

## THE SOUTH PACIFIC PERFIN BULLETIN

NO 27 APRIL 1994

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### EDITORIAL

In the January 1994 issue of the Bulletin, David Andersen announced that he was stepping down from the position of Editor of this Bulletin. The news of David's decision to decline nomination for a further term comes as a shock to the many Club members who have come to rely on him as the focal point of our Club.

The first issue of the Bulletin appeared in 1986 and after four issues, publication faltered. While David had no official role in the publishing/editing of those early issues, he contributed articles to each issue and instituted the high quality philatelic literary and research standards which have given the Bulletin its character.

David resurrected the Bulletin with the July 1988 issue, acting initially in a private capacity and, for later issues, as the informal Editor of the Australian section of the Bulletin. He formally took on the position of Editor in July 1989 and continued through to the current year. During the period of David's editorship, we have been treated to a publication of the highest standard, which has catered to a comprehensive range of Club members' perfin interests and which has always been published on time.

David's work has been more than writing and editing articles for the Bulletin. Through his work in producing the Bulletin, David has undertaken tasks such as organising our first meeting (Sydpex '88), arranging for the appointment of our first Secretary/Treasurer (Geoff Wise) and co-ordinating the first systematic research of Australian perfins.

At the Club meeting held in Canberra in March of this year, members were unanimous in wishing to record their appreciation of David's work. I'm sure I speak for all members in offering David our sincere thanks.

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## NEW MEMBERS

We welcome Colin Beech of St Lucia, Queensland (membership No 139) as a new member.

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## NEWCASTLE '94

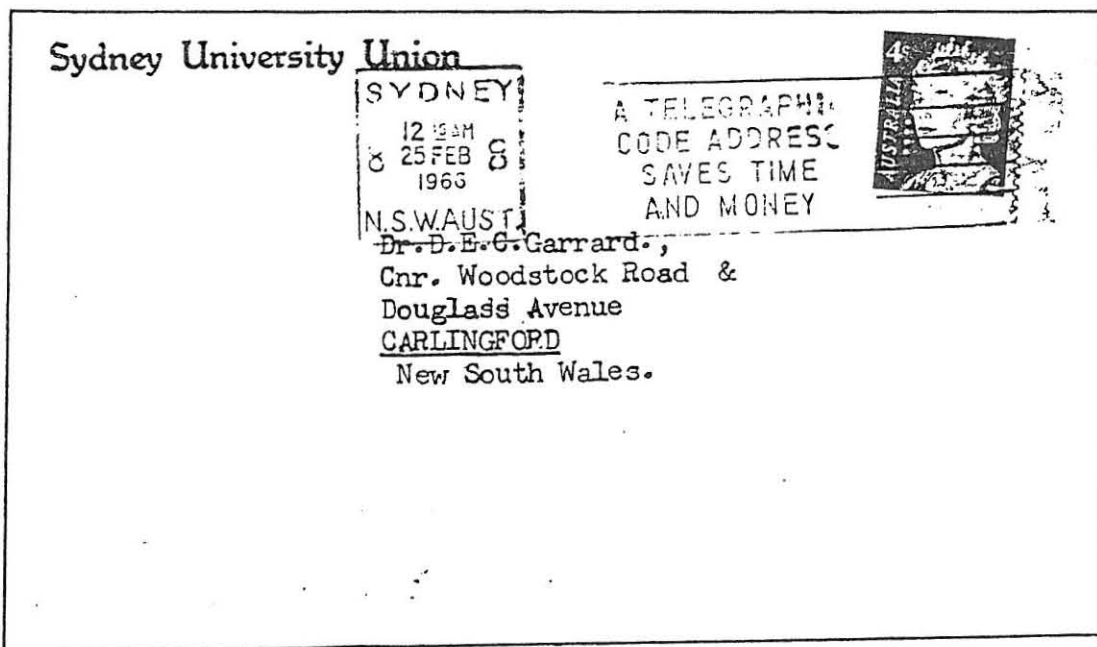
Newcastle '94 was held at Newcastle over the Easter weekend. The Exhibition is special in that it is the only one (of which I am aware) to offer an exhibition category specifically for perfins. The disappointment however was that no entries were submitted in that class. More on this in a future issue.

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## MORE ON DAVID JONES

Many articles have now been written on the perfins used by David Jones Ltd of Sydney and one could be forgiven for thinking that the final word had been said. However, at NEWCASTLE '94, John Fordham showed me two 1966 covers with the return address of the Sydney University Union, each bearing a copy of the perfin DJLTD.1.



John researched the covers and found that David Jones had a store at the University Union Building on Parramatta Road and apparently, that branch of David Jones routinely used Sydney University Union envelopes for their mail.

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## EDITOR WANTED

As noted in the report of the Club meeting held in Canberra, we need a volunteer to take over as Editor in time for the July issue of the Bulletin. Scanning past issues will show that the Editor does not have to provide all the words. An interest in helping members communicate is the only real requirement, although access to a word processor and commercial photocopying facilities would be a help. A volunteer please - it would be the best way to say "thanks" to David Andersen.

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## PUNCTURED OFFICIALS USED AS POSTAGE DUES

The catalogue for the Rodney Perry Auction of 23 April 1994 includes the following entry:

*" 1d carmine-rose perf 'T' utilised as a postage due on unfranked 1925 (26th Oct) OHMS entire from Broadmarsh to Hamilton. Rare use of regular stamp for this purpose."*

I have not seen the item in question and do not know, for instance, whether the cover included a Tax handstamp. Notwithstanding, the questions which occurred to me were, firstly, why should a Tasmanian Government department provide a stamp to a Commonwealth Post Office to be used as a postage due and how would the accounting be squared away? Secondly, why would the unfranked cover be taxed at only one penny, given that the postage rate at that time was 1½d? For these reasons, I wondered as to the true nature of the item.

This report of an official puncture used as a postage due is not unique. There have been other covers of a similar nature in other auction catalogues, purportedly bearing official punctures (mainly "OS" Commonwealth issues) used as postage dues. However, with all of these, there has been some doubt as to their status.

A convincingly genuine example of an official puncture used as a postage due would certainly make an attractive addition to any collection or exhibit of official punctures. Is anyone aware of such an example?

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## LITERATURE REVIEW

The October 1992 issue of the Bulletin provided a review of Ian McMahon's monograph *Commonwealth of Australia Printed to Private Order Postal Stationery*. That publication is of interest in the perfin context as printed-to-private-order (PTPO) material had a purpose closely related to perfins. Further, many of the firms which used perfins were also users of PTPO postal stationery and a study of one field is therefore directly complementary to a study of the other.

Richard Peck's new publication *Personalised Postage* addresses a further field related to perfins. *Personalised Postage* deals with the first series of postage franking machines

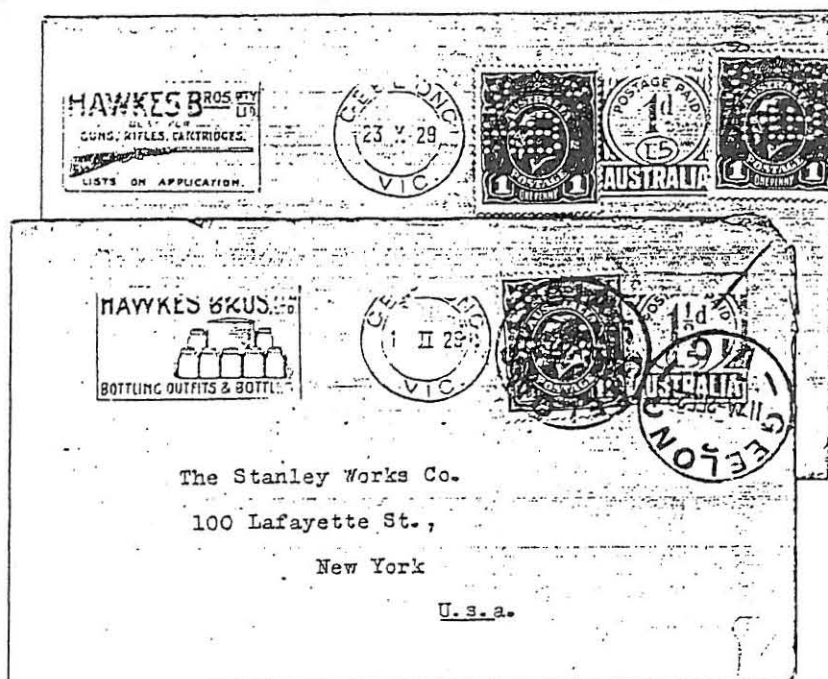
(meters) which were introduced in Australia in 1927. As Mr Peck notes, "*personalised postage encompasses those methods of mailing under permit, used mainly by commercial firms as an alternative to (standard) adhesive postage stamps. They include perfin, printed-to-private-order postal stationery, postage imprints (printed or rubber stamped) and postage franking machine impressions (meters).*"

*Personalised Postage* provides a listing of the advertising slogans used on the first series of meters (A1 to Z9) with a generous selection of slogans illustrated. Some 234 machines are comprehended in this series, most of which were used to produce a variety of different slogans. The book also provides a useful listing of firms which used both meters and PTPO postal stationery.

Many perfin user firms ceased to puncture their stamps from the late 1920s and adopted franking machines as an alternative. Other firms used both perfin and meters simultaneously. Business names, well known to perfin users, are therefore well represented in *Personalised Postage* including, for example, North Shore Gas Co, David Cohen & Co, J C Hutton, Foggit Jones & Co, McPhersons Ltd, Younghusband, Dalgety and Anthony Horden & Son.

*Personalised Postage* is spiral bound, 66 pages and available from Richard Peck at GPO Box 2167, Sydney, NSW 2001. Cost: \$15.00 including postage.

Examples of combination covers, (reduced in size) both used in 1929 by Hawkes Bros of Geelong with different meter slogans each with perfin HB.4, are shown below.



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#### NEWS OF MEETINGS - Canberra Stampshow '94

A meeting was held at StampShow '94 on Saturday 19 March 1994 with the President John Grant "in the chair". There were 8 members present from ACT, NSW Vic, WA and New Zealand. It was particularly pleasant to see such widespread representation.

Reports by the President and Treasurer indicate that the Club is in a healthy state financially and in relation to membership and Club activities. There has been an increase in the number of financial members and strong vendor and buyer support for Club auctions.

The main item of business was the election of office bearers. As there was only one nominee for each of the following positions, there was no requirement for formal voting. Incoming office bearers are:

President	John Grant (ACT)
Treasurer	Peter Wood (Vic)
Secretary	John Mathews (ACT)
Australian Circuit Manager	John Mathews (ACT)

There was no nomination for the position of Editor of the Club Bulletin. The President pointed out the high standard of the Bulletin and noted that this was due to the keen effort put in by David Andersen over many years. A formal motion was unanimously carried to express a vote of thanks to David for his efforts.

The Australian Circuit has been handed over from Jill Grant to John Mathews. The meeting formally recognised Jill's efforts in establishing and running the circuit over the past 2½ years. Our sincere thanks go to Jill.

Barry Clarke was the only nominee for the position of NZ Circuit Manager, but the meeting agreed to leave the final vote to the NZ meeting of the Club coming up in May - see separate notice.

Items of interest raised at the meeting included the new 'VG' catalogue, the new 'A' private perfin, news of sighting of the WPLD.1 perfin (almost certainly a Sloper die) and a newspaper wrapper used by the Government Tourist Service, Sydney, with the perfin 'OS/NSW'.

John Grant and John Mathews announced, with mixed feelings, that the first edition (?) of *Commercial Perfins of Australia* had now sold out. Feedback has been very strong and has produced some new members for the Club.

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#### NORTHEX '94

This exhibition will be held in the Hamilton Gardens Pavilion (near the Botanical Gardens) in Cobham Drive, Hamilton, NZ, over the weekend of 14-15 May 1994. A meeting of the PCNZA has been arranged for 2.00pm on Sunday 15 May in the Chartwell Room of the Pavilion. All members are cordially invited to attend and meet fellow collectors. The meeting is being organised by Barry Clarke.

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## AUSTRALIAN EXCHANGE CIRCUIT

If you have material which is surplus to your collection, and perhaps not suited to being made up into auction lots, why not make up a circuit book and give others a chance to provide you with the wherewithal to purchase items on your 'wants' list.

Likewise, if you would like to have your name added to the Circuit, let John know. It is a requirement that books be passed by hand or certified mail.

Costs make it uneconomical to send books overseas on a routine basis. However, if any overseas members are interested enough to see these books and pay the postage both ways, John will see what can be done.

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## SUBSCRIPTIONS

*See hand sur*  
Just a reminder that subscriptions are due for renewal on 1 July 1994 for the 1994/95 year. Subscriptions will remain at present rates (see page 1) for the next 12 months. Please send your payment to our Treasurer, Peter Wood, before you forget.

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## EXCHANGE WANTED

Dick Scheper, Hogeland 1, 2264 JX LEIDSCHENDAM, NETHERLANDS collects Dutch and Swiss perfins. To obtain these, he is keen to swap perfins of other countries on a 1-for-1 basis.

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## LITERATURE WATCH

GB Perfin Society Bulletin no. 268 February 1994. Articles include:

- . "Perfins" on foreign bill stamps and contract note stamps (K. Parkhill);
- . Stamps not recorded as perfins (GB), an update;
- . Burroughs, Wellcome & Co, Dartford, Kent (A. Smith);
- . More from the Sloper ledgers (S. Steere);
- . Another tobacco-related perfin (R. Smith).

US Perfins Bulletin, vol. 46, no. 10 Nov/Dec 1993. Articles include:

- . Seeking publicity (i.e. publicity perfins) (R. Schwerdt);
- . The lot of a catalog editor (J. Randall);
- . World Perfins Catalog (Africa): some new patterns and corrections;
- . Dave Stump discusses perfins machinery;
- . POKOs (B. Brunell).

US Perfins Bulletin, vol. 47, no. 1 Jan 1994. Articles include:

- . Cumulative index to Perfins Bulletin (available at US\$10.00);
- . World Perfins Catalog (Asia) : Introduction;
- . Perfin names (H. Rickard).

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## SARGOOD BROS' 12 HEAD PERFORATOR

(J H Mathews)

The Sydney Office of Sargood Bros. used a perforator which had 12 heads in a single row. The displacement between the 6th and 7th heads was larger than that between other pairs of neighbouring heads, being 29.0 mm compared with an average of 20.5 mm for the others. This was obviously designed to perforate, in a single strike, each stamp in a row of the NSW stamps; the sheet format having an 8.5 mm gutter between the two panes. The earliest known usage of this perforator is from 1908.

Apart from the repeated letter combination, the only aspect of the design which the respective heads have in common is their overall height and width. The number of holes in each letter and the shape of the letters vary considerably. This makes it relatively easy to identify and head from a partial strike and, hence, to be able to determine neighbouring heads from strikes on multiples and large size stamps.

In an earlier issue (SPPB, July 1992, p.9), I illustrated 7 heads of this perforator in two sequences which I had determined at that time. Since then, I have found more examples of this perfi, and had others sent on loan for study. As a result, I have been able to reconstruct the 12-head die - almost. As shown in the illustration, the pattern of the last head is not complete.

Unfortunately, patterns from heads 8 to 12 are relatively hard to find. They occur most often on NSW stamps, but rarely on Kangaroo and Map series or the KGV definitives. These Commonwealth issues came in sheets whose width far exceeded the length of the 12-head die and their sheets were probably torn into panes or folded in half prior to perforating. The 8th head would have been beyond the width of a single pane of the KGV definitives. Further, for any NSW stamps issued in a sheet format which did not include a centre gutter, the 'B' of the 12th head would have perforated the selvedge adjacent to the last stamp in the row.

Multiple head perforators are not uncommon. However, what makes this one possibly unique is the different character of each head. Almost certainly, each character was formed "by eye", rather than from a common template and this would have made the engineering task more laborious. Joseph Sloper & Co used templates to produce their multiple head dies. The nature of the Sargood Bros' perforator suggests that its maker was probably a local (Sydney) firm.

Does any reader have a complete strike of the 12th head, or of a 'B' which is similar to those shown, but does not match any one exactly?



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## DELIBERATE MODIFICATIONS TO CUSTOMISED PERFORATORS

(J. H. Mathews)

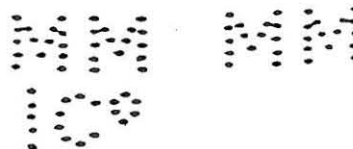
This article will discuss modifications which have been deliberately made to customised Australian perforators for a wide variety of reasons. There are also, of course, many examples of variations due to broken or missing pins, while the variations produced as Victorian Service Perfins are a fascinating study in their own right.

Customised perforators were rather expensive and it would require a large volume of outgoing mail to justify the purchase of one. The purchasers were therefore typically the very large commercial, organisations of their time, as well as Governments. But these larger organisations also tended to survive for longer periods, particularly through the hard economic times which prompted protection of stocks of stamps. So it is perhaps not surprising to find a variety of reasons why the original perfin pattern was not appropriate throughout the whole life of some of these perforators. Most of these reasons involved some change relating to the user of the perforator, but let us start with one which probably did not.

### Pin removal.

There are several examples of perforators which have had pins removed quite deliberately. Why might this be done? Firstly, the perfin may have proved to be too large for the smaller size of a later issue of stamps (e.g. the transition from KGV heads to the KGVI definitives). Secondly, the physical extent of the perfin may have produced more "confetti" than paper remaining, the stamps thereby being weakened to the point where they separated via the perfin holes, as did many of the first watermark Roos with the large "OS" perfin.

An obvious example of the former is the perfin MMIC0.2 which would have been designed for the KGV head stamps. To use it for the smaller KGVI definitives, the letters "ICO" were later removed, resulting in MM.6.



On the other hand, perfin GSBNSW.1 did not leave much of the stamp around the holes and was soon modified to simply GSB.1 (see also "Australian Official Perfins" by David Andersen).

From another practical point of view, the pressure required to perforate stamps would have depended on both the thickness of the pile of stamps being perforated at one time, and the total area of contact between pins and paper. Therefore, fewer pins would mean less effort and/or more stamps perforated per strike.

Lastly, the perfin "OS/GR", reported in SPPB of October 1991, appears to have been changed to GR.2, but this may have been a different sort of policy decision not to use the letters "OS".



Examples of pin removal include:

AMPS.3	to	AMP.2;
GSBNSW.1	to	GSB.1;
HS&CO.1	to	HS.3 and HS.4;
MMICO.2	to	MM.6;
OSGR	to	GR.2;
TCB&CO.1	to	TCB.1; and
WACO.1	to	WA.2.

#### Change of legal form of company title

There are various types of company nomenclature reflecting such things as the different types of liability defined in law. Thus, if that aspect of a company changed, then so would the form of title.

In 1915, Robert Harper and Co. Prop. Ltd. dropped the word "Proprietary" from their company title, and removed the letters "PTY" from their perforator. The pattern RH&COPTYLTD.1 became RH&COLTD.1.

#### Change of company name

The Sargood family of companies had an interesting perfin history on both sides of the Tasman. By the early 1900s, the company had grown steadily and in Australia was named Sargood, Butler, Nichol and Ewen. They were using perfins SBNE.1 in Sydney and SBN&E.1 and SBN&E.2 in Melbourne. In 1907, the company name became Sargood Bros. The Sydney branch modified their perforator to SB.1, while the Melbourne office converted SBN&E.2 to SB.3 and apparently phased out the other older device, replacing it with SB.4. We shall return to the Sargood saga shortly.

One of the most ingenious modifications to a perforator took place as a result of the change from Beath, Schiess and Co, to Beath, Schiess and Felstead in 1909. (W.H. Felstead was listed as a member of the company in Sands' Melbourne Directory from 1885!). Four pins from the "C" and two from the "O" of BS&CO.11 were retained, the others from those letters removed and two new pins added, to form the slightly distorted "F" of BS&F.1.



It is also possible that Reckitt & Sons Ltd. deliberately removed a pin from the "&" of R&SLD.1 to form RôSLD.1 when the company name changed to Reckitt (Oversea) Ltd. - sometimes abbreviated to Reckitt (O'sea) Ltd.

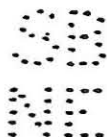
Name changes were not restricted to private commercial companies. When the Sydney County Council was formed at the end of 1935, the 'diagonal' perfin SMC.1 was modified to produce SCC.2. Its use in this form would appear to have been short-lived, however, because its overall height was 23 mm and the new definitives issued in 1937 were only 24 mm high. (The replacement perfin SCC.1 was only 20 mm high). For more detail, see also *Australian Official Perfins* by David Andersen.

### Change of company location

A few companies included the initial of their location as part of their perfin pattern. For Geo. Wills and Co., who had done this for their Adelaide, Brisbane and Fremantle offices, the transfer of their West Australian office from Fremantle to Perth caused them to add an extra pin to the "F" of GWF.1 to form GWP.1. The resulting "P" was somewhat unnatural in appearance, and the top-right pin (an original part of the "F") was later removed, producing GWP.2. More detail about this perforator is contained in the article "More on the GW/F Perforator" by Derek Pocock in *Black Swan*, June 1988.

### Company mergers

Company names were also affected by mergers between companies. Sargood Bros. and William Gardiner and Co. were both warehousemen whose Sydney properties were almost opposite each other in York Street. When they merged, the resulting company was known as Sargood, Gardiner. The Melbourne office modified the SB.4 perforator to form SG.2 in 1927. The Sydney office continued to use SB.1 (previously modified from SBNE.1) until the mid-1930s when the "B" was replaced to produce SG.3, the "G" of which is of a roughly similar size (different to that of the "S") and style to that from WGCO.1.

A perforator pattern consisting of two rows of three dots each. The top row forms the letters 'S' and 'B', and the bottom row forms the letters 'N' and 'E'.A perforator pattern consisting of two rows of three dots each. The top row forms the letters 'S' and 'B'.A perforator pattern consisting of two rows of three dots each. The top row forms the letters 'S' and 'G', and the bottom row forms the letter 'G'.

It is possible that GDCOP.1 was modified to GDM.1 when Goode, Durrant and Murray was formed by merger. However, the more probable change to GDCOP.1 was the removal of the "P" and the subsequent use of stamps perfinned GDCO.1 in West Australian country branches as well as in the Perth head office.

### Change of user of a perforator

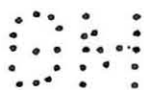
Some perforators were put into service, after modification, for users quite distinct from the original purchaser.

In *Australian Official Perfins* by David Andersen, there is a full account of how the G/NSW perforator which had been phased out in 1961 was modified and put into service for the University of New South Wales for another decade.

There have always been close ties among groups of insurance companies. Perfin BEA.1 of the British Equitable Assurance Co. Ltd. needed only a slight modification to become REA.2 for Royal Exchange Assurance of London's Sydney branch. In 1927, the earliest recorded usage date for REA.2, both companies had offices in the building at 77 Pitt Street, Sydney, and both were shown in the Post Office Directory as having W.H.Locke as their manager!

A perforator pattern consisting of two rows of three dots each. The top row forms the letters 'B', 'E', and 'A', and the bottom row forms the letter 'A'.A perforator pattern consisting of two rows of three dots each. The top row forms the letters 'R', 'E', and 'A', and the bottom row forms the letter 'A'.

Perhaps the most intriguing example involves GM.1 which was in use until 1937 with Goldsbrough, Mort & Co. Ltd., after which the "M" was removed and the device used from the following year as G.2 by Gippsland and Northern Co-operative Selling Co. Ltd. As an aside, could this have been partly prompted by the size of GM.1 compared with that of the new definitives? Since *Commercial Perfins of Australia* was published, a second distinct pair of such perfins has been discovered, indicating that it was at least a 2-head device. Correspondence from current staff at Gippsland and Northern states that their company had never had any connection with Goldsbrough, Mort & Co. Ltd. Gippsland and Northern has become part of the Dalgety 'empire', and Goldsbrough, Mort & Co. Ltd. merged with Elders (formerly Elder Smith and Co. Ltd).



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### COMMERCIAL PERFINS OF AUSTRALIA - UPDATE NO 3

With this issue is included the third instalment of information to update *Commercial Perfins of Australia*. It is pleasing to note that new user identities, as well as extended date and postmark information, are continuing to come forward.

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### EARLIEST PERFIN COVERS

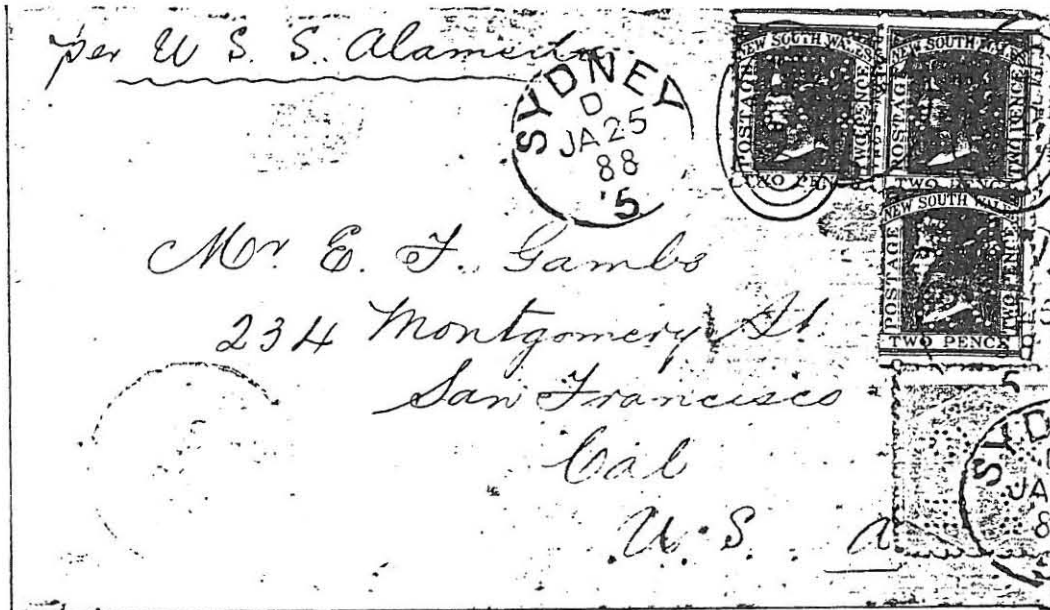
In various fields of philately, one commonly sees references to "*the earliest known ..... cover*". In Australia, we have not sought to establish the earliest known perfin covers and the purpose of this article is to start the ball rolling on that issue.

The earliest perfin covers I have seen for each Australian State are:

- |                 |   |
|-----------------|---|
| Victoria        | Fresh Food and Frozen Storage Co Ltd<br>Printed-to-private-order one penny cover with additional<br>one penny adhesive showing the perfin FFS.1<br>Melbourne to Warrion (Vic)<br>Postmark: Melbourne 3 April 1894 |
| New South Wales | S Hoffnung & Co Ltd (see illustration below)<br>Ship Letter, Sydney to San Francisco, USA, per USS<br>Alameda, with 3 x 2d, 1 x 6d adhesives showing the perfin<br>SH&CO.3<br>Postmark: Sydney 25 January 1888    |
| Queensland      | Australian Mutual Provident Society<br>Postcard, Brisbane to Taringa (Qld) with 1d adhesive<br>showing the perfin AMPS.1<br>Postmark: Brisbane 16 October 1905  |

- South Australia Crooks & Brooker  
Commercial papers cover, (bright red in colour) Adelaide to  
Hindley Street with 1d adhesive showing the perfin C&B.1  
Postmark: GPO Adelaide 5 August 1893
- Western Australia W Sandover & Co (unidentified on the cover)  
Perth to Sydney, with 2d adhesive showing the perfin  
WS&CO.1  
Postmark: Perth 20 February 1908
- Tasmania George Adams & Co (unidentified on the cover)  
Hobart to Longreach (Qld) with 2d adhesive showing the  
perfin A.4  
Postmark: Hobart 2 September 1899

This would make the S Hoffnung & Co Ltd cover, shown below, the earliest Australian perfin cover identified to date.



The dates of these covers, are relatively late compared to the usage dates of the earliest known stamps off cover and it is certain that earlier covers exist. Can anyone provide details of earlier covers?

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#### PCNZA AUCTION NO 1/1994

Enclosed with this issue of the Bulletin is the catalogue for Auction 1/1994. As with previous auctions, a wide range of good quality official and private material is offered from Australia and overseas countries. Bids are due with John Mathews no later than 5 July 1994.

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