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George Bateman & Son Ltd. the Lincolnshire brewers, this year celebrate 100 years of brewing "good honest ales."



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Mr. John Bateman (left) and Mr. George Bateman, joint managing directors, drink a Good Honest Ale to the memory of their father and to the continued success of the company.

Meet the joint managing directors

MR. George G. Bateman, chairman and joint managing-director of George Bateman and Son Ltd., controls the brewing division of the company.

With his wife Pat and their two children, Jacky and Stuart, who are at Oakham school, he lives in a house adjoining the brewery.

He took over the reins on the death of his father, the late Mr. Harry Bateman CBE.

Now 46, Mr. Bateman was educated at Oundle, where he was head boy. He served for three years as a subaltern with the 17th/21st Lancers, most of the time in Palestine. He then trained as an operative brewer with Green's, of Luton, and Kelsey's of Tunbridge Wells. He took over as head brewer at the family brewery in Wainfleet, in the early 1950's.

Before becoming chairman and joint managing director he concentrated on his work as executive director in charge of the commercial side of the brewery, supervision of its houses and marketing.

In February, 1970, after six years as chairman of the National Trade Development Association, a body representing brewers and licensees, he was elected chairman of the East Midlands Brewers' Association, being one of the youngest holders of the post. As chairman he was chief spokesman for brewers throughout the region.

He said at the time "As it happens, the East Midlands has a larger proportion of private brewers than any other area. National breweries are in the majority of course, and there are bound to be more mergers within the next five years, but I am confident that Batemans will not be among them.

RESPONSIBILITY

"Not only do we like being independent, but we are always very conscious of the contribution that Batemans make to the economic life of Wainfleet and district, and the responsibility we have for all our licensees."

Although the brewery takes up most of his time, Mr. Bateman has always found time for outside interests. He serves the community as a magistrate and on very many local committees, including chairman of Local Employment Committee, vice-chairman of Disablement Advisory Committee, but his main work has been on behalf of the Conservative Party.

Like his father before him, he was divisional chairman of the Horncastle constituency for a number of years, and he has been one of the most hard-working supporters of the Conservative cause in the constituency. When he resigned as chairman he became the Divisional President, a position he still holds.

TREASURER

He was treasurer of the Wainfleet Conservative Club for 16 years, and in 1971 he was elected as East Midlands Area treasurer of the Conservative Party, a position from which he resigned this year.

MR. JOHN BATEMAN, grandson of the company founder, is joint managing director of George Bateman and Son Ltd., and director-in-charge of J. E. Ridlington and Son of Boston.

This wine and spirit merchant's business, with 269 years of tradition and reputation behind it, was bought from the late Mr. Thomas Ridlington by Mr. John Bateman's father in October 1918. From the Cellars in Boston where wine is matured under ideal conditions Wines and Spirits are supplied to many Hotels, Restaurants and Private Homes throughout Lincolnshire in addition to the firms own Hotels and Public Houses

Educated at Oundle, Mr. John Bateman took his first steps into the wine trade when he left the Royal Artillery in 1949. He trained in London — cellar work, the treatment of wine coming into this country in bulk, bottling and binning, trade organisation and book-keeping — and then returned to Wainfleet.

From there, in 1950, he travelled daily to Ridlington's at Boston, becoming director-in-charge after some years.

With the wine trade developing rapidly throughout the country Ridlington's more than kept pace and forged ahead in the Boston area. It wasn't long before Mr. Bateman began a series of wine tastings, first in the old Peacock and Royal Hotel and later in the Assembly Rooms.

"It allowed them to find their own particular likes. And it resulted in more people drinking wines."

Mr. Bateman travels abroad to buy wines. "But I have never placed a firm order for wine while still abroad," he said. "In the different atmosphere there one can be carried away and feel that a wine is marvellous, yet at home it could taste completely different.

"So when I find something I like abroad I ask for samples to be sent to me at Boston. I try them here on the spot, in Ridlington's office in the Lincolnshire climate, and then make the decision."

Momentous

For some types of buying, decisions can be both difficult and momentous, for they have to be made many years ahead of selling.

"Some wines will take 10 to 15 years to mature," Mr. Bateman explained, "so that we are buying a wine and bottling it for sale that far ahead. Thus we have to try to assess what the trade might be in 10 to 15 years' time."

Mr. Bateman plays a full part in the wider professional spheres of his trade. At one time he was a member of the council of the London and Provincial Wine and Spirit Merchants' Association and some years ago was its chairman.

Eventually this association amalgamated with another. Mr. Bateman was chairman of the East Midlands Wine and Spirit Merchants' Association in 1962 and '63, and is now entering his third consecutive year as chairman again.

For many years he has been on the council of the Wine and Spirit Association of Great Britain and is now additionally a member of its executive committee.

His wife, Mrs. Gill Bateman is the daughter of Mrs. Smith and the late Mr. Arthur Smith of Skegness and the granddaughter of Mr. Fred Clements who, after achieving fame with his shows on the beach at Skegness, built the Arcadia Theatre and the Tower Cinema.

There are three children: Susan (19), secretary in London to a director in the wine trade; Anne (18), living at home — 25, Sibsey Road, — and a dental nurse in Boston; and Peter (14), at Worksop College.

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FROM STRENGTH TO STRENGTH THROUGH A HUNDRED YEARS

SOMEWHERE about Boston, if you are coming from the south, you begin to meet the sign "Good Honest Ales" on the village inns, and you are in the country served by the Salem Bridge Brewery of George Bateman and Son Ltd., of Wainfleet.

No-one would say that Wainfleet is a world famous town, or that Bateman's is a national name among breweries. Yet sixteen years ago Wainfleet celebrated the quincentenary of its Royal Charter, and the brewery, which has been widely respected for three generations, fully justifying its claim to provide "Good Honest Ales", is this year celebrating its centenary.

Bateman's is a flourishing family concern, and an outstanding example of how a brewery can move with the times and equip themselves to meet present day conditions and demands.

The story of the problems which the brewery has had to face and the great strides in modernisation which they have made is one to hearten all who value individual enterprise and individual character in beer.

No doubt there has been brewing at Wainfleet since before it received its Charter, but there seem to be no accurate records. There are records, however, of "temperance" controversies, among them a passage from a curious pamphlet "The Chronicles of the High Priest of Thorpius," in the papers of Sir Joseph Banks.

Parson Bulmer

A footnote there says that "Parson Bulmer of Thorpe has caused information to be lodged against the Publicans of Wainfleet for selling ale on Sundays, 1787."

We read that the "High Priest of Thorpius" said "I will pour out my wrath upon the Wainfleetites; for their abominations are exceedingly great and they vex me continually. Now therefore, haste and get thee down to the land of Wainfleets, and speedily bring me word what the publicans are about. Put the head into their dining rooms, into their tap rooms and into their cellars, let not a closet nor a little house escape thy notice. For the wicked man committeth wickedness in all places."

Whether these fulminations were then deserved there is no knowing. Today Wainfleet is a charming little town on the banks of the Haven, served by some fine inns, itself serving the farming community and known to a wide circle as the home of Bateman's Brewery.

At the present time there are about 80 individual breweries left in the country and Bateman's is about half way up the list in size. The earliest records of the brewery have been traced back to 1824, when it was owned by William Crow.

Farming family

Originally the Batemans were a farming family at Friskney. It was Mr. George Bateman, father of the late Mr. Harry Bateman, C.B.E., who originated the brewery firm by taking over the lease of the brewery from Mr. Edwin Crow in 1874 at a valuation of £505 10s. 0d.

A year later, at some financial strain, Mr. Bateman had to buy the freehold of the brewery, purchase price £800. However, things went well and he flourished.

RESPONDING TO NEEDS OF MODERN TIMES



Mr. George Bateman, the Founder

At the time the brewery was nearer the centre of the town, adjacent to the railway, and was described in the particulars of sale as "15 minutes distant from the rising watering place of Skegness."

A few years later Mr. Bateman bought the present site of the brewery by Salem Bridge, with its disused windmill, the tower of which stills stands, and the fine house in which the Batemans lived for many years.

For many years the tower has appeared on the bottled beer labels, but its image is to be replaced by a windmill with sails. The house is now used partly as offices and partly as living accommodation for a member of the staff.

Trade in those days was highly seasonal and, up to well into this century, a high proportion of it was direct with the farmers in the district.

Steady growth

When the Bateman family took over the brewery it owned only one pub. Today they own well over 100 public houses and three large hotels at Skegness, the 46-bedroom County Hotel which was built in 1935, the Vine Hotel, which is the second oldest building in Skegness after St. Clement's Church and was taken over by the firm some years later, and the Parade Hotel which was acquired only a short time ago.



Miss Jessie Bateman

Although the position has now altered to some extent, in the past the brewery's custom came in the summer from three sources, the farming community, the seaside and the anglers. They used to expect a dip in sales after Christmas, but this year this has not been so marked.

Problems

The brewery has certainly had its problems to overcome, not the least of these being water. The district is reclaimed land, so there is no water to be got from wells. When Mr. Harry Bateman took charge of the brewery on the death of his father, it was stilled pumping water from the river by hand pump.

Then a piped supply was started by the principal property owners in the district, the Bethlehem Hospital, of London, but this proved unsatisfactory. So water was then fetched by lorry from the nearest point on the Bourne supply of the Boston rural district council, some seven miles away, and this system continued right up to 1947, when at last a proper main water system was introduced in the district.

Developments

Progress for which much credit must go to Mr. J. M. Broad who, as head brewer from 1926 to 1952 and a director until his death at 93, earlier this year, guided the developments and introduction of modern equipment.

Since 1936 the financial side of this growing concern has been in the capable hands of Mr. W. H. Bell as Accountant and Company Secretary, and now a director of the Company.

Since the death of Mr. Harry Bateman in 1970, his elder son, Mr. George Bateman, has been chairman and joint Managing Director in charge of the brewery, with Mr. John Bateman as joint Managing Director and in charge of Ridlington's, the wine and spirit subsidiary in Boston. Mr. Harry Bateman's sister, Miss Jessie Bateman who assisted her brother from the early days, lives at the County Hotel, Skegness, is also a director of the company.

After a hundred successful years there can be small wonder that the Bateman family are proud of what they have achieved.

This is one family brewery which has shown that even the smallest unit need not be left behind in efficiency and response to present day needs. This is to be seen, too, in the standard of their houses. The enthusiasm shown by Mr. George Bateman is one guarantee that the brewery at Salem Bridge will go on from strength to strength. The quality of the beer you get under the sign of "Good Honest Ales" is another.



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The late Mr. Harry Bateman, C.B.E.

Good and honest– like his own ales

FOR ALMOST half its 100 years history, Bateman's Brewery was in the charge of the late Mr. Harry Bateman, CBE, son of the founder, who took over the chairmanship on the death of his father in 1921 and carried it on until his death in May, 1970. It is a great disappointment that he did not live on to see his firm's centenary.

Mr. Bateman, who was 86 when he died, left his mark on many aspects of local life and many had cause to remember him with gratitude, as well as with love and affection. A real gentleman of the old school, he went through life treating all people as equals.

Mr. Bateman was born in Wainfleet and lived there all his life, although his interests and influence spread over a much wider field. Much of the success of the brewery can be attributed to his shrewd business capabilities and his capacity for work. He prided himself on the fact that he was always in his office in time to hear the 8 a.m. news on the wireless, and he was often still there at 8 p.m.

To his employees he was always more than an employer, and to the tenants of his many licensed houses he was more than a landlord. He was a friend to them all, and he knew their family background and shared their joys and disappointments.

His business interests were not confined to the Wainfleet brewery for he was a director of Mowbray's Brewery, at Grantham, and Soames, of Spalding, until they became the subject of mergers.

He was also a director of the Lincolnshire Standard Group, and was its chairman for a number of years, and for many years he was chairman of the Lincolnshire Management Committee on the Trustee Savings Bank.

EXPANSION

Towards the end of the First World War he purchased the wines and spirits business of Mr. Tom Ridlington, in Boston. The expansion of this enterprise, now in the hands of his son John, has been such that the Pilgrim trademark which Mr. Harry Bateman devised in 1921 is well known.

Typical of his capacity for work was during the First World War, when he brewed beer in the morning, sold and delivered it during the afternoon and did his books in the evening.

This left him only a few hours to sleep, but he still found time to do his duty as a member of the then equivalent to the Home Guard.

During the 1939-45 war he held a number of appointments, some of them secret, and among other things he was responsible for petrol allocations for the district. For some years during and after the war he was an independent member of the Agricultural Wages Committee.

He was chairman of the East Midlands Brewers' Association for 27 years, and the respect in which he was held by licensees in the district was shown by the fact that for more than 40 years he was chairman of the Spilsby and district Licensed Victuallers Association and did a great deal of work on its behalf.

An active worker for the Horncastle Division Conservative Association, he took part in many election campaigns and was electioneering as a teenager at the turn of the century. He was divisional treasurer of the Association for many years and later became its chairman and later still its President.

CHURCHMAN

He was well-known in Wainfleet for many years as an outspoken member of the parish council and was one of the most active chairmen. He was largely responsible for many of the improvements in the town.

He closely identified himself with many other aspects of the life of his native town. A keen Churchman, he was a Churchwarden at Wainfleet for many years and was in charge of church affairs for several periods when the town was without a rector.

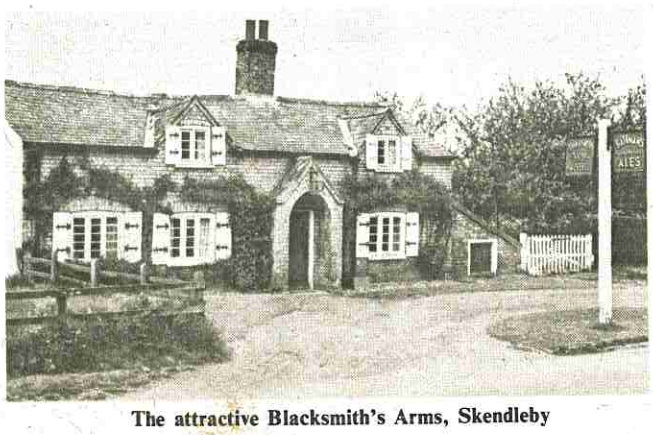
He was chairman of the Wainfleet Market Company and took a keen and active interest in the work of the old Nursing Association. He was a Manager of the primary school and was chairman of the managers when history was made in joining together the C.E. & Methodist schools. He had a great interest in work for the disabled and was for 14 years chairman of the Skegness and District Disablement Advisory Committee.

It was for his political and public services that he was awarded the CBE, but probably his greatest work was carried on quietly and unassumingly behind the scenes. One of his primary interests was in seeking our those in need, particularly among the disabled, and doing what he could to help them.

He was a man who never sought the limelight, but had it thrust on him. The words "good" and "honest," which he chose for his own ales, were perhaps the best words to describe him.



Mr. Harry Bateman C.B.E.



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We are delighted to have the opportunity of adding our congratulations to George Bateman & Son on the occasion of their centenary celebrations.

We have been privileged to carry out maintenance and alteration work for the Company over a number of years and wish them even greater success in the future.

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KEY FIGURES IN THE BATEMAN BUSINESS



WILLIAM BELL, director and company secretary, 38 years with the company, married with three sons and a grandson, lives in Skegness, hobbies music. Mr. Bell is a Fellow of the Institute of Chartered Accountants.



DENNIS HARTLEY, head brewer, 14 years with the company, married with three children, lives at Orby, hobbies golf.



HARRY STEPHENSON, manager of Ridlington's 25 years with the company, married, lives in Boston, hobbies gardening.



COLIN CROWSON, personal assistant to the chairman recently joined the company,married with two children, lives in Skegness, hobbies "my children".



GEORGE MILLER, free trade representative joined the company in 1967. His home is at Skegness, is married and his hobby is gardening.



STANLEY TIMMS, free trade representative joined the company in 1967. He lives near Louth is married with one daughter and amongst his hobbies is swimming.



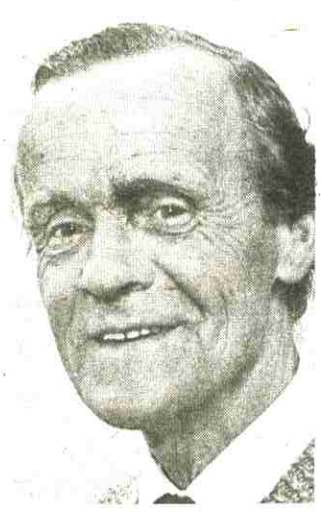
BRYAN BATES, surveyor and outside manager, been with the company seven years, married with two children, lives in Skegness, hobbies choral singing.



BRIAN GRAY, chief accountant, recently joined the company married with one daughter, lives in Woodhall Spa, hobbies, horses and hunting.



HUGH JACKSON, transport foreman, 34 years with the company married with three children, lives in Skegness, hobbies gardening.



HAROLD WAUGH, bottling store foreman, 50 years with the company, married with four children, lives in Wainfleet, hobbies reading.



PETER SHARP, maintenance foreman, 31 years with the company, married, lives in Wainfleet, hobbies travel and stereo music.



DAVID WATTAM, brewery foreman, 14 years with the company, married with two children, lives in Wainfleet, hobbies bowling.



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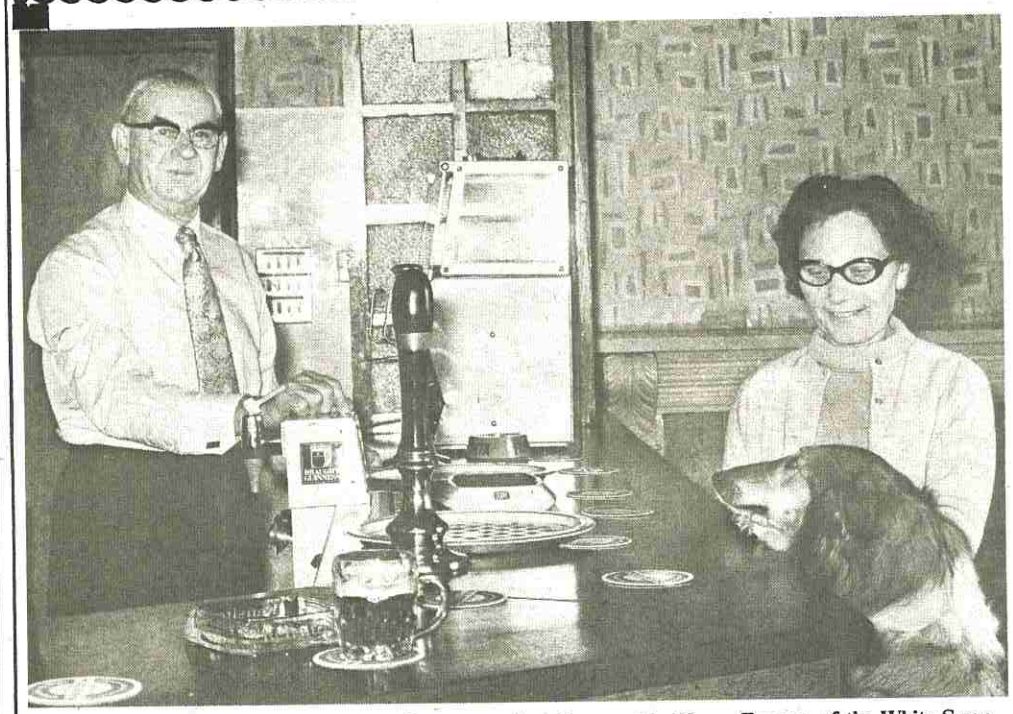
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People and place



Cherry only pretends to ask for a pint. She's teetotal really, say Mr. Henry Farrow, of the White Swan, Coningsby, and his wife Edie.

IN THE GOOD BEER GUIDE

SOME of the public houses of today started life as farmhouses — the farmer presumably brewing for his own consumption and the many gallons required by his thirsty harvest workers. Perhaps the economics of those times led from the farmhouse.

This is the theory put forward by Mr. Henry Farrow, who with his wife Edie looks after the White Swan at Coningsby. Certainly, said Henry, the place was a farmhouse at one time, and within living memory there were brewing coppers installed in the outhouses — though these have long since disappeared.

It is during the Bateman's Brewery centenary year that Henry and Edie celebrate an anniversary of their own — for it is 21 years ago that they came to the White Swan.

In this time their son Brian has left home to become a senior scientific assistant at the Newcastle weather centre. Another important member of the family still at home is Cherry — their pet, a 5 year old collie.

This is not the first time the White Swan has been in the news — in the late 50's and early 60's the brewery ran a "Best Kept House" competition for five years and, during that time the White Swan came 1st, twice 2nd, and one highly commended. The Good Beer guide CAMRA also names the White Swan for its beer from the wood.

In nearly 50 years the White Swan has had only two landlords — the previous one being Mr. Byron Martin.



The picturesque King's Hea

They do say his ghost walks at midnight

"YOU'RE sitting in the exact spot where a dishonest horse dealer had his throat cut from ear to ear," said Mrs. Bettine Nicholson, who with her husband George, have been licensees of Bateman's public house, the King's Head, Horncastle, since October 1969.

"I don't know how true the story is," said Bettine, "but some do say his ghost walks the house at midnight." But Mr. and Mrs. Nicholson have never seen him, and vouch for the fact that there is not even a spooky atmosphere about the place, which they find quite charming.

The King's Head was described by the Rev James Conway Walter at the turn of the century as "the leading hotel in the town, replete with all modern requirements — an old 'public' still remarkable for its thatched roof."

It still has a roof of thatch, and Mr. Nicholson believes that it was a condition of a former owner when he bequeathed it that it should continue to be thatched.

Horse Fairs

Its position in the Bull Ring at the junction formed by the roads from the coast and from the trading centres of Boston and Lincoln must have ensured its success at the times of the horse fairs. Here at Horncastle up to the middle of the 19th century were held the largest horse fairs in Europe — slap bang on the doorstep of the King's Head.

The Bull Ring was also the scene of more blood thirsty activities — a 'sporting' arena where bull baiting was practised.

Great times and troublesome times — the King's Head has seen them all including the floods. Situated as it is close to the R. Waring and between the Waring and the R. Bain, it has suffered each time Horncastle has been flooded.

The last time was in October 1960 when the water in the bar reached head height.

Today the public house is being given a new look inside — the two rooms are being knocked into one with a central bar. Old, and no doubt original, timbers are being exposed and cleaned up to form part of the decor. The ceiling on three different levels points to the fact that originally this was two or perhaps even three cottages joined into one.

Though George and Bettina have a great respect for the past and wish to preserve the good points — it is for the future, and the comfort of their customers for which they are now working eagerly.

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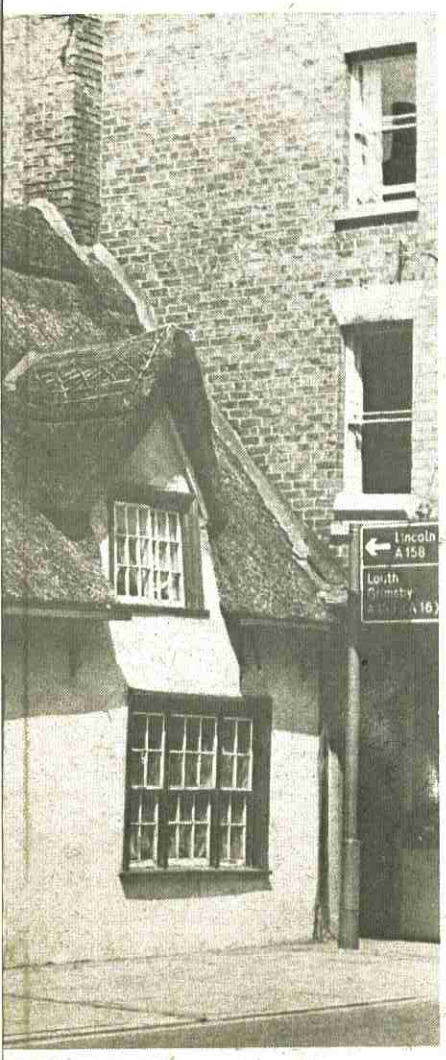
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On the occasion
of their Centenary

s in Batemanland



rncastle

Once it was a gaol!

THE White Hart, Nettleham, is one of the best stocked village inns in the county claims Mrs. Jean Clark who has been licensee of the historic White Hart for the past six years.

Set in spacious surroundings just off Nettleham High Street, the White Hart offers the customer a comprehensive range of drinks, including whiskies, sherries and over seventy table wines. It also has a separate off-sale shop attached.

Typical of all Bateman pubs, the White Hart offers its customers the choice of a lounge or bar in which to drink.



The White Hart, Nettleham, which this year celebrates its 250th birthday.

There is also the added summer attraction of a sun lounge adjoining the front of the building. Mrs. Clark says it gives the pub a "continental atmosphere."

As well as offering a variety of spirits, ales and wines, the pub also caters for the customer intent on a quick meal. Snacks are laid on lunchtime and in the evenings.

Built in 1724 as a gentlemen's house, the White Hart was licensed in 1790. At one time, it was used as a courthouse and gaol.





The Woolpack, Louth, which began life as a woolhouse, and was once the hub of a busy commercial life.



Mr. and Mrs. Malcolm Walker who have been at the Woolpack for eight years.

Link with busy past

A public house strongly linked with Louth's past as a mini-inland port is The Woolpack, Riverhead, registered as a woolhouse in 1813 so we learn from the engraved stone above the door.

Licensee for the past eight years has been Malcolm Walker, a Lincoln man, who, with his wife, Phoebe settled there after his regular service with R.A.F.

Naturally, he is proud of Bateman's beer, and claims he has the best bitter in Louth.

"If you look after it, it is good stuff" he said.

His wife, as Miss Kirk, was a native of Chapel-St.-Leonards. They knew each other as children.

Before Mr. Walker for a few years was Mr. Robert Curry Mitcheson, but the name synonymous with the Woolpack for 35 years was William H. West, who retired in 1961.

When he became landlord of the Woolpack in 1926, there was stabling for 44 horses, and the drinking water had to be taken from the spring at the nearby canal.

The Woolpack is now in a quiet backwater of the town, but in the 19th century it was at the hub of a busy commercial life, which drew its trade from the canal.

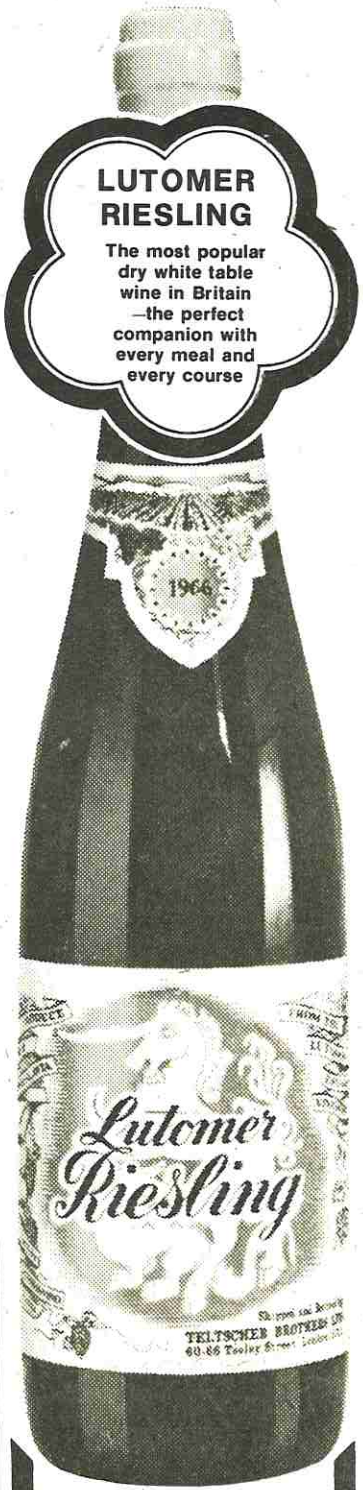
The first five miles stretch of Louth Canal, from Patney to Firebeacon was opened in 1767. Three years later the upper canal was opened.

John presents Robert as the Joiner dley and Boston g com-th a silver on the re-of the tle Inn at This oc-arked the or altera-to a 's pub by s. Centre George and ex-ight Mr. ourne te-the New stle.

The Directors of
GIORDANO LTD.
Shippers of
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Fine Wines of Burgundy
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Congratulations to G. Bateman & Son
on 100 years of brewing
from Arthur Guinness Son & Co.



115 years ago, we knew how it felt.

BATEMAN'S-ON-SEA...



THE OLDEST hostelry in Skegness is the ivy-covered Vine Hotel, still to be found in a woodland setting just off Drummond Road at Seacroft. Built in the mid-17th century, it was originally known as the Skegness Hotel.

In those days, inns along the Lincolnshire coast were often the meeting places of smugglers and no doubt the Vine was among them. A skeleton found during alterations in 1902 is thought to have been that of a revenue officer who disappeared mysteriously a century before!

The old-world garden, so restful for visitors, has hardly changed since Tennyson used to stay there as a young man in the 1820's, and may have inspired his poem on Maud. The Poet Laureate's association with the Vine is commemorated by his bust in the oak-pannelled lounge named after him.

The Vine is noted for its cuisine, its ability to cater for small or medium-sized parties and its warm, friendly, intimate atmosphere. Its Christmas Day dinners are always memorable occasions.

In charge are Mr. Henry Vincent Moses, agen 50, a former Conservative councillor, and his wife, Olive. Mr. Moses, better known as Harry, was a wartime RAF pilot and has represented England at rugby and athletic.

He and his wife are both trained caterers and came to the Vine in 1965 from East Grinstead, Sussex where they ran a public house and cafeteria. Almost immediately they re-open the Silver Grill with nine different menus, which has since been increased.

Their chef then, Mr. Alan Scargill, is still with them. A local man, he has had experience in large hotels at Nottingham, Eastbourne, Zurich and London.

HANDLEY & SON
BUILDERS
Wish George Bateman & Son Ltd. every success and look forward to being associated with them for a further 100 years
71 HIGH STREET, BOSTON
Telephone BOSTON 2518



The Parade Hotel, Skegness is one of the biggest hotels in Skegness and as a Bateman's hotel it is unique. It is run by D. and V. Holdsworth Ltd. within the Batemans company.

The Parade hotel is the only hotel in Skegness which during the summer season has a show which is presented in the hotel's ballroom free not only for the residents, but for anyone who cares to go.

WILD WEST STYLE

There is also dancing six nights a week in the Chuck Waggon bar for younger people with disco lighting. The Chuck Waggon is, as the name suggests, in the Wild West style and was opened in 1965.

Batemans bought the hotel from CH and M Salt in 1972. It has 47 rooms, 18 with bath and toilet and 5 have showers.

On one night a week there is sequence dancing in the Ballroom when the summer show is not on.

The hotel also has restaurants which are open to non residents and can seat 560 people at any one time.

MODERNISATION

There are extensive plans for modernisation in the hotel including a new bar in the front overlooking the Esplanade.

The tenant company, D. and V. Holdsworth Ltd., were the tenants of the hotel when it belonged to CH and M Salt Ltd., and they stayed on after Batemans bought the hotel. They have built up a very good reputation and a large number of dinners and dances take place in the hotel throughout the year.

Budge Mableson Ltd.
acknowledge a long and happy association with
BATEMANS
in a wide field of
HIGH QUALITY
ELECTRICAL
and
LIGHTING
INSTALLATIONS
We offer our congratulations on your Centenary and look forward to a continued close relationship



You can take a White Horse anywhere

. . . VARIETY IN SKEGNESS



WHEN the County Hotel, Skegness, was built in 1934 by Mr. Harry Bateman, head of the Wainfleet brewing firm, he thought of calling it "The Jolly Fisherman."

But, thinking again, and taking into consideration the impressiveness of the building and the fine views from it, Mr. Bateman settled for "The County."

The County dominates North Parade at the junction with Castleton Boulevard and has 46 bedrooms. The foundation stones in fact were laid by three members of Mr. Bateman's family — Helen (now Mrs. Caudwell), and George and John, the present joint managing directors. From its opening until his retirement in 1963 it was managed by Mr. E. Cardell, who also controlled two other hotels for the company.

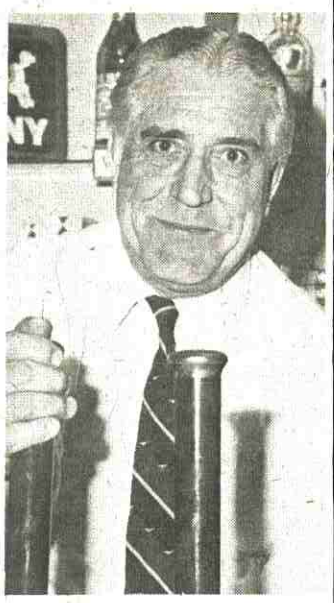
The hotel is noted for its restaurant and since Mr. Ron Williams and his wife Anna have been the licensees they have developed it as an extra conference centre for Skegness as well as a venue for social events and functions.



Mr. Williams



"The cosiest inn in the country" — the Three Tuns, Ingoldmells.



Mr. Lionel Briggs

Keeps its old world charm

THE THREE TUNS is Bateman's only public house in Ingoldmells village, and is situated opposite the church on High Street.

Mr. Lionel Charles Briggs has been the landlord for 19 years since taking over the licence from his father in 1955.

The public house has been extensively modernised inside, but it has retained much of its old world charm.

There are two large bars. The larger is the concert and singing room in which there is live entertainment every night.

The other bar, the Smoke Room, is for those people who want a quiet drink in pleasant surroundings. It is furnished in a modern style and is tastefully decorated.

The pub is advertised as "the cosiest inn in the country" and is deservedly popular with holidaymakers and residents alike.

Congratulations and good wishes to George Bateman & Son Ltd., on the occasion of their centenary, from Martini & Rossi Ltd.

MARTINI

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L.V. & TABLE GLASSWARE AVAILABLE FROM STOCK
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WIGAN RICHARDSON INTERNATIONAL LIMITED
Congratulate
GEORGE BATEMAN & SON LTD.
on reaching its hundredth birthday

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CONGRATULATIONS ON YOUR CENTENARY
We are proud to have been associated with
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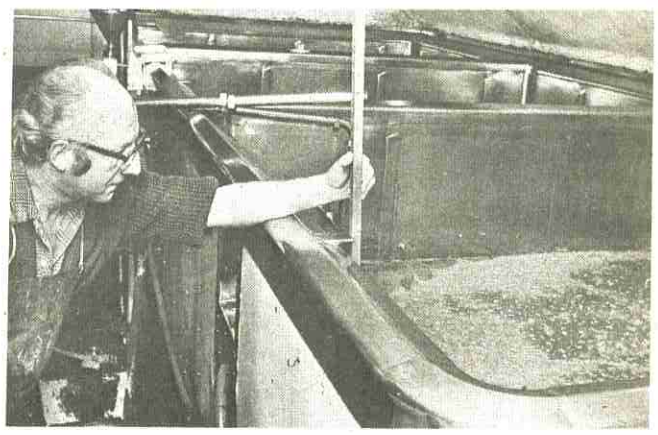
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BREWING BATEMAN'S GOOD HONEST ALES



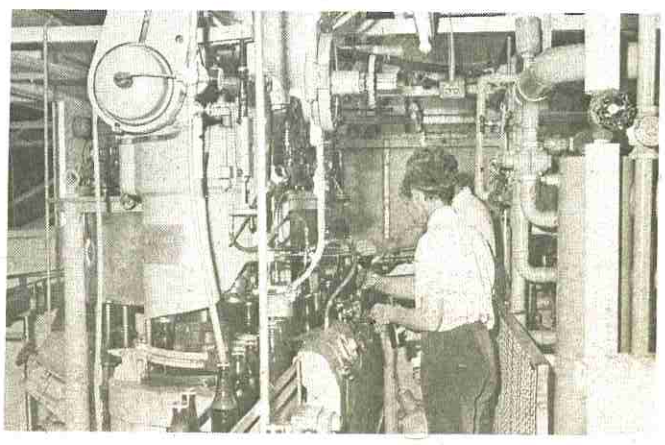
Head brewer, Mr. Dennis Hartley, checks the mash tanks



Checking a fermentation tank is Mr. Ronald Larder



They've been rolling out the barrels for 83 years between them. — Morris, Geoff and Raymond Symonds.



In his fiftieth year with the company — Mr. Harold Waugh, head of the bottling department

THE BREWERY STORY

Approaching Wainfleet from Boston one is struck by the setting of the brewery behind a row of colour washed cottages beside an old mill and a small river, which starts it's life as Tennyson's brook.

The chairman's office is in a fine Georgian house and part of the brewery plant is in old coach houses.

However once one has entered the brewhouse and climbed the wooden stairs the old world atmosphere gives away to one of efficiency and gleaming cleanliness, for here the brewer's art and skill reigns supreme.

The malt from Lincolnshire, Norfolk and Essex barleys is mixed with liquor in a mash tun, We note the use of ancient terms in this craft brought right up-to-date. The resultant liquid wort is pumped off to be boiled with hops from Kent, Sussex and Hereford in a 3,000 gallon brewing copper while the malt husks are taken off by local farmers to feed their pigs and cattle.

When the distinctive flavour and aroma has been extracted from the hops (and I can vouch for the fact that Batemans still use plenty of these) the liquid is cooled by a stainless steel heat exchanger and run into a gleaming row of stainless steel fermenting vessels housed in an air-conditioned room.

Here the yeast, which has been collected from the previous week's brews, is pitched into the beer and it is fermented for a week under very carefully controlled conditions followed by racking into casks for maturation or to the modern fully automated bottling stores.

If you won
the pools this week,
celebrate with it.
If you didn't,
console yourself
with it.



The original brown ale.

Watneys send
sincere congratulations
to George Bateman & Son
Limited on
achieving their
centenary year

Golden Guinea



Golden Guinea announce a new dry version of the French sparkling wine Britain has known and loved since the days of Edward VII. Brut and demi-sec. Now there's one for every taste.

Made by the traditional method, Golden Guinea is fermented in the bottle a la methode champenoise as all good sparkling wines should be.

Both new brut and demi-sec are excellent party goers.

Imported by J. R. Parkington & Company from Chace, near Saumur in the Loire valley.

Which to try first? Since they are both Golden Guinea, you could toss a coin.

A fine wine
from
Parkington

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Bateman's staff in party mood at their annual party.

Oldest tenants?

ARE Mr. and Mrs. Ernest Martin of The Midge Inn, Hatton, George Bateman and Sons oldest tenants? Genial Ernest wasn't sure, but he knew he had only one competition for this distinction.

"I've been here 24 years," he said, "and have enjoyed working with Batemans. I should never go along with anybody else."

Mrs. Martin chipped in "I agree with that," and she should know something about it because they share the responsibilities.

From 1939-49 Mr. Martin worked as a blacksmith on Lord Heneage's estate at Hainton and later farmed at Hogsthorpe and Swaby.

There's clearly a good trade enjoyed at this remote country 'pub' on the roadside between Horncastle and Wragby for customers come from miles around, even as far as Lincoln.

Thursday nights see the inn at its busiest for the Beryl Lodge of Royal Antediluvian Order of Buffalos hold their meeting there. But they are rarely quite because friendly skittle matches and games are organised.

In the daytime Mr. Martin farms fifteen acres of grassland and raises pigs and beast. "All in all, it's a good life here and we enjoy it."

We asked him how 'The Midge' got its name. "I've been asked that scores of times," he said, "and I'm sorry to say I don't know. But I do know that there's only about one more in England."

Whenever they can, Mr. and Mrs. Martin work for the Louth branch of National Institute for the Blind.



Happiness is . . . . the smiles of Mr. and Mrs. Andrews

The pull of a real 'local'

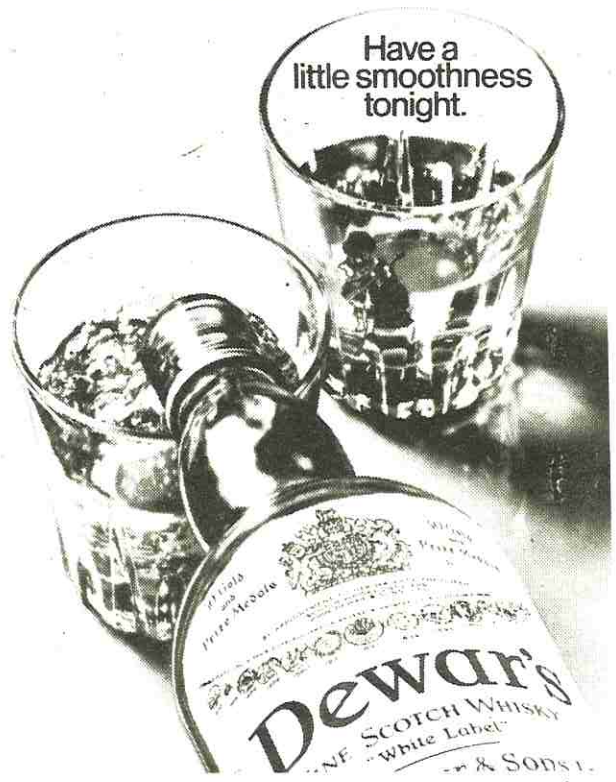
THERE'S a real local atmosphere about the Plough Inn, Swineshead North End, because it has been conducted by the Andrews, Jesse and Eric, father and son, for nearly half a century.

Father Jesse owned the Inn back in the late twenties and ran it until his death in 1954. At that time the building needed such an expensive modernisation and face-lift that it came into the market and was acquired by G. Bateman and Son, of Wainfleet, who immediately put Eric and Tot Andrews in charge. And with their genial and friendly manner they have proved very successful.

When we recently saw them, they were full of praise for the Bateman family and said how happy they had been at the Plough. "I wish we could stay another 20 years," said Mrs. Andrews ruefully. As it is they plan to retire in 3 or 4 years time.

"What are the principal changes you've seen over the years" our reporter enquired. "Well said Tot, "you would get a bottle of Guinness for 7d and now its 12p, which in my reckoning is a bit more than 4 times as much. But I suppose people have that much more money to spend. At any rate it doesn't spoil their evenings," she laughed.

Rough Day?



Blended for smoothness–it never varies.

St. Francis



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for over 60 years
and offer our congratulations to them
on their
Centenary Year

The Brandy of Napoleon



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'Aussies' love the Royal Oak

THE ROYAL OAK, Mareham-le-Fen, is home to Vic and Dulcie Halliday in more senses than one. It is the place they chose to come to on retirement from the Royal Air Force, and the building itself has not only character, but also an atmosphere, said Mrs. Halliday. "We both of us felt 'at home' from the moment we came here nine years ago."

Their first contact with the Royal Oak goes back much earlier when Vic was stationed at RAF Coningsby and grew to like the area and the people. Service postings took them away from Lincolnshire, but retirement brought them back home.

Although the Hallidays doubt the authenticity of the date 1473 on the front of their mud and stud home, they feel sure it has a long and interesting history, which they say must have been happy and peaceful.

"I have checked old records and books, but can get no confirmation of that date," said Mrs. Halliday. "There is mention that a Leat Court was held here, and at the turn of the century it was a farmhouse which brewed and sold its own beer."

During the last war, and particularly as the D day activities mounted up, servicemen were billeted at the Royal Oak and part was used as a Mess.

FROM OVERSEAS

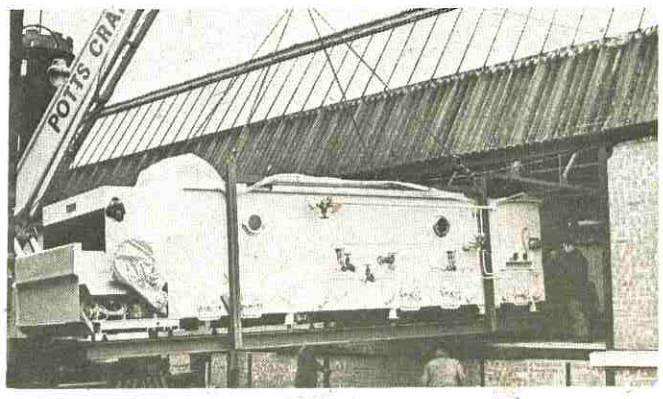
That the public house is attractive in appearance is proved by the number of people who stop their cars in the summer months to take pictures of the place. But, far more interesting to Vic and Dulcie are the overseas visitors they get — particularly from Australia.

Said Mrs. Halliday, "The Australians are virtually on a pilgrimage to Revesby and the church, for its connections with Sir Joseph Banks. From their conversations it is quite clear they are far better informed about their historical associations with this area than we would have believed."

Asked if they had considered supplying tourists with plastic souvenirs — both shuddered at the very idea.



The thatched Royal Oak, Mareham-le-Fen



Recent modernisations to the Batemans brewery at Wainfleet include the installation of this modern bottling plant.

Sponsored by Batemans

JUST some of the events which have been, or will be sponsored by Bateman's in their centenary year.

April 21st. Alford, Sponsoring 100 miles Professional Road Cycle Race plus 50 mile Amateur Support Race.

May 19th, Skegness, Batemans giving a Reception for the teams and officials of "It's-A-Knockout Comeptition", County Hotel.

May 23rd, Horncastle, Batemans/Players No. 6 Kings Knockout Darts finals.

May 25, Women's AAA championship, Skegness.

June 28th Boston, Batemans giving reception to crew on Board H.M.S. Bulldog and H.M.S. Beagle to celebrate Matthew Flinders Bicentenary.

July 7th, Grass Track Car Racing.

July, 6-a-side Knockout Football match.

July, Inshore Boat Race, Skegness/Mablethorpe.

Aug. 17th, Skendleby, Batemans sponsoring Annual Sheepdog Trials.

Sept. 15th, Wainfleet, Batemans Angling Competition — Steeping River.

Sept. 18th, Market Rasen, "Batemans Centenary Chase" — Sponsored Steeplechase.

Oct. 18/20, Skegness, International Beer Mat Collectors Congress.



With acknowledgements to Botticelli.

Beauty beyond Campari.

A beauty like no other.
That's the sensation bequeathed by the definitive aperitif from Italy. Pour yourself a generous measure, add chunks of ice, a slice of orange and top up with a shoosh of soda. Then, very slowly and deliberately, empty the glass....

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