

LEVER BROTHERS DAVE HILL.

My query in Bulletin 280 and research in two short histories of the firm has not revealed whether they were the users of the perfin LB/LD/LP. Perhaps research in one of the longer histories may yet give the answer but it has shown me that Lever Brothers and its associated companies could provide a theme on their own. What follows is not necessarily a complete list of those that were perfin users.

Firstly remember that as well as the perfins starting "LB" there is also the full name "LEVER B". The first other perfin user taken over by Lever Brothers was VINOLIA LTD in 1906; then a short pause until 1912 when JOHN KNIGHT LTD of London was added. After W.W.I., A & F PEARS were taken over and then J & E ATKINSON, all in the soap trade.

Acquisitions were not limited to the soap trade; PRICE'S CANDLES were also added. Rivals AFRICAN & EASTERN TRADE CORP. became part of the new UNITED AFRICA CO. In 1929 they merged with the Margarine Union of Holland, part of which was VAN DEN BERGHS & JURGENS and the UK company became UNILEVER LTD. BRITISH OIL & CAKE MILLS: E.COOK & CO LTD: D.W.GIBBS LTD were also assimilated along with the MAYPOLE DAIRY CO.

Recently BROOKE BOND OXO have been added and no doubt there are many more.

I have found that Lever Brothers eventually had a large office at Liverpool to deal with their many overseas companies. Has anyone evidence that would link this with the unidentified perfin "LB/LD/LP"?

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