

EXHIBITION STUDY GROUP

DEVOTED TO THE CONSERVATION AND STUDY
OF ALL MATTERS RELATING TO EXHIBITIONS

Journal No. 154

Autumn 2024



Some items from the Karl Illingsworth Collection displayed at the
British Empire Exhibition Centenary meeting.

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At our 2011 A.G.M. Don Knight (Founder member and Secretary since 2006 and who has displayed at every Convention, and Kenneth Tonkin (Who has financed and distributed our Journal from 1999-2021), joined Andrew Brooks and Bill Tonkin our existing two Honorary life members.

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Visit our new web site at www.exhibitionstudygroup.org

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Oh Mirror, Mirror, on the wall,
What's the rarest card of 'em all,
The Falklands Islands without a doubt,
Ol' Bill, heard the Mirror shout.

The above master piece came to me after getting an Email from David Ogden regarding prices paid on Ebay for Falkland Island B. E. E. cards. The sea Lion card went for £205, and the 'horse' card for £48.57. other cards went for £102, £63.79 and £31.00. This is a brief history of the Falkland Island cards condensed from an article in a 1910 Journal.

Many years ago Ken Rumsey got in touch with the proprietor of the Collectors shop in Port Stanley and bought his stock of five Wembley Falkland Islands cards. He let me have first chance to have what I wanted and I bought three of them.

I mentioned in our Winter 2010 Journal that the Falklands Islands Philatelic Society are publishing the article which appeared in our Spring 2009 Journal on the Falkland Islands in their newsletter the Upland Goose, and I have suggested to Bill Featherstone their editor that they may like to join in a joint exercise with the Study Group to try and find out just how many of the British Empire Exhibition Falkland Islands Court post cards have survived.

These cards must be about the scarcest set of B.E.E. cards there are, and as I knew then, no collector has managed to get the complete set of eight cards. What I suggested was that both groups circulate through their newsletters the forming of a list of all the known cards.

If my memory serves me right there was only one collector had the complete set, Mike Perkins and myself tied for second place with six cards each, after that a few collectors had one or two.

After the 1924 exhibition closed the remaining cards that were not sold were taken back to the Falkland's and finished up in the Museum in Port Stanley where they were put on sale at 1d each. It would seem likely that they were all sold by the time the Museum burned down in 1944. Very few Falkland Islands Court cards postally used in the Falkland's exist today.

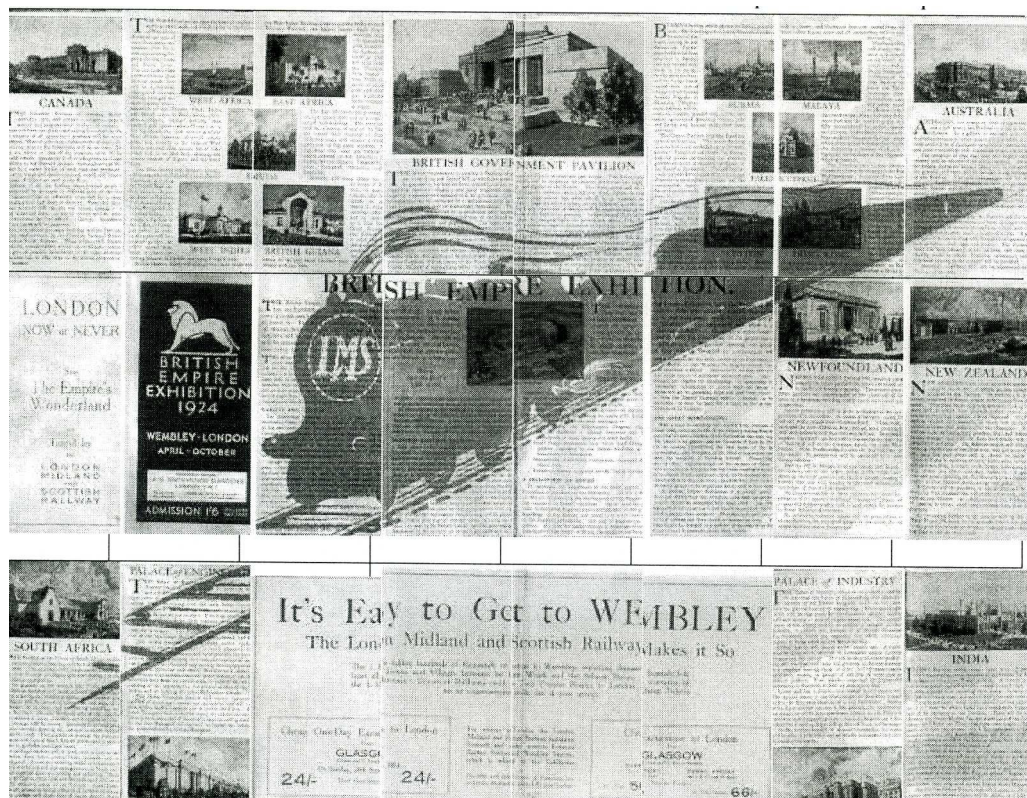
Around 1990 when Mike Perkins and I were gathering information for our book on B.E.E. post cards we knew of only one collector who owned a single card 'Diorama as seen from the Western Gangway showing Melchion Harbour in the South Shetlands'. The American collector Henry R. Heburn who visited the Falklands three times looking for post cards had also only acquired one card and by an unfortunate coincidence it was another copy of the Diorama card. This led us into the mistaken belief that the Falkland's Court only published the one design. The break-through came when I was able to get two cards at the York Post Card Fair in 1992 or 1993. This was the first intimation that the eight pictures in the 'Guide to the Exhibits at the Falkland Islands Court' at Wembley were actually illustrations of a published set of eight post cards.

Since 1991 I have managed to get six of the eight cards, plus two duplicates. All the views are of scenes taken inside the Falkland Court. About two years ago Ken Rumsey managed to locate five of the mint cards three of which finished up in my collection. Apparently a member of the public walked into the Collectors Shop in Port Stanley with a small number of the cards for sale. The owner of the shop bought several and Ken and myself bought the remaining five. Phil Middleton the owner of the shop was then trying to complete a set, the last I heard was he was one card short. Ken's two cards were sold on E-bay. That was way back before the prices of these cards rocketed.

The Editor.

A	B	C	D	E	F	G	H
I	J	K	L	M	N	O	P
Q	R	S	T	U	V	W	X

Layout and letters allocated to each panel as seen from the back of the map and not the map side.



Layout of each panel as seen from the back of the map and not the map side.

1924 British Empire Exhibition Maps published by Kennedy North and printed by Dobson Molle & Co., Ltd.

by
Mike Gorringe and Bill Tonkin

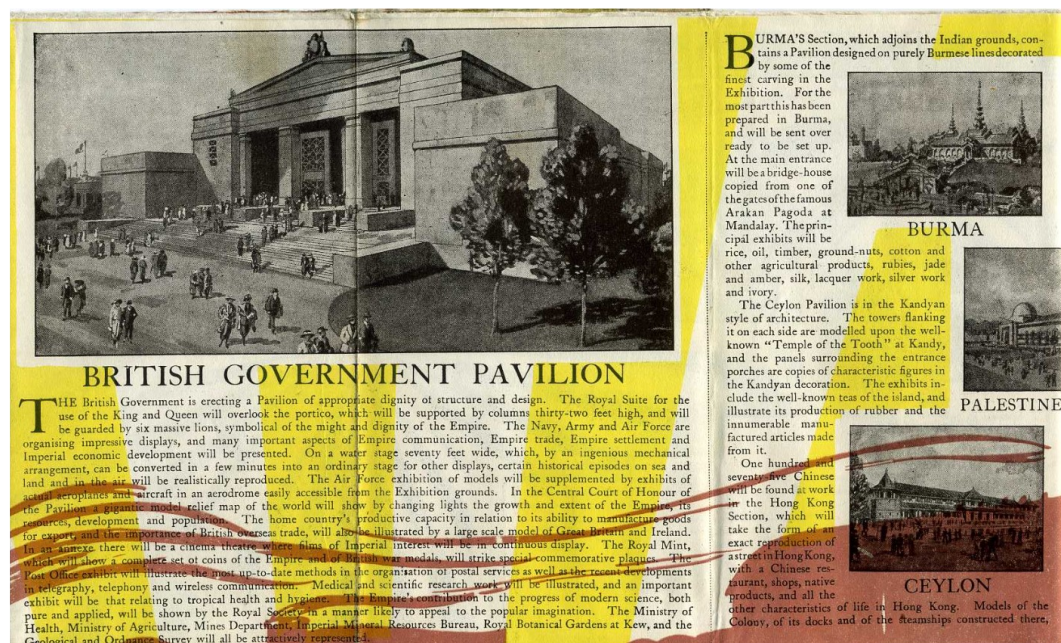
Collectors will be familiar with the series of coloured maps done by Kennedy North and printed by Dobson Molle & Co., Ltd. When opened out they measure 29½ x 20, and folded approximately 3¾ x 6¾. The map is very colourful with a green and black border and shows a plan of the site with the main buildings named.



Pane A.

Pane B.

Pane C.



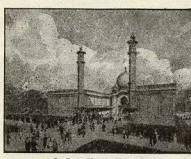
Pane D.

Pane E.

Pane F.

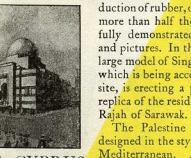
The bottom third of the map shows the main bus, train and tram routes to the exhibition. I use the word series because if you study the backs closely, you will find they are not all the same.

will be shown, and blackwood furniture, carved ivory, rattan wares, silver filigree work and silk embroidery will be seen in the making.



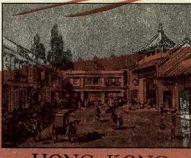
MALAYA

The Malay Section will display the produce and commerce of the Straits Settlements, the Federated Malay States and the Unfederated States. The Pavilion reproduces the Moorish-Arabesque style of architecture used in the public buildings of Malaya. The production of rubber, of which Malaya furnishes more than half the world's supply, will be fully demonstrated by models, specimens and pictures. In the Scenic Section will be a large model of Singapore harbour, Sarawak, which is being accommodated on the Malay site, is erecting a pavilion which is to be a replica of the residence of His Highness the Rajah of Sarawak.



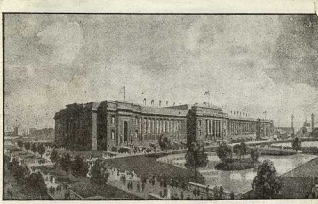
& CYPRUS

The Palestine and Cyprus Pavilion is designed in the style of the Eastern Mediterranean. A feature of the building will be a Verandah Cafe in which light refreshments and wines will be served, the products of Palestine and Cyprus. The building gives a complete representation of the life and industries of both countries. Malta, which is erecting a special pavilion of its own near by, will devote chief attention to showing its historical importance. Malta of to-day will be represented by islands at work on Maltese lace. Part of the buildings will be constructed of Malta Stone.



HONG KONG

Pane G.



AUSTRALIA

AUSTRALIA'S site covers an area of approximately five and a half acres; her Pavilion is as big as the whole of Olympia. In a gallery at one end there will be an Australian restaurant, where practically the whole of the food-stuffs used will be of Australian production—bread, fruit, butter and meat—and where only Australian wines will be served. The resources of this vast and still largely undeveloped country will be illustrated by actual exhibits. About fifty of the famous Australian Merino Sheep will be exhibited alive in the grounds, and there will be periodic sheep-shearing displays in the Pavilion. The principal sections will be devoted to pastoral industries, dairy products, orchards and gardens, forestry, cereals, foddies and plants, cottons, vineyards, manufactures, mining, shipping and transportation. There will be a cinema theatre capable of seating 500 people, in which will be shown continuously films illustrating life in Australia and the industries of the Commonwealth. The grounds surrounding the Pavilion will be laid out in gardens with Australian plants and trees. Amongst them will be a large quantity of wonderful tree ferns, which, with their out-spreading fronds, often attain a height of 12 feet. A great cold storage will be shown along with Australian refrigerated products, such as butter, meat, eggs and poultry. The Commonwealth Bank will have a branch in the building, and there will be a reading room in which Australian newspapers and general literature relating to the country will be provided. Australia's neighbour, Fiji, will be represented in a special Pavilion of her own.

Pane H.

LONDON
NOW or NEVER

See
**The Empire's
Wonderland**
and
Travel by
the
**LONDON
MIDLAND
AND
SCOTTISH
RAILWAY**

Pane I.

So it is with the back of the map that we should pay special attention to. When folded it is divided up into 24 panels of information or advertising matter with pictures, which I have named A to X, see table below. Some panels are joined to make a double width panel, and in some cases four panels are joined, to make an even larger display. The text is overprinted in yellow and brown.

BRITISH EMPIRE EXHIB

THE British Empire Exhibition will be the chief event of 1924. Never before has an Exhibition on such an elaborate scale been prepared. It is costing over £10,000,000 to produce, and an entirely new concrete city has been erected to house it. The most conservative expert calculations put the probable number of visitors between April and October at a minimum of 25,000,000. Though its exhibits will be confined to the British Empire, in all but in name the Exhibition will be international, for the British Empire covers a quarter of the known globe, and every one of the Dominions and Colonies within its bounds is taking part.

THE grounds at Wembley will reproduce in miniature the entire resources of the British Empire. There the visitor will be able to inspect the Empire from end to end. From Canada it is but a stone's throw to Australia, from Australia a short step to India and the Far East, from Hong Kong a few minutes' walk to New Zealand or Malaya. In a single day he will be able to learn more geography than a year of hard study would teach him. And he will be able to see in each case the conditions of life of the country he is visiting.

VARIETY AND COLOUR

The Exhibition buildings consist of a Royal Pavilion, a Stadium, a Palace of Engineering, a Palace of Industry, a Palace of Art, and many others, apart altogether from the pavilions the Dominions and Colonies are themselves erecting. The grounds themselves, which run to over 216 acres, are being laid out with all the skill known to the modern landscape artist. An ornamental lake, which runs through the centre of the grounds, will provide excellent boating facilities.

Though the predominant purpose of the Exhibition is serious, every effort has been made to leave stereotyped exhibition methods behind. A coal mine at work will show what the coal industry means to the country; a complete range of cotton machinery at work will emphasise the importance of the cotton industry. And so it is throughout. No museum this, but a live, up-to-date enterprise worthy of the Empire it is designed to reproduce.

For amusement the latest devices known to the ingenuity of man will be collected in a series of amusements, and some of the finest of the forest-existing amusements park in the United Kingdom. Apart from the scenic railways, switchbacks, water rides, and other attractions of the fair which will be on a scale altogether unprecedented, there will be special attractions which will make the Exhibition famous in the annals of the showman. An exact replica of the tomb of Tut-ankh-amen at Luxor is being staged under the direction of one of the most distinguished Egyptologists of the day. A huge dancing hall, a street with a thousand side-shops, an aquarium with all the queerest of queer fish known to Neptune will serve to vary the interest.

MONSTER MILITARY TATTOOS

Then there is the Imperial Stadium, which dominates the landscape for miles around, and is the largest and most complete sports arena in the world. It can hold 100,000 spectators and is one of the greatest concrete wonders of modern times. Here during July and August will be staged a magnificent Pageant of Empire, in which, by a series of historical episodes, the development of the Empire from the earliest times will be illustrated. The Boy Scouts are holding an Imperial Pageant during the first week in August, which will be attended by about 10,000 boys from all over the Empire. They too will take part in the Pageant. The England v. Scotland Association Football match will take place on the Stadium pitch on 14th April, and on 26th April the Final Tie for the Association Football Cup will be played off. On Empire Day a great military tattoo in which the largest band ever seen in the British Empire will take part will be held. Bandsmen to the number of about a thousand will be drawn from all the line regiments in the British Army, and they will be reinforced by a mounted band formed on the same lines from the cavalry regiments. A second edition of the tattoo will be given in September, after the Pageant of Empire.

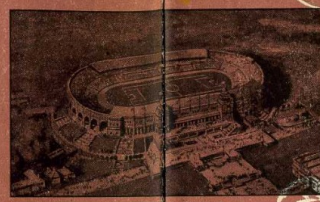
A series of highly important conferences on questions of Imperial interest will be held during the course of the Exhibition. The following are amongst the more important:—

- Empire Mining and Metallurgical Congress, organised by the Institute of Mining Engineers and Mining Association of Great Britain and other bodies.
- World Power Conference (over which Lord Derby is to preside), organised by the British Electrical & Allied Manufacturers' Association.
- International Advertising Convention, organised by the Thirty Club.
- Textile Conference, organised by the Textile Institute.

A FELLOWSHIP OF EMPIRE

To emphasise the importance of the wider aspects of the Exhibition is the object of the Fellowship. Its aim is to enrol all who are interested in the development of the Empire and in the extension of Empire education. Apart from its general work of furthering Imperial trade and industry, it will promote knowledge of the Empire and assist to a better distribution of the Empire's population. The cost of membership is two guineas. For this the holder receives a certificate of membership signed by the Prince of Wales, the badge of the Fellowship

Patron:
HIS MAJESTY
THE KING



President:
H.R.H. THE
PRINCE OF WALES

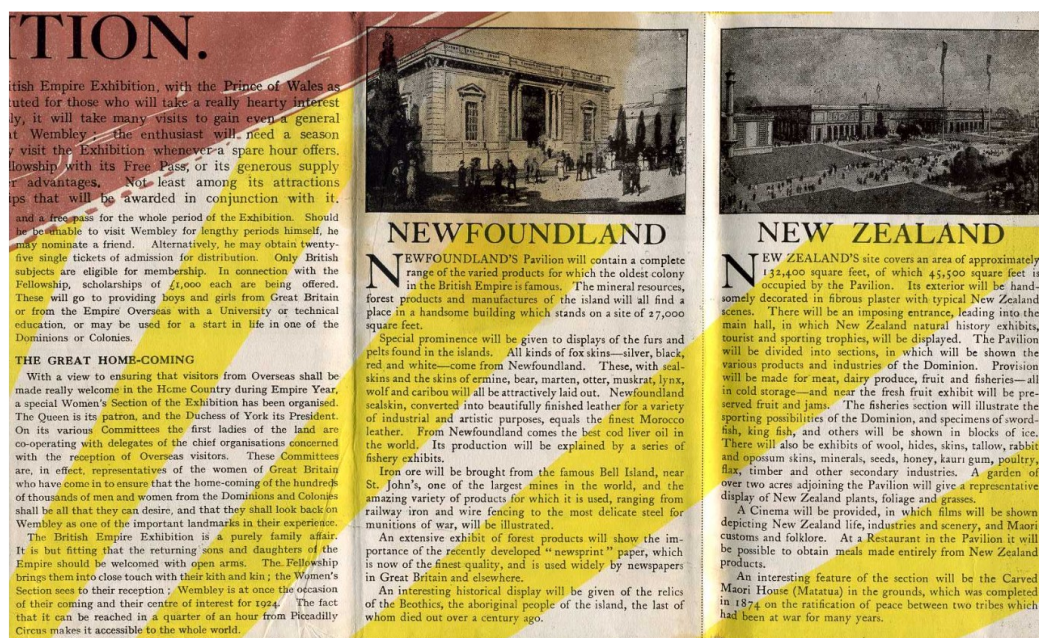
Pane K.

Pane L.

Pane M.

It has been known for some time that there were different backs, and the main difference is in the panels containing advertisements for various firms. Way back in 1998 in Journal No. 51 I wrote a

short article on these maps, as, as far as I know nobody has really studied them. The map is so common selling then for only a few pounds, that I should imagine there is not a collector of Wembley ephemera that does not have one or more in his collection. I appealed for members to check their maps and let me know if they had anything new to report. I was told originally there were about 20 different maps. This proved to be wrong and by 2004 the total had risen to 36. Ten years later the total had increased to 48, and in 2019 it stands at 50.



Pane N.

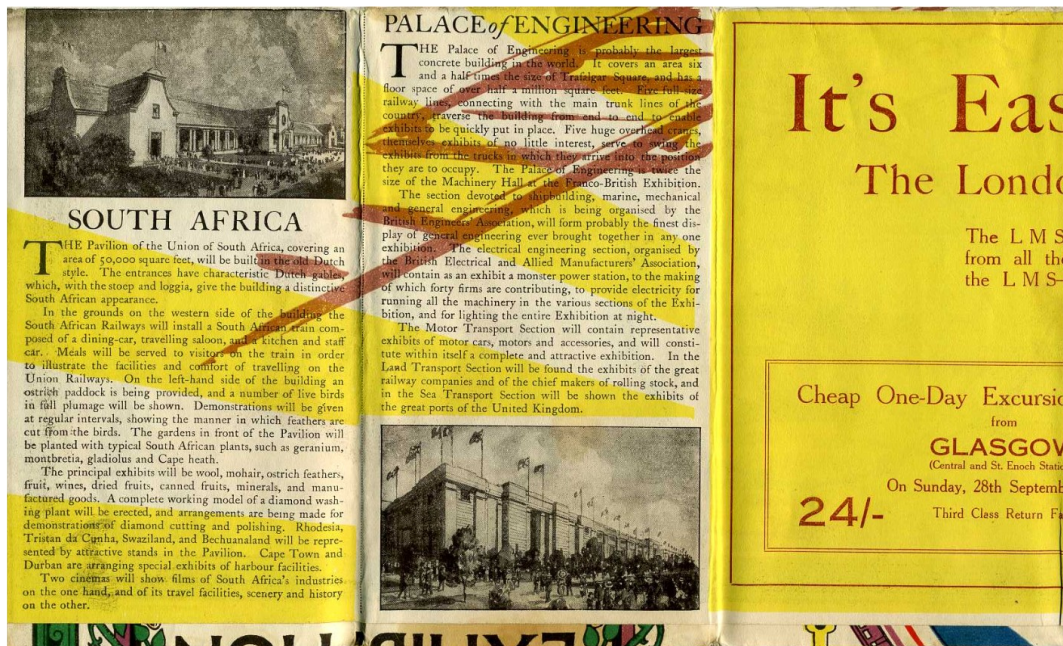
Pane O.

Pane P.

Initially I had five of these maps and thanks to Mike Perkins and Alan Sabey, was able to bring the total up to 13. The difference seems to be limited to five panels, lettered I, S, T, U and V which were all used for adverts. In another four panels K, L, M, and N the picture and heading 'British Empire Exhibition' is the same, but there are two different texts and here I will just list the headings of the chapters. For a quick reference these can be divided into text with a paragraph titled 'A Fellowship of Empire' see map number 1. and text with a paragraph titled 'The Tomb of Tut' see map number 2,

With the increased amount of information sent to me, and material I have been able to examine a picture is beginning to build up. It would seem that as far as the adverts on panels S, T, U and V are concerned, if an advertiser was prepared to take all four panels, he could have them. If when a new printing of the maps was required the publishers had not got an advertiser to take up the offer, they inserted a standard fill-up, a four panel piece of text titled 'How the Exhibition began'. Panel S. had three paragraphs headed How the Exhibition began - Primary Purposes and A Co-operative Effort. Panels T, & U. was titled All the World will be at Wembley, Fifteen miles of Exhibition and an illustration Birds eye view of the grounds (as Fleetway post card No. 31). Panel V. consisted of three paragraphs Art of the Empire - The Two Georgians and Short Time Exhibits.

This happened on 13 out of the different maps recorded. If they could not get a customer to take the four panels they would sell him a half size space, i.e. only two panels T and U, and fill in the empty space each side with the first and last panel of their standard fill-up panels S and V. As a last step if no advertiser was forthcoming, they just left the four spaces blank map No. 23. This also happened on panel I, on map No. 11, it was unusual but it did happen.



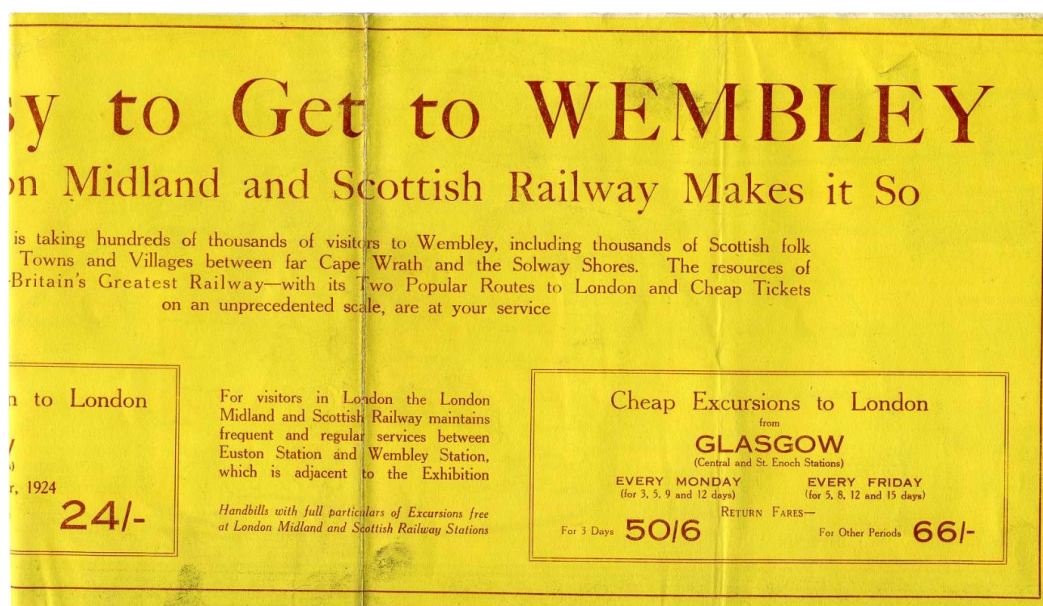
Pane Q.

Pane R.

Pane S.

My short article on the 1924 British Empire Exhibition maps caused a lot of interest, and several members sent me in details of maps they had. Thanks to Stanley Hunter and Mike Gorrington who has been collecting these for some time and sent me details of thirteen different maps he had. Thanks also to Des Barber who has checked through the archives of the Wembley History Society and found two, and has also found two more in the collection of Geoff Lane. Alan Sabey has sent me details of maps owned by Jean Alexander, Judith Edwards and Brian Hill, also details of maps in the London Museum. Trevor Batchelor also recorded a new map.

By the time of the update in the next Journal No. 52 in 1999, I had accumulated details of 37 maps and out of this lot there were 26 different ones. Since then the number has been steadily increasing. The chances are that if you have got two maps they are more likely to be different, than two the same.



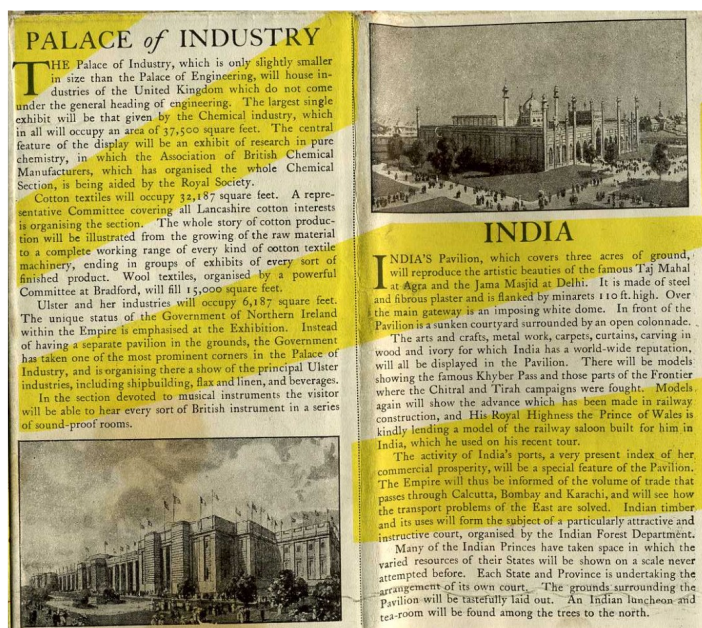
Pane T.

Pane U.

Pane V.

Initially I thought that the contents of some panels did not alter, and the publishers sold the advertising panels to whoever they could, and it was these that changed. It now appears that this is not always so. I have one report that the picture of Newfoundland in panel O comes in two types, one with the building facing to the right, and the other one facing to the left. However this has not been confirmed.

Thanks to Mike Goringe who loaned me his map, I have been able to study in depth map No. 40 which before I only had brief details of the front cover.



Pane W.

Pane X.



Pane J.

And now a long Email from Andrew Brooks.

Email; anand.brooks@btintemet.com Box Tree Cottage

Woodman Lane, Overtown,
Cowan Bridge, Lancashire.
LA62HT Tel. 01524272526

Dear Bill,

I have made an effort and put together a few notes on my memories of how I got started with collecting exhibitions. If you ever want to use any of the information please do so.

Most of my letters from Valmai Holt are about WW1 but I found this one where she mentions some of the Franco-British art cards.

I did not mention in my account as many names from the past as I would have liked but obviously Mike Perkins, Fred Peskett, Arthur Smith, Alan Sabey, Karl Illinworth & George Simner spring to mind. I cannot remember the names of many others I'm afraid and I have not mentioned newer members like Kenneth and Derek Connell who we hope will play an important role in keeping the group alive in the years to come.

With all my best wishes.

Andrew

My interest in collecting Exhibition ephemera.

By

Andrew brooks

I use the term ephemera in the title even though my collection was dominated by picture postcards. However, towards the end, the collection did expand to include Crested China, books, season tickets et al.

In 1971 my wife gave me a copy of "Picture Postcards of the Golden Age ' by Tonie and Valmai Holt as a Christmas present and this was the catalyst for an interest that lasted for the next twenty years. Appendix No.7 in the book listed 'British Exhibitions and other Events Commemorated by Picture Postcards. As I already had more exhibitions than were listed in the appendix, I contacted Valmai and we corresponded for a number of years not only about exhibitions but also WW1.

After collecting stamps as a schoolboy in the 1940s and 1950s I joined Sunderland Philatelic Society in 1964 and formed a collection of GB; Pre-stamp, Victorian etc.

From the start I was more interested in postal history rather than collecting stamps. The entire collection was sold in 1972 when I bought a collection of exhibition postcards from a collector in London, Chris Morrison. During the 1970s I was been in touch with Chris and four other collectors, Stanley Hunter, Don Knight, Graham Hall and Con Rutter. I think all of them were contacted through the Postcard Gazette, Picture Postcard Monthly and the annual postcard event at that time, BIPEX.

I must mention a family friend and fellow collector; Fred Fletcher lived in the same village and was considerably older than me. He had been a navigator in Sunderland Flying Boats during WW2 and was still working for the Atomic Energy Authority when I knew him. He was not a serious exhibition collector being more interested in North of England topographical postcards as well as Railway and Aviation cards. Nevertheless, we produced three books together in a short space of time with one of the books called 'What the Postman saw'. This was nothing to do with exhibitions but an idea of Fred's wife who was not a collector but liked reading the messages on the cards! Brian Lund of Picture Postcard Monthly was a co-author and published this book.

British Exhibitions and their Postcards Part 1 1900-1914 was published in 1978 and we were both disappointed with the reproduction of the postcards. Thankfully, *British and Foreign Exhibitions and their Postcards Part 2. 1915-1979* published in 1980 was, as far as we were concerned, an excellent book.

In 1980 the Exhibition Study Group was formed and its first annual meeting was held at York. The history of the group from 1980 has been well covered by our editor and needs no further comments from me. Unfortunately, in the late 1980s and early 1990s many events made me decide to sell my exhibition collection. Involvement with a WW1 historical society led to a greater collecting interest in WW1 postal history, retirement in 1995 and subsequent move from the North East to the North West - all of these changes made me decide to change directions.

Unlike most exhibition collectors who usually specialise in one exhibition such as the White City, Wembley or Crystal Palace, for example, I had a general collection of all British and Foreign ephemera.

I am still collecting WW1 and will continue to collect for as long as I can. I was never a keen visitor to stamp and postcard fairs and have always preferred to buy privately and especially at auction. Every item in my WW1 collection is described, mounted and in an album.

I have always collected for the historical interest and certainly exhibitions and wars provide plenty of scope to write about. I am still writing and publishing about WW1 but for the last few years I have concentrated on the war in the east (Austro-Hungary and Germany against Russia).



The man himself, Andrew Brooks with part of his Franco-British Exhibition collection.

I do not think anyone could understand how pleased I am that the group that was formed in 1980 is healthier than ever. Thanks to Bill Tonkin, Don Knight and others it has developed into a much- respected study group; 'Devoted to the conservation and study of all matters relating to Exhibitions'. It produces four journals a year, has produced numerous specialist books and helped collectors and academics with their research.

Finally, I would like to think that I have made many good friends through collecting exhibitions and although many are no longer with us, we all remember them. I only manage to keep in fairly regular touch with Bill Tonkin, and Graham Hall but a few years ago I needed some particular postcards for an article and although I had not seen Don Knight for many years, he sent me the much-needed cards in the next post. Bill Tonkin has also obliged in a similar fashion. May Exhibition Study Group continue to flourish long after I'm gone!

Australian Flora and Fauna post cards.

**By
Bill Tonkin.**

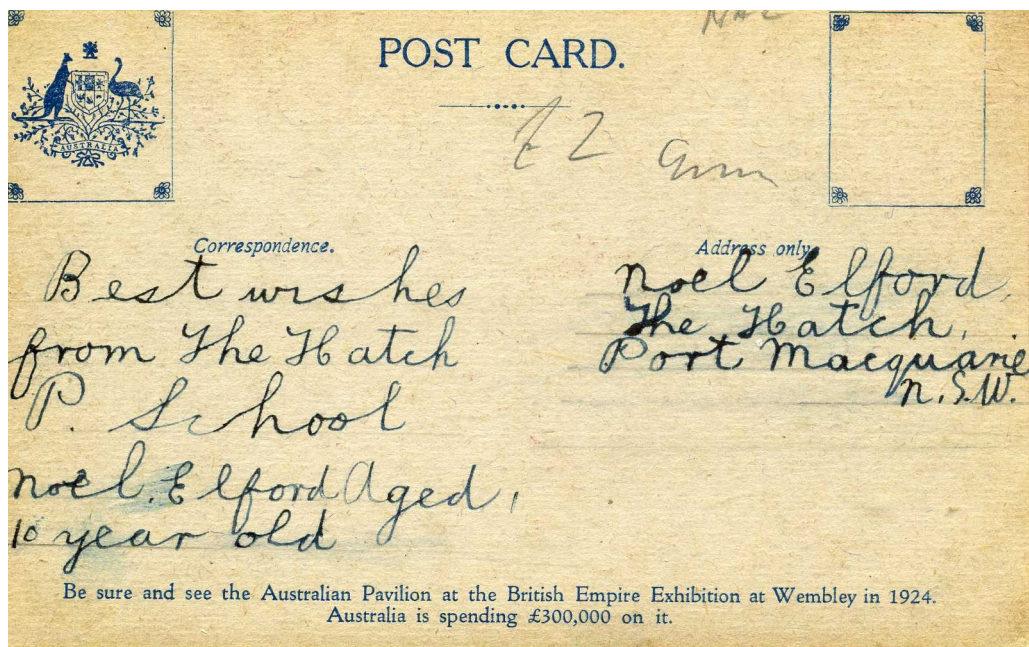
Some years ago at one of our conventions, Don Knight handed me a folder of photo copies of a joint display by three members of the study group at the "stamp95" stamp exhibition. (Alan Sabey, Mike Perkins and myself) After the exhibition closed Alan Sabey stayed behind to collect our joint entries, and while he had the entries he took the opportunity to photo-copy them all. I did an article on the Cope Tobacco cards, in the Winter 2023 Journal which to my way thinking are the most beautiful B. E. E. cards ever produced.

The original Flora and Fauna cards were all in B/W but I have been able to replace most of them with coloured scans. The flora and Fauna cards are very scarce. In about thirty years I have been only able to find two Flora and six Fauna, and one of those is a duplicate.

Australian Flora and Fauna post cards.



Australian fauna, Platypus

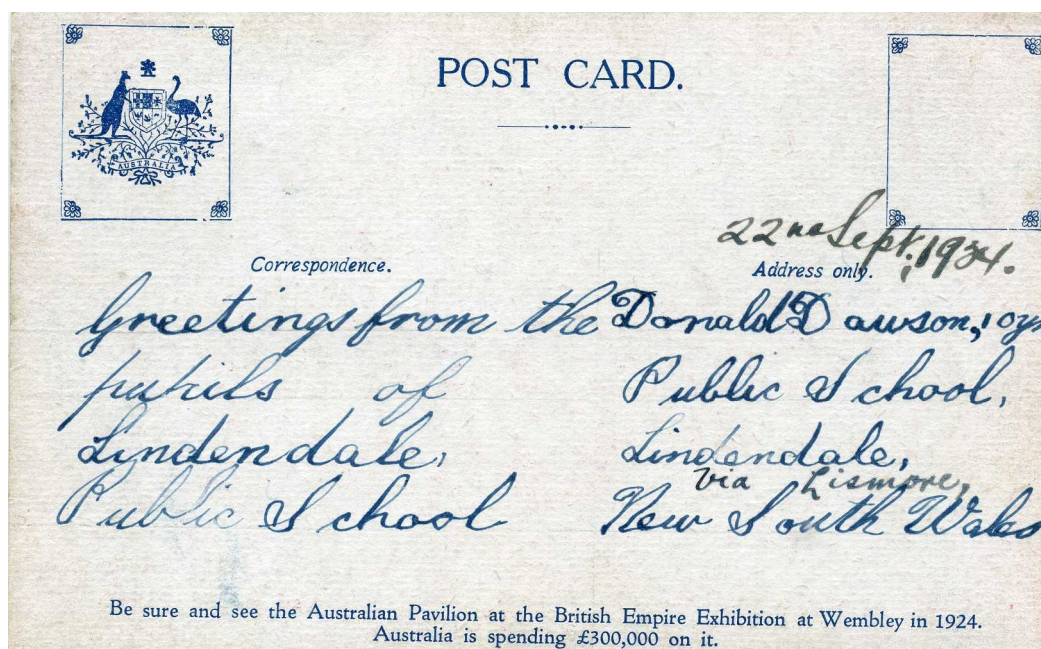


Post card sent by Noel Elford aged 10 years old, attending the Hatch Public School.

Australian Flora and Fauna post cards.



Australian fauna Opossum



Post card sent by Donald Dawson aged 10 years old, attending the Lyndendale Public School. The date at the top is in a different coloured ink, an omission corrected by the teacher perhaps?

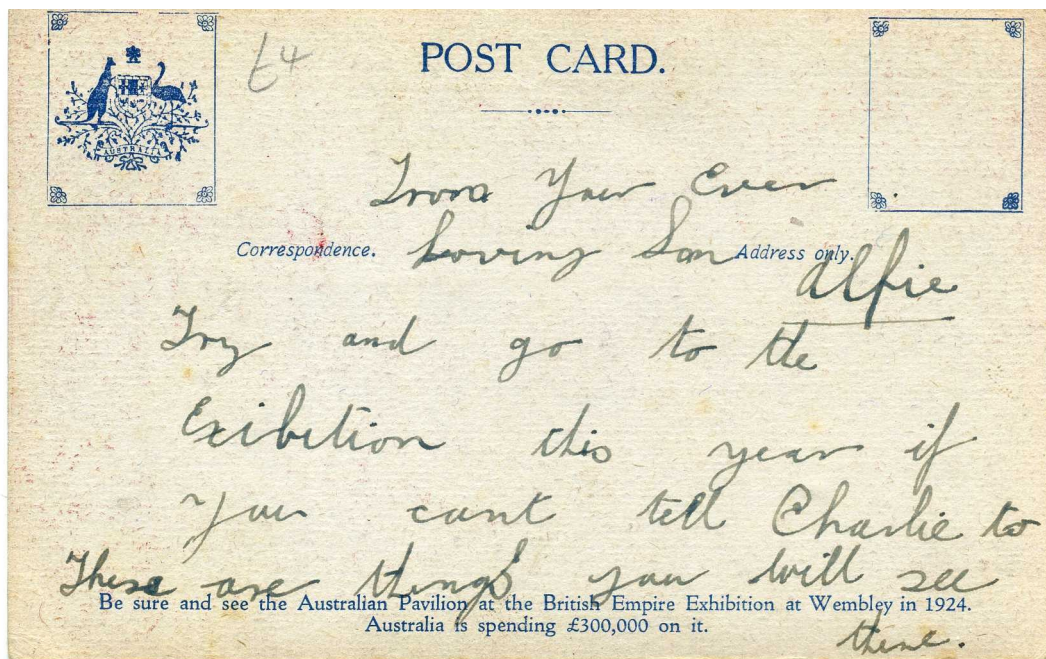
Australian Flora and Fauna post cards.



Silver wattle

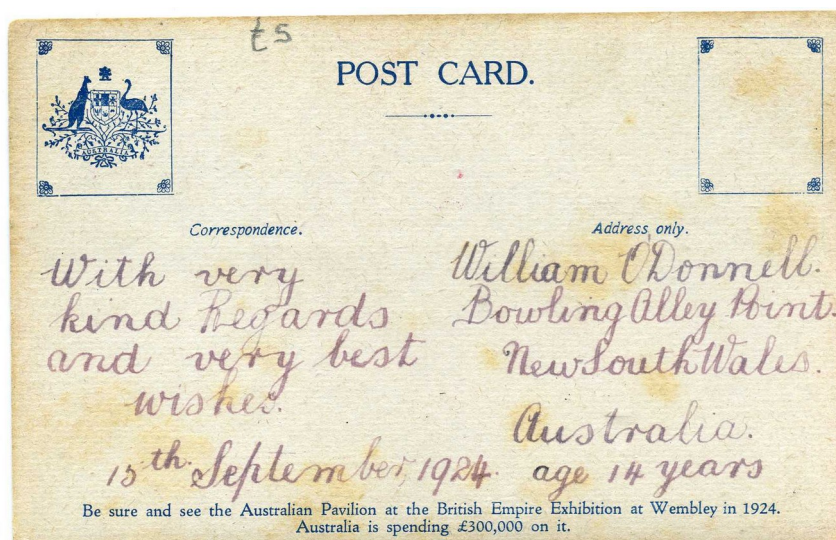


Waratah



Silver wattle back. From your ever loving son Alfie. This back is strange in that it has no address.

Australian Flora and Fauna post cards.



A slightly older lad at 14 years old He does not mention the school. It must be borne in mind that many juveniles of 14 were working full time at that age in 1924. The back of the Waratah card.



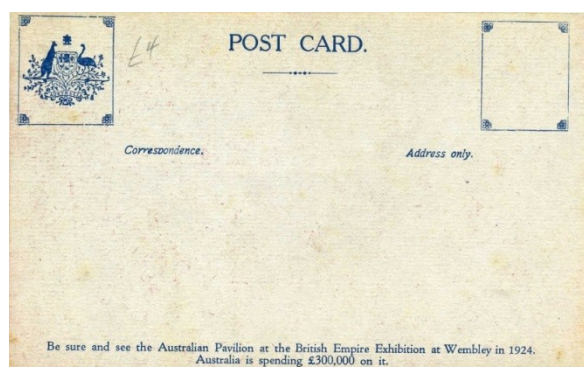
Australian fauna Lyre bird



Australian fauna Kookaburra

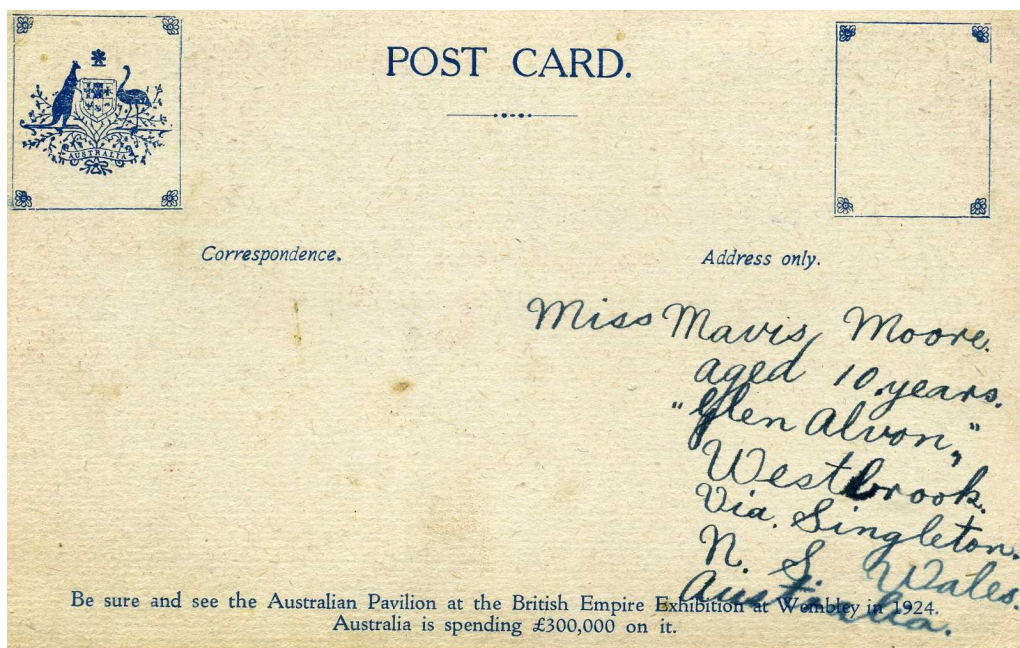


Australian fauna Native Bear

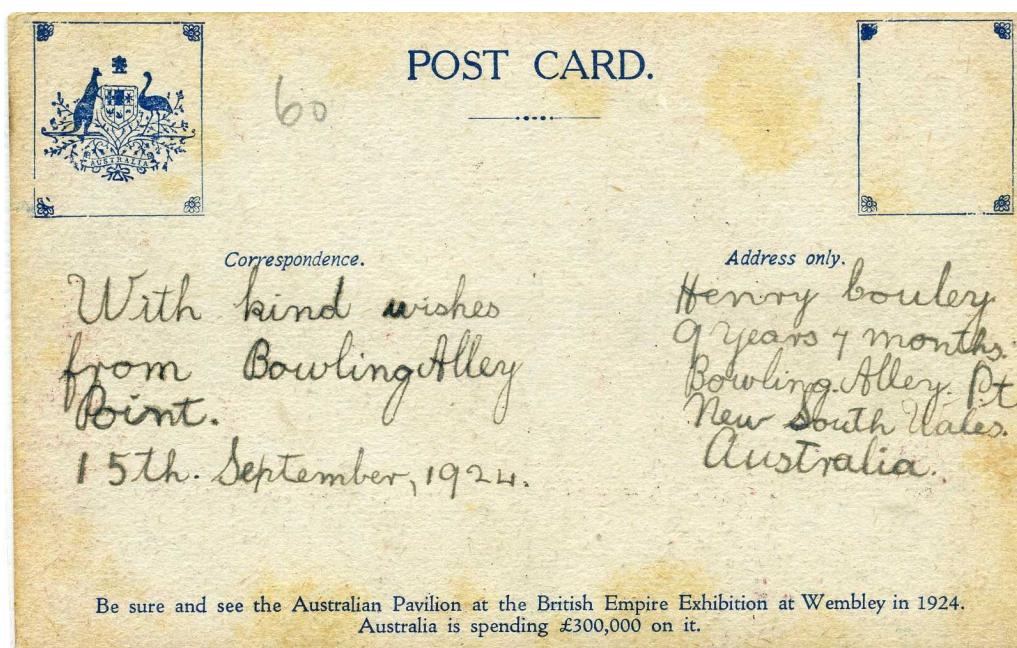


An un-used card.back of the lyre bird and native bear.

Australian Flora and Fauna post cards.



Post card sent by Mavis Moore aged 10 years old, no school mentioned.
Back of platypus card.

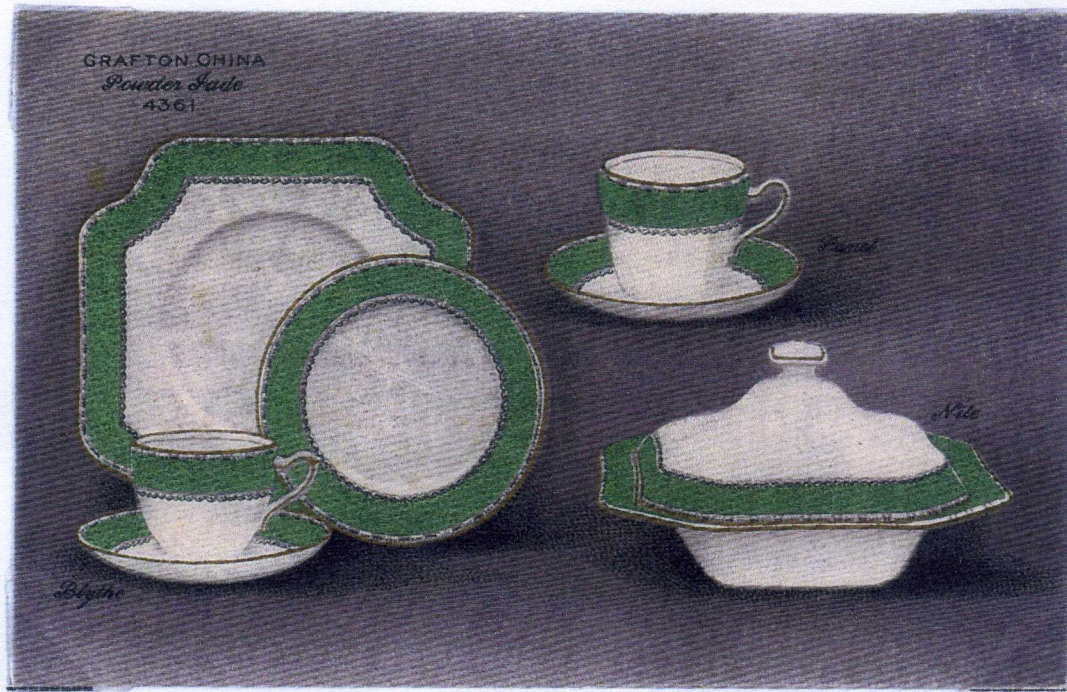


Post card sent by Henry Cowley aged 9 years old, no school mentioned.
Back of kookaburra card

It is noted that all the cards with dates added are between the 15 and 18 September 1924.

The following two sheets are copies made by Alan Sabey who managed to persuade the organisers to let the group have a free stand for a display of rare British Empire Exhibition post cards. To add confirmatory all the sheets were written up and mounted by Bill Tonkin for the display.

Rare Post Cards of the British Empire British Exhibition 1924 & 1925



Alfred B Jones & Sons published a set of six trade cards illustrating some of the many Tea, breakfast, dessert and dinner services they manufactured. They were in the Palace of Industry Stand M.444. Apart from the set of six, only one other card of the set is known.



**Rare Post Cards
of the
British Empire British Exhibition 1924 & 1925**



The two sheets of Grafton China post cards were loaned by Mike Perkins for display at The Exhibition Study Group stand at "Stamp95".