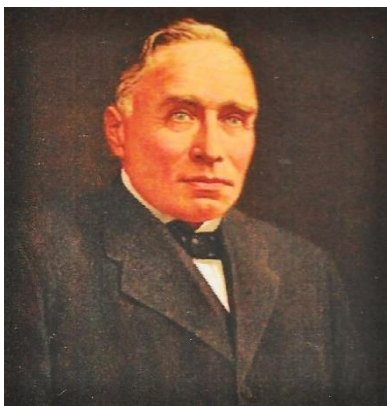


The Express Dairy Company Ltd at the British Empire Exhibition, 1925.

This document provides a scanned copy of a small booklet, which was produced by the Express Dairy Company Limited in 1925. It gives details and illustrations of the company's presence at the British Empire Exhibition, during the second year that it was open at Wembley Park, and provides a good insight into milk production and the dairy trade in this country in the 1920's, as practiced by one of the most advanced businesses in that trade.

The Express Country Milk Supply business was set up in 1864 by George Barham, who had kept some cows at a small London dairy yard, but who could see that in future milk would need to be brought in churns by train, from farms outside the rapidly growing metropolis. His shop in Bloomsbury sold glasses of fresh milk, and in 1872 he allowed his 12 year-old son, Titus, to sell currant buns (bought wholesale from a local baker) alongside the milk, and keep the profits.

In 1882 the company changed its name to the Express Dairy Company Ltd, with young Titus as Joint Managing Director. Around this time, the Barham family moved to Crabs House in



Wembley, later buying the Sudbury Park mansion and estate in 1895 and establishing a model dairy farm across the road from it two years later. Sir George Barham was knighted in 1904, for his work in promoting high standards of milk hygiene, and when he died in 1913 Titus Barham took over the company.

Titus Barham, from a painting at Brent Museum.

Titus Barham lived at Sudbury Park until his death in 1937, and saw the opportunity to show off his company's retail milk, dairy and tea-shop business at the British Empire Exhibition, held just a mile away. In 1924, the catering contract for the exhibition had been held by J. Lyons, but in 1925, as the booklet below describes, the Express Dairy showed what it could do:-



EXPRESS CAFÉ

THE EXPRESS DAIRY COMPANY LTD. are assisting in the catering at the British Empire Exhibition, and have an extensive Café just inside the South-west Entrance.

There is comfortable seating accommodation for 800 visitors. A considerable expense has been incurred in decorating the Café, and it is hoped that it will generally be considered as tasteful and effective.

All the Cakes, Pastries, Rolls and Bread served are made in this Bakery adjoining, so that the very fluctuating demands which are experienced at an Exhibition may be met at short notice.

WEMBLEY PARK BRANCH

THE Company have also an extensive Restaurant just opposite the Wembley Park or North Entrance and next to the Metropolitan Station. This Branch has accommodation for 600 visitors, and is provided with a Soda Fountain in which a freezing plant is installed, so that no ice is required.

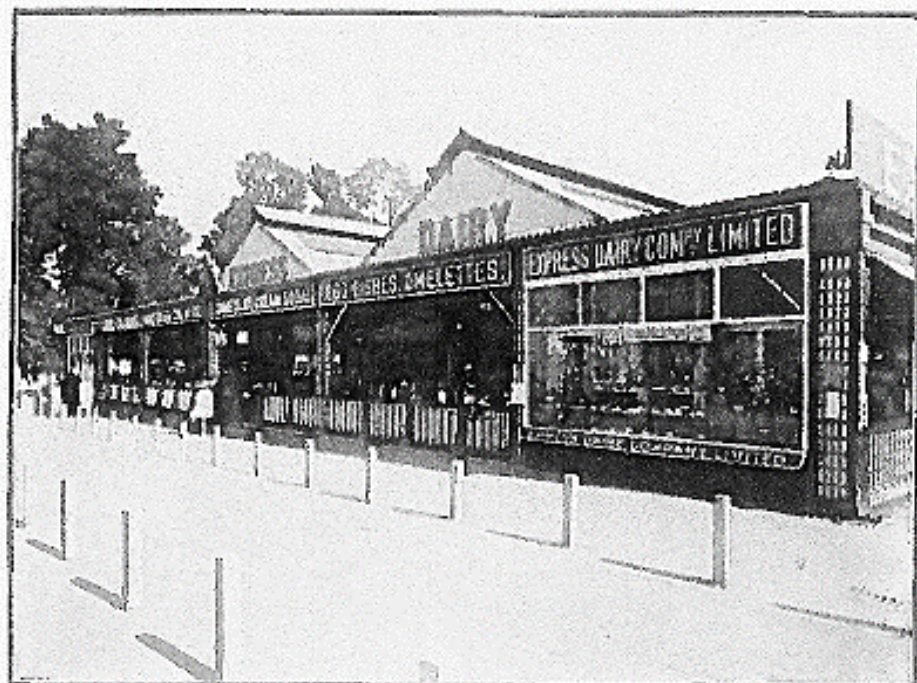
The same Menu is in operation and at the same moderate prices as at the Company's numerous town depots.

INTERIOR OF THE EXPRESS CAFÉ



INTERIOR OF THE EXPRESS CAFÉ, with seating accommodation for 800 visitors. Decorated in the Company's colours, blue and white. Table tops in plate glass, with design in Aster pattern, as on china-ware. Open till 11 p.m.

EXTERIOR OF THE EXPRESS CAFÉ



EXTERIOR OF THE EXPRESS CAFÉ, facing main avenue to Stadium. A novelty here is the provision of shop windows at either end. These windows are an exact replica of the windows which are so well recognized throughout town and suburbs.

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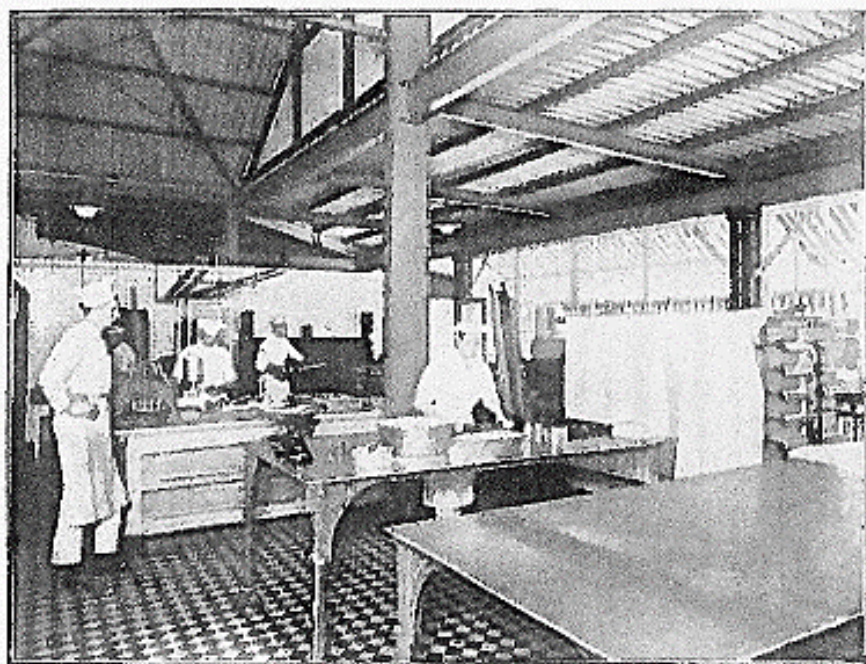
OMELETTE AND JUNKET MAKING



View showing Soda Fountain in centre, and on either side the counters where Omelettes and Junkets are made in full view of visitors. A large demand is experienced for these two specialties of the Company.

5

THE MODEL BAKERY IN THE CAFÉ



A large expenditure has been incurred in erecting ovens and fitting all up-to-date plant and machinery for making all bread, cakes and pastries required for the Café, and to enable the greatly varying demand of an Exhibition to be met at short notice.

6

THE CHEESE & BUTTER-MAKING DAIRY



Here are given daily demonstrations of the making of several varieties of Cheese, such as Cheddar, Coulommier, Cream, Pont l'Évêque, etc.

7

MODEL WORKING DAIRY EXHIBIT

IN the Palace of Housing and Transport, a very extensive and important Exhibit is made by the Express Dairy Company Ltd., showing the modern methods of receiving, cooling and bottling of Milk, and controlling its purity and health-giving properties until it reaches the consumer.

The object of this Exhibit is to give the public some idea of the expensive and elaborate machinery which is in use under modern hygienic conditions.

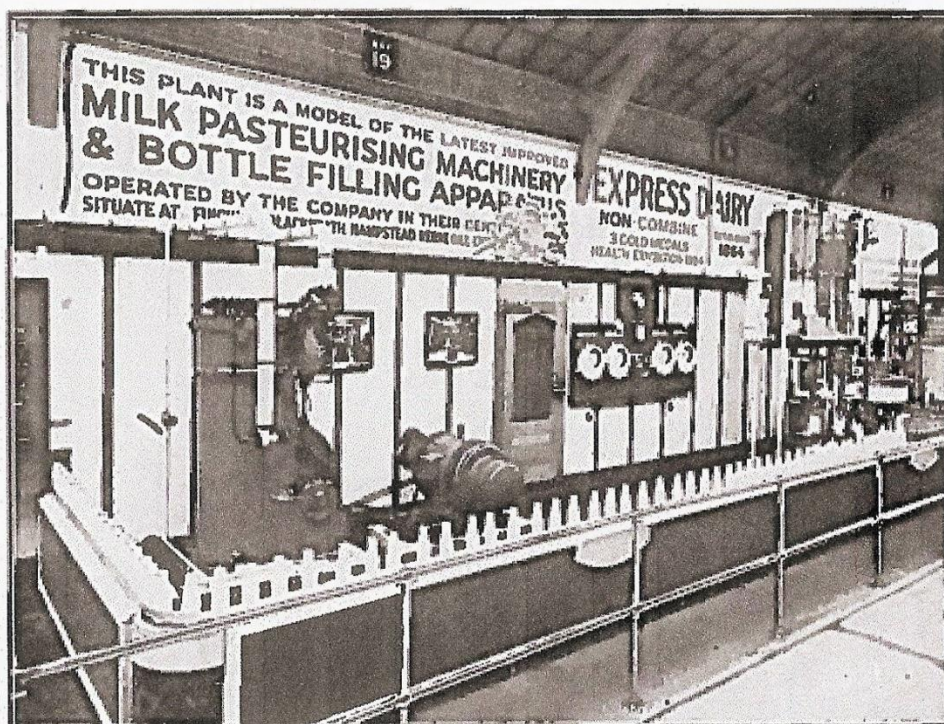
A Rotary Filling Machine of the very latest type is shown at work filling several thousand bottles per hour and automatically capping them by a process which avoids any possible contamination due to handling. The bottles are then transferred on to a moving conveyor which takes them direct to the Cold Store within a few seconds of their being filled, all these operations being in accordance with the latest scientific modern dairy practice as at present in force and standardized by the Express Dairy Co. Ltd. throughout their central dairies.

At certain hours each day the processes of Farm-house Butter Making by end-over-end churning, and the manufacturing of several varieties of Cheeses, will be demonstrated, particularly the making of the well-known Cheddar, Coulommier, Pont l'Eveque and Cream Cheeses.

Devonshire and Clotted Creams are also shown in the making, and are on sale at the Dairy counters.

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BOTTLING THE MILK



Showing the AUTOMATIC BOTTLE FILLER, which fills and caps bottles at the rate of 5,000 per hour. The bottles of milk are moved on a conveyor into the cold store. The machine in the foreground is an electrically driven freezing plant for reducing the milk to 38° Fahr.

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CERTIFIED MILK PRODUCTION

THIS EXHIBIT includes a Model Cow House with fifteen Dairy Cows, and demonstrations are given showing how Certified Milk is produced, bottled and sealed under Licence from the Ministry of health.

A Cow house 100 ft. long has been erected, and in this the herd is housed and the milk produced in a similar manner as is carried on at the Company's farm. Production demonstrations are in operation twice daily, at milking time.

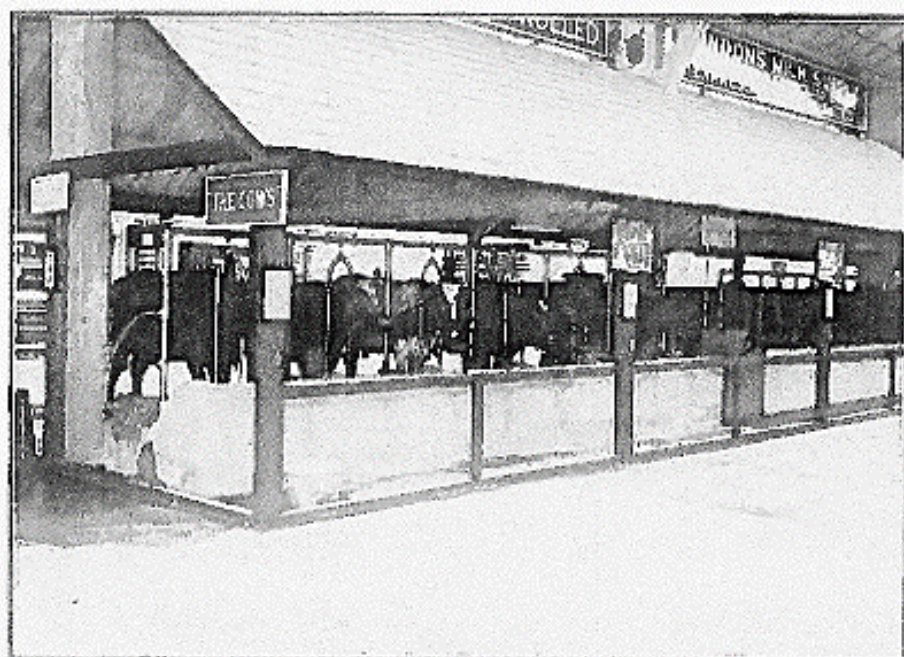
The methods employed are the result of many years of careful study of the production of really clean milk, which when cooled and bottled within a few minutes of milking, will keep quite sweet and fresh for several days.

Before the milk can be sold as Certified milk under Government Licence, a number of rigid regulations of the Ministry of Health have to be conformed to.

These regulations are very costly to carry out, as will be readily seen when all the various processes are followed right through.

An exercise yard is provided for the Cows, also a food-mixing barn, whilst in an adjacent yard are a number of Calves from Cows in the main herd.

THE HERD OF COWS FOR DEMONSTRATING THE PRODUCTION OF CERTIFIED MILK



The production of Certified Milk is a very exacting process under the regulations of the Ministry of Health. The care and trouble required can only be realized by a thorough knowledge of the regulations.

PASTEURIZING & COOLING THE MILK



After passing through the Pasteuriser the Milk is held in the large recorder or tank (shown on the right of the photo) for 30 minutes at a temperature of 145° Fahr. It is then passed over the cooler and reduced immediately to 38° Fahr. before passing into the bottles.

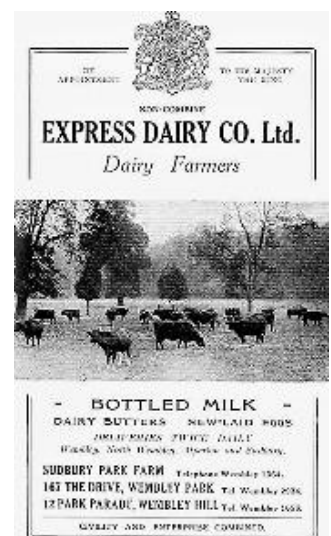
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As the booklet says, the Express Dairy Company Ltd's Express Café was just inside the British Empire Exhibition's south-west entrance, and would have been roughly where York House or the southern end of the London Designer Outlet are today. The company's Model Dairy, complete with cows, milk processing and bottling, and cheese and butter making display was in the Palace of Housing & Transport, which had been built as the Palace of Engineering (from which Engineers Way gets its name) for the exhibition's first year in 1924.

The small herd of cows at the exhibition probably came from Sudbury Park Farm, which continued to supply milk and dairy products to the company's local shops and customers until the 1930's. Titus Barham donated part of the farm's land to build Wembley Hospital, and part was sold to the Council as the site for a school (Barham Primary) and the Farm Avenue housing estate. When Titus Barham died, without heirs, in 1937, he left his Sudbury Park mansion and grounds to Wembley Council. It was opened to the public, as Barham Park, in 1938.

Express Dairy advertisement from the 1931 "Wembley Guide".

[Source: Brent Archives – Wembley History Society Collection]



From the stamp on the final page of this 1925 booklet, it appears that it was donated to Brent Public Libraries (or its Grange Museum of Community History) in February 1979. This pdf document version of it has been compiled, in April 2019, by Wembley History Society member, Philip Grant, who gratefully acknowledges the help of staff at Brent Archives.