

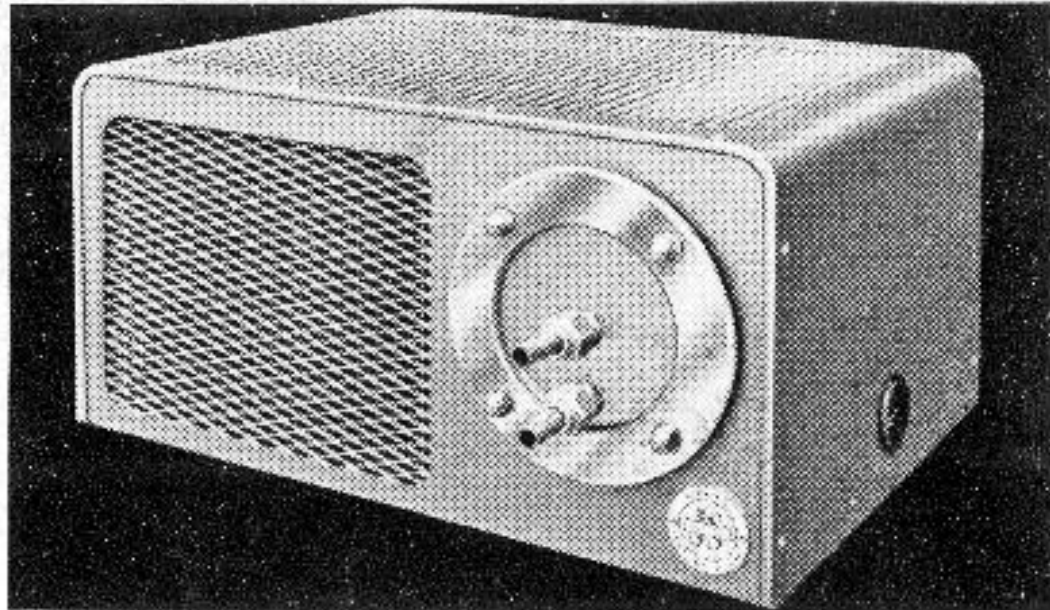
J.S White's advertising

The Isle of Wight Council Heritage Service holds a collection of J.S White's guard books (bound scrapbooks) containing magazine cuttings of the company's advertisements from 1942 to 1971.

This small selection reveals the different aspects of their design.

DRAUGHT BEER COOLER

- * Attractively finished small self contained cabinet in gold hammer finish.
- * No expensive installation costs. Just plug into mains and connect to plastic pipelines.
- * Can be placed anywhere—on the bar, under the bar, or in the cellar.
- * Cools beer from 75°F. to 54/58°F.—the ideal serving temperature and will cope with the fastest trade.
- * Clarity and taste of the beer are at their best.
- * Equally suitable for cask or pressurised keg applications.
- * Cleaned by flushing the coil, no dismantling necessary.
- * Operation is entirely automatic.
- * Models can be supplied to cool one, two or three different types of beer in the same unit.



FOR EXPORT-SPECIAL MODELS AVAILABLE

For further details write to

J. SAMUEL WHITE & CO LTD

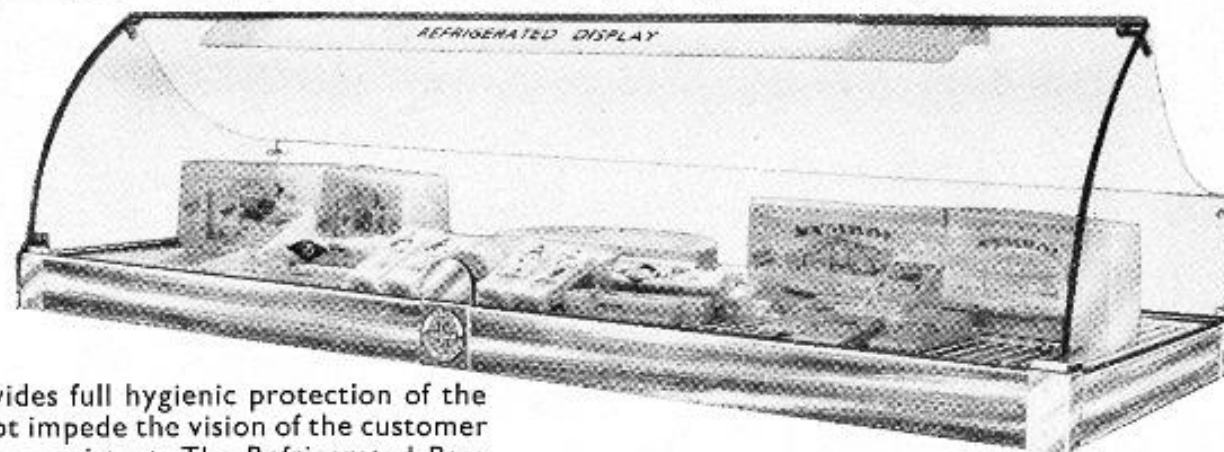
COWES ISLE OF WIGHT Tel COWES 4111

Beer cooler - Licensed Victuallers Gazette - Jan 1966

More details from supplier or circle CEN 44 facing page 24.

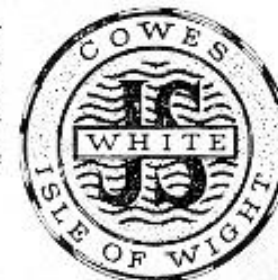
SOMERTON DISPLAY COUNTERS

**WITH STAINLESS
STEEL
BASE PLATE
IF REQUIRED**



The Somerton Display Counter provides full hygienic protection of the food produce displayed, yet it does not impede the vision of the customer or the service accessibility of the shop assistant. The Refrigerated Base of the Counter keeps the food at the correct temperature while the glass front screen acts as a barrier through which the customer can observe the displayed produce without causing any unnecessary contamination. These combined developments guarantee that the displayed food produce remains both fresh and clean right up to the moment of sale. The Somerton Display Counter is easily installed on any existing shop counter, is simple to operate and efficient in performance. With Stainless Steel base plate if required.

AVAILABLE WITH OR WITHOUT FLUORESCENT LIGHT AND DISPLAY STRIP.



J. SAMUEL WHITE & CO. LTD. COWES, ISLE OF WIGHT. Telephone COWES, 4111

Display counter - Catering & equipment News - Dec 1965

R.N.L.B. "Hilton Briggs"

The 100th Lifeboat built to the
order of the Royal National Lifeboat
Institution, for the Aberdeen Station.



SAMUEL WHITE

J. SAMUEL WHITE & CO., LTD., COWES, ISLE OF WIGHT, Shipbuilders and Engineers.

London Office: 8 Duncannon Street, W.C.2

Hilton Briggs - 100th lifeboat - Lifeboat Oct-1954



Isle of Wight County Handbook 1962

J. SAMUEL WHITE & CO. LTD.

builders of . . . Passenger Ships

Cargo and Refrigerated Ships

Destroyers and Warships

Lifeboats, Lightships,

High Speed Vessels, Yachts,

Boiler and Oil Fuel Installations



HEAD OFFICE : Cowes, Isle of Wight.

LONDON OFFICE : Golden Cross House, 3 Duncannon St., W.C.2.

J. SAMUEL

WHITE

AND CO. LTD.

SHIPBUILDERS & ENGINEERS

... Principal Offices ...

COWES, I. of W.

POSTAL ADDRESS:- EAST COWES.
TELEGRAMS:- WHITE, EAST COWES.
TELEPHONE - NO 3, COWES.

TORPEDO BOATS
T.B. DESTROYERS
STERN WHEEL &
SCREW-IN-TUNNEL
VESSELS
SPECIAL SERVICE
VESSELS
VEDETTE BOATS
STEAM LIFEBOATS
STEAM, PETROL &
PARAFFIN LAUNCHES



Chilian Destroyer
"TO ME"
Launched 28th Sept. 1912

WATER-TUBE BOILERS
(WHITE-FORSTER)
FEED REGULATORS
MARINE STEAM TURBINES
RECIPROCATING ENGINES
MARINE "DIESEL"
OIL ENGINES
(MAN PATENTS)
MARINE OIL-FUEL
INSTALLATIONS

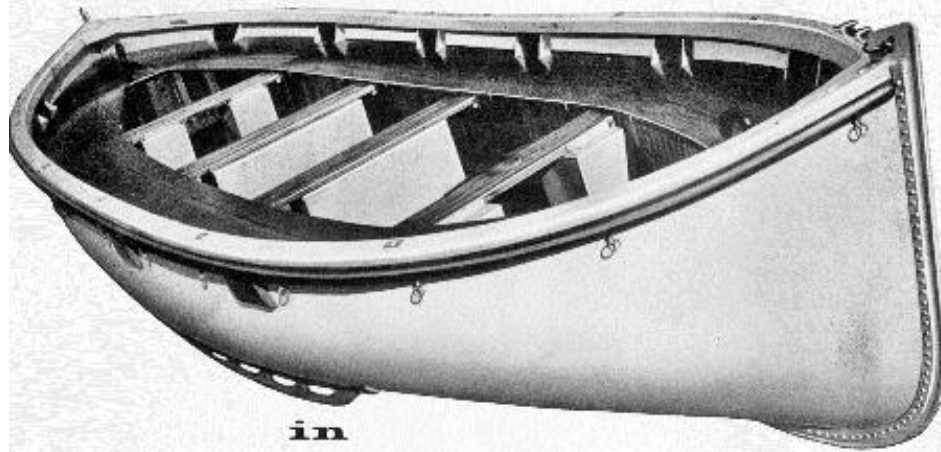
London Office
28, VICTORIA ST. S.W.
TELEPHONE:- NO. 4507 VICTORIA
TELEGRAMS - "CARNAGE" LONDON.

CODES
ENGINEERING 2ND EDTN ABC. 5TH EDITION
WESTERN UNION LIEBER'S

EAST COWES I.W.

JS White Advert

Ships' Lifeboats

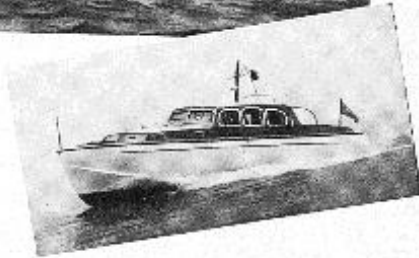
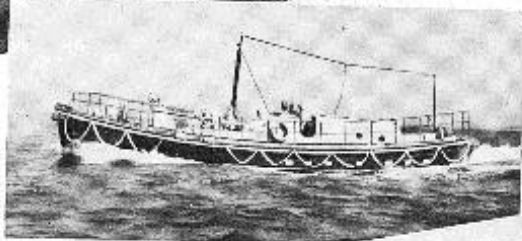
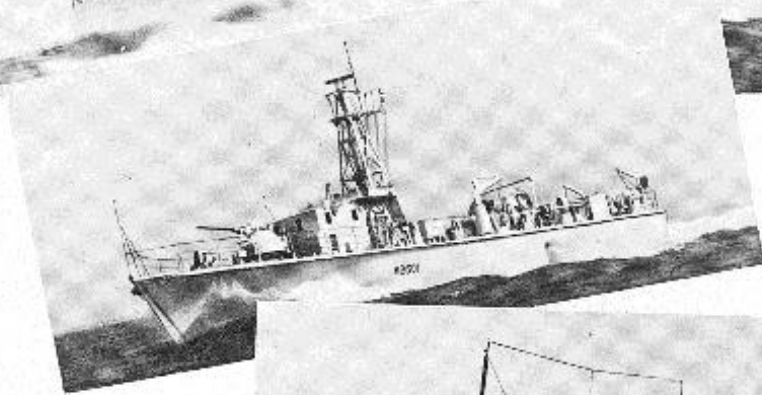
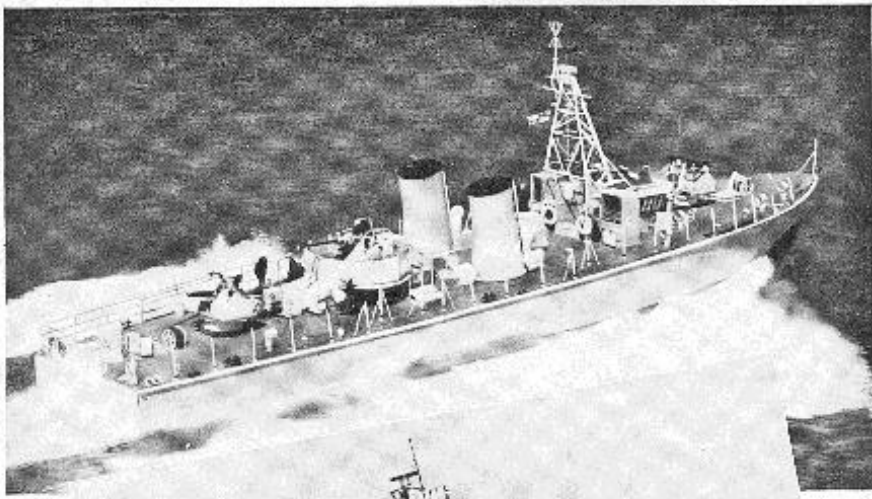


in
WOOD
STEEL
LIGHT ALLOY
or
GLASS REINFORCED
PLASTIC

Our plastic lifeboats are built under Watercraft patents. No other type of glass re-inforced plastic lifeboat has been built in such large numbers. Quick deliveries can be given for all classes of boats.

W.M. WEATHERHEAD AND SONS (1954) LTD.
SUBSIDIARY OF COCKENZIE - SCOTLAND
J. SAMUEL WHITE & CO. LIMITED

**Lifeboats - The Ship
Builder and Marine
Engine Builder -
July 1958**



Samuel White - Motor Boat – Oct 1954

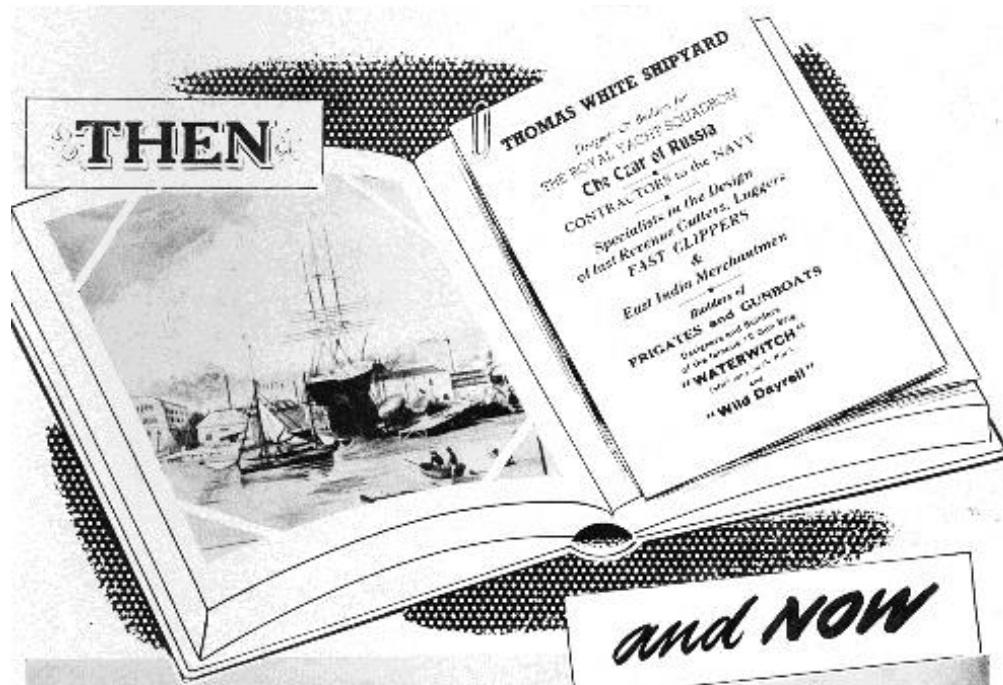
*Specialist
Builders of
Small Vessels
Requiring
Skill and
Craftsmanship*

J. SAMUEL WHITE & CO. LTD.
SHIPBUILDERS AND ENGINEERS

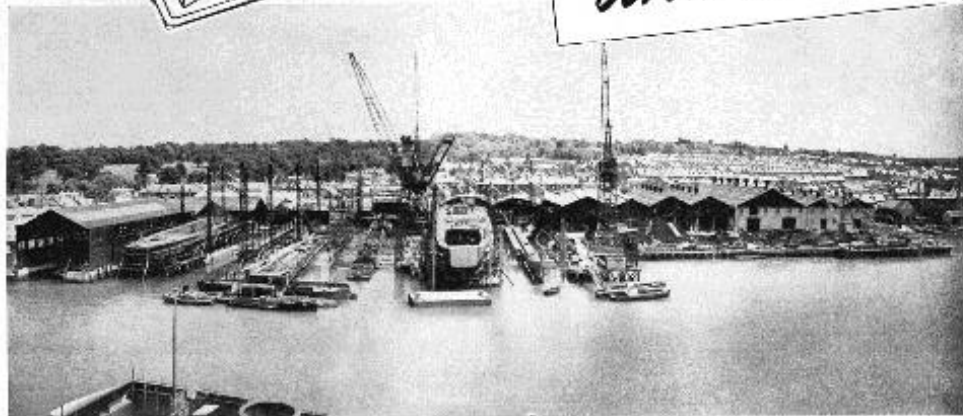
COWES • ISLE OF WIGHT • ENGLAND

Head Office: COWES, ISLE OF WIGHT
Tel. COWES 103

London Office: GOLDEN CROSS HOUSE
CHARING CROSS W.C.2. Tel. TRA 5064



Samuel White - Motor Ship - Oct 1955



THE SHIPYARD OF J. SAMUEL WHITE & CO. LTD.

Contractors to the Admiralty, Builders of Destroyers, Frigates and fast light Naval Craft. Designers and Builders to Foreign Governments, Passenger Liners, Commercial Refrigerated Cargo Ships up to 6000 tons gross, Pontoons, Tugs and Harbour Launches.

Builders of H.M.S. 'Broke' (that won fame in the 1914-18 War)
 H.M.S. 'Comus' (The first all-welded British Destroyer)
 H.M.S. 'Grey Goose' (fast Steam Turbine Gunboat)
 H.M.S. 'Bold Pioneer' (Post War Gas Turbine M.T.B.)

J. SAMUEL WHITE & CO. LTD.

SHIPBUILDERS AND ENGINEERS

COWES · ISLE OF WIGHT · ENGLAND



J. SAMUEL WHITE & CO. LTD.
SHIPBUILDERS & ENGINEERS

Builders of Small Craft of Elegance, Speed and Distinction

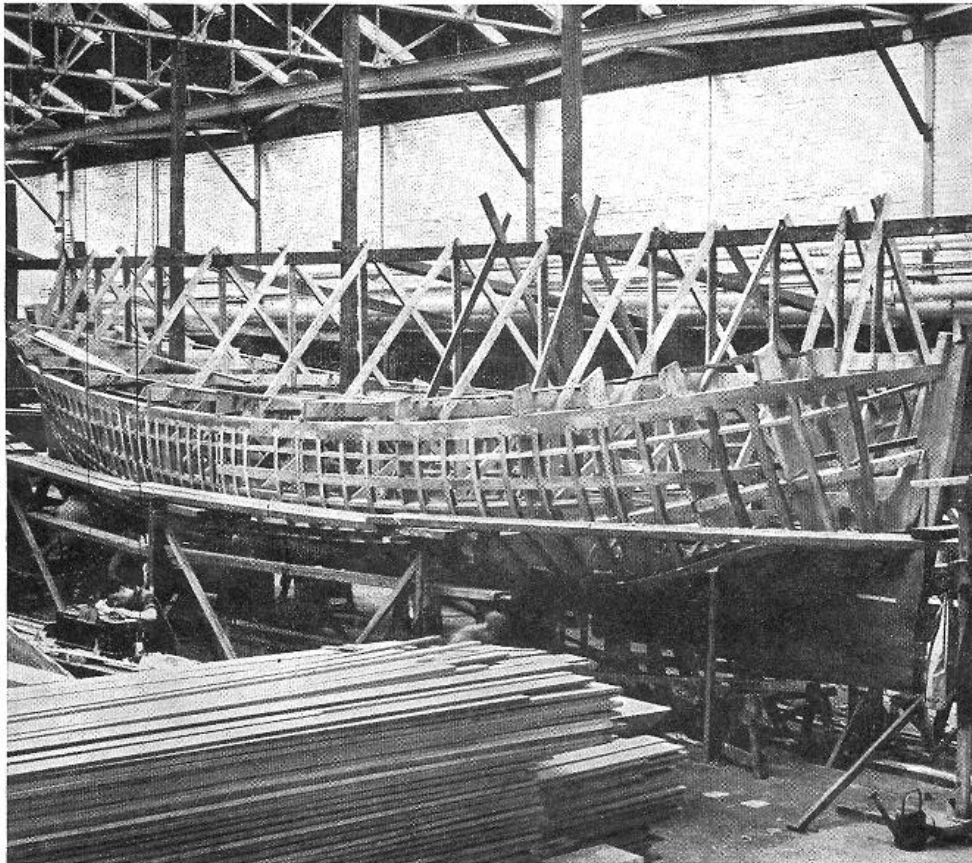
Head Office :
COWES, ISLE OF WIGHT
Telegrams : " WHITE COWES "

London Office :
GOLDEN CROSS HOUSE
8 DUNCANNON ST., W.C.2
Telegrams : " CARNAGE LONDON "

Samuel White - Yacht & yachting - 21-7-1955

J. SAMUEL WHITE & CO. LTD.

SHIPBUILDERS AND ENGINEERS



**Ship & Boat Builder
annual review - 1958**

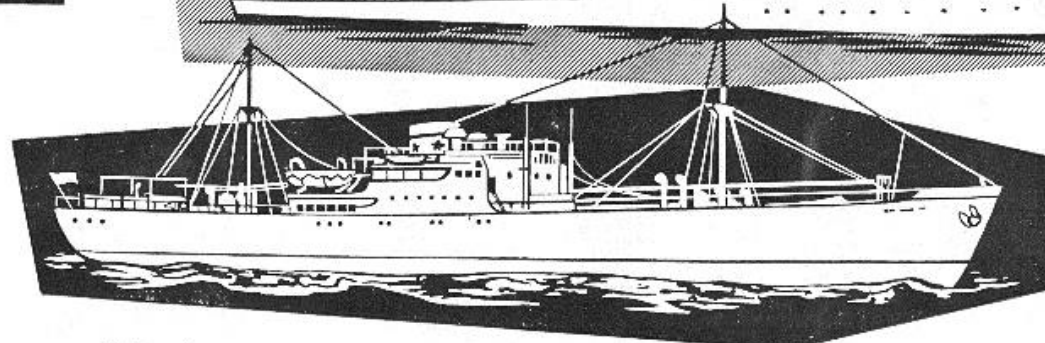
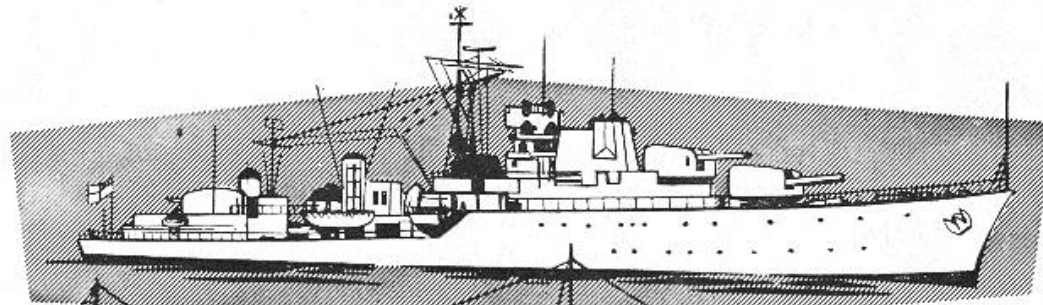
Strength and Craftsmanship

HEAD OFFICE:
COWES
ISLE OF WIGHT
Telephone: COWES 103

LONDON OFFICE:
GOLDEN CROSS HOUSE
3, DUNCANNON STREET
LONDON W.C.2
Telephone: TRAFALGAR 5064

BUILDERS

OF



Destroyers, Frigates,
Small Warships and Patrol Craft,
Refrigerated Cargo Ships,
High Speed and Special Duty Launches



Shipbuilding and Shipping Record

J. SAMUEL WHITE & CO. LTD.

HEAD OFFICE: COWES, ISLE OF WIGHT

LONDON OFFICE: GOLDEN CROSS HOUSE, CHARING CROSS, W.C.2

ANOTHER SHIP FROM

White's of Cowes

READY FOR LAUNCHING



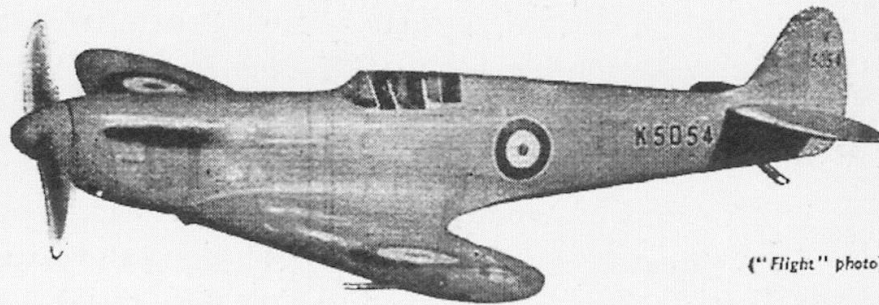
J. SAMUEL WHITE & CO. LTD.
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COWES

HEAD OFFICE
COWES
ISLE OF WIGHT
Tel: COWES 103

LONDON OFFICE
GOLDEN CROSS HOUSE
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LONDON, W.C.2
Tel: TRAFALGAR 5064

**Sidi Mabrouk -
Shipbuilder - July 1957**

We are sub-contractors
for components used in
the SUPERMARINE
"SPITFIRE."



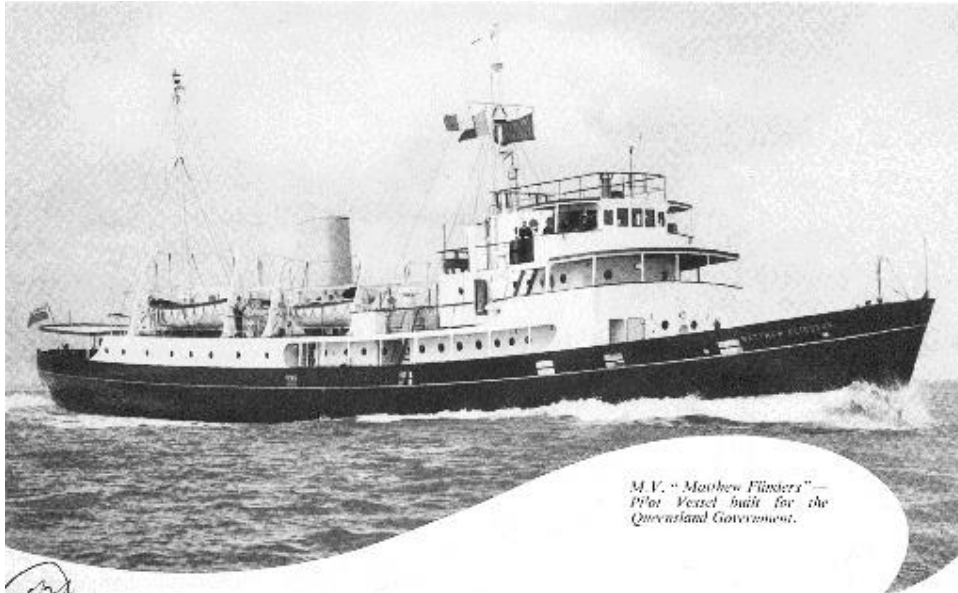
("Flight" photo)

Specialists in the manufacture of all types of complete assemblies and details. Wings, ribs, ailerons, flaps, elevators, tail-units, etc. Full protective and other treatments. Send us your enquiries—quick delivery.

Full inspection organisation approved by A.I.D.

J. SAMUEL WHITE & CO. LTD.
SOMERTON WORKS • COWES • ISLE OF WIGHT

Spitfire component advert

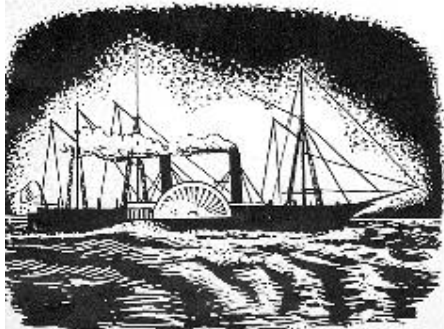


*M.V. "Matthew Flinders" —
Pilot Vessel built for the
Queensland Government.*

53

Building for the future

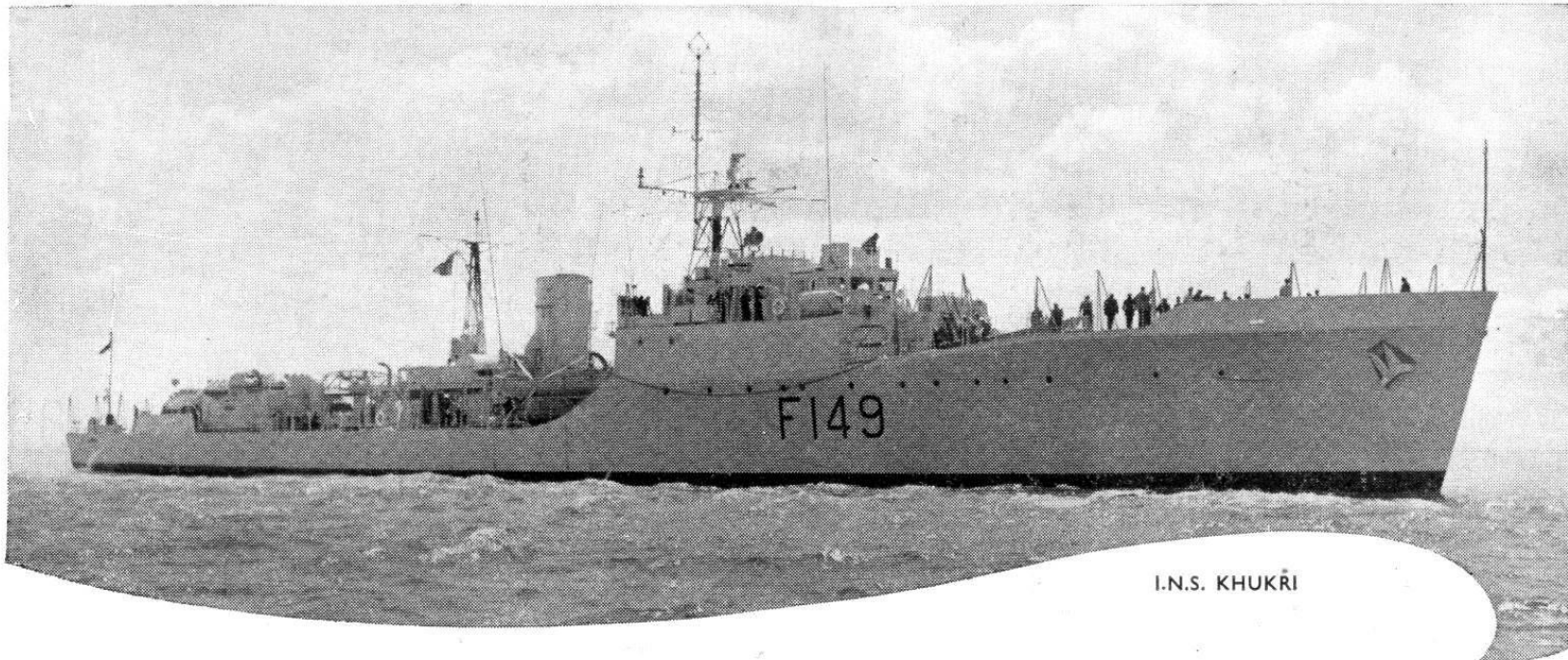
Ever since White's began building wooden walls over two centuries ago, the Company has maintained an unbroken maritime tradition. The same skill and craftsmanship, refined and augmented by the adoption of the most modern techniques, went into destroyers and gun-boats commissioned during two world wars. In peacetime, building for a future offering great opportunities for prosperity in world trade, the Company is engaged on a variety of Merchant ships, each specially designed for high efficiency in its own sphere.



J. SAMUEL WHITE & CO. LTD.

HEAD OFFICE:
COWES, ISLE OF WIGHT. Telegrams, "White, Cows"

LONDON OFFICE:
Golden Cross House, 3, Duncannon Street, W.C.2
Telegrams "Carnage, London"



I.N.S. KHUKRI

Building for the future

Ever since White's began building wooden walls over two centuries ago, the Company has maintained an unbroken maritime tradition. The same skill and craftsmanship, refined and augmented by the adoption of the most modern techniques, went into destroyers and gunboats commissioned during two world wars.

In peacetime, building for a future offering great opportunities for prosperity in world trade, the Company is engaged on a variety of Merchant ships, each specially designed for high efficiency in its own sphere.

J. SAMUEL WHITE & CO., LTD.

HEAD OFFICE
COWES, ISLE OF WHITE. Telegrams: "White" Cowes.

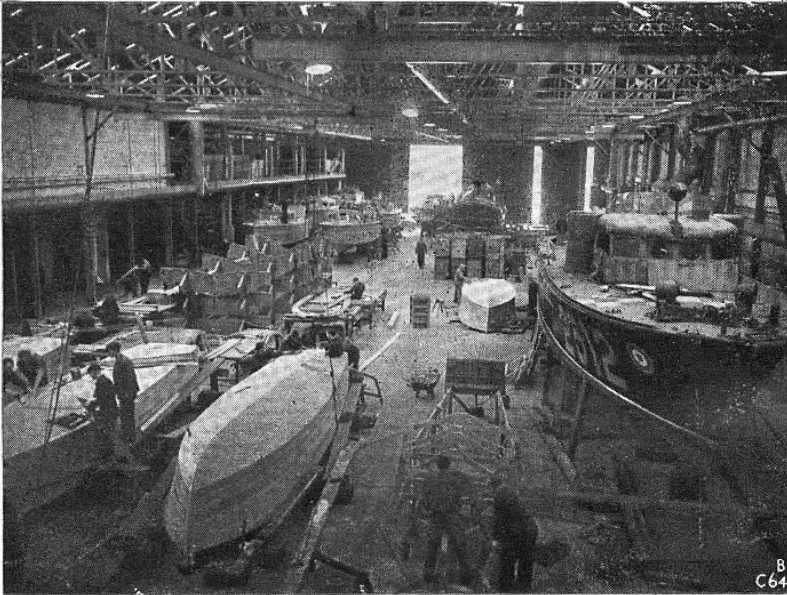
LONDON OFFICE
3, DUNCANNON ST., W.C.2. Telegrams: "Carnage London."



The Shipping World 1962

J. SAMUEL WHITE & COMPANY LTD.

COWES



Partial view of No. 1 Boat Shop

Hail — Rain or Snow!

The best workmanship can only be obtained under perfect conditions, that is why J. Samuel White has 40,000 square feet of central heated Boat Shops for producing the highest class of workmanship

Head Office :
COWES, ISLE OF WIGHT
Tel. : Cowes 103 (7 lines)

London Office :
Golden Cross House
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Tel. : ABBey 5064

The Yachtsman - 1951



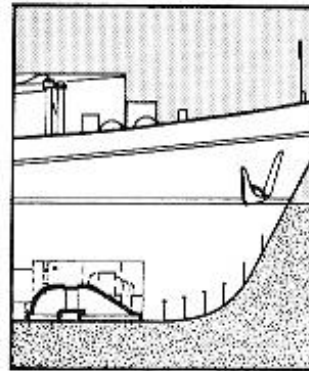
and the tanker is easily handled with

WHITE GILL

White Gill Bow Thrust Units steer through 360 degrees, and unlike bow rudders, have full reaction at slow speed or when stationary, making berthing, entering locks, and passing under bridges simple manoeuvres for any vessel. Even when a ship is light and strong side winds play havoc with steering a White Gill Bow Thrust Unit will keep her steady. White Gill Units are ideal for shallow waters acting as a propulsion unit—replacing propellers, rudders and brackets leaving nothing to foul ropes or debris.

Send today for the White paper on Gill Propulsion and Bow Thrust Units suitable for powering by diesel, hydraulic or electric motors—you can't afford to be without it!

White Gill Units—exclusively produced by J. Samuel White, makers of the White Major Pilot Hoist.



Owned by the New Sulphur Shipping Co. Ltd. the Rijn is a 330-ft. sulphur tanker which is fitted with the series 1 Gill Unit which, with a 20-in. (50 cm. jet aperture, gives thrust in any direction of 1,700 lb. (771 Kg.

Nothing protrudes outside the hull line

engineering extra efficiency
for shipbuilders and industry

**J. Samuel White
& Co. Ltd.**

Cowes, Isle of Wight
Telephone Cowes 4111
Telex 86216

JSW

**White Gill - Ship and Boat Builder
International - July 1967**

The collection also holds
copper plate blocks of original
J.S. White adverts.



A copper print block which features an image of the prototype Spitfire K5054 accompanied by the words 'We are sub-contractors for components used in the Supermarine Spitfire. Individual components or complete assembly..... Dated 22 February 1939.

J. SAMUEL WHITE & CO LTD

DESIGNERS & CONSTRUCTORS
OF

EAST COWES

ISLE OF WIGHT.

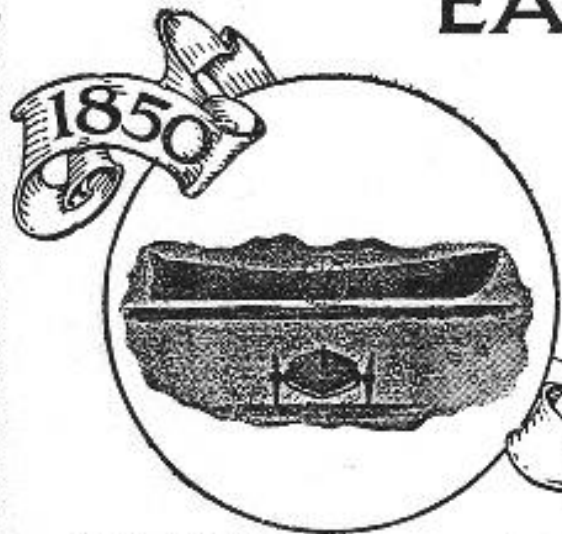
AIRCRAFT, RIVER, SEA & OCEAN GOING VESSELS.

The logo is a horizontal, rounded rectangular emblem with a thick black border. The background is filled with fine vertical lines. At the top, the company name 'J. SAMUEL WHITE & CO LTD' is written in a large, bold, serif font. Below this, a central shield-shaped frame contains a detailed illustration of a long, narrow boat with a thatched roof on a body of water. Above the boat, the words 'DESIGNERS & CONSTRUCTORS' and 'OF' are written in a smaller font. On either side of the central frame are two smaller, rounded rectangular frames. The left one shows a large ship at a pier with an aircraft flying above it, and a banner below it reads 'EAST COWES'. The right one shows a smaller ship at sea with an aircraft flying above it, and a banner below it reads 'ISLE OF WIGHT.'. At the bottom of the emblem, the text 'AIRCRAFT, RIVER, SEA & OCEAN GOING VESSELS.' is written in a bold, sans-serif font.

J. SAMUEL WHITE & CO. LTD.

SHIPBUILDERS, ENGINEERS & AIRCRAFT CONSTRUCTORS

EAST COWES, I of W.



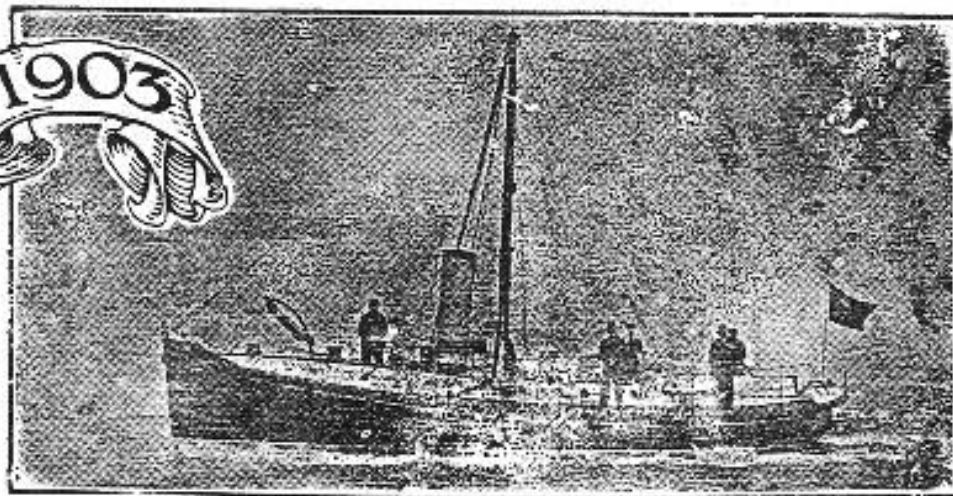
27 ft. Life Whale Boat as built
by Mr John White 70 years ago
for Coast Guard Life Saving Service.

Telegrams

WHITE, EAST COWES.

Telephone No 3 COWES.

TORPEDO CRAFT. SHALLOW DRAFT VESSELS.
STEAM LIFEBOATS. SPECIAL SERVICE CRAFT.
MARINE STEAM TURBINES. MARINE OIL ENGINES.
"WIGHT" SEAPLANES & AEROPLANES.



56 ft. Steel, Steam Lifeboat "Lady Forrest"
built for the Fremantle Harbour Trust,
Western Australia.

*The Oldest Shipyard on the
Admiralty List (1694-1920)*

J. SAMUEL WHITE & CO. LTD.

**Shipbuilders, Engineers
and Designers**

EAST COWES, ISLE OF WIGHT.

London: 28, Victoria Street, S.W.1.



STERNWHEELERS & SHALLOW DRAUGHT VESSELS



VALIANT

MANATEE

J. SAMUEL WHITE & COMPANY LTD.

DESIGNERS & CONSTRUCTORS
OF AIR, RIVER & OCEAN GOING CRAFT.



DESTROYERS

SUBMARINES

TRANSPORT VESSELS

EAST COWES. ISLE OF WIGHT.

M. E. THYMAN.