

Assignment 3:

Wm. Pulling & Co. and the Cider Trade [with special reference to Herefordshire] [*Slide 1*].**Prepared by Ryan Craig Moreland, May 2013**

Editorial note

This script accompanies a set of slides intended for MS PowerPoint or OHP delivery. Where a slide is referred to in the text the relevant slide is mentioned in italics within square brackets. Each slide contains an illustration or diagram to corroborate or demonstrate evidence towards the related discourse (see appendix 1). In the appendices are three interesting newspaper clippings from the Archive, whose provenance has been either lost or compromised. A combined citation style has been approached with secondary sources following APA Sixth Edition and occurring at the relevant points in the text. Primary sources have been referenced separately in footnotes.

Abbreviations

ACP	=	Archive of Cider Pomology, Cider Museum, Hereford
HRO	=	Herefordshire Record Office
Pulling's	=	Wm. Pulling & Co.

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Section One- an introduction to the early history of the cider trade

Cider has long been considered to be one of the oldest trades in human history. The technique of grinding the apples can themselves be traced back to ancient devices used to extract oil from olives (French, 1982, p. 38). Etymologically the origins of the word 'cider' have long claimed great antiquity, deriving through the Latin *sicera* from the Hebrew *shekar* and the Greek *sikera* (Birdwood, 1895). It is believed that the Celts in the area which is now the West Country used cider in their rituals to induce fervour (French, 1982, p. 3). The modern cider trade, however, can be traced as far back as the Middle Ages when a regular part of a manors orchard was cider (Rogers, 1866, pp. 17-18, 418-419). This evidence is further corroborated by the pomological researches of the nineteenth century with evidence being found of cider production and distribution as early as 1284 (Bulmer, 1876, p. 264). Later, during the 15th-16th centuries (Rogers, 1882, pp. 361-3), cider apple production declines in relation to that of the pear. Owing to the ongoing continental discord at the time such a switch is not surprising. Pear-based products have often been remarked as having a texture and sweet taste not dissimilar to a fine white wine. That there was a period of neglect relating to cider orchards is certainly without doubt. The treatises of Beale (Beale, 1656) [Slide 2] and Evelyn in the 17th century are indeed witness to the necessity to reinvigorate the regions orchards. Many of the popular eighteenth and nineteenth century varieties of cider apple or perry pears owe their existence to the experimental graftings done in this early period. That cider production was a thriving trade can be exemplified in the Gloucester Port Books which records a considerable trade between 1575-1765 (Wanklyn, Wakelin, Hussey, & Milne, 1996) of large volumes of cider and perry. More detailed information on the origins of cider can be found on the Archive of Cider Pomology website (Roseff, The History of Cider, 2007).

The West Country has long been central to the production and trade of cider. For the purposes of this presentation I have taken 'West Country' to determine the historic 'cider counties' of Herefordshire, Worcestershire, Gloucestershire, Somerset and Devon. It will be remarked that although for most of the period in question cider production remained largely local and cottage based, it was beginning to form into a national industry from an early stage in its history. Mainly this presentation will focus on the business in Herefordshire as this has long been regarded as the 'first cider county' (Beale, 1656). Furthermore as the recent table showing the distribution of tradition orchards shows [Slide 3], by far the largest concentration of orchards are in Herefordshire (Burrough, Oines, Oram, & Roberston, 2011, p. 27). A study by Newman in 1984 on West Gloucestershire corroborates this statement by clearly aligning the greatest concentration of orchards along the frontier with Ledbury in Herefordshire [Slide 4], a renowned cider district (Newman, 1983, p. 206). It was only in 1905 that Hereford lost this title to Kent (Curtler, 1908, p. 428). Although in 2011 a

report on the distribution of traditional orchards for natural England showed a strong correlation in Herefordshire and West Gloucestershire not dissimilar from the historic pattern of orchards described by Newman (Burrough, Oines, Oram, & Roberston, 2011, pp. 38, 40). Devon on the other hand, where the Pulling family originated, has a much more dispersed pattern of orchards compared to Herefordshire 'clumps' (Burrough, Oines, Oram, & Roberston, 2011, p. 35). Saying this, statistically Devon has always been second to Herefordshire in total acres under orchard (Curtler, 1908, p. 428). This may be due to the larger comparative size of Devon in relation to Herefordshire, which in itself may account for the apparent greater dispersal of orchards in Devon. What is beyond dispute is that the Devonian firm of Pulling's chose to move the business, initially gradually, and then apparently entirely to Hereford suggesting it's greater importance as a cider producing region. It therefore seems appropriate to largely focus on the Hereford business although by necessity evidence from the Devon business will be referred to in the early part of this presentation.

Section Two- The Early Days of Wm. Pulling & Co.

The West Country has been introduced as the centre of British cider and perry production. It has been shown that this region has the largest proportion of traditional orchards in England. Why then the focus primarily on Herefordshire? We shall see that Wm. Pulling & Co. initially began trading in Totnes, not far from Bury Pomeroy where the Pulling family originated.¹ It shall be demonstrated that although long assumed to be established as a firm in 1813, there is sufficient evidence to indicate the family had been involved in the cider trade for some time before this. In the will of John Pulling for instance an orchard is mentioned among the bequests to a William Pulling.² Later William Pulling is recorded as being involved in orchestrating a petition for a fairer levy of duties on cider in 1816 as chairperson representing the

‘...gentlemen, yeomen, freeholders, owners and occupiers of land, and persons growing APPLES and manufacturing in dealing with CIDER...’ (Exeter Flying Post, 1816)

This demonstrates that Pulling’s involvement with the cider trade is significant. Take this with the surviving ‘Cider Books’, a collection of early ledgers detailing cider orders and bad debts owed back to 1807 [Slide 5-6]³, the statement that the company was founded in 1813 can be termed erroneous. On the contrary, the pre-eminence of William Pulling by 1816 in the cider producing districts of Devon indicates that the family had an established involvement in the trade. That an orchard was included on the will of John Pulling in 1809 could lead to an assumed date of commencing involvement in the trade sometime in the 1790s.⁴ This is based on contemporary estimates of an orchard taking between 7-10 years from initial planting to reach optimum productivity (French, 1982, p. 24) and assuming the orchard mentioned in the will was an active orchard. From this evidence a start date for the company may be extrapolated at 1799. This can be further corroborated by his obituary in 1871 where he is described as coming to Herefordshire in 1802, perhaps indicating even earlier involvement with the cider trade (see appendix 2). The original, erroneous foundation date for Pulling’s concern may have been mistakenly assignment to 1812/13 as it stated that only at this point did he settle in Hereford itself. Unfortunately no founding documents have survived so researchers mainly have to rely on the general business records, such as order books and correspondence, as these are the records to have survived in abundance.

¹ The National Archives, Probate, PROB 11/1606 pp.279-281

² TNA, Probate, PROB 11/1606, p.280

³ Archive of Cider Pomology, Pulling Papers, 24/7/93; ACP, Pulling Papers, 24/7/150

⁴ Since producing this report I have since become aware of an advert on display in the Cider Museum in Hereford referring to ‘Wm. Pulling & Co. Cider Makers since 1760’. With this in mind the frequently cited 1813 date may be seen as a rough date for the start of the firms gin manufacturing, as opposed to its establishment date.

This early period is an interesting time in terms of local agricultural production. The Napoleonic Wars meant that supplies of fine continental wines were cut, or severely limited. A similar situation had occurred 150 years previously when Beale described the patriotic duty of farmers to grow cider and perry to replace foreign imports of, especially, French wine (Beale, 1656, p. 2). However, the world in 1799 was markedly different. High taxes encouraged cider and perry production as the yields from these orchards were higher than in comparable sales of table fruit. This coincided with a season of poor harvests and calls in Hereford to turn some of this cider fruit to culinary purposes (Matthews, 1799). This situation demonstrates that high taxes were forcing farmers and orchardmen to grow crops to maximise profit, such as cider fruit, therefore improving the health of the cider industry at this time. It is into this fray that the William Pulling could arguably have entered into the cider trade. At this early stage it would appear that this was the core element of the business as most of the surviving records revolve around cider.

What does this material say about cider though? It is interesting to note that although late eighteenth century commentators talk about the decline in the trade towards the beginning of the nineteenth century (Knight, 1797, pp. i-ii) the records from this early period indicate a more robust situation by the early nineteenth century. The Cider Books [Slide 7]⁵ are critical here. Sales figures are high, reflecting the high price of cider. It also shows that some breeds of apple, such as Styre, Great or Golden Pippin (generally referred to as GP) and pear such as Longland and Squash, long talked of as in decline, still are produced and fetch a healthy price. Pears seem to be most unstable in terms of price, the squash being the highest at 4/6 per gallon, whereas the poorer quality Longland only sold for the comparatively low price of 1/6 per gallon. The overall price of perry over this period increased from 1809 to 1817 from just 2/- per gallon to 2/9 per gallon. Cider itself was more stable but still fluctuated between 2/2 and 2/6 per gallon. From this early source a wide range of further research is possible in aiding further studies into agricultural prices, building on Rogers seminal work. To aid research information relating to orders and prices are being entered into a database by volunteers.

What is also interesting about the cider books is the record it keeps of the business. The early records show shipment of cider from Ledbury, Hereford and Totnes, thereby demonstrating Pulling's involvement in the wider cider producing industry. From Totnes it can be seen that he moved up to Ledbury, and then onto Hereford as his business expanding. As this happened we can see the frequency of shipments from Totnes begin to decline, while those from Hereford and, more so, Ledbury increase. This could be for two reasons, the first being the records of the Totnes

⁵ ACP, Pulling Papers, 24/7/49

business did not survive, making accurate comparisons difficult. This is possible as the Totnes material is introduced with the note,

‘Account of Cyder supplied from Devon

in 1815, and entered to the Hereford

Cyder ledger’ [Slide 8]⁶

Thus implying there had once been a Totnes Cyder ledger, now lost, and entering the factor that the Pulling Papers are indeed an incomplete record of the cider trade. Going back to [Slide 5] we can see that even amongst surviving material damage can occur which inhibits the collation of evidence. However, it could also indicate that they merged records and when the firm appears to focus more on the Hereford and Ledbury business these records were amalgamated. It is more likely, however, to assume that the majority of records relating to Totnes have since been lost as we know that William Pulling, from the earlier mentioned article in the Exeter Flying Post, was still prominently involved in the South Hams and Devon cider trade as late as 1816 (Exeter Flying Post, 1816). It would therefore be unlikely that this region did not produce any independent records. What can be ascertained is that gradually during this period the Totnes cider trade became less and less important as the Hereford trade grew. At the end of the eighteenth century William Marshall wrote a treatise on the Rural Economy of Gloucestershire and in it described the orchards of Herefordshire and how

‘...every town in this island being supplied by Herefordshire...’ (Marshall, 1789, p. 427)

It is not therefore unsurprising that Pulling’s felt the necessary pull to Hereford, for this not only opened the orchards of Herefordshire, but also those of Gloucestershire and Worcestershire. As a commercial move it strategically situated the company between two beating industrial heartlands. To the south lay South Wales and Bristol, to the north and west Birmingham and the Midlands. From this position cider could be shipped as far away as London, Scotland and Ireland. Cider, however, is a fickle friend who can be unpredictable and we shall see how bad harvests and bad practices in the middle years of the nineteenth century conspired to damage the reputation of the most ‘wholesome of all fermented liquors’ (Cook, 1898, p. 88).

⁶ ACP, Pulling Papers, 24/7/49, p.27

Section 3- A Long Decline of Cider

It has so far been demonstrated that at the beginning of the nineteenth century the cider industry was flourishing and merchants such as Pulling's were thriving. However, we have also seen a potential decline in the cider trade. This becomes apparent in the 1851 where a letter survives detailing the 'decline of the cider trade' [Slide 9]⁷ and it not being as it was in 'perfection thirty years ago'. Much of the 'blame' for this decline has long been placed, not solely on poor harvests but also on the malpractices of the merchantmen keen to squeeze and extra hogshead or two out of as little juice as possible (Cook, 1898, pp. 9-10, 88). That this produced wholly unsatisfactory results is laid bare in the Pulling Papers. Letters have survived which corroborate the long held belief that the product produced was tampered with to maximise profit [Slide 10]⁸. This source states clearly that mixing with spirits and sugar to make it 'sweet and palatable'. That these malpractices were peculiar to that batch is simply not true. As far back as 1817, a poor quality batch of cider and perry was shipped for sale in London as it was acknowledged it would not sell locally [Slide 11]⁹. That this was a common practice is reflected in an early nineteenth century comment,

'That produced in the London Taverns...bears so little affinity to prime cider and perry, that, when tasted by a person conversant in these, it appears no other thing than a whirligig composition of such vapouring elements as he can never hope to reconcile or compose...'
(French, 1982, p. 29)

Some of the problems of cider production were not entirely the responsibility of the cider merchants. Transportation problems were significant, especially before the railroads. In 1852 a concerned customer contacted the company regarding delivery of his order of cider citing that the weather was 'getting very warm for cider' [Slide 12]¹⁰. If the cider books are again considered it becomes apparent that most sales of cider occurred during February to April with production usually taking place October to November after the main harvest (Cook, 1898, p. 36). Combining the problems of storage and transit, and the merchant's attempts to sweeten 'tart' products caused discredit to the product and made it difficult to sell. This did not initially have an effect on sales and by 1828 cider was more popular than beer (Exeter Local, 1828). That cider and beer had been playing a 'cat and mouse' price game for a while had indeed been evident from the 1816 petition on duties mentioned in the previous section. When this is combined with transportation difficulties and

⁷ ACP, Pulling Papers, Uncatalogued Letter

⁸ ACP, Pulling Papers, 24/1/7

⁹ ACP, Pulling Papers, 24/1/654

¹⁰ ACP, Pulling Papers, 24/1/234

adulterated, poor quality products the discredit and decline of the cider trade which followed seems inevitable.

The following documents further demonstrate that although cider production did not cease during the middle years of the nineteenth century it was becoming increasingly difficult to sell it. In 1849 the price of cider plummeted¹¹ and it was becoming difficult to even sell the 'primest cider'. In 1851 the Coopers Arms in Carmathen cancelled all shipments of cider until further notice as it was becoming hard to shift the product.¹² By this point Pulling's had also begun to diversify, according to the trade directories in 1835 Wm. Pulling & Co. were registered as both Cider Dealers and Wine and Spirit Merchants (Pigot & Co., 1835, pp. 91, 94), as well as dealing in the slate and bark trade. By 1844 they were only recorded as wine and spirit merchants (Pigot & Co., 1844, p. 10). Shortly after this however, the company underwent a series of major transformations, beginning with the dissolution of Arthur Pulling from firm based in Southwark, at the time Cider, Ale and Vinegar Merchants, on 19 February 1836 (London Gazette, 1836). Then, just four years later, another dissolution in the firm occurred when Charles Pulling (London Gazette, 1840). This leads to an indication of increasingly difficult trading conditions. It is at this point the main focus of Pulling's trade began to shift away from cider and towards spirits, in particular gin [Slide 13]. This change is apparent from the shipping order book which shows that by 1843 most of the trade up freight was in gin and spirits, and only a small proportion of down freight trade was cider [Slide 14].¹³ Cider did not, however disappear from the business and there are entries recording the shipment of 'Cy.', possibly cyder, in the 1860s¹⁴ as well as numerous orders for cider during this period. Despite the drop in popularity in cider that occurred, it did not mean that Herefordshire orchards stood idle, and there is tantalising evidence that farmers were turning to table fruit as an alternative. This example [Slide 15]¹⁵ is of an order for gin and cooking and eating apples from Milford in December 1866. This coincided with a time of poor cider sales and looming depression in the 1870s. Although even as late as 1946 the proportion of table fruit produced was not as lucrative as cider apples and, as such, cider orchards seem to continue to maintain their hegemony in Herefordshire so this initiative only appears to have had limited success (West Midland Group on Post-War Reconstruction and Planning, 1946, pp. 126-135).

It becomes clear from this that due to the sharp reduction in cider orders through the 1830s and 1840s Pulling's were forced to diversify and focus its energies into its spirit venture,

¹¹ ACP, Pulling Papers, 24/1/391

¹² ACP, Pulling Papers, 24/1/627

¹³ Hereford Record Office, Pulling Deposit, BB 77 Box 2

¹⁴ HRO, Pulling Deposit, BB 77 Box 2

¹⁵ HRO, Pulling Deposit, BB 77 Box 2

Herefordshire Pure Gin. However the business did not become 'pigeon-holed' and in his obituary he was described as a 'distiller and wine and spirit merchant' (see appendix 2). The absence of cider explicitly from this resume should not preclude his continued involvement in the trade. Some perry pears for example have been described as 'having relish of weak wine mixed with sugar' (Beale, 1656, p. 5) and some ciders such as the Bromsbery Crab similar to a 'stomack wine' (Beale, 1656, p. 6). In the twentieth century the famous cider makers, Bulmers, marketed and sold 'Pomagne cider' distilled in a fashion not dissimilar to champagne (Wilkinson, 1987, p. 81). From this it can be deduced that as a wine merchant Pulling's would no doubt have continued to stock and supply cider, although it would no longer have been central to the business.

Section 4- Recovery and resurgence

From William Pulling's death in 1871 the running of the company largely fell by default to his son, William Dolben Pulling. Largely a 'silent partner' the company was largely left to manage itself. William Dolben was to migrate to Colorado in America by the 1890s. From the 1870s to the 1890s the situation described in the previous section of business as usual largely continued. The distilling and production of Hereford Pure Gin went from strength to strength. By 1893 it was principally for its gin that the company was renowned (see appendix 3). If the article published in *The Trade* is to be taken as accurate, then it can be estimated that gin production began about 1823, at the time when the cider trade was beginning to enter into its long decline. However, at the time this article was published the cider trade itself was beginning a resurgence competition arose in 1887 when Henry and Percy Bulmer established Bulmers and pioneered the factory process which resulted in a more consistent quality of product (Roseff, *Factory Cider*, 2007) . Following on from this a revival in scientific interest in the proper cultivation of cider fruits had increased (Cook, 1898, p. 7). Around 1893-1895 the National Association of Cidermakers was established. This revival of interest also included an increased zeal to combat the continuing adulteration of drink. Despite this in 1898 C W Radcliffe Cook was still concerned about the continued 'thinning and doctoring' which was bringing cider once again into disrepute (Cook, 1898, pp. 88-89).

That change was on the cards can be seen through the development of a 'Cider Stores' on the corner of modern Blueschool, Widemarsh and Newmarket Streets in Hereford [Slide 16]. An increasing amount of correspondence with national organisations also becomes apparent. From the National Association of English Cider Makers regarding shipments of cider and railway rates¹⁶ to W. Higgins of Glasgow relating to cork samples for bottling pints and quarts of cider.¹⁷ The most telling evidence however relating to Pulling's revived interest in the cider trade can be seen in the weighing receipts which have survived [Slide 17].¹⁸ These indicate that Pulling's were buying in considerable quantities of cider apples for pressing and fermentation into cider. The presence of a bill for the repair of a stone cider mill¹⁹ also lends credence to the statement that as well as distilling gin, Pulling's were once again manufacturing cider.

Conversely, the presence of evidence relating to the use of an old stone cider mill in the 1890s [Slide 18] (Cook, 1898, pp. 124-125) would tend to indicate rather more backward approaches to the cider industry. At the time there were numerous advertisements for mechanical presses

¹⁶ HRO, Pulling Deposit, BB 77 Box 4

¹⁷ HRO, Pulling Deposit, BB 77 Box 6

¹⁸ ACP, Pulling Papers, 24/1/816

¹⁹ ACP, Pulling Papers, Receipt for repairs to cider mill

which would aid the mechanisation and industrialisation of the pressing and fermentation processes (Cook, 1898, pp. 43-82). With this in mind Pulling's continued use of old stone mills would serve to explain the unpredictable quality of the cider produced and the reason for the continued receipt of complaints for incomplete or poor quality orders.²⁰ Despite this somewhat backwards approach to manufacturing there was increased recognition that existing 'English' varieties of cider apples were tired and reaching the end of their natural cycles. Pulling's appear to be very interested in promoting good quality apples and cider. In 1905 they even went so far as to send a representative to Australia [Slide 19] in order to investigate potential new varieties of cider apple, such as the 'Cleopatra', to reinvigorate local stocks.²¹ This interest in international orchards reflects a need to expand markets and develop new trade links as well as potentially reinvigorating tired local varieties of apples.

That cider was a product of increasing importance at the turn of the twentieth century is highlighted by this information. However, Pulling's still retained prominence with its production of its trademark gin. For example, when the cider season ended in 1902 it was suggested that they should run a series of adverts 'respecting your gin and other specialities'.²² As has been explained earlier in this presentation cider has very definite seasons and, although year round drinking was now possible with improved transportation and storage, this tradition seems to have held fast. On the other hand gin did not have a specific season so was a good, consistent product not prone to the same vicissitudes as cider. As this letter indicates 'persistency is the key-note of successful advertising'. Indeed advertisements are frequently found in various newspapers, although specifically relating the company to the trade or manufacture of cider in particular is peculiar to the early 20th century.

So far this reflects a strong inclination to assume that the dying days of the nineteenth century and the dawn of the twentieth were a boom time for cider production. Not long after it was published that Pulling's were mainly dealing with spirits (see appendix 3), such as their famous gin, cider appears to have entered into a resurgence of popularity. This challenge to the hegemony of gin, held for most of the nineteenth century appears to have been embraced by the company. As they diversified when the cider trade declined in the 1840s to the 1850s, they were ready to re-embrace the beverage as it entered into a revival. In 1905 although Herefordshire lost its position in the number of acres put to orchard to Kent, it remained a significant producer of cider apples. The stimulus for this spread of orcharding and the growth of the cider trade can be seen as aided by the scientific advances in the cultivation of these crops. In 1903 the National Fruit and Cider Institute at

²⁰ HRO, Pulling Deposit, BB 77 Box 3

²¹ HRO, Pulling Deposit, BB 77 Box 3

²² HRO, Pulling Deposit, BB 77 Box 3

Long Ashton was opened and published widely on new methods to improve fruit yields and to do so more consistently than before. Pulling's themselves embraced this new science and within the collection survives some early correspondence from 1905 suggests a keen interest.²³ This letter refers to a newspaper article which discusses the 'blackening and sickness' of cider (The Times, 1905), stressing this can be caused by air getting to the cider during fermentation. This article was printed just before the cider making season to keep cider makers fully informed so they could produce the best possible quality cider. That it was brought to Pulling's attention indicates the firm's wholesale involvement from orchard fruit through to fermentation and distribution. Such interest was maintained as late as the 1920s when the firm received correspondence relating to higher prices due to poor yields of apples in the years 1922-23. From this point however the archive becomes patchy and it becomes difficult to follow a narrative. We know the cider industry continued to thrive, and in 1946 statistics were realised which indicate the scale of cider production in Herefordshire at this time (West Midland Group on Post-War Reconstruction and Planning, 1946, pp. 126-135) [Slide 20], however no material is currently archived from this late date to continue to chart Pulling's involvement in the cider trade. In 1979 the firm was taken over by Tanners Wine Merchants and it is likely that much of the later material not currently in archive remains in the corporate archives of Tanners, thereby largely inaccessible to the general researcher.

²³ HRO, Pulling Deposit, BB 77 Box 4

Section 5- Conclusive remarks

It has been demonstrated through this presentation the value of the Pulling Papers in determining, in this instance, the extent of their corporate involvement in the cider trade. Indeed it has served to dispel the previous assumption that 'there is no evidence that Pulling's ever manufactured'. As merchants it has been demonstrated that they would have been involved in the distillation and fermentation of the liquor they sold. In addition it is now accepted that they also produced other liquors such as gin [Slide 21].²⁴ Without the surviving Pulling Papers the nature and extent of the business could never have been truly ascertained or appreciated. However the purpose of this presentation was to assess the involvement of cider merchants in the cider trade, and in particular focusing on Hereford as a centre of this trade. It is clear from the evidence provided within the Pulling Papers that cider has gone through many peaks and troughs. It started the nineteenth century on a high, after a lean few years in the latter 18th century. After some lobbying levies and taxes on cider were loosened in the period and it briefly became more lucrative and popular than beer. However through malpractice and adulteration, as well as difficulties in preserving cider in transit in the days before the railways this popularity waned. The inconsistent quality of cider soon discredited it, and by the 1850s had fallen into disfavour. The 1890s saw a revival in the industry, along with an increasingly scientific understanding of pomology which applied understanding not just to the growing of apples but to their fermentation as well. Cider once again suffered in the early twentieth century from poor harvests yet by 1946 was still the most prolific crop produced in Hereford's orchards and a mainstay for the Herefordian economy.

There are some problems with this collection however. When Pulling's ceased to trade in 1979 after being bought out by Tanners Wine Merchants the collection was dispersed. Much of the material currently held at the Archive of Cider Pomology and Hereford Record Office was 'rescued' from skips during the 1980s. Some material is still held by this benefactor who occasionally 'loans' items to the ACP and has a deposit bequest for the remaining material in his custody to pass to HRO on his death. Many of the later records, ledgers, advertisements and bottles, etc. are still held within the corporate archives of Tanners and as such are not generally available for consultation by the public. This clearly highlights the major pitfall of any corporate archive. Upon merger or dissolution the records are usually dispersed. That very few records of the initial Totnes years of the business survive is a clear example of the fragility of corporate archives owing to the often fickle, albeit innocent, whims of the record owners. The consequent wide dispersal of these records across three different agencies and one individual highlights a continuity of maintaining poor record keeping practices within the organisation. To this end all the information which can be extracted to aid our

²⁴ HRO, Pulling Deposit, BB 77 Box 2

understanding of the past mechanisms of both the cider trade, and Wm Pulling & Co. in particular, should be viewed as fortunate survivals and assessed with this in mind.

5,000 words

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Other Sources

NB- All of HRO BB 77 is not at present catalogued, a skeleton box list is currently available on the Archive of Cider Pomology website. Material held at the ACP which is not catalogued has (Uncatalogued) appended to its bibliographic entry.

Will of John Pulling 1818. The National Archives, Probate Registers, PROB 11/1606

Hereford Cyder Ledger [1807]-1818. MS Pulling Papers, ACP 24/7/49

Hereford Cyder Ledger 1807-1810. MS Pulling Papers, ACP 24/7/93

Hereford Cyder Ledger 1811-1812. MS Pulling Papers, ACP 24/1/150

Freight Book c.1840s. MS Pulling Deposit. Hereford Record Office BB 77 Box 2

Land Tax Valuation, 1908 Sheet XXXiii 16.2 HRO

Cider apple weighing receipts October 1906. MS Pulling Papers. ACP 24/1/816

Drakard, A. Letter to T. Tetlow Esq. 4 November 1905 MS Pulling Deposit. HRO BB 77 Box 3

Distillation of gin. MS Pulling Papers. HRO BB 77 Box 2

Cowhen, John, Letter to William Pulling. 28 February 1851. MS Pulling Papers. ACP (Uncatalogued)

Cormack, John Letter to William Pulling Esq. 7 January 1840 MS Pulling Papers. ACP 24/1/7

Glenning, William Letter to William Pulling. 13 November 1817 MS Pulling Papers. ACP 24/1/654

Rees, Richard Clive Letter to William Pulling & Co. 18 April 1852 MS Pulling Papers. ACP 24/1/234

Pyers, Robert Letter to William Pulling & Co. 26 July 1849 MS Pulling Papers. ACP 24/1/391

Edwards, [...] Letter to William Pulling & Co. 20 April 1851 MS Pulling Papers. ACP 24/1/627

Shipping and order list. October 1864. MS Pulling Deposit HRO BB 77 Box 2

Smith, Arthur Letter to William Pulling & Co. 9 November 1905 MS Pulling Deposit HRO BB 77 Box 4

Higgins, William Letter to William Pulling & Co. 10 October 1905 TS Pulling Deposit HRO BB 77 Box 6

William Pulling & Co. Receipt for repairs to cider mill to George Leach. 23 November 1901. MS Pulling Papers ACP (Uncatalogued)

Grover, A ?[J] Letter to William Pulling & Co. 11 August 1905. TS Pulling Deposit, BB 77 Box 3

Pearce, W Y Letter to William Pulling & Co. 23 August 1902. TS Pulling Deposit, BB 77 Box 3

Grant, W J Letter to William Pulling & Co. 6 October 1905. TS Pulling Deposit, BB 77 Box 3

Wm. Pulling & Co.

and the Cider Trade
(with special reference to Herefordshire)



Image courtesy of Bryan Holmes, sign in Tanners storefront, St Owens Street, Hereford

HEREFORDSHIRE ⁸³²
ORCHARDS,
A
PATTERN
For all England.

Written in an Epistolary Address to
Samuel Hartlib Esq;

By I. B. *John Beale*

1656



LONDON,
Printed by ROGER DANIEL,
Anno MDCLVI.

John Beale (1656)

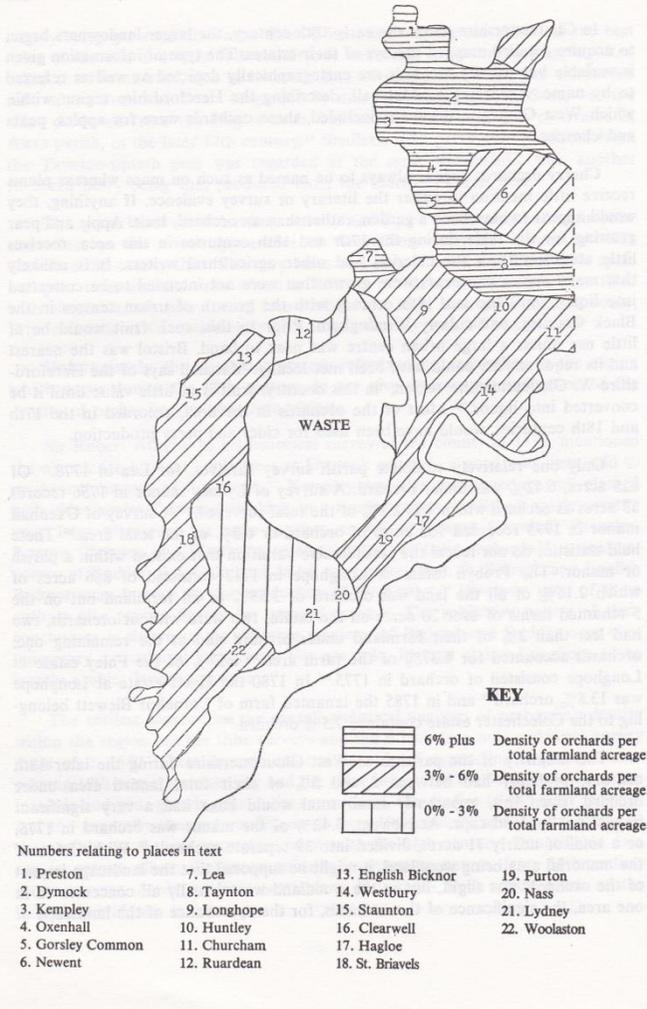
Beale, J. *Herefordshire Orchards a Pattern for all England* (1656) London:
Roger Daniel



Distribution of Traditional Orchards in 2011

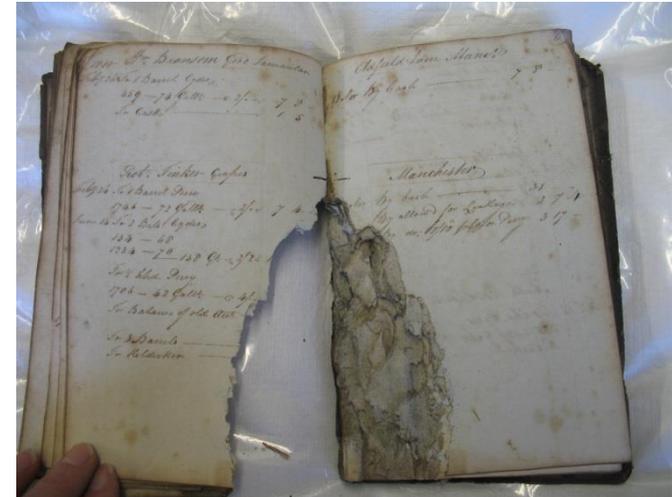
Excerpt from: Burrough, Oines, Oram & Robertson, 2011, p.27

ORCHARD DENSITY IN WEST GLOUCESTERSHIRE



Orchard Density in West Gloucestershire 1500-1800

Excerpt from:- Newman, 1983, p.206



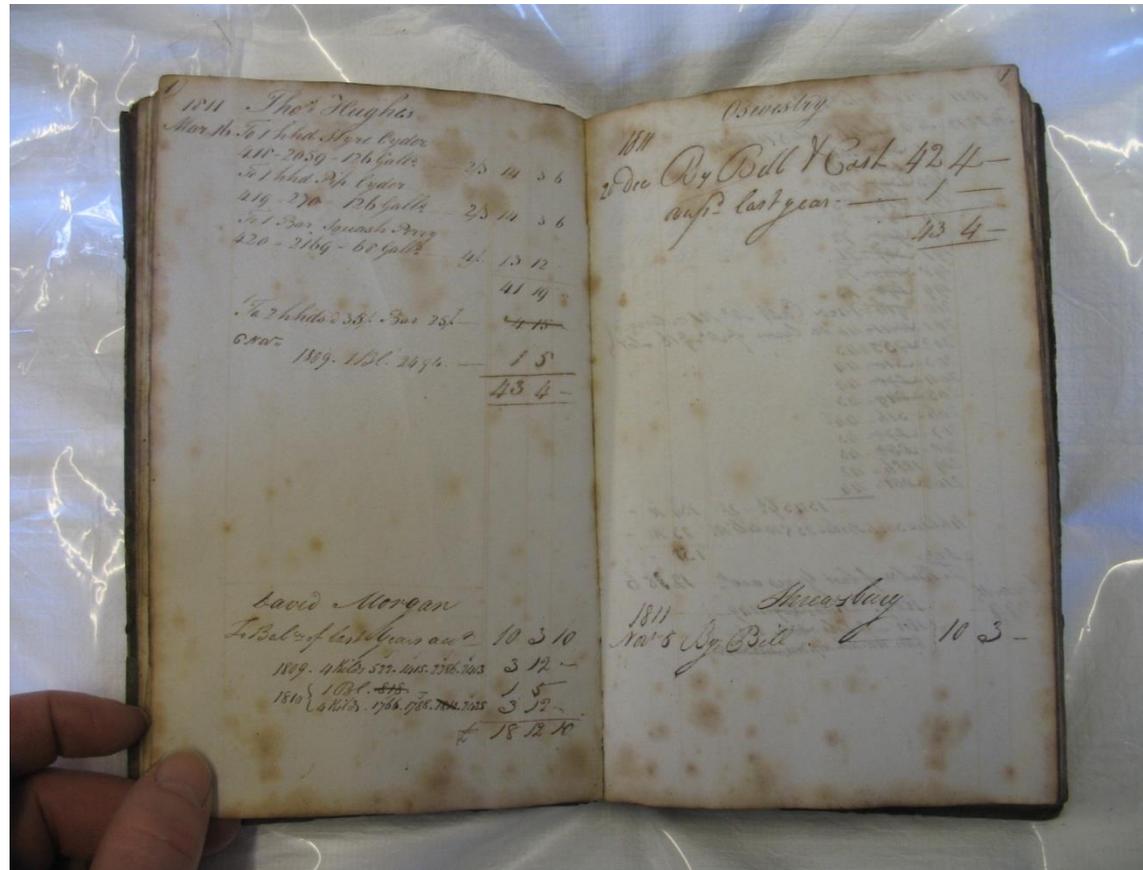
Cider Book, 1807-1810 (ACP 24/1/93)

Notice poor condition, compare to next slide later volume.
Possibly indicative of what happened to Totnes records?
Despite damage information still obtainable from this record.



Cider Book, [1807]-1817 (ACP 24/7/150)

Better condition of this volume indicates lottery of storage and survival.

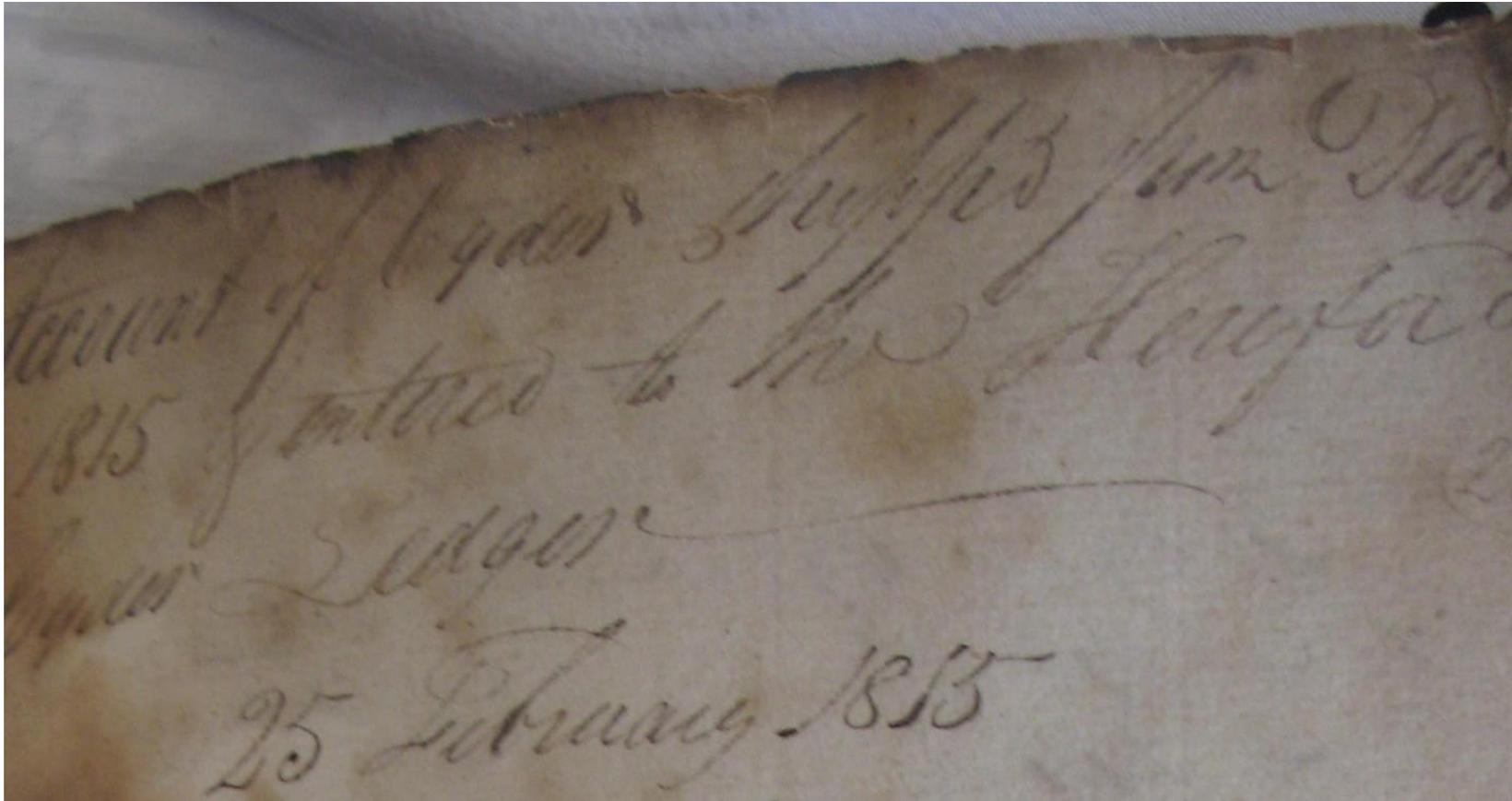


Cider Book [1807]-1817 (ACP 24/7/150)

Records orders of cider, amount owed and payments received.

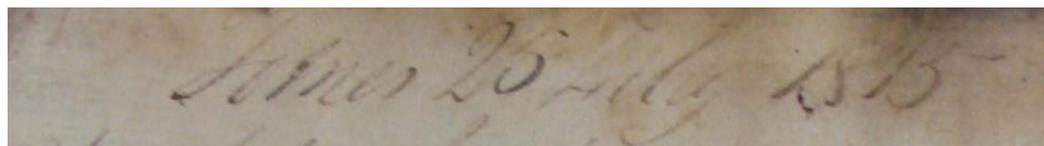
Occasionally mentions types of cider such as Styre or Golden Pippin (as GP) or Longland and Oldfield pears.

Good for economic history, in particular relating to the price of cider and perry



Cider Book, [1807]-1818 (ACP 24/7/49)

Mention of trade based in Totnes, Devon



24/7/1851
 Dear Sir 28 Feb 1851
 Please your favour of the 24th but
 from Westons only received I am
 sorry for the cause that checked
 our correspondence the decline of
 the Cider trade I more sorry still
 for the hopes you must have
 sustained by it for years back
 There is not the smallest prospect
 of making any thing by Cider
 this year by any one. & you
 suggest the only thing yet to
 be done to save us out of
 loss & just to keep the Spark

~~the~~ alive for this year in
 hopes of better times by sending
 one or two only I want
 the goodness to let them be the
 strongest the sweetest & the richest
 you have & if the one not
 as bright as a star have the
 goodness to give them a good
 dose of kingly before shipping
 Herefordshire Cider is very indolent
 in falling bright & should never
 be depended on without glass
 If this Cider could be brought
 to its perfection it was thirty years
 ago it would be very convenient
 & who knows in this rotten
 life world we live in but
 some prosperity & some peace
 may yet turn up in the road

Remain Dear Sir
 Yours very truly
 John Cowhen

March 1st 1851-Collapse of the Cider Trade

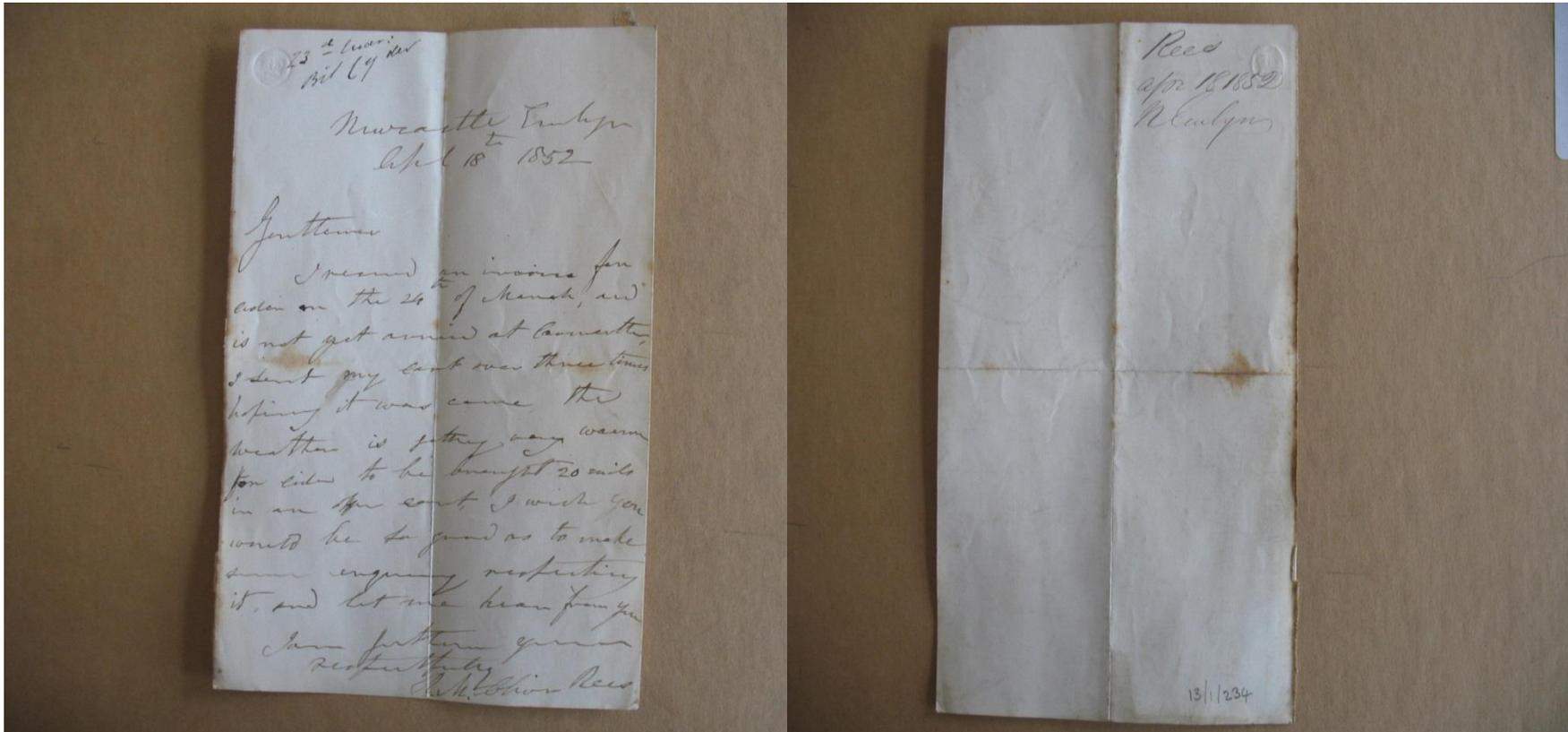
Cowhen, John, Letter to William Pulling. 28 February 1851. MS Pulling Papers Uncatalogued Letter. ACP

Perry 13th 1854
 My dear Pulling
 Hereford Gent
 We are glad to hear of your
 list of 1000, or out of the former we had your
 cedar casks filled up & turned over to me. I have done
 the rest of your list been looking out for a vessel
 for London, none has yet offered, we hope soon to
 find one & are much concerned in saying, that some
 casks of the cider are turning tart, indeed they were
 so at landing, there was a great difference in them
 & one of the perry casks is much spoiled, however
 we hope they will sell much better in London & would
 hope something may be done in improving the quality
 we are pleased to ship them as we think they will
 not sell here.
 We observe you have a cargo of bark ready at
 Chippingwold, we hope a vessel will soon offer at a moderate

price when she is loaded, my agent (Wm. Threlkeld)
 Rev. Dr. Smith of London to ensure on our part
 that we sum the cargo may exceed 2000
 we are Gent
 Yours truly
 Wm. Glenny & Sons
 7 Casks cypher
 2 do Perry on hand
 15/1/54

Sweetening and shipping poor quality cider to London

Glenning, William Letter to William Pulling. MS Pulling Papers. ACP
 24/1/654



Seasons for cider? Weather 'getting very warm'

Rees, Richard Clive Letter to William Pulling & Co. MS Pulling Papers. ACP 24/1/234



WILLIAM PULLING & CO.
DISTILLERS, WINE AND SPIRIT
MERCHANTS, AND BONDED WAREHOUSEMEN
HEREFORD.

Holders of one of the LARGEST STOCKS of
FINE OLD BOTTLED WINES
In South Wales or West of England. Full particulars
and detailed Price List on application.

Branches:—
22, CUSTOM HOUSE-ST.
CARDIFF,
AND HIGH-STREET, ROSS.

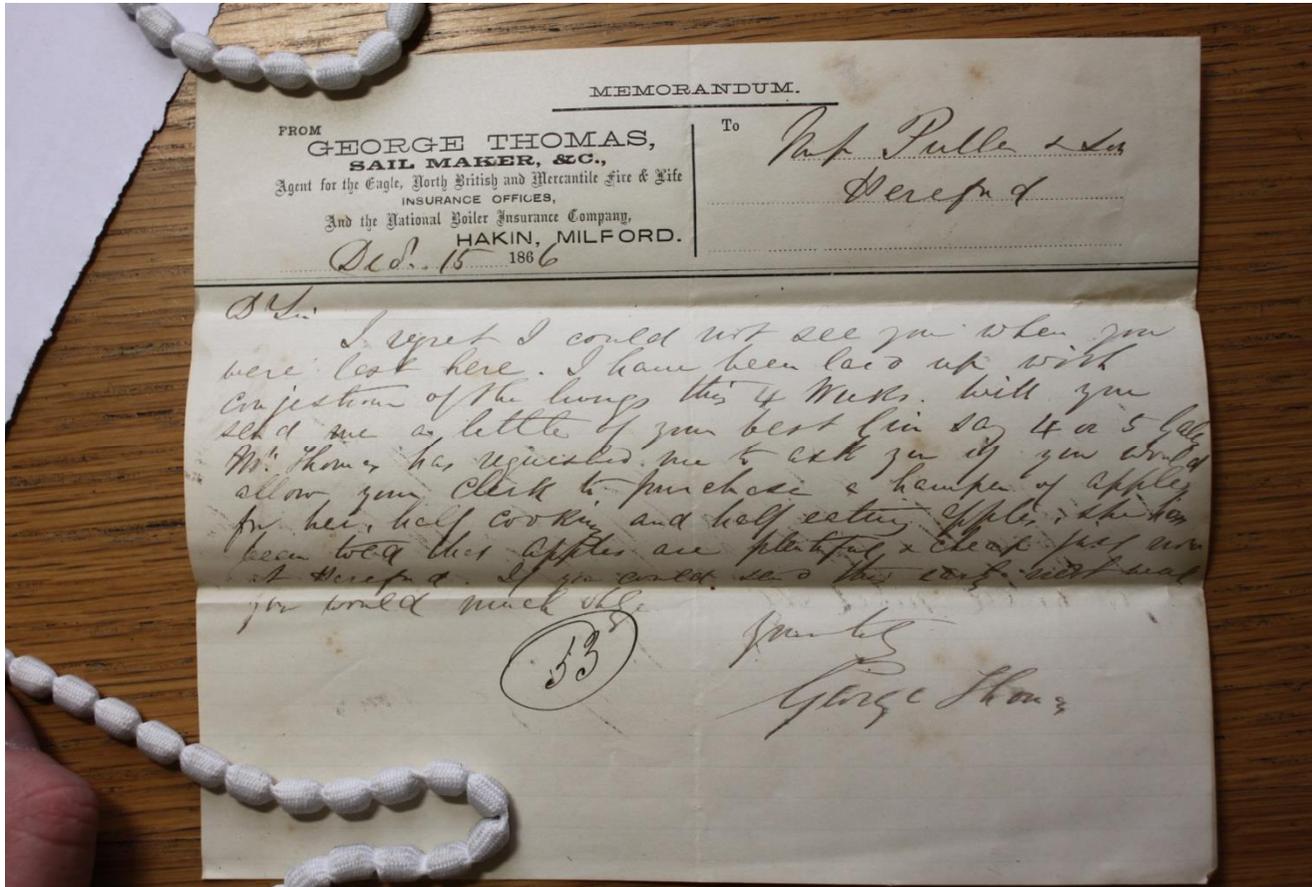
All Foreign Wines and Spirits imported direct
under bond from country of production.
DISTILLERS for Seventy Years of
"PULLING'S PURE HEREFORD GIN."
Bottled Cider Merchants.
Manufacturers of all kinds of British Liqueurs and
Cordons.

[28967]

Hereford Finest Dry Gin (recently restored by Pulling's successor company Tanners Wine Merchants)

Photograph courtesy of Brian Holmes, Archival Volunteer, Archive of Cider Pomology

Newspaper advert: Western Mail, 8 August 1894. Retrieved from the British Newspaper Archive on
2013 02 21 URL: <http://www.britishnewspaperarchive.co.uk/viewer/bl/0000104/18940803/011/0004>



Diversification and Development: Pulling's table fruit and spirit distribution in the 1860s

Order for gin, cooking and eating apples. MS Pulling Deposit. HRO BB 77 Box 2 (Uncatalogued)



Cider Stores, Hereford

Image taken from Land Tax Valuation, 1908 Sheet XXXiii 16.2. Cross comparison with books shows Pulling leased the Cider Stores.

HEREFORD CITY WEIGHING MACHINE

No. I 9743 31 day of Oct 1901

A Load of Apples at per

From Mr. Moore To Mr. Pulling

	Tons	Cwt.	Qrs.	lbs.	£	s.	d.
Gross Weight	2	14	2				
Carriage							
Nett	1	14	2				

Weighed by J. H. Howell

Charge for Weighing

HEREFORD CITY WEIGHING MACHINE

No. I 9719 20 day of Oct 1901

A Load of Apples at per

From Mr. Moore To Mr. Pulling

	Tons	Cwt.	Qrs.	lbs.	£	s.	d.
Gross Weight	3						
Carriage		1	1				
Nett				1	18	3	

Weighed by J. H. Howell

Charge for Weighing 16

HEREFORD CITY WEIGHING MACHINE

No. I 9466 18 day of Oct 1901

A Load of Apples at per

From Mr. Moore To Mr. Pulling

	Tons	Cwt.	Qrs.	lbs.	£	s.	d.
Gross Weight	2	15	1				
Carriage				1	3		
Nett				1	14	2	

Weighed by J. H. Howell

Charge for Weighing 16

HEREFORD CITY WEIGHING MACHINE

No. I 9372 12 day of Oct 1901

A Load of Apples at per

From Mr. Moore To Mr. Pulling

	Tons	Cwt.	Qrs.	lbs.	£	s.	d.
Gross Weight	2	13					
Carriage		1	2	2			
Nett				1	12	2	

Weighed by J. H. Howell

Charge for Weighing 16

Oct 9. 06. 700 cut 90 1.9.1
 Oct 12. 06. 1.12.2
 Oct 18. 06. 1.14.2
 Oct 20. 06. 1.12.0
 Oct 29. 06. 1.19.0
 Oct 30. 06. 1.18.3
 Oct 31. 06. 1.14.3
 Total 12.0.3

From Mr Moore
 To Mr Pulling
 apples

Cider Apples £ 45.2.9
 Less Receipts to Mr Moore 2.1.1
 1 Pot of prunes 19/6

HEREFORD CITY WEIGHING MACHINE

No. I 9719 20 day of Oct 1901

A Load of Apples at per

From Mr. Moore To Mr. Pulling

	Tons	Cwt.	Qrs.	lbs.	£	s.	d.
Gross Weight	3						
Carriage		1	1				
Nett				1	18	3	

Weighed by J. H. Howell

Charge for Weighing 16

HEREFORD CITY WEIGHING MACHINE

No. I 9497 20 day of Oct 1901

A Load of Apples at per

From Mr. Moore To Mr. Pulling

	Tons	Cwt.	Qrs.	lbs.	£	s.	d.
Gross Weight	2	13					
Carriage		1					
Nett				1	12		

Weighed by J. H. Howell

Charge for Weighing 16

Cider Apple weighing receipts

Cider apple weighing receipts. MS Pulling Papers. ACP 24/1/816

HEREFORD CITY WEIGHING MACHINE

No. I 9497 20 day of Oct 1901

A Load of Apples at per

From Mr. Moore To Mr. Pulling

	Tons	Cwt.	Qrs.	lbs.	£	s.	d.
Gross Weight	2	13					
Carriage		1					
Nett				1	12		

Weighed by J. H. Howell

Charge for Weighing 16

HEREFORD CITY WEIGHING MACHINE

No. I 9687 27 day of Oct 1901

A Load of Apples at per

From Mr. Moore To Mr. Pulling

	Tons	Cwt.	Qrs.	lbs.	£	s.	d.
Gross Weight	1						
Carriage							
Nett				1			

Weighed by J. H. Howell

Charge for Weighing 16

HEREFORD CITY WEIGHING MACHINE

No. I 9336 27 day of Oct 1901

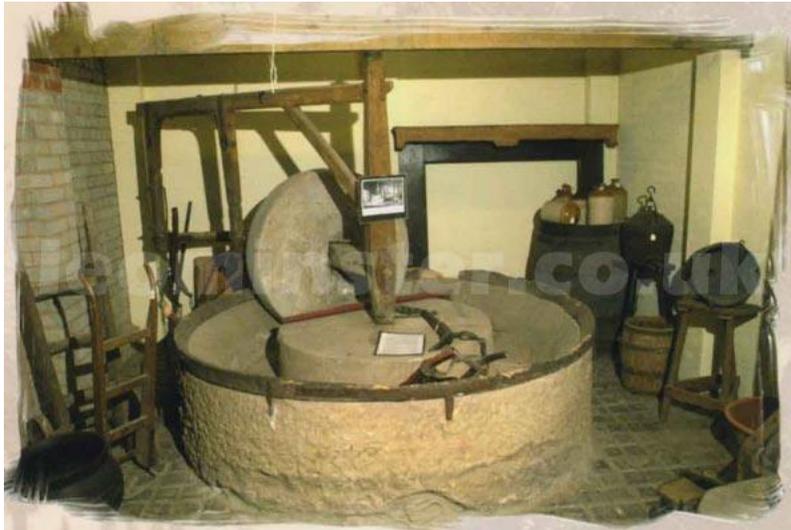
A Load of Apples at per

From Mr. Moore To Mr. Pulling

	Tons	Cwt.	Qrs.	lbs.	£	s.	d.
Gross Weight	1						
Carriage							
Nett				1			

Weighed by J. H. Howell

Charge for Weighing 16



THE "NIAGARA TRIUMPH" FILTER
 9 Gold Medals. 44 Highest Awards.

BARNETT & FOSTER
 THE NIAGARA TRIUMPH
 LONDON N.

FOR CIDERS, WINES, BEERS, &c.
 Filters the thickest and most mucilaginous liquids without loss of body or bouquet.
 Cider filtered without exposure to the atmosphere!
Prices from £55.
 For Complete Filtering Apparatus, mounted on carriage, Apparatus for Washing the Filtering
 Material, and a Double Charge of Filtering Material.

CARBONATING and BOTTLING PLANT.
 As in successful use by the largest cider houses.

THE "NIAGARA" CIDER & WINE PRESS.
 Specially adapted for Cider. The Must comes in contact with wood only.
 ALL SIZES AND PRICES, IN SIX DIFFERENT DESIGNS.

PASTEURIZING MACHINES, RACKING AND OTHER PUMPS, CELLAR
 REQUISITES, SUNDRIES.

Catalogue "B," of every requirement for the Cider Maker, Post Free on Application,
 242 Pages, 453 Illustrations.

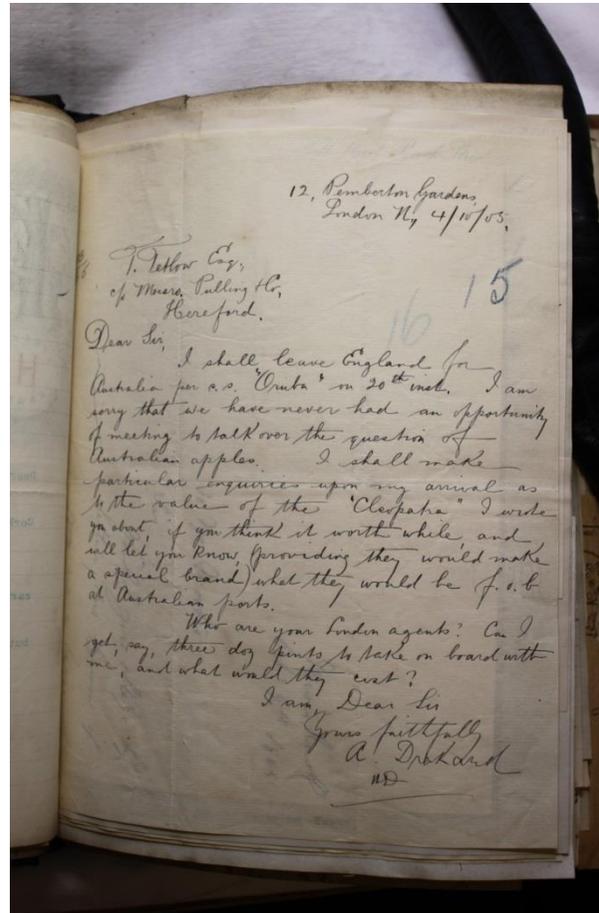
BARNETT & FOSTER, Engineers & Manufacturers,
 "Niagara Works," 24th, Eagle Wharf Road, London, N. 44 Highest Awards.

9 Gold Medals.

Examples of old and new technology

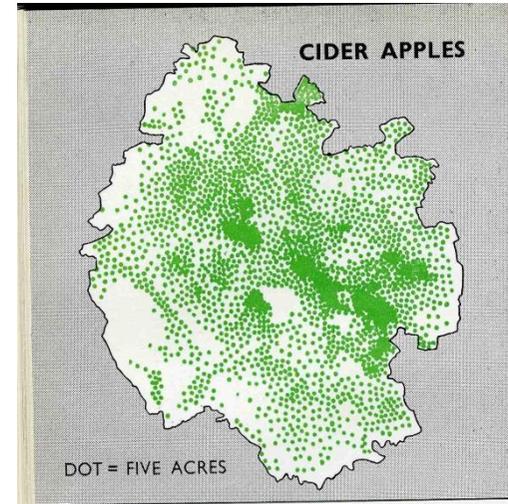
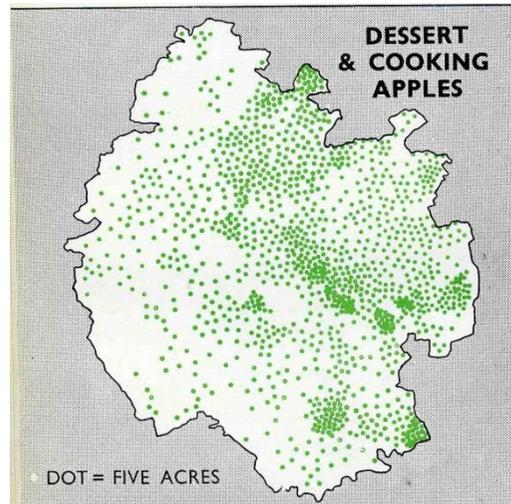
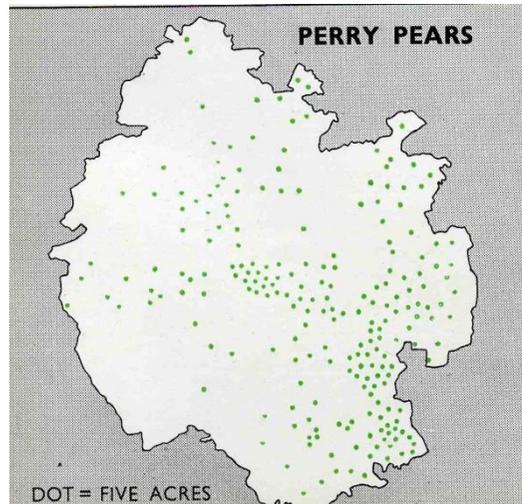
To the left is an example of an old stone mill (courtesy of Leominster Folk Museum).

To the right an advert for the 'Niagara Triumph' filter and 'Niagara' Cider and Wine Press' which aimed to reduce air contact and therefore reduce the problems of spoiled cider.



Expansion of Business interests abroad

Drakard, A. Letter to T. Tetlow Esq. MS Pulling Deposit. HRO BB 77 Box 4 (Uncatalogued)



Distribution and Extent of Cider production based on orchard produce

Diversification into desert and cooking apples evident as second crop of choice for orchards

Cider the strongest contender, Herefordshire providing 19% of national total acreage for cider apples.

Perry in decline, lowest orchard acreage in county but still 24% of national acreage.

An account of Immature Spirit rec^d into Stock
1916

Date	Stock	Galls	Strength	Galls
June 27	Stock			160
July 5	Do	131.3	80.0	64.2
		133.1	81.2	64.0
Total				444

Date	Balance	Galls	Strength	Galls
August 8	Balance			11.9
9	From Duty Free Warehouse	82.8	62.5	134.5
21	Do	81.5	64.2	133.8
Sept 15	Do	84.8	63.2	138.3
1916 Sept. 19 up 9 Sold				448.5
Sept 19	Balance			5.7
24	Duty Free Warehouse	84.4	63.5	138.7
Oct. 2	"	81.0	63.2	135.8
4	"	85.2	63.6	141.1

How disposed of

Date	Description	Galls	Strength	Galls
1916	Forward London			129.8
Jan 28	J.H. Hart, Chemist, Ross	6	58.0	3.1
21	Geo. Donaldson, T. Hereford	2	58.0	3.1
	Walter Marchant, T.	2	58.0	3.1
22	J.W. Whitfield, Esq.	2	58.0	3.1
Feb 3	F.T. Roper, Chemist, Kington	2	58.0	3.1
18	British Compounds	83.2	64.8	137.1
Jan 28	Gin	80	64.0	131.2
Feb 22	Balance on hand			419.9
Total				442.1
Feb 26	Gin Geo British Compounds	75.8	63.0	123.5
March 7	British Compounds	82.9	64.3	136.2
3	J.W. Clark Chemist, Hfd	2	58.0	3.1
6	Gin	82.0	62.1	131.9
13	Do	83.1	63.7	136.0
	British Compounds	84.3	63.7	137.9
20	Gin	83.2	62.7	135.3
15	J.W. Caunt, Kington	2	58.0	3.1
29	British Compounds	84.6	62.11	137.2
Balance on hand				45.0
Total				941.1
1916 April 4 up 9 Sold P. Off.				

Distillation of Gin records

MS Pulling Papers. HRO BB 77 Box 2