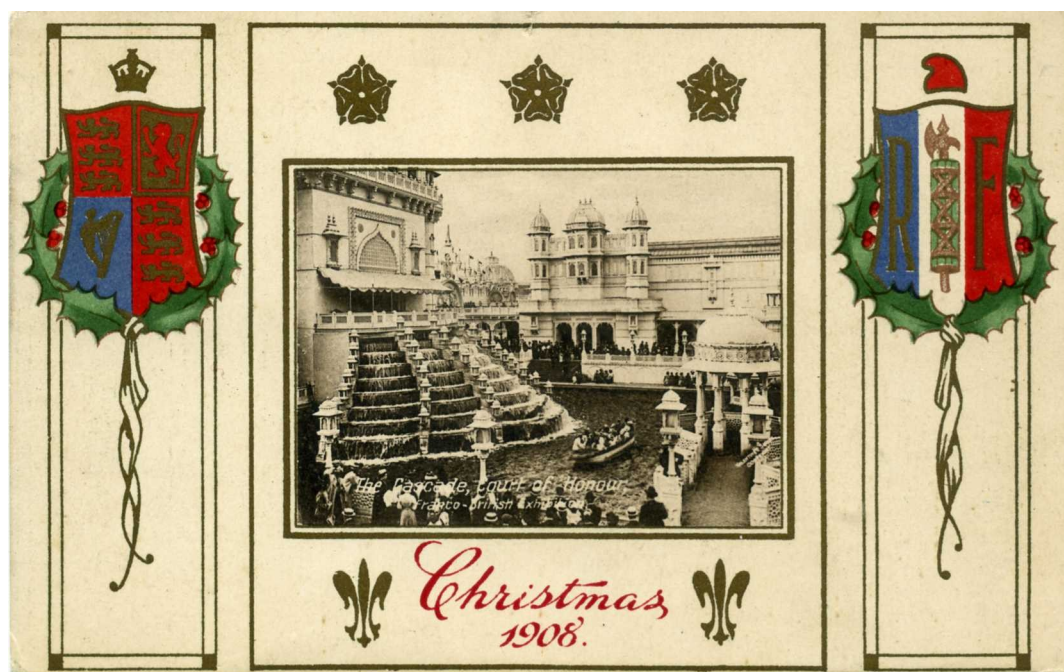


EXHIBITION STUDY GROUP

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

Journal No. 155

Winter 2024



A Valentine's 1908 Franco-British Exhibition Christmas Card.

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Honorary Life Members

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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EDITORIAL

No. 155 WINTER 2024

Who said Sherlock Holmes mysteries were dead?
You havn't our Festival of Britain book read.

Recently Kenneth asked me to put our Festival of Britain book, published in 2001 on a memory stick for him.

Much to my amazement when I looked through my copy of the book, pages 49 and 50 were missing. They just weren't there, and by a co-incident the pages dealt with the Sherlock Holmes post cards.

On another matter I have had a letter from Don Knight about a new Post Card magazine (Picture Postcard Magic) produced by Brian Lund. Members will remember Brian and Mary published Picture Postcard Monthly for many years going back to 1968 perhaps earlier.

I immediately sent off for a copy (£5.10 postage included) and to my surprise by return received No 8, for August 2024, so it's been published for nearly a year. Apparently Brian is not wanting annual subscriptions, but wishes to sell the New P. P. Magic one issue at a time.

Any on wanting to order a copy of Picture Postcard Magic Should contact Brian Lund at
Reflections of a Bygone Age
15, Debdale Lane,
Keyworth,
Nottingham. NG12 7HT

The Post Office in Nottingham was very care-full not to cancel any of the stamps used for postage for Picture Postcard Magic. Do they really want us to re-cycle the stamps?



Not a cancellation in sight.

My editorial seems to be full of moans and groans, but read on it does get better.

The new Advertising labels book is selling well and only recently (7-8-2024) I had a phone call from our Irish member Anton O'Broin who wished to order a copy. Any other potential purchasers, see details further down on page 55.

The Editor.

100th Anniversary of the BRITISH EMPIRE EXHIBITION 1924-2024

By Don Knight and Derek Connell

This year is the 100th Anniversary of the British Empire Exhibition at Wembley on a site of 240 acres. The Exhibition halls Pavilions and the Stadium were all built with concrete, many stood into the 1970's. The last one to be after the Stadium was the Palace of Industry.

On St George's Day 23 April 1924 the British Empire Exhibition was declared Open by King George V, which was the first Royal Speech to be Broadcast which was heard around the British Empire.

The stadium was filled with invited guests and the public, on the grass area known as the pitch Bands Marched and Dancing by many groups from around the Empire preformed.

In 1923 the first Football Association Cup final was held with over 120 thousand spectators in the Stadium. This was when Billy the White Horse helped to clear the football pitch.

In 1924 on the Saturday 19 April England played Scotland and on the Saturday 26 after the opening of Exhibition Newcastle United played Aston Villa in the Football Association Cup Final. This match was to be the first all ticket Cup Final. With the exhibition now being open supporters showed their tickets to get into the Exhibition and Stadium.

1924 was to be the year of the First Commemorative Postage Stamp, with two stamps issued by the Royal Mail. A one penny and one and half penny being sold only at the two Exhibition Post Offices. Today these two stamps on a First Day Cover can cost over £400 to collect.

On the 16 April the Royal Mail are to issue something to commemorate the 100th anniversary of Commemorative Postage Stamps.

With the Wembley Exhibition 100th Anniversary on the 23 April 2024 I believe that Buckingham Covers are sponsoring a Handstamp for this and are doing 100 covers. I am doing a few covers with the London 2010 Festival of Stamps sheet which had the two 1924 stamps and hope to get them serviced by the Special Handstamp Centre London.

As seen below Don was successful in getting a small number of covers serviced, if you want a pair you had better get in quick. Don's phone number is 020 8440 3574.



A Don Knight cover celebrating the Centenary of the opening of the British Empire Exhibition.



A Don Knight cover celebrating the Centenary of the opening of the British Empire Exhibition.

On our tour of the Wembley Stadium, we visited the Museum dedicated to the British Empire Exhibition. Here we saw all the ephemera and artefacts you would expect, from tickets and guide books to medals and ornaments.

Incidentally, we also saw a cabinet of the 1948 Olympics paraphernalia including programmes, posters and photographs, and a distinctly home-made looking flag, showing the five Olympic rings.

As our guide reminded us these were “Austerity Games”!

And now a short note from Terry Gazzard.

Derek Connell made a very brief speech thanking everyone from coming to celebrate this iconic centenary, with special thanks to Terry Gazzard for organising the day.

We had received apologies from Bill and Kenneth Tonkin and Ron Trevelyan who wished to be remembered to those present. Derek also thought it appropriate to remember past members with a close associations to the study of Wembley. Alan Sabey-Mike Perkins-Ray Goodey and Peter Denly.

At my request Terry was able to supply me with a list of all present.

Sorry for the delay in replying. The names of the people attending the meeting were:
Alan Moorcroft, Alan Spinks, Barry Coker, Carly Pritcher, Chris Crouch, David Ogden
Dawn ??? (Karl's friend) Derek Connell, Don Kni, ht, Geoffrey Lane, Karl Illingworth
Peter Burrows, Peter Taylor, Terry Gazzard,
Best wishes, Terry Gazzard

A bit of sad news George Burrs son phoned me to say that George had sadly passed on and promised to let me have some notes on George's life.

For Sale by Mike Gorrington (Buyer Collects),

Original historical British Empire Exhibition External Site map, 1925 (Not indicated) Palace of Industry & Housing and Transport were main areas. (Engineering in 1924) Size 51 inches by 40 inches (1300 mm x 1000 mm) This was used by one of the main entrances within a standing frame.

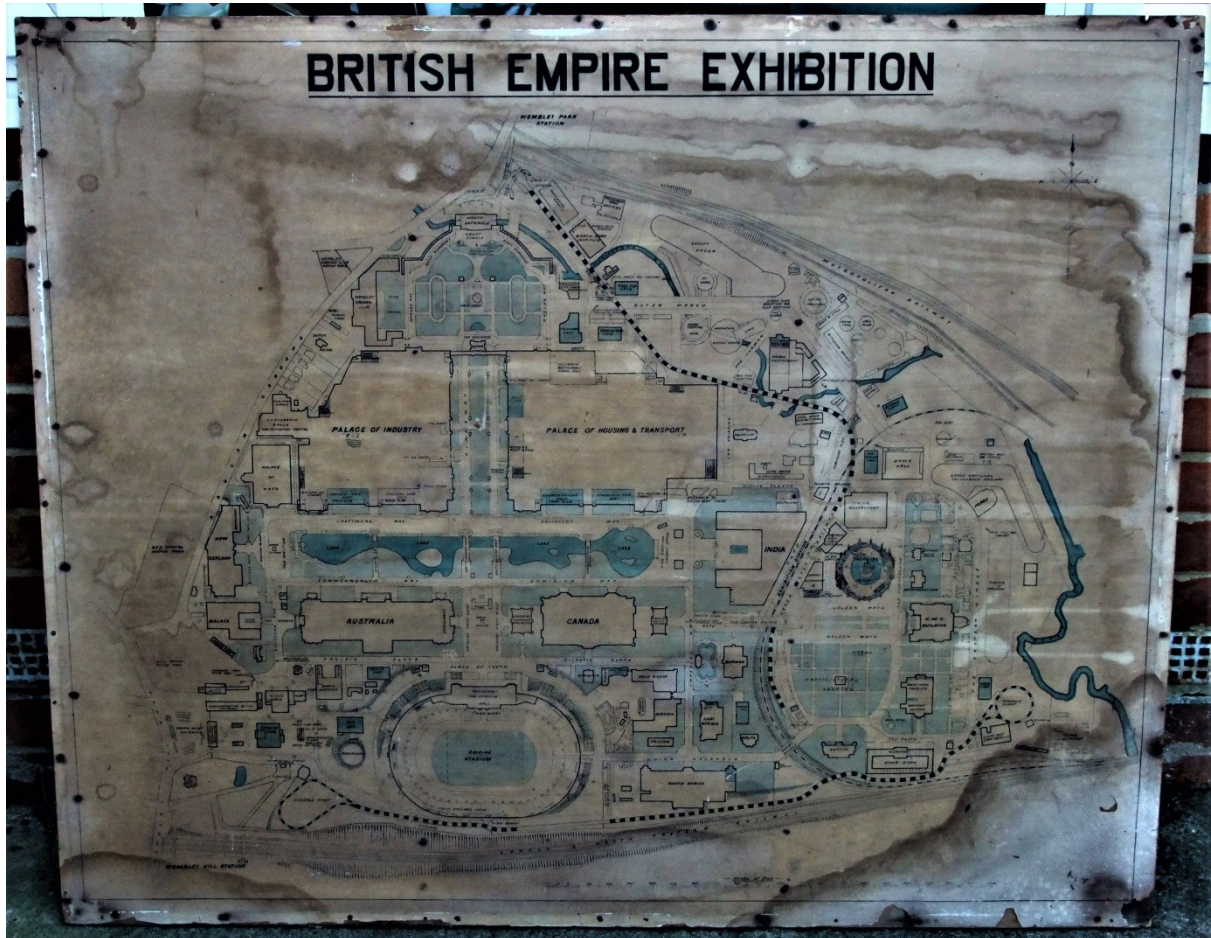
The detailed hand coloured map was pasted/fixed to a backing timber panel, all intact. But the actual map was subject to the inclement weather of that exhibition year!

Face of the map has rain water stains in various places, but does not detract from the now hundred year old site map. There may be others in existence, (Wembley History Society, ex Grange

Museum?)

I paid a reasonable sum for it over twenty five years ago from the finder of the map and will accept a reasonable offer! Collection will be required, see size - Estate car?

Regards,



Mike Gorringe (Melksham, Wiltshire)

Mike was good enough to loan me a map from his collection some time ago, and unfortunately it has gone astray while being returned to Mike by the Post office.

Subject: Missing parcel sent to Michael Gorringe From: Graham Regester (my son in law)
<gjregester@hotmail.com>

Date: 17/05/2024, 09:23

To: Bill <bill.tonkin@outlook.com>

Dear Bill

I have followed up the query about the missing package you sent to Michael Gorringe. I attach a copy of the receipt showing the tracking number of KL877623627GB dated 30 4 24.

The tracking message from the Royal Mail website is also attached as a separate PDF.

You will see that the surprising message reads, Returned to sender.

Sorry, we were unable to deliver this item at 01 05 2024 as the recipient refused to accept it. It will now be returned to the sender.

Bearing in mind that it has not been returned to you, despite the message, and more than 16 days have elapsed, I suspect that it is still at the Melksham D. O.

The best that I can suggest is that you forward a copy of this email with the attachments to Mike and ask him to go to the local sorting office to see if they can trace it. He can also 'face to face' confirm that he didn't refuse to accept it, so can query what actually happened. I suspect that they tried to deliver it when Mike was out and added this 'refusal' message to avoid the need to go back to his house to try and get a signature.

Best wishes

Graham. (Graham is my son-in-law who posted the packet for me as I am now virtually house bound.)

Attachments:

Copy of receipt for parcel to SN126BW 30 4 24. pdf.

Track and Trace - Track your Item re package to SN12 6BW Royal Mail Ltd.pdf

As I am writing this it is now the 28th of August and the packet has still not turned up.

Post Office Ltd.
Your Receipt FAD: 124012

Park Langley
98 Wickham Road
Beckenham
Kent
BR3 6QH

VAT REG No. GB 172 6705 02
Date of Issue: 30/04/2024 11:16
SESSION: 1-808678

	Item Price ex VAT	inc VAT	Total(£)
(E)Signed For 1st	3.80	3.80	3.80
(S)=Standard Rate (Z)=Zero Rate (E)=Exempt			
DG Screen Dom	0.00		0.00
TOTAL DUE TO POST OFFICE			3.80
Debit MasterCard FROM CUSTOMER		3.80	
BALANCE		0.00	

CARD PAYMENT

Debit Mastercard
Card Number: 537410XXXXX5560
CONTACTLESS
Auth Code: 043765
Merchant ID: ****3001
Terminal ID: ****7174
Application ID: A0000000041010
PAN Seq No: 00
HTXN ID: 3P3CA1197105
TRX ID: MDPCD5M2R0430
Amount: £3.80

NO CARDHOLDER VERIFICATION
PAYMENT APPROVED
CARDHOLDER RECEIPT

Please retain for future reference

Thank You

Post Office Receipt.

Post Office Ltd.
CERTIFICATE OF POSTING

Park Langley
98 Wickham Road
Beckenham
Kent
BR3 6QH

Posting date: 30/04/2024 11:16
Session ID: 1-808678
After last acceptance time? N

Destination Country UK (EU)
Address Validated? N
Signed For 1st £3.80
Large Letter
Weight 0.081 kg

Reference number
KL877623627GB
Building Name or Number Postcode
5 SN126BW

Delivery aim: next working day. Proof of
delivery and signature at royalmail.com.

PLEASE REFER TO SEPARATE TERMS AND
CONDITIONS

For information about Royal Mail services,
please visit www.royalmail.com

PLEASE RETAIN AS YOUR PROOF OF POSTING
This is not a financial receipt
Thank You

Post office Certificate of Posting.

Results of advertising in Picture Postcard Monthly.

Year	No. of dealers	No of cards sent	No of cards bought
1990	120	2191	558
1991	89	1993	510
1992	118	3383	746
1993	63	1099	363

1994	48	1331	356
1995	43	1001	323
1996	78	1645	482
1997	69	1353	353
1998	72	1721	341
1999	62	1612	408
2000	70	2567	520
2001	63	1617	351
2002	44	678	198
2003	52	752	160
2004	30	467	134
2005	44	941	266
2006	37	1184	276
2007	35	587	119
2008	38	577	278
2009	27	456	140
2010	28	397	124
2011	30	191	66
2012	35	465	123
2013	37	757	201
2014	43	535	133
2015	24	357	90
2016	34	539	206
2017	22	684	250
2018	36	610	143
2019	24	352	103
2020	28	436	118
2021	21	305	60
2022	15	185	100
2023	8	167	36

As you can see the returns for advertising to buy postcards in magazines is steadily falling, when I started the figure was sometimes over 3,000 cards sent on approval in a year. In 2023 this had dropped to 167 sent and only 36 cards bought. Today it just not worth-while to advertise for cards.



A 1925 British Empire Exhibition packet. Series 3.

This packet with 11 post cards in it was recently sent to me on approval. The contents are

Indian Pavilion. Copyright Campbell Gray.

Canada from the Lake. Copyright Campbell Gray.

Malaya from the Lake. Copyright Campbell Gray.

British Guiana & West Indies. Copyright Campbell Gray.

H. M. Government Building. Copyright Campbell Gray.

The Lake. Copyright Campbell Gray.

Australian Pavilion. Copyright Campbell Gray.

The Lake Gardens. Copyright Campbell Gray.

Malta. Copyright Campbell Gray.

The Palace of Industry. Copyright Campbell Gray.

Old London Bridge. Copyright Campbell Gray.

Has any member got another Packet Series 3 with the missing title in it?

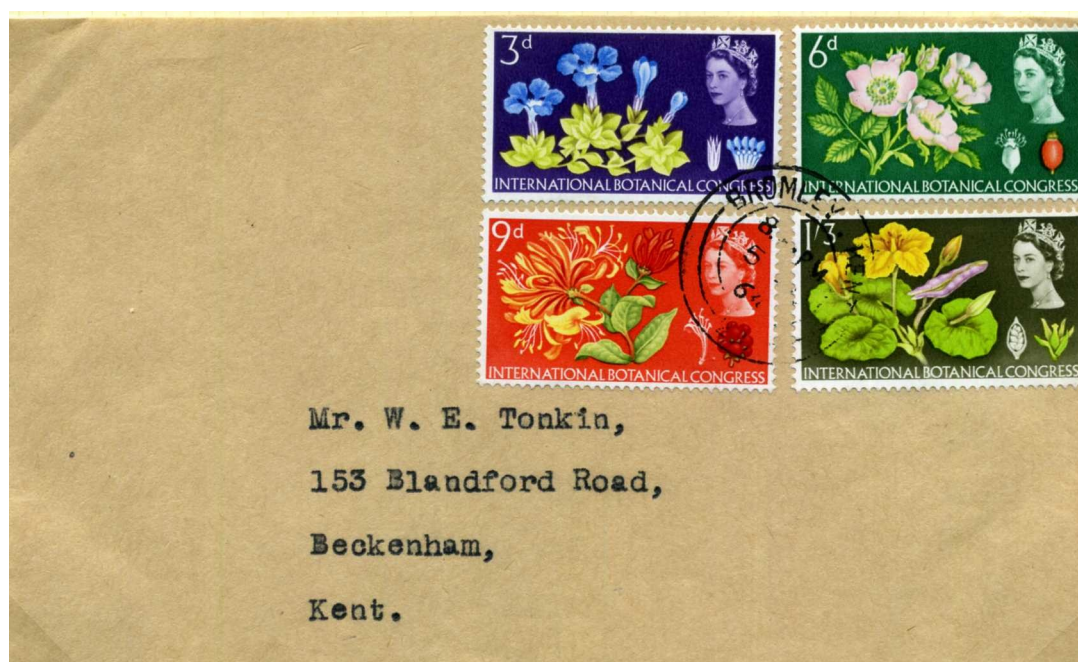
**ADVERTISING
AND
PUBLICITY LABELS
OF THE
BRITISH EMPIRE EXHIBITION
WEMBLEY
1924 - 1925**



David Ogden and Bill Tonkin

And here it is! A first class job produced in colour by David Ogden, a vast improvement on the original B/W job done by Alan Sabey and myself in 2003. Members wishing to purchase a copy please contact David at, Mr D. Ogden 01494 837 379 'Tynan' Chiltern Rd., Ballinger Common, Great Missenden, Bucks. HP16 9LJ.

The 1/3 Botanical Inverted water mark



You might be interested in how I came to have the 1/3 inverted Botanical Cylinder Block and first day cover. Nancy in the beginning of our stamp collecting days used to go down to the main post office in Penge and buy ten copies for each issue as they came out. Two were used on first day covers for Kenneth and myself and a cylinder block of four for me and a traffic light block of four for Kenneth. We used plain envelopes in those days and Nancy would go into Bromley to post them.

At the time we did not appreciate that there was anything unusual about the 1/3 because several of the commemoratives were issued with inverted watermarks as standard like the N P Y issue, while many other issues had the odd sheet inverted. We soon realised we had a rarity on our hands but by then it was too late to get any more. At that time both Kenneth and myself were concentrating on building up collections of inverted commemoratives and definitive stamps from booklets.

When our children were young we belonged to three or four stamp clubs and when members found out Nancy was doing first day covers and also with phosphor stamps which in the beginning were not available at all post offices the demand exploded, and eventually I was getting 1,500 covers for each issue. Once I got over the 1,000 mark I was able to supply a lot of the local sub-post offices with covers because I could do them cheaper than they could get them through the post office.

I used to be able to get my stamps three days before the date of issue as a special dispensation the post office offered to dealers to enable them to get covers addressed and stamped ready for the first day cancellation, although I was not a stamp dealer.

When Kenneth started in business he needed money and by then it was no longer a schoolboy collection, Phillips handled the sale and his traffic light block of four was featured on the front cover of their auction catalogue. Kenneth never told me what it fetched. I remember on one occasion I was giving a display to a club of inverted watermarks and I showed the 1/3 botanical and afterwards a member told me he had done the same thing with a junior member of the club. I heard later that Gibbons swapped a plated set of penny blacks for the lad's five copies. So there are probably only 20 copies ever bought by collectors 16 mint and four used on covers. Gibbon's eventually put a price of £1.500 each.

A previous unrecorded New Wembley Card



With a Campbell Gray imprint on back. Not numbered or with letter of the alphabet. A new title not recorded before.



Engineering Section, British Empire Exhibition. Wembley.

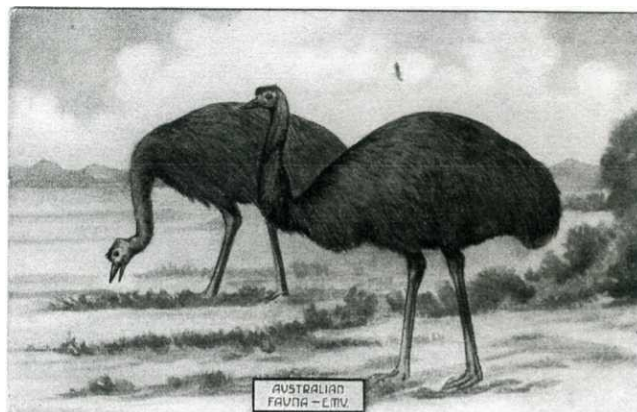
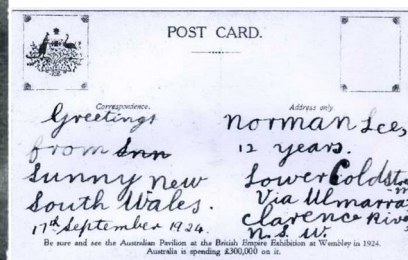
Australian Flora and Fauna Post Cards.

Add,
Fauna.

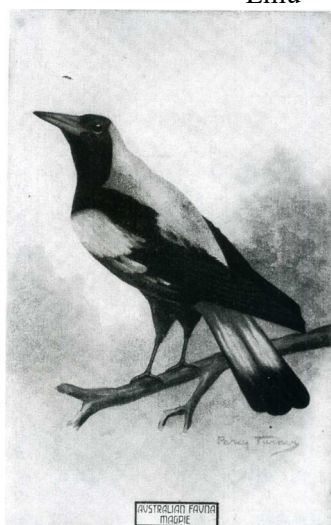
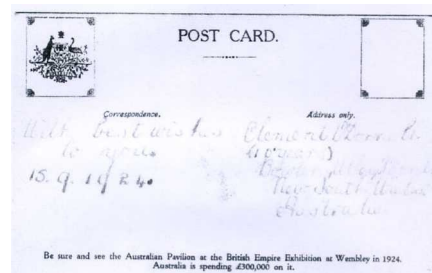
Lyre Bird. Vert. left.



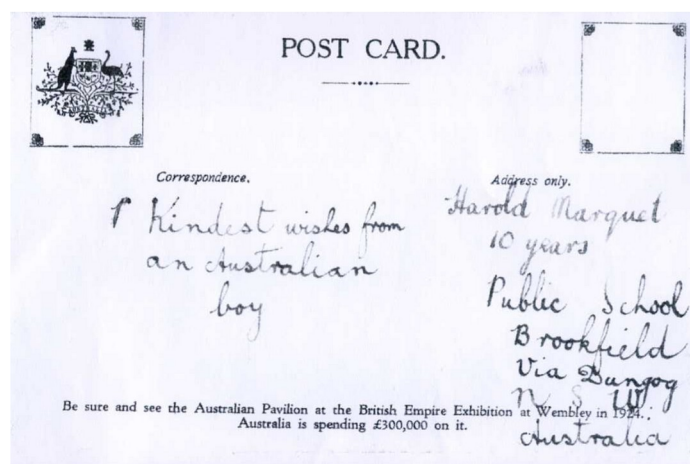
Kangaroo



Emu



Magpie.



I think It possible the Flora and Fauna cards were an initiative organised by the Australian Post Office to encourage “Pen Pals” between Australian and British school children. They must have been delivered free of charge as none of the cards have been recorded postally used.

A detailed list of Oetzmann’s New Toilet Service “The Bristol”.

There are 14 different adverts used by Oetzmann for Their Bristol Toilet set, and these are described as Advert type A to Advert type N.

Japan-British Exhibition. 1910.

Oetzmann’s New Toilet Service The Bristol.

Picture 8-1 Coloured 11 N. Toilet order list.

Coronation Exhibition. 1911.

Oetzmann’s New Toilet Service The Bristol.

Picture 8-2 Coloured 14 N. Toilet order list.

Advert type A.

15 lines of text including the heading ‘Oetzmann’s Bungalow Cottage’ which is in one line. The next to last line reads ‘Euston Square Station (Met. Rly.) or’. The last line centred under the line above reads ‘Warren St. Station (Tube.)’. This is the only advert to mention Euston Square on the next to last line, on all the others it is Gower St.

Advert type B.

Very similar to type A, there are 15 lines of text including the heading ‘Oetzmann’s Bungalow

Cottage’ which again is in one line. The next to last line reads ‘Gower St. Station (Met. Rly.) or’, the last line reading ‘Warren St. Station (Tube.)’ is justified to the left under the line above.

Advert type C.

18 lines of text including the heading ‘Oetzmann’s Bungalow Cottage’ which is now in two lines. The next to last line reads ‘Gower St. Station (Met. Rly.) or’ and the last line reading ‘Warren St. Station (Tube.)’ is centred under the line above.

Advert type D. 19 lines of text including the heading ‘Oetzmann’s Bungalow Cottage’ in two lines.

There is no mention of any underground station and the next to last line reads ‘has Showrooms at’ and the last line reads, ‘Hampstead Rd., London, W.’

Advert type E.

21 lines of text including the heading ‘Oetzmann’s Bungalow Cottage’ in two lines. The next to last line reads ‘Gower St. Station (Met. Rly.) or’ and the last line reading ‘Euston Rd. Station (Tube.)’ is centred under the line above.

Advert type F.

Under ‘Please send me one of the following:’ are listed five booklets that would be sent free on application. They are, 1. “Bungalows & Cottage Homes”, 2. Writing Table Booklet, 3. Easy Chair Booklet, 4. “Window Furnishing Up to Date”, and 5. Special Bargain Lists.

Advert type G.

This is similar to advert type F, with five booklets on offer, except for one line, the second free offer has been altered from a ‘Writing Table Booklet’ to a ‘General Furnishing Catalogue’.

Advert Type H.

Under ‘Please send me one of the following:’ an extra booklet has been added, there are now six booklets that would be sent free on application. They are, 1. General Furnishing Catalogue, 2. Booklet “Notes on Pianos”, 3. Writing Table Booklet, 4. Easy Chair Booklet, 5. Air Gas Booklet, and 6. Stock Bargain List.

Advert type I.

This is very similar to type H, except the range of free booklets has now been increased to eight, they are, 1. General Furnishing Catalogue, 2. "Bungalows & Cottage Homes", 3. Booklet "Notes on Pianos", 4. Writing Table Booklet, 5. Easy Chair Booklet, 6. "Window Furnishing Up to Date", 7. Air Gas Booklet, and 8. Stock Bargain List.

Advert type J.

This is a 17 line advert, it advises that 'Oetzmann's Black and White Cottage, estimated cost to build £400 to £450' and 'Two Full Sized Bungalow Cottages Costing from £230 to £260 can be seen erected and furnished complete in the Showrooms'.

Advert type K. There was only one advert used on picture No. 3 cards. Consisting of 13 lines of text, it mentions the Bungalow can be supplied for £230 and the two storey Cottage for approx. £400 to £450.

Advert Type L.

On the left side is four lines of text reading 'Descriptions and detailed list of the furnishing of this Cottage, free on application to Oetzmann & Co., Ltd., Hampstead Road, W.'

Advert Type M.

Under 'Please send one of the following Booklets:' are listed 13 titles that would be sent free on application. 1 "Our Cottage.", 2 "General Furnishings Catalogue.", 3 "Notes on Pianos.", 4 "Easy Chairs and Settees.", 5 "Writing Tables and Bureaux.", 6 "Window Furnishings Up-to-Date.", 7 "Bargains in Carpets." 8 "Dainty Dinner Service.", 9 "Toilet Services of Dainty Design.", 10 "Inexpensive Services of Glass.", 11 "Reliable Clocks.", 12 "Period Furnishings.", 13 "Art of the Silversmith."

Advert Type N. Advert in the form of a short list for ordering items of the toilet set with room for a name

and address underneath. Single Sets @ 6/9, Toilet Pails complete @ 4/9 and Sponge Bowls @ 1/9. The two backs used are type 11. and type 14.