# THE HISTORY OF BATHAM'S BLACK COUNTRY BREWERS





#### **PUBLIC HOUSES - The Bathams "Nine"**

Vine Hotel, aka The Bull & Bladder, Delph Lane, Delph, Brierley Hill Hare & Hounds, Broadwaters, Kidderminster Holly Bush, Bell Street, Pensnett Lamp Tavern, Queens Cross, Dudley Plough Inn, Shenstone, Near Chaddesley Corbett Royal Exchange, Enville Street, Stourbridge Swan Inn, Chaddesley Corbett Unicorn Inn, Wollaston Plough & Harrow, High Street Kinver



**Directors:** 

Daniel Batham & Son Ltd., D.B.A. Batham & D.J Batham Batham's Delph Ltd. D.J Batham & T.A.J Batham

# THE HISTORY OF BATHAM'S BLACK COUNTRY BREWERS

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ISBN 0 9514640 1 9

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Published By Real Ale Books, 7 Faulknor Drive, Pensnett, Dudley, West Midlands, DY5 4TZ Printed By Windmill Printing, Portesfield Road, Cradley Heath, Warley, West Midlands. B64 7BX

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# **INTRODUCTION**

The Bathams have become a family born to brew No fewer than five generations have been involved in creating a legendary beer of the Black Country

But Batham's Bitter, now regarded as one of the finest in the country, would never have been if it was not for the pernickety tastebuds of pub regulars in a quiet Worcestershire village.

Only some forty years ago when Bathams acquired the Swan Inn, Chaddesley Corbett, did the family commence brewing a pale ale that was to become the bitter voted best in the land by the Campaign For Real Ale in 1991

Before that the Bathams brew had been mainly a dark mild, something which may not have proved popular with the drinkers of rural Worcestershire.

The bitter (OG 1043) alongside the mild (OG 1036) has gained respect among drinkers far and wide who have visited any of the Bathams eight pubs over the past thirty years.

Now a ninth pub has been added to the estate as the family has continued to expand from that day in 1882 when Daniel Batham senior became the landlord of the White Horse in Cradley Heath.

Since then the Bathams have operated, at various times, some 19 pubs and supplied many more through a growing free trade.

Each of the Bathams pubs is steeped in character and history but none more so than the famous 'Bull and Bladder' - the brewery tap and really The Vine Inn, Delph Road, Brierley Hill.

Its well known frontage emblazoned with the Shakespearean quote "Blessing of your heart: You brew good ale" has provided a warm welcome over the years for the many who have travelled to sample the Delph Brewery ale produced by one of the last surviving family brewers.

# **CHAPTER ONE**

# A Family Name

Daniel is a good Biblical and Victorian name and has served the Batham family well for five generations.

The first Daniel Batham was born in Quarry Bank in 1806 and lived, when he married in 1825, in what was then New Road, now New Street. His was the ninth house down on the right from High Street.

By trade he was a nailer and with his wife Eliza they had nine children. The eldest was Matthew, then Jabez, Abigale, Jesse, Honor, Daniel, Benjamin, Eliza and Silas.

Young Daniel was born in 1840 and later attended the local National & Infants School, built in 1845.

His mother was a busy lady and as well as looking after her growing family she earned extra cash by working as a domestic.

However the bulk of the family income came from nail making, with all but Daniel and Silas, who became coal miners, sharing the trade.

The Bathams had their own nail shop attached to the rear of the cottage in New Road. It would have been small, at most, 10 by 12 feet, without windows and very dirty.

Nailers worked quickly and with skill. A young girl could turn out a number 16 nail (weight: 16ozs per 1000), at the rate of 250 per hour. Piece work hours were long, usually 16 hours a day with half a day on Saturday and Sunday off.

Quarry Bank, the Elephant & Castle, Lower High Street. The old Bathams house is high-lighted in New Street, 1882.



Daniel Batham, founder of Batham's Brewery Cradley





Daniel Batham II, founder's Son With all the hard work and the growing numbers of pubs and breweries in the Black Country it was not surprising the the nail makers and colliers of Quarry Bank developed a reputation for their ale consumption.

The first connection between the Batham family and brewing goes back to 1850s when a Bromley shopkeeper William Batham became the first member of the family to hold a licence. However his relationship to Daniel, who was not to enter the trade for almost another forty years, is not clear. William Batham took advantage of the Duke of Wellington's Beer House Act of 1830 and added beer and cider to his range of goods in the shop.

The object of the Act was to discourage the drinking of spirits and on payment of two guineas any householder or rate payer could turn his private house into a public house, open 18 hours a day 4am to 10pm, seven days a week, closed only during Divine Service, Christmas Day and Good Friday. And if you lived near a population of over 10,000, you were allowed another two hours to midnight!

Of Daniel's children, Matthew was the first to leave the family home in 1849, when he married a local girl, Harriet, twelve months his junior. Their first child was Joel born the same year. A second, George was born in 1851.

Honor married, but was back home by 1861, and still working as a nailer.

In 1865 Daniel married 21 year old Charlotte Billingham from Dudley, moving to Corngreaves Road, Cradley Heath, near to the Plough & Harrow pub, then a beerhouse run by Henry Hickton. The building remains to this day. Their first son, born in 1867, was also to be named Daniel after his father and grandfather. With Charlotte at home, the Bathams let out rooms, taking in three single lodgers, William Pegg, aged 81, a shoemaker, his son William, aged 50, both from Tamworth, and Samuel Attwood, 26, a chainmaker from Kingswinford. Home brewing had become popular and Charlotte discovered she had a talent for beer making.

The beer, a product of the backyard, was a scaled down version of the commercial brew involving only hops, malt, yeast and well water. The ale would have been dark, sweet and strong, the flavour consistent with strength, and typical of the Black Country. The average gravity was around 1060, one of the strongest brews in England. Charlotte's brew proved a favourite with family, friends and lodgers and she brewed regularly.

For Daniel there was plenty of work with the nearest colliery being the Stour at the Corngreaves Iron works (later to be British Steel), just a few hundred yards from their home. The couple had another four children, Amy (born 1878), Ida (born 1879), and Caleb and Dora (both born 1881).



In the 1870's the Bathams moved to 29 High Street, Cradley, a short distance from Corngreave Road, leaving their lodgers behind. The house they moved to was next to a fishmongers owned by Warwick Plant, and only a short distance from a beerhouse, the White Horse Inn, at 41 High Street, Cradley. That was destined to become their future home and business.

> The White Horse Inn, High Street, Cradley 1890.

# **CHAPTER TWO**

# Into The Trade

**B** y 1881 Daniel had fallen on hard times and was unemployed, although his son Daniel, now 14, had a job as a tin plate worker. There was no unemployment pay and it is fair to suppose that Daniel and Charlotte helped out at the White Horse. The pub was owned by John Attwood who had a butchers shop nearby which he preferred to run. Charlotte had more than a passing interest in homebrewing and by 1882 Daniel had become the landlord of the White Horse and local brewing history had begun.

The Attwoods were Cradley farmers and butchers and were later to own a number of public houses. They were probably related to Thomas Attwood, political reformer, who was born at Hawne House, Hales Owen, on October 6th 1783, the third son of wealthy landowner and iron manufacturer, Mathias Attwood.

The Cradley Attwoods can be traced back to 1830 when butcher Joseph Attwood was 39, with two sons William, aged 14 and Thomas, seven, and daughters Mary, nine, and Elizabeth, four. Joseph had turned his butcher's shop in High Street, Cradley, into a beerhouse, selling ale and meat, a combination that became common in the Black Country. However the brewery was to open later, replacing the slaughter house at the rear of the house.

It was known by the sign of the White Horse, an inn sign in use since the 15th century and popular because of its widespread heraldic use. Joseph Attwood died in 1842. In his will dated 15th May, he bequeathed to William his dwelling house, slaughter house, stable, outbuildings, shop fixtures yard, and pigsty. Joseph also owned property at Reddall Hill and Colley Lane, the former he left to Thomas who was living there. By 1847 William Attwood was married to Caroline, a Dudley woman five years his junior. William's sons Joseph and John were born in 1848, followed by daughter Leah in 1850. The butcher's shop in the High Street remained open with a James Hingley employed as a servant and butcher. However Caroline was to die in 1861 and widower William remarried later that year. His new bride was Elizabeth, aged 47, from Cradley - but she too had passed on by 1871. William was left to live alone in what was now a grocers shop and beerhouse. Meanwhile an uncle, Charles, had opened a butchers shop in The Delph, one of the oldest parts of Brierley Hill and 100 years ago, one of the most neglected. It was not by chance the area was known as 'The Black Delph'.



Charles converted one room in the Delph shop into a small beerhouse. Retail brewing then was an art and not a science. As a result the brews tended to vary a great deal in flavour and quality. What was realised however, was cleanliness was next to Godliness, and that the best hops and best malt made the best beer.

The Black Country brewer specialised in one style of beer - mild, rich, sweet and strong - strong to resist infection, the retail brewer's constant problem. The exception was at Christmas. when a much wider range of ale was available from the common brewers as (wholesalers) and agents, the latter usually specialising in Burton beers.

In the early 1800s the nearest large brewers to Cradley were all in Dudley with the 'old' Dudley Brewery, at Burnt Tree and Henry Cox & Company, the 'new' Dudley Brewery, at Kate's Hill, being the first. Others followed with the nearest to the White Horse being the Talbot Brewery, Talbot Hotel, in Colley Lane.

# CHAPTER THREE

# The White Horse

The White Horse as an inn was compelled by law to provide accommodation at any hour of the day or night until the house was full. Though the inconvenience is obvious, there would have been a certain increase in turnover with lodgers and commercial travellers.

The site of the old White Horse Inn was almost directly opposite the present Rose & Crown, in High Street.

The White Horse was double fronted with two entrances, one at the side and one in the centre - this one was later blocked off when central heating was installed in the 1930's. The basic brewery was at the rear in the yard.

Above the old centre entrance, engraved in stone was the legend 'Who would have thought it', which was inscribed after a successful court case over a boundary dispute with the owner of the adjoining property who made the remark as judgment went against him.



Rose & Crown, High Street, Cradley

Originally, the beerhouse had been a spare room at the back of the butcher's shop, with the entrance along the passage. Apart from a fire there was not a lot of comfort. The barrels were racked along one side of the room with the bar, such as it was, against the wall opposite. Spirits were not legally available and there was no bar counter, only a few chairs, a settle and a table.

As sales increased, the beerhouse expanded into the house and terrace and the butcher's shop eventually closed. The Attwoods probably employed a travelling brewer, most villages and towns had them, who brewed as often as required. Daniel Batham would have helped with the brewing and with practice acquired the necessary skills. As the popular tipple was dark strong mild, drunk in quarts from crock or pewter, clarity was not that important. Daniel also developed a local cut glass collection which he kept on display behind the bar, the exhibits bought from customers in the glass trade.

Most Black Country families had such collections but this one was a Cradley attraction. Visited by many from outside the area, it also provided an excuse for a pint...or two!

The White Horse was popular with local colliers, calling in on the way to a shift, or on the return from one, something that Daniel Batham, with his years in the pit, understood well. Competition for trade was cut throat in Daniel's day. In Cradley by 1901, there were 20 taverns and inns, and 42 beerhouses, giving a licensed house for every 74 people.

Graham Hadley, one of the last landlords of the White Horse, recalls that he passed the pub many times at six o'clock in the morning and could hear drinkers talking in the bar. Young Daniel eventually joined his father helping in the bar and with the brewing. Later he was joined by brother Caleb as the business expanded. Daniel Batham senior held the licence from 1882 to 1922, a 40 year record which today would be regarded as remarkable.

A sales ledger from the White Horse dated 1897 to 1901 shows that Daniel Batham's beer sold across the Black Country and Midlands. Local freehouses were supplied in Old Hill, Windmill End, Lye, Black Heath and Stourbridge, but accounts were also opened in Tipton, Coseley, West Bromwich, Wollaston, Dudley and Dudley Port and even as far as Walsall.

First dray lorry purchased by Daniel Batham & Son in 1928. The body built by F.J. Fildes of Stourbridge onto a Bean Chassis.



The Delph sales ledger of 1928 to 1932 opens with a reference to supplies to J.A. & A. Thompson, maltsters, Oldbury, who owned a number of public houses. There was a family connection between the Thompsons of Oldbury and the Thompsons of Dudley who founded Wolverhampton & Dudley Breweries in 1890.

The White Horse Inn finally closed its doors at 10.30pm on the 31st of January, 1971, under a compulsory purchase order. That side of old High Street, now Colley Lane, was demolished and cleared, removing at one stroke a sizeable chunk of historic Cradley.

# THE BATHAMS FAMILY TREE



# **CHAPTER FOUR**

# Expansion



A fter 22 years of profitable brewing and retailing, Daniel Batham decided to expand. His two sons, Daniel and Caleb, by now both experienced brewers, were to be of considerable help and loyal to their father.

Daniel Batham decided to buy the King William, a beerhouse, at 9 Cole Street, Darby End, Netherton. It was also a homebrew house. The owner and landlady Mrs Matilda Buffery agreed terms, and in 1904, Daniel junior moved in with wife Myra and family, eager to make a success of the old pub.

King William, rebuilt in the 1930's

Sadly his mother Charlotte did not live to see the company continue to grow. She died at the White Horse, on the 18th of September, 1906, aged 62, and is buried in the family tomb at St Luke's Church, Four Ways, Cradley Heath.

Daniel Batham outlived Charlotte by 16 years, he died on 15th July, 1922, aged 82. From an unemployed Victorian miner he became a successful common brewer, laying the foundations of Batham's Black Country Brewery.

Daniel was to hold the licence for eight years, leaving the King William Inn on the 19th of July, 1912.

William Perks was landlord for the next three years before Daniel junior's eldest son Arthur Joseph became host in 1916. He was only 18 and remained landlord until 1921 when the King William was sold to Julia Hanson, of Upper High Street, Dudley. By this time the small brewery at the pub had been closed down and production switched to the Delph.



Behind the old King William, Darby End on the bowling green. Myra Batham's tea party, second on the left, known locally as 'Lady Bountiful'. A large lady, on her death she was removed from her bedroom through the window.

Thomas (Tommy) Booth, a well known Black Country character and former collier, had been a tenant of the King William in 1915, where he gained considerable experience, together with his wife Charlotte. The couple moved on to the Blue Pig, in St Andrews Street, Netherton, in 1917.

Tommy was eventually to buy the Red Lion Inn, in Abbey Road, Gornal Wood, where he expanded the brewery at the rear to cover the busy local free trade, and later to supply his own pubs - the Miner's Arms and Cross Keys Inn, Ruiton Street, Lower Gornal; The Crown, Holloway Street, Upper Gornal and the Plough & Harrow, Kinver.

The Plough & Harrow is first recorded in a conveyance dated 20th April, 1814, when dwelling houses, stables, candlehouse, outbuildings and a garden as far as Stone Lane, were sold by Thomas Comber Raybold to William Richard Dyer and his Trustees for £112.

The land and cottages were gradually sold off over the years and the land developed, passing in March 1927 into the hands of Stourbridge brewer Edward Rutland, wine & spirit merchant, of Bordeaux House, who also ran the the Queen's Head Brewery, Enville Street, Stourbridge. Today only the brewery tap, the Queen's Head has survived.



The Plough & Harrow passed to Henry and Elizabeth Keen on the 10th of August, 1929, before being sold to Booth. Bathams bought the pub in March 1953.

Before his death in October 1954, Tommy Booth opened Corbyns Hall Brewery, Tiled House Lane, Bromley. The brewery and the lane combined the names of two old King's Swinford family houses.

His career owed a lot to the developing Batham family. Arthur Batham recalls that his grandfather, Daniel junior, gave Tommy a gold sovereign from his first week's take, which he kept mounted on his gold watch chain.



Plough & Harrow, High Street, Kinver

# **CHAPTER FIVE**

Vine Inn, Delph Lane, Black Delph



The Vine Inn 1920, showing the terraced house and butchers shop let to W. Cresswell, rebuilt on the old site



A later photograph of the Vine, the butchers shop has closed and is now a wine and spirit shop, but the nickname 'Bull & Bladder' has stuck. Arthur Joseph Batham standing in shirt sleeves in the entrance The Vine, the legendary Bull and Bladder, owes its famous nickname to its origins as a butcher's shop in Delph Lane in the 1820's. The butcher was Charles Attwood, brother of Joseph Attwood. The building was originally owned by the parents of Charles' wife Diana, whom he married in 1825. In 1851, when they were both 50, they had a family of five, Caroline aged 25, Ann, 19, Thomas 17, James 12, and Joseph, 9. All would help with the business. Caroline was the first to leave home when she married Cradley maltster and publican Thomas Fox. Joseph and James remained bachelors and with their father. By 1871, their mother had passed on - born and died in the same room in the terraced cottage that became the butchers shop and eventually the Vine Inn where Charles Attwood was to live as something of a recluse.

The two sons, more so after Charles' death in 1872, were well known in the Delph for eccentric ways, rarely speaking to anyone and serving their homebrewed ale only occasionally. Joseph died on the 24th July, 1904, and his brother James was unable to carry on the business, their doctor declared him non compos mentis. Sister Caroline, now a widow, came to the rescue immediately and her daughter Ann Louisa Fox became landlady.

The Attwood family made headlines in the Dudley Advertiser, on the 13th August, 1904, when 'hidden treasure' was discovered in locked rooms in the old house that had not been opened for 50 years. One room where banknotes valued at over £530 were found, looked like something from the pages of Dickens it was said. In other closed rooms, more than half-a-hundred weight of coins wrapped in ancient receipts were discovered stuffed in boxes and a chest of drawers, one of which contained 53 four-penny pieces, most of them regarded as rare and valuable.

The family home was bought by Caroline Fox and offered for sale in The Advertiser, on 7th January, 1905.

The advert read:

Freehold old-licence public house with Butchers Shop and premises adjoining. The Vine Inn, Delph Road, Brierley Hill. Bar 16 x 9'6" Tap Room 13 x 12'8" Smoke Room, Kitchen, Two cellars, Brewhouse, Club Room 45 x 16'16", Three bedrooms, Two-stall stables and reasonable outbuildings. Butchers shop adjoining 28'6" x 13. Slaughter House, Stable and Fast Pen, the whole being in the occupation of Miss Fox, and having a frontage to Delph Road of 46'0".

Lot 2. Five freehold dwelling houses, numbers 75,76,77,78,79, now in the occupation of Price, Woodhouse, Leddington, Holden and Dutton, on a low annual rental of £50.14.0. The old-licenced House is Free. Early possession to be had, in the Attwood family for over 40 years. Always a noted Homebrew house.

The property was on the market for six months, and for two reasons. Firstly the business had been completely run down, and secondly the old Black Delph was collapsing due to mining subsidence. The mineral rights were owned by the Earl of Dudley, and if your property fell down, you had no redress. The problem lay with the Dock-o-Nine Pit only a short distance away.



The Old Duke William Inn, 1912. Later rebuilt, now known as The Dock & Iron.

t can be seen from the reproduction of the old Duke William Inn, in May, 1912, the extent of the damage caused by shallow mining in the Delph. The circular fermenting vessel in the centre of the picture is all that remains of George Elwell's 25 quarter Delph Brewery. In its day it was one of the largest in the Black Country, capable of producing more than 400 barrels week. a depending on strength.



The Vine was so badly affected by the subsidence as to be almost unsaleable. After much discussion and bargaining, a contract was signed between Caroline Fox and Daniel Batham. The families had strong Cradley links and were friends. Caroline Fox was 80, and anxious to complete the sale and Daniel moved in on the 24th of July, 1905. Rebuilding started in 1911, when there were no longer doubts about ground settlement, and the 'new' Vine Hotel - that was its title - was completed early in 1912.

However, Daniel Batham was spending more of his time brewing and travelling between the King William and the Delph. He decided to lease the Vine, advertising it in The Dudley Herald, on Saturday, the 4th of May, 1912.

**To let**. Capital Fully Licensed Home Brewing House; only freehouse in growing district, situated in the Delph, Brierley Hill, known as the Vine, recently rebuilt, modernised, mosaic floors, bath, w.c.'s, model tower brewery with plant attached, good trade done, satisfactory reason for leaving. Apply owner - Daniel Batham.

One of the advantages of the rebuilding of the old beerhouse became obvious when Daniel Batham successfully applied for an alehouse licence - the full licence was passed by the justices on the nod.

In the Delph competition was as fierce as it is now with at least twelve recorded public houses having closed since 1900. Maybe this is what put off prospective lessees, because there were no takers and the advertisement was not repeated. The business remained in the family and became the centre of production.

One can only speculate that the Bathams story would have been very different had the property been sold.

The Vine is now the cornerstone of the Bathams operation and known to beer drinkers everywhere by its fond nickname - the Bull and Bladder. With its quotation from Shakespeare's Two Gentlemen of Verona, "Blessing of Your Heart: You Brew Good Ale", set out across the front of the building, the pub itself has become part of Black Country folklore.

Who dubbed the Vine "The Bull and Bladder" is not known, but the Bathams' proud boast is above the entrance to the adjoining Delph Brewery where the legend "The Birthplace of Genuine Beer" welcomes all who visit - a reminder of the family's fine record of continuous brewing in the Delph.

# **CHAPTER SIX**

# A Growing Estate

The 1920s did not start well for the family, Daniel's wife Myra Batham died on the 4th of September, 1920, and was buried at St. Luke's, the same graveyard as her mother-in-law.

After her death Daniel lived with his family at Blakedown,Worcs, leaving the management of the business to his sons, Arthur Joseph, Daniel, and Caleb William, the company trading as Daniel Batham.

The White Horse Inn and estate were put up for auction on Wednesday, the 8th of November, 1922, at 7 o'clock, at the Five Ways Hotel, Cradley Heath, together with his other properties, bought over the years. The auctioneer was Alfred Hill and he had on offer eight lots.

LOT 1. White Horse Inn, High Street, Cradley. Freehold. Also included 86, High Street, retail shop and dwelling house. The accommodation at the White Horse - Entrance Hall, with out-door department, side hall, large well-fitted front bar 26' x 16'. Two smoke rooms, large club room, three large cellars, two wine cellars with rolling way, one bed-sitting room, three bedrooms, cloths closet, living room and scullery. The Outbuildings - two-storied brewery, large malt and hop room, coach house, two-stall stable with loft over all, Piggeries, and usual conveniences and garden with cartway entrance from High Street, right through to New Street at the rear.

DANIEL BATHAM,	Deceased.
CRADLEY,	CRADLEY HEATH and QUARRY BANK.
	Notice of Sale by Auction of a
HIGHLY V	ALUABLE LICENSED FREEHOLD,
	BREWING HOUSE AND PREMISES WITH POSSESSION on Completion,
DWELLING	HOUSES WITH RETAIL SHOPS,
	WORKSHOPS
	AND RIPE BUILDING LAND.
TO BREWERS, LIC	ENSED VICTUALLERS, UNVESTORS AND OTHER
А	LFRED HILL
	ed by the Executors to sell by Public Auction at the YE WAYS HOTEL," CRADLEY HEATH,
ON WEDNESD	AY, the 8th day of NOVEMBER, 1922, at 7 o'clock
in the even	ning precisely, subject to conditions of Sale to be then read.
	her particulars apply to GEO. GREEN, ESQ., Solicito one 200), or the AUCTIONEER, Halesowen ('Phone 63
	SOWEN.

- LOT 2. Six freehold dwelling houses, one with retail shop, 44 to 49, Cradley Road, Cradley Heath, (one of the houses was occupied by a Batham).
- LOT 3. Four freehold dwelling houses with retail shops, 24,25,25A and 25B, Lomey Town, Cradley Heath.
- LOT 4. One Dwelling house, 21, New Street, Quarry Bank, now in the occupation of Mrs Esther Batham. Two bedrooms, clothes closet, two living rooms, cellar with brewhouse, chain shop, W.C.'s and usual outbuildings, with garden at rear. (This was the house where Daniel Batham was born.)
- LOT 5. Four dwelling houses, 37 40, Evers Street, Quarry Bank. (Old family property and close to the Home Brewery of Joseph Paskin Simpkiss, it closed May, 1921).
- LOT 6. Plot of freehold building land, forms part of Bath Meadow, Colman Hill, Cradley, 2,790 square yards in use as an allotment.
- LOT 7. Shelton Cottage, Shelton Lane, Cradley, freehold.
- LOT 8. Two dwelling houses, 29 and 31 Spring Street, Cradley.

On the evening of the sale, Lot 1, The White Horse Inn was bought by Hezekiah Dunn. He paid £3,455. Caleb Burton Batham bought Lot 3, paying £1,000. The remaining lots were all sold with the exception of Lot 8. In all the sale made £7,221.

For the Bathams there was a period of reflection and then consolidation with the family slowly getting used to working without Daniel Batham senior. Growth was considered necessary to use up the spare capacity at the Delph but the free trade at best was uncertain with slow payers and bankruptcies. The answer was to add to the tied estate, which they did for the first time in 20 years.

In 1923 they bought the Royal Oak Inn, Upper High Street, Lye, from Truman Hanbury & Company, Burton-on-Trent, which had a number of pubs in the Black Country. For the first time the purchase was made in the names of Arthur Joseph Batham and Daniel Batham junior, who were eventually to become Daniel Batham & Son. The Royal Oak Inn was a beerhouse and on the small size, with a bar, two smoke rooms, club room, back verandah, living room, scullery and cellar. After seven years, it was sold to William Butler & Company Ltd, Springfield Brewery, Wolverhampton. It closed on the 11th of April, 1958.

It was another three years before expansion was considered again. 1926 saw the purchase of two houses and the lease of a third.

The first was the Bird in Hand, 149, Hagley Road, Oldswinford, Stourbridge. It was a beerhouse with a large disused brewery at the rear. It also had a bowling green, and a brick built and tiled roofed fowl and pigeon house. It was bought on the 9th of April, 1926, for £2,000 and marked the return of Daniel Batham junior as landlord, leaving the house at Blakedown. He stayed for four-and-a-half years. The Bird-in-Hand stands today and the old Batham advertising sign painted on the wall can still be seen.

The history of the Bird in Hand goes back to the 29th of September, 1699, when Edward White, a baker of Upper Swinford, leased a cottage, shop, stable, garden and land from the Blue Coat Hospital School. The lease covered 200 years at  $\pounds 2.4.0$  a year.

Bird in Hand, Upper Swinford, formerly The Lion Inn & The Old House at Home. Opened 1832, A beerhouse, proprietor Job Coley

The lease changed ownership a number of times over the next 133 years, until the property fronting the Stourbridge to Bromsgrove turnpike road was bought by trace maker Job Coley in 1832. He paid £340.

Job Coley opened his beerhouse in 1832 and originally called it the Lion Inn. By 1861 he had changed it to the Old House at Home. Job died on the 6th of December, 1869, and his son Richard became the landlord.

In July 1886 the pub was bought for £525.4.10 by Charles Hill who operated a shoe warehouse and was also an enthusiastic pigeon flyer.



Hill changed the sign again, this time to the Bird in Hand. The pub was completely rebuilt in the 1890s and the brewery behind the bowling green was enlarged, complemented by the brick built and tiled pigeon house he constructed for his favourite birds.

Bathams sold the pub to Wolverhampton & Dudley Breweries in May 1940 and a full licence was granted for the house on the 26th of April, 1948.

The second Bathams purchase in 1926 was the Brickmaker's Arms, 58, Dudley Road, Lye, on the 16th July. This was an alehouse and the licence was to be held by Caleb Burton Batham, now aged 45.



He owned the property until 1937, when it was bought on behalf of the company by Arthur Joseph Batham. Caleb helped with the brewing at the Delph as and when required.

The Brickmaker's Arms was described briefly in an inventory dated 28th of August, 1930, as having a large and small smoke rooms, tap room with seven cast iron spittoons, club room and three bedrooms.

1927. The Brickmakers Arms with the same slogan as the Vine Hotel, The Delph, Brierley Hill.



Spread Eagle Inn, 2, High Street, Brierley Hill before demolition in 1967 and the remains of Hill Street.

The pub was sold to Wolverhampton & Dudley Breweries in April, 1940. Sadly the premises closed on the 14th of April, 1964, and the licence transferred to the Gig Mill, The Broadway, Stourbridge.

Finally in 1926, the Spread Eagle Inn, 2 High Street, Brierley Hill, was leased on the 29th of September and the licence held by grandson Arthur Joseph Batham.

The Spread Eagle too was an alehouse complete with its own brewery, though out of use. It was leased from George Wood Pearson for five years, at a rent of £225 a year. The Spread Eagle had a double bay front, bar servery with four beer pulls, off-sales area, smoke room, cocktail bar, games room, dining room with ten covers, kitchen, office, two bedrooms, bathroom, cellar and car park. The inn was sold off in July 1946, and closed under a compulsory purchase order in 1967.

But the decade was to end as badly as it had started and the family was to suffer another tragedy when on the 1st of June, 1939, Daniel Batham junior died, aged 72. He had left the Bird in Hand with failing eyesight and had returned to live at the Vine Inn.

Apart from the family business Daniel had served as a councillor on Brierley Hill Urban District Council before World War One. He was also a member of the Royal Antediluvian Order of Buffaloes, with a lodge meeting regularly at the Vine Inn, and a

member of the Dudley & District Licensed Victuallers' Association and Brierley Hill Licensed Victuallers' Association. He was a popular man who made a lot of friends and many were the expressions of sympathy and respect shown as the cortege left the Delph, and by the large assembly at the church. He was buried, like his father, in St Luke's churchyard.

After the funeral it was important, once again, to concentrate on the growing business and developing the estate.

Daniel's eldest son, Arthur Joseph, was now effectively in control of the company. Having recovered from the effects of injuries suffered in the trenches during World War One when serving with the South Staffordshire Regiment, Arthur had become a professionally trained brewer as a pupil of Ross McKenzie, head brewer in the 1920's at Spreckley Brothers Ltd, Worcester Brewery, Barbourne Road, Worcester. McKenzie was well known for his teaching record and his pupils were widely sought after in the brewing industry.

Arthur Joseph Batham married his second cousin Doris Batham, a teacher, who, over the years was a strong influence in the development of the Delph Brewery.



On the 9th of February, 1931, Bathams added a sixth pub to their estate by acquiring the Fountain Inn, Victoria Street, Quarry Bank.

Daniel Batham, brother of Arthur, was appointed licensee. The old beerhouse, previously the property of Atkinson's Brewery, Aston, was known to them as Bathams had supplied their ale in 1929 & 1930, invoices for the latter totalled £821.11.2 increasing to £900 in 1931. The Fountain Inn was sold to William Butler & Company Ltd, Springfield Brewery, Wolverhampton, in 1933 for £2,500.

A seventh pub, the Railway Tavern, Grainger's Lane, Cradley Heath, an old homebrew beerhouse, was leased from Harry Belfield, also of Grainger's Lane, in December 1932, fitting in perfectly with the expansion plans. The landlord was Caleb William Batham, younger brother of Arthur Joseph. Harry Belfield sold the pub to Wolverhampton & Dudley Breweries, Wolverhampton in 1940, but the lease to Bathams continued.



Hare & Hounds, Broadwaters, Kidderminster.

The Hare & Hounds, Broadwaters, Kidderminster, was leased in 1939 from the Hughes family. Originally part of Wolverley Manor, its deeds dated the 4th of June, 1841, refer to a certain piece of land called 'The Bowling Alley' owned by William Hinitt. The Hare & Hounds, was a beerhouse and part of a terrace - opening in the 1830s. This was Bathams first pub outside the Black Country and complete with a bowling green, it was bought by the family on the 9th of February, 1950.

But success in business had not been without its problems.

In the early 1930s Daniel Batham had a major disagreement with his brother Caleb Burton Batham. The trouble centred on Caleb's pub, the Brickmaker's Arms, in Dudley Road, Lye, and mounting debt. The only way it could be resolved was to sell off properties and to buy out Caleb.

> In an effort to resolve their financial problems, Arthur Joseph(*pictured left*) wrote to William Butlers & Company

IN THE MANOR OF WOLVERLEY, WORCESTERSHIRE To Capitalists, Brewers, Publicans, and Parties whing a well-letting and improving Property. **M R. A. W. BEALE** Is favored with instructions from the representative of the late Mr. Thoreas Baldwin, to offer for Sale by Public Auction, on -TUESDAY, DECEMBER 7th, 1875, at Six o'clock in the Evening, in the Club Room, on the Premises, all that excellent Property, situate at Broadwaters, in the Manor of Wolverley, and County of Worcester, known as the "HARE AND HOUNDS" INN, a compact, old-established, and well-accustomed Old

BROADWATERS,

a compact, old-established, and well-acoustomed Old Licensed House, containing Bar, Tap-room, Sittingroom, large Club-room, Four Chambers, Larder, extensive and dry Cellars, Brewhouse, Stabling, Piggeris and other outbuiltings, Yard, Garden, &c, together with the adjoining comfortable

MESSUAGE, OR DWELLING HOUSE,

The whole occupying an area of an ACRE of LAND or thereabeuts, having three extensive and very valuable frontages, now in a high state of cultivation and well-stocked with a variety of choice Fruit Trees.

The Auctioneer respectfully solicits special attention to this very attractive Sale. It is solidon so excellent and de-irable a property is in the open market. The "Hare and Hounds" Inn has been occupied by the late proprietor. Mr. Baldwin, who for many y ars carried on a most successful lusiness and it is now only offered for sale in consequence of the failing health of the Widow. It is situate on the uasin road from Woiverhampton, Stourbridge, and the Black Country to, and just outside the Borough of Kidderminster. It is substantially built and remarkably well-arranged, both for business accommodation and domestic comfort, and secures acmission of the children of the occupier to the highclass Free Granmar School, at Wolverley. The wijoining House is a well-letting comfortable tenement, and the Lanu has three valuable frontages to streets rapidly being built on. The purchaser will be let into immediate possession of the Inn and premises, and will thus enter at once into all the advantages of a most lucrative business. The property is Copy-hold of Inheritance of the Manor of Wolverley, a tenure equal to Frechold.

Further particulars may be had from Messrs. S. & S. J. Tombs, Solicitars, Droitwich, or from the Auctioneer, Commercial Buildings, Kidderminster, and 33, Load-street, Bewdley. 4061

Ltd, Springfield Brewery, Wolverhampton, on the 25th of March, 1933, offering the long term lease on the Hare & Hounds, Broadwaters, Kidderminster; the Bird in Hand, Hagley Road, Oldswinford; the Royal Oak Inn and the Brickmaker's Arms, both in Lye.

After lengthy negotiations, Butlers agreed to buy the Royal Oak Inn, and later the Fountain Inn, Quarry Bank, which had been added to the list. The Royal Oak raised £2,000 and the Fountain Inn, £2,500.

Two other houses were to follow. The Brickmaker's Arms in 1938, and the Bird in Hand, in 1940, were sold to Wolverhampton & Dudley Breweries for £2,250 and £3,000. Caleb continued to work for the family, living at 12 Delph Lane, close to the brewery. He died in 1956 and is buried in Brockmoor Cemetery.

Away from the brewing trade Arthur Joseph Batham served as an Independent Councillor for many years, representing the east ward on Brierley Hill Urban District Council and serving on many committees.

# **CHAPTER SEVEN**

# Partners



During the early part of the 1930's, the brewery had been trading as D & A.J. Batham.

In 1936 a full partnership between Daniel and son Arthur Joseph was discussed and as a result, financial details were drawn up together with a calculation showing how the profits would be divided for the future based on the

> previous years balance sheet by family solicitors Bernard King & Sons, of 4 Foster Street, Stourbridge. The brewery was to be restyled as Daniel Batham & Son Ltd.

The Swan Inn, Mill Street, Brierley Hill, was leased from owner Edward David Percy Harley on the 24th of November, 1937.

It had previously been a homebrew beerhouse with a full alehouse licence being granted on the 23rd of August, 1898.

It was quite small and an inventory dated 25th August, 1938 recorded:

Bar, tap room, including 6 cast iron spittoons, 1 enamel, smoke room including 3 enamelled spittoons for quality spitting, club room and 2 bedrooms. Cups, jugs and glasses.... 24 stout glasses - 24 half pints 6 pony glasses - 12 odds 22 pint glass cups -30 half pints 4 pint glasses

The lease however was a short one and the pub closed on the 30th of December, 1939. The compensation paid was £337.10.0 and calculated on turnover (in 1938 the Swan sold 122 barrels (36 gallons), 7 dozen bottles of cider, 528 dozen stout and beer, and 87 dozen of mineral water).

Meanwhile Hezekiah Dunn, by now the owner of the White Horse Inn, Cradley, had retired in 1937 due to ill health. He had not brewed for some years and from time to time had sold Batham's beers.

He had leased the old beerhouse to Arthur Joseph Batham and records describe the pub as having "a bar exceedingly well made, with a mahogany back fixture 17ft x 10ft with numerous embossed and engraved panels and undershelves. A painted and grained window board lettered 'Home Brewed Ales' 7'9" x 2'6". The same with 'Stout and Cyder'."

In addition, there was a smoke room, back smoke room, club room, sitting room, two bedrooms, two cellars and a garage. But there was no reference to the brewery.

The lease ran from the 2nd of February, 1937, at £119.12.0 per year to be paid over ten months.

Hezekiah Dunn retired to Perrins Lane, Lye, and the property was bequeathed to his widow Amy later that year.

Bathams eventually bought the White Horse with a full ale house licence being granted on the 1st February, 1949. The pub was finally sold in October of that year to Wolverhampton & Dudley Breweries.

In 1940, three years after acquiring the White Horse, Bathams entered the market again when they bought the Elephant & Castle at 91 High Street, Quarry Bank.



It was the property of Roland Batham, uncle of Arthur Joseph Batham, who had become the licensee on the 1st of December, 1919, when he left the nearby Cottage in the Bower. (*see page 3*)

Roland Batham continued to hold the licence until retiring in October, 1945. Roland was in ill health and for many years his wife Mary, with their children, Frances and Norman had helped manage the alehouse.

In 1942, Arthur Joseph Batham had merger talks with Joe Davies of The Wheelwright's Arms Brewery, Netherton, who was running some 13 pubs and off licences. But Davies was also involved in negotiations with Mitchell & Butlers at Cape Hill, Smethwick. That deal was more advanced and concluded in June that year in M&B's favour.



In 1946 Bathams took over the lease of the Royal Exchange, in Enville Street, Stourbridge. The pub was originally a small butcher's shop until shopkeeper John Tauberville turned landlord and converted a room at the rear into a beerhouse bar in 1855 and later was to brew his own ale. The business passed through the family to Mrs Sophia Matthews who leased the pub to Arthur Joseph Batham in July 1946. The lease expired in 1960 when Bathams bought the property.

Royal Exchange, Enville Street, Stourbridge

The Lamp Tavern was added to the Bathams estate in October, 1950, when the six day licence former beerhouse was bought from the Tandy Charity Trust. The trust dates from the will of John Tandy, who died on the 27th of August, 1709. Today the pub is one of the oldest surviving licences in Dudley. The Lamp, formerly a coffee house, was converted in the 1830's by town councillor Matthew Smith into the Queen's Cross Brewery tap.







Arthur Joseph Batham... with anticipation!

From 1917 it was used by Dudley brewers H & B Woodhouse, until they were taken over by Julia Hanson in 1934. During the Second World War the brewery buildings behind the pub were used as a depot by bottlers William Hancock & Company of Cardiff, until 1950. Since then the brewery building has been used for a variety of purposes and is currently being restored.

In March 1950 Bathams made national news when they supplied their Delph Strong Ale to the President of Trinity College, Oxford, to help with the training of the Oxford crew for the forthcoming boat race.

The story was carried in detail by the Birmingham Mail and Birmingham Gazette. Arthur Joseph told their readers that it started when a member of the Oxford University Boat Club sampled the Delph Strong Ale when visiting friends at Stourbridge over Christmas...and at a time when attitudes were somewhat different towards fitness and diet, thought it ideal for the crew.







Every week for five weeks a firkin was despatched by passenger train to their headquarters at the Richmond Hotel, Richmond, Surrey, and an extra barrel was sent just before the event with the compliments of the brewery. The crew was allowed a pint a day, except the cox, J.E.H. Hinchcliffe, who at 8st 9lbs was thought heavy enough and already having problems with his weight. Cambridge on the other hand preferred a local ale, their crew was allowed half a pint at lunch and two pints at dinner. Alas, it did not work for Oxford. On the day, the crew either had too much Delph Ale ... or not enough. A clash of blades resulted in Oxford losing their rhythm from which they did not recover eventually losing to the Light Blues by three-and-a-half lengths. It was never disclosed by Cambridge which local ale they trained on.

# **CHAPTER EIGHT**

# The Birth Of Batham's Bitter



The Swan Inn, Chaddesley Corbett, was leased in October, 1951, from the Trustees of King Henry VIII's Charity. After a lengthy meeting the commissioners agreed to a lease initially for 28 years, at a rent of  $\pounds150$  a year and it has continued to be renewed to the satisfaction of both parties.

At this time the Delph Brewery brewed only traditional Black Country mild, apart from occasional special and the Christmas Strong Ale. But to satisfy the palate of the Chaddesley Corbett locals a different beer was created. A pale ale, it proved popular, and Batham's Bitter, as we know it today was born.

The Delph brewery today is roughly the same size as the former Simpkiss Brewery and capable of 40 barrels per brew, three or four times a week. Before the Second World War it brewed only dark mild, in colour and flavour much the same as today. On occasions it created a legendary Iron Brew, very strong indeed and commanded total respect! But before the acquisition of the Swan no bitter was ever brewed, there being no demand. 1951 was also the year Daniel Bertram Arthur Batham, joined the brewery on a full time basis. Born in the Delph on the 8th of July 1927, he attended Mount Pleasant Junior School, Quarry Bank, in 1932, leaving when he was 11. He attended King Edward VII Grammar School, Stourbridge, where he continued to study until he was 18.

From there he spent one year working in the family brewery before being accepted as a student by the University of Edinburgh to read Pure Science. On graduation he was awarded his BSc, and then spent a further 12 months as a post graduate at Birmingham



University Brewing School. But in 1953 talks took place which could have altered completely the face of local brewing. The talks were of the amalgamation of Edwin Holden's brewery in Woodsetton, with Daniel Batham & Son Ltd, to form Batham Holden Ltd.

1953 had been a depressing one for all brewers and to help cut production costs Sam Hammond, director of Holden's Bottling Company, and also the brewery engineer, proposed the merger. The deal was for each company to hold half shares but meant that the Batham's Delph Brewery would be closed and the plant sold with all brewing based at Woodsetton. Both ranges of beers would have continued as long as necessary and although detailed discussions were held the amalgamation never reached fruition.

> Plough Inn, Shenstone added to the estate in 1954



The Swan Inn, Chaddesley Corbett



Tithe map of Chaddesley Corbett 1697, showing the Swan Inn



In October, 1954 Bathams entered The Brewers and Allied Traders Exhibition, held in the Empire & National Halls, Olympia, London, submitting their Strong Ale, og 1051, in the draught beer competition and against some of the best known national brews. Bathams was to win a diploma in the class. The Championship of the Brewers Journal Challenge Cup was won by Bristol United Breweries, Lewins Mead, Bristol, and the runner up was Russells & Wrangham, Derwent Brewery, Castlegate, Malton, Yorkshire.



Holly Bush Inn, Bell Street, Pensnett

It is sad to reflect, that of the 24 breweries participating, only two, apart from Bathams have survived. Those are Timothy Taylors, of Knowle Spring Brewery, Keighley, and McMullen & Sons, The Hertford Brewery, Hertford.

In October, 1954, the Plough Inn, Shenstone, was added to the estate. It was another old homebrew beerhouse and came with some of the plant intact - a 250 gallon fermenting vessel, two beer coolers and sundry equipment. The next property, bringing the size of the Bathams estate to eight, was the Holly Bush Inn, Bell Street, Pensnett. Yet another homebrew beerhouse it had earlier been a farmhouse and owned by the Earl of Dudley, until 1928, when it was purchased by widow Rose Dunn, the tenant, paying  $\pounds$ 750.

The Dunn's were licencees from 1899. Husband George died in 1911 and his wife, Rose, remained at the pub as landlady until her death in 1944. Brewing stopped some considerable time ago and the old beerhouse was rebuilt on the farmhouse foundations. The Holly Bush was granted a wine licence in 1937 and a full alehouse licence on the 25th April 1960. The freehold was bought in February, 1965, and the Bathams estate was to remain at eight pubs for the next 27 years.

1971 saw the birth of CAMRA, the Campaign for Real Ale, which developed quickly into one of the most successful pressure groups Europe has seen. It was born only just in time to save traditional beer. In the Midlands all retail brewers had disappeared with the exception of Ma Pardoe's in Netherton. The 1960s had seen a frantic rush to buy breweries, large companies became nationals, locals became regionals and anything else was an endangered species. At that time the Black country was unique with three genuine local breweries, Bathams, Holdens and Simpkiss. Regrettably Jon Simpkiss was later to sell out to Greenall Whitley in 1985.

Monday the 10th of July, 1972, saw day one of an investigation into the British Pint by the Daily Mirror. The newspaper surveyed beer across the country and gave a rating. Bathams was covered in considerable detail and used as a yard stick to measure other brews, interestingly, lager hardly rated a mention. The price of a pint of mild was 11p; bitter ranged from 12 to 13p; lagers were priced between 15 and 22p. The Mirror concluded that lagers offered the least value for money and there was little or no variation in price structure from North to South - terms like what the market will stand, had not yet been used.

Sadly, two years after the battle for real ale had begun, chairman Arthur Joseph Batham died on the 31st of January, 1974, aged 76. He had spent a lifetime in the business, widely known and widely respected. He had retired in 1963 to Red Lake Road, Pedmore, but kept an active interest in the business which son Arthur was now running.

Arthur's first son Timothy Arthur Joseph Batham was born on the 24th of March, 1958. A fifth generation brewer's son. He attended his father's school, Mount Pleasant Junior, in Quarry Bank, leaving when accepted by Heathfield Preparatory School, Wolverley, formerly Sebright. At 16 he left for Brierley Hill Grammar School to take his A levels, then spent three years pupilage under the instruction of head brewer Mr Phillip Brown, Wolverhampton & Dudley Breweries, working full time where his training was completed.

# Day 1 of an investigation into the British F

THE Daily Mirror's Square Deal Team and the Consumers' Association have just completed a survey into British We tested 106 beers to find out how beer. good the 1972 brew is-and if the customer gets value for money. Today, in the first of a three-part series, we report on draught beer.

### GREAT deal has been said and written about British beer since the Romans first brought ale to the country.

It has been praised, cursed, derided—but we go on drinking more and more of the foaming stuff.

Some unknown lover of British beer once wrote with great feeling:

# THE FACTS ABOUT YOUR BEER

HERE has been a steady rise in beer drinking over the past ten years and the taste is mainly in draught beers.

The quality has dropped slightly, you are paying more tax on it and your choice of different brews has hrunk alarmingly.

INTAKE: Eighteen gallons year were drunk per head of population in 1960. Last year we drank 23.2 gallons per head.

CHOICE: Twelve years ago there . were 250 brewing companies operating 350 plants. Today ninety-five companies operate 160 breweries -which means that your choice has shrunk by nearly two-thirds.

In other words the ardent beer drinker once had a choice of about 4,000 brews and now has only 1,500 to sup.

#### Rate

The Big Six breweries (plus Guinness, which we did not test) control nearly 80 per cent. of pro-duction. They are Bass Charring-tion, Ailled Brewerles, Watney Mann, Whilbread, Courage and Scottish and Newcastle.

• TAX: The tax on a pint of beer with an original gravity of 1037, which is average today, was 7-3 old pence in 1961. Today it is 4-7p—a rise of nearly 55 per cent.

Over the last twenty years the average original gravity has dropped slightly, from 1037-46 in 1951-52 to 1038-65 in 1970-71 — and with it the quality.

The tax is charged at a rate of  $\mathcal{E}_{10}^{10.37}$  pper barrel of 36 gallons with a gravity of 1030. For every degree over this figure there is an added tax of 44p per barrel. So that a single degree drop in original gravity would save the brewer 44p.

• TASTES: Ten years ago 64 per cent. of all beer drunk was draught. Today, with the rising popularity of keg draught beer, we are drinking 73 per cent.

I feel no pain dear mother now, But oh, I am so dry.

Oh take me to a brewery And leave me there to die. He summed up the British working man's feeling for his national drink. But it was written when the big national brewerles did not exist and he

might think twice about this last request today. There are still about thirty inde-pendent small breweries left who specialise in locally brewed beer, where a man can go to his grave with quiet thoughts of a clear, golden pint.

One such is the Delph Brewery, Dirriev Hill, Staffe, where behind the stalmed glass of the office lange a picture of a cloth-capped veleran whose last request was that a bottle of Delph Brew should be burled with bim in his coffin. It was,

#### Home

At the Delph, the family of Batham have been brewing since 1877 when grandmother Charlotte so delighted her lodgers with her Sun-day morning home brew the y persuaded her to buy as pub-and now Daniel Batham and Sons Ltd. own eight sanctuaries of sweet brew.

Arthur Batham senior says: "We regard our bitter as one of the best in the Midlands, it has the same basic recipe as in grandmother's day." day

Across the front of the brewery is a large quotation from Shake-speare's "The Two Gentlemen of Verona": "Blessing of your heart, You brew Good Ale;" and "The Birthplace of Genuine Beer."

The Bathams are built like oak casks and hooped with humour.

Their nearest pub is next door, known locally as "The Bull and Bladder" because it was once a butcher's shop. It is also the head-quarters of the Batham Lodge of the Royal Antediluvian Order of Buf-faloes, and has been for fifty rears. That, in itself, is a testament to the nourishing qualities of good British because

beer. There are only a handful of pubs now left who brew beer only for their own customers. One is the Three Tuns, in the border town of Bishop's Castle, Shropshire. It was originally an alebouse under the former castle walls.

Landlord John Roberts brews draught and mild once a fortnight, 500 gallons, waiting until the church bells have run over it at least twice before serving.

It is a quiet pub with no music, no slot machines. The regulars sit on plain settles and play dominoes. They drink three to four pluts in all "for everybody wants value for money but nobody wants to go home drunk," says John.

When strangers drink more than 21 pints "they begin to change a bit."

bit." One regular is Alfred Jarrett, 92, who has been drinking such brews

BRITISH





DANIEL and MYRA BATHAM, founders of of Daniel Batham and Sons, of Brierley



MEMBERS of the Batham Lodge of the Royal of Buffaloes still drink beer from Grandma

foreseen such modern pubs as Lon-don's Chelsea Bird's Nest where pop music and go-go dancers provide a background for the serious business of drinking. since he was eight years old. He says: "I have never been off my legs." Roberts's best testimonial to his simple brew is dated 1899 in a letter to his grandfather from a rector in a nearby village. It says:

FN

As larger breweries guip each other up there are fewer choices of beers even if the labels look dif-ferent.

While a choice remains the Square Deal Team with the Con-sumers' Association has carried out a series of tests.

#### Tests

Once, when nearly every other house in some towns brewed its own beer, the ale conner would call to test it. He would spill some on a wooden bench outside the tavern and sit in the pool for about twenty minutes. At the end of this time if his leather breeches stuck to the bench the beer had passed the test-and paid duy. We have not tested these beers with the seet of our pants - but

with the seat of our pants - but in a strictly scientific way.

THE beers listed in the ch are generally the most po the brewers in the categ They one in order of C (OG), which is the amoun row material mixture is ' water—taking water to be 1000

1.000. OG offects the florour, condition of the beer and serve as an added guide to and smell. The brewers florour, bady and condition customer is looking for, not content.

Still, we list the alcoho guide to the sort of kick from your favourite beer.

Brewers generally do no Brevers generally do no: So, where possible, we give t Some brevers have given a and Trumans have given a prices. What you pay over on the area in which the pu its amenities. We tell you where to fin for small breveries we give t

Bathams Beers

GOO

JS

My dear Roberts,

me

vou

day

I hope you will not forget to send me some beer tomorrow as I have not had a glass since I last saw

you. Please send it GOOD as I shall have our Bishop and some clergy here on Monday week and you know there are no people in the world bet-ter judges of drink than they are.

W. Glenn.

And the vicar could never have

# int



DAILY MIRROR, Monday, July 10, 1972

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**Delph Brewery** Staffordshire.



diluvian Order tham's recipe.



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body and list should own taste ntain that what the the alcohol

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# YOUR DRAUGHT BEER RATING

## DRAUGHT BITTER NATIO YOUNGE BASS CHA COURAG IND COO WATNEY WHITBRI REGIO VAUX 'S WOLVER TRUMAN GREENAL GREENE I SMAL BATHAM HALL WO THEAKST ADNAM YOUNGS JENNING PUBS BLUE AN KEG NATIO WORTHI DOUBLE WHITBRI COURAGI WATNEY YOUNGEI REGIO VAUX 'G GREENE I TRUMAN GREENAL DEVENIS SMALL HALL G DRAU NATIO MITCHEL ANSELL'S COURAGE WHITBRE WATNEY YOUNGE REGIO WOLVERH TRUMAN GREENAL SMALL BATHAM JENNING ADNAMS THEAKST

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DRAUGHT BITTER				
NATIONAL BREWERS YOUNGER'S 'IPA' BASS CHARRINGTON 'IPA BEST' COURAGE 'BEST' IND COOPE BEST BITTER WATINEY'S 'SPECIAL' WHITBERAD 'TROPHY'	VENT LONDON & NORTH WEST LONDON MIDLANDS & SOUTH MIDLANDS & SOUTH ENGLAND & WALES NATIONAL	01365 10365 10365 10365 10365 10365	4-6 3-8 4-1 3-4 3-4 8-7	Par Par 13-131p 14-17p 13p 13p 121p 13p
REGIONAL BREWERS		10351	<b>D</b> .1	TSP
VAUX 'SAMPSON' WOLVERHAMPTON & DUDLEY 'BANKS'S' TRUMANS 'SPECIAL' GREENALL WHITLEY GREENA KING 'IPA' DEVENISH	N. EAST W. MIDLANDS S. EAST N. WEST & WALES E. ANGLIA S. WEST	1041-2 1037-8 1035-7 1035-4 1035-2 1029-6	39899777	13p 13p 15p 13p 13p
SMALL BREWERS BATHAM HALL WOODHOUSE 'BADGER BEST' THEAKSTON'S 'BEST' ADNAM'S 'BEST' YOUNGS JENNINGS 'CASTLE'	STAFFS DORSET YORKSHIRE SUFFOLK LONDON CUMBERLAND	1043-2 1040-5 1036-8 1036-2 1035-5 1034-4	406555357	13p 13p 13p 13p 13p 13p
PUBS BLUE ANCHOR 'SPINGO' THREE TUNS BLUE ANCHOR 'ORDINARY'	HELSTON, CORNWALL BISHOP'S CASTLE, SALOP HELSTON	1051-9 1041-0 1035-8	4·2 4·2 2·8	16p 12p 12p
KEG BITTER				
NATIONAL BREWERS WORTHINGTON 'E' 'DOUBLE DIAMOND' WHITBREAD 'TANKARD' COURAGE 'TAVERN' WATNEY'S 'RED' YOUNGER'S 'TARTAN'	WHE ENGLAND & WALES NATIONAL NATIONAL ENGLAND & WALES NATIONAL NATIONAL	037.6 1037.6 1037.6 1037.6 1037.3 1037.2 1035.9	4:0 3:4 3:9 3:7 3:6 3:7	ласс на 14-17р 14-15р 14-15р 14р 14-15р 14р 13-15р
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DRAUGHT MILD		1000	-	
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SMALL BREWERS BATHAM JENNINGS ADNAMS THEAKSTONS YOUNGS' 'BEST MALT ALE'	STAFFS CUMBERLAND SUFFOLK YORKSHIRE LONDON	1035-6 1032-7 1030-9 1030-2 1030-1	37 325 28	
PUBS THREE TUNS	BISHOP'S CASTLE, SALOP	1032-1	3-4	10p
NATIONAL BREWERS	TRA	SELECTION P	ALCOMOL	MICE MIR MIRT
CARLING 'BLACK LABEL' SKOL HARP HEINEKEN CARLSBERG	ENGLAND & WALES NATIONAL NATIONAL NATIONAL NATIONAL	1039-1 1033-2 1032-8 1032-8 1032-8	4:3 3:4 3:5 3:5 3:1	16-20p 15p 17p 17p 18p
VAUX 'NORSEMAN' TUBORG	N WEST & WALES NORTH & SCOTLAND NATIONAL	1037-3 1035-3 1029-3	39 36 31	16p 16p 22p
SMALL BREWERS HALL & WOODHOUSE 'BROCK' YOUNGS' 'SAXON'	DORSET	1033 0 1031-5	3.4 3.5	18p 21p

# A QUICK **GUIDE TO THE** BEST BREWS WE TESTED

N looking at draught beer throughout Britain, the Square Deal Team examined the products of the Big Six national brewers, the biggest brewers in six regions, and also some of the few remaining small breweries scattered over the country.

Any one of their products could be in your local. Then we had a look at two pubs that brewed their own beer and one brewery that doesn't own any pubs, just to get the taste of genuine

home brewing.

BITTER: The finest draught bitter we tested was brewed at the Blue Anchor. in Hel-ston, Cornwall—at the back of the pub using a simple recipe of Grandad's day. This splendid "Spingo" thirst quencher was a good cipht decrees higher in original gravity than the price liop a pint.

Small

There was not a lot to choose between the national breweries and the small ones. The small Mid-land brewers. Daniel Batham and Sons Limited had a 4.7 alcohol content, well above average and one of the highest O.G.s.

of the highest O.G.s. The Shropshire brew "Three Tuns bitter" was a close second and good value at 12p a pint. A mong the Big Six nationals we found that Youngers IPA emerged as the best brew tested, both in O.G. and alcohol con-tent. At the bottom of the national list came Whit-bread's Trophy, although this brand varies from region to region: we tested the London based bitter. The North-East which

the London based bitter. The North-East, which has a tradition for quench-ing a man's thirst, gets the best of the regional bitters with Vaurs "Sampson." The South-West gets the low est marks with Devenish's "Bitter" which we found was the weakest of all in O.G. and strength.

MILD: On the whole it was the Midlands that lived up to its name for quality with mild beers from Batham's brewery of Brierley Hill, Staffs, the Wolverhampton and Dud-ley brewery and the national firm, Mitchell and Builers.

They not only had a high O.G. but had an alcohol content as strong as some of the bitters.

of the billers. Apart from Ansell's there was not much to choose between the rest of the mild beers. Younger's Tar-tan gets the wooden spoon for the mild with the lowest O.G.

**KEG:** If the results of our tests are anything to go by, then it is hard to understand why this

kind of draught beer is becoming so popular. It is more expensive than other draught beers and on the whole its O.O. and alcohol content were no higher than ordin-ary bitter. Perhaps it sells on fizz appeal?

on fizz appeal? The best and worst, we found, both came from the same area, the West Coun-try. Hall and Woodhouss'a "Forum" came top of the keg league whilst Dev-enish'a "Eaxon," with an O.G. of 1930.9 and alcohol coolent of 2.7 was hard put to compare with mild.

LAGER: For the amount of money you pay for your lager beer there exemed to be nothing extra about it—it proved to be the least value. in our terms, of all the draught beers.

beers. We only looked at the most popular lagers sold by the brewing companies we were testing and found the best of the bunch to be Carling "Black Label," a national brew, and Greenall W hitley's "Grunhalle," served in the North West and Wales.

#### Lagers

In terms of O.G. and alcohol content they were similar to the average draught bitter — but much more expensive.

Tuborg and Carlsberg draught lagers came out right at the boliom of ALL the beers we tested in terms of O.G. although the alcohol content was fair. We think these two lagers more suitable for a maiden aunt of moderate babits than a man who uses hig muscles.

TOMORROW: The bottled beer test



Tim married Linda Cartwright in May 1981, at Wordsley Church, spending the first night of his honeymoon at the Elms at Abberley. But the next day was spent brewing. Only the day after did they set off for their honeymoon in Corfu. Tim and Lynda have two daughters, Ruth, born on the 21st of January 1987, and Claire born on the 5th of March, 1990. Arthur's other son Matthew Daniel, who graduated in Hotel Catering Management in 1991, and also has a daughter Jane Myra, who is a teacher. She is married to John Spicer and the couple have two daughters, Kate and Emily.

As the business continued to develop the Delph Brewery was divided into two in July 1980. Daniel Batham & Son, is the parent company with Arthur's wife Mrs Dorothy Batham as secretary and director. Arthur Batham also holds a directorship. Batham Delph is a wholly owned subsidiary, with Tim and his mother as directors.



Delph brewery racking room



# This is to certify that **Batham's Best Bitter** was judged to be Winner of the **Best Bitter** Category at the GREAT BRITISH BEER FESTIVAL LONDON, AUGUST 1991

John M. Cryne National Chairman

THE INTERNATIONAL BREWING, BOTTLING & ALLIED TRADES EXHIBITION **UNITED KINGDOM DRAUGHT BEER COMPETITION** This is to Certify that the sample submitted to competition by DBABatham Daniel Batham & Son Ltd.) has been awarded 1 St Prize ~ Class 5 Mild Me 1037° to 1045°) Dated this 16th day of April, 1972 ORGANISERS: THE TRADES' MARKETS & EXHIBITIONS, LTD. COMMONWEALTH HOUSE, 1-19 NEW OXFORD STREET, LONDON, W.C.1

THE INTERNATIONAL BREWING, BOTTLING & HILIED TRADES EXHIBITION **UNITED KINGDOM** DRAUGHT BEER COMPETITION This is to Certify that the sample submitted to competition by Daniel Batham & Son La Brierley Will, has been awarded Silver Medal - 1st Price, Class T, for Mild Ale, c.g. 1012° to 1053 CHAIRMAN OF THE JUDGES Dated this 26th day of April, 1968 ORGANISERS: THE TRADES' MARKETS & EXHIBITIONS. LTD. COMMONWEALTH HOUSE, 1-19 NEW OXFORD STREET. LONDON, W.C.1

# **CHAPTER NINE**

# One Over The Eight

**B**atham's Eight became Batham's Nine on the 14th of August, 1992, with the purchase of the Unicorn Inn, in Bridgnorth Road, Wollaston, Stourbridge.

A homebrew beerhouse, the Unicorn opened in 1859 with Joseph Lakin, an iron moulder from Stafford as the proprietor. His son, James Lakin, put the Unicorn on the market in 1903 and it was bought by a miner, Richard Cook, for £650. It was later sold to Mary Kelly, the widow of a brewer and pub owner Frank

Kelly, of the Angel Inn, Coventry Street, Stourbridge.

Retail brewer James Billingham, tenant of the Robin Hood, in Collis Street, Amblecote, acquired the Unicorn in 1912 for £800. He was related to the Bathams; founder Daniel Batham's grand daughter Charlotte married a Billingham. His son Horace took over the pub in 1929 and James' grandson, Eric Billingham was to hold the licence until his death in May, 1992. By then the Billingham family had held consecutive licences for 80 years. In <sup>6</sup>August after the Batham's acquisition Matthew Batham became licensee.

Over the years as the Bathams estate has grown the brewery has also bottled various beers, brown ales in halves and pints, Liquid Sunshine bitter, Delph Strong Ale and after an absence of a few years, Batham's Bitter is once again available. The beer is bottled by the last remaining bottling plant in the Black country, Holden's Bottling Company Ltd, Woodsetton, of which Arthur is a share holder, Tim a director.

Arthur Batham feels that the traditional public house with a mix of generations and social groups will survive and that the niche marketing techniques used by larger breweries, in which a limited range of clients is targeted, will not affect well run houses.

Bathams crowning glory came in 1991 when Batham's Bitter received the CAMRA Champion of Britain Bitter Award.



Unicorn Inn, Wollaston

With such a pedigree the Bathams feel they have got it about right with their blend of free and tied trade equally reflecting steady growth. The company and the family look confidently to the future.

# Acknowledgments

The author is indebted to the following people and organisations for their help in preparing this history.

The staff of the following libraries: Dudley, Brierley Hill, Stourbridge, Worcester, Stafford, Wolverhampton, and Smethwick.

The Batham family. Mr Teddy Thompson, Wolverhampton & Dudley Breweries. Mr Frank Power, photographer. Mr Edwin Holden.

On behalf of Daniel Batham & Son Ltd, Mr Arthur Batham would like to acknowledge the help and assistance received from: Frederick Wesley Shaw, Doris May Batham, Gladys Louisa Sankey, Dorothy Jean Batham and Kenneth Smith.

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JOHN RICHARDS is a broadcaster and freelance writer. He is Black Country born and bred and has witnessed many changes in local brewing during the past 45 years. He is

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research he carried out whilst writing histories of Simpkiss and Holdens breweries, and the Pubs & Breweries of the Old Dudley Borough. In addition to these previous titles, he is a regular contributor to a number of specialist newspapers and magazines.

#### **PUBLIC HOUSES - The Bathams "Nine"**

Vine Hotel, aka The Bull & Bladder, Delph Lane, Delph, Brierley Hill Hare & Hounds, Broadwaters, Kidderminster Holly Bush, Bell Street, Pensnett Lamp Tavern, Queens Cross, Dudley Plough Inn, Shenstone, Near Chaddesley Corbett Royal Exchange, Enville Street, Stourbridge Swan Inn, Chaddesley Corbett Unicorn Inn, Wollaston Plough & Harrow, High Street, Kinver





Real Ale Books