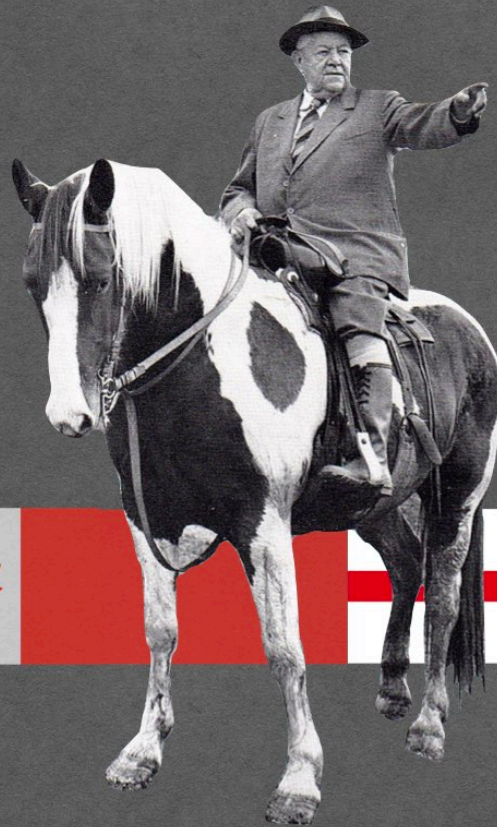


Joseph W. Hobbs

1891 - 1963

The Last Whisky Baron?



1891

1900

1963



Joseph W. Hobbs

The Last Whisky Baron?
A remarkable person in the whisky trade

Background

-1900

- Emigration to Canada
- Pilot training and WW1

1900-1918

- The move to Vancouver
- The business in Vancouver
- The First Trans-Canada Flight (Basil Hobbs)

1918-1932

The Prohibition

The Marine Building

- Rumrunning
- The ships
 - When Prince Albert cut the the Frisco Honolulu cable
- The Hobbs messages

1932 - 1963

- Back in UK
- DCL and National Distillers - The cooperation plans that failed
- Ferrolene and the patent
- The Great Cattle Ranch
- Inverlochy Castle
- Torlundy and Ocean Mist
- Hobbs passes away 1963

PART 6

The Distilleries (1930s)

- Glenury Royal
- Bruichladdich
- Glenlochy
- Highland Esk/North Esk/ Montrose/Hillside/Glenesk
- Benromach
- Fettercairn
- Strathdee

The Companies

- W.A Gilbey
- W.H Holt
- Associated Scottish Distillers (ASD)
- Train & McIntyre
- McNab Distilleries

The Distilleries (1944-)

- Glenmavis
- Lochside
- Ben Nevis

Ind. Whisky Assoc.

JOSEPH W. HOBBS – The Last Whisky Baron? Part 6

THE MOVE BACK – THE PLANS FOR COOPERATION DCL & NATIONAL DISTILLERS ARE CANCELLED – HOBBS' PATENT

Hobbs lost large sums of money in the Marine Building project in Vancouver, and it became more difficult and riskier to make large sums of money from rum running.

Around 1932, Hobbs returned to England with his new wife. He set up a new export business - Joseph Hobbs & Co - on Regent Street in London. Already in 1933, he travelled to New York. He had realized that it was possible to make big money the day the prohibition period was over, and you had to be prepared.

In 1934, it was possible to buy alcohol again in the USA. In the same year, DCL and National Distillers, USA discussed a cooperation. The plan was to form a joint venture and build two distilleries in Linden N.J. to make gin. The new company would have the sales rights to DCL's gin brands in the US. In November 1934, it was announced that the negotiations had ended and that there would be no cooperation. In Weir's book "The History of the Distillers Company 1877 - 1939" he addresses likely causes for the failure, but from DCL's point of view. DCL built the two gin distilleries themselves and ND built in record time (3 months) a gin distillery in Carthage, Cincinnati in partnership with W.A. Gilbey's. This seemed to be the starting point for ND to look for distilleries in Scotland and they will own seven. More about these distilleries in later sections.

The brother Basil remained in Canada and was "Overseas Director" for D.J. McCallum and the photo shows him writing a distribution agreement in 1935 with an American firm. Coincidentally, McCallum's Edinburgh office was bombed by a Zeppelin in 1916. Basil Hobbs shot down a Zeppelin in 1917. (see part 1)

In 1935 Hobbs was sued by a London printer for unpaid label. During the trial he claimed that he was not to blame, but the distilleries. He also said that it was not possible to sell the whisky in the United States with common names and that the same whisky was sold under different names. The whisky came from Train & McIntyre and W.H. Holt (more about these companies in later parts). Judge Dumas got tired of Hobbs' argument:

"Mr Hobbs I don't believe you. You have come here masquerading in every conceivable name in order to impose goods upon the public in America. Go away. I am sorry to have lost my temper."

Already in 1934, Hobbs registered the company Oxy Ferrolene Ltd with the same address as McNab Distilleries Ltd, 11, Waterloo Place in London. During WW the import of acetylene from Norway was cut off. Hobbs had invented a gas mixture and method to replace acetylene for gas cutting of metal. The market name was Ferrogas and production started up in Leicester. His son was active in the company for many years.

On the website <https://glenlochy.com/pages/12/71> there are more details.

All summaries can be found here:

https://www.repspect.se/joseph_hobbs_summary.html



Lee J. Gunson (left) and Basil D. Hobbs (right)
 May 29, 1937 (private collection)

THE SCOTCH THAT CIRCLES THE GLOBE

*The Choice of
 MALTA and MANHATTAN*

The lucky ones who have sampled them all say "McCallum's Perfection Scotch." That goes the world over. It's a prime favorite from Bombay to Broadway, from Bagdad to Boston. Highly individual and absolutely uniform. McCallum's has been produced since 1807 by one Edinburgh family. Every drop sold is eight years old. It comes in an oval bottle—taped, sealed and made tamper-proof. Every bottle of McCallum's Perfection has a jigger top which is mighty handy every time you want to measure a spot.

100% SCOTCH WHISKY'S EIGHTY YEARS OLD
 Bottled on Board in United Kingdom and Imported by
 J. W. HOBBS & COY., INC.
 4/5 QUART

Full Fifth
 \$3.65
 Code No.
 4128

McCALLUM'S
Perfection
SCOTS WHISKY

McCallum's
Perfection's
Blended
Scots Whisky
As Supplied
 An Imported Scotch Whisky, Special
 PRODUCT OF SCOTLAND

Imported by
 CONTINENTAL DISTILLING CORPORATION
 PHILADELPHIA

WHEN ORDERING SCOTCH, ASK FOR "McCALLUM'S PERFECTION"

Detroit Free Press October 25, 1935

DIFFERENT LABELS, BUT SAME STUFF

Judge Disbelieves American Agent

"YOU can't sell whisky in America under an ordinary name. They want a Scotch name," said Mr. Joseph William Hobbs, an American trading as J. W. Hobbs & Coy., export merchants, Regent Street, London, in giving evidence at Westminster County Court yesterday.

Daily Record May 24, 1935

OXY-FERROLENE, LTD. — (P.C.). — Capital £100.
Objects: To carry on the business of manufacturers of
and dealers in oxygen, solid, liquid or gaseous fuels and
chemicals of every nature, etc. R.O.: 11 Waterloo
Place, Pall Mall, S.W.1.

The Chemist and Druggist, June 9, 1934

Ser. No. 469,876. OXY-FERROLENE LIMITED, Leicester,
England. Filed May 2, 1944.



FOR GASEOUS FUELS COMPRISING COAL GAS,
METHANE, WATER GAS, COKE OVEN GAS AND PRO-
DUCER GAS AND LIQUIDS FOR GENERATING GAS
OR VAPOUR FOR USE AS FUEL COMPRISING DI-
ETHYL ETHER, METHOL ALCOHOL, AMYL ALCOHOL,
BUTYL ALCOHOL, AND PROPYL ALCOHOL.

Claims use since July 29, 1939.

Inventor's Secret Tests in Leicestershire

ALD. J. W. WEST,
COALVILLE

Leicester Evening Mail - December 28, 1943

The most recent, and perhaps the most promising, is the new oxy-ferrolene method of cutting and welding, which employs coal gas impregnated with a liquid instead of oxygen-acetylene gas. This impregnation of the coal gas lowers the ignition point of the mixture and delays the propagation of the flame. It also has the effect of greatly increasing the cutting action of the gas when the apparatus is used for cutting as distinct from welding. Much less attention is required than is necessary with an acetylene generator, and the welding of metallic articles by the oxy-ferrolene method is said to be markedly cheaper than by the oxy-acetylene process.

Western Mail March 29, 1935

GIN FOR U.S. MARKET London Firm's Reported Participation

NEW YORK, FEBRUARY 19.

It is reported that negotiations are almost concluded granting to the National Distillers' Products Corporation the exclusive right of manufacturing gin in the United States under the formulae owned by W. and A. Gilbey, Ltd., of London. While the details have not been revealed, it is believed that the agreement involves the formation of a new corporation to be owned jointly by the two concerns mentioned.

The Guardian February 20, 1935

Porter Named Head Of Gilbey Company

Organization and election of officers of W. & A. Gilbey, Ltd., of Delaware was effected at the executive offices of National Distillers Products Corp., 120 Broadway. Seton Porter, president of National Distillers, was elected president of the new company, which will manufacture Gilbey's London Dry Gin at a new distillery just completed at Cincinnati, Ohio.

The W. & A. Gilbey Company of Delaware is owned jointly by W. & A. Gilbey, Ltd., of Great Britain and National Distillers Products Corporation, with the latter holding a majority interest.

The Brooklyn Daily Eagle May 23, 1935

NATIONAL DISTILLERS

has the honor of announcing
one of the World's *great* Gins
has become a Citizen of America!



GILBEY'S GIN

... for three generations one of the World's *great* liquors ... is now made in America ... under the control of America's greatest distilling organization ... with flavorings from the same sources that have served W. & A. Gilbey, Ltd., for 69 years ... under the eyes of the same family that originated the famous formula in 1867

... and priced at the **\$1.20**
amazing figure of

4 1/2 QUART
No. 3398



THERE has never been a day in the past 69 years when the mere mention of Gilbey's Gin failed to kindle a glow of expectancy in the eyes of Englishmen who knew fine liquor.

To them, it was the prince of liquors. A noble beverage to be drunk straight or mixed, as you liked ... but always with fitting ceremony and due appreciation of its smooth perfection.

For three generations, the name and fame of Gilbey's followed the British flag to the far places of the earth. At the Savoy in London, you might have sipped a Martini of Gilbey's ... and two months later, beside a safari campfire in Uganda, a jigger of Gilbey's straight.

You might have had a gin-and-tonic on the Terrace at Shepleard's as you watched Cairo's fashionables go by ... or a John Collins on the cool "deck" of the Bombay Yacht Club ... a gin buck at the Shanghai Club's "longest" bar ... or a gin-sling on the big hunters' verandah at Nairobi ... and always you'd get Gilbey's Gin. For wherever men who loved fine liquors went, Gilbey's went, too.

For a year and a half, National Distillers has delayed including a gin in its family of fine liquors in the hope that one day we might have the privilege of introducing Gilbey's Gin to take out citizenship papers in the United States.

Now ... that day has come! Now ... Gilbey's Gin is made in America! And now just an Americanized version of Gilbey's ... but Gilbey's itself! For just adding another gin to the hundreds

already on your retailers' shelves had no temptation for National Distillers. Ever since Repeal there has been a place in America for a gin of imported quality ... at a domestic price.

So Gilbey's in America had to be a *fine* gin. And *is!* Not the slightest detail has been overlooked to insure that smooth and mellow vigor and that rare delicacy of flavoring that have made Gilbey's one of the world's *great* gins.

The new Gilbey distillery in Cincinnati, in the grain belt, is under the control of America's greatest distilling organization. The juniper berries, coriander seeds, angelica

root and all the other flavorings that make Gilbey's a memorable drink, are coming from exactly the same localities in Europe that have supplied W. & A. Gilbey, Ltd., since 1867. And men who watched over the making of Gilbey's in London for nearly 70 years are over here to see that our new "Citizen" lives up to Gilbey's traditions.

Today, we offer you in Gilbey's not "just another gin" but one of the world's *great* gins. A gin of imported quality ... but at a domestic gin price! And a gin with an *international* taste that will open your eyes, we think, to possibilities that you never dreamed lay in a cocktail or a tall, tinkling gin drink. Get a bottle of the new Gilbey's Gin and see what you have been missing.

PENN-MARYLAND CORPORATION

A division of NATIONAL DISTILLERS ... Executive Offices, New York City

Call MAin 4452---J. & M. LIQUOR DELIVERY SERVICE, for Prompt Delivery of "National Distillers Brands." Service Charge, 25c

The Cincinnati Post July 2, 1935

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