

Philatelic Bulletin



Volume 7 Number 1 September 1969



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philatelic press keep us busy and we are pleased that we have attracted 20,000 new subscribers in the past year. We now send over 70,000 *Bulletins* each month to addresses all over the world.

Our main article this month is the paper 'The Post Office, Philately and the Future' recently presented to the Philatelic Congress of Great Britain on behalf of the GPO Director of Operations, Mr George Downes, CB. We are sure that our readers will find it very interesting. Since the paper was presented to Congress the Postmaster General has decided to include a 4d stamp in the Christmas 1969 issue.

Many readers now have three binders to hold their *Bulletins*. To help them to refer more easily to the required volume we have produced the enclosed self-adhesive labels which should be affixed to the spine of the relative binder.

NATIONAL POSTAL MUSEUM Lectures and Film Shows – September

Admission Free

Wednesday 3 September 1 pm
Lecture The Story of the Penny Black.

Wednesday 10 September 1 pm
Film The Story of the Post.

Wednesday 17 September 1 pm
Lecture The Story of Postal Stationery.

Wednesday 24 September 1 pm
Film 30 Million Letters.

Introduction

It has become traditional with us at the start of a new volume, to reflect on the past year and to give the circulation figure of the *Bulletin*. In Volume 6 we continued in our endeavours to please all our readers by printing articles on a wide range of topics. The most important change has been the introduction of colour into our pages and we are now able to illustrate new stamps before the issue date. Our thanks are due to our printers for all their hard work and expertise in making the *Bulletin* so attractive.

The improvements we are constantly seeking to keep the *Bulletin* in the forefront of the

The Post Office, Philately and the Future

by George Downes, CB,
Director of Operations, GPO

It is only during the last five years or so that the Post Office has started to take philately seriously. During that time a completely new approach to stamp issuing has been developed and it would be as well if I began by briefly outlining our present policy.

We sell three kinds of stamps, definitives, regionals and special issues. Of these, the first might be called the 'bread and butter' stamps – the essential permanent series which is always available in every Post Office. Designs are only changed rarely – on the accession of a new sovereign, but apart from that not very often. These designs always follow the same basic pattern of a small, squarish stamp convenient for everyday use and they have two main ingredients, namely, the monarch's profile and the value. At present, indeed, these are the only features.

The regional stamps are a derivative and a variation on the main definitive theme, being substitutes for the equivalent definitive stamps in the territories concerned. They are essentially a recognition of the distinct character and nationhood of the different countries making up the United Kingdom, and the word 'regional' is a misnomer, only retained because we cannot think of a better one!

Special stamps are now used for three distinct, if related, purposes. They are used to commemorate current events of considerable importance – such as Chichester's voyage round the world and the Investiture of the Prince of Wales. They are used to commemorate notable anniversaries. And they are used to illustrate aspects of British life and culture: 'thematic' stamps.

It is to special stamps that I particularly want to direct my comments in this paper, although I realize that there are many important matters that could be discussed with regard to definitives and regionals. Should the definitive series be pictorial, as it is in so many overseas countries? Should it be changed more often? Should the role of regional stamps be extended? These and similar questions may well be raised in discussion.

There are a large number of factors which have a bearing on the subjects of special stamps, their design, the number we issue, the pricing, the period of sale, and so on. I think it would be useful if I examine some of these and indicate how their influence might change over the years.

First of all there are political considerations, which inevitably enter into the choice of subject. Each year we receive well over a hundred suggestions for our special stamp programme, and the choice of a few of these has become a difficult and even embarrassing task. We may choose five or six: we leave out a hundred or more and offend a large number of people! We have needlessly to say to avoid anything controversial as far as possible; but in some cases, there is a more direct involvement with political considerations, or perhaps I should say 'affairs of state', since I do not mean to dismiss these considerations lightly. The Postmaster General is for example inevitably 'lobbied' by other Ministers who expect him to include this or that subject or anniversary; and sometimes it is difficult to resist, even though we know that a particular subject will not fit in with others in a set, or will not lend itself to a good design, or will not be attractive to philatelists. Maybe this kind of political pressure will diminish when the Post Office becomes a public corporation; but it is difficult to imagine it disappearing altogether or to foresee the ways in which this aspect will subtly change. A country's stamp should, after all, reflect national policy to some extent. We are also faced by the need to keep a balance between various interests. The most important consideration in this respect is the balance between the different parts of the United Kingdom. We have to ensure that the claims of, eg, Scotland and Wales are not overlooked. Events and anniversaries which are of national importance in these various countries must be found a place in our stamp programme. This sometimes militates against good overall design of stamp issues. One solution to this problem might be to keep a balance 'between' rather

than 'within' individual stamp issues. We must not reach the stage where each set of four stamps has to have one English, one Scottish, one Welsh, one Northern Irish. This would be a nonsense when England is richer in say cathedrals and Scotland in mountain scenery. We have so far resisted the idea of special series confined to particular countries, in the sense of being sold only within those countries. But this idea might be one way round our problem in the future: for example the 400th anniversary of the Welsh Bible (which we failed to celebrate) was an event of importance within Wales but perhaps of limited interest elsewhere.

Then there are operational considerations. We must never forget that stamps are first and foremost a means of paying postage and that they must be designed for the convenience of customers, counter clerks and sorting-office staff. For this reason we try wherever possible to have a standard size. Extra large stamps mean more licking and if carried to extremes leave too little room for the address. Also unusual sizes and shapes make for a difficult life on the part of counter clerks, who do not like too many variations in the number of stamps per sheet as this makes their accounting arrangements difficult. It is at present our policy to produce special stamps in two sizes, except in exceptional circumstances when this policy seriously inhibits the design. These two sizes are: double the size of the normal definitive stamp (i) in a 'horizontal' and (ii) in a 'vertical' format. We have also recently decided that the lowest value stamp or stamps in any series will be at the 5d rate. This explains why there is to be a 5d but no 4d stamp next Christmas. The reason is simple. Our sorting-office staff must be able to distinguish readily between 'first class' and 'second class' letters: and whatever we can do to help them recognize the two classes of correspondence saves time, money and mistakes. Where definitive stamps are used recognition is assisted by the contrasting colour of the 4d and 5d stamps (we made the 4d stamp a very distinctive red in January). It is much less easy for staff to

distinguish between special stamps; all the more so because each special series is only in general use for a period of two or three weeks. But special stamps as such can be readily recognized by their pictorial design and larger size. So we say to the sorter: all special stamps will have a value of at least 5d, and, therefore, all correspondence bearing special stamps is entitled to first-class service.

Postal mechanization has already had some effect on our stamp policy and may be expected to have a greater influence still as we progressively mechanize mail handling at all major centres. Philatelists know well that all stamps now have 'phosphor bars' which facing and segregating machines can 'read' and thus detect whether a stamp has been affixed, where it has been placed, and whether first- or second-class postage has been paid. It is perhaps not so well known that the dominant colour of a stamp is a matter of importance to our engineers, and that at present they therefore 'vet' the designs of all stamps, particularly 5d ones. This is because the phosphor cannot be detected as easily against certain bright colours. In time we hope this problem will be overcome, by improved methods of phosphor application and machine detection, but at the moment it is important.

Another postal use of phosphor markings, which will spread greatly in the next few years, is in relation to postcoding. It may be of interest to give some account of this although I do not think that philatelic attention has yet concentrated on it to the same extent as on the phosphor bars. This may be because stamps are not directly affected, though covers certainly are; but I must say also that the intricacies of basing a philatelic collection on postcode variations seem pretty formidable, at least to the lay mind.

As you will know, the reason for Postcodes is that machines have not yet been devised which can read the typed, printed or manuscript addresses written on letter and tell sorting machines how to sort letters. Therefore, to enable the automatic sorting system to work,

it is necessary to convert the addresses into a form which can be read by the sorting machines. This new form is called the machine language (another example of which appears nowadays on cheque books).

To simplify the conversion of the address into machine language we now are asking people who write letters to add to the normal address a Postcode which contains in an abbreviated form all the information a sorting machine needs to sort letters from the town in which they are posted to the postman who will deliver them. The Postcode comprises two groups each of which contains both alpha and numeric characters. The first group, the outward Postcode, describes the post town (or a section of the post town) in which the letter is to be delivered and it has the form AB1, L23, NE12, NPT or W1B. The second group, the inward Postcode, describes the delivery particulars, that is to say, the street or in some cases an individual commercial address which receives a large amount of mail. This second group always has the form 2AB. (The single exception to this rule exists at Norwich, the town where the Postcodes were first introduced in 1959. There the inward Postcode had the form 22K.)

For the actual conversion of the address into the machine language and the marking of the envelope with the machine readable code, each letter is passed through a coding desk. An operator types the Postcode on to the keyboard of the coding desk: this translates the Postcode into the machine language and imprints the machine language code mark on the envelope. A separate code mark is printed for each part of the Postcode.

The machine language code mark produced in this way comprises a group of phosphorescent dots which are marked in a series of 14 dot positions arranged in a straight line across the envelope. The presence or absence of a phosphorescent dot in each position differentiates one code mark from another and for this reason the code marks are called binary code marks. The sorting machine reads

the code marks starting from the right hand end of the row. The first dot, the start dot, is always present. It tells the machine to start to read the code mark. The next 12 dot positions contain the sorting information; each dot position may be marked with a phosphorescent dot or not marked. The total number of variations possible in this section of the code is 4,096. The final dot position is occupied by the 'parity dot', which is inserted automatically in the code mark to ensure that the total number of dots is always an even number. As it passes through the sorting machine each envelope is irradiated by ultra-violet light of wavelength 3650 Angstrom. The dots in the code mark glow and the presence of the dots in each position is detected by photo cells. These signals are used to tell the sorting machine into which selection box the letter should be directed.

The wavelength of the ultra-violet light used in sorting machines is rather greater than that used in the facing machines (2537 Angstrom) which detect the presence of the stamp through its phosphor bar. Each type of phosphor reacts only to its own wavelength and it is therefore possible, by means of suitable ultra-violet filters, to prevent interference between the phosphor marks on the stamps and the phosphor marks used to code the envelope for sorting. Incidentally, the light of these wavelengths can cause eye damage if not viewed through a suitable filter.

With so many code variations available in each row of code marks it will be seen that a complete set of all variations would comprise several millions of covers. Here surely is a challenge which will sort out the men from the boys among philatelists. No doubt as its approach to marketing becomes more sophisticated, the Post Office will consider the sale of special desk computers to the keen collector, with special prices for regular customers of the Philatelic Bureau!

Turning rather more seriously to the question of marketing, I have no doubt that all philatelists are aware of the increasing scale of

our activities. More philatelic posting-boxes and the opening of philatelic counters in more of our largest cities; more advertising and other publicity; massive growth in activity at the Philatelic Bureau; active attendance at philatelic exhibitions at home and abroad; rising circulation for the *Philatelic Bulletin* which now has over 70,000 monthly subscribers. All these are symptoms of our approach to the philatelist. They are backed by what we consider to be the most important element of all, namely, constant and increasing attention to good design of stamps with the aim of achieving and maintaining a leading position for British stamps. In this connection you may be interested to know that the Post Office has recently appointed a Director of Design: his field covers the whole field of design in the postal business, but he advises also in relation to stamps and philatelic material. We shall also do more in future to find out what collectors themselves want and see how far we can meet them. Until recently, very little had been done in the philatelic field in the way of market research. To plug this gap we recently conducted a postal survey on philately: the results are being analysed and we hope they will give a sound foundation on which to build.

Part of our marketing strategy will certainly be aimed at the non-collector. It is he who is, we hope, the potential philatelist; and it is he who must be helped to see the interest and, dare I say, the gain which can be obtained from collecting stamps. The presentation packs, which we produce for each new issue of stamps, seem to us one of the best means of attracting the impulse buyer. Not only do they provide an attractive package for the stamps but the folder, which gives information both about the stamps, the designers and the subject matter of the stamps, should help stimulate the buyer by showing him the interest to be gained from stamp collecting. We know that the public are beginning to collect the packs and the trade will no doubt find ways and means of helping them to do so in a tidy and orderly fashion! But we hope, as I am sure you do, that some will be

stimulated to collect stamps of previous issues and also varieties in stamps which make for so much interest in the hobby. The presentation packs will only be on sale for the life of the stamp, ie, one year, and they will be withdrawn with the stamps. As you know we only make one print run of our special issues, the numbers printed being assessed on postal requirements plus a small reserve to cover philatelic sales. The packs themselves are, however, regarded as sales promotion material and we shall print as many as are needed to satisfy the demand for as long as we have enough stamps to fill them during their year of sale. We hope the demand will be heavy since, as you realize, each non-collector buying a presentation pack is a potential philatelist and customer for the philatelic trade to whom he will be encouraged to go for varieties, previous issues and all their ancillary items which he needs. We shall print some packs in other languages to stimulate collecting abroad.

In the home market we shall be bringing these packs to the attention of the public by more advertising and by displaying them wherever we can, especially in public places such as airports where people have sometimes to wait around and therefore have time to stop and look. We shall of course continue to display our wares (both current and classical) at philatelic exhibitions, and Post Office participation in PHILYMPIA next year will certainly be on a large scale. We have plans, too, to try to interest youngsters in philately. Our schools publicity will include information about the subjects of our stamp issues – and we shall be ready to help to inaugurate stamp clubs and societies in schools where none exist at present.

As our stamps are becoming more widely known abroad we are being encouraged to extend our marketing activities to other countries. We plan to participate in 1969 at the international exhibition of British goods which are to be held in British weeks in Vienna and Tokyo. Generally, overseas philatelists and dealers are catered for by our Philatelic Bureau and by the trade, but in addition we now have

Opening of Sales Counter at Cardiff

agencies in New York, Frankfurt and Tokyo. From the results obtained in these three countries we shall assess our need for other agencies abroad. So far they have been successful and many dealers in the countries concerned are stocking our stamps for the first time. As regards the American market in particular, we have been able to do a fair amount of research into marketing methods. We believe that there is a potential market, particularly for our presentation packs, in American stores and we are about to set up a sales organization in the States to deal with this.

So we look forward to a busy future and we hope, and anticipate, a good one for us all. May it be so!

A Unique Display of Postal History

From mid-August until late September the Philatelic Bureau's exhibition gallery will house a most remarkable collection of documents, covers and prints relating to the early history of the Post Office in Scotland.

The display has been made possible by the generosity of Professor Sir Walter Mercer who has very kindly loaned his collections of early Edinburgh postmarks and Peter Williamson cancellations. All the material is extremely rare and many items are unique.

Among the Post Office cancellations is an Edinburgh 'Bishop Mark' dated 16 November 1696, along with the original Scottish publication of the Act of Parliament which established the General Post Office at Edinburgh.

Another part of the exhibition features the postmarks of the 'Scottish Dockwra' Peter Williamson, whose Edinburgh Local 1d Post provided a reliable delivery service between 1773 and 1793 and secured him a life pension when taken over by the General Post Office.

This collection is without equal and will be on show until 27 September 1969. The gallery is open to the public from 9 am to 4.30 pm Monday to Thursday, 9 am to 4 pm on Friday, and 9 am to 5 pm on Saturday. Admission is free.



A new philatelic sales office has been opened at the Head Post Office, Westgate Street, Cardiff.

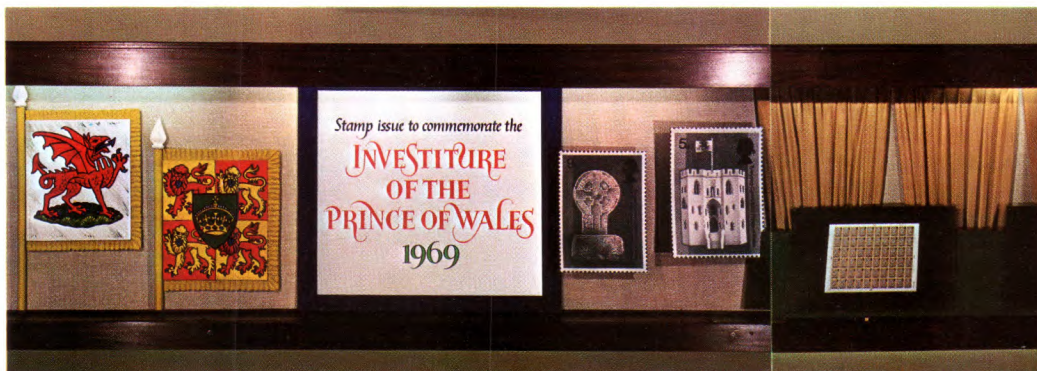
Mr C. H. Isaac, Head Postmaster, invited some 50 guests to the opening ceremony which was performed by Mr R. B. Bailey, Postal Director, Wales and Border Counties. Guests included representatives of South Wales Philatelic Society who were able to see the new Investiture stamps and many of the previous commemorative issues. The first visitor on the day of the opening to the public was the Lord Mayor of Cardiff, Alderman Lincoln Hallinan who was presented with an album of stamps to mark the occasion.

The guests were impressed with the decor of the new office which had been refurbished completely by the Ministry of Public Building and Works. The decorations and furnishings were chosen with considerable care. The floor is mosaic with $\frac{3}{4}$ in. square tiles in a mixture of white, fawn and light brown. One wall is panelled in natural cherry wood with a 39 ft run exhibition gallery inset. The remaining walls are vinyl covered and the ceiling is suspended polystyrene with sunken lights. The Welsh dragon is shown above the counter on a green background.

Recent Changes

The 1s 6d Welsh Stamp is now available on coated unwatermarked paper with PVA gum.

Prince of Wales Stamps on display at Philatelic Bureau



Illustrated above is part of a special exhibition currently on display in the Philatelic Bureau's gallery at Edinburgh.

Complete sheets of the Prince of Wales Investiture stamps are shown along with en-

larged replicas flanked by the Prince's personal standards and coat of arms.

Another interesting feature is a pair of contemporary photographs taken in 1911 at an earlier ceremony when the present Duke of

European Postage Stamp Exhibition

Dortmund 12-21 September 1969

A philatelic stand featuring exhibits of British stamps and staffed by members of the British Forces Post Office is to be one of the attractions at the European Postage Stamp Exhibition, to be held at the Westfallenhalle at Dortmund from 12-21 September 1969.

A commemorative philatelic cover bearing the Joint Services Insignia, in colour, is being produced to mark the occasion. This cover is to carry the 1s Prince of Wales postage stamp, which was used on 1 July 1969, and is to be cancelled by a special date-stamp impression.

Philatelists may obtain copies of the commemorative cover, price 5s.

Commanding Officer
8 Command Postal & Courier
Communications Depot RE
(Philatelic Section)
British Forces Post Office 34.

Orders and remittances for covers should be made on Giro Form G20, obtainable at all Post Offices, to account number 535 0107. Alternatively, cheques or postal orders should be forwarded direct to the above address.

In addition, pre-stamped, pre-addressed, envelopes only will be cancelled at no cost.

Postmark Slogans

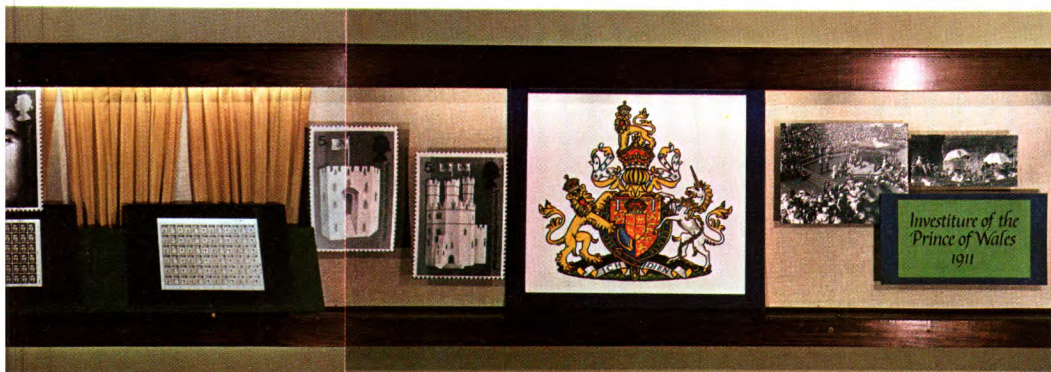
'Bexhill on Sea for Autumn Holidays' will be re-used at Bexhill on Sea from 1-31 October.

'Over Darwen Building Society 100 years 1869-1969' will be used transposed at Blackburn from 3-30 November.

'1869-1969 Centenary Year Accrington Savings and Building Society' will be re-used at Blackburn from 1-31 October.

'Buxton Centre for Conferences and Exhibitions. All the year round' will be re-used at Buxton from 1 October until 30 November.

'Chesterfield for business and pleasure' will be used transposed at Chesterfield from 3 August until further notice.



Windsor was invested.

In another part of the gallery a large selection of original designs for recent stamp issues is on show and the exhibition is proving extremely popular among Edinburgh's many

holiday-makers. Visitors from overseas have been particularly impressed with the very colourful display.

'Dundee for Development Tay Road Bridge' will be re-used at Dundee from 1 August until 31 July 1970.

'Gloucester Shopping Festival September 13 to 20 1969' will be used transposed at Gloucester from 22 August until 19 September.

'Northern Antique Dealers' fair 4-11 September. Harrogate Royal Hall' will be used transposed at Harrogate from 18 August until 10 September.

'Hawick for Woollens, Sport, Tourism' will be used transposed at Hawick from 1 September until further notice.

'Hull Capital of Humberside Humber Bridge 4580 ft single span Starting 1972 for completion 1976' is being used transposed at Hull until further notice.

'Llanelli for Industrial Expansion - Grants available' is being re-used at Llanelli until 19 June 1970.

'Newmarket Races October 1-24' will be used transposed at Newmarket from 20 September until 3 October.

'Newmarket Races October 16, 17, 18' will be used transposed at Newmarket from 14-17 October.

'Newmarket Races October 31-November 1' will be used transposed at Newmarket from 18-31 October.

'Fly the Prestwick Way - the World o'er' will be re-used at Prestwick from 2 November until 31 March 1970.

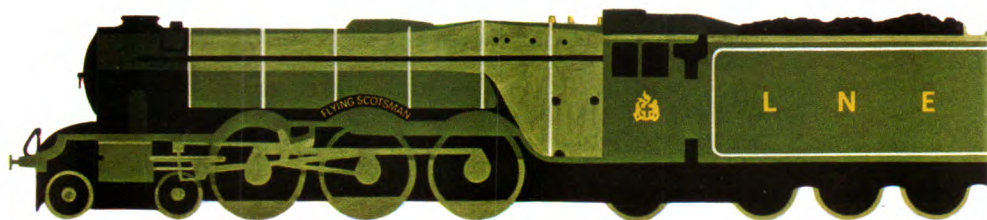
'Industry prospers in Peterlee' is being re-used at Peterlee until 31 December.

'Keep your eye on Wolverhampton See progress - fast' is being used transposed at Wolverhampton until 13 July 1970.

The slogan in use at Lancaster from 14 July until further notice is 'Lancaster for Science based Industry' not 'Silence based Industry' as previously stated.

'Adult Education Institutes for you Ask at your Library' will be used transposed where possible at London WDO, WCDO, Paddington DO, NDO, SWDO, ECDO, NWDO, Battersea DO and SEDO from 3-30 September.

The Flying Scotsman Visits America



The world-famous British steam locomotive The Flying Scotsman is to have a special train across America from Boston to Houston on which a large number of British firms will exhibit their goods. The tour starts on 8 October and finishes on 13 November 1969.

The Post Office has taken one of the major positions on this unique train to display British Gift Packs to the public and buyers who will visit the exhibition at each of its stopping places.

The policy of the GPO today is to increase the sale of its stamps for philatelic purposes in the export field, priority being given to the larger population markets, in particular the United States of America.

We are already selling sheet stamps in the USA and Canada through a leading British agency in New York to dealers, and this business is increasing as the demand for United Kingdom stamps grows.

We feel, however, that such expansion through the normal stamp-dealer channels is

slow and with a view to broadening the field and, therefore, the demand for our stamps we have decided to also market them in a new form and, consequently, through other distributive channels.

The medium we have decided to use in America is the very attractive presentation pack, which is already very popular in the United Kingdom, and of which a new one is produced whenever a new Commemorative Series of Stamps is issued, thus giving us a constantly up-to-date Set of approximately six different gift packs. In the American market these presentation packs are to be known as 'British Gift Packs'.

A visit was made earlier this year to the USA with the object of finding a country-wide distributor for 'British Gift Packs', to operate quite independently of our sheet stamp agents and a leading firm of social stationery importers has been appointed. Plans are at present being put into effect to carry out distribution throughout the US and Canadian markets,

Stamp Programme 1970

with priority, however, being given to that part of Eastern and South-Eastern USA which will be covered by Flying Scotsman USA Limited. This distribution will also take in the previous arrangements made by us with the three leading departmental stores of the AMC Group in Philadelphia, Washington and Houston, who are holding British Weeks during the period of the tour.

Flying Scotsman USA Limited is, in our view, a unique and novel medium for the promotion of any product, but we have decided to take space on the train, to fully use it as an exhibition of our new product and use to the full the publicity of press advertising, television, radio, etc, and other promotional activities that are being generated by Flying Scotsman USA Limited, in order to make its introduction in the American market a success and, at the same time, by exhibiting some well-known stamps of the past on our stand to allow the American public at large to become better acquainted with British stamps.

Philatelic Sales Counter

Manchester has been added to the cities at which philatelic sales counters are provided. Their counter was opened on 4 August 1969.

There are now 12 counters at: London Chief Office, Edinburgh, Glasgow, Newcastle upon Tyne, Sheffield, Leeds, Blackpool, Liverpool, Manchester, Bristol, Belfast and Cardiff.

Post Office Philatelic Displays

The Post Office are providing philatelic displays at the following exhibitions:

East Midlands and Leicester Home Life Exhibition – Granby Halls, Leicester, 17–27 September 1969

Kettering Chamber of Trade and Commerce Trades Exhibitions – Wickstead Park, Kettering, 23–26 September 1969

Birmingham Evening Mail Midlands Ideal Homes Exhibition – Bingley Hall, Birmingham, 1–25 October 1969

The full list of next year's special stamps is as follows:

British Architecture,

Wednesday 11 February

Block of four different 5d stamps

One stamp at 9d

One stamp at 1s

These will illustrate old houses and cottages.

General Anniversaries,

Wednesday 1 April

650th Anniversary of the Declaration of Arbroath, 5d

150th Anniversary of the birth of Florence Nightingale, 9d

75th Anniversary of the International Co-operative Alliance, 1s

350th Anniversary of the sailing of the *Mayflower*, 1s 6d

150th Anniversary of the Royal Astronomical Society, 1s 9d

Literary Anniversaries, Wednesday 3 June
Centenary of the death of Charles Dickens.

Block of four different 5d stamps

Bi-Centenary of the birth of William Wordsworth. One stamp at 1s 6d

IXth British Commonwealth Games,

Edinburgh, Wednesday 15 July

5d, 1s 6d, 1s 9d

Philippia, International Philatelic

Exhibition, London, September (precise date to be announced later)

5d, 9d, 1s 6d

Christmas, Issue date to be announced later

4d, 5d, 1s 6d

Postmark Slogans and Special Handstamps

To enable our Head Postmasters to deal more quickly with items for re-posting we suggest that the *outer* envelope be marked 'Special Handstamp' or 'Postmark Slogan'.

If this is done it will ensure that the items are passed to the responsible department without delay.

Unaccepted Stamp Designs

These are some of the designs submitted for the Prince of Wales Investiture Stamps.



Newport Coll.ge of Art, R. Scollins



Newport College of Art, S. O'Brian



Cardiff College of Art, C. Gould



R. Dease

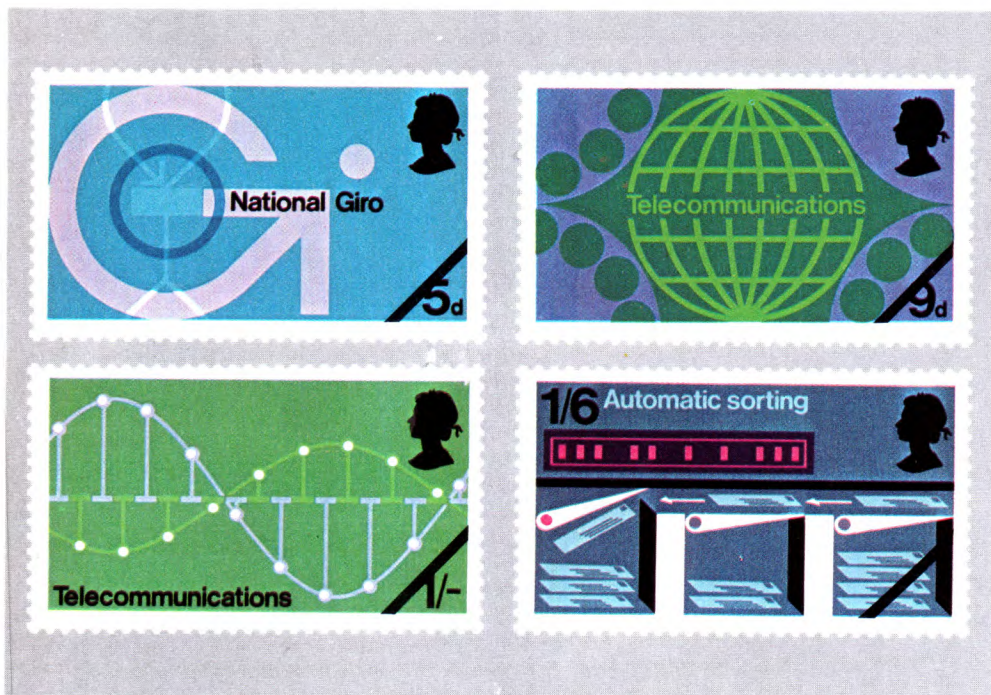


Cardiff College of Art, S. B. Burt



R. Morgan

Post Office Technology Stamps



The four stamps to be issued on 1 October 1969 depict varying aspects of Post Offices functions and show how it keeps abreast of the latest technological developments.

The 5d stamp shows the Giro symbol and incorporates into the design a representation of a computer transistor and associated circuitry.

World-wide telecommunications are featured on the 9d stamp while the 1s stamp shows Pulse Code Modulation, a device which enables a number of trunk calls to be made simultaneously on one circuit. The set is completed by a 1s 6d stamp which shows part of an automatic letter-facing machine.

The stamps were designed by David Gentleman who once again has demonstrated his mastery of stamp design. Readers will remember that the July *Bulletin* contained an article on his work following the award to him of the Reginald M. Phillips of Brighton medal.

A new process, specially devised by the printers, has been used for these stamps. The process, registered under the name 'Delacryl' has been used by Thomas de la Rue & Co. Ltd for the first time on British stamps.

Presentation packs price 4s 8d will be available from the usual offices.

Printing details

Printer : Thomas de la Rue & Co. Ltd

Paper : Coated, unwatermarked, phosphor lined

Size : 1.6" × .95" (landscape)

Perforation : 15 × 14

Number to sheet : 120

<i>Colours</i> : 5d	Lavender, royal blue, dark blue, black
9d	Green, blue, black
1s	Green, lavender, black
1s 6d	Rose, light blue, dark blue, black

National Postal Museum Notes

Rowland Hill – Artist

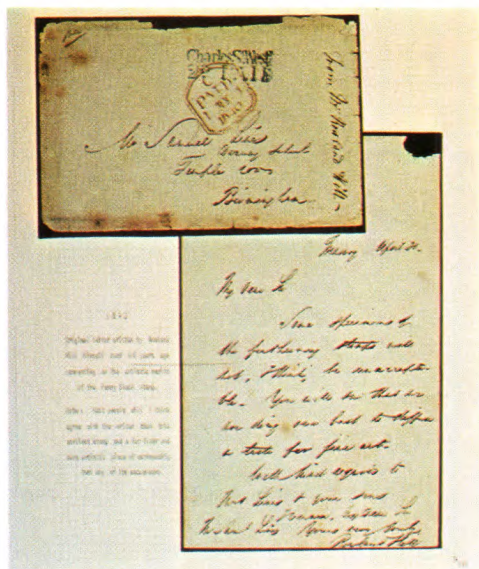
On 30 April 1840, Rowland Hill sent specimens of the new postage stamps to Samuel Lines at the Drawing School, Temple Rows, Birmingham, with the comment 'We are giving the public a taste for fine art'. The original holograph letter in Rowland Hill's handwriting which we reproduce forms part of the Reginald M. Phillips' collection in the National Postal Museum.

As a boy of thirteen Rowland Hill had studied drawing in Birmingham, and Samuel Lines (1788–1863), then a 19-year-old young man, was his mentor. It is interesting that thirty-three years later, delighted with the excellence of the new stamps, Rowland Hill remembered the drawing-master of his youth.

A view of St Philip's Church, Birmingham, and of the surrounding objects, as taken from the playground of his father's school at Hill Top, won Rowland Hill the principal prize – a box of paints valued at three guineas – for original landscape paintings offered by 'The School Magazine'. His entry was attested by his father Mr Thomas Wright Hill and his drawing-master Samuel Lines.

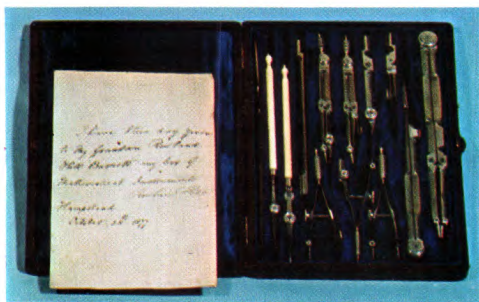
In his journal Hill records that in his youth he employed much of his spare time drawing from patterns, from nature, from casts and eventually from life. Some of his drawings were exhibited in Birmingham.

As a young man Rowland Hill made sketches around Netley Abbey in Hampshire and in the Isle of Wight. One of these watercolour draw-



ings, made when he was about 16 years of age, was acquired by the Post Office two years ago and is held in the National Postal Museum. The subject, picturesque as was the vogue, has not been identified. The sketch does however illustrate a skilled amateur handling of this difficult medium.

Apart from these watercolour drawings Hill was an accomplished architectural draughtsman. The earlier school buildings at Hill Top, Birmingham, being too small, Rowland Hill prepared plans for a new school house at Hazelwood. He was draughtsman, architect, clerk of works and quantity surveyor combined, and the new school opened at Hazelwood in 1819 – an achievement indeed for a largely self-taught young man then only twenty-four years old. We have in the Museum's collections Sir Rowland Hill's set of drawing instruments together with a note 'I have this day given to my grandson Rowland Hill Barnett my box of mathematical instruments – Rowland Hill – Hampstead October 28th 1877'. These instruments, in perfect condition, were given to us



Rowland Hill's drawing instruments

recently by Mrs Rowland Hill Barnett of Edinburgh, widow of Sir Rowland's great grandson. We are very pleased to have this reminder of the many-sided activities of the greatest of all postal reformers. Sir Rowland died in 1879 and was accorded, as a last great honour, a resting place in Westminster Abbey.

Special Handstamps

'850th Anniversary Guisborough Priory Founded 1119 by Robert de Brus' will be used at Guisborough, Yorkshire, on 8 September. It is rectangular illustrating the Guisborough Priory. A posting-box will be available at the church.

'Sports and Social Club Festival '69 – DHSS – 21ST ANNIVERSARY' will be used by Newcastle upon Tyne, on 14 September. It is rectangular featuring a key as a central motif. A posting-box will be available at the Civil Service Sports Ground.

'E. Midland Fed. of Stamp Clubs – 19th Convention – Wisbech Cambs.' will be used at Wisbech on 4 October. It is circular. A posting-box will be available at the convention.

'Syntex Symposium – Cambridge' will be used at Cambridge on 20 September. It is circular. A posting-box will be available at the symposium.

'St John's Methodist Church. Visit of the Methodist President Rev. Brian O'Gorman' will be used at Glasgow on 14 October. It is rectangular showing the Celtic cross on the left. A posting-box will be available in the St John's Church building.

'KFPS Autumn Rally "322" – Gravesend Kent' will be used at Gravesend on 11 October. It is circular with the old Gravesend '322' cancellation mark featured as a central motif. A posting-box will be available at the Civic Centre, Gravesend.

Fully-paid items for re-posting should be sent to the respective Head Postmasters, outer envelopes being marked 'Special Handstamp'.

Dear Sir,

I find myself in friendly disagreement with N. Webb-Morris (incidentally would you not consider indicating the sex of writers? One could be more polite in commenting!) about the abolition of the royal effigy on British stamps. We are the only country which does not print the name of origin and, if the effigy is abolished, what are we to have in its place? If you put 'England' you are going to make Scottish, Welsh and Ulster nationalism offensive, rather than defensive, of their national characteristics. And, if we have to have 'Great Britain and Northern Ireland' scrawled across the design, it would, I think, be far worse than an effigy. No, sir, let us retain the honour and the compliment of a head instead of a title.

Yours faithfully,

G. B. STENHOUSE

Morpeth, Northumberland.

Dear Sir,

There have recently been suggestions that the Queen's head be removed from stamps to give a more successful design. May I point out that each country is bound, by UPO regulations, to include some identification on each stamp that they issue. In the past we have used the monarch's head, so if this goes then the stamp must contain some name covering these isles – 'Great Britain' excludes Northern Ireland while the description 'United Kingdom' excludes Guernsey and Jersey. However, the latter two will have their own postal service from October so that the problem of finding a suitable term is solved.

Therefore, would it be possible to exclude the Queen's head from stamps for a trial period of, say, three issues. In this way the improvement in design and the effect on the public can be determined.

Yours faithfully,

K. LABBETT

Aldershot, Hants.

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