



Philatelic Bureau

Philatelic Bureau

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The Philatelic Bulletin

1 When this Bulletin was launched we hoped that in due course we would have sufficient subscribers to justify a more elegant printing process than simple duplication. "Due course" has arrived far more quickly than we expected. With over 2,000 subscribers already we are, with this issue, going over to offset litho printing. At least for the first year, we shall keep to foolscap size for the convenience for people who bind and keep the Bulletin.

2 We are therefore particularly proud of this issue for two reasons. One is that it is the first to be designed deliberately for litho production; the second is that it features our Shakespeare Festival issue. These are the most outstanding stamps we have produced and are, we think, fully worthy of the topic - no greater claim could be made!

3 The illustrations in this Bulletin are from the woodcuts that David Gentleman prepared for his original designs for the stamps and the air letter form. We hope that readers will agree that even where they are not in their intended setting, these figures are particularly attractive.

"Enterprises of Great Pith and Moment" The Shakespeare Festival Issue

4 The photogravure stamps are indeed dramatic stamps on a theatrical theme. A range of vivid Shakespearean characters are spotlighted on a dramatic sixteenth century stage set, over which the First Folio portrait of Shakespeare himself broods on his creations.

5 The engraved stamp which completes the set is designed by the Ironside brothers, Robin and Christopher, and is in more traditional form, with a vignette of Hamlet contemplating the skull of Yorick.

6 All these stamps do, of course, bear the head of the queen.

7 This issue has raised the suggestion from several sources that it represents a break with our policy governing special stamp issues. This is not so. As the Postmaster General said in the House of Commons in April last year, "A wide variety of commemorative festivals and exhibitions are planned in this country to mark the 400th anniversary of the birth of Shakespeare. Taken together they will constitute an outstanding event fully warranting a special issue." The stamps bear the



title "Shakespeare Festival" and commemorate the current events - not the man himself. It is becoming daily more clear that these events will undoubtedly come up to expectations and that 1964 will indeed be the year of the Bard. This reasoning has been criticized as specious and we have been accused of too narrow a policy. If, however, we were once to break with policy even for one who does "bestride our narrow world like a Colossus", there would be no end to the



queue of minor Collossi who would clamour for similar recognition and the Post Office would be faced with an impossible and invidious task of discrimination.

The Designs themselves and the Artist



8 The photogravure stamps made use of woodcut engravings for the figures, a technique David Gentleman used so successfully for the International Lifeboat Conference set last year. These figures are seen, each in a separate miniature stage set featuring the simplified scenery of the sixteenth century theatre - a castle, a house.

With their vivid colours and the sombre backgrounds, the artist has visualised the velvety darkness of

a stage set against the white background of an envelope with the characters spotlighted. The 3d. Stamp features Puck and Bottom in his ass's head; the 6d. stamp portrays Feste the Clown; on the 1s.3d. stamp the star-crossed lovers Romeo and Juliet are seen in the famous balcony scene; Henry V, praying in his tent on the eve of Agincourt is featured on the 1s.6d.



9 The 2s.6d. Stamp is in quite a different style. The artists have used the technique of line engraving to replace the vivid colour of the photogravured stamps with the fine detail and embellishment of the engraver's art. The mood is reflective and matches the subject of Hamlet contemplating Yorick's skull. The costume and style are of the 19th century. The stamp is only the second special issue to be line engraved, the first being the £1 Postal Union Congress.



10 The colours of the stamps are:-

3d. Violet background, character grey.

6d. - Olive green, character orange and yellow.

1s.3d. - Grey-brown, character turquoise and deep pink.

1s.6d. - Deep blue, character pale purple.

2s.6d. - Light Brown.

11 The photogravure stamps will be printed by Messrs. Harrisons, Ltd., and the line engraved stamp by Messrs. Bradbury Wilkinson, Ltd.

12 All the photogravure stamps will be produced also with phosphor lines.

13 In choosing the designs, the Postmaster General had the assistance of his Advisory Committee set up by the Council of Industrial Design at the Invitation of the Post Office. The members of the Committee were Sir Kenneth Clark, K.C.B. C.H., F.B.A., the Lady Sempill, A.R.C.A., James Fitton, R.A., F.S.I.A., Professor Richard Guyatt, A.R.C.A., Abram Games, O.B.E., F.S.I.A., Milner Gray R.D.I., F.S.I.A., and Sir John Wilson, Bt., K.C.V.O.

Biographical Notes on Artists

14 David Gentleman first entered stamp design with his three National Productivity Year stamps, 2½d., 3d. and 1s.3d., issued in 1962. He followed this success with the 2½d., 4. and 1s.6d. Ninth International Lifeboat Conference stamps issued last year.

He was born in. London in 1930 and studied in the School of Graphic Design, at the Royal College of Art. He subsequently taught at the Royal College of Art but later became an entirely free-lance artist. Since 1955 he has been working on design for display, fabrics, wallpapers, book-jackets, posters and murals, together with illustrations for books, magazines etc. He is also a water-colour artist and wood engraver. Mr. Gentleman is married to Rosalind Dease, an illustrator and designer, and has one child. His wife works in studio partnership with him.

15 Robin and Christopher Ironside are brothers, born in 1912 and 1913, in London. Robin Ironside was for eight years Assistant Director of the Tate Gallery. He has written various books on art and now works as a painter and freelance designer. Christopher Ironside studied at the Central School of Arts and Crafts and now works as a painter, medallist and teacher. Their joint works include stage designs for the Royal Ballet, the Ballet Rambert, and the Old Vic. They have collaborated on a number of design projects including clocks, wall mirrors, fire grates and tapestries.

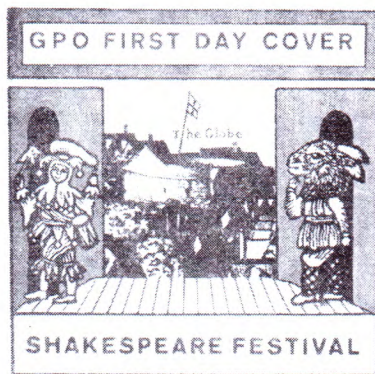
This 2s.6d. stamp is the first success the brothers have had in British stamp design.

A full range of Philatelic Facilities to support the stamps

First Day Covers - A three-part facility

16 Cover and servicing

A special first day envelope has been designed by David Gentleman. It bears a pictorial motif featured here showing Feste and Bottom, on stage in an Elizabethan Theatre. The backcloth is missing and instead there is a picture of the Globe Theatre taken from the famous sixteenth century panoramic print of London by Wenceslas Hollar. These Elizabethan themes are combined in an ingenious modern photographic "double-take" technique to give a simultaneous impression of the stage and exterior of the Globe Theatre.



17 The Post Office will supply and address the envelopes, stamp them, and hand-cancel with a Stratford-upon-Avon "First Day of Issue" handstamp. For this occasion a rubber stamp will be specially provided in place of the normal steel stamp so as to assist in getting consistently good impressions.

18 The inclusive charge for this service for covers bearing all five stamps will be 7s.2d. (1s)per cover with a reduction to 6s.6d. (90c) per cover for orders for 20 or more covers for one address. As the 2s.6d. value will not be phosphor lined, the charge per cover bearing only the phosphor lined stamps will be 4s.8d. (70c) and 4s.0d. (55c) respectively.

Application forms are enclosed with this Bulletin.

35 Stop Press

Hand Stamps

<u>Where used</u>	<u>Dates</u>	<u>Slogan</u>
Bournemouth	26th-29th May, 1964	"46th Philatelic Congress of Great Britain, Bournemouth 1964 May 26th-29th 1964"
Torquay	27th April - 1st May, 1964	"Royal Society of Health Congress at Torquay 27th April - 1st May, 1964"
Stratford- upon-Avon	23rd April, 1964	"Shakespeare 400th Anniversary Stratford-upon-Avon - 23.4.1964
Stampex Exhibition Central Hall, Westminster, S.W.1.	13th-21st March, 1964	"Shakespeare 1564-1964 March Stampex, London S.W.1."
Hilton Hotel, London, W.1.	9th-13th March, 1964	"IBM World Trade Corporation 1963 Hundred Per Cent Club, March, London W.1. I.B.M. England 1964"

Postmark slogans

28 Transpositions The following slogans are already on the machines but have been transposed from the dates shown.

Brighton	- 24th January 1964
Manchester	- 1st February, 1964
Edinburgh	- 1st February, 1964
Taunton	- 24th February, 1964

Portsmouth and Southsea	- 10th February, 1964
Midlothian	- 10th February, 1964

Douglas I.O.M.	- 10th February, 1964
Ramsey I.O.M.	- 10th February, 1964
Sunderland	- 1st April, 1964

Lincoln	- 10th February, 1964
Tunbridge Wells	- 10th February, 1964
Scarborough	- 10th February, 1964
Dunoon	- 10th February, 1964
Wellingborough	- 11th February, 1964
Walton-on-the-Naze	- 17th February, 1964

29 Amendments

Torquay	- "Torquay for Sun". Date amended to 10th June, 1963 - 15th March 1964
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<u>Where used</u>	<u>Dates</u>	<u>Slogan</u>
Southampton (continued)	23rd March, 1964 - 5th April, 1964	(2) "Southampton Tourist, Shopping and Business centre of the South" (8 conventional 2 transposed)
Ilford and Barking	13th-26th April, 1964	"Ilford and Barking Crusade for Christ"
West Central D.C.	1st-29th February, 1964	"London Students Carnival February, 1964"
Douglas I.O.M.	1st April, 1964 - 10th May, 1964	"International T.T. races" (Transposed)
Ramsey I.O.M.	2nd April, 1964 - 10th May, 1964	"International T.T. Races" (Transposed)
Shrewsbury	2nd March, 1964 - 10th May, 1964	"Shropshire and West Midlands Great Show May 20th - 21st Shrewsbury"
Pitlochry	1st-31st March, 1964 1st-31st May, 1964 1st-31st July 1964 1st-30th Sept., 1964	"Holiday in Pitlochry" (Transposed)

27 Postmark Slogans

New Slogans

<u>Where used</u>	<u>Dates</u>	<u>Slogan</u>
Walton-on-the-Naze	14th Feb., 1964 - 15th Feb., 1965	"My Hat, some sand, England's Friendliest Resort Walton-on-the-Naze"
Whitley Bay	1st Feb., 1964 - 31st Jan., 1965	"Miles of curving Golden Sand. Whitley Bay, Northumberland" (Transposed.)
Gainsborough	15th Feb., 1964 - 14th Feb., 1965	"Gainsborough, an expanding town for industry and commerce" (Transposed)
Stratford-upon-Avon	11th Feb., 1964 - 31st-Dec., 1964	"Stratford-upon-Avon Shakespeare Anniversary Year" (Transposed)
Girvan	9th March, 1964 - 5th July, 1964	"Girvan's Atlantic breezes stop winter sneezes"
Kelso	9th March, 1964 - 30th April, 1964	(1) Fishing Scene and Maltese Cross (Picture only).

	1st May, 1964 -	(2) 'Kelso' with pictures of
	2nd August, 1964	Abbey and Bridge
	and	(Transposed)
	2nd Nov., 1964 -	
	3rd Jan., 1965	
Elgin	2nd March, 1964 -	"Elgin bids you welcome"
	1st March, 1965	(Transposed)
Eastbourne	24th Feb., 1964 -	"Beautiful Healthy Eastbourne
	23rd Feb., 1965	Suntrap of the South"
		(Transposed)
Stockton-on-	24th Feb., 1964 -	"Stockton-on-Tees sites for new
Tees	25rd Feb., 1965	industry. Apply Town Clerk"
		(Transposed)
Bishop Auckland	1st April, 1964 -	"Bishop Auckland for your new
	30th Sept., 1964	factory."
Cleethorpes	28th Feb., 1964 -	"Oooh! Look! Cleethorpes"
	31st August, 1964	(Transposed)
Southampton	9th-22nd March, 1964	(1) "Great Southampton show
		July 10th and 11th"
		(8 conventional 2 transposed)

1st-30th April, 1964
1st-30th June, 1964
1st-31st Aug., 1964
1st-31st Oct., 1964

recalling your
Tourist Centre"
(Transposed)

Offices throughout **11th-25th Feb. 1964**
London

"St. Paul's
Restoration Year"

11 machines in **23rd May, 1964 -**
Birmingham **20th June, 1964**

"June! Birmingham
University Carnival"

Edinburgh - 1 machine **8th-22nd**
Glasgow - 3 machines **March, 1964**

"Scottish Epilepsy Week
15th-22nd March, 1964
Epilepsy Everybody's business"

Barnstaple **2nd March, 1964 -**
30th Aug., 1964

"Barnstaple the centre for
glorious North Devon"
(Transposed)

Leven **12th Feb., 1964 -**
11th Feb., 1965

"Buckhaven & Mathil for
industrial Expansion"
(Transposed)

Enniskillen **1st Feb., 1964 -**
20th March, 1964

"Visit Fermanagh Ulster
Lakeland"

Torquay **16th March, 1964 -**

"Torquay for Spring
Splendour" (Transposed)

has been arranged to 20th January,
1964 - 23rd February, 1964

30 Additions to complete previous lists

When we issued the first ,Bulletin we included only those slogans that were currently being used. We have been asked to complete the list back to April 1st and the following entries do this.

<u>Where used</u>	<u>Dates</u>	<u>Slogan</u>
Norwich	Continuous	"Norwich addresses need Postal Codes"
Various offices including:- Croydon London E.C.D.O. Manchester Glasgow	13th-26th Oct., 1963	"National Productivity Year 1962-3"
Chichester	1st April, 1963 - 30th June, 1963	"Chichester Festival Theatre 1963 Season - June 24th - August 31st"

4th June, 1964

Swindon June 3rd-6th"

(Transposed)

Glasgow

**6th April -
5th Oct., 1964**

"For new industry, Glasgow,
industrial enquiries centre"
(Transposed)

Greenock

**1st April -
31st July 1964**

"Greenock's dry dock for the
Giants" (Transposed)

Aberdeen; Cardiff;
Newcastle; London W.D.O.;
Croydon; Sheffield;
Liverpool; Derby;
Exeter; Cambridge

**20th May -
17th June, 1964**

"Citizen's Advice
Bureau Silver
Jubilee
1939-1964"

19 Servicing only The usual Post Office servicing of addressed envelopes will be provided. The inclusive charge will be 6s.6d. for stamping with a set of plain stamps and 4s.0d. for stamping with a set of phosphor-lined stamps. These covers will also be posted in Stratford-upon-Avon and receive a special rubber handstamp "First day of issue" impression. Application forms are enclosed.

20 Do-it-yourself service



For customers who prefer to prepare their own First Day Covers, Philatelic Posting Boxes will be available in over 40 Post Offices: more than ever before. All postings will be handstamped with a special rubber "First Day of Issue" cancellation of the town concerned.



21 Presentation packs

A special presentation pack of the five mint stamps will be available from the Philatelic Bureau and at Post Offices where the travelling exhibit, referred to below, is on view. It will contain technical and artistic information about the stamps, which will be held in individual pockets inside the pack. The charge will be 7s.0d. per pack, but for orders of 100 or more the packs will be supplied free and the inclusive charge, will be 6s.0d. - the face value of the stamps.

22 Schools poster

A specially designed poster featuring the stamps as illustrations of historic and literary themes and technical design problems is being prepared by David Gentleman and will be distributed to schools up and down the country.

23 Travelling exhibits

A number of small display exhibits will be sent out to Head Postmasters all over the country to publicise the stamps and the Festival theme. These will be available locally to support Shakespearian events - theatrical productions, exhibitions, etc. Full information about the programming of these exhibits will be published later to give local philatelic societies the opportunity of borrowing them, or of bringing them to the notice of organisers of local Shakespearean events.

24 Air Letter Forms

Two specially designed pictorial air letter forms on Shakespearean themes with a specially designed, stamp will be put on sale in all post offices throughout the summer from April 23rd. Designs will be announced later.

British Postal Agencies in the Persian Gulf

25 On 30th March, the first anniversary of the inauguration of postal services in Abu Dhabi, a set of 11 stamps will be issued, 5, 15, 20, 30, 40, 50 and 75 Naye Paise and. 1, 2, 5 and 70 Rupees. In addition there will be a 30 NP air letter form, The 5 to 30 NP stamps will show a portrait of the Ruler. His Highness Shaikh Shakbut bin Sultan and the 40 and 75 NP an arabian gazelle. The 1 and 2 Rupee will feature the Ruler's palace and the 5 and 10 Rupee stamps an oil rig and camels.

26 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. With the introduction of Abu Dhabi's own designs, Muscat remains the only British Agency using the overprinted British permanent series.

31 Corrections

Bulletin No. 4. Paragraph 12 - The date 13th February should read 20th February. Paragraph 22 - the date January 1st - 31st for the Savings slogan should read March 1st - 31st.

We are sorry if this Latter mistake caused anyone to think they had missed the opportunity of getting an impression.

32 Plans for the Bulletin

As we mentioned at the beginning of this Bulletin we are now printing it by offset litho. This means we can use single spacing as there is no risk of stencils disintegrating on very long runs and this in turn means we can use a smaller and more manageable size of paper. At least until August we shall continue to use the continental A4 size that we have used so far. This will ensure that anyone binding the copies will have the first year's issues in one size.

33 We shall maintain stocks of back numbers for at least a year so that anyone taking out a subscription at any time up to next August will be able to get all the earlier issues if they want them.

34 Supplies or stamps

We still have small stocks National Productivity Year and later special issues on hand. In future we shall hold stocks of special issues for one year from the date of issue. In the light of experience we shall review the advisability of reducing this period to, say, six months.

In order to introduce these arrangements with minimum - we hope no - inconvenience to our customers the National Productivity year issue will be withdrawn on 1st April next; the Freedom from Hunger on 1st May and the Paris Postal Conference, National Nature Week and Ninth International Lifeboat issues on 1st June.

Special announcement

As subscribers to the Bulletin will know, it is our intention to publish the Bulletin 10 to 12 times a year. We plan to issue it about the middle of the month and a 5s.0d. subscription covers a year's issues.

We have had an almost overwhelming response to the facilities offered for the Shakespeare Festival stamps and covers - our mail this week was nearly 20,000 letters. In order to meet these demands we have had to cancel the March issue of the Bulletin.

We shall be issuing the April number towards the end of the month and it will include illustrations of commended - but unused - designs for the Shakespeare issue. These were shown at "Stampex", the national stamp exhibition held in London in March, where they aroused great interest. We shall also publish the artwork of the Gentleman Air Letter form, showing the artists instructions etc.

In the meantime, to sweeten the pill of our apology, we are enclosing a publicity copy of the, "Scenes" form. The stamp on this copy has been cancelled but mint copies of both Shakespeare air letter forms will be on sale in all Post Offices on 23rd April.