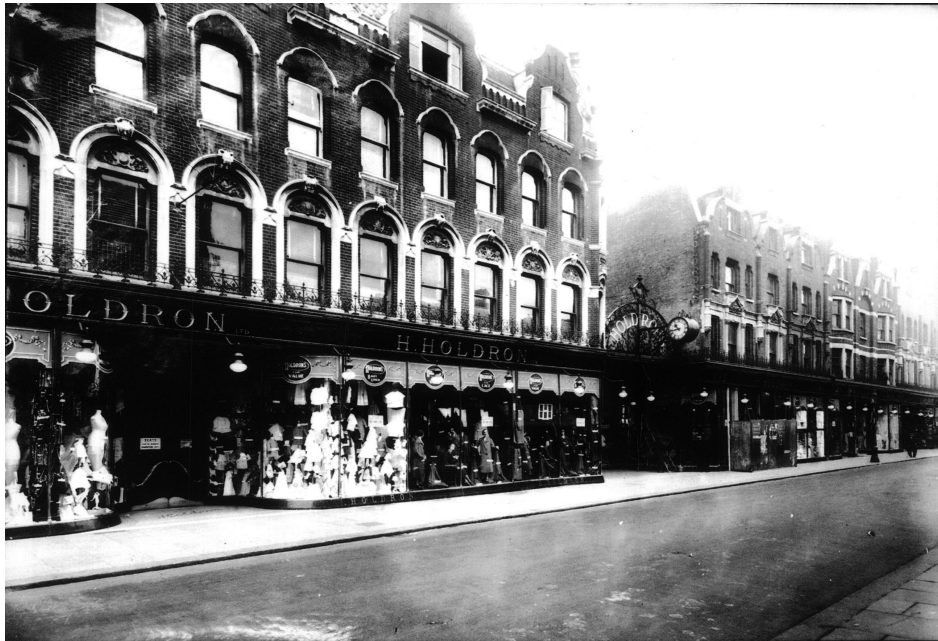


## HOLDRON'S, RYE LANE, PECKHAM, LONDON SE15



Holdron's department store early 20<sup>th</sup> Century



Holdron's arcade still existing behind modern shop fittings

Rye Lane was one of South London's major shopping centres. In the early half of the twentieth century it was known as London's 'Golden Mile'. The decline began in 1949 when Holdron's large store closed. The firm started trading in about 1882 when Henry Holdron opened his market at 53 Rye Lane. Between 1885 and 1888 this had expanded to include existing shop premises on both sides of nos 51-57; similar development occurred steadily until 1910. It was noted for the twin shopping arcades one of which still exists but is hidden behind modern shop fittings. This is a noteworthy remnant of Rye Lane's era as the 'Golden Mile'. Holdron's had very long opening hours, and there was competitive marketing with frequent sales and special reductions. It was acquired by John Lewis partnership in 1940 from Selfridges and sold off in 1949. A fire service sub station existed there in the Second World War. The magnificent building on the corner with Bournemouth Road was part of the store in its later development. A large part of the Rye Lane frontage survived until 2003, when a section was destroyed by fire. Wandle Housing Association blocks now occupy that part of the site.