

A HISTORY OF LOVIBOND & SONS LTD.

F.P.F. EDWARDS

Forward

This is by way of an explanation of the background to the compilation of this history. The author worked at Lovibonds from 1944, starting as Office Boy and later working in the stores for a couple of years and then in the Wine Department until Greenwich closed, then transferred to Geo. Idle Courtney as duty paid warehouse and distribution manager at the Wapping Depot, leaving the company when they moved to Cicklewood.

The compilation started about twenty years ago when I discovered that there was very little information about the company in the Local History Room archives. At the time I approached Anthony Lovibond who was very helpful and gave me a complete list of the Salisbury Pubs and also loaned me the price lists for every 10th year prior to 1936.

I obtained a lot of information from ex-employees of the company, sadly most of whom are now deceased. Namely, Bob Spiers (Cooper) and his wife Hilda, (Secretary to the directors during the war), Sid Beard, (Company Secretary) Branch Managers: Baltus, Walker, Cherie Smith, also Alf Mortlock (Driver at Kingston Branch) and Vic Shepherd (Chairman's chauffeur). I have also received a lot of help from the following record offices, always in a very courteous and helpful manner; Greenwich Local History Room, Salisbury Muniment Room, Wiltshire & Somerset record offices and the Local History Sections of the Hammersmith and Fulham, Henley on Thames, and Bexley Libraries. The Public Record Offices, census returns, etc. and numerous directories. Then the late Mr Brown of the Greenwich Building Society, Charrington's and Mr Ives for the information on the Golden Hive. The Brewer's

Society, Jon Broom of Allied Brewers Pension Trust Ltd., and Barry Stone of Davy & Co.

It has taken so long to complete mainly because I took it in a leisurely manner and it is also difficult to know when to stop and say that is enough. I do not doubt that deeper research could fill in other small details. There were so many other employees who played important parts in the development and daily running of the company, some of whom I know about but I have had to restrict the biographies to the Board members. To all of the others I must apologise. Over the years so many people worked at Lovibonds some for almost a lifetime others just short times, it was that sort of company.

I must also thank Mr A.D. Lovibond for his kind help and suggestions in the final compilation.

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John Lovibond & Sons Ltd. - the early years

The first price list issued by the newly formed Limited company in 1896 shows, 'Established in 1849' whilst in a letter in the 1916 list it talks of 'Serving the public since 1834'. In the 1936 list the date of establishment is given as 1831 and in the later years this was always the date shown. Anthony Lovibond, the final Chairman of the company, believed that John Locke senior, started brewing in the West Country, (Frome, Somerset) in 1834. He then moved to Greenwich in 1847, possibly setting up a brewery at Salisbury which he left his son, Joseph Williams Lovibond to run. It is fairly certain that the 1831 date came when Walkley, later Company Secretary, researched in 1930, the early days and took

the year when Henry Lovibond commenced business which was 1831. This was convenient at the time, as it then meant that the centenary of the company could be celebrated in 1931.

What is certain is that in 1847 John Locke Lovibond brought his family to Greenwich and bought the Nag's Head Brewery at Esther Place, Bridge Street, Greenwich. It is believed that he bought the premises from a Mr Peacock who possibly had established a brewery there already. The directories show that a Jas. Peacock was in business in Bridge Street as a Beer Seller prior to 1847.

In these days the business would not have been off licences but would have entailed supplying beer direct to public houses and also building up a business supplying on a regular basis direct to the large and smaller private households in the Greenwich area. This type of business was universally known as 'Family Brewers' very much as in those days butchers were always 'Purveyors of high class meats'. He would have employed draymen for deliveries, the 1861 shows Charles Blows, Brewers Drayman, living at 6 Bridge Street next door to John Locke junior, who is described as Brewers Traveller. So he and his brother Edward would have been at this time salesmen going around to local hostelrys and the bigger Victorian families obtaining new business. They probably owned a few local public houses, they certainly had the Nag's Head which was adjacent to, and gave it's name to, the Brewery. Also the 1864 rates books show that they owned Cellars, Stabling and a house in Stockwell Street, Greenwich.

In 1865 the business was moved to Greenwich High Road, where a new brewery was built on land purchased from the London & Greenwich Railway. Premises were retained at Bridge Street notably malting facilities.

In 1872 John Locke senior retired from the business and moved to his farm at Starts Hill, Orpington. A partnership was set up between the four sons of John Locke Senior, namely, John Locke junior, Joseph Williams, Edward and Thomas Watson Lovibond. The partnership traded as John Lovibond & Sons, Greenwich and Joseph Williams Lovibond, Salisbury.

On 8 January 1876 they registered their trade mark as a bundle of wood. Later there was speculation as to

whether this was intended to be a bunch of Hop Sticks representing brewing, or the symbolism of a united force, 'United we stand divided we fall' or perhaps some connection with the timber trade. There were these connections through marriage but it is difficult to see a close enough connection to warrant a part of the family using it as their trade mark. Another story was that originally they used to sell firewood at the same time as selling beer, but even if true, which I doubt, it is a rather tenuous connection.

In 1880 Thomas Watson Lovibond left the partnership to take up an appointment in Newcastle on Tyne. The business was continuing to expand and change. In 1882 directories show that they now owned four depots and by 1887 this had increased to 15 depots. It is believed that these operated partly as shops but were essentially stores from which deliveries were made locally thus expanding the area of coverage.

In 1890 John Locke Lovibond junior died and as he had been a great driving force behind the partnership working hard to expand the business he was missed. By this time Edward Andrew, son of Edward, was working for the company.

In 1896 it was decided that the company should become a 'Limited Company' thus giving greater stability than an ever changing partnership. The two trading partnerships at Greenwich and Salisbury were incorporated and with a reputed value of £190,000 commenced trading as John Lovibond & Sons Ltd. The directors of the new company were Chairman, Joseph Williams Lovibond; Directors, Edward Lovibond and his son Edward Andrew Lovibond.

At about this time Edward started to take less interest in the day to day running of the company and the Greenwich side of the business was left mainly to Edward Andrew whilst Joseph Williams managed the Salisbury end of the operation. After the launch of the new company the first printed price list was issued in 1896. This shows that the branches had increased to 19 and extended, north to Waltham Cross, west to Kingston upon Thames and Windsor; down to Guildford, Croydon, Bromley and Bexley Heath as well as places in London; Acton, Brixton, Clapham Junction, Chelsea, Hammersmith, Kennington, Stamford Hill and Woolwich, as well as five Salisbury

depots; two in Salisbury, one each in Southampton, Andover and West Wellow.

They describe the company as Family Brewers, Maltsters, Wine, Spirit & Bottled Beer Merchants and Aerated Water Manufacturers. The list contains a comprehensive inventory of products under all of these headings, so there must have been quite large departments to produce the goods. We know that the beer side was large as well as a self contained Mineral Water Factory and it is obvious that the Wine and Spirit Department must have been large enough to have coped with the extensive range that is quoted. Most of it bottled and stored at Greenwich. Clarets, Burgundy, Champagne, Australian, Californian, Italian, Port and Sherry as well as many other wines are quoted. Starting at 1/- (5p) per bottle for British Wine. Claret starts at 12/- (60p) per dozen, (a sign of snobbery?) and rises to Finer Vintages at 90/- (£4.50p) per dozen.

In 1897/98 improvements were made to the Brewery at Greenwich. Basement floors were renewed and the yard at the rear of the offices was covered with a glass roof and there was a cellar extension built under part of the fore court. In 1900 Mark Poore became Managing Director and took over the day to day running of Greenwich. Whilst E.A. Lovibond supervised the shops and general company policy. Also at this time The company purchased Hoxton Brewery. In 1901 Joseph Locke Lovibond, a son of Edward, was elected to the board and went to help his Uncle and Godfather at Salisbury. 1902 saw the purchase of Henry Lovibond & Sons Ltd. Frederick Williams Lovibond, another son of Edward, was made the manager at the Cannon Brewery, Fulham and a new shop was built alongside the brewery.

On 3 March 1902 Edward Lovibond died. By 1906 The price list shows that the branches had increased to 32 in total. The Greenwich branches now extending as far as Chatham (Kent), Hastings (Sussex) and Farnborough (Hampshire) whilst Salisbury has acquired a branch at Bristol.

1909 saw the closure of the brewery at Fulham. A wall was built enclosing the shop and stable area alongside so that the shop could continue whilst the rest of the premises were leased to Telfers who were meat pie manufacturers. This arrangement continued until the mid 1930s when the premises were sold to Telfers who were

by then a subsidiary of Lyons. There has also been a suggestion that the Fulham Brewery was used as an aircraft factory during the First World War. The ten years from 1906 to 1916 show that a lot of reorganisation occurred. From the 1916 list of branches we see that the list has increased from 32 to 35, but it is not as simple as this for closer scrutiny shows that five shops have gone and been replaced by seven new ones. 1916 also saw the purchase of Ives Bros. at Henley.

Times were difficult at this time. The war had been going on for two years, many staff had gone into the army, zeppelin raids were taking place and the government brought in very strict changes in the licensing laws. A very illuminating letter to customers that formed part of the 1916 price list shows the feelings of the company at the time.

Dear Sir or Madam,

April 1916

It is with great regret that we now have to inform you that the liquor control board have issued fresh Regulations which come into force on Monday, 17th April.

These are a further very serious encroachment on your rights and liberties at home, and add very greatly to the inconvenience which the Board has already caused you, and to the expense and inconvenience it is showering upon us.

It is impossible for any ordinary person to understand how such regulations, causing all our customers so much unnecessary trouble and annoyance, can assist the production of munitions or the conduct of the war.

It has been the privilege of the Lovibond Family to supply households with Ale and Stout for consumption with their meals and at home since the year 1834, and during the whole of that period it has always been considered by impartial people the most reasonable and proper form of supply, and it is very difficult to understand why the Liquor Control Board should have singled out your ordinary household requirements for their most persistent attack.

The Control Board's original regulations prevented us from starting on our rounds to deliver your Beer in the shortest and darkest days of the year until 12 o'clock; this in itself could, of course, have no possible effect on the consumption of alcohol, but was a direct and useless blow at our trade,

resulting in accidents as well as annoyance to all our customers. The next batch of regulations forbade us to give you credit, compelled us to call on you twice, once for the money and once to deliver the goods and take your orders, and at a time when labour was unprocurable and everybody was recommended to economise, compelled us to employ two persons to do one person's work.

The new Regulations which come into force on the 17th April will prevent us from calling upon you at all for orders or cash. We may not provide you with an Order Form, and whenever you now require deliveries of Beer to consume with your meals it will be necessary for you to send us your order to the licensed premises, together with the money, before we even dare despatch to your house such harmless and necessary goods as Ale or Stout.

Having endeavoured to serve our customers faithfully for all these years, we sincerely hope that at this difficult time you may accord to us your kind assistance so that we may not lose your valued custom. We append a list of all the addresses of our branches, and should you find it more convenient to call at any of them and pay for your goods it will give us great pleasure to execute any orders you may entrust to us in that way, failing which it will be necessary for you to send us the money by post.

Should you decide to post your orders to us, in order that we may share the expense with you during this terrible war, if you deduct one penny for postage from any amounts that you may send with your orders it will give us pleasure to allow the same.

Many of our customers have found it most convenient to open a Deposit Account with us, and we feel sure that on consideration this method of meeting the difficulty will commend itself to you. Particulars shall be sent you on application.

With sincere thanks for your valued custom in the past and hoping that we may continue to have the pleasure of serving you in the future, we beg to remain,

Yours faithfully John Lovibond & Sons Ltd.

I think that it is worth quoting this letter in full because of the great effect that these regulations had upon the method of trading for the company. Until this time a considerable amount of the trade was done by a drayman going around door to door calling on regular

customers and asking what they required that day and supplying it there and then. Rather like the milkman's round today. With the new regulations a lot of this changed, daily deliveries continued for quite a long time afterwards and indeed at certain branches never actually stopped, it was just the type of customer that changed. The delivery customer developed from the big private house into 'Wholesale' customers, Clubs, Canteens and large firms. Part of this was also due to changing social patterns that came about when the war ended. Whatever, it was the enactment of the new regulations that really saw the 'Off Licence' come into its own.

During the war it is believed that over a thousand barrels of Lovibonds beer were shipped to France for the use of the troops.

Just before the war ended Joseph Williams Lovibond died on 21 April 1918. Edward Andrew Lovibond became Chairman and Frederick Williams Lovibond became a Director. After the war finished most of the employees who had 'Gone to war' returned to take up their old jobs. Among these were Stapeley, the Transport Manager, who served at Gallipoli and Ernie Nott who served in France. There were others but I have not been able find their details. A new employee who joined at this time was J.W. Beeston who came from service in the war and took the job of Wine & Spirit Manager. Henry Ryder was the Brewer in 1919 and he remained until 1923, when Tilden Eldridge replaced him. The years following the war saw a few alterations in the premises at Greenwich. 1920 saw the erection of an army hut in the backfield for use as a Coopers Shop. In 1925 the cellar under the forecourt was enlarged to encompass the whole forecourt, this was for the use of the Wine Dept and also included new stone steps to the entrance of No.165. I recall that in the late 1940s a lorry driver tried to make a delivery to the offices with a heavy piece of machinery and when told that it could not be taken in at the front office and he would have to take it around to the yard at the back proceeded to roll it down the front steps taking a large chip out of every single step. This caused quite a rumpus and for weeks the talk was of the entire board of directors plus the Accountant, Transport Manager, Storekeeper and the somewhat mollified delivery driver all gathered around the steps inspecting the damage. I believe that the delivery firm settled a claim upon their insurance and the steps were practically replaced in the needed repairs.

The 1926 list shows that the shops have increased in total from 35 in 1915 to 50, four being shut and 19 new ones opened.

It was during the mid 1920s that several young lads joined the company all of whom were destined to become the top management of the company during the 1950s through the 1960s. Whether this was a planned move or that it just happened because they stayed with the firm is not now known.

These 'lads' were A.W. Briselden, Head Brewer; Sidney Beard, Company Secretary; Charles Walster, Head of the Wine & Spirit Department; Victor Thomas, in charge of all of the shops. Also during the 1920s period other young lads joined the company, mostly as van boys, and these were destined to form most of the foreman level of the company in later years, Jim Ackland, Garage Foreman; Tom Tyler, Wine Cellar Foreman; Bob Spiers, Foreman Cooper; Biederman, Foreman responsible for the collection and sorting of empty bottles. The 1920s also saw the demise of horse transport. The first wagon that Lovibonds had was a Steam Foden with a chain drive. Gradually as the combustion engine took over the horses were sold to Thomas Tilling and rented back as needed. The stables at Greenwich and also branches became garages. It is interesting that one horse was still in use until the end of the war in 1945. This was used to bring empty casks and cases from the Straightsmouth Yard to the Backfield and vice versa.

In 1928 Anthony Locke Lovibond also joined the company working in the office and later the Wine Department and Brewery.

In 1930 Mark Poore died and Kenneth Lecke Lovibond, son of E.A. Lovibond, became a director of the company. The 1930s were very difficult times for any company and Lovibonds fared no easier. They did come through it in very good shape however, due to what today would be called rationalisation. I remember being told by one of the staff that though times were hard the company managed to keep everyone in a job. It was during this time that the remaining premises at Bridge Street, Stockwell Street and the Fulham Brewery were all sold. I also believe that The Prudential Assurance Co. Ltd took a small portion of the shareholding which they retained until the company was sold in 1969. I gather that they never interfered with the management of the

company in all of those years. The 1936 list shows that as part of the rationalisation they increased the number of shops from 50 in 1926 to 71 in 1936, this entailed the closure of two and the acquisition of 22 others.

This period also entailed a large rebuilding at Greenwich with the front of 159 Greenwich High Road being rebuilt into a modern off licence and under the large forecourt a new cellar was built and linked to the existing cellars for the use, again, of the Wine Department. The rear was reinforced to make an Air Raid Shelter so the war must have been expected even as early as this although by the time the shop was completed it would have been into 1938 so these plans could have been added just before completion. A new staircase was added at the back of the building which was used as a clubroom by members of the staff Sports and Social Club. In 1938 Anthony Locke Lovibond was made a Director.

During the war years, 1939 to 1945, once again saw 'Young Men' of the company go away to fight the war in all three services as well as at least one of the more mature members being drafted into the National Fire Service and doing very sterling work in the blitz on the London Docks. This meant a large influx of women employees both in the office and factory. There was even one 'lady' lorry driver. Somewhere around this time Walkley became the Company Secretary. Up until this time the Company Secretary had been a Frederick Walter Hull, who had filled the position for a number of years on a part time basis.

1941 saw the death of Tilden Eldridge and A.W. Briselden became the Head Brewer. The assistant brewer was a young man named Arthur Golding.

During the Blitz a number of incendiary bombs fell on the Greenwich premises but due to the valiant efforts of the staff fire watching teams no serious damage was done. Although supplies of materials were in short supply the brewery was kept going at full steam supplying the shops with regular supplies of beer. A large quantity was also supplied to the army, particularly in the Salisbury and Aldershot areas.

Mineral water production was regulated by the Soft Drinks Industry and producers were not allowed to put their names on their products. These only being recog-

nised by an allocated code letter and number. Lovibond's code throughout the war was SD1 L88.

Of course there was no importation of Wines or Spirits which were in very short supply. Spirits were strictly rationed and Whisky was allocated by the Scotch whisky suppliers on a very strict quota basis, based upon the quantities bought before the war. This in turn was broken down into amounts supplied to individual branches prior to the war. This in turn was supposed to be supplied by the branch manager to the customers who bought whisky before the war. As a lot of them had gone away to the war or moved to be replaced by new customers the allocation became a little bit arbitrary to say the least. Limited quantities of gin were produced and also a thing called British Brandy. Wines that were in stock could be sold but had to carry a special label showing the governed retail price. Supplies of British Sherry & British Port Style were available in slightly better quantities although where the imported grape must came from to produce it I do not know.

1944 Saw the advent of the V1 flying bomb (Doodle Bug). These caused the most damage of the war to Lovibond's premises. First the Norbiton branch was bombed, then the Deptford, Idonia Street, followed by the Clapham Junction Shop. Greenwich also came in for a battering. At least two dropped just outside the rear boundary causing a lot of blast damage to both the brewery and the garage and Mineral water Factory at the Norman Road end, Then a few days later on a Saturday lunchtime one fell on the edge of the Railway Station in Straightsmouth. I believe that there was a train in the station at the time and some people were injured. It demolished no 171 Greenwich High Road and further damaged the windows and ceilings of the adjacent buildings. The Watney pub, The King's Arms, on the corner was also damaged and never reopened as a pub but later was used by a company as an office.

The final bomb to affect the premises was the one that landed one afternoon on the block of terraced houses in between the 'Old Town Hall' now West Greenwich House and the Lovibond Shop at 159 G.H.R. This entirely demolished the row of houses and caused blast damage to the shop. The cellars which were being used as air raid shelters were filled with dust, but suffered no damage. Because the offices were so badly blasted with no windows and few ceilings the offices were temporar-

ily moved into the wine cellars under the forecourt of the buildings. The directors having small partitioned areas at the far end and the rest of the office staff occupying the remaining large area in what must have been a predecessor to the later popular open plan offices. How be it that being underground, they lacked the large glass windows of the modern version. This continued for a few months until the war damage was repaired on a temporary basis.

The brewery was out of operation for only a short time and with the help of part time staff mainly off duty firemen, brewing commenced again. I can recall that for some days there were large queues outside the shop awaiting supplies of beer.

Prior to all of this supplies continued to flow to the customers throughout Southern England and it is believed that supplies of Lovibond's Yeoman Ale and Stout were sent to France to supply the troops involved in the D Day invasion.

With the end of the war in 1945 the many staff who had gone away five years or so before started to return as they were demobbed. Before this became general the King and Queen made a tour of South London, as well as other districts in London. On this occasion the Greenwich High Road premises were bedecked with flags and the entire staff, Managers and Directors included, lined the forecourt to cheer as their Majesties car, also with the two Princesses, passed along the road.

The next few years saw the war damage repairs carried out and the ex-servicemen settling back into their various old jobs. Charles Walster returned from service in the Middle East to the Wine Department, Tom Tyler from the Fire Service to assistant wine cellar foreman, John Biederman from the army to empties foreman, Bill Free to the garage maintenance, Thomas from the Guards to Branches Supervisor, Jim Pearman was in overall charge of the branches from the late 1920s and he continued for a short time after the war until retiring in the 1950s when Thomas took his place with Ron James as his right hand man, Bob Spiers from the army to the Cooperage, George Snell from the RAF to the carpenters shop, A.L. Lovibond from the army to the board responsible mainly for the Wine Dept. Kenneth's son, John Ivan Lovibond, returned from service with the Indian Army to learn brewing There were many others

returning both to Greenwich as well as a number of branch managers whose wives had held the fort during the wartime. Most stayed on and settled down to civvy life but some did move on fairly quickly. 1948 saw the replacement of the brewery boilers. A new boiler house was built with a new chimney. This was sited -alongside the railway at the left hand side of the end of the lane that ran between nos 159 and 161 Greenwich High Road. The steam ran in overhead insulated pipes across the lane to the brewery.

1949 saw the retirement of J.W. Beeston who had been the Wine & Spirit Department Manager and Buyer since the early 1920s. His position was filled for a few years by his assistant P.E. Patterson who prior to joining the company had spent all of his life in the Wine Trade. After a few years he also retired and was replaced by Charles Richard Walster, who had joined the company in the mid 1920s as a boy.

1950 saw the retirement from the Board of Kenneth Lovibond. About this time there was an attempt to revive the Lovibonds Sports and Social Club, which had been very active throughout the 1920s and 1930s. In those days they had a regular cricket team and at one time, I was told, they even had a brass band. This attempt at revival in the early fifties got off to a good start with a few successful cricket matches between a few local teams and also some football matches. The cricket matches led to a tragedy when Stapely, the Transport Manager, had a heart attack and died at the wicket having just completed a run. Stapely had been with the company from before the first world war when he served at Gallipoli. As Transport Manager he was quite a disciplinarian known for his heavy brand of sarcasm. However he did have a sense of humour and in a quiet way was a practical joker. When his assistant returned from his honeymoon he found his desk littered with confetti and after acknowledging the joke as he went to brush it from the desk into the waste paper basket he discovered that the desk had been liberally covered with labelling glue before the confetti had been put on. It took several bowls of hot water to remove it before he could start work. On another occasion he put a huge pile of empty cartons in front of the door of the stores and kept ringing the bell until Beardshaw the Storekeeper came to answer it. Of course he could not get out of the door until he had moved the boxes. There was always a good natured rivalry between these two as

they joined the company within days of one another. After his sudden death in, his early fifties, he was greatly missed.

After this tragedy the sports club virtually ceased to operate although John Biederman continued to organise a brewery outing for a number of years. These were day coach trips to the sea usually Southend. Four coaches each loaded with Yeoman Ale and a stop halfway at a pub that allowed coaches. On arrival at Southend lunch was laid on at a seafront restaurant and after this everyone 'Did the town'. In those days coaches had to leave the town by 4.30 in the afternoon so this meant another stop on the return journey at another public house that had music and dancing. The coaches would finally arrive back at Greenwich at somewhere near Midnight. Whereupon some of the drivers would get out the vans and do a taxi service for some of the less local employees to say nothing of the by then less able members. A good time was had by all, if not Biederman would want to know the reason why. When it came to organising the outing John Biederman "Biddy" was a financial genius. For a year he collected a shilling a week from all participants, this was sixpence into a weekly raffle for Z1 the other sixpence was saved to your account. When the great day arrived your coach fare, lunch and drink on the coach were paid for at no extra cost and you were also handed a sum for spending money.

Joseph Locke Lovibond died on the 9 December 1952 and Spearing took over at Salisbury. 1953 saw John Ivan Lovibond elected to the board. Prior to this W.J. Burggy had retired, he had joined the company as a boy and retired after some 57-59 years aged 77. For a great number of these he had been the Company Accountant and Office Manager, having taken over sometime in the early 1920s. His assistant A.O. Doe took his place for a number of years.

1954 saw the death of the Chairman Edward Andrew Lovibond on the 28 March. Anthony Locke Lovibond was appointed Chairman and Managing Director and Walkley was brought onto the board as a Director as well as Company Secretary. Sometime after this Sidney Beard was made the accountant when Doe left and H.A. Richford was made Company Secretary. For a number of years he had worked for the solicitors that Lovibond's used and when the partnership split up, as he had been doing most of Lovibond's work with them, it was expe-

dient that he came to work for the Company and so he was appointed Company Secretary.

In this decade the beer side of the business was on the decline with the big brewing companies swallowing the little brewers and large brewers producing beer in a mechanised continuous process. It also saw the advent of 'keg' beer which hit the traditional cask beer sales and also continental style lager was on the increase. Wine sales were increasing and the Wine and Spirit Department was being strangled through lack of space at Greenwich. The brewery had a lot of surplus space but Customs and Excise regulations forbade the amalgamation of the two operations. Also I believe that The Brewing Industry regulations limited actual brewers from stocking and selling beers produced by brewers from outside of your own area. This meant that a shop that had a customer asking for a beer that he had tasted, say on holiday in another part of the country, could not be supplied with it. The public houses were also in need of refurbishing and updating, none of which had been done since the 1930s.

This all led to a decision to cease brewing and change the company image to that of 'Wine Merchants'. So in Late 1959 Lovibonds brewed it's last brew. The public houses were all sold, mostly to George's Brewery at Bristol, who were themselves 'taken over' within a month of the deal by Courages. The London two pubs were sold separately and the George at Yeovil was held back as it was being demolished in a road widening scheme that had been on the cards since before the war.

The money from these sales was put into a complete redevelopment of the Greenwich Brewery site to provide a modern up to date warehouse, loading banks, wine cellars and two automatic wine bottling lines as well as improved access in the rear yard and new offices for the Wine Department and a new demineralisation plant to produce large quantities of demineralised water for the breaking down of spirits before bottling, this replaced a very old still whose output was very limited and although only dealing with water it was subject to Customs and Excise control.

The demolition and rebuilding took about a year and when completed the company was fully equipped to cope with at least 200 shops.

Briselden, the Brewer, remained in charge of the purchasing and distribution of beers and mineral waters. Golding the Assistant Brewer left and went to work for a subsidiary of Young & Co. the Wandsworth brewers. The Mineral Water Factory remained in production although again this was a dying element as soft drinks were being dominated more and more by the big advertised brands. The Beer side was now entirely proprietary bottled and keg beers.

The wine sales were growing fast and although well known brands were coming to the fore, Lovibond's had always had a respected reputation for supplying good quality wines at respectable prices. About this time a Jennings became the Accountant. He was a fully qualified accountant and he came from the company's auditors, Deloites. Beard became Company Secretary and Richford was elected to the board as a Director. On 21 March 1961 Kenneth Locke Lovibond died. He had retired from the board some years before. On 22 February 1964 also H.E. Walkley died having been ill for a number of years and had been partially retired for a short time.

The acquisition of new branches continued apace and the existing branches were all revamped to conform with the Wine Merchant image. Times 'they were a changing' however, but the company continued to keep abreast of changing tastes and trading conditions. The abolition of retail price maintenance meant that changes had to be made. Cut price branded whiskies were particularly prevalent among the opposing off licenses. Supermarkets were beginning to open up but new style 'pile em high and sell em cheap' off licences were looked upon as the real danger to traditional trade. They started to spring up in profusion as licensing laws were changing and relaxing making it much easier to obtain a license. Lovibonds met these changes successfully. A new Cheaper priced whisky was launched called 'Vat 30' it was genuinely over ten years old. Over the years after the war Lovibond's had bought New Fillings of whisky from the distilleries in quantities that were offered by the distilleries. After the war these were initially small, but as each year went by they increased and as they increased the retail sales declined a bit and so very ample stocks of old whisky were built up. These stocks proved very useful at just the right time for price cutting. Also new cheaper wines were introduced and labels revamped. A

Hungarian range was introduced as well as a large range of Spanish Table Wines. They were all given separate brand names. This was in the days before the Common Market and it was permissible to describe certain wines as Spanish Burgundy, Chablis, Sauternes and Graves.

Lovibond's were one of the first companies to publish a list of white wines arranged in order of sweetness and included 35 wines starting at South African Hock at 8 shillings a bottle through to Ch. Rieussec 1959 Sauternes at 18 shillings per bottle.

At about this time also behind the scenes talks took place with at least two other traditional multiple wine shop companies. Companies usually thought of as the opposition. The purpose of these talks were to explore the possibility of forming a buying group that could obtain large discounts and cheaper prices from the big Brewers and Distillers. It was eventually abandoned as it was concluded that any savings gained would be lost in the administration of the scheme. Somewhere in the mid 1960s Jennings the accountant left and was replaced by the Chairman's son Mr Stephen Locke Lovibond who was a qualified Chartered Accountant.

The Company continued to grow expanding the branches and even employed an advertising agent to update the style of the price lists and even held a large tasting for customers in the cellars at Greenwich. This was really the first time in the company's history that there had been any attempt at large scale advertisement.

Then in August/September 1968 approaches were made to the board by Wine Ways Supermarkets Ltd. with a view to buying the shareholding of the company. Although the Company was making very good profits with more potential for expansion it was decided to accept their offer and sell the Company. It was felt that the future in ten years or so might not be so rosy and one of the larger shareholders already wished to exchange his shares for cash which would have meant bringing in outside finance and the family would have lost overall control so it was decided to accept the offer and for the family to pull out entirely. A report in the Financial Times says that it was a £2 million deal. The basis of the offer being 26 London Rubber ordinary shares worth 29s 6d each plus 30s ½d cash for each of the 55, 125

issued Lovibond shares. Lovibond's audited accounts for the year to 31 March last (1968) showed net tangible assets of 2.3m. and net profits after tax of 51,000.

A separate article in the same paper discusses the acquisition in more general terms and includes remarks from Anthony Lovibond saying that it was felt that it was time to get the protective strength of a larger company around them. Whilst the marriage was logical, it did have its odd sides. Wine Ways Supermarkets Ltd. was a growing infant based on the modern image of brightness, self service and lower prices. Lovibonds was a crusty, highly conservative chain. 'We felt that you had to be one or the other' says Lovibond, 'and we stayed conservative'. So what happens now? 'That's up to London Rubber', he says with a twinkle in his eye. 'But the idea of switching over to Wine Ways Supermarkets Ltd. type shops is exciting.' Wine Ways Supermarkets Ltd. were a wholly owned subsidiary of London Rubber Co. Geoffrey Mason, the managing director of Wine Ways had been in charge of London Rubber's Wine division for a number of years. Originally it was called Valentine Charles and they had a large number of shops throughout the country. When times started to change Mason got this idea of Wine Supermarkets. The premise was to stock only one hundred lines which could be bought in large quantities ensuring rock bottom prices which could be passed on to the customer. Shops would be self service and shops fitted out in glittering chrome shelves. Items would not necessarily be the same from week to week i.e.: if it was possible to buy say Teachers Whisky at low price one month and the next month it was dearer and say Haig was obtainable cheaper that month then Haig was the whisky on sale that month so there was not always continuity of products, which was a drawback to regular customers. The whole operation was organised by using London Rubber's computer. This was in itself an entirely modern idea as at this time very few companies had a computer and they were still fairly bulky. So to put this concept into operation it was decided to close a large quantity of the Valentine Charles Shops and convert the remainder to Wine Ways. At the time that Lovibonds was acquired there were 48 shops in the Wine Ways chain and 104 shops in the Lovibond Chain. One of the attractions of the deal was that Wine Ways were based in Northampton and as most of their shops were in London and the south they wanted a distribution depot in London. The Wine Ways concept of a distribution Depot was of a modern one

storey building fully racked with everything on pallets and extensive use of fork lift trucks. This would have entailed the complete demolition of the premises at Greenwich and it was soon discovered that the front buildings on Greenwich High Road were the subject of a conservation order. Soon after the Lovibond acquisition London Rubber bought GM Wine Supplies from Maxwell Joseph's Grand Metropolitan Hotels Group as then was. This was a conglomerate of small companies that had been drawn together, partly because they had various agencies and also with the original intention of forming a wine section to supply the Grand Met hotels. They had never been properly integrated at the time London Rubber bought them and this did in the short term prove to cause some problems. London Rubber's original intentions were to provide a buying section to supply Wine Ways as well as boosting profits from the agencies that the group had. These included Cusenier Liqueurs, Dows Port, Piper Heidsieck Champagne, Valdespino Sherries and Geiswieller Burgundies. Unfortunately most of the principals of the foreign companies were not too keen on the idea of being marketed in what they considered to be cut price shops and the Wine Ways Supermarkets Ltd. management clashed with the buying group which became Geo. Idle Courtney & Co. over the prices that were being asked so things did not go too smoothly from the start. Back to Lovibonds it was decided to convert all of the shops as quickly as possible and this meant that there were large quantities of wines and spirits which Wine Ways could not sell within the confines of their concept so it was decided to sell the stocks of Clarets, Burgundies and Vintage Ports in one enormous 'Million Pound Wine sale'. Which was done in the New Year. The other wines and spirits were grouped into price ranges and sold through the Wine Ways shops in 'Dump Baskets'.

When Greenwich was empty Wine Ways set up a depot in the warehouse and loading bays part of the building and Geo. Idle Courtney used the cellars and bottling lines for bottling and storage of large quantities of cheap fast moving wines. This continued for some months whilst seeking more suitable premises. Charles Walster was transferred to take over the full responsibility for warehousing, production and distribution in the Geo. Idle Courtney Group. Walster, born on 9 August 1912 joined Lovibonds on 19 October 1926. Apart from his war service in the Army, he spent his entire working life

with Lovibonds. Sadly he died rather suddenly in November 1969, nine months after taking up the appointment with Geo. Idle Courtney and before the full effect of his 43 years experience in the Wine and Spirit Trade could be brought to bear upon the new company. An obituary published in a trade magazine said that he possessed an experience, knowledge and skill in all aspects of handling wine, probably unrivalled in this country. He was notable for his unswerving integrity, both to his company and to wine-All who ever met him were impressed by his kind and generous personality. Soon after this sad loss, premises were found at Cricklewood in what had been the Handley Page Aircraft Factory. So the Greenwich premises were closed and sold to John Davy & Co. This effectively was the end of John Lovibond & Sons Ltd.

One postscript to this was that a couple of years or so after the move to Cricklewood the parent Company of London Rubber amalgamated with the Eucryl Toothpaste group and it was decided to dispose of the Wine side of the business and concentrate on the pharmaceutical and Durex products. Thus the Wine Ways Supermarkets Ltd. shops were all sold to The Victoria Wine Company and converted to their image and returned to the old style off licence. The Geo. Idle Courtney production side together with the four shops trading under the name of Andre Simon (see Belgravia shop) was sold to Cadbury Schweppes who at the time had large bottling commitments of Dubonnet. But with changing fashions this did not last very long and the Cricklewood premises were finally closed.

John Locke Lovibond, Senior

He was born in Huntspill/Highbridge, Somerset circa 1808 of well to do parents. The family is descended from John Locke, hence the second name of most of the family. John Locke was a Medical Doctor and Philosopher who merits ten pages in the Dictionary of National Biography. He was born in August 1632 at Wrington, Somerset, about ten miles from Bristol. He died in 1704 and is mainly remembered as being the confidential adviser to Lord Ashley later Earl of Shaftesbury from 1667 and also for his various philosophical treatises. It must be from his birthplace that 163 Greenwich High came to be named as Wrington Lodge. John Lovibond lived in Long Sutton, Somerset

for some years as his children were born there between 1831-1838. He is reputed to have started his first brewery in Frome, Somerset. In various Census returns places of birth of sons etc. show Langport, Load and he named his house Athelney these are all north of Yeovil and South of Frome. I have not managed to find any record of his brewery in the Somerset area but Anthony Lovibond was sure that he started near Frome. Then it is thought that he moved to Salisbury or perhaps started a second brewery there. What is certain is that he came to Greenwich circa 1847 and bought the Nags Head Brewery, Esther Place, Bridge Street, (Later Creek Road). He is said to have bought it from a Peacock. There was a James Peacock, who in the 1860s owned a brewery in Blackheath Vale, it is possible that he was the same Peacock. He built the brewery up with the help of his sons and indeed in the *Kentish Mercury* report of his sons death in 1890 it states that he bought the brewery for his sons. What is known is that around 1872 he bought a farm at Starts Hill, near Crofton, Orpington, Kent where he went to live and subsequently died there in 1886. Today there is a road off of Starts Hill named Lovibonds Avenue, which was certainly named after him.

John Locke Lovibond, Junior

He was born in 1830 at Long Sutton, Somerset the eldest son of John Senior. In the 1861 census he is living at 6 Bridge Street, Greenwich, listed as a public house and his profession is shown as Brewer's Traveller. In 1871 he is living at 1 Blue Stile, Greenwich High Road. In 1872 he became a partner with his three brothers and on the 4 October 1876 he was elected as a director to the board of the Greenwich Building Society, along with his brother Thomas Watson.

After a short illness John Locke died on 25 April 1890 aged 59, at 16 Portland Place, Brighton. He had moved there a couple of years before but continued to travel to the brewery several times a week even when he was ill. The management of the business devolved mainly upon his shoulders when his father and Thomas Watson moved away. It is said that his excellent tactics were successfully brought to bear upon the business until it evolved into the large business it was at the time of his death. For all of this he had other interests outside of the brewery. For many years he was Battalion-

Quartermaster to the 2nd Volunteer Battalion the Queen's Own Royal West Kent Regiment and was said to have given excellent service to the battalion as it's Quartermaster, an office entailing considerable clerical work. He was a member of the committee of the Miller Hospital and Royal West Kent Dispensary- and at one time was one of the wardens of St. Paul's Church, Greenwich.

He was buried in Shooters Hill Cemetery and the funeral was quite a large affair attended by many comrades of the battalion past and present and large numbers of employees again past and present all of which it was said showed that he was held in good esteem.

Joseph Williams Lovibond

He was born in 1833 at Long Sutton the third son of John Locke. It is believed that at the age of 13 he ran away to sea and became a cabin boy, sailing in the old windjammers. After a few voyages of this very rough life he dived overboard and swam through rough seas to an Australian harbour. In Australia he went gold prospecting and was lucky enough to make a strike. It seems however that he was not so lucky on leaving Australia as he reputedly lost his savings overboard when the gold fell out of his hat into the sea. At the age of 21 he joined his father and two brothers in the brewery business at Greenwich. In 1869, with his wife and family, he moved to Salisbury where he built a brewery. He soon became an important man in Salisbury and was twice appointed Mayor in 1877 and 1887, and served for many years as a City and County Magistrate. He ran this part of the operation until he died in 1918 and he became the first Chairman of the company when it became a limited company in 1896. He owned and lived at Lake House Salisbury as well as owning other properties around the Salisbury area including a cottage known as 'The Pleasaunce'.

He also invented and owned the patent on the Lovibond Tintometer which was an instrument used in the brewing industry in particular and is still extensively used in the food industry for checking the continuity of tint of colour in any given product. This instrument is still available today and is manufactured in Salisbury by descendants of Joseph Williams Lovibond and sold world wide.

Edward Lovibond

Was the fourth son of John Locke Senior. Born in 1835 at Long Sutton, Somerset, He was the fourth brother of the 1872 partnership. He lived at Esther Place and later Greenwich High Road. He died on 3 March 1902 at 8 Lansdowne Terrace, Eastbourne. Although still a director he had taken little active interest in the company since the early 1890s.

Thomas Watson Lovibond

Born in 1848 in Load, Somerset, He was a son of the original John Locke Lovibond by his second wife. He was a Fellow of the Institute of Chemistry, F.I.C. and Fellow of the Chemistry Society, F.C.S.

The 1871 census shows him in Greenwich at no 1 Blue Stile, and the 1881 census show him at 165 Greenwich High Road, I believe that these were the same premises as Blue Stile was on the same site in Greenwich High Road. He appears to have been a keen businessman as he became one of the original partners in John Lovibond & Sons when the partnership was set up in 1872. In 1873 he was appointed as auditor to the Greenwich Building Society and the minutes show that he attended most monthly board meetings until January 1885 when he retired, 'As he was moving to a distant part of the country'. In these days the rules governing building societies were some what different to today and they quite often loaned money on commercial ventures. Whilst in Greenwich Thomas appears to have invested in quite a bit of property in his own right although it is possible that some of it may have been as nominee for the partnership. He had the following loans from the Greenwich Building Society.

In 1877 £1,100 was advanced to T.W. Lovibond on the public house, Guildford Arms, Guildford Road, Greenwich. Presumably this is the Guildford Arms, now in Guildford Grove, just off of South Street. Although I cannot find any record that it was ever owned by Lovibonds I do know that at this sort of time they did have interests in local public houses. In 1877 & 1880 T.W. Lovibond also had a loan to buy houses in Friary Lane, Salisbury. It is likely that this was really J.W. Lovibond, (Joseph) who had the brewery in Salisbury. In June 1878 Thomas had a loan on the

'Crystal Palace' Public House, Tanners Hill, Deptford. He left Greenwich in 1885 to go to Newcastle where he managed a brewery owned by John Barras & Co Ltd.

An excerpt from *The Country Brewers Gazette* dated 20 February 1890 shows that The Newcastle Breweries Ltd. was formed with a capital of £400,000 by the amalgamation of John Barras & Co. Ltd. The Tyneside Brewery, Messrs W.H. Allisson of South Shields, J Allison & Co of Sunderland and Newcastle, Messrs Swinbourne of Gateshead and Messrs Carr of South Shields. The Managing Director was to be T.W. Lovibond F.I.C., F.C.S. The amalgamation was said to be a splendid one with good management and a splendid brewery at Newcastle and would give the company 174 freehold, leasehold and other licensed hotels, public houses and beer houses as well as a deal of unlicensed property of considerable value.

This proved to be the case as the company went on to become famed for its Newcastle Brown Ale, and eventually linked with other brewers to become Scottish & Newcastle Breweries. T.W. Lovibond was Chairman of the Brewers Society in 1899 and 1900.

He died at Newcastle on 9 May 1918. At this time his son, John, was a Major in the army but after the war in 1920 he joined the board of Newcastle Breweries. I have a photocopy of a letter from Andre Simon at 24, Mark Lane, London dated 4 January 1924 addressed to J.L. Lovibond Esq. The Newcastle Breweries Ltd., Haymarket, Newcastle on Tyne in which he is enclosing some slides which John needed for a lecture that he was giving. I like the antiquated formality of the closing of the letter which finishes:

With kind regards, and hoping to see you soon,
Believe me, My Dear Lovibond,
Yours sincerely,
Andre. L. Simon.

Apart from this it is interesting that John must have been interested enough in wine to have been giving a lecture in the subject. Unfortunately it is not clear to whom the lecture was being given. The other coincidental feature is the future link with Andre Simon's name in the 1970s at the Belgravia and Mayfair shops.

Joseph Locke Lovibond

Born in 1876 he was the son of Edward Lovibond and had as a godfather Joseph Williams. He became a director in 1901 and it seems likely that he went to work at Salisbury early on in his career. He was always associated with Salisbury and no one ever recalled him working at Greenwich although he was a familiar figure coming up regularly for Board meetings. He certainly assumed control when his Godfather died in 1918. As has been said elsewhere he very much ran the Salisbury operation as his own. As a character he was always considered a little eccentric, this probably stemmed from the fact that he was a dedicated vegetarian. I personally recall as the office boy at Greenwich I was asked to carry his suitcase to the railway station and when we got there he gave me 7d and said 'There you are lad, go and buy yourself an orange'.

He had other interests and in the mid 1920's he sat on a committee of the local council where he got an allowance voted so that photographs could be taken of buildings in and around Salisbury. These photographs are still available for inspection in the Muniment Room of Salisbury Record Office. Known as the Lovibond Collection it consists of 306 photographs professionally bound into six blue leather covered volumes. He also had interests in St. Francis of Assisi and a great interest in the Franciscan order.

He died in 1954 and in his will he left varying amounts of money to all members of the Salisbury staff including Mr & Mrs Smith mentioned elsewhere under the Salisbury Shops heading.

Frederick Williams Lovibond

Born in 1879 he was the son of Edward Lovibond and he was the manager at Henry Lovibond when J.L. & S. purchased it in 1902. He became a director of J.L. & S. in 1918 and in later years he lived at Hindhead and used to come to Greenwich for board meetings until he died in 1965.

Edward Andrew Lovibond

Born in 1865 the son of Edward, He became one of the first directors of the newly formed limited company in

1896. As his father was in ill health shortly after this and his uncle Joseph Williams was mostly at Salisbury most of the responsibility fell upon his shoulders. He lived in 169 Greenwich High Road for a number of years until he moved to Tadworth in Surrey from where he commuted daily in his car. He became Chairman in 1918 when Joseph died.

From about 1900 to 1930 Mark Poore was the Managing Director and as such had the control of the day to day running of the Brewery. Whilst Edward Andrew was immediately responsible for the shops, premises and the formation and implementation of company policy. It was said that it was always his wish that the company should have a hundred shops before he died. It is certain that he successfully brought the company through two wars and the depression in the 1930s.

He was on the board of governors of the Miller Hospital for many years and was also friendly with some of the directors of Seager Evans at Deptford Bridge and on occasions Lovibonds made use of their Bonded Warehouse facilities. He was a qualified brewer but very seldom got the opportunity to actually supervise a brew.

I have a letter from the late 'Vic' Shepherd who recalls that he was chauffeur to Lovibond, 'A truly fair and just gentleman who was a qualified brewer'. He adds that he first came to drive him in 1940 during the war and as he was lame (he was aged 75 and walked with a stick). It was essential that he had a car and the first car he remembers E.A.L. having was a Packard but it was so heavy on petrol that with wartime restrictions on petrol it had to be changed for a 10 H.P. Austin which later after the war was changed for a Wolsey with one of the first steering column gear changes. 'Vic' Shepherd was himself a bit of a 'Character'. A man small in stature, he was always cheerful and full of life and ready for a joke and a chat. He was proud of the fact that during the first war he was in The Royal Flying Corps driving a lorry in France throughout the conflict. When E.A.L. died as A.L.L. (the new Chairman) always liked to drive himself Shepherd came to work at Greenwich looking after the department that loaned glasses and preparing cigarettes and tobacco for dispatch to the branches. He retired when he reached 65 and enjoyed many years of as he put it 'Pottering in the garden and driving into Crowborough to get the shopping as his wife had difficulty in walking' and he often thought of those days of

‘driving a real Victorian Gentleman’. He died aged 80 in 1980. E.A. Lovibond died in 1954.

Mark Saurin Poore

He came to Lovibonds around the turn of the century to fill the post of Managing Director. He was the first director who was not a member of the Lovibond family and it is not known under what circumstances he came to get the job but he filled the post for 30 years until he died in 1930. He was another of these ‘Characters’ that seem to emerge every now and again. Apparently he was a fitness fanatic and would be seen going for a run along Greenwich Road to the park and back every morning, he must have been Greenwich’s first jogger. He was also a very keen cricketer and often coached some of the young lads in the back field. Lovibonds had quite a strong cricket team at this time and used to play locally. Mark Poore was also known as a bit of a martinet and the story was often told of the time when he saw a lad kicking a beer stopper across the yard. His voice was heard to bellow, ‘Hey lad! Bring that here, do you not realise that a stopper is worth a halfpenny’. Beer stoppers in those days were made of some sort of stone material and were washed and used time and time again. After this episode he had a tub put in the yard and heaven help any one found ignoring a stopper on the floor and not putting it into the tub for recycling. Bob Spiers, the Cooper, recalled the time when he was still serving his apprenticeship and outside coopers were called in to repair and move some of the large vats on the fermenting floor in the brewery. Mark Poore told Bob to go and watch what they were doing so that he could learn about it. This was anathema to a cooper who generally would only teach the secrets of his job to his own son and then only if he was an indentured apprentice. Bob under instruction used to go and watch them until they realised what this ‘young whippersnapper’ was up to and he and Mark Poore were told in no uncertain terms that the Coopers wanted no young lads snooping on them and if the job was to be completed he had better stay away. Such was the sway of the tradesmen’s fraternity that Bob was not allowed out of the Coopers Shop until the outside coopers had finished and gone.

Kenneth Locke Lovibond

He was the son of Edward Andrew Lovibond and he was made a Director in 1930. He was trained as a brewer and

during the first war served in the army in a cavalry regiment. During the second war he was an officer in the Home Guard as well as doing fire watching in the brewery. The story was told that during the Blitz when fire-bombs were falling on the brewery and the fire watching team of the night were in action someone picked one up and put it into a bucket of water where it promptly exploded and Kenneth had his eyebrows and half of his moustache burnt off. Everyone at the time seemed to think that this was a huge joke and indeed Kenneth saw the joke and was proud of his lack of eyebrows until they regrew. He retired from the Company in 1950 and died in 1961.

Anthony Locke Lovibond

He was the son of Edward Andrew and he joined the company in 1928 and became a Director in 1938. He trained in the Wine Trade and his great love was claret, although not a brewer he did supervise a brew and as he put it ‘It did not blow up’. During the war he served as a Major in the Princess Louise’s Kensington Rifles and spent a lot of time in Iceland. After his return to the company he became mainly responsible for the Wine & Spirit Department until his father died in 1954 when he became Chairman. He then successfully took the company through the trauma of changing direction to meet modern requirements. The discontinuation of brewing and the expansion of shops and the change of emphasis from brewers to Wine Merchants finally culminating in the transfer of the business to Wineways. Like his father he was always considered to be fair and a gentleman even in those changed times of more cut throat business.

He had a great interest in stamp collecting originally collecting Falkland Islands and later Paraguay before 1930, I recall that he advised me and another member of the staff that these were the stamps to collect as they were finely printed items and still available at very cheap prices. Needless to say I never took this advice and I believe that they have since appreciated substantially. He also had great interest in bird matching and often used to spend time on the North Kent Marshes studying the habits of the sea birds. Another interest was in Cars and motor racing, on occasions acting as a steward at Silverstone. For Quite a while he used to drive an A.C. which was later changed for a Jaguar in which he

would drive himself visiting the shops with one of the shop Supervisors.

He was also a director of Langley Distillery Ltd. This was a company based in Langley Green; near Birmingham and was a company owned by a conglomerate of brewers with the express purpose of supplying them with gin and vodka in bulk to enable them to market their own individual brand names independently of The Distillers Company which dominated the spirit trade at this time. Langley also had a large warehouse and this was used by Lovibonds, among others, for the storage and blending of mature whiskies in casks prior to being transferred to Greenwich for bottling. Tony Lovibond always retained his earlier interest in the Wine Department and almost every day he found time to visit the cellars. He could often be seen studying the layout and contents of a bin and when the annual stocktaking was being collated he often could point out that a certain bin had been counted wrongly because he knew that there was an extra bottle tucked in behind out of sight. On his visits to the cellar he would always have a word with any cellarman that he saw and knew them all by name. Tony Lovibond retired about a year after Wineways took over and died in 1989.

John Ivan Lovibond

He was the son of Kenneth Locke Lovibond and was made a Director in 1953. During the war he served as a Captain in The Indian Army and after the war he was in the Territorial Army in the Parachute Division. He trained as a brewer and originally was the director responsible for the beer side of the business. After Wineways took over he only agreed to stay on for three months and first bought a public house in Devon but soon gave it up and moved to the Scilly Isles where he ran a small pub cum guest house thoroughly enjoying the quiet friendly atmosphere. I recall that sometime in the mid 1970s When I was working at a Wine Merchants in Paddington I got a message that someone was in reception asking for me. When I went down it was John who told me that he just happened to be in that part of London for a few hours and thought he would look me up. We had a long chat for an hour or more, he was at this time living in St. Mary's and thoroughly enjoying himself. I remember him remi-

niscing that with the recent growth of CAMRA. Lovibonds, had it still been in existence, would have been in an ideal position to have recommenced brewing and produced an excellent 'Real Ale'. He died in 1992 in Alicante, Spain where I believe he went to live when he developed a terminal illness.

Henry Ernest Wallrley

He joined the Company sometime during the early 1920s and apparently soon came to the notice of the Directors. Quite what his position originally was seems a bit obscure but it is certain that by the early 1930s he was researching the origins of the company and it was him who placed the year of establishment as 1831. The use of the name Yeoman Ale and Stout was his brainwave. He was made Company Secretary in about 1939 and over the years I believe was responsible for influencing the boards decisions quite considerably. He was quite pedantic and produced and read the proofs of the price list over the years successfully seeing that they were produced without any errors. When he became ill in the 1960s and the list was produced, the proofs were read by three separate members of the company each finding small errors and a copy was sent to Walkley to proof read with all of the adjusted errors noted and everyone was quite smug that no more errors existed for Mr W. to find. It was returned with his comment 'You have all been SLOW' on page 23. Upon investigation there it was in bold type SLOW GIN instead of SLOE GIN. Such was the alertness and humour of the man even when ill in hospital. He was made a Director some years before this and he sadly died in Hither Green Hospital on 22 February 1964.

Sydney Beard

Beard joined the Company as an office boy in the late 1920s and for a number of years he was in charge of the office that collated the weekly returns from the branches and arranged the stock taking of branches. He later went to Manage Salisbury before it was closed. He became the assistant accountant for a time and was made Company Secretary when Richford became a Director in 1964. When the company was sold to Wine Ways he retired and went to live at Ferndown just outside Bournemouth.

H.A. Richford

He joined the company as Company Secretary at about the time that brewing ceased. He was well known to the company having worked for the companies Solicitors as, I believe, a legal clerk and as such had dealt with most of Lovibonds licensing applications and when the Solicitors partnership changed he left and came to Lovibonds offering continuity of advice. He it was who managed to get the redundant licence on the Philip Road, Peckham premises which were bombed during the war, transferred to the premises in Davies Street, Mayfair. This at a time when it was very difficult to get any new licence. When the company was sold he became Property Director for Wine Ways and I think, that when they ceased operations he went to a company called Liquorsave.

Lovibond Greenwich premises

Nag's Head Brewery, Bridge Street, Greenwich

1847 Directories do not show any Lovibonds.

1851 Census shows John Lovibond Senior aged 42 at 7 Esther Place.

1852, 1855, 1858 Directories show J.Lovibond, Nags Head Brewery, Bridge Street, Greenwich.

1861, 1864, 1866: Rate Books show that they paid rates on Brewery, Engine & Boiler Plant and premises in Cross Street.

John Locke Lovibond Junior Edward Lovibond
Joseph William Lovibond
all in houses in Esther Place.

Also 5 houses owned by John Senior in Thames Street & Little Thames Street, and Beer Shop vault and premises in Esther Place. By 1866 some of these appear as Cress Street. It would appear that they owned a small block of buildings which bordered these roads.

After they moved to Greenwich High Road they retained some of these premises, notably Maltings in Welland Street, Which they did not relinquish until the 1930,s. Also the Public house 'The Nags Head' after which the Brewery was named was in their possession at the turn of the century as plans exist of changes made in the layout of the bars at this time.

Rate Books for 1900 show the company paid rates on No's 30, 32, 34, Bridge Street, Malthouse, and Beer house no's 36 to 38 occupied by Charlotte Matthews. In 1865 Their Rateable value was 175 @ 4d in the pound paying £1.5s.

Most of this area was widely redeveloped after the war and now only Welland Street and part of Bridge Street remain although none of the original buildings are there.

159 Greenwich High Road, Vansittart House

I have not been able to pinpoint when Lovibonds aquired these premises. Directories show that in 1860 Mr Israel Marks was living here. I believe that he was a relation of John Lovibond Junior through marriage.

By 1866, Directories and the 1871 census show that the Rev. Sketchley vicar of St. Nicholas, Deptford and family were in residence.

1881 census shows John Gregg and family also Vicar of St. Nicholas Deptford living here.

I have not been able to find what happened next but it is fairly certain that Lovibonds owned the land at the back of this house. In 1904 a tunnel was built in the cellars connecting 161 Greenwich High Road and 159 (Vansittart House) so the company must have owned it by then.

From 1929 to 1936 Kenneth Lovibond and his family lived here. In 1937/38 considerable changes were made to the front of these premises.

A new off licence was built facing onto Greenwich High Road and changes were made to the rear of the building turning the ground floor into store rooms and the rear upper rooms were made available as a club room for the staff's Sports and Social Club.

In 1937 plans were drawn up to convert the back store room into an air raid shelter in 1941 these were revised and put into operation. Extra beams and supports for the roof were put in and it was used as one of the shelters for the staff that were on 'fire watching' Duty. It certainly worked quite well as when a 'Doodle bug' destroyed the terraced houses in between the 'Old Town Hall' and

the shop, where the Tyre Co. is now, apart from dust it did not do any damage to the shelter. At the time of the new shop being built a new addition to the wine cellars was built under the forecourt of the shop. All of this was demolished in the 1970s when the industrial estate was built.

Blue Stile. Greenwich High Road

The early days of the next three houses are a little confused as back in 1860 the whole block appears to have been named Blue Stile and numbered from 1 to 6 on occasions and on others all as no.3. It may be that some of them were empty at times. Details that I pinpointed are as follows:

1860 Directories show Blue Stile, Shenton & Co., Wine & Beer Merchants. No 6 Blue Stile Mrs Mary Leach, Beer Retailer. 1866/67 Directories No 3 Blue Stile, John Cross, Day School for young gentlemen. Mr Edward Lovibond, John Lovibond & Sons, Brewers, Maltsters Wine & Spirit Merchants.

1871 census shows, Blue Stile, Melville house, John Pitman, Ships Carpenter and others, probably 171.

2 Blue Stile, Charles Lodge, Stockbroker and family. Probably 169.

3 Blue Stile, Edward Lovibond & Family. Probably 167. Athelney House, John Lovibond, Senior, Brewer. Probably 165. employing 65 men, 7 boys, Maltster, 7 men, Wine & Spirit Merchant, 3 men 1 boy, Landowner and farmer employing 18 men, 2 boys (on 220 acres) Blue Stile, John Lovibond Junior and family. Probably 163. Blue Stile, Thos. Watson Lovibond and family. Probably 161.

Then comes Vansittart house, Rev Sketchley and family. Known to be 159.

This gives us if renumbered, as shown above.

Directories for 1874/5 show That 163 is called Wrinton Lodge. After this the houses appear to have been renumbered as 159 to 171 Greenwich High Road.

161 Greenwich High Road

By the 1881 census this is shown as The Brewery. As the actual brewing premises were at the rear of the buildings it would appear that this was the postal address and used as offices and Spirit department in these early days.

163 Greenwich High Road, Wrinton Lodge

1881 census shows that John Lovibond Junior has moved out and it is occupied by James Searle and Wife shown as Clerk at the Brewery. After this the premises became offices and from the turn of the century the 'Front Shop' was housed in the ground floor opening onto the forecourt. This continued until 1937 when the shop premises were moved to 159 in the specially built shop and store rooms. When this happened the Wine & Spirit Department offices were housed on this level with an entrance through 161, The ground floor of which housed the Spirit blending vats and bottling equipment. The floors above both 161 & 163 housed the offices.

165 Greenwich High Road, Athelney House

John Locke Lovibond, Senior, Lived here in 1871 and it is probable that he named it Athelney House as Athelney is a village in Somerset near where he came from. By 1878 he had moved out to Starts Hill and Thos. Watson Lovibond was living there. In 1885 when he moved to Newcastle Edward Lovibond moved in and was there until the turn of the century when the premises succumbed to the growing need for office space. The ground floor became a reception area and boardroom and at the rear a stores was established which was run by 'Billy' Richardson, who came to live in no 167 Greenwich High Road. This stores housed and purchased all the needs of the brewery and shops. It catered for a wide range of articles from special brushes, aprons, (moleskin, leather, rubber and canvas all used for different operations in the various departments) Rubber Boots, Clogs, (Mens and womens in numerous different sizes.)

Labels and capsules were also kept here as well as brown paper, stationary etc. for the offices and shops who would order weekly. The first floor was used by the Directors and the two secretaries. The floors above were used at different times as living accommodation, during the second war Mr K.L.L. lived there, and as offices.

167 Greenwich High Road

1881 census shows that it was occupied by Alice Walter a lady of independant means.



Figure 1. John Lovibond & Sons Ltd., Greenwich Brewery, 177 Greenwich High Street, Greenwich, Greater London in 1985. Southern side taken from Waller Way. Source: the Brewery History Society's BreweryPedia website.



Figure 2. John Lovibond & Sons Ltd., Greenwich Brewery, 177 Greenwich High Street, Greenwich, Greater London in 1985. Western entrance taken from Waller Way. Source: the Brewery History Society's BreweryPedia website.



Figure 3. Tile sign on a former Lovibond's bottle shop, Kennington. Source: the Brewery History Society's BreweryPedia website.

W.G. (Billy) Richardson came about 1900 and remained until his death in 1943. He acted as caretaker for all of the Greenwich premises as well as being storekeeper. When he died George Taylor took over as caretaker, He was foreman of the maintenance staff. He and his family lived there until he died in the late 1950s, when Jim Ackland, who was the Foreman mechanic in the garage took on the job of caretaker and moved into 167 where he remained until the premises were sold in 1970.

169 Greenwich High Road

1881 Census shows that John Lovibond junior was living here. In 1900 Edward Andrew Lovibond was here and remained until 1919 when he moved to Kings Lodge, Tadworth. In 1919 directories show that Henry Ryder was living here for a few years. He was the Brewer at the time. In 1923 He was replaced by Tilden Eldridge who became the Head Brewer. He died in about 1941 and the job and premises were taken by Mr Ambrose William (Bill) Brisleden. He had started as a lad in the 1920s and qualified as a brewer. He and his family remained in 169 until the premises were sold in the 1970s.

171 Greenwich High Road

1881 Census shows Abraham Reay, Ships Carpenter living here. In 1900 Mark Saurin Poore came to live here, he remained until he died in 1930. Directories show that from this time until the premises were demolished with a doodlebug in 1944 the tenant was The National Eye Service Clinic, A.F. Bartlett.

In 1951 the premises were rebuilt under a war damage claim. The building was rebuilt in a different arrangement to the original layout. A new cellar was built, the ground floor was a large storeroom that originally was used for storage of bottled beer, but when brewing ceased it was used to assemble and pack mail order packages for dispatch to customers. The second floor was used as a rest room for the staff and also a canteen which supplied meals at lunchtime. The top floor was built as a self contained flat and was occupied by Mr Golding and his family, he was the assistant brewer. When brewing ceased in 1960 he left and went to Young & Co in Wandsworth. Brian Spedding and his family moved into the flat and remained there until it was sold

in 1970. Mr Spedding was a 'Wine' man, having worked for Quellyn Roberts in Chester, and other companies in the wine trade. He reorganised the order office and was in charge of the loading and checking of loads put onto the lorries and as such was responsible for the new loading bays that were built in 1960.

Stockwell Street

Greenwich Rate Books show that premises were owned in Stockwell Street. In 1864 they were paying rates on stabling cellars and house. These premises were finally sold in the 1930s

Greenwich Brewery

The land was bought from The London & Greenwich Railway circa 1860. From the architecture and ordinance survey maps it seems as if John Lovibond had the brewery built to his requirements ready for him to move into in 1865. It was built in an 'L' shape and what was effectively two towers. The short side of the 'L' holding the steam boilers and 'Coppersides' for the brewing and the long side containing the various fermenting floors working on a gravity system, so that the finished product ended on the ground floor and below this level there was cellar space. The steam boilers at the base of the first tower were at cellar level with coal bunkers adjacent. The boilers were Babcock and Wilcox twin steam boilers and Mr Kentish, the J.L. & S. Engineer, who had himself been a ships engineer, thought that they could possibly have been bought second hand and come from a ship as they were the same style as used on steamships of the time. The Boiler House had a large grey stone chimney which was an integral part of the building arising along side the main structure. Also at basement level was a well. I understand that this was a pumped well and that the water, certainly in later years, was only used for the boilers and 'washing down' although the 1896 Price list has a line referring to the companies own manufactured aerated waters 'The water comes direct from a deep artesian well, and is exceptionally pure.' It is certain that at this time the mineral water factory was situated adjacent, to the area of the well. Above the boilers on ground level was an area used for the steam washing of beer casks. Above this extending to occupy the space of two floors

were the 'Coppersides', large copper vessels for the actual brewing. Situated above this was a loft area with a 'Tilt' rope hoist, a wooden structure that projected from the rear of the building and was used for taking in hops and barley etc at roof level, this tilt was not added until 1919 when an application was made to the L.C.C. under the London Building acts. The other building forming the long side of the 'L' was on four floors. The top floor being almost a loft like structure holding initial fermenting and mixing vessels, large wooden cask like coopered structures, from here the liquor was run down to the next level. The 'Square room', holding large vessels where the fermentation finished and then rested until it was run off of the yeasts etc ready for use. Also on this level at the inside angle of the 'L' was situated the Brewers office, which had a window overlooking the main yard, on the opposite side of the passage he had a small laboratory for testing the beer at it's various stages. These levels were reached by a quite steep rickety wooden staircase from the ground floor. It was on the ground floor level that cask beers were filled. The empty casks being taken from the cask washing area outside on the same level, brought inside, filled and closed with a shive. This was a wooden bung

put into the top of the cask. This was in the days before 'keg' beer which is supplied bright. So when it was ordered, before it was delivered it would be opened, finings added (This was to take any yeasts etc, to the bottom of the cask.) It would be sealed again and when it was delivered the drayman would usually 'Set it up' for the customer. ie: put it in a position where it would be level and not subject to movement. Then with a gimlet pierce a hole in the top of the shive and seal it with a spile (A small wooden removable plug) then take out the cork bung in the head of the cask and bang in a wooden tap. It was then left to rest and when the finings had worked and it was needed for drinking all the customer had to do was to loosen the spile to release the vacuum and turn on the tap, to enjoy a nice glass of beer. Cask beer was supplied in many different styles, strengths and quantities. The marks would be painted on the head of the cask with whitewash. It was supplied in Pins 42 gallons, Firkins 9 gallons, Kilderkins (usually referred to as Kils) 18 gallons. A Barrel was 36 gallons but these were usually reserved for storage or supplying public houses. The 1906 price list shows a total of 14 different qualities and styles from 4/6d (22½p) to 7/6d (37½p) per 4½ gallons.

Mark	XB	Light Bitter, Family Dinner Ale	4/6d per 4 ½ gals.
	XXB	Finest Quality Bitter Ale	6/-
	X	Light, Sound Mild Ale	3/9d
	XX	Good Family Mild Ale	4/6d
	XXX	Full and Rich Ale	6/
	XXXX	Strong Ale	7/6d
	P	Porter	4/6d
	SS	Single Stout	5/6d
	DS	Double Stout (Nursing)	6/9d
		Specially recommended for Nursing and Invalids.	
	OP	Oatmeal Porter	4/6d
	OS	Oatmeal Stout	5/6d
		FULHAM GOLD MEDAL ALES	
	VPA	Victoria Pale Ale(Tonic Bitter)	5/3d
		Awarded Special Certificate and Gold Medal at Health exhibition of 1884.	
	XVPA	Victoria Pale Ale(Strong Tonic Bitter)	6/3d
		Discount for cash on delivery	3d per Pin.

Back to the layout of the brewery.

Below the ground floor, in the cellar area were the various beer bottling plants. These extended out into the area

alongside, which due to sloping levels, ended up almost at ground level on the Straightsmouth Road end of the premises. The bottling operation reversed the direction of the movement of the beer. At the Straightsmouth end was

the Beer Bottle washing plant, so that empty bottles came in here and were washed. Remember that a large proportion of bottles in these days were used time and time again, having a returnable deposit put upon the bottle. After the bottles were washed and allowed to stand to dry they were passed to the bottling machines where the beer was put into bottles, stoppered, labelled and then put into wooden crates and ended up in the cellar beneath the brewery.

When stock was wanted it would be put onto a mechanical conveyor taking it up to the yard behind the offices to be loaded onto the Drays ready for dispatch.

This yard was originally open but in 1898 a cover was built over the area of the boiler and cask washing area this was extended to cover most of the yard in the 1920s.

There was a lane that ran alongside the brewhouse to link with a footpath that ran alongside the railway from Straightsmouth to Norman Road. On the other side of the lane was an area of land that ran all the way to Norman Road behind the houses and Greenwich House to The North Pole Public House. This land was owned by Lovibonds and originally the part at Norman Road end was used as stables complete with a yard with large stone 'Horse trough' in the centre. As well as stables there was a farrier's shop and 'Collar' room and all of the other necessary accoutrements needed for horse and dray transport. There was also provision for a Cooper's Shop to maintain the large number of casks needed as well as building maintenance staff.

The remainder of the area, usually known as the 'Back Field' was used for the storage of empty bottles and casks as well as a hut for box repairs. Behind Vansittart House there was a covered area that housed the Wine & Spirit Department's bottle washing plant. After the war was over in 1948 the Boilers were replaced and a new Boiler House was built on the other side of the lane by the footpath alongside the railway and steam was supplied through insulated pipes to the brewery building. The new boiler house had a new chimney built alongside. The old chimney was demolished and the base was capped with a large capping stone, which still remains.

In the 1920s The Mineral Water Factory was re-sited at the Norman Road site. This became possible with the decline of horse drays and the advent of motor transport.

As the horses vacated the stables the whole area was reconstructed with a new larger Mineral Water Factory, and also a fully equipped Garage, with full facilities for the maintenance and repair of vans and lorries. When this first started the horses were sold to Thomas Tilling and hired back as needed until motor transport gradually became available. As a stop gap for the displaced Coopers Shop planning permission was obtained for the erection of an old army hut in the backfield.

The Mineral Water Factory and Garage area was very seriously damaged in 1944 with a 'doodle bug' VI. So the whole area was rebuilt in 1953/54. In 1931 a New Carpenters Shop was built backing on to the mineral water factory and alongside this the cooper's shop was re-located alongside in what, remained of the old stables.

At sometime three air raid shelters were built in the backfield and in 1942 these were strengthened. Also the basement of the Brewhouse was strengthened to form another air raid shelter. In 1960, when brewing ceased large scale reconstruction took place all carried out by Mansell & Co.

The entire Brewery inside was gutted and all of the rear buildings housing the beer bottling departments were demolished. The boilers were removed and the chimney demolished. The shell of the boilerhouse building was left intact.

The Brewhouse building after being gutted was reconstructed with concrete floors, the cellars area was fitted out with two new semi automatic wine bottling lines.

The ground floor opened onto a small unloading bank with an adjustable levelling plate to unload casks, which were stored in an area behind the unloading area. This area also held a few glass fibre tanks, this was for the modern system that was just becoming popular. In this system wine was shipped in road tankers and pumped direct from the tanker into tanks on the premises ready for bottling. The two floors above were an extension of the wine and spirit stores in the adjacent area on the same level. To supply the top two floors a mechanical endless belt was installed that ran right up through all three floors. It was felt that this system though slow was more secure than having a lift. This decision was made as at about this time there was a raid

on a well known spirit company and the thieves were able to quickly load a lorry from the lift.

The main brewery building was reconstructed with reinforced concrete floors on four levels as previously. The top floor housed all of the proprietary spirits and the next floor all proprietary wines and the ground floor was for the storage of beers. The cellar level became part of the wine department.

The area where the beer bottling had been was made into two floors, one a cellar area again given to the wine department and the ground floor was converted into a large floor area for assembling loads and opened on to a series of loading bays enabling the lorries to back straight on to be loaded with modern pallets.

Also built at this time were extra offices for the wine department with a tasting room and also a new large office used for an order office. Also the ground floor area of 163 was opened up and a sloping floor put in and the area at the rear was used for the storage of glasses for loan and the storage and packing of tobacco products. The wine cellars had always been fairly extensive but now they stretched from the boundary of the front forecourt on Greenwich High Road under the entire buildings back to the boundary of railway, under the new loading banks in Straightsmouth to the backyard. In these days all table wines after bottling were stored lying down in bins. There were now over a thousand bins, capable of holding from three dozen bottles up to one that would hold 1,000 dozen bottles of Beaujolais. Most of the bins were constructed to hold between 50 dozen and 300 dozen however. Even cheap wines such as Douro Clarete were binned for a period of at least six months and of course most of the clarets and Burgundies were lying in bin for a number of years. Vintage Port would lay in a bin, untouched for over 20 years. The 1927 Vintage ports were bottled in the cellars in 1929 and binned immediately and were not moved from the bin until the day that they were sold. In general, a customer would purchase one or two bottles for a special dinner party and request that the bottles be decanted before dispatch. When the branch manager ordered the bottle from Greenwich it would be brought reverentially from the cellar to the tasting room and stood up for 24 hours to settle and then be carefully decanted into a new empty bottle corked and packed into a box ready to be put on the lorry with the branch-

es delivery and the customer would collect it from the branch ready for his dinner party.

All of these wines were held duty paid, something that would be economically impossible these days as well as the long storage times. Because of H.M. Customs and Excise regulations it was not possible to get approval for a Bonded Warehouse at Greenwich because Seager Evans at Deptford Bridge had a bond and Customs reckoned that there was enough bonded space available in London and consequently were not prepared to grant any new bonds. The company did do an exercise to try to get the old boilerhouse approved when brewing ceased, but Customs would not grant it for the reasons previously stated. All stocks shipped from abroad in bottle and all casks of sherry and port not for immediate bottling were stored in bonded warehouse mostly in London Docks.

Table wines for bottling arrived from abroad in casks and after tasting to ensure that they were up to standard were usually fined either with isinglas or some of the more expensive wines were fined with egg whites. The casks would then be rested for three to four weeks and hand bottled with a tap inserted into the cask. Towards the end of the companies life things were just changing and the cheaper wines were being shipped in 300 gallon tanks on the back of a lorry and pumped off at the destination into fibre glass tanks and subsequently bottled through a filter on a automatic bottling line. Eventually the small tanks evolved into full size road tankers like petrol lorries and then with the advent of the common market most bottling was carried out at source. But this was all some time into the future and happened after Lovibonds had ceased trading.

Henry Lovibond & Sons Ltd.

Henry Lovibond originally established his brewery in Langport Somersetshire in 1831. Although the original John Locke Lovibond's second son was named Henry he could not have been this Henry as he was not born until 28 September 1831. I think he is probably the son of James Lovibond, latterly of Othery and later Long Sutton, a Yeoman he died in 1819 and in a copy will held by Somerset Record Office he mentions sons James, Richard, Henry and Benjamin; daughters Betty and Sarah and his wife Betty. After starting in Langport

Henry later moved to Vauxhall, London, then Chelsea and finally brought the brewery to Fulham in 1867. He erected the Canon Brewery at the rear of a house called The Hermitage, which Henry Lovibond bought from a Mr James Park. He came to live there in 1866 but bought the freehold in 1867 for £4,000. The brewery was an impressive looking set of buildings, being surrounded by a large stone cannon and having massive iron gates across the entrance. It was equipped with stables and all of the necessary accoutrements such as harness room and farriers shop etc.

When L.&S.L. acquired the brewery a shop was built and this eventually became the 84 Lillie Road, Fulham premises. In January 1871 he took into partnership his son Mr Valentine Locke Lovibond, the business being continued with the name Henry Lovibond & Son. Mr Henry Lovibond died in 1873. Mr Valentine Locke Lovibond, who married Miss O.A.F. Fleay, carried on with the help of his wife until he died on 22 December 1895. They had five daughters and two sons. In 1897 the business was turned into a limited company, Mrs V.L. Lovibond acting as the Managing Director. Mrs Lovibond was by this time a practical brewer having in 1873 commenced helping her husband in the management of the brewery, studying chemistry and taking a full brewers certificate. In 1898 she also gave evidence before the Parliamentary Committee on Beer Materials. In 1897 The Hermitage was sold to Jones Bros. for building purposes. A new boundary wall was built separating the brewery from the rest of the site. The Hermitage was a curiously contrived building every room having two doors and some even possessing three. There was a billiard room added in 1887 by Mr Lovibond and also a swimming pool erected in 1878.

In 1902 Henry Lovibond & Sons Ltd. was acquired by John Lovibond & Sons Ltd. Mr Frederick William Lovibond was the manager at this time and he joined the board of John Lovibond & Sons Ltd. remaining a Director until his death in 1965. He was born in 1879 and was the son of Edward Lovibond (the grandson of the original John Lovibond).

In 1909 brewing ceased at the Cannon Brewery and the premises were leased to Telfers who were later owned by 'Joe' Lyons. The site was later sold to Lyons circa 1934. A shop premises was retained by J.L. & S. at 84 Lillie Road which was adjacent to the brewery.

Street directories for Greenwich show that Mrs O.A.F. Lovibond was living at 3 Oakcroft Road from 1909 to 1919. Also at this address was Miss Beatrice Frederica Lovibond M.B. (London) Physician & Surgeon with a dispensary at 42 South Street Greenwich. She was still living in Oakcroft Road at least until 1928. Presumably Miss B.F.L. was one of Valentine's daughters. It would seem that there was a certain amount of 'Womans Lib' around even at this early time.

Ive Brothers, Henley on Thames

In June 1916 Lovibonds purchased the business of Ive Brothers in Henley. Various members of the Ive family had traded in Henley from about 1810. John Piper Ive married in Henley in 1810 and had five children between 1812 & 1819, each time being described as a grocer. His second son Alfred born in 1813 married in 1840 and was described as a wine merchant. He appears in directories between 1842 & 1864 as a wine and spirit merchant in the Market Place and also appears as the licensee of the Greyhound Inn, a pub in the Market Place. 1876 to 1877 entries record A. Ive & Co. as wine, spirit and beer merchants at 19 & 20 Market Place. In the 1883 directory the entry has changed to Ive Brothers, brewers, wine, spirit and beer merchants at 19, 21, and 37 Market Place. In 1891 and mineral water manufacturers had been added at the same addresses. In the 1915 directory the entry is slightly different showing Ive Brothers, wine & spirit merchants 19 & 21 Market Place; brewers, 37 & 39 Market Place.

Lovibonds acquired the business in 1916, this is born out by an advertisement in the local paper for week 1 June 1916 which refers to Lovibonds successors to Ive Brothers, 19 & 21 Market Place. What is not clear is whether Lovibonds also acquired the 37 & 39 premises. Ives Brothers or any Ives do not appear any more. I think that it is likely that all of the premises were part of the deal and that the 37 & 39 buildings were closed and any brewing bottling and mineral water manufacturing equipment was transferred to Greenwich for use there. Some of the retired members of the staff recall that the old mineral water factory was moved from the 'Backfield' alongside Straightsmouth to a newly built premises in the other 'Backfield' near Norman Road. This would have been 'in the early twenties' as the site for the new building replaced some but not all of the old

stables. The manager of the mineral water factory for many years was a Mr Harry May of whom it was said that he came up from Henley, so it is likely that he was part of the Ive Brothers set up. He retired at the end of the war when Mr Ted Dewing returned from the forces and became the manager of the mineral factory.

Hoxton Brewery

The Hoxton Brewery was registered on 16 October 1895 with £120,000 capital to acquire the business carried on at Bell's Brewery, Hoxton Street, by H.B. Bell & Co. and also the business of a Wine & Spirit merchant carried on by George Wyatt in East Harding Street. The business was wound up voluntarily on 11 March 1896 and was acquired by Lovibonds in 1900. The business had been founded by 1877 when it was under the name of Knight & Co. and was known as the Cambrian Brewery. In 1877 it was listed as the Cambrian Brewery Co.

It is difficult to see why this purchase was made as I cannot find any record of use or ownership of any connected premises. It may be that the purchase was made to acquire Brewing equipment or possibly stocks of Wines or Spirits. Another possibility is that personnel came with the acquisition. About this time Mark Poore became a director and for 30 years was the only member of the board not bearing the name Lovibond.

The Eagle Tap, 22 Broadway, Bexleyheath Kent

This small public house in Bexleyheath Broadway was one of the three that were withheld from the sale to George's Brewery, Bristol when the company ceased brewing in 1960. This pub along with the Golden Hive at Enfield had always been under the jurisdiction of Greenwich unlike the remaining ones in the west country which were looked after by Salisbury.

The Eagle, known by some as The Eagle Tap, the expression tap arose from the old taproom where beer and liquor was sold or dispensed and came to be used for a small pub which only sold beer and did not have a spirit licence as was the situation with The Eagle. The Bexley rate books show that Lovibonds bought the

premises in 1898. The tenant at this time was H. Barron who continued the tenancy for a few years more. 1920 shows the tenant as Mr A.W. Woodward and 1929 as E.W. Purser. 1958 shows Mr James Garrard as tenant but 1960/61 shows L. Miles as the last tenant. The premises were sold by Lovibonds as the whole row shops were being redeveloped into a large store, which later became a Sainsbury supermarket and then an Iceland store.

The Golden Hive, 102 Green Street, Enfield, Middlesex

This public house was built by Mr W L Ives of Drivers Hall, Enfield some 100 years ago and was let to Lovibonds at least since 1900 and probably earlier. When they decided to dispose of their public houses at the time they ceased brewing, the Golden Hive lease was sold. In 1961 it was purchased by Jenners who at the time sold the beers of The South London Brewery. Then in 1965 Charringtons took over the leasehold interest and still hold it.

I am indebted to Mr W.L. Ives, grandson of the original builder for the above information. As far as I know there is no relationship to the Ives family who owned the Henley on Thames shop. A Mr Belcher and a Mr Yerby were both 'Mine hosts' sometime after the second war, during Lovibond's ownership.

The George Hotel, 20 Middle Street, Yeovil, Somerset

This was the third pub withheld from the sale to George's Brewery at Bristol when brewing was ceased by Lovibonds in 1960. This pub had always been under the control of the Salisbury 'Brewery' and although it was in the west country area near the other Salisbury pubs and would have fitted in with the sale it was withdrawn because the area was due for redevelopment. The George was demolished in a road widening scheme and when this was completed Lovibonds opened the new premises as an off licence. I have not been able to establish when they first acquired the George but it featured in a *Holiday* booklet that Lovibonds produced in 1936, so the tenancy must go back at least to then but probably to before the turn of the century as they do not appear to have acquired any more public houses after

this period. I think that it is quite likely that the company owned several pubs in South London prior to and around the turn of the century. I have found a surveyor's drawings showing that they surveyed the following property in 1897.

***The Anchor Tap, 165 St. Georges Road,
Camberwell/Peckham SE15***

These premises were quite large and had it's own brewery and stables at the back. The premises and Street have long since disappeared..

The Nags Head, Bridge Street and corner of Welland Street, Greenwich

This would have been attached to the brewery where John Lovibond first started in Greenwich. Although they moved from the Brewery in 1855 they continued to own some of the property long after this. Indeed the final part was not sold until the mid 1930s.

Crystal Palace Pub, Tanners Hill, Deptford

Records show that Lovibonds had some sort of interest in these premises in 1878.

Guildford Arms, Guildford Road, Greenwich

Again records show that they borrowed money against these premises in 1877. These are the only ones that I have managed to find any record of but I believe that there were probably other public houses about this time.

Salisbury Brewery

Always controlled the public houses and a few off licences that were situated around the Salisbury area. These were always very much the domain of the director in charge at Salisbury. In the early days this was Mr Joseph Williams Lovibond until he died in 1918 when Mr Joseph Locke Lovibond his nephew took over at Salisbury. When he died in 1952 Mr Spearing took over the reins, Mr Spearing had been at Salisbury for some

years and later when he died Mr Beard from Greenwich went to Salisbury and continued to run it until it was sold and closed in 1960 when the company ceased all brewing. Salisbury and its shops and pubs were always closely controlled locally and very little was known about the administration or premises by the heirarchy at Greenwih. In 1936 the company decided to publish a booklet called *Holidays*, and Mr A.L. Lovibond told me that trying to get information out of Salisbury about their various premises was a nightmare. The booklet was of doubtful publicity value highlighting some of the towns and villages where Lovibonds had shops or pubs and putting them forward as suitable places to spend a holiday. Although I was always led to believe that the booklet was dated 1931 on closer inspection it must have been later as it states in a couple of entries that Inn signs were exhibited at an exhibition in London held in 1936. So it was probably in 1937 but certainly before the war. A copy of the booklet is held at the Greenwich Local History Room under the reference 663.3 Pamphlet.

The following was mainly compiled from the list of public houses that were sold to Georges Brewery at Bristol some of the shops were shown in price lists and some of these I think were off licences attached to the public houses.

St. Anns Brewery

The first record I have found of the Brewery was in 1870. The rate books for Sarurn St. Martins show that Joseph Locke Lovibond owned two houses in St. Annes Street and in 1873 he owned and occupied two houses and a brewery and owned two more houses adjacent. In 1885 he owned and occupied nos 26, 32, 34, 36, St. Annes Street. from then on the rate books show slight variations but nothing of significance. Brewing ceased at Salisbury probably circa 1935, when all brewing was confined to Greenwich. Salisbury was supplied with barrels of beers transported by road transport twice a week. The premises were sold in 1960 when the company ceased all brewing and I believe that the site was redeveloped probably for a petrol station.

Salisbury 45 Catherine Street

This was an off licence that first appeared in the 1896 price list and continued until 1968 becoming a Vine

Ways Supermarkets Ltd. branch at this time. Mr & Mrs Smith were the manager and manageress after they were injured in the bombing of the Clapham Junction branch. The premises had some fine Elizabethan panelling in its interior.

Salisbury 362 Devizes Road

This appears in the 1936 holiday book but in the minutes of the Greenwich Building Society there is a record that a loan of £1,000 was made to J.L. & S. in August 1876 against house and storehouse at 36 St. Anne Street, and a shop in Devizes Road, Salisbury so I think that it is likely that this is the same premises at 362 Devizes Road and was a Lovibond shop right through from 1876 until it became a Wine Ways Supermarkets Ltd. in 1968.

Martock Somerset, Marfleet House, East Street

This first appears in the 1920s and continued right through to become a Wine Ways Supermarkets Ltd. in 1968.

Southampton, 29 Winton Street

This appears in the 1906 and 1916 price lists only.

Southampton, 109 High Street

Appears in the list for 1896 and goes right through until the 1936 *Holidays* booklet but by the 1936 price list the Southampton shop has changed to 67 The Avenue, whether this is a renaming of roads or a change of premises I have not discovered, it remains as The Avenue after this until being converted to a Wineways in 1968.

Bristol, 141 Victoria Street

This appears only in the 1906 price list.

Winchester, Ila Southagte Street

This appears in the 1936 *Holidays* booklet and again in the 1936 price list but disappears after this.

Public Houses

The Albion Hotel, Salisbury

Was in St. Ann Street, Salisbury. In the *Holiday* booklet that Lovibonds issued in the 1930s it says that 'the interior had recently been reconstructed throughout and was as up to date as "Rustless Metals and Electricity" could achieve.' It was near the centre of town on the road to Southampton. It was sold to Georges in 1960.

The Anchor in Hope, Winchester Street, Salisbury

In September 1876 Greenwich Building Society granted a loan of £2,000 on public house and premises known as the Anchor in Hope Winchester Street Salisbury. The pub was sold to Georges in 1960, and was still in the telephone directory in 1994.

The Pheasant Inn, Salisbury

Is housed in the Shoemakers Guildhall at 19 Salt Lane and forms part of one of Salisbury's most ancient buildings dating back to 1435. It was sold to Georges in 1960 and still appears in the Salisbury official guide for 1996.

Wilton Road Hotel, Salisbury

Appears in the Holiday booklet where it is described RAC official Inn Recently reconstructed (1930s): Light airy bedrooms, electric light throughout, two minutes from station in high part of town on main road to west. It was sold to Georges in 1960.

The Oldd Castle Inn, Salisbury

Old Sarum. An old roadside inn at the foot of the old castle of Sarum, overlooking the new city and cathedral. G.B.S. loaned £2,500 to J.L. & S. on these premises in September 1877. It was one of the pubs sold to Georges in 1960. and still appears in the telephone directory in 1994.

The Star Hotel

Nothing is known about this but it was sold to Georges in 1960.

Amesbury, Wiltshire, The King's Arms

This appears in the 1936 *Holiday* booklet and was sold to Georges in 1960.

Andover, Hampshire, Boro' Arms

Little is known about this except that it was sold to Georges in 1960. In various price lists from 1896 to 1936 an off licence is shown at The Acre, Andover this could have been attached to the pub. The *Holiday* booklet says that the pub was in the High part of the town overlooking the recreation ground.

Bowerchalke, Wiltshire, The Bell Inn

Appears in the 1936 price list and was sold to Georges in 1960. It is described as presenting a picturesque appearance with thatched roof, stone mullioned windows and ancient ivy clad walls. It was classed RAC Official Inn. The Pubs sign which incorporated the name of the village was chosen for an exhibition of inn signs held in London in 1936.

Broad Chalre, Wiltshire, The Queen's Head

Appears in the 1936 *Holidays* booklet where it is described as an inn close to downs, river Ebbles and the ancient village church, was sold to Georges in 1960 and is still in the telephone directory in 1994. It appears in the 1996 Salisbury official guide where it is described as a 15th century village inn situated in a lovely valley seven miles from Salisbury.

Chilmarr, Wiltshire, The Black Dog

An old coaching inn, the inn sign was shown at an exhibition of inn signs held in London in 1936. It was sold to Georges in 1960. It appears in the telephone directory in

1994 and there is a sign board advertising it on the main A 303 road.

Devizes, Wiltshire, The Queen's Head, Dunkirk Hill

In the 1936 *Holidays* booklet it was sold to Georges in 1960 and was still in the telephone directory in 1994.

Downton, Wiltshire, The Bull Hotel

Appears in the 1936 *Holidays* booklet and was sold to Georges in 1960 and was in the telephone directory in 1994. In the 1951 price list an off licence is shown at *Bournemouth Road, Downton*.

Milbourne Port, Dorset, The Queen's Head

Appeared in the 1936 holiday brochure and was sold to Georges in 1960. It is described as a small roadside coaching hotel listed RAC Official Inn.

Romsey, Hampshire, The Tudor Rose Inn, No.5 Corn Market

It is described as an exceptionally early specimen of a timber framed house. It was sold to Georges in 1960.

Southampton, The Duke

Nothing known but was sold to Georges in 1960.

Southampton, The Diamond Jubilee

Nothing known but was sold to Georges in 1960.

Stockbridge, The Greyhound Inn

On the north side of western end of High Street on main London to Salisbury Road on the bank of the river Test. Classed as a RAC Official Inn. It appeared in the 1936 *Holidays* booklet was sold to Georges in 1960. The 1951 price list shows an off licence in the

High Street, Stockbridge, again probably attached to the pub.

Warminster, The Anchor Hotel

Appears in the 1936 *Holidays* booklet and was described as one of the important coaching inns of the town now thoroughly restored, listed RAC Official Inn. It was sold in 1960 to Georges.

Whaddon, Wiltshire, The Three Crowns

The three crowns are the crowns of England, France and Scotland representing the three kings that sheltered in the area after an ancient battle. Designated an RAC Official Inn it appears in the 1936 price list was sold to Georges in 1960, and is in the 1994 telephone directory.

Whitchurch, The Yeoman

Probably the Whitchurch in Hampshire near Andover. Nothing known but was sold to Georges in 1960.

West Lavington, Wiltshire, The Wheatsheaf Inn

Appears in the 1936 *Holidays* booklet described as a typical roadside inn opposite the Dauntsey School it was designated a RAC Official Inn and was sold to Georges in 1960 it is in the 1994 telephone directory.

West Wellow, Wiltshire, The Rockinham Arms

On the edge of Wellow Common and within a short distance of the New Forest it appears in the 1936 *Holidays* booklet and was sold to Georges in 1960 and is in the 1994 telephone directory. An off licence appears at *West Wellow* in the price lists for 1896 through to 1926, probably part of the pub.

London Branches

Acton, W3 25 High Street

1887 Directory shows address as 14 High Street. 1896 Price List shows address as 25 High Street and in all subsequent lists until 1969 when the shop was converted into a Wine Ways branch.

Balham, 2a Omeley Road SW12

This branch was bought from Santovin in 1946 together with the Belgravia shop. At the time it was thought that Balham shop was a particularly 'good buy' as it was considered to be potentially in the right position to be able to sell large quantities of bottled beer, it also, in those days of post war shortages, had a disproportionately large Whisky quota from the large whisky suppliers. Unfortunately in the succeeding years the trade generally moved away from beer sales and Balham shop never fulfilled these hopes and was closed and sold in 1961 as part of the rationalisation when the company ceased brewing.

Battersea SW11, 56 Winstanley Road

First appears in the 1906 Price List and became a Wine Ways shop in 1969.

Belgravia SW1, 50 Elizabeth Street

This was the other shop bought from Santovin in 1946. At the time it was thought that it would not do a lot of business as the area was in the post war period still commandeered for government offices and company thinking was still looking at potential beer sales. However as the area reverted back to exclusive residential property the sales developed into the branch with the highest turnover and in the late fifties became the 'Top Shop' It never relinquished this position. So that when Wine Ways bought the group in 1968, Mr 'Ernie' Stack who had been the Manager for a number of years and was in no small way responsible for a lot of its success, made representations to London Rubber Co. that the shop should not be converted to the Wine Ways format of supermarket style selling. Arguing that it would not

suit the style of the Belgravia clientele. He was successful in this. They decided to form another group of shops which were to be 'Fine Wine' shops. This group was to be named Andre Simon Shops. This was another company that LRC had recently acquired. Andre Simon had been a well known wine writer and his son had started a wine business with the name which he later sold to LRC. Because of the wine writing connections it was considered to be a prestigious title for the fine wine shops. The other 4 or 5 shops in the group included the Lovibond Mayfair shop whilst the others came from another acquisition owned by a Mr Haynes. These shops did very well and when LRC relinquished their wine interests they did not become part of the Wine Ways deal with Victoria Wine but were sold to Schweppes as part of a separate sale. Schweppes subsequently sold them on and Belgravia and the Davies street shops still carry the Andre Simon title in 1994 although they are now owned by Laytons Wine Merchants. Mr Stack has now retired to Hampshire and is still a keen golfer having played for the Wine Trade on occasions.

Blackheath SE3, 37 Montpelier Vale

Bought in 1951 it was converted to a Wine Ways shop in 1968 and closed when Victoria Wine bought the group as they already had a store in Blackheath Village. The premises were for some years an office for Falconwood Estates.

Brixton SW, 57 Atlantic Road

This branch appears in the 1896 and 1906 Price Lists and must have been relinquished after 1906.

Chiswick W4, 296 High Road

First appears in the 1936 Price List and continued until it became a Wine Ways in 1968.

City EC4, 117 Cannon Street

First appears in the 1926 Price List where the address is shown as 116 Cannon Street, possibly the premises were renumbered or maybe the price list was wrong I think it

is unlikely that they moved premises. The shop was converted to Wine ways in 1968. This shop was never great but it was always felt that it was rather prestigious to have a 'City address'. It was the only shop that never opened on a Saturday. Mr 'Bill' Buckle was the Manager for a number of years. The premises in 1994 are no longer an off_licence but are now used as a fashionable take away sandwich bar.

Clapham Common SW11, 132 Broomwood Road

First appears in 1906 as 36 Broadland Terrace, Broomwood Road, but by 1916 it had been renumbered as 132 Broomwood Road. It was one of the smaller branches and at one time in the 1930s was managed by Mrs Walkley whose husband worked at Greenwich and became Company Secretary and subsequently a Director. It became a Wine Ways in 1968.

Clapham Common SW11, 113 St. Johns Hill

This first appears in the street directories in 1887 and remained a Lovibond shop until it was demolished by a 'Doodle Bug' (VI Bomb) in 1944. From 1937 the manager and his wife were Mr & Mrs Smith who lived on the premises. When it was bombed Mrs Cherie Smith was buried under the rubble for three days. After being rescued she spent some time in hospital. Her husband suffered severe shock and when they were both fully recovered they returned to work with Lovibonds. I have a letter from Mrs Smith in which she says that Mr Lovibond (E.A.L.) was most kind to them and gave them the managership of the Salisbury shop at 45 Catherine Street, well away from the threat of Doodle bugs etc. They remained there until 1964 when Mr Smith died. Mrs Smith retired to live in Salisbury and adds that they had 'Wonderful days with a company that, she cannot speak too highly of.'

140 St Johns Hill These premises were opened in 1950 to replace the shop that was bombed. It remained a J.L.& S. Shop until converted to Wine Ways in 1968/9.

Deptford, 60 Idonia Street

This shop first appears in the 1906 price list. It was quite a small shop converted out of the front of a small ter-

raced house. These premises were also bombed in 1944 with a V1. The manageress Miss Hosey was injured and after she recovered she retired from the company. The shop was never rebuilt after the war and new premises were acquired at

104 Edward Street, in 1951. These remained until the Wine Ways conversion in 1968/9. The whole area was subsequently redeveloped and no trace of either premises remain.

Eltham 89 High Street

This address appears in the 1936 price list and street directories show that it was opened in 1929 but was relinquished before the war began.

Eltham Park, 100 Westmount Road

First appears in the 1936 price list. It became a Wine ways in 1968/9. These premises were owned by the railway and the shop was actually above the railway station and it was said that this was the only off license in the area as all of the land around was owned by the church who opposed any licenses. Despite a lot of redevelopment in the area for the building of the A2 'motorway' and the closing of Eltham Park Railway station the shop still remains as an independent off license.

Forest Gate E7, 58 Woodgrange Road

Opened in 1951 it became a Wine Ways in 1968/9

Forest Hill, 5 Honor Oak Park

First, shown in the 1906 price list it became a Wine Ways in 1968/9. Mr Bernard Beardshaw was the manager for sometime in the 1930's and after the war a Mr Thorne managed the shop sometime in the 50s/60s.

Fulham SW6, 593 Kings Road

This shop was always known as *Chelsea Shop*, probably to stop confusion with the Lillie Road premises. It is first

shown in the 1896 price list and remained one of the smaller shops becoming a Wine Ways in 1968/9.

Fulham SW6, 84 Lillie Road

First became a JOHN Lovibond branch in 1902 after the purchase of HENRY Lovibond. It remained one of the larger busier shops for most of its life. Although its heyday was the era before the second war when the shop had a van and at sometime two vans and did a great trade in beer with the pleasure boats on the river and other local clubs, offices and army establishments. For more details of its earlier days see the Henry Lovibond details.

Greenwich High Road SE 10

There appears to have been a shop at the brewery premises from the time that the company moved there in 1865. It may be that there was already shop premises there before as directories show that there was a beer shop at Blue Stile. Lovibonds Shop was originally in the front of 163 Greenwich High Road. In 1937/38 new premises were built in the front of 159 Greenwich High Road. This was originally known as Vansittart House.

Mr. Beardshaw was the manager in the 1920s before he went to Honor Oak Park Branch. In the new shop Mr Frank Pullen was the shop Manager until he went into the army during the war when Mrs Hawkins took over for the duration, she was the husband of the manager of New Malden branch and he was also in the army during the war. When the war ended Frank Pullen returned and continued until sometime in the 1960s when he retired and a Mr Selwyn took over.

Golders Green NW11, 31 Temple Fortune Parade

First shown in the 1926 price list it remained a 'good' branch and became a Wine Ways in 1968/9 and in 1994 is still open as a Victoria Wine shop.

Harlesden NW10, 88 High Street

Was opened in 1951 and became a Wine Ways in 1968/9 and in 1994 is also still open as a Victoria Wine shop.

North London N19, 276 Hornsey Road

This is in the 1896 & 1906 price lists but by the 1916 price list the address has become 327 Hornsey Road. Whether there was a road renumbering or a move of premises I have not found out. In the early days it was a very good shop but as the years went by it did less and less well and was finally closed in 1966 before the company was taken over by L.R.C.

Kennington SW9, 28a Clapham Road

Corner of Claylands Road, first appears in the 1926 price list. It was a 'Good little beer shop' but as the trade changed it steadily went downhill and was finally closed in 1957.

Kentish Town NW5, 151 Leighton Road

It first appears in the 1926 price list and continues in subsequent lists but was sold before the Wine Ways takeover as it was never a very profitable shop, although in the Kelly's directory for 1971 it appears to still be an off licence owned then by E.J. Rose & Co.

Kensington W8, 116 Church Street

It first appears in 1952 price list and soon became a top class shop. Mr Luke was the manager for a number of years. It was still doing well when the L.R.C. acquisition took place and I believe that it was considered that it should be put into the Andre Simon group but I am sure that it remained under the Wine Ways banner.

Kensington West W14, 97 Hammersmith Road

First in 1906 price list and was eventually a Wine Ways shop in 1968/9.

Lee Green, 4 Eltham Road

Appears in 1906 & 1916 but by 1926 it is 1a Burnt Ash Hill. This may be a road reorganisation but looking at street maps it is more likely a change of premises. It

remains as such until 1965 when the site was redeveloped into a precinct and Lovibonds returned in 1966 to the new shop,

5 Leegate SE12, this became a Wine Ways and later a Victoria Wine shop. In 1994 the shop is empty. In 1960 Mr C.E. Walker became manager and when the shop closed in 1965 he went to the shop at Brentwood, Essex.

Lewisham SE13, 33 Lee High Road

First appears in the 1936 price list and was converted into a Wine Ways shop in 1968/9.

212 Hither Green Lane this shop first appears in the 1926 price list and again continued until converted to Wine Ways in 1968/9.

Marylebone W1, 83 Blandford Street

This was opened in 1961 and became a Wine Ways in 1968/69.

54 James Street. This also was opened in 1961 and became a Wine Ways in 1968/9. Mr Hatchard was the manager for most of this time.

Mayfair W1, 14 Davies Street

This shop was opened in 1960. The license for these premises was actually obtained as a transfer from the *Philip Street, Peckham* site which was bombed early in the war. When Mr Richford succeeded in obtaining this transfer it was considered at the time to be quite a coup. To get a license transferred from unfavourable South East London into fashionable Mayfair was not very usual. It took quite a number of years before the sales really justified the overheads that went with the fashionable address. This shop did not become a Wine Ways but was transferred to the *Andre Simon* banner and at one time became the 'Head Office' for the group. It is still an Andre Simon shop in 1994.

Lower Morden SW20, 244 Grand Drive

Was first opened in 1951 and became Wine Ways in 1968/9, in the 1980s it was a Victoria Wine shop but by 1994 it is no longer in the group.

Mottingham SE12, 67 Jevington Way

This shop was opened in 1951 and is in a small parade of small shops in a residential road that comes to a 'dead end'. When bought in 1951 there were plans for the road to be extended to link up with the main road but this was later dropped. The sales at the Mottingham shop never covered the costs and it was closed and sold in 1966 before the Wine Ways acquisition.

New Cross SE14, 4 Lewisham Way

First appears in the 1926 price list and remained, becoming a Wine Ways in 1968/9.

Norbiton, 43 Cambridge Grove Road

Appears first in 1906 price list and was bombed during the war, probably 1944. It was never reopened.

Norwood SE25, 269 Whitehorse Lane

This appears only in the 1936 price list, so must have been opened sometime in the 1930s and probably closed with the outbreak of the war.

Paddington W2, 14 London Street

Is first shown in the 1926 price list and became a Wine Ways and eventually a Victoria Wine shop and still is in 1994. Mr Dancer and later Mr Bancroft were both managers at some time. Sometime during the 1940s/50s Tommy Handley the comedian of ITMA fame, rented the flat above the shop and in the shop was known for his good humour and often the shop door would open and when no one came in the manager would look up and then Tommy Handley's head would appear round the door at floor level.

Peckham SE15, 63 Philip Road

Corner of Galatea Road, first shown in the 1926 price list, it was bombed sometime between 1940-1943 and was never reopened. After the war the license was transferred to the *Mayfair* shop.

Pimlico SW1, 16 Churton Street

Was first in the 1896 price list and remained a good shop eventually becoming a Wine Ways and later a Victoria Wine shop. Mr Bancroft was the manager in the 1960s until he moved to the Paddington branch.

Shepherds Bush W12, 138 Uxbridge Road

Shown in the 1896 list it remained through the years becoming a Wine Ways in 1968/9.

Southgate N14, 11 Hampden Square

First shown in 1936 it became a Wine Ways in 1968/9. Mr Barker was the manager for some years after the war.

South Tottenham N15, 189 St Ann's Road

Appears in the 1896 list and became a Wine Ways in 1968/9.

Stratford, 228a High Street

It is shown in street directories in 1882-1887 but does not appear in any of the subsequent price lists.

Sydenham SE26, 179 Kirkdale

First shown in the 1936 price list it became a Wine Ways in 1968/9.

Tollington Park N4, 2 Pine Grove

First appears in street directories in 1887 and in subsequent price lists including the 1916 list but must have been closed sometime after this.

Westbourne Grove W2

Shown as *2 Richmond Road* from 1906 to 1936 then the address becomes *2 Chepstow Road* eventually being converted to Wine Ways in 1968/9.

Woolwich Arsenal Square, 2a Plumstead Road

Appears in directories for 1887 and subsequent price lists disappearing after the 1906 list.

Outer London and country branches

Battle, Sussex, 82 High Street

This shop was acquired in 1962 and in 1968/9 was converted to a Wine Ways.

Bexleyheath, Kent

1896 price list shows address as *Main Road*. All advertisement in a local Bexley newspaper shows that they changed remises to the Broadway in November 1904. The price list for 1906 shows it had changed to *185a Broadway* and remained so until 1960. In 1961 it changed to *155 Broadway*. These changes were due to renaming and renumbering the road. The shop became a Wine Ways in 1968/69.

Blandford Forum, Dorset, 19 Salisbury Street

This was a late acquisition not being purchased until 1965 and in 1968/9 became a Wine Ways shop. It was later open under the Victoria Wine banner.

Bognor Regis, Sussex, 27 Nyewood Lane

Purchased in 1962 it became a Wine ways shop in 1968/9.

Brentwood, Essex, 5 High Street

Opened in 1961 it became Wine Ways in 1968/9 and later went under the Victoria Wine banner. From 1965 the manager was Mr C.E. Walker (ex the Lee Green shop) and he remained through all of the changes retiring in 1980 having served 20 years, with the various companies.

Brighton, Sussex, 54 Grand Parade

Is shown as the address in 1926 but by the 1936 price list this had changed to *73 London Road*, where it remained being converted to a Wine Ways in 1968/9. Mr Dean was sometime manager.

Bromley, Kent

In 1887 the address in a street directory is shown as just *High Road* but by 1896 the first Lovibond price list shows it as 29 Market Square which the premises still are. It became a Wine Ways in 1968/9 and later a Victoria Wine shop but has been a branch of Radio Rentals for some years now. This branch was one of the idiosyncrasies of the gentlemanly tactics of latter day business ethics. For many years it held a tobacco licence, necessary in those days to be able to sell tobacco products, but it only stocked expensive cigars so as not to conflict with the newsagent and tobacconist in the premises next door. This policy was maintained on the instructions of the directors until well into the 1960s when it finally succumbed to modern ethical standards and cigarettes, tobacco and cigars were stocked and sold.

Chatham, Kent, 209 High Street

First appears in the 1906 price list and became a Wine Ways in 1968/9. Mr Buddery was the manager for a number of years and it was always one of the better branches having a van for deliveries and doing a large business with the dockyard and army and naval establishments. Due to redevelopment of the High street it is no longer an off licence.

Chislehurst, Kent, 31 High Street

Opened in 1963 it became a Wine Ways in 1968/9. Mr Anstey was sometime the manager.

Coulsdon, Surrey, 88 Brighton Road

First shown in the 1926 price list it became a Wine Ways shop in 1968/9.

Croydon, Surrey

In a 1882 directory it is shown as *64 Wellesley Road* but by the 1896 price list it is down as *93 Wellesley Road* and remained so. It became a Wine Ways shop in 1968/9.

Dartford, Kent

In an 1887 directory the address is shown as *St. Albans Road, East Hill*. No branch is shown at Dartford in the first price list in 1896 but in 1906 there is a shop at *24 High Street*. This remained until taken over by Wine Ways in 1968/9 and later became a Victoria Wine shop. It was always a busy shop having a van for deliveries. Mr Clarke and then Mr Rooke were both managers in the post war period.

Diss, Norfolk, 19 Market Place

Opened in 1962 it became a Wine Ways in 1968/9 and later a Victoria Wine.

Dorking, Surrey

This first appears as *53 High Street* in 1926 price list but by the 1951 list the address had changed to *350 High Street*, I believe this was due to street renumbering rather than change of premises. It remained and became a Wine Ways in 1968/9.

Eastbourne, Sussex, 16 Cornfield Road

Opened in 1965 it became a Wine Ways in 1968/8 and a Victoria Wine shop later.

East Grinstead, Sussex, 5 Whitehall Parade, London Road

Opened in 1962 it became a Wine Ways in 1968/9.

Edgware, Middlesex, 7 Canons Corner, Canons Park

First appears in the 1936 list and became a Wine Ways in 1968/9.

Elmers End, Kent, 329 Upper Eimers End Road

Opened in 1951 it became a Wine Ways in 1968/9.

Epsoms, Surrey, 26 South Street

First shown in the 1936 list it became a Wine Ways in 1968/9.

Ewell, Surrey

1936 list shows 16 Castle Parade as a branch but I believe that it was closed when the war came. In 1952 a shop was opened at *102 Ewell By-Pass* and became a Wine Ways in 1968/9. Mr Ungless was the manager for some years.

Farnborough, Hants

1882 and 1887 directories show a Lovibonds depot at Farnborough Station. It does not appear in the 1896 price list but in the 1906 list the address is 9/10 Market Place and continues as this until just prior to the second war when it changes to 169/171 Lynchford Road this became a Wine Ways in 1968/9. This was always a very busy branch with at least one van. It always had a lot of business with the army establishments in the vicinity.

Fleet, Hants, 213a Fleet Road

Opened in 1960 it became a Wine Ways in 1968/9.

Gillingham, Kent, 243 Canterbury Street

Opened in 1961 it became a Wine Ways in 1968/9.

Gravesend, Kent, 18 High Street

Opened in 1962 it became a Wine Ways in 1968/9 and later a Victoria Wine shop.

Guildford, Surrey

1896 list shows 36 Spital Street but by the 1906 list it has changed to 178 High Street. It remained as this until 1960 when it became 268 High Street. I believe this was just a road renumbering. It changed to a Wine Ways in 1968/9.

Harpenden, Herts, 52 High Street

First appears in the 1916 list it became a Wine Ways in 1968/9 and later a Victoria Wine shop. Mr Freeley was the manager for some years.

Hastings, Sussex, 35 Tower Road, St. Leonards

Makes an appearance in the 1906 list but must have been closed before the next list. *1a Robertson Street* Was opened in 1959 and became a Wine Ways in 1968/9 and a Victoria Wine later. Mr Maille was the manager for a number of years under all three banners until he retired.

Henley on Thames, Oxon., 19 & 21 Market Place

Became a Lovibonds shop in 1916 when they bought Ives Bros (which see) it became a Wine Ways in 1968/9 and later a Victoria Wine and still is in 1994. It was always a good solid branch doing a lot of business with the surrounding area by van delivery and of course the seasonal influx of trade for the regatta the only branch ever to sell more than the odd bottle of Pimms no.1 at any one time. Mr Rose and also Mr Bull were both managers for a number of years.

Herne Bay, Kent, 215 High Street

First shown in the 1926 list it changed to Wine Ways in 1968/9. Mr Davies was the manager for many years.

High Wycombe, Bucks, 31a Frogmoor

Appears in the 1936 price list but was closed at the outbreak of war.

Horsham, Sussex, 20 West Street

First appears in the 1926 list and became a Wine Ways in 1968/9. Mr Reynolds was the manager for some years after the war. When he left Mr & Mrs Baltus took over in 1959 and Mr Baltus told me that at that time the takings were £165 per week and when he left Horsham in 1966 to go to the Rye shop the takings had grown to £1,000 per week.

Ilford, Essex, 200 High Road

Appears in 1906 list and in 1968/9 became a Wine Ways. It was sometimes known as Romford Road branch. Len Turner was the manager at some time after the war.

Kingsron-Upon-Thames, Surrey

1882-1887 directories show a depot at *Brick Lane*. The 1896 price list gives an address at *Union Street* but by 1906 it becomes *8 Fife Road* where it remained becoming a Wine Ways in 1968/9 and later a Victoria Wine. Mr Apps and then Frank Pitty were both managers for a number of years. Fife Road had a large trade in beers etc. with numerous sports clubs and in the summer months supplying the river boats on the Westminster to Hampton Court run. For this the branch had a van, which for 20 years until he retired in 1966, was driven by Alf Mortlock to whom I am indebted for this information. *151 Kings Road* was opened in 1951 and became a Wine Ways in 1968/9. This second shop in Kingston was always small compared with the Fife Road premises.

Little Common, Bexhill, Sussex, 9 Cooden Sea Road

Opened in 1960 it became a Wine Ways and later Victoria Wine. Mr Bryant was the manager many years transferring to successive ownerships. Mr Briant was trained at the Horsham shop under Mr Baltus's tuition.

Littlehampton, Sussex, 21 High Street

Was opened in 1961 and became a Wine Ways in 1968/9. Mr Frank Pitty was the manager for sometime after he transferred from the Fife Road Kingston branch.

Molesey, East, Surrey, 33 Walton Road

First shown in the 1916 list it became a Wine Ways in 1968/9. Mr Cripps was the manager from 1947 until 1967.

New Malden, Surrey, 23 Maiden Road

First shown on the 1936 list it became a Wine Ways in 1968/9. The manager was Mr Hawkins for most of the time and his wife managed the shop at Greenwich High Road during the war whilst Mr Hawkins was serving in the army.

Potters Bar, Herts, 176 Darkes Lane

First appears in the 19:6 list and it became a Wine Ways in 1968!9 and later a Victoria Wine Shop. *Richmond, Surrey, 2 Sheen Road* opened in 1962 it became a Wine Ways in 1968/9.

Riegate, Surrey, Bell Street

This appears only in a street directory for Greenwich in 1887.

Rotherfield, Sussex, High Street

Opened in 1965 it became a Wine Ways in 1968/9.

Rye, Sussex, 97 High Street

Opened in 1964 it became a Wine Ways in 1968/9 and later a Victoria Wine. Mr Baltus was the manager from October 1966 and he told me that when he went there from the Horsham shop the takings were £240 per week and when he retired in July 1976 the shop by then a Victoria Wine was taking £5,000 per week. He also recalled that Mr Lovibond came to Rye to congratulate him in July 1967 when his takings reached £500 per week.

St. Albans, Herts, 34 Market Place

Opened in 1959 it became a Wine Ways in 1968/9 and later a Victoria Wine.

St. Leonards, Sussex, 23 Kings Road

Opened in 1964 and became a Wine Ways in 1968/9.

Selsdon, Surrey, 204 Addington Road

Opened in 1964 it became a Ways in 1968/9 and later a Victoria Wine. Mr- Douthwaite was the manager for some time.

Shirley, Surrey, 286 Wickham Road

Opened in 1952 it became a fine Ways in 1968/9 and later a Victoria Wine.

Sidcup, Kent, E1 High Street

First appeared in the 1936 list and became a Wine Ways in 1968/9 and later a Victoria Wine. *164 Halfway Street* again first appeared in the 1936 price list and became a Wine Ways in 1968/9. I have not been able to find it on a Victoria Wine list.

Sidley, Bexhill, Sussex, 31 Ninfield Road

Opened in 1961 it became a Wine Ways in 1968/9.

Southborough, Kent, 33 London Road

Opened in 1962 it became a Wine Ways in 1968/9.

Sutton, Surrey, 62 High Street

Opened in 1951 it became a Wine taa,rs in. 1968/9 and later a Victoria Wine.

Teddington, Middlesex, 100 High Street

First appears in the 1.926 price list it became a Wine Ways in 1968/9

Thetford, Norfolk, 7 Market Place

Opened in 1961 it became a Wine Ways in 1968/9.

Tonbridge, Kent, 172 High Street

First appears in the 1926 price list and became a Wine Ways in 1968/9.

Tring, Herts, 25 High Street

Shown first in the 1936 list it became a Wine Ways in 1968/9.

Tunbridge Wells, Kent, 62 High Street

First appears in the 1916 price list and eventually became a Wine Ways in 1968/9 and later a Victoria Wine shop. Mr Redgrave was sometime the manager.

Wadhurst, Sussex, St. James' Square

Opened in 1965 it became a Wine Ways and later a Victoria Wine shop.

Waltham Cross, Herts

Is shown from 1887 as *High Road* but by the 1926 list it had become *136 High Street*. It became a Wine Ways in 1968/9.

Watford, Herts, 95 High Street

First shown in the 1926 list this shop was closed in 1963 and I believe was sold to Marks & Spencer who wanted to extend their existing store next door. A replacement shop was obtained at *8 Market Street* when Lovibonds bought C.E. COY (Watford) Limited which became a wholly owned subsidiary. The company and premises formed part of the L.R.C. acquisition in 1968 and the shop became a Wine Ways .

Watford North, Herts, 211 St. Albans Road

This branch was opened in 1965 and became a Wine Ways in 1968/9 and later a Victoria Wine. Welling, Kent, 83 High Street first appears in a street directory for Welling in 1934 it became a Wine Ways in 1968/9 and later a Victoria Wine shop. Mr W.J. (Jim) Denmark was the manager for most of the time until he moved to the Wine Department at Greenwich in 1962 and then retired in 1968.

Wellingborough, Northants, 50 Midland Road

First shown in the 197.6 list it became a Wine Ways in 1968/9.

Wembley Park, Middlesex, 1 The Broadway Forty Avenue

First shown in the 1926 list it became a Wine Ways in 1968/9.

West Drayton, Middlesex, 36 Station Road

Shown first in the 1936 list it became a Wine Ways in 1968/9 and later a Victoria Wine.

Windsor, Berks

There appears to have been several changes of address over the years and for sometime two shops in Windsor.

4 Clarence Road from 1887 to 1916

3 Clarence Road from 1916 to 1936

12/13 Victoria Road 1896 to 1906

6/8 Victoria Road 1906 to 1936

1 St Leonards Street from 1936 this shop became a Wine Ways in 1968/9 and later a Victoria Wine Shop.

Woking, Surrey, Station Road

Is shown only in a Greenwich street directory as a Lovibond's depot in 1887.

Yeovil, Somerset, 20 Middle Street

Opened as shop in 1961 it became a Wine Ways in 1968/9 and later a Victoria Wine shop. The site was originally *The George Hotel* one of the public houses owned by Lovibonds and one of the three not sold to Georges Brewery at Bristol when they ceased brewing.

I have not been able to discover how long they owned the 'George'. The first mention I have found is in a '*Holidays*' booklet that Lovibonds issued in 1936 but it is probable that their possession went back to the turn of the century. The George Hotel was demolished in a road widening scheme and the new shop was built circa 1961.