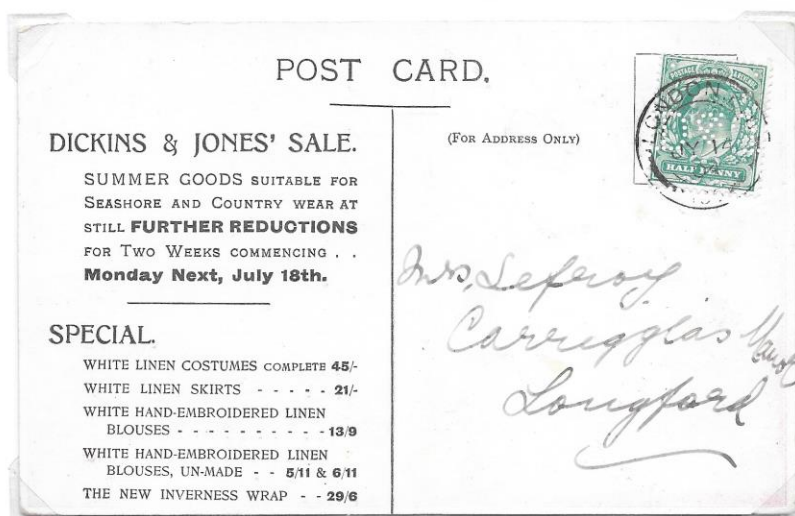


## Perfin on Pictorial Post Card



King Edward VII pictorial post card depicting new Debenham & Freebody retail outlet in Wigmore Street, London W. Card sent locally 3<sup>rd</sup> June 1907 with 1/2d yellow-green SG217 perfined D&Co (D0830.02). This Perfin die was in use from 1895 to 1925. Card is an invitation to visit the new premises.

**Perfin on Trade Postcard**



King Edward VII trade post card with 1/2d blue-green SG215 perfined D&J (D2580.06) and identity of Dickens & Jones Ltd, Department Store, Regents Street, London W. Sent 14<sup>th</sup> July 1904, advertising their summer sale. Nice picture of the Hanover House store.

**Perfin on Receipt**

*Recd from Mrs L Browne*  
*Chard*

427285

the sum of *two pds 15/2*

FOR HARROD'S STORES, LTD.  
*A J Naughton*  
*Chief Accountant* £ *2 15 2*

MT BROMPTON ROAD LONDON Aug 4th 1909 S.W.

INVOICE  
 OF GOODS DESPATCHED THIS DAY PER S.W.Rly

Mrs L. Browne  
 Hallfield  
 Chard

REGISTER N° B41/85  
N.B. KINDLY QUOTE THIS NUMBER WHEN ORDERING AS IT WILL GREATLY FACILITATE THE PROMPT DISPATCH OF GOODS.

1	Parrot Case	2	10	3
1	Parrot Bath		2	8
	Ret Crate 8/30		2	0
		-----		
		£. 15. 2		

*Credit 6*  
*Subs*

*One of the lower bars in Case was unsoldered in transit - cost 6 in repairing.*  
*Crate returned Mr. Loader because I was not aware of the 2/- paid for it & is returnable.*



Invoice dated 4<sup>th</sup> August 1909 and payment receipt with 1d red SG219 perfined H.S/L (H6690.01), issued by Harrod's Stores Ltd, Brompton Road, London SW. Sent to Chard, Somerset. This die was in use between 1890 and 1925. Item damaged in transit by South Western Railway Company as per note on bottom.

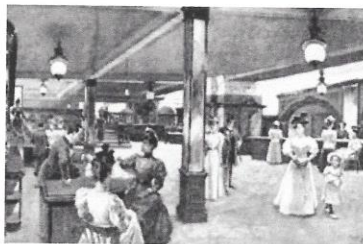
## John Lewis Partnership



King George V airmail cover with 2 x 1½d green SG418 perfined JL/Co (J4930.04) and 2 x 1½d brown SG420 perfined JL/Co (J4930.01) and identity of John Lewis & Co Ltd, Department Store, Oxford Street, London W1. Cover sent 16<sup>th</sup> March 1933 to Berlin, Germany with circular London W1 and wavy lines machine cancel. Also has red double ring "Luftpostamt" cancel on front and Berlin "C" receipt cancel on reverse.

The first John Lewis shop opened as a Drapers in Oxford Street in 1864. It prospered and by 1905 had bought control of Peter Jones. In 1914 the founder handed control of Peter Jones to his son John Spedan Lewis who, in the next few years, set up staff councils the forerunner of today's Partnership and then Divisional and Branch Councils. In 1928 on the death of his father, John Spedan Lewis becomes owner of both stores and converts the firm into a public company, John Lewis and Company Limited. In 1929 the first Trust Settlement is created and the John Lewis Partnership becomes legal. From now, profits are available for distribution amongst all Partners.

In 1937 The Partnership buys Waitrose, a chain of 10 shops and in 1940 The Partnership doubles in size by buying the Selfridge Provincial Stores Group. Subsequently its growth has continued and by 2017 it is one of the UK's top ten retailers with 49 John Lewis shops (35 department stores, 12 John Lewis "at home", and shops at St Pancras International and Heathrow Terminal 2), over 350 Waitrose supermarkets, an online and catalogue business, a direct services company, one production unit and a farm.

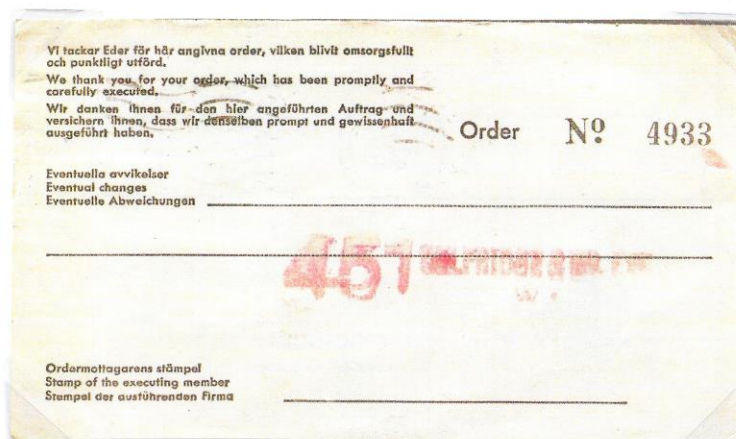


General Departments 1899



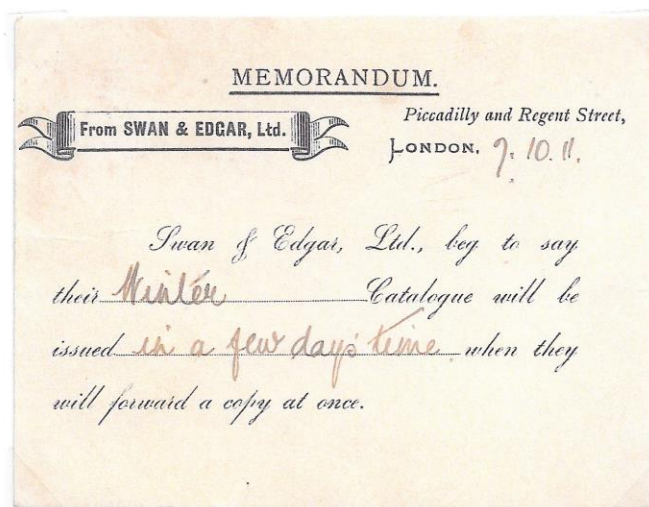
Waitrose Acton Lane circa 1914

## Perfin on Postcard



King George VI trade postcard with 11/2d pale green SG505 perfined S/Ltd (S4630.01M) and identity of Selfridges, 400 Oxford Street, London W1. Postcard confirms that order for flowers from a florist in Stockholm, Sweden has been promptly and carefully executed.

### Perfin on Trade Post Card



King Edward VII trade post card with 1d red SG219 perfined S&W (S2330.01) and identity of Swan & Edgar Ltd, Drapers, Piccadilly and Regent Street, London W. Sent 7<sup>th</sup> October 1911 to Denmark, advising new winter catalogue is being sent. Machine cancel.