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Spring 2022

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Front Cover

Red Deer on
Acland's Moor, Lundy
Photograph by
James Thomas
Saturday 26th June 2021

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Editorial

James Thomas

It is always sad to announce the passing of a Club member and friend, however, we ended 2021 with the sad news of the death of our Club President, Diana Keast. I will miss Diana, not only for her friendship but for the guidance that she offered to help me steer the Club in the right direction. I hope I have learnt enough to successfully go solo.

On another sad note, Kevin Welsh, who was the island farmer for the best part of the last 20 years, passed away on 8th January 2022. Kevin and his wife Julie retired from Lundy at the end of last summer to continue their lives on the outskirts of their home town of Dawlish, Devon.

It was good to return to Club meetings with our Autumn gathering in Somerset at the end of October. Because of a booking mistake by the venue co-ordinator, a second venue was hastily arranged which turned out to be very satisfactory. Although, the attendance was lower than normal, the meeting, displays and auction were very enjoyable.

Looking forward to 2022, it is planned to hold two meetings, one in the spring and the second in the autumn. The Spring meeting will be held over five days on Lundy and this event, which has been advertised over the last year, is fully booked. Sue Leather is now organising the autumn meeting which will be announced in the summer Newsletter.

Lundy is not planning to issue any new stamps this year which complies with its Stamp Policy of issuing new stamps every two years. However, I would not be surprised if a few new postcards are issued. As soon as I hear more, I will report the details in future issues of this *Journal*.

Since the sad death of Graham Chadwick last summer, and because I received no volunteers to take on the job of Treasurer, I have offered to take on the job for a second time in an effort to keep the Club going.

ATVB

James

Farewell to Diana: a unique President

By André Coutanche

North Wiltshire Crematorium was, not surprisingly, packed when the time came to say our final goodbyes to Diana on the afternoon of 25th November. I estimated there were 80 people there - her family, of course, friends from Marlborough (school and town), and 'Lundy' friends, many of us members of the LCC, LFS or both. Derek Green and Anna Keay of the Landmark Trust were both there, and the only reason Anna couldn't come to the gathering afterwards was because she had a meeting of the Board of Governors of Bedales School - her and Diana's *alma mater*.



The striking photo of Diana on the front of the Order of Service

The weather was very kind - cold but calm and sunny - just right for a walk to the North End. Or, in this case, for meeting and greeting in the car park.

Diana had chosen the hymns, traditional ones with good tunes - 'Eternal Father, strong to save' and 'The day thou gravest, Lord, is ended'. She had chosen the celebrant - her second cousin, Rev. Christopher Bull, who gave one of the tributes, memories from members of the family. Other tributes came from a Marlborough friend who first met Diana when she was the young wife of the housemaster and he was a ten-year old in cricket whites, and from Michael Williams of the Lundy Field Society, who also mentioned that Diana was president and a constant supporter of the Collectors Club. As often happens at funerals, one learns things that one would like to have known more about earlier, like Diana's gentle hard work for The Merchant's House, an important part of Marlborough's heritage. A recording of the bells of St Helen's Church, Lundy, accompanied us on our way out.

The gathering afterwards at the Angel Hotel in Royal Wootton Bassett held another surprise. A display of photos from all parts of Diana's life included several of her sketches from 1942 when she was a fashion student. She was a good artist! Farewell, Diana, our unique, surprising and delightful president.

A Report of the Club's Autumn Meeting

By James Thomas

The Club's Autumn meeting, held on Sunday 31st October 2021, was hastily relocated to the Morganians Rugby Football Club, Chedzoy Lane, Bridgwater, Somerset due to a booking error by the operator of the original venue. Attendance was not as good as previous meetings although there were a few new faces who enjoyed themselves.

James Thomas started the meeting with the announcement that because he has received no applications to take on the Treasurer's job since the death of Graham Chadwick in June, he has reluctantly offered to take on the job again to enable the Club to continue. James will then become the main operator of the Club's bank account and Mike Thompson offered to take over as second signatory.

André Coutanche had a table laden with Lundy goodies for sale which was a mix of his personal surplus items and books that he was selling on behalf of the Lundy Field Society.

To celebrate 25 years of *The New Puffin Journal*, James Thomas displayed a selection of Journals from the beginning in 1997 and gave a brief history of its development.

Mike Thompson displayed a magnificent collection of the first issue overprints and explained the growing problem of forged overprints.

After lunch Mike Thompson, ably assisted by Julie Lester and James Thomas, conducted another of his very professional auctions.

A brief discussion about the 2022 five-day stay on Lundy followed.

Sue Leather did a magnificent job finding the venue only days before the meeting and organising the day for us. The venue was liked by all present so it was decided to use it again.

With no further business the meeting closed at 4:00pm.

The 1955 Millenary Issue – Press Release

By James Thomas

Since the first stamp issue in 1929, Lundy has been aware of the importance of publicity. During the 1950's this became very important when Antoine Medawar became involved with the production and promotion of Lundy stamps. Between 1955 and 1962 the number of stamps produced each year went into many millions which was far more than the island needed for postage and to satisfy the genuine collector. They were sold as souvenirs and to fill general stamp packets which were sold worldwide to generate income for Mr. Medawar and the island.

To achieve such high sales, in 1955, a general Press Release was sent to the Press Association which read:

"Island's Millenary Stamps. Lundy Island in the Bristol Channel – the only "Independent" part of the British Isles – is celebrating a thousand years of its history by the issue on March 10 of a special commemorative series of postage stamps. There are 14 stamps in the series, most of them triangular. Half are Airmail and bear pictures of various birds which abound on the island. The Surface mail stamps have, in the main, pictures of Lundy ponies. The two largest stamps are diamond shaped and portray Eric Bloodaxe, last of the Norse Kings, who was defeated in 954. On the Surface mail stamp, he is shown with a Viking ship. The Airmail stamp shows him with Lundy's namesake bird, the puffin. Of the remaining stamps, all triangular, one shows the late Mr Martin Coles Harman, the "King" of Lundy, whose death last year delayed the issue of the series. Lundy has its own Post Office – the Postmaster's office is in the General Store – and runs its own postal service to the mainland, where letters are handed over to the British Post Office at Barnstaple. "Puffins" (one puffin – one penny) are the currency in which the island's postage stamps are expressed. The Puffin is the standard token coin, now out of use and at a big premium. Incoming letters are stamped with the appropriate Puffinage and delivered against payment of the Puffinage. All outgoing mail must bear the British stamp on the usual side and a Lundy stamp on the reverse. Mail bearing both stamps on the same side, or not bearing a Lundy stamp on the reverse, will not leave the island. 4/3/55"

This account was sent to and printed in the following publications:

5th March 1955 edition

Daily Express (London)
Daily Mail (London)
News Chronicle (London)
Evening Standard (London)
Daily Telegraph (London)
Daily Herald (London)
Morning Advertiser (London)
Manchester Guardian (Manchester)
Scotsman (Edinburgh)
Yorkshire Observer (Bradford)
Oxford Mail (Oxford)
Nottingham Evening Post (Nottingham)
Northern Daily Echo (Darlington)
Bristol Evening Post (Bristol)
Wolverhampton Express and Star (Wolverhampton)
Yorkshire Post (Leeds)
Western Mail (Cardiff)
Western Daily Press (Bristol)
Birmingham Post (Birmingham)
The Irish Times

7th March 1955 edition

Belfast News Letter (Belfast)

10th March 1955 edition

Manchester Evening News (Manchester)

11th March 1955 edition

Staffordshire Evening Sentinel (Stoke-on-Trent)

18th March 1955 edition

Western Morning News (Plymouth)
Edinburgh Evening Dispatch (Edinburgh)

26th March 1955 edition

Junior Express

1st April 1955 edition

Flight

2nd April 1955 edition

Children's Newspaper

5th April 1955

Stamps

Comments about A.C.A.S ½d “Tram Ticket” stamps from Roll 7 (No’s 03001-03500)

By Roger Cichorz and Jon Aitchison

Of the 95 recorded numbers of the Atlantic Coast Air Services (A.C.A.S.) ½d “Tram Ticket” stamps from Roll 7 (No’s 03001-03500) listed in the “Tram Ticket Register” in Jon Aitchison’s Sixth Edition of *Stamps and Postal History of Lundy Island*, 82 are used while only 13 copies are mint. In fact, the majority of the 82 listed used copies, 64 or 78.0% are reported as being on outward covers.

The summary of Roll 7 in Jon’s previous “Tram Ticket Register” published in June 2010 indicated 73 recorded numbers, of which only four are mint and 69 used, with 54 or 78.3% used on outward covers. So, regarding the increased number of recorded examples in the past ten years, the ratio of used on outward cover to total used remained constant, but the three-fold plus increase of mint from four to 13 appears excessive compared to the other categories’ increases.

There is a simple explanation responsible for the increase in mint stamps – outward covers with printed (but appearing handwritten) addresses in green to “Philatelic Dept. / Selfridge & Co., Ltd. / Oxford St. London, W.1.” These covers were posted from Lundy, franked with a first definitive ½p on the backside envelope flap tied by a boxed puffin Bb postmark dated “26 OC 35” and the front with a G.B. KGV ½d definitive with a two-row “S&C” perfin tied by a Barnstaple “27 OCT / 1935” circular postmark with 5 wavy lines. These covers all have an uncancelled ½d tram from Roll 7 mounted at bottom left. They were prepared to be sold through Selfridge’s Philatelic Department and perhaps intended to be flown out by A.C.A.S., or, more likely, just have the affixed tram stamps postmarked as though these were actual flight covers. However, for whatever reason, none of the affixed trams were postmarked, and the covers were subsequently posted at Barnstaple to either enter the mail stream, or possibly to avoid losses in the mail sent en masse to the Selfridge address as a single package.

Many years ago (perhaps 40) to obtain a mint example of a ½d tram stamp from Roll 7 for my collection, I purchased one of the Selfridges covers with uncancelled 03227 ½d affixed and steamed it off by holding that corner of the cover above a pan of boiling water. This was a relatively easy “removal” process that resulted in only a slight disturbance to the original gum after it had dried! At the time, this was only the third Roll 7 “mint” example recorded in the Register. Technically, the stamp is only mint until it was affixed to the cover, but left uncancelled, it then became “unused with original gum” after it was removed from the envelope.

However, when the gum is still moist from steaming, it could be redistributed and smoothed out with an artist's fine flat brush and it is thought that most collectors would be unable to differentiate the result from a mint stamp!

Although Register-recorded mint examples Roll 7 were relatively few 45 years ago, the number of used stamps on outward covers was sizable by comparison. I suspect that back then and even today many of the Roll 7 "Co" entries (as outward covers are designated in the Register) may be Selfridge covers. Because they were never flown and appear to be "made-to-order" items to be sold by Selfridge's Philatelic Department, these covers are strictly "philatelic" (akin to CTO stamps) rather than airmail postal history – consequently, removed tram stamps from these covers arguably are "unused" examples!

When I noticed that the entries in the Register list for Roll 7 from 03143 to 03273 are all listed as either M, Co uncanceled, or Mng (mint no gum where trams might be soaked off covers), I concluded these are all likely to be on or from Selfridge covers, assuming consecutive numbered trams were on hand to affix to the covers. The Selfridge "made-to-order" covers are relatively common in that they are typical tram covers that have appeared for sale over the years more frequently than other kinds. Two Selfridge covers for sale on eBay recently had ½d trams 03185 and 03263 – within my speculated number range for Selfridge covers. Ten of the 13 mint numbers reported for Roll 7 are within the 03143 to 03273 range, so I suspect I was not the only Lundy collector who obtained a "mint" example from Roll 7. This range implies that a minimum of 130 Selfridge covers were prepared for its Philatelic Department, but I suspected the tram numbers for Selfridge covers may extend in both directions, and Jon Aitchison agreed and offers the opinions that follow.

Regarding the uncanceled nature of their covers, one possibility is that the covers never went to A.C.A.S. Instead, Lundy sent a batch of, say, 300 covers to Barnstaple Post Office without trams for posting back to Selfridges. Selfridge also bought the first 300 stamps of Roll 7 from A.C.A.S. as mint stamps, probably before Roll 6 was even finished. They then added mint stamps to their covers as required, but intermittently may have sold some mint over the counter to collectors. All 13 mint and uncanceled trams from Roll 7 are numbered within the first 271 stamps of that roll. That would leave the question of four identified used stamps (03030, 03083, 03101, and 03131) in the sequence of the first 300 numbers. These would need to be re-examined as it would be very easy to apply something that looked like the corner of a cancel to a soaked-off tram to make it more attractive.

Also, three covers entered in the Register among the first 300 numbers of Roll 7 appear to refute Selfridge cover use, but bear in mind the Register relies on the input of numerous long-standing contributors and started from a list inherited from Michael Bale and, prior to him, Ian Wilkinson, and its originator, Barry Chinchon, who first published it in the April 1969 issue of *The Puffin Journal*. We know that some identification errors have occurred, but in the long run tend to be corrected when the items come to market again. Furthermore, I do not retain copies of the covers I have seen, so I have no records to check, but if 03129 and 03130 (entered as Ci, inward covers) turn out to be misidentified and are Selfridge covers, then potentially the whole run from 03000 to at least 03240 might be Selfridge. If 03241 is also wrongly identified as Ci, then the run might be extended to 03333. There are no reported trams from 03274 through 03333, so if my supposition is correct, it is more likely that the Selfridge run ended at 03275 or 03000 as I would imagine a store would order a “round number” of trams.

The only way to check this is to appeal to readers for reports of everything in this number range, which would generate a lot of work. However, an easier starting point is to ask readers who own covers 03129, 03130, and 03241, used stamps 03030, 03083, 03101 and 03131, and covers 03003 to 03040 and 03260 to 03273 to report them, preferably with scans. Sight of those items should be sufficient to put the hypothesis to the test. Also, does anyone possess a tram from 03274 through 03333? This large gap of 60 consecutive unreported numbers is unusual. Send reports of any of these numbers to Jon Aitchison at britishlocals@aol.com or Roger Cichorz at rcichorz@comcast.net.

Postscript

Younger stamp collectors may not be aware that many of the large city high-end department stores, such as Selfridges, Gimbles, Macys, Marshall Fields, and others, had thriving philatelic departments housed within their flagship stores that remained highly successful into the 1960s and beyond. According to *Wikipedia*, Selfridges is a chain of prominent department stores in the United Kingdom founded in 1908 by an American, Harry Gordon Selfridge, but since the 1950s Selfridges has undergone a series of acquisitions and changes in ownerships. Its flagship store on London's Oxford Street (to which the Selfridge covers are addressed) is the second largest shop in the UK (after Harrods) and opened 15 March 1909. The stores are named Selfridges, but apparently the original ownership company was named Selfridge & Co., which coincides with the “Selfridge & Co., Ltd.” line of these covers' address.

Perhaps a U.K. reader knows the year that the Selfridges flagship store on Oxford Street opened its philatelic department? Jacques Minkus innovated stamp departments within department stores in the United States and is generally recognized as the visionary of this concept. The first Minkus concession was opened in the New York City Manhattan Gimbels in 1931 and was an immediate success, and by 1960, Minkus had opened counters in over 38 department stores nationwide. So, my question is this: Was Selfridges, with its philatelic department known to be in operation in 1936, the pioneer of this concept, or did it simply follow the lead of Jacques Minkus?

Many of today's older collectors in the United States got their first taste of philately from Jacques Minkus. He sold stamps, produced albums, and even published, beginning in 1955, his own worldwide and specialised series of stamp catalogues to compete with the *Scott Catalogues*. As a stamp-collecting youth growing up in the Chicago area, whenever I (Roger) was in the downtown "loop" area during the mid to late 1950s, I never missed the opportunity to walk into Minkus's stamp department in the Marshall Fields flagship store on State Street and look over selections displayed and available for sale. Alas, back then, I could not afford most of what I saw! I wonder if any U.K. readers have nostalgic memories of youthful experiences in stamp departments within Selfridges or other high-end department stores?

2022 Five-Day Stay on Lundy

The 2022 five-day stay on Lundy is now organised with an interesting programme of events which will include displays, talks, auction and a pub quiz. Speakers will include Derek Green, Rosie Ellis, Lars Liwendahl and André Coutanche. With the help of several others the whole trip, I am sure, will be most enjoyable. All I haven't been able to organise is the weather, but I do say my prayers every night!

If you are booked to attend, you know which property that you will be staying in, so please ensure that you have purchased from the Lundy Shore Office, your helicopter ticket.

Until next month.

James

Abbott Laboratories 1962 Pentothal Advertising Postcards from Lundy

By Roger Cichorz

Note: This article was published as Appendix 3 in the 2019 Sixth Edition of *Stamps and Postal History of Lundy Island*, Jon Aitchison (Editor and Publisher), Tithehall Publishing, Near Bishop's Stortford, Herts., G.B., ISBN 978-0-9544817-3-5. Jon Aitchison gave his kind permission for it to be reprinted in *TNPJ*.

Introduction

Abbott Laboratories of North Chicago, Illinois had a prolonged, massive advertising campaign that occurred from 1956 to 1968 for its anaesthetic drug Sodium Pentothal®. This campaign consisted of printing messages that extolled the virtues of Pentothal on the address sides of (primarily coloured, Continental-sized 4" x 6") postcards that pictured scenery or art of the U.S.A. and many other countries around the globe. The cards would then be posted from their countries of origin to anaesthesiologists and nurse anaesthetists primarily in the U.S. and Canada, but also to physicians in other foreign countries. The advertisement messages were primarily in English in simulated handwritten text (most common) or simulated typewritten text (infrequent). Before 1966, cards addressed to nurse anaesthetists were identical to cards posted to M.D.s but lacked the "Dear Doctor" salutation. The "Dear Nurse Anaesthetist" salutation was finally added to cards posted to nurse anaesthetists during 1966-1968.

Huge quantities of the Abbott Pentothal cards were posted during the 1950s and early 1960s, and these still frequently turn up in dealers' bargain cover boxes or in their sorted cover stocks priced in the \$1 to \$10 range. In total, there are some 182 face-different Abbott Pentothal cards recorded. Pentothal cards were posted to 34 different countries and territories, but primarily they were mailed to addresses in the U.S. and Canada. Some cards, but not all, were mailed to foreign addresses and are known to have texts in nine languages other than English — Arabic, Dutch, French, German, Greek, Italian, Portuguese, Spanish, and Swedish. Interestingly, the Pentothal cards posted to French-surnamed doctors in Quebec Province are French-text cards, but cards mailed to other parts of Canada are in English text. Also, because of the political climate of the Cold War years when these cards were being posted, not unexpectedly, none were of nor mailed from any Eastern European and Soviet Bloc countries.

As this advertising campaign was winding down in the mid to late 1960s, fewer and fewer of each of the later face-different cards were distributed, and some of the later cards today are rarities (less than five recorded) and command high prices when they infrequently are offered for sale. An informative Website (<http://www.deardoctorpostcards.com>) titled “The ‘Dear Doctor’ Postcard Collector Page” is maintained by Tom Fortunato. Here all 182 of the known face-different Abbott Pentothal cards are listed alphabetically by country of origin (and chronologically if more than one card exists from a given country) and assigned identification numbers to each, ranging from No. 1 Andorra (“Andorre La Vieille – Maison du Parlement” posted 1956) to No.182 Wallis & Futuna (Islands’ View posted 1965). Furthermore, the site includes census listings of how many of each of the cards have been recorded, their “variants” (i.e., what foreign texts have been recorded and to which countries and territories they were mailed), and the stamp frankings and places and dates of postmarks.

During Abbott’s advertising campaign in the 1950s and 1960s, the costs of postcards, printing, foreign postcard-postage rates, and labour involved in processing and mailing the cards were relatively inexpensive, so thousands of each card could be distributed for a few hundred dollars, much less cost than say a 30-second advertisement on a TV network. Additionally, these cards would be directed to a targeted audience, specifically individuals in the medical profession who were most likely to be utilising an anaesthetic drug in their practice. No doubt many of these cards upon receipt were immediately discarded as “junk mail” into trash bins by their recipients, but, judging from how many of the 1950s and early 1960s cards still exist today, large numbers of them must have been saved, perhaps because of their eye-catching pictorial nature and postage stamp frankings from the countries of origin.

Abbott Pentothal ad cards are widely collected today and make nice additions to “modern postal history” collections as they represent commercial advertising mail of the 1950 and 1960s. Each face-different card has a different advertising message uniquely related to the card’s country of origin and each is properly franked at the destination-appropriate foreign-postcard rate and postmarked from a city or town in its country of origin — characteristics appealing to some modern postal history collectors and country-collecting specialists.

None of the Abbott advertising campaign cards were posted to physicians, hospitals, or nurses in the United Kingdom, probably because Britain's National Health Service universally utilised anaesthetic drugs other than Pentothal, primarily Halothane and Bupivacaine.

Pentothal (Sodium thiopental) was discovered in the early 1930s by Ernest H. Volwiler and Donalee L. Tabern, working for Abbott Laboratories. It was first used in human beings in March 1934 by Dr Ralph M. Waters in an investigation of its properties, which were short-term anaesthesia and analgesia. Interestingly, three months later, Dr John S. Lundy started a clinical trial of thiopental at the Mayo Clinic at the request of Abbott. Abbott continued to make the drug until 2004, when it spun off its hospital-products division as Hospira.

The Lundy Abbott Pentothal Postcards

In early 1962, thousands of the identical coloured photograph postcards picturing three Lundy ponies grazing in a field with the Old Light in the background were utilised in the Pentothal advertising campaign. A simulated handwritten message was printed onto the address side of these cards, and they were subsequently posted from Bristol over the three-week period of 2nd to 25th April 1962. The publisher/manufacturer of these cards is uncertain, but Roger Allen in his 2014 *Catalog of Lundy Postcards* attributes them to Abbott Laboratories. This is incorrect as Abbott was not involved in the printing of any of the 182 face-different cards used in its advertising campaign.

The probable source of the cards used in the Abbott advertising campaign was Charless Hahn, Stamp Editor of the *Chicago Sun Times* newspaper, who was a principal in the advertising campaign and was directly connected with a printing firm in Chicago involved with producing postcards and exchanging his for those of other printers. The cards lack publisher information other than the printed vertical "PENTOTHAL® (Thiopental, Abbott)" inscription in the centre of the address side of the card, but this is standard text appearing on many of the other cards used for this advertising campaign.

For the advertising mailing itself, the Lundy cards all have the Lundy 1957 1p definitive stamp (No. 142*) affixed at the upper left-hand corner and are cancelled with a Lundy date stamp in violet.

The canceller used (1962 “Pentothal” type Nb) for these cards has a slightly smaller circular diameter (26 mm) than the type Na (27 mm) used on Lundy at that time, and the Lundy postmark dates range from 2nd April to 28th April.

There are purported to have been two of these type Na cancellers utilised in the processing of these cards. Apparently, the cards were all cancelled at a Bristol business facility and never stepped on Lundy soil as there is no evidence the type Nb canceller was ever used on Lundy.

Because of the quantity of the cards processed (by non-philatelists), some of the Lundy 1p stamps were scissor cut from their panes and exist on card with irregular straight-edged or cropped perforations. These are not considered “damaged” cards and carry neither a premium nor deduction from the respective catalogue values.

All the cards were affixed with the then current G.B. Wilding QEII 2d definitive (*Scott* No. 295). Most were postmarked with one of two Bristol machine cancellations, either a circular date stamp (cds) plus two wavy lines or cds plus four-line block-letter slogan “HAVE YOU/TAKEN OUT/YOUR LICENCE/FOR RADIO-TV?” The cds portion of both types of Bristol cancellations contain a code letter at the bottom: either a “D” (daytime) or “E” (evening). As expected, the Lundy cds either predates or coincides with the Bristol cds. Some exceptions occur, for example, a card with a Bristol “25 APR” cds is postmarked with a “28 APR” Lundy cds. Inexplicably, a few cards exist with a Liverpool “12 APR” cds plus four-line block-letter slogan “HAVE YOU/TAKEN OUT/YOUR LICENCE/FOR RADIO-TV?” postmark.

The majority of the Lundy cards have machine-prepared rectangular gummed labels measuring approximately 58 mm x 20 mm, standard practice for most of the other Abbott ad campaign postcard mailings. A few exceptions occur on the Lundy cards where varied-sized typewritten gummed labels were applied; however, no Lundy cards are recorded with a handwritten name and address that occurs on a few other cards in the series.

It is clear, however, that a campaign of this magnitude required the approval, help, and collusion of the Lundy authorities, for which they probably received a fee, so that is why they are listed (for the first time) in the “Officially Produced Lundy Covers and Cards” section in the 2019 Sixth Edition of Jon Aitchison’s *Stamps and Postal History of Lundy Island*.

Varieties of the Lundy Abbott Pentothal Postcards

The Lundy cards all have a vertical dividing line through the centre of the address side with the downward-reading inscription “PENTOTHAL (Thiopental, Abbott)” (or some variation for foreign-text cards). The Lundy cards were produced and distributed in 1962 when other Abbott advertising cards during the period of 1959-1962 were printed with code letters at the base of the vertical dividing line. These code letters were used to distinguish card variants, and the Lundy cards hold true to that purpose and exist with code letters ‘A’ through ‘G’.

‘A’ cards have English text with a “Dear Doctor” salutation and were mailed to physicians in the United States and are the most prevalent common Lundy cards. These are the most common type and estimated hundreds still exist.

‘B’ cards have English text with a “Dear Doctor” salutation and were mailed to physicians in Canada -- they differ from the ‘A’ cards in that the words “TRADE MARK” appears below the Sodium Pentothal inscription, whereas the ‘A’ cards have a superscript registered circle R (®) right after Sodium Pentothal on the same line. These are relatively common cards, but not as prevalent as the ‘A’ cards.

‘C’ cards have English text and ® immediately after Sodium Pentothal but lack the “Dear Doctor” salutation and were mailed to nurse/anaesthetists in the United States. These are also relatively common cards, but not as prevalent as the ‘A’ cards.

‘D’ cards are like the ‘B’ cards with the words “TRADE MARK” appearing below the Sodium Pentothal inscription, but with the advertising message in French text; these were posted to French-surnamed doctors in Quebec Province, Canada. These are scarce and command a substantial premium over the ‘A’, ‘B’, and ‘C’ cards. [Note that a few of the French-text Abbott advertising cards were likely to have been posted to doctors in French-speaking countries (France, Belgium, Luxembourg, Algeria, and Belgian Congo) however, only one Lundy card is recorded to France and none to these other countries – these cards probably exist, but they have not been recorded.]

‘E’ cards are with Portuguese text and the inscription “THIONEMBUTAL (Tiopental, Abbott)” reading downward. Only one such card posted to a doctor in Brazil has been recorded.

'F' cards are with Greek text and the inscription "PENTOTHAL (Νατριούχος
Θειοπευτάλη, Αββοτι)" reading downward. Only three such cards posted to
doctors in Athens have been recorded.

'G' cards are with Spanish text and the inscription "PENTOTHAL
(Thiopental, Abbott [?])" reading downward. Only one such card has been
recorded, but its destination (probably Argentina) and present whereabouts
are unknown.

Catalogue Listings of the Lundy Abbott Pentothal Postcards*

Description (Bristol postmarks unless mentioned otherwise)

- C14a English-text 'A' card to U.S.A. address
- C14b English-text 'B' card to Canada address
- C14c English-text 'C' card (lacks salutation) to U.S.A. address
- C14d French-text 'D' card to Quebec, Canada address (two recorded but
more known to exist)
- C14e Portuguese-text 'E' card to Brazil address (1 recorded)
- C14f Greek-text 'F' card to Greece address (3 recorded)
- C14g Spanish-text 'G' card to South American address (1 recorded)

Variants:

'A', 'B', 'C' cards to other than U.S.A. or Canada addresses have a 50%
value premium.

Any card with Liverpool instead of Bristol postmark has a £25 premium.

'D' card to France (1 recorded) or elsewhere in Europe and Africa has a
£50 premium.

Mis-sent or redirected cards with additional manuscript or postal markings
have a 25% value premium.

* Catalogue listings are from the Sixth Edition of *Stamps and Postal History
of Lundy Island*, Jon Aitchison (Editor and Publisher), Tithehall
Publishing, Bishop's Stortford, Herts., G.B., 2019,
ISBN 978-0-9544817-3-5.

Afterword

Abbott Laboratories maintained no records of its Pentothal advertising
campaign nor information on the cards produced, so quantities of the
various postcards (the Lundy cards included) posted and to where are
unknown and subject to conjecture.

Abbott's Australian Antarctic Territories Wilkes Base card posted January 1961 is one of the most common cards, and a claimed quantity of 280,000 were mailed. The Lundy Pentothal cards are among the most prevalent cards of this same period, so based on comparative reported survival numbers to the AAT cards, an estimated 100,000 of the Lundy cards were mailed during April 1962.

Evidence exists from the Bradbury, Wilkinson archives that the 1957 1p definitive stamp (No. 142*) used on the Lundy postcards was reprinted in February 1962, about two months before and in anticipation of the start of the Pentothal card mailshot, and the stamps produced from this second printing are apparently almost indistinguishable from the 1957 initial printing and do not warrant a separate catalogue listing. Whether or not this second printing is included in the 150,000 printing totals cited for this stamp is uncertain.

However, in my opinion, it seems likely that it is because an initial quantity of 150,000 in 1957 would have been excessive compared to the quantities produced for each of the other stamps in the set. This second printing was apparently done to meet the demands of the Lundy Pentothal card mailshot as still-available quantities of the 1p stamps from the initial 1957 printing were insufficient.

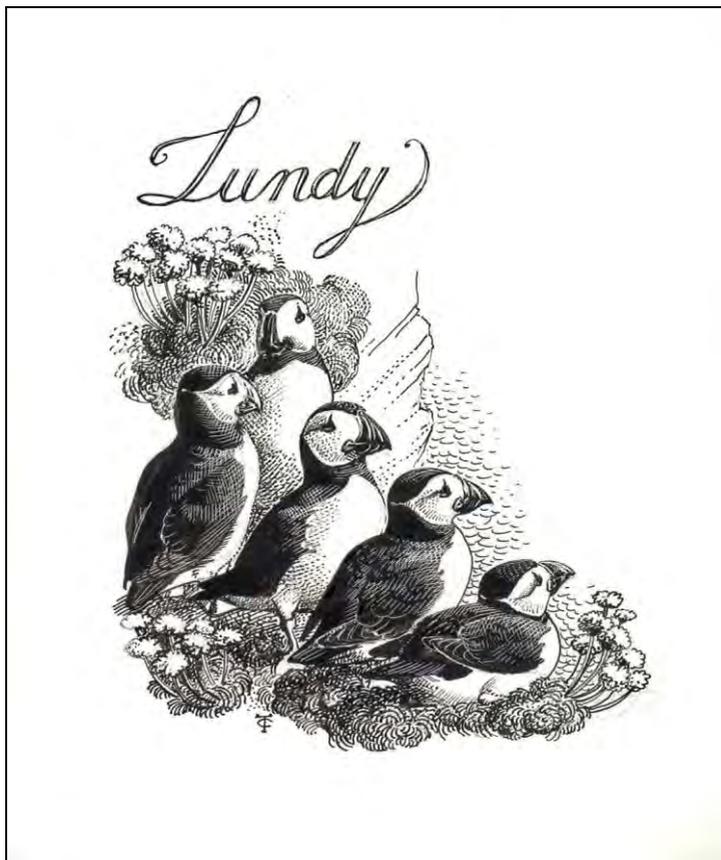
Regardless of how many of the original and reprinted 1p stamps were used for the Lundy Pentothal advertising postcards, one can conclude this massive mailing was responsible for exhausting almost all available 1p definitives, leaving less than desirable quantities on hand for Lundy's normal postal use in ensuing years. Consequently, this lack of 1p definitives after April 1962 likely necessitated Lundy's surcharged 1p provisional issues of 1965 and 1969. With so many of these 1p definitive stamps postally used by 1963, is it any wonder that, despite its 150,000-print quantity, mint examples of No. 142* catalogue at a high premium over the other denominations of this set despite the others' lesser print quantities?

* The 1957 1p definitive stamp is now assigned No. 142 in the listings of the Sixth (2019) Edition of Jon Aitchison's *Stamps and Postal History of Lundy Island*. Previously, it was No. 126 in the Fifth (2009) Edition and its predecessors starting with B. N. D. Chinchin's *A Catalogue of Lundy Stamps* (1969), and the four previous editions of *Stamps of Lundy Island* edited by Stanley A. Newman or Michael Bale. Likewise, the Lundy Na and Nb postmark designations are from Aitchison's Catalogue.

Tunnicliffe Artwork

By James Thomas

In 1964, Albion Harman commissioned the well-known illustrator and member of the Royal Academy, Mr M.C. Tunnicliffe, to prepare a design that reflected an image of Lundy. The image portrayed a group of five puffins alongside sea thrift which is commonly known in the Westcountry as sea pinks, resting on a cliff top.



The original sketch which forms part of the Harman archive and can be viewed in the British Library

The design was printed on three sizes of envelope and was initially used for general purposes.

The envelope sizes are:

Small - 95x171mm although examples measuring 95x164mm exist.

Medium – 135x208mm

Large – 159x208mm

The printing was done using black ink on white envelopes.



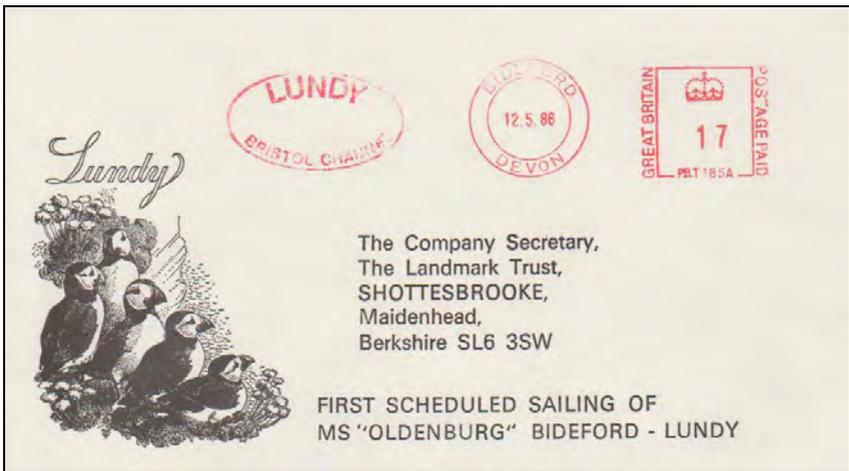
An image of the small size envelope

On 18th March 1967, the super tanker, *Torrey Canyon*, full of crude oil went aground on the Seven Stones reef spilling its cargo into the sea. The devastation to sea creatures from the Isles of Scilly to the coasts of Devon and Cornwall was immense and involved one of the largest clear-up operations carried out in England.

In Britain, the RSPCA organised the work to clean up thousands of captured sea birds that were coated in oil. To help fund this work many appeals were launched, so Lundy which was not directly affected by the oil spill, issued on 29th May 1967, a set of four stamps based around Tunncliffe's design. The island then donated a proportion of the income generated by the issue to the appeal fund.

The stamps were designed and produced by in-house staff at Thomas De La Rue & Co. and include a smaller group of puffins with a tanker on the horizon but the general theme of Tunncliffe's design was carried through.

Large numbers of the envelopes were produced, so surplus stock was later used up by overprinting to mark certain events such as the last sailing of the *Polar Bear* to Lundy and the first sailing of the *m.s. Oldenburg* to Lundy.



An overprinted envelope commemorating the first sailing to Lundy of the m.s. Oldenburg

To ensure that there is no further use or perhaps mis-use of the printing die used to produce the envelopes, the die also forms part of the Harman archive in the British Library.



The printing die used to produce the envelopes

Earliest use of FM11 Metermark

By James Thomas

Further to the article titled 'Earliest use of FM11 Metermark' which appeared in the Autumn 2021 issue of this *Journal*, I have had a reply from Tom Baker showing that the metermark was used on 9th October 2002.



So far, this is the earliest known use of metermark FM11, unless you can show me an earlier one!

thenewpuffinjournal@aol.com

Lundy Postal History: An Unusual Item

Chas Povey

At the recent auction (6th October 2021) by Spink of the Alan Holyoake collection of registered mail, I acquired an intriguing item. The Postmasters' Notice of 1859 from the General Post Office, over the name of Rowland Hill: ALL REGISTERED LETTERS, REGISTERED PACKETS, OFFICIAL REMITTANCES, ETC. ETC., TO BE TIED WITH GREEN TAPE.

This document is rare in any form but this example is addressed "Lundy (in manuscript) FOR THE POSTMASTER". The Post Office on Lundy was not officially opened until 1887, 18 years after this Instruction Letter was issued. However, according to Chinchin (1974), there had been consideration for some years of establishing a branch post office on Lundy. Perhaps, with this possibility in mind, any instructions issued were kept in a file labelled 'Lundy' and then sent to the island at the opening of the post office. In any event the 'letter' appears to have been folded and the missing part of the back page may indicate a rough opening.

The registration of letters as known today was introduced in 1841 in Great Britain as part of Rowland Hill's lead of postal reform. The pre-paid Registered letter had to be enclosed within a sheet of green paper. The green sheet was addressed to the Post Office where the recipient lived. The green sheet was then used as a receipt and was returned to the office of origin after delivery.

On 1st July 1858 the green sheet was replaced by a green silk ribbon and shortly afterwards by a green linen tape as per the above Notice. In 1870 the tape was replaced by green string. On the introduction of postal stationery registration envelopes in 1878 the string was replaced by printed blue crossed lines. The blue crossed lines survived on registered letters until registration was discontinued in Great Britain in 1998.

Therefore, by the time of the Lundy Post Office being open this instruction was outdated, therefore whether or not this Notice ever reached Lundy remains a mystery.

Lundy

FOR THE POSTMASTER.

**This Instruction must be kept in the Portfolio
supplied to Postmasters.**

When a Notice for the *information of the Public* is sent
it must be exhibited for one Month in the window,
or other conspicuous part of your Office, so that it may be
readily seen by the Public, and must then be removed.

ALL REGISTERED LETTERS,
REGISTERED PACKETS, OFFICIAL
REMITTANCES, ETC. ETC.,
TO BE TIED WITH GREEN TAPE.

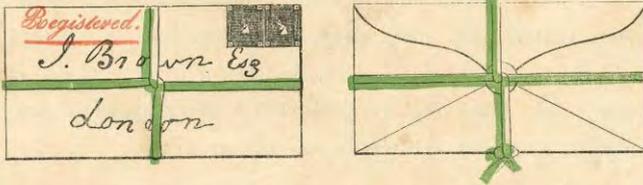
MISTAKES having frequently arisen from the hitherto only partial use of green tape as a distinguishing mark for Registered Letters, &c., the Postmaster-General has decided that henceforth all Letters, Packets, &c., *which it is your duty to enter on the Letter Bill* (or Registered Letter Slip, as the case may be), shall also be carefully tied with green tape.

You will therefore in future tie with green tape all Registered Letters, whether Inland, Foreign, or Colonial, (including *Inland* Letters marked "Registered," and dropped into the Letter Box, which are treated under Rule 199 in the Book of Amended and Supplementary Rules); all Registered Book Packets, and Registered Packets of every other description; all Official Money Letters, including Revenue, Money Order, Income Tax, or other Remittances; all Letters containing Fines, and every other kind of Property Letter requiring to be entered on the Letter Bill; and all Official *Letters* containing Money, or containing other valuable enclosures, passing between Head and Sub-Offices.* Any Officer who fails to comply with

* Cash or Stamps, wrapped up in paper, or enclosed in bags, passing between a Head Office and a Sub-Office, need not be tied with Green Tape, although entered on the Bill.

this Instruction will incur for each irregularity the fines imposed in Rules 211 and 212 in the Book of Amended and Supplementary Rules (1858) for Head Postmasters in England and Wales.

The tape, as shown in the annexed diagrams, must be tied over the ends and round the middle of the Letter; and, after being looped *on both sides*, where it crosses, must be tied in a fast knot at the back of the Letter. The tape should be drawn tightly, but not so as to alter the shape of the Letter.



When Registered Letters, &c., arrive at your Office not tied with green tape, you will take care always to tie them yourself, and to report to the Secretary on the proper form the Office from which you receive them.

ROWLAND HILL,
Secretary.

GENERAL POST OFFICE,
24th January 1859.