme worn Permit impression)



THE FAITHFUL HEART

The "R. P. S." Series Post Cards Copyright
Postcard number 1012.
Illustrated in the *Sketch Weekly*, in 1922.

THE ROAD HOG



Green NEW ZEALAND WELLINGTON
PERMIT. No154. ½d. PAID (Type 5)

THE ROAD HOG

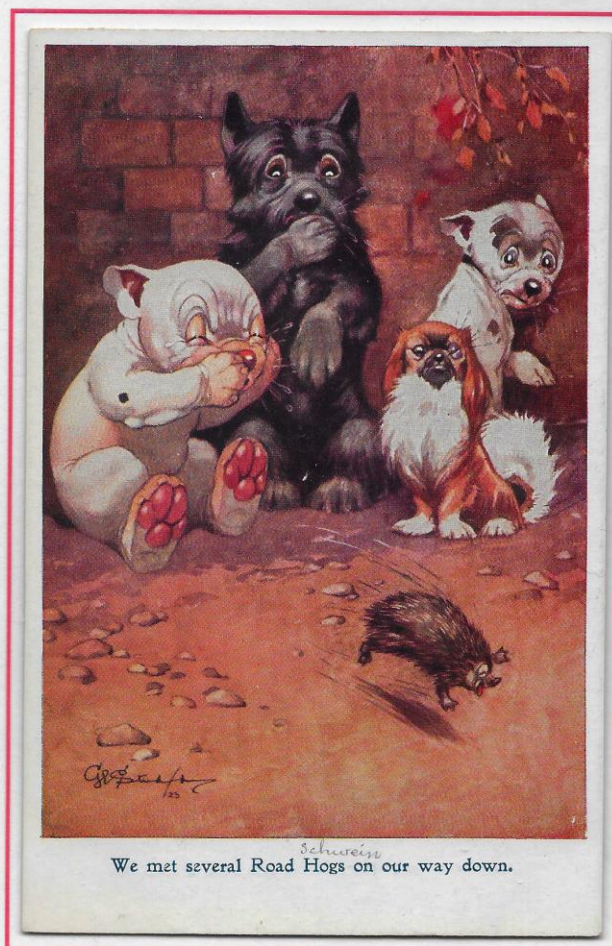
Cars are often *Road Hogs* - they swill up motor spirit at a rate that makes Motoring expensive. Cars cease to “hog up” Motor Spirit when their owners fill up at a True Blue Pump. “BIG TREE” means the most mileage possible.

THE ROAD HOG

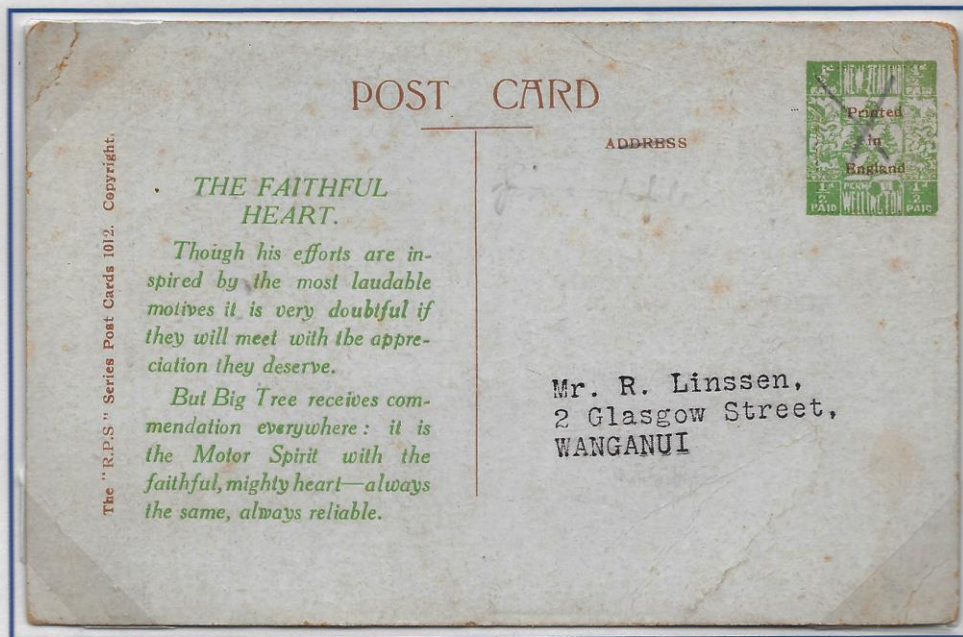
Also the same card number & picture
“We met several Road Hogs on our way down”

The “R. P. S.” Series Post Cards Copyright
Postcard number 1046

Illustrated in the *Sketch Weekly*, in 1923.
“BONZO MEETS A ROAD HOG”



THE FAITHFUL HEART



Green NEW ZEALAND WELLINGTON
PERMIT. No154. ½d. PAID (Type 5)
(extreme worn Permit impression)

THE FAITHFUL HEART.

*Though his efforts are in-
spired by the most laudable
motives it is very doubtful if
they will meet with the appre-
ciation they deserve.*

*But Big Tree receives com-
mendation everywhere: It is
the Motor Spirit with the
faithful, mighty heart - always
the same, always reliable.*

THE FAITHFUL HEART

The "R. P. S." Series Post Cards Copyright
Postcard number 1012.
Illustrated in the *Sketch Weekly*, in 1922.

R. WILSON & COY. LTD.
AGENTS, TAIHAPÉ.



Put Safety in Your Lamps and Heaters!

Avoid Cheap, Low Flash Oil—the cause of most lamp accidents.
Protect your family and your home by using

“BIG TREE” KEROSENE

No inflammable vapours—no impurities. Guaranteed 150° Fire
Test—a remarkably high standard of safety.

Lamps and Heaters burning “BIG TREE” can be left unattended
—a source of satisfaction to busy housewives. “BIG TREE” is of

THE HIGHEST GRADE, WATER-WHITE QUALITY.

Smokeless and Odourless. Gives a brilliant, steady, light that is
restful for reading and sewing, and safeguards your children's eyes.

*For Safety and Comfort
Order “BIG TREE”
from your Storekeeper
TO-DAY.*



*Every Tin deeply stamped
“BIG TREE” Kero-
sene. No mistaking it
for Benzine.*

QUALITY

FIRST!

Advertising Leaflet 210mm x 270mm.

Valentine & Sons

The company Valentine & Sons was established in 1851 by Mr James Valentine (1814-1879), the son of Mr John Valentine, engineer of wood blocks for linen printing, Dundee. The firm began as early exponents of photography, became pioneers in the postcard industry and later developed the production of greetings cards, novelties, calendars and illustrated children's books.

James Valentine's sons were both early to develop skills in photography and by 1879 they were in great demand, having grown into one of the largest establishments in the country. In 1897 the government allowed correspondence to be written on the reverse of a postcard. This coincided with Valentine's success in **collotype printing**, a lithographic technique which mechanically reproduced images for printing as postcards. By the end of the century, Valentines had **established the perfect method for cheap reproduction of postcards**. They were also able to use their immense collection of topographical negatives to issue series after series of scenes from throughout Britain.

By the early 1900s they also had a growing trade in Christmas cards and children's books and had begun to publish fancy cards. In 1908 they became the official postcard publishers for the international Franco-British exhibition at the White City, and began to publish exhibition cards which are noted for their high quality of design. By the time of the First World War they had become a world-wide name with office branches in Canada, South Africa, Australia, America and Norway. In the 1920s they expanded their trade in Christmas cards and calendars and then in greetings cards which forms the basis of their business today.

After 1929, trade gradually picked up again and the firm began to expand, adding a new factory on the Kingsway on the outskirts of Dundee in 1937. At the height of the season as many as a million postcards a week were produced by an automated home-built machine which incorporated the processes of printing, developing and fixing to produce 28 cards on one sheet.

The Valentine Archive in excess of 300,000 images etc.is currently housed at St Andrews University Library, and is available for study or viewing purposes

1963 the company became a subsidiary of John Waddington Ltd.

COLLOTYPE

The collotype is a continuous tone printing process first patented in France by Alphonse Louis Poitevin in 1855 under the name *Phototypie*. It began to be used commercially as the *Albertotype* in 1868 after Josef Albert in Germany perfected the method, but when patented in the United States one year later it was given the name *Artotype*. It starts with a greyed glass plate coated with photosensitive dichromate colloid gelatine that puckers and cracks as it dries. When exposed to light through a reverse negative, the lit areas harden into an insoluble non-absorbent finish. It is the areas within the reticulated cracks that harden the most because they are the thinnest part of the emulsion. They in turn will print the darkest in proportion to the tones of the original image. The dichromate emulsion in areas with little or no exposure to light is washed out from the gelatine in cold water. The plate is then printed in a similar manner to a lithograph. A solution of glycerine and water is spread over the plate's surface, which is absorbed by the remaining gelatine. Areas that are to carry the dark tones absorb little or no moisture while areas for the lighter tones and non-image areas absorb the most. When greasy ink is rolled over the gelatine on the plate, the non-image areas holding the most moisture repel the ink, and the dry hardened image areas attract the ink. Once printed the reticulated pattern creates a continuous toned image of incredible detail for which it is prized.

During the 19th century the collotype process was best known as *Artotype*, the name given to it by Josef Albert. There were many other different variations used by different printers. Despite certain shared characteristics collotypes are not always easy to identify due to natural variations in the drying gelatine and numerous trade secrets.

There were no special presses built to print collotypes, perhaps due to all the secrecy that surrounded this process. The image is usually transferred to paper on a modified lithographic press or sometimes on a flatbed cylinder press. In 1873 a way was found to print collotypes with steam powered presses.

Though it remains the most accurate reproductive printing method available, today it has largely been abandoned in favour of high resolution digital technologies

Reference Metrpostcard.com <http://www.metropostcard.com/>

No doubt Valentine's with their expertise constructed their own machines, they certainly knew how to produce cheap postcards and in great quantities. It is recorded that at the height of the season they were printing a million postcards a week.

PERMITS

Since 1 January 1916, the Postal Regulations have required that "In the upper right-hand corner of the face or address side of the envelope, wrapper, address label, or tag

of each separately addressed packet there must be printed a statement showing the amount of postage appropriate to the class of article posted, the word "PAID" and the name of the post office at which it was posted, followed by the permit number"

Persons who wish to use a permit only occasionally may have the imprint made by means of a rubber stamp.

Inland packets accepted under these provisions and containing intrinsically valueless printed matter will not be date-stamped at the post office of posting, and only those not immediately deliverable will be date-stamped at the post office of destination.

All letters, also other packets intrinsically valuable, will be date-stamped at the time of posting."

Permit stamps may be used only on internal correspondence.

Permits are only granted to reputable persons or firms for whose identity the Post Office can vouch

Permit stamps must comply with certain requirements, regarding the size of the inscriptions so that the particulars will be clear, but, with this reservation, any design may be selected.

Reference RPSNZ Handbooks Volume I page 426.

Type 1 Permit No. 30, Type 4 Permit No. 2 and Type 5 Permit No. 154, were all used by L. T. Watkins of Wellington, who were a direct mail advertising agency, who were engaged by A. S. Paterson & Co. Ltd., to promote their Big Tree products during 1925 -1931, using the George Studdy "Bonzo" Postcards, as well as others designed by Lawson Wood and Tony Sarj.

The current One Frame Exhibit is based on the R. P. S Series, which appears to have been the majority of the cards used. Valentine's also produced in 1925 "Valentine's "BONZO" (Registered) Series. Copyright Picture. Postcards.

Bibliography includes articles in the *Postcard Pillar* (The Journal of the NZ Postcard Society Inc. Main contributors Alan Jackson and Safari. *A. S. Paterson, A philatelic and Postcard study* by Safari. Study No. 13, 2008 Postal History Soc. of NZ, including a few notes and comments by G. J. Elliott February 2009. *NZ Postcards Rates and Regulations to 1939* by Alan Jackson, Handbook No. 21 Postal History Soc. of NZ June 1984.

Gerald J. Elliott 20 August 2016