



Philatelic Bureau

Philatelic Bureau

GPO Headquarters, St. Martin's-le-Grand, LONDON, E.C.1: HEADquarters 4583

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CONTENTS

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New issues
Shakespeare Festival
International Geographical Congress
International Botanical Congress
Stamp printing contracts
Stamp issuing policy
British Postal agencies issues
Father Christmas, Reindeerland
Postmark slogans
New pre-paid die
Check list
Additional copies of the Bulletin

A H A P P Y N E W Y E A R T O A L L O U R R E A D E R S

NEW STAMPS IN 1964

1. As readers of the Bulletin will know, we shall be issuing stamps to mark the Shakespeare Festival on April 23rd. The Assistant Postmaster General announced in the House of Commons just before Christmas that the denominations of the issue will be 3d; 6d; 1/3d; 1/6d and 2s. 6d. All except the 2s. 6d. will be printed by photogravure. The 2s. 6d. will be line-engraved, the first special stamp to be produced by this process since the 1929 £1 Postal Union Congress. The Congress issue is also the only one to comprise five denominations (the Centenary of Penny Post issue in 1940 had six values).
2. In deciding the denominations for this issue we have borne in mind that the universal appeal of the topic (and also, we hope, the outstanding quality of the stamps themselves) will prompt a world-wide interest. Denominations have therefore been chosen to give a wide postal use nationally and

internationally for these stamps. Apart from being the inland letter rate, 3d is of course the basic surface letter rate to Commonwealth countries; 6d is the basic letter rate for Europe and the surface letter rate to the rest of the world; 1s. 3d. is the basic airmail letter rate to, for instance, the United States and 1s. 6d the basic airmail letter rate to Australia, New Zealand and the Far East; 2s. 6d is a stamp that is widely used on parcels both inland and overseas and also on the heavier air mail items (e.g. $\frac{1}{2}$ oz - 1 oz letters to U.S.A.)

3. As a further means of marking the Shakespeare Festival in the international postal field we shall be putting on sale, also on 23rd April, two specially designed pictorial air letter forms with a Shakespeare theme. Like the current London pictorial air letters, the new ones will cost 10d, inclusive of postage but, unlike the current pictorials, they will bear a specially designed 6d stamp.

4. More details of these Shakespeare Festival stamps and air letter forms and of the other special facilities we shall provide in connexion with this issue will be published in the next Bulletin.

5. On July 1st four stamps (2 $\frac{1}{2}$ d., 4d., 8d., and 1s. 6d.) will be issued to mark the 20th International Geographical Congress, which is to be held in London from July 20th to 27th. These Congresses were initiated by the International Geographical Union and are held in different countries every four years. The last Congress to be held in Great Britain was in 1928. The 1964 Congress is sponsored by the Royal Society. Over 3,000 people are expected to attend, including distinguished geographers from many countries. The Congress will be associated with symposia and field studies in various parts of Britain before and after the Congress itself.

6. Four stamps (3d., 6d., 9d. and 1s. 3d.) will be issued on August 5th to mark the 10th International Botanical Congress.

These Congresses are held once every five years, and only every alternate Congress is held in a European country. The last to be held in Great Britain was in 1930. The 1964 Congress will be held from August 3rd to 12th in Edinburgh and well over 4,000 people from many overseas countries will attend. As supporting events there will be special exhibitions in botanical gardens in various parts of the country, and in particular at the Royal Botanic Gardens, Kew.

STAMP PRINTING CONTRACTS

7. We apologise to those of our readers who searched in vain in Bulletin No. 3 for the item listed in the contents panel about contracts. We are sorry about this. At the last moment, owing to pressure of space and time for other items this article was cut out and, shame on us, we overlooked the contents list. We shall print this article shortly.

STAMP ISSUING POLICY

8. We are often asked what considerations move the Postmaster General in deciding the choice of subjects for special stamp issues. As can well be imagined, we receive many suggestions for such issues and to keep their number within reasonable limits the policy of the Post Office is to confine them to marking outstanding current national or international events and Royal and postal anniversaries. We do not mark anniversaries other than Royal and Postal ones nor do we issue stamps to support charities or other good causes.

9. This policy does from time to time oblige us to refuse what would otherwise be eminently "stamp-worthy" events. The history of Great Britain is however so rich in great occasions and outstanding persons that if we were to attempt to depart from our policy we should either have a great increase in the number of special issues or, alternatively, be faced with the invidious task of discriminating between the many important historical

events and notable personalities. Similarly for good causes: the choice between them would be an impossible one. On this sort of topic too, the great traditions of voluntary support for charitable and other good causes do mean that even though they may not be marked by stamps, these subjects receive wide publicity through their voluntary supporting organisations.

10. All our stamp issues will be found to fall squarely within the guiding policy. For instance, the Lifeboat Stamps marked the holding of the International Lifeboat Congress in this country for the first time for 40 years. This was an event of particular interest in the light of the great seafaring tradition of this country which was the first to have a properly organised lifeboat service. The Red Cross series marked the Centenary Congress of this great international movement which has widespread support in every part of the British Isles.

11. The same considerations apply to the Shakespeare Festival issue. As the Minister said last year when he announced this issue, it is clear that the many festivals, exhibitions and other events which will take place during 1964 will, taken together, constitute an outstanding occasion both nationally and internationally. It is this current event which the stamps will be designed to mark: they will be the Shakespeare Festival issue.

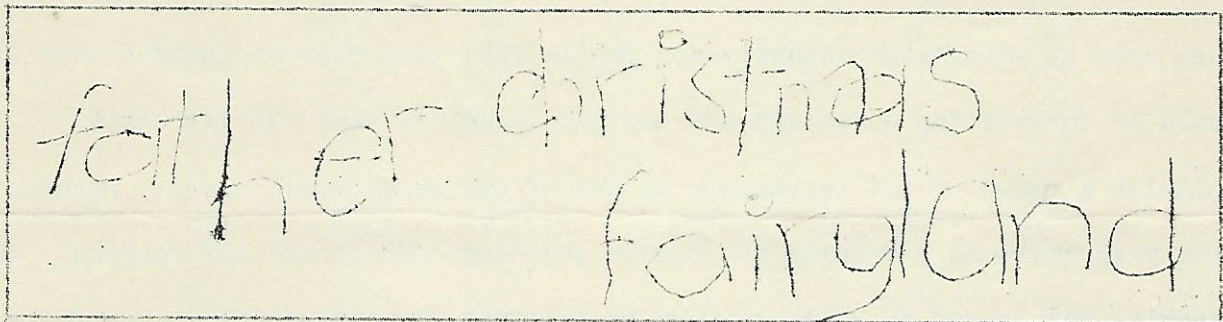
BRITISH POSTAL AGENCIES IN THE PERSIAN GULF

12. Bahrain The Ruler of Bahrain, His Highness, Sheikh Isa bin Salman Al Khalifah, acceded on the death of his father in November 1961. The first definitive issue of postage stamps for the present Ruler will be issued on 22nd February 1964 and will be available from the Bureau on that date. The low value stamps, 5, 15, 20, 30, 40, 50 and 75 naye paise, will be printed by photogravure and will feature a portrait of the Ruler. The high value stamps, 1, 2, 5 and 10 rupees, will be line-engraved and will show two modern buildings in Bahrain, drawing attention to the development of the State.

The 1 and 2 rupee stamps feature the Bahrain international airport and the 5 and 10 rupee values show the new deep water jetty that has been built on Bahrain Island to accommodate the largest oil tankers. The current issue will be withdrawn from sale in Bahrain and in the Bureau after Thursday 13th February.

The new design of the 30 NP stamp also appears on the air letter form which will be issued on 22nd February.

13. A first day cover service will be provided by the Postal Superintendent's Office in Bahrain: details of the service are enclosed with this issue of the Bulletin. Additional copies are available either from the Postal Superintendent, Bahrain or from the Philatelic Bureau.



14. Every Christmas hundreds of busy little hands laboriously write letters to Father Christmas at a variety of addresses - Snowland, Toyland, Fairyland, Heaven, Up in the Sky, North Pole, Iceland, Greenland and many more. The letters bear an equally wide variety of "stamps", apart from genuine postage stamps, such as Christmas seals, trading stamps, toy post office stamps, home made stamps.

15. Where a known country appears in the address the letters are forwarded to that country but until 1963 all the rest were sorrowfully dealt with as undeliverable. When a return address is shown we return undeliverable letters to the senders and with these Father Christmas letters we did it in such a way that they would not fall into the hands of the children to disappoint them.

16. This year however we set up a special section at Headquarters and all children writing to one of these undeliverable addresses and enclosing a return address were sent a Christmas card bearing a coloured picture of Father Christmas, snow covered house, reindeer, Christmas tree and pine trees, drawn in the modern style but not so unconventional as to be unacceptable to a child. Inside the card, which was designed by Ian Jackson of Midland Creative Publicity was a message from Father Christmas. About 8,000 cards were sent out.

17. The envelopes containing the cards bore a specially designed postage paid franking which was designed to disguise from the young recipient the fact that the card had so mundane a source as Post Office Headquarters. It featured a Post Town not shown in any of our official reference books - Reindeerland. Since examples of this special post-paid frank will only have been seen by parents of enthusiastic Father Christmas fans we thought that it would be interesting - and not yet too unseasonal - to send out with this Bulletin a print of the impression on one of our compliments cards. Perhaps this will serve as a belated New Year's greeting card to all our readers. The franking was in red so as to conform to international requirements governing these postage paid frankings.

POSTMARK SLOGANS

New pre-paid die

18. The prepayment in money facility is one which enables customers to pay postage in money and so avoid the chore of sticking stamps on the packets. The Post Office runs the packets through a stamp cancelling machine which prints the appropriate details.

19. Hitherto the value and post paid indication has appeared in the slogan space but in the Father Christmas postmark used in the Bureau during December these details were fitted into the town die, enabling the slogan space to be used for a design - the first time this had been done.

20. Hastings, the town which was first in the field with a pictorial tourist slogan "We're ready for your invasion at Hastings" now becomes the first town to use - in normal service - this new style of post paid die, pioneered by Father Christmas. In place of the sleigh and reindeer is the "Happy Harold" tourist slogan. In addition, the slogan is transposed with the town die because the stamp cancelling machine has been modified for this purpose for use with the cancellation die. The new design of postage paid frank will, as in the past, be used for a variety of values but the earliest to be used at Hastings was the 2¹/₂d value for postcards and printed paper items. It was brought into use on 31st December.

21. No extra charge is made for the prepayment in money facility but, where small numbers of items are concerned it is a fairly expensive service to provide because of the accounting arrangements and machine alterations required. We therefore have a minimum of 120 items that will be accepted for any one posting. If any collector wanted to obtain impressions of this frank he would therefore have to send to the Head Postmaster of the town concerned at least 120 items for each value required, e.g. 120 letters at 3d or 120 postcards at 2¹/₂d.

22. Postmark Check list

Amendments

There are no amendments.

New slogans

Liverpool	January 27th 1964 -	'For speed and efficiency
	January 26th 1965	use Liverpool Airport'
New Brighton	January 1st 1964 -	'New Brighton, Wallasey
	April 30th 1964	for holidays and Day
		Outings' (Transposed)

At 14 offices including:-

Aberdeen, Dunfermline;

Glasgow, Motherwell;

Stirling

Blackpool

January 1st-31st

1964

'Savings for

Everybody,

National Savings'

- 1) February 1st 1964- 'Blackpool stay
August 7th 1964 with pleasure.
and Enquiries to
October 17th 1964 - Holiday Dept.
January 31st 1965 Town Hall'
- 2) August 8th 1964 - 'Blackpool
October 16th 1964 Illumination
7th Sept. -
25th Oct.'

23. ADDITIONAL COPIES OF THE BULLETIN

We regret that we cannot supply odd copies of particular numbers of the Bulletin. We are geared only to take standing orders for at least one year's supply. A year's subscription may of course date from the issue next to be published or from No. 1, in which latter case a complete set of issues from No. 1 will be provided.