

FAUDELS LTD AND SILBER & FLEMING

Dave Hill



In the June Bulletin **Jeff Turnbull** reported a receipt (shown above) that confirmed that Faudels Ltd used perfin F/LTD - F2520.03b. This added to the known dies used by this company and its predecessors. Faudels Ltd was registered in 1907 to take over the business of Faudel Phillips & Sons of London, Birmingham and Manchester. They were wool, yarn, needlework, fancy drapery and fancy goods importers, manufacturers and dealers. They imported German sewing machines, books, musical instruments and silver ornaments and a quick look at the internet shows that many of their goods appear in auction today.

In 1898 they had taken over Silber & Fleming who had used perfin S2830.01 S&F. Silber & Fleming had carried on a very similar business to Faudel Phillips. In a 1929 directory Faudels are listed as being manufacturers of Perfumery and toilet preparations and the advertisement shown opposite shows their perfume products.

The unusual name of the company came about when George Phillips (1840-1922) added his uncle's family name of Faudel. He was created a Baronet in 1897 when he became Lord Mayor of London.

FAUDELS LTD.
*Manufacturers and
Proprietors
of*
Gainsboro Perfumery

Lavender Water
Devon Violets
Devon Lilies
Narcissi Noir

Rose Parfaite

Perfume
Soap
Face Powders
Compacts
Cold Cream
Vanishing Cream
Dusting Powder
Talcums
Bath Crystals, etc.

Toilet Preparations

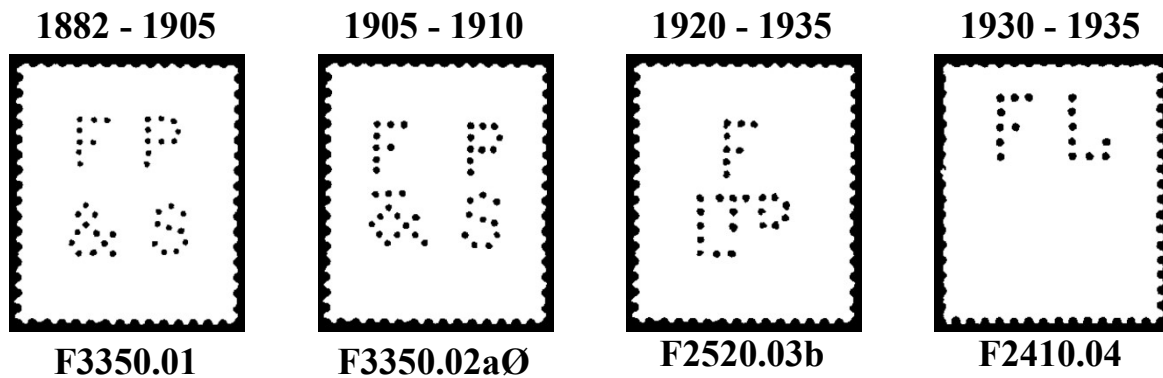
Toilet Parafin
Brilliantine
Bay Rum
Violet, Jasmin and
Rose Oils
Shampoos, etc.

VISIT STAND No. M. 80.

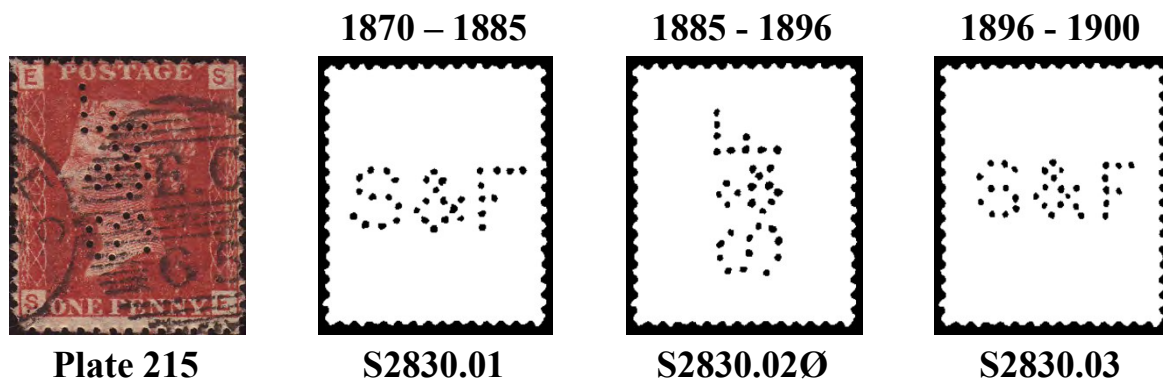
FAUDELS LTD.,
36-40, NEWGATE STREET, LONDON, E.C.1
'Phone: CITY 0821. 'Grams: "Faudel, London."

Faudels were liquidated in 1960 at which time all the shares were owned by Great Universal Stores.

The dies that they used are shown below. There are breaks in the sequence and there may well be other dies still to be identified as used by the company.



As mentioned before, Faudels took over Silber & Fleming in 1898. Silber & Fleming were manufacturers and wholesalers of a vast range of products from ceramics and glass to furniture and silverware. The company was founded c1854 by Albert Silber, an immigrant from Germany, who, together with his partner Mr. Fleming, established a wholesale fancy goods business in Cheapside, London. In 1882 the premises of Silber & Fleming were completely destroyed by a fire, but within two years a huge new replacement warehouse was built on the same site. In 1886 Mr. Fleming retired and Albert Silber was left as sole proprietor and he converted the business into a private limited company. Silber died from smallpox later the same year and subsequently the fortunes of the company declined dramatically.



Silber & Fleming were an early adopter of perfin and continued to use them throughout their period of operation.