

# Frederick Hallam: Grocer and Corn Merchant, Moseley

## Preface

The shop on the corner of Victoria Parade and Salisbury Road was occupied by Boots the Chemists for more than 100 years until they closed in 2020. Previously the shop had been owned and occupied by Frederick Elias Hallam, a corn merchant and grocer, who also owned a shop at 521 Moseley Road, Balsall Heath (close to Edward Road). Frederick was an Alderman for Balsall Heath but was drowned in a tragic accident off the North Wales coast in 1904. After his death the business seems to have been taken over by his sons Frederick and Arthur. It appears that the shops may have been sold by auction in July 1907 to pay off debts accrued in the estate of Frederick Hallam, at which point Boots may have purchased the property. The shops list states that Boots set up business there in 1908.

Frederick Elias Hallam married Ellen Bladon at St. Mary's Moseley in 1872 and the couple had 11 children, of whom 5 died before adulthood. Their son Howard (born 1887), a 2<sup>nd</sup> Lieutenant in the 1<sup>st</sup>/6<sup>th</sup> battalion Royal Warwickshire Regiment, was killed at Passchendaele on 4<sup>th</sup> October 1917.

The following article by Helena Bladon Coney, whose great great grandfather William Bladon was the brother of Ellen Hallam (nee Bladon), provides more information about the lives of Frederick Hallam and his family and includes interesting pictures of Frederick Hallam's grocery shop on Victoria Parade as it once appeared with its original architectural embellishments before it was unfortunately modernised by Boots.

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## Article by Helena Bladon Coney

The 2020 Annual Report from the Moseley Society History Group included an item on Boots the chemist on Alcester Road, Moseley Village. It stated the premises had previously been occupied by Frederick Hallam a corn merchant and he had drowned in 1904. Frederick Elias Hallam was married to Ellen a sister of my great great grandfather William Bladon. I had some information on the Hallam family but research had shown his grocer and corn merchant business was located at 237 and 521 Moseley Road Balsall Heath. In addition, Frederick was an Alderman for Balsall Heath ward when he died and the family was always referred to as living at Balsall Heath. They did however worship at St Mary's in Moseley which was the Bladon family church and Ellen's sister Mary Ann was the headmistress of St Mary's Church of England school at Moseley.

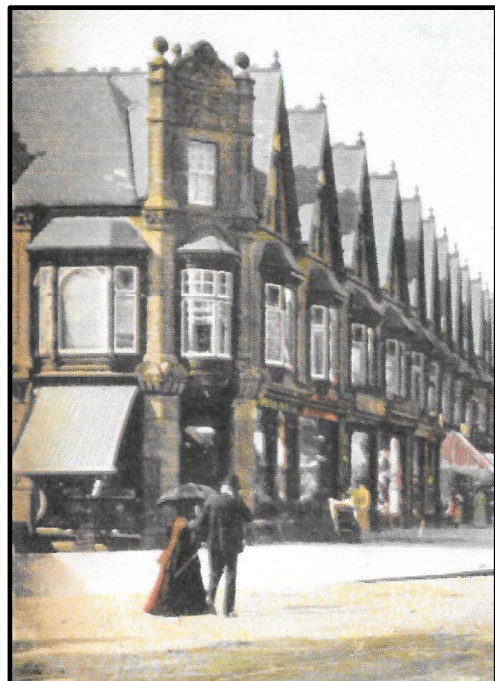
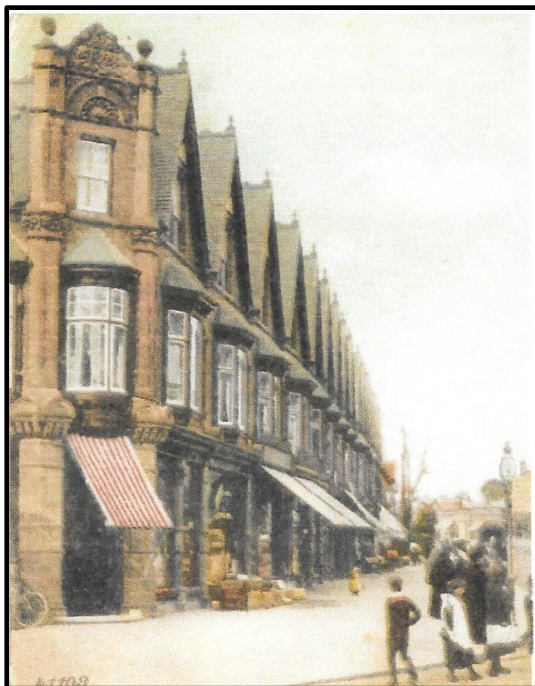
Emailed Jan Berry to ask for further information and included my own findings. Jan also enlisted the help of William McCabe from Balsall Heath History Society as I'd also asked for help with Frederick's son Howard who was killed at Ypres.

## Frederick Elias Hallam



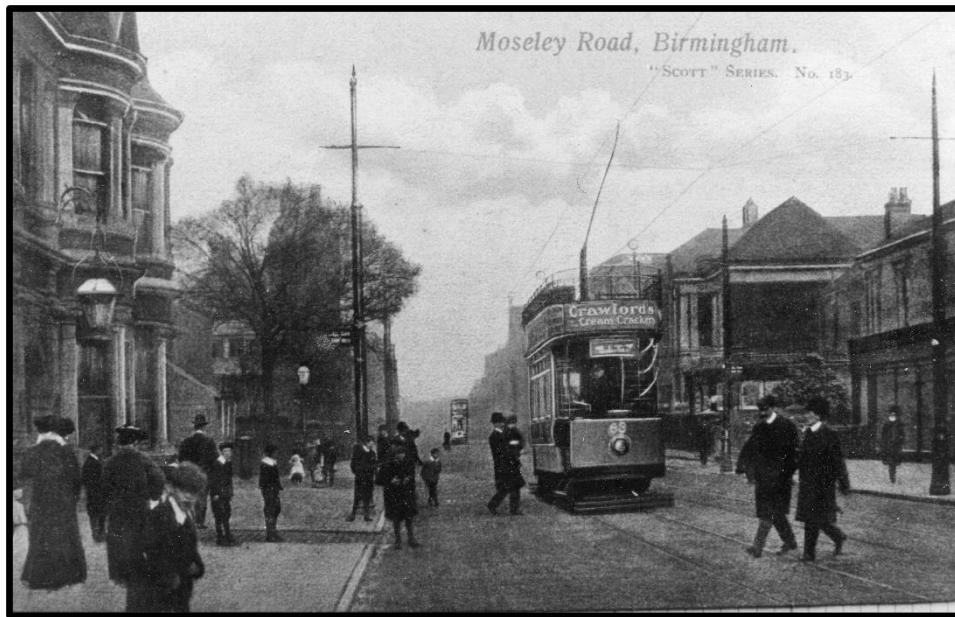
This didn't seem to be a straight forward enquiry! 237 Moseley Road (Claremont Cottage) later changed to 521 in the mid 1890's and appeared to be in a similar location (around Edward Road) The conclusion William came to was that Moseley Road was renumbered when Balsall Heath became part of the City of Birmingham in 1892. There also appeared to be a FE Hallam trading as a grocer and corn dealer in Alcester Road and after Frederick died.

## Hallam's Shop, Moseley Village, early 1900s



The Birmingham Rate books on Ancestry showed:-

- 1896 521 Moseley Road owner FE Hallam and occupier FE Hallam (House)
- 1896 523 Moseley Road owner FE Hallam, rented to John Hallam shop (His son was 19 by now. Was he running the shop before becoming a solicitor?)
- 1901 516 Moseley Road rented to FE Hallam, owner Henry Grigg
- 1901 521 & 523 Moseley Road owner and occupier FE Hallam house (521) shop (523)
- 1906 127 & 129 Alcester Road, shop owner Ellen Hallam
- 1911 178 Alcester Road, shop FG and Arthur Hallam
- 1911 523 Moseley Road, shop rented to FG and Arthur Hallam, owner Boots
- 1912 521 & 523 Moseley Road, shop rented to FG and Arthur Hallam. Owners Boots Ltd



After a lot of Emails, listing trade directory entries and rate books, the mystery was solved and added more information about this branch to my family. This to me is just as important as birth, marriage and death dates and reveals an insight into their lives.

The information that solved the mystery was a search in the newspapers on Find My Past. I found an article dated 3<sup>rd</sup> May 1907 (2 ½ years after Frederick's death) stating that a meeting of the creditors of the trustees of Alderman FE Hallam grocer of Moseley Road had taken place. There were liabilities of £7,772 and assets of £4,719 with a deficiency of £3,107. Since his death the business had been conducted by two of his sons. Two months later on 20<sup>th</sup> July was another notice of an auction to be held at the Grand Hotel, Colmore Row, Birmingham by the executors of FE Hallam grocer and provision dealer, wine and seed merchant, corn and seed factor and florist. Lot A was a dwelling house, shop, warehouse and stabling 521 and 523 Moseley Road on the corner of Edward Street. Lot B was retail shops 127 and 129 Alcester Road on the corner of Salisbury Road, with a lease for 90 years and rent of £27 10s. Finally, lot C were the fixtures and trade effects. This was the proof beyond doubt that Frederick had more than one shop and the Alcester Road (later Boots the chemist) was also the location of his business.

Without the newspaper advert, we would have been relying on speculation that Frederick's business also included a shop on Alcester Road. Newspapers are an often forgotten source of information and now it is easier than ever to conduct searches with them being digitised.

Information in the newspapers certainly adds flesh to the bones of one's ancestors and in some cases provides information not found elsewhere or can provide the information (birth, marriage or death) cheaper than a certificate!

Frederick was buried in the family grave at St Mary's Moseley which is also the final resting place for his wife Ellen and six of their children. Despite the grave inscription being recorded by the BMSGH, the stone does not appear to be there today (I've looked on three separate occasions), if anyone does find it (along with the one for the Onley family (Ellen's sister Elizabeth married James Onley) and can send me a photo I'd be grateful. The stone reads:-

*In loving memory of Ellen Edith only daughter of Frederick Ellis and Ellen Hallam of Moseley Road. Born 2nd June 1881 died February 8th 1885.*

*Arthur Hallam died 23rd January 1967 age 83.*

*In loving memory of Howard who was killed in action at Passechendale 4th October 1917 age 30.*

*Also of Leslie Hallam who died 8th March 1914 age 22.*

*In loving memory of Frederick Ellis Hallam Alderman of the city of Birmingham born 26th February 1851 died 7th September 1904.*

*Also of Ellen Hallam widow of the above who died 22nd April 1919 age 66.*

*In loving memory of Charles second son of FE and E Hallam born 3rd October 1875 died 16th September 1889.*

*Also of Percy who died 15th April 19908 age 12 years.*

*St Mary Moseley*

So to summarise, Frederick Elias Hallam ran a grocers, seed merchant, corn dealer shop on Moseley Road. The family lived at 237 (Claremont Cottage) which later became 521. His shops were located on Moseley Road at various locations (516 (formally 236), 523, 291) and Alcester Road (127, 129, 172 and 178). At his death he owned 521 and 523 Moseley Road and 127 and 129 Alcester Road. His sons Frederick George and Arthur continued to run the business after his death.

**Frederick Elias HALLAM**, son of John HALLAM and Catherine Jane HILL, was born on 26 February 1851 in 32 Harrison Street, St Pancras, Middlesex. He married **Ellen BLADON** on 6 August 1872 in St Mary, Moseley, Worcestershire. He appeared in the census in 1881 in 237 Moseley Road Balsall Heath. He appeared in the census in 1891 in 237 Moseley Road Balsall Heath. He appeared in the census in 1901 in 521 Moseley Road, Balsall Heath. He drowned at Prestatyn Flintshire on 7 September 1904. He was buried on 12 September 1904 in St Mary Moseley.

Ellen BLADON, daughter of William BLADON (1817-1869) and Sarah POOL (1813-1888), was born in 1852 in Kings Heath, Worcestershire. She was baptised on 3 September 1852 in St Mary Moseley. She appeared in the census in 1861 in Alcester Road, Kings Heath. She appeared in the census in 1871 in Alcester Road. She appeared in the census in 1911 in 24 Strensham Road, Balsall Heath. She died on 22 April 1919 in 93 Springfield Road, Moseley. She was buried on 25 April 1919 in St Mary Moseley.

#### **Children:-**

Frederick George HALLAM (1873-1939). *He was a Grocer.*

Charles HALLAM (1875-1889). *He died of Phthisis on 13 October 1889 in 237 Moseley Road.*

John William HALLAM (1877-1932). *He married **Beatrice Helen MINTON** in 1917 in Kings Norton, Worcestershire. He was a Partner Solicitor at Ansell and Sherwin solicitors. He died of Sleeping Sickness and cyanide poisoning - Suicide while of unsound mind on 4 June 1932 in 233 Monyhull Hall Road.*

Hubert HALLAM (1879-1895). *He died of Spinal Caries, Lardaceous disease and*

exhaustion on 16 September 1895 in Eddlestone House, Prestatyn, St Asaph, Flintshire, Wales.

Ellen Edith HALLAM (1881-1885). *She died of Tuberculosis and Meningitis on 8 February 1885 in 237 Moseley Road.*

Arthur HALLAM (1883-1967). *He married **Kate Emma LEA** on 22 July 1908 in St Thomas In The Moors, Balsall Heath, Worcestershire. He died on 23 January 1967 in Droxford, Hampshire.*

Clifford HALLAM (1885-1962). *On 20 Sep 1907 he left London aboard The Ophir for Sydney a voyage of 56 days. He married **Emily Elizabeth SISMEY** on 13 April 1911 in St Barnabus, Mount Eden, Auckland, New Zealand. He died on 19 April 1962 in Mount Albert, New Zealand.*

Howard HALLAM (1887-1917). *He was a 2nd Lieutenant 1st/6th Btn Royal Warwickshire Regiment & Insurance Clerk. He was killed by a shell on 4 October 1917 in Passchendaele, Belgium. He was buried in Tyne Cote Cemetery, Zonnebeke, Belgium.*

George HALLAM (1889-1969). *He married **Dorothy Jane MINTON** in 1917 in Kings Norton. He died on 1 July 1969 in Eastbourne, Sussex. Lloyds Bank Gen Manager Ass Head Office London.*

Leslie HALLAM (1892-1914). *He was an insurance clerk. He died of Cerebral Haemorrhage on 8 March 1914 in 24 Strensham Road.*

Percy HALLAM (1895-1908) *He died of Shock from burns - accidental death on 15 April 1908 in 24 Strensham Road.*

## Helena Bladon Coney

MY BLADON FAMILY HISTORY WEB SITE

<https://bladonfamilyhistory.wordpress.com>