

J. S. FRY & SONS LTD

& A WINDOW INTO HISTORY

Rosemary Smith

I know from talking to friends in the perfin world that the collecting of perfins holds differing interests for different people. My particular interest in perfins is the social history, which emerges from the covers, trade-cards and receipts, which bear the company perfin.

Whilst going through all my "F" covers, to see if I could add any new information to Roy's draft sheets for the "F" section of the New Illustrated Catalogue, I came across an order form from J. S. Fry & Sons Ltd. The ½d GV stamp had the perfin F&S (F3700.06) and was dated 30 NOV 1926. The order form was a single sheet, folded in half then folded in 3 with one edge tucked inside the other to form a 'postable' whole.

The letter on the inside gave an insight into the difficulties encountered in the country during 1926. Quoting most of the letter-

"To Our Customers

Now that settlement of the Coal dispute appears to be in view, it is the duty of everyone who is engaged in the Manufacturing or Distributive trades of the Country to get back to normal conditions without delay. The best way to repair the damage of the past few months is for all of us to bend our energies to the task of restoration.

In our opinion, the Confectionery trade - always one of the first to feel the effects of industrial depression - will quickly enjoy the benefits of improved demand. We know that you will wish to do all you can to encourage that demand by display of attractive

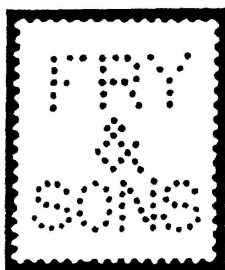
goods in an attractive manner, and our Representative when calling will be glad to give you particulars of advertising material which we can supply.

Realising that most Retailers have allowed their stocks to run as low as possible during the dispute, we have provided ample supplies of all our standard lines to meet the increased demand which is to be expected (Here was a list of products "ready for immediate delivery".)

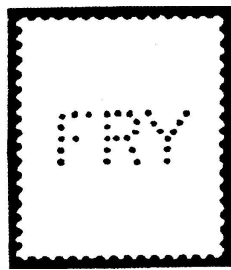
An order form is printed overleaf, and we promise speedy and careful attention to your requirements. "

This order form was sent out at the, hopefully, ending of the 1926 General Strike. I remember my father talking of the lean days of 1926 as our family had been coal merchants since 1894 and the miners were the last to abandon the strike.

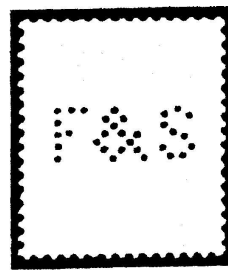
J. S. Fry & Sons Ltd was a prolific user of perfin, starting in the 1870's. The following 8 dies are associated with Fry's, all identified except the two marked Ø. If anyone has an identified cover using these two perfins, please report to Roy Gault. Also dates outside the 'dates of use' stated for all dies.



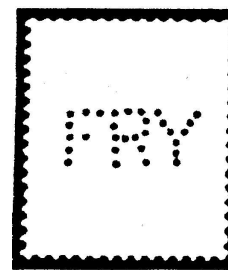
F3610.01Ø
1874 – 1879



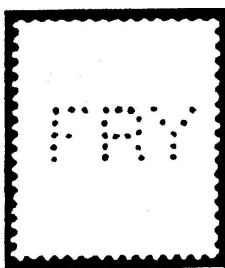
F3580.02a
1875 - 1905



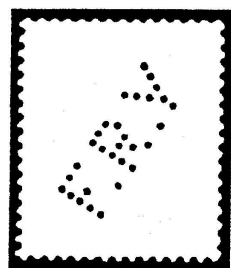
F3700.06
1888 - 1926



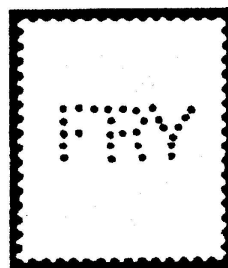
F3580.02
1890 – 1939



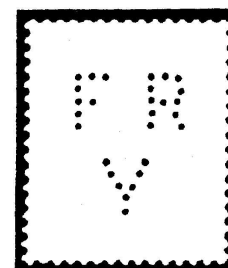
F3580.03Ø
c1895



F3590.01
1920 - 1964



F3580.01
1930 - 1965



F3600.01M
1960 - 1980