

Sloper's Advertising Leaflet Bulletin 283 Page 3.

From. DAVID SCOTT:- Seeing the Sloper Advertising Leaflet reminds me once again of something which has always surprised me, and that is that the T/B&C which Sloper used on his leaflets, also illustrated on Pages 8 and 10 of John Nelson's book, is not shown in the Edwards Catalogue.

The Sloper T/B&C is not 0470.01 which is in Edwards, and which has four holes for the vertical leg of the 'T', not counting the top hole of the ampersand; whereas the Sloper 'T' has only 3 holes. I presume that the Sloper T/B&C^o has never been found on a stamp? Did he have this die specially made for his leaflets I wonder?

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(Ed:- the following article was sent in on almost the same day.)

NOT WHAT IT SEEMS T/B&C^o (T0470.01)
MAURICE HARP.

In auction No.8 Jan'96 a new record was created with a block of 36 plate 118 T/B&C^o (T0470.01) being sold. The lot fetched £420 which is a record for our perfin auction and probably a world record for a single GB perfin item. This die is identified incorrectly in the Tomkins catalogue as being used by Thomas T Bonar & Co, London but rather should be Thomas (J), Bonar (T) & Co merchants of 57½ Old Broad Street, London EC. Rosemary has a confirming cover.

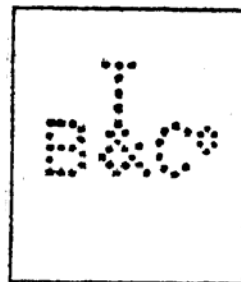
The lot was described as being the die used to illustrate Joseph Sloper's early advertising leaflets, which is almost correct. Sloper's earliest advertising leaflets had used real stamps to illustrate them and his earliest leaflets can be seen in Perfin Bulletins 272 & 273 with a GR/W (G4350.02) perfin being used for illustration.

Presumably the use of an actual stamp proved to be too expensive for Sloper so for his later advertising leaflets he used a line engraved block illustration of a penny red with a perfin die T/B&C^o. This illustration block was first reported and illustrated in Vallency's booklet in 1933 and was later illustrated in colour in Sloper's own publication in 1939 celebrating their work through five reigns. Illustrations of the die can also be seen on the actual leaflets in John Nelson's "Handbook of

British Perfins" and on a newly discovered Sloper advertising leaflet shown in the August Bulletin (283). All these illustrations show the same block with the same die and the lower corner letters 'KB'. Below are illustrated the two dies. The use of such an illustration block may well have contravened Post Office regulations of the time - limiting illustrations of stamps - and is a remarkably good facsimile of the penny red.



Illustration



T0470.01

Closer inspection of this die though shows that the illustrated die is not T0470.01 which has a six pin letter 'T' but another die with a rather squat five pin letter 'T'. So although this large block of early perfins is of high importance it is more likely that it has come from Thomas, Bonar & Co's archives. The die is known used on plates 111-184 which span the years 1868-1876 and the company is still recorded in Kelly's directory in 1877. Thomas, Bonar & Co must have been one of Sloper's earliest customers and the die has been recorded as early as March 30th 1871.

At some later stage the company ceased to trade but Sloper's continued to use their advertising die (with 3 hole leg 'T') up to the second world war. No obvious link between Sloper's and Thomas, Bonar & Co seems to exist so it is not clear why Sloper should have adopted this die for advertising.

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Footnote Rosemary Smith.

My cover - 30/3/71 - has a very faint brown-red handstamp on the front of the envelope. I still think it says Thomson *+* Bonar & Co. The 'Bonar & Co' is quite clear but not the first part. There appears to be too many letters for Thomas and there is a fancy pattern between the two names. If anyone else has an identified cover, please send details.