

LIVERY COMPANIES AND PUB SIGNS - SCRIPT

PICTURE 1 - PREAMBLE



For this presentation, we looked at an association between Livery Companies and Public Houses taking their names from a peculiarity of three motifs on its motto, a total of eleven such Worshipful Companies.

The term Livery itself is a relic of feudalism; It was from the monastic orders that the Livery Guilds, in 1346, adopted a particular mode of dress, food and wine allowances.

When an applicant takes Oath as a Liveryman, he is clothed with the livery. Up to the late 18th century, the Livery exercised complete control over the craft, their role in life being:

- Protection of the customer from shoddy workmanship,
- Protection of apprentices from the harshness of their Master, and
- Ensuring the Master did not over-charge for his wares.

In those days a person could trade within the walls of the City only if he possessed the Freedom of the City of London and he could take unto himself an apprentice.

It followed that an apprentice, as soon as he had served his indenture, during which he learned his Craft, would obtain his Freedom of the Company or Guild.

Liverymen must first obtain the Freedom of the City, so, this presentation we are looking at names starting with the word **"Three"** based on the arms of a London Livery company:

PICTURE 2 - Three Arrows: The Worshipful Company of Bowyers.



Originally, bowyers (longbow-makers) and fletchers (arrow-makers) composed one organisation.

However, in 1371, the fletchers petitioned the lord mayor to divide into their own company, the Worshipful Company of Fletchers.

In 1429, a City ordinance defined their respective spheres. It was not until the late 1480s that the bowyers acquired a coat of arms and a set of coherent written ordinances.

The trade of Bowyers still survives. Originally made for use in war and hunting, there is now some demand for longbows in target archery and the bowyers are still involved in the sport.

PICTURE 3 - Three Bucks: The Worshipful Company of Leather sellers.



T h e

Worshipful Company of Leathersellers originates from the latter part of the fourteenth century and received its Royal Charter in 1444.

Like many other livery companies, it has a long tradition of maintaining alms-houses. The first alms-houses run by the company were built circa 1543-44.

Thick leather water bottles & wine skins were handmade in Northern Europe from thick leather, stitched together with waxed lined thread, boiled and sealed with natural beeswax.

PICTURE 4 - Three Castles: The Worshipful Company of Masons

Three Castles / Cockpit, 7 St Andrews Hill EC4 5BY



The Worshipful Company of Masons was granted Arms in 1472, during the reign of King Edward IV; its motto is "God Is Our Guide".

The Masons' Company (not to be confused with Freemasons), emerged in the late Middle Ages and played an important role in medieval and early modern London.

It regulated stonemasonry, for example by ensuring that standards and training of apprentices were properly maintained, at first in the City of London, but subsequently also in the City of Westminster and seven miles from each.

PICTURE 5 - Three Compasses: The Worshipful Company of Carpenters



The Worshipful Company of Carpenters were traditionally different from a fellow wood-crafting company, the Worshipful Company of Joiners and Ceilers, in that carpenters utilised nails while joiners used adhesives.

It received a Royal Charter in 1477. As with most of the other livery companies, it no longer has a role as a trade association of tradesmen and craftsmen. Instead, it acts and supports education in wood-related fields.

In 1666, the Great Fire destroyed most of the City's timber buildings. Initially, the rebuilding work brought prosperity to many working in the building crafts, including carpenters. However, the 1667 Act for Rebuilding the City of London required brick and stone to be used for the new buildings.

The new buildings required less repair and maintenance than those of the old City, and by the 1670s unemployment began to appear among carpenters in the City. The rebuilding Acts also removed the remaining powers the Carpenters' Company had over the craft.

PICTURE 6 - Three Cups: The Worshipful Company of Salters



The Worshipful Company of Salters is 9th in order of precedence. The Company originated as the Guild of Corpus Christi, which was granted a Royal Charter of incorporation in 1394.

The Salters' Company received its first licence from Richard II in 1394, but like other Livery Companies, was probably in existence prior to 1066.

Since before the Romans, the Anglo Saxons had developed methods of extracting salt and the importance of salt was well established. Roman soldiers were given salt rations and this "Sal" is the origin of the word "salary". A soldier failing in battle or falling asleep at his post was "not worth his salt".

As well as dealing in salt, Salters were experts in the dry salting of fish and meat and also dealt with flax, hemp, logwood, cochineal, potashes and chemical preparations.

As with many other livery companies, the Salters' Company has lost its direct connection to its original trade. The Company's motto is Sal Sapit Omnia, Latin for Salt Savours All.

PICTURE 7 - Three Fishes: The Worshipful Company of Fishmongers



The Worshipful Company of Fishmongers is an incorporated guild of sellers of fish and seafood in the City. It ranks fourth in the order of precedence, thereby making it one of the Great Twelve City Livery Companies.

The Company records an unbroken existence for nearly 750 years – although undoubtedly it existed earlier – having received its first Royal Charter in 1272.

The earliest known manifestation of the three-fish-one-head symbol is in ancient Egypt, where it was a familiar motif on ceramics between the 16th to 11th centuries BC.

PICTURE 8 - Three Hammers: The Worshipful Company of Blacksmiths



The origins of the Worshipful Company of Blacksmiths are lost in time. It is known that from the 1300's to the Reformation, the Company was known as a Fraternity having strong religious connotations.

The main Charters were granted in 1571, 1604 and 1638 enabling us to become the fully-fledged Livery Company they are today, but the earliest written records are dated 1496.

The Blacksmiths' Company ranks fortieth in the order of precedence of Livery Companies. Its motto is By Hammer and Hand All Arts Do Stand.

PICTURE 9 - Three Goats' Heads: The Worshipful Company of Cordwainers



Three Goats' Heads, 1621–1852 Oxford.

Cordwainers were workers in fine leather; the Company gets its name from "cordwain" (cordovan), the white leather produced from goatskin in Cordova, Spain.

All fine leather makers, including Girdlers and Glovers, were originally classified as cordwainers; however, the term eventually came to refer only to fine leather footwear, including boots.

The Cordwainers' Company, which received the right to regulate City trade in 1272 (the same year as the Curriers), obtained a Royal Charter of incorporation in 1439.

Other leather-linked Livery Companies, which enjoy close relations with the Cordwainers include not only the Curriers, but the Leathersellers, Saddlers and Tallow Chandlers Companies too. The Company's motto is Corio et Arte, Latin for Leather and Art.

The livery hall of the Cordwainers, Cordwainers' Hall, though rebuilt several times, stood at the same site near St. Paul's Churchyard from 1316 until its final destruction in the London blitz in 1941.

Picture 10 - Three Horseshoes: The Worshipful Company of Farriers



The Farriers, or horseshoe makers, organised in 1356. It received a Royal Charter of incorporation in 1674.

Over the years, the Company has evolved from a trade association for horseshoe makers into an organisation for those devoted to equine welfare, including veterinary surgeons.

Six and a half centuries later, the Company still has the responsibility for securing adequate standards of competence and conduct among persons engaged in the shoeing of horses.

SAINT DUNSTAN – HOW THE HORSESHOE BECAME A PROTECTION AGAINST THE DEVIL

The origin of the lucky horseshoe can be traced back to an old legend about Saint Dunstan. (924-988), the patron saint of blacksmiths, goldsmiths, jewellers, locksmiths, musicians and the blind. He was a reformer, statesman, abbot and archbishop of the tenth century.

Saint Dunstan was a brilliant blacksmith. One story refers to his talent. The Devil was hard at work trying to win Saint Dunstan over. On one occasion the Devil asked Saint Dunstan to nail horseshoes on the Devil's horse.

Saint Dunstan pretended to agree to this task. The devil stood close by to make sure Saint Dunstan was true to his word. Saint Dunstan then suddenly grabbed hold of the Devil's foot/h hoof and with strong determination nailed the horseshoe on the foot of the Devil instead of the horse.

The devil screamed as the pain was horrific. The Devil begged Saint Dunstan to remove the horseshoe. Saint Dunstan agreed to remove the horseshoe from the Devil's foot under one condition: the devil was to swear never to enter any house that had a horseshoe hanging by the door. The Devil obliged instantly.

Pointing up or down?

There has been a never-ending debate on the proper way to hang a horseshoe. Many believe that it should be hung in a "U" shape. The horseshoe would then catch and collect good luck for the home.

Some believe that if it is hung upside down, all the good fortune and protective powers would run out. There are however those who choose to hang it the other way, believing that when you walk under it, all the positive vibes will "rain over" them.

During the first world war, horseshoes were hung upside down outside of barracks, to rain down good fortune on the soldiers.

Omega

The last letter in the Greek alphabet, Omega, is shaped like a horseshoe. There are stories about how the ancient Greeks tried to use reverse psychology when they nailed a symbol of "the end" (Omega) on their walls for protection against the plague.

The Romans followed this custom and started placing horseshoes on their walls, believing the horseshoe being an able defender against the terrible disease.

Throughout the Middle Ages there was a belief that witches and evil spirits had a fear of horses, primarily the horseshoes as they were made of iron and iron withstands fire. The coffins of buried witches had a horseshoe nailed to it to prevent them from resurrecting.

Sailors used to see to it that a horseshoe was nailed to the foremast of their vessels to keep witches and wizards from cursing the voyage or damaging the ship. By hanging the

horseshoe, bad luck and evil are prevented from entering and also ensured a safe arrival to their destination.

PICTURE 11 - Three Tuns: The Brewers and the Worshipful Company of Vintners



The Worshipful Company of Vintners is one of the oldest Livery Companies, thought to date back to the 12th century.

It is one of the "Great Twelve" livery companies, and its motto is *Vinum Exhilarat Animum*, Latin for "Wine Cheers the Spirit". One of the more peculiar rights of the Company involves the ceremony of swan upping.

Due to the royal charter in 1364, the company gained a monopoly over wine imports from Gascony. Also, it acquired the right to sell wine without a licence, and it became the most powerful company in the wine trade.

PICTURE 12- Three Crowns: The Worshipful Company of Drapers.



A dealer in cloth or clothing and dry goods. weaver or seller of cloth, from Old French drapier.

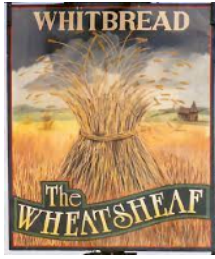
An informal association of drapers had organized as early as 1180, and the first (Lord) Mayor of London in 1189, Henry Fitz-Ailwin de Londonestone, was believed to have been a Draper.

The organisation was formally founded in 1361; it received a Royal Charter three years later and was the first corporate body to be granted a coat of arms.

The brotherhood of drapers, a religious fraternity attached to the church of St Mary Bethlehem in Bishopsgate, was founded in honour of the Virgin Mary by "good people Drapers of Cornhill and other good men and women".

The majority of drapers lived in and around Cornhill, Candlewick Street (now Cannon Street) and Chepe (Cheapside). It was for this reason that their allegiance was transferred to St Mary le Bow in Cheapside and later to St Michael, Cornhill, where the company continues to worship.

PICTURE 13 - Three Wheatsheafs: The Worshipful Company of Bakers



There is very little documentary evidence as to when the Bakers guild were first formed, the origin must be lost in the mists of time.

The Worshipful Company of Bakers can trace its City of London origins back over 800 years – and that, for over 500 of those years, the Company has owned and occupied its Harp Lane site in Tower Ward, just west of The Tower of London.

As early as 168 BC, bakers were the only craftsmen in Rome who were "freedmen" of the City, all other trades were being conducted as slaves.

The whole craft was incorporated in a collect of bakers - COLLEGIUM PISTORUM - and was of so high repute in the affairs of the state for one of its representatives to have a seat in the Senate. It is clear therefore that a craft fraternity must have subsisted also in London during the Roman occupation.

The first known records of the existence of the Bakers' Guild show that the Bakers' of London (the BOLENGARII) paid a Mark of gold to the King's Exchequer for their Guild from 1155 AD onwards.

Only the Weaver's guild have an entry a few years earlier in the Rolls, so the Bakers, based on these records, can claim to be the second oldest guild in London.

The anchors on the waves are the symbol of St.Clement who was the third Pope, being made Bishop of Rome in 91 AD. He was later sentenced by the Romans to death by drowning with an anchor roped around his neck for preaching Christianity.

The White bakers' shield has always had two anchors vertically, whereas the old Brown-bakers' shield had a single horizontal anchor, (these are a relic of the era when the new Lord Mayor's annual procession went by river to Westminster and each Company had its own barge, until the river Pageant ceased in 1856).

And finally PICTURE 14 – The Three Witches???



The Three Witches represent evil, darkness, chaos, and conflict, while their role is as agents and witnesses.

They appear to have a warped sense of morality, deeming seemingly terrible acts to be moral, kind or right, such as helping one another to

ruin the journey of a sailor.

Their presence communicates treason and impending doom. During Shakespeare's day, witches were seen as worse than rebels, "the most notorious traitor and rebel that can be". They were not only political traitors, but spiritual traitors as well. **END**