

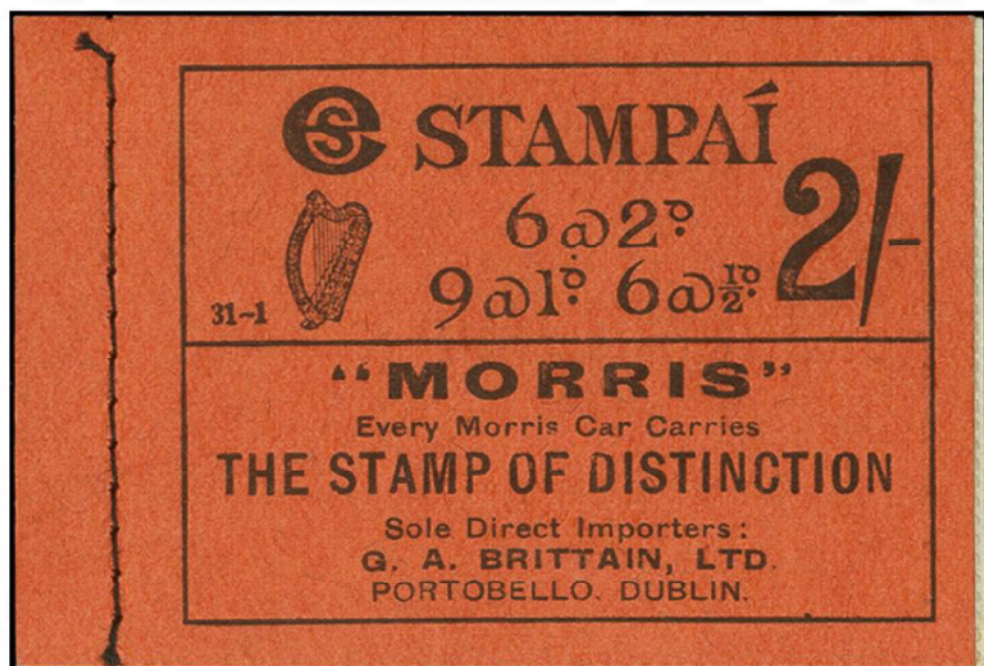
Irish Booklets

A Handbook of Irish Stamp Booklets

1931 to 1991

By

C. I. Dulin FRPSL



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Table of Contents

Subject	Page
Foreword	3
Introduction	5
Chapter 1: Pre Decimal Booklet Formats	7
Chapter 2: Decimal Booklet Formats	17
Chapter 3: Booklet Panes	33
Chapter 4: Booklet Stamp Summary	70
Chapter 5: Advertising Covers & Interleaves	76
Chapter 6: Errors & Varieties	89
Chapter 7: Exhibition Souvenir Booklets	94
Appendix I: Initial Booklet Production	102
Appendix II: Messrs Grover & Co. Ltd.	109
Appendix III: Make-up of Booklet Master Sheets	111
Appendix IV: Valuations	117
List of Illustrations	120

Foreword

This volume traces the historical development of Irish stamp booklets from their introduction in 1931 and continues up to 1991. All the different basic formats for the distinct types of booklets issued, which number more than one hundred, are examined. Their make-up, contents and, where possible, the reason for their introduction is given, especially in relation to changing postal rates and stamp values. Many of the printing plates from which the stamp booklet panes were produced are also described.

It is remarkable that there were few periods when booklet stamps corresponded to the basic postage rates even when these were relatively stable. In inflationary periods the booklet stamps were frequently obsolete for their intended purpose before they were issued. Between 1943 and 1989 there was not a single booklet issue which contained stamps covering both the basic Irish domestic letter and postcard rates.

The booklets may be divided into three main categories. There was what may be termed a "classical" period from 1931 to 1963 with essentially one broad basic make-up and when all were identified by a code number. There followed a somewhat more adventurous period, in terms of format and make-up, from 1964 to about 1986. Finally a modern period where the original booklet concept has given way to a riot of colourful, frankly commercial, products many of which are no more than miniature sheets in covers. Indeed after 1988 it is conjectural whether the booklets were produced for their usefulness and convenience to a public who would use the stamps to post mail or as a source of revenue to a reorganised Post Office (An Post) whose commercial profitability assumes greater importance than, or is in conflict with, its basic function of providing an efficient mail service.

In a somewhat analogous vein, in the last few years there has been a tendency for both official and unofficial booklets to be issued as exhibition souvenirs. Irrespective of whether the philatelic purist may deride this, there is no doubt that there is a body of collectors who avidly save them. Accordingly, a chapter is devoted to these booklets.

Inevitably, there is the practical consideration of what specific booklets and panes are worth. After a period of comparative price stability, there has been an explosion of rapidly rising price realisations at auction, especially for some of the earlier booklet issues. Moreover, the relative scarcity of certain code numbers has become increasingly apparent. Other than in a general fashion it is hazardous for a collector (for such is the author) to pontificate on what items are worth. For the principal booklets the Stanley Gibbons Part 1 catalogue has a section, but a far more comprehensive listing of values is to be found in "Stamps of Ireland" published by MacDonnell Whyte Ltd and Ian Whyte Ltd. However, even this does not cover many of the booklet variations. Perhaps, as subsequent issues of the catalogue appear this will be expanded. It is also a pleasure to acknowledge the help received from Ian Whyte in obtaining information on the advertising content of some of the rarer booklets, as well as data on some of the exhibition souvenir booklets. By the same token, thanks are also due to David MacDonnell.

To Brian Warren, probably the foremost authority on modern Irish stamp issues, an especial acknowledgement is extended. Not only did he review the draft in great detail, making many corrections of fact, but he also suggested improvements in presentation, many of which have been incorporated. His

comments, as well as his invaluable yearly reviews of stamp issues (*That Was The Year That Was*) in the *Journal of Irish Philately* and the *Revealer*, have been an enormous aid in unravelling the complexities of papers, gums and methods of manufacture for post decimalisation issues. By the same token, many thanks are also due to Barney Clancy, a prominent collector of Irish booklets, for his help in refining the advertising content of many of the earlier coded booklets and their variations. It would also be a grave omission not to thank Patrick Williams who has suffered, yet again, the ardours of reading and correcting errors in the final draft of this volume.

Apart from material provided by these gentlemen, and the author's own collection, there are comparatively few literature reference sources and rather restricted archive data. The literature sources are quoted in the text, while the archive data is essentially that derived from the British National Archives at Kew in London. British Post Office Circulars were available at the G.P.O. archives in London and the Irish equivalent (*Iris an Phuist*) in the National Library in Dublin. Irish Post Office archive material is virtually inaccessible, as has been abundantly stressed elsewhere.

The difficulty of assembling complete data is linked with certain booklet rarities. This may be judged from the fact that although there are, and have been, many collections of Irish booklets none, as far as the author is aware, has been complete. Even T. E. Field, the foremost collector of Irish philatelic material, had several items missing in his booklet section. The nearest to a complete set was made by a Dublin collector, unfortunately recently deceased, who reached the stage of having only one more booklet to find.

Today it would need considerable resources to try to complete a one-of-each collection. Even apart from cost, there is no doubt that some items are extremely rare indeed. Among the earlier issues, certain booklet code numbers have not been on the market for 30 to 40 years.

Finally, it has been asked why the booklet coverage here extends only to 1991. Primarily this stems from a desire for a certain chronological symmetry (that is 60 years) and the definitive series involved (essentially up to the end of the *Architecture* stamps). However, and overwhelmingly, it is because the concoctions now produced by An Post under the guise of booklets are anathema. Probably the fault lies with the author who can only write about things he enjoys. Doubtless there are others who may find them fascinating. If so, hopefully, an enthusiast may examine the booklets of the 1990s and publish a book about them.

Geneva 1998

Introduction

History

When the Irish Free State came into being on December 6, 1921 (although the Treaty made with the British Government was not ratified by the Dáil until January 14, 1922), the administration of the Post Office was naturally taken over from the British authorities. This transition of administration was to be completed by March 31, 1922. During the Transitional Period only those items contemporaneously valid in Great Britain were available. On February 17, 1922 the Irish Post Office issued its own stamps, these being the then current British types overprinted with a Gaelic inscription ("Rialtas Sealadaí na hÉireann 1922" - Provisional Government of Ireland 1922). For a period of about six weeks, both overprinted and unoverprinted stamps had equal validity. However, after April 1, 1922 the British stamps were no longer valid for use in the Free State.

Apart from postage stamps, other items of normal postal use were postal stationery and stamps in either booklet or coil form. With the agreement of the British Post Office, British postal stationery continued to be supplied, unoverprinted, and was valid in Ireland (in some forms up to the end of 1924) but, very specifically, booklets and stamps in coil form were excluded (British Post Office Circular No.2616 of March 29, 1922 and Iris an Phuist No.3 March 30, 1922).

"Adhesive stamps made up into rolls and in books should be withdrawn from sale after the 31st of March, and forwarded to the Controller, Stores Department, Aldborough House, Dublin, their value being claimed as a remittance."

The Irish Free State gradually started to produce its own postal equivalents, starting with a series of definitive stamps (December 1922 to December 1923 for the low values, although the high values were not to be produced until September 1937); some coils (as paste-ups from stamp sheets) starting in 1924 and then its own postal stationery (August 1924 to January 1925). The last items of the range to be introduced were its own stamp booklets. The first of these was put on sale on August 21, 1931.

In the production of virtually all of these items, the Irish Post Office had enlisted the aid of the British Post Office. This was particularly necessary for the earlier basic Irish stamp printing plates, all of which were produced at the Royal Mint, then in London. The British National Archives at Kew contain a file, Mint 20/993, which deals with the manufacture of plates for Irish stamp booklets up to 1940. Part of the contents of this file was first described by A. Ballard in Irish Stamp News No.16 Oct-Dec 1983. It is examined in detail in Appendix 1. Later, printing plates were made at the Revenue Stamping Branch at Dublin Castle with printing done there, by Irish Security Stamp Printing Ltd. and, more recently, by Enschedé in Holland.

Overall Survey

The presentation adopted has been to devote a chronological section defining the booklets in terms of format (i.e. their size and outward appearance), since many may be usefully grouped in this fashion. Booklet

sizes are given in inches up to decimalisation in 1971, and metric thereafter. Next, there is a detailed description of stamp values and pane content together with the various postal rates applicable at the time of booklet issue. Many booklets were, of course, changed in format or content to meet postal rate changes. For the more modern issues, the treatment is still chronological although the group format concept is no longer applicable, or appropriate, for most types.

Where known, details of overall booklet sheet make-up are given in Appendix III.

The earlier booklets often carried advertisements both on the covers and on interleaves. Up to the present time these have not been comprehensively explored although a gallant attempt to do so was made some years ago. It was felt that the content detail of these would be more usefully treated in the main text rather than as an appendix. The later booklets, although containing no advertising, are treated in the same way for any textual matter they may contain.

Naturally, booklet face value, stamp details such as design, watermark, perforation and so on are covered.

Booklet errors and varieties are mentioned briefly with either the formats or stamp pane content, depending on the variety involved. Additionally, they are given in greater detail in a separate section.

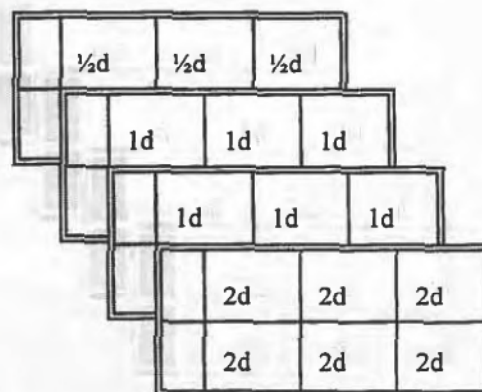
Finally, no attempt has been made to include a separate index per se. Instead a list of illustrations is given from which virtually format, booklet, booklet pane and master sheet make-up contained in the volume may be easily traced in terms of associated page number. It was felt that an additional separate index would be superfluous. To those who may cavil at this approach, an apology is offered. By the same token a separate bibliography is omitted since there are relatively few references to Irish booklets in general, and, in any case, references are given in all cases in the text.

Chapter 1: Pre Decimal Booklet Formats

Starting with the first booklet in 1931 and continuing until 1937, a 2/- face value booklet with brick-red covers holding four stamp panes was a feature of all issues. Each was coded in sequence with the abbreviated year of issue followed by the issue number. All bore advertising on their covers as well as on the interleaving between the panes of stamps they contained. A monogrammed SE on the front cover representing the country's name - Saorstát Éireann - as well as a harp and the value and number of stamps were also indicated (Fig. 1).



Fig. 1 (Code 31-1)



Third Pane 3 @ 1d + 3 Labels

Format 1 2/- 1931-1937: Year Precedes Code

Codes	31-1	32-3	33-4	34-6	35-8	36-10	37-12
	31-2		33-5	34-7	35-9	36-11	37-13
							37-14

The overall format for the first fourteen issues was similar, with only the advertising logos changing. In general there were a consistent two issues a year, but 1932, with one issue, and 1937, with three, were the exceptions. Reportedly, 100,000 booklets were issued for each code number.

Booklet size was approximately 2 7/8" x 2" with slight variations occurring depending on how it had been guillotined. All were printed in black and stitched with thread of a similar colour.

In 1938 there was a subtle change in coding sequence with the issue number now preceding the abbreviated year. The reason for this has not yet been ascertained nor, in fact, the reason for coding initially.

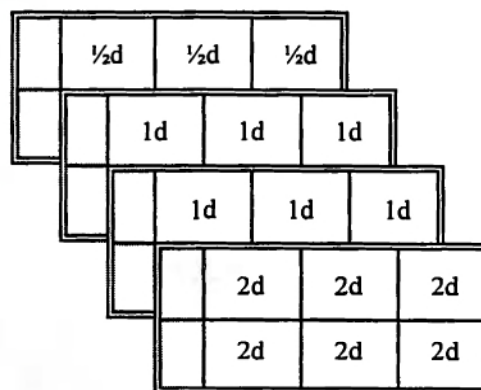
Previously, in 1937, Ireland was proclaimed a Republic and the country's name officially changed to Éire. On booklets, however, the SE (Saorstát Éireann) monogram was retained (Fig. 2), and in all other respects the format remained the same as in previous issues.

As in 1937, there were three issues in 1938 with 100,000 booklets printed for each issue. These issue figures are those obtained by H. R. Work from the Irish Post Office and are given in his "British Empire Stamp Booklets" (2nd. edition. Pub. Collectors Club. New York 1958).

All the coded booklet issues were on sale until stock was exhausted. Much later it became a policy to withdraw certain booklets from general philatelic bureau sale.



Fig. 2 (Code 15-38)



(Third Pane 3 @ 1d + 3 Labels)

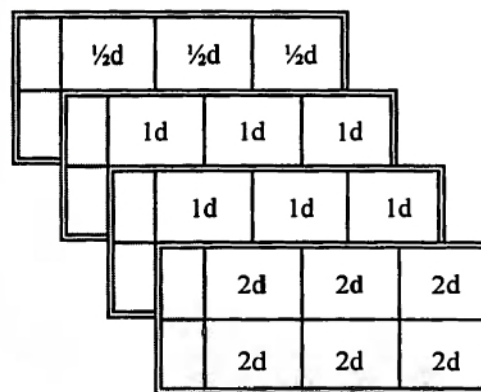
Format 2 2/- 1938: Code Precedes Year

Codes 15-38 16-38 17-38

Starting with the 1939 issue, 18-39, recognition of the country's new name was made, the SE monogram being dropped and substituted by the word Éire. Again, apart from this change, in all other respects the format remained identical to previous issues (Fig. 3).



Fig. 3 (Code 23-40)



(Third Pane 3 1d + 3 Labels)

Format 3 2/- 1939-40: Éire Replaces SE monogram

Codes 18-39 21-40
19-39 22-40
20-39 23-40

As in the preceding two years, there were three issues in 1939 and 1940. However, in 1940 while the format was the same, some of the second (22-40) and all of the third issue (23-40) contained certain panes with different watermarks (See Chapter 3: Booklet Panes).

The number of booklets issued for the 1939 code numbers and for the first 1940 issue remained at 100,000. However, for the remaining two 1940 issues there was a massive jump to 250,000 each.

If the 1931 and 1932 figures are averaged, then it may be noted that there had been a steady growth in the number of booklets issued during the 1930s, starting with about 150,000 rising to 200,000 and finishing the decade with 300,000 per year. The 1940 total figure of 600,000 may be interpreted as optimistic or doubtful.

From 1941 there was a change in stamp pane content of the booklets and this was reflected in the stamp content indication on the front cover (Fig. 4). Apart from this, there was, again, no other significant alteration in format.

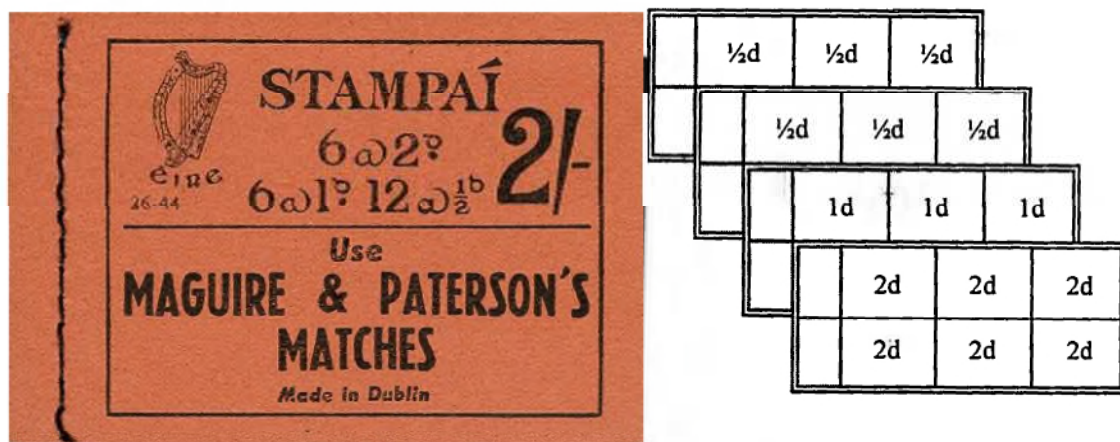


Fig. 4 (Code 26-44)

Format 4 2/- 1941-44: Change In Pane Content Indication

Codes 24-41 25-42 26-44

Although Éire was a neutral country these may be regarded as wartime issues, with but a single release for each year save for 1943 when, for the first time, no new booklet appeared. The quantities issued for each have been given as 250,000 and, on a yearly basis, appear much more reasonable than the 1940 figure, even allowing for the overall contraction in the amount of mail handled by the Irish Post Office during this period.

Restricted availability of materials at that time is reflected in the colour of the booklets. Although previous issues show a range of brick-red shades, colour variations are considerably more pronounced with this format group, both from year to year and within a given year. Similarly, the number of interleaves within the booklets diminished after 1941 (See Part IV). This lack of advertisers might also be attributable to the conditions then prevailing.

A more dramatic change of format occurred in 1945 with the elimination of advertising on the front cover (Fig. 5) as well as a re-arrangement and modification of the various logos. Additionally, the brick-red covers were now in the lightest shade of that colour and quite distinct from the previous variations. Otherwise, the overall format in terms of size and general make-up was maintained.

Visually, this booklet issue was the most notable yet issued because of the omission of an advertisement on its cover (Fig. 6). However, this can scarcely be attributed to a paucity of advertisers, for the interleaf advertising actually increased compared with the immediately preceding years. While the design must have resulted from a deliberate policy change, it can only be regarded as experimental, since subsequent booklet issues, for a number of years, again carried cover advertisements.

The reported quantity issued of 250,000 is in general accord with the yearly averages for the period.

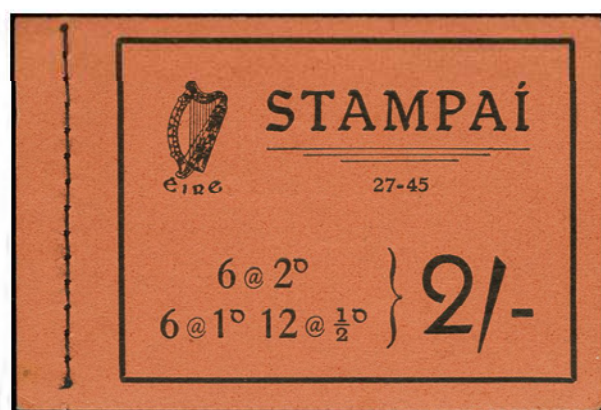
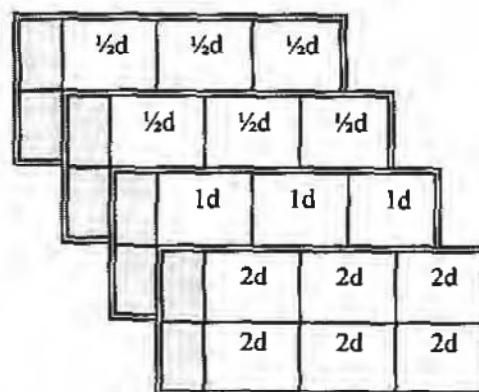


Fig. 5 (Code 27-45)



Format 5 2/- 1945: No Advertising On Cover

Code 27-45

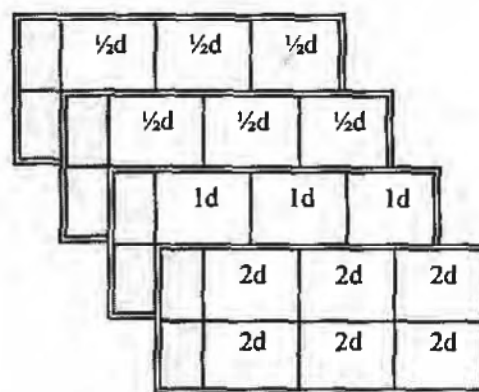
Beginning with the issues in 1946, there was an exact reversal to the earlier 1941 format, but now the colour of the covers was changed to buff. The stamp pane value make-up introduced earlier remained unchanged.

Reflecting the steady sales the booklets had achieved, the number issued of each code remained at a reported 250,000, even though there was only a single issue for 1947.

Although not apparent from the front cover, in fact there are indications that in this group (and possibly in the previous 1945 format) code issues were no longer invariably of one type. This is apparent from the different advertisements and interleaves which a given code number contained (See Chapter 5). That is, any re-issue of a given code was no longer a simple replica.



Fig. 6 (Code 29-46)



Format 4A 2/- 1946-1947: As Format 4 But Colour Changed To Buff

Codes 28-46 30-47
29-46

An increase in booklet value to 2/6 in 1948 necessitated a change in the information reflecting the value and number of stamps contained (Fig. 7). Although the general format and buff cover colour was maintained, the name of the country, Éire, was omitted.

Characterised by a single code issue per year, indications are that the original policy of having a new code number for each separate issue had now been abandoned. For at least three of the years involved, there are known differences in interleaf make-up and advertising content within the booklets. Confirmation of this comes from the official Post Office information obtained by H. R. Work:

"The figure shown in respect to the number of books issued under each serial number...represents the number of books issued in each edition bearing a separate serial number; no re-issues were made under the same number. In the case of the 35th edition 500,000 books were issued; in order to fill a gap, however, between the 35th and 36th editions a supplementary supply of 132,000 books were obtained. As an exceptional measure in order to expedite their issue these books were printed without any commercial advertisements".

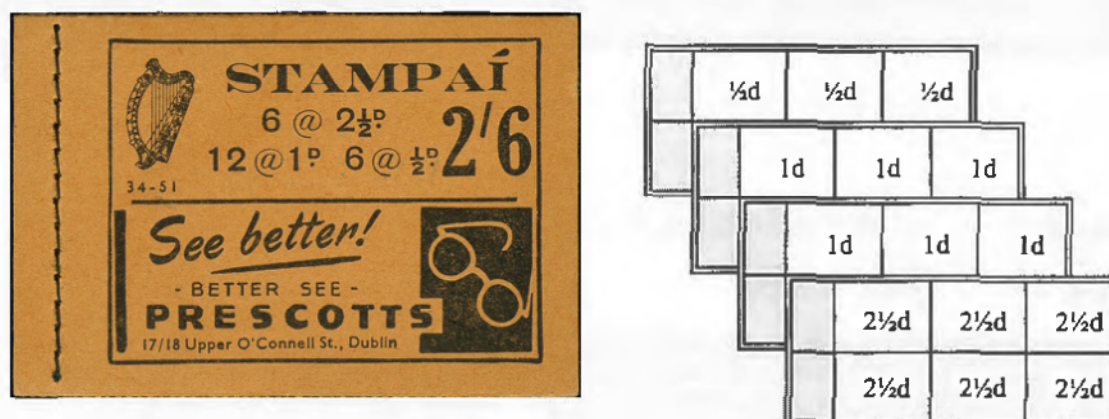


Fig. 7 (Code 35-52)

Format 6 2/6 1948-1953: Éire Omitted. New Stamp Value Content

Codes 31-48 32-49 33-50 34-51 35-52 36-53

Numbers issued are in line with a steady usage growth: 350,000 for 1948; 500,000 each for 1949, 1950 and 1951; and a 500,000 plus 132,000 supplemental issue for 1952. There is an omission for the 1953 figure, but from later data it is inferred to be about 500,000.

A further increase in booklet face value to 4/- was made in 1954 but, this aside, the format stayed essentially the same externally, with only the stamp pane make-up information altered in line with the increased value (Fig. 8). No explanation has ever been forthcoming why the country name, Éire, was dropped from the previous, this, and subsequent booklet editions.

Here again, although designated by a single code number for the year, variations are known within booklets in terms of interleaving (but not of advertising).

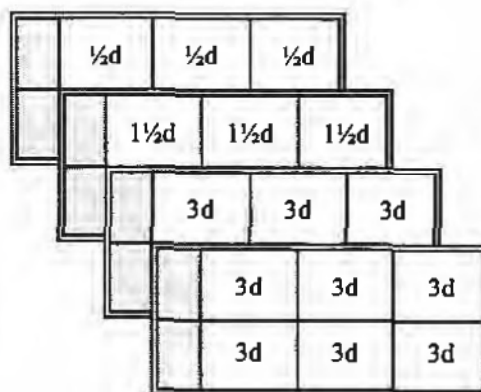
If the assumption is made that only make-up differences characterise a given issue, then, as previously, there were no more than two or three separate issues per year. Calculations may be made in estimating the number of sheets that would have been printed to cater for an issue. The results indicate that runs would have been comparatively small even for the 500,000 a year booklets. Approximately only 2,800 to 5,600 sheets per year would have been needed, depending on whether one or two panes of a given value were required.

The number issued for 1954 has officially been given as 500,000, an annual total printing that had become the norm for the period.

For the subsequent issue in 1956 (there was none in 1955), the face value of the booklet remained at 4/-, but there was a change in stamp content (Fig. 9). The cover details were correspondingly changed to signify this, the rest of the format staying the same.



Fig. 8 (Code 37-54)

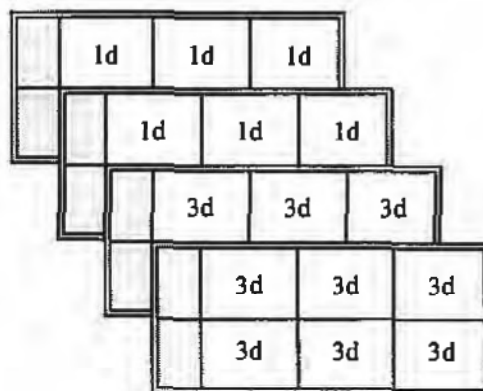


Format 7 4/- 1954: Change In Face Value

Code 37-54



Fig. 9 (Code 38-56)



Format 8 4/- 1956: Change In Pane Content

Code 38-56

This issue was the last in the booklet series to have interleaving and, indeed, commercial advertising. Only exhortations to use particular post office services were to be carried in future.

The printing was again 500,000 and this is the last of the series for which official figures are known. Possibly this is linked with the decision to drop advertising. Previously prospective clients would have had to be informed of the probable circulation of their inserted advertisements before placing an order.

No variations of booklet make-up are known for this issue and it is probable that only a single printing was made. No release was made for 1957 and possibly the average booklet sales had started to decline, from a high of 500,000 to about half that figure. This also may have been a factor in the decision to drop advertising.

In the absence of advertising, in the next series of booklets the format was changed to a simple design showing face value and stamp content, but size, colour and overall make-up remained similar to previous issues, save for the interleaving which was no longer necessary (Fig. 10). As gauged from the serial

numbers, this series had only one issue a year. All were identical and there is nothing to suggest that anything but one printing was made for each.

No figures are available for numbers issued and attempts to obtain them from the Post Office authorities have, thus far, been in vain. It would be idle to speculate on estimated quantities sold, but it does appear that sales were generally now lower than the peak period of the mid 1950s.

Of all the items that formed part of post office counter sales, it is certain that booklets were the least profitable. There was no premium on the total stamp face value (unlike postal stationery or postal orders for which small premiums were charged) and with a loss of advertising income, it could only have been the concept of service and convenience that motivated their continued existence.

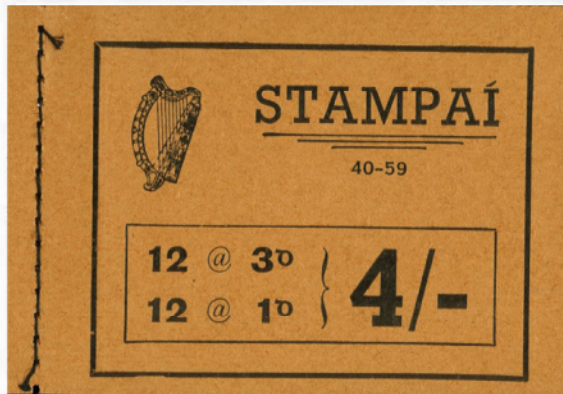
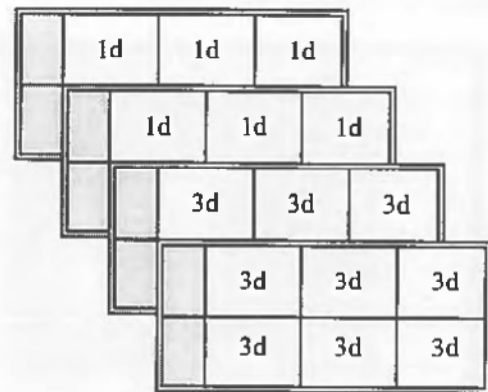


Fig. 10 (Code 40-59)



Format 9 4/- 1959-1961: No Advertisements

Code 39-58 40-59 41-60 42-60

Further changes in postal rates necessitated a new booklet in 1962. This had a 3/- face value with the format changed to identify the altered stamp pane contents. Otherwise it remained similar to the previous issues (Fig. 11).

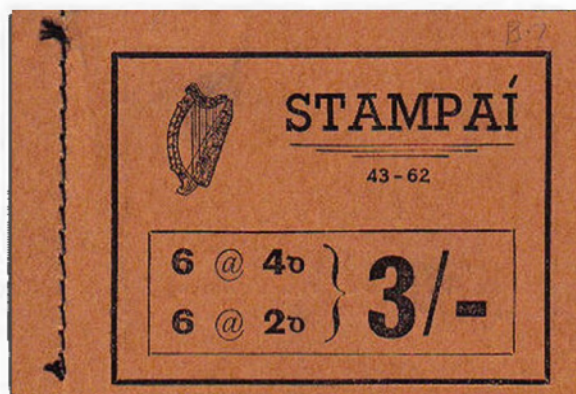
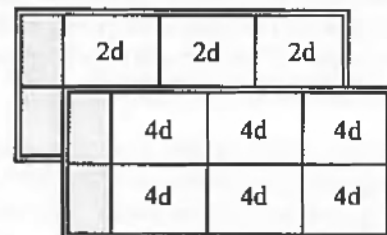


Fig. 11 (Code 43-62)



Format 10 3/- 1962-1963: New Face Value

Codes 43-62 44-63

These booklet issues, one for each year 1962 and 1963, were the last to be serial coded and complete what may be termed the classical Irish booklet period. Unlike all previous issues, they contained two panes of stamps rather than four.

Other than for stock identification there seems little reason why the booklets had been coded at all. Unlike warrant identifications there was no information on printer or print runs and for this type of product there was no excessive restriction on shelf life.

Unlike stamp emissions, release dates for booklets were not announced in advance by the postal authorities, the exception being the first put on sale on August 21, 1931. However, although specific dates of issue are vague, there is evidence to suggest that all booklets coded with an indicated nominal year were indeed issued in that year, occasionally in the following one, but never in the preceding year.

In 1964 there was a radical change in booklet design. While the face value and booklet size remained the same, virtually everything else was changed (Fig. 12). For the first time the format was bi-coloured, in red on yellow, and white thread replaced the black for stitching. It was also the first booklet to give no indication of stamp pane content.

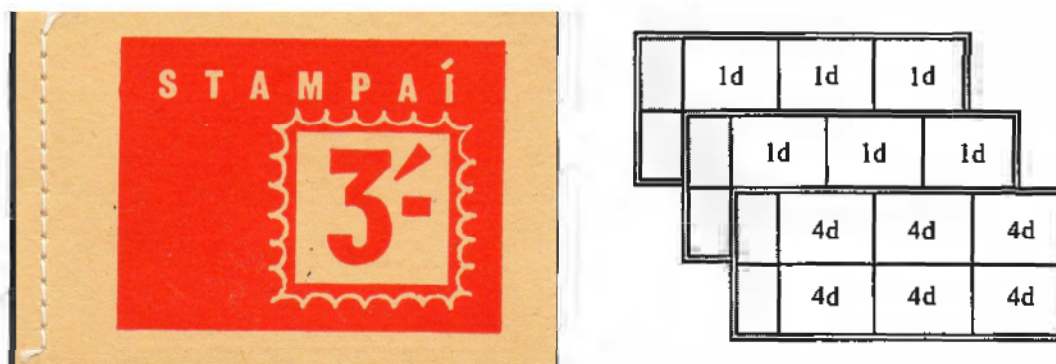


Fig. 12 (No Code)

Format 11 3/- 1964 No Code: Bi-coloured (Red on Yellow): White Stitching

This booklet may be regarded as transitional in the sense that it bridged the earlier stereotyped designs and the more modern, and adventurous, compositions that were to follow. It was released rather late in the year (about September 1964) and continued for all of 1965 and most of 1966.

The World Postal Booklet Catalogue (Ireland section. Ed. Duson, Horst, Rooy & Hall. Pub. Kontaktgroep, Netherlands, 1985) gives an exact release date for the Code 43-62 booklet (October 23, 1962) and approximate dates for the Code 44-63 (June 1963) and this format booklet (as above, September 1964). The source for the exact Code 43-62 release date is not given. In general, up to this time, approximate release dates of booklets can only be gleaned, if at all, from the philatelic press. Later they were usually announced in advance of release.

1966 was unique in that three distinct types of booklet, two of 2/6 and one of 5/-, were introduced simultaneously on December 9. The 2/6 booklets were identical in format design but not in pane content (now restored on the front cover). One, whose cover was printed in red on white, contained two panes (Fig. 13), the other in blue on white had a single pane (Fig. 14).

The 5/- booklet, printed in green on white, was a double version of the 2/6 blue booklet in pane content (Fig. 15). For the first time the stamp value (5d) was from a die prepared specifically for booklets.

Also for the first time, the 2/6 booklets were also available from vending machines. According to F. E. Dixon (Random Notes January 1967, published as a supplement to Irish Philately) four machines were installed, one inside the Dublin G.P.O. and the others at Dublin branch offices. The G.P.O. machine was operational on the day of issue, December 9, 1966.

These machines appear to have been experimental and were apparently withdrawn by 1969 (B. Warren, private communication). No more were to be installed until 1983.

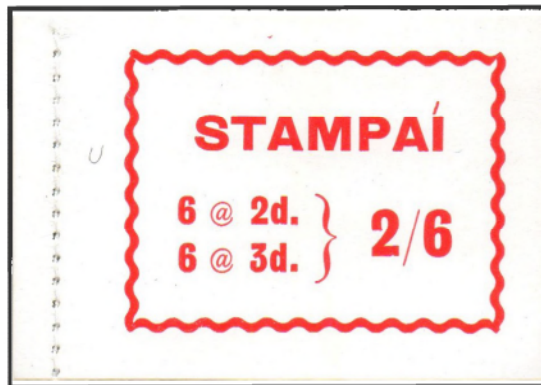


Fig. 13

Format 12 2/6 1966: Red on White: Two Panes

	2d	2d	2d
	3d	3d	3d
	3d	3d	3d

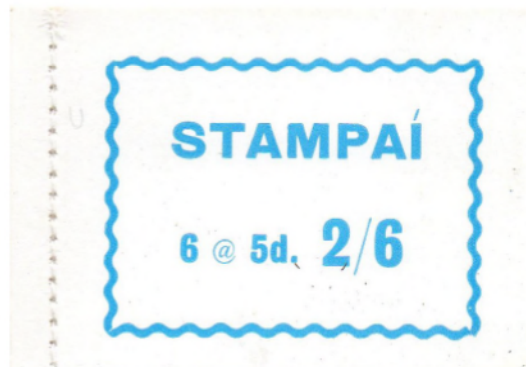


Fig. 14

Format 12A 2/6 1966: Blue on White: One Pane

	5d	5d	5d
	5d	5d	5d



Fig. 15

Format 5/- 1966: Green on White: Two Panes

	5d	5d	5d
	5d	5d	5d
	5d	5d	5d

After a further increase of postal rates in 1968, a 6/- booklet was belatedly issued in 1969 (September 12). This was in a new, less ornate, format with plain greenish blue covers (Fig. 16). As with the previous 5/- issue it contained only two panes (but of newly issued definitive stamps) with stamp content indicated on the cover. There were two issues of this booklet, the second appearing in 1970.

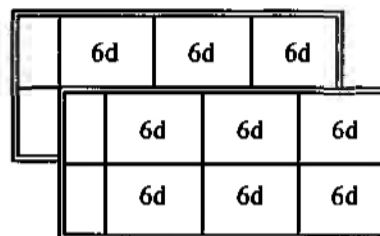


Fig. 16

Format 13 6/- 1969: Blue

This was the last booklet type to be issued before decimalisation of the Irish currency on February 15, 1971. It was also the first to contain stamps from a new definitive series based on stylised images of early Irish Art. This issue had been introduced in counter form in 1968 and are generally known as the Gerl definitives, named after the stamp artist who designed them.

Chapter 2: Decimal Booklet Formats

Irish currency ^{was} decimalised on February 15, 1971 and a new 30p booklet was introduced the same day. Broadly similar to the previous, corresponding, 6/- booklet it replaced, it was also in blue but carried no reference to the four pane stamp content now composed of the newly issued decimal definitives (Fig. 17).

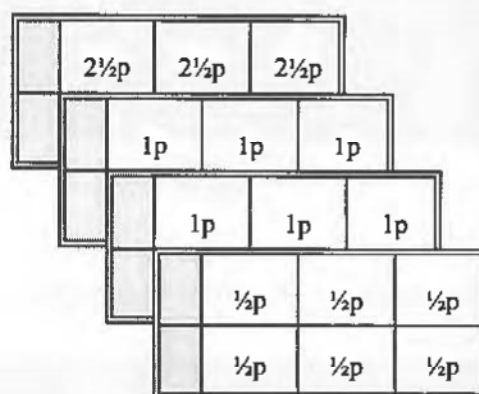


Fig. 17

Format 14 30p 1971: Blue: Decimalisation

March 11, 1974 saw the dual issue of a 50p booklet. One was printed in green and contained a single value in two panes (Fig. 18), the other was in blue with a triple pane content of three different values (Fig. 19). For both, the practice of indicating the contents on the front cover was revived.

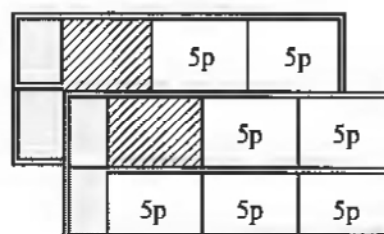


Fig. 18

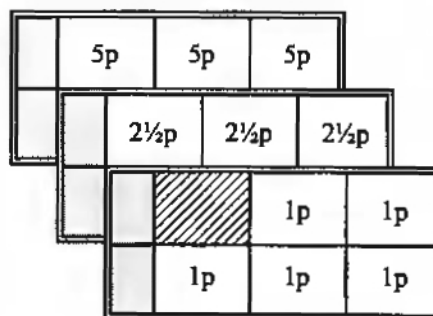
Format 15 50p 1974: Green: Double Pane

It seems strange that one of the 50p booklets (the green) contained two panes of the same value (5p) but had to resort to labels to round off the total face value. Why the other 50p booklet (the blue) with its triple pane content (which included the 5p without a label) was not issued alone is somewhat mystifying. Again to round off the total face value a label was necessary on the 1p value.

On January 27, 1975, due to both an increase in postal rates and a change in design of one of the definitive series stamp values (5p), there was a further dual release of booklets. These were of a 40p (Fig. 20) and a 70p face value (Fig. 21).



Fig. 19



Format 15A 50p 1974: Blue: Triple Pane

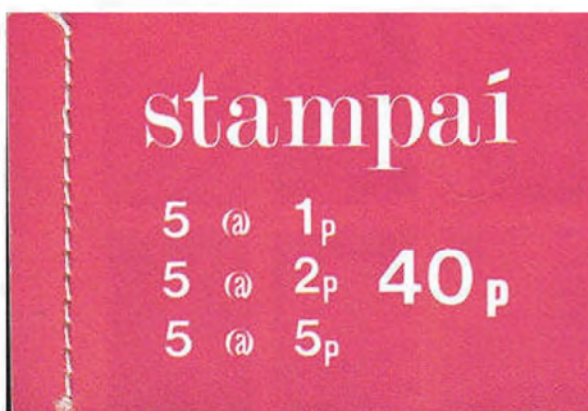
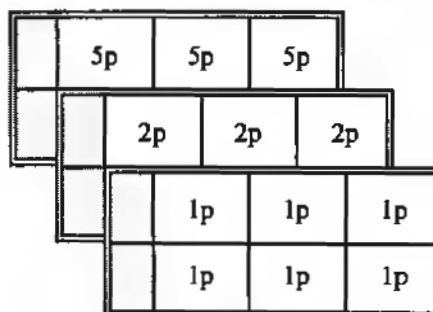


Fig. 20



Format 15B 40p 1975: Pink: Triple Pane

Identical in format to the earlier twin 50p issues, the 40p pink booklet, like the earlier 50p blue, had a triple pane content, while the 70p grey booklet contained four panes. A feature of the 70p booklet was that all four panes included a label. Due to postage rate increases, these booklets ceased to have any practical application after March 1977 and were eventually withdrawn.

Due to an increase in postal charges on January 1, 1976, a new 50p booklet (Fig. 22) in an olive colour, was belatedly issued on March 21, 1977. This was just prior to a further postal rate change on April 1, 1977. Similar in format to its 40p and 70p companions, it had three panes each of which included a dumb label. The schematic of the panes shown in the figure is indicative only. Actually the 7p pane had its label in the lower row. Although of limited use, the booklet remained on sale until August 1979, by which time stocks were exhausted. Perhaps the most significant aspect of this booklet is that it is notable for being the last to be produced by the Revenue Stamping Board.

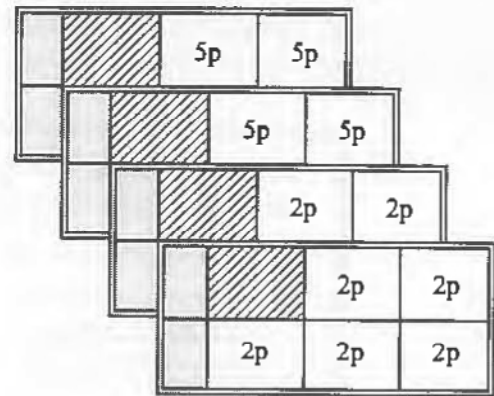
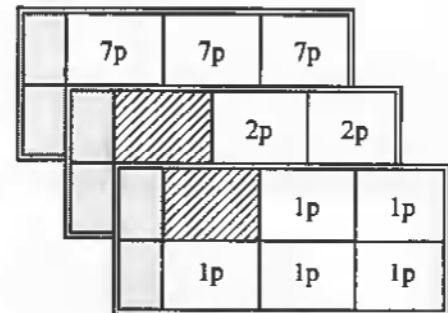


Fig. 21

Format 15C 70p 1975: Grey: Quadruple Pane



(7p pane label in bottom row)

Fig. 22

Format 15D 50p 1977: Olive: Triple Pane

Up to this time, with the exception of the four vending machines installed in Dublin in December 1966 and withdrawn by 1969, all booklets had been sold over post office counters. A new experiment was begun with the installation of two booklet vending machines located at the Dublin G.P.O. One was an English type, the other Swedish. The Swedish type became the standard for subsequent installation at other locations. A booklet specifically for this outlet was introduced on August 15, 1983, although it was also available at post offices generally. It contained stamps from a new Architecture definitive series that had been introduced in December 1982.

Priced at one pound (for which, curiously, a single coin was not available during the lifetime of the machines, so two 50p pieces had to be used instead), the change in format for this booklet was the most radical to date. It was of smaller size than any of its predecessors (c. 53 mm x 41 mm) and was the first Irish booklet to have a pictorial cover. This featured the Four Courts building in Dublin (Fig. 23). Remarkably, it was the first Irish booklet that bore the English word 'Stamps' (as well as the Gaelic 'Stampai') on its front cover. The stamp content was also indicated.

Stitching was abandoned in favour of a Swedish style format with a single folded pane pasted inside. The booklet was produced by Irish Security Stamp Printing Ltd. whose name was printed on the back cover.

A coding sequence, 1 - 40, was also re-introduced, although this was a printing plate code and not chronologically linked to date of issue. The boxed code number itself was discreetly confined to the back cover. The print was of light green on white board. For this booklet, and most of those which follow, the

pane(s) generally consist of se-tenant combinations of values. These are all illustrated in Chapter 3 and although they will be described in this section, hereafter the schematic of booklet content will be discontinued.



Fig. 23

Format 16 £1 1983: Experimental Format For Vending Machines: Four Courts Dublin
Single Pane: Label + 3 @ 4p Se-tenant with 4 @ 22p

After the change in administration of the Department of Posts and Telegraphs to An Post on January 1, 1984, a new booklet bearing no price indication was issued on July 9 (Fig. 24). There was a further change of format in size (c. 82 mm x 41 mm), although the Swedish style of make-up for the single folded pane inside was maintained.



Fig. 24

Format 17 £2 (£2.26) 1984: An Post Bonus Booklet
Single Pane: 5 @ 22p + 1 @ 4p Se-tenant with 4 @ 26p + 2 @ 4p

The booklet was innovative, for Ireland, in that it was a bonus issue. Sold at £2, its stamp value content amounted to £2.26. It was printed by Irisb Security Stamp Printing Ltd. (whose name did not appear on it) in green and yellow on white board.

An Post intended to become a viable commercial organisation and to this end there were to be a great number of changes. One of the earliest was to increase mail usage and this booklet was part of a promotional campaign launched under the general theme of Keep in Touch. 400,000 booklets were printed and since it was anticipated that it would prove enormously popular, there was a limit of two books per customer at post office counters for a one month period, later extended to two months. In the event, sales were comparatively scanty and only about half of the print run had been sold by the end of July. The remaining stock was withdrawn on August 31.

On June 27, 1985 another dual issue of booklets was necessary to meet increased postal charges. A £1 version in vending machine format, but with revised contents, replaced the 1983 experimental type. (Fig. 25) Again in Swedish style, the pictorial cover portrayed the Custom House, Dublin in green on white board.



Fig. 25

Format 16A £1 1985: Customs House, Dublin (Vending Machine)
 Single Pane: 1 @ 2p + 1 @ 22p + 1 @ 26p Se-tenant With 1 @ 2p + 1 @ 22p + 1 @ 26p

The other was a green £2 type for post office counter sales. This reverted to the regular size format (c. 70 mm x 49 mm) prevailing until the advent of the experimental type of 1983 and carried the An Post promotional slogan of Keep In Touch (Fig. 26). The two booklet types were printed by Irish Security Stamp Printing Ltd. whose name was not referred to in either.

Both booklets omitted any reference to pane or stamp content, but there was a welcome return to the inclusion of a useful table of postal rates (Effective May 1985) inside their covers. Apart from frequent changes of postal rates, the charges for different destinations (Inland and EEC for example) or mode of transportation had become somewhat more complex. This will be dealt with in greater detail in Chapter 3.



Fig. 26

Format 18 £2 1985: Keep In Touch
 Single Pane: 2 @ 2p + 2 @ 22p + 2 @ 26p Se-Tenant With 2 @ 2p + 2 @ 22p + 2 @ 26p

A £2 version in vending machine booklet format was introduced in late 1986, on September 8, to meet another round of postal charge increases implemented six months earlier. Similar only in size to the £1 type issued in 1985, it carried the contemporary An Post theme message of Keep in Touch with an ad for a photo-finishing service on the reverse (Fig. 27). There was no indication of the single pane stamp contents, but postal rates were indicated inside the green and yellow on white board cover.

The vending machine concept for booklets was now no longer experimental and had become a standard

feature. The other convenient method of supplying stamps, the coil stamp vending machine, had never proved satisfactory, largely due to the many mechanical faults to which it was subject. The few which had been installed were phased out by 1982.

Gradually, more booklet vending machines were being introduced, but, overwhelmingly, sales of booklets designed for this purpose were still sold over post office counters.



Fig. 27

Format 16B

£2 1986: Keep In Touch/Photo (Vending Machine)

Single pane: 2 @ 2p + 4 @ 28p Se-tenant With 3 @ 4p + 3 @ 24p

The city of Dublin was officially deemed to be 1000 years old in 1988 and to celebrate the event a large (c. 137 mm x 70 mm) commemorative £2.24 booklet was issued on March 1, 1988 (Fig. 28). Aptly dubbed the Dublin Millennium, a pictorial panorama of riverside Dublin was shown, in black and yellow, on its light blue covers. Apart from the novelty of containing commemorative, rather than definitive, stamps, these were in the form of two miniature sheetlets pasted inside. The panes were rouletted on their left side. The printed text on the front cover was the first, since their inception in 1931, to actually announce that it was a booklet. No indication of stamp content was given. The booklet was printed by Irish Security Stamp Printing Ltd. whose name appeared on each pane.

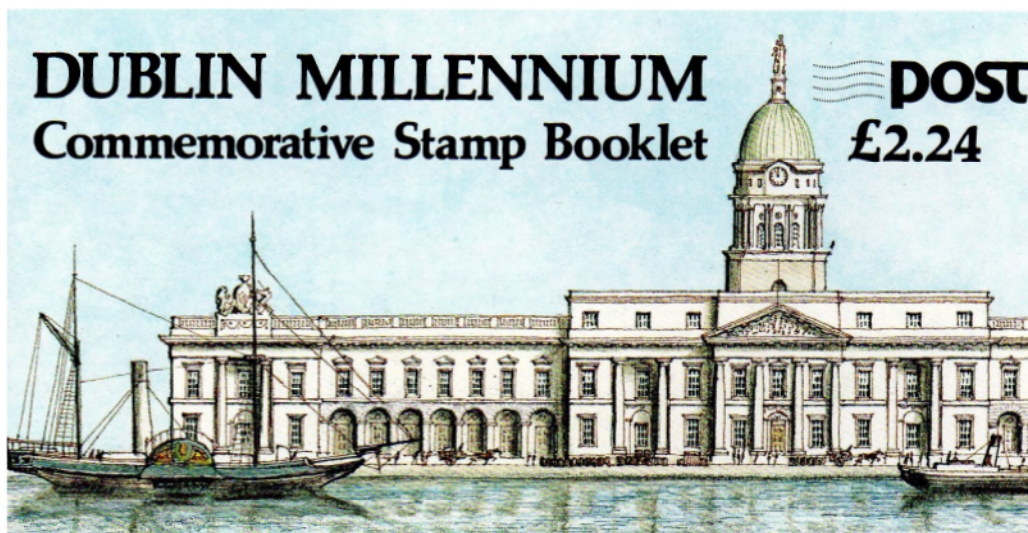


Fig. 28

Format 19

£2.24 1988: Dublin Millennium. First Commemorative Booklet

Two Miniature Sheets: 4 @ 28p: 4 @ 28p

How far the booklet was intended to be a useful post office item of useful convenience may be judged from the fact that during 1988 the booklets were overprinted and sold at the various National and International Philatelic Exhibitions where An Post was represented by a philatelic bureau.

The first of these was in March at the British National Stampex Exhibition in London, the second at the German Seventh International Stamp Fair in Essen during April. In June the third overprinted booklet was on sale at the Finnish International Exhibition held in Helsinki, with the fourth appearing at the Australian International Exhibition Sydplex 88 in Sydney. Only the overprinted slogans are shown here (Figs. 29-32). The Stampex and Essen slogans were overprinted in black, the Helsinki in blue and the Sydney in green.

Given that the event was of some importance, it might be reasoned that a booklet of this type was, exceptionally, excusable. Unhappily, it was merely a harbinger of philatelic atrocities and gimmicks to come.



Fig. 31

Fig. 32

Dublin Millennium: Overprinted Booklet Slogans For Various Philatelic Exhibitions

Another £2 vending machine hooklet was released on November 24, 1988. This reverted to the simple pictorial style of the 1985 £1 type, but with an illustration, in purple on white board, of a different historical building, the Courthouse in Cork (Fig. 33).



Fig. 33

Format 16C

£2 1988: Courthouse, Cork (Vending Machine)

Single Pane: 1 @ 4p + 5 @ 28p Se-tenant With 4 @ 2p + 2 @ 24p

Like the 1986 Keep in Touch £2 vending machine Swedish style booklet, it contained a single pane of twelve definitive stamps. However, although the principal stamp values, 24p and 28p, were retained, the relative mix had been altered. There was no indication of stamp content, but it did carry a table of postal rates inside the cover. Again, Irish Security Stamp Printing Ltd. was the printer although its name was not referred to in the booklet.

Few official figures are available for the number of booklets issued by An Post, but in light of the number of different booklets that had been, and were, to be issued by this authority, it is doubtful whether printing runs would have been excessive for the vending machine types. This is especially so since the number of machines installed was limited, although the booklets were also available at all post offices. For the more colourful, and commercially attractive, commemorative booklets larger printings are probably made. This, however, is both purely speculative and debatable, since the commemorative types are also probably intended to be on sale for comparatively shorter periods and (with notable exceptions such as the Dublin Millennium booklet) are generally not distributed to all offices.

Two issues in 1989 were of commemorative type booklets. The first, released on April 11, was priced at £2.41. This was certainly the most colourful Irish booklet that had been issued to date (Fig. 34). In yet another format size (c. 132 mm x 60 mm), it contained two quasi miniature sheets of se-tenant commemorative stamps, depicting classic motor cars, pasted within a folded cover. Panes were rouletted in the left margin, possibly to make extraction of panes easier. Like the Millennium issue, detailed descriptions of the subjects illustrated on the stamps were carried inside the covers. There was no indication of stamp content or of the printer, Irish Security Stamp Printing Ltd..

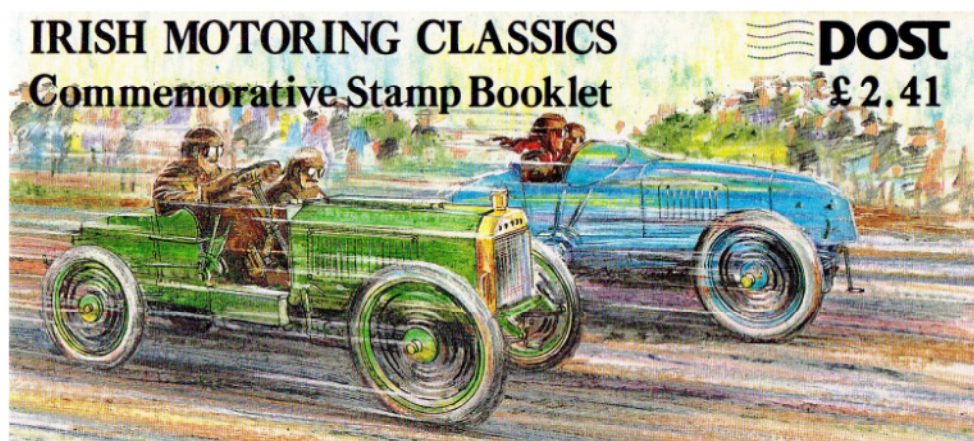


Fig. 34

Format 20 £2.41 1989: Motoring Classics. Second Commemorative Booklet
 Two Miniature Sheets: 2 @ 24p Se-tenant With 2 @ 28p
 1 @ 24p + 1 @ 28p + 1 @ 39p + 1 @ 46p Se-tenant

From this period onwards, it is often difficult to differentiate between the reasons specific booklets were issued. That is, whether the stamp contents were intended to meet changing postal rates or if their release was for a commercial or commemorative purpose. This particular booklet was, however, most unusual in containing stamps that actually corresponded to the four principal postal rates of the period.

The second of the 1989 issues, a £4.48 face value booklet commemorating Ireland's Golden Age, appeared in a very large format (c. 160 mm x 99 mm) on June 15 (shown slightly reduced in Fig. 35). It was the first of what was to become an annual series of so-called Prestige booklets. Containing four panes of miniature sheets, it was the first booklet to be stitched since 1977. The stitching, in white thread, was protected by a strip of white fabric tape. In what had now become standard practice, there was no indication of stamp content on the covers, printed predominately in gold on green. The name of the printer, Irish Security Stamp Printing Ltd., was printed on the back cover.



Fig. 35 (Slightly reduced)

Format 21 £4.48 1989; Golden Age. Third Commemorative Booklet
 Four Miniature Sheets: 4 @ 28p; 4 @ 28p; 4 @ 28p; 4 @ 28p

This booklet was also officially overprinted for an exhibition, the International Philex-France in Paris, and a Philatelic Congress, the World Stamp Expo in Washington D.C., both held in 1989. The slogans for these are illustrated in Figs. 36 and 37. The French one was multicoloured (black, blue and red), the American overprint in black.



Fig. 36



Fig. 37

At the International Philex-France in Paris An Post were represented by their French agents. The overprinted booklet was not available from them on the opening day of the exhibition. In fact, they had not heard anything about it. Exactly when it did become available (and where) is not known with any certainty. Later, for some other booklet issues, collectors were often incensed that an officially overprinted booklet, or booklet pane, would be on sale at some exhibition or another and not available in Ireland, even from An Post's philatelic bureau.

If they had not done so already, collectors were beginning to recognise that the original concept of a stamp booklet was changing rapidly and that while there were still issues which fitted in with the classic concept of usefulness and portability, many were simply and purely philatelic.

This, of course, was not confined to Ireland alone. Many postal authorities were doing, indeed had done, the same thing. However, while the booklet purist may cavil at such a policy, there is no doubt that there must exist a market for the concoctions, otherwise they would, inevitably, cease.

Undeterred by their initial fiasco with bonus booklets five years earlier, An Post released another promotional booklet on March 22, 1990. This had a nominal face value of £2.24 (not noted on the cover) but was sold at £1.98 (Fig. 38). Within its multicoloured covers (size c. 137 mm x 74 mm) were stitched two panes of stamps. For the first time, these special types, known as Greetings Stamps, were not issued in sheet form for general post office counter sales. A blue fabric tape protected the white stitching thread.

The panes were quasi miniature sheets with the stamps attached to labels of differing greetings type text in Gaelic and English. Since they were rouletted on their left side, most of the pane was easily extractable.

As with the previous booklet, the printer's name, Irish Security Stamp Printing Ltd., appeared on the back cover.

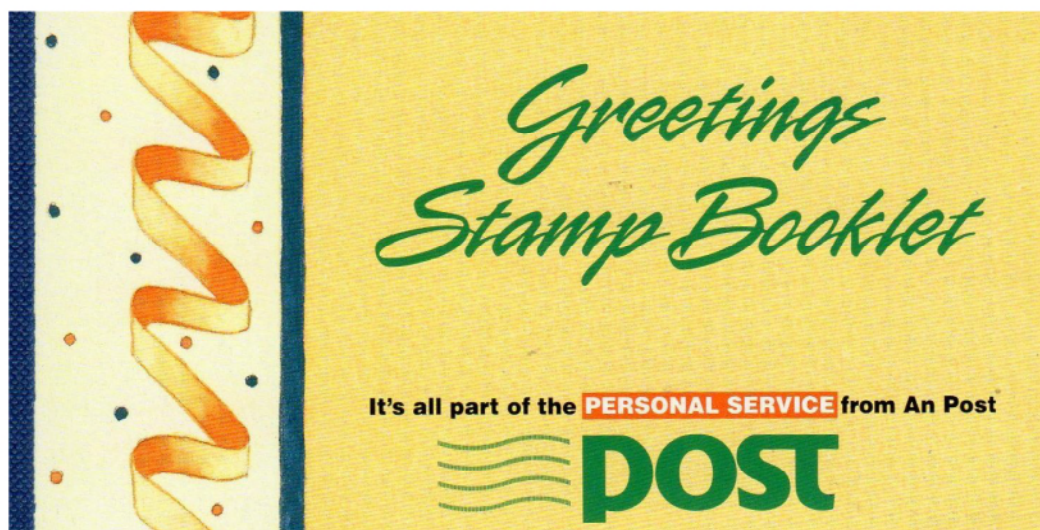


Fig. 38 (Slightly reduced)

Format 22 £2.24 (£1.98) 1990: First Greetings Stamp Booklet
 Two Miniature Sheets: 2 @ 30p + 2 @ 26p + 8 labels Se-tenant
 2 @ 26p + 2 @ 30p + 8 labels Se-tenant

While the printing figure for this booklet is known, at 300,000, the quantity actually sold is not. In spite of the nominal attraction of a free 26p stamp, the booklet was still available at some Dublin post offices more than a year after its initial introduction. Whatever collectors may think about booklets such as these, in terms of public interest there seemed little to attract them to these issues in spite of the bonus.

By now it seems that there had to be something innovative about every booklet issue that appeared and the one released on May 3, 1990 was no exception. Having a face value of £6, three of its four miniature sheet panes contained a mixture of commemorative and definitive stamps. One of these even contained definitives from two different series. Very aptly, it was titled "Ireland's Postage" (shown in reduced form in Fig. 39).

The giant production (c. 250 mm x 100 mm) was stitched with white thread protected, in turn, by a strip of white fabric. Irish Security Stamp Printing Ltd. was the printer, but their name was not referred to anywhere in the booklet.

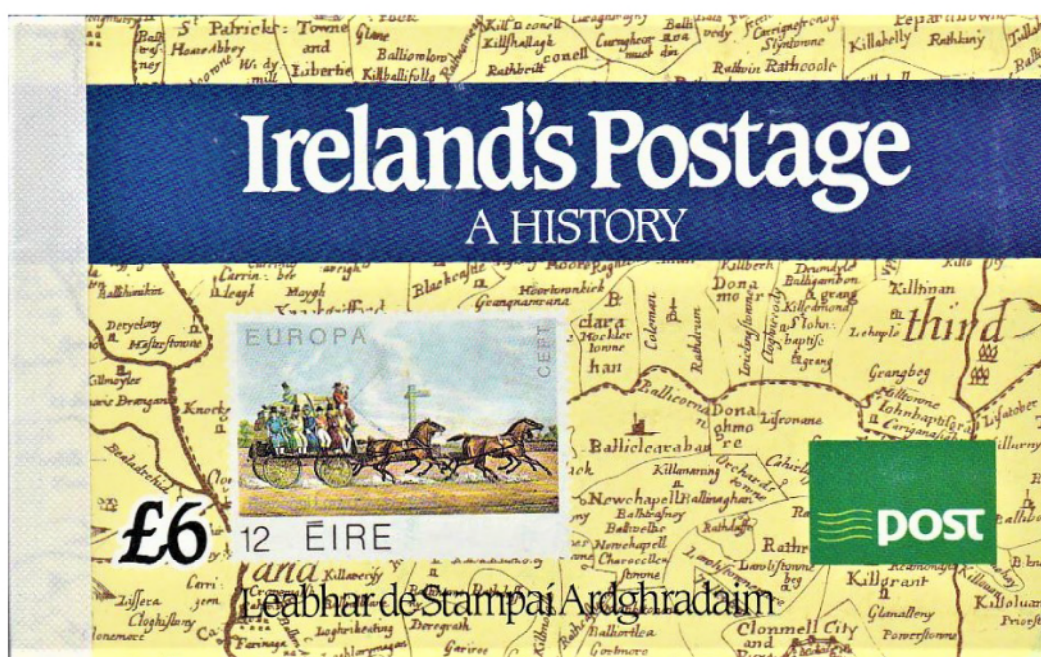


Fig. 39

Format 23 £6 1990: Ireland's Postage. Fourth Commemorative Booklet
Four Miniature Sheets: 3 @ 4p, 3 @ 26p, 12 @ 30p, 3 @ 50p Se-tenant Mixtures

This production appears to have been aimed at the British International Stamp Exhibition, Stamp World London 1990 at which an official overprinted version was sold (Fig. 40 illustrates the overprinted slogan). While one can decry the issue of a booklet such as this on the grounds of function or utility, there is little doubt that it (and some others like it) are beautifully produced. Moreover, they do have the advantage of containing text as well as stamps. While a commemorative stamp represents a pictorial presentation of an event, person or thing, it generally has little other than a title to indicate what it is. With relatively greater space available, a booklet pane is able to provide a more meaningful description. Whether this justifies such productions is arguable.



Fig. 40

Overprinted Stamp World London 1990

The third booklet issue of 1990, that of August 30, was a comparatively simple commemorative type devoted to Garden Flowers (Fig. 41). With a face value of £2.59 it contained two panes of quasi miniature sheets stitched inside. The stitching was protected by a strip of green fabric. Overall size was c. 150 mm x 75 mm and Irish Security Stamp Printing Ltd., whose name appeared inside the back cover, again did the printing.



Fig. 41

Format 24**£2.59 1990: Garden Flowers. Fifth Commemorative Booklet**

Two Miniature Sheets: 26p + 30p Se-tenant with 26p + 30p

1 @ 26p + 1 @ 30p + 1 @ 41p + 1 @ 50p Se-tenant

Since the panes in this booklet were rouletted at their left side, extraction of the pane (or at least most of it) was possible. However, those panes overprinted for two stamp fairs at Waterford and Galway (see Chapter 3 Booklet Panes) were entire, suggesting that the overprinting for these was made on uncut sheets.

A policy of issuing commemorative stamp booklets at the same time as they were introduced in sheet form, for post office counter sales, was starting to emerge. The overall selection and frequency did not, however, follow a consistent pattern, although the Prestige booklets were to appear annually. There was usually another yearly commemorative or special issue, but the definitive type booklet issues were, and are, variable.

Perhaps it should also be noted that while many booklet stamps were nominally the same as those from sheet form, often they were uniquely available as se-tenant combinations, or imperforate on one or more sides, from booklets only (see Chapter 4 for a separate listing).

In March 1990 stamps from a new Heritage & Treasures definitive series had started to appear. A £1 stamp vending booklet (c. 53 mm x 41 mm) containing a single pane was released on November 15 to cater for this (Fig. 42). The cover featured a Tara Brooch, printed in black on blue, while on the reverse the practice of featuring postal rate charges was continued. It was destined to be the first of a booklet series devoted to Ireland's heritage.

As far as can be ascertained at this time, the dies used for both the sheet form stamps and those for booklets were identical. Irish Security Stamp Printing Ltd. produced the issue, but their name was not mentioned in the booklet. This issue was also unusual in that inside the cover it advertised, among other items, the 1990 Greetings Stamp Booklet then still on sale. It did not, however, clarify what its price was. That is, whether it was still being sold at a discount or not.

By now although the vending machine concept was firmly established, the type of machine was not. The earlier mechanical machines were generally not in service and no booklet had been produced specifically for them for two years. A newer, electronic, machine had started to be installed. This accepted a £1 coin which was now part of the general currency. A much greater number of these machines were being installed both in or outside post offices and, especially, in supermarket areas. There was a designation of Post Point for these locations.

Basic Postage Rates for Standard Mail (POP) effective from November 1990			
SERVICE	IRELAND AND EC	REST OF WORLD SURFACE	REST OF WORLD AIRMAIL
Postcards	26p	30p	32p
Letters	30p	41p	50p
Printed Papers	26p	34p	35p
Aerogrammes	42p		42p



Fig. 42

Format 25 £1 1990: Tara Brooch. New Definitives (Vending Machine)
 Single Pane: Label + 1 @ 4p + 2 @ 30p Se-tenant With 2 @ 4p + 1 @ 2p + 1 @ 26p

These booklets also continued to be sold across the counter at post offices. What the relative quantities were, counter sales to machine sales, has not been divulged as yet. Nor, for that matter has the total number printed or sold.

Automatic postage label machines would nominally appear to be the logical successors to both coil and booklet vending machines. Although they only started to be commercially installed in Ireland at this time (the first experimental types appeared in October 1990), experience in other countries indicates that, in practice, they are not particularly popular with the general public.

There was to be no let up in booklet issues and after the four of 1990, another was released on March 5, 1991. This commemorative type was a simultaneous issue, the stamps it contained also being available in sheet form the same day.

With a face value of £2.60, the folded booklet had two miniature sheets pasted inside. As with most of the pasted pane booklets, the panes were rouletted on their left side. The size was c. 143 mm x 85 mm and featured Dublin - European City of Culture (Fig. 43). The name of the printers, Irish Security Stamp Printing Ltd. did not feature in the booklet.

Although the booklet stamps were printed from the same die as the counter sheet issue, not only were they in miniature sheet form in the booklets, but they appeared in different se-tenant combinations. Whether productions such as this should be categorised as booklets is debatable. Physically, they are. In all other aspects they are no more than philatelic souvenirs which happen to contain stamps valid for postage.

The second of the £1 vending machine booklets devoted to Ireland's Heritage & Treasures also appeared in 1991. Featured was the Ardagh Chalice, printed in black on green on its cover (Fig. 44). The booklet was similar to the previous (Tara Brooch) issue, but its single pane content had been changed. Apart from the change in stamp values, the number of stamps was decreased. The table of postal rates on the back cover showed the reason why - another increase in postal rate charges. Oddly, these were shown as effective from April 1, 1991 although actually the increases were not due to begin until April 2.

For the first time, the contract for producing a booklet went abroad, to the Dutch company Enschedé en Zonen. Their name, however, did not appear in the booklet.

The vending machine booklets of 1990 and 1991 were commendable in that they had the merit of carrying a meaningful theme on their covers and were, indeed, booklets in the practical sense. The stamps they contained, from the current definitive series, also featured various treasures from Ireland's heritage.



Fig. 43 (Slightly reduced)

Format 26 **£2.60 1991: Dublin City of Culture. Sixth Commemorative Booklet**
Two Miniature Sheets: **Se-tenant 28p + 32p + 44p and 52p**
 Se-tenant 44p + 32p + 28p

The Tara Brooch was depicted on the £2 definitive series stamp, with the £1 value illustrating the Ardagh Chalice. These two values were the only large format horizontal types in the definitive series and the most appropriate for booklet illustration.

Basic Postage Rates for Standard (POP) effective from 1 April 1991			
SERVICE	IRELAND AND EC	REST OF WORLD SURFACE	REST OF WORLD AIRMAIL
Postcards	28P	37P	38P
Letters	32P	44P	52P
Printed Papers	28P	37P	38P
Aerogrammes	45P		45P



Fig. 44

Format 25A **£1 1991: Ardagh Chalice (Vending Machine)**
Single Pane: 1 @ 4p + 2 @ 32p Se-tenant With Label + 1 @ 4p + 1 @ 28p

The final issue of 1991 was the third of the booklet extravaganzas which have been dubbed Special Issues and the seventh to contain commemorative stamps (Fig. 45). Devoted to the theme of Ireland's Maritime Fishing Fleet, the commemoratives (or rather special stamps) it contained (among others, for definitives from the Heritage & Treasures series were included) were also released as a counter sheet issue on the same day. Priced at £5 the cover (a healthy c.161 mm x 100 mm in size) was also imprinted with the subtitle "Ireland Series", perhaps presaging what dire booklet issues of this type may be in store for the rest of the decade.

Beautifully produced by Irish Security Stamp Printing Ltd. (whose name appeared inside the back cover) it had four stamp panes interleaved with four pages of text (two in English, two in Gaelic). These were stitched, the thread protected by a binding strip of blue fabric. Mercifully, only one pane had a mixture of commemorative and definitive stamps. Less mercifully, a pane from the booklet was overprinted for a philatelic exhibition, that of PhilaNippon held in Tokyo from November 16-24, 1991 (see Chapter 3).



Fig. 45

Format 27 £5 1991: Maritime Fishing Fleet Seventh Commemorative Booklet
 Four Se-tenant and Quasi Miniature Sheet Mixtures:
 2 @ 2p, 3 @ 4p, 7 @ 28p, 6 @ 32p, 1 @ 44p, 1 @ 52p

This booklet was the last to be issued in 1991 and ends the format review for the period (1931-1991) chosen for this volume.

Since it is extremely unlikely that many collectors, if any, will be able to complete a run of all the booklets issued during this period, it may convenient, at this stage, to summarise the booklets in terms of their formats. A representative showing of one-of-a-kind booklets will be far more attainable. It may also be useful for those who collect empty booklets.

Most of the booklet formats described have been exclusively in terms of their front covers, but for Swedish stylebooklets the cover is essentially the "front" and the "back". Brief descriptions of the back covers for non Swedish style booklets are given in Chapter 5 (Advertising: Covers & Interleaves). These are now known for all booklets with the solitary exception of Code 34-6.

Booklet Format Summary (1931-1999)
Pre Decimal

Booklet Value	Code (or Description)	Period	Format
2/-	31-1 to 37-14	1931-1937	1
2/-	15-38 to 17-38	1938	2
2/-	18-39 to 23-40	1939-1940	3
2/-	24-41 to 26-44	1941-1944	4
2/-	27-45	1945	5
2/-	28-46 to 30-47	1946-1947	4A
2/6	31-48 to 36-53	1948-1953	6
4/-	37-54	1954	7
4/-	38-56	1956	8
4/-	39-58 to 42-60	1958-1960	9
3/-	43-62 to 44-63	1962-1963	10
3/-	Bi-coloured	1964	11
2/6	Red	1966	12
2/6	Blue	1966	12A
5/-	Green	1966	12B
6/-	Blue	1969	13

Decimal

Booklet Value	Code (or Description)	Period	Format
30p	Blue	1971	14
50p	Green	1974	15
50p	Blue	1974	15A
40p	Pink	1975	15B
70p	Grey	1975	15C
50p	Olive	1977	15D
£1	Four Courts	1983	16
£2 (£2.26)	Bonus	1984	17
£1	Customs House	1985	16A
£2	Keep in Touch	1985	18
£2	Keep in Touch/Photo	1986	16B
£2.24	Dublin Millennium	1988	19
£2	Courthouse Cork	1988	16C
£2.41	Classic Cars	1989	20
£4.48	Franconian Apostles	1989	21
£1.98 (£2.24)	Greetings	1990	22
£6	Ireland's Postage	1990	23
£2.59	Garden Flowers	1990	24
£1	Tara Brooch	1990	25
£2.60	Dublin City of Culture	1991	26
£1	Ardagh Chalice	1991	25A

Chapter 3: Booklet Panes

Postage Rates and Booklet Stamp Usefulness

In this section, each of the values issued in booklet form is examined. The effective life, and usefulness, of a given value is explored vis-a-vis the various postal rates for different classes of mail applicable during that period. For convenience, the booklets in which they appeared are also given.

In all the pre decimal currency booklets the arrangement of the stamp panes usually corresponded to the value order printed on the booklet cover. That is highest value first, lowest last. Variations exist, but these are invariably reverse order arrangements. No random pane order has been reported. After decimalisation in 1971, the order was reversed with lowest value first and the highest last. Again, variations have occurred.

When booklets were first issued their contents were intended to cater for postage rates of the more popular categories of mail and many of the earlier booklets carried postal information in them. Principally, these rates were the basic domestic charges for letters, postcards and printed matter. While initially this was successful, rapidly escalating postage rates could, and did, render some booklet contents considerably less useful than was envisaged when issued.

However, for some values a postal rate change while rendering its original intended use obsolete, could, nevertheless, be handy in making up another rate. Effectively, their usefulness was then as a supplement to other companion values in the booklet.

The formulation of booklet content has to be predicated on what the postal rates are likely to be within a reasonable time after release. In the ideal case, that of postal rate stability, this is rarely a problem. When changes are frequent, attempted solution of the dilemma can be either to add supplemental values, so that at least partial usefulness can be achieved after a postal change, or to have frequent booklet releases with values meeting the new rates as soon as possible. Both solutions appear to have been tried, but neither has proved successful for any period of time.

Since there are very few varieties of stamps printed from dies of the first series of definitives (that is up to 1969) it is rarely possible to assign individual panes to their original position on the master make-up sheet. With the watermarked Gerl series (that is up to about 1975) the panes may be 'plated' into column position and, for the 1975 booklet issues, into row position as well. One booklet (the 1983 £1 experimental type for vending machines) can be plated to a large degree because of certain plate makings that were made as a printing aid. Chapter 6, devoted to Errors & Varieties, and Appendix III, the Make-up of Master Plates, gives more detail.

The stamp panes are examined in value ascendancy within the type of issue. For definitives these were the First (1922-40) and Second (1940-68) series, the Gerl issues (1968-81), the Architecture issue (1981-90) and, finally, the Heritage & Treasure series (1990 to date). Commemorative stamps, where they occur, are treated on a chronological basis irrespective of individual value.

For each pane type, the booklets in which they appeared are given together, where applicable, the watermark involved.

½d Sword of Light and ½d Monk

The ½d Sword of Light stamp, was one of the first Irish definitives issued in the 1922-1923 series, and was introduced in the first booklet in 1931 (Fig. 46). The die used for the booklet sheet plates (264 stamp set see Appendix III), was the same as that used for the regular post office, 240 set, counter issue. During the course of its effective life there was a change of watermark in 1940, as there was for the whole 1922-23 series, from the original SE to E.

The value was intended to cater for the basic printed matter rate. This category was of some importance, for it also included the mailing of invoices. Although there were some variations in weight allowance at the basic rate, during its entire life in booklet form (1931 to 1946) it had a direct useful purpose. Additionally, the stamp had a *legitimate* function in paying for supplementary weight rate charges for other classes of mail.

In 1944 a ½d Monk design, initially issued as a commemorative, replaced the ½d Sword of Light in the definitive series. However, it was not until 1946 that it was used as a replacement for that stamp in booklet form (Fig. 47). It was retained until the 1954 issue, even though the basic printed matter rate had already been raised to 1d in 1948. For most of its booklet life it had to be used in multiples, for supplementary weight charges on other classes of mail were no longer as low as ½d.

Printed Matter Rate (1st oz only):	1931-1937
Printed Matter Rate (Basic):	1937-1941
Printed Matter Rate (1st oz only):	1941-1948
As Supplementary Value:	1931-1954

Both types of ½d stamp were issued in booklets in panes of six. The Sword of Light design is found with watermark upright and reversed (SE and E). Because of its horizontal format, the Monk stamp in booklet form is found with watermark sideways and sideways inverted (E only). Both were of the same perforation as the stamps from the definitive series, that is perf. 15 x 14 (Sword of Light) and perf. 14 x 15 (Monk)

From the information obtained by H. R. Work on the number of booklets issued ("British Empire Stamp Booklets". 2nd edition. Pub. Collectors Club. New York 1958), it is possible to calculate the number of ½d stamps issued in booklet form. These were:

½d Sword (SE):	2,350,000 panes of six
½d Sword (E):	2,750,000 panes of six
½d Monk (E):	7,464,000 panes of six



In Booklets

2/- Codes 1 - 22
Watermark SE 1931 - 1940

2/- Codes 23 - 28
Watermark E 1940 - 1946

½d Sword of Light
Effective Life: 1931-1946

Fig. 46

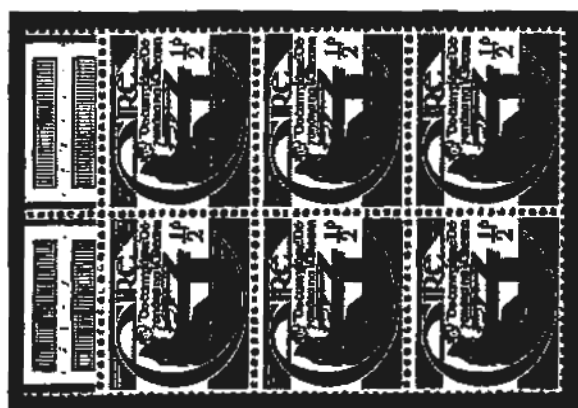


Fig. 47

In Booklets

2/- Codes 29 - 30
Watermark E 1946 - 1947

2/6 Codes 31 - 36
Watermark E 1948 - 1953

4/- Code 37
Watermark E 1954

½d Monk. Effective Life: 1946-1956

1d Map

The 1d Map definitive stamp, also initially issued in 1923, remained in use until 1968. It too, appeared in the first 1931 booklet issue. The watermark change in 1940 from SE to E was reflected in its booklet use. It is found in two types of booklet pane make-up, (Figs. 48 & 49) 6 to a pane (264 set-up) and in a 3 plus 3 se-tenant slogan labels form (132 set-up). The definitive stamp die was used for both types of booklet pane plates. Found with watermark upright and inverted, the perforation was 15 x 14.

Initially, in 1931, the 1d Map stamp was intended for the domestic postcard rate, but it also catered for a non basic printed matter rate until 1937. When the postcard rate was increased in 1941, its use was then only for one class of printed matter rate and later, in 1948, for the basic printed matter rate. Domestically, its use for this was obviated in 1949, but it remained useful for the basic foreign printed matter rate until 1951. Thereafter, it had to be used in compound form or to effect supplementary weight charges for other categories of mail. The last legitimate supplementary charge use of a 1d unit was in 1968, but the stamp was retained in booklet form only until 1964.

Postcard Rate (Basic):	1931-1941
Printed Matter Rate (Above 1 oz):	1931-1937
Printed Matter Rate (Above 2 oz):	1941-1948
Printed Matter Rate (Basic):	1941-1948
Printed Matter Rate (Foreign Basic):	1948-1951
As Supplementary Value:	1949-1964

In a six per pane form it was contained in the greatest number of different booklet formats having the longest life of any stamp in any booklet - from 1931 until 1965. By contrast, although having an appreciable life span, the pane of three stamps with three se-tenant slogan labels appeared in only limited booklet formats. With watermark E it had the shortest life of any booklet pane. Numbers issued were:

1d Map Watermark SE: 2,350, 000 panes of six
1d Map Watermark E: Exact figures unavailable, but > 7,500,000 panes of 6
1d Map Watermark SE: Circa 2,100,000 panes of 3 plus 3 labels
1d Map Watermark E: Circa 500,000 panes of 3 plus 3 labels

Note: It is difficult to give exact figures for the 1d label pane on a watermark basis since one booklet (Code 22-40) can contain either SE or E panes. The pane total for both types of watermark is 2,600,000. The watermark E is the scarcest of all the Irish booklet panes. A probable reason for this is that when issued in 1940 most European countries were at war and there were other occupations more pressing than stamp collecting. Within Ireland (which remained neutral) comparatively few collectors bothered with new issues. After the heady period of overprints in the 1920s, Irish stamps, in general, were neglected. Only in the late 1960s did they regained their popularity.



Fig. 48

In Booklets

2/- Codes 1-22

Watermark SE 1931 - 1940

2/- Codes 22 - 30

Watermark E 1940 - 1946

2/6 Codes 31 - 36

Watermark E 1948 - 1953

4/- Codes 38 - 42

Watermark E 1956 - 1961

3/- No Code

Watermark E 1964 - 1965

1d Map 6 Stamps Per Pane

Effective Life: 1931-1966



Fig. 49

In Booklets

2/- Codes 1-22

Watermark SE 1931 - 1940

2/- Codes 22 - 23

Watermark E 1940

1d Map 3 Stamps + 3 Slogan Labels.

Effective Life: 1931-1940

1½d Map

Another value from the original 1923 definitive series, the 1½d stamp was introduced in booklets belatedly in 1954. In a six per pane form (Fig. 50) it was printed from the definitive die. It is found with watermark E only, upright and inverted. The perforation, as usual, was 15 x 14.

The 1½d is an oddity among the pre decimalisation booklet stamps. 1½d was the basic Inland postcard rate during the period 1941-1948, the preferential foreign rate from 1931-1949 and the basic printed matter rate from 1951 to 1956. Since it was not introduced in booklet form until 1954, its effective useful life was just two years. When the next booklet issue appeared (in 1956) the 1½d had been dropped from the definitive series (but still available in sheet form from the Irish Post Office Philatelic Bureau until November 1, 1959). It did not appear in any subsequent booklet or, for that matter, in any subsequent definitive series.

Printed Matter Rate (Basic):	1954-1956
As Supplementary Value:	1954-1956

It appeared in just one booklet format and, based on the official figures it is, surprisingly, about as scarce as the 1d Map pane of 3 stamps plus 3 se-tenant labels. This is not, however, reflected in market valuations since the 1½d pane may be obtained at a fraction of the cost of the 1d Map plus labels pane.

The number issued was:

1½d Map Watermark E: 500,000 panes of six



Fig. 50

In Booklet

4/- Code 37

Watermark E 1954

1½d Map. Effective Life: 1954-1956

2d Map

Ireland's first definitive stamp, the 2d Map, was introduced in 1922 and appeared in the first booklet in 1931 (Fig. 51). It had an appreciable life in booklet form, initially with watermark SE and later with E (both found upright and inverted). Booklet stamps were printed from the definitive die with perf. 15 x 14.

The use of the 2d stamp in booklets was rather curious. It met the basic letter rate when booklets were first issued in 1931 and remained so until 1941. From that time until 1948, when the value became the Inland postcard rate for some sixteen years, use of a 2d stamp would have been only marginally supplemental, for it did not cover any standard incremental weight unit for any class of mail. The value also catered for the Inland printed matter rate from 1956 to 1964. However, almost alone among the pre decimal booklet stamps, the value was dropped in booklet form after 1947 and then, paradoxically, re-appeared in the 1962 to 1966 series until replaced in 1969.

A considerable specific application for the 2d stamp, apart from postal use, was on cheques and receipts for revenue purposes. Under the British 1882 Bill of Exchange Act, all cheques had to bear a twopenny stamp and these were usually impressed. Similarly, the 1881 Stamp Act stipulated that all receipts of £2 and over had to bear a stamp. Initially this was 1d but was modified in 1920 to 2d. Generally the postal adhesive itself was used rather than an embossed revenue type stamp. This practice continued in Ireland until February 1, 1971.



Fig. 51

In Booklets

2/- Codes 1 - 22

Watermark SE 1931 - 1940

2/- Codes 23 - 30

Watermark E 1940 - 1947

3/- Codes 43 - 44

Watermark SE 1962 - 1963

2/6 Red No Code

Watermark E 1966

2d Map. Effective Life:
1931-1948 and 1962-1969

The principal usages and periods of usefulness for the 2d stamp were:

Letter Rate (Basic):	1931-1941
Postcard Rate (Basic):	1948-1964
Postcard Rate (Foreign):	1949-1951
Printed Matter Rate (Basic):	1956-1964
As Supplementary Value:	1941-1948
As Supplementary Value:	1962-1969

Numbers issued (per H. R. Work's official issued quantities):

2d Map Watermark SE: 2,350,000 panes of six
 2d Map Watermark E: Exact figures unavailable, but > 500,000 panes of six

2½d Shield

Also in the original 1923 definitive series, the 2½d Shield stamp, like the 1½d, appeared in only one type of booklet format. However, it had an appreciable life for there were several issues of the format (A total of 2,982,000 panes of six as calculated from official figures). Printed from the definitive die it is found only with watermark E, upright and inverted, with perforation 15 x 14 (Fig. 52).

It first appeared in booklet form in 1945 ostensibly to cater for the Inland basic letter rate. As with so many principal booklet values its introduction lagged considerably behind the actual date of postal rate change. The Inland rate had been increased in 1941. However, it was useful for this class of mail until 1953 when there was another round of postal rate increases. Also within this period it was useful for the somewhat anomalous Preferential letter rate from 1949 to 1951 and thereafter for the Foreign postcard rate. There were very few, if any, supplementary uses for the value during its booklet life.

Letter Rate (Basic):	1945-1953
Letter Rate (Preferential):	1949-1951
Postcard Rate (Foreign):	1951-1953
As Supplementary Value:	1951-1953



In Booklet

2/6 Codes 31 - 36
 Watermark E 1945 - 1953

2½d Shield. Effective Life: 1945-1954

Fig. 52

3d Celtic Cross

The 3d Celtic Cross stamp, another of the 1923 definitives, was introduced in booklet form in 1954 and appeared in several formats. Printed from the definitive die, it is found with watermark E upright and inverted, perf. 15 x 14 (Fig. 53).



Fig. 53

In Booklets

4/- Codes 37 - 42
Watermark E 1956 - 1961

2/6 Red
Watermark E 1966

3d Celtic Cross. Effective Life:
1954-1962 and 1966-1968

Like the 2d Map stamp it is a value that was introduced, dropped and then re-introduced. It first appeared, in booklet form, in 1954 to cater for the increased basic letter rate of 1953. Between 1960 and 1962 a special basic letter rate was introduced in an attempt to lessen the effect of frequent postal rate charges. This rate was, essentially, for letters of up to 1 ounce in weight. The 3d stamp thus had a brief period of usefulness for this. When the special basic letter rate was abandoned in 1962, it was dropped from booklet form. Re-appearing in 1966, it met the basic rate for postcards and printed matter - which it might have done from 1964. It was finally discontinued in 1968 when another round of postal rate increases (and another definitive) was imminent. No figures are available to determine quantities issued.

Letter Rate (Basic):	1954-1960
Letter Rate (1st oz only):	1960-1962
Postcard Rate (Basic):	1966-1968
Printed Matter Rate (Basic):	1966-1968
Printed Matter Rate (Foreign)	1964-1968

4d Shield

With escalating postal rates, higher values became increasingly necessary. The highest value issued up to that time, a 4d Shield stamp was issued in booklet form in 1962 (Fig. 54). Again, it was printed from the same die as the definitive introduced in 1923, and found with watermark E, upright and inverted, perf. 15 x 14.

The 4d Shield stamp is one of the few values in booklet form having a direct, single purpose usefulness for at least the major part of its effective life. It was issued in 1962 to coincide with the newly increased basic letter rate. When the letter rate was further increased in 1964, it had no real function for a domestic postal rate (the postcard and printed matter rates were not increased from 3d to 4d until 1969) but it could have been used briefly for the foreign postcard rate after January 1966. It had no use as a supplemental value and was omitted when the subsequent booklet issues were released later in 1966. There are no official figures to determine the total issued.

Letter Rate (Basic):	1962-1964
Postcard Rate (Foreign):	(1966)



Fig. 54

In Booklets

3/- Codes 33-34
Watermark E 1962 - 1963

3/- No Code
Watermark E 1964

4d Shield. Effective Life: 1962-1964

5d Sword of Light

On April 1, 1966 a 5d Sword of Light photogravure stamp was introduced into the sheet definitive series replacing the previous typographed version. Its introduction into booklets was December 9, 1966. The typographed 5d stamp never appeared in booklet form. For the first time a separate master die was used for the booklet sheet printing plate.

Nominally similar, there are differences in design to be found between the 5d photogravure stamps derived from definitive sheets and those from booklets (Figs. 55 & 56). Apart from a physically smaller size, the principal visual difference is in the shading behind the sword. Moreover, the photogravure printing was made on chalk surfaced paper. For both, however, the watermark was E (upright and inverted in booklets) and the perf. 15 x 14 (Fig. 57). Printing, as before, was made by the Stamping Branch at Dublin Castle.



Fig. 55

Sheet Design
Shading Behind Sword Even



Fig. 56

Booklet Design
Shading Behind Sword Uneven

The booklet stamp was introduced, somewhat belatedly, to meet the basic letter rate that had been raised to 5d in June 1964. When the letter rate was increased again in January 1969, the stamp was considered superfluous, although it would have met the foreign postcard rate after January 1969. There never was a 5d domestic postcard or printed matter rate, but, in any case, a new definitive design was to be issued in March 1969. The stamp never had any legitimate use as a supplementary value. It was dropped from the next booklet release of 1969.

Letter Rate (Basic):	1964-1969
Postcard Rate (Foreign Basic):	1969



Fig. 57

In Booklets

2/6 Blue
Watermark E 1966

5/- Green
Watermark E 1966

5d Sword Photogravure. Effective Life:
1966-1969

6d Gerl Dog

A definitive series of a completely new design (Gerl) was introduced in October 1968. The first stamp found in booklet form (and actually the last to be issued in pre decimal currency), from this photogravure series was

the 6d value released in September 1969 (Fig. 58). Because of the horizontal format of the stamp, the watermark (E) appears as sideways or sideways inverted. The printing, at Dublin Castle, was from the same die used for the definitive sheet stamp. Unlike the previous definitive series, the perf. was now 15 x 15, a gauge also found with the booklet stamp

Around this time experiments were being made in printing stamps on different papers and with different gums. Although no paper differences occur with the booklet stamp, it was coated with two distinct types of gum. Further information on this is found in the Varieties section, but it confirms that there were two separate issues for the booklet in which it appears (Format 13, 6/- Blue). The second was in 1970.

Virtually alone among the pre decimal booklet values, the 6d value covered the basic postal rates, of one type or another, for different classes of mail from the time of its belated introduction and throughout its relatively short life. It had to be dropped from booklet form when decimalisation of the currency took place in 1971.

Letter Rate (Basic):	1969-1970
Postcard Rate (Basic):	1970-1971
Printed Matter Rate (Basic):	1970-1971



Fig. 58

In Booklet

6/- Blue
Watermark E 1969

6d Gerl Dog. Effective Life: 1969-1971

Decimalisation

After February 15, 1971, the date of currency decimalisation, there was a change in description for values in the definitive series. Formerly, the Gerl stamp low values were appended with the letter "p". This stood for "pingin", the Gaelic for "pence". After decimalisation the currency still had the basic unit as pence (actually new pence with one new penny equal to 2.4 of the old) but to avoid confusion the appended "p" was omitted from all stamps in the new series since, in most cases, the design remained the same (Gerl). Probably for the same reason, all the new low values were printed in a different colour (or bi-colour).

The 'Gerl' photogravure printings were made by the Stamping Branch at Dublin Castle from plates produced in the U.K. by Chambon Ltd. on paper with watermark E. The only exception was the 7p value which was printed on unwatermarked paper. The stamps to appear in booklet form were printed from the same die (also prepared by Chambon) and with the same perforation gauge (15 x 15) but from different master sheet make-ups. In most cases, the guillotining of the booklets containing definitive stamps was such as to produce one or two imperforate sides to a given stamp within a pane.

½p Gerl Dog

Following currency decimalisation, new booklets were deemed necessary. The first of these, the 30p booklet introduced in 1971, was novel in that two of its three values were purely for supplementary purposes, meeting no specific postal rate of their own. One of these values was the ½p whose use was solely as an adjunct to other values to make up a given postal rate charge. But even this supplementary use was extremely marginal and it soon became obsolete. The value appeared in this initial decimal booklet only (Fig. 59) and was dropped when the next issue was made in 1974.

Like the immediate previous issues, the decimal stamps were printed from a 264 stamp sheet make-up. However, they were perforated and guillotined in a different way. This resulted in imperforate edges for each pane of six. Because of its horizontal format the booklet stamp watermark (E) appears as sideways or sideways inverted.

As Supplementary Value: 1971-1973



In Booklet

30p Blue
Watermark E 1971

½p Gerl Dog. Effective Life: 1971-1973

Fig. 59

1p Gerl Dog

The other supplementary value in the first decimal booklet was the 1p. In periods of escalating postal rates, it was quite useful and its life in booklet form was a lengthy 12 years. Initially, it appeared in a six stamp pane form (Fig. 60). Later, when re-introduced in 1974 (in a darker shade of blue), the 1p pane was of five stamps plus one label (Fig. 61). Both exist with watermark sideways and sideways inverted.

As Supplementary Value: 1971-1983



Fig. 60

In Booklet

30p Blue
Watermark E 1971

1p Gerl Dog (6 Stamps Per Pane)
Effective Life: 1971-1974



Fig. 61

In Booklets

50p Blue
Watermark E 1974

40p Pink
Watermark E 1975

50p Olive
Watermark E 1977

1p Gerl Dog (5 Stamps Plus Label)
Effective Life: 1974-1983

2p Gerl Dog

In the inflationary years of the mid-1970s some booklet stamp values intended to meet a specific postage rate became obsolete because of subsequent increases in postal charges. Certain stamps had been incorporated into booklets to act as supplementary bridging values, but these, in turn, could also become obsolete when the minimum supplements exceeded their value.



Fig. 62

In Booklets

40p Pink
Watermark E 1975

70p Grey
Watermark E 1975

50p Olive
Watermark E 1977

2p Gerl Dog (5 Stamps Plus Label)
Effective Life: 1975-1983

A higher rate supplementary booklet value, a 2p stamp, was introduced in 1975 and is found only in a five stamp plus label pane form in the three different booklets in which it appeared (Fig. 62). All are found with watermark sideways and sideways inverted. It was to have a fairly extensive life until replaced by a similar value in another definitive series (Architecture) in 1983. Just as the 1p had replaced the ½p, so the 2p replaced the 1p for supplementary use.

As Supplementary Value: 1974-1989

2½p Gerl Dog

The 2½p was the third value in the first decimal booklet of 1971 and, unlike the ½p and 1p companion panes, it did have a legitimate postal rate function, albeit only for postcards and printed matter (Fig. 63). The booklet (the 30p blue) was the first which did not even attempt to contain a single stamp that, of itself, could meet the letter rate.



In Booklets

30p Blue
Watermark E 1971

50p Blue
Watermark E 1974

2½p Gerl Dog. Effective Life: 1971-1975

Fig. 63

As with the 6d pre decimal value it replaced, differences may be found with the type of gum with which the 2½p stamp was coated, three variations of which have been noted (see Varieties section). Two of these occur in the 1971 booklet (suggesting at least two different issues), the third appeared in the 1974 booklet.

Until 1973 the value could be used for the postcard rate and printed matter rate then, as a pair, for the basic letter rate until 1974. Its use as a supplementary item was limited and though still retained in a 1974 booklet, it would have had only a very marginal function.

Postcard Rate (Basic):	1971-1973
Printed Matter Rate (Basic):	1971-1973
As Supplementary Value:	1973-1975

5p Gerl Dog

This stamp is a perfect example of the problems besetting booklet designers in inflationary periods. The 5p Gerl value appeared in a five stamp plus label pane when introduced in the dual issues of March 11, 1974 (Fig. 64). The original sheet issue of this value, introduced in 1971, was a bi-coloured stamp in yellow-green and brown depicting a stag. However, six weeks earlier, on January 29, 1974, the definitive stamp had been changed to a mono coloured yellow-olive depicting a dog. This was the design retained for the booklet stamps. It was not until the subsequent booklet release of January 1975, where it appeared as a pane of six, that the booklet stamp colour (but not the dog design) was changed (Fig. 65). It still differed from the sheet definitive dog stamp (issued on unwatermarked paper in August 1974) in that it was distinctly yellow-green rather than olive. In booklets, the stamp is found with watermark sideways and sideways inverted in both yellow-green and olive colour versions.

When introduced in booklet form the stamp was intended to cater for the letter rate, raised to 5p in July 1973. Its use for that was obviated by a round of postal rate increases in October 1973. Fortunately, at that time the basic postcard and printed matter rates had been raised to 5p, extending its effective use by another year. Probably for this reason, it was retained in the dual booklet releases of January 1975. Moreover, the letter rate (7p) could be met with the use of a supplementary stamp, the 2p, from the same booklets.

By the same token, when the basic rates were changed yet again, on January 1, 1976 (letters to 9p and postcards and printed matter to 7p) the stamp could still be used in conjunction with the supplementary 2p value to cater for them. Conceivably it could have been retained, and used as a pair, for the next letter rate increase (April 1, 1977) was to 10p. However, it was dropped from the next booklet release in March of that year. Its 7p stamp replacement was actually of less use when it appeared.

Letter Rate (Basic):	1974
Postcard Rate (Basic):	1974-1975
Printed Matter Rate (Basic):	1974-1975



Fig. 64

In Booklets

50p Green
Watermark E 1974

40p Pink
Watermark E 1975

70p Grey
Watermark E 1975

5p Gerl Dog (5 Stamps Plus Label)
Effective Life: 1974-1975



Fig. 65

In Booklet

50p Blue
Watermark E 1974

5p Gerl Dog (6 Stamps Per Pane)
Effective Life: 1975-1977

7p Gerl Dog

Introduced in a March 1977 booklet, the 7p stamp was the only booklet Gerl value to appear on unwatermarked paper. A change to unwatermarked paper for values in the definitive series had begun in 1974 and was not completed for the whole series until 1980. The 7p definitive had originally been issued in a bi-coloured olive-green and blue depicting a stag in February 1971. It was then printed, in the same

colours, but on unwatermarked paper in September 1974. A change of colour to a plain olive was made in June 1976. The design was also changed from a stag to a dog. When it was released in booklet form it was as a five stamp (dog) plus label pane in monocoloured olive (Fig. 66). Its companion values in the March booklet, the 1p and 2p supplementary values, had also been changed earlier in the definitive series to unwatermarked paper (February 1975 and April 1976 respectively). However, in booklets, both these values are found on watermarked paper only.

The 7p value is symptomatic of the futility of attempting to issue booklets in periods of rapidly increasing postal charges. Ostensibly to cater for the letter rate of October 1974, it was introduced belatedly in March 1977. In the interim, that rate had already been raised to 9p in January 1976 and then to 10p in April 1977. For the 7p postcard rate, established in 1976, its use was literally only a few days, for that rate was raised (to 8p) on April 1, 1977. Its booklet life was six years, but this was simply the result of no other release appearing until 1983. It was virtually obsolete when issued. After 1979, even supplementary values were of little aid to the 7p value.

Postcard Rate (Basic):	March 21, 1977 - April 1, 1977
Printed Matter Rate (Basic):	March 21, 1977 - April 1, 1977



In Booklet

50p Olive
No Watermark
(1p & 2p with Watermark E)

7p Gerl Dog (5 Stamps Plus Label)
Effective Life: 1977

Fig. 66

After this booklet it must have been realised that issuing stamps in this form, in an inflationary climate, is pointless in terms of usefulness. Definitive issues can be made relatively quickly and, undoubtedly, advance preparations may be made before a postal increase is announced. Booklet issues, theoretically, could also be made speedily, but the potential market is far, far smaller and does not make frequent releases worthwhile. Unless, that is, the purpose is changed from usefulness to customers to a means of raising income, by having stamps peculiar to booklet form for sale to collectors. Apparently, this was the policy adopted later by An Post.

After a lapse of over six years booklets were again issued in 1983. By then the high inflation levels of the 1970s had declined considerably and postal rate changes were less frequent. The post office administration, to be replaced on January 1, 1984 by An Post, obviously had decided that booklet issues would again be worthwhile.

Meanwhile, the Gerl definitive stamps, featuring early Irish art, had been replaced by an Architecture series during 1982-83. The Gerls had initially been printed in photogravure, but the last series (on unwatermarked paper) were by a lithographic process. The Architecture stamp, too, were lithographically produced and printed on unwatermarked paper. Moreover an outside contractor, Irish Security Stamp Printing Ltd. was given the contract. Depending on whether the format was horizontal or vertical, the perforation of the definitive stamps was $14\frac{3}{4} \times 14$ or $14 \times 14\frac{3}{4}$.

Separate plates were again used for booklets, but with the same definitive stamp dies. From 1983 onward, all the booklet stamps were on unwatermarked paper, of which specialists recognise two types. With one exception, the stamps for booklets were perforated in the same gauge as the sheet issue definitives.

Since most of the issues after 1983 contain se-tenant panes peculiar to one type of booklet, these will be treated hereafter in chronological order of pane and not by individual stamp values. Where known, the composition of the master printing plates is given in Appendix III, although a brief reference may be included in the text. The guillotining of the booklets containing definitive stamps was such as to produce one or two imperforate sides to a given stamp within a pane.

Undoubtedly mindful of past experience, the booklets to be issued were to include cautionary supplementary values, either 2p or 4p or both, to allow for flexibility if postage rates started to augment again. In general, at this period, the difference between letter and postcard or printed matter rates was 2p or 4p.

In the pane descriptions that follow, only the principal booklet values will be treated in terms of usefulness in meeting appropriate postal rates. That is the supplementary values will not be considered other than in their function of making up the proper rates.

22p & 4p Architecture

On August 15, 1983, the first booklet containing stamps from the Architecture series, Four Courts Dublin, was released. It was an experimental type to fit vending machines and was in so-called Swedish style with its single pane pasted inside the cover. There were seven stamps (3 @ 4p and 4 @ 22p) and a dummy label in the pane (Fig. 67). Unofficial estimates have put the total printing figure for this issue at 100,000.

The master booklet pane press sheet was radically altered to contain 40 panes in a 4 x 10 format. Perforating and guillotining was such that in the resultant pane each stamp had one imperforate side. The nominal perforation of 14 x 14 3/4 was the same as that of the counter sheet stamps.

For this booklet a code number, from 1 to 40, was introduced on the back cover. This corresponded to the pane position on the press sheet. In general, only Codes 1, 11, 21 and 31 may be identified from the panes. For these, respectively, 1, 2, 3 or 4 maroon traffic light spots may be found printed on the binding margin. However, these are not invariable and some booklets may be found with traffic light panes which do not match the code number. The paper was CCP 1 (Clay Coated Paper Type 1: White) supplied by Harrison & Son Ltd.

Although apparently having just one principal value, the two stamp values (4p and 22p) in the pane when used together were able to cater for the main postal rates in tandem.



Fig. 67 (With Marginal Dots)

1983 £1 Four Courts. Experimental (Vending Machine)
 Architecture 4p(3) and 22p(4) Se-tenant Plus Label
 Effective Life: 1983-86

The basic letter rate had been raised to 22p in September 1981, but then increased again, to 26p, in August 1982. Although there were variations in the weight limits for the basic rate, the actual charge was not changed again until March 1986. By using the supplementary value, the letter rate could thus be met. The postcard and printed matter rates had also been raised to 22p in April 1982 and these, too, remained unaltered as basic charges until 1986.

Letter Rate (Basic):	1983-1986 (With supplementary value)
Postcard Rate (Basic):	1983-1986
Printed Matter Rate (Basic):	1983-1986

Brian Warren has noted that this booklet was withdrawn from machines in June 1985 and from philatelic bureau sale on August 31, 1985.

22p, 26p & 4p Architecture

This booklet issue, released on July 9, 1984, was a promotional effort by An Post to encourage postal use. It was novel in having a stamp face value of £2.26, but offered at £2 for a limited period. Initially for one month, the period was extended to two when it was realised that sales were limited. Again in Swedish style format it had a single pane of twelve stamps se-tenant (3 @ 4p, 5 @ 22p, 4 @ 26p) pasted inside (Fig. 68). Unusually, the booklet was sold in an unfolded state. A reported printing of 400,000 was made, but only about half were sold in the bonus period. The remainder were withdrawn from sale on August 31, 1984.

The master-press sheet make-up was designed with 30 panes in a 3 x 10 format. Perforating and guillotining was similar to the earlier £1 experimental vending machine booklet giving each stamp one imperforate side. Paper (supplied by Coated Papers Ltd.) was CCP 3 (Clay Coated Paper Type 3: Cream). Printed on the reverse of each stamp, over the gum, was a green identification "Booklet Stamp" (Fig. 69).



Fig. 68 Printed Pane

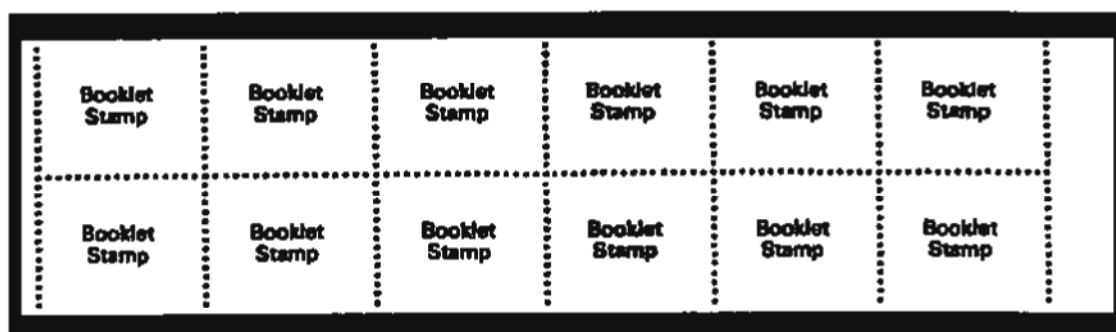


Fig. 69 Overprinted Reverse

1984 £2 Bonus (£2.26)
 Architecture 4p(3), 22p(5) and 26p(4) Se-tenant
 Effective Life: 1984-1986

This booklet was courageous, in terms of postal charges, for it contained stamps to meet the basic letter rate (raised to 26p in August 1984) and the basic postcard rate (raised to 22p). The rate scale for printed matter had become more complex after February 1985, but the 22p and 26p values would have covered the basic rate in 1984 and the post office basic preferred rates until March 1986.

Letter Rate (Basic):	1984-1986
Postcard Rate (Basic):	1984-1986
Printed Matter Rate (Basic):	1984-1985
Printed Matter Rate (Preferred):	1985-1986

If the reported printing and approximate sales figures are correct, it would imply that in spite of an offered bonus stamp, booklets were not popular with the public. The prospect of unwanted stamps (for example, the supplemental value in this booklet supplemented very little), was apparently too daunting.

22p, 26p & 2p Architecture: Type A

The same principal values, but with a lower valued supplementary stamp, were contained in the second vending machine booklet, Customs House, Dublin, released on June 27, 1985. Presumably the first experimental type had proved successful. This £1 booklet, contained a single six stamp se-tenant pane (2 @ 2p, 2 @ 22p, 2 @ 26p) with no label but a rather large margin (Fig. 70). The master press sheet make-up was of 50 panes arranged in a 5 x 10 format printed on CCP 3 type paper.

Save for the supplementary value, the utility of the stamps would be identical to those outlined above for the 1984 £2 Bonus booklet 4p, 22p, 26p se-tenant pane. However, since they were issued a year later this effectively halved their usefulness. By now, the postage rates had been re-classified into two main area categories: Ireland and E.C., and those Outside the E.C. A postal rate table was included within the booklet, but this omitted reference to printed matter (basically similar to the postcard rates).

The new booklet's principal values met the postcard rate (Ireland & E.C. at 22p; Outside 26p) and the letter rate (Ireland & E.C. at 26p). Airmail rates for the two areas were also included in the postal information. These were identical to the ordinary rates for Ireland and E.C. and higher for the Outside category (28p postcards, 44p letters). Both of these could be met using the main and supplementary values.



Fig. 70

1985 £1 Customs House, Dublin (Vending Machine)
Architecture 2p(2), 22p(2) and 26p(2) Se-tenant. Effective Life: 1985-1986

22p, 26p & 2p Architecture: Type B

Issued simultaneously with the new £1 vending machine booklet on June 27, 1985 was the corresponding £2 post office counter type. The twelve stamp se-tenant pane (4 @ 2p, 4 @ 22p, 4 @ 26p) pasted within the cover was, nominally, a double version of the £1 booklet. However, the se-tenant arrangement was quite different and came from a separate master press sheet make-up, 30 panes arranged in a 3 x 10 array. Again, printing was on CCP 3 paper.

There are two versions of the perforated pane. In one the perforation extends through the left binding margin (Fig. 71), in the other it is imperforate (Fig. 72). Configuration after guillotining was still such as to give each stamp one imperforate side, but this was in a different position from those from the £1 vending machine booklet. For more detail on this see Appendix III Make-up of Booklet Master Sheets.

As with the stamps from the £1 booklet, a table of postal rates was included within the cover, but again, the usefulness of the principal values was limited to about a year.



Fig. 71 Left Side Perforate



Fig. 72 Left Side Imperforate

1985 £2 Keep In Touch
 Architecture 2p(4), 22p(4) and 26p(4) Se-tenant
 Effective Life: 1985-1986

24p, 28p, 2p, 4p Architecture: Type A

Priced at £2, a higher valued vending machine booklet (Keep in Touch/Photo) was released on September 8, 1986 to cater for increased postal charges made six months earlier. In Swedish style, it had twelve stamps in a single se-tenant pane (2 @ 2p, 3 @ 4p, 3 @ 24p, 4 @ 28p) pasted within (Fig. 73).

The master press sheet make-up was of 30 panes in a 3 x 10 array and, again, guillotined to give each stamp in the pane one imperforate side. Printing was on the by now standard CCP 3.

Tabulated postal rate information was retained inside the cover. The booklet's principal values met the postcard and letter rates for Ireland & E.C. (ordinary or airmail) at 24p and 28p and, using supplementary values, the non-E.C. (also known as Outside) postcard surface (28p) and airmail (30p) rates. For letters

only, the non-E.C. airmail rate (46p) was possible by using three different stamps. The non-E.C. surface rate (39p) could not be met exactly. Since there were to be no major postal charge changes until 1990, the useful life of this booklet was about three years.



Fig. 73

1986 £2 Keep In Touch Post / Photo (Vending Machine)
 Architecture 2p(2), 4p(3), 24p(3) and 28p(4) Se-tenant
 Effective Life: 1986-1989

In February 1985 in addition to the main mail rates, a POP (Post Office Preferred) category had been introduced. Also at this time the basic weight letter allowance had been altered to 20g. In general, the POP rates allowed some weight and/or charge advantage. Essentially, the saving was 4p for letters and 2p for postcards and printer matter.

Dublin Millennium

To celebrate Dublin's Millennium, a commemorative set was issued on March 1, 1988. On the same day an unusual and innovative booklet (produced by Irish Security Stamp Printing Ltd) was released. For the first time in Ireland's booklet history it contained commemorative stamps only, with its two panes arranged as miniature sheetlets. One had a descriptive text in Gaelic (Fig. 74), the other had a similar text but in English (Fig. 75). The four 28p stamps in each sheetlet pane were printed from the same dies used to print the ordinary stamp in post office counter sheet form (Perf. 14 3/4 x 14). There were no supplementary values to round up the unusual booklet price of £2.24.

The Dublin commemorative 28p stamp met the basic letter rate for Ireland and the E.C. as well as the postcard rate for the non-E.C. area. Both these rates were maintained until the end of 1989.

With official sanction, the panes of the Millennium booklet were allowed to be overprinted for Ireland's National Stamp Exhibition, STAMPA '88. They were supplied as separate virgin panes with full gum and not extracted from made up booklets. The first pane, with Gaelic text, was overprinted in blue and was on general sale to visitors to the exhibition. The second pane, with English text, was overprinted in red and was restricted to Members of STAMPA '88. 1000 panes were overprinted in blue, 345 in red (Fig. 76).

The booklet itself was overprinted by An Post for sale at Stampex in London, the 7th Briefmarken Messe at Essen, at Finlandia in Helsinki, and at Sydrex in Sydney. However, only at Sydrex 88 were An Post's Australian agents officially permitted to overprint extracted booklet panes for sale at the Exhibition. The overprint, in gold and green, was the same for each trimmed pane and covered the sheetlet text entirely (Fig. 77). These panes were not contained in the Sydrex overprinted booklet, whose contents were left unadorned. With a few exceptions, An Post's propaganda exercises (of officially sanctioned overprinted items for exhibitions abroad) were also sold at the Dublin Philatelic Bureau. However, it is still not entirely clear as to whether the Sydrex overprinted pane was actually ever available in Dublin.



Fig. 74 Descriptive Text in Gaelic



Fig. 75 Descriptive Text in English

1988 £2.24 Dublin Millennium
Dublin Millennium 28p (4) Sheetlets
Effective Life 1988-1989



Fig. 76 STAMPA '88 Overprint on Dublin Millennium Pane

Gaelic Pane Overprinted in Blue; English Pane Overprinted in Red. Overprints in Blue or Red Identical



Fig. 77 Sydplex Overprint

Gold and Green Overprint Identical for both Gaelic and English Panes

24p, 28p, 2p, 4p Architecture : Type B

Later in 1988, on November 24, the third in the series of vending machine booklet formats, Courthouse Cork, was released. Having a face value of £2 it was in the standard Swedish style and carried one folded pane of twelve se-tenant stamps (4 @ 2p, 1 @ 4p, 2 @ 24p, 5 @ 28p). The values, although not their number, were identical to the earlier booklet, but the se-tenant combinations differed (Fig. 78). The reason for its release is difficult to comprehend unless the 1986 booklet had sold out. It has been suggested that the issue was made because supplies of the earlier booklet had run low and were not readily available. This is not really tenable since, presumably, a reprint could have been made just as easily.



Fig. 78

1988 £2 Courthouse, Cork (Vending Machine)
 Architecture 2p(4), 4p(1), 24p(2) and 28p(5) Se-tenant
 Effective Life: 1988-1989

The Irish Security Stamp Printing Ltd. master press sheet was similar to the earlier £2 vending machine booklet of 1986, that is an array of 3 x 10 panes. The paper was again CCP 3 and the perforation and guillotining pattern gave each stamp one imperforate side.

The postal usefulness of the stamps was the same as that for the 1986 £2 vending machine booklet, save that the effective life was about a third, at just over one year, before the next round of postal rate increases made them obsolete.

Motoring Classics: 24p, 28p, 39p, 46p

Perhaps the most confident issue in the entire booklet series since 1931 was the second commemorative booklet, *Motoring Classics*, released on April 11, 1989. Not only did it have a pane containing values for the current basic letter, postcard and printed matter rates (28p and 24p), but also a second remarkable pane that included additional 39p and 46p stamps as well. These covered the European non-E.C. and Overseas letter surface and airmail rates respectively.



Fig. 79 Stub Description in Gaelic
24p (2), 28p (3) Se-tenant Sheetlet



24p (1), 28p (1), 39p (1), 46p (1) Se-tenant Sheetlet

1989 £2.41 *Motoring Classics* Commemorative
Effective Life April 1989-December 1989

£4.48 Franconian Apostles. 28p

Another commemorative booklet was released on June 15, 1989, only two months after the *Motoring Classics* issue. This contained blocks of four of a 28p stamp incorporated into four quasi miniature sheets each separated by an interleaf. It was issued on the same day that the stamp was available in sheet form at post office counters. The commemorative, *Franconian Apostles*, was part of a joint issue

by An Post and the Deutsche Bundpost. A consequence of this was that one of the four panes had the descriptive text in German. The other three were in Gaelic, English and Latin respectively (Figs. 81-84). The four two columned descriptive interleaves were in Gaelic and English only, side by side.

This was the first so-called Prestige booklet, heralding a series devoted to Ireland's heritage, a sumptuous production with a face value of £4.48. The stamp panes were stitched into the booklet and the stamp was the same as that for the counter sheets, both having an unusual perf. $13\frac{1}{2} \times 13\frac{1}{2}$. Paper was CCP 3. The master sheet make-up for the booklet, by Irish Security Stamp Printing Ltd., is still unknown.

The booklet itself, but not the panes, was overprinted for PhilexFrance, an international exhibition in Paris, and for a Philatelic Congress, World Stamp Expo in Washington D.C.

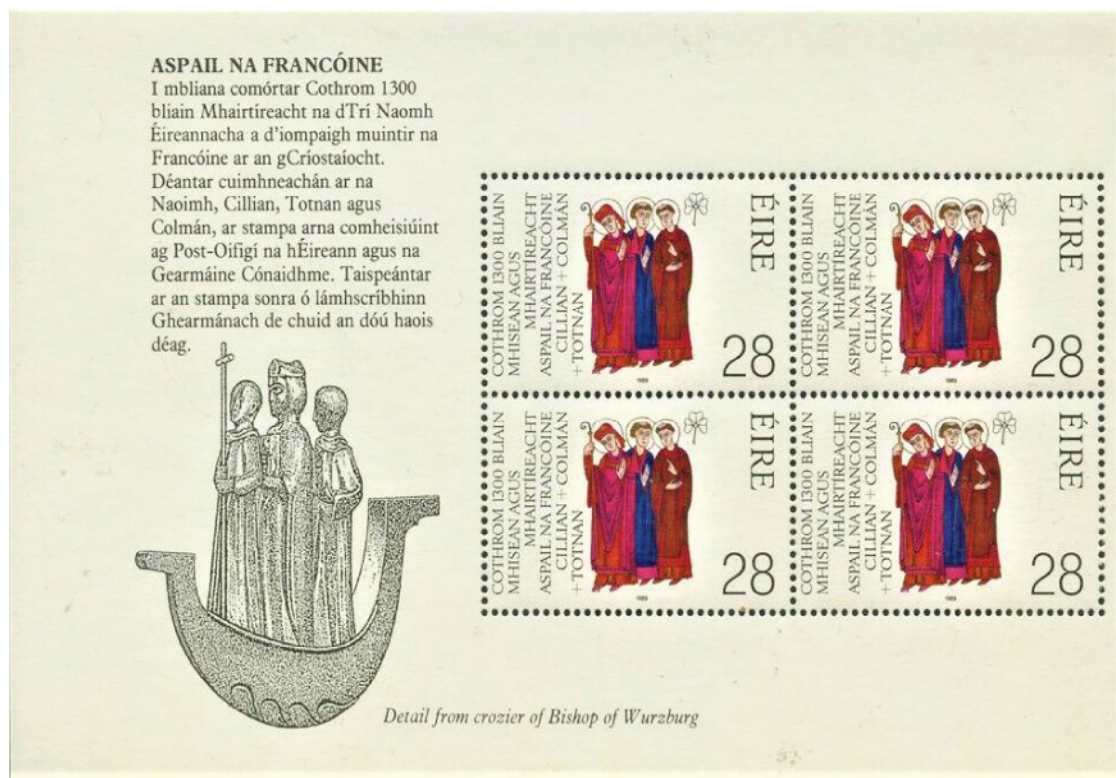


Fig. 81 First Pane: Gaelic Text (Slightly Reduced)

**1989 £4.48 Ireland's Golden Age
28p Franconian Apostles
Blocks of Four in Quasi Miniature Sheets**

As with the previous booklet, the 28p value would have met the basic letter rate, but only for six months. In any case, this would have been academic, for it is difficult to imagine any purchaser breaking up the booklet for such a mundane purpose as posting mail. The item, in fact, was no more than an extremely attractive souvenir, having little to do with the original concept of a booklet.

Collectors being who they are, there is a market for such material and, of course, it is quite wrong to pontificate on what they should, or should not, collect. Nevertheless, the panes are illustrated here with some reluctance, for this volume was intended to be a serious history of Irish booklets. However, since there is a section devoted to souvenir booklet issues, it would be hypocritical to omit this An Post release. Perhaps of more importance would be the question of whether it should have been included here or under that section.

FRANCONIAN APOSTLES

This year is the 1300th Anniversary of the Martyrdom of three Irish Saints who converted the people of Franconia to Christianity. The Saints Kilian, Totnan and Colman are commemorated on a stamp issued jointly by both Irish and Federal German Post Offices. The design features a detail from a twelfth century German manuscript.



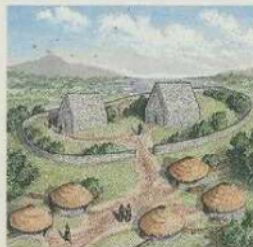
Würzburg Cathedral



Fig. 82 Second Pane: English Text (Slightly Reduced)

FRANKENAPOSTEL

In diesem Jahr ist der 1300. Jahrestag des Martyriums von drei irischen Heiligen, die die Franken zum Christentum bekehrt haben. Zum Andenken an die Heiligen Kilian, Totnan und Colnat haben die Irische Post und die Deutsche Bundespost gemeinsam eine Marke herausgegeben. Das Motiv ist ein Ausschnitt aus einer deutschen Handschrift aus dem 12. Jahrhundert.



Irish monastic settlement c. 6th century.



Fig. 83 Third Pane: German Text (Slightly Reduced)



Fig. 84 Fourth Pane: Latin Text (Slightly Reduced)

1989 £4.48 Ireland's Golden Age
28p Franconian Apostles
Blocks of Four in Quasi Miniature Sheets
Effective Life Six Months

Greetings. 26p, 30p

The postal rates had changed on January 1, 1990 and the first of the 1990 booklet issues, released on March 22, reflected the new rates. Apart from being another promotional issue, offered at a discount for a limited period, it was both novel and useful in that the two panes of four stamps (2 @ 30p 2 @ 26p) also had tabs of various greeting messages in Gaelic and English (Figs. 85 and 86). Sold at £1.98, the face value of the stamps was £2.24. There was no price indication on the booklet cover.

The stamps were commemoratives and were the first to be produced specifically for booklets. There was no comparable issue in sheets for post office counter sale. There were two distinct designs for each stamp value. According to the official release figures, some 300,000 booklets were printed.

The production (lithographically printed) was by Irish Security Stamp Printing Ltd. with the stamps within the two panes in a different order. Panes were stitched within the booklet cover, without interleaving, and guillotining was such that two stamps (one of 26p, one of 30p) had an imperforate side. Otherwise the perforation was 14 x 14 3/4. The paper used reverted to the Harrison type CCP 1.

The 26p value met the basic postcard and printed matter rates (surface or airmail) for Ireland and the E.C. with the 30p stamp catering for the basic letter rate. Additionally, the 30p could be used for the non-E.C. surface postcard rate. These rates were to remain in force until April 2, 1991, giving an effective life to the booklet of about a year.



Fig. 85 First Pane 30p, 30p, 26p, 26p



Fig. 86 Second Pane 26p, 26p, 30p, 30p

1990 £2.24 (£1.98) Greetings Discount
 26p(2) 30p(2) Se-Tenant Greetings
 Effective Life March 1990-April 1991

How attractive the booklet proved to be with the public has not yet been determined. Unlike the first discount booklet of 1984, all the stamps in this issue could be used directly for one postage rate or another. There were no awkward supplementary values involved. It must be noted, however, that unlike the earlier booklet, this one did not announce on its covers that it was a bonus issue. In fact, there was no price at all printed on, or in, the booklet and it may well be that many people might have been oblivious to the potential savings, even though it was (exceptionally) widely publicised at the time.

The second of An Post's souvenir issues, Ireland's Postage, another in the so-called Prestige series, made its appearance on May 3, 1990 - no doubt fortuitously released just in time for Stamp World 1990 in London, for which some were overprinted with a special logo.

To say the least, this was a most unusual production (by Irish Security Stamp Printing Ltd.), mixing commemoratives and definitives within it. A new definitive series, Irish Heritage and Treasures, had started to appear in March 1990 and stamps from this were incorporated. The commemorative stamps were released on the same day for general post office counter sales.

Priced at £6, there were four panes (Figs. 87-90), each with a bi-lingual descriptive text, separated by four descriptive interleaves, also in Gaelic and English. One pane had two separate se-tenant 30p and 50p commemorative combinations as a quasi miniature sheetlet. The second, a miniature sheet, had one of these combinations and a separate se-tenant combination of an Architecture and Heritage definitive (both 30p). The third, a quasi miniature sheet, had a single commemorative (30p) and a vertical strip of two each of the 30p Architecture and Heritage definitives alternatively se-tenant. The fourth pane, a quasi miniature sheet, more or less exhausted the ingenuity of the designer and was of Architecture definitives (3 @ 4p horizontal format, 1 @ 26p vertical format) and Heritage definitives (2 @ 30p horizontal format, 2 @ 26p vertical format) in se-tenant combination. As one rather disenchanted purchaser observed, only a kitchen sink appeared to be absent.



Fig. 87 First Pane Ireland's Postage (Slightly Reduced)

1990 £6 Ireland's Postage



Fig. 88 Second Pane Ireland's Postage (Slightly Reduced)

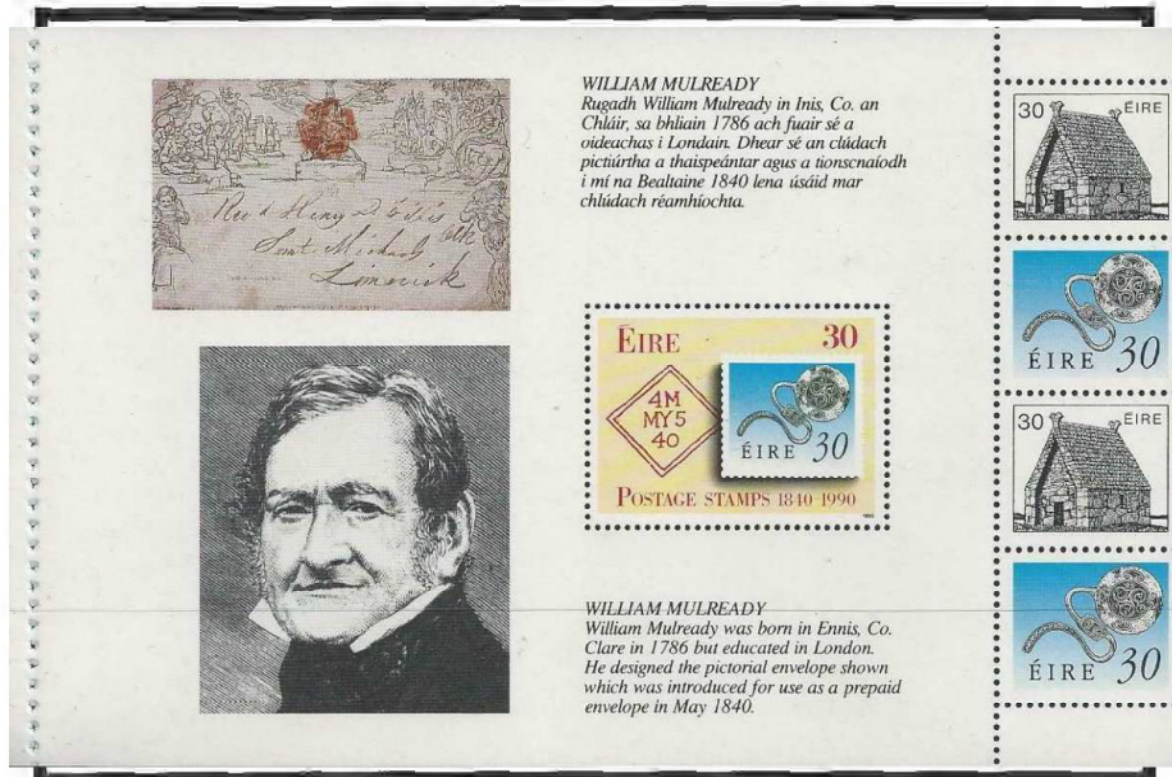


Fig. 89 Third Pane Ireland's Postage (Slightly Reduced)



Fig. 90 Fourth Pane Ireland's Postage (Slightly Reduced)



Fig. 91 New Zealand 90 Logo: Overprinted in Black on Second Pane (Slightly Reduced)

1990 £6 Ireland's Postage

The definitive stamps differed from those in the normal post office counter sheets. Although printed from the same die, they were physically larger and had a different perforation, $13 \frac{1}{4} \times 13 \frac{1}{4}$ instead of $14 \frac{3}{4} \times 14$ (or $14 \times 14 \frac{3}{4}$). Guillotining produced one imperforate side on some of the stamps. By comparison, the commemorative stamps were relatively neglected in differences between the normal issue. They were on CCP 1 paper rather than CCP 3 and some had one imperforate side.

One pane (the second) was officially overprinted for the New Zealand 90 exhibition in Auckland (Fig. 91). Two panes (one for members, the other for sale to the general public) were also officially overprinted (as STAMPA 1990) for STAMPA '90 in Dublin. The members overprint, in red, was printed horizontally on the first pane (Fig. 92), the general sale blue was printed vertically on the third pane (Fig. 93).



Fig. 92 STAMPA 1990 (30% Reduced)
Overprinted in Red on First Pane. Members (296)



Fig. 93 STAMPA 1990 (30% Reduced)
Overprinted in Blue on Third Pane. Public (1000)

26p, 30p, 41p, 50p Garden Flowers

On August 30, 1990 a £2.59 commemorative booklet featuring Garden Flowers was released in parallel with a post office counter issue. Again printed by Irish Security Stamp Printing Ltd., it contained two quasi miniature sheet panes of four se-tenant stamps each, one of 2 @ 26p and 2 @ 30p, with Gaelic descriptive text, the other of 26p, 30p, 41p and 50p with English text (Figs. 94 and 95). Both counter and booklet issues were on CCP 1 paper with nominal perforation 14 x 14 3/4. Due to the method of guillotining, each of the booklet stamps had at least one imperforate side (top), with two (30p and 50p) having an additional right side imperforate. The panes were stitched within the cover.

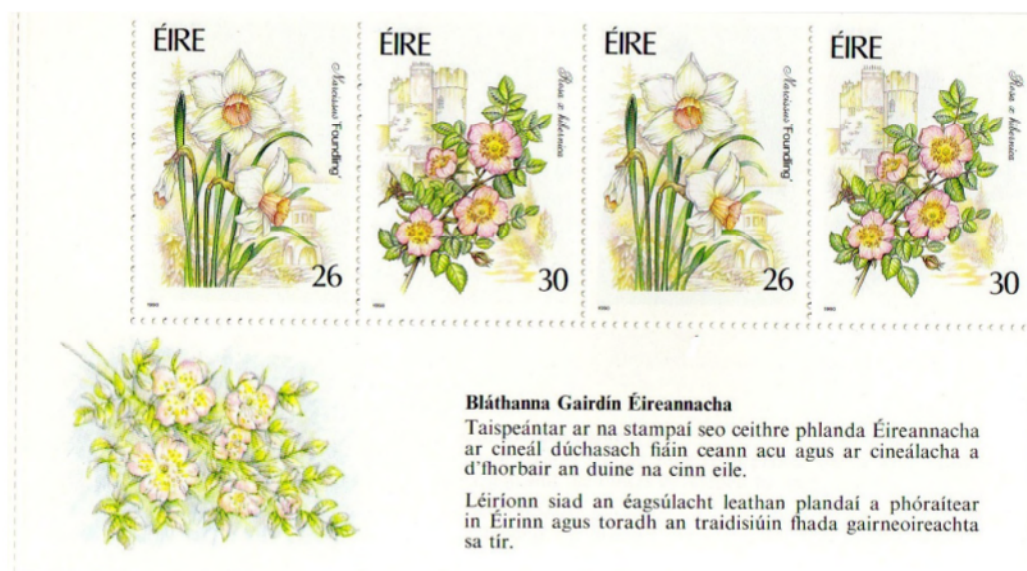


Fig. 94 First Pane 26p(2), 30p(2) Se-tenant

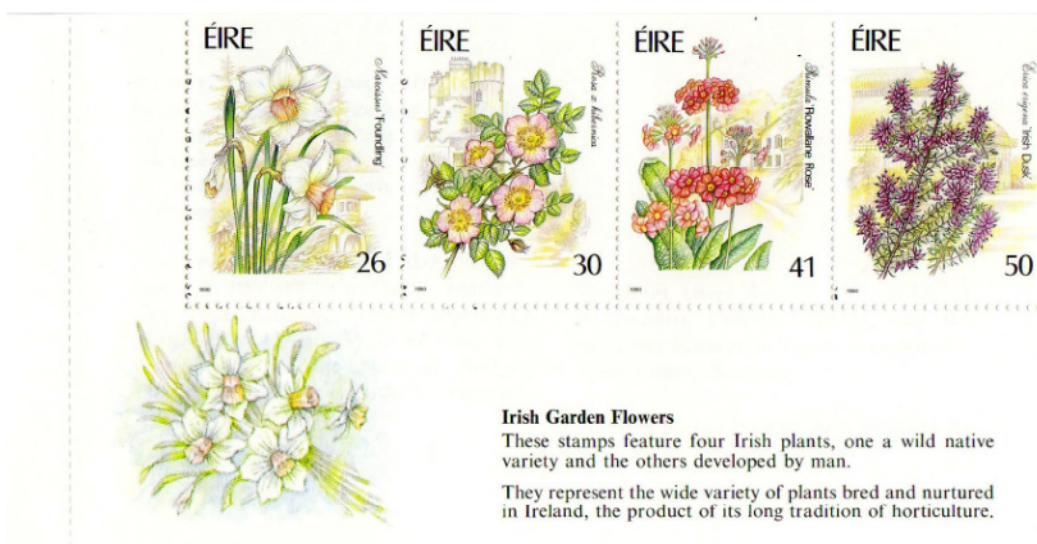


Fig. 95 Second Pane 26p, 30p, 41p, 50p Se-tenant

1990 £2.59 Garden Flowers
Effective Life: August 1990-April 1991

The stamps met all the Ireland and E.C. postage rates as well as the letter rate elsewhere. However, postal charges were to be raised again in April 1991, limiting the useful booklet life to about seven months.

The first pane of the booklet was overprinted for two stamp fairs sponsored by the Irish Philatelic Traders Association and An Post. These were at Waterford and Galway and some 300 panes were overprinted, in black, for each (logos shown in Figs. 96 and 97).

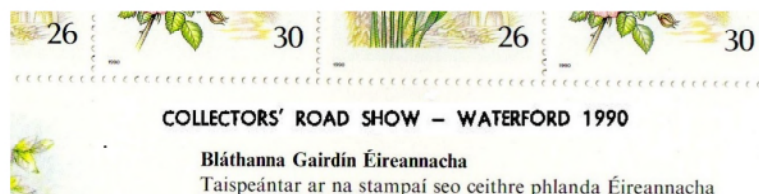


Fig. 96 Logo Collectors' Road Show Waterford 1990: (First Pane)

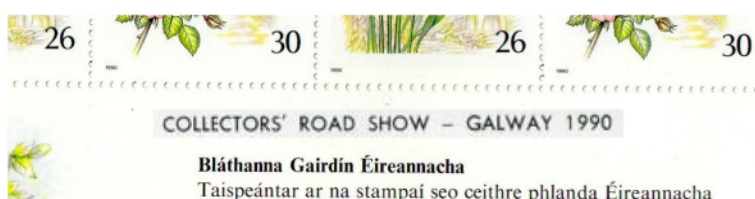


Fig. 97 Logo Collectors' Road Show Galway 1990: (First Pane)

1990 £2.59 Garden Flowers

While there may be some justification for overprinting booklets, or panes, for international and national exhibitions to wave a chauvinistic flag, the concept of doing so at what are, essentially, local fairs or bourses is extremely difficult to understand. Economically the gain would be minimal and while the exhibitions have the merit of having philatelic displays, the local fairs are generally purely and simply commercial. Much is written on the future of philately being bound up with the young. Possibly, but doubtfully, souvenirs of this type may encourage a few. But what is the point if, at the same time, it alienates the current adult collectors. Moreover, taken to its logical conclusion presumably there may well be opportunities to celebrate the 60th birthday of a favourite aunt with an overprinted pane or two.

2p, 4p, 26p, 30p Heritage

The last of the 1990 issues, released on November 15, was a £1 booklet for vending machines. A £1 coin had been introduced into the currency on June 20, 1990 and many more machines had been installed, extending the usefulness of this type of booklet format considerably.

Printed by Irish Security Stamp Printing Ltd., it followed the general vending machine Swedish style format established earlier and consisted of a single pane of eight se-tenant stamps (1 @ 2p, 3 @ 4p, 1 @ 26p, 2 @ 30p) from the new definitive series (Fig. 98). Even with supplementary values a dummy label was necessary to balance the pane to make £1. Paper was CCP 1 and guillotining produced each stamp with at least one imperforate side (26p and 30p two imperforate sides). Nominal perf. was 14 3/4 x 14 or 14 x 14 3/4 depending on stamp format, the same as the definitives available at post office counters in sheets.



Fig. 98

1990 £1 Tara Brooch (Vending Machine)

2p(1), 4p(3), 26p(1), 30p(2) Se-tenant

Effective Life: November 1990-April 1991

The principal values met the postal rates as described for earlier 1990 booklets, that is essentially for the basic postcard & printed matter and the letter rates for Ireland and the E.C. The back cover carried a table of postal charges for P.O.P. (Post Office Preferred) standard mail and the European community area was given its proper abbreviation as E.C., rather than the former E.E.C. designation. The booklet had an effective life of less than five months.

Dublin 1991 European City of Culture 28p, 32p, 44p, 52p

The first 1991 booklet appeared on March 5 and was another in the commemorative series issues released in tandem with post office counter sheet types. The theme was Dublin European City of Culture.



Fig. 99

First Pane: 28p ,32p, 44p Se-tenant & 52p Miniature Sheet



Fig. 100

Second Pane: 44p, 32p, 28p Se-tenant Miniature Sheet

1991 £2.60 Dublin City of Culture

With a face value of £2.60, it consisted of two miniature sheet panes (Figs. 99 and 100).. The first had 28p, 32p and 44p stamps se-tenant and a separate 52p, the second 44p, 32p and 28p (that is the reverse order from the first pane) se-tenant stamps only. The remainder of the miniature sheet was taken up with a design, with no text other than that on a Dublin shield. This was in Gaelic (Áth Cliath 1991) on the first pane and in English (Dublin 1991) on the second. Printing was by Irish Security Printing on CCP 1 paper. Perforation, 14 $\frac{3}{4}$ x 14, was the same as that for the post office counter issue.

The booklet anticipated the rises in postal charges that were to be introduced on April 2, 1991 and the stamps catered for the basic rates within and without the E.C. area for all classes of mail.

Since there were to be no further postal rate increases for some time, nominally the booklet had an effective life of well over two years.

4p, 28p, 32p Heritage: Ardagh Chalice

The second release in 1991 was a £1 vending machine booklet issued to met the increased postal rates of the previous April. Again, although there had been an increasing number of vending machines installed, it is likely that more were sold through the post office counter channel.

Printed by Enschedé in Holland, it was the second of the Heritage series and in Swedish style carried a single booklet pane of five se-tenant definitive stamps (2 @ 4p, 1 @ 28p, 2 x 32p). Again, in spite of carrying supplementary values a dummy label was included. The master sheet make-up is not yet known although a 4 x 10 is suspected. Guillotining gave each stamp at least one imperforate side, but the two stamps on the right of the pane (32p, 28p) had two. Paper was FCP, with perf. 14 $\frac{3}{4}$ x 14 for those stamps with perforate sides.

The 28p catered for the basic postcard and printed matter Ireland & E.C. rate and the 32p the basic letter rate inside that area. No longer did the basic Irish letter rate equate with the postcard rate outside the E.C. area (37p) even using the supplementary value.



Fig. 101

1991 £1 Ardagh Chalice (Vending Machine)
 4p(2), 28p(1), 32p(2) Se-tenant
 Effective Life: 1991-1992

Maritime Fishing Fleet 2p, 4p, 28p, 32p, 44p 52p

The third, and last, 1991 booklet was a tandem release containing commemorative (special) stamps also available as counter sheet issues on October 17. The theme was Ireland's Fishing Fleet. Additionally, definitives from the Heritage & Treasure series were included in the £5 booklet (Figs. 102-105).

Printed on CCP3 paper by Irish Security Stamp Printing Ltd. it contained four panes of stamps and four of interleaving. Perforation was $14 \frac{3}{4} \times 14$, similar to the corresponding counter sheet issues. However, due to guillotining, some of the stamps had one imperforate side. In fact, apart from the commemorative issue itself, there were no fewer than six "new" stamps that were to be inflicted on collectors - and this in addition to quasi miniature sheet and se-tenant combinations. A new se-tenant dummy stamp was generously included for good measure.



Fig. 102

First Pane: 28p & 32p Se-tenant; 44p & 52p Se-tenant



Fig. 103

Second Pane: 32p Quasi Miniature Sheet With 32p, 2p, 32p & 2p Se-tenant Strip



Fig. 104

Third Pane: 28p, 32p, 32p, 28p Miniature Sheet

1991 £5 Maritime Fishing Fleet

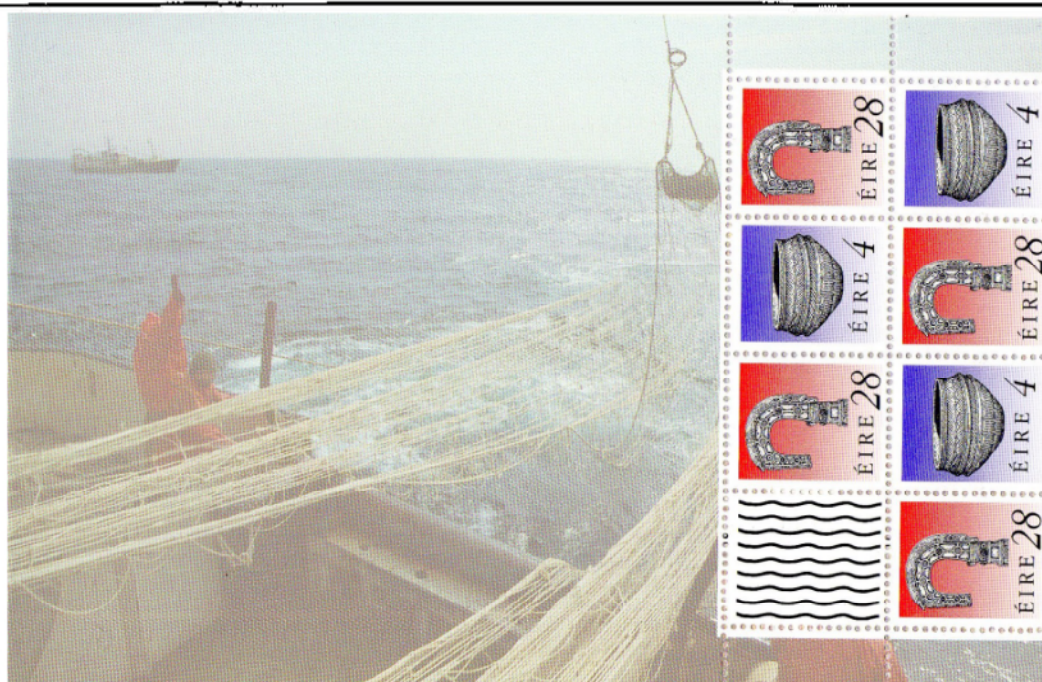


Fig. 105

Fourth Pane: Dummy Label, 28p, 4p, 28p, 4p, 28p, 4p, 28p Se-tenant Block



Fig. 106

First Pane Logo Overprinted For PhilaNippon 1991

1991 £5 Maritime Fishing Fleet

On a personal note, it was after the appearance of this production that the author gave up on any further serious consideration of Irish booklets. Although they continue to be issued, it seemed that to devote any great effort to treat them as philatelically significant would be pointless. Doubtless, others may disagree and will continue to collect them. Some are extremely attractive and many superbly produced, and to dictate what any collector should collect is an impertinence. But to each his own and while others may disagree, to the author the modern Irish hooklet is often little more than a souvenir issued by an organisation that is more concerned with the commercial than with function.

Decimal Definitives:

These are found in the booklets issued in the periods 1971-77 Gerl (with watermark E, except for the 1977 7p which was with no watermark); 1983-89 Architecture (no watermark); 1990-91 Heritage & Treasures (no watermark). Up to, and including, 1977 booklets stamps were printed in photogravure by the Revenue Stamping Board. From 1983 to 1990 they were lithographed by Irish Security Stamp Printing Ltd;. Finally, in 1991, they were printed in photogravure by Enschedé.

The watermarked decimal stamps may be found with watermark sideways left or sideways right.

Year	Booklet	Stamp Value (p)													Type
		½	1	2	2½	4	5	7	22	24	26	28	30	32	
1971	30p Blue	x		x	x										Gerl
1974	50p Green						x								Gerl
1974	50p Blue		x		x		x								Gerl
1975	40p Pink		x	x			x								Gerl
1975	70p Grey		x	x			x								Gerl
1977	50p Olive		x	x				x							Gerl
1983	£1 Four Courts					x			x						Arch
1984	£2 Bonus					x			x		x				Arch
1985	£1 Customs House			x					x		x				Arch
1985	£2 Keep in Touch			x					x		x				Arch
1986	£2 Keep in Touch/Photo			x		x				x		x			Arch
1986	£2 Courthouse			x						x		x			Arch
1990	£1 Tara Brooch		x	x							x		x		Herit
1991	£1 Ardagh Chalice			x								x		x	Herit

Notes:

(i) The 1990 commemorative booklet, Ireland's Postage, also contains 4p, 26p & 30p definitive Architecture series stamps as well as 26p & 30p stamps from the Heritage series.

(ii) The 1991 commemorative Maritime Fishing booklet also contains 2p, 4p & 28p definitive stamps from the Heritage series.

Decimal Commemoratives:

The convention used here is to equate the name of the commemorative set with that of the booklet. Except for the 1990 Greetings issue which appeared in booklets alone, the stamps in them were also issued in post office counter sheets. Both the 1990 Ireland's Postage and the 1991 Maritime Fishing Fleet booklets contained values from the Heritage & Treasures definitive series. The former also contained values from the Architecture definitive series.

All booklet commemorative stamps were printed lithographically on unwatermarked paper by Irish Security Stamping Printing Ltd. Certain booklet stamps were not strictly commemorative, but rather in the nature of special issues (e.g. Motoring Classics or Greetings). For convenience they are all listed as Commemorative.

To minimise confusion, only the basic stamp value and its main booklet variations have been indicated here. For more detail on the definitive and commemorative stamps found in various se-tenant combinations (including dummy or text labels) and the se-tenant commemorative stamp combinations alone, see the appropriate pane illustrations in Chapter 3. Similarly some of the stamps are in miniature or quasi miniature sheets and these too have already been described in the Panes section.

Year	Booklet Description	Values & Principal Variation
1988	Dublin Millennium	28p (Pane Miniature Sheet)
1989	Motoring Classics	24p: Imperf Top: Bottom & Right 28p: Imperf Bottom: Top & Right 39p: Imperf Bottom 46p: Imperf Bottom & Right (Se-tenant: all values)
1989	Franconian Apostles	28p (Pane Miniature Sheet)
1990	Greetings	26p (Gift): Imperf Right 30p (Balloons): Imperf Right (Se-tenant: both values)
1990	Ireland's Postage	30p: Imperf Right 50p: Imperf Right (Se-tenant both values)
1990	Garden Flowers	26p: Imperf Top 30p: Imperf Top: Top & Right 41p: Imperf Top 50p: Imperf Top & Right (Se-tenant all values)
1991	Dublin City of Culture	26p, 30p, 41p, 50p (Se-tenant all values)
1991	Maritime Fishing Fleet	28p 32p: Imperf Right 44p: 52p: Imperf Right (Se-tenant all values)

Definitive Stamps Peculiar To Booklets Alone:

For a variety of reasons, including design, methods of guillotining, perforating, se-tenant combinations and printing style, there are a number of definitive stamps which differ in some respect from their counterparts sold in sheet form. Only the principal difference is given below, although many may also show watermark, paper or gum variations.

Stamp Description	Principal Difference
1d Map Watermark SE	Se-tenant with label below (3 types)
1d Map Watermark E	Se-tenant with label below (3 types)
5d Sword Watermark E	Design (Photogravure Type II)
6d Gerl Watermark E	Paper (Samuel Jones Coated Paper)
½p Gerl Watermark E	Imperf: Top & Left, Top & Right Imperf: Left, Right
1p Gerl Watermark E	Imperf: Top & Left, Top & Right Imperf: Left, Right
2p Gerl Watermark E	Se-tenant with dummy label side or below Imperf: Top & Left, Top & Right Imperf: Left, Right
2½p Gerl Watermark E	Se-tenant with dummy label side or below Imperf: Top & Left, Top & Right Imperf: Left, Right
5p Gerl Watermark E	Imperf: Top & Left, Top & Right Imperf: Left, Right
7p Gerl No watermark	Se-tenant with dummy label side or below Imperf: Top & Left, Top & Right Imperf: Left, Right
2p Architecture	Se-tenant with dummy label side or below Imperf: Top, Bottom, Left, Right Se-tenant with 4p (with imperf variations) Se-tenant with 22p (with imperf variations) Se-tenant with 28p (with imperf variations) Se-tenant with 22p & 26p (with imperf variations)
4p Architecture	Imperf: Top, Bottom, Left, Right Overprinted "Booklet Stamp" on gum side (with imperf variations Top and Bottom) Se-tenant with dummy label Se-tenant with 22p (with imperf variations) Se-tenant with 24p (with imperf variations) Se-tenant with 26p (with imperf variations) Se-tenant with 26p Heritage & Treasures Se-tenant with 30p Heritage & Treasures Se-tenant with 26p Architecture and 26p Heritage & Treasures Se-tenant with 28p (with imperf variations) Se-tenant with 30p (with imperf variations) Se-tenant with 26p Heritage & Treasures Se-tenant with 30p Heritage & Treasures
22p Architecture	Imperf: Top, Bottom, Left, Right Overprinted "Booklet Stamp" on gum side (with imperf variation left) Se-tenant with dummy label Se-tenant with 26p (with imperf variations)
24p Architecture	Imperf Right Imperf Top x 13 1/4 Se-tenant with 28p (with imperf variation)
26p Architecture	Imperf: Top, Bottom, Left, Right Overprinted "Booklet Stamp" on gum side (with imperf variation right) Se-tenant with 26p Heritage & Treasures Se-tenant with 30p Heritage & Treasures
28p Architecture	Imperf Top
30p Architecture	Perf: 13 1/4 x 13 1/4
30p Architecture	Perf: 13 1/4 x Imperf right Se-tenant with 30p Heritage & Treasures

Stamp Description (Con)	Principal Difference (Con)
2p Heritage & Treasures	Imperf Left Se-tenant with 4p (with perf variations) Se-tenant with 26p (with perf variations) Se-tenant with 30p (with perf variations) Se-tenant with 32p (with imperf variations)
4p Heritage & Treasures	Imperf Left, Right Se-tenant with dummy label Se-tenant with 28p (with perf variations) Se-tenant 30p and dummy label
26p Heritage & Treasures	Perf 13 1/4 x 13 1/4 Imperf Top x 13 1/4 Imperf Bottom, Right Se-tenant with 30p (with perf variations)
30p Heritage & Treasures	Perf 13 1/4 x 13 1/4 Imperf Right x 13 1/4 Imperf Top, Top and Right

Overprinted Panes & Booklets:

Although these have been described in Chapter 3, it may be useful to summarise them here. If a particular pane is involved then it is described specifically in order of its position within the booklet (e.g. the third). The £2 Bonus booklet of 19984 is omitted since the overprint involved ("Booklet Stamp" on the gummed side) was an integral part of the stamp.

As with the booklet panes, a summary of overprinted booklets is included here for convenience. These have already been described in Chapter 2 and greater detail on them may be found there.

Overprinted Panes:

Booklet	Pane	Overprint
Dublin Millennium	First	Sydpex 88 (Gaelic text pane)
Dublin Millennium	Second	Sydpex 88 (English text pane)
Dublin Millennium	First	STAMPA 88 (Blue)
Dublin Millennium	Second	STAMPA 88 (Red)
Ireland's Postage	Second	New Zealand 90
Ireland's Postage	First	STAMPA 90 (Red)
Ireland's Postage	Second	New Zealand 90
Ireland's Postage	Third	STAMPA 90 (Blue)
Garden Flowers	First	Waterford 1990
Garden Flowers	First	Galway 1990
Maritime Fishing	First	PhilaNippon 91

Overprinted Booklets:

Booklet	Overprint
Dublin Millennium	Spring Stampex, London 1988
Dublin Millennium	7th Briefmarken Messe, Essen 1988
Dublin Millennium	Finlandia, Helsinki 1988
Dublin Millennium	Sydpex, Sydney 1988
Motoring Classics	Philex-France, Paris 1989
Motoring Classics	World Stamp Expo, Washington 1989
Ireland's Postage	Stamp World, London 1990

Stamp Colours

For the sake of completion the following is a list of the generally accepted colours of booklet stamps. In general the definitives are in monocolour or bicolour while the commemoratives are multicoloured.

Definitives:

1922 - 1968 (1st & 2nd Issue)

Stamp	Colour
½d Sword	Bright Green
½d Monk	Emerald Green
1d Map	Carmine
1½d Map	Claret
2d Map	Grey Green
2½ Shield	Red Brown
3d Cross	Ultramarine
4d Shield	Slate Blue
5d Sword	Deep Violet
6d Sword	Claret

1971-1983 (Gerl)

Stamp	Colour
½p Dog	Bright Green
1p Dog	Blue
2p Dog	Myrtle Green
2½p Dog	Sepia
5p Dog	Yellow Green
7p Dog	Olive

1983-1990 (Architecture)

Stamp	Colour
2p Pavilion	Yellow Green
4p Pavilion	Maroon
22p Castle	Chalky Blue
24p Chapel	Bistre Brown
26p Chapel	Black
28p Church	Maroon
30p Church	Black

1991 (Heritage)

Stamp	Colour
2p Brooch	Black & Red Orange
4p Vessel	Black & Violet
4p Vessel	Black & Violet
26p Crozier	Black & Violet
28p Crozier	Black & Orange
30p Brooch	Black & Blue
32p Collar	Black & Green

Commemoratives: These are all multicoloured.

Stamp	Value
Dublin Millennium	28p
Motoring Classics	24p, 28p, 39p, 46p
Franconian Apostles	28p
Greetings	26p, 30p (Two designs of each)
Ireland's Postage	30p, 50p
Garden Flowers	26p, 30p, 41p, 50p
Dublin City of Culture	28p, 32p, 44p, 52p
Maritime Fishing	28p, 32p, 44p, 52p

Chapter 5 Advertising: Covers & Interleaves

Background

The first series of booklets contained advertising material on their covers and, for the most part, on the interleaves between stamp panes. A typical exploded booklet is shown in Fig. 107, while Fig. 108 illustrates various booklet covers together with the advertisement repetitions for different codes.

A Dublin firm, Kenny's Advertising Agency, seem to have had an exclusive contract with the Irish Post Office for selling advertising space. In fact, in the same year that booklets were to appear (1931), they were allowed to use Official Post Office stationery to solicit for advertisements in telephone directories. Examples of this stationery are very scarce indeed. Their advertisement as it appeared on the envelope flap is shown below.

**Is your name in the
CLASSIFIED LIST of SUBSCRIBERS**

which now appears at back of Telephone
Directory (see current issue). You can have it
put there in the next issue by writing to

THE ADVERTISEMENT CONTRACTORS:

KENNY'S ADVERTISING AGENCY,
65-66 MIDDLE ABBEY STREET, DUBLIN, C. 9.

Charge 5/- per annum.

However, as far as booklets are concerned, it is apparent that their efforts, either through the economic climate or a comparative disinterest shown by potential clients, were not entirely successful through the years. As a result, some of the earlier booklets were padded with advertisements by Kenny's themselves. Later, the lack of customers was evident by empty spaces on the interleaf pages or by a total lack of interleaving altogether.

There are also some booklets which were re-issued with the same code. These may be distinguished by the differences that may appear in the advertisements and/or in the number of interleaves used.

Certain of the earlier booklets are extremely scarce and have rarely appeared on the market in recent years. Consequently, even today not all the booklets have been described in their entirety in terms of the advertising they contained. Moreover, the interest in booklets, compared with other areas of philatelic study, has been relatively limited. Partly this has been due to an absence of complete listings in any of the non-specialist major catalogues and, to some extent, by the rarity, and high cost, of the earlier booklets in particular. Few collectors can, or could, afford to assemble more than a representative selection of format types. Even the collector who amassed the most far ranging assembly of Irish material ever formed, T. E. Field, was not able to cover the whole range of booklet codes. His collection when dispersed in 1966 showed that of the first 30 booklet codes, eight were absent (33-5, 34-6, 34-7, 37-13, 37-14, 16-38, 17-38 & 26-44). While complete collections of Irish booklets may have existed in 1940s (for example, by 1947 only 30 different codes had been issued), it is doubtful if one exists today.

Many of the booklets have been generically described in the various Journals devoted to Irish philately (Irish Philately, the Journal of the Irish Philatelic Circle and the Revealer, the Journal of the Éire Philatelic Association, in particular), but there are extremely few references to the detail of the advertising interleaves as opposed to covers. An early pioneering effort to do so was made by P. Adams (Revealer Vol VII No.5 July-Aug 1957, Vol VIII No.1 Sept-Oct 1957 & Vol VIII No.2 Nov-Dec 1957). Judging by the repetition of errors, the generally useful World Postal Booklet Catalogue (Pub. 1985 Kontaktgroep, Holland, hereafter

abbreviated as WPBC) appears to have derived some of their data from this source. However, even this publication had many descriptions missing for the earlier code number booklets.

STAMPAÍ
 6 @ 2½p
 12 @ 1p 6 @ ½p **2'6**
 34-51
See better!
 - BETTER SEE -
PRESCOTTS
 17/18 Upper O'Connell St., Dublin

because they make embarrassing mistakes in speech and writing and cannot express themselves fluently. Improve your English quickly the R.I. way. *The Effective English Course* is so planned that you gain noticeable improvement from the first lesson.
 Post this advertisement, enclosing a 2d. (Irish) stamp, for "Word Mastery" (the prospectus) and interesting 15-Minute Test. Write to The Regent Institute (Dept. 491), Palace Gate, London. W.8.
NAME
ADDRESS

TO EQUAL
Biro
 - For your correspondence -
 - for your notes

BUY IRISH
 The above is part of our contribution to the National Campaign to Support Irish Manufacture
THE HIBERNIAN FIRE AND GENERAL INSURANCE COMPANY

INLAND POSTAL
LETTERS - Not exceeding 4 oz. -
 Each additional 2 oz. up to 4 oz. -
POSTCARDS - Each -
PRINTED PAPERS -
 Not over 2 oz. -
 Every additional 2 oz. up to 4 oz. -
NEWSPAPERS - Rate per copy -
 Not exceeding 6 oz. -
 Each additional 6 oz. up to 12 oz. -
 The foregoing rates apply to letters, etc., for Northern Ireland and Great Britain
SAMPLES -
 Not exceeding 4 oz. -
 Every additional 2 oz. up to 4 oz. -
PARCELS -
 Not exceeding 2 lb. -
 " " 3 lb. -
 " " 5 lb. -
 " " 11 lb. -
 Parcels (For N. Ireland & Great Britain) -
 Not exceeding 2 lb. -
 Each additional 3 lb. up to 11 lb. -
 Registration (letters & parcels) -
 Minimum fee -

US. Insurance
 Buildings. 100% No-Claim Bonus every sixth year.
 Complete coupon below.
GENERAL ACCIDENT FIRE AND LIFE ASSURANCE CORPORATION LIMITED, 53 Dawson Street, Dublin, C.2
 Please send me full particulars of the Homeholders' BONUS Policy
NAME
ADDRESS

Fig. 107: A Typical Exploded Booklet (Code 34-51)



31-1



31-2



32-3 & 33-4



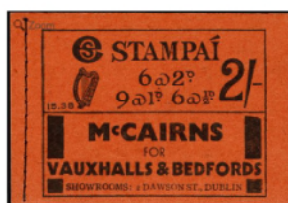
33-5



35-9 & 36-10



36-11 & 37-12

37-13; 37-14; 15-38
& 16-38

19-39 & 20-39



21-40

22-4; 23-40; 24-4;
25-42 & 26-44

27-45



28-46



29-46

30-47 (2/-)
& 31-48 & 32-49 (2/6)

33-50



34-51 & 35-52



36-53; 37-54 & 38-56

39-58; 40-59; 41-60;
42-61; 43-62 & 44-63

Fig. 108 Coded Booklet Covers Showing Advertisements and Repetitions For Different Code Numbers

It is believed that while the listing which follows is the most comprehensive yet published, there still remain certain booklets for which data is partly lacking, predominantly for re-issued types.

The convention used in this summary of advertisements appearing on and in Irish booklets is to give a short description of the booklet and, where known, the number issued as well as its format. Each is then followed by the make-up of the booklet and the advertising that it contained according to the pattern:

Front Cover (Inside Front Cover)

Front of first interleaf	Reverse of first interleaf
Front of second interleaf	Reverse of second interleaf
Front of third interleaf	Reverse of third interleaf
Front of fourth interleaf	Reverse of fourth interleaf

(Inside of Back Cover) Back Cover

Although the maximum number of interleaves was four, if there were fewer for a particular booklet, then this is indicated. Occasionally a given code number was re-issued with a change in the number of panes, with those remaining identical to the first release. The WPBC refer to many of these, but it must be realised that by simply removing an interleaf a "new" booklet variation is created. All such booklets should be treated with some suspicion, even though they may be quite genuine.

In general, only a short description of the advertisement is given. This should be enough for identification purposes. Sometimes an advertiser would vary his copy slightly from one code issue to another. When this occurs, the description is sufficient to take account of the variation. The exceptions to this are the advertisements for Kenny's Advertising Agency (10 variations). It was felt that including all the variations of these might be confusing and, in any case, would add little to the overall picture. As far as is known, the varieties of these advertisements were not involved in booklet variations for a given code. Similarly, there were eight variations of Irish Hospitals' Sweepstake. These are all listed although for some the full title has been abbreviated to Irish Hospitals' Sweeps or, more simply, Irish Sweeps.

Up to 1956, the number of booklets issued per code has been given by H. R. Work whose "British Empire Postage Stamp Booklets" (2nd edition) was published by the Collectors Club of New York in 1958. After this date commercial advertising was dropped and Post Office theme messages were substituted.

Inherently, Swedish style booklets have no interleaving and comment is not necessary. For commemorative booklets, only a sufficiently brief reference to the text they contain is given.

Coded Booklets

1931 2/- Code 31-1 100,000 issued. Format 1

Morris, The Stamp of Distinction (Bank of Ireland)

Ardente	Probert & McMahon
Electricity Sales	Williams & Woods
Automobile Electrical	Atkinson's Ties
Irish Hospitals' Sweep (Ticket Yet?)	Postal Rates Inland

(Irish Life) Fruitfield Preserves

1931 2/- Code 31-2 100,000 issued. Format 1

McMullan Bros. Ltd., The Stamp of Quality (Bank of Ireland)

Ardente	Kennys Advertising Agency
Munster & Leinster Bank	Kennys Advertising Agency
Irish Hospitals' Sweep (Ticket Yet?)	Kennys Advertising Agency
Postal Rates Inland	Kennys Advertising Agency

(City of Dublin Assurance) Fruitfield Preserves

1932 2/- Code 32-3 100,000 issued. Format 1

McMullan Bros. Ltd., Silensol Daisy (Kennys Advertising Agency)

Ardente	Kennys Advertising Agency
James McMohan & Co.	Kennys Advertising Agency
Electricity Sales	Kennys Advertising Agency
Postal Rates Inland	Kennys Advertising Agency

(Bank of Ireland) Kennys Advertising Agency

1933 2/- Code 33-4 100,000 issued. Format 1

McMullan Bros. Ltd., Silensol Daisy (Bank of Ireland)

Irish Hospitals' Sweep (Ticket Yet?)	Kennys Advertising Agency
Kennys Advertising Agency	Kennys Advertising Agency
Kennys Advertising Agency	Kennys Advertising Agency
Postal Rates Inland	Kennys Advertising Agency

(Kennys Advertising Agency) Kennys Advertising Agency

1933 2/- Code 33-5 100,000 issued. Format 1

Cairns True & Better Ale (Bank of Ireland)

Bacon Lunhams	Kennys Advertising Agency
Bonne Bouche Restaurant	Duval et Cie Dyers & Cleaners
Kennys Advertising Agency	Kennys Advertising Agency
Postal Rates Inland	Kennys Advertising Agency

(Kennys Advertising Agency) Poole & Co.

1934 2/- Code 34-6 100,000 issued. Format 1

This (together with 33-4, 33-5, 34-7, 34-13, 22-40 and 23-40) is among the rarest Irish booklets.

1934 2/- Code 34-7 100,000 issued. Format 1

Royal Exchange Insurance (Bank of Ireland)

St. Patrick's Hospital	Bacon Lunhams
Life Assurance Canada	Kennys Advertising Agency
Postal Rates Foreign	Kennys Advertising Agency
Postal Rates Inland	Kennys Advertising Agency

(Kennys Advertising Agency) Kennys Advertising Agency

1935 2/- Code 35-8 100,000 issued. Format 1

McLysaght & Douglas (Bank of Ireland)

Greene's Cod Liver Oil	Doyle's Motors
J.J. Carroll & Co.	Joseph Largey
Postal Rates Foreign	Kennys Advertising Agency
Postal Rates Inland	Kennys Advertising Agency

(Leonard Cohen) St. Patrick's Hospital

1932 2/- Code 35-9 100,000 issued. Format 1

Kennys Advertising Agency (Bank of Ireland)

St. Patrick's Hospital	Frengley Bros. Ltd.
Cunard White Star: Ships	Kennys Advertising Agency
Postal Rates Foreign	Kennys Advertising Agency
Postal Rates Inland	Kennys Advertising Agency

(Kennys Advertising Agency) Bank of Ireland

1936 2/- Code 36-10 100,000 issued. Format 1

Kennys Advertising Agency (Bank of Ireland)

St. Patrick's Hospital	Cunard White Star: Ships
Sun Life Insurance £400	Kennys Advertising Agency
Postal Rates Foreign	Kennys Advertising Agency
Postal Rates Inland	Kennys Advertising Agency

(Kennys Advertising Agency) Kennys Advertising Agency

1936 2/- Code 36-11 100,000 issued. Format 1

Cosgrave's (Bank of Ireland)

Robert Maude	Cunard White Star: America
Sun Life Insurance £400	Ideal Weatherproofs Ltd.
Postal Rates Foreign	Kennys Advertising Agency
Postal Rates Inland	Kennys Advertising Agency

(Phoenix Tonic Elixir [Hamilton Long]) St. Patrick's Hospital

1937 2/- Code 37-12 100,000 issued. Format 1

Cosgrave's (Bank of Ireland)

Robert Maude	McCairns Motor Ltd.
Ferguson for Fords	T.R.Scott & Co.
Postal Rates Foreign	N.J.Healy: Parker
Postal Rates Inland	George Brown & Son

(Hamilton Long & Co. Ltd. [Bismuth]) St. Patrick's Hospital

1937 2/- Code 37-13 100,000 issued. Format 1

McCairns Motors Ltd. – Vauxhalls & Bedfords (Bank of Ireland)

Robert Maude & Keys	Denny's Bacon
York St. Livery	T. R. Scott & co.
Postal Rates Foreign	Pen Shop
Postal Rates Inland	Ride a Bike

(Westbrook) St. Patrick's Hospital

This is another very scarce booklet code. The WPBC gives a description of the front cover only. It is believed to have 4 advertising panes, at least one of which is of postal rates.

1937 2/- Code 37-14 100,000 issued. Format 1

McCairns For Vauxhalls & Bedfords (Bank of Ireland)

Robert Maude & Keys	Ride a Bike
York St. Livery	T.R.Scott & Co.
Pen Shop	Sun Life Insurance £400
Postal Rates Inland	Postal Rates Foreign

(Westbrook Motor Co.) St. Patrick's Hospital

1938 2/- Code 15-38 100,000 issued. Format 2

McCairns For Vauxhalls & Bedfords (Bank of Ireland)

Robert Maude & Keys	H.G.Price
R.B. & H.Harris Ltd.	T.R.Scott & Co.
N.J.Healy: Write	Sun Life Insurance £400
Postal Rates Inland	Postal Rates Foreign

(Westbrook Motor Co.) St. Patrick's Hospital

1938 2/- Code 16-38 100,000 issued. Format 2

McCairns For Vauxhalls & Bedfords (Bank of Ireland)

Robert Maude & Keys	Blarney Tweeds
Irish Tatler & Sketch	T.R.Scott & Co.
Irish Farm Life	Sun Life Insurance £400
Postal Rates Inland	Postal Rates Foreign

(Westbrook Motor Co.) St. Patrick's Hospital

1938 2/- Code 17-38 100,000 issued. Format 2

McCairns For Vauxhall 10 (Bank of Ireland)

T.R.Scott & Co.	Sun Life Insurance £400
Bowmaker Hire Purchase	Irish Tatler & Sketch: Ireland's
Buy Bradmola Hose	Irish Farm Life
Postal Rates Inland	Postal Rates Foreign

(Westbrook Motor Co.) Denny's Bacon

1939 2/- Code 18-39 100,000 issued. Format 3

McCairns For Vauxhalls (Bank of Ireland)

T.R.Scott & Co.

Bowmaker Hire Purchase

Buy Bradmola Hose

Postal Rates Inland

Sun Life Insurance £400

Irish Tatler & Sketch: Ireland's

Irish Farm Life

Postal Rates Foreign

(Westbrook Motor Co.) Dennys Bacon

1939 2/- Code 19-39 100,000 issued. Format 3

McCairns For Vauxhalls Automobile (Bank of Ireland)

T.R.Scott & Co.

Bowmaker Hire Purchase

Bradmola Stockings

Postal Rates Inland

Useful People

Irish Tatler & Sketch: Ireland's

Irish Farm Life

Postal Rates Foreign

(Westbrook Motor Co.) Dennys Bacon

1939 2/- Code 20-39 100,000 issued. Format 3

McCairns For Vauxhalls Automobile (Bank of Ireland)

T.R.Scott & Co.

Bowmaker Hire Purchase

Bradmola Stockings

Postal Rates Inland

Useful People

Irish Tatler & Sketch: Ireland's

Irish Farm Life

Postal Rates Foreign

(Westbrook Motor Co.) Dennys Bacon

1940 2/- Code 21-40 100,000 issued. Format 3

N.J.Healy Pen Shop (Bank of Ireland)

Robert Maude & Keys

Bowmaker Hire Purchase

Bradmola Stockings

Postal Rates Inland

Useful People

Irish Tatler & Sketch: Ireland's

Irish Tatler & Sketch: Contains

Postal Rates Foreign

(Westbrook Motor Co.) Dennys Bacon

Bridger & Kay in their GVI Catalogue (British Empire. 1991 ed.) note that this booklet code has been reported with a different cover (Pen Shop). Whether the advertising interleaves were also different is not known. However, since N.J.Healy were owners of the Pen Shop it is possible that the catalogue entry may have been confused. That is, the advertisement for N.J.Healy Pen Shop may have been originally reported in an abbreviated (Pen Shop) form leading to the erroneous supposition that two different advertisements were involved.

1940 2/- Code 22-40 250,000 issued. Format 3

Maguire & Peterson, Matches Design (Bank of Ireland)

St. Patrick's Hospital

Arctic Mints

Kennedy's Bread

Postal Rates Inland

O'Dea & Co. Ltd

Paten & Co. Ltd

National Underwear

Two Owls

(J.W.Dowling Ltd.) Dennys Bacon

1940 2/- Code 23-40 250,000 issued. Format 3

Maguire & Peterson, Matches Design (Bank of Ireland)

Power's Whiskey

Arctic Mints

Kennedy's Bread

Postal Rates Inland

O'Dea & Co. Ltd

Paten & Co. Ltd

National Underwear

Blank Page

(J.W.Dowling Ltd.) Dennys Bacon

1941 2/- Code 24-41 250,000 issued. Format 4

Maguire & Peterson's Matches (Bank of Ireland)

Irish Assurance	O' Dea & Co. Ltd
Blank Page	Paten & Co. Ltd
Kennedy's Bread	National Underwear
Postal Rates Inland	Blank Page

(J.W.Dowling Ltd.) Dennys Bacon

1942 2/- Code 25-42 250,000 issued. Format 4

Maguire & Peterson's Matches (Irish Assurance)

Kennedy's Bread	National Underwear
Postal Rates Inland	<u>Blank Page</u> <i>PATEN'S</i>

(O'Dearest) J.W.Dowling Ltd.

1944 2/- Code 26-44 250,000 issued. Format 4

Maguire & Peterson's Matches (Irish Assurance)

Kennedy's Bread	National Underwear
Postal Rates Inland	Blank Page

(Paten & Co. Ltd) J.W.Dowling Ltd.

Up to this period, (apart from booklet Code 21-40 where the reported difference is questionable), no variation of a booklet or its advertising content has been recorded. The later, post-war, coded booklets begin to show variations either in interleaf number or in advertising content. It is doubtful if all of these are known, but those that have been verified, or specifically indicated, are shown or noted. Where indicated, the number of booklets issued, as officially notified, would be the total for each code.

For the booklets containing them, the Postal Rates Inland advertisements were in horizontal format up to this Code. After this, where they exist (i.e Codes 27-45 to 38-56), they were in vertical format.

1945 2/- Code 27-45 250,000 issued. Format 5

None (Irish Assurance)

Power's Whiskey	Cantwell's Coffee
BML Stockings (Bradmoia)	Belle Isle Foods
Dicksons' Seeds	Postal Rates Inland

(Postal Rates Inland) Louis Wine Ltd.

Amalson with interleave

WPBC note that possibly this booklet was re-issued and exists with different advertisements. It also known without interleaves.

1946 2/- Code 28-46 250,000 issued. Format 4A

Smyths of Balbriggan (Irish Assurance)

Power's Whiskey	Cantwell's Coffee
BML Stockings (Bradmoia)	Belle Isle Foods
Dicksons' Seeds	Postal Rates Inland

(Clover Meats) Shamrock Underwear [Lucky]

This booklet (Code 28-46) also exists:

Smyths of Balbriggan (Irish Assurance)

Power's Whiskey	Cantwell's Coffee
BML Stockings (Bradmoia)	Belle Isle Foods
Dicksons' Seeds	Postal Rates Inland

(Clover Meats) Gaeltarra Éireann, Dublin

WPBC report a further variation of this booklet with a single interleaf only as:

Power's Whiskey	Cantwell's Coffee
-----------------	-------------------

1946 2/- Code 29-46 250,000 issued. Format 4A

Belle Isle Food (Irish Assurance)

Irish Shipping Ltd

Postal Rates Inland

Cantwell's Coffee

Postal Rates Foreign

(Clover Meats) Shamrock Underwear [Lucky]

1947 2/- Code 30-47 250,000 issued. Format 4A

Times Pictorial (Irish Assurance)

Irish Shipping Ltd

Postal Rates Inland

Sun Life Assurance £240

Postal Rates Foreign

(Cantwell's Coffee) Shamrock Underwear [Lucky]

WPBC note that variations of booklets Codes 29-46 & 30-47 may exist. None have yet been verified.

1948 2/6 Code 31-48 350,000 issued. Format 6

Times Pictorial (Irish Assurance)

Irish Hospitals' Sweep (Important)

Croxley Pen

Postal Rates Inland

Sun Life Assurance £240

Cantwell's Coffee

Postal Rates Foreign

(Mac's Smile Blades) Shamrock Underwear [Lucky]

This booklet also exists with two panes only (no Postal Rates interleaf).

1949 2/6 Code 32-49 500,000 issued. Format 6

Times Pictorial (Irish Assurance)

Irish Sweep (£56,000,000)

Cantwell's Coffee

Croxley Pens

Blank Page

Sun Life Assurance £240

Hibernian Insurance: Under insured

Swiftbrook Paper

Postal Rates Inland

(Shamrock Underwear [insist on...]) Bowmaker Plan

1950 2/6 Code 33-50 500,000 issued. Format 6

Hempenstalls (Irish Assurance)

Biro

Irish Hospitals' Sweep (£60,000)

Hibernian Insurance: Irish

Postal Rates Inland

Sun Life Assurance £240

Cantwell's Coffee

Swiftbrook Paper

Postal Rates Foreign

(General Assurance) Regent Institute: Short Story Writing

Up to and including this Code, the Postal Rates Foreign advertising page was in horizontal format. After this, in the booklets that contained it (i.e. Codes 35-52 to 38-56), the format was vertical.

1951 2/6 Code 34-51 500,000 issued. Format 6

Prescotts (Irish Assurance)

Regent Institute: Be Proud

Biro

Hibernian Insurance: Irish

Postal Rates Inland

Irish Sweep (£120,000 Ballsbridge)

Sun Life Assurance £240

Swiftbrook Paper

Postal Rates Foreign

(General Assurance) B & I Line The Comfort Route

WPBC note this version with a release date of February 1951. Another version with a release date of March 1951 exists with a three interleaf content (No Postal Rate information interleaf).

1952 2/6 Code 35-52 500,000 issued. Format 6

Prescotts (Irish Assurance)

Irish Sweep (£120,000 Ballsbridge)

Biro

Swiftbrook Paper

Postal Rates Inland

Sun Life Assurance £240

Ancient Irish Vellum

Regent Institute: Speak

Postal Rates Foreign

(General Assurance) B & I Line The Comfort Route

WPBC note this in a three interleaf version (No Postal Rates page). However, the principal variation is that with no interleaving, at all and with a different cover. According to H. R. Work (on information received from the Irish Department of Posts and Telegraphs) there were normally no re-issues of booklets with a given code. It has never been established whether the term "re-issue" meant a further printing or a change of booklet format. Exceptionally, however, "to fill a gap", Code 35-52 had a supplementary printing. This re-issue was not only without interleaving, but the inside cover and back cover were also different from the first issue. That is as:

1952 2/6 Code 35-52 132,000 issued as a supplementary printing. Format 6

Prescotts (None)

No Interleaving

(Postal Rates Foreign) Postal Rates Inland

1953 2/6 Code 36-53 500,000 issued (?). Format 6

B & I Line Travel (Irish Assurance)

Irish Sweep (£120,000 No address)

Biro

Swiftbrook Paper

Sun Life Assurance £240

Regent Institute: Story

Ancient Irish Vellum

(General Assurance) B & I Dublin-Liverpool, Cork-Fishguard

This booklet also exists in a no interleaf version and probably is another re-issue (although this has yet to be confirmed). It may also exist as a four pane version, the extra interleaf carrying postal rate information.

1954 4/- Code 37-54 500,000 issued. Format 7

B & I Line Travel (Irish Assurance)

Irish Sweep (£103,000,000)

Biro

Ancient Irish Vellum

Postal Rates Inland

Coyle & Co.

Cott's of Kilcock Co.

Blank Page

Postal Rates Foreign

(General Assurance) B & I Dublin-Liverpool, Cork-Fishguard

This booklet also exists with the last interleaf (postal rates) omitted. Possibly this was a separate re-issue.

1956 4/- Code 38-56 500,000 issued. Format 8

B & I Line Travel (Irish Assurance)

Irish Sweep (£126,000,000)

Biro

Encyclopaedia Britannica

Postal Rates Inland

Coyle & Co.

Regent Institute: Story

Encyclopaedia Britannica

Postal Rates Foreign

(General Assurance) B & I Dublin-Liverpool, Cork-Fishguard

After this Code, booklet issues no longer contained commercial advertising. Instead, the covers carried postal information. In general, no official figures are available for numbers issued.

Coded Without Interleaf Advertising

1958 4/- Code 39-58. Format 9

None (Post Early in the Day)

No Interleaving

(Air Letters) Full Address

1959 4/- Code 40-59. Format 9

None (Post Early in the Day)

No Interleaving

(Air Letters) Full Address

1960 4/- Code 41-60. Format 9

None (Post Early in the Day)

No Interleaving

(Air Letters) Full Address

1961 4/- Code 42-61. Format 9

None (Post Early in the Day)

No Interleaving

(Air Letters) Full Address

1962 4/- Code 43-62. Format 10

None (District Number)

No Interleaving

(Air Letters) Full Address

1963 4/- Code 44-63. Format 10

None (District Number)

No Interleaving

(Air Letters) Full Address

Booklet code 44-63 is also known with the back cover inverted (see Varieties)

This group (39-58 to 44-63) is the last of the coded booklets. Starting in 1964 the code indication was dropped and booklets have to be identified by their cover, and sometimes colour, inscriptions.

Non Coded Booklets

1964 3/- Red on Yellow. Format 11.

None (District Number)

No Interleaving

(Post Early in the Day) Full Address

This booklet is also known with back cover inverted & reversed (see Varieties)

1966 2/6 Red on White. Format 12

None (None)

No Interleaving

None (None)

1966 2/6 Blue on White. Format 12A

None (None)

(None) None

This booklet has one pane only

1966 5/- Green on White. Format 12B

None (None)

No Interleaving

(None) None

1969 6/- Blue. Format 13

None (None)

No Interleaving

(None) None

These were the last of the pre decimal currency booklets. Starting in 1971 the booklets were in decimal currency only.

Decimalisation Issues

1971 30p Blue. Format 14

None (None)

No Interleaving

(None) None

1974 50p Green. Format 15

None (District Number)

No Interleaving

(None) None

1974 50p Blue. Format 15A

None (District Number)

No Interleaving

(None) None

1975 40p Pink. Format 15B

None (District Number)

No Interleaving

(None) None

The 40p Pink booklet also exists with text missing from inside cover.

1975 70p Grey. Format 15C

None (District Number)

No Interleaving

(None) None

1977 50p Olive. Format 15D

None (District Number)

No Interleaving

(None) None

The 70p Grey booklet also exists with text missing from inside cover.

After this date Swedish style booklets were introduced for some issues. These, of course, cannot have interleaving. In the listing they are referred to as "Swedish". If intended for vending machines then they are listed as "Swedish Vending".

- 1983 £1 Green on White Swedish Vending. Format 16 (Coded 1-40 on back cover)
Four Courts (None) / (None) Philatelic Bureau
- 1984 £2 (£2.26) Green & Yellow Swedish 400,000 printed. Format 17
Bonus (Postage Rates) / (Write Now) Keep in Touch
- 1985 £1 Green Swedish Vending. Format 16A
Customs House (Postage Rates) / (Collect Irish Stamps) Express Mail
- 1985 £2 Green Swedish. Format 18
Keep in Touch (Postage Rates) / (P.O.P. Size) Collect Irish Stamps
- 1986 £2 Green & Yellow Swedish Vending. Format 16B
Keep in Touch (Postage Rates) / (Pre-Paid Stationery) Get the Picture
- 1988 £2.24 Multicoloured. Format 19
Dublin Millennium (Text)
 No Interleaving
(Text) Pictorial Panorama
- 1988 £2 Purple on White Swedish Vending. Format 16C
Court House Cork (Postage Rates) / (Collect Irish Stamps) Cassette Post
- 1989 £2.41 Multicoloured. Format 20
Classic Cars (Map & Text)
 No Interleaving
(Text) Pictorial Cars
- 1989 £4.48 Green & Gold. Format 21
Ireland's Golden Age (Bronze Bell)
 Crucifix
 Map & Text (Bringing Word)
 Map & Text (St.Killian)
 Martyrdom St.Killian
(Tara Brooch) Irish Philatelic Service
- High Cross
 Book of Kells
 St.Killian
 Ardagh Chalice
- 1990 £2.24 Nominal, Unpriced. £1.98 Bonus Multicoloured 300,000 printed. Format 22
Greetings (Extra Special)
 No Interleaving
(Postal Stationery) Irish Security Stamp Printing Limited
- 1990 £6 Multicoloured. Format 23
Ireland's Postage (Postal Systems)
 Mail Coach & Horn
 Blunderbuss
 Stamp Selection
 Pre 1940 Stamps
(Commemorative Stamps) Commemorative Stamps
- Sir John Lees
 Penny Black
 Post Office Regulations
 Pillar Boxes
- Varieties of this booklet are known with either two Stamp Selection interleaf panes or two Pre 1940 Stamp panes instead of one of each. It also exists with back cover inverted (see Varieties).
- 1990 £2.59 Green & Yellow. Format 24
Garden Flowers (Irish Garden Flowers)
 No Interleaving
(Rowallane Rose) Pictorial Garden

1990 £1 Blue Swedish Vending. Format 25

Tara Brooch (Irish Heritage) / (Discount Packs) Postage Rates

1991 £2.60 Multicoloured. Format 26

Dublin 1991-European City of Culture (Bicentenary Custom House)

No Interleaving

(Grand Opera Society) Pictorial Montage

1991 £1 Green Swedish Vending. Format 25A

Ardagh Chalice (Heritage No.2) / (Discount Packs) Postage Rates

1991 £5 Multicoloured. Format 27

Maritime Fishing Fleet (Coracle)

No interleaving

(Harbour) Third Prestige

Undoubtedly there may be other booklet variations that have not been noted here. The author would be grateful for information on any authenticated unlisted items especially for the covers and advertising interleaves for booklet Code 34-6.

Chapter 6: Errors & Varieties

Booklet Varieties

There have been relatively few errors or varieties in Irish booklets and even among these many have been relatively inconsequential. They are categorised here in terms of the booklet or its contents.

Voucher Copies

When the booklets contained advertising (that is up to the early 1960s), samples were given to actual or prospective clients. The exact number of these per booklet, or customer, is not known, but figures of 10 to 20 have been mooted. No reference was ever given as to the source of these numbers and for that reason they must be regarded as no more than guesstimates. It is fairly certain, however, that the number must have been quite small.

All voucher copies had the stamps in them cancelled with either a triangular or circular disfiguring hole. Each stamp in a given pane was punctured but in an irregular pattern stamp to stamp. Only the stamps were so treated, not the covers or any advertising interleaves they contained. When the puncturing hole changed from triangular to circular is not yet known exactly. The latest triangular type seen by the author is for 21-40 (that is 1940) and the earliest circular for 28-46 (that is 1946).

While these booklets are undoubtedly scarce, usually they sell for less than the equivalent normal booklet. It may be that this is partly due to the fear of forgery. For the earlier types (the expensive low code numbers) this is very unlikely. For later, less expensive booklets, potential forgeries are more probable, since circular holes may easily be punched. Differentiation between a true and forged example is very difficult indeed.

Errors of Make-up

These are invariably due to human error when the booklets were assembled. Since the sequence was quite simple, few varieties exist.

(a) Stitching

Booklets are known with double rather than single stitching lines and even part lines of treble stitching. These are no more than curiosities and rarely command a premium.

Attempts have been made to re-assemble stitched booklets, sometimes from an exploded example, occasionally with a sinister intent. Early empty booklets frequently come up in auction and fetch relatively modest sums. While an exploded booklet might be re-assembled with considerable difficulty, it is virtually impossible using panes from different sources, for the holes made by the original stitches would not match from pane to pane. Nevertheless attempts have been made by using double lines of re-stitching as a (generally inadequate) disguise. In one example seen by the author, the perpetrator did not realise the anachronism of using nylon thread, instead of cotton, for a 1930s booklet, although the attempt was, in any case, inept and easily recognised as a fake.

No thread errors of colour have been recorded for stitched booklets.

Peter Foote (Revealer Vol.33 No.4 Spring 1984) in an article on booklet bindery (sic) mentions that in the 1966 2/6 and 5/- booklets unstitched perforation holes may be found at the ends of a stitched row. He also notes varying numbers of perforation stitch holes for different booklets and within a given booklet type.

(b) Pane Sequence

As mentioned earlier, the usual pane sequence for pre decimal booklets was high value to low value and the reverse for decimal types. However, occasionally booklets have been noted where the sequence was abnormal, showing a reversal of the usual pattern. No booklet is known having a random value sequence. The *World Postal Booklet Catalogue* notes that in all Code 33-4 booklets the pane order was the reverse of normal.

It is also possible that the usual order for interleaving for a given booklet type may vary, but none have been reported as yet. This may be due to insufficient published information on what constitutes a "normal" order.

Covers

(a) Make-up

Error of make-up is known for the 1963 4/- 44-63 and the 1964 3/- (no code) booklets where the back cover occurs inverted (44-63) or inverted and reversed (3/- see Fig. 109). The latter is a simple stitching error and it is more likely that advertisement varieties could occur if there was a re-issue of a booklet and it could carry a different design. Not all of these varieties have been recognised and described, again probably due to insufficient published data on what constitutes normal. Chapter 5, devoted to advertising and interleaves, may assist in this respect. The 1990 Ireland's Postage may also be found with the back cover inverted.



Normal

Inverted & Reversed

Fig. 109

Inverted & Reversed Back Cover 1964 3/- Red on Yellow No Code

(b) Printing

Most of the known printing varieties or errors are found in the booklet issues of the mid 1960s to mid 1970s.

The 1966 2/6 red on white, 2/6 blue on white and 5/- green on white booklets, all had a common wavy line frame logo on their covers. There are two distinct versions in the way in which the lines intersect at the corners (Fig. 110). Although inconsequential, surprisingly, these have not been noted previously.



Type I



Type II

Fig. 110

Frame Logos 1966 2/6 Red, 2/6 Blue, 5/- Green

Since one type is as common as the other, this is not an error, but rather the way the printing plate for covers was created using two logos. The master sheet logo sequence is not known, but was probably alternate.

Perhaps the most important of all printing errors are for the 1975 40p pink and 70p grey booklets. Both are known with the text missing from inside the front cover. These are quite scarce and some estimates have indicated about ten to twenty of each known, although this is difficult to substantiate. Theoretically, the actual minimum number should be a multiple of 42, but this assumes all have survived.

The 1991 £1 Ardagh Chalice booklet had two constant "errors". The first was in the announcement of revised postal rates where the date given was April 1, 1991 instead of the actual April 2. The second was in the description of the booklet stamps it contained. In the text for the 32p Brighter Collar stamp a typographical error occurred - "cicra 1st century" instead of "circa 1st. century".

(c) Cover Board

The colour and thickness of the cardboard used as a base for booklet covers varies enormously from booklet to booklet, but very much less so within a booklet issue. These variations were common for the earlier booklets and especially for the war-time issues of 1940-1945.

In the 1974-75 series of pastel coloured booklets, printed on a nominally white base cardboard, shade variations of the white colour occurs. Among the 1974 50p olive booklets some are found with a pronounced cream colour instead of the usual white. The 40p and 70p front covers were always printed on a white board, but the back covers exist on both cream and white.

Stamp Varieties

No major errors have been recorded for the stamps that have appeared in booklets. Such varieties that do exist are largely due to the method of stamp production (watermark varieties) or to preparation of the booklets by perforation and guillotining.

Other types of stamp variety are those associated with the gum used for backing stamps. Primarily, these occurred in the early 1970s when the then traditional gum arabic was changed to forms of PVA.

(a) Design

No design errors have occurred on any of the stamps in booklet form. For the definitive type stamps, only the 5d Sword of Light appearing in the 1966 2/6 and 5/- booklets differs from the equivalent post office counter issue. This, as previously noted, was a deliberate design for the booklet issue. Pádraig O'Mathúna has described some constant varieties and re-touches for this booklet stamp in *Irish Philately* (Vol.1 No.4 April 1973), but these are quite minor.

The same author did make a major discovery concerning the 3d value used for the 4/- 1954 and 1956-61 booklets (*Revealer* April 1975 and *Irish Stamp News* No.9 1981). He demonstrated that the 1969 3d typographed coil stamps were made up from booklet pane sheets. This he proved in noting that certain

vertical coils were made from joined strips of 22 (as well a few rolls with strips of 14) rather than the strips of ten previously obtained from "normal" sheets. The coils were of 960 stamps per roll and utilised the vertical strips from the booklet sheets (22), the 14 coming from an odd end ($960/22 = 43 \text{ strips} + 14$).

The period when this was done was approximately two weeks between mid August and the beginning of September 1969 (as evidenced from dated coil ends), although they were apparently not put on sale until the December 1969 to January 1970 period. After April 1970, the make up reverted to the normal sheet (non booklet) basis.

(b) Watermark

For the watermarked series (up to the 1977 booklets), stamps are found with watermark upright or inverted, in equal quantities. If, due to the configuration of the stamp design, the watermark occurs as sideways, then it also occurs as sideways inverted. There has been no recorded example with watermark reversed.

(c) Perforation

In general, the perforation of booklet stamps has been that of the equivalent post office counter issue. More recently there have been some exceptions to this (certain stamps of the Architecture and the Heritage & Treasures series) and these were noted under the booklet pane section in Chapter 3 as well as the booklet stamp summary in Chapter 4.

Earlier booklet panes often show clipped perforations due to guillotining, but only after decimalisation did booklets appear with stamps that had one or more sides deliberately unperforated. This is a common feature of all the Swedish style booklets, but they also appear in other booklet types. For the collector whose intent it is to have one of each, this has led to an enormous proliferation of nominally different stamps. Similarly, the introduction of se-tenant combinations (with stamps and/or labels) has led to a great number of pane, or mini-pane, variations found only in booklet form.

A variety of perforation found on a pane is that from the £2 Keep in Touch booklet of 1985. Due to way the master sheet was perforated two in three panes shows the perforation between the two rows going right through to left margin. The third pane does not have this (Also see Appendix III where this is explained diagrammatically in terms of the make up of the master sheet).

(d) Paper & Gum

Stamp paper has shown variation in type from one booklet to another, but the only real difference known is for the scarce 2/- booklet code 22-40 where the 1d plus labels pane was printed on both watermark SE and E papers. For gums more variations within a booklet type have occurred. These varieties were the direct result of experiments taking place around 1970 in paper and gum for post office counter sheet stamps.

In booklets, only two values were affected. The 6d Gerl, with two types of adhesive in the 1969 6/- booklet, and its decimal successor, the 2½p Gerl, also with two types of gum in the 1971 30p booklet. The 2½p, alone, is also found with a third type of gum in the 1974 50p booklet.

The 6d and 2½p stamps are found with either Gum Arabic or PVA (Polyvinyl Alcohol, a dull matt type), both on OCP (Original Coated Paper). A third type of gum, PVAS, a shiny yellow variation of PVA, was used for the 2½p in the 1974 50p booklet, also on OCP paper.

Another variety associated with the reverse of the stamp occurred in the Bonus booklet of 1984 when each stamp (Architecture 4p, 22p and 26p) was overprinted "Booklet Stamp" in green on the gummed side.

(e) Spoiled Stamps

When the 1974 40p pink booklet was in preparation, it was noted that two panes on the 2p stamp sheets had blemishes which deemed them unsuitable for release. These were defaced with two purple lines so that after make-up of the 44 booklets they could be easily recognised and removed before sale (B. Warren Irish Stamp News No.5. Spring 1980). As is wont to happen, some of the booklets with the 2p defaced pane were

subsequently sold (by the Irish Philatelic Bureau attending an exhibition in New York). How many were sold is unknown. Although this 2p value also appeared in the 1975 70p Grey and 1977 50p Olive booklets, neither have been found with a confirmed spoiled pane.

Wrapping Bands

In general all booklets were bundled together in batches of ten. The wrappers used for this purpose are perhaps even scarcer than some of the booklets. Comparatively little is known of the earlier types other than they carried the net amount of the bundle content (£1 for the 2/- booklets, 25/- for the 2/6 booklets) and not specific code numbers. All the earlier types were printed in Gaelic but the modern types are in English only. In more recent times the bundles of ten were further packed in sealed packs of 5. P. O'Mathuna (Revealer Vol. 39 No. 3 Winter 1985) recorded that the wrappers for the 1985 £2 Keep in Touch booklets were printed on both pink and, less frequently, on blue paper. Two typical wrappers are shown in Fig. 111.



Fig. 111 Typical Booklet Bundle Wrappers

Chapter 7: Exhibition Souvenir Booklets

Apart from official booklet issues, there have been a number of privately produced versions, primarily associated with local exhibitions or stamp fairs in Ireland. While these cannot have the same status as Post Office booklets, they have attracted a following and for this reason they are included here.

Most of the unofficial booklet issues have been noted in a series of yearly articles that appeared in *Irish Philately* (Journal of the Irish Philatelic Circle) and the *Revealer* (Journal of the Éire Philatelic Association). This series has chronicled philatelic activity in Ireland since 1973 under a generic title of *That Was The Year That Was*. The articles were initially written by P. Smithers, then by E. Fitzgerald & B. Warren and more recently by B. Warren alone. The booklets are also listed, and priced, in MacDonnell Whyte's *"Stamps of Ireland"* (1991 edition). The author gratefully acknowledges these sources, especially with regard to numbers issued and, in a few cases, numbers destroyed, if the issue was not sold out.

Summary

Year	Exhibition	No. Issued
1977	Cork	50
1978	Collectorex	500
(This booklet normally has a violet cover. It is estimated that about 10 with a dark, and rather smudgy, turquoise green cover were issued in error)		
1978	Cork P.S.	200
1978	STAMPA	1000
1979	STAMPA	1200
1979	Cork P.S.	250
1979	Limerick Fair	250
1980	Mid Western P.S.	300
1980	Collectorex	500
1980	Cork P.S.	300
1980	Limerick Fair	250
1980	Galway P.S.	300
1981	Mid Western P.S.	300
1981	Waterford (F.P.S.I.)	400
1981	Collectorex	500
1981	Galway P.S.	300
1981	Cork P.S.	600
1981	Limerick Fair	250
1981	Sligo P.S.	600
1982	Mid Western P.S.	400
1982	Dundalk (Louth P.S.)	450
1982	Cork P.S.	750
1982	Limerick Fair	300
1982	Galway P.S.	300
1983	Sligo P.S.	600
1983	Mid Western P.S.	450

Summary (continued)

Year	Exhibition	No. Issued
1983	Dundalk (Louth P.S.)	350
1983	Cork P.S.	650
1983	STAMPA	1310
1983	Limerick Fair	300
1983	Galway P.S.	300
1984	Mid Western P.S.	450
1984	Sligo P.S.	500
1984	Dundalk (Louth P.S.)	300
1984	1st. Collectors Festival	375
1984	Cork P.S.	650
1984	Limerick Fair	300
1984	Galway P.S.	300
1985	Mid Western P.S.	400
1985	Louth P.S.	300
1985	2nd Collectors Festival	375
1985	Sligo P.S.	500
1985	Cork P.S.	650
1985	Limerick Fair	300
1985	Galway P.S.	300
1986	Mid Western P.S.	400
1986	3rd Collectors Festival (March)	500
1986	Louth P.S.	175
1986	4th Collectors Festival (September)	250
	(Two booklets were issued: 250 of each)	
1986	Sligo P.S.	300
1986	Cork P.S.	600
1986	Galway P.S.	300
1986	Limerick Fair	200
1987	Mid Western P.S.	400
1987	5th Collectors Festival (March)	400
1987	Louth P.S.	200
1987	6th Collectors Festival (September)	250
1987	Sligo P.S.	250
1987	Cork P.S.	600
1987	Galway P.S.	300
1987	Limerick Fair	200
1988	Mid Western P.S.	350
1988	Sligo P.S.	250
1988	Cork P.S.	600
1988	Limerick Fair	200
1989	Mid Western P.S.	350
1989	Donegal P.S.	300
1989	Sligo P.S.	250
1989	Cork P.S.	500
1989	Limerick Fair	125
1990	Mid Western P.S.	300
1990	Donegal P.S.	300
1990	Sligo P.S.	300
1990	Cork P.S.	400
1991	Mid Western P.S.	300
1991	Donegal P.S.	300
1991	Sligo P.S.	300
1991	Cork P.S.	350

The quoted numbers issued are those nominally produced (and correspond to the figure often indicated in the booklet), the actual number available for sale may be slightly less. Where this is known, it is indicated in the detail which follows. This difference could have been due to production problems, spoilage, retention of one or two booklets for Society records or for special presentation.

For descriptive purposes, the booklets may be divided into two groups. Firstly, those by philatelic Societies where the issue was commemorative of an event with the sales accruing to the Society, and, secondly, those issued by dealers where the objective was primarily commercial, to varying degrees, rather than commemorative. Many shows had a selling policy of allowing only one booklet per customer.

Society Issues

Cork P.S.

This society appears to have initiated the private commemorative booklet concept in Ireland and was relatively conservative and responsible throughout the years. It was one of the few who destroyed unsold stocks.

The format was generally long rectangular, but in 1980 & 1985 (800 year anniversary issue) was squat rectangular (1980 small, 1985 large). Interleaves usually carried the Cork P.S. emblem and some snippet of Cork postal history, as well as the number of issued booklets.

Year	No. Issued	Booklet Cover	Print Cover	Stamp Content
1977	50	Grey	Red	4 Panes of 6 ½p Gerl
1978	200*	Grey	Blue	Strip of 3 10p Mother McAuley
1979	250	Grey	Red	Strip of 3 17p Rowland Hill
1980	300	Grey	Black	Pane of 2 12p G.B. Shaw Panels of 6 1p, 2p Gerl
1981	600	Grey	Green	Strip 3 15p O'Donovan Rossa Panels of 6 ½p, 1p Gerl
1982	750	Grey	Blue	Strip of 3 22p St. Francis Assisi Panels of 6 ½p, 1p Gerl
1983	650	Grey	Black	Panels of 6 1p, 2p, 6p Architecture
1984	650	Grey	Green	Pane of 6 1p Architecture Strip of 3 22p World Comm. Year
1985	650	White	Red & Black	26p Cork 800 Anniversary
1986	600	Grey	Blue	Pair 24p Mulready
1987	600	Grey	Black	Pair 24p Cork Tram
1988	600	Grey	Green	Pair 24p Cork-New York 1838
1989	500	Grey	Red	Pair 24p Garinish Island
1990	400	Grey	Blue	Pair 30p Stamp Anniversary
1991	350	Grey	Black	Pair 32p Golf

Note: *196 for sale of which 33 were unsold and subsequently destroyed.

Donegal P.S.

The booklets issued by this Society were individually numbered, but did not indicate total number issued.

Year	No. Issued	Booklet Cover	Print Cover	Stamp Content
1989	300	Green	Gold	Strip of 3 3p Architecture
1990	300	Cream	Gold	Strip of 3 4p Architecture
1991	300	Grey	Black	Strip of 3 5p Architecture

Dundalk (See Louth P.S.)**Galway P.S.**

All covers were printed "Galway Philatelic Exhibition", in sans serif for the 1980 & 1981 booklets and in script for 1982-87 booklets. The number issued per year was a consistent 300.

Year	No. Issued	Booklet Cover	Print Cover	Stamp Content
1980	300	Green	Blue	Pair 16p Wildlife Panels of 6 1p & 2p Gerl
1981	300	White	Black	Block of 4 1p & 2p, Pair 19p Gerl
1982	300	White	Red	Pair 22p Pádraig O'Conaire
1983	300	Cream	Red	Blocks of 4 4p & 5p Architecture
1984	300	White	Red	Block of 4 1p Architecture x 2 Pair 26p Galway Mayoralty
1985	300	White	Red	Block of 4 1p Architecture Se-tenant Pair 22p Handel
1986	300	White	Red	Block of 4 1p Postage Due Labels Pair 24p B & I Line
1987	300	White	Red	Pair 39p Bianconi 46p Galway Horse Tram Block of 4 1p Architecture

Louth P.S.

The booklets issued in 1982, 1983 & 1984 had the cover inscription as Dundalk Philatelic Exhibition. For the remaining 3 years of issue, 1985, 1986 & 1987, the covers bore a pictorial illustration (as did the 1984 booklet) with the inscription altered to Louth Philatelic Society Exhibition. The 1986 & 1987 stamp contents were held in Hawid® strips - not stapled.

Year	No. Issued	Booklet Cover	Print Cover	Stamp Content
1982	450	White	Brown	Pane of 6 ½p Gerl Pair 22p St. Francis of Assisi
1983	350	White	Blue	Pane of 6 4p Architecture Pane of 6 4p Gerl
1984	300	Brick Red	Black	Pair 29p Locomotives
1985	300	White	Black	Se-tenant Pair 22p Handel Pane of 4 1p Architecture
1986	175	White	Black	26p & Se-tenant 22p 1985 Xmas
1987	200	White	Black	28p & 39p 1987 Europa

Mid Western P.S.

Year	No. Issued	Booklet Cover	Print Cover	Stamp Content
1980	300	Buff	Black	Strip of 3 12p Papal Visit
1981	300	Lemon	Black	Strip of 3 12p Bodhran & Whistle
1982	400	Blue	Black	Pair 18p Se-tenant Horses
1983	450	Green	Black	Pair 22p Portbeagle Shark

1984	450	Cream	Black	Pair 26p Great Southern Railway
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N iid Western P.S. (Con)

Year	No. Issued	Booklet Cover	Print Cover	Stamp Content
1985	400	Olive	Black	Pair 22p G.A.A. Hurling
1986	400	Blue-Grey	Black	Se-tenant Pair 22p Handel
1987	400	Brick-Red	Black	Pair 24p Mulready
1988	350	Ochre	Black	Pair 24p Fleadh Nua, Ennis
1989	350	Cream	Black	Pair 24p Cork-New York 1838
1990	300	Green	Black	Pair 24p Red Grouse
1991	300	Blue	Black	Se-tenant Pair 30p Will. Wars

Sligo P.S.

The booklet issues of this Society appeared in a variety of sizes with different styles of printing. The 1985 booklet had a pictorial cover (Burial Place of Yeats). For 1986 and subsequent years the booklets were individually numbered, but gave no indication of the total number issued.

Year	No. Issued	Booklet Cover	Print Cover	Stamp Content
1981	600	White	Red	Pair 19p An Oige Panels of 6 ½p & 1p Gerl
1982	No Issue			
1983	600	White	Green	Pair 22p Ouzel Galley Goblet Pane of 6 x 2 ½p Gerl
1984	500	Green	Black	Panels of 6 3p & 5p Architecture
1985	500	White	Black	Pane of 4 1p Architecture Pair 22p International Youth Year
1986	300	Red	Gold	Pane of 4 2p; Pane of 6 1p Architect
1987	250	Pale Blue	Gold	Se-tenant 2p(2) 4p(3) 28p(1) Half 1986 £2 Post/Photo pane
1988	250	Blue	Gold	Strip of 3 12p Architecture
1989	250	Blue	Gold	Strip of 3 15p Architecture
1990	300	Black	Gold	Strip of 3 6p Architecture
1991	300	Gold	Gold	Strip of 3 7p Architecture

STAMPA (Also see earlier text for An Post issues).

STAMPA is the name of Ireland's National Stamp Exhibition, held yearly since 1972. While there had been many exhibition souvenir promotions previously, it was only in 1978 that the first souvenir booklets appeared. The 1978 and 1979 booklets tried to emulate actual post office booklets with stamp content indication on the covers. The 1979 and 1983 covers were pictorial.

Year	No. Issued	Booklet Cover	Print Cover	Stamp Content
1978	1000*	Orange	White	1975 40p P.O. booklet with different cover. Gerl Panels of 6 (5 stamps + label) 1p, 2p & 5p.
1979	1200	Lemon	Black	Pairs 10p x 2 Grebe 1979 Birds
1983	1310**	Grey	Blue	Panels of 4 1p, 2p, 3p & 6p Architect.

Note: * A few booklets exist with P.O. advertisement missing from back cover.
 ** 190 unsold booklets destroyed.

Waterford (F.P.S.I.)

Labelled as First Philatelic Exhibition Waterford, there was no follow up in later years.

Year	No. Issued	Booklet Cover	Print Cover	Stamp Content
1981	400	White	Black	Pair 16p 1981 Sci. & Tech. Panels of 6 1p & 2p Gerl

Non Society Issues

Limerick Coin & Stamp Fair

The fair bore this title only in 1979 and then was re-named Coin, Stamp & Postcard Fair from 1980 onwards. Initially it was a joint production of P.J.W. Coins & Tokens and Gwyn Bennett Stamps (1979 & 1980), but later was run by P.J.W. Promotions (Dublin).

Year	No. Issued	Booklet Cover	Print Cover	Stamp Content
1979	250*	White	Black	Strip of 3 12p Pádraig Pearse
1980	250	Yellow	Black	Strip of 3 12p Sean O'Casey
1981	250	Green	Black	Strip of 3 15p O'Donovan Rosse
1982	300	Pink	Black	Strip of 3 22p Pádraig O'Conaire
1983	300	Blue	Black	Strip of 3 22p Sean Mac Diarmada
1984	300	Cream	Black	Strip of 3 22p John McCormack
1985	300	Grey	Black	Strip of 3 26p Thomas Ashe
1986	200	Red	Black	Strip of 3 26p Arthur Griffith
1987	200	Blue	Black	Strip of 3 24p Cathal Brugha
1988	200	Pink	Black	46p Foynes-New York 1938
1989	125	Green	Black	Pair 24p Sean T. O'Kelly

Note: *166 sold, the remainder destroyed

Collectors Festival

Organised by M.P.Giffney. Booklets bear the inscription "NO BOOKLET AUTHENTIC UNLESS SIGNED". The signature was that of M.P.Giffney. Stamps in the booklets were contained in plastic Hawid® strips rather than stapled to its covers. The second 1987 issue may be regarded as unique among all other exhibition booklets. The commemorative stamps in it were pre decimal and no longer valid for postage.

Year	No. Issued	Booklet Cover	Print Cover	Stamp Content
1984	375	Green	Black	Gutter Pair 22p John McCormack
1985	375	Green	Black	26p & 37p 1985 Europa
1986	500	Lemon	Black	Se-tenant pairs 15p & 16p 12p & 25p 1980 Wildlife
1986	250	Yellow	Black	Se-tenant pair 22p and 26p European Musical Year
	250	Yellow	Black	Se-tenant pair 22p and 26p 1985 Xmas
1987	400	Blue	Black	8p, 10p, 11p & 17p 1979 Birds
1987	250	Cream	Black	6d, 1/- 1968 O'Connellly 3d, 1/5 1968 Markiewicz

Collectorex

Notable for the colouring error of the first (1978) booklet issued. Initially printed in turquoise the result was so poor that it was decided to switch to purple. In error, a few of the original s were sold (estimate 10). Some of the 1980 booklet "panes" (an overprinted gutter pair) were stapled through adjoining stamps rather than the margin. The 1981 booklet was basically the corresponding post office booklet but with a substituted cover.

Year	No. Issued	Booklet Cover	Print Cover	Stamp Content
1978 Gerl	500	Purple	White	Panes of 6 (5 stamps + label) 1p & 2p
[1978* Gerl]	10?	Green	White	Panes of 6 (5 stamps + label) 1p & 2p
1980	500	Yellow	Black	Gutter Pair 12p G.B.Shaw. Gutter overprinted Collectorex 80 in black
1981	500	Buff	Black	1975 40p P.O. booklet with different cover. Gerl Panes of 6 (5 stamps + label) 1p, 2p, 5p.

Note: * It is not certain whether the few booklets with the turquoise green cover were included in, or were in addition to, the numbers issued.

Souvenir Booklets Outside Éire

Society Issues

Outside Éire there have also been a number of unofficial booklet issues produced for exhibitions, fairs or bourses that contained Irish stamps. Here, however, only those associated with the principal Irish philatelic Societies are briefly listed.

The EPA (Éire Philatelic Association based in the U.S.A.) have issued three booklets. In 1985 & 1988 (3 panes Gutter blocks of 4 1p, 2p, 3p Architecture) the booklets were not labelled as limited editions, but some 493 were printed for the 1988 version. In 1986 there was a limited edition of 300 containing a pair of 22p 1985 Love stamps.

The FAI (Forschungs-und Arbeitsgemeinschaft Irland based in Germany) issued a limited edition of 300 in connection with Colonia '84. It contained blocks of 4 of the 1p, 2p and 3p Architecture stamps. In 1986 there was a limited edition of 300 containing a pane of 6 of 2p Architecture stamps bearing a totally unauthorised two line overprint "FAI 1986". In 1989 a booklet containing a 24p 1989 Love stamp (with an Irish cancellation) and a 33 pfennig German definitive (with a German cancellation) was sold in connection with Bavarica '89.

Happily, the other principal Society devoted to Irish philately, the IPC (Irish Philatelic Circle), of which I have the honour of being a past President, has never indulged in these private booklet issues.

Non Society Issues

There have also been private booklet issues made in Northern Ireland. Since these contain British, rather than Irish, stamps they have not been included here. By far the most interesting of these are the politically inspired booklets that contained "Ulster Says No" overprints on British stamps. These, it is felt, are beyond the scope of this volume.

By the same token, various souvenir booklets have been produced (primarily by dealers or organisers of the events involved) for sale at exhibitions and fairs but which do not specify the particular show involved (e.g. those sold, initially, at Ameripex in 1986). For that reason they are also excluded here.

Again, while it is wholly within the province of an individual as to what he or she may collect, it might be remembered that many of the souvenir booklets are garage productions. Certainly, there is a fairly legitimate reason for a Society to add to its probably already strained funds by issuing a souvenir booklet (or anything else for that matter). A National exhibition such as STAMPA would also fall into this category for, over the years, it has done a great deal to promote Irish philately.

On the other hand, fairs where the primary purpose is to deal in stamps would appear to have little reason to produce souvenirs of the occasion. It is also true that one or two have devoted proceeds from sales of such material to charity, but, in general, the visitor would normally be unaware of such munificence and they would certainly be the exception rather than the rule.

Unfortunately the majority of collectors have a one-of mentality (including the author until he became a born again collector) and this is exploited by both dealers with their unofficial wares and by the official An Post with their Prestige booklets. While there is a market for products such as these (and there is, relatively, a not inconsiderable one) then no amount of admittedly biased preaching will deter the zeal of the collector seeking the Grail of Completeness.

Appendix I: Initial Booklet Production

Archive Data

In the British National Archives at Kew, in London, there is a file (Mint 20/993) which contains most of the background concerning the preparation of the original plates for Irish booklets. It covers the period 1925 to 1940. No other file exists there for the plates which were prepared by the Royal Mint for later Irish booklet stamps, although it is known that plates were supplied by them up to 1960.

Negotiations

It was on May 15, 1925 that the authorities at Dublin Castle contacted the British Mint for the supply of four plates, "grown on leads", for the printing of stamps specifically for booklets. These were to be 264 stamps per sheet and the stamp values involved were the ½d (2), 1d (1) and 2d (1).

The reply (from W. J. Hocking) noted that these were "Too large at present for any chase we have at present" but gave an estimate for six plates and a manufacturing time of three weeks. The detailed quotation given was for casting, coating of acid resins and manufacture of chase (a total of £47.2.0) and for six plates (two each of ½d, 1d and 2d) "copper grown on leads" at £150 (i.e. £25 each).

A week later a reply was sent from Dublin Castle from A. S. Roberts. This indicated that there was no difficulty on the price but "It is assumed, of course, that we would use the 'ladder' pattern die for the stitching space".

Throughout the voluminous file there is no detailed design given of the plates that were to be employed, but it is evident that the make-up of the sheet was to be as shown in schematic form in the accompanying Figure 112. Recently, courtesy of Gerard Mooney, Head of the An Post Philatelic Section, the author was privileged to examine the Registration Books held by An Post in their archives. Although the original intention had been to see overprinted stamps, the Books contained Registration sheets of all the stamp values used for the 1931 Irish booklets. They confirm the layout shown (also see Fig. 114 in Appendix III: Make-up of Booklet Master Sheets). The 'ladder' pattern referred to was the dummy space also used to separate the 10th and 11th rows of the sheets of 240 (12 x 20) on the ordinary Irish contemporary low value definitive stamps.

Although Roberts (who was the main contact at Dublin Castle printing works throughout the booklet preparation period) had indicated that there was no difficulty on price or delivery on the Royal Mint quotation, it was a full two years before the next contact was made. For those unfamiliar with the workings of the Free State Post Office during its early days, this delay is not altogether surprising. The Post Office was running at a heavy loss and any innovation was subject to much discussion and scrutiny. The author's volume "Ireland: Postal History of the Transitional Period" (Pub. MacDonnell Whyte Ltd, Dublin 1992) contains considerably more detail on this aspect for those who may be interested. However, perhaps it should be noted that while relations between the Irish and British Post Offices had become increasingly strained by this time (primarily on the supply of high value stamps to the Free State), the contact between Mr. Roberts and representatives of the Mint was consistently

"by moulding the second plate from the first plate, as we have done in the past, and which enable us to adhere to the original estimate, but the people at Somerset House deprecate this method of production".

An even longer period elapsed before Dublin Castle re-contacted the Mint. On February 22, 1930 Mr. Roberts indicated that the question of booklets was again under consideration and asked for a current quotation for six plates. The reply indicated the price was still £30 per plate, but added that they would be chromium faced.

Roberts must have gone to London sometime after this, for the next letter, dated August 15, 1930, from Evans reads "Following your visit the other day" and gives the price of the plates as £28 to £35 each. The difference in plate price was probably associated with a change of design for the 1d plate. This, when issued, had 3 stamps and 3 labels.

Order Placed

Authorisation to proceed with manufacture "for IFS books" was given on December 12, 1930. This was to be as follows:

One plate each: ½d, 1d and 2d using existing dies. 264 set

One plate each: 1d "to the new printing lay-out" (alternate 3 stamps & 3 blanks. 132 set).

Especially noteworthy here is that the stamps for booklets were to be made from the existing dies used to prepare plates of the Irish definitive stamps since 1922. The annual reports of the Royal Mint indicate that very many plates were prepared (and repaired) for that purpose. In essence, the printed stamp from a booklet would be identical to that from a sheet sold over post office counters.

Roberts followed this up a week later, on December 19, 1930, with a letter confirming the authorisation to make four plates:

1 @ ½d postage 264 set

1 @ 1d postage ditto

1 @ 1d postage 132 stamps and 132 blanks

1 @ 2d postage 264 set.

"Cost of these plates will not exceed £100".

How, or why, the cost had been reduced to an average of £25 per plate is not explained in the files, although a note added in manuscript on March 1931 notes "We charged £100 for the four plates" indicating that there must have been some questions raised on pricing within the Mint.

Labels

Also unexplained in the files is the reason why the I. F. S. wanted a booklet pane containing 3 stamps and 3 labels. Possibly this was connected with a decision to make a 2/- booklet (that is, a round number of shillings), although this could equally have been achieved by panes of six with 2 of ½d, and 1 each of 1d and 2d, as indeed was done for later booklet formats. The use of the blanks to carry post office themes (Get a Telephone; Buy Savings Certificates; Learn Irish) was probably incidental rather than of prime concern, but throughout the files this 132 set plate always refers to blanks. The inference, therefore, is that the Mint did not make any die for the labels and this was done at Dublin Castle. This novel suggestion is made entirely from inference and there is, as yet, no concrete data available to confirm it. If this suggestion is valid, then it may also be expected that slight relative shifts of the inscriptions with respect to the printed stamp position could exist. Thus far an insufficient number of panes have been examined to confirm this.

Plate Manufacture

The informality of the correspondence between the Mint and Dublin Castle is reflected in a memo from Roberts to Evans of December 29, 1930 asking whether an official request was necessary to furnish the plates. No reply is on record, but presumably an official order was given.

At this stage there was a realisation that because of the size difference, plates for booklet stamps could not be handled in the same way as those for sheets. An internal Mint memo of December 30, 1930 reads:

"Two ½d plates now completed but no information regarding respective drilling of holes in the flanges for holding down plate in press. These plates are wider than Imperial book plates." (Note: Imperial was the term used for British and Empire).

This extra width necessitated drilling a new template. A postscript was added:

"Book plates will be made 3/16" thick as the 240 set plates previously made for the I. F. S".

A note was sent to Ireland the same day explaining the necessity of drilling holes for these plates, but on December 31, 1930, Roberts wrote to the Mint:

"We have no data for drilling the holes but I am sure it would be correct to drill as for the British series, the plates are the same in other particulars.

I am sending an order to Messrs. Grover & Co. for two mounting plates to be drilled and tapped for 5BA screws and perhaps you will get in touch with Mr. Wooland on other points, there is no need for us to send a template". (Note: See Appendix II for notes on Grover & Co.).

It is apparent from this letter that Roberts did not appreciate that there was a critical difference between the proposed Irish plates and those used for British booklets. Probably this was because he had not yet received the December 30 Mint note.

Meanwhile, the Mint had contacted Grover & Co. Ltd. regarding the drilling of the plates. A letter dated January 7, 1931 reads, in part:

"Despatched today a tray giving proposed lay-out for drilling holes in the flanges of the new I. F. S. stamp printing plates for books of stamps".

Grover replied on January 9, 1931: "We are in receipt of I. F. S. stamp printing plates and upon receipt of reply from Mr. Roberts will get in touch with you". The reason why Mr. Roberts was contacted is clarified in Grover's next letter to the Mint of January 14, 1931.

"We have today received from the Director of Stamping, I. F. S., his confirmation of the printing plates and cast iron backs; and have put the cast iron backs in hand.

We understand that you are willing that we should make a template from your jig for holding down screws, this we shall be glad to receive at your convenience".

In the interim, the Mint had already made a template for drilling the plates, and on January 25, 1931 a letter to Grover confirms "Sending you by bearer [Author's note: Grover was located only about 5 kilometres from the Mint] the template which has been made here for drilling holes in the flanges of the new I. F. S. ½d, 1d and 2d book stamp plates now in course of manufacture". It went on to ask for return of the template at the completion of the work and this was duly complied with on March 3).

On February 6, 1931 the Mint informed Dublin Castle that:

"A tin-lined wooden packing case containing the four stamp printing plates for books of stamps...has been handed over today to L.M.S. railway authorities for despatch by passenger train [Author's note: London Midland Railway at Euston Station, the London terminus for trains to Holyhead].

The plates are in copper deposited on leads struck from the existing dies and have been chrome-faced after proving. Numbers of the plates are as under:

264 set 1 - ½d No.1/62

	1 - 1d No.1/63
	1 - 2d No.1/64
132 set	1 - 1d No.1/65

Two proofs of each plate, one taken before and one after the facing operation are enclosed herewith".

After acknowledging the receipt of the plates on February 10, 1931, Dublin Castle made no further comments until July 3, 1931 when apparently something had gone amiss with one of the plates. In a note to the Royal Mint:

"Sent today by LMS (passenger) one stamp plate 2d duty (264 set) No.1/64 with proof sheet No.S.D.29. [Author's note: It is likely that the initials S.D. stand for Stamping Department at Dublin Castle]. Would you please have the repairs made and return at your earliest convenience".

A manuscript note written on this letter at the Mint on July 7, 1931 reads: "This is a copper chromium faced plate. 2 defects on plate only. Necessary to remove chromium. Correct? Reface after proofing".

The same day a reply was sent to Dublin Castle acknowledging receipt of the plate and the proof sheet showing defects for correction. It added that it would be necessary to remove the facing to effect repair. Moreover, the packing case in which the plate had arrived was in a terrible condition and that a new one would be necessary or, alternatively, Dublin Castle could supply another. In the event (July 8, 1931) the Mint was requested to supply a new case.

Two weeks later (July 17, 1931) the refaced 2d plate was forwarded to the I. F. S. together with the proof sheet S.D. No.29. Two other proofs (G/143 showing 10 additional defects found upon examination of plate and G/414 after repair of all defects and chromium facing) were sent at the same time.

1931-1939

Since nothing else is on file for this period, it is assumed that the printing went ahead without additional problems, for the booklets were issued in the Free State on August 21, 1931. It would be interesting to know precisely what were the two defects on the 2d plate (and the 10 additional ones found by the Mint) to determine if indeed some booklets contained stamps printed in its defective state. To date, no flaws have been reported, but they could exist.

In the An Post archives there are four registration booklet sheets. The dates of registration, with the signature of Roberts, are:

½d	June 17, 1931
1d	June 24, 1931
1d with labels	June 19, 1931
2d	June 25, 1931

These, then, must have been drawn before the 2d plate was sent back to the Mint for repair. A cursory inspection by the author of the 2d registration sheet showed nothing untoward. It is, of course, quite probable that the plate became unusable after the registration sheet was drawn for the Mint was not contacted again until July 3. If this is the case, then there may well be flaws in the some of the 2d panes of the first booklet issue (Code 31-1) as opposed to later booklet issues (Code 31-2 onwards). Perhaps, in light of this data, a study might be initiated to determine whether such flaws are in booklet Code 31-1.

New Plates

No further plates were used by the Free State for booklet stamps throughout the 1930s, but on May 30, 1939 a new request was received from Dublin Castle. By now the personnel originally involved as contacts had retired and the representative of the Irish Stamping Department was D. McSweeney with V. L. Whitacker as his Mint counterpart. The request read:

"Please let me know figure to put in for books of stamp plates as follows: 2 @ ½d, 2 @ 1d, 2 @ 2d -

264 set, 2 @ 1d -132 set".

An internal Mint memo dated June 3, 1939 indicates that previously charges had been too low.

"We made four similar plates in 1930-31 and these cost £160.53. We charged the I. F. S. £103.23 and the loss occurred was, therefore, £57.30. These plates should not cost as much as £40 each at present because the on cost has been reduced from 7/6 per hour in 1931 to 6/- today, but, in my opinion, we should charge at least £30 per plate.

I should point out that although two of the eight plates are described as 132 set, the area of these is the same as the 264 set plates. Actually 132 blank spaces have to be provided and there is, therefore, practically no difference in the cost of manufacture between a 264 set and a 132 set plate.

The new plate numbers would be as follows:

264 set	½d	2/88	3/89
	1d	2/90	3/91
	2d	2/92	3/93
132 set	1d	2/94	3/95

There are no Master Plates for Eire Book Stamps so all plates would be grown from leads". (Note: The Irish Free State had declared itself a Republic in 1937 and became Éire after this date. In most of the correspondence the E of Éire was left unaccented).

The reply to Dublin Castle had actually been sent a day earlier, on June 2, 1939. There is reference in it to other stamp dies, but then goes on:

"I am afraid we shall have to charge £32 each for the plates.....as we made a rather bad loss on the last occasion through not realising that the 132 set plates cost as much to the manufacturers as the 264 set plates, since they also contain 132 blank spaces, for which leads have to be struck in the usual way".

A handwritten note on the copy of this letter was made:

"The 19/2/30 order for these plates permitted the use of the large Indian stamp plate chases (24½" x 16½" extent). The assembled leads for books would be 22 ¾" x 12 ¾". The Indian chases were sent to Bombay 17/11/31. To do present Book plates it has been necessary to modify the side strips of an Imperial Book stamps plate chase and provide adjoining screws on one side to work with a phosphor bronze strip for securing the forme in place".

The order for the new plates was placed on June 29, 1939, acknowledged on July 3, 1939 and proofs (before chrome facing) of the 1d 132 set plates sent on July 24. These are noted as G2638, G2639 from plate No.2/91. This is certainly a transcription error with 91 instead of 94 (No.2/91 was previously assigned to the 264 set 1d plate. The 132 set plate was No. 2/94). In any case, one proof (G2638) was returned by Dublin Castle for re-touching indication on July 26. This was kept at the Mint for correlation after the plate involved had been chrome faced.

In the early part of August 1939 there was some correspondence regarding boxes in which plates were to be sent and returned, but after this had been resolved, a plate was sent to Dublin Castle. Although not designated as such, from what follows it was a 1d 132 set plate.

Proofs of the "new ½d Eire Postage book plates" were forwarded on August 30, 1939. These, G2651 and G2652, were taken from plate No.2/88 before chrome facing while the plate itself sent on September 15 together with another proof G2652. Again there is a lack of definition in whether G2652 was a proof before chrome facing (as per August 30) or whether it was taken after facing. Consistently, however, the Mint assigned the same proof number to a given plate both before and after chrome facing.

The effect of World War II, which had started on September 3, 1939, was reflected in problems with the

½d plate. This had been held up in Customs and certificates were needed before clearance. An internal Mint memo of September 26 notes that the certificates were indeed previously sent by LMS railway but "must have been lost on the steamer" (i.e. the Holyhead - Dún Laoghaire [Kingstown] connection). It was not until October 3, 1939 that Dublin Castle acknowledged the receipt of the plate and proof.

The proofs G2651 and G2652 (the ½d plate) were sent back to the Mint on September 15 and were apparently satisfactory with no corrections to be made. Similarly proofs of the 1d 264 set plate No.2/90, G2696 and G2697 were sent by the Mint on September 25, and proofs of the 2d pl (No.2/90) G2699 and G2700 forwarded three days later.

The 1d plate No.3/89 (i.e. the second 264 set plate) with associated proof G2697 was despatched by the Mint on October 5, but on the same day a letter was sent to Dublin Castle regarding the 2d plate:

"On examination of the 2d postage stamp book plate No.2/90 after correction and chromium facing the surface was found to be defective. We will therefore proceed with manufacture of a second plate of the same number to replace the defective one, the destruction certificate of which is enclosed."

Proofs of this new 2d plate (G2726 and G2727) were sent on October 30 and were returned two days later from Dublin Castle marked for correction. The plate itself was despatched on December 4 together with a proof G2726.

Other References

There is only one further set of references to booklet stamp plates in the file, but these give some clue as to what was happening in booklet stamp production in Ireland. They refer to plate No.1/62 which was sent back for repair ("the screw holes have broken through") on March 30, 1940. This, it may be recalled, was the original ½d plate sent in 1931.

Plates For Booklet Panes

Thus it would appear that for 2/- booklets, Code Nos. 1 to 21 [31-1 to 21-40], only one plate for each stamp value (taking the 1d 132 as a separate value) was used throughout the period 1931 to 1940. For 2/- booklet Codes 22-30 [22-40 to 30-47] three different plates could have been employed during the 1940 to 1947 period. This would have been applicable for the panes of 6 of the ½d, 1d and 2d values (the 132 set 1d format was dropped after code 23 in 1940). Thus far, there has been no record of discerning plate differences, but with this information perhaps a study could be started.

After Code 30-47, of course, only the 1d and 2d values appeared in certain of the booklets which followed. Unfortunately, the Mint file only extends to 1940 and thus does not concern the manufacture of plates for other values which appeared in booklet form after this time. These would have involved the 1½d, 2½d, 3d and 4d definitive values and the ½d Monk 1944 commemorative stamp later adopted as part of the definitive series.

The Annual Reports of the Royal Mint, which are available, do refer to supply of plates of all of these values to Dublin Castle, but since they are summaries, they do not differentiate between plates for sheets and those for booklets.

Appendix II: Messrs Grover & Co. Ltd

Background

In 1991 David Hill published two articles in the National Philatelic Society's journal, *Stamp Lover*, of visits he had made to Grover & Co. Ltd. in London.

Grover is, of course, an old established firm (dating back to the 1880s) specialising in equipment for all phases of post-printing stamp production and whose particular forte was, and is, the manufacture of perforating machines. Apart from supplying them all over the world, they were also the sole supplier to the British Post Office for well over half a century and, of course, to the Irish Free State when that country became a separate entity.

Contained in the *Stamp Lover* articles were not only illustrations of Grover perforating machines, but also, in the August 1991 issue, an Irish booklet. Intriguingly, the illustration of the booklet was the scarce 2/- Irish Code 33-4. In a subsequent conversation with David Hill it also transpired that the booklet was in entire make-up before guillotining. He was also kind enough to write an introduction note to the Managing Director, Mr. A. W. Fenn, so that a visit to the company could be arranged. No-one could have been kinder or more accommodating than Mr. Fenn. Not only had he taken the booklet make-up out of the archives, but also those order books which had any reference to Ireland.

Booklet 33-4

The make-up of the complete booklet sheet, part of which is illustrated on the next page (Fig. 113), has printing inverted on alternate columns and black stitching between columns. The brick-red covers and Kennys Advertising Agency interleaving were identical to that of the issued booklet, but the contents were of blank gummed sheets rather than stamps.

Machines

Apart from their principal activity of supplying perforators, Grover also made machinery for booklets including stitching and guillotining equipment. Their guillotines were capable of 60 cuts a minute with make-up stacks of 10-20 booklets at a time. The Irish Stamping Department must have had this type of equipment installed, although it was not discovered if more than one machine had ever been supplied. Other than for emergencies, no more than one machine was likely to have been required. Simple calculation shows that even assuming minimum speeds and booklet make-up stacking, the entire issue of an early booklet code (typically 500,000) could be made in just two to three days on a single machine.

Earlier, Dublin Castle had installed two Grover perforators (Nos. 1230 and 1236) and these are known to have been operational from November 1922 (*Stamp Lover* Vol. XV No.7 December 1922). The perforations (15 x 14) on the booklet stamps were, of course, identical with those on normal sheets.

More detail on Grover may be found in articles by the author in the *Revealer* (Vol.42 No.1 1992) and in *Irish Philately* (1992 No.2) . There is also an outstanding article on perforations by W.A.Wiseman that appeared in *Gibbons Stamp Monthly* December 1955 that is primarily concerned with Grover.



Fig. 113: Part Cover Make-up Sheet For Booklet Code 33-4

(Reduced by 30%)

(Source Grover & Co. Ltd.)

Appendix III: Make-up of Booklet Master Sheets

1931-1977

From 1931 until 1977 all booklets were printed from plates having a 264 stamp press sheet make-up of 22 rows of 12 stamps. All pre decimal booklets, with the exception of the 5d and 6d photogravure stamp types, were separated vertically by two gutter margins of ladder blanks (see schematic illustration Fig. 114). For the 5d and 6d photogravure booklets, the gutters were of diagonal lines. For the post-decimal issues (1971 to 1977) the gutter margins were left blank.

Each prospective pane of 3 x 2 stamps was arranged inverted se-tenant with its neighbour within the master sheet and after guillotining 44 panes per sheet were obtained, all with a half-gutter (ladder, diagonal or blank). If the paper was watermarked, then 22 would have the watermark upright and 22 would be inverted (sideways upright and sideways inverted for the 5d and 6d photogravure and for all the decimal issues).

The pre-decimal master sheets had a margin all around of about 6 mm with a guide cross mark in the centre of the upper margin. The post decimal issues had narrower margins.

The sheet was then perforated (nominally 15 x 14) and the unprinted stamp margins removed. For pre-decimal issues perforation was for every row and column. For post decimal issues only every other row was perforated.

After printed covers and interleaving (if any) had been added, the composite was stitched (black thread for all coded booklets, white thereafter). The four lines of stitching corresponded to the positions of the vertical gutter margins of the master sheet. Part of a finished master booklet make-up before guillotining was illustrated in Appendix II Fig. 113).

Vertical guillotining was then made in positions between columns 3 & 4 and 9 & 10 of the master stamp sheet as well through the centre. Horizontal separation was effected by guillotining between alternate pairs of rows.

The booklets which had this type of make-up were:

First and Second Definitive Series

Coded	1931-1963. Codes 31-1 to 44-63. Formats 1-10.
Non-Coded 1964-1966	1964 3/- Format 11
	1966 2/6 Format 12
5d Photogravure	1966 2/6 & 5/- Formats 12A & 12B

Gerl Definitive Series

Pre Decimal	1969 6/- Format 13.
Decimal 1971-1977	1971 30p Format 14
	1974 50p Formats 15 & 15A
	1975 40p & 70p Formats 15B & 15C
	1977 50p Format 15D

Much of the information on the make-up of the Gerl booklets, has been derived from data published by B. Warren and / or E. Fitzgerald, initially summarised in their book "The Gerl Definitives" (First Edition Pub. Ian Whyte Dublin 1978 with later corrigenda) and then in various articles under the heading of Dublin Newsletter (E. Fitzgerald) or That Was The Year That Was (B. Warren). These appeared in the Revealer, and also in the Journal of Irish Philately, on an annual basis.

For example, in their 1978 volume they noted that for decimal sideways watermark booklet issues it is possible to derive the column from which a given pane was printed.

This was done by a combination of watermark position (sideways upright or sideways inverted) and the perforation status at the non-adhered edge of a pane between rows. For two columns (B & C), the perforation extends right through to the imperforate edge. For the other two columns (A & D) the perforation stops short of the edge (that is, one perforation hole is missing). From the position of the sideways watermark (upright or inverted) it is possible to differentiate between columns B & C and A & D. When the stamps were printed on non-watermarked paper, then the source can be defined as coming from a given pair of columns only.

They have also published their findings on marginal markings found on Gerl 1p, 2½p, 5p and 7p (x 5, all with dummy label) panes. These take the form of a faint cross or an ink smear across two adjoining panes (that is, between two adjacent columns that were slit to produce the panes).

Make-up Vending Machine Booklets

(A) Architecture Series: All printed by Irish Security Stamp Printing.

(i) 1983 £1 Vending Machine Booklet Four Courts: Format 16.

At one of Ireland's National Exhibitions, STAMPA '83, an uncut master sheet for the first experimental vending machine booklet (£1 Swedish style, Four Courts) was displayed. It showed an arrangement of 4 columns with 10 panes per column (Fig. 115). Each pane contained a se-tenant arrangement of 7 stamps plus a label (that is, 320 impressions per sheet, somewhat more than earlier master sheet booklet make-ups).

At the top, and to the left, of each printed column was a vertical printing registration indication in the form of coloured traffic light circles. One for Column 1, two for Column 2 etc. The reddish-purple colour was that of the 4p stamp, (a schematic is shown in Fig. 116). The outer margin of each separate pane was imperforate, only the stamps within a pane being perforated.

The master sheet would then have been fixed to a one-side pre-printed cardboard sheet coated with an adhesive pattern on the non-printed side. The adhesive would almost certainly have been a heat activated type. Guillotining between columns and rows would then be effected, leaving each pane affixed to its portion of the cardboard sheet by one narrow edge. In the finished booklet this would become its left edge. The booklets would then be folded and to make this easier the board could be pre-scored or rouletted. In principle, this make-up method would have been used for all later Swedish style booklets, although for later types the printed master sheet make-up could vary.

Obviously, if there were no errors in printing of the master cardboard sheets (which were coded 1 to 40 corresponding to the anticipated number of booklets), then the traffic lights on the stamp master sheet would correspond to booklets 1 (1 circle), 11 (2 circles), 21 (3 circles) and 31 (4 circles). That is, those panes at the top of each column.

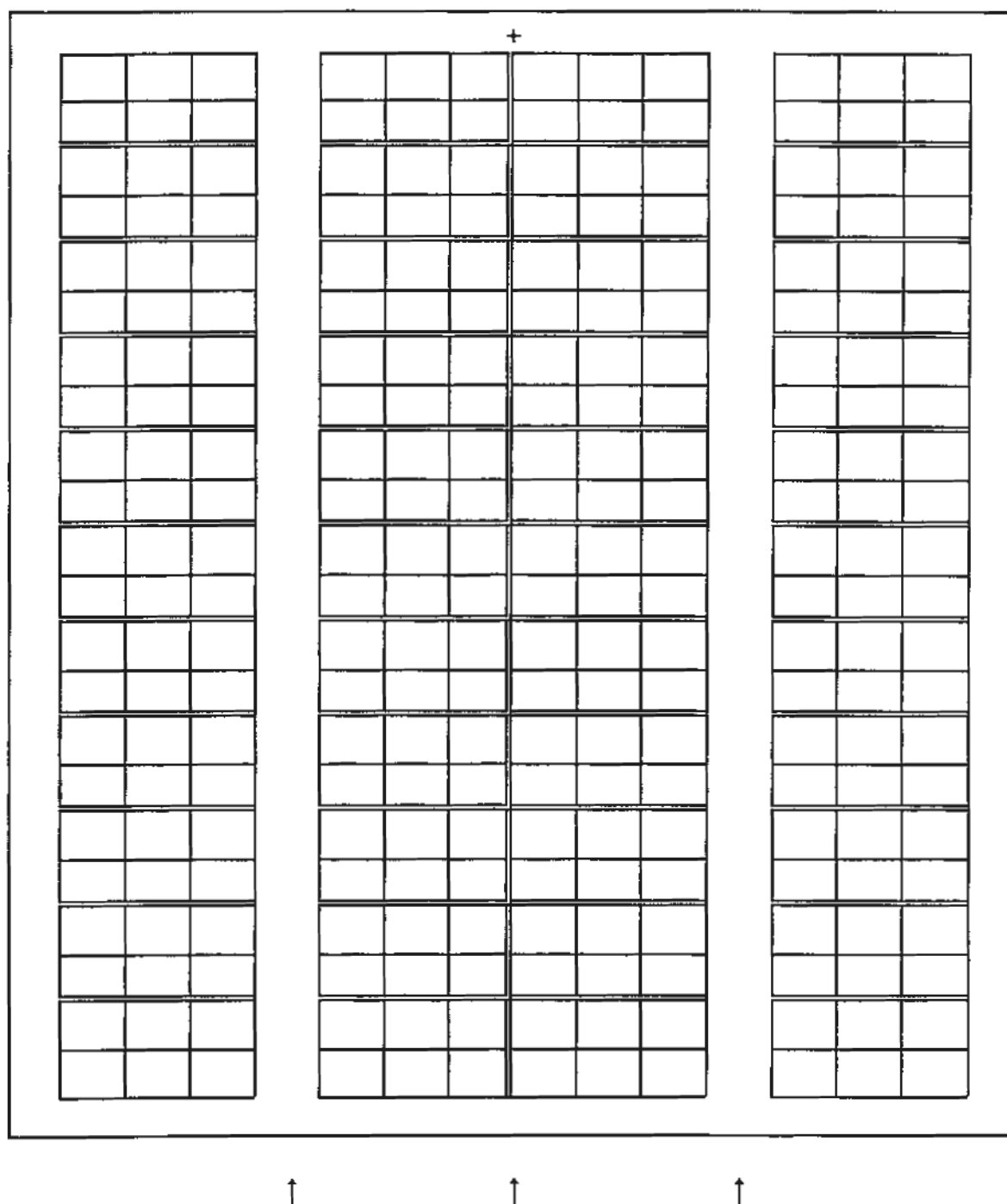


Fig. 114

1931-1971 Booklet Master Sheet Make-up 264 Set Schematic

Ladder Gutter Margins For All Coded Booklets
Diagonal Lines For 5d & 6d Photogravure
Blank (Shown) For Decimal Issues

However, certain booklets have been found which do not show this correspondence. An explanation for this was suggested by B. Warren and E. Fitzgerald (Irish Stamp News No.22 Summer 1986). According to their thesis if there had been some fault with the adhesion then these were fixed manually (to what could only have been pre-guillotined strips of board). The "errors" would then have occurred because of mis-matching stamp strips with board strips.

Presumably the fault was caused by the adhesive used. If heat activated and not enough heat was applied (under-powered or too fast a speed for a given temperature) the bond could be quite weak. Separations probably occurred after, or during, booklet make-up, not before. In re-assembling, human error might then be the cause of mis-matches.

(ii) 1985 £1 Vending Machine Booklet Customs House: Format 16A.

The master printing sheet for the second vending machine booklet (also in Swedish style) was displayed at STAMPA '85. This differed from the 1983 type in having 5 columns of 10 panes. With 6 stamps per pane this was a more modest 300 impressions per master sheet.

#	4	4	4	#	4	4	4	#	4	4	4	#	4	4	4
22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
#	4	4	4	#	4	4	4	#	4	4	4	#	4	4	4
22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
#	4	4	4	#	4	4	4	#	4	4	4	#	4	4	4
22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
#	4	4	4	#	4	4	4	#	4	4	4	#	4	4	4
22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
#	4	4	4	#	4	4	4	#	4	4	4	#	4	4	4
22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
#	4	4	4	#	4	4	4	#	4	4	4	#	4	4	4
22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
#	4	4	4	#	4	4	4	#	4	4	4	#	4	4	4
22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
#	4	4	4	#	4	4	4	#	4	4	4	#	4	4	4
22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
#	4	4	4	#	4	4	4	#	4	4	4	#	4	4	4
22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
#	4	4	4	#	4	4	4	#	4	4	4	#	4	4	4
22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
#	4	4	4	#	4	4	4	#	4	4	4	#	4	4	4
22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22

Fig. 115: Schematic 1983 £1 Four Courts (Architecture) Master Sheet Make-up

#	4	4	4	•	#	4	4	4	•	#	4	4	4	•	#	4	4	4
22	22	22	22		22	22	22	22		22	22	22	22		22	22	22	22

Fig. 116: Schematic of Top Two Rows With Registration Dots (# = Label)

All panes had lower and upper imperforate edges, but while the two outer edges were also imperforate, the left (to which the board was to be attached) was much narrower than the right. Perforation of the six stamps within the pane was such as to give each two perforate sides and two imperforate. No plate markings were apparent (though possibly they had been trimmed from the master sheet before display) and there was no attempt to code the printed booklets.

(iii) 1986 £2 Vending Machine Booklet Keep in Touch/Photo: Format 16B

Shown at STAMPA '86, the master make-up sheet consisted of 3 columns of 10 panes in two groups of 5. With 12 stamps per pane, there were 360 impressions per sheet. Perforation between rows within the panes was such as to leave all binding margins imperforate.

(iv) 1988 £2 Vending Machine Court House Cork : Format 16C

As for the previous £2 vending machine booklet, it is believed that the master sheet was also composed of 3 columns of 10 panes, although this remains to be confirmed. If the supposition is correct, then there would have been 12 stamps per pane giving a total 360 impressions per sheet. Whether there was a similar grouping of 5 rows is still awaiting confirmation, although it seems likely.

Heritage Series

(i) 1990 £1 Tara Brooch: Format 25. Lithographically printed by Irish Security Stamp Printing Ltd.

(ii) 1991 £1 Ardagh Chalice: Format 25A. Printed in photogravure by Enschedé in Holland.

Both of these booklets are likely to have master sheet make-ups of 4 columns of 10 panes. However, since no official details have been released, this pattern must be regarded as no more than speculative.

Other Booklets

Up to the end of 1991, there are only 3 counter booklets for which the make-up of the master sheet is known definitively. Two contain stamps from the Architecture series, the other is the commemorative Dublin Millennium. All three were printed by Irish Security Stamp Printing Ltd..

(i) 1984 £2.26 (£1.98) Bonus: Format 17

The master sheet make-up for this booklet was of 360 impressions arranged in 3 columns of 10 panes. No registration markings have been noted on the booklet panes and, if they existed, would have been trimmed off the master sheet.

This booklet was sold in an unfolded state and hence the cardboard sheet to which the panes were attached would not have been scored.

(ii) 1985 £2 Keep in Touch: Format 18

At STAMPA '85 a master sheet, in imperforate form, was displayed. The master sheet make-up was in 3 columns of 10 panes, but with wide separation giving two groups of 5 panes per column.

Subsequent perforation was between rows so that the panes from the first column have an imperforate binding margin, while those from the second and third are perforated through the middle of the pane, with the outer edges of the panes remaining imperforate (Fig. 117). It was P.O'Mathuna who first described this pattern (Revealer Vol.38 No.3 Winter 1985). The variety produced is not particularly scarce since, on average, one in three booklets will show an imperforate binding edge.

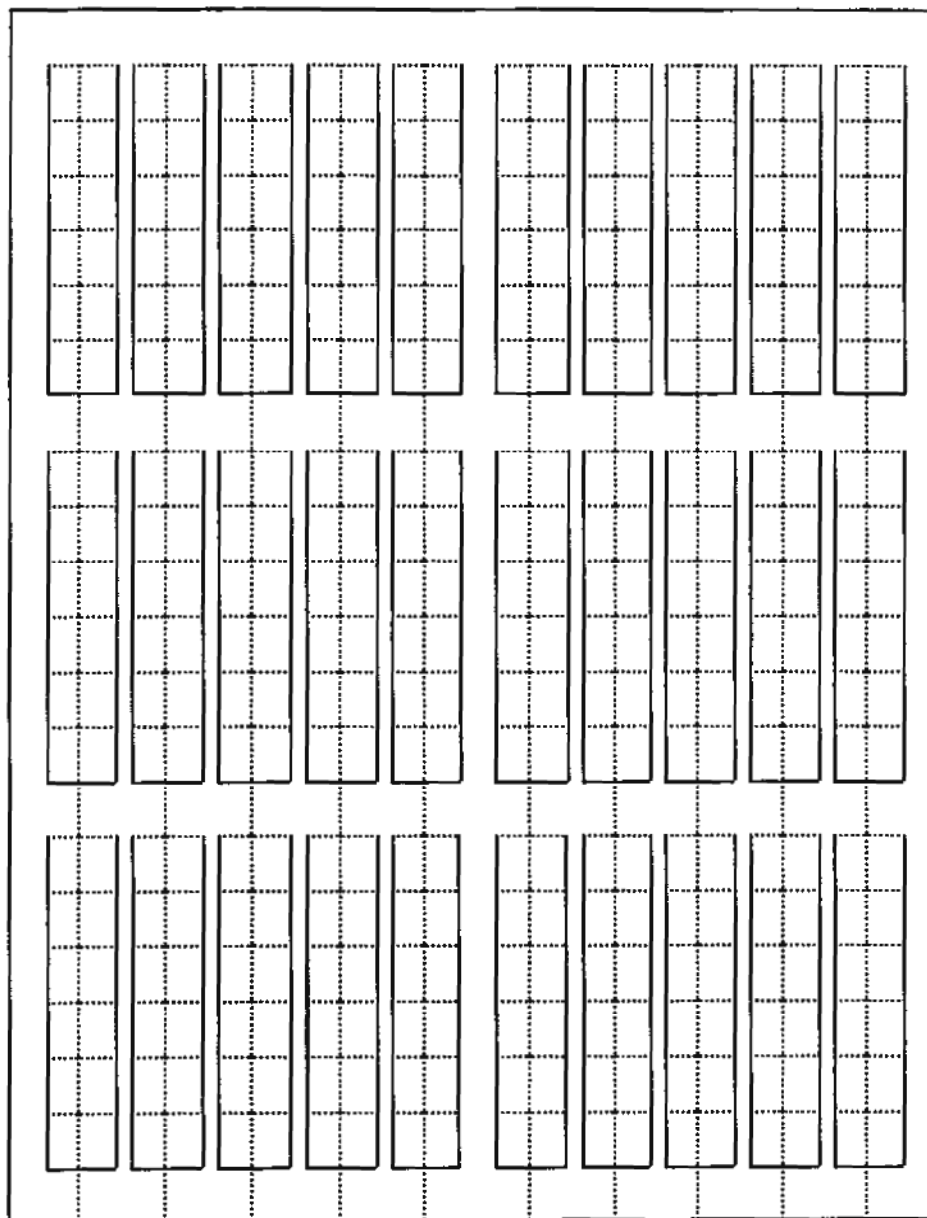


Fig. 117 Schematic of 1985 £2 Keep In Touch Master Sheet Perforation Pattern

(iii) 1988 £2.24 Dublin Millennium: Format 19

Displayed at STAMPA '88. This had two master sheets corresponding to the two panes of the issued booklet. Each consisted of 3 columns of 4 panes.

Appendix IV: Valuations

It is invidious for a collector to give comprehensive valuations on the material he collects. Apart from the subjective bias involved, there are others (dealers) who have a much better picture of the market in general. However, while there are a few dealers who have a very comprehensive knowledge of the what they sell (and buy), essentially it is generally at auction where the price standards are set. In turn, for scarcer items, or worse for rarities, two enthusiastic collectors at an auction can raise the bidding to levels that only passion, rather than plain economics, would dictate. The danger is that a dealer may set a market price for a given scarce, or rare, item on the zeal of just two collectors. Depending on how popular the sector may be, eventually, this may become an established level or, as in many cases, the bubble bursts and the catalogue price tumbles.

Of course, one of the joys of specialisation is that occasionally the informed collector can obtain very scarce material at what he regards as bargain prices if the dealer fails to recognise the rarity of the items involved.

Naturally, there is nothing new in this to the true collector who, usually, is collecting primarily for the personal joy it brings. Equally, it would be nonsensical to suggest that he has a complete disregard for the harsh realities of the economics of the hobby. However, this is far divorced from the collector-investor, or the speculator, whose principal aim is on the financial gain that may accrue.

However, when a publication appears on a relatively neglected area (and Irish booklets may be fairly classed in this category) it may tend to focus attention upon it and, unhappily, to a possible escalation of prices. It would be arrogant to suggest that this may occur with Irish booklets because of this volume, for the market for such material has already reached fairly heady heights. Rather it may, on a more modest level, point the way to some selectivity.

With this in mind, it is possible to make some comment on the two generally available catalogues that treat Irish booklets in some detail. These are the renowned Stanley Gibbons Part I catalogue and the more comprehensive, but less frequently issued, "Stamps of Ireland" published by MacDonnell Whyte in Dublin. The World Postal Booklet Catalogue (a section is devoted to Ireland) is, again, not issued often enough to provide a reliable guide to valuations. There are, of course, many other catalogues which deal with booklets (and sometimes the stamps or panes they contain) such as Michel or Zumstein, but these, rightly or wrongly, do not appear to enjoy the same degree of acceptance among the Irish booklet collectors in general.

As an oversimplification, it may be said that the earlier booklets (roughly codes 1 to 23) are very scarce indeed. It is a fact there are no dealers, anywhere, who would have a liberal selection of them in stock. At most, they have, if any, a very modest few. However, they do appear moderately frequently at auction and the bidding for them is often frenetic. Moreover, there are certain code numbers which, for whatever reason, are considerably scarcer than others. A few have not been seen on the market for many years. Codes 1 and 15 generally are more expensive than some others because they were the first

of their format type. Codes 22 and 23 are the most expensive even if they have appeared at auction more often than some other code numbers.

Among the next group (Codes 24 to 28) certain codes are considerably scarcer than others (25 for example) although this is not reflected in the catalogues. Thereafter Codes 29 and 30 are fairly scarce, but Codes 31 to 44 booklets may be found with moderate ease. Again, however, some Codes in the low 30s are much more difficult to locate than others. An exception to the notion of scarcity is booklet Code 37-54 which is catalogued at a price considerably more than other codes in the 31 to 44 range. This booklet is very easy to obtain even if one of its panes (the 1½d) is, from numbers issued, a theoretically scarce one. With a certain amount of reluctance the table below summarises the author's estimate of relative scarcity for the coded booklets. The first booklet issue, Code 31-1, has been used as a standard and rated at 1500.

Code	Scarcity	Code	Scarcity
31-1	1500	24-51 ⁴¹	600
31-2	1400	25-42	800
32-3	1200	26-44	600
33-4	1600	27-45	500
33-5	1800	28-46	600
34-6	2000	29-46	150
34-7	2000	30-47	150
35-8	1200	31-48	90
35-9	1400	32-49	90
36-10	1200	33-50	70
36-11	1300	34-51	80
37-12	1200	35-52	60
37-13	2500	36-53	60
37-14	1200	37-54	60
15-38	1500	38-56	60
16-38	1200	39-58	60
17-38	1200	40-59	40
18-39	1400	41-60	40
19-39	1400	42-61	50
20-39	1200	43-62	40
21-40	1200	44-63	40
22-40	3000 (22-40 SE watermark only 3200)		
23-40	3000		

After the coded types, there is no really scarce booklet, although the last pre decimal booklet (the 6/-) is becoming increasingly harder to find. There are no uncommon decimal or commemorative booklets but the first decimal booklet (30p) and two 1974 50p booklets (green and blue) may have some potential. As

P.Smithers noted (Journal of Irish Philately Vol 1975 No.2) the 30p booklet was withdrawn from sale on March 11, 1974 while the 50p booklets were sold out.

It is also notable that at recent auctions commemorative booklets of the 1990s could be obtained at face or below. This, of course, makes a mockery of the author's criticism that no-one would consider using the stamps they contain for postage.

The majority of booklet varieties have not yet been catalogued and the few that are seem undervalued. This area seems to represent the best opportunities for the enthusiastic collector, especially for advertising variations in the earlier booklets and gum variations among the decimal types. Printing and make-up errors are other fields for the specialist. Additionally, however one may deprecate the practice of overprinting booklets or panes for special events or exhibitions, there is no doubt that these items have a keen following.

A last word on watermarks. For most serious collectors, it seems that it matters little if their booklets contain panes that are of upright or inverted watermark. This is not the case for the booklet pane collector, where most appear to tolerate the premium that exists of inverted watermarks over the upright versions. Of course, for all watermarked booklets there were an equal number of upright and inverted panes, but, undoubtedly, many of the earlier issues had their inverted panes broken down to single stamps to satisfy the non-booklet collector. Hence the differential.

It also surprises many new collectors that the sum of the catalogue value for separate panes from a given booklet can often exceed that of the unexploded booklet itself. However, this is usually quite logical, for pane collectors are far more concerned with non-trimmed perfs than the complete booklet collector. It also has to be realised that to obtain panes with better than average perfs, a fair number of booklets have to be broken down to provide them.

List of Illustrations

Booklet Formats (Chapters 1 & 2) :	Page
Fig. 1 Format 1 2/- 1931-1937: Year Precedes Code (For Codes 31-1 to 37-14)	7
Fig. 2 Format 2 2/- 1938: Code Precedes Year (For Codes 15-38 to 17-38)	8
Fig. 3 Format 3 2/- 1939-40: Éire Replaces SE Monogram (For Codes 18-39 to 23-40)	8
Fig. 4 Format 4 2/- 1941-44: Change In Pane Indication (For Codes 24-41 to 26-44)	9
Fig. 5 Format 5 2/- 1945: No Advertising On Cover (For Code 27-45)	10
Fig. 6 Format 4A 2/- 1946-1947: As Format 4 But Buff (For Codes 28-46 to 30-47)	10
Fig. 7 Format 6 2/6 1948-1953: Éire Omitted. New Content (For Codes 31-48 to 36-53)	11
Fig. 8 Format 7 4/- 1954: Change In Face Value (For Code 37-54)	12
Fig. 9 Format 8 4/- 1956: Change In Pane Content (For Code 38-46)	12
Fig. 10 Format 9 4/- 1959-1961: No Advertisements (For Codes 39-58 to 42-60)	13
Fig. 11 Format 10 3/- 1962-1963: New Face Value (For Codes 43-62 to 44-63)	13
Fig. 12 Format 11 3/- 1964 No Code: Bi-coloured (Red on Yellow): White Stitching	14
Fig. 13 Format 12 2/6 1966: Red on White: Two Panes	15
Fig. 14 Format 12A 2/6 1966: Blue on White: One Pane	15
Fig. 15 Format 12B 5/- 1966: Green on White: Two Panes	15
Fig. 16 Format 13 6/- 1969: Blue	16
Fig. 17 Format 14 30p 1971: Blue: Decimalisation	17
Fig. 18 Format 15 50p 1974: Green: Double Pane	17
Fig. 19 Format 15A 50p 1974: Blue: Triple Pane	18
Fig. 20 Format 15B 40p 1975: Pink: Triple Pane	18
Fig. 21 Format 15C 70p 1975: Grey: Quadruple Pane	19
Fig. 22 Format 15D 50p 1977: Olive: Triple Pane	19
Fig. 23 Format 16 £1 1983: Experimental For Vending Machines: Four Courts Dublin	20
Fig. 24 Format 17 £2 (£2.26) 1984: An Post Bonus Booklet	20
Fig. 25 Format 16A £1 1985: Customs House, Dublin (Vending Machine)	21
Fig. 26 Format 18 £2 1985: Keep In Touch	21
Fig. 27 Format 16B £2 1986: Keep In Touch/Photo (Vending Machine)	22
Fig. 28 Format 19 £2.24 1988: Dublin Millennium. First Commemorative Booklet	22
Fig. 29 Dublin Millennium With Stampex 1988 Overprint	23
Fig. 30 Dublin Millennium With Essen 1988 Overprint	23
Fig. 31 Dublin Millennium With Finlandia 88 Overprint	23
Fig. 32 Dublin Millennium With Sydrex 88 Overprint	23
Fig. 33 Format 16C £2 1988: Courthouse, Cork (Vending Machine)	23
Fig. 34 Format 20 £2.41 1989: Motoring Classics	24
Fig. 35 Format 21 £4.48 1989: Golden Age	25
Fig. 36 Golden Age With Philex France Overprint	25
Fig. 37 Golden Age With World Stamp Expo Overprint	25
Fig. 38 Format 22 £2.24 (£1.98) 1990: First Greetings Stamp Booklet	26
Fig. 39 Format 23 £6 1990: Ireland's Postage	27
Fig. 40 Ireland's Postage With Stamp World London Overprint	27
Fig. 41 Format 24 £2.59 1990: Garden Flowers	28
Fig. 42 Format 25 £1 1990: Tara Brooch	29
Fig. 43 Format 26 £2.60 1991: Dublin City of Culture	30
Fig. 44 Format 25A £1 1991: Ardagh Chalice (Vending Machine)	30
Fig. 45 Format 27 £5 1991: Maritime Fishing Fleet	31

Panes (Chapter 3) :	Page
Fig. 46 ½d Sword of Light	34
Fig. 47 ½d Monk	35
Fig. 48 1d Map (6 Stamps Per Pane)	36
Fig. 49 1d Map (3 Stamps + 3 Slogan Labels)	36
Fig. 50 1½d Map	37
Fig. 51 2d Map	37
Fig. 52 2½d Shield	38
Fig. 53 3d Celtic Cross	39
Fig. 54 4d Shield	40
Fig. 55 5d Sheet Design Stamp	40
Fig. 56 5d Booklet Design Stamp	40
Fig. 57 5d Sword Photogravure	41
Fig. 58 6d Gerl Dog	41
Fig. 59 ½p Gerl Dog	42
Fig. 60 1p Gerl Dog (6 Stamps Per Pane)	43
Fig. 61 1p Gerl Dog (5 Stamps Plus Label)	43
Fig. 62 2p Gerl Dog (5 Stamps Plus Label)	43
Fig. 63 2½p Gerl Dog	44
Fig. 64 5p Gerl Dog (5 Stamps Plus Label)	45
Fig. 65 5p Gerl Dog (6 Stamps Per Pane)	45
Fig. 66 7p Gerl Dog (5 Stamps Plus Label)	46
Fig. 67 1983 £1 Four Courts Pane With Marginal Dots	47
Fig. 68 1984 £2 Bonus Printed Pane	48
Fig. 69 1984 £2 Bonus Overprinted on Reverse	48
Fig. 70 1985 £1 Customs House, Dublin	49
Fig. 71 1985 £2 Keep In Touch. Left Side Perforate	50
Fig. 72 1985 £2 Keep In Touch. Left Side Imperforate	50
Fig. 73 1986 £2 Keep In Touch Post / Photo (Vending Machine)	50
Fig. 74 1988 Dublin Millennium Descriptive Text in Gaelic	52
Fig. 75 1988 Dublin Millennium Descriptive Text in English	52
Fig. 76 1988 Dublin Millennium With 1988 STAMPA '88 Overprint	52
Fig. 77 1988 Dublin Millennium With Sydpex Overprint	53
Fig. 78 1988 £2 Courthouse, Cork (Vending Machine)	53
Fig. 79 1989 Motoring Classics Description in Gaelic	54
Fig. 80 1989 Motoring Classics Description in English	54
Fig. 81 1989 Ireland's Golden Age. First Pane: Gaelic Text	55
Fig. 82 1989 Ireland's Golden Age. Second Pane: English Text	56
Fig. 83 1989 Ireland's Golden Age. Third Pane: German Text	56
Fig. 84 1989 Ireland's Golden Age. Fourth Pane: Latin Text	57
Fig. 85 1990 £2.24 (£1.98) Greetings Discount. First Pane	58
Fig. 86 1990 £2.24 (£1.98) Greetings Discount. Second Pane	58
Fig. 87 1990 Ireland's Postage. First Pane	59
Fig. 88 1990 Ireland's Postage. Second Pane	60
Fig. 89 1990 Ireland's Postage. Third Pane	60
Fig. 90 1990 Ireland's Postage. Fourth Pane	61
Fig. 91 1990 Ireland's Postage With New Zealand 90 Overprint (Second Pane)	61
Fig. 92 1990 Ireland's Postage With STAMPA 1990 Overprint (First Pane)	62
Fig. 93 1990 Ireland's Postage With STAMPA 1990 Overprint (Third Pane)	62
Fig. 94 1990 Garden Flowers. First Pane	63
Fig. 95 1990 Garden Flowers. Second Pane	63
Fig. 96 1990 Garden Flowers With Road Show Waterford Overprint (First Pane)	64
Fig. 97 1990 Garden Flowers With Road Show Galway Overprint (First Pane)	64
Fig. 98 1990 £1 Tara Brooch (Vending Machine)	65
Fig. 99 1991 Dublin City of Culture. First Pane	65
Fig. 100 1991 Dublin City of Culture. Second Pane	66
Fig. 101 1991 £1 Ardagh Chalice (Vending Machine)	67

Panes (Chapter 3) :	Page
Fig. 102 1991 Maritime Fishing Fleet. First Pane	67
Fig. 103 1991 Maritime Fishing Fleet. Second Pane	68
Fig. 104 1991 Maritime Fishing Fleet. Third Pane	68
Fig. 105 1991 Maritime Fishing Fleet. Fourth Pane	69
Fig. 106 1991 Maritime Fishing Fleet. With PhilaNippon 1991 Overprint (First Pane)	69
 Advertising (Chapter 5) :	
Fig. 107 A Typical Exploded Booklet (Code 34-51)	77
Fig. 108 Booklet Covers Showing Advertisements and Repetitions For Different Code Numbers	78
 Errors & Varieties (Chapter 6):	
Fig. 109 1964 3/- Red on Yellow Back Cover Inverted & Reversed Back	90
Fig. 110 Corner Frame Logos 1966 2/6 Red, 2/6 Blue, 5/- Green	91
Fig. 111 Typical Booklet Wrappers	93
 Plate Layouts (Appendices I-III) :	
Fig. 112 Schematic of 264 Stamp Plate Layout For 1931 Booklet	103
Fig. 113 Part Cover Make-up Sheet For Booklet Code 33-4	110
Fig. 114 1931-1971 Booklet Master Sheet Make-up 264 Set Schematic	113
Fig. 115 Schematic £1 Four Courts Master Sheet Make-up	114
Fig. 116 Schematic £1 Four Courts Top Two Rows With Registration Dots	115
Fig. 117 Schematic £2 Keep in Touch Master Sheet Perforation Pattern	116