

VILLERS-BRETONNEUX MEMORIAL

The Villers-Bretonneux Memorial commemorating WWI Australian War Dead on the Western Front was unveiled by King George VI on 22 July 1938, during a Royal Visit to France by the King and Queen Elizabeth. The President of France, Mr LeBrun and the Australian Deputy Prime Minister Earle Page along with other officials were also present. The Unveiling was postponed from the original 28 June 1938 due to the death of the Countess of Strathmore, Queen Elizabeth's mother.

A bronze medallion commemorating the Unveiling was presented to members of the official party.

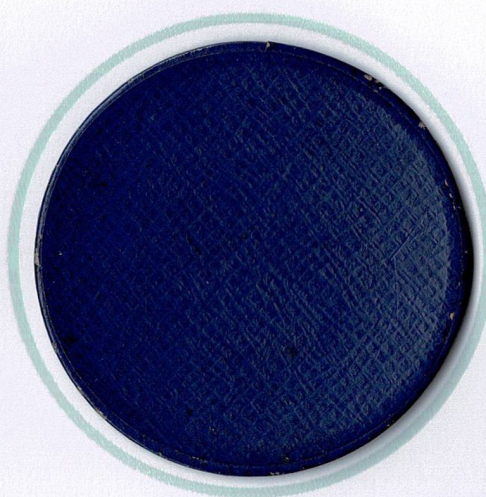
A 1 Franc & 75 Centimes stamp was issued to commemorate the Royal Visit. The design featured Houses of Parliament, friendship symbol and the Arc de Triomphe. Designed by Mr Cheffer. Engraved by A Delzors. Printed by intaglio by the French Government printer. Issued on 19 July 1938 - the beginning of the Royal Visit.

A 1 Franc stamp and a 55 Centimes imprinted postcards commemorating the Royal Visit were also issued. Each denomination was issued with 5 different reverse illustrations featuring views of the Villers-Bretonneux Memorial. The obverse design was similar to that used for the USA Memorial postcards for Montfaucon - 1 April 1937, Chateau-Thierry - 7 October 1937 and later Pointe-de-Grave - 4 September 1938. The imprints were printed by photogravure, and the obverse design and reverse illustrations by typography - by Crete, Paris.

Commemorative postmark designs - 2 circular datestamps and 2 machine types were used at Villiers-Bretonneux.



*Commemorative medallion presented to official party
Royal Mint London Bronze 1 of 12*



Presentation case

Medallion

Order of Ceremony

1f75c Stamp

1f & 55c Postcards

Presentation medallion and original case

Order of Ceremonial booklet

Presentation proof, mint, usage, CTO & postmarks..

Presentation proofs, presentation reverse maquette, 55c blue green & slate green imprints, usage, CTO & postmarks.

Bibliography 1984, Higgins & Gage, World Postal Stationery Catalogue
2021 *The Canadian Philatelist*, Vol.72, No;1, J R Taylor, Postal Cards for the Inauguration of the Australian War Memorial.
2023, Trove, various

ORDER OF CEREMONY

Printer: Whightman & Co, London

COMMONWEALTH OF AUSTRALIA



ORDER OF CEREMONIAL

AT THE UNVEILING

of the

**VILLERS-BRETONNEUX
MEMORIAL**

by

HIS MAJESTY KING GEORGE VI.

in the presence of

HER MAJESTY THE QUEEN

and

THE PRESIDENT OF THE FRENCH REPUBLIC

on

FRIDAY, JULY 22nd, 1938

at 1.30 p.m.

THIS MEMORIAL HAS BEEN ERECTED BY THE IMPERIAL WAR GRAVES COMMISSION ON BEHALF OF THE COMMONWEALTH OF AUSTRALIA TO THE HONOUR OF THE AUSTRALIAN IMPERIAL FORCE IN FRANCE AND FLANDERS AND TO THE GLORIOUS MEMORY OF 11,000 OF THAT FORCE WHO FELL IN FRANCE AND HAVE NO KNOWN GRAVES.

TIMBRE-POSTE

1 FRANC & 75 CENTIMES STAMP



Atelier de Fabrication des Timbres-Poste. PARIS

Presentation Proof
ex Unveiling official party presentation folder
1 of 12
Intaglio French Government Printer

1 FRANC & 75 CENTIMES STAMP

Design: Mr Cheffer. Engraved A Delzers. Intacio. French Government Printer.
 Issued: 19 July 1938 Foreign airmail rate



Unveiling Day CTO Double circle:
 "VILLERS BRETONNEUX / * / 22-7
 / 38 / AUSTRALIAN MEMORIAL"



FDI CDS "9.30 / 19 - 7 / 38 / PARIS . R.p / DEPART" Airmail to Brussels (British Royal Visit postcard) picture



Unveiling Day CDS & MACHINE "VILLERS BRETX FRANCE / 22 / JUL / 38 / AUSTRALIAN MEMORIAL" to London (+ 11/2d readdressed)

1 FRANC & 55 CENTIME POSTCARDS

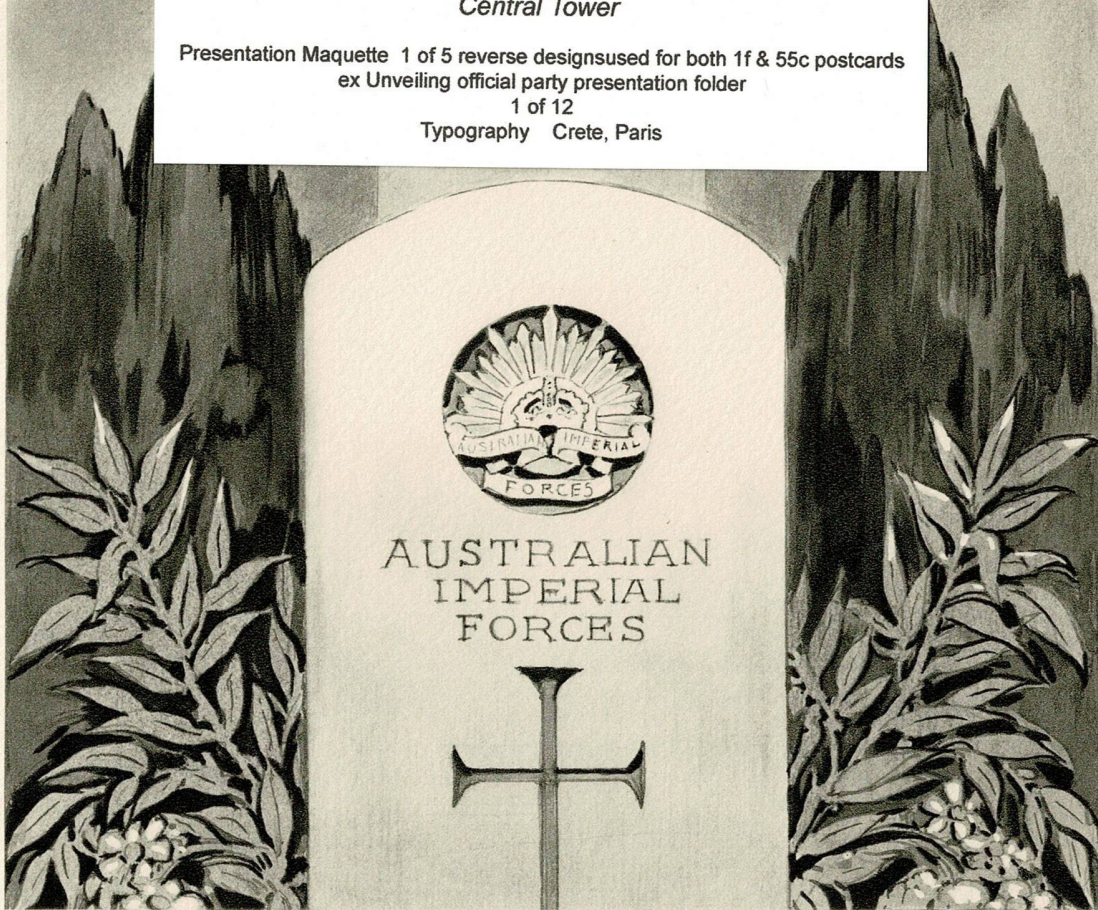


Central Tower

Presentation Maquette 1 of 5 reverse designs used for both 1f & 55c postcards
ex Unveiling official party presentation folder

1 of 12

Typography Crete, Paris



TIMBRE-POSTE

1 FRANC POSTCARD

Camine



Imp. Crété. - Paris.

Presentation Proof
ex Unveiling official party presentation folder
1 of 12
Photogravure Crete, Paris

1 FRANC POSTCARD

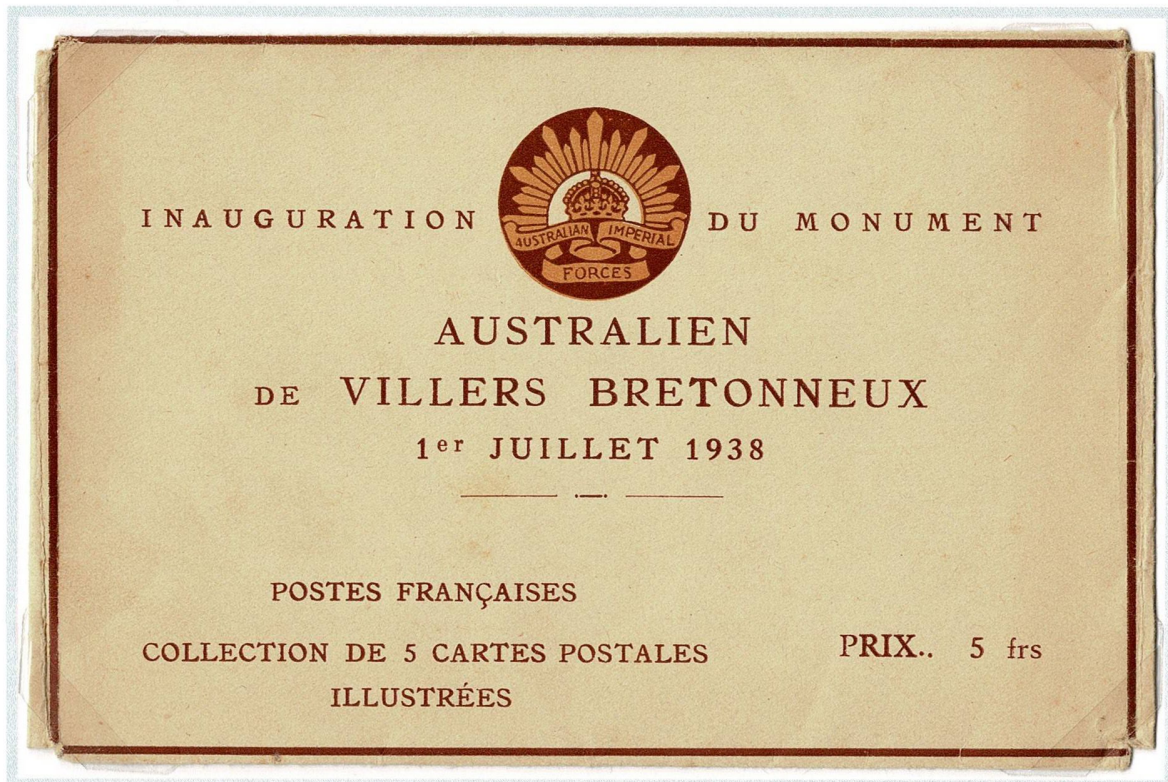
Side View

Carmine



POCHETTE

Containing set of 5 postcards for both 1f & 55c denominations were issued to military personal on duty on the eve of the Unveiling - otherwise issued at midday on Unveiling Day

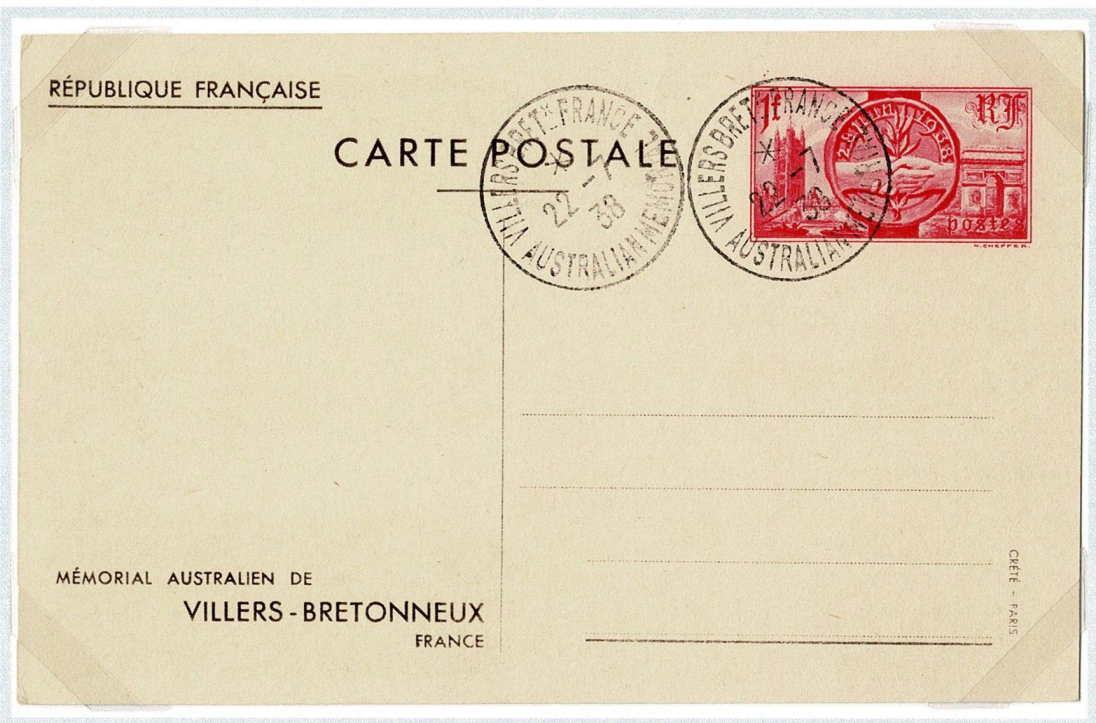


Pochette containing set of 5 1f postcards

1 FRANC POSTCARD

Crete, Paris

Central Tower Carmine Foreign Postcard Rate



FDI CDS
"VILLERS.BRETX.FRANCE / * / 22 - 7 / 38 / AUSTRALIAN, MEMORIAL"
CTO

1 FRANC POSTCARD

Cross of Sacrifice

Carmine



FDI MACHINE Double circle
"VILLERS.BRX.FRANCE / * / 22.VII / 1938 / AUSTRALIEN, MEMORIAL"
"INAUGURATION / DU MONUMENT / AUSTRALIEN" to London

1 FRANC POSTCARD

Southern Entrance Pavilion

Carmine



FDI MACHINE

"VILLERS.BRETX.FRANCE / 22 / * / JUL / 38 / AUSTRALIAN, MEMORIAL"
"INAUGURATION / DU MONUMENT / AUSTRALIEN" to London

1 FRANC POSTCARD

Central Tower & Corner Pavilions

Carmine



RÉPUBLIQUE FRANÇAISE

Dear Friend! — CARTE POSTALE

This is the day of the opening of the Australian War Memorial, lots of ex A.I.F. men are here — it would be good if you were here with me, — but perhaps you will see it — some day! —

MÉMORIAL AUSTRALIEN DE
VILLERS-BRETONNEUX
FRANCE

Sincerely yours,
M. N.

Mr C. P. Stalley,
11, North Street,
Fremont,
Adelaide,
South Australia.

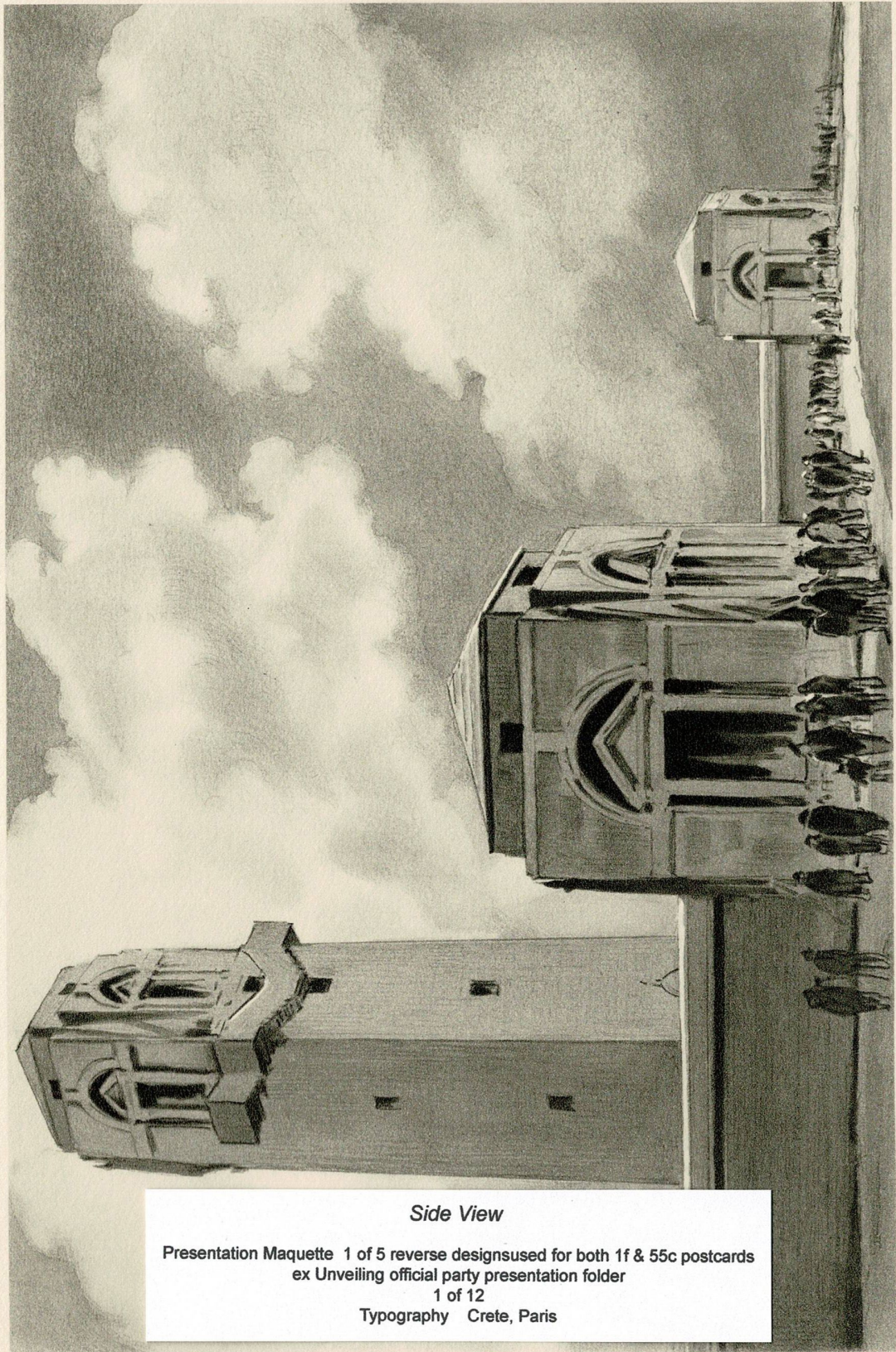


CRÉDIT - PARIS

FDI CDS

"VILLERS-BRETX.FRANCE / * / 22 - 7 / 38 / AUSTRALIAN, MEMORIAL"
to Adelaide

1 FRANC & 55 CENTIME POSTCARDS



Side View

Presentation Maquette 1 of 5 reverse designs used for both 1f & 55c postcards
ex Unveiling official party presentation folder
1 of 12
Typography Crete, Paris

TIMBRE - POSTE

55 CENTIMES POSTCARD

Blue green



Imp. Crété. - Paris.

Presentation Proof
ex Unveiling official party presentation folder
1 of 12
Photogravure Crete, Paris

55 CENTIMES POSTCARD

French Government Printer

Central Tower Blue green Inland Postcard Rate



Side View

Blue green



55 CENTIMES POSTCARD

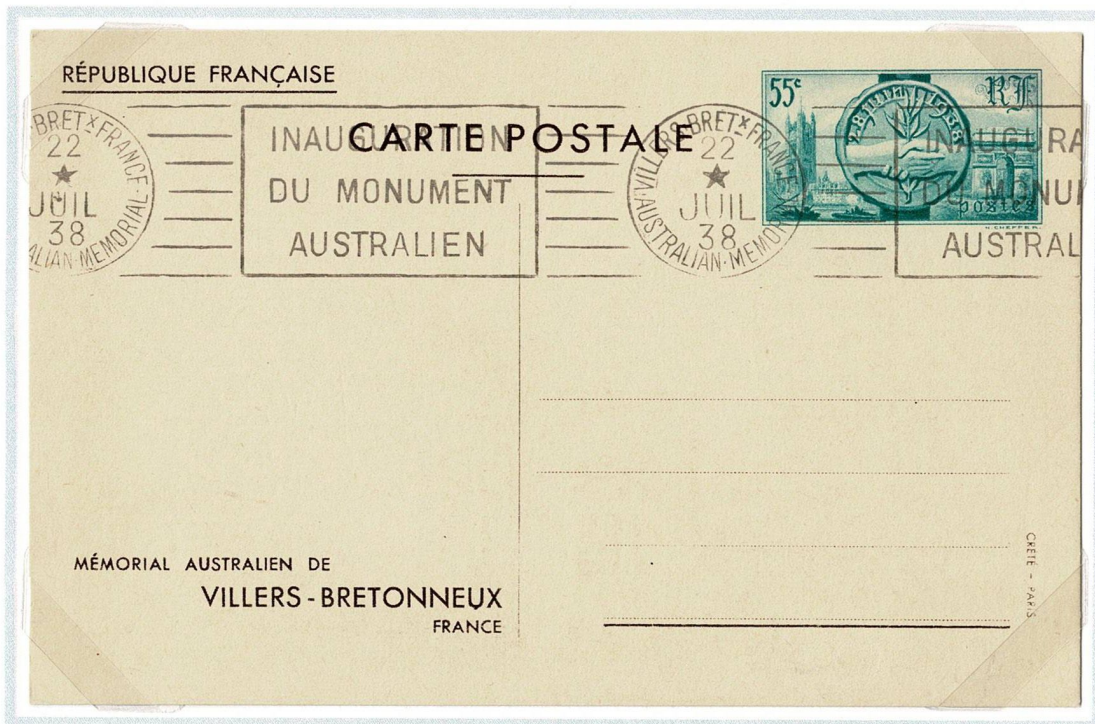
Central Tower & Corner Pavilions

Slate green



FDI MACHINE Double circle "VILLERS.BRX.FRANCE / * / 22 / VII / 1938 / AUSTRALIAN, MEMORIAL" to Stockholm
"INAUGURATION / DU MONUMENT / AUSTRALIEN"

Blue green



FDI MACHINE "VILLERS.BRETX.FRANCE / 22 / * / JUIL / 38 / AUSTRALIAN, MEMORIAL" CTO
"INAUGURATION / DU MONUMENT / AUSTRALIEN"

55 CENTIMES POSTCARD

Cross of Sacrifice

Slate green



FDI MACHINE "VILLERS.BRETX.FRANCE / 22 / * / JUIL / 38 / AUSTRALIAN, MEMORIAL"
"INAUGURATION / DU MONUMENT / AUSTRALIEN" to London

Blue green



FDI CDS "VILLERS.BRETX.FRANCE / * / 22 - 7 / 38 / AUSTRALIAN MEMORIAL"
to Adelaide