

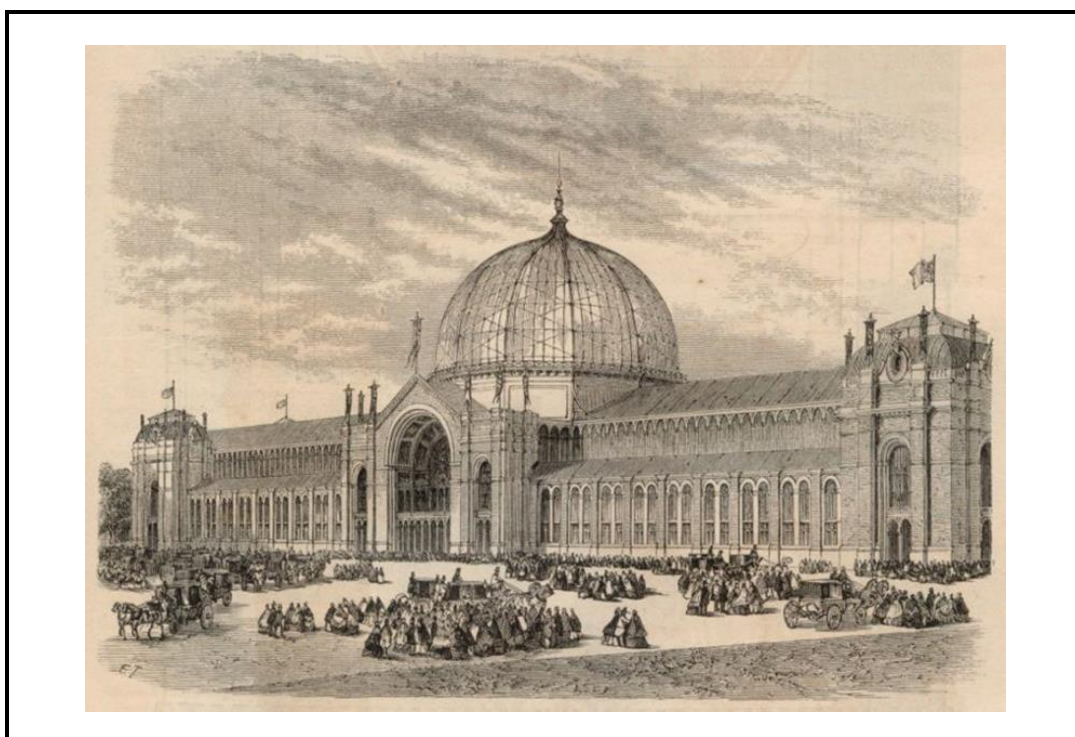


EXHIBITION STUDY GROUP

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

Journal No. 157

Winter 2025



1862 London International Exhibition – Western elevation view

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Items for the Journal are welcomed, and can be submitted in manuscript, typed, or by Email.

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*Nobody can give you advice after you've been collecting for a while.
If you don't enjoy making your own decisions, you're never going to be much of a collector anyway.*

Charles Saatchi

Your Committee met at the Royal Festival Hall on 28 August 2025 to discuss how best to ensure the continuation of the organisation.

You will see from the previous page that the vacant positions have been filled and that it was decided to invite Don Knight to become the Group's Honorary Life President in recognition of his many years' service to the Group and to our hobby, which he was pleased to accept.

We need to attract new members, and current members can play a role in this by promoting the benefits of the Group to fellow-collectors in other Societies to which they belong.

We have approached a number of dealers to include an advertisement for the Group in their regular lists in exchange for us including their advertisements in the Journal. So far only one has agreed.

There is no doubt that the Journal is an important feature of membership and we intend to continue to publish quarterly providing that members contribute suitable material. This can be as short or long (subject to editorial discretion!) as you wish, and can include requests for information, 'wants lists' and details of items for sale (priced).

We resolved to maintain the subscription at £10 for the next year¹, even though this does not even cover the cost of printing and distributing the Journal, let alone maintaining the website. Printing and postage savings can be made if Members receive the Journal electronically rather than by post. Please indicate on the enclosed form if you are prepared to receive the Journal by e-mail.

I have taken on the role of Archivist and we are in the process of transferring Bill's archive to me. I will then produce a schedule of the material we have and we will look at the practicality of digitising the material or, alternatively, passing it on to an organisation better equipped to store and manage it.

Register of Members' Interests

Enclosed with this Journal you will find a form asking for contact details and collecting interests. Please complete this in as much detail as possible (ie: which Exhibitions; what collectibles) and return it to me by e-mail or post. I will then consolidate and circulate that information so that members can see which other members share their particular interests.

David Ogden
November 2025

¹ The Membership year starts on 1 August

Bill Tonkin (16 December 1925 – 18 January 2025)

Tribute by Andrew Brooks

Bill and I first met at York during the 1987 Exhibition Study Group meeting. In fact, the only time we met was at the annual meetings. I lived in the north and hardly ever attended fairs. However, the weekends at York, Wembley (organised by Don), Glasgow and Crystal Palace were memorable, with Bill and Don leading discussions and giving displays. One weekend stands out when Bill and Nancy entertained us at their house. Nancy had baked enough to feed an army and they were fantastic hosts. My memory is such that I cannot remember where we had the meeting that weekend but it could have been a nearby pub. I continued to attend the occasional annual meeting long after I had given up collection exhibitions and I think the last one was at the Crystal Palace in 2013 when those that were there on Friday night had a fish and chip supper organised by Bill.

When Bill took over the newsletter in 1992 it moved from being a group of members who had an interest in collection exhibition material to a study group that was recognised far and wide as a serious research group whose members produced books on particular exhibitions and published four journals a year.

Bill was interested in many aspects of exhibition collecting, but his main interest was always the postcards. In my opinion his book 'Postcards of the Great White City Exhibitions 1908-1914', his magnum opus, is a work of great research. With everything he attempted his attention to detail was one of the main features of all his published work and displays. For example, on a lighter note, he was fascinated how Valentines of Dundee used the same cut-out figures on many different exhibition cards.

Every Christmas I received his letter full of news. Over the years it revealed what a full life he had led. He wrote about the achievements of his family and in later years how he was still managing to keep active with the help of family and carers. My friendship with Bill lasted for nearly forty years and I shall miss him very much.

Andrew Brooks

Editor's note:

Andrew was instrumental in kindling Bill's interest in exhibition collecting, and this is acknowledged in the Dedication to the 1994 BEE Postcards book by Bill and Mike Perkins and the Dedication to Bill's 2008 *Postcards of The Great White City Exhibitions 1908 – 1914*.

Tribute by Ron Trevelyan

I first heard about Bill when I joined the Exhibition Study Group in September 1991. The Study Group Annual Conference at The White Swan Crystal Palace was arranged by Bill and his wife Nancy. The Tonkins arranged afternoon tea for the Conference at their home in West Wickham. I remember Bill sporting an enormous kettle!

I got to know Bill well through regular attendance at the Annual Conferences and I could only marvel at his depth of knowledge about exhibitions, and postcards in particular. Bill was aware of my wider exhibition interests in countries like the USA and France and would contact me if anything came to hand. In fact Bill contacted me about a US item only a week or two before he passed away.

Bill will be sorely missed, but at least there are many years of happy memories of our friendship and the two line verse at each version of the Journal!

Ron Trevelyan

Readers of the Journal may remember the heartfelt tribute to Mike Perkins by his great friend Bill Tonkin in the Spring 2018 edition, recalling their 30 year friendship, their collaboration in producing the book *'Postcards of the British Empire Exhibition Wembley 1924 & 1925'* in 1994 (ESG Publication No 2), and Mike's contribution to the affairs of the Group.

The article below by **Stephen Tibbetts**, Mike's son-in-law, describes how part of Mike's British Empire Exhibition postcard collection was 'rescued' from being broken up at auction and was subsequently reunited with the rest of the collection, and how Stephen, who had no previous interest in postcard collecting or in the BEE, was inspired to continue to add to the collection.

The Mike Perkins British Empire Exhibition collection

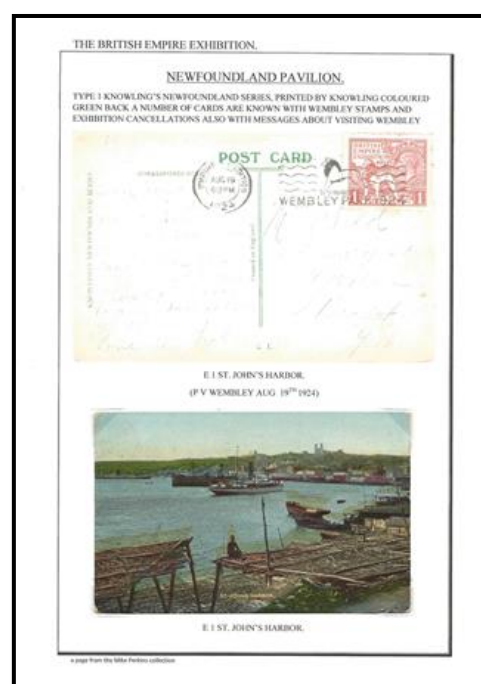
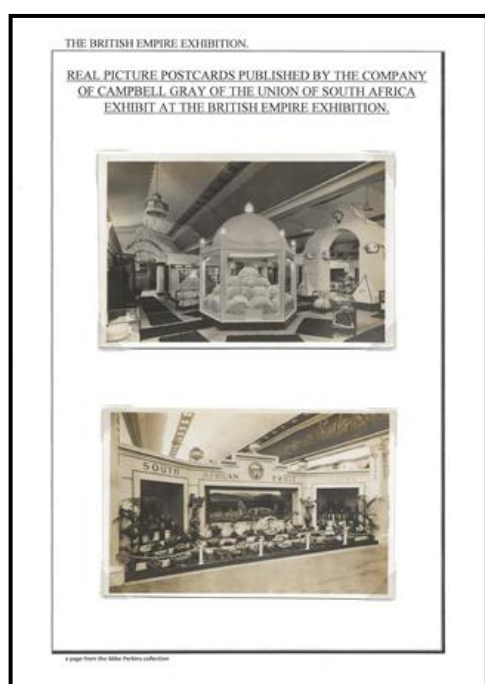
by Stephen Tibbetts

The chance to keep Mike's collection of postcards, stamps and memorabilia relating to the British Empire Exhibition together came about by chance when my wife, Dawn, was informed August 2020 that a part of her dad's collection had been sent for sale without her knowledge. We approached the selling auction house after Dawn decided that she would rather the collection was not broken up but kept in the family as she had spent many weekends with her dad at postcard fairs in her youth.

The items were shipped to us in New Zealand and eventually, after paying a heavy import tax, we acquired what I thought was the entire collection but this was far from the truth. I personally had no real idea what Mike's collection actually consisted of apart from what Dawn had told me.

I took a great deal of pleasure looking through the folders containing all these different postcards of an event I had no idea had ever happened let alone that Mike had been involved writing books about. These beautiful images from a bygone age from all around the globe awakened my love of history and a thirst to learn more.

In looking through the first few folders I could see Mike had started to redo the display layout for each series of postcards so I decided this was a good way to learn about what we had and to carry on with Mike's idea for the collection going forward so for the next few years I spent my time remounting the postcards onto their new page layouts with information about the printer and such with a note at the bottom saying a page from The Collection of Mike Perkins.



It was while doing this that I realised we were missing so many cards that we had no real reason why. So in February 2021 I reached out to members of the Exhibition Study Group to see if Mike had lent cards out for whatever the reason, but this had not happened. It was while doing this I also started looking online for cards to purchase, because with where I live this is the only real means of access to buy cards I require which is a really expensive way to add to the collection.

It wasn't until the sad passing of Dawn's mom in June 2022 and our returning to the UK for her funeral that we found the reason for the missing cards and the rest of Mike's collection which were still in his study. After which it was decided that we would add these to what we had already had, so these and many other items relating to the Exhibition would be sent home to New Zealand. To say we were suddenly regular visitors to the local post office would be an understatement and our suitcases were fit to burst on our return to New Zealand.

We had no real chance to look at what we had until our return to New Zealand which was in some ways a blessing as there was so much material to look at and we really didn't have the time on our hands to do this. It wasn't until some time after our return to New Zealand that I started to look at what we had recently acquired that I realised we had a lot of duplicate postcards, a lot of which I had no real idea of their true value. It was also during this process that I also found many of the missing series postcards I had been looking for, some of which I had already purchased online through eBay.

It was at this time it was decided that to fund any more acquisitions for the collection I would need to self-fund my purchases from the sale of duplicate postcards I had in the collection which seemed a reasonable idea as I personally cannot see the point of having multiple copies of the same card when others might be looking for that particular one.

Over the last few years I have been very surprised with the vast difference in prices obtained for some cards, especially as I have no real idea of how rare some cards were when I put them up for sale, one example of which was an image of the Empire stadium by D Craft which to my surprise went to Spain for a rather large amount. Which was helpful to me as I have already stated my only means to acquire new cards is through online auction sites which is not a cheap way to buy but I have managed so far to add another 400 + postcards to Mike's collection but the Malaya series cards are still a lot harder to obtain and are becoming a rarer find.

It was during my selling of Exhibition postcards that I came to the attention of other members of the Exhibition study group who I had not been known to before as some of the cards I was putting up for sale had drawn their attention to me, which is not an issue more a blessing as I have learnt so much from them over the last few years about the history of the Exhibition and the group itself which I am grateful for.

Since talking to other members of the group and helping out with different request for scans and information about items in Mike's collection for projects of their own I have become aware of how Mike's collection is still an important source of information to the society and also makes me even more aware of how much I still don't know.

Editor's note

In January 2023 a seller in New Zealand started listing BEE postcards on eBay. The unusual thing was that these were practically all relatively scarce cards, and many that I did not have in my own fairly extensive collection. I bid and won some; others went for more than I was prepared to pay. The listings continued and I became increasingly intrigued about the source. In May 2023 I decided to contact the seller (outside of the eBay messaging system) to ask about the history of the collection, and the presence of so many duplicated rarer cards. The seller turned out to be Stephen.

At that time I was working with Bill on the revision of the BEE Labels Book and Stephen was able to provide scans of a significant number of labels that we did not have colour images of. These included

a number of examples of use on commercial documents – for example the Gregory Brown Aerated Bread Company label on a Company letter that is illustrated on page 83 of the Labels Book.

Following the publication in September 2024 by the GBPS of the Book '*British Empire Exhibition 1924 – 1925 Stamps and Postal History*' by yours truly, Ken Tonkin and David Rosier, I turned my attention to the BEE postcards, and Bill and I decided to produce a revised version of the 1994 BEE Postcards Book (see above), to include colour images throughout. To the extent that neither I nor Bill had a particular card in our collections I asked Stephen, who was generally able to provide a scan. For example, the images of the Campbell Gray South Africa Pavilion cards on pages A17 and A18 and most of the images of the *Voyage of the SS Beltana* cards on pages A92 and A93 of the new Postcards Book were provided by Stephen.

Along the way, I was able to off-load (at reasonable prices!) some of my duplicate cards to help Stephen fill in some of the gaps in his collection.

A W Gamage at Wembley

by David Ogden

Derek has now shown me the original label that I reported in the previous Journal. It was used on a Gamage's envelope posted on 18 November 1924. As we said in the Introduction to the new Advertising and Publicity Labels book (see footnote 1 on page 28 below): "*there may never come a time when we can claim to have listed everything*".



Waterlow ticket printing demonstration at the British Empire Exhibition

by David Ogden

In the context of the British Empire Exhibition, Waterlow & Sons Limited are, of course, best known as the printers of the stamps.

They also printed publicity labels, in a number of colours, advertising their presence in the Palace of Industry – on Stand U897 in 1924 and Stand U851¹ in 1925.



Reddish brown



Green



Pale orange

These labels were subsequently printed in a large number of colours, overprinted with reference letters / numbers, which were used as colour samples by the Company's sales representatives. Details of these can be found in the book *Advertising and Publicity Labels of the British Empire Exhibition Wembley 1924 – 1925* by David Ogden and Bill Tonkin published by the ESG in 2024.



CF - Dull rose-red

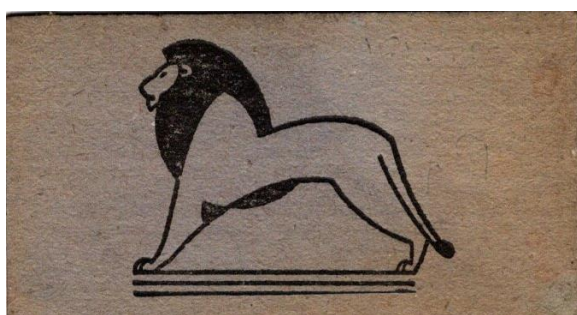


FJ1 - Dull blue-green



WKB - Black

On their Stand they demonstrated ticket printing using the machine which they had first exhibited over sixty years earlier at the Great Exhibition of 1862.



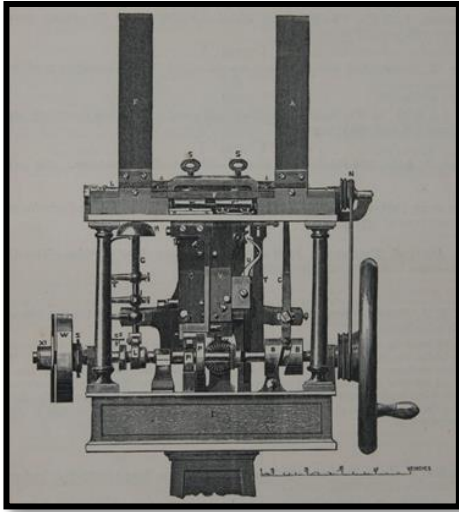
Actual size 57mm x 30mm on 0.5mm thick card

The details below are taken from the 1862 Exhibition Catalogue.

¹ Also Stand U860 but no label was issued for this

1734. WATERLOW and SONS, London.

Railway ticket printing machine, to be worked by hand or power.



These machines are manufactured of best materials in the best possible manner, and have been in use for several years at the offices of some of the principal railway companies in the United Kingdom, the British Colonies, and on the Continent, to whom we are permitted to refer, and whose experience forms the best guarantee of their speed, durability, and general efficiency.

They are constructed with a fast and loose rigger, to work from a shaft, or may be driven by hand with perfect ease printing, perforating, numbering consecutively, either at one or both ends of the tickets at one operation, at the rate of 8,000 to 10,000 per hour.

The plain tickets are inserted in the tube A, pass along the plate F, and rise into the tube F, in numerical order.

When the machine is driven from a shaft, the printer has simply to insert the bundles of plain tickets in one tube, taking the printed ones out on the other side, the machine stopping of its own accord and ringing a bell when any derangement arises from an imperfect card or other cause.

List of some of the Railway Companies to whom these machines have been supplied.

Eastern Counties Railway, London.

Great Western Railway, London.

Midland Railway, Derby.

South Eastern Railway, London.

Great Northern Railway, London.

Buffalo and Lake Huron Railway, Canada.

Great Western Railway of Canada.

The Australian Railways.

Calcutta and South Eastern Railway.

Eastern Bengal Railway.

Vienna Railway

UNPRINTED TICKETS, various colours and devices, perforated if required. A pattern card, containing 120 sorts, with prices of each attached, will be forwarded on application from any Railway Company, or their agent.

Great care is exercised in the preparation and examination of these tickets, and every defective one removed. The tickets are perforated singly, thereby ensuring the perforation falling in the centre, and the removal of any imperfect ticket — a great advantage over all others yet submitted.

PRINTED TICKETS, single or double journey, once or twice numbered, and perforated if required, striped, part or double-coloured, at prices varying according to quantities and description. Estimates furnished if desired.

TICKET CASES, made of teakwood or oak, and finished in the best manner, at prices varying according to the number of tubes required. A detailed price-list forwarded on application.

TICKET SCREW Box, or tying-up machine.

TICKET NIPPERS, best steel, from 2/0 per pair.

TICKET DATING PRESSES, with set of stool types and box for same, complete.

Catering at the 1925 British Empire Exhibition

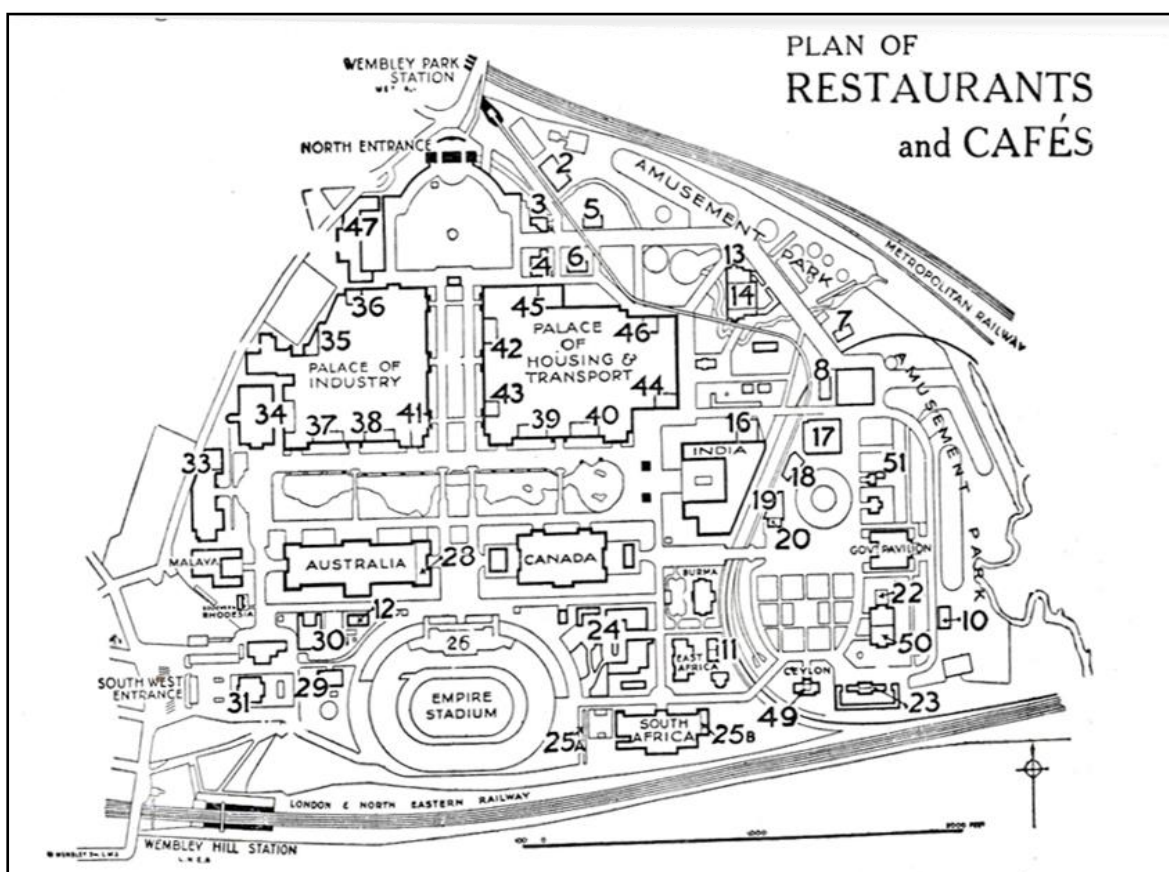
by David Ogden

Information on the restaurants and cafés run by Joseph Lyons & Company for the 1924 Exhibition was included in Journal No 156 (Autumn 2025).

For the 1925 Exhibition it was decided to split the catering up between a number of organisations. Quoting from the 1925 Official Guide (page 115):

Feeding the Multitude

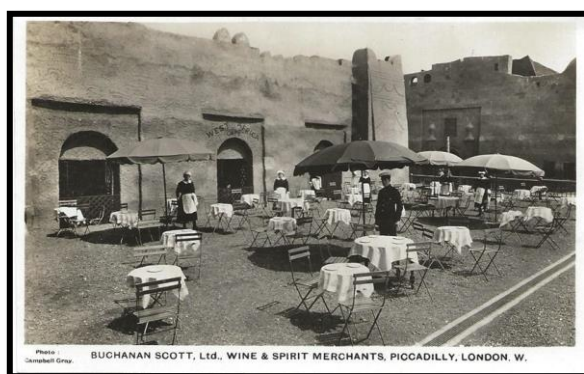
There is no more important side to an Exhibition than the catering. No more serious problem confronts the organisers than the arrangements for feeding the multitude. Last year the whole of the catering at Wembley was in the hands of one firm. This year a score or more share alike the kudos and the responsibility. They are representative of all that is best and most modern in this essential industry, and as they are working independently, the spirit of competition will be present all the time.



Accommodation, too, has been very greatly extended for 1925. Six "Quick Lunch Buffets", of which there are three in the Palace of Industry and three in the Palace of Housing and Transport, have been installed. These alone can cope with 2,000 people at a time, and deal very quickly with their needs. There is a special new restaurant for excursion parties and school children. The Stadium restaurant, overlooking Canada, Australia and the lake, and affording some of the finest views of the Exhibition, has been thrown open to the public. Several of the Dominions and Colonies are running restaurants or cafes of their own, in which to emphasise the special products of their respective countries. These are Australia, New Zealand, South Africa, India, West Africa, East Africa, Hong King, the West Indies and Ceylon.

The twenty organisations involved are listed alphabetically below, with the outlets they ran.

Aerated Bread Company	4	Colonnade Café
	14	Brook Restaurant
	37	Palace of Industry West Café and Press Club
	38	Palace of Industry East Café and B.E.E Club
	42	Bank Café
Allnatt's Limited	46	Palace of Housing Excursion Dining Hall
Bertram & Company Limited	3	Colonnade Quick Lunch Buffet
	5	Tree Top Café
	6	Orange Tree Café
	13	Toy Town Quick Lunch Buffet
	18	Harmony Quick Lunch Buffet
	43	Palace of Housing Quick Lunch Buffet
	44	Palace of Housing Quick Lunch Buffet
	45	Palace of Housing Quick Lunch Buffet



Postcards showing views of the Buchanan Scott West Africa Café

Buchanan Scott Limited	24	West Africa Café
Buszards Limited	17	Central Restaurant
Captain Symons	2	North Institute
	21	East Institute
	30	South Institute
A. J. Carpenter Limited	33	New Zealand Restaurant
Dominion Catering & Supplies Limited	26	Stadium Buffets
	27	Stadium Restaurant
Express Dairies	31	Express Café
Gordon Hotels	19	Grand Restaurant
	20	Grand Restaurant Quick Lunch Buffet
	22	West Indies Buffet
	25C ¹	South Africa Tearoom
	41	Grill Room
	47	Wembley Garden Club
Gunter & Company	49	Ceylon Tea Room
Haymarket Hotel Limited	40	Palace of Housing & Transport East Café
Hong Kong Authorities	23	Hong Kong Restaurant
Letheby & Christopher	28	Australia Restaurant

¹ '25B' on the Plan

MacFisheries	7	Bridge Café
	8	Dancers' Café
	11	Hunters' Café
	12	Pacific Café
	29	New Café
	34	Palace of Industry Quick Lunch Buffet
	35	Palace of Industry Quick Lunch Buffet
	36	Palace of Industry Quick Lunch Buffet
R. & J. Pritchard Limited	39	Palace of Housing West Café and Staff Club
South African Railways	25A	South Africa Train
Veda Bread Company	10	Veda Café
Veerasawmy & Company	16	Indian Restaurant
Ye Mecca Limited	50	British Guiana Tea Room

Publicity labels

For the 1925 Exhibition, the BEE Board commissioned Gregory Brown to design poster-style publicity labels. Eight different images were combined with up to twelve messages¹. Some of these were illustrated in Journal No 156 (pages 15 and 16).

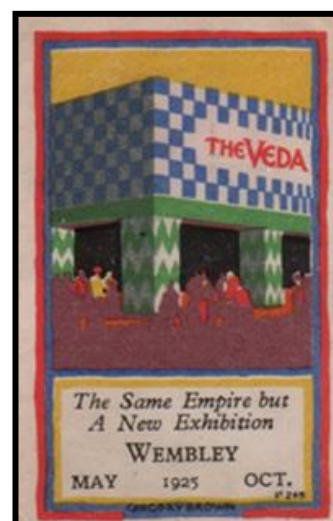
The Aerated Bread Company ('ABC') and the Veda Bread Company feature on these labels. The descriptions which follow are taken from the Official Guide.



On the popular side, the Aerated Bread Company plays a big part. Its slogan is "Food pure, prices economical, service rapid and good". At the Brook Café Restaurant and the Industry East Café Restaurant hot joints and substantial luncheons and dinners are provided. The rest of their many "houses" are devoted to the fare more usually associated with the "A.B.C." A special feature throughout is the Empire fruit cake, which is manufactured solely from Empire products.

Although Messrs. Buszards and Messrs. Bertram & Co are subsidiary companies of the Aerated Bread Company each runs its restaurants and cafes independently of the parent company.

At the blue and grey Veda Café, in the Amusements Park, all the Veda foods, including bread, rusks, sandwiches, scones, oatcakes and shortbread are on sale. The wines served there are all Dominion. This is the first time that the Veda Company has come before the public as caterers.



¹ See *Advertising and Publicity Labels of the British Empire Exhibition Wembley 1924 – 1925* by David Ogden & Bill Tonkin published by the Exhibition Study Group (2024)

'Top brass' at the Lucullus Restaurant

by Michael Ellis



A recent purchase from a French vendor on Delcampe comprised eight Rodeo photographs and the picture to the left captioned '*The Queen of Spain leaving Lucullus*'.

It appears from reports in *The Times* that Queen visited the Exhibition twice in July 1924 – on the 4th and again on the 11th. The report in the 12th July paper reads:

The Queen of Spain accompanied by her two daughters and Princess Beatrice, visited the Exhibition yesterday. They arrived about 11 o'clock, and after spending some time in the Indian Pavilion proceeded to the Canadian buildings, including the pavilions of the Canadian Pacific and Canadian National Railways. At the latter the Queen accepted three models of the Great Express engine that runs on the Canadian National system. After visiting the New Zealand Pavilion the Royal party had luncheon at the Lucullus Restaurant. The afternoon was spent in West Africa, Hong-kong, and the palace of Arts. On examining the Queen's Doll's House her Majesty accepted a miniature copy of *The Times*.

Further searching of The Times archive at my local Library unearthed a number of reports of visits to the Lucullus Restaurant by Royalty and various dignitaries. These are summarised in chronological order.

2 May 1924 A four hour tour by the King and Queen and the Duke and Duchess of York with lunch at the Lucullus.

8 May 1924 The first visit to the Exhibition by the Prime Minister and the Colonial Secretary¹ for the purpose of formally opening the Press Club. Lunch was hosted by the Empire Press Club.

20 May 1924 Lord Olivier² attended dinner hosted by the Honorary Commissioner for Jamaica.

30 May 1924 In the morning the Queen and Prince George visited the Palace of Industry, Indian Pavilion and Burma Pavilion (including a short performance in the Burmese theatre). After lunch they visited Hong Kong "*stopping at every shop and making a large number of purchases*".

2 June 1924 An informal visit by the Princess Royal, accompanied by General Sir Reginald and Lady Wingate began with lunch and ended with tea at the Lucullus Restaurant.

24 June 1924 An unofficial visit by the King and Queen of Denmark.

30 June 1924 The Queen, attended by Lady Bertha Dawkins and Sir Edward Wallington, spent almost five hours visiting the Palaces of Industry and Engineering, Malta, South Africa and Australia.

11 July 1924 See report above.

25 July 1924 Following tea at the Lucullus, the Prime Minister and Members of the Cabinet and their ladies were divided into five groups which travelled in Railodok cars on different tours of inspection. After dinner at the Lucullus they attended the first performance of the Pageant of Empire.

22 October 1924 The Duchess of York, president of the Women's Section of the BEE, accompanied by the Duke of York, held an afternoon reception in the Lucullus attended by some 400 guests.

¹ James Henry Thomas, Labour MP for Derby and General Secretary of the National Union of Railwaymen

² Sydney Haldane Olivier, 1st Baron Olivier – Secretary of State for India

Two Austrian Exhibitions

by Andrew Brooks

Erst Internationale Jagd-Ausstellung 1910 (7 May to 16 October)

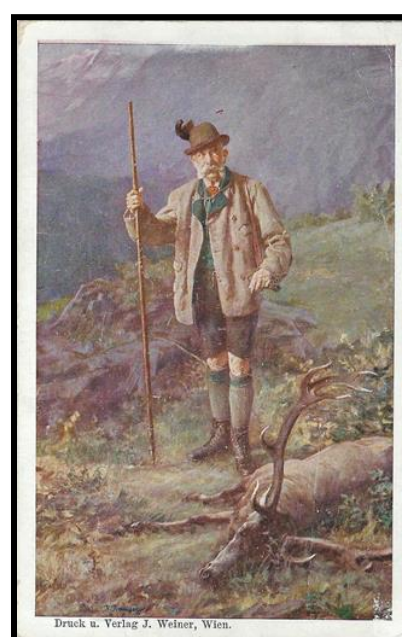
The first International Hunting Exhibition was held in honour of the 80th birthday of Emperor Franz Joseph of Austro-Hungary. The venue was the Rotunda building in Vienna which incidentally had been built for the World Fair in 1873.

The items on display related to hunting and included prehistoric tools, weapons, craft items and trophies as well as paintings, drawings and sculptures. Also, works by Klimt and the Klimt group. The illustrator Erwin Puchinger created the catalogue, posters and postcards for the exhibition. Puchinger's wife, Elli Hoffmann also designed postcards for the exhibition.



The card illustrated above was by the artist Hans Kalmsteiner. It depicts Franz Joseph's hunting lodge, built in 1869 in the imperial hunting grounds at Neuberg am der Murz (50 miles south-west of Vienna). In 1903 it had been much developed and was where Franz Joseph met the Tzar of Russia to discuss the Balkans. The reverse of the card has the double-ring postmark 'ERST INTERNATIONALE AUSSTELLUNG WIEN 1910' and is dated 9.1X.10.

Another official card (right) had Franz Joseph in full hunting attire with a dead stag at his feet. The postmark in green ink is more like a cachet but it was delivered through the post. It had no outer ring and the letters forming the circle read 'JAGD AUSSTELLUNG' and it was dated in the centre.



Allgemeine Ausstellung Linz 1924 (26 April to 12 May)

A Hospitality Exhibition was held in the Austrian city of Linz in 1924. Like Germany, the country was only just recovering from the Great War and inflation had only just been brought under control. This exhibition was held to try and revive the hotel, restaurant and tourism industry. 3,000sq. metres of the Southern Railway Hall was available for exhibitors.



The regional tourist associations had stands as well as the railway companies and the Austrian Brewers' Association had its own tent – the 'BIER ZELT' - just to the right of centre on the postcard. The postcard is thought to be the only official one issued for the exhibition. It is an artistic general view of the grounds shown from above with the river Danube in the background.

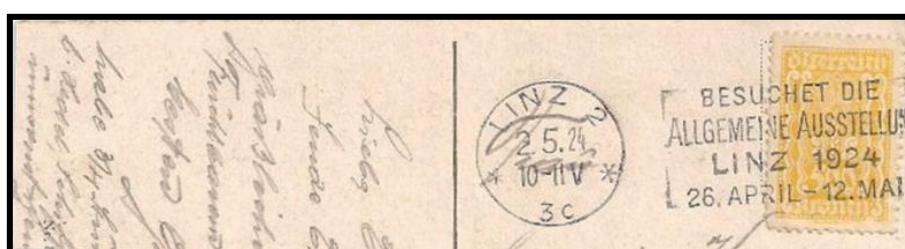
It has the exhibition postmark 'ALLGEMEINE AUSSTELLUNG LINZ 1924' and is dated 28/4/24. It was addressed to Frau Johanna Kessley who was in bed 32 at the hospital in Bregenz. A large circular exhibition cachet 'AUSSTELLUNG LINZ 1924' is seen on the card.

Editor's note:

I have seen unposted examples of the 1924 card with the purple circular 'AUSSTELLUNG LINZ 1924' cachet and also with a similar, but smaller, cachet in black.



There is also an LINZ slogan cancellation advertising the exhibition.

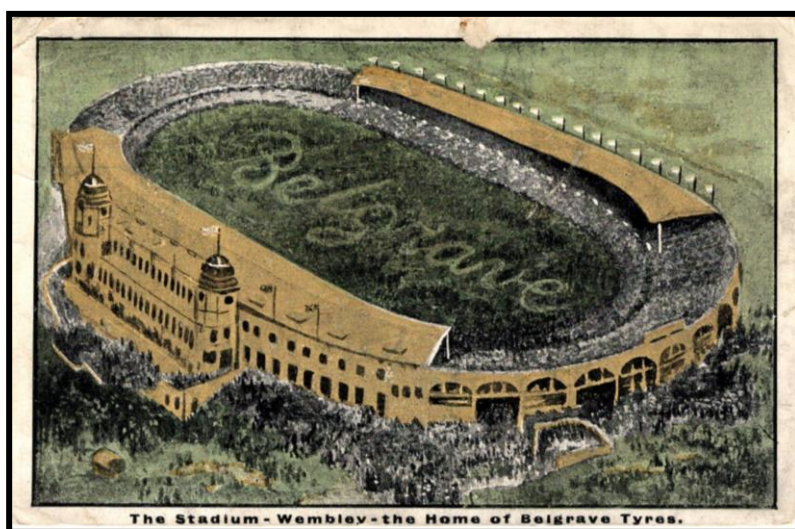


Belgrave Tyres – A new BEE postcard?

by David Ogden

In the Autumn 2025 Journal (No 156) I reported on the discovery of two new British Empire Exhibition postcards published by Pathé Freres Cinema Limited, picturing American Sailors disembarking from the Battleship Texas BB-35 in Torquay for a day at the Exhibition. I say “new” in the sense that they had not been previously identified as BEE cards and are not, therefore, included in the new BEE Postcards book.

The ink was barely dry on that report when I came across the card illustrated below on sale by an American dealer. Having established direct communications with the vendor, I was able to avoid paying eBay’s ‘Global Shipping Fees’ and secured the card at a reasonable price.



On the face of it, of course, this artist’s impression of the Stadium could have been produced long after the Exhibition and would not qualify as a BEE card.

BUT the card was posted in Dublin on 28 June 1923, so pre-dates the opening of the Exhibition. Unfortunately there is no information on the back about the printer or publisher, although that can be assumed to be the maker of Belgrave Tyres, and the message bears no relation to either the Stadium or Belgrave Tyres.

Although the opening of the Exhibition, originally scheduled for 1923, had to be postponed to 1924, the Exhibition Authorities had contracted with the Football Association to have the Stadium ready for the 1923 Cup Final, held on 28 April 1923 between Bolton Wanderers and West Ham United. Bolton won 2 – 0. The match was preceded by chaotic scenes as crowds well above the official capacity of 125,000 gained access and mounted police, one on a white horse, were used to clear spectators from the pitch. The match is often referred to as the ‘White Horse Final’ (see *British Empire Exhibition 1924 – 1925 Stamps and Postal History* by Ogden, Rosier and Tonkin published by the GBPS in 2024.)

According to Grace’s Guide, Belgrave tyres were manufactured by Standard Tyre and Rubber Manufacturers Limited of Alpertown Rubber Mills, Wembley.



So, I hear you ask, why should a card advertising tyres manufactured in Wembley be considered to be a BEE card? The answer is to be found in the Official List of Exhibitors for 1924.

Belgrave Standard Tyres Limited of Belgrave Rubber Mills Wembley were exhibitors in 1924 in the Palace Engineering Exhibit 285.

It therefore seems likely that they would have had this card available on their Stand. The challenge now is to find an example used at the Exhibition.

You might think that the title '**The Stadium – Wembley – the Home of Belgrave Tyres**' is somewhat misleading in seeming to suggest that Wembley Stadium is the home of the tyre company.

Five other tyre companies exhibited in 1924:

Firestone Tyre & Rubber Company of Canada	Canada Pavilion Stand 66
Goodyear Tyre & Rubber Company of Canada	Canada Pavilion Stand 66
Palmer Tyres Limited, London	Palace of Engineering Exhibit 214
Shrewsbury S T & Challiner Tyre Company, Manchester	Palace of Engineering Exhibit 112
Stepney Tyres Limited, London	Palace of Engineering Exhibit 292

Unfortunately, I have not found any postcards or other material relating to their involvement at the Exhibition.

Member's Queries

From David Ogden:

Does anyone have, or know of, a list or lists of postcards (and other collectibles) of the 1938 Empire Exhibition in Scotland?

New Members

A warm welcome to two new Members:

Chris Hoskins

Richard Tregoning

EXHIBITION STUDY GROUP

ACCOUNTS FOR THE YEAR ENDED 31ST JULY 2025

INCOME			EXPENDITURE		
Subscriptions	235	355	Website fees	360	0
2024/25 pre-paid	0	40	Book printing	35	1544
Sale of books	170	349	Journal, postage & stationery	308	1088
Bank interest	3	4	Bank charges	70	78
Contribution to meeting room	90	0	Meeting rooms	280	0
Balancing figure		-35			
	498		Subscriptions	176	0
Excess expenditure over income	731				
	1229			1229	
BALANCE SHEET					
General fund	2934		HSBC current account	197	
Publications fund	2494		HSBC deposit account	5231	
	5428			5428	

There are additional costs of £561 relating to Journal and flyer printing not included above