

NOW ON TAPE

AGE TO AGE

Hereford Lore Reminiscence Newsletter

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Hereford Lore, 26 Quarry Road, Hereford HR1 1SS



Waiting For The Wedding

The motley crowd pictured outside Lakins shop in Villa Street, Hunderton wait for a glimpse of the bride in the 1930s. Some of the children recognised are: Connie Preedy (front right), Gordon Healey (tragically drowned in the Wye soon after this picture was taken), Margaret Stevens (in pinafore); Roy Preedy (second row from left), Ray Preedy, John Stevens, Marshall Healey, Bernard Ballinger; Betty Meredith, Jean Gardener and Dora Healey (third row).

Fashion and Style

It is true to say Amazing How Times Change, especially when we consider Fashion and Styles over the years. The Edwardian and Victorian eras can be considered more formal than those of the 1990s. For men, the suit is so often replaced by casual outfits; for the ladies the same applies with the inclusion of slacks and jeans as part of normal dress. So in this issue of Age To Age we compare styles then and now. In our next issue we celebrate VE Day -send any memories and pictures to us at the address above.

Roy Kennett

Our next issue of Age to Age will be out in May. Copies are available from City and Belmont Libraries, Hereford Tourist Information Centre, The City Environment Directorate at Garrick House, Age Concern Offices, Berrows House, Bath Street and Hereford Town Hall, Good Old Days' Shop, St Owens Street.

Hereford Lore Editorial Group are Alf Evans, Edith Gammage, Roy Kennett, Jim Thomas, Vi Thomas, Vi Woolaway, Tom Woolaway, Bill Morris and Bill Laws. Thanks to The Rural Media Company and Natalia Silver. We are grateful for the support of :



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Dressed



Wasps In Your Underskirts

Jeanette Bates (nee Reed), born on Stonebow Road in the early 1930s is a former fashion buyer who remembers the shock of the New Look when it hit the county in the early 1950s. Dresses were suddenly only inches above the ankle, fine if you were tall, but short women looked as if they were wearing their mother's castoffs. Dirndl skirts came next, worn with a net underskirt to make the skirt flounce out "we used to stiffen them with a solution of sugar and water but the wasps wouldn't leave us alone so back we went to Robin's Starch." Wide belts helped make the waists look smaller "Over the following years lengths didn't alter drastically remaining just above or below the knee. Then hot pants arrived! Very tight, very short, some in leather not considered suitable for 'nice' girls.

"We were always short of money so to ring the changes, when we went to dances we would wear a button-up cardigan the correct way then the next week we would wear it back to front to look like a jumper

"Trousers then made a big entry denim jeans being a particular success. Three quarter length jeans, called pedal pushers, had a short life but full length jeans were still popular. Shoes went from flat to stiletto, wedges to platforms - and none of them were comfortable! Tights became very popular made like stockings in many colours, but black were considered specially saucy

"Underwear remained uninteresting for a long time then the lovely lacy look appeared, quite daring and a long way from school vests and navy knickers! Hairstyles often changed: one week it was the Doris Day look, another the Veronica Lake look. We put on extra lipstick once we left home to go out for the evening as we were told it was for 'cheap girls!' We didn't actually understand what a 'cheap girl' was so we wore it anyway"



Mrs Burton, the imposter with her fur shawl, far left was photographed Of The Brickyard, back companion in an eleventh photographed around eighteen year old Kitt her crepe de chine outfit by her husband - to - left for The Front; companion of Vi Thomas, one of right) is pictured modelling Balmain dress - see Mo

Model Career

Barbara Mitchell who has lived in Hereford for the past seventeen years had the good fortune (and good looks) to become the first fashion model in 1946, modelling outfits when clothes coupons were still in use. She had been working as a junior in a big department store when she was offered the chance to model the store's clothes in their restaurant. Soon she had joined a model agency and became resident model for the famous designer Louis Cope. As "Yvonne" (far right) she earned between £20 and £30 a show, travelling the country and enjoying every minute.

One of the highlights of her career was a show at Cutlers Hall in Leeds where she modelled hats made by Aage Thaarup, the Queen's milliner. And if you were wondering what clothing coupons you were allowed in 1941 here are the details from **Vi Woolaway**: coat (14), dress (11), skirt (7), nightdress (6), underwear (7), stockings (2), shoes (5), blouse or jumper (5). This total, 57 for the year was cut to 48 in 1942 owing to shortages.

Village Fashion Parades

When I was at the Tudor Bakery 25 to 30 years ago and I wanted new clothes, writes **Doris Matthews**, I never went window shopping, but straight to Mary's, Commercial Road, where the owner Miss Goodall always had the garments suitable to my requirements. I always thought something good and plain was far smarter than frills and bows. It was nearly always calf length for skirts. And a good pair of shoes completed the outfit. Miss Goodall used to organise fashion parades which were held in village halls around the county Doris recalls modelling the styles for the little, older person.

Centenarian Dressmaker

It is always a joy to interview a senior citizen; it is an even greater thrill when the person you are talking to is 100 years young. This was the case when Roy Kennett met up with Jessie Lewis, one of the first members of the Tupsley Fellowship, who celebrated a century last November. Jessie recalled leaving Bromyard school, aged 14, to work at Pumphreys of Bromyard who employed 20 workroom staff. In the early days she worked on sleeves, pockets and blouses, and later on costumes and coats. Once she served her apprenticeship, she would help make ladies' costumes, coats and skirts. In her first year she received no pay: in her second, 1/3d a week, in her third 1/9d. Once she passed the 'improver' stage, the wage rose to 5/ but the hours were long 8.00 a.m. to 7.00 p.m. Monday to Friday with one hour for dinner and half an hour for tea.

Sewing at Greenlands

A detailed insight into the world of dress making comes from **Mrs Mildred Williams** (nee Beavan). Mrs Williams is 98 and has lived in Mill Street for 75 years. As a child she lived in Cornwall Street, her father being butler to Dean Leigh. After attending Scudamore School, Mildred served her dress making apprenticeship with a Miss Read of

to Thrill

...ing lady in black (far left)
...fashion bonnett and striped
...hed in the 1890s. (See Boys
...k page). Her Herefordshire
...legant lace cap (left) was
...d the same time. Pretty
...y Longley (right) poses in
...tfit for a photograph taken
...e in 1914 shortly before he
...fident Kitty was the mother
...our editors. "Yvonne" (far
...delling a pure silk Pierre
...del Career.



Ryeland Street. After a year as an improver, she moved to Greenlands. They made hobble and straight skirts, later moving on to skirts with slight flares and pleats. She herself was responsible for a cream wedding dress with a tiny waistline and a circular skirt, commissioned by Miss Hopton of Holmer Hall. If an order came for mourning clothes the staff stayed until 9.00 at night, working by gas light on their Singer sewing machines in the sewing room. These ladies all made their own long black skirts and high collar blouses and Mildred's pay rose gradually from 16/- a week to £2. She stopped working when she married Henry Williams (born in Bath Street) in 1919. Henry who died at the age of 85 worked in the offices of Franklyn Barnes in Bridge Street. The couple had three children.

Was it a coincidence, asks Jim Thomas, that young lads used to gather outside Greenlands in the days before slacks were being worn? Was it anything to do with the gusts of warm air which blew up through the basement gratings beneath young ladies as they walked by?

Bill Hailey Days

Madeleine Whent of Newton Farm remembers what she calls her Bill Hailey Days when she would go down to the Jazz Club in the 1950s in her full cotton skirt, flat shoes and her beehive hair do.

Mrs Hilda Dykes, born on Belmont Road in 1906 and now living in Newton Farm, remembers her school uniform in the days when she attended St Martins under the headmaster Mr Pile. She says she wore a white apron to protect her dress, and black stockings. Boots with buttons down the side completed the outfit.

Cheshire Cat

Many people we have spoken to, writes **Roy Kennett**, remember when a complete outfit of men's clothing including fittings in the early 1930s could be obtained from Bradleys (Chester) Ltd in Eign Street, Hereford. The suit, top coat with all the accessories would set you back £5 12s.6p, and good value for money. Speaking of Bradleys how many can remember the brand name Cheshire Cat, represented in the window displays by a china cat and kittens? The days when boys wore shorts up to the age of 14, and grey flannel suits costs 7/11p upwards to £1 5s 6p in navy serge? The working man could buy his trousers at 7/11p per pair overalls 5/6d (Wire Tough brand), a boiler suit from 7/6d. Those were the days when for reciting a piece of poetry in the shop a child could receive a ruler!

Hundred Years of Hairdressing

From the man's point of view there was nothing like a smart haircut and a close shave to impress the girls. And the Francis family have been wielding scissors and shaving brush at their shop in St Owens Street since 1895. **Jim Thomas** remembers working there as the lather boy for half a crown (2/6d). "In 1936 I swept up the hair and lathered up the old boys for Ikey (Issac Francis) to shave on Friday nights and Saturdays. This lasted until the education officer called to tell Ikey that lather boys were one of the jobs that were forbidden. That was the end of my weekly half a crown."



Snippets

Readers Write Back

Following our last issue, we have learned that the lady blown across her garden in the Rotherwas explosion (Bread Must Get Through) was Mrs Hodges (nee Field). And we are told that Mrs Purchase' son worked, not as a butcher, but as a fishmonger at Whites in Eign Street. **Mitch Farrington's** recollections (Cold Castle Green) reminds one reader of Mitch sledging down Tupsley Pitch on a snowy Sunday night during the blackout and almost getting run over by a very worried lady driving, as they did in the war years, with shrouded headlights. **Bill Young** of Dormington telephoned to say that Charlie Baker, whose Hunderton Christmas parties Edith Gammage remembered in our last issue (Christmas 1914) was a bookmaker, not a broker! Oddest of all was a call from Barry Freeman from Eardisland, convinced that the estate car, pictured in the foreground of our Greenlands picture was his old converted Comma Cob van, registration 531 ABD, now put to rest in a farm quarry near Monkland!

Horse Troughs

What happened to all the old horse troughs in the city, asks Jim Thomas. He remembers the following: St Owens Street by the almshouses, outside the Golden Fleece by the Shire Hall and the bygone pub, Duke's Head; in Whitecross Road just over the old railway bridge opposite Frank Bayley's Garage, recently flattened to make a better approach for Sainsbury's supermarket. There was another in Commercial Road opposite Ravenshill, placed to give the horses a last drink before they tackled Aylestone Hill. Anyone remember any more?

And does anyone know what happened to them?

NOTICEBOARD

Hereford Amateur Operatic Society
present

THE KING AND I

A Rodgers and Hammerstein Classic
at

The Hereford Theatre and Arts Centre
24 - 29 April 1995

Box Office 01432 359252 - Open 27th March 1995

ADVANCE NOTICE HEREFORD AMATEUR OPERATIC SOCIETY

On Wednesday 21st June 1995, H.A.O.S. commence their four day programme, A tribute to V.E. Day 'We'll Meet Again' at the Clubroom Theatre, Whitecross Road.

The Society are generously giving all ticket sales and monies raised from a raffle on the first night to Hereford Lore in support of 'Age to Age' newsletter

We are indeed most grateful for this contribution to our fund raising. Tickets for the evening are £3.50 £3 senior citizens. These will be obtainable from many sources, any doubts ring Hereford 354934



Boys of the Brickyard

These working men in 1930s are photographed outside the Hereford brickworks. The picture was kindly loaned by **Miriam Penson** from Belmont born in the 1920s in one of the six cottages that stood in Wellington Place, Tupsley, and next to the lane which lead to the brickworks. Some of the names are **Tim Sissins** and **W Thomas** (front row in their hats), Mr Field and Fred Arnold (second row), **Tom Jones** and **Billy Perkins** (third row) and Alf (back row). Miriam Penson's mother was Dorothy Jones, born in 1899, her grandmother was **Alice White** and her great grandmother was Mrs Burton, the lady in black on the inside page.

FRIENDS OF AGE TO AGE

Freestyle Graphics

Croydon House, 5 Eign Road, Hereford HR1 2RY.
Tel: 0432 343188 Fax: 0432 358513

The Good Old Days

Chandos House, 42 St. Owens Street,
Hereford. HR1 2PR Tel: 0432 357352

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