

SPECIAL STAMP HISTORY

## The 1957 World Scout Jubilee Jamboree

Date of issue: 1 AUGUST 1957



The Boy Scout Association contacted the Post Office Advisory Council in 1955 suggesting a stamp to commemorate the centenary on 22 February 1957 of the birth of Lord Baden-Powell. The thought was rejected in July 1955 as it was the policy of the Post Office to restrict the issue of special stamps to events of greatest importance to the nation or major postal significance.

The Boy Scout Association did not lose interest in the idea and later the same year requested an issue to commemorate the Jubilee Jamboree to be held at Sutton Coldfield on 15 December 1957. This was considered and rejected on the same grounds. Despite the GPO's continued refusal, the Boy Scout Association maintained its support for the idea and considerable pressure was brought to bear. The magazine 'Stamp Collector' urged its readers to write to their MPs. A parliamentary question was put by J V Woollam (Conservative MP for Liverpool West Derby and a philatelist) with the support of several other Members of Parliament.

Pressure continued for special issues to celebrate both the Scouts' Jubilee Jamboree and the British Empire Games, and finally bore fruit in spring 1956. In early March that year a memo was circulated by the Deputy Director General (DDG), S D Sargent, which reconsidered the case for special issues commemorating both events and concluded by suggesting regular special issues at intervals of every two years or so. The memo advised that special issues should feature 'current events of outstanding national or international importance'. With this change of policy the Post Office Advisory Council reversed its earlier rejection. Thus it was announced in the House of Commons on 13 June 1956 that the Post Office would be issuing a set to commemorate the Jubilee Jamboree of the Boy Scouts, in values of 2½d, 4d and 1s 3d.

In a letter of 20 July to Mr Coulton of Harrison & Sons Ltd, printers of stamps using the photogravure process, R J Lewis gave the Supplies Department's provisional estimate of the numbers that would be required - 156 million 2½d, 33.6 million 4d, and 33.6 million 1s

3d. It was not known whether the stamps would be ordinary sized at 240 to a sheet or double sized at 120 to a sheet. By 13 November however it was envisaged that the stamps would be double the ordinary size (1.6 inches across by 0.95 inches down, perforation to perforation) and thus 120 to a sheet - the estimate was now for 180 million 2½d and 30 million each 4d and 1s 3d.

By early October the idea of providing the Scouts Jamboree stamps in roll form was also being contemplated, and on 4 October S Robson of Supplies asked Harrisons for quotations to provide 6,000 rolls of 960 stamps of each value, to be printed endways from a cylinder, or joined sideways from sheets, or joined endways from sheets ('endways' meant that stamps were joined along the top and bottom edges). H A Berry replied for the printers on 10 October that production from cylinders would cost 131s (£6.55) per 100 rolls plus the cost of between £100 and £110 per cylinder - it was clarified in subsequent correspondence that this would be for each of six cylinders, ie, one cylinder and one spare for each value. Endways-joined rolls from sheets would cost 72s (£3.60) per 100, presuming that the GPO would provide sheets of stamps without charge. He was adamant that joining rolls sideways from sheets was impracticable, explaining in a later letter on 13 November that this would require 'fairly drastic and expensive alterations to our existing machines'. Developments are uncertain as no subsequent correspondence remains, although the idea was later developed in connection with an automatic stamp-fixing machine for first day covers.

The Council of Industrial Design (CoID) was invited to nominate artists to submit designs. Six names were put forward, contacted by letter on 10 September, namely Abram Games, Pat Keely, Mary Adshead, Ralph Lavers, G T Knipe and Enid Marx. On 11 September, the four main stamp printing firms were also invited to submit designs, namely Harrison & Sons Ltd, Waterlow and Son Ltd, Bradbury Wilkinson & Co Ltd and De La Rue & Co Ltd.

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## INSTRUCTIONS TO ARTISTS

It was left to the artists to select a theme to symbolise the jamboree, with the following restrictions:

- (1) The design should not include any effigy of Lord Baden-Powell or any other person.
- (2) The design must include a photograph of the Queen's head which, on reduction of the design to the actual stamp size, is not smaller than the space occupied by the Monarch's head on the current 2½d stamp.
- (3) Clear numerals, approximately the size of the current 2½d, indicating value must be included. The stamp will be valid for postage and revenue purposes, but if the artist considers that the omission of these words will facilitate a better design they may be omitted.

(4) The three stamps, 2½d, 4d and 1s 3d, will be printed by photogravure. The dimensions of the printed surface of each stamp, excluding perforations and gutter, will be 0.86 inches down by 1.51 inches across. Each design submitted should be four times these dimensions, namely 3.44 inches deep by 6.04 inches wide.

The deadline for submissions was 8 October 1956. All submitted designs became the property of the Postmaster General (PMG). For each design submitted a sum of 20 guineas would be paid, plus a further 20 guineas if brought to completion and a final 160 guineas if selected for use.

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### **ARTWORK RECEIVED**

By the allotted date 26 designs were received as follows (the reference numbers in brackets are those given to each design for adjudication):

Miss Mary Adshead (1, 2 and 3);

Miss Enid Marx (4 and 5);

Ralph Lavers (6 and 7);

G T Knipe (8, 9 and 10);

M Farrar-Bell (Harrisons) (11, 12 and 13);

W Brown (Harrisons) (14, 15 and 16);

H Shield (Harrisons) (17);

Waterlow & Son Ltd (18, 19 and 20);

W S Matthews (Bradbury Wilkinson) (21);

E J Jackman (Bradbury, Wilkinson) (22);

Prof. Woyty-Wimmer (De La Rue) (23, 24 and 25);

Pat Keely (26).

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### **CONSIDERATION BY STAMP ADVISORY PANEL**

The submitted designs were considered by the PMG's Advisory Panel on Stamp Design on 14 November 1956. It was agreed that nos 3-7, 9-14, 17-18, 20-22, and 24-25 should be eliminated and that the remaining designs 1, 2, 8, 15, 16, 19, 23 and 26 be brought to completion.

The panel agreed various modifications to suggest to those artists requested to complete their designs. The artists were also asked to consider including the words 'postage' and 'revenue' where they did not already appear. The modifications were as follows (notified to the artists by 28 November:

No. 1 (Miss Mary Adshead)

Change date in top left hand corner to 1907.  
Remove letters BP in top centre.  
Remove values from left and right hand bottom corners.  
Replace date at bottom centre by placing value 2½d on drawing.  
Replace Tudor Rose in left hand loop by Fleur de Lys.  
Improve horizontal lines as clear-cut lines difficult to reproduce in photogravure process.  
(Renumbered as no. 1 for subsequent meeting.)

No. 2 (Miss Mary Adshead)

Change date in top left hand corner to 1907.  
Remove letters BP in top centre.  
Replace Tudor Rose in left hand loop by Fleur de Lys.  
Use Perpetua Bold or Times New Roman for the lettering.  
Show the 2½d value on drawing.  
Replace words Jubilee Jamboree by Postage Revenue.  
(Renumbered as no. 2 for subsequent meeting.)

No. 8 (G T Knipe)

The left-hand panel to be replaced by that from drawing no. 9 and '1857' should be replaced by '1907'.  
Replace clasped hands by panel showing dates in place of hands.  
Use Perpetua Bold or Times New Roman for the lettering.  
(Renumbered as no. 4 for subsequent meeting. Knipe also submitted his own slightly retouched version of the original drawing, renumbered as no. 3 for the subsequent meeting.)

No. 15 (W Brown)

Replace 1s 3d in top left corner with 1/3d.  
Replace Tudor Rose in bottom left corner with an accurate representation of the boy scouts badge (obtainable from the Boy Scouts' Association) or some similar distinctive symbol.  
Use Perpetua Bold or Times New Roman for the lettering and improve its spacing.  
(Renumbered as no. 5 for subsequent meeting.)

No. 16 (W Brown)

Replace Tudor Rose on left of design with Fleur de Lys or the whole of the boy scouts badge.  
(The Panel doubted that the general public would recognise the rose as a symbol of the scout movement.)  
(Renumbered as no. 6 for subsequent meeting.)

No. 19 (Waterlow & Sons Ltd)

It was agreed that although the Fleur de Lys was not a precise representation of the Fleur de Lys in the boy scouts badge it was acceptable. However the lettering 'Postage Revenue' should be in the same style as 'Jubilee Jamboree' and in the scroll, 'boy scout' should be 'Boy Scouts'. These were the only changes to be made.

(Renumbered as no. 7 for subsequent meeting.)

No. 23 (Prof. H Woyty-Wimmer of De La Rue Co Ltd)

Remove Fleur de Lys in middle of Rose on right of design or replace whole rose by a repetition of the left hand Fleur de Lys.

Use Perpetua Bold or Times New Roman for the lettering and space it more widely.

The value figure 1/3d should be modified to bring it into character with Times New Roman lettering.

(Renumbered as no. 8 for subsequent meeting.)

No. 26 (Pat Keely)

This design was originally rejected but reinstated on the suggestion of several members of the Panel. It was agreed that the artist should be told that an alternative to the swallows would be preferred, such as a tapestry background of small Fleurs de Lys. Doubt was expressed as to whether the light lettering against the light background would stand out sufficiently clearly and it was agreed that it be suggested that the letters should be darkened.

(Renumbered as no. 9 for subsequent meeting; Pat Keely succeeded in retaining the swallows, arguing that the change suggested would in effect produce an entirely new design which would be more formal and ordinary. On his own initiative he submitted a version of his original design on which the swallows were replaced with stars [the Plough and Southern Cross] plus a few other modifications, and this was renumbered as no. 10 for the subsequent meeting.)

The date of the second meeting of the Panel was fixed for 22 January 1957 at 11am. At this the Panel unanimously rejected drawings 2, 3, 6, 7 and 8. The remaining five designs were to be submitted to the Queen, following a further meeting to assess colour essays at 2.30pm on 1 March. The first choices were designs 1, 5 and 9, with reserves of 4 and 10. It was decided that Mary Adshead should be asked to substitute 'Jubilee Jamboree' for 'Postage Revenue' on her design no. 1, which left only design 4 bearing the words 'Postage Revenue'.

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## COLOUR ESSAYS

Each essay was produced in three colours: 2½d magenta red, 4d light blue and 1s 3d light green. Adshead's design no. 1 was to be produced as the 2½d value, Knipe's no. 4 and

Keely's no. 9 as the 4d value, and Brown's no. 5 and Keely's no. 10 as 1s 3d. Four copies of each essay were required, plus bromides of each design in the values for which essays were not requested, and extra value tabs were supplied as necessary. The bromides were supplied on 14 February, and essays, in red, blue and green, on 26 February of design no. 1 (2½d by Adshead); design no. 5 (1s 3d by Brown); design no. 9 (4d by Keely); design no. 10 (1s 3d by Keely); design no. 4 (4d by Knipe).

On 1 March PSD, Supplies and Harrisons representatives met to examine these essays. It was found that some of the designs still needed to be modified, as follows -

No. 1 (Adshead 2½d):

There was a speck in the background, at bottom right.

The Queen's chin appeared to be angular.

The Queen's head was slightly off the vertical.

It was not clear whether some of the horizontal lines were over or under the rope.

The design was not a true rectangle.

The Fleur de Lys needed touching up.

No. 5 (Brown 1s 3d)

It was agreed that if the design was accepted, the British Isles should be made slightly more prominent. Some explanation of the arrowhead and its direction would also be required but a description could be secured from the artist in due course.

No. 9 (Keely 4d)

The lettering had been modified as suggested by Sir Francis Meynell to correspond as regards the serifs with no. 5. The value panel and the lettering appeared to be too high and would probably need lowering if the design was chosen. An explanation was needed for the apparent break at top centre, which was the support for the 'locket'.

No. 4 (Knipe 4d)

No criticism was offered.

No. 10 (Keely 1s 3d)

The lettering had been modified in the same way as no. 9, and also lowered slightly, again at Sir Francis Meynell's suggestion. It was agreed that the stars be taken out.

Mr Coulton (of Harrisons) said that design 1 could be remedied, although it would take time. The speck could easily be removed; the Queen's chin could be rounded by trimming the photograph in that area to relieve the angularity effect; the head could also be reset upright; the rope could be strengthened in tone where it crossed over or under the horizontal lines; finally the artist could be asked to tidy up the drawing generally, including the Fleur de Lys. In view of the shortness of time Mr Coulton was asked for fresh essays of

the design with the speck only removed, so that these could be submitted to the Queen without delay. He was also asked for fresh essays of design 10.

Fresh colour essays, in red, green and blue, of designs 1 and 10 were supplied on 6 March, and again on 20 March of 10 in green and 1 in red after new cylinders had been prepared.

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## DESIGNS SUBMITTED TO THE QUEEN

The five essays recommended by the meeting of 1 March for submission to the Queen were:

Miss Mary Adshead - design no. 1 in red for the 2½d value

Pat Keely - design no. 9 in blue for the 4d value

W Brown - design no. 5 in green for the 1s 3d value

G T Knipe - reserve design no. 4 in red for the 2½d value

Pat Keely - reserve design no. 10 in green for the 1s 3d value.

It was tentatively agreed that printing should be completed by 30 June, and for the stamps to be issued from 1 August to 31 October. It was thought that 500 rolls of 4,800 stamps of each value might be required for use with experimental automatic stamp-fixing equipment based at Sutton Coldfield, and that printing of rolls should be completed by 8 June.

On 1 April the Assistant Controller of Supplies, E Carr, wrote to Mr Coulton informing him that the Queen had approved nos. 1, 9 and 5 in the recommended colours and values. He summarised the modifications agreed on 1 March plus several minor points that had been decided since. These were not extensive; essentially Sir Francis Meynell still did not like the lettering on design 9 and thought it should be identical to that on 5, while on 5 itself the arrowhead should be in line and the island of Madagascar shown on the globe. Adshead and Keely were carrying out alterations to their designs and would forward these to Harrisons.

Bromides of the amended designs were supplied on 10 April; on 12 April the DDG authorised production to start, subject to, in the case of the 4d design, it was requested that Harrisons should:

- (a) emphasise, rather than minimise, the serifs on the words 'Jubilee Jamboree', and
- (b) enlarge very slightly the dark triangle in the top of the letter 'A' in the word 'Jamboree' during any touching-up the company might find it necessary.

It was acknowledged there was no time available to produce final colour essays and the printers were asked to provide specimen stamps in lieu as soon as the first production samples were available.

On 24 April it was recorded that the final orders placed with Harrisons were for 204 million 2½d and 36 million each of the 4d and 1s 3d, in sheets of 120, plus 560 rolls of each value in the maximum size of 4,800 to a roll. Both sets of figures included generous allowances for wastage, nearly 12 per cent in the case of the sheet stamps and over 13 per cent for the rolls.

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## FIRST DAY COVER PRODUCTION

On 6 September 1956 the Boy Scouts Association made arrangements that the Mayflower Stamp Co Ltd be sole agent handling production of first day covers for the Jubilee Jamboree. The original estimate was 6 million covers at a cost of 6s per cover, which included the cost of the stamps and envelope. This price enabled a large profit to be made, part of which retained by the Mayflower Stamp Co, but with a considerable sum handed over to the Boy Scouts Association. The Post Office also expected to make a handsome profit out of sales purely from the philatelic trade. The Mayflower Stamp Co produced official first day covers in various designs. Photographs held in the British Postal Museum & Archive show twelve designs of which some were used for the Jamboree, on such themes as the 'River Moot', the 'Indaba', and 'Jubilee Jamboree'. The actual price of the first day cover was 6s 6d which included a set of all three stamps. The covers were cancelled with the special postmark slogan 'Jubilee Jamboree - Sutton Coldfield' and posted from the Jamboree Camp Post Office.

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## MAYFLOWER AND COLLEGIATE STAMP COMPANIES

On 3 November 1956 the Assistant PMG discussed the proposals regarding the Mayflower Stamp Co with Sir John Wilson, Keeper of the Queen's philatelic collection. Sir John had strong opinions about releasing stamps to anyone outside the Post Office before the issue date. He viewed involvement with the Mayflower Stamp Co with great concern. The Director General was also concerned that the Post Office could come under strong criticism from other stamp dealers by giving preferential treatment to one company. He felt the Post Office would have to make it quite clear that any person or dealer could obtain a first day cover without having to buy it from the Mayflower Stamp Co. The PMG advised a certain amount of caution regarding the Post Office's dealings with the company, pointing out that C Rose (Managing Director of Mayflower) released a figure to the national press that his company was expecting to sell 3 million first day covers for the Coronation in 1953, whereas the actual figure was 6,700 covers. The company was estimating it would sell 6 million Boy Scouts covers.



In an advertisement during October 1956, the Collegiate Stamp Co Ltd, a firm which specialised in bulk sales of stamps to speculators on a tax-free investment basis, offered sets of mint stamps for sale at 2s 6d (minimum orders of not less than eight sets accepted). It was maintained that the Collegiate Stamp Co had been appointed as agents for such sales by the Mayflower Stamp Co. An article in 'Stamp Collecting' on 30 November 1956 stated that one of the directors of Collegiate Stamp Co. was Cecil Rose, Managing Director of the Mayflower Stamp Co; on 13 February 1958 'The Daily Telegraph' reported that the Collegiate Stamp Co Ltd was in serious financial difficulty and creditors were owed in excess of £200,000. The Official Receiver estimated the company's assets at £43,808 and creditors appointed a Liquidator and a Committee of Inspection. Although the exact details remain unclear, the Boy Scouts Association did not receive any of the monies to which it were entitled under the terms of their agreement with the Mayflower Stamp Co Ltd.

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## **AUTOMATIC STAMP FIXING MACHINE**

On 24 October 1956 a meeting between the Boy Scouts Association and the Mayflower Stamp Co Ltd was chaired by the Assistant PMG. The Mayflower Stamp Co Ltd was faced with the major problem of affixing three stamps to 6 million covers. To perform this task on the day of issue would be impossible, so the company requested stamps in advance. The Post Office was very reluctant to release any stamps prior to general sale as releasing 18 million stamps would make it virtually impossible to guarantee none went astray. The Assistant PMG pointed out that Vacuumatic Ltd, Harwich, Essex, which manufactured many Post Office machines, might be able to produce a machine to affix stamps automatically to the covers. The cost of installing at least three machines on Post Office property had to be met by the Boy Scouts Association. As part of the deal the Post Office would affix the stamps to the pre-addressed covers before the issue date. The Post Office would also assist Vacuumatic Ltd in the design of the machine, and make available rolls of 10,000 dummy stamps marked 'FOR TESTING PURPOSES ONLY'. The normal grey-black testing stamps, printed in imperforate horizontal pairs to simulate the size of the commemorative stamps, were used so test that the machine could place the stamps in the correct position on the covers.

Supplies was requested on 18 December to provide 20 rolls of dummy stamps, the rolls to be the maximum size that could be produced, and the stamps to be double size and joined on the 'long' (upper) edge. This order was passed to Harrisons on 21 December, and subsequently amended on 15 and 29 January 1957 to 25 rolls of 4,800 stamps each, printed with the design used on 'Rolls Test No. 1'.

A meeting on 28 November 1956 with G. W. Day of Vacuumatic Ltd discussed the proposal. The machine had to be able to stick the three denominations, 2½d, 4d and 1s 3d, in that

order across the cover. The manufacturers were asked to make a prototype machine by 31 March 1957. It would be the responsibility of the manufacturer to keep an engineer on site for maintenance.

The estimate for two machines was £550 each, but development of the prototype would cost £1,550. The following day a quotation arrived from Vacuumatic Ltd for £1,750 for the development and manufacture of the prototype machine: a further two machines would cost £750 each. The Post Office went ahead with the development ordering the prototype and two additional machines, with an estimated completion time of 32 weeks. The Post Office paid a total of £2,650; in addition £289.33 was paid to Harrisons for supplying 1,474 rolls of 4,800 stamps each at a cost of £19 12s 7d (£19.63) per 100 rolls.

The machinery was built and housed in a portion of the Birmingham Postal Customs Depot adjoining Sutton Coldfield Sorting Office in the yard of Sutton Park Station. The prototype measured 3 feet wide by 1 foot deep by 2 feet 6 inches high. It was operated by a Postman, a Postman Higher Grade and a Supervisor who fed the covers manually into the feed hopper. The covers were carried individually to the point where the stamps were affixed by means of vacuum fingers. Prior to reaching this position several very fine jets of water sprayed the cover where the stamps were to be placed. Each value of stamp was fed from rolls of 4,800 simultaneously by means of claws engaged in the perforations of the stamps and brought into position. The guillotine and knife then cut together and the stamps were pressed onto the wet portion of the cover. The cover was then ejected at the side of the machine into a collecting bin for inspection. The covers were placed on racks to dry before being processed through the cancelling machine to be postmarked 'Sutton Coldfield Wks. - World Scout 1-12 Aug 1957 Jubilee Jamboree'. One UPF stamp cancelling machine was located at the Sutton Park Sorting Office. Collectors expressed some disappointment that the commemorative slogan so closely resembled that used in towns in advance of the Jamboree, the only difference being the deletion of 'Sutton Coldfield Warwickshire' in the bottom line of the slogan.

Counters automatically recorded the number of stamps and covers going in and out of the machine. The covers recorded as serviced by the machine between 22 July and 1 August 1957 was 63,166, but the number of reject covers totalled 960 from the official performance and statistical sheet. It was, however, discovered towards the end of the experiment that the counter was over-recording. A number of covers passed through the machine without stamps being affixed and were fed in again: no record was kept of the number of covers passing twice through the machine nor are the covers included in the record of rejected covers. On balance it was thought that 'the percentages given are slightly better than the actual performance of the machine'. The Stanley Gibbons Specialised Catalogue states that 'only 60,632 covers were serviced and 14 large rolls of each value were used for this purpose'.

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## UNION OF POST OFFICE WORKERS CONSULTED

On 21 January 1957, R H Locke, the Director of Postal Services, sent a letter to R Smith of the Union of Post Office Workers in Clapham, London SW4, advising the details of the Boy Scouts Association plans for a first day cover. The original figure of 6 million had now been reduced to 2 million. The Post Office advised the Union that it hoped to use a machine for affixing the stamps onto the covers automatically, but at this stage the machine was still a prototype. The Post Office envisaged having to affix the stamps manually if the machine proved unsatisfactory, and suggested the use of Postmen and Telegraph Office staff along with Postmen Higher Grade. If the machines were available staff would be employed to load them full time, and to check the machines' meters and operation. It would be necessary to have a supervisory force in either instance. Mr Locke made this announcement to the Union as a matter of courtesy. In reply L V Andrews, Deputy General Secretary of the Union of Post Office Workers, made it clear that the Union had no objection in principle to the proposals although more talks would be necessary when final requirements were known.

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## EXPERIMENTAL FIRST DAY COVER SERVICE

On 27 April 1957, the PMG announced that the Post Office would provide an experimental first day cover service for the World Scout Jubilee in August 1957. This service would only be available to stamp dealers as orders of fewer than 60 covers would not be accepted. The covers had to be provided by the customer bearing their full postal address and could only be accepted if of the following sizes:

- 6½ inches wide by 4½ inches deep;
- 6½ inches wide by 3.625 inches deep;
- 6½ inches wide by 4 inches deep.

The covers would be serviced with the 2½d, 4d and 1s 3d stamps and cancelled with the special postmark used at Sutton Coldfield on the first day of issue. Applications for the service had to be on a form that gave the full conditions. There was a charge of 2s (10p) for each cover which included the cost of the stamps. The form was only obtainable from 1 May 1957 from five main Post Offices, the London Chief Office, King Edward Buildings, London EC1, Edinburgh, Cardiff, Belfast and Birmingham.

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## JUBILEE JAMBOREE SLOGAN POSTMARK

Four slogan designs were drawn by the Post Office engineering department and completed on 8 February 1957. These were agreed with the Boy Scouts Association on 15 February 1957. Of the four designs two were accepted, one design to be used before the issue date, and the other for first day use at the Jubilee Jamboree and selected offices. The dies for first day use only had a fixed time and date in the same style as the changeable type. These were tested and found to be satisfactory and moved to Stores on 22 May 1957.

At Sutton Park, where the Jamboree was held, seven standard EIR pattern pillar boxes were placed at strategic points. These boxes were only used during the period of 27 July 1957 to 17 August 1957. Mail collected from these boxes was taken to Sutton Coldfield Post Office for date stamping and despatch. Prior to 1 August and after 12 August mail collected in Sutton Park received the same postmark as if the mail had been collected in the Sutton Coldfield area. Letters were cancelled with a die inscribed 'Sutton Coldfield/Wks' or the standard wavy line. However, in the period between 1 August and 12 August mail posted in the Sutton Park Camp was handled in a temporary sorting office in the yard of Sutton Park Station where there was, as already mentioned, one UPF machine with the special slogan 'World Scout Jubilee Jamboree'. There were four moveable date dies made as a precaution against the heavy postings which were expected. A temporary branch post office was erected on the camp site open from 29 July to 17 August 1957. The office was equipped with circular skeleton type metal datestamps approximately 1.1875 inches in diameter. There were eight dies all distinguishable from one another: the first six had a letter 'J' following 'Sutton Coldfield' and the other two a 'J' following 'Wks'. One die had the letter 'U' inverted in the word Sutton and three dies had a \* above the date. All eight handstamps were used for registered post, postal and money orders, etc. One parcel post handstamp was made in rubber, for parcels coming into the Branch Office, with die no. 1 at the top right hand corner. A second die was made for this but never used.

At the end of the Jamboree items not collected from the Camp Site were stamped 'CAMP DISBANDED/RETURN TO SENDER'. The rubber stamp was made from sans-serif moveable rubber and struck in purple. The residue of mail was taken to Birmingham Returned Letter Branch for processing.

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## SALES OF SPECIAL ISSUE

The stamps were printed by Harrisons in photogravure and issued as scheduled on 1 August. The large rolls were placed on sale at the London Chief Office as well as being used at Sutton Coldfield; from 2 September some were sold rewound into smaller rolls of 240 (1s 3d)

or 480 (2½d and 4d) to make them more attractive to collectors. The issue was finally withdrawn from sale on 11 September.

Production and sales details for the stamps are as follows:

Sheets (120 stamps)	<b>2½d</b>	<b>4d</b>	<b>1s 3d</b>
Ordered	1,700,000	300,000	300,000
Supplied *	1,611,200	271,500	278,500
Sold	1,142,511	79,665	30,971
(+ single stamps)	46	117	38

Rolls (4,800 stamps)	<b>2½d</b>	<b>4d</b>	<b>1s 3d</b>
Ordered	560	560	560
Supplied *	497	490	487
Converted **	10	10	5
Sold	23	21	20

Small rolls	<b>2½d (480)</b>	<b>4d (480)</b>	<b>1s 3d (240)</b>
Converted **	100	100	100
Sold	49	37	33

\* totals printed excluding waste reported in Supplies Dept memo 17 February 1958.

\*\* 10 rolls of 4,800 = 100 rolls of 480; 5 rolls of 4,800 = 100 rolls of 240.

The above sales figures do not include stamps overprinted by Harrisons for use at British Postal Agencies in Eastern Arabia (Muscat, Dubai, Kuwait, Bahrain, Qatar). Information about these is scanty but on 17 April 1957 H A Berry told Supplies that 'a total of 20,000 sheets from twelve plates' could be supplied by 1 July, and it was subsequently noted that the proposed overprints were approved for 'style and position of lettering' on 3 May. Sales of overprints are recorded as 484,851 of the 2½d, 484,851 of the 4d and 468,373 of the 1s 3d.

Total figures for stamps produced and sold whether as sheets or rolls, including overprints, are therefore as follows:

	<b>2½d</b>	<b>4d</b>	<b>1s 3d</b>
Supplied	195,729,600	34,932,000	35,757,600
Sales	137,720,137	9,803,328	4,288,851
Percentage sold/supplied	70.4	28.1	12.0

Forecasts of sales proved to have been extremely over-optimistic, as can be seen. An investigation into the cost of producing special issues was carried out in 1958, and determined that the overall cost of the Scout Jamboree issue was about £19,000: about £9,000 covered Harrison's costs (artwork development, bromide and essay production, gumming, printing and roll-making); £1,050 was paid in artists' fees; paper costs were about £4,000; the remaining costs were accounted for in administration and distribution by Supplies, a large proportion deriving from the various philatelic arrangements.

In February 1958 it was recorded that certain essays had been transferred to the Royal collection, others were retained for record purposes and the rest had been destroyed.

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## DESIGNS AND DESIGNERS

MARY ADSHEAD's design for the 2½d showed a rope coiled to make a 'rolling hitch' enclosing the Boy Scout badge in one loop and the Queen's portrait in the other. She was born on 15 February 1904 and learnt watercolour painting from her father, Professor of Civic Design at Liverpool University. Her mother gave her a love of flowers that later featured in much of her work. She was educated at Putney High School and the Lycée Victor Durey in Paris before entering the Slade School of Fine Art at 17. Although from the late 1920s her career was chiefly dedicated to murals, she regularly executed stamp designs for the GPO between the late 1940s and early 1960s. As well as the Scout Jamboree stamp her successes included a UPU 75th anniversary stamp in 1949 and definitives for the reigns of both King George VI and Queen Elizabeth II. Her last major mural was in 1982. She continued to receive acclaim for her occasional exhibitions of watercolours. She died in September 1995.

PAT KEELY's design for the 4d showed swallows flying towards the portrait of the Queen in the centre of the stamp, symbolising the gathering together of Boy Scouts in Britain as the home of the movement. The Queen's head was framed in a light ornamental oval to suggest a cameo locket. Patrick Cokayne Keely, FSIA, was a member of the Alliance Graphique Internationale and a governor of Camberwell School of Arts and Crafts. Most of his commissions came from governments, corporations and public services, including the Dutch government, the Ministry of Labour, the War Office, the Admiralty, British South American Airways and United Steel. His work was exhibited internationally, by host countries including Australia, Austria, Belgium, Finland, France, Germany, Holland, Hungary, Sweden and the USA.

WILLIAM HENRY BROWN's design used on the 1s 3d depicted the world encircled by a compass and a ribbon with the dates '1907-1957'. It represented the Scout movement, as one of the greatest international organisations in the world, reaching to all points of the

compass; the arrowhead at the tip of the compass needle was the symbol first adopted for the movement by Lord Baden-Powell to signify 'pointing the way'. In 1957 Mr Brown was 29 and a former student of Camberwell Schools of Arts and Crafts. He had been employed on the design staff of Harrisons for eight years, largely engaged in stamp design; his work had been reproduced on the postage stamps of several foreign countries.

Derrick Page  
November 1992

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