

## SURREY BILL-HEADINGS.

BY

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WHILE engaged in cataloguing the manuscripts in the possession of Earl Winterton at Shillinglee Park we discovered amongst the eighteenth-century tradesmen's vouchers a large number of bills, on which are engraved the signs that once distinguished the Shops and Inns patronised by his Lordship's ancestors. The majority of bill-heads in this collection are of London establishments; but several examples relate to Surrey, which in design and workmanship compare favourably with those of the metropolis. Naturally the Shops in the smaller country towns could not go to the expense of elaborately engraved invoices, as they had not to contend with the keen competition existing in the fashionable centres of London; and, therefore, only a comparatively small number are to be found. With the Inns, however, it was different, for they were far more numerous than now, and rivalry always existed; consequently, examples of inn-signs occur more frequently.

There is a striking resemblance between these engravings and book-plates; and there is no doubt designs were made by the same artists, as the passing fashion in book-plates are reflected in these bill-headings. Signed specimens by such men as Bartolozzi are extremely rare; probably they did not always put their names on work of this class: but one often finds examples quite worthy of well-known artists of the day.

The engravings found on the *BILLS OF INNS* are generally of good workmanship and usually of similar design; differing entirely from those of Shops. One specimen in this collection is engraved on both sides of the paper, at opposite ends, to



1765

Oct 19. 62 horses hay " 4

(a) The Talbot, Ripley



July 21: 1760

(b) The Bull, Kingston

serve a twofold purpose: when the account was sufficiently long to be carried over, the name of the house was kept well in view, and in the case of short accounts, the form could be divided and both ends used.

Of the *Talbot*, Plate I (a), at Ripley there are several copies in the collection. On the collar will be seen the name Mildred. There still exists some fine old timber and bracket work in this Inn, and a genuine pair of old coach lamps, handsomely mounted in ornamental brass, were preserved there. Some years ago it had to be closed, but thanks to the popularity of cycling it was given a new lease of life, and exists at the present time. This account is dated October 18, 1766, and is as follows:

						s.	d.
To 2 horses hay	..	..	..	..	..	0	4
Corn	..	..	..	..	..	1	2
Ostler	..	..	..	..	..	1	0
Eating & Beer	..	..	..	..	..	1	10
						<hr/>	
						4	4

The topographical value of these old accounts is emphasized in the case of a journey taken from Shillinglee to London, on July 21, 1763, and completed in one day. The accounts indicate the routes, and show the total expenses of the journey. The first payment was 6d. at the Turnpike at Chiddingfold; and there was 9d. at Godalming and a similar sum at Ripley, where a fresh pair of horses was hired at the *Talbot* for the journey to Kingston and back, at a cost of 13s. 6d. The horses from Shillinglee were left here to await the return of the coach, the charges amounting to 3s. 10d.: Hay, 1s. 4d.; Corn, 2s.; and Ostler, 6d. From Ripley the travellers passed through Cobham, paying 9d. at the Turnpike, and a further 9d. on arriving at Kingston. Here a change of horses was made at the *Bull*, Plate I (b), to complete the journey to London, at a cost of 10s. 6d. for a "pare." On arrival at London Bridge there was a toll of 4d., and at the City 9d. more. On the return to Shillinglee there is no record of payments at Kingston or Cobham Turnpikes, but at Ripley another 9d. was paid, and at Godalming and Chiddingfold 3d. and 4d. respectively. Thus this little trip cost no less than £1 13s. 2d.

There were more famous Inns than the *Bull* in Kingston, through which, chiefly by virtue of the town lying on the main Portsmouth road, a constant stream of coaches passed to and from the Port, especially in periods of Naval activity. The engraving shown here was executed by C. Sherborn of Gutter Lane, who was responsible for many elaborate Bill-headings.

Of the bill-heads of the well-known *Bush* at Farnham there are two variants. The first, Plate II (a), is the work of William Haskoll. The Proprietor was then R. Chance, and his bill, which is dated December 23, 1666—evidently a mistake for 1766—is as follows:

					£	s.	d.
4 Chaise Horses	..	..	..	..	1	1	3
2 Sadle Horses	..	..	..	..	0	8	6
					<hr/>		
Hostler	..	..	..	..	1	9	9
					0	1	0
					<hr/>		
Postillions	..	..	..	..	1	10	9
					0	4	0
					<hr/>		
					1	14	9

The second, Plate II (b), is undated, but is probably somewhat later. The house appears to have taken a leap in the social scale, for we find it was then kept by "Mrs. Tomkinson late Housekeeper to ye Bishop of Winchester." Mrs. Tomkinson's charges are worth recording:

					s.	d.
Bread & Beer	..	..	..	..	0	10
Wine .. ..	..	..	..	..	2	0
Fish .. ..	..	..	..	..	1	6
Brild Chicken	..	..	..	..	2	6
Greens & Potatoes & Butter	..	..	..	..	1	0
Mutton Chops	..	..	..	..	1	0
Serv <sup>t</sup> Eating ..	..	..	..	..	2	8
					<hr/>	
					11	6

To this has been added by Lord Winterton 2s., presumably a tip.

Another celebrated old Inn is the *King's Arms*, Plate III (a), at Bagshot, which, according to Aubrey, was once the Chantry



(a) The Bush, Farnham



(b) The Bush, Farnham



(a) *The King's Arms, Bagshot*



(b) *The Red Lion, Dorking*

House of the Chantry founded by Robert Hulot or Houghlett in Bagshot Chapel, for the maintenance of one priest. Here again no date is given, the lower part of the form is torn away, and the following written on the back of the engraving:

	£	s.	d.
to Chaise & four Horses & two Saddle			
Horses to Mussel Green .. .. .	1	1	0
Hossler .. .. .	0	1	0
	<hr/>		
	1	2	0
Postboy .. .. .	0	3	0
	<hr/>		
	1	5	0

Dorking at one time had several old Inns, one of them being the *Red Lion*, Plate III (b), opposite which once stood the fine old Elizabethan market-place. *February 23* has been added in pencil; the year is probably 1760. The bill is for a journey to Epsom:

	£	s.	d.
Chaise Horses .. .. .	0	12	6
Saddle do. .. .. .	0	5	0
Post boy .. .. .	0	3	0
Hostler .. .. .	0	1	0
	<hr/>		
	1	1	6

An interesting Inn is the *Spread Eagle*, Plate IV (a), at Epsom, kept by George Griffith; who, on taking over the house, apparently acquired a number of his predecessor's invoice forms, cut off the previous owner's name, and inserted his own in ink. The account is undated:

	s.	d.
Tea French Rolls &c. .. .. .	1	6
Do. for 2 .. .. .	1	4
15 Servants Breakfasts .. .. .	7	6
Strong Beer .. .. .	1	8
	<hr/>	
	12	0

There is another bill dated October 16, 1768, on which is printed *George Griffiths, At the Spread-Eagle, Epsom*; but it

bears no engraving; it is for:

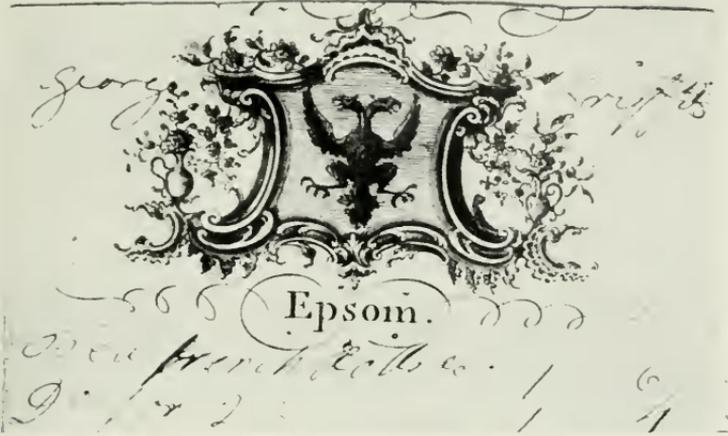
					£	s.	d.
4 Horses to London ..	..	..	..	..	1	0	0
2 Saddle horses ..	..	..	..	..	0	8	0
					<hr/>		
					1	8	0
to White Chap ..	..	..	..	..	0	3	0
Ostler & Boys &c. ..	..	..	..	..	0	6	0
					<hr/>		
					1	17	0

The *Spread Eagle* has a traditional connection with the predicted death of Lord Lyttleton at Pitt Place. Lord Lyttleton's intimate friend, Miles Peter Andrews of Dartford, was expecting a visit from him, but feeling unwell retired early to bed. Shortly after, the curtains of the bed were thrown apart and Lord Lyttleton appeared, clad in a gown which was kept specially in the house for his use. Mr. Andrews, thinking his friend had arrived late, and knowing his fondness for a practical joke, said, "You are at some of your tricks; go to bed, or I will throw something at you," to which he received the reply, "It's all over with me, Andrews"; whereupon the latter threw a slipper at the figure, which promptly disappeared. It was afterwards found that this was the precise time of Lord Lyttleton's death. On account of these visitations Mr. Andrews could never be persuaded to sleep at Pitt Place; but whatever the hour, invariably returned to the *Spread Eagle* for the night.

One of the most interesting engravings in this series is that of the *Hound*, Plate IV (b), at Sutton; which, though of later date, has the appearance of being engraved from an older sign. It is dated 1788, and is made out to Lord "ternner":

					£	s.	d.
Apr <sup>l</sup> 19	A sadel horse to London and back				0	5	0
	To 4 Horses Return from Batch-						
	worth .. .. .	..	..	..	0	8	0
20	a chais .. .. .	..	..	..	0	13	0
	Turnpikes.. .. .	..	..	..	0	1	2
					<hr/>		
					1	7	2

The only *SHOP BILL-HEADINGS* in Surrey relate to Guildford, and they are extremely good examples of this class of work.



(a) *The Spread Eagle, Epsom*



(b) *The Hound, Sutton*

SURREY BILL HEADINGS

A very pleasing sign is that of *John Russell*, Plate V (a), a well-known bookseller belonging to an old Guildford family; of which Dr. G. C. Williamson, in his *Guildford in the Olden Days*, gives some particulars. John Russell was born January 21, 1711, and died June 1, 1804, having served the office of Mayor on four occasions. He married Ann Parvish, by whom he had seven children, the eldest being the famous John Russell, R.A., painter in crayons to the King, Prince of Wales, and Duke of York, and author of *Elements of Painting in Crayons*, published in 1772. The second son, Thomas, rector of Clandon, was probably author of the *History of Guildford*, a shilling pamphlet of 24 pages, of which a second edition of 44 pages appeared in 1800, while in the following year it was issued in a substantial volume of 328 pages; he was certainly author of the *Guildford Jackdaw*. The third son, Samuel, became a partner in his father's business, which was later styled J. and S. Russell. It could hardly be expected in a town no larger than Guildford that Russell could live by the sale of books, and he apparently found it necessary to stock various fancy goods; amongst which were included fire-works—a curious combination not uncommon in those days. In later years his assortment extended to fishing tackle, optical instruments, and even patent medicines.

Russell's account is dated January, 1761, though items of a later date occur; the first item is somewhat cryptic:

	£	s.	d.
Begins Mags with Appendix 1760 & In- cluding June is 46 No. .. ..	1	3	0
1762, July 25, A Cane .. ..	0	0	4
1764, July 19, 8 Fire Wheels .. ..	0	3	11
4 Mines .. ..	0	5	0
A Charger & Belt .. ..	0	4	0
A Pencil & Silver Case .. ..	0	8	0
Ink Stand Eboney .. ..	0	9	0
a p <sup>r</sup> Silver Buckles .. ..	0	6	6
a Measure .. ..	0	1	6
½ Doz. Silver Tea Spoons .. ..	0	16	0
a Patch Box Silver & Enamell .. ..	0	5	0
	<hr/>		
	4	2	3
3 p <sup>r</sup> Snuffers .. ..	0	1	0

*Edward Wastell, Upholsterer and Sworn Appraiser, at the Royal Bed in Guildford, Surrey, Plate V (b), has an excellent little engraving of a bed, on the back of which may be seen the Royal arms. This account, dated August 13, 1760, is here given in full; and comparison of the prices ruling then and now is interesting:*

	£	s.	d.
30 $\frac{1}{4}$ Y <sup>ds</sup> of blue Irish Check @ 18 <sup>d</sup> .. ..	2	5	4 $\frac{1}{2}$
6 $\frac{1}{2}$ Y <sup>ds</sup> of hesing @ 12 <sup>d</sup> .. ..	0	6	6
5 $\frac{1}{2}$ Dozen of Lace @ 18 <sup>d</sup> .. ..	0	8	3
Rings tape &c. .. ..	0	4	6
A 4 post turn'd bedstead w <sup>th</sup> posts Casters &c. .. ..	1	8	0
A Set of Lathes and Rod and a Set of Couler'd vases .. ..	0	15	0
14 Y <sup>ds</sup> Check 12 <sup>oz</sup> wool 10 <sup>z</sup> Thread and Quilting a Quilt .. ..	1	10	0
A Matrass and 32 <sup>lb</sup> of Flock @ 8 <sup>d</sup> .. ..	1	5	0
18 $\frac{1}{4}$ Y <sup>ds</sup> of best Rustick @ 2 <sup>s</sup> 4 <sup>d</sup> .. ..	0	19	3
32 <sup>lb</sup> of the best feathers @ 20 <sup>s</sup> .. ..	2	13	4
making the bed with studs & Hetholes ..	0	15	0
5 $\frac{1}{4}$ Y <sup>ds</sup> of Ticking @ 2 <sup>s</sup> 2 <sup>d</sup> buckles Straps &c. and making the ticking to go round the bed .. ..	0	17	0
3 blanketts .. ..	1	0	0
2 packing matts .. ..	0	2	0
	<hr/>		
	14	9	2 $\frac{1}{2}$

Janu<sup>r</sup> ye 24. 1761 Recev<sup>d</sup> by the Hands of Mr Wm Heath the Sum of fourteen pounds Nine Shillings wich is in full of the a bov Bill

p<sup>r</sup> me Edw<sup>d</sup> Wastell.

£14 9. 2 $\frac{1}{2}$ .

The account of *William Haydon*, Plate V (c), is an example of a form in common use at the period, though the sign of the shop is generally included in the decorative border: the engraved plate covers the whole of one side of the paper, while details of the items purchased are entered on the back. The principal object of this style was presumably to give room for lists of articles stocked, which in this case are fairly plentiful. The present is also a good example of a combination

*The R<sup>th</sup> Hon<sup>ble</sup> L<sup>rd</sup> Winton*  
 Guildford January 1761  
 Bought of John Russell  
 Begins charge with apprais<sup>l</sup> 1760 &  
 Includes a fine 1761 & 1762 -

*1762*  
*1764*

1 3 0  
 0 0 4

(a) Russell, of Guildford

*1767-27*  
 Edward Turner Esq<sup>r</sup> Aug 18 1760  
 Bought of Edward Hurstall  
 Upholsterer and Vicar Appraiser  
 of the Royal Bed in Guildford Surrey

(b) The Royal Bed, Guildford

*William Haydon*  
 Guildford in Surrey

*Sells all sorts of Broad & Narrow Cloths German Serges, Buckram, Canvas, Dyed & white jeans, Barricagens, Wilkins, & all kinds of Woollen Drapery & Mens Trimmings.*  
*Hollands, Muslins, Song Lawns, Irish Down, Sheetings, Tullings, Bantled, Linens & Cottons, & all sorts of LINEN DRAPERY.*  
*Tabby, Duquesne, Tobacco, Satinets, Broches, Camlets, Calimancoes, Lawms, and all kinds of Silk & Worsted MERCERY GOODS.*  
*Mens Womens & Childrens Stockings Caps, Boxes, Trickeys, Handks, and all sorts of Hosiery Goods.*  
*Woolen Mousinet and Abland Laces, Gauzes, Ribbons, Strawks, Tapes, Hats, Cardinals, Clocks, & every kind of Millinery & Haberdashery Goods.*

WHOLESALE & RETAIL  
 By *W. Haydon* Performed in the  
 Completest manner.

*1750-1*  
*Inventory of Wm Haydon*  
*4 Ell 6 1/2*

(c) Haydon, of Guildford

SURREY BILL HEADINGS

of trades; for it appears from a note at the foot that *Funerals Perform'd in the Compleatest manner* was a sideline to the drapery business. The account, dated July 19, 1764, is for:

	£	s.	d.
7 Yards Printed Linen, 2s. 6d. .. ..	0	17	6
2 Yards Mininet Lawn, 3s. .. ..	0	6	0
2½ Yards do. .. ..	0	3	4
	<hr/>		
	1	6	10

The receipt is in the usual form of the day:

“Receiv<sup>d</sup> the Same time the Contents of this Bill for Mr Wm Haydon p Wm Russell.”

The Haydons continued to reside in Guildford, and at the time of the Municipal Reform Act in 1835 two members of the family took an active part in the affairs of the town, in the persons of Joseph Haydon, who was elected Alderman, and Thomas Haydon, one of four magistrates appointed, who, together with the mayor and ex-mayor, constituted the Borough Bench. Other members of the family in more recent years became Bankers in the town.

The bill-heading of *William and Henry Parson*, Plate VI (a), has no sign, but is included on account of the interest attaching to these two brothers. It will be seen that they, like the Haydons, combined the trades of *Drapers, Mercers, and Undertakers*. In 1796 the Parsons established and endowed the Hospital at Stoke for six aged widows, and there is an inscription over the chapel window to that effect. The hospital Statutes and Ordinances—there are twenty-four of them—are printed at length in Russell's *History of Guildford* (1801), and some of them are very curious.

There is a touch of romance attached to the fortune of the brothers, as appears in the following extract from the *Gentleman's Magazine* of May, 1799:

“April 23, 1799, died at Stoke next Guildford, aged 73, Mr William Parson, who with his brother, Mr Henry P. (who died 1791) carried on, for 16 years, an extensive trade as linen and woollen-drapers in the town of Guildford. Mr P. left upwards of 50,000l. the bulk of which he be-

queathed to two nephews, who are, after receiving an university education, and when they have taken priest's orders, to change the name of Freaks to that of *Parson*. Mr W. Parson and his brother, after retiring from business, agreed to found and endow an hospital for 6 aged women of the parish of Stoke. . . . It is supposed that the father and mother of the above gentlemen, who formerly lived in the High-street of Guildford, found some money hidden in the vault under the cellar of the house which they then inhabited. The circumstance is related as follows: Mrs. P. one evening examining whether the house was safe, on searching the cellar, fancied a part of it sounded hollow, and, on calling her husband, they sent the servants to bed, and, pulling up some of the pavement, found a complete, dry, arched vault. They acknowledged they thus found the vault, but were shy of speaking any thing further. However that they found money was little doubted, as their circumstances were from that period considerably improved."

The bill, dated July 22, 1762, is, according to the endorsement, for children's stockings:

				£	s.	d.
1	p	Cotton hose	..	..	0	1 3
3	pr	do	16	..	0	4 0
3	p	do	18	..	0	4 6
6	p	do	18	..	0	9 0
24.	6 p	Youths do	16	..	0	8 0
	4 p	do	18	..	0	6 0
						9
						1 12 9

Rec<sup>d</sup> Feb: 5: 1763 the Contents of this Bill in full for Messrs Wm & H: Parson, p James South.

A curious invoice form is that of *Henry Elsley*, a name well known and still surviving in Guildford; it is printed and was probably also used as a trade-card.

On the back is the following:

"Recd Sep<sup>t</sup> 9th 1768 the Sum of four shillings for A Japand Lam (? lamp) by H. Elsley."

The Right Hon<sup>ble</sup> Sir William Guildford July 22<sup>nd</sup> 1762

Bo of William & Henry Parson  
 DRAPERS, MERCERS, & UNDERTAKERS.

1/2 Colton hose	26	1	3
1/2 Colton	18	4	—
1/2 Colton	18	4	6
1/2 Colton	18	9	—
24 6/8 <sup>th</sup> youth's G <sup>o</sup>	16	8	—
3/4 1/2 <sup>o</sup>	18	6	—
		<u>1</u>	<u>12</u>
			9

Rec<sup>d</sup> Feb. 5. 1763 the contents of this Bill in full

(a) Parsons, of Guildford

Thomas Davis  
 Late of Guildford, now at Godalming.  
**SURREY**  
 Surveyor of  
 LAND and TIMBER  
 Sets out and Sells Timber by View, or  
 Measure, and views and values Timber,  
 Underwoods &c. on Estates sold.  
 Likewise,  
 Plans of Estates neatly drawn on vellum,  
 and reduced to any size with proper  
 References for a Book.  
**ESTATES**  
 Bought, Sold, or Carefully  
 Look'd after.

(b) Davis, of Godalming

to face p. 76

HENRY ELSLEY,  
TIN-PLATE-WORKER,

Three doors below the *Town-Hall*,

I N

*GUILDFORD, SURREY,*

Makes, Mends and Sells all Sorts of Tin Ware,  
Wholesale and Retail at Reasonable rates.

The form used by *Thomas Davis*, Plate VI (b), surveyor, of Godalming, late of Guildford, is somewhat unusual and covers the whole of one side of the paper. It was doubtless used for accounts, although in this case there is a schedule, on the back, of a survey at Shillinglee carried out for the then Lord Winter-ton; by whom the date, July 22, 1767, has been added in pencil. It is worth recording in full:

*M. F. Rods.*

From the Park gate at the County hedge next Chiddingfold to the hither side of the Bridleway to ye new Build <sup>gs</sup> is	..	0	5	0
From D <sup>o</sup> Gate to the Center of the new in- tended Road is	..	..	..	..
		0	5	12

The Mean width of the said Road is 2 Rod wide.

The Length of the New intended Road from Manor hill Coppice to the Meet <sup>s</sup> in Fisher Lane is	..	..	..	..	..	1	1	4
The Old road is	..	..	..	..	..	0	7	21
						0	1	23

Evidently this report was not satisfactory, for Lord

Winterton has written at the foot:

“ Mr Davis is desired to revise this Acct & his Plan & signify what is the Meaning of the third Line, or the 7F.21R as also whether there be any & what Difference in the Length of the old & new Roads beginning at the Bridle Gate & ending at the Meeting of the two Roads leading to Chiddingfold.”

These Bill-headings make a fascinating study, and afford much information concerning the Shops and Inns to which they relate. They have not been found frequently; but the archives of old county families, as in the case of Lord Winterton, may yet furnish valuable additions; which the fortunate owners will, it is hoped, permit to be reproduced in these pages. There are already known several collections in Libraries and in private hands which, it is hoped, may be dealt with in a future volume.