Col. Mallam's Calling Cards

De La Rue & Co.

Sold



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REF: 80579

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Height: 10 cm (3.9")

Width: 4.5 cm (1.8")

Depth: 5.5 cm (2.2")

Description

Colonel R.K. Mallam purchased his calling cards from the Army & Navy C.S.L. who in turn had them printed by the well known stationers De La Rue.

They are 'Ordinary Size' (3 x 1 3/4) and printed on thick card as opposed to thin or extra thick. At the time the engraving of the plate would have cost Col. Mallam 2/4 and the printing of the 100 cards 3/9. The card board box notes the A&N CSL's address of 105 Victoria Street and lists their depots at Plymouth, Bombay & Calcutta. The rest of the box is covered with advertising for other A & N products such as Fancy, Stationery, Artists' Materials and Attaché Cases etc.

Mallam was in the Royal Army Medical Corps and became a Colonel in 1937 before being retained on the Active List as Brigadier in 1943. He was noted for distinguished service in the Mohmand Operation on the North West Frontier of India between 1935 and 1937 and received the OBE sometime between 1937 and 1940. These cards are a very rare survivor and the box is almost complete with approximate 20 cards missing. Given Mallam's rank and award of the OBE the cards can be dated to between 1937 and 1940.

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