

Bear necessities Perennially popular Pooh



First-class inland letter rate:
The friends Pooh, Piglet and
Christopher Robin



58p basic rate worldwide:
Pooh and Piglet walk into the
wind on their way to Kanga's



60p, Europe up to 20g:
Pooh informs Rabbit about the
'Exposition to the North Pole'

THE BEAR OF VERY LITTLE BRAIN is the star of October's issue, representing this year's Europa Stamp theme of Children's Books. Alan Alexander Milne's 1920's creation was brought to life in order to entertain his young son, Christopher Robin. Pooh was based on a Yorkshire mohair bear (initially called Edward), purchased from Harrods by the boy's mother in 1921 for his first birthday. The next present was a toy donkey, who later became Eeyore and the rest is history... in fact Winnie-the-Pooh's story never seems to go out of fashion – a new film will be out next year. The original toys now reside in safety at the New York Public Library.

In which we look at the inspiration and background What gave Milne's stories extra appeal were the accompanying illustrations by EH Shepard. And we have *Punch* magazine to thank for that. Milne was once deputy editor there and Shepard became chief cartoonist later on. In 1924, the ex-editor of the magazine, EV Lucas, was Milne's publisher and suggested that he and Shepard work together. After some initial scepticism from Milne, the partnership flourished and Shepard's illustrations were previewed in *Punch*. One major development took place under Shepard's direction: Pooh was modelled on his own son's teddy bear, Growler, rather than Christopher Robin's trusty friend.

In which we examine the issue in detail This issue is the first to be designed by Magpie Studio, a spin-off from Hat-trick. The first-class stamp features an illustration taken from AA Milne's book of verse *Now we are Six* (1924) while the 60p, 67p and 88p stamps have illustrations from *Winnie-the-Pooh*, the second volume of the series of four, which was published in 1926. *The House at Pooh Corner* (1928) gives the 58p and 97p stamps their subjects.

The Miniature Sheet is made up of four new stamps – first-class inland letter rate, the 60p Europe up to 10g, 88p and 97p – featuring extracts from AA Milne's poem 'Us Two' from *Now*

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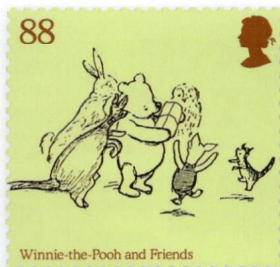
Set of stamps	£4.11
Presentation Pack	£7.50
First Day Envelope, unstamped	30p
First Day Cover, mail order price	£5.31
Miniature Sheet	£2.86
Set of 11 Stamp Cards	£4.40

takes centre stage on the October Children's Books issue



Winnie-the-Pooh and Eeyore

67p basic airmail rate up to 20g; Pooh sings 'Cottleston Pie' to Eeyore



Winnie-the-Pooh and Friends

88p, Europe up to 40g; Pooh is joined by Rabbit, Kanga, Roo, Owl and Piglet for a party



Winnie-the-Pooh and Tigger

97p, world airmail up to 20g; Pooh discovers that Tiggers don't like honey

We Are Six and illustrations of Winnie-the-Pooh and Christopher Robin. The sheet's border design shows Pooh holding onto a balloon, while disguised as a cloud, from 'We are introduced' in *Winnie-the-Pooh*.

The fully-illustrated Presentation Pack is printed by Walsall Security Printers and has been written by BBC radio presenter and animation aficionado, Brian Sibley. Brian has written dramatisations of *The Lord of the Rings*, *The Chronicles of Narnia* among others, and has written many books on characters including Pooh, Wallace and Gromit and Thomas the Tank Engine.

A First Day Envelope, First Day Cover and set of 11 Stamp Cards are printed by Fulmar Colour Printing Company Ltd.

For thematic collectors Many genres of literature make for interesting collections. On page 376 you'll find details of other British issues in the area of children's books in James Hutchisson's article on his thematic collection.

And now we come to the end... ●



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Number of stamps	Six
Design	Magpie Studio
Acknowledgements	Illustrations © Disney, based on the 'Winnie-the-Pooh' works by AA Milne and EH Shepard
Stamp format	Landscape
Stamp size	37mm x 35mm
Stamp printer	Cartor Security Printing
Print process	Lithography
Number per sheet	25/50
Perforations	14.5 x 14
Phosphor	All over
Gum	PVA

Miniature Sheet technical details, where different

Number of stamps	Four
Size of sheet	115mm x 89mm
Stamp format	Square
Stamp size	35mm x 35mm
Perforations	14.5 x 14.5