



THE POSTAL STATIONERY SOCIETY

Journal Vol. 17, No. 2
(Serial number 50)

May 2009



Advertising Stationery - see page 15

CONTENTS

Page	Page
2 The Management Committee	11 GB Postal Stationery News Alan Huggins
2 Society Calendar 2009	14 Writing for the Journal
3 Chairman's Chat	15 Illustrated and Advertising Stationery in the period up to the first world war Colin Baker
3 Secretary's Notes	19 31-Year-Old Mystery Solved Tony Goldstone
4 Spring meeting Report	20 Book Review
5 Evolution of German View Cards – The Hindenburg Medallion Head John Barker	20 Midpex 2009
	21 Notes from the Editor's Desk

The Management Committee

The affairs of the Society are managed by four officers:- Chairman, Deputy Chairman, Secretary and Treasurer, and a number of ordinary committee members.

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The Postal Stationery Society Web site: www.postalstationery.org.uk

If you have recently looked at the society's web site (at any time from the end of April onwards) you will probably have noticed a small advertisement on the left hand side of the screen for a company called **Eurooffice**. They sell stationery supplies. Clicking on the advert takes you to a separate screen where their products are listed and can be ordered.

The society has entered an agreement with this firm of stationery suppliers to host their advertisement for a fee of £100 a year, a useful addition to the society's funds. Adding this link to our web site was not an easy task and involved many hours of hard work. We are very grateful to our Web Master, Lars Engelbrecht for undertaking this.

So if you need anything from paper to ink supplies, take a look at Eurooffice through our own web site and see if they are competitive. The more orders they receive the more likely they are to renew the arrangement with us.

SOCIETY CALENDAR 2009

Saturday 13th June 2009

At **Swinpex**, St Joseph's Lower School, Octal Way, Swindon SN3 2LR, 2.00 pm to 4.00 pm. Members are invited to display up to 30 sheets from their collection and to give a short explanation of about 10 minutes maximum. There will be plenty of dealers at this event, so there will be ample opportunity to add to your collection, and there is an excellent catering facility run by Swindon Society.

Swinpex will be open from 10.00 am to 4.30 pm

Saturday October 24th 2009

At the meeting room in the Royal Philatelic Society, 41 Devonshire Place, London W1G 6JY. Members who

would like details of how to get to this location should contact the secretary.

10.30am. Viewing of the society's auction lots for the auction to be held in the afternoon.

11.00am Society's AGM

12.00 Tony Chilton competition judging, followed by the presentation of the Tony Chilton salver

12.30pm Lunch in a nearby restaurant.

2.00pm The society's "live" auction to be conducted by Neil Sargent.

The meeting is expected to close by about 4.00pm

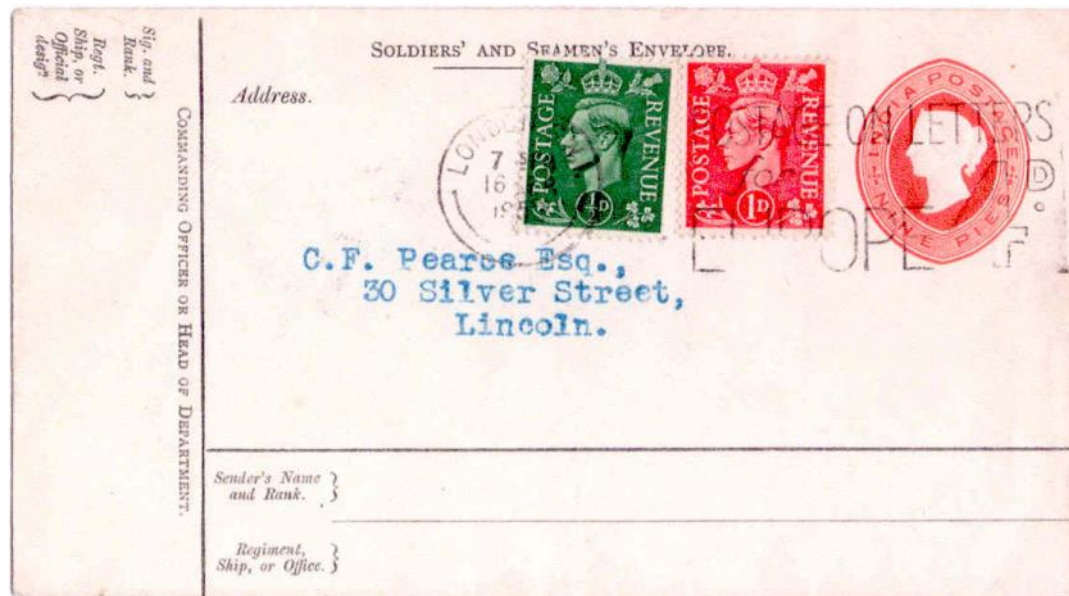
CHAIRMAN'S CHAT – MAY 2009

It was encouraging to see a good number of members at the meeting last Saturday the 21st March. The general consensus was that by attending these meetings you always left having learnt something even if it was not in your sphere of collecting. Most members retired to the local pub for lunch where there was spirited discussion on a number of topics. I would like to ask members for their help with this month's illustrated cover. I would like to know if any member knows anything about this Soldiers' and Seamen's Envelope. I have a number of embossed envelopes from different countries used by Robson Lowe

in the 1950's, this is dated 16th September 1952. I can only presume that he bought a number, where the embossed stamp was invalid, very cheaply as there were, I believe, paper shortages for some time after WW II.

Our next meeting will be at Swinpex on 13th June. This is a joint meeting with the British Thematic Association and I hope that members will attend to make a good showing for our Society. I will look forward to seeing you there.

Edward Caesley



SECRETARY'S NOTES - MAY 2009

A few weeks ago I paid a visit to my local stamp shop. Yes, I still have one of those nearby. In fact I should consider myself lucky as there are at least three stamp shops within a 20 mile radius of where I live, excluding other outlets that sell some philatelic accessories or have a few postcards, covers, etc mixed amongst other goods.

Even more surprising is that this particular shop has a large box of postal stationery that I was given to look through. It was all unsorted, but that did not matter. I spent a long time enjoying myself rummaging through everything from mint Victorian postcards to used modern envelopes and air letters. I'm not sure how long it had been lying around, but after removing a couple of handfuls of covers, a spider decided it was no longer a safe home and jumped out to find somewhere else to live. Fortunately there was no more wildlife for me to discover that morning.

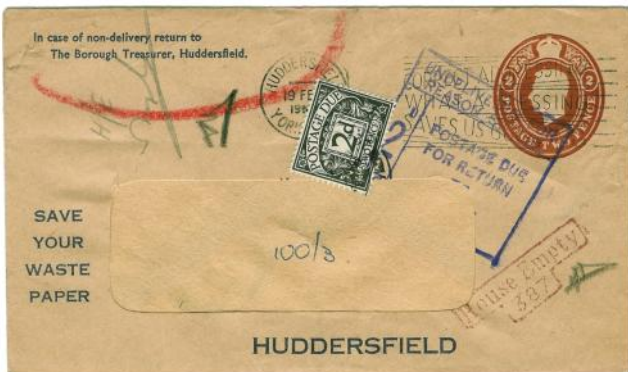
Three covers that took my eye, and were added to the ever increasing pile of stationery to be taken home, were those illustrated here. They were sent out by the Huddersfield Borough Treasurer in July 1956, July 1957 and February 1960. The first two envelopes have been embossed with the King George VI green 1½d stamp. One

has been upgraded to the correct rate of 2d by means of a ½d adhesive and the other by a machine cancel indicating ½d extra postage had been paid. The third envelope carried the King George VI brown 2d stamp. All three have been returned to the sender with a wonderful array of instructional marks, each with the identification number 387 for Huddersfield.



A handstamp on one envelope states "Not Known", on another "Gone Away" and on the last "House Empty",

the postman's manuscript note 'H/E' confirming this. They have also each received a purple handstamp "Undelivered for Reasons Stated". The first of these handstamps has had the amount of postage due removed. I can only assume that as the printed paper rate went up from 1½d to 2d on 1st June 1956 and the item was posted on 21st July, the new handstamp incorporating the correct rate of 2d was not ready. Thus the old one showing 1½d for return to sender was altered so that the amount of postage due could be added in manuscript.



Although these are relatively modern items and not particularly scarce, I was nevertheless pleased to get them and they will make a nice addition to my collection of instructional marks on postal stationery. I did get two more items that you will find reported elsewhere in this issue.

SOCIETY'S WEBSITE

Please see page 2 for some new information about our website.

Swinpex 2009 - Joint meeting with the British Thematic Association.

Swinpex will take place on Saturday 13th June 2009 at St Joseph's Lower School, Octal Way, Swindon SN3 2LR. Our meeting this year is a joint one with the British Thematic Association. This will be a first for us as we have never joined forces with another society and I think it will be an interesting one for us. The Thematic Association members have promised to bring along plenty of postal stationery for us to see. So even if you are not interested in 18th century medicine or bee keeping, you might see some nice items that would happily grace your own collections. It will also give us an insight into collecting postal stationery in a different way, and may even give you a few ideas for your own collections. The meeting is from 2.00pm to 4.00pm when members are

asked to bring along no more than 32 sheets and to give a short talk on their display of about 5 to 10 minutes maximum.

In the morning there will be chance to look at plenty of dealers' stock and there is an excellent catering facility run by Swindon Society. Swinpex will be open from 10.00am to 4.30pm

If you have seen any notices in the philatelic press or on the internet that the date of Swinpex is anything other than 13th June, please ignore them. 13th June is the date and I hope to see as many of you there as possible.

New Members. We have more new members this year to whom we extend a very warm welcome and we hope to see them at one of our meetings in the future.

Philip Feakin, London, who collects Great Britain.
Russell Wootton, Renfrewshire, who collects Great Britain.

Tony Hitchcock, South Africa, who collects Great Britain and the Republic of South Africa.

Maurice Buxton, London, who collects Great Britain, specialising in registered envelopes and postcards. (As you will see from the meeting report elsewhere in this Journal, Maurice came to his first meeting with us in London in March and showed some of his unusual registration envelopes.)

SPRING MEETING REPORT

Nineteen members met in London at the Royal Philatelic Society headquarters for the society's spring meeting on Saturday 21st March. Apologies were received from John Barker, John Norton, John Fowler and Keith Hanman.

After being welcomed by our new chairman, Edward Caesley, a proposal was made that the society should provide the trophy for the best postal stationery exhibit at the London 2010 International, to be held at the Business Design Centre in May next year. The cost of this would be £250, but it will bring considerable benefit to the society in the form of publicity and would be expected to attract new members. This proposal was agreed unopposed by the meeting.

The society's auctioneer, Neil Sargent reminded members to submit their bid sheets for the next auction which closes on 1st May. He also asked for members to provide more lots for the society's auction in October. Members were reminded of the auction rules, particularly in relation to the minimum lot charge of 50p and were encouraged to make up lots with a minimum reserve of £5.

Following the conclusion of business, the morning was given over to Neil Sargent who entertained us with his display of the Postal Stationery of Barbados. Neil gave a handout describing the country's postal stationery, using his display to give more detail. He said the postal stationery was very colourful, particularly the registration envelopes, but as far as ordinary envelopes were concerned, these had only been issued in Queen Victoria's time. Neil showed many examples of both types of these, including the penny pink envelopes for inland use, which

were later re-valued to ½d due to a shortage of ½d postage stamps. These re-valued envelopes were intended for printed matter. Registration envelopes were issued in 1d and 4d values in Queen Victoria's reign, for inland and foreign use respectively, and Neil had many examples used, mint and specimen. Postcards, newspaper wrappers and air letters were also represented, with plenty of examples from Queen Victoria to Queen Elizabeth. Newspaper wrappers were also re-valued to ½d in 1893 due to the lack of ½d stamps

The chairman said it had been a wonderful display and thanked Neil for making it so interesting.

After the members had been able to study the display, the society's one sheet competition was held. There were 19 entries which were judged by the members present.

ONE SHEET COMPETITION

The winners were:-

- First - **George King**, Queen Victoria Reply Envelope?
 Second - **George King**, 1d + 1d Official Reply Lettersheet for the Ecclesiastical Returns
 Third - **Peter O'Keefe**, Captured WWI Field Service Card.

Following lunch, members present were invited to display parts of their collections, and a good mix of subjects followed.

Michael Lockton showed GB QV penny pink envelopes with added stamps for overweight letters, late fees and redirection fees. His display included penny blacks, penny reds and twopenny blues added to the penny pink envelopes.

Neil Sargent showed a completely different subject from his morning display, with World War Two airgraphs from different countries, including original and printed Christmas airgraphs and a poster encouraging people to use them. He gave another handout for this display.

Iain Stevenson followed with GB King George VI postcards, including the rare 1d on thick card, said to have only been issued to the UPU as specimens. He continued

with forces postcards, 2d postcards, variations in colour, reply cards and private issues.

Tony Lane displayed German illustrated postcards, sometimes called 'view cards', issued from 1931 to 1999, many being used.

Peter Rolfe showed Sierra Leone formula aerogrammes, starting with the 1944 civilian issue. He explained that the paper used included the year of its manufacture in the watermark.

Steve Pilgrim put up some GB QV penny pink envelopes, showing the different sizes available, seals, variations and privately printed items, including a Parkins & Gotto advertising envelope overprinted on the flap.

George King show Irish lettercards from 1923 with variations in the spelling, perforations, gum, printing shades, etc. He also included two Post Office cards that were only available at special events, asking if these were public or private issues.

Peter O'Keefe gave a display of GB 1892 1d postcards to numerous destinations.

Colin Baker showed instructional marks on GB postal stationery, including some which it is unlikely were used on ordinary mail.

Alan Huggins gave a display of errors on GB stationery, with albino impressions, wrong colours subsequently corrected, under inked impressions, albino printing, double printing and lettercards without perforations. He also included a 4d lettercard with a 5d lettercard printed on the reverse.

Edward Caesley showed stationery to and from stamp dealers in Great Britain, with air letters, envelopes, etc used to or from a number of well known dealers.

Maurice Buxton concluded the meeting with a display of GB registered envelopes, used by the Post Office and the Accountant General's Office, plus those used by the Returned Letter Office.

Altogether it had been a very interesting day, with many displays of material from around the world.

EVOLUTION OF GERMAN VIEW CARDS – THE HINDENBURG MEDALLION HEAD. (Continued from Vol. 17 No.1 p7)

John Barker

In previous issues of this Journal I have traced the evolution of the German View Cards from their simple basic design of 1925 through to the Hindenburg Medallion Head series of 1932. During this time many changes were made in the format of these cards in response to a variety of 'selection' forces. Over the next nine years this format changed little. Even though President Hindenburg died in 1934, his head remained on the stamp impression of the View Cards as well as on the definitive postage stamps and stationery until 1st August 1941 when it was replaced by that of Adolf Hitler.

With the Hindenburg Medallion Head design these cards became very popular throughout Germany giving any region the chance to extol the virtues of their locality as a health resort, a site of historical artefacts and architecture

or as a centre of culture, education, leisure, commerce or industry.

'Lernt Deutschland kennen!', the 'Get to know Germany' tourist propaganda slogan of these view cards characterises the cultural ethos which formed part of a broad front aimed at building the pyramid of unity and national pride in the growth of the Third Reich based on a sense of identity, culture and history.

By now the features of these cards had stabilised. Between 1932 and 1934 the only change made to these cards was the progressive shortening in the length of the tail of the final 'e' of the heading 'Postkarte'. In Series 14 the tail of the final 'e' was 1.4mm. on some cards and 0.8mm. long on others. What would be the final length?



The Fifteenth Series - 36 different cards. Tail of 'e' 0.8 mm long.

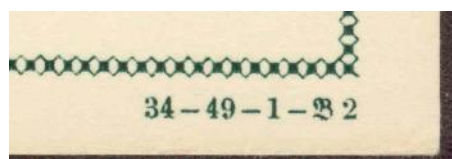
The answer may be found in **Series 15** where the tail is 0.8mm long. A new feature appears in Series 15 which marked the start of another 'milestone' in the evolution of German view cards. From this series, issued in 1934, up to and including the final issue of View Cards in 1999 each card had a printing control indicator which included the date of issue. In Series 15 the printing control information was at the bottom of the card to the right beneath the border and was in four parts: the first part consisted of the last two digits of the year; the second the

set number; the third the printing cylinder number (1 or 2) and lastly 'B' (Bild) and the number of the card in the set. Cylinder 2 was only used for a few of the sets of cards.

In some sets the same view may appear on more than one card and in a few cases the same view may appear on all 9 cards in the set.

By some method of calculation it was decided that the first set in Series 15 would be designated the number '49'. There were 4 sets in this series and each set contained 9 cards giving a total of 36 cards in the series.

Printing control indicator



1934 - Series 49 - Printing Cylinder 1 - (Bild/view) B2

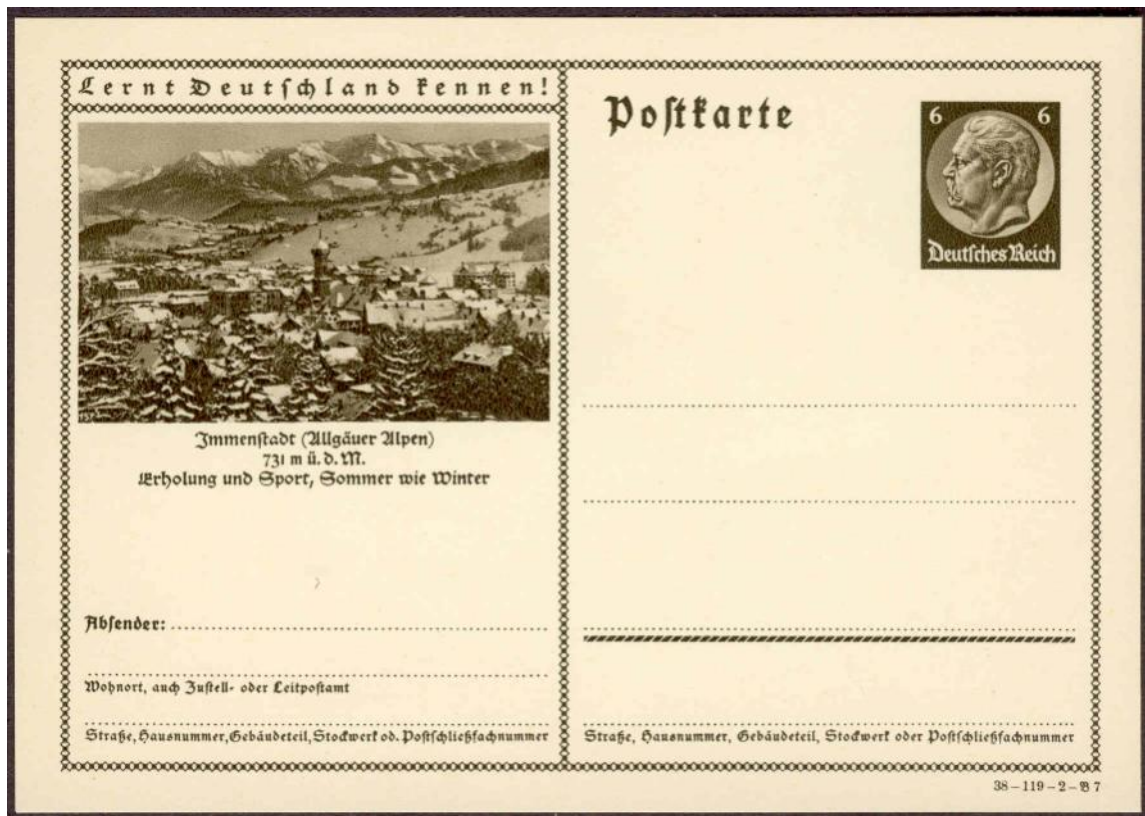
Change of colour - Series 16

Starting with the very first view card issued in 1924 all of the printing had been in green, matching the colour of the contemporary imprinted stamp for the inland postcard rate. With **Series 16**, issued in 1934, the link between the colour of the view and that of the imprinted stamp was turned the other way round. The whole card was printed in a very dark brown. The imprinted stamp was no longer the colour of that used neither for the definitive cards nor for the adhesive stamp for the same value (6pf.). The dark brown print for the view provided for a much better quality image with greater clarity, depth and contrast. This change resulted in the view cards becoming even more popular

which is reflected in the great surge in the number of cards issued. Series 16 has 132 sets with 1209 different cards.

As for the length of the tail of the letter 'e', this seems to have been resolved as a compromise between the two lengths apparent in Series 14. The tail in series 16 is 1.2mm long.

At the bottom of the left hand panel, there are now three dotted lines with instructions for the senders name and address and at the foot of the right hand panel the instructions for the 'street, house number' etc are in a single line and include 'Postschliessfachnummer' (Post box number).



The Sixteenth Series – 1209 different cards printed in dark brown
Set 119 printed from cylinder 2
Tail of 'e' 1.2 mm long



Regional Heading – Preussische Staatsbäder on card 56 from Series 12

Besucht das schöne Schlesien!



Postkarte

6



6

Deutsches Reich

Besucht den Schwarzwald!

Rad
Rheuma, Arth
Nerven
Herrliche Geb
Neu: Moorbad, T

Absender:

Wohnort, auch Zustel

Postkarte

6



6

Deutsches Reich

Besucht Thüringen, das grüne Herz Deutschlands!



Postkarte

6



6

Deutsches Reich

Dich ruft das deutsche Meer!

Das 1200 jäh
die Str
und der weltber

Absender:

Wohnort, auch Zustel

Straße, Hausnumme

Postkarte

6



6

Deutsches Reich

Helgoland, die Felseninsel in der Nordsee,
von Hamburg aus in 6stündiger Fahrt
mit modern eingerichteten Schiffen zu erreichen
Badeleben auf der Düne

Absender:

Wohnort, auch Zustell- oder Leitpostamt

Straße, Hausnummer, Gebäudeteil, Stockwerk od. Postschließfachnummer

37-90-1-82

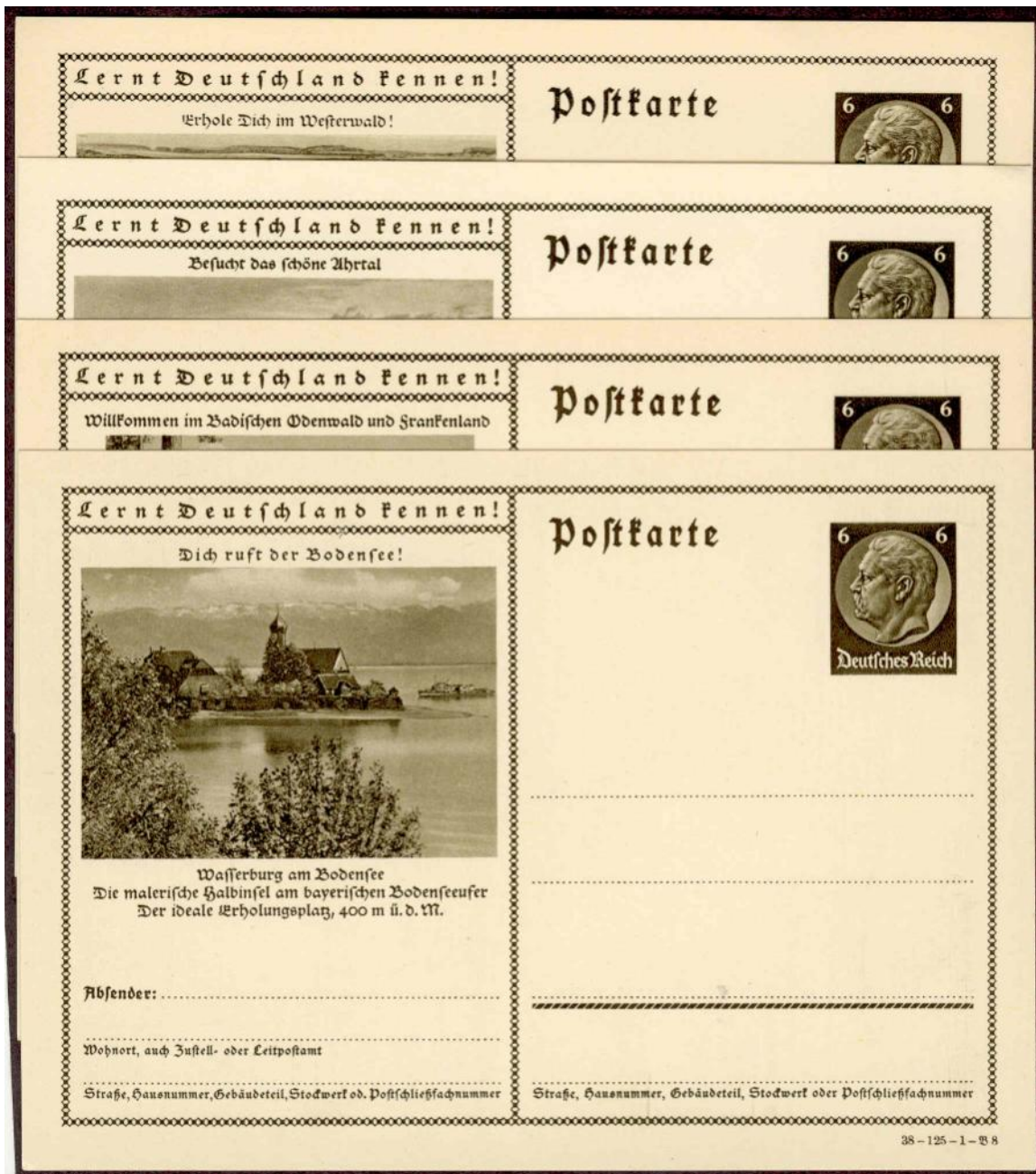
Regional Headings on cards from Series 16

Headings and sub-headings

With Series 16 stabilising selection had culminated in uniformity, but not without exception. Some cards in this series show regional variation. In fact regional variation was first evident in 1932 in Series 11. Instead of the heading ‘Lernt Deutschland kennen!’ some cards had regional headings – Preussische Staatsbäder, Besucht das

schöne Schlesien! There are 6 different regional headings in this series.

In some cases, the ‘Lernt Deutschland kennen!’ title was retained but underneath appeared a sub-heading with text specific to the view on the card. The use of sub-headings first appeared in 1937 within set number 100.



Regional sub-headings

Text

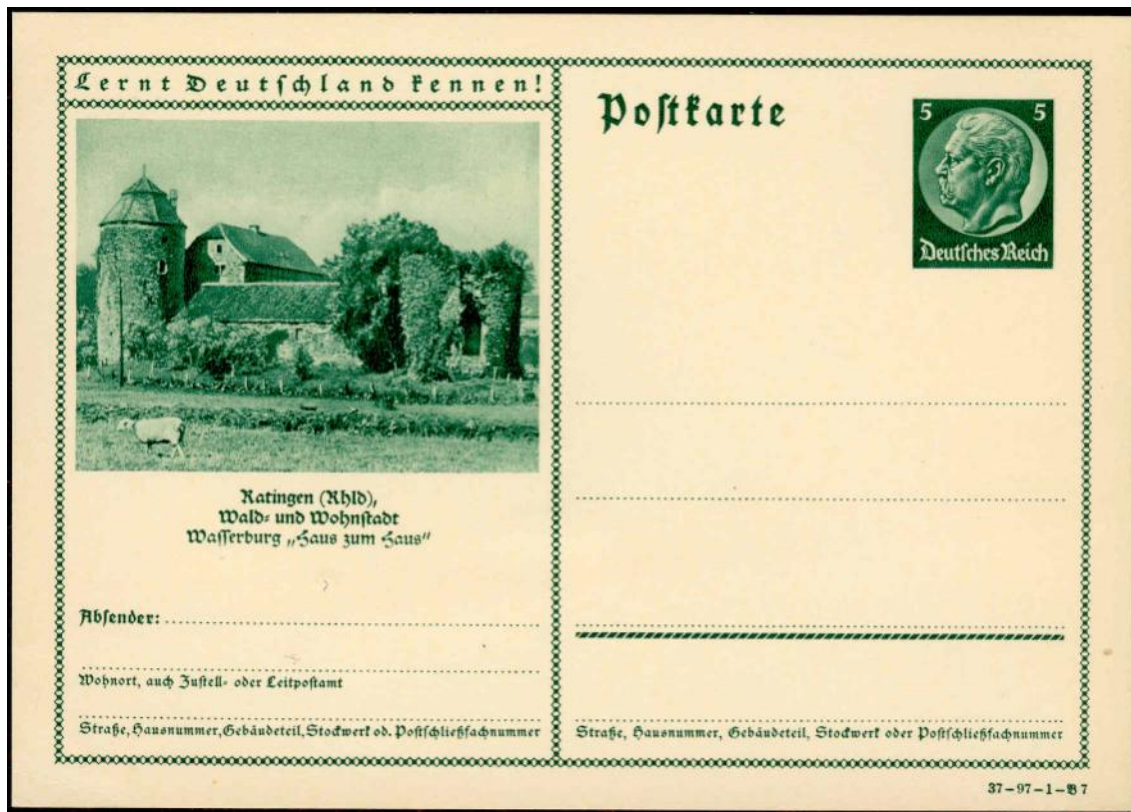
The text beneath the view had evolved from simply just giving the name of the place illustrated, leaving the recipient of the card to judge from the view itself as to the merits of the place, to several lines of text extolling the virtues of the place illustrated. With the contemporary fashion for ‘taking the mountain air’, the texts for Spa Towns generally quoted the altitude of the resort and promoted the health giving benefits of visiting the place.

For some larger towns the publicity was focussed on the local industry.

Local postcard rate Until 1937 Germany had only issued View Cards imprinted with a stamp paying the rate for an inland postcard. In the mean time several other European countries had issued View Cards with imprinted stamps for the foreign postcard rate, presumably to attract foreign tourists. Up till the last View Card to be issued by

Germany in 1937, there had never been one imprinted for the foreign postcard rate. However in 1937 Set 97 of Series 16 was issued with a 5pf Hindenburg Medallion Head stamp for the local postcard rate. This was printed in

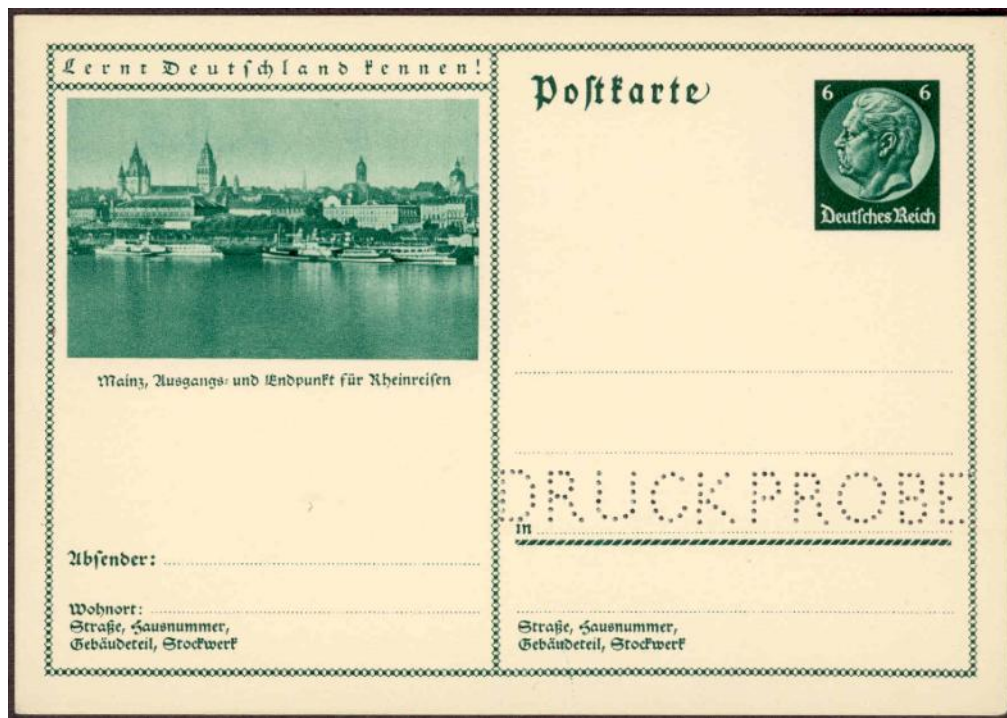
a similar green to that used for Series 15 and previous series. For whatever reason, there were no more sets of View Cards issued for the local postcard rate.



Local postcard rate, set 97 of the Sixteenth Series

Samples

The Advertising Department of the Reichspost requested 200 samples of each view card. These were perforated 'DRUCKPROBE' and were used by the Department for publicity purposes.



Card from Series 12 perforated for use by the Advertising Department of the Reichspost (Illustration reduced to 88% of original)

The final set of Series 16 was issued in 1941 and was numbered 183.

GB POSTAL STATIONERY NEWS

Alan Huggins

NEW ISSUES

At last Post Office stamped envelopes with the wording encircling the Queen's portrait changed to 'POSTAGE PAID ROYAL MAIL' are becoming available. Both the DL and C5 2nd class envelopes have now been seen (courtesy **John Holman** and **Colin Baker**) and we await the appearance of others in due course. The text on the open flap is similar to the previous issue and both have peelable strips and blue patterned interiors with no visible print codes. On the DL envelopes the pattern is of criss-crossed lines sloping downwards to the right plus zig-zag lines running upwards to the right. The C5 envelope pattern is of parallel lines sloping diagonally upwards to the right.

NEW ITEMS REPORTED

1894 QV STO compound envelope **ESC187** ½d vermilion + 2d lake (9 dot) used.

1941? KGV STO postcard 2d orange stamp L16a printed matter card without arms, size d, with embossed House of Commons seal - unused (courtesy **Martin Taylor**).

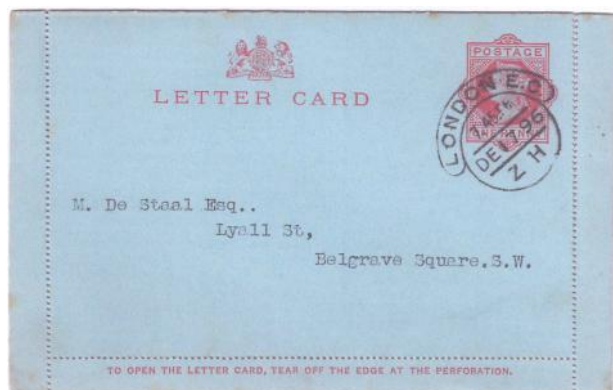
1944? KGV STO postcard **CS105** 2d orange stamp L26, format CF17, arms f, size d, with embossed House of Commons seal - unused (courtesy **Martin Taylor**).

1971? QEII STO compound reply-paid postcard - octagonal Machin design 1p+4p (L50+L56) + 1p+4p (150+L56) - unused.



QUEEN VICTORIA ADVERTISING LETTER CARD

The advertising letter card illustrated is the first example I have seen with internal pictorial advertising.



Postmarked 17 December 1896 and with a typewritten address (presumably using a YOST typewriter) the text provides an impressive number of different reasons why everyone should get or receive a Yost typewriter. Has anyone ever seen or heard of this make?



VARIATIONS IN SETTING OF TEXT ON KEVII OFFICIAL ENVELOPES

George King has reported several varieties of the layout of the text printed on KEVII 1d Official envelopes **E051** with 'The Officer,'/Inland Revenue,'

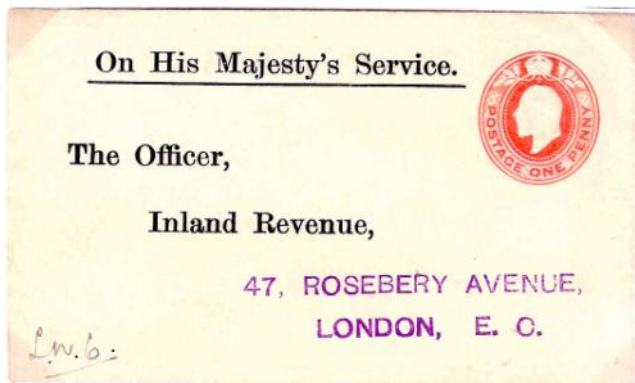
Layout 1: 'On His Majesty's Service' 76mm; underline 80mm.

Vertical alignment of 'n' of 'On' & 'T' of 'The'



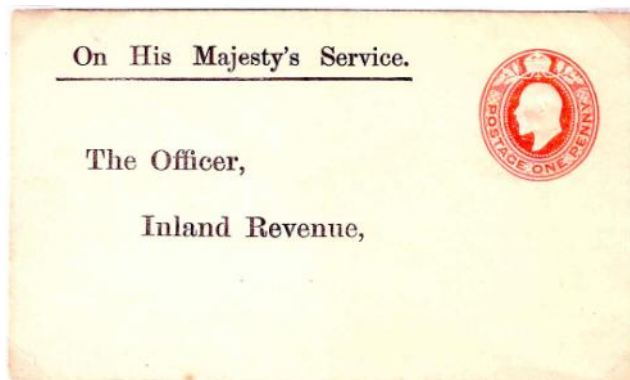
Layout 2: 'On His Majesty's Service' 76mm; underline 80mm

Vertical alignment displaced to right so that 'n' of 'On' is over space between 'The' and 'Officer'



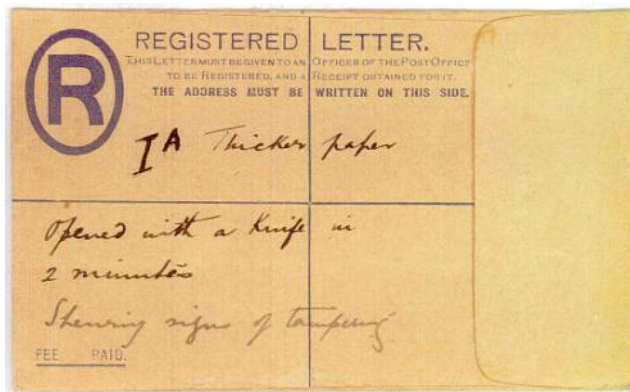
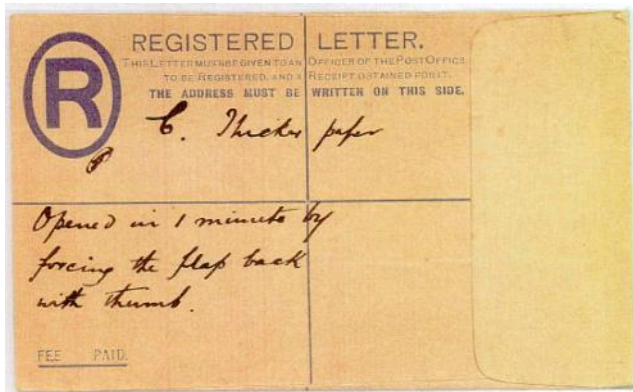
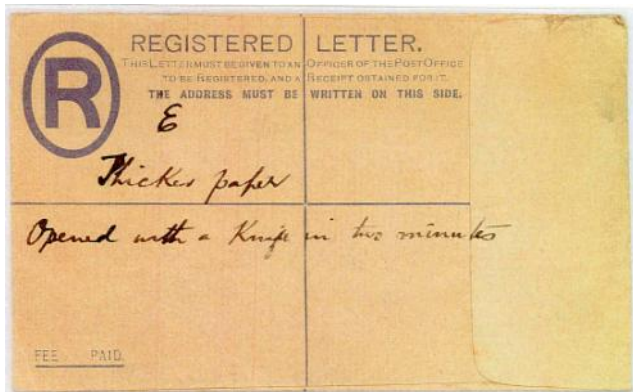
Layout 2

Layout 3: 'On His Majesty's Service' 71.5mm; underline 77mm



KEVII REGISTRATION ENVELOPE OPENING TRIALS

Tony Hitchcock has sent illustrations of a number of trials carried out to test the security against opening of KEVII 3d registration envelope size F (RP24), some without the embossed stamp. Clearly a thicker paper was tested but judging by the manuscript annotations offered little improvement. It is interesting to speculate that these might relate in some way to the occurrence of buff as well as whiter paper varieties of the envelopes.



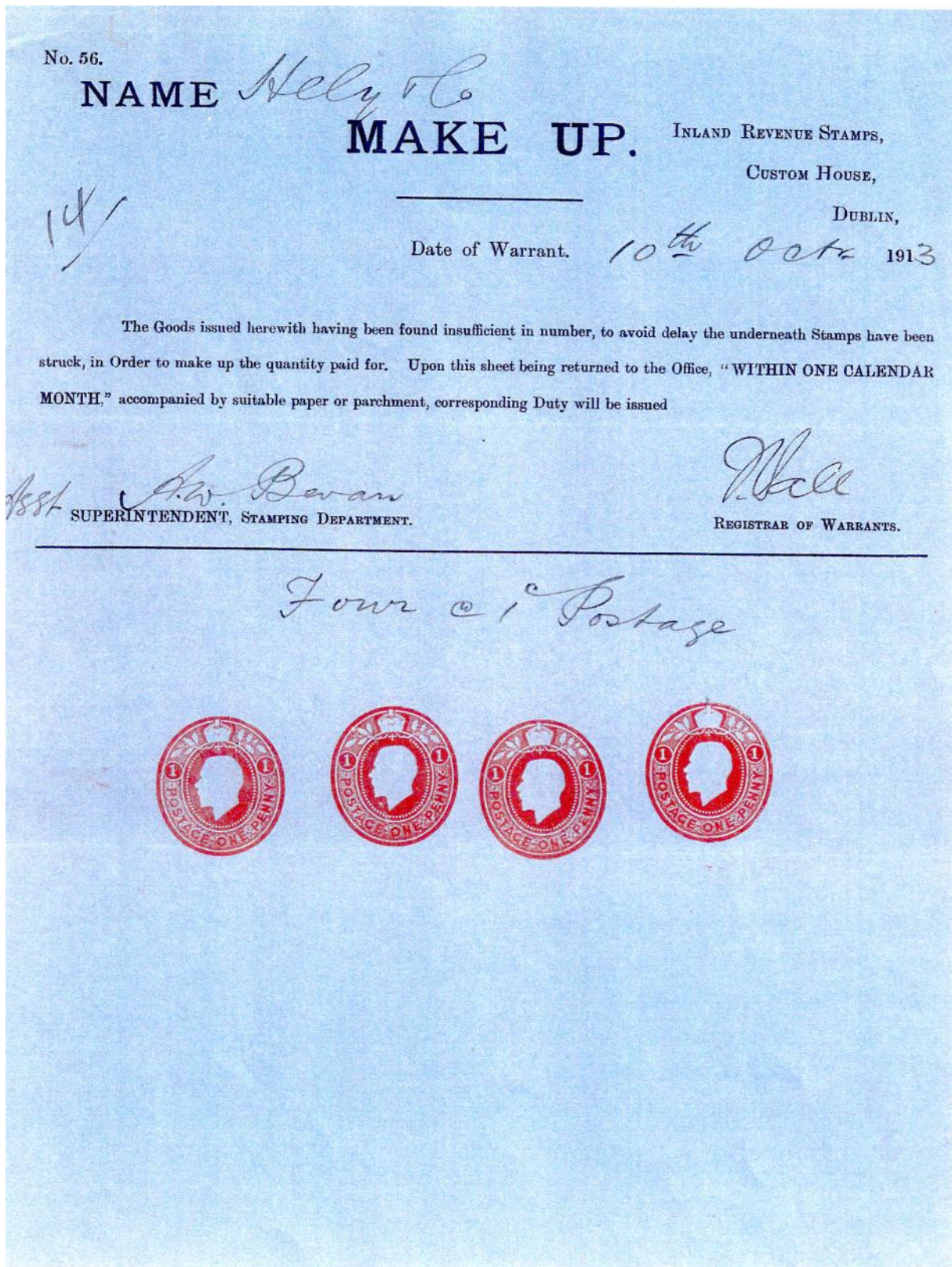
INLAND REVENUE MAKE UP WARRANT

Manny Gray has kindly shown me a 'Make Up' Warrant dated 10 October 1913 from the Inland Revenue Stamping Department based in Dublin, bearing four embossed KGV 1d stamps. Although earlier examples of embossed stamps being used as 'credit notes' have been recorded (Huggins 1970; Dagnall 1987), this is the first I have seen in this form which clearly explains the procedure where,

sometimes due to spoilage, there was insufficient paper to meet the requirement for stamping to order. Has anyone seen or does anyone have other Warrants?

HUGGINS A.K. (1970) British postal Stationery p35; Great Britain Philatelic Society

DAGNALL H. (1987) Notes on Victorian Embossed Postal Stationery p22; published by the Author.



FIRST DAY OF USE OF PENNY PINK EMBOSSED ENVELOPE

An exciting discovery brought to my attention by **Andrew Claridge** is the first recorded example of the usage of a 1d pink embossed envelope used on 10 February 1841. That the 10 February was the date that the new embossed postal stationery envelopes and the 1d red adhesive stamps were available is confirmed by the entry in Rowland Hill's Post Office Journal which states that he was *'unwell'* on February 10th and although still unwell on

the 11th *'went to the Office for a short time'* and notes *'Envelopes & Stamps, sale of. Yesterday, the new Envelopes and labels came into use. Out of a stock of about 100,000 Envelopes, they sold the first day, at the Stamp Office all but 3,000 or 4,000'*.

Distribution was initially within the London Twopenny post area and then progressively to the other parts of the country. The envelope illustrated is **EP5a** with Mulready envelope paper and comes up for auction in June.



WRITING FOR THE JOURNAL

The editor will be pleased to receive articles on any aspect of postal stationery with a view to publication. Articles may be of general interest or reports of detailed research or anything which falls in-between. Our members' interests cover **all aspects of postal stationery, all areas of the world and all periods** so don't feel that what you have to write about will be of no interest to anyone else!

If **YOU** are interested in a particular topic, then I am sure that you will be able to interest others.

Each year the Postal Stationery Society Literary Award is granted to the author of the best article or series of articles.

If you would like to contribute an article please contact the editor who will be pleased to advise on the best way to submit text and illustrations for publication.

The Journal is published four times a year in **February, May, August and November**.

Copy Dates are the first day of the month prior to publication:-

February	Copy date - 1st January
May	Copy date - 1st April
August	Copy date - 1st July
November	Copy date - 1st October

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ILLUSTRATED AND ADVERTISING POSTAL STATIONERY in the period up to the First World War

Colin Baker

This article has been under discussion with the Editor for some time and we have decided that it should now be published for other society members to enjoy and perhaps contribute to. It is not intended to be a one-off, or to stand alone, but to act as a catalyst for others to contribute, whether they collect British postal stationery or that from other countries. We hope that all members will search their collections and send in details of new items, or add to the known details of use of stationery that has already been listed in this Journal. However, it is not intended to duplicate catalogues that already exist, but to create new lists of advertising stationery that will be of benefit to collectors.

Although we are starting off with advertisements on British postal stationery, there were many other countries that allowed advertisements to be printed on envelopes and postcards, so if you have any of these, please let the Editor have details. Please note that for the time being we have set a cut-off date of the end of the reign of King Edward VII (or 1914 for non British Empire countries) so that there is a limit to the amount of material that will be incorporated into future articles. However, this can always be changed if necessary.

Advertising on Postal Stationery in the United Kingdom

The high cost of the post prior to 1840 and the fact that charges were collected on delivery rather than on posting meant that advertising material could not be sent through the post. As envelopes were considered to be sheets of paper rather than outer enclosures, they also attracted additional charges. Thus until the Uniform Penny Post came into being in 1840 mass advertising was restricted to newspapers and periodicals.

It was not until postal stationery was introduced in May 1840 that advertising by post commenced. The Mulready letter sheets put on sale at the beginning of that month were intended to be used for correspondence, but the vast majority went through the post blank, wrapped around other sheets of paper that carried written messages. As early as late May or early June 1840 these letter sheets began to appear with a variety of advertisements printed on the inside. The floodgates opened and a large number of the letter sheets appeared with all manner of advertisements and pre-printed statements. (See *The Mulready Advertisements* by Malcolm Lowe: 1983)

The design of the prepaid envelopes and letter sheets by William Mulready, RA attracted much criticism and several cartoonists were employed to caricature the design into political or anti-establishment drawings. They were printed onto envelopes and letter sheets and sold to the public. Possibly the cost of buying the caricature envelopes was too high, for the numbers that have survived are relatively low. Nevertheless they were popular with the public and, more importantly, they were the catalyst for many more pre-printed envelopes that have been, and still are, an important tool in the advertiser's hands.

Postcards were introduced in Great Britain in 1870, but the regulations only allowed the address to be written on the front of a postcard until 1897. Advertising material had to be restricted to the reverse. In 1897 the regulations were changed allowing some advertising material to appear on the front of inland cards, and a short while later the UPU also agreed to allow some advertising on the face of postcards sent to foreign destinations. Even so, nothing was allowed on the face that would detract from reading the address.

Excluded From This List

Many illustrated and advertising envelopes were produced unstamped and those prepared during the reign of Queen Victoria have been the subject of a work by Bodily, Jarvis and Hahn (*British Pictorial Envelopes of the 19th Century*; 1984). It is not intended to duplicate or expand on this excellent book but to list all those items of postal stationery that have been printed with advertisements and were issued by the Post Office or were stamped to order. These include envelopes, postcards and newspaper wrappers. However, excluded are advertisements that appeared on the Mulready stationery, on the Penny Pink lettersheets of 1844 and on the later Penny Pink advertising letter sheets produced in the 1860/70s. A new book is in preparation listing most of these items.

Many postal stationery items do not fall into our definition of advertising material and are thus excluded from the list, particularly those that have pre-printed delivery addresses, or have been printed with return addresses on the front or back, have acknowledgements for the receipt of correspondence or money (usually on the reverse or inside the back flap), or carry simple monographs and logos on the back flap.

[*Editor's Note:-*

I anticipate that there will be a very large number of items to list over the coming months. To maintain a balance of articles in the Journal and to enable the listings to be published over not too long a period of time, I have had to reduce the size of the illustrations in the listings. Illustrations are given to help collectors identify items.

Material is listed in alphabetical order by the user's name as printed on the item

*Stamp types are taken from the Huggins & Baker catalogue (2007) and are given in **bold** type. Earliest and latest dates of use are abbreviated 'Earliest d/u: and Latest d/u]*

The first part of this series looks at:

ENVELOPES - QUEEN VICTORIA



Alfred Smith & Co, Stamp Dealer, Bath.

STO envelope with vignette in red of the dealers premises in Bath. The envelope has the dealers name and other details above and below the impressed stamp.

Stamp ½d vermilion type 1a

Earliest d/u: 21 July 1893 Latest d/u: 24 July 1893



Alfred Smith & Co, Stamp Dealer, Bath.

STO envelope with vignette in green of the dealers premises in Bath. The envelope has the dealers name and other details in green above and below the impressed stamp.

Stamp 2d lake type 9a

Earliest d/u: 12 October 1894 Latest d/u:



Alfred Smith & Co, Stamp Dealer, Bath.

STO envelope with vignette in green of the dealers premises in Bath. 'REGISTERED' above the vignette. The envelope has the dealers name and other details in green above and below the impressed stamp.

Stamp 3d carmine type 12b

Earliest d/u: 31 October 1894 Latest d/u:

Stamps 1½d yellow type 6c and 3d carmine type 12b

Earliest d/u: 24 April 1896 Latest d/u:



Alfred Smith & Co, Stamp Dealer, 37 Essex Street, Strand, London, WC

STO envelope with vignette in black or red of the dealers premises in Bath. Printed for use by registered post and overprinted with two red bars and new address at 37 Essex Street, Strand, London, WC.

No address information or other details printed around the stamps

Stamps ½d vermilion type 1a and 4d vermilion type 13b

Earliest d/u.: 20 Oct 1896 Latest d/u:

Stamps 3d carmine type 12b and 4d vermilion type 13b

Earliest d/u.: 5 May 1897 Latest d/u.

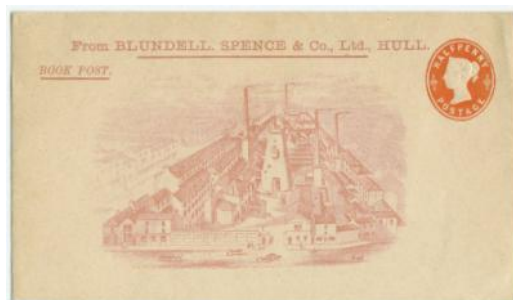


Baxter & Son, Fishmerchants, Billingsgate, London

STO envelope with purple vignette in shape of a belt at top left.

Stamp 2½d grey-blue type 10b

Earliest d/u: 24 January 1914 Latest d/u:



Blundell, Spence & Co., Ltd., Hull

STO envelope with printed vignette of their factory in red on the address panel

Stamp ½d vermilion type 1a

Earliest d/u: Latest d/u:



Carron Company, 15 Upper Thames Street, London, EC.

STO envelope with picture of the Beetonette kitchen range on the reverse

Stamp ½d vermilion type 1a

Earliest d/u Latest d/u:

Stamp ½d blue-green type 1b

Earliest d/u; Latest d/u:



Cooke, Sons & Co., Liversedge, Yorkshire

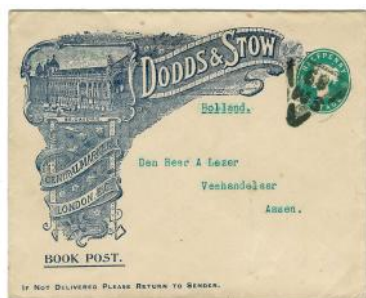
STO envelope with vignettes of the spinning mills in Yorkshire and Brussels across the top.

Stamp 2½d lake type 10a

Earliest d/u: 3 April 1889 Latest d/u: 22 March 1892

Stamp 2½d grey-blue type 10a

Earliest d/u: 18 January 1894 Latest d/u:



**Dodds & Stow, 56
C Avenue, Central
Markets, London
EC**

STO envelope with fancy vignette of Smithfield Market and 'Book Post' at bottom left.

Stamp ½d blue-green type 1b

Earliest d/u: 17 October 1901 Latest d/u:



**John Oakley & Sons, Wellington Mills, 172 Blackfriars
Road, London**

STO envelope with larger size printed design in the top left corner. Back flap embossed with name and address details.

Stamp 1d pink type 4

Earliest d/u: 29 August 1868 Latest d/u:

STO envelope with smaller size printed design in the top left corner. Back flap embossed with name and address details.

Stamp 1d pink type 4

Earliest d/u: 4 May 1867 Latest d/u:



Farnley Iron Company, Farnley, Leeds

STO envelope with fancy logo at the top left

Stamp ½d vermilion type 1a

Earliest d/u: 9 August 1901 Latest d/u:



**John Warner & Sons, Crescent Foundry, Cripplegate,
London EC.**

STO envelope with pictures of bells and a bell tower on front. Bells and other details printed on reverse.

Stamp 1d pink type 5

Earliest d/u: 10 January 1890 Latest d/u:



Galt, Gieve & Co., Portsmouth

STO envelope with small oval design at the bottom left.

Stamp 1d pink type 4

Earliest d/u: 5 July 1861 Latest d/u:



James Dole, Bristol

STO envelope with small embossed oval design in the top left corner. Back flap embossed with fancy design.

Stamp 1d pink type 4

Earliest d/u: 11 Dec 1874 Latest d/u:



J S Fry & Sons Ltd.

STO envelope with fancy heading on front 'Manufacturers of the Celebrated Pure Concentrated Cocoa' and 'By Appointment to HM The King' on reverse.

Stamp 2½d grey-blue type 10b

Earliest d/u: 23 May 1898 Latest d/u:



Odam's Manure & Chemical Co. Ltd, 116 Fenchurch Street, London EC

STO envelope with vignette in red of sheep and farmland on front. Large sheaf of corn in red and other details on reverse.

Stamp 2½d grey-blue type 10b

Earliest d/u: 9 March 1899 Latest d/u:

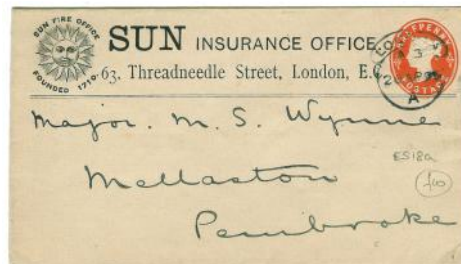


Quaker Oats Ltd, St. George's House, 6 & 8 Eastcheap, London EC.

STO envelope with vignette of Quaker holding a packet of oats at left. 'Eat Quaker Oats' on flap.

Stamp ½d vermilion type 1a

Earliest d/u: Latest d/u:



Sun Insurance Office, 63 Threadneedle Street, London EC

STO envelope with vignette of a sun within the words 'Sun Fire Office Founded 1710' at top left.

Stamp ½d vermilion type 1a

Earliest d/u: 26 April 1895 Latest d/u:



Parkins & Gotto

Post Office envelope EP8 overprinted on the opened flap/back

Stamp 1d pink type 2

Earliest d/u: 27 February 1857 Latest d/u:



The Times Publishing Department

Post Office envelope EP36 with heading including the Royal Coat of Arms, all in black.

Stamp ½d vermilion type 1b

Earliest d/u 20 February 1901 Latest d/u:



Price's Patent Candle Company Limited, Belmont Works, Battersea, London, SW

STO envelope in varying sizes with vignette in the top left corner. Back flap embossed in purple with name and address details.

Stamp ½d vermilion type 1a

Earliest d/u: 24 January 1896 Latest d/u:

Stamp 1d pink type 5

Earliest d/u: 27 January 1893 Latest d/u: 3 November 1894

Stamp 2½d grey-blue type 10b

Earliest d/u: 27 April 1901 Latest d/u:



Wright, Layman & Umney, 48 & 50 Southwark Street, London SE

STO envelope with advertising text in the top left corner. Back flap embossed with name and address details.

Stamp 1d pink type 5

Earliest d/u: 30 May 1899 Latest d/u:

Now it is up to you.

If you would like to contribute to this series of articles, even if you only have one cover or just more information, please write or email the Editor. Scans of covers should be in true colour, at a resolution of 300 dpi with a clear border on all four sides. Please include copies or scans of the reverse as well as the front if this is relevant. Also add any other details that you think would be of interest.

31 - YEAR - OLD MYSTERY SOLVED

Tony Goldstone

I have a copy of an article that appeared in BAPIP/Holyland Philatelic Society Bulletin in Winter 1978. A fellow collector who knew of my interest in Holy land aerogrammes sent the article to me, and I duly read it and filed it away.

Recently I have been reorganising my British Palestine aerogrammes and on reading some of the correspondence I realised I most likely had the correct British Palestine Police Force airletter form referred to in the latter part of the article.

The article "A Forerunner of the First Palestine Air Sheet" by S. Ben-Haim was published in BAPIP Bulletin No. 92. This reads:-

... I came across Circular Letter No. 4 dated 11th April 1944, announcing an 'Air Letter Service from Palestine to Great Britain, Northern Ireland and Eire, for the benefit of British Members of the Palestine Police Force ... commencing on 17th April 1944 ...the postage rate being 13 mils per item.' Postmasters 'should maintain such a stock of 13 mils stamps as may be required to meet

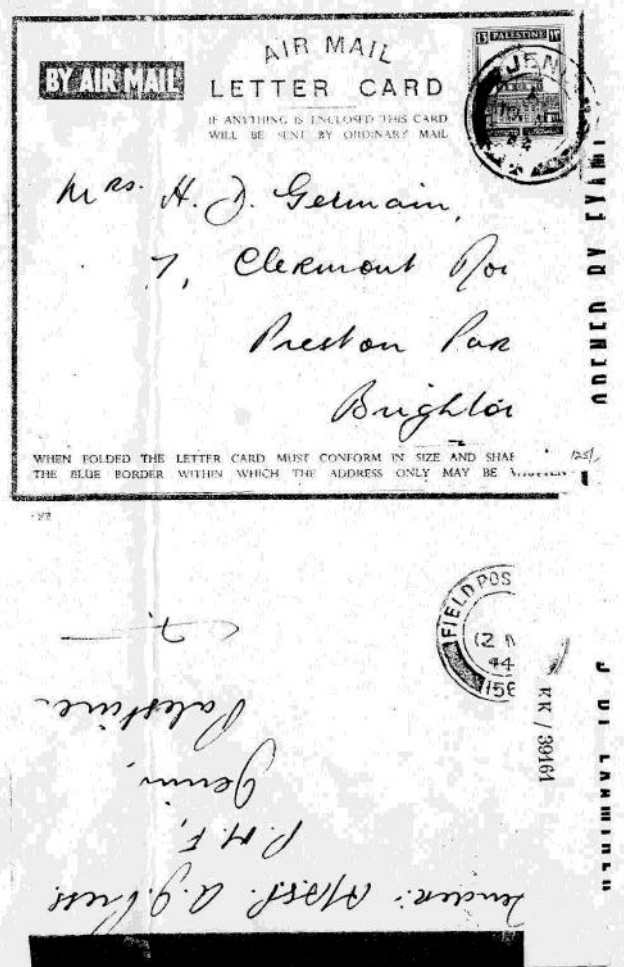
increased demands.'

As the form referred to was obviously without an imprinted stamp, I at first thought that British members of the Palestine Police Force would have made use of the Military Air letter sheets issued earlier during the war ("Army Form W 3077" etc) – especially as British Police are mentioned jointly with members of H.M. Forces and Allied Forces.

However, I recently acquired an Air Letter sent to England by a British constable serving in Div. Police H.Q. in Tiberias, postmarked 21st September 1944. It bears the imprint "Form approved by the Postmaster general. No. 71995/1A." This would point to its civilian origin; could it be this form which was temporarily used by the general public during the latter half of October 1944?

In the letter from my collection, dated 10th May 1944, and illustrated below, the writer, a member of the B.M.P. mentions that the form he was using was "... an new innovation for the police..."

²
papers that they are on the market in England again now. Why don't you try growing your own in the hot house. Just fancy Uncle is still doing his bit of gardening. He certainly is a marvel, isn't he? Do let me know how long this letter takes to reach you as it is a new innovation for the police and, if speedy, should be quite a good one. Give my love to Uncle and take care of yourself.
Love
Son John.



I think this proves conclusively that the form mentioned by S. Ben-Haim at the end of his article, with a Postmaster general approval number, was not the (only) official form issued by the post offices, as the one illustrated does not have that Approval number. It could be that any civilian airletter sheet was acceptable as long as the Sender's address indicated that it was from a serving policeman? Many of the aerogrammes that I have from serving Palestine policemen have the word 'POLICE' written in manuscript on the front of the form.

BOOK REVIEW

GUEZENDAM'S CATALOGUE OF THE POSTAL STATIONERY OF THE NETHERLANDS AND OVERSEAS TERRITORIES: 8th EDITION: Published by the **Nederlandse Verenigin van Poststukken en Poststempelvezamelaars; Arnhem, 2008.** ISBN 90-71650-22-2 352pp. Perfect bound, €45 +€10 European postage (for other areas enquire h.kolmer@planet.nl); Paypal accepted - bank account ING 3791594 Publicaties PO & PO Hengelo, Netherlands.



This latest edition of the standard work on Netherlands and Overseas Territories postal stationery and

related material is greatly expanded from earlier ones and is a combined effort involving B. Hellebrekers, J. van den Berg and M.T. Bulterman. The end result is a most impressive catalogue/handbook very clearly and systematically laid out with excellent illustrations in full colour.

The main categories of stamped envelopes, letter sheets, letter cards, postcards, air mail letter sheets etc. are covered in admirable detail with every item illustrated including varieties and additional information such as numbers printed etc. also being given. There are further sections on stamped to order material which covers the various users, various items of postal stationery that were not generally available, railway postcards and postal stationery wrapper bands and packs.

Besides the stationery bearing imprinted stamps this catalogue provides listings of money order forms; Post Office giro service forms; P.O. Box fee forms; inland registered mail envelopes; inland and international express mail envelopes and labels; cassettepost; gift packs; Red Cross and European parcel post labels and international reply-coupons. In addition to these listings there are further sections giving information about postal regulations in the 19th century; postal rates and other aspects related to Netherlands postal stationery. Finally there are listings of abbreviations and references, conversion tables of previous to current catalogue numbers and a list of postal stationery societies and study groups.

The only slight drawback to this excellent publication is that the text is in Dutch but as indicated by the authors, a fully bilingual text would have generated a book of some 500 pages and markedly added to the cost of publication. In order to try and compensate for this problem an English language vocabulary and summary has been produced and is available on the internet (www.po-en-po.nl)

In conclusion this work is a very significant addition indeed to the literature on postal stationery and all concerned in its creation are to be congratulated on the immense amount of work and philatelic scholarship involved.

Alan Huggins

MIDPEX 2009

Midpex is a biennial event which this year will be held in a new venue at the Xcel Leisure Centre, Mitchell Avenue, Canley, Coventry CV4 8DY on **Saturday July 11th 2009** from 10.00am-5.00pm

The event will house 50 dealers, local, national and some from abroad, 40 Specialist Societies, the Friends of Thematica competitions, the ABPS Executive and Council AGM's. A few Specialist Societies will also be holding meetings there.

The **Postal Stationery Society** will be amongst the 40 or so Specialist societies who will be publicising the help and support which they are able to provide for collectors who's interests they cover. Most societies will be bringing along copies of their publications, Journals, newsletters etc. and displaying items to illustrate the extent of their specialism and current research topics.

Society publications such as Monographs and back copies of PSS Journals will be available from the Postal Stationery Society table.

The Xcel Leisure centre has plenty of parking and a shuttle bus will be run to **Canley** Railway station. For further details see www.midpex.co.uk or contact John Barker 0121 744 2580 or email: johnhbarker@btinternet.com

NOTES FROM THE EDITOR'S DESK

Articles Noted Recently in the Philatelic Press

"Postal Stationery 2007-2008 Commonwealth Countries" - Geir Sør-Reime. (Gibbons Stamp Monthly May 2009)

Articles in the Journals of other Postal Stationery Societies from across the World

Postal Stationery Collector February 2009 (Australia)
New South Wales Railway Post Cards. A Tentative Classification.

Relevance of Catalogue Values For Used Newspaper Wrappers.

Queensland Wrapper with Inverted Cliché.

More on the Villers-Bretonneux Cards.

Listing of Australian Non-Denominated Postal Stationery.

Postal Stationery November/December 2008 (USA)

A New Canal Zone Postal Card Variety.

Gerald W. King and Psuedo Postal Stationery.

Black Jack Forgeries: 4th Nesbitt 2c.

Indian POW Card.

The 1925 USA Surcharge on a Philippine Envelope.

Bechuanaland Post Card Essays.

Mexican Card Printing Varieties.

Selected British Forces Aerograms from the Thomas A. Matthews Collection. Part 3.

A Mexico - New South Wales Connection.

Postal Stationery January/February 2009 (USA)

US Postal Card S57K - The Diagonal Surcharge Errors.

New U.S. Stamped Envelopes and Wrappers Paper Colour Chart.

Mexico - An Unrecorded Private Postal Card.

Varieties of the New Zealand 2d King George VI Social Size Envelope.

The Columbian Envelopes of 1893.

US Aerogram Colour Changeling - UC16b

Selected British Forces Aerograms from the Thomas A. Matthews Collection. Part 4.

Postal Stationery March/April 2009 (USA)

British East Africa Registered Letter Envelope with Protectorate Handstamp - a New Discovery.

Persia Official Envelope.

U.S.A. 20th Watermarks - Overview.

Elizabethan - era Election Envelopes of Canada.

2008 USA Postal Card Issues.

USA Airmail Card SA3 - Purple Lozenges and Reconstructions.

Selected British Forces Aerograms from the Thomas A. Matthews Collection. Part 5.

Ganzsachensammler December 2008 (Switzerland)

Neue PK 26-PrZD 5?

Der Privat-Umschlag PrU 235 Elektra Untergäu Genossenschaft, Hägendorf.

Etwas über die Postkartengrösse.

Noch nicht katalogisierte postakarten mit privatem Wertstempelzudruck (PrWz).

Ein "neuer" Tüblibrief.

Ganzsachensammler February 2009 (Switzerland)

Eidgenössische Postverwaltung. Empfangsscheine, Gratis-Empfangsscheine, Bescheinigungsbücher.

Mehrländerfrankaturen: Nicht alltägliche Ganzsachen.

CHINESE HOLIDAY POSTCARDS

Colin Baker writes: *At the society's meeting in London in March, Graham Barker told us he had recently been to China on holiday. One nice idea the Chinese authorities have is to combine entrance tickets to some of their facilities with prepaid picture postcards. Graham had a few spare cards from his visit to the Jiuzhaigou National Park and gave them out to those of us who wanted one. I could not resist taking one of these cards and thought members might be interested in seeing them. They are illustrated here. The card is perforated horizontally and vertically so that it easily divides into two prepaid postcards and two tickets. The postcards show some stunning views of the National Park. I also liked the quaint instructions to visitors on the right hand side, such as "No permission with the inflammable and the explosive things on" and "help the staff when they are on duty to maintain your rights". I think I know what they mean, but I'm not absolutely sure.*

Perhaps other countries around the world could be persuaded to adopt the same idea (that's prepaid postcards, not the misuse of English) - or are there already other places in the world where prepaid postcards are given away to visitors?

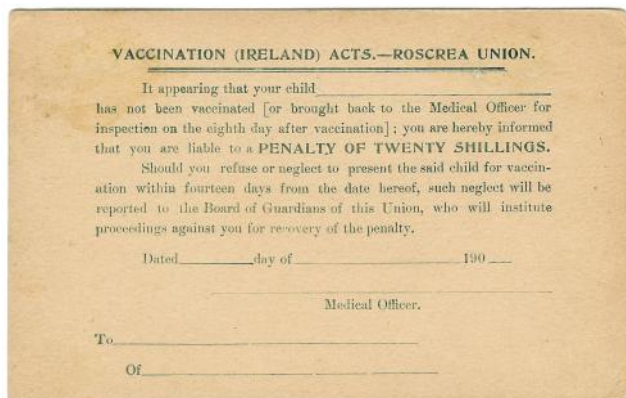


VACCINATION ACTS IN IRELAND

Colin Baker writes:

In the May 2008 issue of the Journal, Bill Pipe reported a newspaper wrapper with a return address for the Vaccination Officer, Hackney Union Offices. Therefore I thought that the item illustrated here would also be of interest to readers.

It is a Post Office King Edward VII postcard issued in 1902 (H&B CP43). The reverse is printed with a dire warning to the parent to make sure that their child is properly vaccinated (presumably against smallpox) or face a fine of 20 shillings (equal to £1). This was a great deal of money at the beginning of the 20th century; well over a week's wages for most working folk, and shows how determined the authorities were to try to eradicate this disease.



The postcard was produced for the Roscrea Union, Ireland. Roscrea is about midway between Dublin and Limerick in Eire.

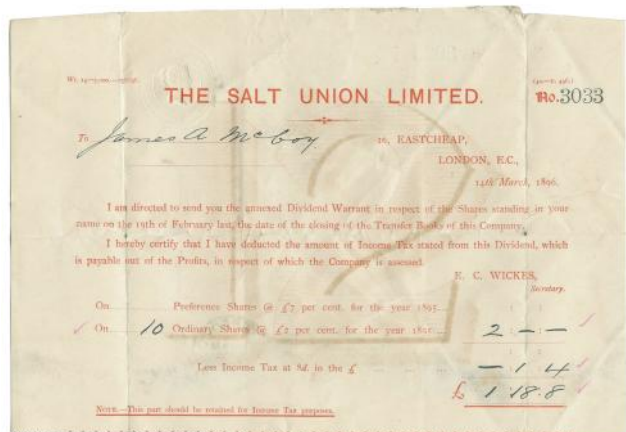
Postcards like this are known for other regions of the United Kingdom, although they are not very common. However none of them carry the phrase "On His Majesty's Service" and so they do not fall into the category of being official items of stationery. Unfortunately this particular example has not been used.

QUERIES AND REPLIES

QUERY - Colin Baker

Salt Union Limited Dividend Statement

I recently purchased this dividend statement issued



by the Salt Union Ltd, 16 Eastcheap, London EC in 1896. According to the printer's imprint 5,000 were printed on 15th February 1896 and this example was posted less than a month later on 13 March 1896.

I have seen several dividend statements like this before (but from different companies), each following the same format. They have a tear-off cheque on the bottom, above which are details of the number of shares owned, the dividends payable and the tax to be deducted. I have never found one with the cheque still attached, but I'm still looking!

This particular item of postal stationery intrigues me though. The front of the letter sheet is printed with a very fancy number 12 in reverse. When turned over it looks just like a heavy watermark. Have members seen this or something similar before and what is the significance of the number 12?



An internet search was not very productive, although it did confirm that Salt Union Ltd still exists as a company supplying various grades of salt from its works in Cheshire. It is no longer independent and is now part of a larger organisation.

Wants

Any member may advertise their requirements free of charge subject to the Editor's discretion. Maximum length per entry approximately 35 words including address. Advertisers should reply promptly to any member who responds to their requests.

Classified Advertisements

'For Sale' adverts can be placed at 10p per word, subject to available space, with a minimum of £2-00 per insertion. Please let me have your advert with remittance by the copy date.

GROSVENOR

AUCTIONEERS AND VALUERS



Superb GB at Auction

Our next Specialised Great Britain auction is scheduled for June 11th and includes exceptional items from all reigns, particularly fine line engraved, King Edward VII including a specialised study of the 1d, superb KG V from the 'Aurelius' collection, and an excellent range of QE II errors.

Complimentary copies of the catalogue will be available on request. The catalogue will also be available to view on our website www.grosvenorauctions.com

An important new discovery

1841 1d. Pink envelope used on February 10th 1841, the first day of issue and the only known first day cover of any of the 1841 issues. Estimate £8,000 to £10,000. From our June 11th Specialised Great Britain auction.

Please contact Richard Watkins, Glyn Page, Tristan Brittain or Charles Napper for further details.

Postal Stationery from around the world is featured regularly in our auctions.

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