

53.

DCM WHI (Pamph.)

IN REG W

IN LIBRY BREWING

BUSINESS ARCHIVES COUNCIL

WHITBREAD'S BREWERY



FOUNDED 1742.

427
WHI
pam

C. P. B. A

53.

427
WHI
pam

[Px590]

WHITBREAD'S BREWERY

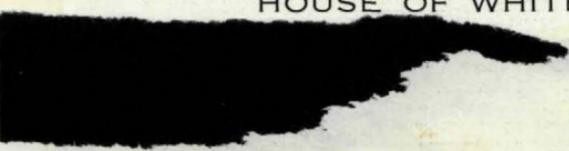
FOUNDED
1742

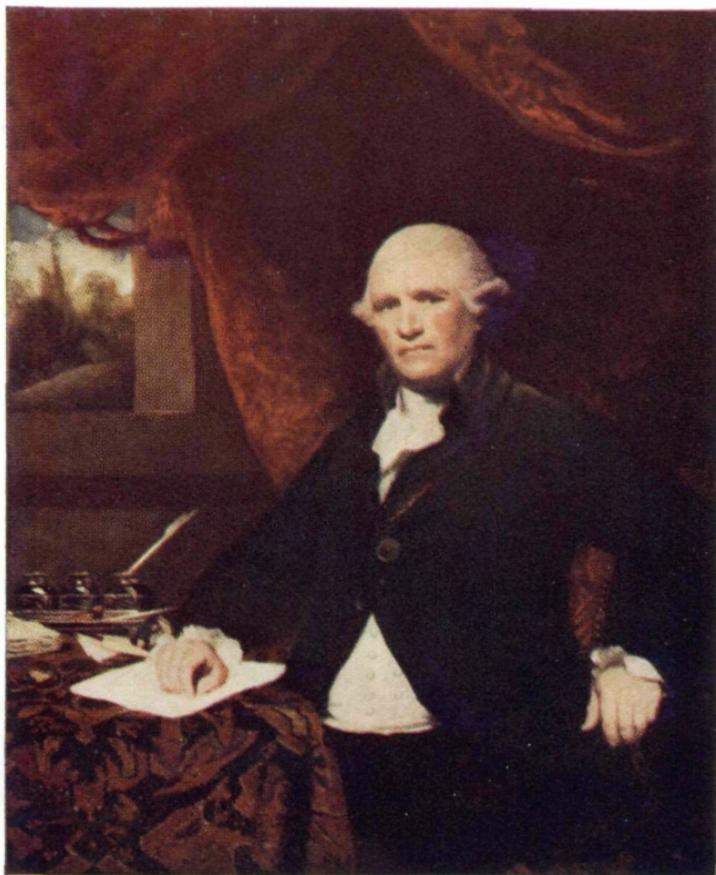


THE
Do:
London

COUNCIL
Jolly Street.
01 - 407 6110

AN ILLUSTRATED HISTORY
OF THE
HOUSE OF WHITBREAD





SAMUEL WHITBREAD
(1720—1796)
Founder of the Brewery

HEADS OF THE HOUSE OF WHITBREAD

SAMUEL, WHITBREAD
1720—1796
The Founder of the Brewery
M.P. for Bedford, 1768—1790

SAMUEL, WHITBREAD
1758—1815
M.P. for Bedford, 1790—1815

WILLIAM HENRY WHITBREAD
1795—1867
M.P. for Bedford, 1818—1834

SAMUEL, CHARLES WHITBREAD
1796—1879
M.P. for Middlesex, 1820—1830

SAMUEL, WHITBREAD
1830—1915
M.P. for Bedford, 1852—1895

Present Chairman :

SAMUEL, HOWARD WHITBREAD
C.B.
M.P. for Luton Division of Beds., 1892—1895,
and for South Hunts, 1906—1910. Lord-
Lieutenant of the County of Bedfordshire



IN CHISWELL STREET
Once the Junior Partner's Private House, now part of the
General Offices

Whitbread's Brewery

The Founder

WHITBREAD'S brewery covers over five acres and stands partly in the Cripplegate ward of the City and partly in the parish of St. Luke's, Old Street. Within a short distance of the brewery is the church of St. Giles, where Oliver Cromwell was married, and where both Milton and Sir Martin Frobisher are buried. Milton died in 1674, but it was not until 1793 that a memorial to the poet was placed in the church. Then, we are told, "Mr. Whitbread, whose extensive brewery, unparalleled in Europe, and situated in this parish, erected a monument to his memory." Mr. Samuel Whitbread was here referred to, and of him the biographer has written, "his large heart, expanding with the amplitude of his fortunes, continually prompted him to acts of the noblest liberality."

The Foundation of the Firm

The life of Mr. Whitbread, who achieved fame as a brewer and a philanthropist, shows that he was a man whose actions were influenced by wide sympathies; while his beneficence in founding a ward in Middlesex Hospital for the treatment of cancer—one of the earliest endeavours to combat this disease—at a cost of £4,000, is a tribute to his generosity and humane work.

He came from Cardington in Bedfordshire and he founded the brewery in the year 1742. Eight years later he removed the business from the brewhouse in Old Street, St. Luke's, to its present position in Chiswell Street.

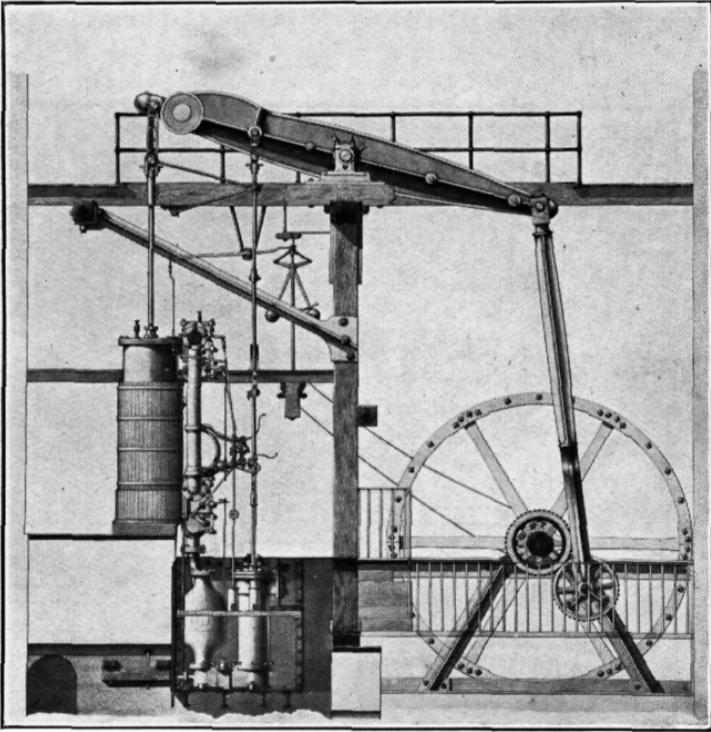
The fame of Whitbread's beers rapidly extended and the equipment of the brewery also attracted attention. Mr. Samuel Whitbread possessed the spirit of the pioneer and it is interesting to observe how he enlisted the services of eminent men in order to secure efficiency. The names of Watt, Rennie and Smeaton, the famous engineers, are associated with the work of construction at the brewery in Chiswell Street.

In 1785, Mr. Whitbread introduced the use of steam power, the engine being erected by Messrs. Boulton and Watt, of Birmingham. This was one of the first engines constructed by them for a brewery and Rennie superintended the adaptation of the machinery connected with it.

On another page there is an illustration of this engine. At first it performed, we are told, the work of thirty-five horses, and ten years later it was increased to seventy horse power. It remained at the brewery for over a century, being removed in 1887 to the museum in Sydney, Australia, where it stands as a monument to Watt's genius. The services of Smeaton were secured for designing six underground cisterns, the largest of which contained upwards of 3,600 barrels of beer. These subterranean chambers are still in use, although not for the purpose for which they were originally designed.

A Royal Visit

In 1787 the chambers excited the admiration of their Majesties King George III and Queen Charlotte, when, accompanied by three Princesses, they spent two hours at the brewery. Elsewhere in this publication is an interesting account of the royal visit, reproduced from a newspaper of the time. The writer describes how His Majesty "explained

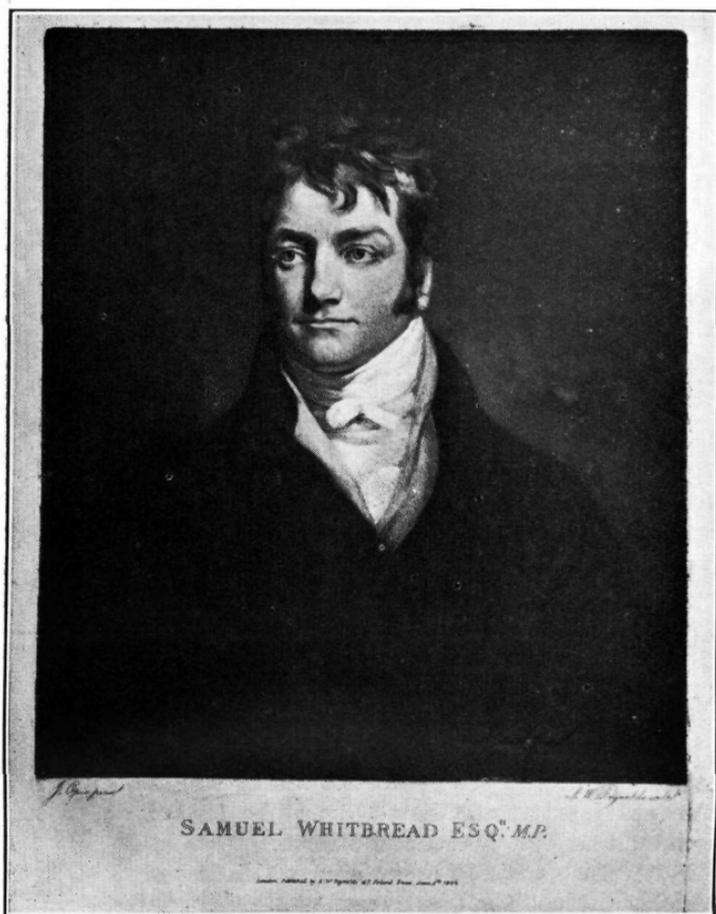


THE ENGINE DESIGNED BY WATT—INVENTOR OF THE
STEAM ENGINE

One of the first ever constructed for Brewing Purposes

to the Queen and the Princesses the leading movements in the machinery"; and how "the stone cistern raised such wonder that the Queen and Princesses would go into it." Then we are told, in a sentence which has a glow of enthusiasm, that "the great vessel at Heidelberg is nothing to it." The pleasure of the royal visitors is made apparent in this description. In honour of their Majesties the subterranean chambers were named "King Vault" and "Queen Vault."

Mr. Whitbread, the founder of the brewery, who was born in 1720, died in 1796, having managed the business



SAMUEL WHITBREAD (1758—1815)
Son of the Founder. M.P. for Bedford, 1790—1815.
Engraved by S. W. Reynolds, after J. Opie, R.A

without the assistance of a partner for fifty-four years. In a memorandum which is preserved among the family records he mentions that he was the seventh of eight children, the youngest of five sons and that he went out to seek his fortune with a capital of £2,000.

He was succeeded by his son, Samuel Whitbread, who was elected to Parliament for Bedfordshire and achieved fame as a social and financial reformer.

Parliamentary Honours

Records show that the name of Whitbread has been long and honourably associated with the Parliamentary life of the country. Samuel Whitbread, the elder, was member of Parliament for Bedford from 1768 to 1790, and afterwards was the member for Steyning, in Sussex. From 1790 to 1815 Bedford was represented in the House of Commons by Samuel Whitbread, the younger, son of the founder, and from 1818 to 1834 by William Henry Whitbread. Samuel Charles Whitbread, who succeeded his brother, was a representative of the County of Middlesex from 1820 to 1830; and from 1852 to 1895 Mr. Samuel Whitbread, the late chairman of the Company, sat in the House of Commons as the member for Bedford. Mr. Samuel Howard Whitbread, the present chairman, who is Lord-Lieutenant of the county of Bedford, sat for South Bedfordshire from 1892 to 1895, and for South Hunts from 1906 to 1910.

Two other partners of the firm also achieved prominence in Parliament. They were Sir John Cam Hobhouse, afterwards Lord Broughton, who in 1846 attained cabinet rank; and Mr. Charles Shaw-Lefevre, who in 1839 was elected Speaker of the House of Commons, and on his retirement was created Viscount Eversley.

The privilege enjoyed by the Company of horsing the Speaker's coach on the occasion of a coronation originated at the time that Mr. Shaw-Lefevre occupied the Speaker's chair. A pair of the Company's horses were used for this purpose in June, 1911, at the coronation of King George V.

Account of King George III's visit to the Brewery

Reprinted from a newspaper dated 1787.

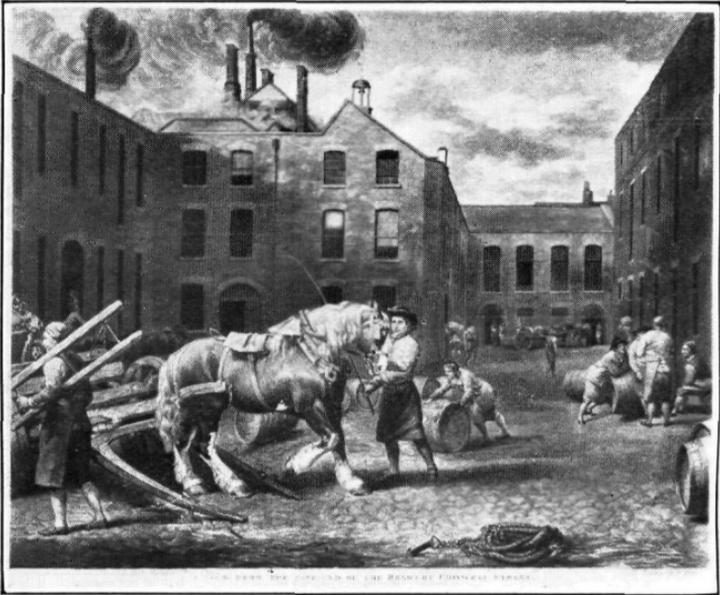
Mr. WHITBREAD'S BREWERY.

ROYAL VISIT THERE.

This event took place on Saturday.

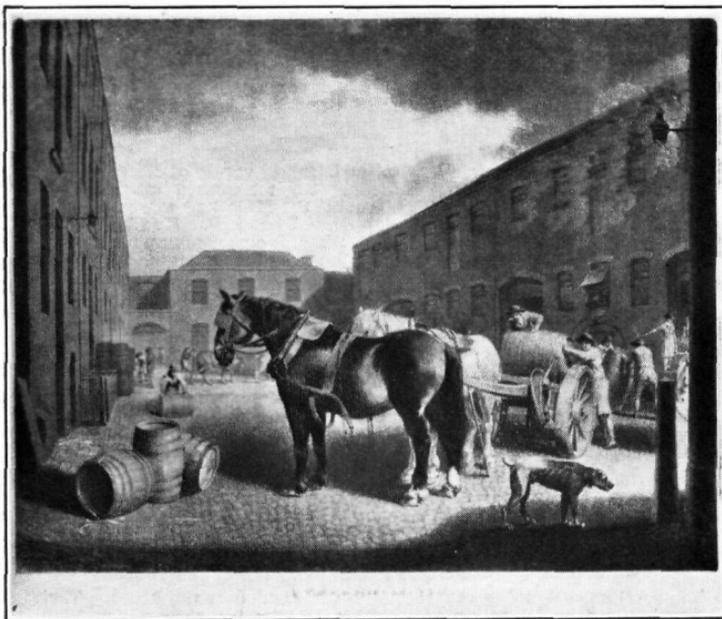
The time appointed for the visit in Chiswell street was ten in the morning. Curiosity and courtesy outrun the clock. Their Majesties were there a quarter before ten.

With them were three Princesses. The Duke of Montagu, Lord Aylesbury, Lord Denbigh, Duchess of Ancaster, and Lady Harcourt.



*"A VIEW FROM THE EAST END OF THE BREWERY,
CHISWELL STREET"*

Engraved by W. Ward after G. Garrard, 1792



" A BREWHOUSE YARD "
The Yard from the West End
Engraved by R. Earlom after G. Garrard

They were received at the door by Mr. Whitbread and Miss Whitbread; and politely declining the breakfast that was provided, immediately went over the works.

It was the occupation of two hours.—The steam engine, lately erected by the Birmingham Bolton, and first applied by Mr. Whitbread to the purposes of the Brewery, took up about half an hour. In which it was apparent, this was not the first half hour thus usefully employed on economic arts. His Majesty with becoming science, explained to the Queen and the Princesses the leading movements in the machine y.

In the great store there were 3007 barrels of beer.

The stone cistern raised such wonder, that the Queen and Princesses would go into it, though through a small hole, with much difficulty and some disorder. The sight rewarded them; for the vessel is of such magnitude, as to hold 4000 barrels of beer. The great vessel at Heidelberg is nothing to it.

The machinery, so well used by Mr. Whitbread, has saved much animal labour. But there yet remains much labour that cannot be saved. This particularly impressed the King—he saw 200 men and 80 horses all in their places.

The horse keeper, yielding to the harmless vanity of office, said, he would shew his Majesty "the highest horse among his Majesty's subjects." It would have been cruel if the King had taken the poor man off his high horse. The King cannot be cruel. He kindly gave the man his way. And, as it were, letting his own communicable spirit mount at the same time, he graciously gave him something more than audience; accurately guessed the height of his horse, which was really remarkable, no less than 17 hands three inches—and replied, on his muscle not being proportioned to his bone!

The Cooperage was looked at from an adjoining room; and it was at this window, looking into the street, that the people without, who by this time had gathered into a great crowd, first seeing the King, gave breath to their loyalty, and repeatedly huzzaed. The Queen, whose worth, were it her sensibility alone, would be beyond our praise, paid the people with a tear!

In all that related to the Brewery, and the passages through them—all that was necessary, was done; but, very properly, nothing more. Matting covered the way that was dirty—lamps lighted where had been dark.

When everything was seen, the walk ended in the house. Their Majesties were led to a cold collation, as magnificent as affluence and arrangement could make it. The whole service was plate. There was every wine in the world. And there was also that, without which the board had been incomplete, some PORTER, poured from a bottle that was very large, but, as may be thought, with better singularities than the mere size to recommend it. As there was no want of anything else, there was no want of appetite.

The Duchess of Ancaster and Lady Harcourt sat at the table as well as the Princesses; but the Duke of Montagu and Lord Aylesbury finding in another room a second banquet, scarcely less sumptuous than the former—prepared for their attendants, had there been any—very heartily boarded there, that it might not seem so much good cheer had been thrown away.

This being done, it became two o'clock; when the King and Queen, not more than completely satisfied with the wonder of the works, than the good sense and elegance with which they had been shewn, took leave of Mr. Whitbread and his daughter, and returned to Buckingham House.

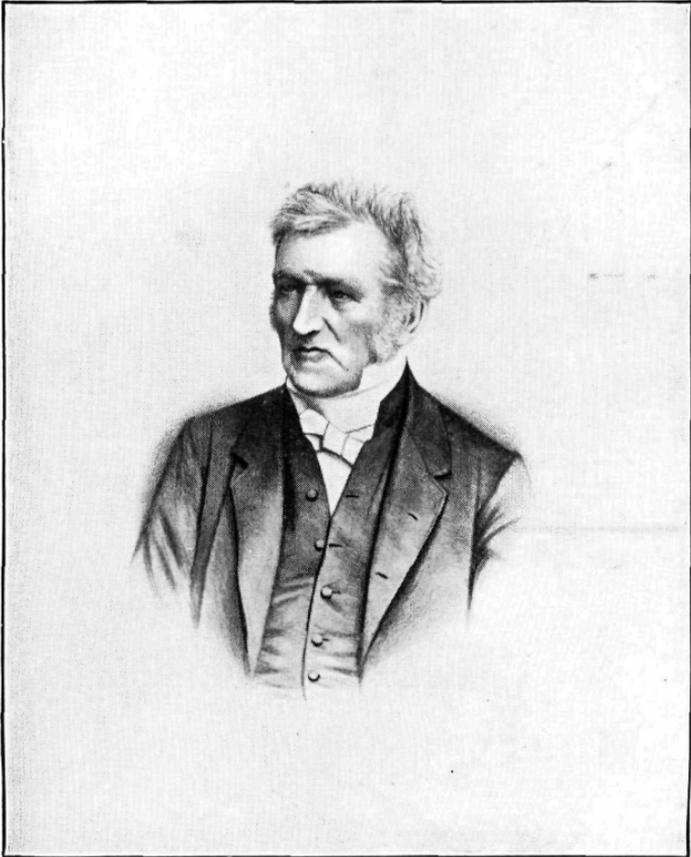
Thus ended these events—which had been agitating for several months past. The events may seem little in themselves—but they are far from little in their application; for they apply to what philosophically gratified the Prince of a trading people; and as properly illustrated one of our prime men in trade. They show the reverence due to the sure dignity of private worth—equally conspicuous for duties well done, and comforts well enjoyed;—the arts that are useful, the manners that are just!



CHARLES SHAW-LEFEVRE
VISCOUNT EVERSLEY
Speaker of the House of Commons 1839—1857
Partner in Whitbread & Co. for 45 years

Expansion of the Business

Whitbread's beers, from the earliest days of the brew-house, achieved great popularity. It is on record that the brewery was "particularly famous for its porter and stout." For over ninety years those were the only beverages



*SAMUEL CHARLES WHITBREAD (1796—1879
M.P. for Middlesex, 1820—1830*

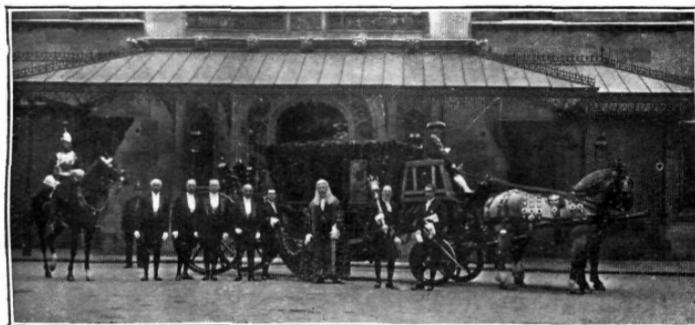
produced at the brewery, so that Whitbread's stout has been celebrated for nearly two centuries. In 1834 ale was first brewed, and the business rapidly expanded.

The public demand for bottled beer meant the establishment of a bottling department, and this came into being in the year 1868, just over 60 years ago.

The gradual development of the business and the continual growth of demand from all parts of the country necessitated the opening of numerous other depots. The whole of the bottling is carried out by the Company.

To return to the history of Whitbread's brewhouse it may be interesting to make a survey of the different departments of the brewery, and give a brief description of the processes of brewing the National Beverage. Methods have, of course, changed since the days when King George III made his visit; but, while they have been improved, the visitor will see that the best traditions of the firm are maintained by the present management, and that Whitbread's beers are still manufactured from the best materials.

The brewery was originally situated on the south side of Chiswell Street. With the growth of the business additional land and premises were acquired on the opposite side of the road, and a tunnel under the road connects the north and south cellars. The great demand for space in the



THE SPEAKER'S COACH

Drawn by Whitbread's horses at the Coronation of King George V

City of London renders expansion in these days almost impossible, and consequently we observe at Whitbread's brewery a remarkable concentration of industry. The brewery has been developed to meet increasing requirements in accordance with plans designed to economise space, and visitors are invariably impressed by the success with which the large output is obtained within an area of five acres.

The Processes of Brewing

Before beginning an inspection of the brewery it may be stated that the manufacture of beer is divided into seven processes, as follows:—

Malting		Boiling
Grinding		Cooling
Mashing		Fermenting
Racking.		

The first process is the conversion of barley into malt, which is carried out in malt houses situated in the barley-growing districts, away from the brewery. It may be explained that the barley is steeped in water, then spread out on floors and allowed to germinate, after which it is removed to a kiln, where the germination is stopped by the gradual and increasing application of heat until the malt is dry.

It will be readily understood that the varieties of beer will be influenced by the quality of the materials used, and that skill and care are demanded of the brewer in selecting and blending barleys that will give the best results. Equal efficiency is necessary in regard to hops, and considerable experience is required before judgment can be formed on these matters.

The first process in the brewing of beer to take place in the brewery is the grinding or crushing of the malt. This is done by high speed mills, capable of very fine adjustment, to suit the particular kind of malt required for grinding.

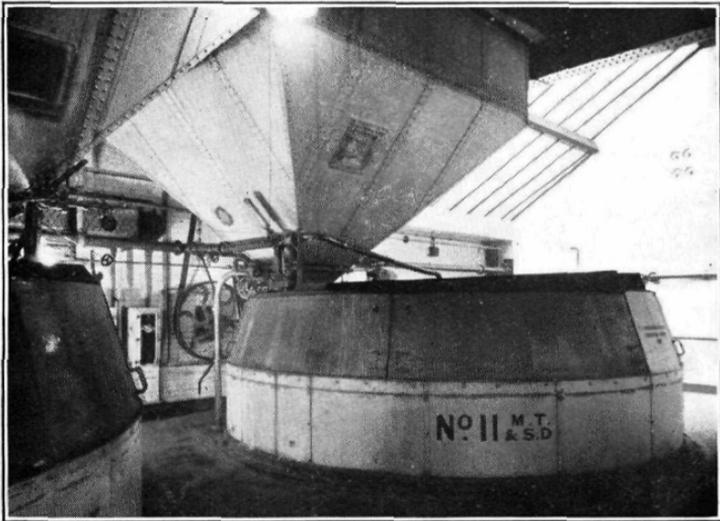


THE MILLS USED FOR GRINDING THE MALT

The visitor is speedily impressed by the measures adopted to secure the purity of the beverage in process of manufacture. The malt is brushed and screened to separate impurities from the surface of the grain, and fans are used to withdraw the dust, which is all washed away. It then passes over magnets to arrest any small particles of metal, and after this comprehensive cleaning process, falls on to the steel rollers in the mills, which crush the malt into "grist."

We next watch the grist being conveyed to what are known as grist cases, preliminary to the next process of mashing. Each case is so placed as to allow the grist, or crushed malt, to flow into the mash tuns.

Mashing is a highly important operation. This takes place in a large vessel called a mash tun where the grist is mixed with hot water and undergoes a revolutionary change; the malt sugars are dissolved, resulting in a sweet



*ONE OF THE MASH TUNS FOR OBTAINING THE EXTRACT
FROM THE MALT*

liquor, known as "wort." In this process of conversion temperatures have to be carefully studied according to the quality and condition of the malt and the variety of beer required. The mash stands for about a couple of hours, when the extract termed "wort" is allowed to run off through a perforated false bottom. The wetted grist remains in the tun and is now known as the "goods"; which, being washed to obtain the whole of the extract, become the "grains" with which we are so familiar as food for cattle.

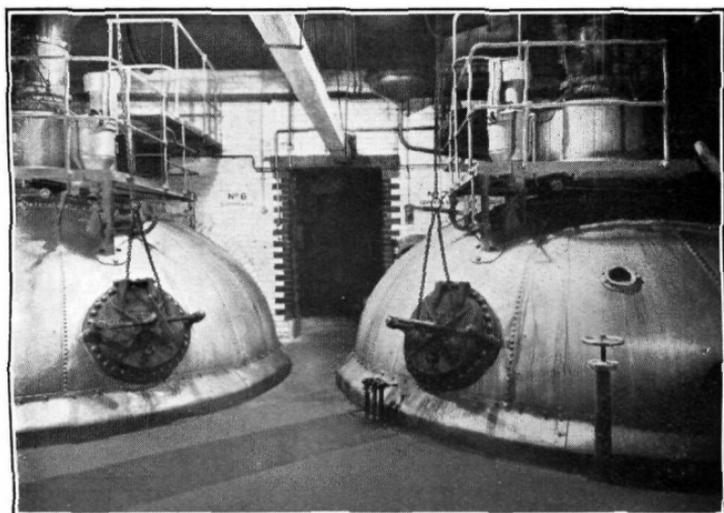
The wort obtained from the mash tun is pumped into a copper, where the next brewing process takes place, that of boiling.

It is at this stage when the wort is boiling that the hops are added. They have a preservative and purifying influence, and also give flavour and aroma to the finished beer. The blending of different kinds of hops, to secure the right flavour, demands the highest skill and judgment on the part of the brewer.

Whitbread & Co., Ltd. have one of the largest hop gardens in Kent. The hops from this garden are of very high quality, and to secure the use of this growth, the garden was bought when it came into the market. Hops are usually stored in pockets of roughly $1\frac{1}{2}$ cwts. apiece.

The boiling process having been completed, we watch the wort as it flows from one of the coppers into what is known as the "hop back," an appropriate name for another copper vessel with perforated plates, through which it is strained, leaving behind the "spent" hops, which are commonly used for agricultural purposes.

The wort has next to be cooled down to a temperature in the neighbourhood of 60 degrees Fahr. One of the chief reasons for boiling is to sterilise the wort, and this cooling from boiling point to 60 degrees Fahr. must be done under aseptic conditions. The possible infection of the wort at this stage makes precautions imperative; to meet it the present system of cooling by means of paraflow refrigerators



TWO OF THE BREWING COPPERS



PICKING THE HOPS IN WHITBREAD'S KENTISH HOP GARDEN



POCKETS OF HOPS FROM WHITBREAD'S HOP GARDENS

has been installed. These paraflow refrigerators consist of machined channelled plates through which the cold water and the hot wort are pumped in opposite directions, the heat exchange being carried out through thin sheets of copper.

The next process, that of fermentation, is the most important and critical operation in the whole scheme of

brewing. There are eight fermenting rooms, called tun rooms, and the visitor will be impressed by the size of one, known as the Porter Tun room, which has a maximum length of 162 feet 6 inches, and a width of 65 feet. The capacity of each fermenting vessel is gauged to a gallon, and it is upon the declared contents that the Customs and Excise collect beer duty for the Government. The controlling of the fermentation requires special skill and constant attention; the temperatures, particularly at the initial stage, have to be studied in relation to the variety of the beer required.

The wort is run from the paraflow refrigerators through long copper pipes, and collected in huge vats. A word should be said as to the cleanliness of these copper pipes. The greatest possible care and attention is expended upon keeping the inside of these pipes, or mains as they are called, up to a very high standard of cleanliness, and this remark may be applied to all pipes and mains throughout the brewery, through which wort or beer travels. The yeast or balm is added to start fermentation, and in a few hours a brownish cream arises on the surface of the wort, gradually increasing in volume as the yeast cells multiply; after two or three days the yeast rises to the surface and is skimmed off. One pound of yeast when added to the wort increases to three or four pounds during the process of fermentation.

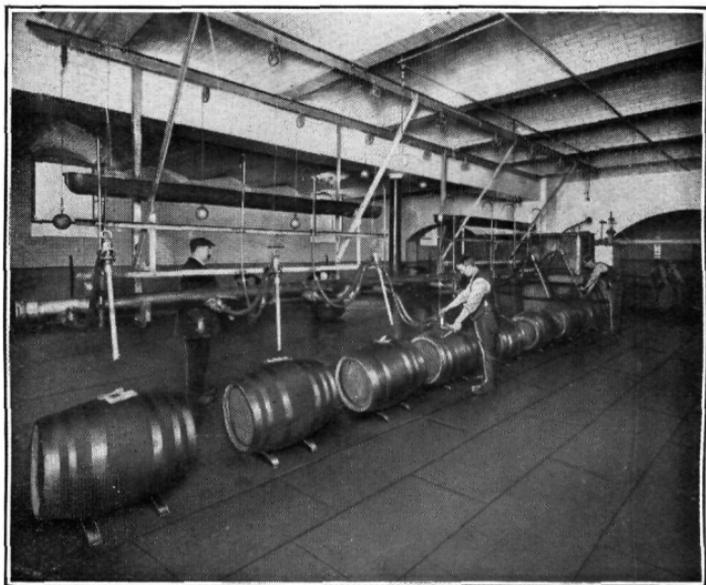
Yeast is withdrawn from the fermentation and pressed; the pressed yeast may be inspected lying on aluminium trays in the yeast store, a room built specially for the purpose and kept at a low temperature. The yeast cell itself is a very minute vegetable cell of about the same size as the red corpuscle in the human blood, and it has been estimated that in one ounce of pressed yeast there are 170,250 million yeast cells.

The Brewery Cellars

On the completion of the fermentation, the beer is run off into casks, an operation which is known as "racking." This takes us at once to the "subterranean chambers" that excited the admiration of King George III and Queen

Charlotte. The cellars have been considerably increased since that time, with the result that Whitbread & Co., Ltd., have about five acres of space underground.

With the improved methods of brewing the huge cisterns constructed by Smeaton are no longer required as vats for holding beer. Illuminated by electricity and with white tiles covering the sides, the underground chambers are bright, and a ventilating apparatus for introducing air—cool in summer and warm in winter—enables an agreeable temperature to be maintained at all seasons. There is no department of the brewery where there are scenes of greater activity than are to be witnessed in these subterranean cellars, as the casks after having been thoroughly cleaned and examined are brought mechanically from the yard above and propelled on a miniature railway to the racking machine.



ONE OF THE MACHINES USED FOR FILLING THE CASKS

The beer flows from the fermenting vessels in the Tun rooms, through long copper pipes—called mains—to tanks in the cellars. The beer is then racked into casks. The casks range in size from $4\frac{1}{2}$ gallons to 108 gallons capacity. Having been filled the casks are stored or stowed in different parts of the cellars. From the cellars the casks are raised by mechanical hoists called “Jacob’s Ladders” on to the loading-out stage. From here the casks are rolled on to the drays and thence conveyed to the customer’s cellar.

The cleanliness of these copper mains in the cellar should be again emphasised; they are rinsed through with scalding hot liquor at the end of each day’s rack, and as an additional precaution each length in the cellar is taken apart and scrupulously brushed and cleaned once every six weeks. The greatest length the beer has to travel from the Tun room to the racking machine is three hundred yards. The total length of beer mains in the brewery is between $2\frac{1}{2}$ and 3 miles.

The Laboratory

The constant high quality and the purity of the beers offered to the public by Whitbread & Co., Ltd. is only achieved by the most scrupulous attention to every detail of production. It is a simple statement of fact to say that nothing but the very highest class of material is used. A large staff of chemists is continually engaged in analysing these materials to ensure regularity and purity, in testing the products at different stages of manufacture, and in examining the finished beer. The pioneer spirit which in 1785 installed a Watt engine is as vigorous as ever, and encourages in every possible way that extension of scientific control which is such a marked feature of modern industry. Research proceeds continuously. The Laboratory has been extended four times in the past twenty years, and the present building, completed in 1923, is one of the finest and best equipped brewing laboratories in the world.

Pasteur’s Experiments

Scientific laboratory control may be said to date from a visit paid to Whitbread’s Brewery in September, 1871, by



A VIEW OF THE LABORATORY

Pasteur, the famous French chemist and bacteriologist, whose work did so much to revolutionise medical and surgical practice. Pasteur spent some time in the brewery studying beer ferments, and small fermenting vessels were specially erected for his experiments. At his suggestion, a microscope was introduced to study yeast; this microscope still exists in working order and is a highly prized memento of Pasteur's visit.

Cooperage and Workshops

Leaving the cellars we return to the surface and discover that our tour has been made through the tunnel under Chiswell Street, and having entered on the south side of the brewery, we now find ourselves on the north side. Large numbers of empty casks are arriving, and it is interesting to observe how thoroughly each one is cleaned and examined.

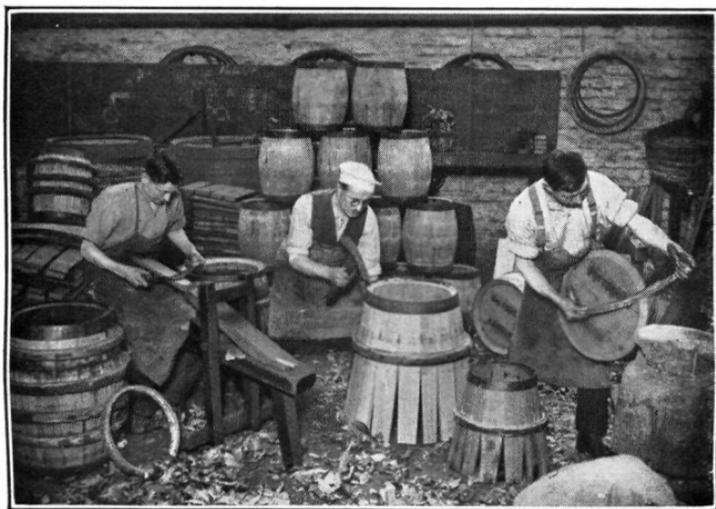
Visitors to the brewery always find the process of washing the casks an interesting part of their tour. Every cask

goes over a machine known as the "Super Goliath," specially made for Whitbread's in order to cope with the biggest cask, namely, a butt (108 gallons contents). Each cask is carried mechanically from nozzle to nozzle, going over eight nozzles in all. These nozzles project very hot water at 100 lb. pressure into the cask, and by this method the interior of the cask is thoroughly cleansed. The out-sides of the casks are brushed and scoured by brushes in the centre bay of the machine. The casks having been washed are rolled away to cool, but before being used each cask is examined and passed; each examiner has his individual mark which he places upon the cask.

If repairing is required, it is sent to the proper department; this brings us to the cooperage.

Here there are large stacks of oak which have been stored for the construction of casks. The oak used for the casks is exclusively the finest Russian Memel timber.

Coopers with the aid of modern machinery are busily engaged in making casks of different capacities, varying



PART OF THE COOPERAGE



THE SOUTH YARD TO-DAY

from $4\frac{1}{2}$ gallons to 108 gallons, and attending to those that have been sent for repairs. On an average 700 casks are repaired every week. A section of the cooperage formed at one time part of a huge vat for storing beer; during the war it was used for training volunteers enlisted in the brewery, but it is now a large workshop.

We pass departments occupied by carpenters and joiners, sign writers and decorators, busily engaged upon work for licensed premises connected with the brewery. We observe in the yard heavy horse and motor-driven vehicles, and we have an opportunity of examining a large fleet of electric wagons being loaded with casks brought from the cellars to be consigned to various parts of the country, as well as to the Continent.

Administration Offices, &c.

Returning to the south side of the brewery, where we began our tour, we pass the administration offices, as well as those for the architectural staff, where plans are

prepared for houses owned by the firm. Prominent in the yard is the old brewery clock, bearing the date 1749, with its bell, dated 1775, still marking time.

The increase of motor transport has greatly decreased the number of horses in service, and those still employed are housed in new quarters, a short distance from the brewery. The old stables, which occupied considerable space and provided accommodation for 160 horses, are gradually being adapted for the addition of new and improved plant.

Whitbread's horses are invariably admired, and in this connection the following note of Thomas Creevey, M.P., the diarist, on May 6th, 1823, is interesting:—

“I really had a most agreeable dinner at Sam Whitbread's brewery on Saturday. We sat down 22, I think. The entertainment of the day to me was going over the brewery after dinner by gaslight. A stable, brilliantly illuminated, containing ninety horses, worth fifty or sixty guineas a-piece upon an average, is a sight to be seen nowhere but in this



A DRAY LEAVING THE NORTH YARD

'tight little island.' The beauty and amiability of the horses were quite affecting; such as were lying down we favoured with sitting upon—four or five of us upon a horse."

A similar eulogy on the stables might be made to-day; but it is certain that the horses could not be obtained for "sixty guineas a-piece."

The Fire Brigade

In a part of London so dense with business premises the importance of appliances for protection from fire will be immediately appreciated. Whitbread & Co., Ltd. are fortunate in having a highly efficient brigade which has more than once rendered splendid service in the locality. There have been occasions when the brewery has been in imminent danger from fire, and once beer pumped from a



THE BREWERY'S PRIVATE FIRE BRIGADE AT PRACTICE



THE REST HOTEL, KENTON

vat saved it from destruction. This event is described in the following paragraph which appeared in the *Globe* newspaper of October 8th, 1807:—

“Yesterday morning, about 6 o'clock, a fire broke out in the extensive premises belonging to Messrs. Whitbread & Co. in Chiswell Street, which threatened an extensive destruction owing to the great scarcity of water. The engines, however, were supplied from a large vat containing nearly 4,000 barrels of porter, in consequence of which the fire was soon extinguished.”

The necessity for organising a fire brigade was long since recognised by the firm, and some years ago Whitbread & Co., Ltd. received a letter which was a tribute to its efficiency, from the chief officer of the London Salvage Corps. He stated:—“On the principle that credit should be given where credit is due, it affords me very much pleasure to record and acknowledge the services rendered by your Fire Brigade at the recent disastrous fire in White



*THE SALOON LOUNGE AT THE CHERRY TREE,
WELWYN GARDEN CITY*

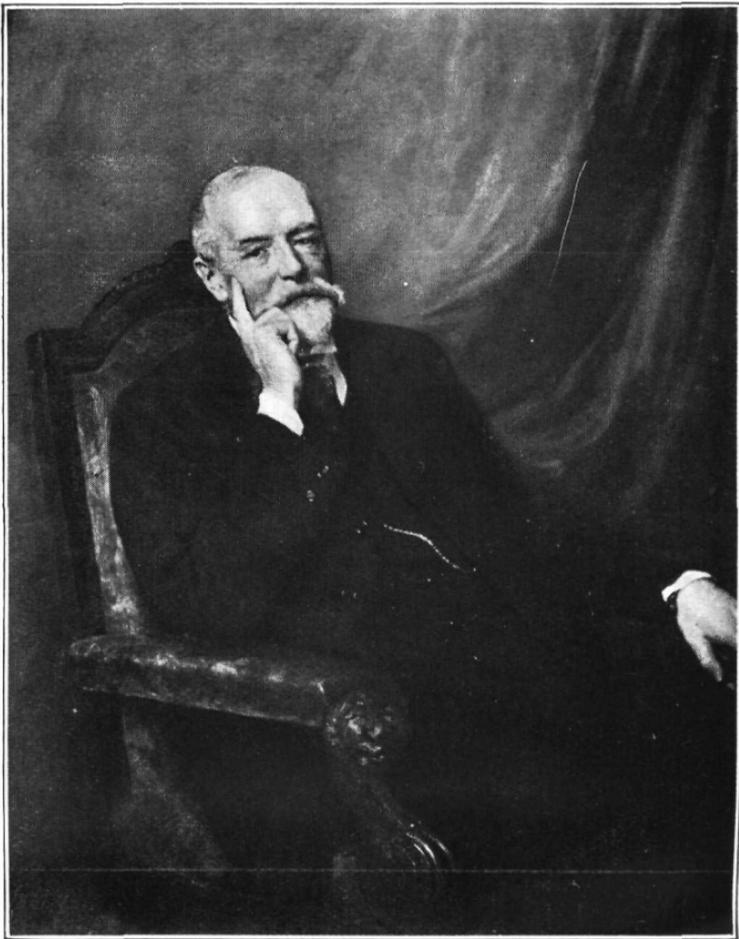
Cross Street. . . I must congratulate you upon the efficiency of your Fire Brigade, and I am sure it must be a source of much gratification to you to feel that you were not only able to protect your own premises from the danger of flying embers, but also to render so signal a service to your neighbours."

The members of the brewery brigade treasure a silver cup presented by owners of neighbouring property for services rendered on that occasion. Less valuable ornaments, although interesting mementoes of times when the brewery was threatened with disaster, are portions of three German bombs. These were dropped in the yard when raids were being made on London from the air, fortunately without effect.

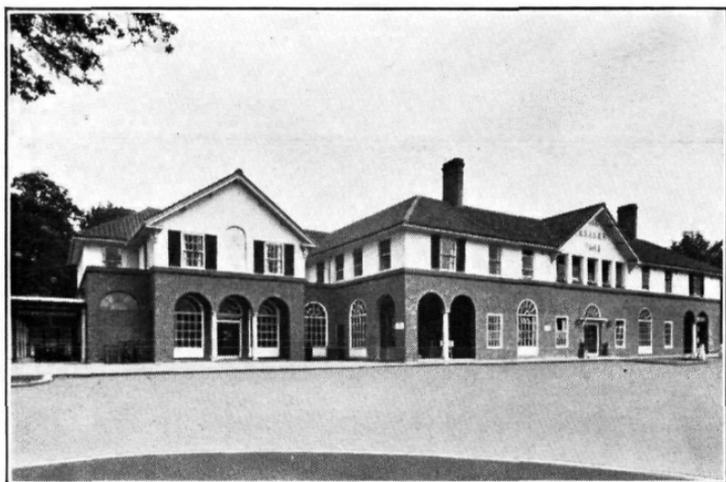
No description of the brewery would be complete without a reference to the welfare departments which are provided for the employees. There is an excellent catering scheme



*UP-TO-DATE KITCHENS ARE A FEATURE OF WHITBREAD'S
RE-BUILT HOUSES*



SAMUEL WHITBREAD (1830—1915)
M.P. for Bedford, 1852—1895
From the painting by John Collier, R.A.



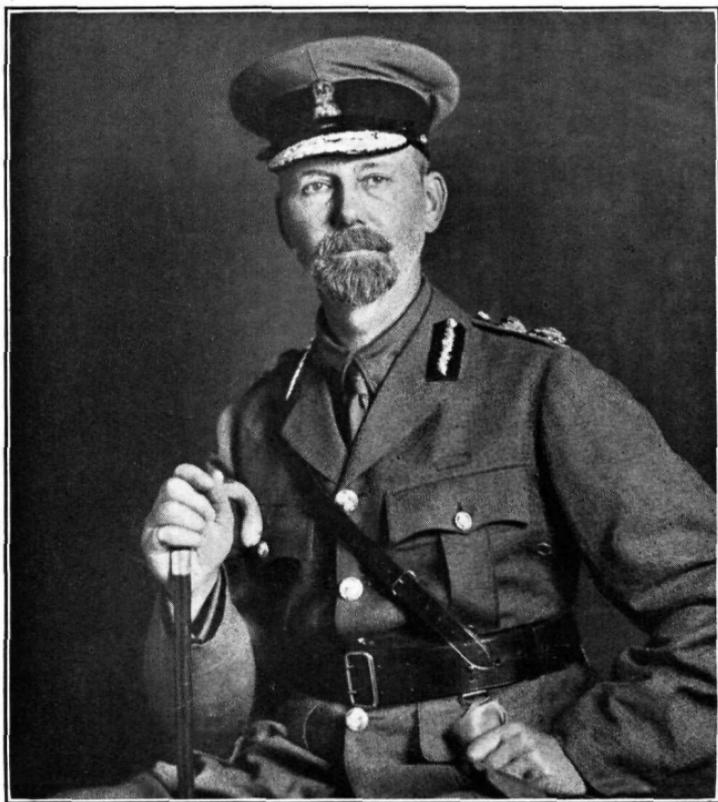
THE CHERRY TREE, WELWYN GARDEN CITY

which includes a kitchen where meals are provided at a reasonable cost, and in different parts of the brewery there are mess rooms admirably equipped for the comfort and convenience of the workers.

Thus, while the firm has a record of nearly 200 years, it moulds its policy in accordance with modern requirements, and a visitor to the brewery to-day will observe how the traditions of the founder are maintained in its equipment, and in the conditions of employment. This is no doubt largely due to the continued connection of members of the Whitbread family with the management of the brewery. The business was converted into a limited liability company in 1889, but the company is fortunate in still being presided over by a descendant of the founder, in Mr. Samuel Howard Whitbread.

Rebuilt Public Houses

Whitbread & Co., Ltd. like most brewers at the present time, own a large number of licensed houses in which their beers are sold, which are let or leased to tenants who buy



SAMUEL HOWARD WHITBREAD, C.B., J.P.

The present Chairman of the Company. Member of Parliament for Luton Division of Beds., 1892—1895, and for Huntingdon Division of Hunts, 1906—1910. Lord-Lieutenant for County of Bedfordshire, and President Bedfordshire Territorial Force Association

their beer from the Company; but in all other respects carry on their business as independent traders.

In the desire to maintain their reputation, it has long been the policy of the Company to improve the character of their houses and encourage the sale of commodities in addition to excisable beverages, and it is largely due to their initiative that the licensed industry, as a whole, is making a concerted effort to improve the conditions under which the trade is to carry on, to give a better service to the public in the direction of supplying food, non-alcoholic beverages, and other social amenities.

Some photographs of exteriors and interiors are shown as an indication of the practical means taken to improve the character and public usefulness of the houses owned by the Company.

Particular attention is directed to the group showing specimens of actual kitchens. In the new kitchens erected in Whitbread houses, the walls are of white glazed tiles and the equipment is designed to facilitate the most scrupulous



THE DINING ROOM AT THE SARACEN'S HEAD, BEACONSFIELD



THE ROBIN HOOD, BECONTREE

cleanliness. In short no effort or expense is spared to enable the tenants of the Company to prepare food for the public under the same ideal and cleanly conditions as Whitbread & Co. Ltd. themselves maintain in every process of the brewing of the ale and stout which have made the firm famous for nearly two centuries.



THE HALFWAY HOUSE, ENFIELD

