



77



67



146



78



45 ^ v 354

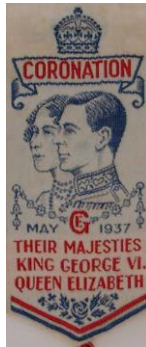
# Cash's Twentieth Century British Bookmarks

compiled by  
*Sylvia Bunting*

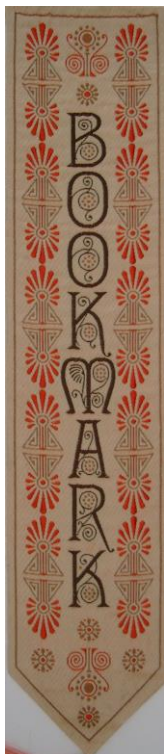
an occasional paper of  
*The Bookmark Society*



100



101



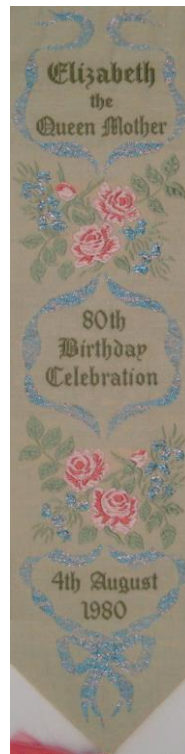
46



234



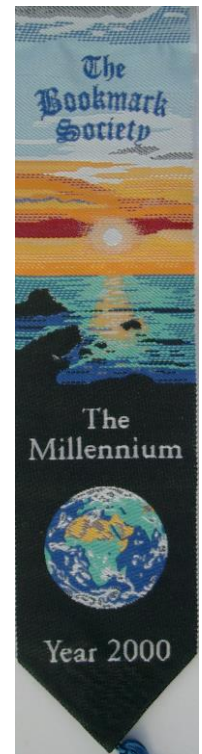
399



135



116



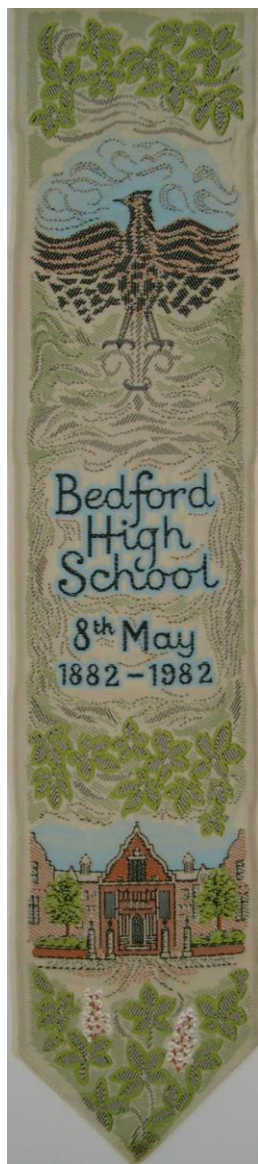
N29



## *Cash's Twentieth Century British Bookmarks*

J & J Cash, the sole survivor of the great Coventry silk weaving firms, have produced nearly a thousand woven bookmarks. The exact number may never be known as many of the firm's original records were destroyed in the blitz, and detailed modern records have not been kept. This compilation brings together the bookmarks currently known to collectors.

Description is not always easy as the style and presentation of the bookmarks vary considerably over the years. These two pages set out the terms and categories used in the listing, for easier identification.



*standard 155*

<  
*long 37*



*straight 243*



*medium 4*



*small 314*

### *Styles of Bookmark*

Bookmark sizes and proportions vary immensely, but for the purposes of this listing they have been grouped into various 'styles'. Most styles are shown on this page, in proportion to each other at two-thirds of their actual length without tassels. Three coronation favours (100, 101 and 354) appear on the front cover, again at two-thirds their length. A ribbon (no. 77) is also shown on the front cover, about half its actual length of 20 cms.

As a general rule, the straight bookmarks have a very firm linen-type backing. Most others have a lightweight silk backing, but the favours, and also the medium size bookmarks of the 40s and the 50s, were sold without any backing (146), or sometimes mounted on card (78).

## Definitions

**Twentieth Century.** This paper has had to set some boundaries. A number of nineteenth century items are known, from Cash's founding in 1846 onwards, but some in ribbon form may not have been intended as bookmarks. This period needs more detailed scrutiny and is therefore excluded. At the other end of the century, variants of previous designs continued to be issued. Rather than use an arbitrary cut-off point, this paper includes all Cash's bookmarks issued up to the major design change in 2007. In other words it excludes all bookmarks which have a tassel looped through the point of the bookmark. Most of these have been listed in The Bookmark Society journal, TBSNews, and are easy to document as they are currently in production.

**British.** This listing does not cover the bookmarks produced for/in Germany and Australia. In each case there is a considerable number and we hope to cover these in separate articles in TBSNews in the future. Cash's of Coventry did however produce 'one-off' bookmarks for other countries, and those known (eg Singapore, North Cape, Alberta) are included here.

**Bookmarks.** The main listing does not include Cash's modern 'mini' bookmarks, issued 1995-2004 and no longer made, but these are briefly recorded on page 27

**Order of listing.** The bookmarks are listed in alphabetical order according to their text, to help someone who has a bookmark to identify. The word 'The' has been dropped from the bird poems and from the titles of organisations (eg National Trust, Beatrix Potter Society), but has been retained in all other cases. Where Cash's use a title differing from the text, this is given in *italics*. Where there is no text, the title is given.

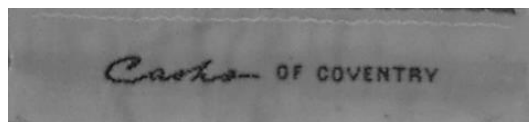
### *Terms used in the listing*

**Listing numbers** – for ease of reference this listing has given each bookmark a unique number, which is also used to identify illustrations.

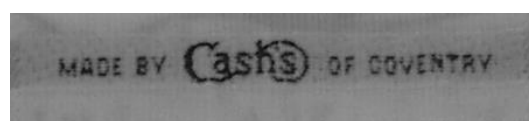
**Reference Numbers** – Cash's assigned a reference number to many bookmarks, but this is not always conclusive. Sometimes a number was re-used, sometimes it was never published, and numbers were not given to specially commissioned items. Where a number is reused for a different weaving, this listing adds a, b, c to differentiate.

**Style** – as illustrated on page 2. There are many variations in length, but *Long* is more than 20cm without tassel, and *Standard* is less than 20cm.

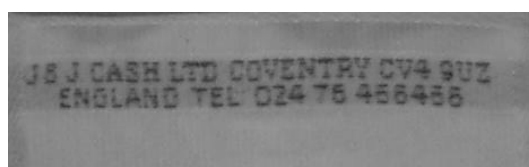
**Logo** – is the maker's ID, woven on the reverse of the bookmark (though occasionally, eg Godiva 160 and coronation 103, the face of the bookmark includes the words 'woven by J & J Cash'). The logos, illustrated here, are a useful means of judging approximate dates.



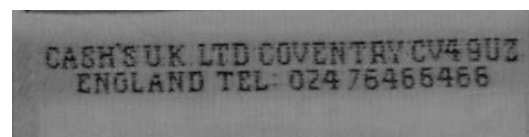
*logo B, 1981-1984*



*logo C, 1985 -1995*

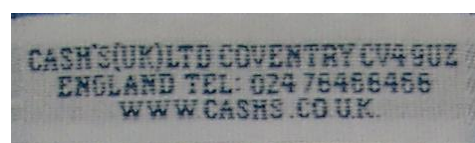


*logo J, 1995-2000*



*logo U, 2000-2006*

© indicates a copyright acknowledgment, either instead of or alongside the logo.



*logo V, 2007 onwards*

**Versions and Variants** – **Version** indicates that Cash's changed perhaps one colour in the weaving, but that the woven design is the same. These are not listed or numbered separately.

**Variant** indicates a change in the design itself, a new colour-way, or an adaptation of a previous design for a special order. These are listed and numbered individually.

NB *Countryside* and *Millennium* designs have numerous variants which are listed together on page 26.

## ***Listing of Cash's Twentieth Century British Bookmarks***

Listing Ref.	Cash's Reference	Style	Logo	Description and notes
1	628	Standard	C	1492-1992 500th Anniversary in commemoration of the discovery of America <i>Christopher Columbus</i> variant in Italian <i>page 18</i>
2	628b	Standard	C	1492-1992 Anniversario di 500 anni (as above, in Italian, with Italian flag instead of US eagle) <i>page 18</i>
3	special	Standard	J	175 years of saving lives at sea - RNLI <i>page 23</i> 1999
4	special	Medium	C	1846-1939.., 'Three Spires' 3 scenes on white silk a. pre-war, b. in flames, c. rising above phoenix 1952 <i>page 2</i>
5	special	Standard	V	1908-2008 Barrs Hill School Coventry
6	sp 120	Standard		1963-2003 40 years Abbeyfield Coventry (Coventry)
7	special	Standard	B	75 <sup>th</sup> Rotary International Convention June 1984 <i>page 21</i>
8	-	Long	-	A lively young fisher <i>page 15</i>
9	-	Long	B	A Smuggler's Song - blue sky <i>Smuggler</i>
10	117b	Standard	C	A Smuggler's Song - grey sky <i>Smuggler</i> 1989
11	830	Standard	C	A vain idle and sinful game <i>Tennis</i> (Edwardian sports) 1994
12	115a	Long	-	A week of birthdays - girl in green blouse <i>Monday's Child</i> <i>page 16</i>
13	115b	Standard	C	A week of birthdays - girl in pink blouse <i>Monday's Child</i> <i>page 16</i> 1991
14	special	Standard		ACCA - Accounts reported but not documented
15	sp 118b	Standard	C	Aertel Congress 91 Gleneagles (Auld Lang Syne) 1991
16	special	Long	B	Alberta - wild roses <i>page 21</i>
17	134	Standard	C	Alice through the Looking Glass set 1989 Curiouser and curiouser <i>Alice - Cheshire Cat</i>
18	135			Off with her head! <i>Queen of Hearts</i> <i>page 24</i>
19	136			Who stole the tarts? <i>King of Hearts</i>
20	137			A Mad Tea-Party <i>Mad Hatter</i>
21	110	Standard	C	All things bright and beautiful 1989
22	sp 121b	Standard	C	Alveston Manor (Stratford-upon-Avon)
23	sp 103	Standard	C	Alvis 1919-1989 (Bookmark red) <i>page 19</i>
24	special	Standard	C	American Airlines 2 <sup>nd</sup> July 1991 <i>page 22</i>
25	-	Long	-/B	And I would love you <i>John Gay</i> <i>page 15</i> This design is also on a German Cash's bookmark with verse by Goethe
26	sp 865	Standard	U	Apollon international Neutral Otafuku Green Magma (Primrose & Bluebells) <i>page 21</i>
27	-	Long	B	As with Gladness <i>Star of Bethlehem</i>
28	special	Standard	J	Ashton Operatic Society Centenary 1899-1999 - music stave
29	118a	Long	B	Auld Lang Syne 1 - piper facing front <i>page 16</i>
30	118b	Standard	C	Auld Lang Syne 2 - trees behind sideways piper 1991 <i>page 16</i>
31	285	Standard	C	<i>Barn Owl</i> 1991
32	sp 120	Standard	C	BASCD 1995 Coventry (Coventry)
33	special	Standard	C	Bath – stone face, great bath, Bath Abbey 1992 <i>page 20</i>
34	special	Standard	U	Battle of Trafalgar 200th Anniversary 1805-2005
35	special	Standard	C	Beatrix Potter Society Founded 1980 To mark the first ten years © FW & Co 1990
36	special	Standard	U ©	Beatrix Potter Society 1980-2005 Frederick Warne & Co 2005 <i>p.23</i>
37	Special	Long	B	Bedford High School 8 <sup>th</sup> May 1882-1982 <i>page 2</i>
38	sp 283	Standard		Bedgebury National Pinetum (Mallards)
39	270	Standard	C ©	Benjamin Bunny - Then he suggested .. 1990 Copyright Promotions Ltd

40	sp 602	Standard	C	Berkswell C of E School 4th November 1993 (Graduation)	
41	sp 691	Standard	J	Bexley Heath Rose Society (Rose in Vase) 2 versions, with yellow and orange-coloured roses respectively	
42	sp 602	Standard		Binley Woods First School, 40th Anniversary 1995 (Graduation)	
43	-	Standard	C	Birthday Greetings - sailing boat design	page 28
44	-	Standard	C	Birthday Greetings - sun on dappled lake, words running down obliquely left to right 1989	
45	288	Standard	C	Blue Tits - 5 birds, pink background 1991	page 1
46	-	Long	- / B	Bookmark - orange, daisy-like blobs Variants without and with logo. A blue version is also reported	page 1
47	104	Standard	C	Bookmark blue scroll	1991
48	103	Standard	C	Bookmark red scroll Variants: Alvis, St Alban, St Pauls	1990
49	sp 126	Standard	J	Botley Primary School 1938-98 (Oxford)	page 19
50	-	Long	B	Bring the Green	
51	101	Standard	C	Bring the Green	
52		Standard	J	Brogdale (Fruit)	1996
53	Sp 120	Standard	J	Bruker international football tournament 2001 (Coventry)	
54	-	Long	-	Buckingham Palace 1978	page 15
55	sp 602	Standard	J	Bulkington First School 1939-1996 (Graduation)	
56	835	Standard	C ©	But Hunca Munca had a frugal mind Hunca Munca © F W & Co 1994	
57	107	Standard	C	Butterfly	1989
58	sp 100	Standard	C	Calders Christmas Greetings (Christmas Candles)	page 22
59	886	In Card Mount		Calendar 1995 - (a) Countryside	
60	886	In Card Mount		Calendar 1995 - (b) Mallards	
61	886	In Card Mount		Calendar 1995 - (c) Poppy/Forgetmenot	
62	886	In Card Mount		Calendar 1995 - (d) Water Lilies	
63	886	In Card Mount		Calendar 1995 - (e) Wood Anemone	
64	special	Standard	B	Cambridge - Kings College, Bridge of Sighs	page 20
65	sp 098	Standard	J	Captain's Table (Merry Christmas)	page 22
66	special	Standard	C	Cash's 150 years 1846-1996	
67	special	Standard	C	Cash's Collectors Club – Royal Warrant 1989	page 1
68	sp 283	Standard	C	Cash's Collectors Club 1990 (Mallards)	
69	sp 604	Standard	C	Cash's Collectors Club 1991 (YNH country scene)	
70	sp 693	Standard	C	Cash's Collectors Club 1992 (Guelder Rose)	
71	sp 107	Standard	C	Cash's Collectors Club 1993 (Butterfly)	
72	sp 288	Standard	C	Cash's Collectors Club 1994 (Blue Tits)	
73	sp 865	Standard	C	Cash's Collectors Club 1995 (Primrose / Bluebells)	
74	?	Standard	C	Cash's Collectors' Club 1996 (Fruit)	
75	-	Ribbon	C	Cash's of Coventry 1. diamond design	
76	-	Ribbon	C	Cash's of Coventry 2. flowers round logo. Two versions: blue flowers on emerald and white flowers on sage	
77	-	Ribbon	C	Cash's of Coventry 1973. flowers and blue butterflies on red background	page 1
78	special	Card	-	Cash's Souvenir Bookmark 1936 RMS Queen Mary 1936 on backing cardboard	page 1
79	218	Standard	C	Cats - tree, hill, church 1996	
80	sp 602	Standard		Cavendish Junior School, Newbold Moor, Chesterfield, Centenary 1995 (Graduation)	
81	special	Standard	C	Celebrating the 125th birthday of the British Red Cross 1995	
82	sp 120	Standard	C	Chambers – Godiva, bear with ragged staff (Coventry)	
83	sp 120	Standard		Chartered Insurance Institute 1897-1997 (Coventry)	
84	sp 108	Standard	C	Chiddingstone Castle (Knight) 1992	

85	100	Standard	C	Christmas Greetings <i>Christmas Candles</i>	
86	-	Standard	U	Christmas Trees multicolour	<i>page 28</i>
87	sp 108	Standard		City of Lichfield (Knight)	
88	334	Standard	J	<i>Clematis</i> 1999	
89	special	Standard		Congelaw Organics (Vegetables )	
90	289	Standard	C	Congratulations – champagne bottle <i>Silver</i> 1991	
91	290	Standard	C	Congratulations - champagne bottle <i>Gold</i> 1991	
92	510	Standard	C	Congratulations – champagne bottle <i>Ruby</i> 1991	
93	-	Standard	U	Congratulations - mauve flowers	
94	090	Standard	C	Congratulations - pink flower spray	
95	602	Standard	C	Congratulations on your Graduation - owl / mortar board 1991	
96	-	Long	B	Congratulations on your new baby - cradle - blue	
97	-	Long	B	Congratulations on your new baby - cradle - pink	<i>page 16</i>
98	-	Standard	C	Congratulations on your new baby - lamb - pink	<i>page 16</i>
99	-	Standard	C	Congratulations on your new baby - lamb – blue	
100	special	Favour	-	Coronation His Majesty King Edward VIII 1937	<i>page 1</i>
101	special	Favour	-	Coronation May 1937 -Their Majesties Also produced as souvenir bookmark on backing card, no. 206	<i>page 1</i>
102#	special	Favour J&J Cash Ltd		Coronation of HM Queen Elizabeth II June 2 <sup>nd</sup> 1953 Also produced as souvenir bookmark on backing card, no. 360	
103	special	Ribbon J&J Cash Ltd		Coronation of Their Majesties ...(Abbey, portraits, Buckingham Palace) May 12 <sup>th</sup> 1937	<i>page 25</i>
104	229	Standard	C	<i>Cottage</i> 1991 Variant: Lavenham	
105	921	Standard		Cottage and sunflower 1999	
106	special	Short		Cottage garden with cat, issued by Readers Digest	
107	special	Standard	©	<u>Country Companions Set 1994</u> © Gordon Fraser gallery. Marketed by Gordon Fraser with no Cash's identification, but confirmed as made by Cash's 1. Hedgehog Postman 2. Animal in scarf catching falling star 3. Hedgehog in bed 4. Rabbit on stack of books, reading 5. Rabbits upstairs, hedgehog at door 6. Mouse reading letter, mouse writing reply	<i>page 24</i>
108					
109					
110					
111					
112					
113	228	Standard	C	<i>Countryside</i> - stile and badger 1989 Many variants, separately listed on p.26	
114	-	Long	B	Coventry - cathedral above Godiva - early version, captions 2 lines each	
115	120	Standard	C	Coventry - cathedral above Godiva - later version, captions one line each	
116	sp 120	Standard	C	Coventry - Godiva above cathedral produced for Cardland shop	<i>p.1</i>
117	sp 120?	Standard		Coventry and District Spastics Society 1944-1994	
118	special	Standard	C	Coventry and Warwickshire Hospital 150 <sup>th</sup> Anniversary 1838-1988	<i>page 23</i>
119	128	Standard	C	Coventry Cathedral - old & new cathedrals, cross of nails 2 versions, blue ground and (later) white ground	<i>page 20</i>
120	special	Standard	C	Coventry Diocese – 75 <sup>th</sup> Anniversary 1918-1993	<i>page 23</i>
121	sp 120	Standard	J	Coventry Homes 25 years (Coventry)	
122	sp 120	Standard		Coventry Ladies Kennel Society (Coventry)	
123	special	Standard	C	Coventry Polytechnic incorporated 1988 (silver phoenix logo)	
124	special	Standard	J	Coventry Precinct 50 1948-1998	
125	special	Standard	C	Coventry School Bablake 1890-1990	<i>page 23</i>
126	special	Standard	C	Coventry School Bablake original foundation 1344	
127	special	Long	-	Coventry the Polytechnic from the Cathedral Variant: Pride in our past	<i>page 18</i>
128	832	Standard	C	Cricket - it's more than a game (Edwardian sports) 1994	



129	-	Standard	B	Cymru Wales - map in centre	<i>page 20</i>
130	554	Standard	C	Cymru Wales - Prince of Wales feathers in centre	1991
131	923	Standard	J	<i>Daffodil</i>	1999
132		Standard	C	Daffodils and tulips	
133	sp 632	Standard	J	Dartford Golf club 1897-1997 (Female Golfer)	
				Ede & Ravenscroft see Vanity Fair	
134	-	Standard	B	Edinburgh - Castle /Scott Monument	<i>page 15</i>
135	special	Standard	-	Elizabeth the Queen Mother 80th Birthday Celebration	<i>page 1</i>
				Enesco see Heaven bless you	
136	special	Standard	C	England - rose and St George	1993
137	sp 120	Standard	J	Ernesford Grange Primary School Millennium Year 2000 (Coventry)	
138	sp 287	Standard		Especially Bears 2000 (teddies)	
139	special	Standard	C	Evening Telegraph 1891-1991	<i>page 22</i>
140	sp 286	Standard	J	Exmoor (ponies)	
141	-	Long	B	Fairest Flower - three honeysuckle at top, pink/sage green	<i>page 16</i>
142	114a	Standard	C	Fairest flower - two honeysuckle at top, pink/sage green	<i>page 16</i>
143	114b	Standard	C	Fairest Flower - two honeysuckle, orange/emerald green	1991
144	special	Standard	U	Farm Folks - cockerel/hen/duck	
145	special	Standard	U	Farm Folks working in the shires - horse/cows/sheep	
146	special	Medium J&J Cash Ltd		Festival of Britain 1951 (phoenix) Several versions with different colour text, slight size variations	<i>page 1</i>
147	112	Standard	C	<i>Fishing</i>	
148	336	Standard	J	<i>Flower Fairy</i> - white daisies	1999
149	217	Standard	C	Football is not a matter of life and death (Edwardian sports)	1995
150		Standard	U	For your Christening - Flopsy Bunnies	2006
151	423	Standard	J	For your Christening - Jemima Puddleduck	2004
152		Standard	C	<i>Fruit</i> - plums apples raspberries	1996
				George Eliot see The first condition	
153	118	Standard	U	Geranium Fairy	2004
154	431	Standard	J	<i>Gerbera</i>	2000
155	sp 107	Standard	C	Get Well (Butterfly)	<i>page 2</i>
156	special	Standard	C	Girls' Brigade Centenary Year	1993 <i>page 23</i>
157	special	Ribbon J&J Cash Ltd		Girls' Brigade crest, (blue text) souvenir badge & bookmark Variant: Seek Serve and Follow	1969
158	-	Long	B	God bless all those – 4 red dots beneath tree	
159	084	Standard	C	God bless all those - 2 red dots beneath tree	
160	special	Straight J & J Cash		Godiva 900th Anniversary 1967- Versions with blue, navy and green background	
161	-	Straight		Godiva (no date) gold on navy background	
162	833	Standard	C	Golf is a lot of walking (Edwardian sports)	1994
163	632	Standard	C	Golfer – female	1992
164	227	Standard	C	Golfer – male	1991
165	special	Standard	C	Goodes China & Glass	<i>page 22</i>
166	sp 283	Standard	J	Grange over Sands (Mallards)	
167	sp 923	Standard	J	Grasmere (Daffodil)	
168	-	Standard	-/B	Great Brown Owl - breast feathers patterned	<i>page 17</i>
169	082 /767?	Standard	C	Great Brown Owl - eyes & claws prominent	<i>page 17</i>
170	770	Standard	C	<i>Green Floral</i> - flowers on dark green background	1994
171	special	Standard	C	Greetings from the Swan Hotel, Newby Bridge	<i>page 22</i>
172	693	Standard	C	<i>Guelder Rose</i>	1992

173	sp 127	Standard	J	Halifax (Yorkshire) 2 versions, place name in script or capitals	
174	094	Standard	C	Happy 18th - champagne / key <i>18th Birthday</i> 1989	
175	093	Standard	C	Happy 21st - champagne / key <i>21st Birthday</i> 1989	
176	-	Long	B	Happy Anniversary - couple	
177	095	Standard	C	Happy Anniversary – orchids <i>Anniversary</i> 1989	
178	091	Standard	C	Happy Birthday (Peacock) 1991	page 28
179	-	Long	B	Happy Christmas - Father Christmas with lantern	
180	special	Standard	U	Harrogate North Yorkshire - Betty's Café, Pump Room Given to customers at Harrogate Spring Fair around 2002	
181	special	Standard	C	Harrow School 1993	
182	sp 125c	Standard	J	Heart of England Coop congress 2001 (Warwickshire)	page 19
183	sp 287	Standard	J	Heart of England 1967-1997 Doll & Toy Club (Teddies)	page 19
184	special	Standard		Heathcote Books	
185	special	Standard	C	Heaven Bless You - child bride & groom 1990-93 © S Butcher Enesco Precious Moments characters. Variant: anniversary	
186	special	Standard	C	Heaven Bless You on your anniversary © S Butcher Enesco Precious Moments characters	page 28
187	sp 285	Standard	U	Henry Williamson Society 1980-2005 (Barn Owl)	
188	-	Long	-	Here with a little bread... <i>Omar Khayyam</i>	
189	113	Standard	C	Here with a loaf of bread... <i>Omar Khayyam</i>	
				Hexham Abbey see The Lord's my shepherd	
190	635	Standard	C	Hickory Dickory Dock 1992	
191	special	Standard		Hillfields Dyslexia Trust ?2000	
192	sp 108	Standard	C	Hinckley & Bosworth Borough Council (Knight) 1990	
193	sp 692	Standard		Hinckley (Poppies)	
194	special	Medium		HM Queen Elizabeth II 1953 - Lullingstone Silk Presented by women's magazine in card frame to readers	page 25
195	special	Standard	C	House of Commons	
196	603	Standard	C	Humpty Dumpty 1991	
197	-	Standard	B	<i>Hunting</i> - grass & jacket lime green	
198	102	Standard	C	<i>Hunting</i> - grass & jacket yellow	
199	sp 120	Standard		Hylands Hotel, Coventry (Coventry)	
200	special	Standard	C	'I am called Alban' Cathedral and Abbey Church of St Alban	
201	-	Long	B	I wandered lonely - Grasmere Church <i>Lake District</i>	
202	119	Standard	C	I wandered lonely – daffodils <i>Lake District</i>	
203	sp 100	Standard		Instat Office Supplies (Christmas Candles)	
204	special	Standard	-	Institute of Advanced Motorists Silver Jubilee 1956-1981	page 22
205	429	Standard	J	<i>Iris</i> 2000	
206	special	Favour	-	J & J Cash Ltd Souvenir Bookmark: Coronation, May 1937, on backing cardboard	page 25
207	636	Standard	C	Jack and Jill 1992	
208	111	Standard	U	Jemima Puddleduck - 3 images, pink check background <i>Jemima Pink</i> 2004	
209	-	Long	©	Jemima Puddleduck – she set off.. © F Warne & Co London	
210	131	Standard	C ©	Jemima Puddleduck - she set off.. © Copyright Promotions Ltd	
211	-	Long	B	Jesus! Thou didst the fishers call. <i>Fishermen of Galilee</i>	page 15
212	special	Long	-	John Bunyan 1628-1688 Pilgrim's Progress Tercentenary Pair with William Shakespeare	page 18
213	special	Standard	U	Jungle Chums - elephant/monkey/rhino	page 24
214	special	Standard	U	Jungle Chums - panther/tiger/leopard	
215	-	Standard	B	Kent - brown cathedral & oast houses	
216	124	Long	C	Kent - cream cathedral / oast houses 1990	



217	special	Standard		King Henry VIII School, 450th Anniversary 1545-1995	
218	348	Standard	J	<i>Kingfisher</i> - 3 birds, one diving 1999	
219	601	Standard	C	<i>Kittens</i> - with 3 balls of wool 1991	
220	108	Standard	C	<i>Knight</i>	
221	special	Standard	©	Kwanzaa A Celebration of African communities artwork GS Roberts 2004	page 21
222	sp 229	Standard		Lavenham Suffolk (Cottage)	
223	sp 125	Standard		Leamington Spa (Warwickshire)	
224	special	Long	B	Leeds Castle Maidstone 'the loveliest castle in the world'	page 20
225	special	Standard	B	Lincolnshire - Lincoln Cathedral, flower, Tennyson verse.	page 20
226	269	Standard	C	London - Eros / Albert Memorial 1991	
227	122	Standard	C	London - Westminster Abbey / Parliament	
228	special	Standard	J	MacMillan Cancer Relief Fund - green bow on blue background	
229	283	Standard	C	<i>Mallards</i> 1990	
230	sp 692	Standard	J	Mansfield (Poppies)	
231	099	Standard	C	Merry Christmas - girl at window <i>Christmas Girl/Little Girl</i>	
232	-	Standard	C	Merry Christmas 1987 (Christmas Girl)	
233	-	Standard	U	Merry Times - santa/tree/snowman 2007	
234	special	Long	-	Mickey Mouse 1928-78	page 1
235	special	Standard	J	Midlands Region (guide trefoil, St George & dragon, local symbols)	
236	393	Standard	C	Millennium Baby 2000 (Christening)	
237	sp 348	Standard	U	Moor Green Lakes 1993-2003 (Kingfisher)	
238	sp 283	Standard		Morpeth (Mallards)	
239	-	Long	B	Mother - fireside scene	page 24
240	089	Standard	C	Mother – poppies	page 24
241	-	Standard	C	Mother - rose 'slotted through' 1990	page 24
242	631	Standard	C	Mother (Rose / Vase) 1992	
243	special	Straight	-	Museum of British Road Transport - vintage car 1980	page 2
244	219	Standard	J	Musical Instruments - guitar etc 1996	
245	-	Standard	-	Nag's Head / There are several reasons ..	page 18
246	special	Standard		National Children's Home - little girl	
247	sp 120	Standard	J	National Health Service Retirement Fellowship Coventry 2000 A.D. (Coventry)	
248	sp 124	Standard		National Trust Canterbury (Kent)	
249	special	Standard	C	National Trust Enterprise Neptune Silver Jubilee 1990	page 23
250	Sp 286	Standard	J	New Forest (Ponies)	
251	special	Standard		NFU Mutual & Avon Group - 2 swans on brown landscape	page 22
252	special	Standard	C	Nordkappe 71 10'21" - midnight sun, cliffs, Norge	page 21
253	-	Long	B	Now I lay me.. - boy in pyjamas <i>Child's Prayer</i>	
254	special	Standard	C	NSPCC Coventry Kids centenary appeal 1995	
255	-	Long	-	Old Father Thames / Kingdoms may come 1978	page 15
256	092a	Standard	C	On the Occasion of your Baby's Christening – crib	
257	092b	Standard	C	On the Occasion of your Christening – crib	
258	220	Standard	C	On the occasion of your Confirmation (23 <sup>rd</sup> Psalm) 1996	
259	221	Standard	J	On the occasion of your First Communion – church 1996	
260	511	Standard	C	On your Anniversary (Wedding Church) 1991	
261	291	Standard	C	On your Wedding Day <i>Wedding Church</i> 1991	page 28
262	-	Long	©	Once upon a time there was a frog <i>Jeremy Fisher</i> © F Warne & Co Ltd London	
263	129	Standard	C ©	Once upon a time there was a frog <i>Jeremy Fisher</i> © Frederick Warne & Co	

264	-	Long	©	Once upon a time there was a wood-mouse... <i>Mrs Tittlemouse</i> , © Frederick Warne PLC
265	132	Standard	C ©	Once upon a time there was a wood-mouse... <i>Mrs Tittlemouse</i> © Frederick Warne & Co
266	-	Long	B	One Swallow - bird in separate section, gate open
267	116	Standard	C	One Swallow - bird close to roof, gate shut
268	086a	Standard	C	Our Father... orange <i>Lords Prayer</i>
269	086b	Standard	C	Our Father... mauve <i>Lords Prayer</i> , 1992
270	126	Standard	C	Oxford - that sweet city... 1991
271	637	Standard	C ©	<u>Paddington Bear – 1991 set of five</u> © Paddington & Co
272	638			Paddington Bear - <i>Station</i>
273	639			Paddington Bear - <i>Occasions</i>
274	640			Paddington Bear - <i>Bedroom</i>
275	641			Paddington Bear - <i>Breakfast</i> <span style="float: right;">page 24</span>
276	special	Standard	C	Paddington Bear - <i>National Marmalade Week</i>
277	702	Standard	C	Padre Pio of Pietrelcina 25th May 1887/23rd Sept 1968 c1985 p. 21
278	sp 691	Standard	C	Paris - Notre Dame, Eiffel tower, Arc de Triomphe 1992 <span style="float: right;">page 21</span>
279	106	Standard	C	Peace Keeper Rose (Rose/Vase) 1995 <span style="float: right;">page 19</span>
280	112	Standard	U	<i>Peacock</i>
281	133	Long	B ©	Peter Rabbit - 3 images, blue check background <i>Peter Blue</i> 2004
282	133	Standard	C ©	Peter Rabbit - first he ate some lettuces © Frederick Warne PLC
				Peter Rabbit - first he ate... © Frederick Warne & Co <span style="float: right;">page 24</span>
				Philip Johnston see Risonare
283	951	Standard	©	Pine Tree Fairy / Holly Fairy 2004 © estate CMB 2001
284	-	Standard	U	Pink fairies
285	sp 107	Standard	C	Polesden Lacey (Butterfly) 1992
286	286	Standard	C	<i>Ponies</i> 1991
287	special	Standard	B	Pope John Paul II British Visit 1982 – portrait pair with 413 <span style="float: right;">page 18</span>
288	692	Standard	C	<i>Poppies</i> 1992
289	864	Standard	C	Poppy / Forget-me-not 1994
290	117	Standard	U	Poppy Fairy 2004
291	special	Standard	C	<u>Poppy Set</u> 1994 Originally distributed by Damart
292				Common Red Poppy
293				Opium Poppy
294				Yellow Horned Poppy
295	sp 692	Standard		Poppyland, Cromer (Poppies)
296	771	Standard	C	Pot Pourri 1994
297	special	Long	-	Pride in our past, faith in our future <span style="float: right;">page 18</span> Variant: Coventry Polytechnic from the Cathedral
298	865	Standard	C	Primrose and Bluebells 1994
299	special	Standard		Princeton University, USA
300	special	Standard	C	Princeton University, Nassau Hall
301	special	Standard		Princeton University, (1746 at top) Nassau Hall <span style="float: right;">page 21</span>
				Punch Magazine
302	sp 830	Standard	J	Queen's Club Wimbledon (Tennis)
303	sp 602	Standard		Ravensdale Primary School 1937-1997 (Graduation)
304	-	Long	-	Red Breasted Nuthatch - red lines, 7 flowers at top <span style="float: right;">page 17</span> Pair with white winged crossbill
305	080	Long	B	Red Breasted Nuthatch - orange lines, 5 flowers at top <span style="float: right;">page 17</span> Variant: WWF (World Wildlife fund)
306	936	Standard	©	Red Clover Fairy 2004 © estate CMB 2001
307	special	Standard	C	<i>Red Cross</i> (red and white flowers, cross within gold laurels)
308	087	Long	B	Remember me when this you see <i>Valentine</i> Birds overlapping <span style="float: right;">p.17</span>
309	087	Standard	C	Remember me when this you see <i>Valentine</i> Birds separate <span style="float: right;">p. 17</span>
310	special	Standard	B	Richmond upon Thames - coat of arms & four views <span style="float: right;">page 20</span>

311	sp 128	Standard		Riley Cars 100th Anniversary (Coventry Cathedral) 1896-1969 produced 1995
312	special	Small	C	<u>Risonare Set</u> Five of these were exhibited by Cash's Feb 1995 with the title Japan Air Lines. Risonare is a hotel resort near Mt Fuji. The text on each reads: Philip Johnston from London UK, by Risonare. Guardsman/santa marching with rifle Guardsman looking back and down Two children marching behind guardsman Santa/guardsman on reindeer over Big Ben Guardsman/santa holding small reindeer in hands Guardsman/santa at attention Guardsman photographed with a tourist on each side Guardsman/santa in group in front of fairground roundabout View of Risonare and Mt Fuji, portrait View of Risonare, landscape
313				<i>page 2</i>
314				
315				
316				
317				
318				
319				
320				<i>page 21</i>
321				
322	552	Standard	C	Robin Hood 1991
323	-	Long	-/B	Robin Redbreast – tree-line horizontal, black fence <i>page 17</i>
324	081	Standard	C	Robin Redbreast - tree-line sloping, brown fence <i>page 17</i>
325	sp 081	Standard	C	Robin Redbreast Merry Xmas 1988 (Robin)
326	sp 081	Standard	C	Robin Redbreast Merry Xmas 1989 (Robin)
327	430	Standard	J	Rose 2000
328	691	Standard	C	Rose/Vase 1992
329	sp 108	Standard	C	Royal Armouries (Knight) <i>page 19</i>
330	special	Standard		Royal Opera House
331	831	Standard	C	Rugby - a pastime for ruffians (Edwardian sports) 1994
332	sp 109	Standard	J	Rugeley (Water lilies) <i>page 19</i>
333	sp 692	Standard		Ryton Organic Garden Centre (Poppies)
334	sp 602	Standard		Ryton-on-Dunsmore CE First School 1974-1996 (Graduation)
335	special	Standard		Sails in the Sunset <i>page 15</i>
336	special	Long	B	Saint Mary Magdalen Chapelfields Coventry 1934-84 <i>page 19</i>
337	sp 120	Standard	J	Salvation Army Godiva Coventry Appeal (Coventry) <i>page 19</i>
338	special	Standard		Scarman Trust (own design) 2000?
339	-	Long	-/B	Seagull - oh the white seagull
340	-	Standard	J	Seaside - blue deck chair, beach scene
341	special	Ribbon		<u>Seasons set pre-1984</u> packaged as pictures in mounts, but often found as bookmarks. spring (daffodils, Hopkins quote) summer (red roses, RC Miller quote) autumn (dahlias, Keats quote) winter (poinsettia, Coleridge quote) <i>page 28</i>
342				
343				
344				
345	Special	Ribbon	-	Seek Serve and follow Christ Variant of Girls Brigade Crest. versions with red and gold text.
346	sp 923	Standard		Selsdon Park (Daffodils)
347	special	Standard		Sent from Coventry - showing Lady Godiva <i>page 28</i>
348	-	Long	-	Shenandoah <i>page 15</i>
349	special	Standard	J	Sidmouth (Seaside) 2006 <i>page 19</i>
350	sp 430	Standard	J	Sidmouth Town of Flowers (Rose) 2006
351	-	Long	B	Silent Night
352	sp 106	Standard		Silk Museum Macclesfield (Peacock) 2000
353	special	Favour J&J Cash Ltd		Silver Jubilee G M 1910 - 1935 (rose at base)
354	-	Favour J&J Cash Ltd		Silver Jubilee G M 1910 - 1935 (spray of flowers at base)
355	096	Standard	C	<u>Silver Wedding set 1989</u> packaged as a set of two on your 25th wedding anniversary - left half of heart, champagne on your 25th wedding anniversary - right half of heart, cake
356				

357	special	Standard		Singapore the Lion city - 3 opera masks c1980	page 21
358	-	Long		<i>Skiing</i> - red skiers	
359	633	Standard	C	<i>Skiing</i> - pink skiers 1992	
360	Special	Card J&J Cash Ltd		Souvenir Bookmark Coronation of HM Queen Elizabeth II June 2 <sup>nd</sup> 1953	page 25
361	special	Standard	U	Souvenir of the Independence of America - George Washington, First President 2004	
362	271	Standard	C ©	Squirrel Nutkin - the squirrels filled .. Copyright Promotions Ltd 1990	
363	sp 103	Standard	C	St Alban (Bookmark Red) 1995	
364	special	Straight	-	St George's Church Coventry Golden Jubilee 1929-1979	
365	special	Straight	-	St John Ambulance 100 glorious years 1877-1977	page 18
366	special	Standard	C	St John Ambulance Brigade Centenary 1887-1987	page 18
367	sp 120	Standard	J	St John's Lodge Centenary (Coventry)	
368	special	Standard		St Laurence Lanzarote (23rd psalm, fish, gridiron) 1994	page 21
369	-	Long	-	St Martin-in-the-Fields / oranges and lemons 1978	page 15
370	sp 103	Standard	C	St Pauls (Bookmark Red) 1995	
371	special	Standard	C	St Simon & St Jude Parish Church, Earl Shilton 1995	
372	special	Standard	C	St Simon & St Jude Parish Church/Avonways, with map	page 22
373	121a	Long	B	Stratford-upon-Avon 1 The Royal on two lines	
374	121b	Standard	C	Stratford-upon-Avon 2 The Royal on one line	
375	special	Standard	V	Stratford-upon-Avon Holy Trinity Church 1210-2010	page 20
376	634	Standard	C	Stratford-upon-Avon - poetry / Shakespeare's birthplace 1992	
377		Standard	C	<i>Sun Moon and Stars</i> 1995	
378	994	Standard	J	<i>Sunflower Blue</i> - blue background 2004	
379	210	Standard	C	Sunflowers <i>Sunflower II</i> 1995	
380	335	Standard	J	<i>Sweet Pea</i> pink and blue flowers 1999	
381	116	Standard	U	<i>Sweet Pea Fairies</i> 2004	
382	287	Standard	C	<i>Teddies</i> 1994	
383	special	Long	-	The first condition of human goodness... George Eliot 1980	
384	922	Standard	C	The green is sacred <i>Bowls</i> (Edwardian sports) 1994	
385	-	Long	-	The holly and the ivy - red striped basket, shadows in hair	
386	097	Standard	C	The holly and the ivy - hair yellow, no shadows 1989	
387	-	Long	©	The little person... <i>Mrs Tiggywinkle</i> © F Warne & Co Ltd London	
388	-	Long	B ©	The little person... <i>Mrs Tiggywinkle</i> © Frederick Warne PLC	
389	130	Standard	C ©	The little person... <i>Mrs Tiggywinkle</i> © Frederick Warne & Co	
390	special	Long	B	The Lord's my shepherd... Hexham Abbey 13 <sup>th</sup> Centenary 674-1974	page 23
391	-	Long	B	The Lord is my shepherd - shepherd with crook over shoulder <i>Twenty-third Psalm</i>	page 16
392	085	Standard	C	The Lord is my shepherd - shepherd with crook upright, sheep beside him <i>Twenty-third Psalm</i>	page 16
393	390	Standard	J	The Millennium Year 2000 - sunrise over sea Many variants, separately listed on page 26	
394	-	Long	-	The Owl and the Pussycat	page 15
395	special	Standard	C	The Penny Black 1840-1990 Royal Mail first in the world	
396	special	Standard	-	The Prince of Wales & Lady Diana Spencer – feathers	
397	special	Standard	U	The Queen's Golden Jubilee 2002 – royal ciphers in purple	
398	special	Standard		The Queen's Golden Jubilee 2002 – crown motifs and portrait	
399	special	Standard	-	The Queen's Silver Jubilee 1952-1977 Issued in two versions, light blue and maroon	page 1
400	-	Long	-	The White Tower 1078-1978	page 15
401	special	Standard	-	Their Royal Highnesses the Prince & Princess of Wales	
402	834	Standard	C ©	There was a snippeting... <i>Tailor of Gloucester</i> © F W & Co 1994	



403	109	Standard	©	To a special Daughter (Red Clover Fairy) © estate CBM 2001	2004
404	801	Standard	C	To a Very Special Dad (Barn Owl)	1993
405	284	Standard	C	To a Very Special Friend – red lilies	1990
406	993	Standard	J	To a Very Special Friend (Rose)	2004
407	992	Standard	J	To a Very Special Grandma (Poppies)	2004
408	866	Standard	C	To a Very Special Grandma (Wood Anemone)	1994
409	867	Standard	C	To a Very special Grandpa (Countryside)	1994
410	268	Standard	C	To a Very Special Mum – yellow lilies	1992 <i>page 24</i>
411	991	Standard	J	To a Very Special Mum (Rose)	2004
412	special	Standard	J	To celebrate the 100 <sup>th</sup> Birthday of HM the Queen Mother	
413	special	Standard	B	To Celebrate the Visit of Pope John Paul II to Britain 1982 - illuminated MS pair with 287	<i>page 18</i>
414	special	Standard	J	To Commemorate the Coronation of Her Majesty 2.6.53	2003
415	special	Standard	C	To Commemorate the Marriage of Prince Andrew...	23.7.86
416	769	Standard	J	To My Teacher (Barn Owl)	2003
417	-	Standard	C	To My Teacher (Countryside)	1994
418	special	Standard	B	To Their Royal Highnesses... a son	21.6.82
419	special	Standard	C	To Their Royal Highnesses... a daughter	8.8.88
420	sp 800	Standard	C	Torrington Golf Club 1894-1994	
421	995	Standard	J	<i>Tumbling Bunnies</i> - rabbit turning somersault	2004 <i>page 24</i>
422	sp 108	Standard		Tutbury (Knight)	
423	sp 831	Standard	J	Twickenham The home of Rugby (Rugby)	<i>page 19</i>
424	sp 602	Standard	C	University of Hawaii (graduation in green)	<i>page 21</i>
425	sp 602	Standard		University of Leeds (graduation)	1994
426	special	Standard	C	University of Warwick - crest	
427	special	Standard	J	University of Warwick Science Park, Millennium	<i>page 23</i>
	special	Standard	J	<u>Vanity Fair set 2005</u> Produced for Ede & Ravenscroft	
428				Vanity Fair – 'the City of London Court'	<i>page 22</i>
429				Vanity Fair - 'fair, if not beautiful'	
430				Vanity Fair - 'one of the Family'	
431				Vanity Fair - 'slow and steady'	
432	?	Standard	J	<i>Vegetables</i> - tomatoes peppers radishes	1996
433	sp 127	Standard	J	W & J Whitehead Bradford (Yorkshire)	<i>page 22</i>
434	sp 106	Standard	C	Warwick Castle (Peacock)	1991
435	sp 125c	Standard		Warwickshire, Corn Cairdis, February 1998, England v Ireland (Warwickshire)	
436	125a	Standard	C	Warwickshire 1, grey background, white sky	
437	125b	Standard	C	Warwickshire 2, grey background, blue sky, green trees	1989
438	125c	Standard	C	Warwickshire 3, purple background, blue sky	1992
439	109	Standard	C	<i>Water Lilies</i>	
440	-	Long	B	We wish you a Merry Christmas – skaters, yellow ground <i>Merry Xmas</i>	
441	098	Standard	C	We wish you a Merry Christmas – skaters, pink ground <i>Merry Xmas</i>	
442	394	Standard		Wedding Day 2000	
443		Standard	U	Well here's your birthday card – scruffy cat	<i>page 28</i>
444	sp 864	Standard		West Midlands Federation W.I. Silver Jubilee 1974-99 (Poppy/Forgetmenot)	<i>page 23</i>
445	special	Standard	C	Whitbread Hop Farm	1990 <i>page 22</i>
446	-	Long	-	White Lion / Come Landlord ..	<i>page 18</i>
447	-	Long	-	White winged crossbill Two versions, on white and yellow backgrounds. Pair with nuthatch.	<i>page 17</i>

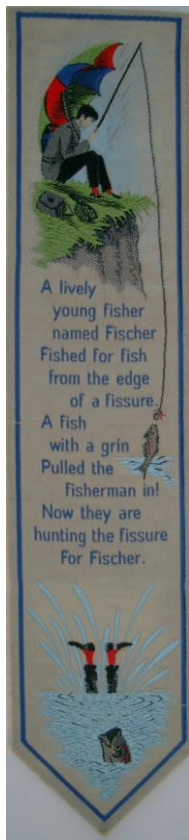
448	sp 120	Standard		Whitmore School jubilee 1951-2001 (Coventry)	
449	special	Standard	J	William Jones Est. 1894 Owen Owen Chester	page 22
450	special	Long	-	William Shakespeare 1564-1616: signature, 2 houses. Produced for the Shakespeare Birthplace Trust. Pair to John Bunyan	page 18
451	105	Standard	-	William Shakespeare 1564-1616 - portrait & 6 characters	
452	special	Standard		Wimbledon All England Tennis Club	
453	special	Standard	C	Winchester Cathedral 1990	
		Standard	C ©	<u>Wind in the Willows set 1989</u> © EH Shepherd	
454	138			The clever men .. <i>Wind in Willows</i>	
455	139			O Badger .. <i>Lost in the snow</i>	page 24
456	140			All along the backwater... <i>Ducks Ditty</i>	
457	141			You villains! <i>Toad Caravan</i>	
458	special	Standard	U	Windsor - Castle from Park, Jubilee Garden 2005	page 20
459	935	Standard	©	Winter Jasmine Fairy © estate CMB 2001 2004	
460	740	Standard	C	Wishing you a happy Retirement (Barn Owl) 1992	
461	sp 108	Standard		Withers & Rogers Solicitors (Knight)	
462	694	Standard	C	<i>Wood Anemone</i> 1992	
463	sp 120	Standard		Woodlands School Australian Tour 1999 (Coventry)	
464	sp 108	Standard	C	Worthing W Sussex (Your Name Here - Country Scene) 1991	p.20
465	-	Long	B	Wren - early version, leaves very veined, white feet	page 17
466	083	Standard	C	Wren 1990	page 17
467	special	Long	B	WWF (Nuthatch)	
468	123	Standard	C	York – Minster, Shambles variations in background colour	page 20
469	127	Standard	C	Yorkshire - mill and moors 1989	
470	604	Standard	C	Your Name Here - red flowers <i>Country Scene</i> 1992	page 20
471	605	Standard	C	Your Name Here - white flowers <i>Coastal Scene</i> 1992	
472	088	Long	B	Your Wedding Day – Couple	page 28
473	111	Standard	C	Zodiac signs	

### **Notes and amendments**

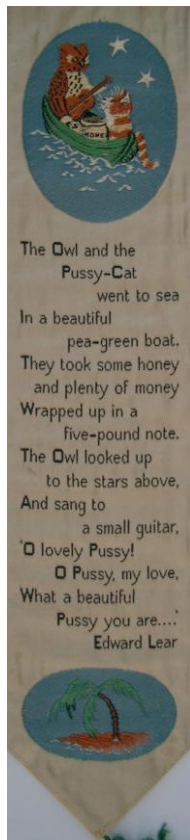
## 1970s Bookmarks



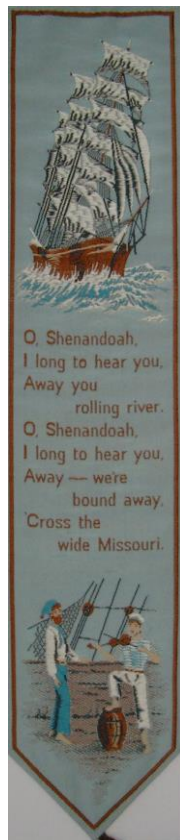
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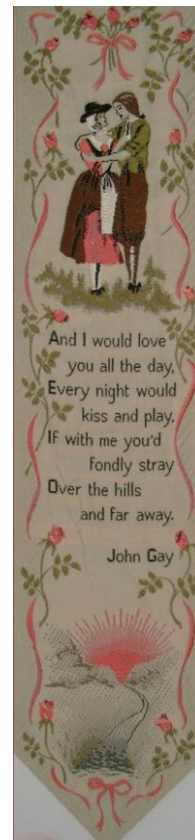
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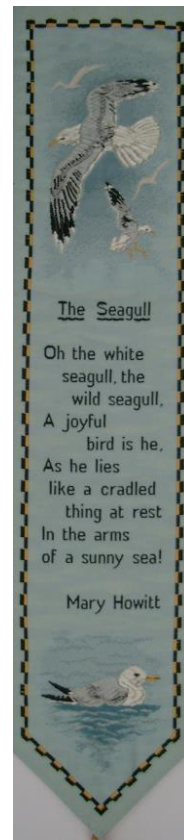
394



348

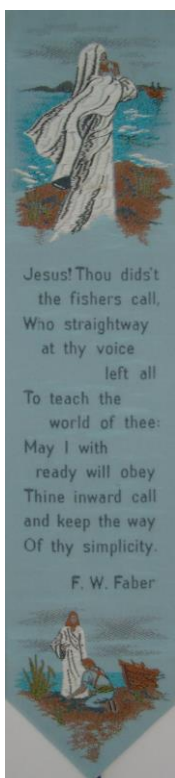


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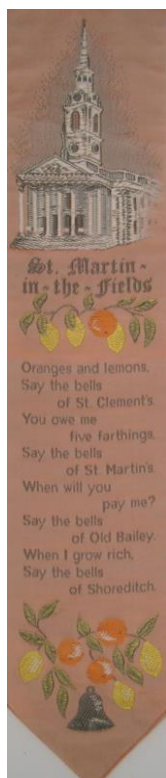
In the 50s and 60s few bookmarks were produced apart from royal and national commemoratives (eg 146, 399). But in the 70s Cash's realised the potential market for tourist souvenirs and inexpensive gifts. The four London bookmarks and Edinburgh (below) were marketed together as ideal souvenirs, being easy to pack in a suitcase. At first they had no folders but came individually wrapped in cellophane. Soon others were produced, but are often not recognised as Cash's now because no logo was added until at least 1981.



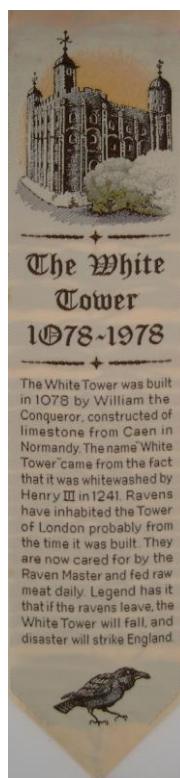
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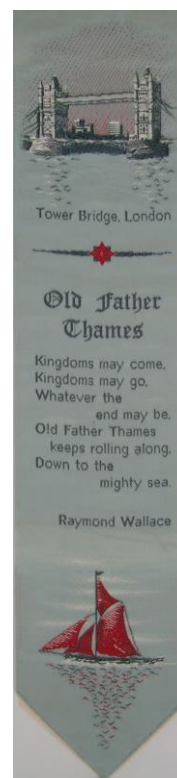
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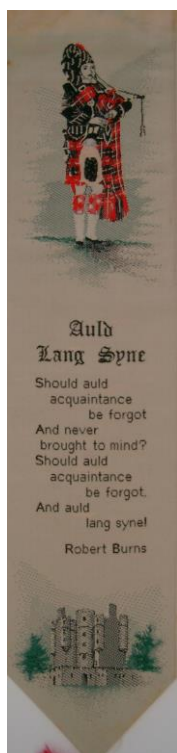


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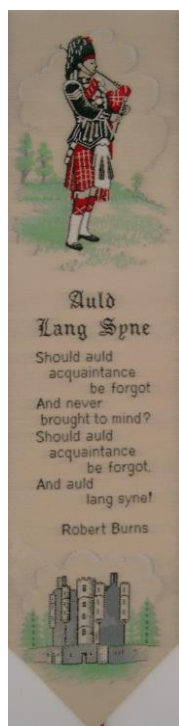


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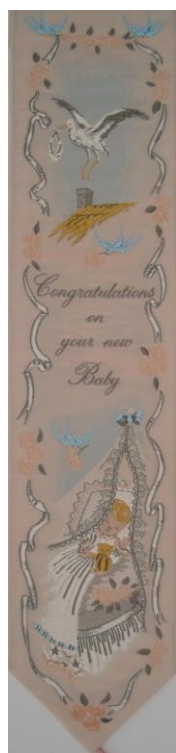




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98



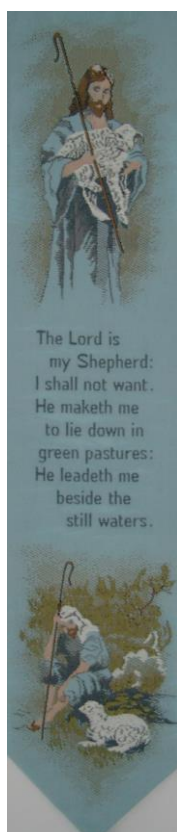
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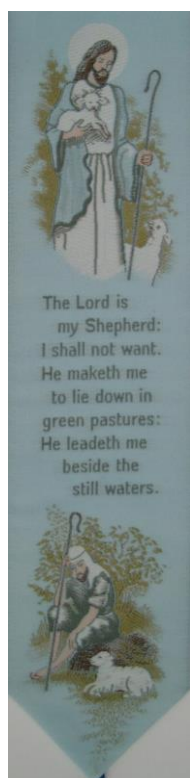
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## Changes in 1984

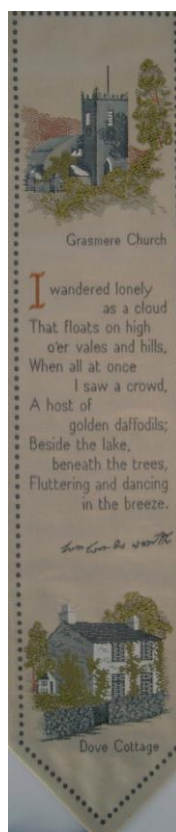
1984 was a watershed in Cash's history. Not only did they move from the historic Kingfield factory to Torrington Avenue, but they changed to computer design instead of squared paper and punch card. Some bookmark designs were discontinued at this point, including most of those on page 15. A few were continued with very little change (eg 50, Bring the Green and 385, Holly and Ivy). Others, however, underwent noticeable design changes, ranging from small items like the loss of a flower (142, Fairest Flower) to a completely new design as in 98, New Baby.



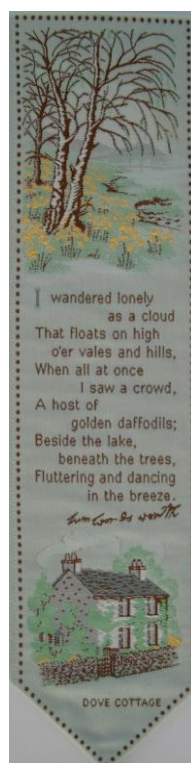
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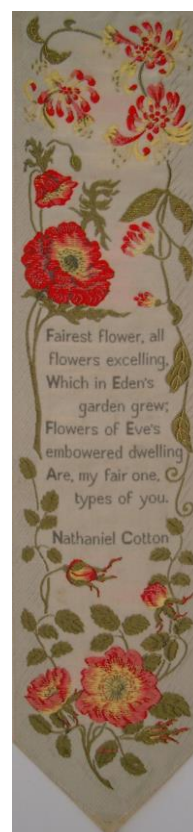
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201



202



141

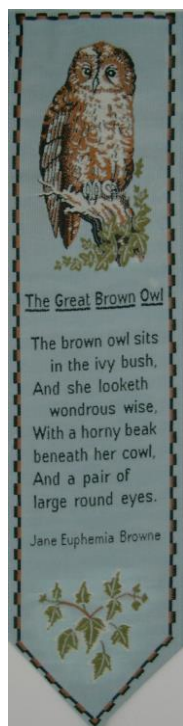


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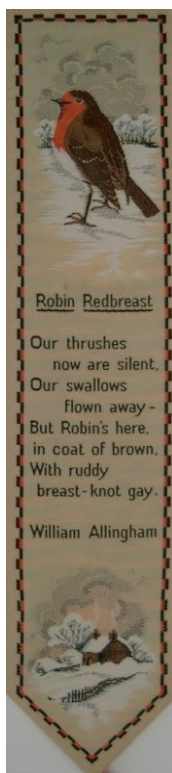




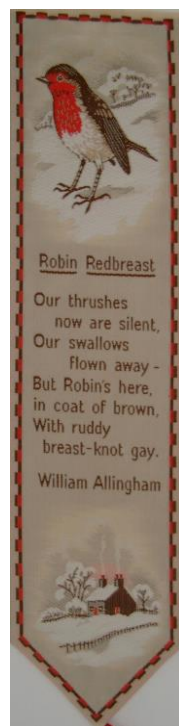
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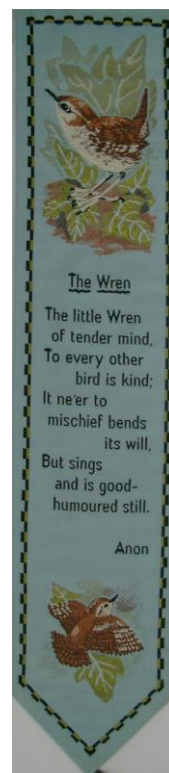
169



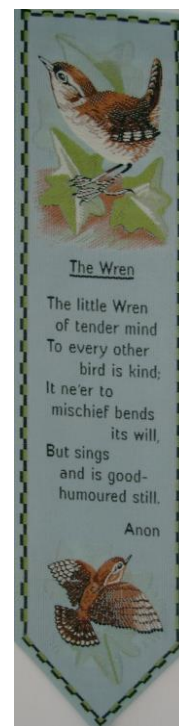
323



324



465



466

In some cases, like the birds and Auld Lang Syne, the design remained ostensibly the same but was completely redrawn. Where the changes can be tabulated, they have been noted in the listing. Coventry and Stratford, for instance, are easy to recognise as in each case the titles of the pictures were one line shorter. Where changes are more subtle, they are shown here. When the before and after versions are together they are easy to tell apart. In any case, the older versions are usually longer and the logo changes from B to C. But when a single bookmark has been framed, or is shown in an ebay image, the logo is hidden and the picture can only be recognised by small details.



447



304



305



308



309



267



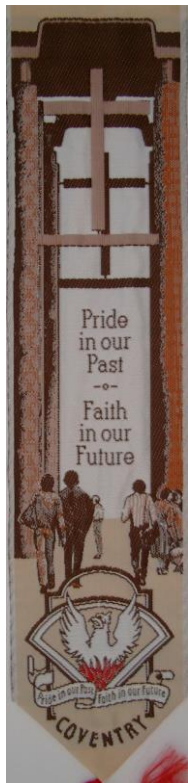
266



## Pairs



127



296



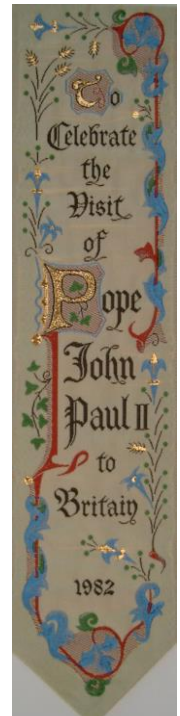
*1*



2



287

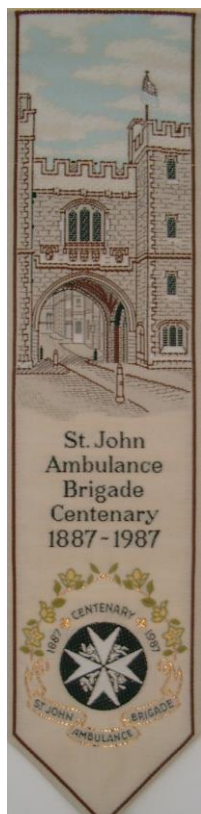


413

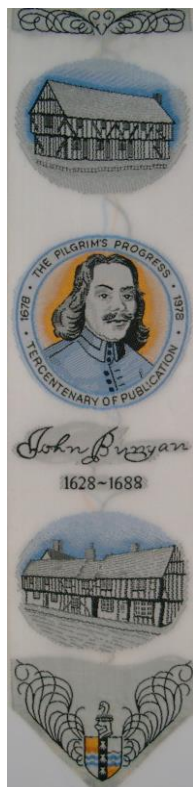
Some bookmarks were obviously issued in pairs, like the inn signs, the Papal commemoratives and the crossbill and nuthatch (*page 17*). Others, designed in pairs, must have been widely separated at the point of sale. Shakespeare, for instance, was commissioned by the Shakespeare Birthplace Trust who would have had little interest in Bunyan, but the two followed a common design. Lanchester Polytechnic and the Coventry Diocese shared a design, possibly a few years apart. The two versions of Columbus were produced for different countries with a different emphasis. Finally, the two St John Ambulance bookmarks differ widely in design, but manage to celebrate the same event twice over at a ten year interval!



365



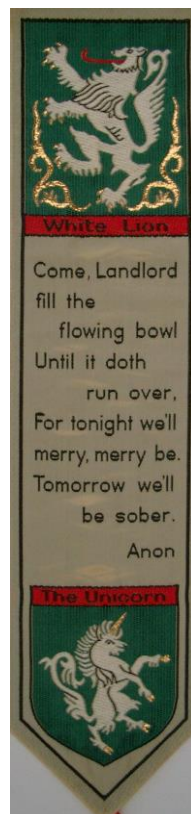
366



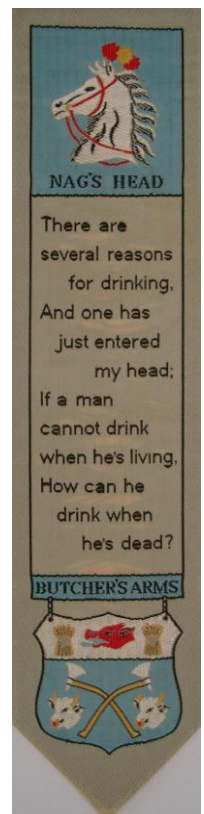
212



450



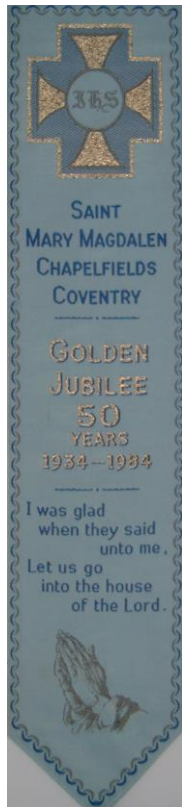
446



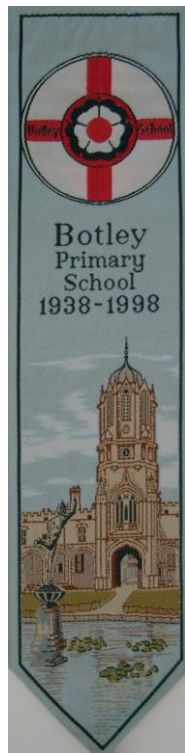
245



## ***Variants***



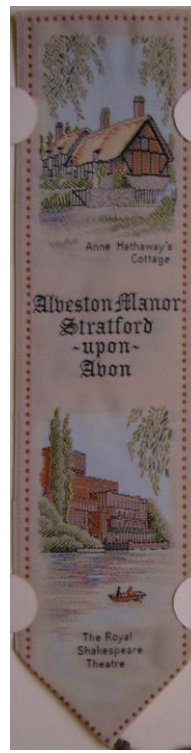
336  
Lord's Prayer



49  
Oxford



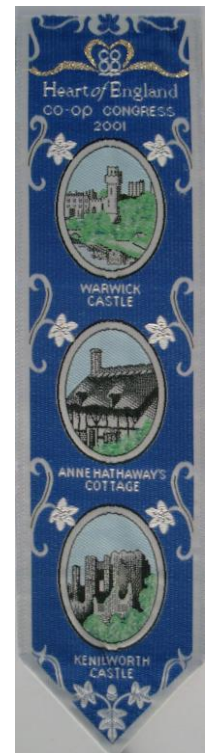
C19  
Countryside



22  
Stratford



183  
Teddies



182  
Warwickshire 3

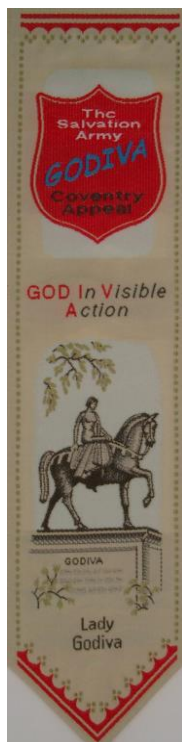
Cash's designed some bookmarks: *Countryside* (C19 above), *Millennium* (N29 page 1) and *Your Name Here* (Worthing page 20) for bodies who wanted their own bookmarks without the cost of original artwork. *Coventry*, too, appears in many guises for local organisations, as does *Graduation*. But existing bookmarks could also be personalised where relevant, and over sixty privately commissioned variants are known in addition to *Countryside* and *Millennium*. The *Kirk Hammerton* bookmark above is the only known instance where the badger, not the kestrel, was omitted from the original.



329  
Knight



23  
Bookmark



337  
Coventry



423  
Rugby



278  
Rose in Vase



349  
Seaside



## Around Britain



Cash's originated some place bookmarks, but Leeds Castle commissioned their own, as did the Pump Room museum shop in Bath. Worthing was a speculative weaving sent to a Cash's stockist. The House of Commons marker, in its special folder, was available from the House of Commons gift shop, only accessible to MPs and their guests. Stratford Church was designed by the late Joan Newick, a member of the church and of The Bookmark Society. In Cymru, Cash's later replaced the map with the Prince of Wales feathers.

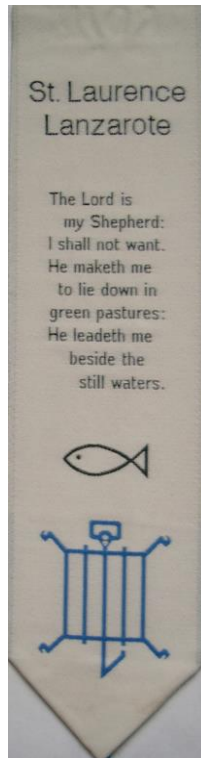




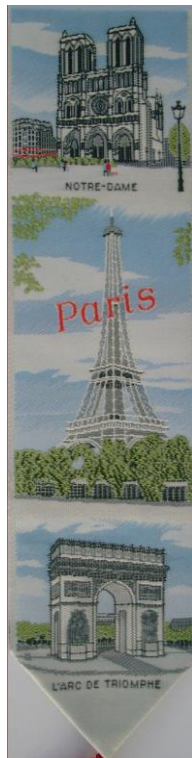
## Around the World



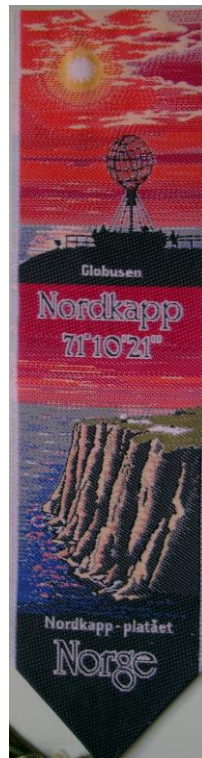
16



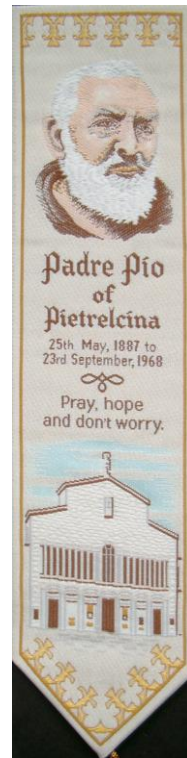
368



277



252



276



221

Cash's influence is worldwide. The Singapore marker was on sale at the Singapore Opera House around 1980, and Alberta was produced a year or so later. St Laurence Lanzarote, showing the grid-iron of his martyrdom which is St Laurence's symbol, was found in a sample book belonging to a retired staff member, and may not have been commercially produced. Apollon, a multi-national firm, is based in Greece. Risonare is a Japanese hotel resort, but its link with Japan Air Lines (as advertised by Cash's) is unclear, and the identity of Philip Johnston remains a mystery. NB Padre Pio's birthplace was Pietralcina, not as above.



357



424



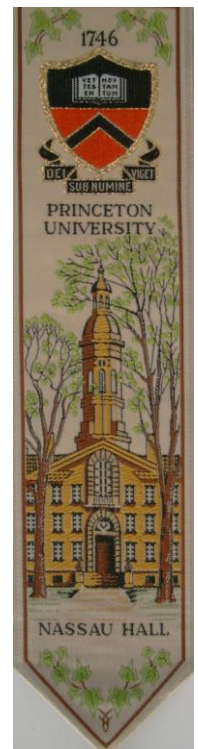
7



320



26



300



## Promotional Bookmarks



24



58



165



65

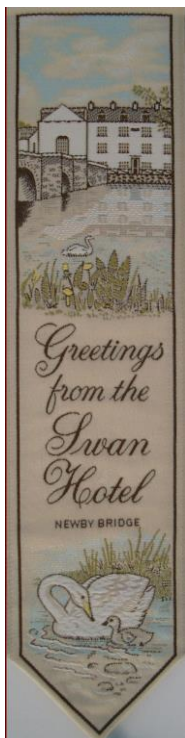


139

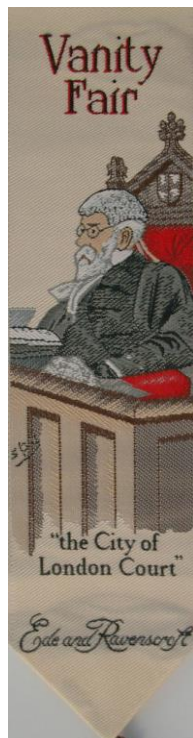


251

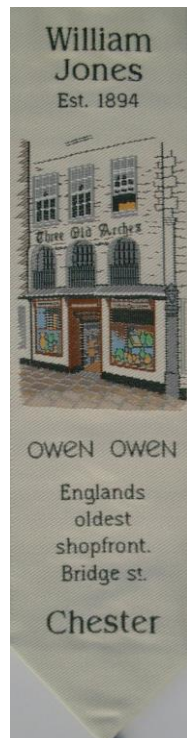
Some of the most striking designs are among those commissioned by commercial organisations, either to give or to sell to customers to promote their business. Some (Whiteheads, Calders and The Captain's Table) used existing designs, but many were original. American Airlines gave these memorable bookmarks to passengers on their inaugural flights from Britain to the USA, while NFU Mutual's gentle landscape went to both customers and staff. At a purely local level, the Swan Hotel and Avonways travel used Cash's as reminders of their service. Ede & Ravenscroft, robe makers to the legal and academic worlds, went further with a set of four illustrations from the novel *Vanity Fair*, sold at their London store.



171



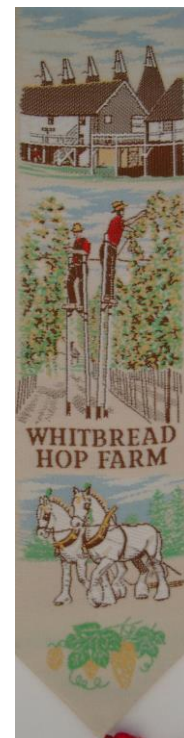
428



449



433



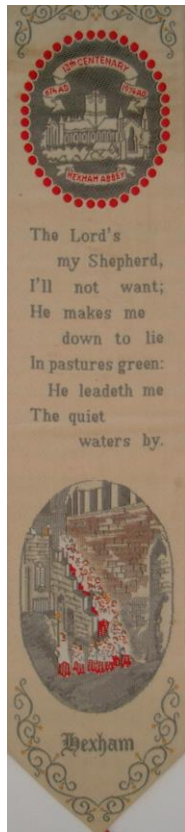
445



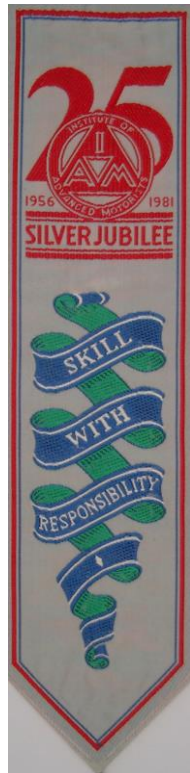
372



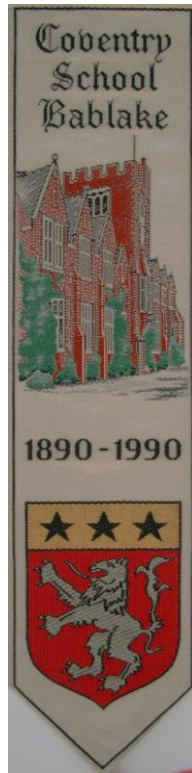
## Organisations



390



204



125



444



120



118

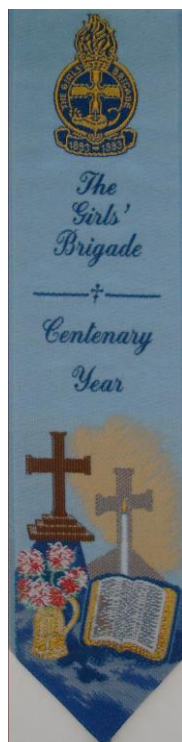
Many non-profit organisations used bookmarks, particularly for marking anniversaries. Four of these record a silver jubilee, others mark 75 years, a centenary or even longer. But the palm is carried by Hexham Abbey celebrating their 13<sup>th</sup> centenary in 1974. This bookmark is not easy to find, and is in fact one of several which Cash's deny making, although their logo is clearly woven on the reverse.



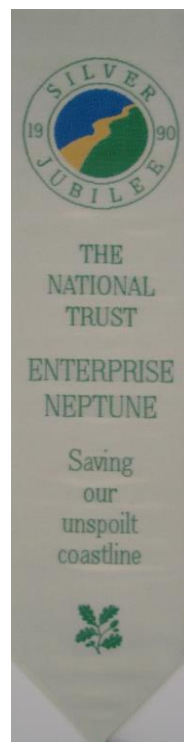
427



36



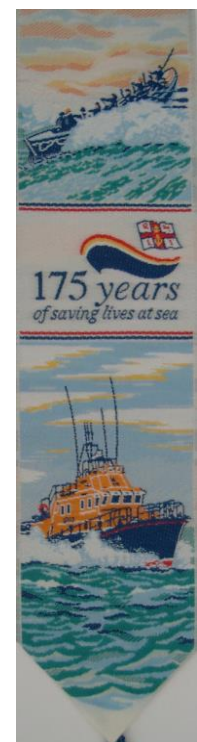
156



249



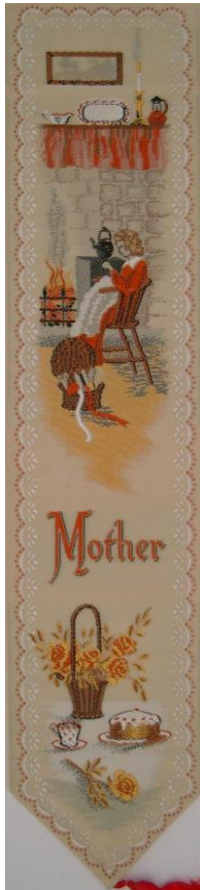
307



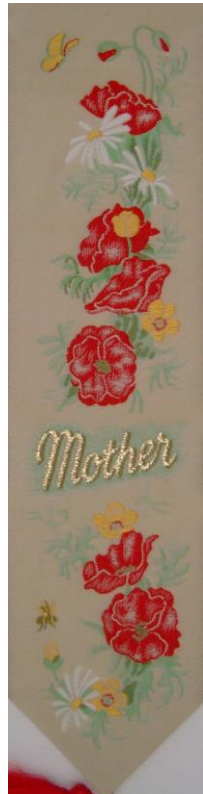
3



## Mothers and Children



239



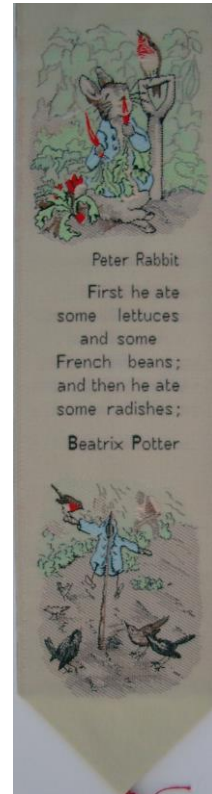
240



241



410

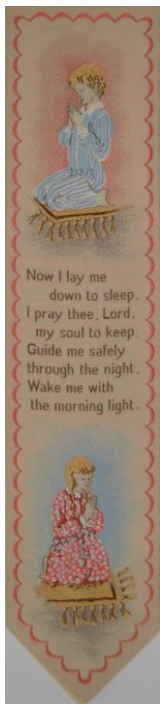


24

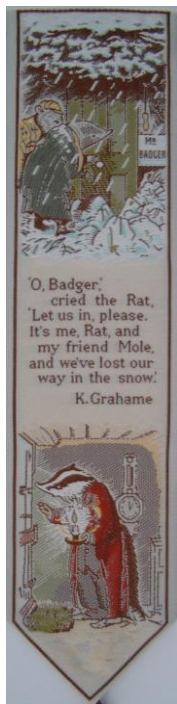


18

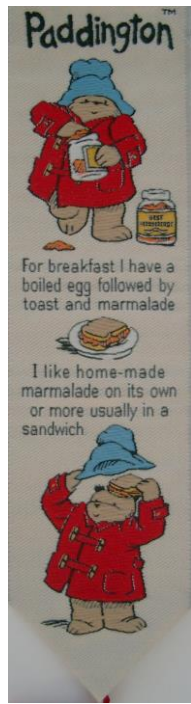
Cash's leased copyright of illustrations from several children's classics, the best known and most widely used being the Beatrix Potter stories, with seven different characters portrayed. The 70s *Child's Prayer* was also produced for children. In the 80s two further classics appeared, 'Alice' and 'Wind in the Willows', both as sets of four. Paddington Bear followed, and later the Flower Fairies. Other child-friendly characters were Brownsword's 'Country Companions'. Later informal designs, like *Tumbling Bunnies*, moved away from the copyright arena. Progression is also seen in 'Mother' Bookmarks. The first (239) fixes mother firmly as a domestic figure, but successive designs move from this to the more affectionate and less formal 'special Mum'.



253



455



274



290



111



421



## Royalty



103

194



Cash's definitely believed in celebrating a coronation three times. In 1937 (in addition to the favour optimistically designed for Edward VIII, *page 1, 100*) Cash's produced a traditional favour representing George VI and Elizabeth, the same favour mounted on card (*194*) as a bookmark, and a full-size ribbon style bookmark (*103*).

In 1953 the process was repeated with a favour, the same favour on card, (*360*, taking the opportunity to advertise Cash's weavings) and an unbacked silk bookmark (*206*). The USP of the latter was its tassel made from the same silk as the coronation robes. Mounted on baize with a paper gilt frame, this bookmark was offered as a free gift to readers of a leading women's magazine. The take-up was rather less than anticipated, as 25 years later the remainders were bought by a book club which offered them to its members as a silver jubilee souvenir.

Are favours bookmarks? They were traditionally worn on the hat or lapel to celebrate allegiance at national events or elections. Some still have the small safety pin which indicates they were used for this purpose, but many have clearly been used as bookmarks. Either way, the 1953 favour seems to be the last of its kind.

After a bookmark silence of over twenty years, Cash's returned with twin Silver Jubilee markers in red and blue (*page 1, 399*). Two more marked the wedding of Charles and Diana in 1981. Apart from this, royal commemoratives came singly, but in swift succession: the Queen Mother's 80<sup>th</sup> birthday, Prince Andrew's wedding and the births of Prince William and Princess Beatrice.

It appears that these did not sell as well as expected, because no more appeared until the Queen Mother's hundredth birthday in 2000. Then in 2002 and 2003 the Queen's golden jubilee and the anniversary of the coronation were celebrated. We now wait with interest for Prince William's wedding.



206



360

## Finally

The only reliable way to fill gaps in a listing is to publish the list! There will be collectors reading this who own other bookmarks never previously identified, and some will have actual examples of bookmarks known but rarely seen. If so, I shall be delighted to have the information (and if possible a scan) at [bunting7@btinternet.com](mailto:bunting7@btinternet.com). All fresh information will be made known through TBSNews.

The main problem in compiling this listing has been one of selection. Efforts have been made to reproduce as many as possible of the rarer bookmarks, but space has not allowed every bookmark to be illustrated, and some collectors may find that their favourite is missing. Equally, the seasons and some favours may not be true bookmarks. They are included so that readers can decide for themselves.

I hope that most collectors will find this helpful, that it will fill in a few gaps and most of all that it will do justice to one of the great weaving firms of the twentieth century.

*Sylvia Bunting*

## *Other groups of Cash's bookmarks*

### **Countryside Bookmarks**

<i>Listing ref</i>	<i>Text</i>
<b>C1</b>	Amberley church, Glos
<b>C2</b>	Ashwood
<b>C3</b>	Boughton Monchelsea Pr. School 1850-2000
<b>C4</b>	Blenheim Palace
<b>C5</b>	Bubbenhall CE First School 1864 - 1996
<b>C6</b>	Carlisle
<b>C7</b>	Castle Combe
<b>C8</b>	Coleshill
<b>C9</b>	Corley CE School 1837-1996
<b>C10</b>	Cornwall
<b>C11</b>	Cotswolds
<b>C12</b>	Cuckfield
<b>C13</b>	Cymru Wales
<b>C14</b>	Devon
<b>C15</b>	Dorchester 2000
<b>C16</b>	Hampshire
<b>C17</b>	Ilminster
<b>C18</b>	Keynsham
<b>C19</b>	Kirk Hammerton Methodist Church
<b>C20</b>	Leek Wootton School
<b>C21</b>	Lutterworth
<b>C22</b>	Oundle
<b>C23</b>	Northamptonshire
<b>C24</b>	Pershore
<b>C25</b>	Ravensdale Primary School
<b>C26</b>	Ross-on-Wye
<b>C27</b>	Sherfield on Loddon
<b>C28</b>	Shilton 2000
<b>C29</b>	South Wales
<b>C30</b>	St Werburgh's Church, Lymm
<b>C31</b>	Tiverton
<b>C32</b>	Toddington
<b>C33</b>	Wallingford
<b>C34</b>	Wessex
<b>C35</b>	Westbury (with White Horse)
<b>C36</b>	Weston-in-Arden First School
<b>C37</b>	Wiltshire
<b>C38</b>	Women's Gas Federation 1935-1993

### **Millennium Bookmarks**

<i>Listing Ref</i>	<i>Text</i>
<b>N1</b>	Andorran Christian Society
<b>N2</b>	Canterbury
<b>N3</b>	Chesterfield
<b>N4</b>	Christchurch Fellowship x 2
<b>N5</b>	City of Rochester
<b>N6</b>	Claire House Children's Hospice
<b>N7</b>	Congleton
<b>N8</b>	Cornwall
<b>N9</b>	Cotswolds
<b>N10</b>	Coventry
<b>N11</b>	Coventry Operatic Society
<b>N12</b>	Dinnington
<b>N13</b>	Dorset
<b>N14</b>	England
<b>N15</b>	Guide Association (trefoil)
<b>N16</b>	Isham School
<b>N17</b>	Langport
<b>N18</b>	Macclesfield Silk Museum
<b>N19</b>	NSPCC Coventry Branch
<b>N20</b>	NWA Women's Club
<b>N21</b>	Ormskirk
<b>N22</b>	Rutland
<b>N23</b>	Scarman Trust
<b>N24</b>	Society of St Andrew, York
<b>N25</b>	Somerset
<b>N26</b>	Stratford-upon-Avon
<b>N27</b>	Sunningdale W.I.
<b>N28</b>	Thame
<b>N29</b>	The Bookmark Society
<b>N30</b>	Wirral Peninsula
<b>N31</b>	Yeovil

### ***Acknowledgments***

Many members of The Bookmark Society have helped  
by drawing my attention to individual bookmarks. Thank you to you all.

But there are three who have contributed significantly to this listing –  
without their knowledge it would not have been anywhere near its present form.

So especial thanks and appreciation to:

**Geoff Harris, Peter Standley, Joe Stephenson**

# *Mini Bookmarks 1997 – 2005*

Listing	Cash's ref	Cash's title	Listing	Cash's ref	Cash's title
M1	369	Apple	M30	362	Lavender
M2	940a	Benjamin Bunny, beige ground	M31		Lemon Balm
M3	940b	Benjamin Bunny, green ground	M32	378	Leopard's Bane
M4	384	Birch Tree	M33	124	Lion
M5	107?	Black Cat	M34	385	Maple Tree
M6	358	Blackberry	M35		Mint
M7	special	Blue tit on branch	M36	special	Mrs Tiggywinkle 100 years
M8	382	Bluebell	M37	383	Oak Tree
M9	123	Bunny	M38	100	Patch (dog)
M10	386	Cedar Tree	M39	356	Pear
M11	126	Centenary Hunca - two bad mice	M40	937	Peter Rabbit, beige ground
M12	360	Chamomile	M41	937b	Peter Rabbit, green ground
M13	357	Cherries	M42	353	Plum
M14	363	Chives	M43	934	Poppies in Vase
M15	387b	Christmas Robin ( white ground)	M44		Pretty angel
M16	389a	Christmas Tree (gold stars))	M45	380	Red Campion
M17	389b	Christmas Tree (with garlands)	M46	387a	Robin (blue ground)
M18	933	Daffodils in Vase	M47		Santa (full length)
M19	102	Duck	M48	366	Scotland - thistle and flag
M20	364	England, rose & flag	M49	-	Sea Horse
M21		Fairy with hearts	M50	379	Snowdrop
M22	388	Father Christmas (head)	M51	122	Snowman
M23	376	Forget-me-not	M52	352	Strawberry
M24	932	Foxglove in Vase	M53	361	Thyme
M25	931	Geraniums in Vase	M54	939	Timmy Tiptoes, beige ground
M26	101	Giraffe	M55	939b	Timmy Tiptoes, green
M27	365	Ireland, shamrock and flag	M56	367	Wales - daffodil and flag
M28	938	Jemima Puddleduck on beige	M57	377	Wood Anemone
M29	938b	Jemima Puddleduck on green			



M15



M46



M44



M49



M21



M17



M16



## Occasions



472



261



186



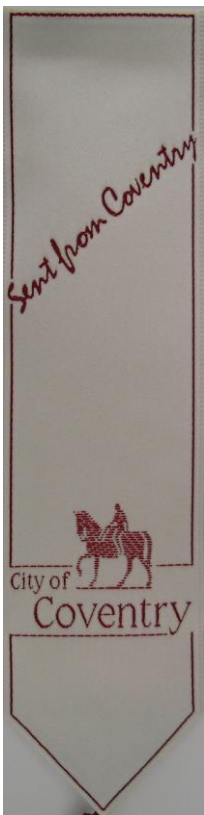
44



178



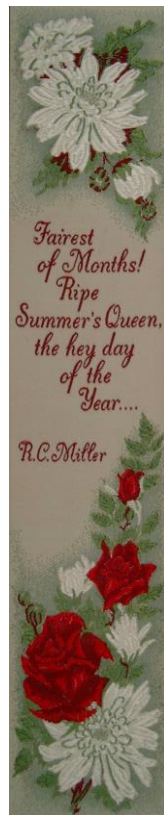
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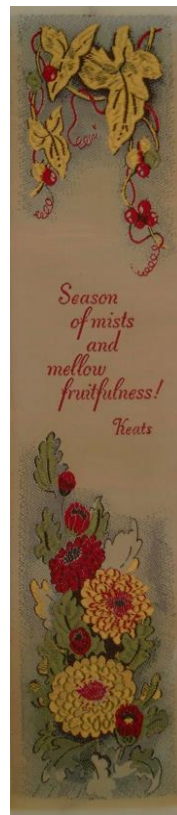
347



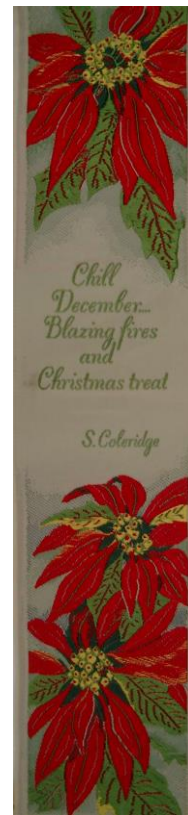
341



342



343



344



86