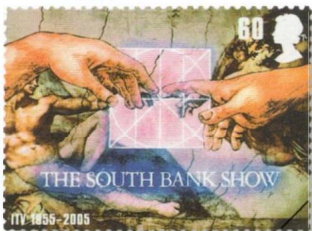
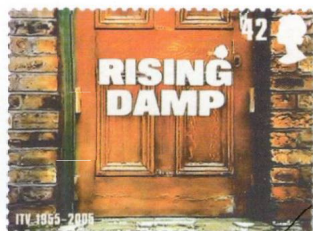
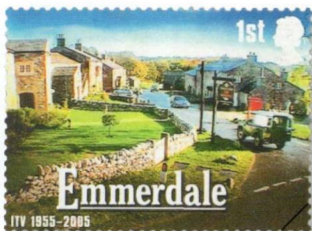


## Classic ITV Celebrating 50 years of service



### Technical details

Printer De La Rue

Process Lithography

Stamp size 41 x 30mm

Sheets 25 and 50

Perforation 14.5 x 14

Phosphor One band 2nd class, two bands others

Gum PVA

Gutter pairs Vertical

### Plates and colours

All values D1 cyan (blue) ●  
D1 magenta ● D1 yellow ● D1  
black ● D1 phosphor

SIX COLOURFUL STAMPS go on sale at Post Office branches and philatelic outlets and Royal Mail Tallents House on 15 September to mark the 50th anniversary of Independent Television. The stamps feature the title sequence from a number of popular programmes in different categories: 2nd class *Inspector Morse* (drama); 1st class *Emmerdale* (serial drama); 42p *Rising Damp* (comedy); 47p *The Avengers* (cult TV); 60p *The South Bank Show* (factual); and 68p *Who Wants To Be A Millionaire* (entertainment). The serial drama category was decided as a result of a public poll. Viewers of ITV's *This Morning* programme selected *Emmerdale* over *Coronation Street* and *The Bill*. The Queen's silhouette and value or service indicator is positioned at upper right, and each stamp is captioned 'ITV 1955-2005' at lower left. The stamps were designed by Kate Stephens, who designed the 1997 Great Tudor (Henry VIII), 2002 Golden Jubilee, 2003 Coronation Anniversary, and 2004 Woodland Animals issues.

The stamps will be issued to Post Office branches in sheets of 25. However sheets of 50 with gutter margins will be available from Post Office philatelic outlets and Royal Mail Tallents House. This is the first special issue printed by De La Rue since moving to new premises in Dunstable, Bedfordshire.

FIRST DAY FACILITIES Unstamped Royal Mail FDC envelopes will be available from main Post Office branches and philatelic outlets about a week before 15 September, price 25p. The cover features a TV set of 1955 showing the first test card (experimental vision signal) from the Beulah Hill transmitter. Orders for FDCs with the stamps cancelled by a pictorial first day postmark of Tallents House or London SE19 must reach Tallents House by the day of issue. Price £3.57 UK or £3.04 overseas. London SE19 was the site of the first ITV transmitter at Beulah Hill.



Collectors may send stamped covers on the day of issue to: Royal Mail Tallents House, 21 South Gyle Crescent, Edinburgh EH12 9PB (for Tallents House postmark), or to one of Royal Mail's Special Handstamp Centres (London SE19 postmark) marking the outer envelope 'FDO521' (Tallents House), or 'FDO522' (London). Covers can be posted or handed in at main Post Office branches for the London postmark. A non-pictorial London postmark is also available from the Special Handstamp Centres, request 'FDO522 NP'.

Details of sponsored handstamps for 15 September will be announced in the *British Postmark Bulletin* – available on subscription from Tallents House (£12.25 UK/Europe; £24.95 elsewhere). For a sample copy write to: The Editor, *British Postmark Bulletin*, Royal Mail, 148 Old Street, London EC1V 9HQ.

**PHILATELIC PRODUCTS** A well-illustrated pack (price £3.20) and stamp cards (30p each) will be available from main Post Office branches and philatelic outlets and Tallents House. The pack, written by Ethel King, lists chronologically some of ITV's best-known programmes under the headings the Thrills, the Laughs, the Tears; and the Facts. Also included are illustrations of the title sequences from a number of popular programmes such as *Coronation Street*, *The Adventures of Robin Hood*, *Thunderbirds*, *Spitting Image* and *The Bill*, together with scenes from some of the best-remembered TV commercials. The pack was designed by Graphic Thought Facility and printed by Walsall Security Print.

## CLASSIC ITV 1955-2005

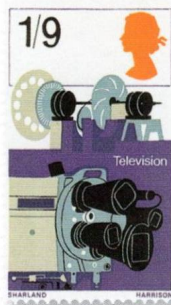
**Customised Smilers sheets**

For details of how to order, phone 0845 074 2000 (UK customers) or +44 131 316 7489 (overseas) or pick up a Smilers leaflet/order form at a Post Office branch.

The customised sheets cost £14.95 for one sheet, £13.95 each 2-4 sheets, and £11.95 each for 5-9 sheets.

**SMILERS SHEET** A new generic Smilers sheet entitled 'Classic ITV 1955-2005' will be available from 15 September, price £6.55. It contains 20 of the 1st class (*Emmerdale*) stamp with labels showing six front covers of *TV Times* plus listings of some of the programmes broadcast in 1965, 1972, 1992, and 2004. The design of the sheet borders is in the style of a TV test-card. The sheet was designed by Graphic Thought Facility design group of London and printed in litho by Walsall. Note that the stamp printed in sheets of 25/50 is by De La Rue.

For details of how to order customised versions of the ITV Smilers sheet with your own image printed on the labels, see left. At the Smilers website ([www.royalmail.com/smilers](http://www.royalmail.com/smilers)), orders can be placed using digital photos •



**TV on stamps** Although television is the most popular of media, it features on relatively few British stamps. Television equipment was shown on the 1s 9d stamp in the British Discovery and Invention issue of 1967, and a BBC TV camera on the 7½p stamp of the 1971 Broadcasting Anniversaries set. The 50th anniversary of Children's Television was commemorated by five stamps featuring Muffin the Mule and Annette Mills, Sooty and Harry Corbett, Stingray, The Clangers, and Dangermouse in 1996. 'Stars' of TV shows – Tommy Cooper, Eric Morecambe, Joyce Grenfell, Les Dawson, and Peter Cook – were honoured on a Comedians set in 1998, and a Dalek from the *Dr Who* programme was shown on an Entertainers' Tale stamp in the Millennium series in 1999. The 75th anniversary of the BBC was the subject of a prestige stamp book in 1997 •