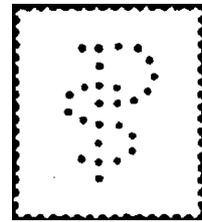


THE G.B PERFIN SOCIETY
BULLETIN
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THE SOCIETY'S OFFICERS

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SECRETARY/ TREASURER	Dave Hill
AUCTIONEER	John Donner
BULLETIN EDITOR	Maurice Harp
CATALOGUE EDITOR	Roy Gault
LIBRARIAN	Alastair Walter
PUBLICATIONS	Jeff Turnbull

BULLETIN No:- 340 Subs £10 (UK); £12 (Europe/abroad-surface); £15 (abroad-air)

<u>CONTENTS</u>		<u>PAGE</u>
Soc. Info.,:- Membership Changes; Treasurer/Secretary, Editorial, Spring London Meeting		2 – 4
Members Comments on Previous Articles:- New Identity J7670.03, Finnish Perfins, New identity B6910.01, Perfined Errors & Flaws		4 – 5
Seen In Auction		6
Broken Pins Determine Die Configuration – Part 3	Maurice Harp	6 – 7
Extra Pin & Double Strike	Roy Gault	8
Charles Devaux & Co	Maurice Harp	9 – 10
Eden Fisher Letter	Maurice Harp	10 - 11
John Conrad im Turn	Roy Gault	12
Non-perfined Stamps	Rosemary Smith	13
Board of Trade Perfin Forgeries	John Nelson	14 – 16
Current Perfins	Derek Ransom	16
Probable Fake Die	Maurice Harp	17
Perforated Postal Stationery – Telegraph Forms, Air Letters	Rosemary Smith	18 – 19
Silver Jubilee Dies / Members Wants	Jeff Turnbull	19
William Whiteley – Universal Provider	Maurice Harp	20 - 22
Frank Braham Advert		23
Another Fun Page - "O" is for Oil	Graham Fortey	24

New Identities Pages 289 - 296

8 Pages

Auction No. 1 (2006)

12 Pages

SOCIETY INFORMATION

MEMBERSHIP CHANGES TO JAN 2006

Total Members 350

New Members

JOHN BARRATT

ALAN TYDEMAN

JON AITCHISON

PAUL GREEN

Change of Address

PAUL A FLETCHER

Died - GEORGES ROBIJN, DAVID SCOTT

Resigned - ANDREAS MANZ, DICK SCHEPER, IAN REED,
GERALD LUKE

Lapsed - RACHEL VICKERS

TREASURER'S / SECRETARY'S BIT

I intend to bring up the matter of officers expenses, computers and travelling at our spring meeting. Please note the date of the spring meeting in the Euston Room at the Friend's House at 1:30 on Saturday 20th May 2006 (see over).

At the AGM last November it was suggested that attendees should bring along a few pages from their collections to show other members. So if you are coming, please dig out some material and bring it along and share it with other members. Note that there will be no formal competition, as this was not generally supported.

MEMBERS COMMENTS ON PREVIOUS ARTICLES

Bulletin 338 - New Identities page 284 - J7670.03

Stephen Steere provides an answer to the question about J7670.03. JTD are an individual's initials, so it is a private French perfin.

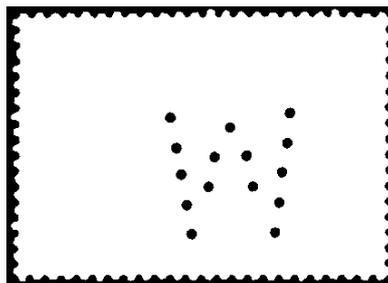
Now why did he want his covers cancelled at York? There are no commemorative stamp issues having a first day on 1 August 1991, so did someone from York do something in La Rochelle?

Finnish Perfins – Bulletin 339/25

Magnus Werner writes with additional information and a few corrections.

J.G.W	Should be Wik <u>e</u> ström
N	This die is known used 1924-1940
S	SAMPO (Insurance company), Turku
TKT	User: Teknokonsult Oy, Helsinki
V	Verdandi (Insurance co.). Known used 1914-30
V.E.	Shipping agency. Known used 1914-19

The most common perfin type is ASEA and the second is S.



There is also one additional die, not mentioned in the article. The perfin “W” is known used only on high value stamps of the 1930 definitive series. The user is unknown but it was used in Käkisalmi, now a city of Priozersk, located on the western shore of Lake Ladoga, in what is now Russia.

Ed: For more information on Finnish Perfins reference can be made to Perfinpost nr 58, Sept 2001, which can be found on the Perfin Club Nederland website - www.perfinclub.nl or from our library.

Bulletin 339 - New Identities page 288 – B6910.01

An internet search has revealed the following additional information on B. S. Williams the user of B.S.W (B6910.01)

B. S. Williams (1824-1890) produced one of the most important 19th century works on orchid varieties that had been discovered and described during the 19th century. The “Orchid Album” was published periodically by B. S. Williams from his nurseries in Holloway, London, from 1882 until his death in 1890. His son, Henry Williams, continued the publication through to its conclusion in 1897. These dates are important as they mark the final period when significant new varieties of orchids were discovered in the wild. The preface to the first volume lays out the aims of the publishers “The great advance which has been made within the last few years in the introduction and the cultivation of Exotic Orchid, have suggested the desirability of devoting a monthly publication to the illustration of the best forms of these singular and artistic plants, and also to the explanation of the most successful methods of growing them”

Perfined Errors and Flaws – Bulletin 339/11

In Roy Gault’s article on Perfined Errors and Flaws he commented that “It’s a shame these aren’t in colour!” To overcome this deficiency the article has been posted on the society’s website where it can be seen in all its glory. It is planned to post a number of the more important Bulletin articles as Adobe Acrobat files on the website as an archive and reference source. As further articles are posted on the website, notice will be given in future editions of the Bulletin.

SEEN IN AUCTION (all items seen on e-bay)

	Realised
SG 186 £1 Brown perfin "C.I.H/&S"	£411
QV 1d red on cover perfin "B&T" plate 120	£31
QV £1 brown-lilac perfin "HSB"	£366
QV £1 green perfin "C.I.H./&S."	£27
QV £1 green perfin "G.B.L"	\$86
SG131 QV 10/- perfin "HSB"	£470
SG128 QV 10/- perfin "L/C&S" unsold at £299	-
SG 185 £1 Brown Lilac Perfin "W.B/SC ^o " - W0790.02 (Only one strike through stamp). New value to the Gault cat.	£185
SG 126 5/- Wmk Maltese Cross Plate 1. From the illustration it appears that the stamp is torn from side to side and held together by a stamp hinge. The perfin is SM/&Co but the 'M' & 'C ^o ' are either blind or hidden by the stamp hinge. All the top perfs are ragged.	\$730
SG 112 10d Brown Plate 1. Perfin SM/&C ^o (excellent central strike round face).	£52-55
SG 112 10d Brown Plate 1. Perfin C.I.H/&S very heavy pmk. The '&S' is partly off the stamp.	£5-50
248 Perfin Line Engraved Stamps (½d - 1d - 1½d - 2d)	£145
174 Perfin Line Engraved Stamps (½d - 1d - 1½d - 2d)	£199
KEVII £1 green perfin "P.S/NC"	£42
KEVII £1 green perfin "BB"	£80

BROKEN PINS DETERMINE DIE CONFIGURATION

Part 3 – 3 x 1 Dies

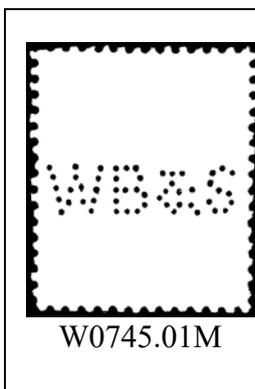
Maurice Harp

In the first two parts of this article in Bulletin 338/25 and 339/23 I covered 6 x 1 and 4 x 1 die configurations and how they could be determined from inspection of broken pins. This third part covers 3 x 1 dies. Using broken pins to determine a 3 x 1 die is considerably harder than for a 6 x 1 die as in general more material is required and usually less is available. However I have managed to identify two 3 x 1 dies W0745.01M - WB&S and G0480.01M - G.B.&Co. Opposite are the detailed diagrams showing the positions of known

broken pins on WB&S showing how the 3 x 1 configuration is determined. Two broken pin varieties are known, both occurring in the ampersand.

	A	B	C	D	E	F	G	H	I	J	K	L
A												
B												
C												
D	●											
E												
F							●					
G	●											
H				●								
I										●		
J												
K												
L	●											
M												
N												
O												
P												
Q												
R				●						●		
S										●		
T												

	A	B	C	D	E	F	G	H	I	J	K	L
A												
B												
C											●	
D												
E												
F												
G							●					
H												
I												
J												
K		●				●						
L												
M												
N												
O		●										
P												
Q												
R												
S												
T												



1d Plates Reported
121, 128, 158, 160,
165, 184, 199, 200,
208

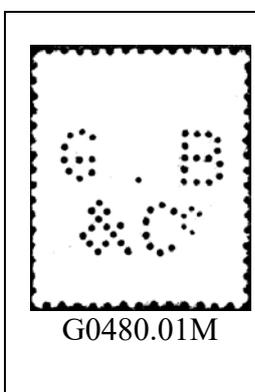
Broken pin “&” in
“A” “D” “G” and “J”
columns.



1d Plates Reported
138, 165, 170, 184,
192

Broken pins “&” in
“B” “E” “H” and “K”
columns

For G0480.01M two broken pin varieties are found in the “o” of “Co”.



1d Plates Reported
140, 150, 157, 172,
191, 194, 198, 204,
214

½d 15
D 1½d

Broken Pin “o” only
in “B” “E” “H” and
“K” columns



1d Plates Reported
177, 180, 184, 190,
206, 214

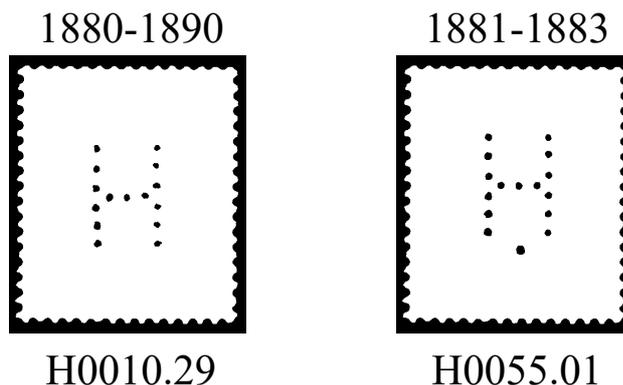
Broken Pin “o” only
in “C”, “F”, “I” and
“L” columns

Part 4 of this article will cover 1 x 2 dies, that reveal in one case exactly how the mail boy had been instructed to perforate the office stamps.

EXTRA PIN AND DOUBLE STRIKE

Roy Gault

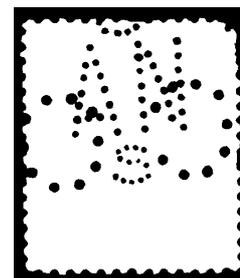
Bill Shields, a regular correspondant and keen collector of perfin on Queen Victoria 1d Lilacs, has reported the following **New Die** (H0055.01) in a large cache of QV 1d Lilacs with the single letter “H”. The basic “H” appears to be what we know as H0010.29, but a number of examples show an **extra** (constant) stop below the “H”.



“H” (H0010.29) is recorded (as a positive identity) as having been used by R. S. Hudson, Soap Manufacturer, Liverpool, and 83 Worship St, London EC. *Can anyone confirm this user, and/or add to the following list of known details for both dies?*

H0010.29	Postmarks	Known dates
QV ½d (SG48) - plate ? QV ½d, 2d (SG164/8) B 1d (16 dots) E 1½d, 2d	London Chief Office, Leaden(hall) St, London EC, ‘150’ (Burnley), Bootle, Liverpool.	31 st Aug 1887
H0055.01	Postmarks	Known dates
B 1d (14 & 16 dots)	Bristol (134) ‘156’ (Cork)	17 th Jan 1882

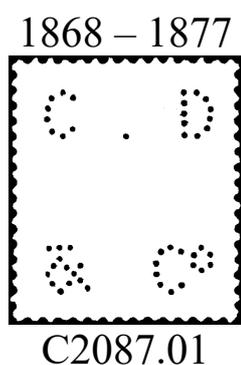
Bill also reports a double strike (in this case, of two different sets of initials) on a 16-dot QV 1d Lilac. One is clearly a partial of “C/AN/S” (C0270.01M), but *does anyone have any ideas as to what the “CO” could be part of?*



CHARLES DEVAUX & Co

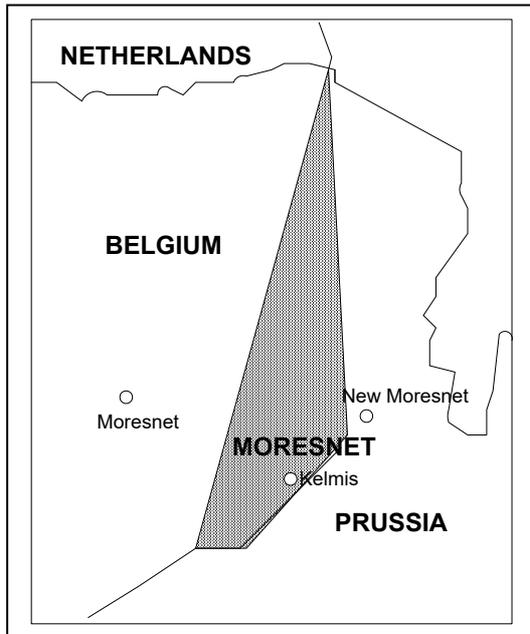
Maurice Harp

Charles Devaux and Co was one of the earliest of Sloper's customers. They used the die C2087.01 C.D/&Co that has been recorded used as early as February 19th 1869 and is one of the few dies in the new illustrated catalogue listed being shown as dating from 1868. However we know little of the company. Charles Devaux & Co was listed in an 1841 London directory as general merchants and by 1865 was listed as not only general merchants but as agents for La Vieille Montagne Zinc Mining Co and Bureau Veritas (International). By 1884 they were back to being listed just as general merchants and by 1895 the company appears to have gone out of business.



So it seems that by the time they started using perfins they were a well-established and successful company. However as can be seen from the directory references and the dates of use of the die the company must have fallen on hard times and went out of existence in the early 1890's.

It turns out that their agency work may have contributed to their downfall. La Vielle Montagne Zinc Co is the name of a former zinc mine in Kelmis (La Calamine), a town in Belgium between Liège and Aachen. The mine's name is French for "the old mountain", and this is also reflected in its German name Altenburg. The mine was once a bone of contention between Prussia on the one side and Netherlands and later Belgium on the other, resulting in the mine and village being declared as the neutral territory of Moresnet. The territory occupied a total of just 1400 acres. The mine was first opened in 1805 and



continued until 1885 when the mine was exhausted. The company opened a second zinc mine in Zinkgruvan in Sweden which is still apparently in operation today. The company also ran a harbour in Ammeberg to ship the zinc. After the demise of the zinc mine the territory toyed with other ways of creating and income including the production of stamps. However, finally the state of Moresnet ceased to exist when invaded by Germany in the First World War.

EDEN FISHER LETTER

Maurice Harp

One of the first rivals for Sloper of which there is record appears to have been Eden Fisher who had a stationer's business at 50 Lombard St., London E.C. His name comes to light as the result of a letter he wrote to the Post Office on September 17th 1873, requesting permission to perforate postage stamps with the full name "Sutton". A copy of the letter is shown overleaf.

The Post Office replied to the effect that only initials were permitted and, ignoring Fisher's statement that he wished to make a machine to perform the perforation, an official added a manuscript note to the letter,

"Answer no objection to initials being used. Refer him to Sloper"

Fisher, of course was in no mind to refer to Sloper and so on December 9th, he again wrote to the Secretary, General Post Office pointing out that he had seen full name perfins used by Travers. As a result the Post Office made an enquiry in to the use of full names and found that a number of companies were using full names. They wrote to those identified and requested that they should stop as the Post Office considered the use of full names to be a form of advertising. However although some companies stopped using full name dies

many continued to use full name perfins. For further information on this period in perfin history reference should be made to John Nelson's Handbook of British Perfins and Jennings – History of British Security Stamps – both available from our library.



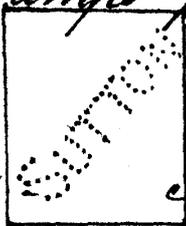
50, Lombard Street,

London, 17 Sept 1873.
E.C.

To the
Postmaster General,

Sir,

I shall feel obliged if you will inform me whether you will allow Postage Stamps perforated as sketch



to be used. I am desirous to make this enquiry for a customer - previous to making a Press.

Awaiting the favor of your reply
I am, Sir,

Your obedt. servant,

Eden Fisher

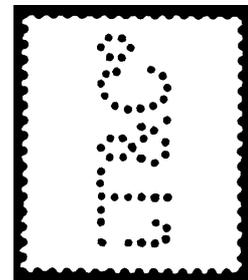
E. F. Fisher.

John Conrad im Thurn.

Roy Gault

Alastair Walter, John Mathews, John Nelson, and Maurice Harp all responded in a variety of ways to the 'Foreign Bill Jigsaw' article that appeared in Bulletin No.339. A common theme in their comments was the 'im' portion of the company name 'J C im Thurn & Co' probably acting as 'von' does in Germany and 'van (der)' does in Holland. My fixation with a 'reversed J' has now been blown away in favour of a lower-case 'I' and as a result the die becomes **I2510.01**. Apologies for leading you all up the garden path!

John Conrad im Thurn is listed in the 1851 census as a 'General Commerce Merchant' living in East Dulwich, aged 40, and born in Switzerland. With him was his 4 year old son, also called John Conrad in Thurn, and his wife, Mary Catherine, who was born in Bermuda, West Indies. He can also be traced in the 1861 census (aged 52).



I2510.01

By the time of the 1881 census he was living in Tormoham*, Devon, aged 72 and probably about to retire, but still described himself as a 'Merchant'. His son 'John C im Thurn' is also listed in the 1881 census as a General Merchant, aged 34, living in Camberwell, Surrey.

* I've never heard of Tormoham and it doesn't appear in my Gazetteer of England. Does it ring any bells with anyone?

Trade directories show that sometime between 1877 and 1882, 'J C im Thurn & Co' became known as 'J C im Thurn & Sons', no doubt with John Conrad im Thurn (junior) as one of the 'Sons'. From stamp details, we know the die I2510.01 was in use 1875-1877, and so dates from the time John Conrad im Thurn (senior) was in charge of the company.

In passing, John Conrad im Thurn (jnr) had a son called John Knowles im Thurn (1881-1956) who served in the Royal Navy, rising through the ranks to become a vice-Admiral in 1934, ... but we digress!

NON-PERFINNED STAMPS

Rosemary Smith

The list of non-perfinned stamps was last published in Bulletin 273/19 – over ten years ago. Since then only two items have been discovered. These are 1867-83 Wmk Maltese Cross £1 Brown-Lilac and the 1948 Channel Islands Liberation 1d. The remaining stamps that have not been recorded perfinned are listed below.

1858-64 1d Rose-red

Plates 82, 83, 87, 88

1858 2d Blue

Plate 7

1865-67 Large White Letters – Wmk Emblems

3d Rose – Plate 4

6d Deep Lilac – Plates 5, 6

9d Straw – Plates 4, 5

10d Red-Brown – Plate 1

1/- Green – Plate 4

1865-73 Large White Letters – Wmk Garter

4d Vermilion – Plates 7, 8, 9, 10

1867-80 Large White Letters – Wmk Spray

3d Rose – Plate 4

10d Red-Brown – Plate 2

1873-80 Large Coloured Letters – Wmk Anchor

2½d Rose-Blue – Plate 2, 3

1913 Wmk Multi Royal Cypher

½d

1913

£1 Seahorse

1952-54 QEII Tudor Crown Wmk Sideways

2½d

1958 Regionals

N. Ireland:- 3d, 6d, 1/3d

Wales:- 1/3d

Guernsey:- 3d

So there are just twenty-eight issues missing. Some of these must be sitting in members collections – surely the N. Ireland regionals can be found.

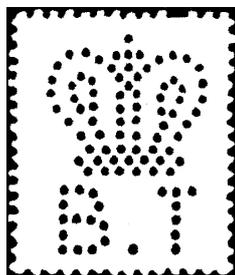
BOARD OF TRADE PERFIN FORGERIES

John Nelson

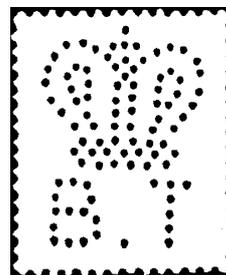


The Board of Trade perfin on piece illustrated above was acquired in 2004 by Italian collector and member of the Society, **Giovanni Sironi**, of Genoa. It is an 1864 Penny Red, Plate 80, postmarked GLASGOW 3rd AUGUST 1864, but since the use of perfins of any kind was not authorised by the Post Office until 13th MARCH 1868 it is beyond doubt that the perfin is a forgery. It is also clear that, as has been suspected by some, but not previously proven, that the stamp must have been removed from the piece, fraudulently perforated and replaced.

The die employed is No. 11 in my classification of dies (Bulletin 294, page 25), and is shown below alongside the genuine die. It is one found quite often on loose stamps, three of which were acquired by **Giovanni Sironi** at the same time as the piece.



Genuine die
B9000.01



Forgery

This forgery is also the one used on Board of Trade items previously mentioned in the Bulletin, some of which I had argued might be genuine, notably:

The six single 1864 Penny Reds, Plate 150, on piece postmarked London, 13th December 1872 (Bulletin 283, page 9)

The 1864 Penny Red, Plate 138, on piece postmarked London, 9th February 1873 (Bulletin 295, page 22)

The Leonino letter sheet bearing an 1864 Penny Red, Plate 129 postmarked London, 26th April 1871 (Bulletin 312, page 9)

Two British Linen Company Bank stereotype letters bearing respectively a QV 1d lilac and two QV ½d vermilion Jubilees, postmarked Greenock, 31st December 1889 and Tain, 22nd July 1892 (Bulletin 312, page 11)



Another example of the perfin with the same forged die on piece, illustrated above, is an 1880 QV 1d Venetian Red postmarked Thurso, 12th August 1880. The stamp is affixed to blued paper, as is the 1864 example and the two British Linen Bank letters previously mentioned and it is notable that they all have Scottish postmarks. One wonders if the forger had access to a quantity of material sourced in Scotland and I would be interested to receive information on any other known examples.

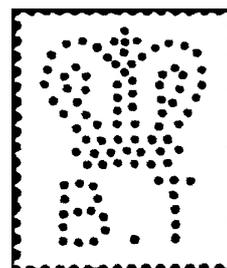
The question which must now be asked is whether forged die No. 11 was produced on the perforating machine made on behalf of the two crooked but unnamed London stamp dealers exposed in *Mack's Stamp Review* in 1908 (Bulletin 330 page 12). One cannot as yet be sure, but it is a probability.

There is an interesting sequel to the story in *Mack's Stamp Review* brought to our attention by Fred Taylor, full details of which are to be found in *The GB Journal* of March/April 1993. It will be recalled that

the representative of *Mack's Stamp Review* who accused the London stamp dealers of forging and selling Board of Trade perfins was named as Mr Lowden. He was in fact George Lowden who, at that time calling himself Frank Moore, had been identified in the Richards-Creeke trial of 1903 as having been a stamp dealer who had purchased irregularly acquired GB official overprints from one of the defendants in the case.

In 1909 Lowden was charged with the forgery of North Borneo stamps and acquitted but in 1913 he was further charged with the forgery and sale of 2,683 used copies of the GB KEVII green £1 stamp. This time Lowden was found guilty and sentenced to three years imprisonment. Most of his KEVII £1 green forgeries are said to have been destroyed, but some survived and have been offered for sale for as much as £500 each. In the light of his appalling record, did Lowden perhaps have a hand in the forgery of Board of Trade perfins himself ?!

To add to the array of Board of Trade dies, **Burkhart Beer** has shown me a 2d blue, Plate 15 with only six pins forming the left hand petal inside the crown (see illustration). This is No. 32 in my classification.



CURRENT PERFINS

Derek Ransom

Here is a further update to the Current Perfins listing. Information is courtesy of **John Strange** and a fortunate buy at our local stamp fair

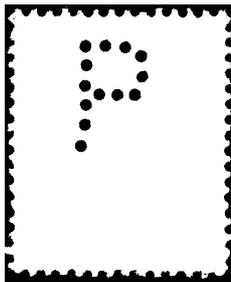
H1160.02M	HC	1st G
L0315.01aM	LB/B	1st p 3 Feb 04
L0340.06M	LB/C	6, 1st G
L0390.01M	LB/G	2nd p
L0430.01	LB/H	1st p
R2223.01M	RH/A	1st G
S1210.01M	SC	1st G, 41 (rosine), 65
S7930.02M	STH	1sat p
U1170.01	U.L	26 G (gold as in 1st G)

PROBABLE FAKE DIE

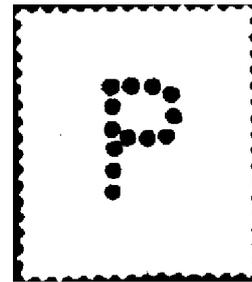
Maurice Harp

I purchased the die shown below in a general lot of line engraved perfins from e-bay. The die is on a superb copy of the 1d value, with a clear strike and postally used in London WC. The die appears to be similar to P0010.25, however the bottom pin of the leg appears to have a definite kick to the left that is not present in the illustration in the New Illustrated Catalogue. The pins seem also to be finer and sharper. P0010.25 has not been found used on the line engraved issues and was used from about 1890 – the earliest recorded date of use being 7th April 1893.

The die is also clearly not a partial of a “PAID” perforator as the stamp is postally used and there is clearly no sign of an “A” to the right of the strike.



Fake?



P0010.25

The reason I suspect the authenticity of the die is that it is struck on a 1d Plate 71. Use of perfins on such an early penny die is very rare – indeed plate 71 has only ever been recorded with G4350.01aM – GR/W. Plate 71 was released in April 1864 and so by the time perfins were introduced in 1868 few if any copies of this plate would still have been around. Such an early plate would also be expected to be a Sloper die yet here we see the use of large pins, crudely laid out with absolutely none of the characteristics of a Sloper die of this period. So the conclusion seems to be that the strike is a fake. This then raises the question as to why anyone would have gone to the effort of making a strike that is so similar to a known die.

If any member is able to cast any light on this mystery or provide any further information on die P0010.25 (issues, cancels, dates etc.) I would be pleased to hear from them.

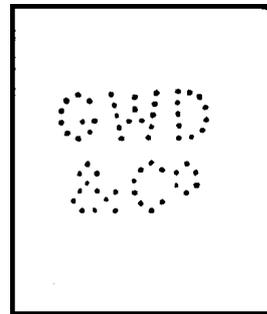
PERFORATED POSTAL STATIONERY

TELEGRAPH FORMS

Rosemary Smith

This further update follows the original article in Bulletin 289/20-21 and update in Bulletin 322/17.

Jack Brandt has sent the following photocopy of a cut-out from what he believes is a Telegraph Form. The perfin is G5520.01 "GWD/&C^o". The stamp is a QV 6d violet with date slugs of 30-9-92.



G5520.01

Can anyone who is a Q.V. specialist or a collector of Postal Stationery give an expert opinion on the original stationery from which it was cut.

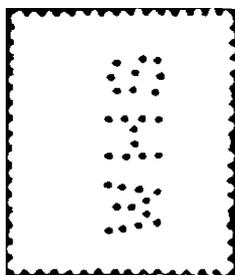
AIR LETTERS

This further update follows the original article in Bulletin 289/18-19 and update in Bulletin 322/18-19.

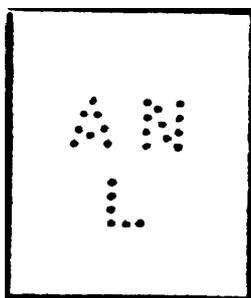
In Bulletin 322 (February 2003) page 18 there was an illustration of an air letter with WHS (W3800.01c) on a QE2 6d stamp. This was the "S" with the flat top. Now Jeff Turnbull has the same die on a full air letter with red 6d rate GVI dated 3-8-53.

Also in Bulletin 322/19 was illustrated die A4230.01, AN/L, of Associated Newspapers Ltd on a GVI 6d air letter. Now Bob Schwerdt has reported the same die on QE2 6d Parliamentary Building type.

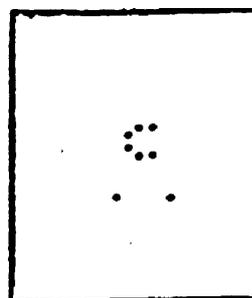
Lastly we have a very philatelic item. Jack Brandt has a QE2 6d VC10 Plane type air letter from our president Chris Carr with Chris's personal perfin, "c /.." (C0020.01). The date on this item is 25-11-73.



W3800.01c



A4230.01



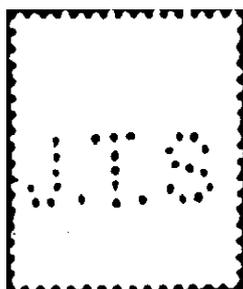
C0020.01

SILVER JUBILEE DIES

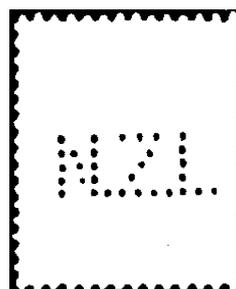
Jeff Turnbull

Two new 1½d value Silver Jubilee perfin dies have been found which are illustrated below.

- J7880.01 - 1½d – Joseph Town & Sons, Leeds
N3790.02 - 1½d – New Zealand Loan & Mercantile
Agency Co, London EC



J7880.01



N3790.02

MEMBERS WANTS

Mrs P.R. Gangji is interested in worldwide perfins, swap or buy. Please contact her at by mail

WILLIAM WHITELEY – “UNIVERSAL PROVIDER”

Maurice Harp

William Whitely, the son of a corn factor of the same name, was born at Arbrigg, neat Wakefield, on 29th September 1831. By June 1848 he had given up working with his brothers on his uncle's farm and



became apprenticed as a draper's assistant to Messers Harnew & Glover of Wakefield. After paying a visit to the Great Exhibition in 1851 he came to the conclusion that London would be a good base. The Fore Street Warehouse Co employed him in 1852 and after about ten years, he had managed to get together £700 to open his own shop in Westborne Grove, Bayswater. In 1866 Whiteley added general drapery to his

business, opening by degrees shop after shop and department after department, till he was able to call himself the “Universal Provider”, and boast that there was nothing that his stores could not supply. The extract below from Kelly's directory of 1877 gives some idea of huge range of goods Whiteley sold.

<i>William Whitely, Westbourne Grove</i>	43, Lace, millinery, baby linen & ladies' & children's complete outfitting, umbrellas, sunshades, furs &c. trousseaux & indian outfits
31, Hosier, glover, shirt maker & gentlemen's outfitter	45, Mantles, shawls & mantle cloths, court & general dressmaking
33, Taylor & draper, uniforms, liveries, riding habits etc.	47, Jewelry, plate, stationery, English & foreign fancy articles, drugs, patent medicines, perfumery, printing, bookbinding, stamping &c.
35, Trunks, portmanteaux & travelling equipage	49, Ladies', gentlemen's & children's boots, shoes & hats, india rubber & waterproof goods, toys, games, tents, marquees &c. refreshments, confectionery
37, Costumes, evening dresses, prints, calicoes & general drapery	51, Family & household linen, blankets, muslin, lace & leno curtains
39, Silks, velvets, dresses, general mourning, funerals completely furnished, tombs &c.	53, Furniture, curtains, reps, cretonnes, general upholstery, carpets, rugs &c.
39, Counting house, shipping, banking, money exchange, auctioneering, house agency, insurance, coals, lost property & general information office	ironmongery, tin ware, glass, china &c.
41, Ladies & children's hosiery, gloves, haberdashery, trimmings, ribbons, flowers, berlin wools, dyeing, cleaning &c.	

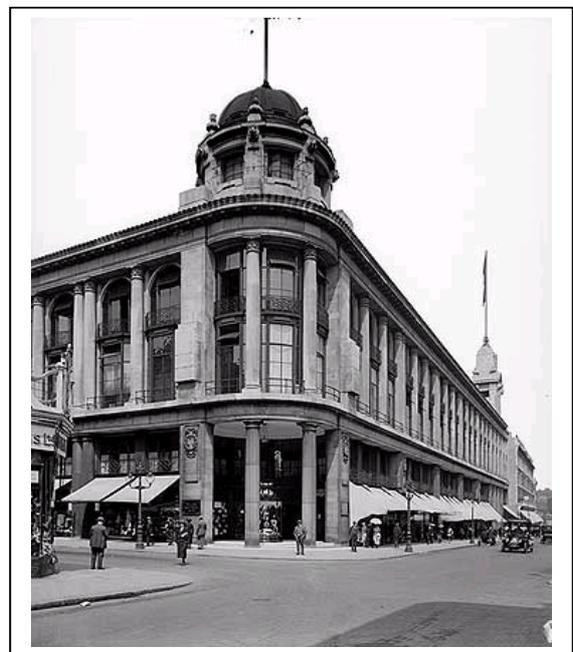
By 1876 he had 15 shops and an expanding “orders by post” business and employed 2000 people. He did this by buying up other shops in



the area, cutting prices, offering a vast range of goods and services from clothes and kitchenware to estate agency work. 'The Universal Provider' became one of his slogans. 'Everything from a pin to an Elephant' was another. And they were true. Customers loved him but

nothing could stop him. In 1885 he achieved his ultimate dream - the most comprehensive department store of its time, with a staff of 6,000 people and in 1896 he earned an unsolicited Royal Warrant from Queen Victoria - an unprecedented achievement. In 1899 the business, of which the profits then, averaged over £100,000 per annum, was turned into a limited liability company, with Whiteley retaining the bulk of the shares.

However, tragedy was to strike. In 1907 a man claiming to be his illegitimate son murdered William Whiteley in his store. With his death the great entrepreneurial impetus that had created the empire faltered. His two sons endeavoured to keep their father's dream alive. In 1912 the Lord Mayor of London officially opened the new Whiteleys. However, by 1927 it had been sold to Gordon Selfridge, one of Whiteley's greatest admirers.

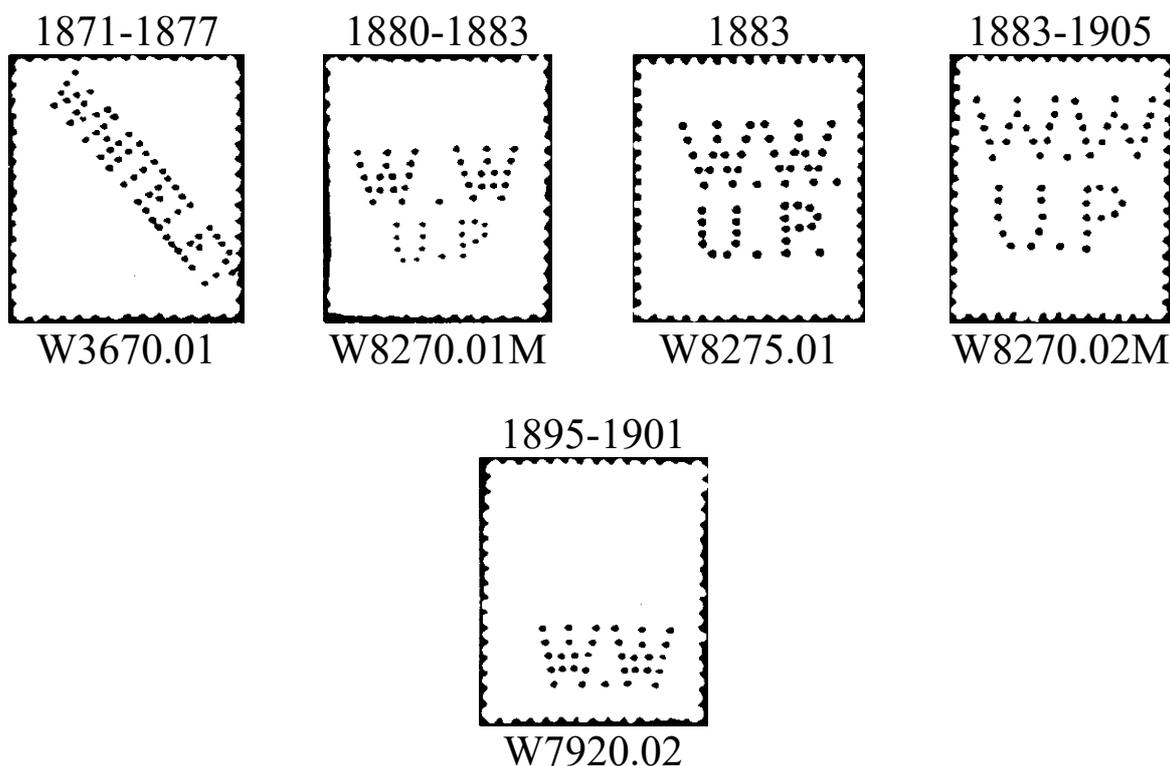


After the Second World War times changed and so did the tide of shoppers who had come to Whiteleys' doors. Bayswater became a backwater. The West End became the new shopping Mecca. Gradually, inexorably, Whiteleys declined and

in 1981 Whiteleys closed its doors. A great chapter in modern retailing had come to an end.

The Whiteleys Partnership purchased the building in February 1986, and renovated the Belcher building; retained and refurbished the Grade II listed facade and demolished the later, and less significant, additions. The Standard Life Assurance Company purchased the building from The Whiteleys Partnership in April 1987 and is now responsible for its management. A new Whiteleys shopping center opened its doors on 26th July 1989.

Whiteleys was a prolific user of perfin. Five dies are listed in the New Illustrated Catalogue as confirmed or provisionally identified Whiteley perfin. The dies shown below span the hay-day of the Whiteleys store. Whiteley was obviously proud of the slogan “Universal Provider” and used the initials on his perfin. It also appears that perfin use at the store may have ended with the death of William Whiteley in 1907.



There are a number of other dies known used in Paddington that may have been used by Whiteleys. These include

W7920.03	W.W	1870-76
W7920.04	W.W	1912-15
W7940.01	W.W.	1870-76

FRANK BRAHAM ADVERT

Ed: I don't believe that this Frank Braham advert taken from the Post Office Archive has been illustrated before in the Bulletin. Can any member put a date to its use?

*Good achieved by preventing Embezzlement of Stamps **WITHOUT** Charge or Cost.*

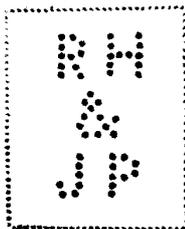
F. BRAHAM Tabernacle Square Post Office, begs to draw attention to his perfectly new system of Perforating all kinds of Revenue, Telegraph, and Postage Stamps, whereby Firms can be supplied with any quantity of Stamps of not less value than £5, Perforated with any number of Initials desired, without any Cost for **DIE, PERFORATING, OR COMMISSION.**

By this entirely New System a great Commercial want is supplied, good achieved, saving effected, temptation to appropriate avoided.

Hitherto, Firms desirous of having Perforated Stamps, had either to do them at a great cost of time, with a press liable to get out of order (by reason of inferior make), or pay from 10/- to 25/- for a die according to the number of letters, such special die to be retained by the Stationer supplying stamps; or pay a commission for perforating them. This is now entirely avoided. Attention is drawn to the fact that all Stamps are delivered in sheets as issued from Somerset House, Perforated perfectly one way, not reversed or in pieces.

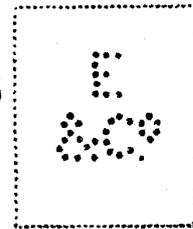
Country Orders receive prompt attention.

Delivery to all parts daily.



ALL KINDS OF
PERFORATING & DATING PRESSES

F. BRAHAM being an actual Maker
of such Instruments.



ANOTHER "FUN DISPLAY" PAGE

"O" is for Oil

Graham Fortey

