

May 2023

## TADS Newsletter

Website - [www.tadshistory.com](http://www.tadshistory.com)

**Next Meeting - Due to the Coronation Bank Holiday there is no meeting this month.**

**Our next meeting at Heath End Village Hall will not be until June 12<sup>th</sup> 2023.**

We are currently setting out the 2024 speaker programme and are pleased to say that there are no losses of meetings due to Bank Holidays!

If there is any historical subject on which you would like to hear a talk please let us know and we will see who we can find as a speaker. (Contacts as below).

If you wish to stop receiving the Newsletter please email Richard Brown or notify Carol Stevens or a Committee member.

*Comments, queries and suggestions to Richard Brown (0118) 9700100,  
e-mail: [richard@ilexind.plus.com](mailto:richard@ilexind.plus.com) or Carol Stevens (0118) 9701578*

**[www.tadshistory.com](http://www.tadshistory.com)**

**Future TADS events:**

**At our new venue!**

**Monday 12<sup>th</sup> June 2023 in Baughurst & Heath End Village Hall -**

**‘The Duke of Wellington his life and service.’**

**By Brigadier Michael Aris CBE DL**

*As there was no meeting last month I was looking for something to give some solid content to the newsletter, when Peter Elliott kindly sent me the following locally focused article about a subject of which I had no knowledge.*

## **Tadley Public Houses show (through matchbox labels) how the UK has changed.**

**By Peter Elliott**

There is history in the ephemera we throw away. Sixty-five years ago phillumenists would lovingly collect discarded matchboxes for their collections from pavements and parks then soak off the labels in hot water – just search Ebay for “matchbox labels” if you doubt my words. In the early nineteen-seventies matchboxes featuring pubs began to appear, paid for by the pubs themselves as a form of advertising and mostly printed by Bouldens Match Company of Southampton. Cheap and disposable, if you look at a pub matchbox label today you might see a snapshot of a culture that has changed in so many ways, so let’s examine a few changes through the lens of matchboxes from pubs in and around Tadley.

Pubs are closing across the UK and we have lost pubs from our patch. We have also lost the decimal halfpenny which was discontinued in 1984. On the positive side, the labels show how label printing technology evolved from text only, then to line drawings, and finally to photos.

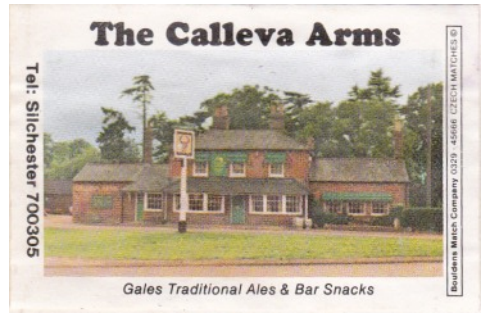


Some of these pubs remain but their names have changed; this means that we older folk must attempt to learn new names for old landmarks, a task that is frankly impossible. The Badger's Wood now hosts the Cumin Kitchen, quite a change from the days when it was called the New Inn and Vesta dehydrated curries were the height of culinary daring.



In a hidden piece of cultural history, as the UK began to lose its insularity the term “Foreign Matches” on labels was replaced by the country of origin, for instance, “Austrian Matches”.

The Crown became The Calleva Arms and in recent years was subject to annual invasions by pirates (who turned out to be archaeology students from the summer dig in the Roman town). As far as I know, the Reading University Field School has moved on from Silchester, so the pirates’ charge across the playing field is now a historical footnote.



Finally, The Pelican Inn is now simply “The Pelican” and exemplifies how changes to legislation and technology have affected our pubs. It was once a Courage tied pub until the “beer orders” legislation of 1989 drove a wedge between brewers and their pubs.

As for the phone number, Silchester 286 has morphed into 0118 9700286 via dialling codes 0734 and 01734. And the number no longer belongs to the pub, so don’t phone it.



Of course, smoking is no longer allowed in pubs and Bouldens Match Company has been dissolved, so it seems like another chapter in UK cultural history has been closed.

The Pelican,  
Pamber Heath in  
its latest colours,  
with a see-through  
plastic signs.  
(July 2021)



## A virtual walk through Tadley - Display in the Library

A display based on our March talk will be in Tadley Library from 22<sup>nd</sup> May to 12<sup>th</sup> June. It will feature 46 historic photographs with captions and maps showing how Tadley has changed over the last 100 years. View during normal Library opening hours. Mon 9.30am to 5pm; Tue 9:30am to 1.30pm; Wed Closed; Thu to Sat 9:30am to 5pm; Sun Closed.

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## Display Boards

As we now have a new set of display boards the old ones are surplus to requirements and free to anyone who wants them. They are in bespoke canvas carrying cases and there are different sizes

Enquiries to Carol, who has full details. Tel. (0118) 9701578

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## King Charles III Coronation

**Tadley Coronation Party.** Join the party on The Green, Tadley to celebrate the coronation of King Charles III, organised by Churches Together Around Tadley. Fun for everyone with music and live activities for all, as we celebrate together as a community.



11:00 Churches around Tadley outdoor Celebration Service

12:00 Coronation Big Lunch - Bring your own picnic, refreshments also available

12:30 Fete and Family Fun Day - With Bouncy Castle, Games, Cream Teas and Refreshments

16:00 Close of Tadley Coronation Party.

More information @ <https://ctat.churchsuite.com/events/camx2tna>

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## **Thatcham**

There will be a Coronation themed 'Then and Now' exhibition at the Bluecoats School, Bath Road, Thatcham on the 7<sup>th</sup> and 8<sup>th</sup> May from 10am to 4pm. Free entry.

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## **Coronation events photographs**

If you get any reasonable photographs of local events I would like to see them and will publish a selection in the next TADS Newsletter.

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## **Natural History of the Tadley area**



A male Stonechat in summer plumage. A heathland specialist which is not especially rare but not easy to photograph as it is slightly smaller than a sparrow. Seen last month on Silchester Common.

## ***What's on? Events which may be of interest.***

**Milestones Museum** The website to buy admission tickets can be found at: <https://www.milestonesmuseum.org.uk/>

6-8 May - **Coronation Weekend**. Enjoy our 1950s themed activities - the era of King Charles III's childhood.

27 May to 4 Jun - **1940s week**. Living history, historic objects, WWII food! (The cafe will be serving Corned Beef hash and Spam fritters).

### **The Willis Museum and Sainsbury Gallery**

<https://www.hampshireculture.org.uk/willis-museum-and-sainsbury-gallery>:

6 May to 11 Jun. **In our world** - an exhibition by three local artists.

**Friends of the Willis Museum** (*7.30pm at the Museum - Non-members £3, and please book through the Museum on 01256 465902*)

11 May- **The Willow of Basing**. The Life and Times of Sir William Paulet  
A talk by Alan Turton

**Basingstoke Archaeological and Historical Society** (*7.30 at Church Cottage, Basingstoke*)

11 May - The **Mammoths Graveyard** at Cerney Wick by Professor Keith Wilkinson, University of Winchester.

8 June - AGM followed by: Urban Society in **Reading** and the Dissolution of the Abbey. By Dr Joe Chick, University of Warwick

***TADS annual membership is £20 per person.  
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