



The Vange Crystal Well Company Luncies Farm, Vange, Essex.



8 Pages

£1.50

Registered Charity no. 1176037

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The Vange Crystal Well Company

Luncies Farm, Vange, Essex.

Company finds success with its 'Vange Natural Medicinal Water', which it claims 'sells itself' and is in 'phenomenal' demand. The bottled water was drawn from a 350 foot deep well known as 'The Wonder Well' at Luncies Farm in Luncies Road, Vange. The well it was claimed, was on the main underground medicinal stream.

The water was extracted from a well, that Mr King had previously used as a domestic supply. The report of the analysis of the water by a leading analysts in London stated that it was highly medicinal water equal to the great continental waters.

The company claimed to have sales of many hundreds of bottles a week. There may have been other rivals and there were suggestions that the water from Hockley was sold as Vange water.

The water was sold in blue labelled bottles at High Street chemists who purchased 12 to a case for 19/- to sell individually at 2s/3d a bottle.

The company, which has its head office at 1 Wakering Road, Barking, Essex, claimed the mineral water had been famous locally for over 50 years. Its success prompted an advertising campaign that was extended to all parts of the country with a boast, clearly aimed at local rivals like Edwin Cash from Fobbing, that it was the only water taken direct from the only medicinal well actually situated in Vange, Essex.

Edwin Cash's reaction was to publish an Advertisement, which appeared in the
Grays and Tilbury Gazette on 11th November 1922

A warning to Gray's and Tilbury

Important Statement by Mr Edwin Cash of Vange

*It has come to my notice that water purporting
to come from my well is being sold in Gray's*

Under the name of Vange water

*This is to notify the public that only water which comes
from the Miracle Well at Vange, which has ben analysed for the
Past twenty years, and created a recent sensation in the press,
Can be obtained from Jordon Brothers, 50 High Street, and*

*Take care that Mr Cash's signature and photograph are on each bottle,
Other wise you will receiving imitations.*

Signed Edwin Cash

Brook House Farm

Fobbing,

Essex.

An answer to this diatribe appeared in the same paper the following week.

Notice!

Genuine Vange Water form the Wonder Well at Vange

We desire the public to know that the medicated water offered by us under the a BLUE LABEL is the only genuine Vange Water on the market.

Our water is drawn from a well at LUNCIES FARM, VANGE that is the ONLY MEDICATED WELL in Vange. Therefore, all other offers cannot be from water taken from Vange, not withstanding ALL STATEMENTS to the contrary.

Be careful that you get a bottle with a BLUE LABEL THEREON,

GRAY'S PHARMACY

J.C. Mitchell

58, High Street, Gray's

VANGE CRYSTAL WELL COMPANY

Luncies Farm, Vange, near Pitsea.

Mr Mitchell's chemist shop was the oldest in Grays, having been established for 40 years.

Mr Mitchell himself, described as being of a retiring disposition, had died in October so perhaps this was a more aggressive form of marketing by the new management.

But then disaster struck at Luncies farm. The sanitary inspector reported to Billericay rural district council in the January, 1923, that the water was unfit for domestic consumption owing to its high mineral content. He did not comment on what the medical value this might have.

It was also said that there was some organic material in the water. Mr. H W Rymer of the Vange crystal well company argued that the water was not bottled direct from the well, but was thoroughly treated first. However it seems that the public and got the impression that the water offered for sale in the bottles was unsafe to drink and trade was adversely affected and so the company went out of business. The well was closed in march 1923.



Chelmsford Chronicle 12th

January 1922

VANGE CRYSTAL WELLS

To the Editor of "The Essex Chronicle"

Sir,-Referring to the report of the last meeting of the Billericay Rural

Council, where it was reported that analysis of were water taken direct from the well at Luncies farm, Vange, shown to be a unfit for domestic use by reason of mineral matter in solution. I may say that the water in question did not represent the quality as bottled and offered for sale. For this company always purifies and treats the water to remove any foreign matters. Before starting to sell this medicated water we had a analysis made, which showed it was quite equal in general character to any of the well known continental meditated waters. We should not, of course think of sending out a natural water with out by removing any objectionable matter originally there, and Dr. Thresh admits that "it should be quite easy for us to remove such matter". We ought to have been given the opportunity of making this explanation the council meeting. The head this been done, we should have indicated the quality of our water, and had fair play.

THE VANGE CRYSTAL WELLS Co.

Barking. H Rymer, Proprietor

To understand the argument you need to know that a Farmer cash is well, although it had been on the Vange hall estate, was actually in the parish of Fobbing and not in Vange at all.

Despite all the claims and reported sales the venture was wound up the following year and the farm's tenant, Mr. Charles King, filed for bankruptcy in April 1925.

The farm itself, which survived until the 1950s, was later acquired by Basildon Development Corporation and is now the site of St. Basil's Roman Catholic church. Luncies Road, Basildon, Essex.

With thanks to Essex Spas and Mineral Waters

By Ronald and Ann Cowell

VANGE BOOKLETS

All Saints Church Hall 1931 £2.10
Barges at Vange Wharf £2.10
Cashes Well No5 £2.10
John (Paddy) Hemingway £1.50
The Barge Inn 1832 – 2015 £2.50
The Bull Public House 1878— 1961 £1.50
The Vange Crystal Well £1.50
Vange Board School 1876 £5.80
Vange Fire Station 1934 – 1962 £3.90
Vange Hall Brick Works 1886—1921 £3.30
Vange Reservoir & Southend Water Company £2.00
Vange Swimming Pool 1933-1952 £2.00
The Shops of Vange London Road & High Road £5.00
The 1st Pitsea and Vange Scouts 1913—1970 £4.50
3rd Battalion Essex Home Guard. Vange and Pitsea. £2.80
Royal Observer Corps, Monitoring Post, Vange, Essex. £2.10

BASILDON BOOKLET

Locarno Mecca Dancing £6.00 1961 - 1971

PITSEA BOOKLETS

W. J. Wager Dairies £1.50
Tuskite Works Pitsea Hall Lane £1.50
Broadway Cinema 1930—1970 £3.00
Pitsea United 1909—1971 £8.70
The Old Pitsea Market 1924—1969 £2.60



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Basildon Heritage

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Monday & Wednesday's 10am—12pm

Saturdays 10am—3pm