

SHORTAGES AND RATIONING

August 1914- At the start of the war there was panic buying and hoarding of food. Some shops sold out of food in days.

Then people settled down into a routine and food was not a problem until the end of 1916.

Before 1914, over 75% of the butter, cheese, eggs and bacon came from overseas.

Trading hours were reduced. Shops were allowed to close early if they sold out of goods. Long queues formed when new deliveries were expected.

1916 - Ministry of Food was set up to control food supplies.
1918 February - Food rationing began.

Distribution was hampered because the army took many of the delivery horses.

There was an urgent need to reduce imports, to save foreign currency, and to reallocate shipping to the war effort. Food shortages therefore became serious.

The German navy restricted the flow of imports to Britain with unrestricted submarine warfare. In February 1917, the German navy sank 230 ships bringing food and other supplies to Britain.

Ration cards were issued and everyone had to register with a butcher and grocer. (See ration book below)

RATION BOOK showing REGISTERED RETAILERS

NAMES OF RETAILERS.

| | |
|---|--|
| <p>Name and Address of BUTCHER. 1</p> <p>W. POCOCK, EYNSFORD.</p> | <p>Name and Address of BACON Retailer. 2</p> <p>R. Bradshaw Eynsford</p> |
| <p>Name & Address of BUTTER & MARGARINE Retailer. 3</p> <p>R. Bradshaw Eynsford</p> | <p>Name and Address of LARD Retailer. 4</p> <p>R. Bradshaw Eynsford</p> |
| <p>Name and Address of SUGAR Retailer. 5</p> <p>R. Bradshaw Eynsford</p> | <p>Name and Address of TEA Retailer. 6</p> |
| <p>Name and Address of Retailer for Jam 7</p> <p>R. Bradshaw Eynsford</p> | <p>Name and Address of Retailer for..... 8</p> |

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Page of Ration Book issued to P. G. Holdich, resident at The Malt Shovel, Eynsford. His nominated retailers were:

Butcher - W. Pocock for meat

Grocer - R. Bradshaw for butter & margarine, sugar, jam, bacon and lard

SHORTAGES AND RATIONING



R.J. Bradshaw Groceries and General Store, Eynsford - where Eynsford residents could register for rations, perhaps seen here in the 1920s

SHORTAGES AND RATIONING



S. Loosemore, one of the butchers in Crockenhill, where Elsie Clements could buy meat. School at top of Green built 1906, and cottages on the Green burnt down in 1919

SUGAR

1917 October - Government introduced scheme for the distribution of sugar.

Customers had to register at a particular shop, and the number of registered shoppers determined how much sugar the shop was allowed to buy. However, supplies were not guaranteed and still ran out very quickly.

Shop keepers were instructed not to sell more than 2lbs of sugar to anyone.

At the end of 1917 people began to fear that the country was running out of food.

1918 January - The Ministry of Food introduced sugar rationing, $\frac{1}{2}$ lb a week.

The idea of rationing food was to guarantee supplies, but it also reduced consumption.

1914 - Weekly consumption of sugar was 1.49 lb, 1918 - it fell to 0.93 lb.

War time sugar bowl made in Staffordshire, winter 1917



MEAT

1915 June - Board of Agriculture asked public to limit meat consumption.

1918 January - Meat was second food to be rationed to 2 lbs a week.

Meat consumption dropped from an average of 2.36 to 1.53 lb a week per head.

See below - National Ration Book for PG Holdich of The Malt Shovel, Eynsford, dated 20 November 1918. Retailer - W. Pocock Eynsford, for meat – 4 tokens left for the last 26th week.

Elsie Clements' diary -

6 August 1916 - made a meat pudding, but the meat was wrong and we were not able to eat it.

7 August 1916 - Mrs Clifton went into Crockenhill and Swanley but couldn't get any meat - went to the farm for eggs instead.

12 January 1918 - No meat for dinner.

8 January 1918 - Aleck to Swanley Junction and managed to get ½ lb dripping.

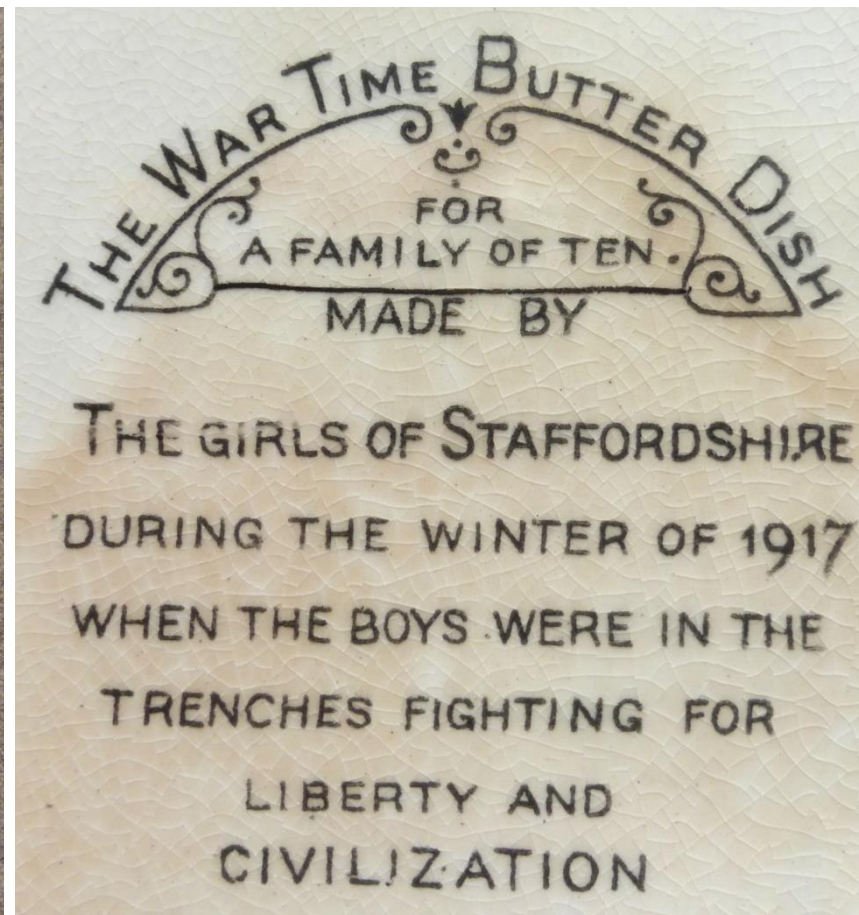
25 January 1918 - Macaroni cheese for dinner as no meat available.

3 March 1918 - Sent Beryl to Cash Store for bacon (having sent coupons and paid cash earlier) but she went to Co-op Stores.

27 March 1918 - Went to village and managed to get a little bacon.

BUTTER, MARGARINE and CHEESE

1918 January - Rationing of butter and margarine, and in April cheese
- ½ lb total fats a week allowed.



War-time butter dish for a family of 10.

FLOUR

3 March 1915 - Dartford Rural District Council resolved - That having regard to the rapid increase in the price of bread, Kent County Council be requested to take steps to make the public generally more fully acquainted as to the steps they may take to secure full weight when they purchase bread.

1916 April - Britain only had 6 weeks of wheat left, when bread was main part of most diets.

Elsie Clements diary -
12 March 1917 - No bread is to be sold less than 12 hours old.



RATIONING

Rationing indicated to the British public that all was not well, but it did work. The malnutrition that had been identified in the poorer communities disappeared and no one actually starved in Britain during the war. Rationing ended in May 1919, but rising prices meant it was soon reintroduced for meat, butter and sugar. It was not until financial year 1920-21 that the food retail was freed from restrictions.

Sugar is RATIONED

$\frac{1}{2}$ lb Weekly for an Adult or Child.

Tea. Use Tea with care. Use Coffee and Cocoa more freely than Tea.

Butter and Margarine are RATIONED.

4 ozs. for an Adult or Child.

Bread for Men on ordinary industrial or other manual work 7 lbs per head per week

1 lb Daily Ration

Use Potatoes freely.

Bread for Women on ordinary industrial work or in domestic service 4 lbs. per head per week

9 ozs. Daily Ration.

FUEL SHORTAGES

1915 October - Kent Education Committee had difficulty arranging coal supplies to schools for the winter.

School day changed to save energy for heating and lighting. In winter months the afternoon started and ended earlier, at 3.45 p.m. instead of 4 p.m.

Eynsford Council School

2 April 1917 - Closed because it was bitterly cold with snow and the school had no coal.

15 October 1917 - 'No fires as no coals at present available'

Farningham Church School

7 March 1917 - Closed this afternoon as there was neither coal nor coke.

From 1 January 1918 - Local Coal Committee fixed local coal prices after consulting coal merchants.

1916 October - Coal supplies rationed by the number of rooms in house.

Eynsford Church School

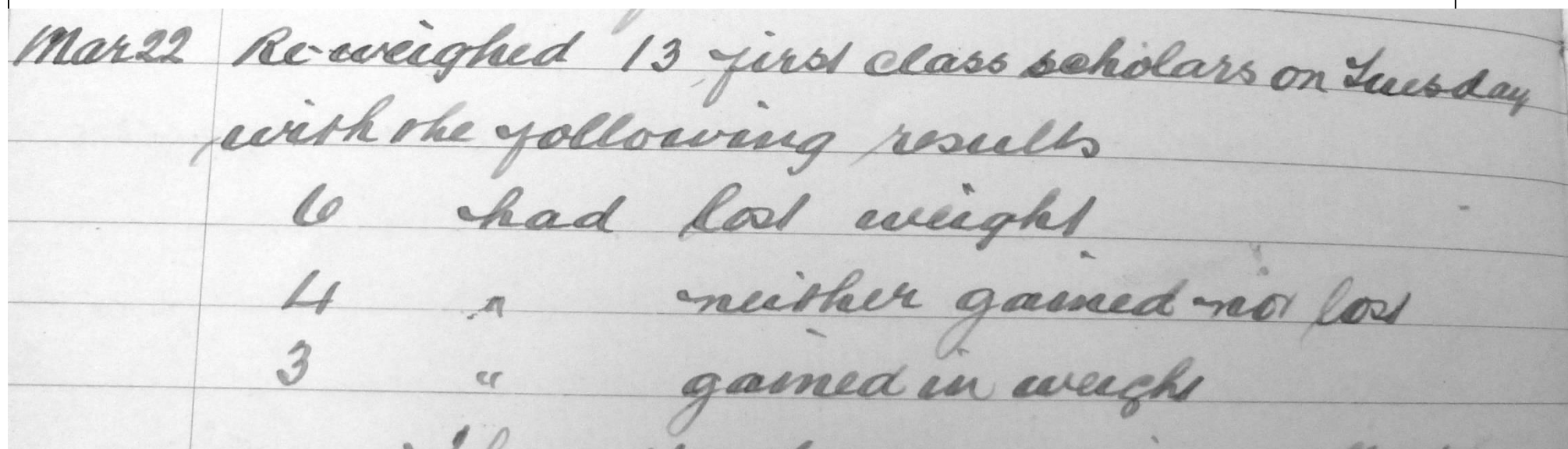
Ordered coal at the end of July, but none was delivered into October and 'none can be obtained locally.' A small amount came mid-month.

HARDSHIP AMONG CHILDREN

1918 March 1918 - Eynsford Church School log book: 'A considerable amount of lateness and irregularity of attendance recently owing to children having to fetch Food Rations.'

The Sands children missed school on several occasions 'on account of not being able to get food.'

1918 March 8: 13 of the oldest children in the 1st class of Eynsford Church School were weighed - 6 had lost weight a fortnight later on 22 March -



Mar 22 Re-weighed 13 first class scholars on Tuesday with the following results

| | |
|---|---------------------------|
| 6 | had lost weight |
| 4 | " neither gained nor lost |
| 3 | " gained in weight |

Food shortages led Kent War Savings Committee to provide meals for school children - a new departure.

23 January 1918 - Bernard Clements told his mother that a boy had given him ½d for his apple core - 'Suppose it was because of it being war time.'

POTATOES

Potatoes were often in short supply. Allotment holders were encouraged to grow



Potato bury or clamp - potatoes stacked up under a covering of earth and straw to store them over winter. This is from Crockenhill.

more and could have had seed potatoes provided, but Eynsford and Crockenhill allotment holders clubbed together to gather and share their own seed potatoes.

Land at Eynsford Paper Mill dug up for more potatoes

Farmer lent spray equipment to save allotment holders having to buy their own.

TOBACCO

Tobacco
Supplies.

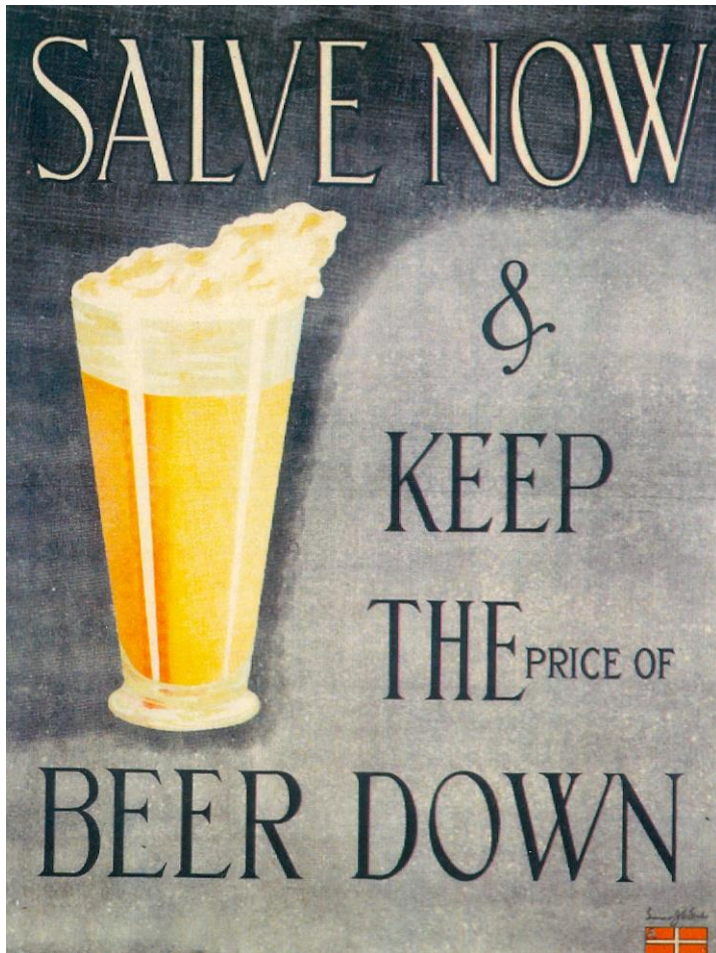
The Chairman referred to the scarcity of Tobaccos and Cigarettes in the Village and that although there were about 8 licensed dealers neither of them were able to obtain any which appeared to be owing to the lack of transport. On the suggestion of Councillor Hannam it was unanimously resolved to communicate with The Imperial Tobacco Co Ltd to see whether they could do anything in the matter.

1918 February 5 - Farningham Parish Council Minutes: 8 licensed dealers in the village unable to get supplies of tobacco and cigarettes, due to lack of transport. The Parish Council resolved to contact Imperial Tobacco Company to see if it could do something.



Princess Mary's Christmas box for soldiers, 1914 - top engraved with head of Princess Mary, inside were chocolates, sweets, cigarettes, tobacco, picture of Queen Mary and greetings from King George V

BEER



The Malt Shovel where Mr Holdich, owner of the ration book, was living. The bunting and flags suggest a celebratory event, perhaps 1953 Queen Elizabeth II's coronation.