

# London Life

£5 Prestige Stamp Book

20 March 1990



The 1990 Prestige Stamp Book will be issued on 20 March. For the first time this will contain special stamps in addition to definitives and will be entitled "London Life". The book has been printed by Harrison and Sons Limited, the stamps in photogravure, the text in lithography. It will contain four new booklet panes and eight new stamp variations, detailed below.

## Stamp Panes

There are four panes of stamps each with an illustrated stub: (1) 4 x 20p Europa stamps showing Alexandra Palace on Advanced Coated Paper; (2) 6 x 20p Penny Black Anniversary definitives on ACP; (3) Mixed Value pane, as illustrated here, comprising 1 x 2nd NVI, 1 x 15p definitive and 1 x 15p Penny Black defini-



itive, 50p definitive in new colour — sand (Jeffery Matthews colour standard), 29p Penny Black definitive, 1 x 1st NVI, 1 x 20p definitive and 1 x 20p Penny Black definitive and central label showing the "Stamp World London 90" logo; (4) 6 x 20p Penny Black definitives on ACP.

All panes have surrounding selvedge, giving a miniature sheet effect. This is particularly

pleasing on the pane containing the four Alexandra Palace stamps. The mixed value and Alexandra Palace stamp panes have a vertical column of rouletting near the binding margin for ease of removing these panes from the book.

## Stamp Variations

The eight new variations can be summarised as follows:

- 15p definitive, phosphor band right
- 20p definitive, 2 bands, perforated on all sides
- 50p definitive in new colour — sand (Jeffery Matthews colour standard), 2 bands
- 2nd NVI, band right
- 1st NVI, 2 bands
- 15p Penny Black definitive, band right
- 20p Penny Black definitive, 2 bands
- 29p Penny Black definitive, 2 bands

## First Day Cover

A Royal Mail first day cover envelope will be available from the British Philatelic Bureau, philatelic counters and most main post offices approximately two weeks before issue, price 18p. The usual first day of issue facilities will be provided on 20 March at offices with philatelic posting boxes.

The British Philatelic Bureau will provide its usual first day cover service and there will be two pictorial postmarks, one for the Bureau and the other for Tower Hill, London EC3. The official Royal Mail cover, addressed to the destination required bearing the mixed value pane cancelled with the pictorial postmark required will be serviced by the Bureau. Application forms, available from the Bureau and main post offices, should be returned not later than 20 March.

Customers requiring only the special pictorial postmarks may obtain them under the reposting facility by sending on 20 March covers bearing the new stamps/panes under an outer cover endorsed "Special Handstamp — London Life Book" to:

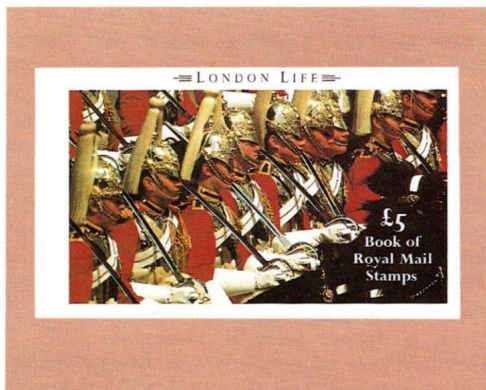
British Philatelic Bureau      20 Brandon Street  
EDINBURGH EH3 5TT

Tower Hill, London EC3

Special Handstamp Centre  
City of London LDO  
King Edward Street  
LONDON EC1A 1AA

## London Life

The front cover of the book shows the Life Guards in their ceremonial dress - ever popular with tourists to London. The book contains many fine photographs of well-known London buildings and sites, often taken from an unusual angle as, for example, the view of Big Ben from Westminster Bridge. On the page containing the



four Alexandra Palace stamps are shown details from the uniform of the Yeoman of the Guard (Royal cipher) and the statue of Queen Victoria outside Buckingham Palace. On another page the Yeomen of the Guard, the Queen's bodyguard, are shown entering the Palace gates. The Yeomen of the Guard are not to be confused with the Yeomen Warders, the popular "Beefeaters" at the Tower of London.

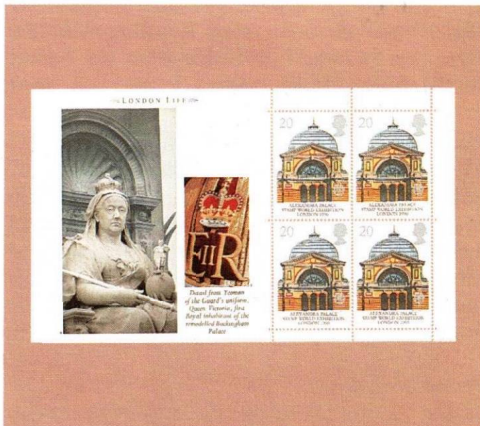
Interesting London signs feature on another page — the Cat and Fiddle emblem of Martin's Bank, the Caravel weathervane over the headquarters of Smith and Nephew, the Pegasus sign of Scottish Widow's, the grasshopper emblem of Sir Thomas Gresham and one of the modern location signs on the South Bank.

On the selvedge of the mixed value pane is shown Nelson's Column (completed 1843) in Trafalgar Square and one of the bronze lions at the foot of the column. The lions, by Sir Edwin Landseer, were added in 1868. An aerial view of part of Trafalgar Square, showing two of the fountains and the front of the National Gallery appears on another page.

The buildings of the City of London range from historic masterpieces to modern constructions of controversial design. Featured in this book are Wren's St Paul's Cathedral and Richard Rogers's Lloyd's Building opened in 1986. The photograph of City workers (but no bowler hats!) crossing London Bridge, with Tower Bridge in the background reminds us few people actually live in the City; its thousands of office workers commuting in every day, often from considerable distances.

But London is not just buildings, it is its people and its customs that give it so much character. This is recognised in "London Life" by the illustrations of Coldstream and Grenadier guardsmen, the City crier between two Pearly Queens, a Yeoman Warder, and a bewigged and robed judge.

London Life is aptly summed up in the quotation from Arthur Symons: "There is in the aspect of London, a certain magnificence; the magnificence of weight, solidity, energy, imperturbability and an unconquered continuance. It is alive from border to border, not an inch of it is not alive."



## Stamp World London 90

Purchase of this prestige book will enable free entry to the Stamp World exhibition on 8-13 May (normally £3). The book should be presented at the Royal Mail Stamps sales counter situated at the main entrance to claim free entry.

There is space in the book for a commemorative cachet which can be applied if the book is presented at the Royal Mail Stamps sales counter on any day of the exhibition (3-13 May). The book includes a colour illustration of the West Entrance to Alexandra Palace, similar to that featured on the 20p Europa stamp.