



Philatelic Bureau

Philatelic Bureau

GPO Headquarters, St. Martin's-le-Grand, London EC1 HQ 4583

Philatelic Bulletin Vol. II - No. 6.

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New Issues

Commemorative Stamp Issues Postponed

1.1 On 12th May the Postmaster General announced with regret that an unofficial ban on overtime by staff at the Post Office Supplies Department depots had made it necessary to postpone the issue of the International Telecommunication Union Centenary commemorative postage stamps. These were due to be put on sale on May 17th.

For the same reason the issue of the stamps commemorating the life of Sir Winston Churchill have had to be postponed also; these were to go on sale on May 24th.

Revised dates for the issue of both sets of commemorative stamps will be announced as soon as possible.

1.2 In view of the postponement of the Sir Winston Churchill stamps the date of acceptance of applications for the First Day Cover service for this issue is being extended from 26th April, the previous closing date. The new closing date for receipt of applications will be announced at the same time as the revised dates for both the I.T.U. and Sir Winston Churchill stamps.

Customers who have already placed orders with us for the Churchill F.D.C. service are assured that these are in hand and the covers will be despatched on the new date of issue.

We have noticed that many customers are failing to forward their own covers when our Service B is applied for. This causes us unnecessary correspondence and in the circumstances we shall be grateful if customers will ensure that these are enclosed with their application.

1.3 Orders for the ITU Centenary stamps and for the Sir Winston Churchill stamps, including standing orders, which have been placed with the Bureau are being held until new issue dates have been decided.

We have, of course, reached an advanced stage of preparation of orders. To avoid confusion we should like to explain to our subscription account customers that the credit shown on invoices for issues after 24th May, 1965 will have taken account of the cost of their ITU and Churchill orders, and where appropriate the 4d. new coloured stamps also. The credit figures which will appear on the ITU and Churchill invoices when eventually despatched should, therefore, be disregarded as they will not reflect the up-to-date balance.

Stamps to Commemorate the 700th Anniversary of Parliament

1.4 With the postponement of the ITU and Sir Winston Churchill stamps, the first special stamps this year will now be the issue to mark the 700th Anniversary of Simon de Montfort's Parliament, on 10th June 1965. Two stamps will be issued in values of 6d. and 2s.6d. The 6d. stamp is of the normal commemorative size, but the 2s.6d. stamp has a special feature in that it will be three times as wide as the low value stamps of the permanent series.

1.5 The Designs

The 6d. stamp was designed by Mr. Stewart R. Black, D.A. and illustrates the seal of Simon de Montfort. The colour is olive green with a white background. The 2s.6d. stamp, which is black, is a reproduction of the 1647 engraving by Wencelaus Hollar showing (from left to right) Parliament House (now St. Stephen's Hall), the Hall (Westminster Hall) and the east end of the Abbey. The River Thames is in the foreground. The engraving was adapted by Professor R. Guyatt, F.S.I.A., A.R.C.A.

Both stamps have the Dorothy Wilding portrait of the Queen and the title "700th Anniversary of Parliament". This brief description has been used because a more detailed definition would have made a cumbersome legend.

1.6 Printing

The stamps will be printed in photogravure by Messrs. Harrison & Sons Ltd. The 6d. stamp will be issued with and without phosphor lines. The 2s.6d. will not be phosphor treated.

1.7 Selecting the Designs

In choosing the designs the Postmaster General has had the assistance of the Advisory Committee set up by the Council of Industrial Design at the invitation of the Post Office. The members of the Committee are 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., Milner Gray, R.D.I., Professor R. Guyatt, F.S.I.A., A.R.C.A., Abram Games, O.B.E., F.S.I.A., and Sir John Wilson, Bt. K.C.V.O.

1.8 The Artists

Stewart R. Black, D.A. was born at Paisley in 1938. He was educated at John Neilson Institution, Paisley, and studied textile design at Glasgow Art School. He has since been a freelance designer in London, and is now designing for textiles and illustrating books and national magazines. He currently teaches drawing at the City of Birmingham College of Arts and Crafts. He is now working for his second one-man show of ceramic panels and oil paintings. This is the first time he has designed a stamp for the Post Office.

Professor R. Guyatt F.S.I.A. A.R.C.A., has been Professor of Graphic Art at the Royal College of Art since 1948. He was born in Spain in 1914 and educated at Charterhouse. During the war he was Regional Camouflage Officer for Scotland, and he designed the Lion and Unicorn Pavilion at the Festival of Britain, 1951. He has done much pottery designing, and a few years ago designed a dinner service for use in all British embassies. He has twice been Visiting Critic in Graphic Design at Yale University.

1.9 Simon de Montfort's Parliament of 1265 met in various buildings at Westminster, including the Chapter House of the Abbey. A public ceremony at the end of the session was held in Westminster Hall, built by William II between 1097 and 1099. Rather than restrict the Hollar engraving, it was decided to have a "long" stamp to show the full panorama.

Simon de Montfort's gathering in 1265 was the first step towards democratic government and the foundation of the House of Commons as we know it today. It is to mark the anniversary of this significant event that the two stamps are to be issued.

Parliament originated in the Great Councils which were summoned by English Kings in the eleventh, twelfth and thirteenth centuries. Assemblies of this kind, attended by varying numbers of archbishops and bishops, abbots, earls, barons, other lay magnates and royal ministers, were summoned to give the King their 'counsel' on a great variety of business and, in exceptional circumstances, to make special financial grants to him. By 1236, some of these councils were already being called 'parliaments', but they did not yet include the Commons, that is, representatives of the 'communities of the realm.' Gradually, however, such representatives came to be included. Thus in 1254, during Henry III's absence in France, his lieutenants in England ordered the election of two 'lawful and discreet knights of each county, specially elected by the county in the name of one and all' for the specific purpose of providing the King with financial 'aid'.

The outstanding feature of De Montfort's short period of supremacy was the calling of the Parliament of January, 1265, for to it were summoned not only the magnates and two knights from each shire, but also, from York, Lincoln and other (unnamed) boroughs of England 'two of the more discreet, lawful and trustworthy of their citizens or burgesses' together with four representatives from each of the Cinque Ports.

De Montfort's Parliament of 1265 was thus the first known assembly in which representatives both of the counties and of the towns took part in the same meeting. This started a continuous tradition which, after 1327, was to become unvarying.

1.10 First Day Covers

As our customers will know, the usual first day cover service is being provided for this special issue and application forms have already been distributed to subscribers. For practical purposes we had to apply closing dates of 31st May for United Kingdom customers, and 4th June for overseas customers.

However, the blank envelopes, price 6d. each, will continue to be sold by the Bureau until supplies are exhausted. For bulk orders the prices are:

250:	£4 3s.4d.	2,500:	£33
500:	£8	5,000:	£60
1,000:	£15	10,000:	£104

1.11 Presentation Packs

A special presentation pack of the two mint stamps will be available from the Bureau and at the offices shown below. This handsome pack contains in addition to the two stamps an information leaflet giving an illustration of the Speaker's chair, a facsimile of Simon de Montfort's seal as on the 6d. Stamp, and a facsimile of the Hollar print as shown on the 2s.6d. Stamp.

The charge will be 4s.0d. per pack, plus the usual handling charges of 6d. for orders up to 10s.0d. and 2s.6d. for orders of 10s.0d. and over.

For orders of 100 or more the charge will be 3s.6d. per pack, plus the 2s.6d. handling charge.

The packs will be on sale at the following main London offices:-

London Chief Office, King Edward Street, London, E.C.1.
South Western District Office, Howick Place, London, S.W.1.
Trafalgar Square Branch Office, London, W.C.2., and at the following Head Post Offices:-

Aberdeen	Derby	Leeds	Nottingham
Belfast	Douglas	Leicester	Oxford
Birmingham	Dundee	Lincoln	Plymouth
Blackpool	Edinburgh	Liverpool	Portsmouth
Bournemouth	Evesham	Llandudno	Preston
Bradford	Exeter	Londonderry	Reading
Brighton	Glasgow	Maidstone	Romford
Bristol	Gloucester	Manchester	Sheffield
Cambridge	Harrow	Newcastle-	Shrewsbury
Cardiff	Harrogate	upon-Tyne	Southend-on-
Chelmsford	Hastings	Middlesbrough	Sea
Chester	Hull	Newport, Mon.	Stockport
Colwyn Bay	Ipswich	Northampton	Stoke-on Trent
Croydon	Kingston on Thames	Norwich	York

The House of Commons post office will not be providing first day cover facilities.

2. Change of Colour of 4d. Stamp

2.1 The 4d. stamp in the definitive series is now being printed in a darker shade of blue. The most noticeable change is a pronounced darkening of the background containing the oval with the portrait of the Queen. There is no change in the design of the stamp.

With the increases in inland postal tariffs as from 17th May, the 4d. denomination will become the most used stamp, and the change has been made to avoid difficulties in printing the increased numbers that will be needed and to maintain a uniform shade.

Stamps in the darker shade, both plain and phosphor were first issued to Post Offices in April. Existing stocks of the lighter shade 4d. stamps will be sold until they are exhausted.

2.2 As the ITU Centenary stamp was to have been the first special issue this year, when preparing standing orders we quite naturally included this new darker shade of 4d. definitive for those customers who have also specified colour changes amongst their requirements.

Now that the ITU stamps have been postponed we are holding these prepared orders in abeyance for despatch on the new date of issue.

3. Phosphor Stamps

Owing to the increase in postal tariffs as from 17th May, the general series phosphor-lined 2½d. stamp will be issued with 2 phosphor lines on the face from the 3rd May 1965 onwards, and the 3d. stamp will be issued with one line only on the face.

As readers will know, there is no provision on the Bureau's Standing Order Form for a change of this kind. In the circumstances perhaps customers who wish to purchase these stamps from us will send in their orders accordingly.

4. Withdrawal of Bureau Stock Items

The following stamps will be withdrawn from sale by the Bureau after close of business on 2nd July, 1965:-

20th International Geographical Congress 2½d, 4d, 8d, 1s.6d.

10th International Botanical Congress 3d, 6d, 9d, 1s.3d.

Forth Road Bridge 3d, 6d.

Books 4s.6d. (containing 18 at 3d.)

The Slogan "Bacup Welcomes your Industry" will be extended a further year from 15th June, 1965 to 14th June, 1966.

"Bath Winner of the Britain in Bloom Trophy The Gayest Floral City" will be extended from 13th July until 31st August, 1965.

"Europe's Finest Beaches, Newquay - By Road, Rail and Air" will be extended a further year from 15th July, 1965 to 14th July, 1966.

A special handstamp for the 4th International Mining Congress London W.I will be used during the period 12th-16th July, 1965. Covers should be sent to the District Postmaster, Western District Office.

EXTENSIONS OF PRESENT SLOGANS

<u>Slogan</u>	<u>Extended to</u>
"Royal Leamington Spa, Garden Town of Shakespareland"	19th June, 1965.
"Swanage Gem of the Dorset Coast The Family Resort with High Sunshine Records"	5th April, 1966.
"Visit Historic Dover"	30th April, 1966.

<u>Where used</u>	<u>Date</u>	<u>Slogan</u>
Epsom	8- 31.05.1965	"Derby Meeting June 1 - 4"
	17- 30.07.1965	"July Meeting July 31"
	16- 29.08.1965	"August Meeting August 30 and 31"

Special Postmarks

"Plymouth Methodist Conference June 29th-July 9th 1965" will be in use in the transposed position at Plymouth by two dies during the period 20th June to 10th July, 1965.

"Huntingdon and, Town Expansion, Godmanchester" will be in use in the transposed position at Huntingdon during the period 21st June 1965 to 11th May, 1966.

"Visit Mansfield The Centre for Sherwood Forest" will be in use an extra month during the period 1st - 30th December, 1965.

"Oswestry Show Thursday 29th July" will be in use in the transposed

<u>Where used</u>	<u>Date</u>	<u>Slogan</u>
Blackpool	8.08.- 16.10.1965	"Blackpool Illuminations Enquiries to Holiday Department Town Hall 3 September to 24 October" (2 dies transposed)
Cheltenham	21.05.- 10.07.1965	"Cheltenham Festival July 4-16 Send to Town Hall for Programme and Guide" (2 dies transposed)
Eastbourne	7.06.- 30.09.1965	"Eastbourne Britain's Sunniest Mainland Resort 1961-62-63-64" (transposed and will replace the present campaign during the period shown)
Keswick	1.06.1965- 31.05.1966	Visit Keswick on Derwent-water for Lakeland Holidays" (transposed)
Morecambe	1.06.- 18.10.1965	"Take a Trip to the lights Fantastic Morecambe's Famous

<u>Where used</u>	<u>Date</u>	<u>Slogan</u>
Bristol	3.05.1965- 2.05.1966	"Ship Thro' Bristol" (transposed)
Buxton	31.05.- 18.07.1965	"Buxton Festival of Music July 11 to 18" (transposed)
Southport	1.06.- 24.08.1965	"Southport Flower Show August 25, 26, 27" (transposed)
Guildford	10.05.- 5.06.1965	"Guildford Surrey County Show Whit-Monday (transposed)
15 Offices in Northern Ireland including: Armagh Downpatrick Enniskillen & Portadown	15.05.- 18.06.1965	"Their Road Safety Depends on You" (transposed)
Cheltenham (2 dies)	21.05.- 10.07.1965	"Cheltenham Festival July 4-16 Send to Town Hall for programme and Guide" (transposed)
Warwick	21.06.-	"Visit Historic Warwick in the

<u>Where used</u>	<u>Date</u>	<u>Slogan</u>
Stratford-upon-Avon	14.04.1965- 31.03.1966	"Stratford-Upon-Avon Visit Shakespeare's Town" (transposed)
Bury St. Edmunds	21.04.- 11.06.1965	"Suffolk Tattoo 12th June, 1965 Bury St. Edmunds"
Grimsby	1.07.- 31.12.1965	"Build your new factory at Grimsby. Details of Sites from the Town Clerk" (transposed)
W.D.O. Standard E.C.D.O. " Oxford " Wimbledon Transposed	1.05.-2.07 1965	"Oxford English Bach Festival June 24-July 2 1965"
Douglas	17.05.- 13.06.1965	"Isle of Man International Cycle Races" (transposed)
Jersey	1.07.- 30.09.1965	"Jersey for Sunshine in the Winter" (transposed)

8. POSTMARK SLOGANS

New Slogans

<u>Where used</u>	<u>Date</u>	<u>Slogan</u>
Southampton	15-28.03.1965 & 25.6-8.07.1965	"Southampton Show 9th and 10th July" (8 standard in ALF's and 2 transposed in Universal machines)
Taunton	8.03.-8.12.1965	"Taunton - Somerset's Touring and Shopping Centre" (transposed)
<u>Transposed Standard</u> Manchester Sheffield Cardiff Birmingham Exeter Liverpool Gloucester Leeds Newcastle- upon-Tyne London NWDO	1.07.-31.08.1965	"The Country Code - Keep to Paths across Farmland Please"
Shepton Mallet	5.04.-5.06.1965	Come to the Bath and West Show at Shepton Mallet,

Colwyn Bay	19.04-11.12.1965 and 27.12.1965- 16.04.1966	"Come to Captivating Colwyn Bay" (transposed)
Barnstaple	21.05.1965- 29.03.1966	"Barnstaple set in that Glorious Corner of Devon" (transposed)
E.C.D.O. (1 die) W.D.O. (1 die) Mount Pleasant (3 dies)	25.05-20.06.1965	"Interplas Olympia 16-26 June" (standard)
Bournemouth	1.06-31.08.1965	"Beautiful Bournemouth for Sunshine Holidays 1720 Bright Sunshine Hours 1964"
Canvey Island	5.04.1965- 4.04.1966	"Canvey Island Isle of Homes Holidays and Industry" (transposed)
Oswestry	14.04.1965- 13.04.1966	"Oswestry Welcomes Industry with spacefor work and leisure" (transposed)

	22.07.1965	20, 21, 22, 1965
Prestwick	30.05.- 24.07.1965	"Prestwick Beauty Contest" (transposed)
Shrewsbury	28.06.- 19.08.1965	"Shrewsbury Musical and Floral Fete 18-19 August"(transposed)
Shrewsbury	20.08.- 12.09.1965	"Shrewsbury Carnival Day Second Saturday in September" (transposed)
Southend-on-Sea	1.07.- 5.08.1965	"Southend Illuminations August 14 - October 17 1965" (transposed)
Wisbech	21.04.- 19.06.1965	"Trade's Fair Wisbech June 16-23" (transposed)
15 Offices including: London W.C.D.O standard Manchester standard Portsmouth transposed	1.06.- 31.07.1965	"The Dairy Festival - Time for Sport"

Northampton	24.05.- 22.11.1965	"Water Shortage Please use less Water" (two dies transposed)
St. Albans	31.05.- 27.06.1965	"International Organ Festival St. Albans June 29-July 3" (transposed)
20 Offices including:- London E.D.O. Cardiff Birmingham and Glasgow	1.06.- 30.06.1965	"The Salvation Army 1865 - 1965. A Century of Service" (standard)
Basingstoke and Newbury	27.06.1965 - 25.06.1966	"Royal Counties Show June 23, 24, 25, 1966 Kingsclere Hampshire" (transposed)
Bedford	4.07.- 17.07.1965	"Bedfordshire Show Saturday 17 July" (transposed)
Bexhill-on-Sea	1.06.- 30.06.1965	Bexhill-on-Sea Regatta Sailing and Rowing" (transposed)
	1.07.- 31.07.1965	"Bexhill-on-Sea Outdoor and Indoor Bowls Mecca(transposed)

- October 18" (transposed)

Ten Offices Including: Dumfries Dunfermline Falkirk and Glasgow	31.05.- 5.06.1965	"Learn to Swim Week 31 May to 5 June" (transposed)
Isle of Man Douglas and Ramsey	14.06.- 4.07.1965	"International Six Days Trial September 20 - 25 Isle of Man" (transposed)
Salisbury	21.06.1965 - 20.06.1966	"Visit Salisbury Historic Market City" (transposed)
Skegness The present slogan will now terminate on the 30th June	1.07.- 26.09.1965	"Skegness Illuminations Nightly from August 21 Lincolnshire's Holiday Playground" (transposed)
York	23.06.- 14.07.1965	"York Races 10 - 17 July" (transposed)
	19.07.- 9.08.1965	"York Races 10 ^t , 18 & 19 August" (transposed)

with Space for Work and Leisure" will be discontinued.

"Prestwick for Golf" will be in use in the transposed position at Prestwick, Ayrshire during the period 26th July to 4th September, 1965.

"International Co-operation Year 1965 Reading Great Britain" will be in use in the transposed position at Reading during the period 3rd July to 31st December, 1965.

"You'll like Rhyl Sand - Sea - Sun" will be in use in the transposed position at Rhyl during the period 16th June, 1965 to 15th June, 1966.

The transposed slogan "The Dairy Festival - Time for Sport" which was to be used at Plymouth PB 75 will now be used at Leicester.

"Commonwealth Arts Festival Glasgow 18th Sept. - 2nd Oct." will be in use in the standard position by four machines at Glasgow during the period 19th July to 12th September, 1965.

"Commonwealth Arts Festival 16th September - 2nd October" will be used by seven dies in the transposed position and one die in the standard position at eight offices during the periods 14th-27th June and 1st-28th September, 1965. The offices include:- Bromley, Kingston, Uxbridge and Edgware.

Dundee a Centre of Industry

"Merthyr Tydfil Industrial Estate
Building sites Motorway Application
to Town Clerk"

31st May, 1966.

3rd May, 1966.

"Expand in Alloa"

19th April, 1966.

"Llanelly for Industrial Expansion
Grants Available"

3rd May, 1966.

SPECIAL HANDSTAMPS

<u>Where used</u>	<u>Date</u>	<u>Slogan</u>
Bakewell	31.07.-7.08.1965	"Derbyshire Jamboree"
Eyam, Sheffield	14.08.-4.09.1965	"Tercentenary of the Eyam Plague"
Towyn, Merioneth	5.07.1965	"Talyllin Railway Centenary"
Ingleston	22-25.06.1965	Royal Highland Agricultural Show Edinburgh"

5. Postmarks of Great Britain

5.1. Although today the postmark takes second place to its more sophisticated offspring - the adhesive stamp - it was playing a most important part in the postal service for almost 200 years before Rowland Hill's new method of prepaying postage was publicly adopted in May, 1840.

5.2 The first type of British postmark was introduced in 1661 at the London Chief Office - then in Bishopsgate - while Henry Bishop was Postmaster General. In refuting complaints about delay to the post he claimed, "A stamp is invented that is putt upon every letter showing the day of the moneth that every letter comes to this office, so that no letter carryer may dare to detain a letter from post to post, which before was usual".

5.3 This first type was struck in black ink. It showed a small circle bisected horizontally with the month abbreviated in the upper half and the day of the month in the lower half AP/1. From that simple beginning stemmed all the variations of postmarks as we know them today - but we can do no more in the present context than refer very briefly to some of the more interesting aspects.

5.4 Having suppressed the Penny Post for London and its suburbs, a system set up by William Dockwra in 1680 - it was claimed that it infringed Crown monopoly - the Post Office introduced its own London Penny Post using a variety of triangular postmarks:-



Some circular postmarks were also introduced at a later date and in 1794 an oval postmark evolved:-



So that the postmark used at the Chief Office could be distinguished from that used at other offices, it was enclosed in an oval frame. In 1819 the Chief Office adopted a double rim frame to enclose the oval postmark and this remained in use until the introduction of the rectangular paid stamp in 1836.



The mileage distance from London began to appear in provincial postmarks when new postage rates were introduced in 1784 and the distance a letter was carried became increasingly important

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But in 1829 all postmasters were instructed to have incorrect mileage numbers removed from their handstamps. This, and the introduction of new types of marks without mileage numbers led to their gradual disappearance.

5.5 Meanwhile postage rates continued to rise. Public criticism resulted in a committee of enquiry and in 1837 Rowland Hill published his famous pamphlet "Post Office Reform". This demonstrated that distance had relatively little bearing on the cost of conveying a letter and a proposal for a uniform postage rate of one penny was ultimately adopted by the Treasury. 1840 proved to be a milestone in postal history - the General Penny Postage was introduced, the Franking system was abolished, and Rowland Hill's plan for adhesive postage stamps and for the Mulready printed envelopes took over.

5.6 The decision to adopt adhesive stamps led to the use of a new type of postmarking - in safeguarding revenue it was essential to obliterate the stamps so that they could not be re-used. These first cancellation marks were known as "Maltese Cross" postmarks but it was soon found that they had certain disadvantages - they were small, the impressions were often too light and, in addition, they gave no indication of the office of posting; they were therefore superseded by an obliterating stamp incorporating the identity number of the office receiving the item. Late in 1840 it was suggested that a combined datestamp and obliterator would save both time and labour. The first cancellation of this kind appeared in 1853.

5.7 In March, 1857, Mr. Pearson Hill, son of Sir Rowland Hill, submitted the first machine obliterator to the General Post Office, it was worked by steam and foot and gave this impression:-



5.8 It was in regular use from September 1857, to February 1858. But we are told that "whilst giving an excellent impression it was found to injure and in some cases actually destroy the letters. It was also considered imperfect and costly (50 gns.) and after a few months trial was discarded". Various modifications were made to this machine and more trials were held but none of them proved satisfactory. Consequently in May, 1858, Pearson Hill submitted a second model, this time a handstamping machine which he called the "Parallel Motion"; that gave the impression illustrated below.



5.9 Despite competition from other aspirants - among them Charles Rideout and J. G. Azemar - Hill's machine was preferred and after further modification including the "Pivot" device, Treasury approval was given for the purchase of these machines and for their use both in London and at some of the larger provincial offices.

5.10 In 1884 the Treasury approved the extended trial of a "new apparatus invented by Mr. Albert Hoster ... which when worked by two men may fairly be relied on to stamp between 300 and 400 letters per minute...". But there is no record of the use of these machines after 1892: presumably they were gradually withdrawn.



5.11 The first British cancellations with a single circle dated portion and straight line bars to the right of it, came in 1886 from trials with the American Etheridge machine but in March 1887 the Post Office decided that "the use of such machines would not lead to any saving of expense for staff, while the cost of the machinery would be considerable"; the machine was later removed from Post Office premises.

5.12 The Canadian Postal Supply Co. produced the "Bickerdyke" made in 1897; it was the first machine to be driven by electric power. Letters were dropped into a slot and fed automatically to the printing position, at a speed of 250 letters per minute.



In 1902 the Hey Dolphin and Columbia Companies of U.S.A. produced high-speed cancelling machines with relative speeds of 500 and 600 pieces per minute; the last named had a vacuum device which sucked letters into position against the feed-roller and so on past the printing device.

5.13 The Universal Stamping Machine Co. of U.S.A. introduced their model C into this country in 1910; this was followed by the improved model "D" and the High Speed G. Most of the machines now in use in British Post Offices are of the Universal type.

5.14 An important variation of impression appeared in 1936 when the wavy line obliteratedors were divided into 3 sections; this division proved most useful since the centre section could be replaced by a "Paid" or "Official Paid" die.

5.15 The modern postmark slogan has proved to be a stimulating innovation.

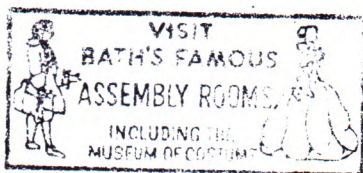
It is thought that use of the first one in 1917 - "Buy National War Bonds2" - may have been prompted by the publicity given to the slogan advertising the American 2nd Liberty Loan. Other slogans designed to persuade the public to save, followed e.g. "Feed the Guns with War Bonds". Among the slogans used between the two world wars were "British goods are best" (1925-1927) and "British Industries Fair" (1922-1931); and of course the Post Office frequently used postmarks to streamline its own working e.g. "Post early in the Day". Between 1926 and 1933 a drive was made to popularise the use of the telephone with such slogans as "Get the telephone habit" and "Say it by telephone". The public was encouraged to "Dig for Victory" and to "Grow more Food" during the 2nd world war, while from 1946 the post war savings drive was reflected in "30 years of National Savings 1916-1946" and "Save for the Silver Lining".

5.16 Later, campaigns commemorating national or local events began to appear:- "World Health Organisation fights Malaria", "Freedom from Hunger Week" and "Rochdale Centenary 1856-1956".

5.17 In 1963, following the example of continental countries, the Post Office decided to extend the range of slogans to those publicising the amenities of a particular locality. These have proved to be very popular particularly with holiday resorts and today there are about 100 such slogans in use. They have also aroused great interest in the field of postmark collecting. Hastings was the first resort to take up this new form of publicity with the following slogan



Bath later introduced a slogan in the reverse position



The purpose of this innovation was to show the slogan to better advantage.

5.18 Industrial towns also found that, the use of the slogan medium could help to attract business: thus we find currently in use "Buchaven and Methil for industrial expansion", "HARTLEPOOLS FOR FACTORY SITES AND SUCCESS" and "Southend-on-Sea, Modern Centre for Business and Industry."

6. Correction

Amendment to Bulletin No. 5 paragraph 4.29.

Attention has been drawn to an omission and an error in the information about books of stamps. The "Seaside" booklet issued in 1963 comprised nine stamps at 2½d. and not eight. There was however a 2s0d. experimental booklet issued in 1964 which has two se-tenant pairs on all four panes, consisting in all of 8 x ½d. and 8 x 2½d. stamps.

7. Postmark Item

In order to provide postmarks of particular offices. Head Postmasters of offices concerned accept letters for reposting which are fully addressed and stamped. Numerous cases have been reported lately however where the packet sent to the Head Postmaster containing the letters for reposting has itself been unstamped.

We wish to draw our readers attention to the fact that the postage on these packets must be prepaid in the usual way. OHMS must NOT be used.