

THE WEST KENT BREWERY AND THE WEST KENT BREWERIES (LIMITED)

PETER MOYNIHAN

The story of the West Kent Brewery, formerly the Elmers End Brewery, in Beckenham, Kent (now in the London Borough of Bromley) has long been something of an enigma to me. Beer labels survive with an address in Fulham Road and there is documentary evidence of involvement with other breweries in Norwood, Lewisham and Chelsea. So, when the Covid finally got me, I decided to try to get to the bottom of the story as an isolation project ... and quite a story it turned out to be! This piece will attempt to unravel the story and, in a series of postscripts, to answer some of the questions raised.

There had been a brewery in existence in Elmers End since at least 1834, when James Turner was listed in *Pigot's Directory*. A later document, dated 1888, claimed that the brewery was 'established nearly a century', which would imply that it had already been in existence for about 50 years at the time of Turner's proprietorship. The property included meadow land, so may have originated as a farm brewery.

James Turner was listed as a brewer in the census of 1841, and as a brewer & maltster in another Directory in 1847. His son James (born 1814) was a corn dealer and William (born 1819) was a brewer like his father and was later a partner in Messrs Leare & Turner of the Beehive Brewery, Eltham. The brewery at Elmers End was offered for sale by auction in September 1848 and described as

A Most desirable FREEHOLD property, delightfully situate at Elmers End, Beckenham, within 2 miles of the Anerley station on the Croydon Railway, comprising a modern and substantially built BREWHOUSE, fitted up with a 7-quarter plant, tun-room, stores, mill-house, stabling, cart lodge, and outbuildings, an excellent malt-house, with a 14-quarter steep and ample stowage for barley and malt; and a convenient Family Residence, with domestic offices, large garden, and fish pond, the site of the whole containing about one acre and one half. Also, five well fenced paddocks of rich meadow land, lying immediately in the rear of the above, and containing together nearly nine acres. The brewery is in work, and

the situation is well calculated to command a profitable trade; There is an excellent private family connexion attached to the concern, and the retail trade in malt is considerable.¹

The successful purchaser was William Snelling who was listed in Directories of 1852 and 1866. Snelling was a brewer and maltster in the census of 1851, but solely a brewer in 1861. Born in St. Mary Cray, Kent, in 1808, Snelling had been in Sutton, Surrey, between at least 1839 and 1847. In the 1841 census he was a farmer at Court Lodge Farm.

When James Turner the elder died in 1856, his executors offered for sale by auction the 'valuable freehold estate known as the Elmers End Brewery, comprising substantial brew and malt houses, with expansive store and other buildings, a commodious residence with large garden and fish-pond and five enclosures of rich meadow land.' The sale particulars go on to state that 'The premises are in the occupation of Mr. Snelling, brewer and maltster, under lease for a term expiring at Michaelmas 1869, at £150 per annum, determinable by the lease at Michaelmas 1862'.²

The brewery business was offered for sale by auction when Snelling took the opportunity to retire upon the expiration of his lease in 1869. 'The Brewery, Elmers End, Beckenham for auction on 19 October 1869, under the direction of Mr Snelling who is retiring from the business'.³

Consequently, in the 1871 census Snelling was described as a 'retired farmer' living in Wellesley Road, Croydon. However, in 1881 he was listed as a 'retired brewer'. He died just over a year later, in July 1882.

William Arthur Stilwell purchased Snelling's interest and negotiated a new 21-year lease on the Elmers End Brewery in 1869; it was during Stilwell's tenure that the name West Kent Brewery was first used. Stilwell had been born in Epsom, Surrey in 1847, but does not appear from the censuses to have lived in the Beckenham area, certainly in 1871 he

was listed as a brewer, living at the Lunatic Asylum in Church Street, Epsom. We need not fear for his sanity though; his father, George Stilwell, was a doctor at the asylum. Here we must bear in mind that the census provides only a snapshot of where he was on one particular night, so he may not have been resident there but just visiting with his parents.

It would seem that Stilwell was not successful financially, being declared bankrupt in 1875. As a consequence, the lease, plant and goodwill of the West Kent Brewery was offered for sale by auction in October 1875. The sale announcement stated that it had been 'a short time since entirely rebuilt in a most substantial manner ... The Plant, by Messrs. Pontifex and Sons, is very complete and in thorough order, and includes a 6-horsepower engine, boiler equal to 20-horsepower, large liquor and wort coppers, capable of working 1,500 quarters per annum'.⁴

Stilwell's bankruptcy was discharged in 1878 and by 1881 he was still a brewer, now living in Manor Road, Stoke, Guildford, Surrey, but by 1891 he was a 'retired Brewer' at the same address. In 1901 he was still a 'retired Brewer' but was living in Southall, Middlesex.

John Robert Cooper, an auctioneer and a trustee of the Stilwell estate, and the British Mutual Investment Co. Ltd., the mortgagees, assigned Stilwell's interests in the West Kent Brewery and the Rising Sun public house to Arthur Warren Lumley Peacock on 23 December 1875, so it would seem that Peacock was the successful bidder at the above auction. Born in 1848, Arthur was the son of a Barrister, Barnes Peacock. Later in life, Arthur was an organist in Norwich, where he died in 1909.

On 30 August 1878 the remainder of the lease of the brewery and Rising Sun was assigned to the partnership of Ernest Pontifex (then of Henley-on-Thames, Oxon) and George Henry Hall, of Portman Square, Middlesex, Brewer. Charles Pontifex (born 1807) was a coppersmith and engineer and well known as a manufacturer of brewery plant. His eldest son Alfred followed him into the business, but both his second son George, and his third son Ernest, were brewers. The Pontifex company was known to take a first charge on brewery companies in case of a default in payment for new equipment. No evidence has come to light that such was the case at Elmers End, but it must be considered a possibility. George Henry Hall had been born in Peckham in 1857, although his father was a Wool Broker from Leeds, Yorkshire.

Having previously brewed in the Balls Pond Road, Islington,⁵ Pontifex was in Elmers End by 1881; in the census,

Pontifex was described as a 'Brewer (master)' as was Hall, who was eight years his junior and was lodging with Pontifex and his wife. Ernest Pontifex also had an interest in the London Brewery at 456-458 Hackney Road, Middlesex, where he traded under the style of James Mills & Company. When he became bankrupt there in 1882,⁶ he left the partnership at Elmers End, assigning his share in the business to Hall, who then continued as the sole proprietor, although trading under the same style.

The firm's price list of 1885 helpfully groups their products into 'Bitter' and 'Not Bitter'. The bitter ales were two qualities of East India Pale Ale, The Guinea Ale (specially recommended), AKK (season brewed in kilderkins), AK and K. The not bitter ales were Fine Old Ale, XXXX, XXX, XPA and XX. In addition, four black beers were brewed, viz Extra Double Stout, Cooper, Nourishing Stout (highly recommended for its nutritive properties) and Porter. In a time when water supplies could be of dubious quality, they also boasted in their advertisement that

Messrs. Pontifex & Hall having sunk a deep Artesian Well, have much pleasure in stating that the water obtained therefrom is pronounced by Dr Graham, of University College, London, to be of the PUREST QUALITY, and specially adapted to the production of High-Class Pale Ales.

Between 1886 and 1890, there was a boom in the UK stock market, fuelled largely by the number of long-established breweries incorporating as public companies and floating securities on the market.⁷ In April of 1888, no doubt prompted, at least in part, by the success of these brewery flotations, an attempt was made, with others, to convert the firm into a limited liability company under the style 'The West Kent Breweries Company (Limited)'.

News began to appear in April 1888 of a plan to launch a new company under the above title.

An opportunity for investing capital in a large commercial business will shortly be afforded by the formation of the West Kent Breweries Company Limited, with a capital of £60,000. In the suburbs of London an enormous household trade is done by small breweries which supply ale in small or large casks to families. The western district of the county of Kent bordering on the Metropolis is particularly well supplied in this respect. The company under notice proposes to purchase some of these small breweries and amalgamate them in one concern under practical and economical management. The Board of Directors will be composed of gentlemen well known in the trade, and by careful computation it is estimated upon the present earnings of the breweries that the ordinary shares will be likely to yield a dividend of at least 10 per cent.⁸

The company was to be registered on 4 May 1888, to carry on

in the suburbs of London, the trade of Common Brewers, to adopt and to carry into effect, four agreements all dated 30 April 1888, and made between William Frederick Brooke of the one part and Frederick Lyne Williams on behalf of the Company of the other part; An agreement made between George Henry Hall of the one part, and Frederick Lyne Williams on behalf of the Company of the other part; An agreement made between Robert Free, William Hunter Rodwell, Robert Edward Free and Edward Fischer Henedge of the one part and Frederick Lyne Williams on behalf of the Company of the other part; And an agreement made between John Francis Higgins Brooke of the one part and Frederick Lyne Williams on behalf of the Company of the other part. And to acquire under such agreements the trade or business of Common Brewers now carried on by the said William Frederick Brooke, George Henry Hall, Robert Free and others, and John Francis Higgins Brooke at the Norwood Brewery, Norwood, the West Kent Brewery, Beckenham, the Crown Brewery, Lewisham and the Pioneer Brewery, Chelsea.

The company has been formed for the purpose of taking over, amalgamating, and carrying on the well-known and old-established Breweries at Norwood, Beckenham, and Lewisham. The Brewery at Norwood is known as the 'Norwood Brewery,' and has been established upwards of half a century. The premises are complete in every detail and include a valuable Mineral Water Factory and Bottled Beer Stores recently erected. There is also a dwelling-house adjoining the Brewery, together with the Tap. The whole is held on a lease for 41 years from the 29 September 1887, at a rental of £113 per annum. The Brewery has seven licensed houses, three of them being freehold and fully licensed. The Bermondsey Stores, comprising two houses, 44 and 45, East-lane Stairs, Bermondsey-wall, which being in immediate proximity to the river Thames, offer extraordinary facilities for carrying on the very valuable and extensive shipping trade in Bottled Beer connected with this Brewery.

The West Kent Brewery at Elmers End, Beckenham, established nearly a century, comprises well-built premises, a private dwelling-house, and 15 acres of excellent meadow land attached. The whole is held on a lease for a term of 44 years unexpired, at a rental of £235 per annum. An artesian well supplies the Brewery with the purest water. In addition to a very considerable private trade, this Brewery enjoys an independent trade for the sale of its pale and bitter ales, for which it has obtained a considerable reputation. There is also a good business done with Refreshment Contractors. Attached to this Brewery are two beerhouses, which are doing a good trade.

The Crown Brewery, Lewisham, established for 50 years, and comprising brewing-house, tun room, beer stores, stabling, and Tap, is held on lease (which can be renewed), from June 1886, for two

years at £100 per annum. Part of the premises are sub-let at £30 per annum. It has an artesian well of the purest water, so essential for brewing purposes. Attached to this Brewery are five beer houses, let at good rentals and doing a good trade. 15 licensed houses, including the Pioneer Brewery, and Tap, the last-named doing a trade of about 900 barrels per annum.

Mr F.W. Brooke, who has personally managed the business at the Norwood Brewery for the past ten years, and Mr G.H. Hall, who has for a like period conducted the business of the West Kent Brewery, will join the Board after allotment as Managing Directors. Both gentlemen have entered into an agreement with the company for at least five years. Frederick Lyne Williams, the 26-year-old son of a Banker, was to be the Company Secretary and other officers were to be William Caleb Benjamin Bellamy (Chairman) of the King & Queen Granaries, Rotherhithe, and the Old Corn Exchange, Mark Lane; Alfred Harry Wilson, Castle Brewery, Southwark; Alfred A. Davis, of Davis & Littlewood, 11 Queen Victoria Street.⁹

The scheme did not go well;

A considerable amount of surprise and regret was felt in the neighborhood of Beckenham and Elmers End during the early part of this week, when it was stated that that Mr George Henry Hall, of Homehurst, Upper Elmers End-road, Beckenham, had died suddenly. The astonishment was increased to a painful extent when it was rumoured that Mr Hall had committed suicide, and unfortunately the rumour turned out to be too true, for it was ascertained that Mr Hall had, during his stay at the Central Hotel, Newgate-street, on Friday last, taken a large dose of chloral. The deceased, who was well known at Elmers End and Beckenham, had been a resident in the district for many years, and was the principal of the West Kent Brewery. This business was formerly carried on by Messrs. Pontifex and Hall, but some three or four years ago the first mentioned gentleman retired, leaving the concern in the hands of Mr Hall. Some few months ago an attempt was made to turn the business into a limited liability company, but the attempt, we believe, was unsuccessful. It appears that the deceased gentleman was not of late years very successful in business, and it is believed that the pressure of money affairs caused him to commit this rash act.¹⁰

On Wednesday Mr Langham, the City Coroner, held an inquest at the mortuary, Golden-lane, for the purpose of inquiring into the circumstances attending the death of Mr George Henry Hall, brewer, of Elmers End, Beckenham, who was found dead in his room at the Central Hotel, Newgate-street, on Friday last.

Mr G. Wall, managing clerk at the West Kent Brewery, Elmers End, said that his master had been depressed by the state of the business, and had told him that whatever he tried to do in business seemed to fail. The last hope for reconstituting the business had fallen through, and brokers were expected in daily.

Richard Hanson, day porter at the City Central Hotel, Newgate-street, said that on Friday night last the deceased hired a bedroom at the hotel, and said he was very tired, as he had been travelling. The next morning, as he did not get up, the door was broken open about noon. The deceased was then found dead in bed. There were three bottles on the dressing table, labelled "Chloral". He called in a doctor and a policeman. Amongst the papers found on the deceased was a large envelope, on which was written, "On no account is this to be opened until I am gone." The contents proved to be the will of the deceased.

The medical evidence was to the effect that the condition of the internal organs showed that death resulted from chloral poisoning. A very large dose must have been taken. The jury returned a verdict of "Suicide whilst temporarily insane."¹¹

Chloral, or trichloroacetaldehyde, is a colourless oily liquid which, when mixed with water forms chloral hydrate, a once widely used sedative and hypnotic drug with central nervous system depressant properties similar to barbiturates. George Henry Hall, apparently a skilled brewer but no great shakes as a businessman, was just 34 years of age. Administration (with a Will) was granted to his sister Emma Hall, a spinster, of Avalon Lodge, Morland Road, Croydon. Her brother's personal estate amounted to some £2,500.

The West Kent Breweries Company Limited was indeed registered in 1888, but the parties involved were not the same as those noted in the original prospectus above, and the company's prospects do not appear to have been as rosy as its prospectus had predicted. Perhaps George Henry Hall felt that he had somehow been disadvantaged in the financial goings-on that must have been taking place behind the scenes during the birth pangs of the new concern. The company was not to prove the success that had been hoped, and it cost the life of George Henry Hall.

A few months ago, before the great demand for brewery shares had, in the opinion of the uninitiated, shown signs of much abatement, an attempt was made to foist three local businesses upon the public. These were the Elmers End Brewery, which at the time was being carried on by Mr. Hall (formerly Pontifex and Hall); the Norwood Brewery at Knights-hill, West Norwood, proprietors, Messrs. Brooke Bros; and a third called, we believe, the Lewisham Brewery. The prospectus issued was of the usual glowing description, and we were anxious to know whether the bait took. At that time however, no particulars could be obtained, but in the course of the past week we have been enlightened. First came the announcement of the bankruptcy of Messrs. Brooke Bros., and then the startling report that Mr. Hall had committed suicide. Particulars of the latter sad event will be found in another column, and it will be seen that, at any rate, two out of the three "good things" to which investors were asked to subscribe were at the time in a very poor state, to say the

least. At one time, however, both were thoroughly sound businesses, but at that time – and it is a significant fact – both firms were advertising, which for several years past they had ceased to do.¹²

The writer of this piece seems to have been somewhat au fait with the 'brewery boom'; his rather cynical use of the words 'foist' and 'bait' seems to imply that if only the breweries had just continued to advertise their wares, presumably in the *Norwood News*, then the whole sorry debacle might never have happened!

A new firm was operating from the West Kent Brewery early in 1889; Messrs L. McMullen & Company were advertising in the local press, this style appended with 'Late Pontifex & Hall'.¹³ Leonard McMullen was listed in the census of 1891 as a brewer at Upper Elmers End. Born in Hertingfordbury, Hertfordshire, in 1867, Leonard was the son of a brewer in Hertford.

It is not clear how the West Kent Brewery, as distinct from The West Kent Breweries Company (Limited), passed into the hands of this concern. However, it is important, from this point on, not to confuse the West Kent Breweries Company (Limited), which appears never to have traded, being struck off the Register of Companies and dissolved on 4 October 1892, with either the West Kent brewery itself (i.e. the bricks and mortar), as run by Leonard McMullen, or his successors, the West Kent Brewery Company.

In 1890, a local newspaper had carried a report of the Beckenham Licensing Sessions, where McMullen had applied for an extension to his brewer's licence to enable the firm to sell beer by retail in quantities of less than four and a half gallons. Mr Faithfull, solicitor, of London, made the application on the company's behalf, stating that the 'present partners have owned the brewery for a year and nine months'.¹⁴ This implies that the partners, Leonard McMullen (1865-1951), his father Alexander Peter McMullen (1835-1902) and Inverness John Bathe (1858-1927), had secured the brewery, either from The West Kent Breweries Company (Limited) or Hall's estate, in or about January 1889.

The new owners must have spent a considerable sum on re-equipping the brewery; their advertisement stating that it had been entirely re-modelled.

This very old-established brewery has recently changed hands and many important changes have been effected by its new proprietors, The whole thing has been practically remodelled and completed. It would be an extensive task to attempt to describe the whole process of brewing, with all its technicalities, but it would astonish a great many to know what care and skill was required to brew a glass of good ale from malt and hops. The West Kent brewery is fortunate

in having an unfailling supply of absolutely pure spring water which is obtained from a deep artesian well, 300 feet deep. With this important fact to start with, combined with powerful and modern machinery, the company are in a position to compete with larger brewers. Every vessel is of copper or enamelled. Messrs. McMullen & Co., were exhibitors at the recent brewers Exhibition, and the Country Brewer's Gazette, speaking of their exhibit, said – "Messrs. McMullen & Co., of the Beckenham brewery, sent an A.K. which was very pleasant to the palate, and admirably adapted for a light dinner ale".¹⁵

Leonard McMullen, although the son of a brewer, was probably not himself a practical brewer. He was a stockbroker at the time of his involvement with the West Kent Brewery, and a member of the London Stock Exchange, although he must have served in the army at some time; in the 1939 Register he is described as an 'Army Captain, retired'. He died in 1951, at the age of 86 years. His father was, of course, proprietor together with his brother Osmond, of the Hertford Brewery, which had been founded in 1827 by their father Peter McMullen (1798-1881), son of an Irish nurseryman. The company, fondly known as 'Mac's', are happily still brewing under the control of the sixth generation of the McMullen family.

The splendidly named Inverness John Bathe was living in Trumpington Street, in Cambridge, in 1891 and describing himself as a 'Brewers Proprietor'. He had been born in Muswell Hill in 1858, his father William being described in his census entries as a 'Fundholder'. Inverness was likely the practical brewer at Elmers End; in 1881 he had been a 'Pupil Brewer' living at Rotherfield Greys, in Oxfordshire, which is just west of Henley-on-Thames. Whether he served his pupillage at Brakspears, The Greys Brewery Ltd., or at Ives Brothers' Greyhound Brewery is not known. In 1883 he was in Pampisford, Cambridgeshire, presumably at Hudson's Pampisford Brewery. By the time of the 1901 census, Bathe had moved to Jersey where his partnership with a James Reynolds Hole as brewers at the Ann Street Brewery, St. Helier, since 1894, had been dissolved as of 7 July 1900. James Reynolds Hole (1873-1920) was the son of James Hole (1827-1849), Nottinghamshire maltster and proprietor of the Castle Brewery, Newark-on-Trent.

The Ann Street Brewery Company Limited was established in 1905 with I.J. Bathe as its managing director, a post which he held until his death on 20 June 1927, leaving effects valued at £1,709 7s 7d, a widow, Maude Bathe, and a son by his first wife Effie, who had sued for divorce in 1913 on the grounds of her husband's desertion and misconduct; he did not defend the petition. Greville Inverness Bathe (1883-1964) inherited his father's interest in the Ann Street Brewery.



Figure 1. Label used at the bottling store, probably dating between 1894 and 1908 .

The style West Kent Brewery Company appears to have been in use by July 1894, when the staff went on their first annual 'beanfeast' to Sevenoaks.¹⁶ Their brake was followed by 'two or three of the principals of the firm' in a dog cart but unfortunately the newspaper report of the event does not tell us their names. Some years later, plans were approved for an addition to the tun room and for new stables at the West Kent Brewery, for Messrs. T. Graham and Son.¹⁷ This reference is almost certainly a red herring; Graham & Son were likely to have been architects or builders, rather than the brewery's new proprietors.

It appears that the West Kent Brewery Company was actually owned by a Mr Henry M. Hogan by January 1901, with Herbert Reeves Lamport as his manager. John Ashby Cooper, a drayman employed by the company, appeared in court accused of embezzling two sums of 3/9d 'the property of H.M. Hogan, trading as the West Kent Brewery Company'.¹⁸ Certainly, the West Kent Brewery itself appears to have been offered for sale by Messrs. Alfred Thomas, Peyser, and Miles.¹⁹ However, it is clear from a prior sale announcement that the sale was of 'the lease of the West Kent Brewery, Elmers End, Beckenham, Kent. Comprising a good range of buildings, stabling, residence, garden, and about 15



Figure 2. Advertisement for Ann Street Brewery's Pale Ale.

acres of pasturage.' The lease had upwards of thirty years to run at a rent of £250 per annum. Obviously, ownership of the lease on the premises could be quite separate from the ownership of the company operating the brewery. 'The West Kent Brewery, Elmers End, Beckenham, was "withdrawn," the highest bid being one of £1,000'.²⁰

Henry Mines Hogan had been born on 21 April 1845²¹ in Simla in the Punjab (Now Shimla, in the Indian State of Himachal Pradesh) which, being in the foothills of the Himalayas, was regarded at the time as the summer capital of the British Raj in India. He married and had two sons in India, but by 1891 was in Britain and living at 89 Lancaster Gate, Bayswater, a prestigious address overlooking Kensington Gardens. Unfortunately, his census entry at this time lists no occupation. He had been listed there in the 1890 *Post Office Directory* and was at the same address in 1901, this time listed as a 'Brewer' and an 'Employer'. His son Henry Charles Hogan (1876-1937) was also a brewer, but a 'Worker'. It seems likely that neither of them was actually a

practical brewer. At the time of his father's death in 1929, Henry Charles was no longer a brewer but a 'printing clerk'.²³ It is likely that he still had connections to India; however, after his death in 1927, a legal announcement setting a time limit for claims upon his estate appeared in the *Lahore Times*.

In an application for the transfer of licence for a beerhouse in Bridport Place, Shoreditch, in 1903, the owner of the premise was described as 'Henry Hogan, of the West Kent Brewery, Wyndham-road, Camberwell, in the County of London'.²⁴ The Camberwell address will be explained later.

On Thursday, last week the employees of the West Kent Brewery and Distillery, whose local depot is at 340 Fulham-road, took their annual outing, the rendezvous being "The Cricketers," Addington, Surrey. The men employed at the Fulham branch assembled at 8 a.m. at the stores at Peterborough-road, Parson's Green, and journeyed down in two well-appointed brakes, supplied by Mr. Forward, of Wandsworth. The weather being everything that could be desired the drive was delightful, the country looking at its best with haymaking in progress all along the route. After one or two halts on the road for the refreshment of man and beast, the party arrived at "The Cricketers," Addington, about 12.30, where they were welcomed by the Beckenham contingent, which included Mr. Hogan, the proprietor, Mr. Lamport, the manager, a few friends, and the whole of the staff. After exchanging greetings and partaking of refreshments, an adjournment was made to the cricket field where some well-contested sports were got through.²⁵

BEER LOOKING QUEER AT STAMFORD BRIDGE. –

Yesterday morning, at about 10.30, a dray belonging to the West Kent Brewery, loaded with gallon bottles of alleged hoppy product, was pursuing a calm and unruffled way along Fulham-road. Horses, dray and driver in a damp and somnolent state wended their way peacefully over the steaming asphalt until they reached "The Black Bull" near Stamford Bridge. The story now leaves the dray to follow the fortunes of a road-car motor-'bus, evidently in a hurry, if one may judge from the noise and splutter which it made. At any rate it had evidently made itself hot and thirsty in its frantic attempts to reach Piccadilly in record time for it wildly smashed into the dray in a wholehearted endeavour to get at the beer, broke a few dozen bottles, horribly shocked the somnolent horses and banged the driver's head against the side of his vehicle. The bye-standers wept from sheer vexation as they saw the good liquor running to waste and, in spite of his groans and entreaties Mr. Motor-'bus was forced to proceed on his way very hot and still thirsty. His company will probably receive the bill for the beer later.²⁶ Presumably it was a slow news day, or perhaps the reporter was more affected by the fumes than he realised!

A week before the above traffic incident, the firm was in trouble with His Majesty's Inspector of Factories; in the



Figure 3. Could this be one of the 'gallon bottles' which survived the attack by Mr. Motor-'bus'? Courtesy: Simon Wade.

West London Police Court, four summonses had been brought against 'Henry Hogan, trading as the West Kent Brewery and Distillery, at 26 Peterborough Road, Fulham'. for breaches of the Factory and Workshops Act, 1901.²⁷ The alleged offences were relatively minor and do not much concern us here, what is of interest, however, is what the firm was manufacturing at this 'factory'. Was it brewing, distilling, bottling, or some combination of the three? A Mr Alfred Parker was described as 'manager of the brewery',²⁸ he stated that 'It is only quite recently we became a factory within the meaning of the Act owing to the machinery we had laid down.' This was probably powered bottling machinery then, especially as three of the summonses relate to the working hours of 15 and 16-year-old boys, who were commonly employed in bottling stores. If, as we shall see, the firm were now brewing in Camberwell, was this then their distillery? Examination of sheet 38 of the Ordnance Survey Large Scale Town Plan (Land Registry Edition), published in 1908, answers our question. It clearly shows a 'Grape Brandy Distillery' in Peterborough Road. The firm

were found guilty on all counts, and fines were imposed totalling £8, with 30/6d in costs.

The late Norman Barber stated that brewing was transferred from Elmers End to Bailey's Berkshire Brewery, Camberwell in 1900.²⁹ Mike Brown likewise states that the West Kent Brewery Company bought the Berkshire Brewery, in Wyndham Road, Camberwell, in 1900, closing their brewery in Beckenham and moving production to Camberwell.³⁰ He further states that in 1903 James Herbert Cranley was the manager (at Camberwell) and that in 1908 the premises were sold to the Notting Hill Brewery Company, being described as defunct by 1910. In the light of these references, it seems unlikely that any brewing was carried out at the Beckenham premises between 1900 and 1909, it seems probable that they were used only as stores. 'BREWER'S DRAYMAN required for private trade in Croydon and district; good wages to a trustworthy experienced man. – Apply personally to Manager, West Kent Brewery Stores, Elmers-end, Kent'.³¹ There was also a West Kent Brewery Company depot at 15 Station Road, Anerley, and at one time they also maintained an office in George Street, Croydon.

Perhaps the Notting Hill Brewery Co's *raison d'être* for the purchase was to acquire the London premises and trade based around the West Kent Brewery Company's distillery and their wholesale depot at 340 Fulham Road? In the 1880s this latter address, together with another at 849 Old Kent Road, had been branches of Messrs. Woolverton & Company's wholesale and retail wine & spirit merchant and beer bottling business.³² They were agents for Allsopp's, Bass, Ind Coope and Weymouth ales, and Guinness' and Combe's stout. In cask or bottle. However, their main centre of operations was at 183 Lewisham High Road; this might lead one to suspect that there may have been a link with Free & Rodwell's Crown Brewery in Loampit Vale. However, no evidence has as yet come to light to either confirm or deny this conjecture; Hogan may have acquired the Fulham Road premises entirely independently.

In a report regarding claims to the Compensation Authority under the Licensing Act, 1904, for the loss of licensed houses for which Magistrates had refused to renew the licence, among the parties having an interest in the Welsh Bull, in Pentonville Road, Clerkenwell, were 'Henry Hogan, West Kent Brewery, Beckenham, Kent; Wyndham-road, Camberwell; and 89, Lancaster-gate, W., and The Notting Hill Brewery Co. (Ltd.), 125, Clarendon-road, Notting Hill, W'.³³ Meanwhile, it seems that the premises at Elmers End were being put to other uses:

FIRE AT ELMERS END. -- Very early on Tuesday morning, just after midnight to be exact, a police-constable discovered a fire at a



Figure 4. The Elmers End/West Kent Brewery premises shortly before their demolition. Courtesy: Bromley Library.

shed at the premises known as the West Kent Brewery, now used as a brewery no longer. The place is the property of Mr. F.T. Lloyd and the shed contained several loads of compressed foreign straw.³⁴

In later years, the brewery buildings were remembered locally as Kempton's Pie Factory; they were demolished in the 1960s and flats erected on the site.

Postscripts: In which I endeavour to tidy up some loose ends.

FREEHOLD NOTE: In the past, back in my early days of researching brewery history, I was guilty of gathering information without necessarily recording the sources of that information. Despite all of the concerns described above who traded at the Elmers End premises, none had ownership of the freehold after James Turner. In my early notes I found the following, but sadly I now have no idea where the information came from and, I suppose, it may not even refer to Elmers End ... mea culpa!

The freehold lay with Messrs T. Norfolk & Sons Ltd, of Deptford in 1898, when they leased it for 35 years to A.S. Thomas of West

Wickham. The lease was re-assigned to Thomas Percy Thomas in 1918 and by Norfolk's successors, the Dartford Brewery Co Ltd to Francis Thomas Beard in 1928.

ON THE TRAIL OF A TRADE MARK: Long ago I visited the Trademarks Registry at St. Mary Axe, in the City of London, in the days when one had to trawl through bound copies of the Trademarks Journal in the basement. I came across some entries of Kentish interest and had them photocopied. Sometime later, a fellow member of the Brewery History Society was working on a potential book about English brewer's trademarks, along the lines of one that had been published about Scottish brewer's marks. Of course, I passed on what I had, but, and here is the rub, I neglected to keep copies. To the best of my knowledge the book never appeared.

What is the relevance of this to the West Kent Brewery story? Well, I have a dim recollection that one of the entries I had photocopied was the trademark depicted on the extant West Kent Brewery labels. Furthermore, the name which has emerged from the dark recesses of my memory as being the party who registered the mark is Quartermaine. Seems reasonable, doesn't it? After all, the shield is quartered. But

who was this Quartermaine, and what did he have to do with the West Kent Brewery?

I was at a loss until, whilst doing a general sweep of the internet looking for Quartermaine references in what I thought was a vain hope of solving the mystery, up popped Quartermaine English IPA, brewed by the Wimbledon Brewery at College Fields, SW19 2PT. On that brewery's website, it states that the beer is named after William Quartermaine, one of the owners of the original Wimbledon brewery.

Sure enough, reference to the 1881 census shows that William was 26 years old, single, born in London, living at 71 High Street, Wimbledon, and a Brewer employing eight men. *London Brewed* states that Quartermaine was in Wimbledon c.1880-87. Born in Blackheath, Kent, in 1855, William was well educated, the son of Thomas and Eliza Quartermaine, who kept the Crown & Anchor in Crane Street, Greenwich, in 1851. Thomas was well-to-do and probably not just a tenant; when he died in 1867, he was described as a Hotel Keeper, late of the York Hotel, Bridge Street, Blackfriars, and of the Crown & Sceptre Tavern, Greenwich, and left an estate valued at just under £50,000!³⁵ No doubt any inheritance that William might have received helped his ability to purchase the brewery in Wimbledon.

However, the operation may not have been particularly stable, as several attempts were made to sell it during William's tenure. The lease and goodwill were offered for auction in 1883 when it was described as a compact Private trade brewery, with Tap, dwelling house and a 4-quarter plant.³⁶ It obviously did not sell, as it was offered again late in 1886.³⁷ This latter sale was also unsuccessful; Messrs Baker & Sons, of 11 Queen Victoria St., announced that the property, bought in at the previous sale, would be offered for sale again, unless sold previously by private treaty.³⁸ Having been rebuilt in 1885, the brewery now had a 4qtr plant, 'so built so as output could be doubled at a trifling expense'.³⁹ This all might be interpreted as meaning that William needed to sell, as indeed he did. He had a plan, as we shall see anon.

No private treaty sale occurred and the auction went ahead; 'Messrs. Baker & Sons beg to announce that they sold the above property (the Wimbledon Brewery) at their auction at the Mart yesterday'.⁴⁰ So, who was the successful purchaser? It was a name with which we are familiar, none other than Leonard McMullen!

So, what was William Quartermaine's plan? He was planning to emigrate to the Colonies; he arrived with his family in Brisbane, Australia, on the ship *Jumna* on 23 July 1889.⁴¹ He remained in the Brisbane area for the rest of his life, but he did not forget his mother country; on 20 December 1915



Figure 5. The Quartermaine trademark.

he joined the Australian Imperial Forces, at which time he was a 'Station Overseer'. Sadly, he died shortly thereafter, on 25 January 1916.⁴²

Leonard McMullen, having purchased the Wimbledon Brewery, was not to remain its proprietor for long. Shortly after 3am on the morning of Wednesday, 2 January 1889, a policeman spotted flames emanating from the second floor of the brewery. On the following Saturday the local press published a detailed report of the event which bears reproduction here:

The building, which is on the tower principle, is a comparatively new one, having been built about four years. Up to about nine months ago it was owned by Mr. Quartermaine, from whom it was acquired by Messrs. McMullen and Co. It faces the Dog and Fox Hotel, having on its right the Brewery Tap Inn. The hands employed numbered half a dozen, and everything seems to have been all right when the place was locked up on Tuesday night at about 8 o'clock, Mr. McMullen being the last in the place. The fire had then been banked down for the night, so as to prevent the necessity of lighting in the morning. Between twenty minutes and half past three o'clock on the following morning fire was discovered to have broken out on the second floor, which was known as the boiling and cooling room. P.C. Carver seems to have been the first to have discovered the

outbreak, and he blew his whistle. A baker in the employ of Mr. Standen conveyed the alarm to the fire station, which was received at 3.45, and the Brigade was quickly summoned. Fireman Humpheys and four other men started with the steamer, but it was found, that they were unable to get up the hill. The Brigade had, therefore, to turn back and go round by way of Woodside, St. Mary's Road, and Church-road. St. Mary's-road is in several parts very steep, and being also in a very slippery state owing to the frost, the greatest difficulty was experienced in getting the steamer up. To accomplish this the members of the Brigade had to push behind. On arriving at the scene of the fire, about 4.20, the building was found to be in flames. Engineer Rayment had been called by the constable who discovered the outbreak and he at once proceeded with the hose reel kept at his house to the brewery. A good supply of water was soon obtained for the engine, but some delay was experienced in working from the stand pipe owing to the plug being covered with two feet of broken granite, which had been deposited near the lamp in the centre of the road. Captain Leach was absent through illness, and the Brigade was under the command of Engineer Rayment. The flames had got such a hold of the building that it was very doubtful from the first whether they would be saved, and the efforts of the firemen were directed towards preventing the fire spreading to the Brewery Tap, and to the premises on the other side. The fire originated as already stated on the 2nd floor, and it quickly spread to the rooms above. The third floor was known as the mash tun room, and the 4th contained the hot and cold liquor tanks, The contents of both these floors fell in with loud crashes, and the roof soon followed. On the first floor was the fermenting room and on to this the contents of the upper floors fell. The ground floor was used as a cleansing and racking place, and here the least amount of damage was done. For over two hours and in the presence of a rather large number of people, the Brigade fought the flames with considerable perseverance, and by half past six they were mastered. That it was far from extinguished however, was shown from the fact that at mid-day the fire was smouldering in the top part of the building, and several members of the Brigade remained in case their services should be required. During the day a large number of people visited the place for the purpose of ascertaining the extent of the damage. The building is a practical wreck; all the windows except on the ground floor being burned out, whilst with regard to the upper stories nothing but the charred walls remain. Mr. McMullen, of Courthorpe Villas, Worple Road, was early apprised of the outbreak, and he estimated his loss at about £3,000. The building at the time of transfer was insured in the Atlas Office, but there seems to be some doubt as to whether this holds good. At any rate the Insurance people demur to satisfying Mr. McMullen's claims. Considerable sympathy is expressed with McMullen on the loss he has sustained as he was doing a very good trade indeed. The Brewery Tap has also sustained damage through the water. The cause of the fire is supposed to have been an overheated flue.⁴³

The delay incurred in getting the steamer to the blaze from the fire station in Wimbledon Broadway led to calls for another



Figure 6. The old fire station in Wimbledon Village on fire having been struck by lightning. It stands on the site of the original Wimbledon Brewery, itself destroyed by fire.

fire station to be established at Upper Wimbledon village, and a petition to that effect was soon raised and presented to the Local Board of Guardians. The Fire Brigade Committee obviously agreed, as they then entered into negotiations with Messrs. Young & Co., of the Ram Brewery, Wandsworth, to acquire the yard of the Dog and Fox as a site for the new fire station. Then they were approached by Leonard McMullen, who offered to sell the freehold of the site of the Wimbledon Brewery, with the remains of the building thereon, for the sum of £1,500, the offer standing good until 16 May.⁴⁴ By January of the following year, 50,000 bricks were being offered for sale from the salvage of the brewery and, with supreme irony, the Local Board obtained a loan for the purchase of the site for the erection of the new fire station!⁴⁵

Whether McMullen received an insurance pay-out or not is not known. If he did, then he used it, together with the money from the Local Board and the later sale of the Brewery Tap, to buy the West Kent Brewery at Elmers End. He also appears to have taken with him the rights to Quartermaine's trademark which must have likewise passed to Henry Hogan and his West Kent Brewery Company.

The fire station building in Wimbledon village survives; it is grade II listed and is now in use as retail premises. Its tower,

the bells of which were used to summon the fireman to the station, with its clock are a well-loved landmark in the locality. This photograph was Tweeted by the current Wimbledon Brewery (who were no doubt well aware of yet another irony!) when the tower was struck by lightning. Their logo has an image of the tower of the old brewery with a Phoenix (no doubt representing themselves) rising from the flames. The name of the beer which prompted this line of research, Quartermaine English IPA, was presumably chosen because McMullen English IPA might have caused issues with a certain brewery in Hertford!

Having ascertained the origin of the Trademark through research, I heard from Ken Smith who, back in the 1980s, when I was barely computer-literate, was my digital guru. He still has a spreadsheet compiled from my hand-written notes taken on those visits to the Trade Marks Registry. I can now confirm that the quartered shield device was registered on 3 February 1885 by William Quartermaine, of Wimbledon, as mark number 42591. Perhaps my memory isn't as bad as I thought it was!

THE BROOKE BANKRUPTCY: It is possible that Frederick Brooke's parlous financial circumstances played a part in George Henry Hall's decision to take his own life, we shall never know. What does seem certain however, is that it was Brooke who was the moving force in attempting to form a new company which would buy his assets. When that attempt failed, it would seem that Brooke made himself scarce! 'LOCAL BANKRUPTCY. Brooke Brothers, late of Norwood Brewery, Lower Norwood, present address unknown, brewers'.⁴⁶ 'The Norwood Brewery in Bankruptcy – A receiving order has been made against Messrs. Brooke Bros., who are described as of the Norwood Brewery, West Norwood, brewers, the act of bankruptcy alleged being the non-compliance with the requirements of a bankruptcy notice. The amount of liabilities and assets did not transpire.'⁴⁷

It seems that Brooke had re-appeared in time for his second examination at the end of November. 'Court of Bankruptcy – Nov. 28. (Before Mr. Registrar Giffard) in re F.W. Brooke. The bankrupt, who had traded as a brewer at the Norwood Brewery, Lower Norwood, under the firm of Brooke Brothers, applied to pass his examination. The accounts showed gross liabilities £18,200., of which £7,441, are unsecured, and assets £40. It appeared that the debtor began business in 1878, with a capital of £2,000, in partnership with another person, who brought in £6,000 capital; that they traded, at the Norwood Brewery, as 'Denberlay (sic) and Brooke,' also as the 'Norwood Mineral Water Company,' until November, 1883, when this partner retired and withdrew his capital. The debtor then continued the business alone under the style of 'Brooke Brothers,' and he

attributed his failure mainly to his trade having fallen off; to expenses and liabilities in connection with an unsuccessful attempt to form a limited liability company for the purpose of taking over his and other breweries; also, to loss by the forced sale of his business effects in June last by the second mortgagees. At the first meeting resolutions were passed by the creditors for the acceptance of a composition of 1s. 6d. in the pound'.⁴⁸

Further light is shed on the West Kent Breweries Company (Limited) debacle by the case of *Atkins v. Free* and others which was heard before Mr. Justice Manisty of the Queen's Bench Division and a common jury. The prospectus of the proposed company, together with copy extolling the supposed rosy potential of the flotation, which was obviously written by a professional, were published in newspapers the length and breadth of the British Isles. Responsible for this campaign was the plaintiff in the case, Mr Atkins, an advertising agent, of Fleet Street. His claim was for a balance of £304 5s 6d (due after £400 had been paid) for advertising the proposed company. To be decided was whether Mr Free, the defendant, was liable to pay the sum claimed.

In the course of the case, it was said that towards the end of 1887 Mr. Brooke, the proprietor of the Norwood Brewery, and Mr. Hall, who owned the West Kent Brewery, Beckenham, contemplated selling their properties to a company, and that subsequently Mr Free, whose firm owned the Crown Brewery, Lewisham, also went into the arrangement. On the 17 April, 1888, they signed a document which said that it had been mutually agreed between Messrs. Brooke, Hall and Free that the necessary steps should at once be taken for advertising the prospectus of the company, and for taking all other necessary steps for bringing out such company, and that they should pay the cost in proportion to the amounts paid to them for their respective properties. Mr Hall and Mr Brooke gave the order to advertise, and it was said that the plaintiff was told that Mr Free would be responsible. The principal question was whether any authority was given to pledge the credit of Mr Free for the cost of advertisements.

The case for the defendant was that there was no such authority. It was stated that Hall and Brooke were to have some £28,000 or more for their properties, while Messrs Free & Co. were to have only about £3,000 for theirs. It was arranged that Mr Free's proportion of the cost of forming the company should be £150; that he paid the sum down; and that it was understood that all expenses should be paid at once, and that there should be no credit transaction. Mr Free stated most positively that there was no pretence whatever for saying that there was any authority given to pledge his credit. The jury gave a verdict for the defendant.⁴⁹

By January 1890, the business was trading as the Norwood Brewery Company:

Anyone who was familiar with the interior of the small brewery in Chapel-road, known by the name of Norwood Brewery in its old days, would hardly recognize it under the present changed conditions. It has been taken in hand by an eminent firm of pale ale brewers, under whose direction it has been brought to the highest pitch of modern brewing requirements. The proprietors have, at a large expense, by sinking an artesian well 350 feet deep (thereby ensuring a constant supply of the purest water), and replacing the whole plant with new and also adding additional machinery in the shape of a new boiler, new fermenting rounds, cooler and refrigerators, so adapted it as to be able to turn out a beer that will compare favourably with that of any other brewer. The brewery is now carried on under the name of the Norwood Brewery Company, West Norwood.⁵⁰

This firm was registered as a limited company on 21 February 1893, with a capital of £30,000. The 'eminent firm of pale ale brewers' mentioned above were Messrs. Flower & Sons, of Stratford-on-Avon, whose London trade was operated from a depot in Paddington. They had been the second mortgagees who had earlier advanced Brooke £600 for his business effects. The first directors of the new company were to be Mr Edgar Flower and Mr A.D. Flower, and Mr J.H. Arrow was the brewer at this time.⁵¹

Towards the end of the decade, attempts were being made to sell the brewery as a going concern '10qtr brewery, together with five licensed houses, to be sold by auction at an early date (unless sold privately in the interim)'.⁵² 'For sale, the Norwood Brewery. Possession arranged for about £8,000 cash. Principals only will be treated with'.⁵³ The latter notice smacks of desperation, but it must have worked because within weeks the successful purchaser had resigned from his then current job as Head Brewer at the Haverhill, Suffolk, brewery of Messrs F.C. Christmas.

DINNER.- On Saturday evening the annual dinner given by Messrs, Christmas & Co. to their employees was held in the Bell Hotel, when between 35 and 40 sat down to an excellent dinner. Afterwards, Mr F.C. Christmas occupied the chair, being supported by Messrs S.M.J. Silver (vice-chairman), A.C. Beaton (manager), Proctor (new manager), and Grennop. In proposing the toast of the evening, 'Success to the firm.' The Chairman intimated that the manager, Mr A.C. Beaton, would shortly be leaving the town, and referred to the friendly relations which had always existed between all the members of the firm and Mr Beaton. He also wished it to be understood that Mr Beaton was leaving of his own accord. During his three and a half years' connection with the firm he had gained the respect of everybody connected with it, and in his (the speaker's) opinion, they had manufactured a good article that had

given satisfaction not only to themselves, but also to the public in general. He wished Mr Beaton long life, health, and happiness in all his future undertakings.⁵⁴

Arthur Cecil Beaton carried out some upgrade work at the brewery and traded as A.C. Beaton & Co. until October 1919, the Norwood Brewery Co. Ltd. having been dissolved and struck off the register of companies in 1902, when the brewery was to be offered for sale by auction. 'Before auction a buyer was found for the Norwood Brewery in Chapel-road, West Norwood; together with five tied houses. The purchaser obtained the business, which has been carried on successfully for many years past, as a going concern, with its important tied and free trade connection. The purchase price is not disclosed, but is declared to be satisfactory.'⁵⁵

The successful purchaser was Messrs Hoare & Co. Ltd., of the Red Lion Brewery, Smithfield. Brewing now ceased and the premises, together with the plant, were offered for sale by auction, being described as 'freehold factory premises, but recently known as the Norwood Brewery'.⁵⁶ What remained of Frederick W. Brooke's brewery was demolished in 1933.

CROWN BREWERY, LEWISHAM: John Francis Taylor was the proprietor of the Crown Brewery, at 99 Loampit Vale, and was advertising in the *Kentish Mercury* between November 1882 and December 1883. However, Taylor may have struggled financially for by 1886, the Crown Brewery was owned by members of the Free and Rodwell families who were Maltsters from Mistley, Essex. In October of that year, they appointed a Mr Pickering as their Managing Brewer on a salary of £175 per annum plus commission. Then, in 1888, in the wake of the failure of the West Kent Breweries (Limited) flotation, of which Robert Free, Robert Edward Free and William Hunter Rodwell were by then directors, they were looking to sell the business to a Mr Fletcher.

The sale to Mr Fletcher was completed in September 1888 and Pickering continued to look after the brewery until Fletcher took possession in December. Pickering felt that he had no formal notice to terminate his employment by the Frees and Rodwell, and sued to recover his salary and damages for wrongful dismissal. The defendants stated in court that their belief was that the sale was effective notice, but the jury disagreed and found in Pickering's favour.

Henry Vickers Turner Fletcher was advertising his 'Special Family Ales' in the *Kentish Mercury* between February 1889 and December 1890, when he was living at 57 Tyrwhitt Road, Deptford. He had been born in Stow on the Wold, Gloucestershire, in 1844, the son of William Fletcher, who

was described in the 1861 census as a 'Traveller in the Hop Trade' but had been a 'Wine Merchant, Brewer & Maltster' in 1851 in Stow. In 1871 Henry Fletcher had been the proprietor of the Sun Brewery at Highworth in Wiltshire; living with him, as a boarder and pupil was the 18-year-old Edwin Dawes, who was later to become the proprietor of the Diamond Brewery in Maxton, Dover. Fletcher was still a Brewer in Highworth in 1881.

Fletcher's association with the Crown Brewery was not to last for long: James Dawkins was advertising his 'Dawkins' Celebrated Invalid Stout, price 1/6 per Gallon' from the Crown Brewery late in 1892. He claimed that it was 'brewed from the best materials only, and is highly recommended by the Medical profession for its nourishing properties'.⁵⁷ This splendid piece of doggerel appeared regularly on the front page of the *Lewisham Borough News*.

The best of Mild and Bitter,
The finest Ale and Stout,
The dancing Ale of Burton,
Very nice beyond a doubt.
The favourite of the housewife, the mother and the daughter,
Is the pint drawn at 3ha'pence,
Of the famous 'Crown Tap' Porter.

To be had at the 'Crown Brewery' Tap,
Loampit Vale, Lewisham

The licence of the Crown Brewery Tap had been transferred from Charles J. West to James Dawkins at the Blackheath Licensing Sessions in January 1892.⁵⁸ Dawkins' last advertisement appeared in May 1893.

Barber states that the Wilmington Brewery Company, Crown Brewery, Lewisham was sold to Messrs. Thorne Brothers Ltd., of Nine Elms, in 1895 by the West Kent Breweries Ltd.⁵⁹ This must be an error because, as we have seen, the latter company ceased to exist in 1892. The Wilmington firm certainly had a presence in Lewisham; the following announcement implies that they were making mineral waters there. 'The Partnership lately subsisting between Charles Arthur Clarens Berrall and Edmund William Tankerville Thornton, carrying on Business as Brewers, Wine and Spirit Merchants, and Makers and Vendors of Aerated Waters, at Wilmington, Dartford and Lewisham respectively, in the County of Kent, under the style or firm of the Wilmington Brewery Company, has been dissolved as from the fifteenth day of June, 1895, by mutual consent.'⁶⁰

Brewing had certainly ceased and the Crown Brewery demolished by the turn of the century. 'Messrs. Douglas Young & Co., of 51, Coleman-street, are the architects of

the new licensed stores, stables, etc., to be erected on the site of the old Crown Brewery, Loampit-vale, Lewisham'.⁶¹ Perhaps Norman had information that this new Stores to be erected was for Messrs. Thorne Brothers Ltd.?

PIONEER BREWERY, CHELSEA: Mentioned in the prospectus of The West Kent Breweries (Limited), this one would, at first, seem to be something of an enigma. *London Brewed* lists only one Pioneer Brewery; page 87 contains a reference to Mantell & Co.'s brewery in Lower George Street, Chelsea, as being known as the Pioneer Brewery c.1871-88. However, in all earlier references it was known as the Castle Brewery. An auction sale was announced in June 1884 of the 'Castle Brewery, Lower George-street, Chelsea, with fixed Plant and Thirteen Leasehold Beer-houses, - In One Lot'.⁶² The notice goes on to state that 'The Home Property, including Brewery Tap, is held for an unexpired term of 3? (indistinct) years, at £178, but premises let off produce £124: the 10-quarter fixed plant, which belongs to the lessees, will be included in the sale. The beerhouses are well placed in the majority of instances, and in one case an exceptionally large trade is done, the unexpired terms varying between three and 37 years. The concern, which has a trade of about 40 barrels a week, would suit a London brewer desiring to increase his business, or a country brewer wishing to form a nucleus for a London agency, whilst it also affords an excellent opportunity of securing an old-established business capable of being considerably augmented by active personal effort, at a small outlay of capital.'

This description seems to tie in well with the 'Fifteen licensed houses, including the Pioneer Brewery, and Tap, the last-named doing a trade of about 900 barrels per annum.' (i.e. an exceptionally large trade), which Messrs Free and Rodwell brought to the table in May 1888. It would seem reasonable to assume that brewing ceased at this time; *London Brewed* has no further references to the Castle/Pioneer Brewery.

Hopefully, this piece has now substantially unravelled the inter-tangled stories of the various breweries and of the cast of characters who were involved in the brief life of the ill-fated West Kent Breweries (Limited). If nothing else, it shows that in the latter years of the 19th century there were competent and ambitious practical brewers seeking to make a comfortable living for themselves and their families, as well as capitalists in search of a profit from an apparently booming industry. Others were less competent, either as brewers or as businessmen. With the benefit of hindsight, we know that the family trade was in decline, spelling the end for many small breweries in the face of mechanised bottling of bright beers by the larger concerns.

References

1. *South Eastern Gazette*, 22 August 1848.
2. *South London Journal*, 22 April 1856.
3. *Brewers Journal*, September 1869.
4. *London Evening Standard*, 20 October 1875.
5. *Islington Gazette*, 24 March 1874.
6. *Hackney and Kingsland Gazette*, 26 January 1883.
7. Acheson, G., Coyle, C., & Turner, J.D. (2016). 'Happy hour followed by hangover: financing the UK brewery industry, 1880-1913,' *Business History*. 58(5), 725-751. <https://doi.org/10.1080/00076791.2015.1027693>
8. *York Herald*, 28 April 1888.
9. *The Globe*, 7 May 1888.
10. *Croydon Advertiser*, 22 September 1888.
11. *ibid.*
12. *Norwood News*, 22 September 1888.
13. *Croydon Advertiser*, 23 February 1889.
14. *Beckenham Journal, Penge and Sydenham Advertiser*, 4 October 1890.
15. *ibid.*, 15 November 1890.
16. *ibid.*, 28 July 1894.
17. *ibid.*, 17 April 1897.
18. *Bromley & West Kent Telegraph*, 12 January 1901.
19. *London Evening Standard*, 25 June 1900.
20. *Kent Times*, 14 June 1900.
21. *Nottingham Evening Post*, 26 June 1900.
22. India Office Ecclesiastical Returns, Bengal Presidency, Ancestry.co.uk
23. *Probate Calendar*, 1930, p.230.
24. *East London Observer*, 21 March 1903.
25. *Fulham Chronicle*, 8 July 1904.
26. *Chelsea News & General Advertiser*, 18 October 1907.
27. *Fulham Chronicle*, 11 October 1907.
28. *ibid.*
29. Barber, N. and Brown, M. & Smith, K. (eds) (2005) *Century of British Brewers plus*. New Ash Green: Brewery History Society.
30. Brown, M. (2015) *London Brewed*. New Ash Green: Brewery History Society.
31. *Croydon Guardian*, 1 February 1902.
32. *Kentish Mercury*, 9 December 1887.
33. *London Evening Standard*, 27 October 1909.
34. *Beckenham Journal*, 1 November 1913.
35. *Probate Calendar*, 1867.
36. *Surrey Comet*, 31 March 1883.
37. *London Evening Standard*, 27 November 1886.
38. *Kilburn Times*, 30 December, 1887.
39. *ibid.*
40. *London Evening Standard*, 11 February 1888.
41. Queensland, Australia, Passenger Lists, 1848-1912, Ancestry.com
42. Quartermaine family tree. Ancestry.com
43. *Wallington & Carshalton Herald*, 5 January 1889.
44. *Wimbledon Mercury*, 4 May 1889.
45. *ibid.*, 18 January 1890.
46. *Sydenham, Forest Hill & Penge Gazette*, 22 September 1888.
47. *Norwood News*, 15 September 1888.
48. *Lloyd's List*, 29 November 1888.
49. *Morning Post*, 21 June 1889.
50. *Norwood News*, 1 August 1891.
51. *Leamington Spa Courier*, 25 February 1893.
52. *London Evening Standard*. 25 August 1898.
53. *Daily Telegraph*, 10 July 1899.
54. *Cambridge Daily News*, 7 August 1899.
55. *Norwood News*, 24 October 1919.
56. *ibid.*, 30 January 1920.
57. *Lewisham Borough News*, 3 November 1892.
58. *Woolwich Gazette*, 15 January 1892.
59. Barber, N. and Brown, M. & Smith, K. (eds) (2005) *op. cit.*
60. *Gravesend Reporter*, 13 July 1895.
61. *Brockley News, New Cross & Hatcham Review*, 26 October 1900.
62. *London Evening Standard*, 28 June 1884.