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To Mr. E. Mr. N. A. I. French CNG. MOV

8 Check List

Stanley Gibbons tell us that after calculating their costs and potential sales they would require that you and we between us purchase 9,000 copies at publisher's price. This is because sales through the S.G. outlets are thought to be limited. For our part I estimate that we could sell 2,000 copies at exhibitions over a year or so. This means that the check list would be expensive but the expense represents sales of no more than 1,000 sets of the definitive. It merits consideration in that light. Certainly the list would be unique in that it would be the first to record stamps of a postal authority outside UK.

From  
ended  
re 110

9 Recess

I note that you prefer not to defer the new definitive issue. We envisage no difficulty in matching the quality of the Turks & Caicos issue but you may like to know that, still thinking in terms of an intaglio issue, De La Rue the leading UK intaglio printers are at present working out a possible project for consideration by the American firm mentioned in my letter of 7 October.

10 Finally, may I say that although there are still a few points where I need to write to you again, I hope this letter will enable you and the Foreign & Commonwealth Office to make the public announcement on the lines of their September draft.

Yours sincerely

*E J Sims*

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E J Sims  
Head of Security Printing

(dictated by Mr Sims and signed on his behalf in his absence.)

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1. Matters arising from the minutes of the meeting held on 29 October 1976 were discussed.

P&T/2/13

1.1.0 The Chairman read a reply from Mr Simms<sup>(1)</sup> to a letter about publicity for the new definitive.

The Crown Agents suggested that if we wanted a check list we would have to take 9,000 copies which we would be expected to sell, although CA could probably dispose of some 2,000. Discussion took place on several aspects of these check-lists, briefly as follows:-

- (a) A good case would have to be put to SFC for funds;
- (b) how to cover any unsold check-lists;
- (c) how many check-lists could be sold locally;
- (d) would the check-list really increase sales;
- (e) brochures produced by Isle of Man and Channel Islands were examined;

Mr Stephenson thought these check-lists would increase sales and he considered it would pay in the long term. The Postmaster thought SFC would require figures to go by, and it would not be possible perhaps to indicate how much (if any) extra revenue would be obtained. The Committee considered that whether or not this check-list would sell was an imponderable, particularly bearing in mind that the Falklands would be the first postal authority outside the U.K. to publish one.

*Good*

*Who are these?*

Mr Halliday joined the meeting and commented that in his opinion the genuine collectors of F. I. stamps would buy stamps whether a check-list was published or not.

The Committee agreed to pursue this matter.



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29th March

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Mr. E. J. Sims,  
Crown Agents,  
H Division,  
St. Nicholas House,  
Sutton,  
Surrey, SM1 1EL.


Dear Mr. Sims,

Thank you for sending me a copy of your letter H3/Falkland Islands of 29 November, addressed to His Excellency the Governor.

2. As your letter was in reply to points raised by us you will not have expected a detailed reply to subjects touched on. One point that does call for a reply is the production of a Check List: I'm afraid we shall have to discard this idea as I doubt very much whether we could convince Standing Finance Committee to produce funds to buy 9,000 copies of a Check List in the knowledge that it would take sales of 1,000 sets to cover the cost. I will however seek their views.

3 Thank you for your continued interest.

Yours faithfully,

  
CHIEF SECRETARY

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1.2.0 General Publicity

- 1.2.1 Check list - Although this was noted for the next SFC meeting it was thought it would be too expensive, especially as it would not coincide with the new definitive. Publicity for the new definitive issue was more important.

P&T/2/13

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P&T/2/12  
18.5.77

- 6.0 Falkland Islands Stamps - Production of a Check List
- 6.1 Authority was given for expenditure on a Check List of Falkland Islands stamps, the issue of which should if possible coincide with the release of the new definitive issue of Falkland Islands stamps late this year.
- 6.2 £5500 to cover the cost to be inserted in the 1977/78 Estimates.

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20.5.77



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1st June, 1977

Ref: P&T/2/13 vol.2

E. J. Sims Esq.,  
Crown Agents,  
'H' Division,  
St. Nicholas House,  
SUTTON,  
Surrey. SM1 1EL

Stamp Policy: Check List

In your letter dated 29th November 1976<sup>(1)</sup> to Governor French you referred to the possibility of a check list for our stamps. Both our Stamp Co-ordinating Committees and the Standing Finance Committee are attracted to the idea and have voted £5,500 for its preparation, proposing that it should be released to coincide with the new definitive issue later this year.

I must confess ignorance both as to the precise content of a stamp check list and its cost (even though you have expressed this in terms of sets sold). Could you please amplify both aspects for me and put the project in hand if the funds we have voted are sufficient?

Yours sincerely,

CHIEF SECRETARY

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Crown Agents for Oversea Governments and Administrations  
ST NICHOLAS HOUSE SUTTON SURREY SM1 1EL  
TELEPHONE 01 643 3311 TELEX 267103 TELEGRAMS CROWN SUTTON

Mr A J P Monk  
Chief Secretary  
The Secretariat  
Stanley  
FALKLAND ISLANDS

Our ref H3/FALKLAND IS

Your ref P&T/2/13 Vol.2

Date 28 June 1977

Dear Mr Monk

STAMP POLICY : CHECK LIST

Thank you for your letter of 1st June from which I am pleased to learn that the Stamp Co-ordinating Committee and the Standing Finance Committee have approved a vote of £5,500 for the preparation and publication of a check list covering Falkland Islands' stamps.

Two further specimens are enclosed, one for the Isle of Man and the other for Guernsey. As you will see they offer collectors a rather specialised catalogue more attractively laid out than the larger British Commonwealth and similar catalogues normally sold by Stanley Gibbons and others. We have already approached Stanley Gibbons about publication and I hope to write to you again very shortly when we have detailed costs at our disposal.

Yours sincerely

*E J Sims*  
pp E J Sims  
Head of Security Printing

(dictated by Mr Sims and  
signed in his absence)





PLT/2/40  
**CROWN AGENTS  
STAMP BUREAU**

ST. NICHOLAS HOUSE,  
SUTTON, SURREY, SMI 1EL

TELEPHONE 01-643 3311

TELEX No. 267103

CABLES "CROWN SUTTON"

OUR REFERENCE ~~xxx~~ H2/1010/20

27 October 1977

The Chief Secretary  
The Secretariat  
Stanley  
FALKLAND ISLANDS



Dear Sir

PROPOSED FALKLAND IS CHECK LIST

We refer to previous correspondence on the above subject.

2 We are still in negotiation with Stanley Gibbons Ltd and will let you know the outcome of our discussions as soon as possible. However, we think it only right that we should warn you that Gibbons have expressed grave doubts as to the commercial viability of the proposal despite your offer to underwrite the production to the extent of £5,500.

*Jago*  
*Doh*  
*1/11*  
Yours faithfully

*[Signature]*  
C E FREEMAN  
Marketing Section

SU/JEC/26



P27/2/40



*As spoken.*  
*I am uncertain of the significance of this*  
*25/11*

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Crown Agents for Oversea Governments and Administrations  
ST NICHOLAS HOUSE SUTTON SURREY SM1 1EL  
TELEPHONE 01-643 3311 TELEX 267103 TELEGRAMS CROWN SUTTON

H2/1010/20



15 November 1977

Dear Mr Monk

PROPOSED FALKLAND ISLANDS CHECK LIST

Further to our letter <sup>3</sup> of the 27 October on the above subject I regret to inform you that Stanley Gibbons Publications Limited have now confirmed that they are no longer interested in the possibility of producing a booklet of this nature.

This decision has been reached after considerable market research on the part of Stanley Gibbons which indicated that the likely sales would fail to reach the minimum quantity necessary to make the booklet economically viable, even allowing for the fact that you have offered to underwrite the production charges by £5,500. We requested Gibbons to reconsider their decision but, after a further study, they regret that they are unable to alter their original decision.

You may be interested to learn that when Gibbons first intimated their reluctance to proceed we obtained a quotation from an independent printer to ascertain the likely cost of printing. This amounted to £6,150 for 10,000 copies, added to which one would need to consider the costs for the preparation of copy, provision of illustrations and, ultimately distribution. Taking these into account the overall costs of production would undoubtedly reach a total of £8,000 plus.

As you are no doubt aware, Stanley Gibbons are the recognised leaders in the field of catalogues within the UK and without their co-operation we regret that we see little chance of marketing a "check list" effectively. An essential ingredient of such a list is the pricing of the stamps; a feature which to the collector would need the authority inherent in the Gibbons name.

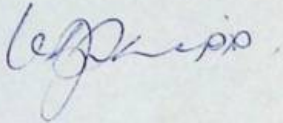
We have considered the possibility of our producing an unpriced list but conclude that the absence of current market prices from a recognised trading source precludes this course of action.

/ My



My colleagues and I are extremely disappointed that we have to report this lack of success in a venture which we feel would enhance your philatelic reputation. I propose to raise the subject again with Stanley Gibbons in the late Spring, when initial sales of the Coronation issues are known and the increasing interest in your issues has been further consolidated.

Yours sincerely



f E J SIMS

(dictated by Mr Sims  
and signed in his absence)

c c Mr D Morrison

Mr A J P Monk



P&T/2/40

1st December

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Mr. E. J. Sims,  
Crown Agents Stamp Bureau,  
St. Nicholas House,  
Sutton,  
Surrey, SM1 1EL.

Dear Mr. Sims,

This is just to acknowledge your letter <sup>(9)</sup>H2/1010/20 and to  
thank you for all your efforts on our behalf.

Regards,

Doug Morrison

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