

# C. S. O.

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(Formerly)

276/23

SUBJECT :

NEW  
INSTRUCTIONS GOVERNING ISSUES OF POSTAGE STAMPS.

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CONNECTED FILES.

NUMBER AND YEAR.

276/23

Restriction of new issues of Colonial Stamps.

EX. CO. MINUTES

1212

CIRCULAR  
4704/50



THE CHURCH HOUSE,  
GREAT SMITH STREET,  
LONDON, S.W.1.  
13th February, 1950.

276/23

SIR,

**New Issues of Postage Stamps**

I have the honour to inform you that I have recently had occasion to review the general policy followed in relation to new issues of British Colonial postage and revenue stamps.

2. As you will be aware, the policy hitherto followed was laid down in the Duke of Devonshire's circular despatch of 3rd February, 1923, in the following terms:—

"New issues of stamps should be made very sparingly, and only when there is real necessity for some alteration as, for example, on a demise of the Crown, if the Sovereign's head forms part of the design. I do not regard celebrations of local interest as sufficient ground for the issue of a new series of stamps, and I am not prepared to sanction any further such issues unless a good reason can be shown. As you are no doubt aware, considerable sums are derived from the sales of new issues of stamps to dealers and collectors: but this consideration should not be allowed any weight whatever in settling whether a new issue is required".

This policy has never been officially modified, but in practice it has been relaxed to the extent that it has been recognized as reasonable that Colonial Governments should replace old and out-of-date designs from time to time, and that special issues should be made to commemorate events of Imperial significance or of outstanding importance in the history of a Colony.

3. For some time I have felt that this policy might be relaxed with financial advantage to Colonial Governments; but there are certain considerations which still render it inadvisable for new issues of British Colonial stamps to be made without restriction of any kind. Stamp-collecting is a hobby and a luxury. The great majority of collectors are prepared to spend only a limited sum per annum on the purchase of new stamps. The policy hitherto followed has resulted in creating a considerable body of collectors in the United Kingdom who confine themselves to British Colonial issues because they can afford to maintain complete sets of all new issues, and I understand that there is also a considerable body of collectors in the United States who confine themselves to the stamps of their own country and British Colonial issues for much the same reasons. If, however, new issues were to be made on a scale which put the cost above their means, these people would drop out of the market, not temporarily but permanently, since the main attraction lies in the ability to maintain complete collections of the stamps of the chosen Colonial territories. One result of this would be that Colonial Governments could no longer be sure of recovering the initial cost of a new issue of stamps from sales to dealers and collectors within the financial year in which the expenditure was incurred: nor could they continue to count on the considerable profits which they have enjoyed from this source in recent years.

4. There is another consideration to be taken into account. The very considerable market which has grown up has increased the demand for British Colonial and other stamps printed in this country to such an extent that the security printing firms have at times had difficulty in keeping abreast of the work entailed. This difficulty is encountered to an even greater degree in the preparation of new dies and plates than in the actual printing of the stamps. Consequently some regard must always be had to the ability of these firms to undertake fresh work, if the task of keeping Colonial Governments supplied with stocks of current stamps is not to suffer.

5. It must also be remembered that, as you are doubtless aware, the Secretary of State for the Colonies has it in command from His Majesty the King to ensure that no new stamp designs or alterations to existing stamp designs are introduced without the Royal approval, and that only one or other of the specially approved portraits of His Majesty is used on British Colonial stamps.

6. My conclusion, therefore, in the light of all these considerations, is that the time has now come formally to alter the policy laid down by my predecessor in the year 1923, but that, in the interests of Colonial Governments generally, some degree of co-ordination should still continue. Accordingly I no longer consider it necessary that Colonial Governments should obtain my approval in principle for a proposed new issue of stamps before submitting their detailed suggestions for consideration. They may submit such detailed suggestions in future with the presumption that, save in exceptional circumstances such as the receipt of an undue number of proposals more or less simultaneously, they will be approved, provided that they fall within one or other of the classes set out below.

The Officer Administering  
the Government of

**FALKLAND ISLANDS**

1 in 276/33

20 MAR 1950

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x | 7. In the first place I shall be prepared to consider any proposals which you may care to submit for commemorative issues of, for example, a local event of historical importance, provided that the range of stamps does not exceed a maximum of six denominations in every-day use if the event is of more than local interest, or of three denominations if the event is of purely local interest. In the second place I shall be prepared to consider suggestions for commemorative issues comprising the full range of current denominations if, but only if, they relate to an event of world-wide importance to which justice cannot be done in less than a complete issue. For practical reasons, and in particular in order to avoid the risk of spoiling the market, such issues must necessarily be few in number, ideally not more than, say, one year for the whole Colonial Empire.

In both these cases the longest possible notice should be given so that designs of really high standard may be secured, and good workmanship and careful printing ensured without interfering with the normal printing programme.

8. Finally I shall be prepared to consider proposals for new permanent issues of stamps if the current series has already been in use for a longer period than six years, without regard to any commemorative series (other than a complete series) that may have been issued in the Colony concerned during that period. In such cases it would be helpful, in view of the numbers of dies and plates required and the difficulty which still arises in preparing them, if the proposals could be submitted, say, 18 months, in advance of the date of the proposed change.

9. This Circular has not been addressed to the Government of Malta, or to the Commissioner-General, Singapore

I have the honour to be,

Sir,

Your most obedient, humble servant.

*A. Greaves Jones*

*P.A.*

4 APR 1950



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1212

CIRCULAR DESPATCH

THE CHURCH HOUSE,  
GREAT SMITH STREET,  
LONDON, S.W.1.



22240/50

8th September, 1950.

Sir,

NEW ISSUES OF POSTAGE STAMPS.

With reference to paragraph 5 of Mr. Creech Jones's circular despatch of the 13th February, 1950, I have the honour to inform you that His Majesty the King has expressed the hope that it will be possible to include the Crown in the designs for future colonial stamp issues, including those which bear His Majesty's head.

2. The attention of Colonial Governments has previously been drawn to the importance of providing that, where possible, each stamp shall bear the head of His Majesty the King, and I shall be grateful if His Majesty's further wishes may also be borne in mind when new issues are contemplated or fresh designs are being prepared.

3. This Circular has not been addressed to the Government of Malta or to the Commissioner General, Singapore.

I have the honour to be,  
Sir,  
Your most obedient,  
humble servant,

*James Gifford*

*P.A. H.*

THE OFFICER ADMINISTERING

THE GOVERNMENT OF

FALKLAND ISLANDS

*Took to  
24 OCT 1950*



1212

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10 MAR 1951  
FALKLAND ISLANDS

CIRCULAR DESPATCH.

CHURCH HOUSE,

GREAT SMITH STREET,

LONDON, S.W.1.

22240/51

14th February, 1951.

Sir,

NEW ISSUES OF POSTAGE STAMPS.

I have the honour to refer to my predecessor's circular despatch of the 13th February, 1950, in which Colonial Governments were advised that, save in exceptional circumstances, my approval might be assumed for any new issues of postage and revenue stamps falling within certain specified categories.

2. The immediate outcome of that circular was a considerable number of proposals for new issues in many of which I noticed with regret that emphasis was placed upon quick delivery, so as to secure the adventitious revenue with the least possible delay, and that very little regard was paid to the standard of design, although, if this is not maintained at the highest possible level the sales of British Colonial stamps generally are bound to be adversely affected.

3. There have, however, also been some enquiries addressed to me and to the Crown Agents for the Colonies as to the best method for obtaining new and attractive designs, which have caused this aspect of stamp production to be further considered.

4. It has long been the practice for Colonial Governments either to furnish a number of photographs, of views and other subjects, with the request that those most suitable for reproduction may be utilised as the basis for a new series of designs, all other details being left to the security printers entrusted with the order, or to hold a local competition in which prizes are sometimes awarded for the best designs entered irrespective of whether any use is eventually made of them; but experience has shown that neither of these courses is wholly satisfactory.

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THE OFFICER ADMINISTERING

THE GOVERNMENT OF

**FALKLAND ISLANDS**

5. The submission of photographs to which only a Royal portrait, the Crown and the essential inscriptions need be added tends to stifle initiative on the part of the expert artists employed by the security printing firms and must, in the long run, result in all British Colonial stamps looking much alike and being easily recognisable as the product of one or other of the well known ateliers; while local competitions usually result in a number of snapshots, rough drawings, etc., being submitted which are quite inadequate as the basis for good etchings, and which no skill on the part of the engraver can ever mould into an attractive design.

6. It has therefore been suggested to me that Colonial Governments wishing to derive the maximum revenue from the sale of new stamp issues, and to have attractive stamps which will advertise their commodities, their attractions for tourists, etc., are unlikely to achieve those aims if denied the benefit of any ideas from outside the narrow confines of the territory and the stamp printing ateliers; and that were they to hold competitions open to all comers it might well lead, more especially in the case of commemorative issues, to entirely fresh ideas being forthcoming from expert stamp designers or from people having special interests in the territory concerned.

7. This would, of course, entail some longer term planning. Decisions in regard to new issues would need to be taken at least two years ahead so as to afford ample time for persons in this country, and elsewhere, to submit designs; but that would have the advantage that it would also permit of arrangements being made for new commemorative issues to be placed on sale on their proper commemorative dates without fear of the market being saturated with new regular issues at that particular time. It would also allow of stamps being properly designed with reference to the occasion to be commemorated instead of being overprinted as though the celebrations were a last minute afterthought.

8. The suggestion is, therefore, that those Colonial Governments wishing to avail themselves of outside ideas should arrange for simultaneous announcements to be made in their own official Gazettes and in the Crown Agents' stamp bulletin of a competition, open to all, in which prizes would be awarded for the best designs, or preferably series of designs, submitted within a stated period.

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It would, of course, be necessary to stipulate the maximum size of the drawings, to whom entries should be addressed, and to give some guidance as to aims to be achieved; i.e. it would be necessary, in all cases, to state that provision must be made for inclusion of a Royal portrait; the Crown; the value in Arabic figures, and such inscriptions as are essential. For commemorative issues there should be added a reference to the special occasion and the date of its occurrence, while for new regular issues it should be stated whether commodities, views, fauna and flora, etc., are to be featured or whether artists are left complete freedom of design.

9. I assume that in most cases Colonial Governments would wish all such entries to be addressed direct to the Postmaster General or Postmaster concerned, but if it were so desired in any given case I could arrange either for all United Kingdom entries to be considered here and for only those found worthy of further consideration to be forwarded to the Colonial Government for adjudication together with any designs submitted locally, or, if it were preferred, for the whole of the entries to be judged here by a panel of experienced officers of this Department and of the Crown Agents Office, who are accustomed to dealing with stamp matters. The designs selected would then be forwarded to the security printers for the preparation of trial drawings for submission to His Majesty the King for approval.

10. I must, however, stress that the object of these suggestions is not to increase the number of new stamp issues - they are undoubtedly already as numerous as the market can absorb - but to increase the revenue from individual new issues by making them more attractive in design and so better able to compete in the market with those of other countries who have in recent years taken great pains to render the design and appearance of their stamps as attractive as possible.

11. This Circular has not been addressed to the Commissioner General, Singapore. It has been sent to the Governor of Malta for information of Ministers.

I have the honour to be,  
Sir,  
Your most obedient,  
humble servant,

*James Gifford*

*attach our new stamp  
issue file pl Gifford*

7.

S.S.

A.

4-6. We are about to produce a new set of stamps so the S of S's suggestions do not affect us at the present time

S.S.  
22.3.51.

P.A. U

B

Y.E.

spoke this morning of the possibility of a new issue of stamps for the Dependencies. The Circular despatches at pages 1 and 4 are pertinent. At page 2, para 8 the minimum for a new permanent issue is given as six years, so we are clear on that head. The present issue has been running for six years and it would be another two before any new set actually came into issue.

Extrake  
to  
D/IS/SI

U

IRX 10.10.51.

<sup>C</sup>  
Ja, we appear to be alright for time and it will take a good 18 months to get the engravings done and proofs approved.

MC. 10/18

P.A. U



ALL COMMUNICATIONS  
TO BE ADDRESSED TO THE  
CROWN AGENTS FOR THE COLONIES.  
THE FOLLOWING REFERENCE AND THE  
DATE OF THIS LETTER BEING QUOTED.



4, MILLBANK,

LONDON, S.W. 1.

G9/1709

TELEGRAMS { INLAND: "CROWN SOWEST LONDON."  
OVERSEAS: "CROWN LONDON."  
TELEPHONE: ABBEY 7730.



20th April, 1953.

CIRCULAR

Sir,

We have the honour to advise you that, by command of Her Majesty the Queen, new dies of the Royal portrait have been engraved from approved photographs for use in the printing of Postage and Revenue stamps, and will be brought into use as and when new stamps are produced.

On the authority of the Secretary of State, the cost of engraving the new dies is to be divided between the administrations upon whose stamps the Royal portrait normally appears, and the amount shown below, being the portion of the cost payable by your Government, has accordingly been debited to your account with this Office:-

<u>Account</u>	<u>Amount</u>	<u>Remarks</u>
Falkland Islands	£119 3s. 10d.	Includes Falkland Islands Dependencies.

We have the honour to be,  
Sir,  
Your obedient servants,

*J. S. Blomfield*

for the Crown Agents.

The Colonial Secretary,  
Stanley,  
FALKLAND ISLANDS.

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C.I. ABJIM  
Andin *pd* L.G. 17.6.53.

to see (8) pp.

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12/5

AT.

Pl note that 50% should be charged out to Dependent Aps.

S. notes r.f.

*to*  
13/5/53.

L.A.A. P.V. 42 of Apr '53

*pd*  
14/5

*pd*

CLOSED SET

VOLUME II

Annex

PUBLIC NOTICE

Eight photographs showing scenery or activities in the Colony and the Dependencies are required for the next annual report, which is due to be submitted to the Secretary of State for the Colonies early in 1952. The public is invited to submit suitable photographs and a prize of \$1 will be paid for each photograph used in the report. Selection of the photographs will be made by a committee presided over by His Excellency the Governor. The following subjects are suggested as possibilities, though the list is not exclusive:

1. The Town Hall, Stanley. Exterior, possibly from the harbour. Interiors, Dance Hall, Council Chamber, Public Library and Reading Room.
2. A Camp R/T set in operation.
3. New W/T Station, exterior and interior.
4. Meteorological Station, a balloon ascent. Plotting Room, etc.
5. M.V. "Philomel".
6. F.I.G.A.S. hangar, with aircraft on slipway.
7. Photographs illustrative of typical sheep-farming activities.

Entries for this competition should be addressed to the Colonial Secretary to reach him before the 31st of December, 1951.

Colonial Secretary's Office,  
Stanley, Falkland Islands.  
19th September, 1951.

VP Sobu B'last on + off  
till about Xmas.  
1945/5/12 PH  
1945/10

1715/20  
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1945/10/12 ER