



February 2015

Tadley and District History Society
(TADS) – www.tadshistory.com

Next meeting – Wednesday 18 February 2015
at St Paul's Church Hall, 8.00 to 9.30 pm

**'Living heritage – 300 years of bells,
ringing and bell-ringers'**

by John Harrison

(Everybody welcome – visitors £2.50)

Annual Subscriptions

Annual Subscriptions of £12 per person are now due. If you are paying at the February meeting will you please put your cheque or cash in an envelope bearing your name (envelopes provided at the meeting). This will help the Treasurer recognise who has paid and get the receipts prepared.

New members please give details, including phone number and email address.

Subs may also be sent via Carol (*see bottom of page six for address*).

Comments, queries and suggestions to Richard Brown (0118) 970 0100,
e-mail: richard@ilexind.plus.com or Carol Stevens (0118) 970 1578.

www.tadshistory.com

TADS meeting – 18 March 2015

‘Place Names of West Berkshire’

by David Peacock

TADS last meeting – 21 January 2015

‘Going shopping with the Victorians’

by Tony King



Tony King

There were great changes in the shopping experience at the beginning of Queen Victoria’s reign. Before this shops were typically small with small windows; the creation of plate glass enabled the windows and shops to become larger, allowing the customer to experience window shopping.

The Great Exhibition of 1851 really started off the idea of the shopping mall. Inside the Crystal Palace, Joseph Paxton’s beautiful glasshouse built to house exhibits and

stalls, 100,000 items obtainable from all round the world were on show. But no alcohol, in case the lower classes were tempted to imbibe too freely. Mr Schweppe from Geneva provided soft drinks. These revolutionary displays enabled visitors to look without the need to buy.

Queen Victoria and Prince Albert were at the opening and 14,000 oil lamps were installed for their visit.

So popular was this exhibition that the Crystal Palace had six million visitors in five months, so it was just as well that the first public toilets were installed – charging one penny to open the lock on the door (this only applied to ladies of course, hence the euphemism, “I’m going to spend a penny”). This charge raised £1,790 in these five months.

With the profit from the Great Exhibition, London was able to build the Science Museum, the Victoria and Albert Museum and Imperial College. The Crystal Palace was later transported across London to Sydenham where in 1936 it burnt down. It was moved because it occupied land where the gentry had formerly exercised their horses.

Before 1851 there was a choice of small individual shops such as the village post office, but also farmers' markets, street markets and indoor markets where stall-holders would fascinate prospective customers with their skill at 'plate juggling' and butchers showed their meat with no thought of health and safety.

The Victorians invented advertising and the new electric lights helped.

The Brooke Bond Tea Co. advertisement pronounced "It's Here!". The new season's tea was much prized by society ladies who liked to be the first to give this to their friends. Mr Brooke was a 24 year old from Manchester – there was no 'Mr Bond', Brooke Bond just sounded better. PG – Pre Gest – suggested it should only be drunk before food was consumed! Liptons owned tea gardens in Ceylon as did Ty-phoo. In Chinese ty-phoo means Doctor. The power of advertising!

Mazawattee used zebras in a poster – or perhaps they were painted donkeys...

With tea, biscuits were required, so in 1822 Huntley & Palmers started life as a small bakery in London Street, Reading, moving in 1846 to a large factory in Kings Road. Now there is just one part of the original factory remaining.

One of the most famous advertisements was a bull looking down at a jar of Bovril with the caption "Alas, my poor brother!"

As time went on chemists were influential in food production. The Governor of Bengal brought home with him a taste for spicy food. He employed a chemist to make a sauce recipe for him. It tasted so horrible that it was consigned to the cellar. Six years elapsed before it was tasted again – it tasted wonderful and Lea & Perrin's Sauce was born.

In 1837 Alfred Bird, a chemist, whose wife was fond of custard but allergic to eggs, first formulated and cooked his Bird's Custard Powder.

Jeremiah Colman's mustard powder was given the Royal Warrant in 1866. It is said his money was made from the mustard left of the plate. As an employer he educated his workers 20 years before the Education Act.

Andrew Pears was another employer who looked after his workers and one of the founders of the Boys' Brigade. He had a shop in Soho where he developed a softer soap by the use of a secret ingredient, very good for the complexion and now also usable for washing clothes. His most famous advertisement was the 1886 painting 'Bubbles' (originally called 'A Child's World') by John Millais onto which he put the word 'Pears'. He also used a 'celebrity' (Lily Langtry) on his advertising posters.

Joseph Fry, a Quaker, and owner of Fry's Chocolate also believed in educating his workers and built them a village – Bourneville.

Tony went on to give us an enormous amount of information about Victorian companies, shops of all kinds, advertising and brought us up to date with companies which are still on the High Street today. Unfortunately space will not allow a full résumé. Suffice it to say that those members who were unable to attend missed a superbly presented (both visually and verbally), informative talk which was greatly appreciated. The talk also brought forth memories of singing in the Crystal Palace and of watching it burn in 1936 – and Reckitt's blue bags.

Thank you very much Tony.

Ann Broad, January 2015



Genealogy enquiries to TADS

TADS regularly receive genealogical enquiries via gmail – people from around the world seeking information they believe TADS might be able to provide.

We thought we would include some of these enquiries in the newsletter – TADS members may be able to help.

Our first enquiry comes from Dave Clements in Bowmanville, Ontario, Canada:

I have only recently become aware of your website and I want to let you how impressed and amazed I am with the quantity and quality of material that you have been able to put online.

My wife is descended from Frederick James (1859-1936) and Alice Jury (1866-1902).

Fred emigrated to Toronto Canada in 1910/12 with his 4 sons and 1 of 2 daughters.

There are others in the family who have been working on the James family history and it was through a Kris James that I learnt of your site and your extensive James history. I am assuming that she has been or will be in touch with you.

In the family history and on your website, I noticed a number of references to churches in particular the Methodist Chapel and the Baughurst Tabernacle.

The line of Percy James (Fred's youngest) has a definite evangelical Methodist trait. I had always assumed it came from Percy's wife but maybe from the James as well.

Do you have files/summaries of the history of these churches?

I did not find them online although I'm quite willing to admit I might have missed them.

Anyone who might be able to help Dave, please contact a committee member.

What's on – events which may be of interest

Hampshire Record Office

☎ 01962846154; 🌐 www3.hants.gov.uk/whats-on-hro

Family history for beginners

2:00 – 4.00 pm Thursday 19 February, 19 March and 16 April 2015

Discover the sources available and how to find you ancestors in the archives..

Maps as a source for local history

2:00 – 4.00 pm Friday 20 March 2015

How to use historic maps to uncover the history of your local area.

Milestones Museum

☎ 01256 477766; 🌐 www3.hants.gov.uk/milestones/whats-on

Bricks in Motion

Wednesday 25 February to Sunday 26 April 2015

The History of Transport in LEGO bricks. Explore an impressive variety of scale model icons of transport from pre-history through to a sci-fi future.

Willis Museum

☎ 0845 603 5635; 🌐 <http://www3.hants.gov.uk/willis-museum.htm>

The museum is running a series of events to celebrate Chinese New Year.

Friends of the Willis Museum

☎ 01256 465902; 🌐 enquiries@friendsofwillis.hampshire.org.uk

Archaeology and Folklore – Dragons, fairies, giants and ghosts

Thursday 19 February 2015; 7.30 pm at the museum. Booking essential for non-members; book through the museum telephone number above)

Alex Godden, Archaeological Officer West Berkshire Council.

Basingstoke Archaeological and Historical Society

Thirst for Power: Water Management in the Ancient World

Thursday 12 March 2015; 7.30 at Church Cottage.

Professor Steven Mithen, University of Reading

Tadley and District History Society,

c/o 5 Church Road, Pamber Heath, Tadley RG26 3DP.

🌐 tadshistory@gmail.com