THE WEST END LOCAL HISTORY SOCIETY NEWSLETTER

WESTENDER

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WEST END MUSEUM MOVES INTO 21st CENTURY



WEST END FIRE BRIGADE DISPLAY IN CORNER – RESEARCH TABLE IN FOREGROUND



THE TITANIC/CARPATHIA DISPLAY & STORY OF EDWIN JONES DISPLAYS

Shown at the right are a couple of pictures taken recently at the Museum & Heritage Centre – it is a shame that not more members avail themselves of its facilities. Apart from many interesting artefacts of West Ends past and pictorial/explanatory displays we also have an extensive archive that is available for research. As we move into the 21st century preserving our past is even more important – it is vital that we record everything about life in our village, so that our children and their children can enjoy and learn from it. Preserving the best of the past for future generations is what our Society is all about. Make a New Year's Resolution to 'do your bit', either by serving on the Committee, help at the Museum or maybe write down your memories in book form that the Society can publish!

Ed

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CUTTING THE MUSTARD

Derek Amey

It used to be said, I remember, that Colman's (of mustard fame) were the only company who made a fortune from what people left on the side of their plates! Be that as it may, we acquired an item recently in the Museum, from the donor's garage, which shows, through that company's trade mark, just what stories can lie behind the packaging for such a basic item of food. It's a simple wooden box of the kind that you would have found in, say, a grocer's storeroom in the first half of the 20th century (strange to be looking *back* now!), with the Colman's Mustard label printed in colour on one side, including 'By Appointment to His Majesty The King'. We made enquiries of Colman's (who have an excellent Museum of their own in Norwich if you are ever up that way), who passed the query on to Van den Burgh Foods and to the Unilever Archive at Port Sunlight – a history of UK manufacturing in one sentence there! They were kind enough to reply, enclosing an extract from a book on Colman's advertising. Our box could date, as they point out, anywhere between 1901 and the 1930's. These 'outers', to use the correct term, (produced in very large numbers, some 90,000 per month for mustard, starch, cornflour and 'blue' back in 1888), are difficult to date further without the kind of label which sometimes *did* specify the monarch's name. 'Outers' were useful storage containers after unpacking too. One in their archives is marked 'blotting paper' and there is even a poignant instance of a mustard 'outer' being used for the top of a coffin, no less, and still bearing the legend 'This side up. Stow away from boilers'. The largest containers for the carriage of Colman's products were the watertight tanks used for bulk shipment of Colman's products to Australia and New Zealand – they were easily recycled as water storage tanks in the Outback! We have the 'complete' extract and their letters in the Museum if you would care to view them.

WITH THANKS TO UNILEVER FOR THEIR ASSISTANCE AND ACKNOWLEDGEMENTS TO 'THE ADVERTISING ART OF J & C COLMAN'.

RED SQUIRRELS IN WEST END

PAULINE BERRY

You may have wondered why a red squirrel has appeared atop the weathervane of the new 'Millennium' clocktower erected on the Parish Centre? The photograph in the last Parish Newsletter which was just an advertising photo from the makers, depicted a cockerel instead. The decision to place a red squirrel up aloft was taken by the Millennium Committee of the Parish Council, of which I was a member. Following difficulty in choosing a suitable figure to fix to the top of the new tower, the red squirrel was selected after I presented a copy of the Fletcher family Coat of Arms *(see left)*, which shows two red squirrels standing above it. The Fletcher family owned the Hatch Grange Estate for nearly sixty years and red squirrels were then commonplace, as elsewhere in West End before World War Two.



So there's your explanation, an historical one!

MUSEUM SHOP

The Society publications now available for sale in the Museum – these are an ongoing series of Occasional Papers on things of local interest written by members and friends of the Society. We also have photo enlargements of local scenes.

Paper # 1
My Memories Of The Harefield Estate
(Oral History Project)
By Chris Boulton £1.50

Paper # 2
A New Church For The Parish
Written by Peter Baker £1.00

NEW ITEM
Paper # 3
West End National School 1863-1904
Written by John Collins £2.50

Plus the following books:

Tales of Old West End
C Sillence **£3.50**
I Remember,I Remember
Bob Moody **£4.00**
Hatch Grange..a stroll back in time *Pauline Berry* **£6.95**

Townhill Park House
Ralph Coney & Jim Brown **£3.00**

Various photo enlargements suitable for framing of village scenes taken from postcards.
£2.50 per print

AVAILABLE AT THE MUSEUM SHOP

ANNUAL GENERAL MEETING

The next meeting on February 2nd, is entitled "SHIRLEY – Domesday to D-Day" by John Guilmant. The following meeting on March 1st is the Annual General Meeting. If any members would like to join the small band of volunteers on the committee, then this is their chance to stand for election, we also need a volunteer to administer the Museum Shop, Sally who has done this job for about a year would like to step down – a big thank you to Sally for setting up the Shop.