

## THE SPREAD OF EARLY PERFINS USERS

Maurice Harp

Some years back I purchased a reproduction copy of a Victorian Telephone Directory for 1884 for the United Telephone Company. When I came to the entry for Manchester Warehousemen (wholesale dealers in Manchester goods i.e. household linens) I was amazed how the entry read as a who's who of early perfin users. Virtually every company on the list was associated with underprints, overprints or perfin use.

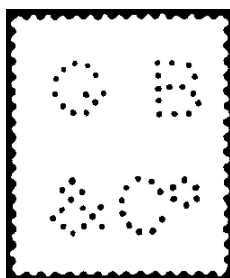
| <b>Warehousemen.] SUBSCRIBERS TO THE EXCHANGE SYSTEM.</b> |   | 217 |
|---|---|-----|
| <b>WAREHOUSEMEN—MANCHESTER.</b>                           |   |     |
| <b>1532</b>   | BOYD J. & C. & Co., 7, Friday Street, E.C.                              |     |
| <b>181</b>  | BRETTLER GEORGE & Co., 119, Wood Street, E.C.                           |     |
| <b>1641</b>   | COPESTAKE, HUGHES, CRAMPTON & Co., 5, Bow Churchyard, E.                |     |
| <b>1620</b>   | CROCKER, SON & Co., 50, Friday Street, E.C.                             |     |
| <b>246</b>  | CURWEN, SONS & HARMAN, 23, Wood Street, E.C.                            |     |
| <b>3594</b>   | DEBENHAM & FREEBODY, 2, 3 & 4, Welbeck Street, W.                       |     |
| <b>247</b>  | FOSTER, PORTER & Co., LIMITED, 47, Wood Street, E.C.                    |     |
| <b>202</b>  | HITCHCOCK, WILLIAMS & Co., 44, Paternoster Row, E.C.                    |     |
| <b>1553</b>   | LEAF, SONS & Co., Old Change, E.C.                                      |     |
| <b>3561</b>   | MARSHALL & SNEELGROVE, Vere Street and Oxford Street, W.                |     |
| <b>244</b>  | MORLEY I. & R., 18, Wood Street, E.C.                                   |     |
| <b>1520</b>   | PAWSON & Co., LIMITED, 9, St. Paul's Churchyard, E.C.                   |     |
| <b>18</b>   | RYLANDS & SONS, LIMITED, 55, Wood Street, E.C.                          |     |
| <b>1825</b>   | SHRIGLEY & FLORY, 33, Carter Lane, E.C.                                 |     |
| <b>228</b>  | WARD, STURT & SHARP, 89, Wood Street, E.C., and 22, Silver Street, E.C. |     |

J. & C. Boyd and Copestake, Hughes, Crampton & Co of course started by using both official and unofficial underprints and overprints with Copestake going on to be the earliest of perfin users. Of the remaining thirteen companies in the list, six are confirmed perfin users, six are catalogued as provisional users and another one may well have been. Many on the list were indeed prolific users, using a number of dies.

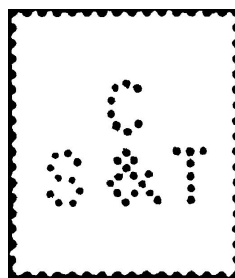
Is this just coincidence or just as a result that large companies would be more likely to have phones and to use perfins? It started me thinking on how the use of perfins spread in the early years. Sloper was not a great user of advertising in the early years and indeed when looking at the data published in the New Illustrated Catalogue it can be seen that the use of perfins took some time to take off. He did produce handbills, which have been well documented. These he sent to anyone enquiring about his services. However there is little evidence that in the early years he was proactive in expanding the business. It seems more likely that the business grew mainly by word of

mouth. In the table below I have listed perfin dies associated with these businesses.

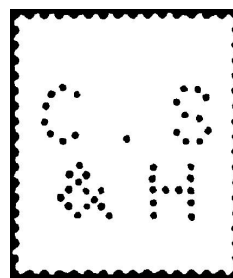
| Die No.  | Pattern | User                               |             |
|----------|---------|------------------------------------|-------------|
| -        | -       | J C Boyd & Co                      | Underprints |
| G0470.01 | GB/&Co  | George Brettle & Co                | Possible    |
| -        | -       | Copestake, Hughes, Crampton & Co   | Underprints |
| C7340.01 | C/S&T   | Crocker Sons & Turner (later Co)   | Provisional |
| C7040.01 | C.S/&H  | Curwen, Sons & Harman              | Provisional |
| D1790.02 | D&F     | Debenham & Freebody                | Confirmed   |
| F3260.01 | F.P/C.L | Foster, Porter & Co Limited        | Provisional |
| G2410.01 | GH/WCo  | Hitchcock, Williams & Co           | Provisional |
| L4950.01 | L.S.C   | Leaf, Sons & Co                    | Confirmed   |
| M4990.06 | M&S     | Marshall & Snelgrove               | Provisional |
| I2170.04 | I&R/M   | I & R Morley                       | Confirmed   |
| P2960.01 | PL/Ld   | Pawson & Co (later Pawson & Leafs) | Confirmed   |
| R4820.04 | R&S/L   | Rylands & Sons                     | Confirmed   |
| -        | -       | Shrigley & Flory                   | -           |
| W0010.13 | W       | Ward, Sturt & Sharp                | Confirmed   |



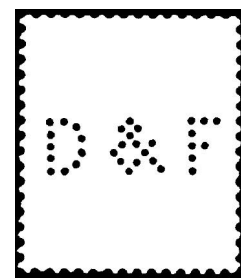
G0470.01



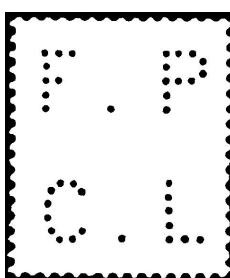
C7340.01



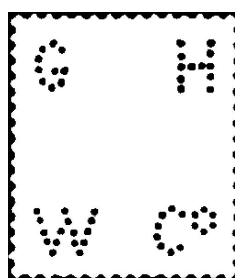
C7040.01



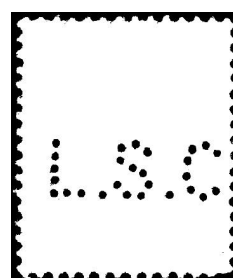
D1790.02



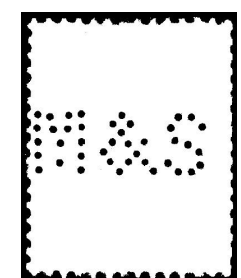
F3260.01



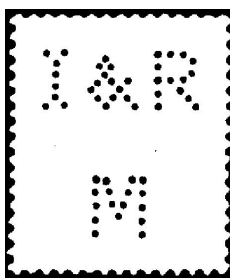
G2410.01



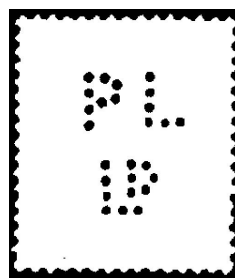
L4950.01



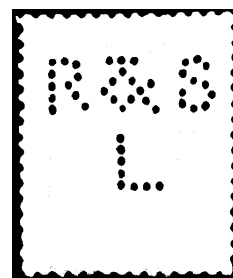
M4990.06



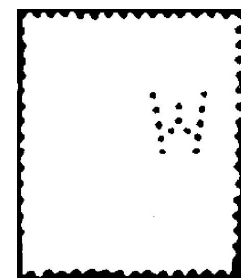
I2170.04aM



P2960.01



R4820.04



W0010.13

If the business did grow by word of mouth then you would expect other hot spots of perfin use either within a trade or within a locality. One such hot spot was identified by **Roy Gault** in Bulletin 272/22. Roy reported the surprisingly large number of users based in Mark Lane, which is one of the smaller streets in London. And in the list above another perfin hot spot, Wood Street plays a big part with six of the companies listed. A total of 32 companies based in Wood Street used perfins at one time or another.

### WOOD STREET USERS

| Cat. Num | Die          | User                             |             |
|----------|--------------|----------------------------------|-------------|
| C1840.02 | C(anchor)C   | Clark & Co, 1A                   | Confirmed   |
| B7070.07 | B&T          | Bollen & Tidswell, 3             | Confirmed   |
| I2170.04 | I&R/M        | I & R Morley, 18                 | Confirmed   |
| C7040.01 | C.S/&H       | Curwen, Sons & Harman, 23        | Provisional |
| L0160.01 | LAS          | Lloyd, Attree & Smith, 29,32,33  | Confirmed   |
| F2949.01 | FIL/&Co      | Frank I Lyons & Co, 36           | Confirmed   |
| K0830.01 | K&G          | Ken & Grimsey, 37                | Provisional |
| F3260.01 | F.P/C.L      | Foster, Porter & Co Limited, 47  | Provisional |
| R4870.02 | R&S/L        | Rylands & Sons, 55               | Confirmed   |
| S2830.01 | S&F          | Silber & Fleming, 56-62          | Confirmed   |
| R2480.01 | R&H/P&Co..   | Robert & Henry Parnell & Co, 71  | Provisional |
| M1390.01 | MC/&L        | MacFarlane, Carmen & Lewis, 80   | Confirmed   |
| M0520.06 | MB/&Co       | Munt Brown & Co, 84-88           | Confirmed   |
| L5850.01 | LW/Co.Ld     | London Warehouse Co Ltd, 100-7   | Provisional |
| Y0190.02 | YC/&O        | Young, Carter & Overall, 117-118 | Provisional |
| G0470.01 | GB/&Co       | George Brettle & Co, 119         | Provisional |
| F3190.02 | F&P          | Francis & Pearse Ltd, 124        | Confirmed   |
| F3260.01 | F.P/C.L      | Foster, Porter & Co Limited, 124 | Provisional |
| B3380.01 | BH&H         | Beddoe, Hulbert & Hulbert, 126/7 | Provisional |
| D2880.01 | DLN/&S       | D L Nisbet & Son, 126/7          | Provisional |
| W0660.02 | WS           | Wooley, Sanders & Co Ltd, 129    | Confirmed   |
| J2050.01 | J.D/&C/Ltd.. | Jarrard Darby & Clegg, ??        | Confirmed   |
| L3910.01 | LMCo         | Linoleum Manufacturing Co, ??    | Provisional |
| S0460.05 | SB           | Slater Brothers & Co, ??         | Confirmed   |
| V0290.01 | VC/C         | Vavasseur & Co Ltd, ??           | Confirmed   |

Of course Wood Street was also the home of Francis Albert Hancock, printer, ticket manufacturer and stationer, in business at 37 & 38 Wood Street, London E.C., where he was also Letter Receiver of the Wood Street Post Office. At present there is no evidence that any of the above list were Hancock customers and certainly a number on the list are known Sloper customers.