Daily Mirror Official **REGISTERED LETTER** This letter must be handed NON, E.C.5 to an officer of the Post Office and a receipt obtained To Mrs. a. Davie 16, Gooredale Road d. paid MCCOROU shiers Separtment ailythistor Heuspapers ing Hallion toirus. -Kondon E.C.I.

Queen Elizabeth II registered 1/9d stationery cover uprated with 5d brown SG578 perfined D/M/N (D3290.01) and identity of Daily Mirror Newspapers Ltd, London EC1. Sent by Cashiers Dept. to Highgate, London N19 with registered elliptical cancel. Sender's details on reverse.

The Daily Mirror is a British national daily tabloid newspaper founded in 1903. It is owned by parent company Reach plc. From 1985 to 1987, and from 1997 to 2002, the title on its masthead was simply The Mirror. Originally pitched to the middle-class reader, it was transformed into a working-class newspaper after 1934, in order to reach a larger audience. The Mirror has had a number of owners. It was founded by Alfred Harmsworth, who sold it to his brother Harold Harmsworth (from 1914 Lord Rothermere) in 1913. In 1963 a restructuring of the media interests of the Harmsworth family led to the Mirror becoming a part of International Publishing Corporation. During the mid-1960's, daily sales exceeded 5 million copies, a feat never repeated by it or any other daily British newspaper since. The Mirror was owned by Robert Maxwell between 1984 and 1991. The paper went through a protracted period of crisis after his death before merging with the regional newspaper group Trinity in 1999 to form Trinity Mirror.

Two other variants of this die.



D3290.02 used 1920-1930



D3290.04 used 1928-1939



Queen Elizabeth II cover with 3d lilac SG575 perfined DT (D4710.01M) and identity of Daily Telegraph Ltd, Newspaper Publishers, London EC4. Sent from London 14th December 1960 to Basingstoke Hants with circular London SW1 "D" and wavy line machine cancel. This die was in use 1945 to 1995.

The Daily Telegraph, commonly referred to simply as The Telegraph, is a national British daily broadsheet newspaper published in London by Telegraph Media by Telegraph Media Group and distributed across the United Kingdom and internationally. It was founded by Arthur B. Sleigh in 1855 as Daily Telegraph & Courier.

The Telegraph is widely regarded as a national "newspaper of record" and it maintains an international reputation for quality. The paper's motto, "Was, is, and will be", appears in the editorial pages and has featured in every edition of the newspaper since 19 April 1858.

The paper had a circulation of 458,487 in November 2017, having declined following industry trends from 1.4 million in 1980. Its sister paper, The Sunday Telegraph, which started in 1961, had a circulation of 339,959 as of November 2017. The Daily Telegraph has the largest circulation for a broadsheet newspaper in the UK and the sixth largest circulation of any UK newspaper as of 2016. The two sister newspapers are run separately, with different editorial staff, but there is cross-usage of stories.

Other perfins used by The Daily Telegraph.



D4710.03M 1905-1939



D4710.02a 1925-1935



Queen Elizabeth II airmail envelope with 2 x 2d red-brown SG543 perfined C\N (C5220.02M) and identity of Conde Nast Publications, Vogue House, Hanover Square, London W1, Magazine Publisher. Cover sent 12th August 1955 to Copenhagen, Denmark with circular London W1 "D" and wavy line machine cancels. This die was in use from 1945 to 1975.

Condé Montrose Nast, a New York City-born publisher, launched his magazine empire in 1909 with the purchase of Vogue, which was first created in 1892 as a New York weekly journal of society and fashion news. Condé Nast is largely considered to be the originator of the "class publication," a type of magazine focused on a particular social group or interest instead of targeting the largest possible readership. Its magazines focus on a wide range of subjects, including travel, food, home, culture, and other interests, with fashion the larger portion of the company's focus. British Vogue published its first issue in 1916 becoming the first published overseas edition of an existing magazine.

Titles published include Vogue, GQ, Brides, Vanity Fair, Tatler and House & Garden





The Daily Mail

biliain Beaumonie horri, 58 Belsize Road Hampstead V.W.10

King George V cover with 11/2d brown SG420 perfined DM (D3110.03) and identity of The Daily Mail, Associated Newspapers Ltd, Newspaper Publishers, Carmelite House, London EC4. Cover sent 29th January 1926 to Hampstead London NW6 with circular single ring Chelsea SW3 and "British Goods are Best" machine cancels. Die in use 1920 to 1939. Only two known perfins were used by The Daily Mail. The one on the cover above and DM (D3110.02), shown below, which was in use between 1900 and 1911.



D3110.02 1900-1911



D3110.03 1920-1939

The Daily Mail is a British daily middle-market tabloid newspaper published in London. Founded in 1896, it is the United Kingdom's second-biggest-selling daily newspaper after The Sun. Its sister paper The Mail on Sunday was launched in 1982, while Scottish and Irish editions of the daily paper were launched in 1947 and 2006 respectively. The paper is owned by the Daily Mail and General Trust. Jonathan Harmsworth, 4th Viscount Rothermere, a great-grandson of one of the original co-founders, is the current chairman and controlling shareholder of the Daily Mail and General Trust, while day-to-day editorial decisions for the newspaper are usually made by a team led by its editor.

Perfin on Cover

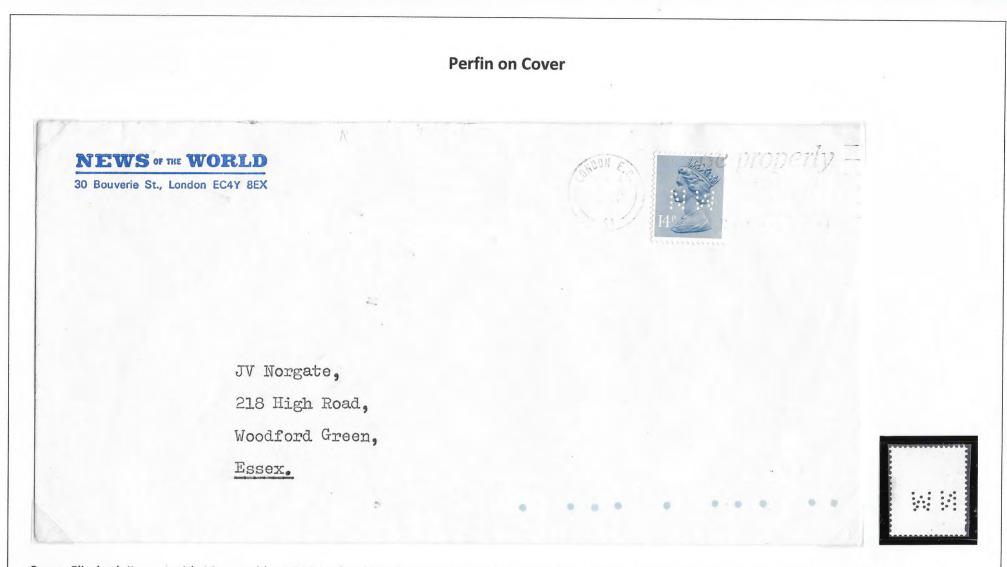


King Edward VIII cover with 11/2d brown SG459 perfined MP (M4410.01M) and identity of The Morning Post, 346 Strand, London WC2. This die was in use between 1925 and 1939. Cover sent from London to Devonport 30th April 1937.



Queen Elizabeth II cover with 151/2p pale violet X948 perfined NW (N3560.02M) and identity of News Group Newspapers Ltd, 30 Bouverie Street, London EC4 8EX. Cover was sent to BP Oil at Hemel Hempstead, Herts 24th August 1982 with single ring London EC and "Be properly addressed, Postcode It", machine cancels. This die was in use from 1957 to 1985.

News Group Newspapers Ltd is owned by Rupert Murdoch's News International and publishes the tabloid newspaper The Sun, which was acquired in October 1969 from International Publishing Corporation. Earlier, in January 1969, News Group purchased The News of the World but this closed on 10th July 2011 following new evidence about a phone hacking scandal at the newspaper. Murdoch states that he acts as a "traditional proprietor", exercising editorial control on major issues such as which political party to back in a general election or policy on Europe.



Queen Elizabeth II cover with 14p grey-blue X946 perfined NW (N3560.02M) and identity of News of the World, 30 Bouverie Street, London EC4 8EX. Cover was sent to Woodford Green, Essex with single ring London EC and "Be properly addressed, Postcode It", machine cancels. This die was in use from 1957 to 1985.

News Group Newspapers Ltd is owned by Rupert Murdoch's News International and publishes the tabloid newspaper The Sun, which was acquired in October 1969 from International Publishing Corporation. Earlier, in January 1969, News Group purchased The News of the World but this closed on 10th July 2011 following new evidence about a phone hacking scandal at the newspaper. Murdoch states that he acts as a "traditional proprietor", exercising editorial control on major issues such as which political party to back in a general election or policy on Europe.



King George VI window envelope with 21/2d light blue SG489 perfined P (P0010.03M) and identity of "The People " Newspaper Group, 222/3, Strand, London WC2. Cover sent 9th April 1948 with circular London FS "D" and "British Industries Fair May 3rd to 14th 1948 London & Birmingham" advertising cancel. This die was in use from 1941 to 1980 by various companies.

The Daily Herald was a British daily newspaper, published in London from 1912 to 1964 (although it was weekly during the First World War). It underwent several changes of management before ceasing publication in 1964, when it was relaunched as The Sun, in its pre-Murdoch form.

In December 1910 the printers' union, the London Society of Compositors (LSC), became engaged in an industrial struggle to establish a 48-hour week and started a daily strike bulletin called The World. From 25 January 1911 it was renamed the Daily Herald and was published until the end of the strike in April 1911. At its peak it had daily sales of 25,000. The initial organising group included George Lansbury, socialist politician and Robert Williams of The Transport Workers amongst others. Retaining the strike sheet name they formed a Daily Herald company. It was run as a syndicalist newspaper up to 1914 and reappeared with new owners in 1914 as The Herald.

During World War I it was published weekly but resumed daily publication in 1919. However by 1922 the Herald ran out of funds and was unable to continue as an independent left daily. Lansbury handed over the paper to the Trades Union Congress and the Labour Party in 1922.

They continued to publish but in 1930 the TUC sold a 51 per cent share of the Herald to Odhams Press, publisher of The People, a Sunday paper. Odhams was interested in using its presses during the week and the TUC wanted Odhams' expertise in promoting newspapers. Subsequently due to falling circulation, The International Publishing Corporation acquired Odhams shares around 1961 when they took over that company, and the minority stake owned by the TUC in 1964. It was re-born as The Sun in1964. By 1969 the original Sun had fewer readers than the Herald at the end of its existence and the newspaper was sold to Rupert Murdoch's News Limited, (the holding group for all of his interests at the time), and its format and (eventually) its politics were significantly altered.

The Daily Herald PRINTED PAPER RATE Mrs. J Grimshow Leedly View Ad. Seeceley Salford We have pleasure in acknowledging your registration as a Reader of the "Daily Herald," which qualifies you for the benefits of our Great Free Family Insurance Gift so long as you continue the uninterrupted daily purchase of the paper Exd .-

King George V advertising post card with 1/2d green SG418 perfined DH (D2210.02M) and identity of The Daily Herald newspaper, 12-16 Wilson St, Long Acre, London WC2. It confirms registration for Free Family Insurance offered by the newspaper. Sent 23rd December 1931 to Salford Lancashire with double ring London "1931.Z" and wavy line machine cancel. This multi-headed die was in use from 1930 to 1941

The Daily Herald was a British daily newspaper, published in London from 1912 to 1964 (although it was weekly during the First World War). It underwent several changes of management before ceasing publication in 1964, when it was relaunched as The Sun, in its pre-Murdoch form.

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Statement dated 15th August 1928 and payment receipt issued by The People newspaper 222-5 Strand, London WC2, with King George V 2d orange SG421 perfined PEOPLE diagonal (P1830.01M). Sent to Mrs J Read of West Hartlepool.



EDITORIAL OFFICES, 93, LONG ACRE, W.C.2.



King Edward VIII cover with 11/2d brown SG459 perfined diagonally PEOPLE (P1830.01M) and identity of The People, newspaper, Odhams Press Ltd, 93 Long Acre, London WC2. Cover sent 11th December 1936 to Glasgow NW with London "K" and wavy line machine cancel. This multi-headed die was in use from 1918 to 1941.

Founded as The People on 16 October 1881, it is now called The Sunday People and is a British tabloid Sunday newspaper. It was bought by the Mirror group in 1961 along with the Daily Herald. It is now published by Reach plc and shares a website with the Mirror papers. In July 2011, when it benefited from the closure of the News of the World, it had an average Sunday circulation of 806,544 but by November 2017 the circulation had shrunk to 198,807. Despite its tagline claim to be a "truly independent" newspaper, The People endorsed the Labour Party at the 2015 general election on the recommendation of polling data from its readers.





King Edward VII 1/2d green and 1d red newspaper wrapper uprated with King George V 1/2d green SG322which is perfined STD (S7320.01) and identity of "The Standard" Newspaper, 104 Shoe Lane, London EC. The 3d total postage paid was probably due to the 6 to 8 ounce weight. Sent overseas to Prussia circa 1911 / 1912 with unclear cancel.

The newspaper was founded by barrister Stanley Lees Giffard on 21 May 1827, as the Standard. The early owner of the paper was Charles Baldwin. However, under the ownership of James Johnstone, from 29 June 1857 "The Standard" became a morning paper with its sister paper, The Evening Standard, being published from 11 June 1859. "The Standard" gained eminence for its detailed foreign news, notably its reporting of events of the American Civil War between 1861 and 1865, the Austro-Prussian War of 1866, and the Franco-Prussian War of 1870, all contributing to a rise in circulation. However by the end of the 19th century, the evening edition eclipsed its morning counterpart.

At the turn of the century it was owned by Sir Edward Hulton, who decided to make "The Standard" compete with the fledging Daily Mail. However this was not a success and it eventually ceased publication in the first quarter of the 20th century, leaving just The Evening Standard to continue.

The Midland Counties Herald

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King Edward VII newspaper wrapper with 1/2d yellow green SG217 perfined M/C.H (M1270.01) and identity of The Midland Counties Herald, Birmingham. Wrapper was sent to Penrith in the Lake District with double ring Birmingham "45" cancel dated 12th September 1906. This die was in use from 1903 to 1912. There are no other known perfins used by this publication

The Midland Counties Herald was a weekly newspaper and advertiser created and published by T.B.Wright starting 29th March 1838 and ceasing publication 26th January 1933.

Newspaper Perfins



AN (A4160.02) Kemsley Newspapers Ltd (Associated Newspapers). Used 1924-1945



AN/L (A4240.01m) Allied Newspapers Ltd Used 1939-1945



BG/L (B3090.01) Birmingham Gazette Ltd Used 1912-1926



LY/M (L6060.01) Leeds & Yorks Mercury Used 1902-1930



AN (A4160.01) Argus South African Newspapers Ltd. Used 1950-1957



BP/M (B5820.02) Birmingham Post and Mail. Used 1932-1942



N.G. (N1420.01) Nottingham Guardian missing dot. Used 1920-1965



WGC (W3030.07) Western Gazette Used 1913-1922

Newspaper Perfins



GLOBE (G3220.01) Evening Newspaper Used 1896-1920



DS/Ltd (D4540.01M) Daily Sketch Ltd Used 1928-1950



TT (T4410.02M) The Times Used 1907-1920



ILN (I1580.01) Illustrated London News Used 1889 -1936



GRAPHIC (G4210.01M) Daily Graphic Used 1890-1896



D.X (D5355.01) Daily Express Used 1903-1920



S.I (S3760.01) Sheffield Independent Used 1905-1930



ECHO. (E0700.01a) Northern Echo Used 1928-1954