Contents

BLHA AGM and Conference 2018  
Life on the Home Front in Bedford during the Great War:  
STUART ANTROBUS

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Bedfordshire Local History Association
AGM & Annual Conference 2018
Saturday, 2 June
Hosted by Clapham Historical Society
at Clapham Village Hall, 118 High Street, Clapham
Bedford MK41 6BS

Conference Programme

09.00am–09.30 am: Coffee & Registration
09.30–10.00: BLHA Annual General Meeting
10.00–10.10: Introduction: Mollie Foster (Chair BLHA) and
Welcome: Pamela Birch (Bedfordshire Archives Service Manager)

10.15–11.00: GIS and its Application to Historical Research: Des Hoar
We are used to using old maps to help us to interpret and understand historical
events. Can we go even further using modern GIS software to create and publish
interactive maps which show the results of our current research activities? This
approach has been used in a project examining land ownership in a single
Bedfordshire parish but we have also discovered its potential to make
comparisons across the county or even wider.

11.05–11.50: Bedfordshire Heroes: David Fowler (Chairman Bedford
Association of Tour Guides)
Three Local ‘Heroes’: a talk about Sir Joseph Paxton and the 1851 Exhibition,
Fred Burnaby, the Victorian adventurer and John Whitehead, the apple grower at
Cockayne Hatley who manufactured Sopwith Pups in WW1.

11.55: Your choice of either:
Clapham Church Visit and Village History Talk: John Woods (Local Historian)
A chance to tour the ancient church with its intriguing Norman tower and listen
to John Woods, local historian, talking about the village of Clapham, first settled
in the Iron Age. A poor village of 15 houses in medieval times, it survived the
conflicts of the Civil war, and remains a village today. Weather permitting, the
tower will be open to climb and admire the beautiful views.

OR
11.55: Many Mansions: Pamela Birch (Bedfordshire Archives Service
Manager)
Sir Albert Richardson was a well-known, Bedfordshire based, architect in the first
half of the 20th century; the work of his company reflects this with projects of all
shapes and sizes throughout the British Isles. During the recent cataloguing by
Bedfordshire Archives of the firm’s architectural drawings many treasures have
been revealed; this talk discusses some of them.

12.45–2:15 pm: Hot buffet lunch plus standing displays and stalls
2.15–3.00: **The Great North Road:** Sue Jarrett (Chair of the Eatons Community Association)
Discover how this important road has helped and hindered the Bedfordshire village and parish of Eaton Socon throughout the centuries.

3.05–3.50: **Amphill’s Great Houses:** John Hele (Amphill History Forum)
During the 17th and 18th centuries Amphill had the unusual distinction of having what were tantamount to two stately homes within a stone’s throw of each other. The reasons behind this can be traced back to James I and some of his successors and their connections with the town. Needless to say, having such eminent people living so closely, at times led to frictions especially when it came to matters relating to the church. Although Amphill has many fine houses the greatest are without doubt Park House and Houghton House. These days Park House is now four private dwellings and Houghton House is a ruin.

3.55–4.25: **Feedback from the Societies:** All
An invitation for informal discussion: All societies are invited to share ideas, promote their events and programmes for the future and discuss ways of encouraging interest. If you would like to be involved, please nominate one of your members who would be prepared to talk at the conference for 5 minutes. Nothing formal, just a friendly chat between local historians.

4.30–5.00: **Closing Summary followed by tea and coffee:** Martin Lawrence (Vice-President, Bedfordshire Local History Association)
There is full disabled access. Free car park at Clapham Village Hall.

Cost for the day: £22 including hot buffet lunch and refreshments. (No charge for those who only wish to attend the AGM.)

**Please send a completed booking form with payment (cheques payable to Clapham Historical Society) before Saturday 26 May to:**

Mrs M Foster
Clapham Historical Society
Narly Oak, The Baulk, Green Lane,
Clapham, Bedford
MK41 6AA

or for further information
01234 350353
Fostermollie07@gmail.com

**NB: THIS INFORMATION IS ALSO AVAILABLE ON THE SOCIETY’S WEBSITE**
www.bedfordshire-lha.org.uk
Bedfordshire Local History Association
AGM & Annual Conference 2018, Saturday, 2 June
Hosted by Clapham Historical Society

Booking Form for Members of Societies

Society name:........................................................................................................

Please reserve me ........ places for the BLHA Conference on **Saturday, 2 June 2018 at Clapham Village Hall**. Cost for the day, including drinks and lunch, is **£22**
I enclose a cheque for £....... made payable to ‘**Clapham Historical Society**’.

**Please return before Saturday, 26 May.**
Please note below any special dietary requirements (e.g. Vegetarian, Vegan, gluten-free)

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**The names of other attendees are:** (only 2 from each society may vote at the AGM)

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I will require no/one/two table(s) for our Society’s exhibits/publications (please specify)

We would/would not like to take part in the **Feedback from the Societies**. Our delegate is:

Return to: Mrs M Foster, Clapham Historical Society, Narly Oak, The Baulk, Green Lane, Clapham, Bedford MK41 6AA

**NB: THIS FORM MAY ALSO BE DOWNLOADED FROM THE SOCIETY’S WEBSITE**
www.bedfordshire-lha.org.uk
Bedfordshire Local History Association
AGM & Annual Conference 2018, Saturday 2 June
Hosted by Clapham Historical Society

Booking Form for Individuals, Corporate Bodies & Members’ Guests

Please reserve me ……. places for the BLHA Conference on **Saturday, 2 June 2018** at Clapham Village Hall. Cost for the day, including drinks and lunch, is **£22**

I enclose a cheque for £……. made payable to ‘**Clapham Historical Society**’.

**Please return before Saturday, 26 May.**

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Life on the Home Front in Bedford during the Great War

What local newspaper advertisements tell us – 1914–1918

Probably the first place that local historians go to for an insight into a particular period in history as it relates to their locality over the last 150 years or so is the local newspaper. While looking through those copies for reports and articles on whatever topic they are researching, they inevitably find themselves drawn, whether they mean to or not, to contemporary advertisements, particularly those which have a visual element which is hard to avoid. They then normally feel slightly guilty that they are allowing themselves to be distracted from the job in hand. I am no exception.

But when, in 2013, I deliberately decided to look through all the weekly copies of the Bedfordshire Times over the period of the First World War from autumn 1914 to the winter of 1918 it suddenly occurred to me that, in fact, these advertisements were, themselves, telling us a great deal about how life was affected on the Home Front by the war which was being conducted on the continent and elsewhere in the world. So I decided to make a virtue out of it. Once I had completed my original intention of producing a timeline for the Virtual Library, using choice extracts, I then set out, by focusing on selected advertisements, to see to what extent many of the issues and impacts of the ongoing conduct of the war could be seen through the wording of advertisements and notices issued by both local and national businesses offering their services in Bedford. I was not disappointed.

Local newspaper advertisements

Within days of the declaration of war by Britain on 4 August 1914, an advertisement for The Palace Cinema on the High Street (on the corner with Silver Street, now known as Palace Chambers) was attempting to draw in more customers with, in addition to their exciting silent feature films, a promise that the management would show ‘The Latest Special War News’ to their audiences, hour by hour, as telegrams arrived (presumably with projected handwritten slides). Here we see a business immediately both exploiting the war to increase their revenue and, at the same time, allying themselves with the patriotic cause of the war – a response which was duplicated by
countless other local businesses through the war. To what extent they were able to fulfil their promise is hard to ascertain, but certainly, in an age before the mass communication medium of home radios, and with very few people having their own telephones, the promise of speedy news without waiting for the main information source – newspapers, with news that was often days or even weeks out of date – was very attractive.

Later as the war progressed, cinemas locally were able to offer newsreel footage and, eventually, even some officially issued war footage which showed something of the reality of trench warfare and industrial bombardment (Figure 1).

For Bedford, apart from the calling up of the local Territorial Regiment soldiers to make up the expeditionary force which was first to cross to France to come to the aid of our allies, the first key impact was the arrival of the Highland regiments in Bedford.\(^5\) This was to be their base for a number of months while they received initial training prior to embarking for the continent. Newspaper reports on their presence in the town were extensive, covering their training, military exercises, sports events and social events which were put on by locals to entertain them.

The social and economic impact of the arrival of some 20,000 young men on a normal population of just less than 40,000 was significant. Although many were initially accommodated in bell tents in parks and surrounding fields, large numbers were hastily billeted in houses across Bedford and Kempston, with the consequent need for bedding and food and a thousand and one necessaries which local businesses were happy to supply. The new income which hosts gained each week for renting out a spare room had a major effect on the household budgets, further benefiting from the food supplies which the army provided.\(^6\)

Longhurst and Skinner which, from its impressive ‘Pantechnicon’ building on River Street (now occupied by Wetherspoon’s

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Figure 1: The Bedfordshire Times & Independent (BT & I), 26 January 1917, p 1 (The Palace).
‘Pilgrim’s Progress’ pub, hotel and restaurant) offered the town a wide range of home furnishings, was one of the many shops to take up the challenge. ‘Every householder billeting soldiers will desire to provide comfortable sleeping accommodation. This can be done inexpensively by using straw mattresses . . .’ which they could provide at ‘ . . . merely nominal prices’. The advertisement goes on to offer, in addition to mattresses and pillows ‘Enormous stock ready for delivery’ of camp-, folding and combination beds for military purposes in endless variety.7

Later, as the war progressed, local outfitters such as J & A Beagley, were offering their services to officers from, or based in, the local area: ‘Military outfits for the coming season.’8

As more and more men volunteered to join the army, local shops were quickly competing with each other to offer ‘comforts for soldiers’ in the form of cigarettes, food or warm clothing. Soap manufacturers began long-term national campaigns, often using eye-catching commercial art showing the forces at war, and claiming the health and hygiene benefits of their particular brand of soap. A practical product at a reasonable price which also told the recipient that he was being thought about and missed: ‘A Link With Home Sweet Home.’9

Pears Soap developed a national series of weekly graphic story advertisements, associating their soap with military campaigns over the ages, from Wellington and Waterloo, through to the Crimean War and the Boer War: ‘The true British qualities of endurance, efficiency, and thoroughness are well-reflected in Pears, the toilet soap which lasts twice as long as common toilet soaps and is solid to the last particle’ (Figure 2).10

Figure 2: BT & I, 17 September 1915, p 5 (Pears Soap).
Scout Soap, a competitor – claiming to be ‘The Soap of the Services’ – showing the smiling faces of a soldier, a sailor and a marine, promoted its product as ‘An excellent soap for washing slight cuts, bruises and wounds’, using a quotation from the medical journal, The Lancet, to add scientific credence. ‘Our Boys At
the Front and on the high seas have
the reputation of being the cleanest
and healthiest troops in the world.
If you wish to do a favour to some
Tommy or Jack who is fighting in
the grimmest war in all history
send him a tablet of Scout’. It is
interesting to note how something
of the reality of the warfare – ‘the
grimmest war’ – is being com-
municated in this advertisement by
24 December 1915.12

The war was not, as some might
have hoped, over by Christmas 1914.
The stalemate of trench warfare
was to ensure a long war of
attrition. Dust – Bedford Ltd of the
High Street – was on 4 December
1914 offering a wide range of
comforts for soldiers: ‘Goods
Suitable for Xmas Gifts’, strong
wool socks, body belts, mufflers,
sleeping helmets, mittens,
cardigans, holdalls and hussifs for
soldiers; more expensive leather
vests, knitted jackets, sleeping
sacks and blankets for officers.13

Hope Brothers Ltd, another
complete outfitters on Bedford’s
High Street, spelled out just how
needy those husbands, sons and
brothers would be for warm
clothing items as a Christmas
present: ‘No present will be more
eagerly welcomed at the Front than
a parcel of really good, warm
clothing. The added comfort and
protection will mean much to the
men who are keeping watch, day
and night, in the trenches rimmed
with ice – whose aim must be
steady, though their fingers shake
with cold.’ They offered a range of
parcels, packed in waterproof
paper, ready for despatch with a
card of greeting enclosed.14

Dudeney and Johnston, the
high-quality High Street caterers
and confectioners, had postal
arrangements well sorted out:
‘Christmas Cheer for Soldiers at the
Front must be despatched before
December 12.’ Hams, Stiltons, iced
cakes, bon-bons, chocolates,
confectionery, fancy fruits could all
be packed and forwarded by Royal
Mail to soldiers, presumably mainly
officers in this case, at the fighting
‘Front’ in France (Figure 3).15

Figure 3: BT & J, 4 December 1914, p 8
(Dudeney & Johnston).
Almost every product could, and would, be given a patriotic spin and offered to the public as a contribution to the war effort, from the humblest packet of Wrigley’s Spearmint chewing gum (*Figure 4*) \(^{16}\) to warming and nutritious Bovril \(^{17}\), from ‘Tiz’ \(^{18}\) offering salts to bathe soldiers’ aching, sore, tired feet, to ‘Zam-Buk’ (*Figure 5*) the herbal embrocation for cuts, bruises and corns.\(^{19}\)

![Figure 4: BT & I, 4 September 1914, p 5 (The Grotto).](image)

Products which one might not immediately associate with warfare were suddenly shown with soldiers using them – Raleigh bicycles \(^{20}\) and the Rudge Multi, a motorcycle with sidecar.\(^{21}\) Admittedly, some regiments did use bicycles in France in order to speed up access to the fighting Front, and despatch riders used motorcycles to convey messages from headquarters.

![Figure 5: BT & I, 1 October 1915, p 2 (Zam-Buk).](image)

Everyone wanted to be seen to be associated with and supporting the war effort.

Being ‘British’ was essential and anyone with an unfortunately foreign-sounding name tried to lie low or even change their name to a more English-sounding one, even the Royal family.\(^{22}\)

Advertisements for some national firms, which appear in the *Bedfordshire Times*, show the unscrupulous way in which some firms tried to get the upper hand on their rivals by suggesting that they had German directors or were under alien control. Lyons & Co, the corner coffee house and catering chain, had to get a legal injunction to stop Lipton, a rival national catering chain, from suggesting that their (Lyons’)
Directorate was composed of Germans and that by buying their commodities the public would be ‘assisting the enemies of Great Britain’ (Figure 6).  

Firms such as Bovril felt they had to list its very English-sounding directors’ names to demonstrate the ‘entire absence of any alien influence or control’.  

Even such apparently innocent commodities such as mineral water suddenly assumed national significance. No longer was it acceptable to be seen to be buying a product which originated in a German spa town; one had to use water from Bath or some other British mineral spring. Otherwise one might be accused of helping ‘the King’s enemies’. 

For centuries Germany had been a main source of quality toys for children. Now it was no longer possible or desirable to purchase these. As an alternative, once disabled soldiers started coming back from the war, no longer able to pursue their former trade, cottage toy-making industries were set up, in our case ‘Bedfordshire Village Toys’, one of a number of so-called war industries (Figure 7).

Until the naval bombardment of East Coast towns in December 1914 and the first German Zeppelin raids on our towns and cities from January 1915, Britain had seen itself as an impregnable island, guarded by its navy and invulnerable to enemy attacks on its civilian population. All that
changed with the realisation that it was open to air attacks. Advertisements quickly appeared in all national and local papers, from insurance companies, pointing out that their traditional fire policies did not cover damage from ‘Acts of War’ (Figure 8).

As a result of Zeppelin raids, new ‘special aircraft policies’ were on offer for damage and loss caused by bombs, shot, shell, fire and explosions. As blackout regulations were put in place so as to try to minimise the chances of enemy aircraft being able to spot towns by the light through lit windows at night. Longhurst and Skinner, once again swung into action by offering Anti-Zeppelin Blinds and casement curtains to prevent any undue light from house windows being seen at night. This was good business and also associated the firm with the Defence of the Realm Act which increasingly imposed restrictions of all kinds on the life of British subjects and businesses (Figure 9).

The lighting restrictions had a direct effect on shop opening hours, which in the early 1900s were much later than we are used to today for High Street shops. Many customers also had goods delivered to their homes. The new closing times meant orders which would have been delivered after 4pm had to be delivered the following morning. A Customers Tea Co. advertisement notes that: ‘Customers can assist by carrying home small parcels and any help in
this direction will be much appreciated.’

Shortages of basic materials such as paper can be seen in a Dudeney and Johnston notice to customers requesting them ‘to return parcelling papers, bags and wrappers for further use’.33

As the German navy’s blockade of Britain’s merchant shipping intensified and shortages of food and raw materials became more urgent, inevitable national rationing was belatedly, but progressively, introduced and shops began to apologise to their customers in advertisements and express the hope that customers would, nevertheless, stay loyal to them. Food distribution was placed under local food controllers and customers were asked to register with one particular grocer.34

Naturally, this caused intense rivalry between competitors, who vied with each other to offer the best customer care experience. A Lipton’s notice says it all: ‘Rationed Foods. Are you satisfied? . . . Ask to be transferred to Lipton’s.’ Customers were allowed to change their registered suppliers, periodically, by applying to the Local Food Office and this led to advertising wars between the various grocers who would try to both retain and gain new customers. An International Stores advertisement spells out the items which were currently rationed: tea, sugar, bacon, jam, margarine and butter.

With such a large proportion of Bedford’s male population having left the town to join the armed forces, local businesses were likely to suffer proportionately in terms of their income. As we have seen, however, they promoted the sales of goods which might be purchased to send to local men who were serving abroad. More than that, even when many servicemen fell into enemy hands and became prisoners of war, ingenious businessmen found ways of servicing these men, thanks to arrangements with the International Red Cross supplies.

Dudeney and Johnston provided a facility whereby local families could send Dujon (home-brand) bread loaves, tobacco and cigarettes and all sorts of specialties to soldiers and sailors in the various POW camps in Germany and elsewhere on a regular basis.35 As word got back that conditions were poor in terms of food in POW camps, then there was an added incentive for families to do what they could to help supplement their loved one’s meagre diet.36

With the introduction of coupons to manage the rationing of food to individuals, and as food shortages increased as the war progressed, caterers came up with a number of services to meet the needs of their customers. Dudeney
and Johnston by April 1918 was offering ‘Meals Without Coupons’ (Figure 10).  

Figure 10: BT & I, 12 April 1918, p 6 (Dudeney and Johnston ‘Meals Without Coupons’).

In this case, lunches at their upstairs restaurant for ‘those to whom home catering is at present a difficult matter’, by which they probably meant that they no longer had their own domestic staff to cook for them. Those of the middle classes who were used to having domestic staff to do their shopping chores for them were also affected by eventual restrictions on what had previously been an extensive home delivery service.

Dudeney and Johnston also offered what they called ‘Community Cooking’, which offered ‘Good Food at Low Cost’ which they cooked daily and served from a hot plate in their shop for customers to collect and take home in their own dishes.  

As increasingly large lists of war dead appeared in local papers as the Great War progressed, it must have been more and more difficult to keep up one’s spirits. If it was not your son whose name appeared in the latest list of the dead or wounded, then it was that of your neighbour’s or relative’s husband, son, uncle or cousin. Entertainment was vital, at least for a brief time, to take one’s mind off anxieties or grief. Concerts, theatrical performances and dances, often tied in to fundraising for wartime charities, were put on locally, as can be seen by the front-page notices week by week.

Home entertainment was also promoted by the local music shops, selling sheet music to be played on one’s front room piano. Gramophones, and the latest discs to play on them, were heavily marketed, as were piano sales for those who had not yet acquired their piano. As well as the well-known sentimental songs of the period, martial music became popular and the catchy music hall songs one might have heard performed live in a variety show on the stage at the Royal County Theatre.

I have featured food shops a great deal in this article because they naturally featured in the everyday lives of Bedfordians in an age when fresh food had to be bought daily, with no refrigerators in homes. One of the main changes which customers would have noticed, as the war progressed, was the change of staff from predomin-
antly men to predominantly women to serve them. Prior to the First World War, most grocery stores employed men, who were highly trained and knowledgeable, having been apprenticed for many years to learn the enormous range of tasks required in an age before pre-packaged food.

At first, these local grocery firms apologised for this change of staff and asked for the indulgence of their loyal customers. Later, they made a positive virtue of it by boasting how many of their male staff had volunteered to join the Army and fight the war (*Figure 11*).

This change in the roles of women was just one of many which had repercussions socially and politically in later years. Women were able to show just what they were capable of doing, given the chance, and also gained confidence in themselves and their ability to lead more independent lives, free of male dominance at home for the duration of the war and having to make decisions which would previously have been made by their menfolk.

When peace came with the Armistice of 11 November 1918 there was relief all round, but also a sense that life would, in many ways, never be the same after this most destructive of wars. Shops revealed in their immediate post-war advertisements that austerity would continue and that customers should not expect pre-war conditions to be restored. International Stores, in its national advertisement of 29 November 1918 says: ‘Peace, longed-for and fought-for, has at last arrived. But the plenty of pre-war will not return yet awhile. Rationing must remain in force for some time. The International Store asks their customers, therefore, to accept cheerfully for a little while longer those restrictions which the War made necessary. . .’

Porter, the High Street jewellers, cashes in on “The Great Peace Christmas: Celebrations for the greatest event of the Century – the

*Figure 11: BT & I, 21 July 1916, p 7 (International Stores).*
victorious end of the war will be in full swing by Christmas. You will wish to express your happiness in the best possible manner, and you will wish the Gifts you make to be received with delight. Rings of all descriptions are always acceptable’ (Figure 12). 42

Right: Figure 12: BT & I, 29 November 1918, p 3 (Porter).

I have only presented a very small selection of the wide range of advertisements which appeared in the Bedfordshire Times during the war years of 1914 to 1918, but I hope that I will have convinced you that we can learn much from a closer look at advertisements in terms of what they convey of social conditions and, more generally, of the zeitgeist of the times in which they appear (forgive the alien expression!). They reveal how businesses adapted to wartime conditions, attempting to retain their loyal customers and win new ones, despite government restrictions and natural shortages, and as well as changes in personnel.

They also show how they responded to changing needs. Whether it is the impact of shortages or threats, such as Zeppelin raids; whether it is the imposition of wartime regulations by Government, or staff shortages and changes in available workers; these are all reflected in the published advertisements of family, locally-based or national firms trading and advertising locally. They provide us with an insight into the contemporary social and economic realities of this particular time and place – Bedford during the Great War of 1914–18.

This article first appeared in Bedford Local History Magazine, No 97, April 2016, and we are grateful to Stuart Antrobus and the Editor of Bedford Local History Magazine for permission to reprint it here. © Stuart Antrobus 2015.

Notes:
period of the Great War is the Shire Living Histories booklet: Peter Doyle, *First World War Britain* (Shire Publications, 2012). For a photographic impression of military activities in Bedford and the county generally, see Section Four, pp 47–70, of Nigel Lutt’s *Bedfordshire At War* (Sutton Publishing/Bedfordshire County Council, 1997). See also online ‘The Bedford Highlanders’ website (Note 5, below), including the ‘Photographic Album’. Just Google ‘The Bedford Highlanders’ for a range of relevant websites.

2. For a similar analysis of advertisements found in national newspapers and magazines during the Great War, see Amanda-Jane Doran & Andrew McCarthy, *The Huns Have Got My Gramophone* (Bodleian Library, University of Oxford, 2014).


8. *BT & I*, 15 Sept 1916, p 6. Although ‘other ranks’ were provided with their uniforms, officers were obliged to buy their own. A new type of waterproof coat for officers was developed to resist wind, wet and mud and has lived on as a fashion item even a century later – the ‘Trench Coat’. Designed by Charles Glenny, it was created ‘for the present conditions of warfare’ by Thresher and Glenny, military tailors and outfitters of The Strand in London, using a hard khaki drill material with a special interlining. The first advertisement for it was placed in *Punch* magazine on 23 December 1914, only 14 weeks after the British Expeditionary Force had begun entrenching in France. By early 1915 Burberry and Aquascutum had the most stylish advertisements for trench coats. By September 1916, Thresher and Glenny were boasting that tens of thousands of their coats had been sold. Although never regulation Army issue, officers were allowed to wear them over their Army uniforms. Doran and McCarthy, *op cit* note 2, pp 16–23.


11. Tommy Atkins (often just Tommy) is slang for a common soldier in the British Army. It was certainly well established during the 19th century, but is particularly associated with the First World War. It can be used as a term of reference, or as a form of address. German soldiers would call out to ‘Tommy’ across no man’s land if they wished to speak to a British soldier. French and Commonwealth troops would also call British soldiers ‘Tommies’. ‘Jack’ or ‘Jack Tar’ was a common English term originally used to refer to seamen of the Merchant or Royal Navy, particularly during the period of the British Empire. Both members of the public, and seafarers themselves, made use of the name in identifying those who went to sea. It was not used as an offensive term and sailors were happy to use the term to label themselves. Source: https://en.wikipedia.org/wiki/Jack_Tar.


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13. BT & I, 4 Dec 1914, p 2: Dust-Bedford Ltd, High Street, Bedford. ‘Hussifs’ were sewing kits.
15. BT & I, 4 Dec 1914, p 8: Dudeney & Johnston, ‘Special Displays of Christmas Specialties’.
16. BT & I, 4 Sept 1914, p 5: Wrigley’s Spearmint Chewing Gum from The Grotto, Mill Street, Midland Road, The Broadway & St Peter’s, Bedford.
17. BT & I, 30 Oct 1914, p 2: ‘Bovril has always been British’. See also BT & I, 16 Nov 1917, p 6: a Bovril national advertisement featuring the government’s ‘Food Economy’ sign and claiming that people can ‘Save Food’ since Bovril aids digestion – ‘The diet can then be cut down from ¼ to 1/5 and the body adequately nourished’.
18. BT & I, 10 Mar 1916, p 3: ‘Tiz for Aching Sore Tired Feet’ (showing a smiling, seated soldier soaking his feet in a tub).
19. BT & I, 10 Oct 1915, p 2: ‘War Workers’ Cuts & Bruises – Make Zam-Buk A Daily Need’ national advertisement. Other weekly Zam-Buk advertisements show a range of men, from soldiers at the Front to civilians working on their allotments, growing vegetable in their off-work hours, all needed this ‘first-aid’ antiseptic cream.
22. The House of Windsor is the royal house of the United Kingdom and the other Commonwealth realms. It was founded by King George V by royal proclamation on 17 July 1917, when he changed the name of the British Royal Family from the German Saxe-Coburg and Gotha (a branch of the House of Wettin) to the English Windsor, due to the anti-German sentiment in the British Empire during the First World War. Source: https://en.wikipedia.org/wiki/House_of_Windsor.
23. BT & I, 18 Sept 1914, p 2: ‘Action for Libel – J. Lyons & Co, Limited (Plaintiffs) v Lipton Limited (defendants)’, a national notice of legal action, emphasising that an interim injunction restraining Lipton, the national grocery firm, from speaking or publishing any words to the effect that J Lyons & Co is composed of Germans and that by purchasing their commodities the public is assisting the enemies of Great Britain.
24. BT & I, 30 Oct 1914, p 2 See Note 17: ‘Bovril always has been British . . . the following complete list of the Directors of Bovril, Limited, since the formation of the Company affords the best guarantee of the entire absence of any alien influence or control’, a long list of titles and respectable British names follows, national notice and advertisement.
25. BT & I, 10 Sept 1915, p 3: Sulis table water – ‘the world-famous natural water of Bath bottled and aerated. It is British in origin and British owned’.
27. The raid, which took place on 16 December 1914, was an attack by the Imperial German Navy on the British seaport towns of Scarborough, Hartlepool, West Hartlepool, and Whitby. The attack resulted in 137 fatalities and 592 casualties, many of whom were civilians. The attack resulted in public outrage towards the German navy for an attack against civilians, and against the Royal Navy for its failure to prevent the raid. Source: https://en.wikipedia.org/wiki/Raid_on_Scarborough_Hartlepool_and_Whitby
28. Proposals to bomb Britain were first made by Paul Behncke, deputy chief of the German Naval Staff, in August 1914. These were backed by Alfred von Tirpitz, who wrote that ‘The measure of the success will lie not only in the injury which will be caused to the enemy, but also in the significant effect it will have in diminishing the enemy’s determination to prosecute the war’. The campaign was approved by the Kaiser on 7 January 1915, who at first forbade attacks on London, fearing that his relatives in the British royal
family might be injured. Following an attempt on 13 January 1915 which was abandoned because of the weather, the first successful raid took place on the night of 19–20 January 1915. Two Zeppelins targeted Humberside, but were diverted because of strong winds, and dropped their bombs on Great Yarmouth, Sheringham, King’s Lynn and the surrounding villages. Four people were killed and 16 injured. Monetary damage was estimated at £7,740 (UK £181,000 in 2015). The raid prompted alarmist stories about German agents using car headlights to guide Zeppelins to their target, and there was even a rumour that a Zeppelin was operating from a concealed base in the Lake District. Source: https://en.wikipedia.org/wiki/German_strategic_bombing_during_World War I_


31. The Defence of the Realm Act (DORA) was passed in the United Kingdom on 8 August 1914, four days after it entered the First World War. It gave the government wide-ranging powers during the war period, such as the power to requisition buildings or land needed for the war effort, or to make regulations creating criminal offences. DORA ushered in a variety of authoritarian social control mechanisms, such as censorship: ‘No person shall by word of mouth or in writing spread reports likely to cause disaffection or alarm among any of His Majesty’s forces or among the civilian population.’ Anti-war activists, including Willie Gallacher, John William Muir, and Bertrand Russell, were sent to prison. The trivial peacetime activities no longer permitted included flying kites, starting bonfires, buying binoculars, feeding bread to wild animals, discussing naval and military matters or buying alcohol on public transport. Alcoholic beverages were watered down and pub opening times were restricted to noon–3pm and 6.30–9.30pm (the requirement for an afternoon gap in permitted hours lasted in England until the Licensing Act 1988 was brought into force). Source: https://en.wikipedia.org/wiki/Defence_of_the_Realm_Act_1914.


33. BT & I, 28 Sept 1917, p 5: Dudeney & Johnston newspaper notice, headed ‘Delivery Charges – Cash Over Counter Rates’.

34. Food rationing during the Great War: in line with its ‘business as usual’ policy, the government was initially reluctant to try to control the food markets. It fought off efforts to try to introduce minimum prices in cereal production, though relenting in the area of controlling essential imports (sugar, meat and grains). When it did introduce changes, they were only limited in their effect. In 1916, it became illegal to consume more than two courses whilst lunching in a public eating place or more than three for dinner; fines were introduced for members of the public found feeding the pigeons or stray animals. In January 1917, Germany started using U-boats (submarines) in order to sink all ships headed to Britain in an attempt to starve Britain into submission. One response to this threat was to introduce voluntary rationing in February 1917. Bread was subsidised from September that year; prompted by local authorities taking matters into their own hands, compulsory rationing was introduced in stages between December 1917 and February 1918, as Britain’s supply of wheat stores decreased to just six weeks’ worth. It is said to have in the most part benefited the health of the country, through the ‘levelling of consumption of essential foodstuffs’. To assist with rationing, ration books were introduced on 15 July 1918 for butter, margarine, lard, meat, and sugar. During the war, average energy intake decreased by only 3 per cent, but protein intake by six per cent. Source: https://en.wikipedia.org/wiki/Rationing_in_the_United_Kingdom


38. *BT & I*, 1 Feb 1918, p 4: Dudeney & Johnston advertisement: ‘Community Cooking’. Both ‘Meals Without Coupons’ and ‘Community Cooking’ were practical solutions to wartime conditions which were taken up and developed in Britain during the Second World War with the introduction of ‘British Restaurants’ run by the Women’s Voluntary Service (WVS).


40. Later, in a similar *BT & I* advertisement of 21 July 1916, p 7 entitled ‘Carrying On!’ International Stores are boasting that ‘2,500 of our trained men have left us to join the Forces’.


*Stuart Antrobus*