

# MAXIMAPHILY

Hank Smits

Maximaphily is the collecting of "Maximum" cards. This is the collecting of picture postcards with a stamp affixed to the picture side, which has been cancelled with a similar postmark. There should be a maximum possible concordance between-a) the postage stamp, b) the picture postcard (P.P.C.) and c) the postmark.

The postage stamp should be postally valid and in pristine condition (postage dues, precancels, fiscals and official stamps are not admissible).

The postally valid stamps of New Zealand are all the postage stamps issued after 1967, thus all the decimal stamps. The stamps prior to 1967 (the pounds and pence period) can not be used anymore because they are all demonetised. (See "Philatelic terms").

No undesirable issues should be used — this includes unperforated examples which have already been issued as normal perforated stamps (Russia and Hungary sometimes issue stamps in imperf and perforated condition).

The stamps can be obtained directly from the Post Office or when off-sale, from a dealer or stamp market.

The picture postcard should have the same theme as the stamp, thus if the stamp shows Mt Cook, a Mt Cook P.P.C. would be used. For the 30 cents music stamp of 1986 which shows a conductor plus orchestra, a P.P.C. of the New Zealand Symphony Orchestra would be used.

The dimensions of the P.P.C. must conform to the Universal Postal Convention-Chapter 1, Article 19, Paragraph 1 — and are max. 148 x 105mm — min 140 x 90mm +—2mm.

"Standard" p.p.c.s — preferably commercially produced are within those limits, but the larger p.p.c.s obtainable in various bookshops should not be used.

The card must have at least 75% of its area used for the picture and must be in fine condition.

A card reproducing the stamp is not admissible thus the p.p.c.s series issued by the New Zealand Post Office can not be used to make true maximum cards. Partially illustrated cards or card envelopes, montages and novelty cards are not permitted.

Due to the time involved in obtaining suitable p.p.c.s you have to be aware of stamp designs in advance.

New Zealand Post issues bulletins depicting, (usually) weeks before the date of issue, the stamps to be issued, so check with your nearest Post Office or Philatelic Bureau to obtain this information.

The p.p.c.s are in most cases, obtainable from book and souvenir shops. If this does not work, try postcard printers (address on the back of cards).

If a painting is depicted try a museum or art gallery and for birds or animals perhaps a zoo or wildlife park.

If you have to write to a firm or museum, enclose a S.A.E. (stamped addressed envelope) and if possible enclose a cut-out of the stamp with it, to give them an idea of what you are after.

The card should be a single image card (showing only one picture) but if you can not get anything else, a multi image card will do — (a card divided into two or three views).

You can also use old P.P.C.'s. They provide good material because of their rarity and historical value.

**Postmarks.** If collecting by country, then a first day of issue cancellation is preferred (the postmark should be clear and not smudged. If collecting by theme, such as roses, then it is better if the postmark depicts a rose in the design (pictorial date stamp). You could also use a Post Office date stamp from the office nearest to the depicted view.



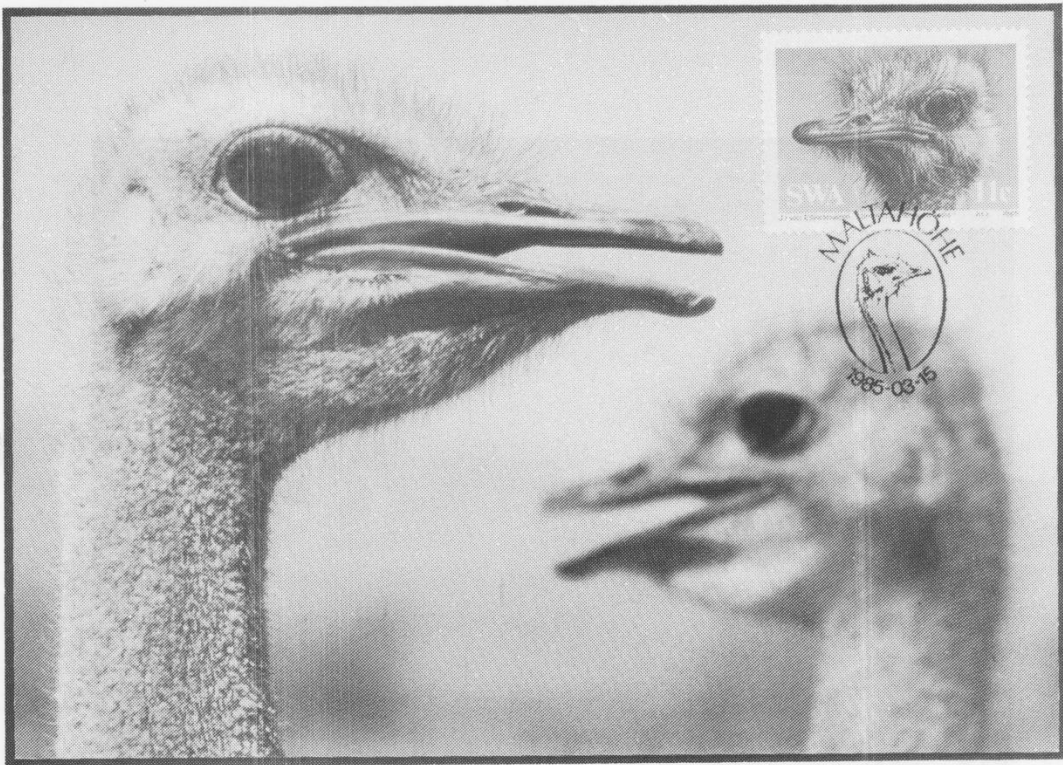
Now we know what a maximum card looks like, we will try to make an imaginary maximum card.

A stamp depicting Mt Cook is to be issued. We will buy a "standard" p.p.c. showing Mt Cook and cut a hole in a piece of thin cardboard slightly smaller than the stamp to be used. The surface of the card should be removed to ensure the stamp sticks. (Do this with wet and dry paper).

As we cannot buy the stamp until it's issued, we can enclose the card between stiffeners and write to ask the Mt Cook Post Office Manager to stamp and postmark the card. A standard letter rate is also added to the address side to comply with New Zealand Post regulations.

Enclose payment for the "new" stamp, the standard letter rate plus three cents service charge per stamp, i.e. six cents per card and a large S.A.E. for the card's return. Post in time for the issue date. Write on the outside of the outer envelope "F.D.I. of Mt Cook stamp".

Soon you will get a nice maximum card in the mail.  
THE BEST OF LUCK!

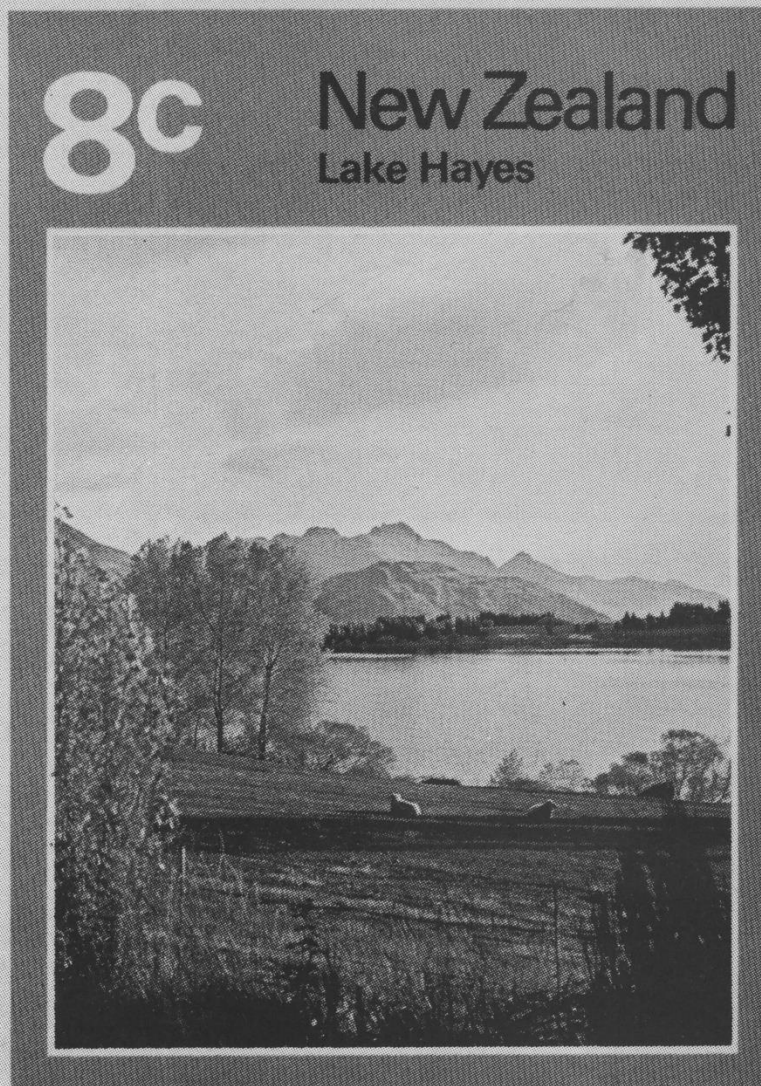


*'Good' card, each element is related but not identical.*



*'Bad' card - postmark is not related*

Information about New Zealand stamps can be obtained from the  
Post Office Philatelic Bureau, Private Bag, Wellington, New Zealand.



Card 2. Stamp Postcard Series 1.

*Not considered maximum cards as the card and stamp are identical.*