



THE KENT
BREWERY
BUILDING
197 ANN STREET

Mark Tovey, PhD

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BREWER
JOSEPH
HAMILTON'S
HOUSE
183 ANN STREET

2

1859

BREWERY ESTABLISHED IN ITS PRESENT LOCATION

Original brewers Marshall and Hammond on Lot 3 South Side of Ann Street, Tax Assessment Rolls for 1859



Plan: Detail of RP183(W)

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5 MARCH 1861

ENLARGEMENTS & ADDITIONS

The London Prototype. Reprinted in *Western Ontario History Nuggets*, No. 13 (1947), London ON: Lawson Memorial Library, The University of Western Ontario.

“KENT BREWERY. Dundas and Phillips, proprietors Ann street, off Richmond street; formerly the firm of Marshall and Hammond. The brewery has been very successful since its establishment, and there are enlargements and additions being constantly made to it. With the present spirited proprietors, and the large demand for brown stout and amber ale, we have every reason to believe that the Kent Brewery will steadily and successfully progress. Private families and hotel keepers are supplied with the best ales and porter, at the shortest notice, and upon the most reasonable terms.”

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SEPTEMBER 1861

BREWERY FOR RENT

London and Provincial Exhibition Advertiser,
London C.W., September 1861



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BREWERY
RENTED (1861),
BY SCOTTISH
BREWER &
MALTSTER
JOHN
HAMILTON.

KENT
BREWERY!

BEST GENUINE ALE AND PORTER.

Hotels and Families Supplied.

JOHN HAMILTON,
Ann Street, - - London, Ont.

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1870s

JOHN HAMILTON PURCHASES LOTS 3-7, SOUTH SIDE OF ANN STREET.

Land Records Office



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24 JANUARY 1873

FATHER AND SON ATTACKED

“On Monday afternoon a portion of a gang of rowdies that had long troubled London, attacked Mr. Hamilton and his son, of the Kent Brewery, with sticks and an iron poker, injuring them severely.”

The Globe, January 24, 1873, p. 2.

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21 JULY 1875

BROTHER COMMITS SUICIDE

“Wm. Hamilton, brother of the proprietor of the Kent Brewery, poisoned himself this morning with a solution of Paris green. At the inquest held by Coronor Hagarty, the jury, after hearing the evidence, returned a verdict to the effect that death was caused by taking a quantity of solution of Paris green, which deceased drank while in a state of intoxication. Hamilton was unmarried and aged about 42 years.”

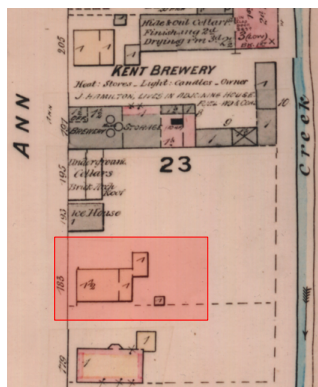
The Globe, Toronto, July 21, 1875

9

OCTOBER 9, 1887

BREWER DIES IN HIS HOME AT 183 ANN STREET.

SON BUYS BREWERY.



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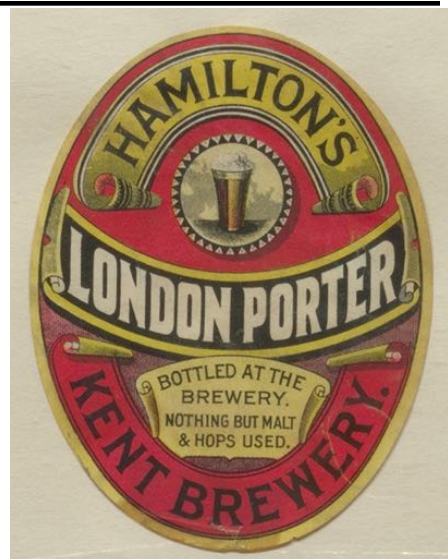
1887

SON MOVES TO
179 ANN STREET,
DAUGHTER LIVES
IN 183.



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1887
NEW BRANDING
STRATEGY: LONDON PORTER,
LABEL FACSIMILES IN ADS



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1893

SON JOSEPH TRIPLES WORTH OF BREWERY, BUILDS BRICK HOUSE NEXT TO BREWERY (183 ANN STREET)

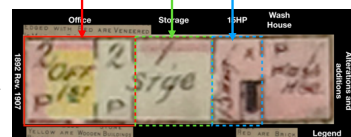
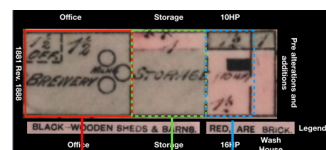


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"NEAR END OF CENTURY"

ALTERATIONS AND ADDITIONS

Phillips, pp. 154-155



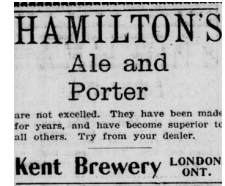
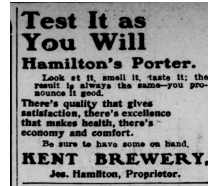
Main frame building re-clad in brick

Middle buildings unchanged

Washhouse expanded

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BRANDING STRATEGY USING
REGULARLY CHANGING
SLOGANS CONTINUES UNTIL
BREWERY CLOSES IN LATE
1916 DUE TO TEMPERANCE
ACT. HUNDREDS OF ADS LIKE
THESE RUN IN THE LONDON
ADVERTISER FROM 1900-1916.



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Printed 1905



183 ANN STREET STILL STANDS NEXT TO THE
ORIGINAL BREWERY

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Printed 1905



Google Street View 2016



THE OVERALL APPEARANCE OF 197 ANN STREET IS MUCH AS IT WAS AT ITS PEAK.

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HAVING A 19TH CENTURY BREWER'S HOUSE STILL STANDING NEXT TO THE BREWERY IS RARE IN CANADA



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