

SOUTH PACIFIC PERFIN BULLETIN

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EDITOR'S COMMENT

We have a broad range of articles this issue provided by quite a few people. However a number of articles and updates have had to be held over till the next issue.

CLUB MEETING IN NEW ZEALAND

A reminder that there is a meeting for Club members at the WELPEX Stamp Exhibition being held on the second weekend in November at the Events Centre in the Queen's Wharf complex, Jervois Quay, Wellington. The Club meeting is at 2pm on Saturday 8 November. Bring along your favourite perfin items to show others, or the perfin items/questions which have been puzzling you. Thanks to Richard for arranging this meeting time. Member Steve Szirinsky, from New York, has advised that he has a stand at Welpex – members are invited to drop by and discuss perfins with Steve and see what philatelic material he has on offer.

(New Zealand members are reminded of Richard's new address which appears at the top of this page of the Bulletin.)

THANK YOU ...

.. to all those members who have passed on kind comments about the new Handbook .

.. and to all those members who have paid their subscriptions so promptly. (A coloured patch on the address label of the envelope indicates that your Secretary is not aware of a renewal at the time this Bulletin went to print).

AUCTION "MILE_STONE"

Three new vendors for this auction, bringing the total number of members who have been auction vendors to more than 50! Auctions started in 1993.

PERFIN LISTINGS OF COUNTRIES WITH SMALL NUMBER OF PATTERNS

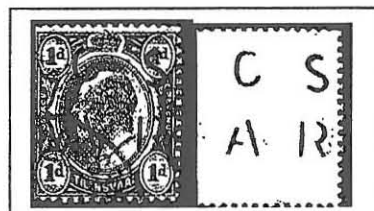
David Coath says that he has recently bought pages from the "World" catalogue from The Perfin Club in the USA covering countries in Africa, the Americas, Europe and Asia which each only have a small number of perfin patterns, and do not have separate perfin catalogues for each country. David says that these pages are an excellent reference for identifying perfins from these countries.

CONGRATULATIONS..

.. to member David McNamee for his award of a Large Silver at the Eighth New Zealand National Philatelic Literature Exhibition for his book "Beating the Odds, The Story of Tattersall's Private Mail Network 1902-1930", published by The Royal Philatelic Society of Victoria.

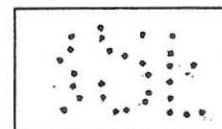
A PERFIN OR NOT?

In a recent Club circuit book, the item shown was offered for sale. The stamp is a Transvaal KEVII 1d, and the letters "C S / A R" have been cut into it. Does any reader know who the user was, and whether the letters were intended as a security measure or otherwise?



SB.5 – ONE STEP CLOSER TO COMPLETION

Lindsay Parker has sent a scan of a 1d Red Kangaroo and Map issue with part of the 12th head of the SB.5 pattern. His example shows 3 more pins on the right side of the 'B' not recorded before. This probably only leaves 3 or 4 pins up the right side, and 2 pins across the top to complete this 12-head die.

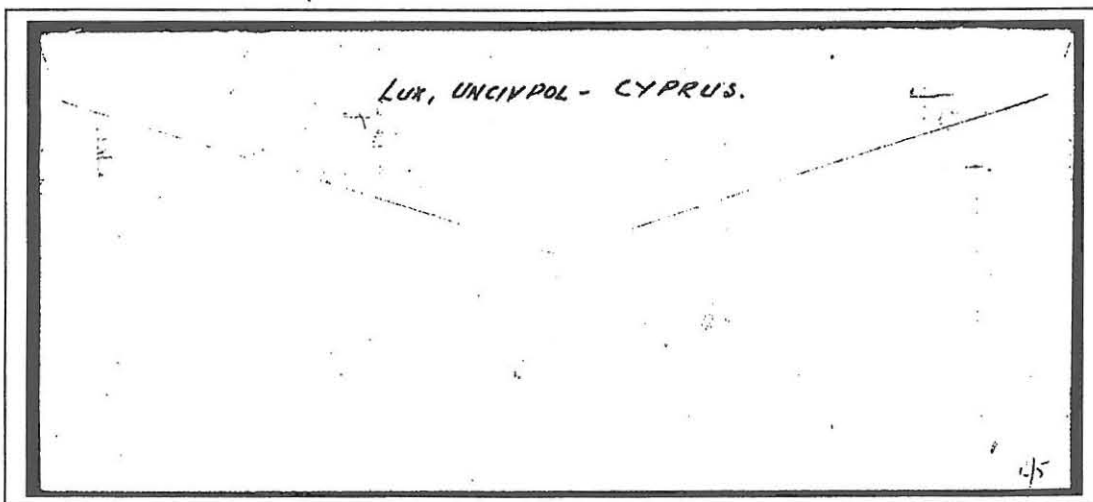
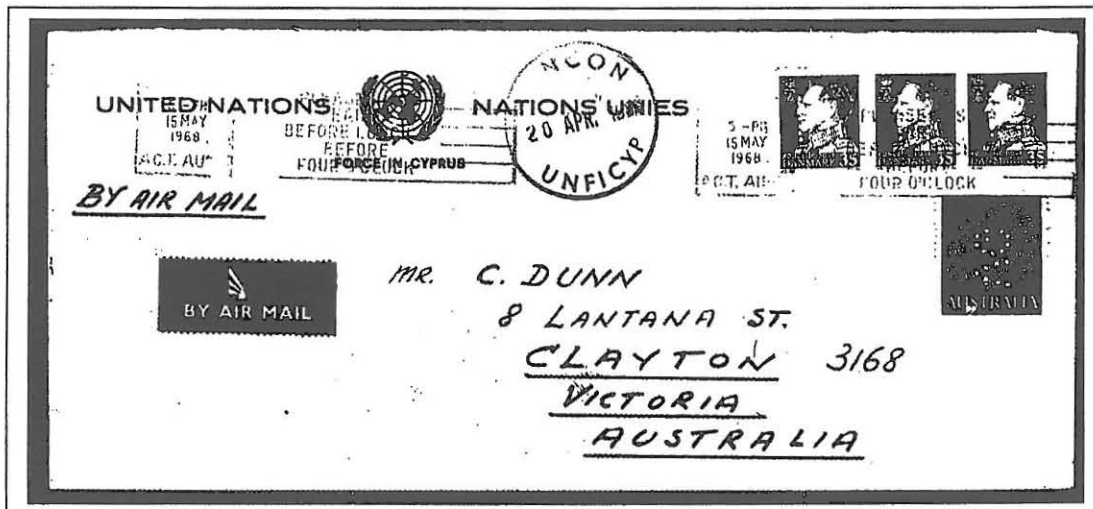


ADDITION TO LIBRARY

Norm Hart (Qld) has kindly sent a copy of a 4-page article on Rhodesian perfins from the September 2003 Journal of the Rhodesia Study Circle. It lists 5 private/commercial perfins, 2 Government official perfins, and 3 cancelling punches.

A UNITED NATIONS COVER WITH MIXED FRANKING

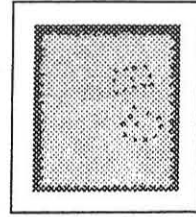
Bill Harley has shown the cover illustrated which raises some interesting questions regarding perfin use. The cover was posted from the UN Force in Cyprus. It bears the circular cancel "DANCON / 20 APR 1968 / UNFICYP", but this does not tie the stamps to the envelope. The cover is franked with 3 Danish 35 øre stamps and 1 Australian 10d stamp of the 1966 Marine Life definite series. The Danish stamps all have the perfin "H", while the Australian stamp is perforated "VG". The return address on the reverse indicates the sender was a member of the UN Police Contingent in Cyprus which would explain the use of the "VG" perfin. Can anyone tell us the significance of the "H" perfin on the Danish stamps? The machine cancel which ties the stamps to the cover was applied in Canberra on 15 May 1968. This may indicate that the cover was transferred to Canberra in a diplomatic bag, cancelled and then forwarded to the addressee in Melbourne. The 10c Australian stamp would have paid twice the internal postage rate for a standard letter at that time.



A BRIDGE ACROSS THE TASMAN SEA?



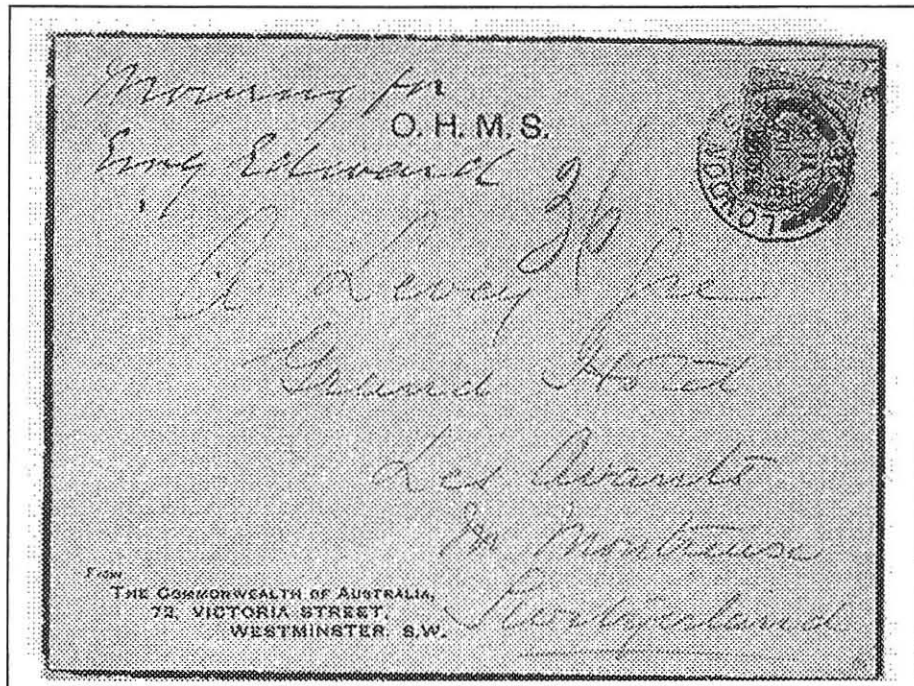
The stamp shown was sent for comment by David Coath. It is a New Zealand 1d "Admiral". The perfin looks identical to the Australian perfin GB.3 of Griffiths Brothers Ltd., tea merchants, of Melbourne, Victoria. The postmark date appears to be "... (19)27, 5 (pm?)...".



Can any of our NZ members confirm the interpretation of the postmark? The next question is "How did it get that perfin?" One explanation would be if the loose stamp got caught up with a batch of perforating after it had arrived in Melbourne. Or perhaps Griffiths Brothers had an office in New Zealand and sent some stamps for trial perforating. The perfin GB.3 has a known usage range of 1902 to 1946. Any other thoughts?

EARLIEST "CofA" USAGE

In Premier Philately's September auction, the cover shown was sold for \$600 + tax and buyer's commission. It is the earliest recorded use of the "CofA" perfin, on a 2½d KEVII on a mourning cover (for King Edward VII). The postmark date is February 10, 1911. The return address is given as "The Commonwealth of Australia, 72 Victoria Street, Westminster, SW".



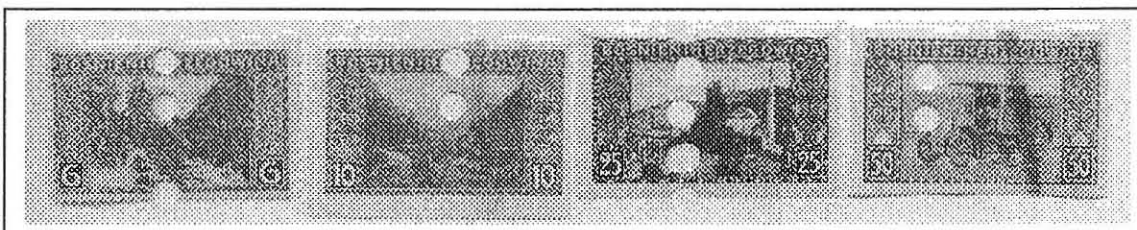
PUNCTURES ON BOSNIA – HERZEGOVINA (David Coath)

I am a perfin collector but a stamp collector I am not. I collect only perfins and consequently I am only interested in stamps if they have bits missing.. any bits missing. So when I saw an item listed in a recent auction "Bosnia and Herzegovina accumulation of issues with 2 hole punch. ..etc." I thought, I don't have a lot of Bosnia, I will go for these.

Some weeks later when the item arrived I was not completely surprised by their appearance as it did match the description. However I was a little lost as to what I had purchased. All the stamps had at least a pair of circular punctures, not unlike a hole punch you would use to fit a page to a binder. Additionally they were all mint, with gum, and some had blue, and in some cases red, crayon drawn across them.

I asked for help from collectors I know - Jim Stephens in Melbourne who collects the world and in particular its oddities, including perfins, and a chap in Florida named Robert Murrin who sells anything including perfins. Together, after much head-scratching and research they came up with the answer. The hole denotes the fact that the stamps had been demonetised following the collapse of the Austro-Hungarian Empire in October 1918. Much of the Balkans had been controlled by the Austro-Hungarian Empire prior to World War I. You will recall it was a man from neighbouring Serbia who shot the Austrian Archduke Ferdinand that got the ball rolling. Anyway that is history, but from a philatelic perspective, this paragraph from the June 1992 edition of the American Philatelist supplied by Jim covers it best.

"After the fall of the empire in October 1918 and the withdrawal of the occupying forces, stamps of the Landscape issues found in postal vaults were demonetized with punched holes and distributed as mementos".



The Landscape set were issued in 1906 and included values of 1, 2, 3, 5, 6, 10, 20, 25, 30, 35, 40, 45 and 50 Heller as well as 1, 2 and 5 Krone. They came in a range of perforations and imperforate.

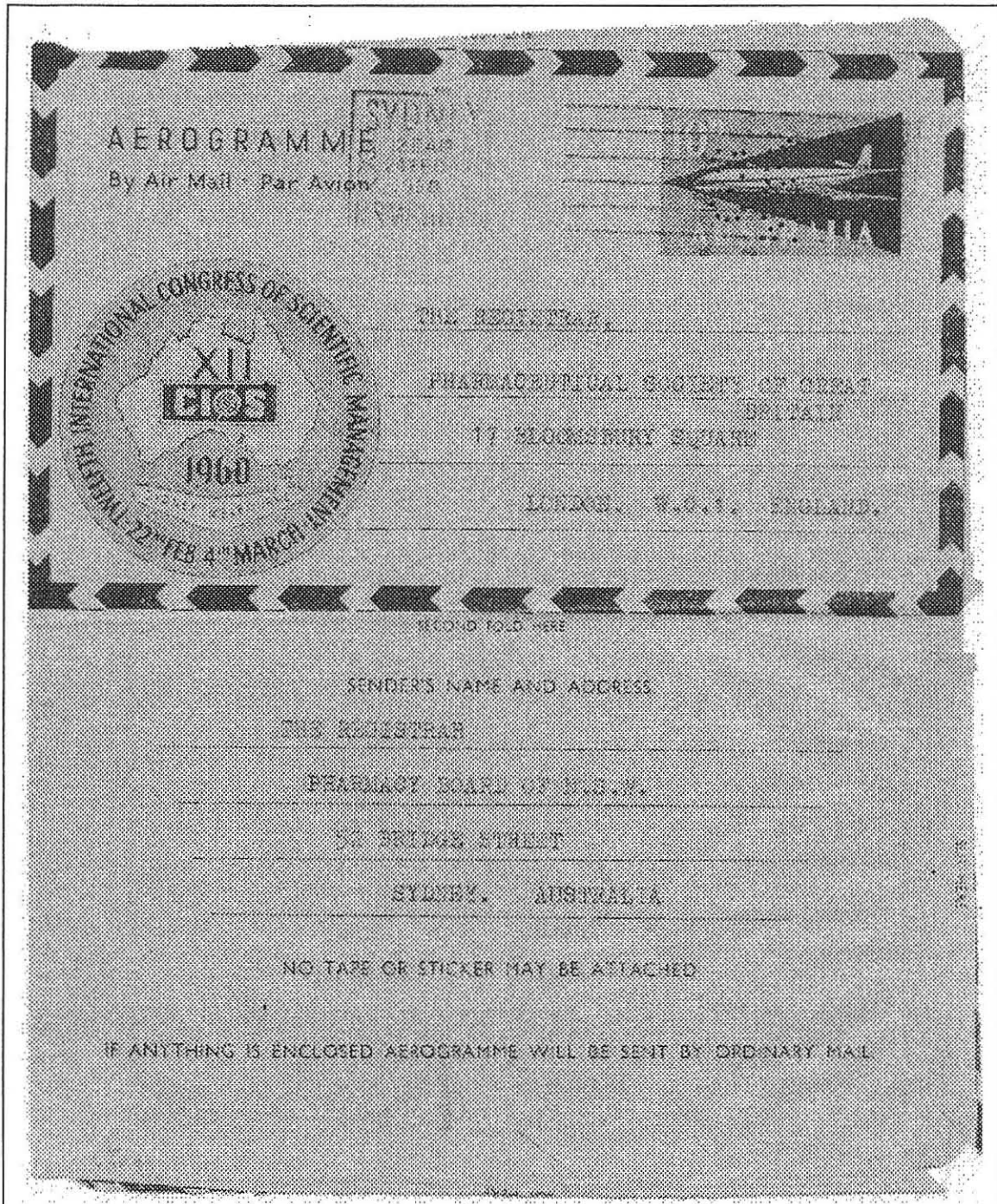
In 1919 Bosnia and Herzegovina were incorporated with Serbia and Montenegro into the new state of Yugoslavia.

AEROGRAM PERFINNED "G/NSW"

In early October, a cutout from the corner of an Australian 10c aerogram perfinned "G/NSW" was sold on eBay. This value has not previously been reported perfinned.

AEROGRAM PERFINNED "OS / NSW"

The aerogram shown was purchased recently at auction by UK member Tom Latto. The subject of the letter relates to the registration of diploma holders who had migrated from Great Britain. The letter is dated 23 February 1960, the second day of the Congress whose logo appears on the front of the aerogram. The perfin in the stamped area is "OS/NSW", sideways with the "OS" to the left.



PERFINS AND OVERPRINTS ON TASMANIAN REVENUE STAMPS

The following checklist has been composed from information supplied by members John Tyson, Bryan Magee and Bill Harley. Any additions would be welcomed.

Perfins

AACO.3	Platypus 9d orange-red on yellow-brown; Numeral 2d yellow-brown, 6d reddish-violet, 1/- deep emerald, 5/- brown.
DWMLTD.1	Numeral series 1d light blue, 2d brown, 4d deep blue, 5d carmine red; St George & Dragon 10/- orange-brown overprinted "5d REVENUE".
LLG.3	Numeral series 2d brown, 3d yellow, 6d turquoise, 1/- emerald, 1/- sage green, 2/6 orange, 10/- reddish violet; Numeral (void panel) overprint 9d green; Platypus 9d green.
MCKSMCK.1	Platypus overprinted "REVENUE" 3d chestnut.
MM.7	Numeral series 1d deep green, 1/- green.
RICO.2	Numeral 2d yellow-brown, 3d lemon, 10/- orange-red.
RICOLD.1	Numeral series 1d turquoise blue, 6d reddish violet, 1/- emerald, 5/- brown, 10/- orange-red, 2d yellow-brown, 3d lemon-yellow, 2/6 reddish violet; Platypus 9d red on red-brown.
VOCO.6	Numeral 2d yellow-brown.

Overprints

AMPS	Thylacine 3c blue, 5c; Platypus 2d, 3d brown, 3d chestnut, 4d yellow, 5d, 6d; Koskie 1/-, 10c.
AMP Society	Thylacine 3c blue; Platypus 1d green, 2d mauve, 3d light brown, 4d yellow.
Fitzgerald 7 Stores	1955 issue 1d deep green, 3d chestnut, 4d lemon-yellow; Thylacine 2c brown, 3c blue; Platypus 1c green, 2c mauve.
NEPTUNE	Platypus 2d purple.
SHELL	Platypus 6d.

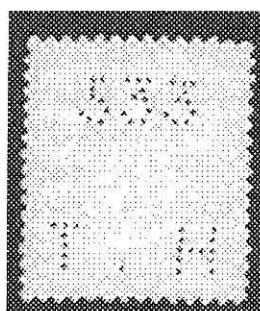
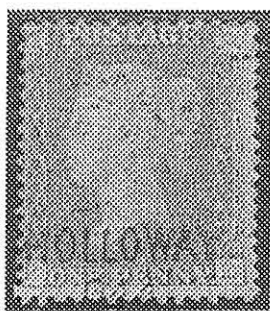
PLAIN AEROGRAM WITH PERFINS AFFIXED

At the end of September, eBay auction sold a plain Australian aerogram with two 5c blue Queen stamps perfined 'VG' affixed. The aerogram had no pre-printed stamp image, but did have the words "OVERSEAS SERVICE" and the "Flying Kangaroo" logo on the front, together with the words "Approved by Postmaster-General for acceptance as Aerogramme No. 2. The 1968 user was the State Electricity Commission of Victoria.

PERFIN OF THOMAS HOLLOWAY' S PILLS AND OINTMENTS

Professor John K. Curtis (acapjajc@cityu.edu.hk)

A British perfin of the 1869-1872 period was prepared with 533 at top & the initials T.H beneath. These initials were perforated for the firm of Thomas Holloway, "Proprietor of Holloway' s Pills and Ointments", 533 Oxford Street, London. The firm was a West End customer of Joseph Sloper, inventor of perforating machinery who held a monopoly at that time to perforate stamps with initials. Apparently the early Sloper dies can be identified by the perforated initials not touching Queen Victoria' s head. After some years this rule that the Queen' s head be left untouched was abandoned and Sloper was able to use larger letters and vertical and diagonal formations. The firm of J. Sloper & Co. Ltd still exists today at New Bridge Street House, London. The precursor security device was the overprint HOLLOWAY printed in black on the face of Queen Victoria.



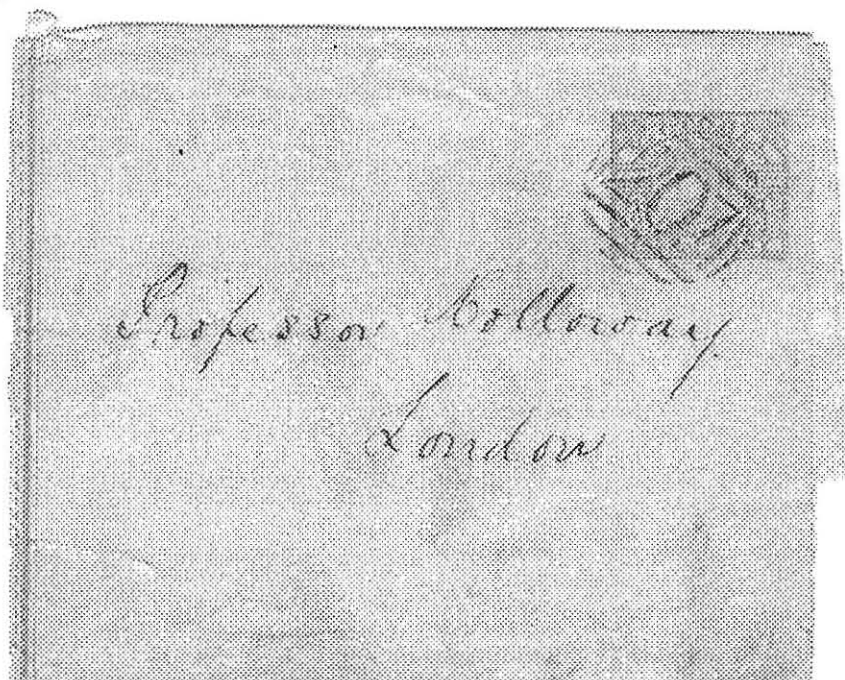
The purpose of the paper is to explore some of the story behind the T. H of this perfin. Who was Thomas Holloway, how did his firm come about, what did he do and what was his connection with the Antipodes? My interest was piqued in trying to unravel a mystery about why newspaper wrappers were being sent from the colony of Victoria addressed to Professor Holloway and Thomas Holloway almost ten years after his death? Newspaper wrappers were often written with cryptic addresses, as shown in the accompanying illustration to "Professor Holloway" London. The brevity of the addressee shows enormous enterprise on the part of postal sorters, for as no other marks appear on this Holloway wrapper we must presume it was delivered satisfactorily, and we will explore that fascinating story below.

"Professor" Holloway

The title 'Professor' was not a real nomenclature, but was one ascribed to the inventor of Holloway's pills and ointments, patent medicinal remedies that were promoted heavily in local newspapers throughout the goldfields and agricultural areas of Victoria from the 1850s. Based on information supplied by the archivist of Holloway College, London and generously shared by Professor Emeritus Maurice Mishkel from McMaster University, I quote:

Although Thomas Holloway was never a qualified Professor, it was certainly a title that became associated with him. It was adopted in an attempt to add a professional authority to his remedies but brought some public ridicule when it became clear that the title was not warranted. As a result Thomas Holloway stopped using it fairly swiftly although not everyone else did and it is certainly possible that the title was still being used after his death. Holloway advertised his pills and

ointments across the world and would have been known in Australia. In 1857 Holloway issued currency tokens, which were the size of the old penny and half penny pieces. They bore Holloway's profile and the legend 'Professor Holloway, London' on one side and the image of Hygeia, goddess of health with the legend 'Holloway's Pills and Ointment' on the other. The tokens were used for a time in London but most were eventually sent to Australia and formed part of the early currency of the colony.



The librarian writes further:

Thomas Holloway was born in Devonport on September 22nd 1800, the eldest child of Thomas Holloway of Devonport and Mary Chellev of Ludgvan in Cornwall. He had one brother, Henry, and four sisters, Mary Jane, Caroline, Matilda and Emma. His parents ran a bakery and several inns, which suggest that Thomas did not suffer any poverty during his childhood. However, little is known of his life until 1837 when he set up in business in London, using his mother's pots and pans to manufacture ointment in the family kitchen. In 1840 he opened a 'Patent Medicine Warehouse' at 244, The Strand but was obliged to move from the premises in 1867 when they were demolished to make way for the new Law Courts. The business transferred to 533, Oxford Street by which time Holloway was worth £¼ million.

Holloway's pills and ointments were available over the counter in Chemist shops, without a doctor's prescription. They were not cheap and would have been bought mainly by the middle and upper middle classes. Although they had no proven medicinal value, between them the two products were claimed to offer a cure for all ailments, internal and external. In fact it is thought that the ointments' pleasant fragrance and soothing qualities were significant factors in its popularity. Victorians seemed to believe in the benefits of Holloway's medicines and at one time referred to him as 'Professor Holloway'.

One of the factors behind Holloway's amazing success was the fact that he was an advertising pioneer and was one of the first people to recognise the potential of mass advertising. By his death he was spending £50,000 per annum on publicising his products. His first advertisement appeared in the Town Magazine on October 15th 1837 and was a small, simple insert. As his business flourished, advertising hoardings appeared all over the world, including one by the Great Pyramids in Egypt and another at Niagara Falls in Canada. Holloway's advertisements were translated into almost all known languages, creating a worldwide demand for his products. In the late 19th Century, Holloway's products were also advertised using trade cards. This was a form of advertising pioneered by the tobacco industry in the 1890s. Cards came free with each purchase of Holloway's products or could be purchased at newsagents. There were several themed series for customers to collect.

Thomas Holloway married Jane Pearce Driver in 1840. The couple remained childless and after making adequate provisions for his and his wife's family, Holloway decided to invest his fortune in two major philanthropic institutions. The Holloway Sanatorium was opened in 1885 followed a year later by Royal Holloway College. Both buildings were designed by the architect William Crossland (1835-1908). They were built on hilltops so they could be seen from the Great Western railway and serve as their own advertisement to the travelling public.

Holloway College was built between 1879 and 1886, its design modelled on the Chateau of Chambord in the Loire Valley. It took the name Royal Holloway College after Queen Victoria opened it in June 1886. Thomas Holloway originally intended his second institution to be a hospital for incurables. It is thought that he decided to found a College for the further education of women at the suggestion of his wife, and was also inspired by Vassar College for Women in the USA. Thomas Holloway died on December 1883, three years before the College was opened.



1883

Victoria & Wrappers in 1890s

The mystery, however, is that although Thomas Holloway died December 1883, there are two newspaper wrappers in the possession of the author that were mailed from Victoria after that date to Thos Holloway, 78 New Oxford Street, London. The first is from Maffra, clearly postmarked 5 June 1890 with numeral obliterator 477, the second from Romsey, also clearly postmarked 16 June 1892. Maffra was proclaimed 14 October 1875. It is a service centre in Gippsland for beef cattle, sheep and sugar beets with a population in 1880 of 3,000. The Romsey wrapper was cancelled with a six-bar numeral obliterator 275 without bars at sides of the numeral thereby suggesting use of a replacement obliterator.

The interesting question arises as to why these wrappers were mailed to Thos Holloway in London from the colony of Victoria, using Holloway's nomenclature almost a decade after his death? There was no "Professor" or Thomas Holloway alive at that time. However, the establishment known as Holloway's continued in existence selling advertised "pills and ointments" and the address at 78 New Oxford Street was the (only)

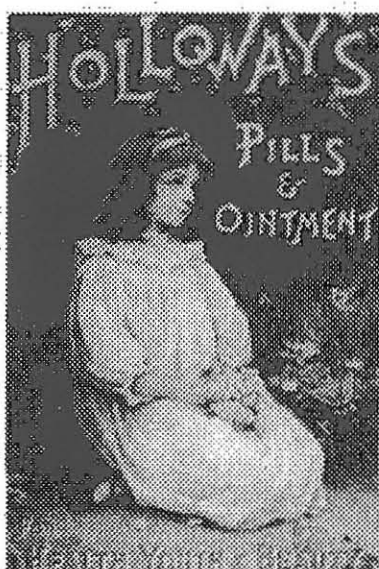
address where pills and ointments were manufactured as verified by the illustrated advertisement.



In order to answer the questions why wrappers were being sent from Victoria and what was being sent at that time we need to briefly reconstruct a little of the history of the man and his wares. First, why was the colony of Victoria the source of the wrappers from the Antipodes? From the 1850s Victoria experienced a massive growth in gold mining with an influx of population to the goldfields around the Bendigo area of Victoria. Slowly but surely mining settlements grew into towns with needs for basic provisions and services. Holloway saw an opportunity to sell his pills and ointments in an environment with little or no competition to country populations with a need for affordable generic remedies to routine (real or imagined) maladies, especially when physicians would have been few and far between. In short, Holloway's timing in such environments gave him a competitive edge on establishing strong markets for his patent remedies. As the population dispersed throughout farming regions of Victoria, so too did the establishment of towns, and a continued need for remedies. As towns grew, local newspapers sprang up to service the need for news. This was a perfect forum for Holloway to advertise his wares, he being a strong believer in the influence of advertising. Hence, we can argue that Victoria is the source of these wrappers because of the historical entrenchment of Holloway's merchandise in certain country districts of the colony.

Second, what can we surmise was being sent a decade after Holloway's death? Other than the indicium, postmark and addressee details, there is no evidence provided that would definitively determine the contents. However, we know from the rating of the wrappers that they were sent at the newspaper and printed matter rates, and were therefore not books or other merchandise. What was most likely to have been mailed was either the local newspaper or a catalogue. If we couple our knowledge from the previous discussion, the mailed matter was more likely to be local newspapers of Maffra and

Romsey. In the first case it could have been the *Maffra Spectator*. Romsey may not have had a substantial newspaper, being a small town near Mt. Macedon, but it could have produced a weekly flyer of a few pages. In both cases the suggestion is that these papers/flyers contained paid advertisements for Holloway's pills and ointments and that the papers/flyers were sent to the Holloway administrative office in London as proof positive that the advertisements had been placed. This supposition is corroborated by another wrapper addressed to Professor Holloway, c/o Gordon & Gotch, Melbourne. Gordon & Gotch were (are) large-scale newspaper and magazine distributors. Quite possibly other newspapers from Victorian towns were also sent to Gordon & Gotch, who then forwarded bundles of different papers carrying Holloway advertisements to the Holloway establishment in London as evidence that paid advertisements actually appeared.



AUCTION WATCH

Thanks to Tony Nobilo, and Bryan Magee for passing on their spotting of perfin lots in auctions. Prices in A\$ unless indicated.

	Est.
a. Perfinned "MGM" advertising cover with 1d green KGVI tied by Wellington, NZ, cds. (David Holmes Sale, Sep 03)	NZ \$ 150
b. NSW 5/- "Coin" perfin "Bell" pattern (eBay, Sep 03)	sold for US \$ 31
c. David Jones window env, 1910, with 1d Shield perf "DJ/LTD". (eBay, Sep 03)	sold for US \$ 23
d. 1937 cover of Angus & Robertson with 3d KGV perf "A+R". (eBay, Sep 03)	sold for US \$ 15
e. "NZ" perfin on GB 10/- KGVI (SG478). (eBay, Sep 03)	unsold at US \$ 9
f. 1938 £1 Robes perf "G/NSW), small tear. (eBay, Sep 03)	sold for \$ 67
g. GAS.2 (rated VC - jhm) on 2d Bridge (eBay, Sep 03)	sold for US \$ 10!
h. NZ "DB/&CO" pattern. (Mowbray Auction, Oct 03)	NZ \$ 10
i. 6 different NZ perfins. (Mowbray Auction, Oct 03)	NZ \$ 20
j. 1911 OHMS mourning cover from London to Switzerland, KEVII 2½d with reversed 'CofA' perfin, 'COMMONWEALTH OF AUSTRALIA' imprint at L/L. A perfin rarity, stated to be the only recorded KEVII example on cover & the earliest recorded use of a 'CofA' perfin. (Premier Philately auction Sep 03)	sold for \$600+