

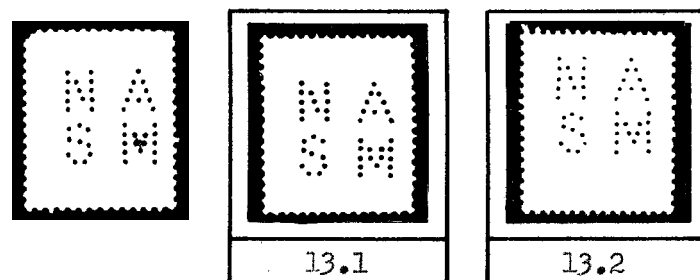
## Re-appraisal of the “NA/SM” N0130.xx series ...

This re-appraisal has come about because **Ian Hamill** has reported a 2/6d Type ‘A’ Seahorse with a **single, central strike** ostensibly of N0130.01M, which isn’t possible if the die was multiheaded **2x1**. The first two examples show a strike to the left of the stamp (when viewed from the front) which would be from the right-hand pattern in the **2x1** multiheaded die, whereas the third stamp shows the single, central strike. The difference in the ‘vee’ to the ‘M’ is diagnostic. The first two show sides which are approaching vertical, whereas the third stamp shows sides which have gone slightly over vertical so the top two pins are ever so slightly closer together than the bottom two - a subtle difference I know, but none-the-less an observable difference. This die will become N0130.01a - see later.



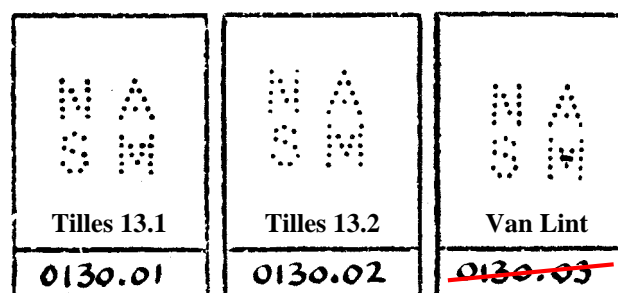
In recognition of the fact that some “NA/SM” Perfins prove difficult to allocate to their ‘correct’ Perfin die, I’ve started from scratch using the material currently in the collections of Ian Hamill (NZ), Dan Baugher (US ), Philippe Antheaume (France), and my own collection (UK). In total there are 245 examples with much duplication, so surely more than enough to make a decent fist of the exercise.

I’ll start by first showing you the die that **Van Lint (1959)** illustrated, followed by the two that **Harvey Tilles (1975)** catalogued as N13.1 and N13.2, both having ‘Nestles & Anglo-Swiss Milk Co’, London EC3, as their user ...



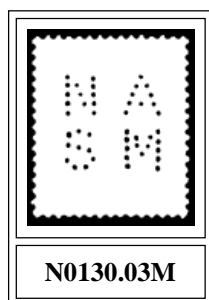
Looking at the three silhouettes they all look different! Van lint has a narrow, straight-sided ‘vee’ to the “M”, whereas Tilles N13.2 is much wider, but still straight-sided. Tilles N13.1 has a ‘vee’ with the two pins forming each side pointing upwards.

The Edwards-Gault catalogue (illustrations only, issued in parts from **1986** onwards) produced by Tony Edwards (collated by Frank Tulley) shows all three dies as N0130.01/02/03.



In Update N1.1 (Sep **1990**) I renumbered “NA/SM” (N0130.03) calling it **N0130.02a** because it was ‘similar’ to N0130.01. In hindsight, I’m afraid I can’t now see the wisdom, but it did release N0130.03 to be used for another ‘easily’ identifiable die - so easy that I’ll deal with that die first!

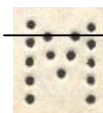
- The easiest of them all to distinguish as the top of the ‘vee’ to the “M” starts part-way between the top two pins to the upright of the “M”, whereas all other “NA/SM” dies start in horizontal alignment with the 2<sup>nd</sup> pin down. There have been no changes to the details for this die save for the addition of the suffix ‘M’ to signify a *multiheaded* die.



In use: 1930-1935.  
 Dates: ... May 1932 - 8 Dec 1935.  
 Issues: I(BC) ½d-3d, 6d, 9d, 1/-  
 J 2/6d (Types ‘A’ & ‘B’)  
 M ½d-2d, 3d

Note: Inner portion to “M” *higher* than that in any other “NA/SM” dies.

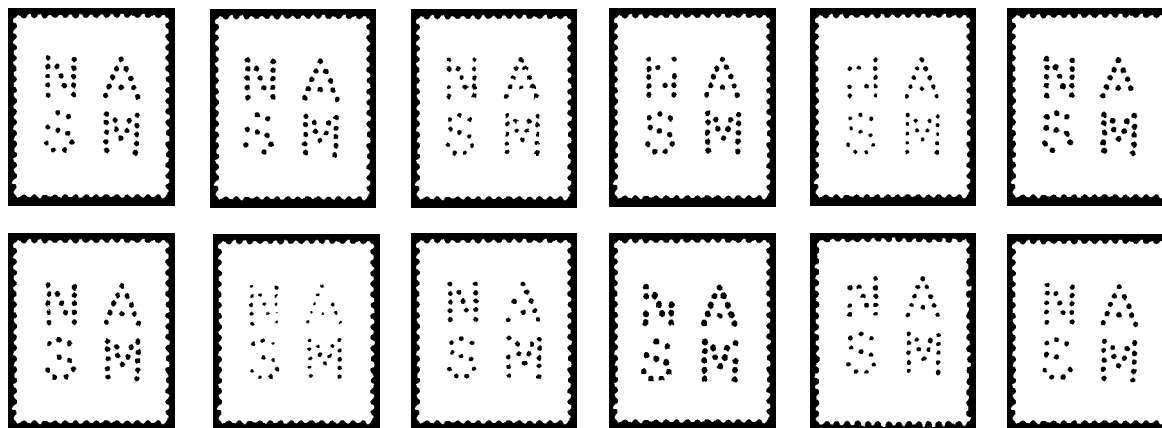
Ident: Nestlé and Anglo-Swiss Condensed Milk Co Ltd, 6/8 Eastcheap, London EC3.  
 Also Tutbury, Staffs, and Aylesbury, Bucks.



Pmks: Ashbourne, Derbys(hire), Burton-on-Tre(nt), and Congleton Che(shire). [Ashbourne factory opened in 1913].

#### Note!

At least *twelve* (list not exhaustive) distinct missing pin varieties are known which points to a *multiheaded* die, although no multiples have been recorded to confirm or deny.



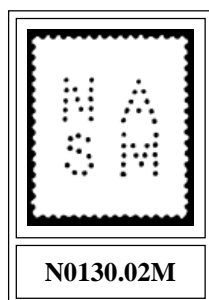
### Stamp Gallery



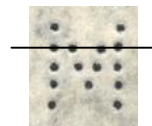
24 JY/35

There's plenty more space if any more of the 16 DDF reported can be found ...

- The next group to look for are those which have a *straight-sided* 'vee' to the "M". The 2½d example alongside matches Tilles N13.02, which we now call **N0130.02M**. Note the *two close-spaced pins* at the start to the top of the "S", although other 'variations' are also known - see later. 15 of the 28 DDF currently listed for N0130.02 have been confirmed so there's no reason why all the issues 'F', 'H', and I(RC) shouldn't remain. However, the **2/6d 'G'** is unconfirmed, but should show more than one pattern.

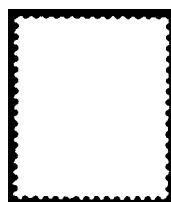
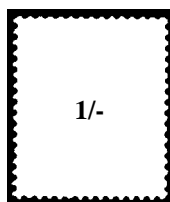
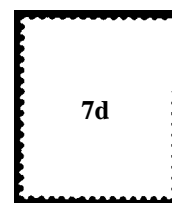
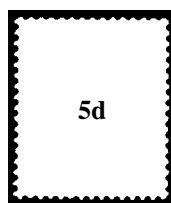
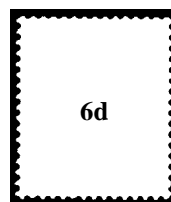
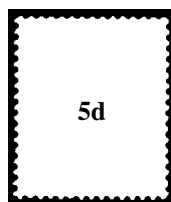
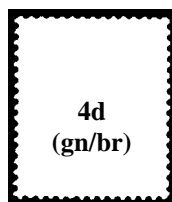
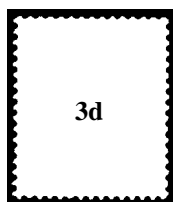
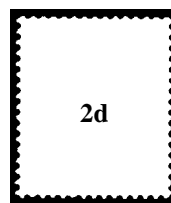


In use: 1905-1920.  
 Dates: 4 June 1908 - 21 Jan 1919.  
 Issues: F ½d (ye-gn), 1d-3d, 4d (both)  
 F 5d, 6d, 1/- **G 2/6d**  
 H ½d, 1d  
 I(RC) ½d-7d, 9d (bk), 10d, 1/-  
 Note: Inner portion to "M" has a straight-sided 'vee'.  
 Ident: Nestlé and Anglo-Swiss Condensed Milk Co Ltd, St George's House, 6/8 Eastcheap, London EC3.

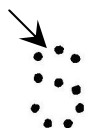


Pmks: 'FS', Eastcheap B.O., London EC, (Continental) Night Mail.  
 Also Liverpool.

## Stamp Gallery







I was still left with more than a handful of examples that showed a 'vee' with straightish sides but a different spacing of pins forming the top of the "S". Notice the much **larger gap** between the first two pins forming the top to the "S". Do these represent another pattern in a multiheaded die, or a new single headed die? The only way to test is to record in detail what stamps it's found on, and see what results ...



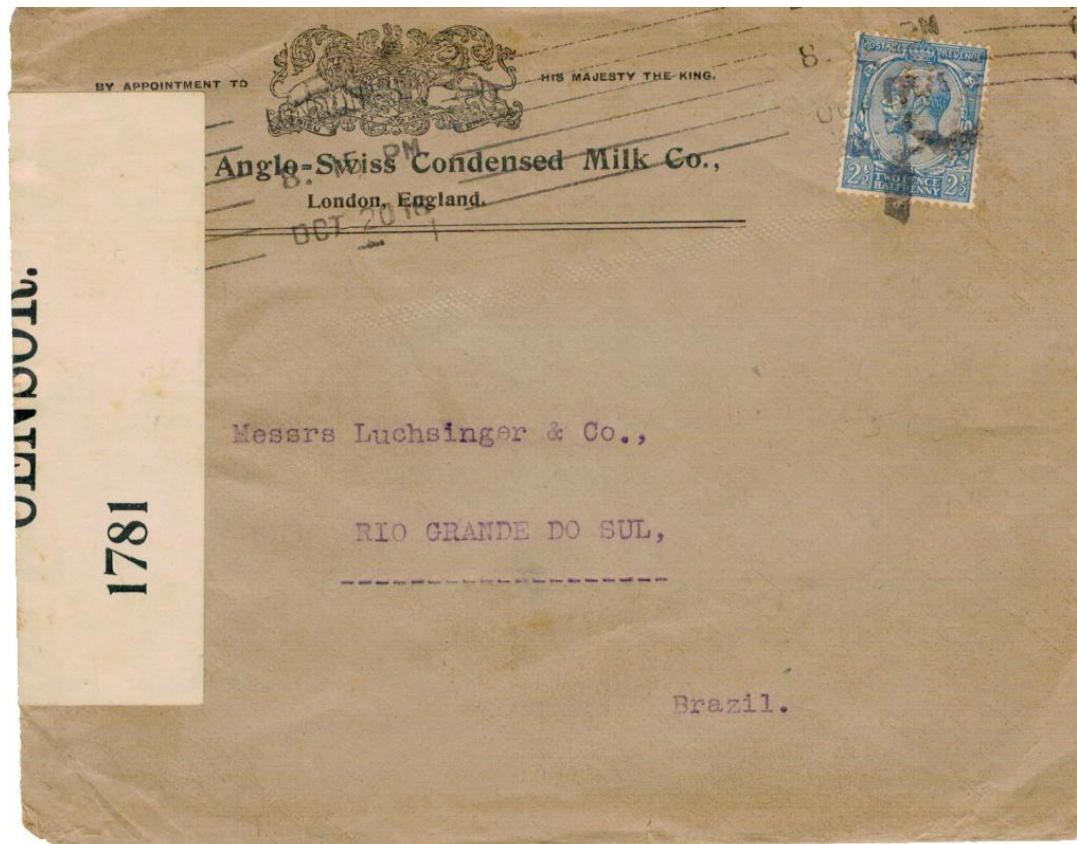
And then there are those which have a fairly symmetrical top to the "S" ...



In view of the fact that the three types discussed appear on stamps throughout the same time period, 1905-1920, it's not unreasonable to assume that the die with the **straight-sided** 'vee' to the "M" was **multiheaded**, with at least **three** patterns. Hence the overall catalogue number **N0130.02M**.



Ian's **1916** identifying cover to Brazil is postmarked London 'FS', OCT 20 16, with a 2½d GV Typograph Perfinned "NA/SM" (**N0130.02M**).



The 'stamp' label on the back commemorates the tercentenary, **1616-1916**, of the founding of the City of *Belem do Para* in Brazil. The top part translates as *Homage from dairy flour Nestlé Milk 'Moca'*.

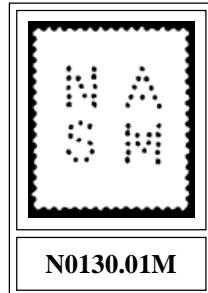
#### Vintage Chocolate wrappers



- And so we come to the third, and last, group where the inner 'vee' to the "M" has sides that reach up *vertically*, there or thereabouts. None of the four collections looked at have any examples of issues 'F' and 'H' which were previously recorded against **N0130.01M**, so they and any associated dates have been deleted from the record. All four collections have issues I(RC/BC), so the later issue has also been deleted from the record. It's an easy enough task to include it again if anyone can show they have a copy.



Cachet taken from  
a cover dated  
4<sup>th</sup> October 1932.



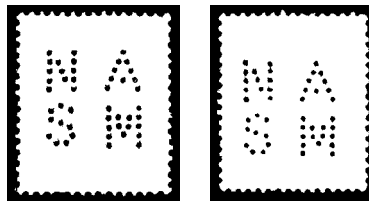
In use: ~~1905-1935~~.  
 Dates: ~~9-Jan-1908--4-Oct-1932~~.  
 Issues: ~~F ½d (ye-gn), 1d-3d, 4d (both)~~  
~~F 5d, 6d, 1/- H 1d~~  
~~I(RC/BC) ½d-6d, 9d (gn), 10d, 1/-~~  
~~J 2/6d (Type 'A')~~  
~~L ½d-1½d, 2½d~~  
~~M ½d, 1½d~~

Note: A missing pin in just one pattern of a joined horizontal pair points to a *multiheaded* die, quite possibly **2x1**.

Ident: Nestlé and Anglo-Swiss Condensed Milk Co Ltd,  
Cocoa & Chocolate Dept, 6/8 Eastcheap, London EC3.

Pmks: Eastcheap, London EC. Also (Tro)wbridge reported.

Although I have no illustration of the horizontal pair (mentioned above) showing different missing pins - indeed, it may well have been a misdiagnosed pair from N0130.02M - but I believe the two patterns involved are these. They look somewhat similar, but there are subtle differences.



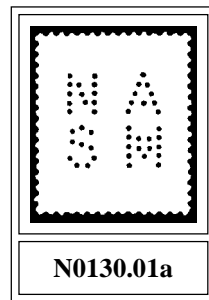
I've reset the die in use date range for this die to be **1920-1930**.

## Stamp Gallery





And finally we have the new *single headed* die **N0130.01a** found on the 2/6d Seahorse which prompted this re-appraisal. To this we can add a few more stamps giving the die in use date range **1920-1935** ...



In use: 1920-1935.  
 Dates: 28 July 1921 - 17 Apr 1925\*.  
 Issues: I(RC/BC) 2d, 3d-6d  
 J 2/6d (Type 'A')\* - central strike.  
 M 1½d

Note: A single, central strike on the KGV Seahorse points to a *single headed* die. The centre 'vee' to the "M" is pinched inwards such that the top two pins are slightly closer together than the two below.

Ident: Ø Nestlé and Anglo-Swiss Condensed Milk Co Ltd,  
 St George's House, 6/8 Eastcheap, London EC3.  
 Pmks: 'MTP' in Triangle (Mount Pleasant - EC), and  
 East(c)heap B.O. - EC.

## Stamp Gallery



However, in all of this no exact match for the die illustrated by Van Lint has been found, the die with the narrow straight-sided 'vee'. Here is the illustration again for reference ...



**Nestlé's founder, German-born pharmacist,  
 Henri Nestlé (1814-1890)**



### **Nestlé and Anglo-Swiss Condensed Milk Co Ltd.**

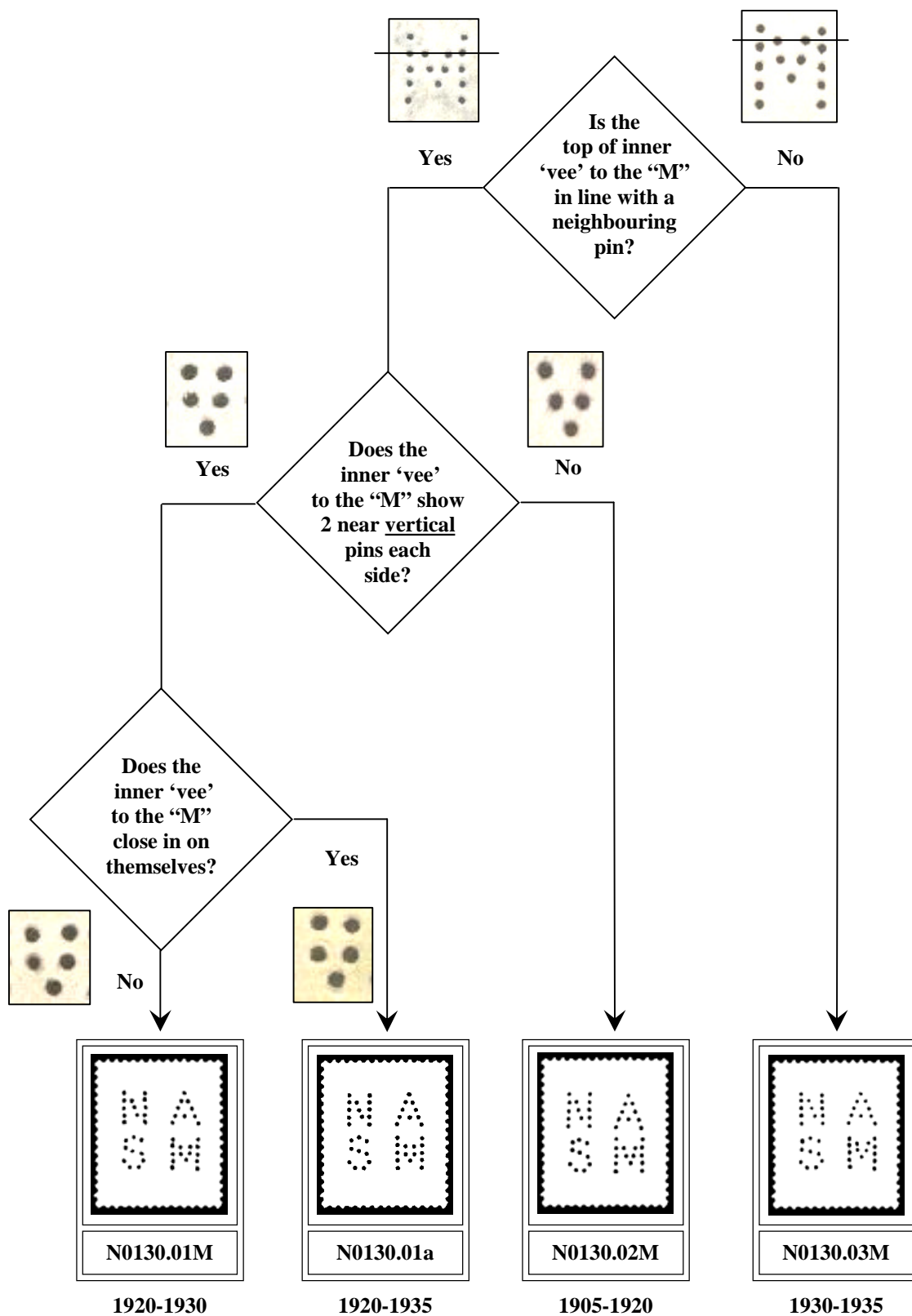
The company was formed in **1905** by the merger of two rival Swiss companies:

- 'Farine Lactée Henri Nestlé Co', established in September **1867** by Henri Nestlé (1814-1890).
- 'Anglo-Swiss (Condensed) Milk Co', which was established in August 1866 by two (American) brothers, Charles Ham Page (1836-1899) and George Page. Their first U.K. operation was established in **Chippenham**, Wilts, in **1873**.

The combined name remained until 1947 when it became Nestlé Alimentana SA, before becoming Nestlé in 1977.



**Flow chart to act as a guide in determining which particular die  
a “NA/SM” Perfin may have come from.**



**Rosemary Smith had cause to contact Nestlé, and as a result received a history of the company which resulted in this 4-page article for the Perfin Society Bulletin - B296 (October 1998).**

## **NESTLÉ and their PERFINS**

### **Rosemary Smith**

Henri Nestlé was born in 1814 in Frankfort on the Main, Germany. At 29 years of age, in 1843, he moved to the Swiss town of Vevey and here, in 1866, he launched the world's first milk product suitable for new-born babies. It was soon so successful that physicians recommended its use in the fight against high infant mortality.

In 1868 Nestlé came to England and in 1873 began manufacture at Aylesbury, Buckinghamshire. By the time Nestlé merged with its main rival, the Anglo-Swiss Milk Company in 1905, the combined companies had 18 factories, five of which were in Britain at Tutbury, Chippenham, Aylesbury, Middlewich and Staverton. From 1905 to 1926 the new headquarters were at St George's House, Eastcheap, London.

In 1912 Nestlé acquired a large share of Fussell & Co, and in 1913 opened the factory at Ashbourne in Derbyshire. Also in 1913 they began chocolate production at Hayes.

One of their most famous products was the one penny bar of chocolate dispensed from cast-iron vending machines at railway stations. The 'Milky Bar' made its debut in 1937, then in 1939, one year after it was developed for retail sale by scientists at the Swiss research centre, instant coffee was made at Hayes.

The Second World War affected Nestlé like every other manufactory. The Hayes factory was turned over to war production - mainly work on radar. They also produced a drug used to treat coronary heart disease and in 1942, in collaboration with Glaxo, they produced the then wonder drug, penicillin.

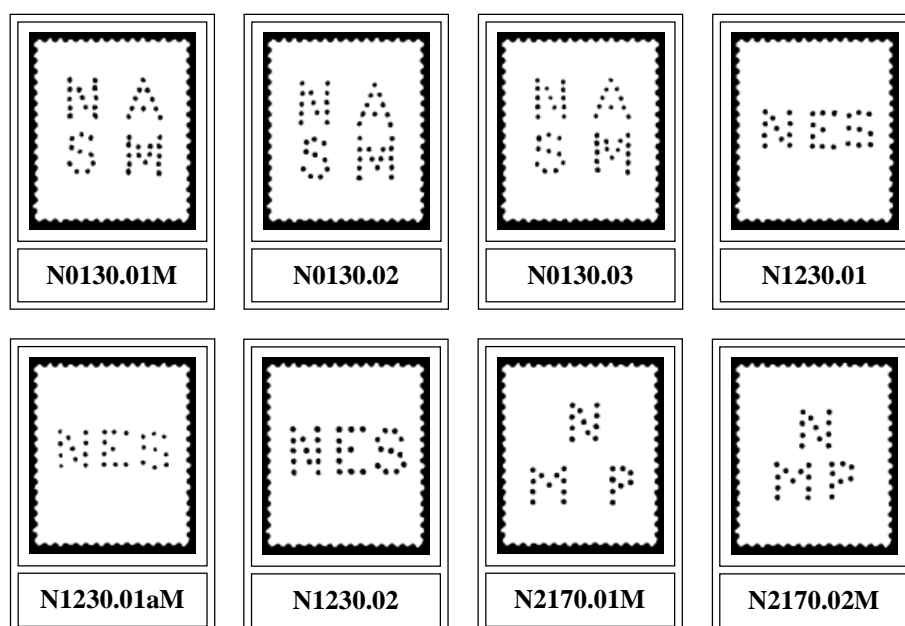
From 1960, Nestlé acquired many well known 'names' such as:-

1960 Crosse & Blackwell: 1974 Findus: 1976 Libby's soft drinks:  
1978 Chambourcy: 1985 Carnation: 1988 Rowntree-Mackintosh: and 1992 Perrier.



In 1992 in the U.K. a new company structure, Nestlé UK Ltd., was set up.

<b>Perfin</b>		<b>ADDRESS</b>	<b>IN USE</b>
N0130.01M	NA/SM	Nestlé & Anglo-Swiss Condensed Milk Co, Cocoa & Chocolate Dept, 6/8 Eastcheap, London EC3.	1905-1934
N0130.02	NA/SM	Nestlé & Anglo Swiss Condensed Milk Co, 6/8 Eastcheap, London EC3.	1908-1920
N0130.03	NA/SM	Ditto but also at Tutbury.	1930-1935
N1230.01	NES	Nestlé Co Ltd, London SE16 and at Chippenham. Formerly Nesmilk Ltd.	1945-1965
N1230.01aM	NES	Nestlé's Milk Products Ltd, 6/8 Eastcheap, London EC3.	1945-1957
N1230.02	NES	The Nestlé Co Ltd, London SE16.	1930-1945
N2170.01M	N/MP	Nestlé's Milk Products Ltd, 6/8 Eastcheap, London EC3. [Raw Products Ltd is also Identified with this same die. Is this a Nestlé company?]	1935-1941
N2170.02M	N/MP	Nestlé's Milk Products Ltd., 6/8 Eastcheap, London EC3. Branches nation-wide	1945-1950

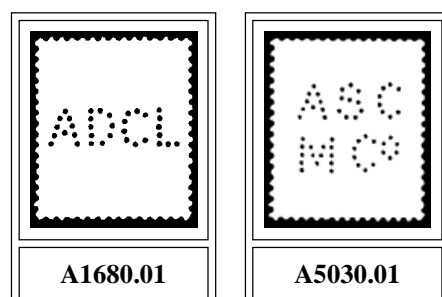


### Prior to 1905

In 1873 Nestlé began manufacturing at Aylesbury, Buckinghamshire. Perfin die A1680.01 (**ADCL**) is for the '*Aylesbury Dairy Co Ltd*', London W1. Tomkins has the user date as 1874-1905 which would tie in with the history of Nestlé. All my loose stamps are 1d Plates, 1880 or Jubilee issue. However, I have a Trade Card from 3/5/21 with this die on a KGV 1d: postmarked Paddington W2, and sent by '*Aylesbury Dairy Co Ltd*', 31 St Peterburgh Place, Bayswater, London W2.

A5030.01 (**ASC/MC<sup>o</sup>**) is identified with the '*Anglo-Swiss Condensed Milk Co*', 10 Mark Lane, London E: dates of use 1895-1905. Again my loose stamps are Jubilee or KEVII issues. I have no cover for this die.

In 1905 when Nestlé merged with the '*Anglo-Swiss Condensed Milk Co*' it would seem logical that these two dies were scrapped in favour of the **NA/SM** dies - but what of my 1921 Trade Card?



In Bulletin 280 (Feb '96) I gave the history of '*Crosse & Blackwell*' and their Perfins, using literature from '*Nestlé UK Ltd*'. At that time I stated that I would research the Nestlé Perfins and again wrote to '*Nestlé UK Ltd*' for further information about the **ADCL** and **ASC/MC<sup>o</sup>** companies and their place in the history of the Nestlé empire. I also enquired about the possibility of '*Cow & Gate*' and '*Horlicks Malted Milk*' having a link with Nestlé. Unfortunately I did not get a reply to this line of enquiry, despite the splendid information I had received from them about my '*Crosse & Blackwell*' research. If any members can throw further light on the later use of the **ADCL** Perfin I would be delighted to hear from them.

Rosemary concluded her piece with a photocopy of 'a delightful item from my collection'. However, the illustration is far too dark to be worthwhile reproducing here, save that the Perfin involved was [N0130.03M](#). In passing, N0130.01M/02M have been associated with '*Nestlé & Anglo-Swiss Condensed Milk Co*' since 'time immemorial' - listed in Tilles (1975).

Roy Gault 14<sup>th</sup> October 2024.