

HISTORY OF FIRMS USING PERFINS
HANSONS OF EASTCHEAP By MAURICE HARP.

In 1747 Samuel Hanson started a business at 47 Botolph Lane in the Billingsgate Ward of London as a merchant trading in dried fruits. He dealt in oranges and lemons, raisins and muscatels from Spain; figs, sultanas and raisins from Greece; in citrus fruit from Cyprus; in almonds from the Balearic islands in the Mediterranean. In the early 1760's the first Samuel Hanson died and the business was inherited by his son the second Samuel. At the time there were a number of similar dealers in the Botolph Lane area: in fact by 1805 there were two other Hansons (no relation) trading in oranges close by. The second Samuel Hanson expanded the business into a number of new areas including rum, sugar and silk and even owned shares in a trading ship.

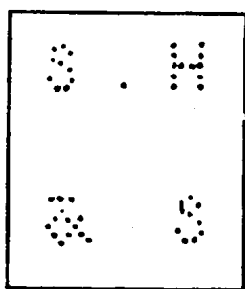


The third Samuel Hanson

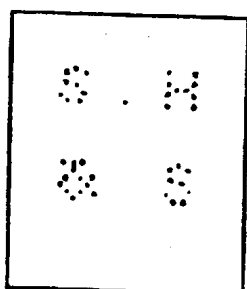
The second Samuel Hanson died in 1829 and his eldest son, the third Samuel took over the running of the business at the age of forty four. In 1846 Free Trade was introduced in Britain with the abolition of duties and taxes on many imported goods including food: with this abolition, as would be expected, a rise in the fortunes of the company came about. The first indication of a changed trade position came in 1856 when the firm acquired Batger & Co, confectioners of 16 Bishops-gate Without, London E.C.

Samuel Hanson & Son were one of the earliest users of Slopers perfins. The first record of their use being December 13th 1869 for die S3610.01 which is found on

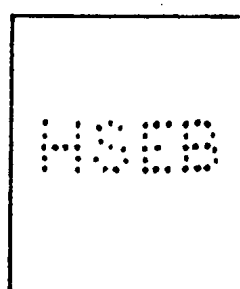
penny and twopenny plates. At about the same time a die was also acquired for the halfpenny plate (the bantam) - S3610.02.



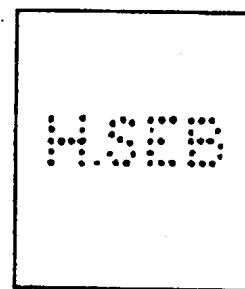
S3610.01



S3610.02

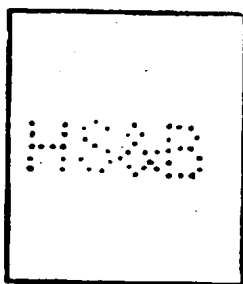


H6590.01

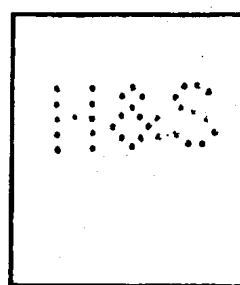


H6585.01

Then in September 1871 the firm acquired the business of Jones, Evison & Co., wholesale grocers of the Borough, Southwark and with it the two partners Evison and Barter. The name of the business was accordingly changed to Samuel Hanson, Son, Evison & Barter. Hansons thus had to acquire new perfin dies to reflect the change of name of the company and these are H6585.01 and H6590.01. It is not clear why there should have been two dies unless they were used in different branches of the company. At present there is no evidence for this.



H6450.01



H6350.08

The partnership was dissolved so far as Evison was concerned in July 1885 when the third Samuel Hanson retired. Die H6450.01 reflects the departure of Evison giving the die HS&B. (Note that the Tomkins identity of Samuel Hanson Son & Barber should read '4 Barter'). In 1887 Mr Barter died and in 1889 the firm reverted to its original title of Samuel Hanson & Son and once again the firm changed its perfin die to a simple H&S - H6350.08. This last die is known used on stamps from QV to KGV. Thus the whole history of the company can be traced through their perfin dies.

In 1935 the private company of Samuel Hanson S Son Ltd was converted into a public company with a capital of £550,000. The headquarters of the new company continued to occupy the building - enlarged and refronted in 1882 - which replaced the original C18th

house and warehouse in Botolph Lane, taken into Eastcheap with the widening of the road. Branches were opened in Glasgow, Liverpool, Manchester, Birmingham and Leeds.

During the war the company produced tinned and dried goods for the armed services overseas. After the war the company was held back in its development by the continuation of rationing within Britain.

The above story has been obtained from a publication produced by the company to celebrate their 200th anniversary in 1947 and I know nothing as to how the company progressed after that date. If any reader can help fill in the later details then please write in and tell us.



The original design of the Company's Price Current, developed from the original hanging trade sign