



### 2024 Special Stamps

- 11 Jan Spice Girls
- 1 Feb Weather Forecasting
- 20 Feb Viking Britain
- 12 Mar The Age of the Dinosaurs
- 16 Apr 100 Years of Commemorative Stamps
- 16 May Peppa Pig
- 6 Jun Dogs
- 20 Jun Red Arrows: 60 Seasons
- 25 Jul Dungeons & Dragons
- 13 Aug Tower of London
- 3 Sep Porridge
- 26 Sep Spiders
- 17 Oct The Who
- 5 Nov Christmas 2024
- 30 Nov Winston Churchill

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# FIRST



## THE WHO

Thursday 17 October 2024

Saluting 60 years of rock rebellion



Royal Mail First Day Cover

Mr C Davies  
14 Imogen Street  
ALTRINCHAM  
WA20 9IW

Royal Mail Tallents House 21 South Gyle Crescent Edinburgh EH12 9PB



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*par avion*

Royal Mail

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## Enduring rock icons proving Who's best

They're the trailblazing rock rebels whose music has thrilled generations of fans. Roger Daltrey, Pete Townshend, John Entwistle and Keith Moon formed The Who in 1964 and would go on to record some of the most significant albums in the history of rock music.

From icons of the 1960s' youth subculture to groundbreaking artists embracing genres from proto-punk to rock opera, they secured their status as one of the world's most influential and innovative bands.

We're saluting 60 glorious, explosive years of The Who with eight new stamps featuring covers of era-defining albums and a Miniature Sheet celebrating legendary live performances.

Explore souvenirs and limited edition keepsakes to rock the world of fans and collectors, including publications, platinum-layered stamps, silver-plated medals and a framed fan sheet featuring an iconic live image signed by photographer Ray Stevenson.

On the 60th anniversary of The Who's formation, this boundary-pushing band continue to fire up their fans with some of the greatest, loudest and most intelligent rock music ever written, recorded and performed.

Here's to the global music icons who'll never fade away and continue to cause a big s-s-sensation.



### 1 Mint Stamp Set | AS12200 £14.60

- Eight stamps celebrating 60 years of a trailblazing UK band who became revered rock icons.
- Each stamp features a classic album cover from a genre-busting recording career.
- A commemorative set honouring one of the world's most innovative and influential groups.
- Four First Class and four £2.00 landscape stamps.

**First Class** *My Generation*, 1965

**First Class** *Tommy*, 1969

**First Class** *Who's Next*, 1971

**First Class** *Quadrophenia*, 1973

**£2.00** *Who Are You*, 1978

**£2.00** *Face Dances*, 1981

**£2.00** *Endless Wire*, 2006

**£2.00** *WHO*, 2019

### Technical Details

**Stamp format** Landscape

**Stamp size** 38mm x 31mm

**Number per sheet** 24/48

**Design** Royal Mail Group Ltd, based on an original design by Studio Dempsey

**Printer** Cartor Security Printers

**Print process** Lithography

**Perforations** 14.5 x 14

**Phosphor** Bars as appropriate

**Gum** PVA



### 2 Miniature Sheet | MZ202 £7.30

- A Miniature Sheet featuring group shots of the band and photography of their high-octane live performances.
- The stamps are set against a backdrop depicting The Who's iconic 'target' logo, a Union Jack and memorabilia.
- Inside is an information card including an overview of the band's career and stamp specifications.
- Two First Class and two £2.00 landscape stamps.

**First Class** The Who in 1968

**First Class** The Who at the Marquee Club, London, 1967

**£2.00** The Who at Kings Hall, Belle Vue, Manchester, 1973

**£2.00** The Who in c.1965

### Technical Details

**Stamp format** Landscape

**Miniature Sheet size** 192mm x 74mm

**Design** Royal Mail Group Ltd

**Printer** Cartor Security Printers

**Print process** Lithography

**Perforations** 14.5 x 14.5

**Phosphor** Bars as appropriate

**Gum** Self-adhesive

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### 3 Special Stamp Book | UB466 £6.60

- This collectible keepsake contains the four First Class stamps from The Who issue in a specially designed Stamp Book.
- The folded souvenir features a graphic background of The Who logo, including the iconic red, white and blue 'target' motif.
- The stamps celebrate game-changing studio albums from The Who's remarkable 60-year recording career – *My Generation*, *Tommy*, *Who's Next* and *Quadrophenia*.
- Print process Gravure, gum self-adhesive.



### 4 Presentation Pack | AP543 £22.80

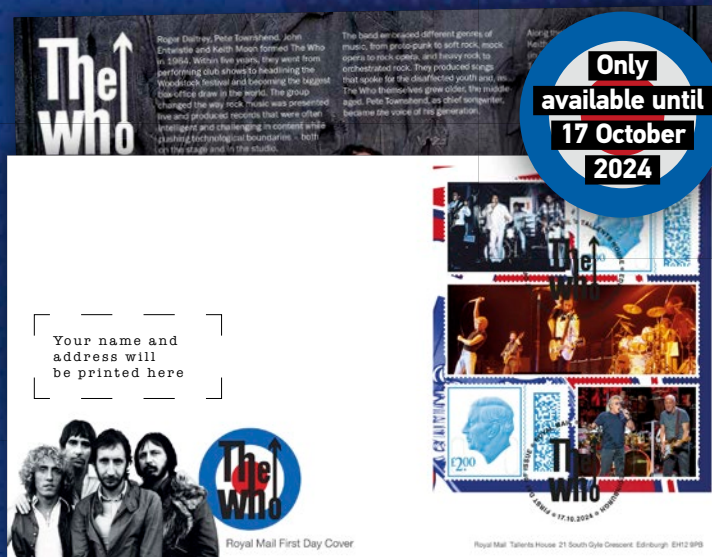
- This fact-filled souvenir contains all eight Special Stamps and the Miniature Sheet in a separate carrier.
- Music writer and photographer Matt Kent reveals the story behind the rock pioneers' rise from their late-'50s West London roots to global music legends.
- Packed with iconic imagery and tales from 60 years of groundbreaking albums and electrifying live performances that have secured The Who's status as one of the greatest rock and roll bands in the world.





**5 Prestige First Day Cover | HF110 £5.45**

- A time-limited, personalised souvenir celebrating the 60th anniversary of the UK band who became global rock legends.
- The unique pane of definitive stamps from The Who Prestige Stamp Book is affixed to a special edition envelope personalised with the name, address and postmark of your choice on the stamps' first day of issue.
- Inside is an information card with the stamps' specifications and an overview of the band's astonishing career.
- A collectible to treasure for fans of The Who.
- Available to order until the first day of issue, 17 October 2024.



**6 First Day Cover Miniature Sheet | MF192 £9.80**

- The Who Miniature Sheet on an envelope personalised with the name and address of your choice.
- The four stamps featuring group shots and photographs of live performances are cancelled with your preferred special edition postmark on the first day of issue, 17 October 2024.
- Inside is the issue's information card.

**7 First Day Cover | AF523 £18.20**

- A celebration of The Who's 60 years as a thrilling, trailblazing band whose albums are recognised as some of the most important in the history of rock music.
- All eight The Who stamps are cancelled with your preferred special edition postmark on a First Day Envelope personalised with the name and address of your choice.
- The stamps feature iconic covers from landmark albums.
- Inside is an information card containing an overview of The Who and the issue's specifications.
- A unique, time-limited and personalised souvenir to delight fans of an influential, genre-busting, boundary-pushing band who continue to thrill audiences.

**Choose your postmark**

The Talents House handstamp features The Who logo and the issue date. The alternative handstamp depicts The Who roundel, or 'target', with the date of issue and the postcode location of London W3, where the band was formed.

**Choose your handstamp**

**Standard postmark**



**Alternative postmark**



**8 First Day Envelope | AE478 £0.30**

- Your First Day Envelope features a photograph of the band alongside The Who logo and 'target'.
- The envelope contains the issue's information card.



9 **Prestige Stamp Book | YB122 £27.55**

- Music writer and photographer Matt Kent celebrates The Who's incredible 60-year music story across a 24-page publication packed with insights and images.
- Opening with the band's formation in 1964, the Prestige Stamp Book charts their journey from West London club shows to Woodstock headliners and the world's biggest box-office draw.
- Contains all eight Special Stamps and Miniature Sheet stamps perforated as 'panes', along with an extra pane of definitive stamps unique to this issue.
- A thrilling commemorative collectible marking the 60th anniversary of one of the world's most influential and innovative rock bands.



10 **Limited Edition Prestige Stamp Book | YB123 £49.99**

- A highly collectible limited edition version of the Prestige Stamp Book presented in a bespoke speaker-style presentation box.
- The special edition cover features Pete Townshend smashing his guitar into a speaker during a legendary live show at Leicester's Granby Halls in 1975.
- Music writer and photographer Matt Kent charts the history of a band that changed the way rock music was performed, both on stage and in the studio.
- Contains all eight Special Stamps and Miniature Sheet stamps perforated as 'panes', along with an extra pane of definitive stamps unique to this issue.
- A stunning collection of stamps, images and stories marking the 60th anniversary of the revered rock rebels who influenced music, fashion and attitudes.
- Presented with a certificate of authenticity and limited to just 1964 individually numbered editions honouring the year of The Who's foundation.

**A limited edition of only 1964**







**11 Framed Stamps and Miniature Sheet | N3377 £44.99**

- A complete set of eight main stamps and the Miniature Sheet from The Who issue mounted in a premium black frame.
- The stamps are set within a 1968 photograph of The Who in Morningside Park, New York.
- A fantastic framed souvenir for fans and collectors to display and treasure.
- Dimensions: 38.4cm x 30.5cm



**12 Framed Stamp Set | N3376 £39.99**

- The Who stamps individually mounted in a premium black frame.
- The eight stamps feature key album covers spanning 60 years of legendary studio recordings.
- The stamps are set beneath an iconic image of the band.
- A superb souvenir to rock the world of The Who fans.
- Dimensions: 31.4cm x 31.4cm

**13 Who's Next – Life House Medal Cover | AM117 £19.99**

- A limited edition souvenir exploring Pete Townshend's *Life House* concept and the resulting album *Who's Next* – considered by many fans as The Who's greatest studio recording.
- A silver-plated medal features 'WHO' in a graphic treatment on the front and Life House-inspired visuals on the reverse.
- All eight main stamps featuring landmark albums are cancelled with an exclusive Townshend postmark on an infamous image of the band captured during a photoshoot for the cover of *Who's Next*.
- A limited edition of 5000 souvenirs available worldwide.



**A limited edition of only 5000**



**A limited edition of only 5000**

**14 Mod Icons Medal Cover | AM118 £19.99**

- A colourful collectible honouring The Who's impact on youth culture as mod icons.
- This silver-plated medal includes the iconic roundel 'target' on the front and The Who logo on the reverse.
- The issue's Miniature Sheet featuring group shots and images capturing legendary live performances is cancelled with an exclusive Modbury postmark.
- The custom envelope features the band members set against a Union Jack backdrop.
- A limited edition of 5000 souvenirs available worldwide.





**15 Miniature Sheet Pack | MZ202A £7.60**

- The Miniature Sheet's four stamps presented in a special souvenir pack.
- The two First Class and two £2.00 stamps feature group photos and stunning shots showcasing electrifying live performances.
- The Miniature Sheet includes The Who logo and 'target' and sits on a backdrop containing a Union Jack and The Who memorabilia.

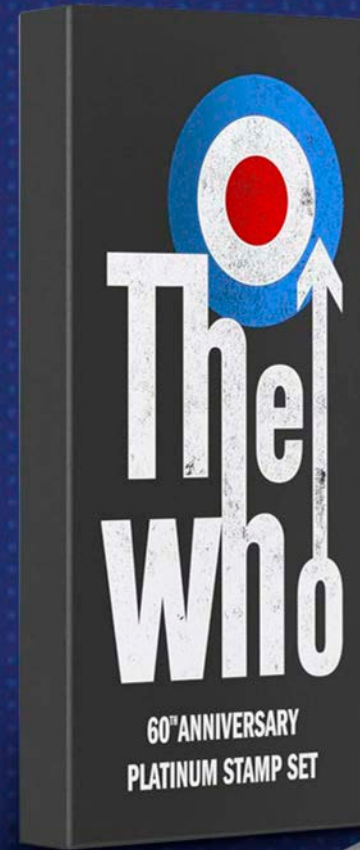
15

**16 Stamp Pack | AS12200C £14.90**

- A collectible set of eight mint stamps marking The Who's 60th anniversary presented in a special souvenir pack.
- The four First Class and four £2.00 stamps depict classic album covers from a remarkable recording career.
- The stamps are set against a background featuring a Union Jack and The Who memorabilia.



16



**17 Limited Edition Platinum Stamp Set | AS12200D £199.99**

- The ultimate commemorative collectible honouring the 60th anniversary of one of the greatest rock and roll bands in the world.
- Striking platinum-layered stamps are presented in a protective capsule and displayed within a special edition box.
- This stunning souvenir depicts all eight main stamps from The Who issue.
- Presented with an individually numbered certificate of authenticity.
- A highly limited edition of just 1964 – a nod to the year The Who were formed.

17





**18 Live at the Marquee Club Fan Sheet | S1042 £7.50**

- Pete Townshend's trademark dramatic and destructive finale is captured in this iconic image from The Who's legendary 1967 gig at London's Marquee Club.
- This limited edition souvenir includes three self-adhesive First Class mint stamps perforated into an individually numbered Fan Sheet.
- A limited print run of 5000.



**A limited edition of only 5000**

18



**A limited edition of only 5000**

19

**19 The Who Albums Fan Sheet | S1043 £15.00**

- A colourful collage of legendary The Who albums spanning a remarkable 60-year career forms the backdrop to a collectible Fan Sheet featuring all eight main stamps from this commemorative issue perforated within the design.
- This unique limited edition souvenir is die cut to the shape of an album sleeve and vinyl record.
- Individually numbered and limited to a print run of 5000.

**20 Limited Edition Signed Fan Sheet | N3381 £149.99**

- This highly collectible limited edition souvenir depicting a defining moment in the history of The Who has been personally signed by photographer Ray Stevenson.
- Ray Stevenson's evocative, action-packed photograph of a legendary live performance was captured at London's Marquee Club in 1967.
- This iconic image appears on the limited edition fan sheet with three First Class mint stamps perforated into each individually numbered souvenir, mounted within a premium black frame.
- This strictly limited edition of only 100 signed and framed souvenirs would be a treasured addition to any fan's collection of music memorabilia.
- Dimensions: 36.3cm x 33.3cm

20



**A strictly limited edition of 100**





**21 Framed Collectors Sheet | N3378 £39.99**

- Ten stamps depicting iconic album covers are mounted alongside labels featuring thrilling live performances in a premium black frame.
- The stamps and labels appear on a background image of The Who performing in Quebec, Canada in 2017.
- A stunning framed souvenir to grace the wall of any fan.
- Dimensions: 30.8cm x 39.3cm

16 See the full range online at [royalmail.com/thewho](http://royalmail.com/thewho)

**22 Set of 13 Postcards | AQ359 £5.85**

- A set of 13 postcards featuring enlarged reproductions of The Who issue's eight mint stamps, four Miniature Sheet stamps and composite Miniature Sheet.
- Perfect for collecting, framing or sending to The Who fans around the world.



**23 Collectors Sheet | AT160 £19.10**

- An eye-catching collectible containing 10 mint stamps from The Who 60th anniversary commemorative issue alongside labels featuring images of live performances from across the decades.
- The stamps depict covers from era-defining albums spanning a sensational recording career.
- The stamps and labels are set against a dramatic background shot of The Who performing at Festival d'été de Québec in Canada on 13 July 2017.



**24 Stamp Sheet Souvenir | AW279 £9.80**

- A non-personalised version of the Miniature Sheet First Day Cover featuring group shots of the band and images capturing The Who live in action.
- Cancelled with the alternative London W3 postmark on a First Day Envelope containing the information card.
- On sale until 15 January 2025.



**25 Stamp Souvenir | AW278 £18.20**

- A non-personalised version of The Who First Day Cover featuring all eight new stamps cancelled with the alternative London W3 postmark.
- The First Day Envelope contains the issue's information card.
- On sale until 15 January 2025.





**A limited edition of just 200**

**26 Press Sheet | PZ081 £58.40**

- An exceptional, highly collectible keepsake, direct from the printing press.
- A Press Sheet including eight Miniature Sheets from The Who 60th anniversary issue featuring group shots and live performances.
- A limited print run of just 200 individually numbered souvenirs.

**27 Full First Class Sheet | AS12200AFS £79.20**

- A Full Stamp Sheet containing 48 The Who First Class stamps.

**18 See the full range online at [royalmail.com/thewho](http://royalmail.com/thewho)**



**28 Half First Class Sheet | AS12200AHS £39.60**

- A Half Stamp Sheet containing 24 The Who First Class stamps.

**29 Full £2.00 Sheet | AS12200BFS £96.00**

- A Full Stamp Sheet containing 48 The Who £2.00 stamps.

**30 Half £2.00 Sheet | AS12200BHS £48.00**

- A Half Stamp Sheet containing 24 The Who £2.00 stamps.

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No.	Product name	Code	Price	Qty	Total
Orders of First Day Covers, Stamp Souvenirs and Stamp Sheet Souvenirs only, do not attract a P&P charge. <sup>1</sup>					
1	<b>Mint Stamp Set</b>	AS12200	£14.60		£
2	<b>Miniature Sheet</b>	MZ202	£7.30		£
3	<b>Special Stamp Book</b>	UB466	£6.60		£
4	<b>Presentation Pack</b>	AP543	£22.80		£
5	<b>Prestige First Day Cover</b>				
	– Standard postmark	HF110	£5.45		£
	– Alternative postmark	HF110	£5.45		£
6	<b>First Day Cover Miniature Sheet</b>				
	– Standard postmark	MF192	£9.80		£
	– Alternative postmark	MF192	£9.80		£
7	<b>First Day Cover</b>				
	– Standard postmark	AF523	£18.20		£
	– Alternative postmark	AF523	£18.20		£
8	<b>First Day Envelope</b>	AE478	£0.30		£
9	<b>Prestige Stamp Book</b>	YB122	£27.55		£
10	<b>Limited Edition Prestige Stamp Book</b>	YB123	£49.99		£
11	<b>Framed Stamps and Miniature Sheet</b>	N3377	£44.99		£
12	<b>Framed Stamp Set</b>	N3376	£39.99		£
13	<b>Who's Next – Life House Medal Cover</b>	AM117	£19.99		£
14	<b>Mod Icons Medal Cover</b>	AM118	£19.99		£
15	<b>Miniature Sheet Pack</b>	MZ202A	£7.60		£
16	<b>Stamp Pack</b>	AS12200C	£14.90		£
17	<b>Limited Edition Platinum Stamp Set</b>	AS12200D	£199.99		£
18	<b>Live at the Marquee Club Fan Sheet</b>	S1042	£7.50		£

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No.	Product name	Code	Price	Qty	Total
19	<b>The Who Albums Fan Sheet</b>	S1043	£15.00		£
20	<b>Limited Edition Signed Fan Sheet</b>	N3381	£149.99		£
21	<b>Framed Collectors Sheet</b>	N3378	£39.99		£
22	<b>Set of 13 Postcards</b>	AQ359	£5.85		£
23	<b>Collectors Sheet</b>	AT160	£19.10		£
24	<b>Stamp Sheet Souvenir</b>	AW279	£9.80		£
25	<b>Stamp Souvenir</b>	AW278	£18.20		£
26	<b>Press Sheet</b>	PZ081	£58.40		£
27	<b>Full First Class Sheet</b>	AS12200AFS	£79.20		£
28	<b>Half First Class Sheet</b>	AS12200AHS	£39.60		£
29	<b>Full £2.00 Sheet</b>	AS12200BFS	£96.00		£
30	<b>Half £2.00 Sheet</b>	AS12200BHS	£48.00		£

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