

Biscuit Manufacturers

Askeys Premier Biscuit Co Ltd, Ice Cream Wafers & Cone manufacturers, Kensal Road, London W10. Askeys was founded nearly 100 years ago when Laurens Tedeschi set up the business in Kensal Road, London and brought the ice cream cornet to the UK. Currently based in Aylesbury, it was acquired by The Silver Spoon Company in 2004 and part of Associated British Foods plc.



A

A0008.02M

In use 1941 to 1975



Bee Bee Biscuits Ltd, Biscuit manufacturers, Scrubs Lane, Willesden, London NW10. It was established in 1922 as The Blackpool Biscuit Company. Selling its Brandy Snap and Shrewsbury biscuits locally in Blackpool, the company quickly expanded and in 1924 moved to larger premises in the town and began employing travelling salesmen. In 1931 Lesme Ltd of Willesden, London, acquired control of the company. Production of biscuits continued in Blackpool but the head office was moved to London. In 1938, Lyons & Co., a British company which controlled the largest food empire in Britain at this time, purchased the Bee Bee Biscuit Company. Six years later, Lyons changed Bee Bee Biscuit's name to Symbol Biscuits and began selling biscuits under the Symbol and Lyons brand names. In June 1944 Lyons incorporated Symbol Biscuits Ltd and on 1 April 1950 the company changed its name back to Bee Bee Biscuits Ltd. It is currently owned by Burton's Foods Ltd.



BBB

B0490.01

In use 1936 to 1941

BBB

B0490.02

In use 1941 to 1945



The newly opened factory of Bee Bee Biscuits in 1933



McVitie & Price Ltd

This company used 7 different perfin dies over the period 1915 to 1969 of which I have examples of 3.



MP



M4410.01M

In use 1920 to 1939



London cancels



M/&P

M4440.01b

In use 1935 to 1939



M/&P

M4440.02

In use 1915 to 1936



London cancels



Established in 1830 on Rose Street in Edinburgh by Robert McVitie, he had 2 Biscuit Works by the time he was joined in 1875 by Charles Price. On the death of Robert senior, Robert McVitie junior joined and the firm expanded. In 1888 they built the huge St Andrews Biscuit Works on Robertson Avenue in the Gorgie district of south-west Edinburgh. The company also established one in Glasgow. Although the original Gorgie factory burned down in 1894, it was rebuilt the same year and remained operative until 1969 when production ceased, and operations were transferred to the English sites which had been established at Harlesden in 1910 and Manchester in 1917. The firm also acquired the Edinburgh bakery of Simon Henderson & Sons in 1922. McVitie & Price merged with another Scottish bakery company, Macfarlane Lang & Co Ltd in 1948 to become United Biscuits Group. McVitie's brand products are now manufactured in five United Kingdom factories: the two former McVitie & Price factories in Harlesden and Manchester, a former Macfarlane Lang factory named Victoria Biscuit Works in Glasgow, a former Carr's factory named The Biscuit Works established 1831 in Carlisle and the McVitie's Cake Co factory in Halifax.



Manchester, Stockport Factory



Well known McVitie's brand

Wm Crawford & Sons

Further "C" perfin used by William Crawford & Sons and United Biscuits. United Biscuits Ltd was formed in 1948 when McVitie & Price and MacFarlane Lang amalgamated. They acquired William Macdonald & Sons in 1960 along with William Crawford & Sons Ltd in the early 1960's. Later acquisitions included Carr & Co Ltd in 1972 and Kemps of London in the same year.

Catalogued C0013.02M and used between 1912 and 1985, they have various postmark cancels from throughout the UK but mainly Liverpool and Willesden London NW10. Examples of these are shown below with their Stanley Gibbons catalogue numbers.



C0013.02M



SG351



SG357



SG377



SG420



SG439



SG441



SG442



SG443



SG444



SG446



SG458



SG459



Billhead 1915



Billhead 1938

Wm Crawford & Sons

This company used 3 different perfins dies over the period 1895 to 1951 from various locations, but mainly from Liverpool, and other locations in Northern England and Scotland. Examples of these are shown below.



W.C./&S

W1530.01



In use 1895 to 1910

Liverpool cancels



W.C./&S.Ld..

W1580.01



In use 1905 to 1912

Liverpool cancels



W.C./&S./Ld.

W1590.01



In use 1912 to 1951

Northern England and Scotland cancels



William Crawford purchased a Leith biscuit making business from Robert Mathie in 1856. Crawford immediately opened an outlet on 14 Leith Street, Edinburgh to extend his customer base and by 1861 Crawford was a master baker employing six men and one boy. The business traded successfully so he moved his Edinburgh outlet to 2 Princes Street in 1866 and in 1879 he established a custom-built factory at Elbe Street, Leith. From 1880, the business traded as William Crawford & Sons with the original ship biscuit being replaced by the wheat meal biscuit (similar to a digestive) as the leading product.

William Crawford died in 1889 and was succeeded by his son, also called William Crawford, and it was due to his efforts that the family firm would grow to national scale. William Crawford sent two of his brothers, Archibald and James to establish a subsidiary in Australia in 1897. However the brothers were due to set sail from Liverpool, but instead decided to stay there and established the Fairfield Works on Binns Road in the city. Crawford products around this time now included wheat meal, shortbread, currant and rich tea biscuits, as well as cream crackers and the company established national distribution by 1900.

The Crawford family controlled the company and it was the largest privately-owned biscuit manufacturer in Britain by 1962. Best known for shortbread, it employed 4,000 workers at its height across Leith and Liverpool. It was eventually acquired in a friendly takeover by United Biscuits for £6.25 million in 1962 with Douglas Crawford appointed vice chairman of United Biscuits.

Huntley & Palmers

This company used 2 different perfin dies over the period 1870 to 1969 with cancels known mainly from Reading "635", "RG" in Triangle and London.



H&P

H5690.01M

In use 1870 to 1875



H&P

H5690.02M

In use 1883 to 1969

Huntley & Palmers was founded in 1822 by Joseph Huntley as J. Huntley & Son as a small biscuit baker and confectionery shop at 119 London Street, Reading. London Street was the main stage coach route from London to Bristol, Bath and the West Country and one of the main calling points of the stage coaches was the Crown Inn, opposite Joseph Huntley's shop. He started selling his biscuits to the travellers on the coaches but because the biscuits were vulnerable to breakage on the coach journey, he started putting them in metal tins. Out of this innovation grew two businesses: Joseph's biscuit shop that was to become Huntley & Palmers, and Huntley, Boorne, and Stevens, a firm of biscuit tin manufacturers founded by his younger son, also called Joseph. In 1838 he retired due to ill-health, handing control of the business to his older son Thomas. In 1841, Thomas took as a business partner George Palmer, a distant cousin. George Palmer soon became the chief force behind its success, establishing sales agents across the country. The company soon outgrew its original shop and moved to a factory on King's Road in 1846, near the Great Western Railway. Thomas Huntley died in 1857, but George Palmer continued to direct the firm successfully aided by his brothers, William Palmer and Samuel Palmer, and subsequently by his sons, as heads of the company. At their height, they employed over 5,000 people and in 1900 were the world's largest biscuit firm. They provided a wide variety of popular products, producing 400 different varieties by 1903.

In 1970, following the merger of the Scottish biscuit companies, Crawford's, McVitie's and McFarlane Lang and in order to respond to that market competition, the three main English biscuit manufacturers, Huntley & Palmers, Peek Frean and Jacobs amalgamated together as Associated Biscuits. Manufacturing in Reading ceased in 1976. In 1982 Nabisco acquired Associated Biscuits but in 1989 Nabisco sold the Associated Biscuit brands (Huntley and Palmers, Peek Frean, and Jacobs) to Danone.



Remains of Factory



Current Trade Mark

Macfarlane Lang & Co Ltd

Macfarlane, Lang & Co. was a biscuit manufacturer in Glasgow. The origins of the company go back to 1817 when James Lang opened a bakery in Gallowgate. In 1841 Lang's nephew, John Macfarlane, later joined the business which became styled Macfarlane, Lang & Co. in 1841. In 1886 the firm built its first biscuit factory, called the Victoria Biscuit Works, on a site next to its current bakery. Expansion to London followed, with the opening of the Imperial Biscuit Works in Fulham, West London in 1903 and in the next year the firm was incorporated as a limited liability company, Macfarlane, Lang & Co. Ltd.

In 1925 a new Victoria Biscuit Works with modern equipment was opened in Tollcross, Glasgow and in 1928-1929 another new factory, the Imperial Biscuit Works replacing the one in Fulham, was built on part of the parkland at Osterley, Middlesex as part of the Great West Road Development. The company used perfins on their stamps at both locations from 1900 to 1965.



M.L. perfins catalogued M3620.03a and Identity of Macfarlane, Lang & Co, Biscuit manufacturers, Osterley Middlesex & Glasgow.

MACFARLANE LANG'S
GENUINE SCOTCH SHORTBREAD
Over 100 Years Baking Experience.

FORFAR SHORTBREAD
2/3 PER TIN
This brand identified in design stamp

ASSORTED SHORTBREAD
2/3 PER TIN
Sixteen packs of Milk Short and One Assorted Shortbread, normal shapes

GOOD LUCK SHORTBREAD
1/6 PER TIN
Containing 2 packs of Milk Short

*Obtainable from all Stores and High-Class Grocers.
(Ltd. NEW YORK: R. H. MACET & Co. Inc.)*

Advert 1930

ASSORTED BISCUITS

MACFARLANE LANG

Advert 1936

W & R Jacob & Co

This company used 3 different perfin dies over the period 1895 to 1969 with cancels known from Dublin, Liverpool and Manchester.



J&Co.

J1590.01



In use 1903 to 1950



Dublin cancels



J&Co.

J1590.02M



In use 1925 to 1957



Liverpool cancels



J&Co.

J1590.03

In use 1895 to 1925

Liverpool and Manchester cancels

The originator of the Jacob's brand name was the small biscuit bakery, W & R Jacob, founded in 1839 in Bridge Street, Waterford, Ireland by William Beale Jacob and his brother Robert. They originally made Ship's Biscuits but in 1851 began making Sweet Biscuits. It later moved to Bishop Street in Dublin, Ireland, with a factory in Peter's Row and by 1860 the company grew to be Dublin's second-largest employer, after Guinness. Jacob's Cream Crackers, their famous brand, was introduced to the UK market in the late 1800's and due to its success, a factory in Aintree, Liverpool was opened in 1914 and in 1922 a separate English company was formed. The Dublin branch retained the W. and R. Jacob name, while the Liverpool branch was renamed Jacob's Bakery Ltd. In the 1970s, W. and R. Jacob in Dublin merged with Boland's Biscuits to form Irish Biscuits, and moved to Tallaght, Ireland. In the UK, Europe and North America, it is now owned by United Biscuits.



Trade Mark



1954 Advert

Gray, Dunn & Co Ltd

This company used 3 different perfins dies over the period 1895 to 1965 with cancels known from all over the UK.



GD/&Co



G1360.01

In use 1908 to 1945



Mainly Glasgow cancels



GD/&Co.

G1370.01

In use 1945 to 1965



Mainly Glasgow, also Flintshire cancels



G.D./&Co..

G1375.01

In use 1895 to 1908



Cancels from all over UK

Gray, Dunn & Co the bakers and biscuit manufacturers was founded in 1853 and subsequently received a Royal Warrant from Queen Victoria. The firm's factory was built in Stanley Street in Kinning Park in 1862 but destroyed by fire thirteen years later and had to be rebuilt. The firm was acquired by Bilsland Brothers in 1912 and then Rowntree of York bought a stake in the company in 1924. Probably its most famous brand was "Blue Riband", a chocolate and wafer biscuit. The factory in Glasgow continued to produce Blue Riband until 1970 when Rowntree's closed it down and moved production to Newcastle. Subsequently, Nestle bought out the Rowntree's group and production was moved to Poland in 2017. Gray Dunn itself did continue in business after its management team bought it from Nestle in 1997. It made its own brand biscuits for several UK supermarkets but it went into receivership in 2001.



Tin with picture of Victorian factory

Carr & Co Ltd

This company used 2 different perfins dies over the period 1903 to 1969 with cancels known from Belfast but mainly from Carlisle, Cumberland.



CC/C

C01250.03

In use 1903 to 1910

Carlisle cancels



Upright C

C0013.01M

In use 1910 to 1969

Carlisle and Belfast cancels



In 1831, Jonathan Carr formed a small bakery and biscuit factory in Carlisle. He received a royal warrant in 1841 and within fifteen years of being founded, it was the largest baking business in Britain. His business was both a mill and a bakery, an early example of vertical integration producing bread by night and biscuits by day. The biscuits were loosely based on dry biscuits used on long voyages by sailors. They could be kept crisp and fresh in tins, and despite their fragility could easily be transported to other parts of the country by canal and railway. Carr died in 1884 but by then, the company were making 128 varieties of biscuit and employed 1000 workers.

In 1894 the company was registered as Carr and Co. Ltd. but reverted to a private company in 1908, and Carrs Flour Mills Limited was incorporated after acquiring the flour milling assets. Jonathan's four sons were less skilled at managing the business, but biscuit production remained in the family until 1931. It later became part of Cavenham Foods until 1971, when it came under the ownership of McVitie's, part of the United Biscuits Group. Carr's Flour Mills and the later established agricultural supplies and feeds businesses became Carr's Milling Industries plc, which is still based in Carlisle and now known as Carr's Group PLC.



Advert 1927



Advert 1935



McVitie's / Carr factory in Carlisle

The Betta Biscuit Co



King George V 11/2d brown SG441 perfined BB/C (B0530.01) and identity of The Betta Biscuit Co, Biscuit Mfrs, High St, Shadwell, London E1. In use between 1931 and 1936.

The company was a subsidiary of Meredith & Drew who had been baking biscuits since the mid 1850's. They launched the Betta Biscuit Co, a cut-price product, in 1931. Largely due to the success of the product, the company was the largest biscuit manufacturer in Europe by 1934. The London site was destroyed during the Blitz in 1940, and production was permanently relocated to plants at Oldham, Brighouse and High Wycombe.

**Good biscuits
at a sensible price**



That, in a nutshell, explains BETTA BISCUITS, and is the reason for their tremendous success. People are delighted to get such splendid value for their money.

Among the 40 kinds now obtainable there are varieties to suit all tastes and serve all purposes—plain, sweet, cream-sandwich and savoury biscuits—

including old favourites and interesting new ones.

The modern, hygienic packing keeps the biscuits fresh and crisp, and is so handy for storing. Cartons (most of which weigh 1 lb. gross) cost only 3d each. That's not much to pay for an experiment. Why not try them yourself? . . .

BETTA BISCUITS

Sold loose at 6d. per lb. and in cartons 3d. each.

THE LARGEST BISCUIT MANUFACTURERS IN EUROPE
THE BETTA BISCUIT CO., LTD., North Rd., London, N.E.

HERE'S A LOVELY *new* BISCUIT

**BETTA
GOLDEN GRAIN**



This is a biscuit that everybody will enjoy—no matter how often he has eaten it—because it is so delicious. The BETTA GOLDEN GRAIN Biscuit is original and delicious, and is recommended by the B.B.C. as one of the most delicious of the Year. Make a special note of the name.

6d PER LB. IN WRAPPED CARTONS 3^d EACH
MADE BY THE BETTA BISCUIT CO. LIMITED, LONDON, E.C.

• THE LARGEST BISCUIT MANUFACTURERS IN EUROPE •

Advertisements 1935

Footman, Pretty & Co.



King George V cover with 11/2d brown SG 441 perfined FP/&Co (F3270.01) and identity of Footman, Pretty & Co Ltd, Department Store, 6-8 Westgate Street, Ipswich, Suffolk. Sent to the Betta Biscuit Company, Shadwell, London E1 on 18th June 1936 with Ipswich single ring and wavy line cancels. This die was in use from 1905 to 1939.

The business was founded by Robert Footman as a linen, draper and silk mercer in the Buttermarket, Ipswich, on June 21, 1815, three days after the Battle of Waterloo. Roberts's brother John took over after Robert died aged just 31. John Footman was joined by William Pretty and Alexander Nicholson and in 1842 the company moved to Westgate Street and a new Waterloo House. For over a century the site was home to Footman's, a shop where most things could be bought, from groceries, furniture, the latest records, to a loaf of bread. The shop was demolished and rebuilt in the late 1970s in large sections as trading continued. It was subsequently taken over by the Debenhams Group.



Furniture Dept. in the 1930's



The Lloyds Avenue entrance 1965

Peek Frean & Co

TELEPHONE 3570 HOP (FOUR LINES)
TELEGRAMS, PICKAKE, LONDON.

Drummond Road, London, S.E. Nov 27th 1908

Mr J. Smith

Buntingford



33 MEDALS.
21 ROYAL
APPOINTMENTS.

BAKERS,
LONDON & WESTMINSTER

IN ANY COMMUNICATION RESPECTING THIS INVOICE PLEASE QUOTE REFERENCE.

CASES	BOXES	TINS	HALF TINS	REFERENCE	YOUR ORDER NO.	NET WEIGHT		PRICE		AMOUNT
						CWTS	QRS	PER CWT	PER QRS	
				J 601						
				12 Valencia Biscuits				51		2
				12 Regent Biscuits				39		8 9
				12 Royalty Biscuits				72		8 7
				12 London Biscuits				11		7
				6 Society Biscuits				1 1/2		7 9
								base @ 14 20 6		2 6
										2 1 5

G. E. R. Ltd

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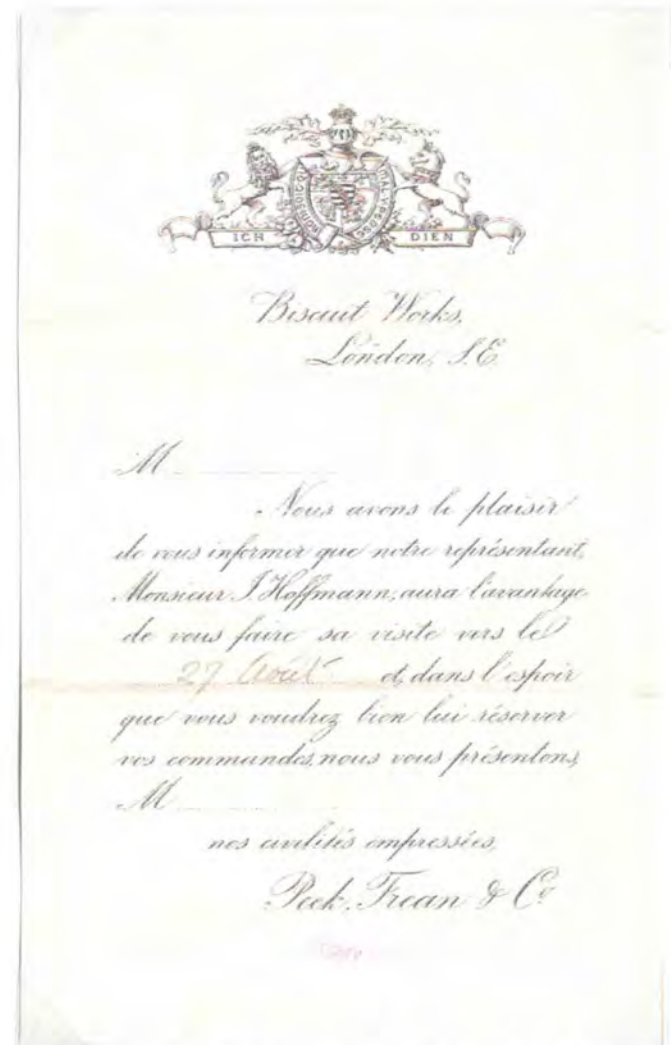


Mr J. Smith
Grocer
High St
Buntingford
Herts

King Edward VII receipt cover with 1/2d yellow green SG217 perfined P.F (P1920.02) and identity of Peek Frean & Co Ltd, Biscuit manufacturers, Rotherhithe, London SE. Sent 27th November 1908 to Buntingford, Herts with double ring Rotherhithe circular cancel and received the next day as per backstamp. This die was in use between 1904 and 1915.

The company were formed in 1857 and were famous for inventing "Garibaldi", "Chocolate Digestive" and "Bourbon" Biscuits. In 1921, Peek Frean entered into an amalgamation agreement with rival biscuit firm Huntley and Palmers, resulting in the creation of a holding company, Associated Biscuit Manufacturers Ltd (ABM). However, both biscuit firms retained their own brands and premises. Subsequently the company was broken apart in 1982, after Nabisco bought ABM.

Peek Frean & Co



Queen Victoria letter cover with 1/2d vermilion SG197 perfinned PF (P1910.07) and identity of Peek Frean & Co Ltd, Biscuit manufacturers, Rotherhithe, London SE. Sent 24th August 1891 to Milan Italy with "21B" barred circular cancel. Letter in French advises visit of Representative on the 27th of August. This die was in use between 1882 and 1895.

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