

WOMEN'S LAND ARMY

BENEVOLENT FUND

Patron : H.M. THE QUEEN

Bulletin No. 1.

June, 1943.

The Women's Land Army Benevolent Fund was formed on July 30th, 1942, and is registered as a War Charity under the War Charities Act (1940). The Fund is administered by a Committee of Management, each member of which is appointed with the approval of the Minister of Agriculture. Those at present serving on the Committee are: Lady Denman, Honorary Director of the W.L.A. (Chairman), Lady Briscoe (Chairman, West Suffolk W.L.A.), The Hon. Mrs. Burrell (Chairman, West Sussex W.L.A.), Capt. G. Deakin (Vice-President, National Farmers' Union), Mr. T. H. Hodgson (National Secretary, Transport and General Workers' Union), Mr. W. Holmes (General Secretary, National Union of Agricultural Workers), Mrs. F. C. Jenkins (Assistant Director, W.L.A.), Mrs. Lea (Chairman, Worcestershire W.L.A.), Mr. Donald McCullough (Public Relations Officer, Ministry of Agriculture), Lady Spencer (Chairman, Northamptonshire W.L.A.), Mrs. Stevenson (Chief Officer, Women's Timber Corps), Mrs. A. D. Thomas (Member Carmarthen and Cardigan W.L.A. Committee), Mrs. Pyke, Editor of *The Land Girl*, attends by invitation, and the Secretary is Miss Bower. Headquarters Organiser.

The Land Army has grown so much since the Fund was formed that it may be helpful for new members to know the objects of the Benevolent Fund. These are twofold—first, to help those volunteers who meet with illness, accident or any other form of bad luck for which adequate help is not forthcoming from other sources; and secondly, to help with bursaries, grants or loans volunteers who, after the war, wish to remain on the land,

return to pre-war occupations, or to find new openings and have not sufficient means to enable them to obtain the necessary training.

How We Stand

Since the Benevolent Fund received its first contribution in the form of a cheque for a hundred guineas from Uruguay, donations have rolled in, and the total on May 25th was £25,318 17s. 2d. This is just over one quarter of the £100,000 we are aiming at, and we hope to reach £50,000 by the end of 1943. Increased publicity is vital for success, and it is hoped that all readers of this Bulletin will take every opportunity of making the existence of the Fund known as widely as possible. It is quite astonishing how often a casual remark results in a handsome cheque.

B.B.C. Appeal

We all owe a deep debt of gratitude to Mr. McCullough for his moving appeal in the "Week's Good Cause" on May 2nd. He had a difficult task to perform, and skated skilfully over thin ice when he convinced listeners of the necessity for a Land Army Benevolent Fund without giving the impression that it is high time that Land Army service was scheduled as a dangerous trade. In response to many enquiries, we should like to state that the reason any reference to post-war requirements was omitted was not a lapse of memory on the part of Mr. McCullough but a condition laid down by the B.B.C. There are still a few copies of the printed script available at Balcombe, which can be obtained on application to the Secretary of the Fund. Our illustra



tion shows Lady Denman and Mr. McCullough opening some of the letters received in response to the appeal. The direct result to date is just over £1,000, though the indirect result is much greater. Donations are still coming in, so it is not possible to give an exact total in this Bulletin. The sums received varied from 8d. in stamps to a cheque for two hundred guineas, and many were accompanied by letters of appreciation of the Land Army organisation and the work its members are doing. He is a letter from an old age pensioner :

In response to your appeal for the Land Army Benevolent Fund, I enclose stamps to the value of 1s. I am 80 years old and have seen many changes in the work on the land. Women used to go regularly to work on the land in order to supplement the small wages their husbands were able to earn. The usual rate of pay was 1s. 3d. per day, from 8 a.m. to 5 p.m. Now the grand- and maybe great-grandchildren are doing a very useful and vital work for the nation. I trust you will have a great response.

Yours truly,

O. A. P.

And one from an employer :

After hearing your magnificent appeal for the Land Girls Benevolent Fund I enclose herewith a cheque as my humble contribution to the Fund.

We in this country are directly in contact with these girls, and know what a splendid job they are doing. The Fund deserves the generous support of all those who benefit from their grand work.

All donations will be credited to the counties from which they come, in recognition of the advance publicity work undertaken by them. A percentage will be deducted from each donation and forwarded to the Scottish Land Army Benevolent Fund, as this Fund could not have a separate appeal. A number of contributions have been received from Scotland direct.

Fougasse for the Fund

A new leaflet about the Fund is now available, and can be obtained from the Secretary. The drawing on the front page is by "Fougasse," the well-known *Punch* artist, who has given it as his contribution to the Fund. We should like to thank him now for this very generous help.

Credits

Everyone will be exceedingly glad and proud to know that Their Majesties the King and Queen and H.R.H. The Duke of Gloucester have honoured the Fund by sending donations. H.M. Treasury, through the Ministry of Agriculture, has given a grant of £10,000. Contributions have been received from the Ford Motor Co., Fisons of Ipswich, and Imperial Chemical Industries under Deed of Covenant. These subscriptions are earmarked to provide bursaries for post-war training in agriculture for volunteers who wish to remain on the land after the war. Other firms contributing large sums include: Messrs. Huntley and Palmers, Cadburys, Ransomes, R. & W. Paul, Josephs Aluminium Works, Produce Cannery, George Gray, and Parker Shoes.

Employers are showing their appreciation of the work of the Land Army in a practical way—a West Sussex employer has given £200, employers in Surrey and West Suffolk £100 each, and several others have sent cheques for £50 or over. The National Farmers' Union has contributed and is asking its branches to support us. The Chairman and Executive Committee of the Warwickshire Farmers' Union set the pace with £50. Members of County War Agricultural Executive Committees and District Committees are rallying to our support. The Bedfordshire W.A.E.C. has already contributed over £50 and is full of suggestions for raising further sums, while one W.A.E.C. has suggested asking its members to raise £1 for every volunteer in the Committee's employment.

The Land Army does not ask for help without showing it can help itself. Lady Denman led the way and staff and volunteers have been quick to follow her example. County Chairmen, Committee members and local representatives have sent donations, organised special efforts, approached their friends for contributions and even given their travelling expenses. County Secretaries and their staffs have been indefatigable in their efforts. Hereford and Hampshire offices organised "draws," each of which brought in nearly £200. Wales has done particularly well: purses were handed to Lady Denman at a Rally in North Wales totalling nearly

£600. County collecting boxes have been kept in prominent places.

But it is the volunteers who show real ingenuity and originality in raising money. Space does not permit many details; raffles, whist drives, dances, sales of every conceivable and inconceivable home-made or home-grown product, auctions, concerts, revues, broadcasts, "bring and buy" stalls, collections, competitions, money earned by overtime, sums representing the first week's rise in wages, etc., etc., have all been devoted to the Fund, and we are deeply grateful to all those volunteers who, while happy and busy themselves, have spared time and thought to contribute to a Fund which helps those who are less fortunate.

People only indirectly connected with agriculture are now starting to recognise the Fund. The Dorset County Council sent £25 from its Sunday Entertainments Fund, the Bedfordshire Home Guard is contributing, and the Northamptonshire War Charities Fund sent £25. It is right that the Fund should receive this form of support, for a proportion of every meal now eaten in this country is produced by the Land Army.

Debits

Though large sums will be required for post-war use, help is now being given regularly to volunteers who require it. Grants from the Fund have already been made to volunteers in the following counties: Bucks, Cheshire, Cornwall, Cumberland and Westmorland, Devon, Durham, Essex, Gloucester, Hampshire, Herts, Hunts, Kent, Lancs, Leicester and Rutland, London and Middlesex, Norfolk, Northants, Northumberland, Oxford, Somerset, West Suffolk, Surrey, East Sussex, West Sussex, Warwicks, Wilts, Worcestershire, Yorkshire, Denbighshire, North Wales, South Wales, Women's Timber Corps. All applications for grants must come either through a Land Army County Secretary or the Bristol Office of the Women's Timber Corps before being considered by the Benevolent Fund Committee.

Remember

£50,000 by December 31st. What are you going to do about that?

All communications relating to the Benevolent Fund should be addressed to: *The Secretary, Women's Land Army Benevolent Fund, Balcombe Place, Balcombe, Hayward's Heath, Sussex.*

May Contributions

On May 25th the Fund totalled £25,318 17s. 2d. The monthly total was £5,281 6s. 2d. Warwickshire has the highest total, £742 14s. 6d., and the highest May total, £457 3s.

Beds: £41 2s. 1d.—W.A.E.C. £47 16s. 3d.—Toddington Dance, per Graham. £19 19s. 1d. Misc., per Bryan. **Berks:** £100—Huntley & Palmers Ltd. £28—Cookham and Cookham Dean, whist drive and donations per May. £23—Wokingham L.G.'s concert, per Palmer. £8 6s. 3d.—Dance, per Johns. £5 5s.—Anglo-American Oil Co. £5—Brummer. £9 19s.—Misc. **Bucks:** £102 11s.—Raffle of bicycle, per Clark. £60—Olney dance, per Finch. £21—Rochford Ltd. £15—dance, per Stonebridge. £10 10s.—Aspro Ltd. £5 18s.—Upper Basildon Village. £5 3s. 6d.—Clark. £5—Barbour (Deed of Covenant). £5—Messrs. Neville. £5—Kemsley. £23 10s.—Misc. **Cheshire:** £28—Romley Dance, per Young. £12 15s. 6d.—Pioneer Corps at Hoylake. £10 16s. 5d.—dance, per Catteral. £5 10s.—Delamere dance. £5 5s.—dance, per Good. £5—Anon. £4 3s.—Misc. **Cumb. and West:** £3 16s. 9d.—Misc. **Derby:** £26 5s.—dance and raffle, per Ellis. £16 10s.—dance, per Pasley. £6 6s. 6d.—Misc. **Devon:** £10 10s.—Vaughan-Jones. £5 5s.—Walton & Co. £5 5s.—Nowe. £5 5s.—Turner. £5—Fortescue. £5—Whitley. £5—Whiteways. £5—Swren. £5—Hanwick. £5—Lindridge Estates. £5—Thurston (Deed of Covenant). £5—Arthington Ltd. £5—Wellington. £5—Moger. £57 6s.—Misc. **Durham:** £6—Wolsingham Hostel. £5—Industrial Co-op. Society. £9 0s. 2d.—Misc. **Essex:** £119 6s. 11d.—Benevolent Fund Week, per Usborne. £5—Saffron Walden Laundry. 10s. 6d.—Misc. **Gloucs:** £10—Lloyd. £7 10s.—whist-drive, per Jones. £3 18s.—Misc. **Hants:** £20—dance, per Fowler. £18—Kingleire Club. £10—dance, per Hosking. £9 15s.—Porchester Club. £9 6s.—social and competition, per Feltham. £3 11s.—Misc. **Herefordshire:** £5—Meredith. £5 2s. 3d.—Misc. **Herts:** £20—Harpden dance, per Scott. £5—dance, per Holmes' Hill L.G.s. £5 11s.—Misc. **Hunts, Cambs and Ely:** £20—Burton. £9 5s. 9d.—dance, per Kavanagh and Marchant. £5 5s.—Chivers Ltd. £5 5s.—de Ramsay. £5—Bidwell & Sons. £5—Ellesmere. £28 12s. 6d.—Misc. **I.O.W.:** £2 1s.—Misc. **Kent:** £8 2s. 3d.—whist-drive, per Sedgwick. £5 5s.—Robson. £3 18s.—Misc. **Lancs:** £25 12s. 11d.—Welfare Fund, per Jackson. £2 1s. 3d.—Misc. **Leics and Rutland:** £50—dance, per Adams. £34—dance, per Peckham. £24 6s. 2d.—dance, per Mackerson. £3 9s. 6d.—Misc. **Holland and Kesteven:** £42—dance, Holland House. £10 8s. 8d.—B.B.C. programme, per Sutcliffe. £5 0s. 6d.—Misc. **Lindsey:** £14 11s.—whist-drive and dance, per Caistor L.G.s. £5 0s. 6d.—Misc. **London and Middx:** £10 10s.—Broughton. £6 2s. 6d.—Stanwell W.I.

£5 5s.—Hayward. £5—Victors. £5—Gordon (Deed of Covenant). £2 17s. 6d.—Misc. **Norfolk:** £68 5s. 1d.—Misc. **Northants:** £22 10s.—Newborough L.G.s. £12—Velverstoff Hostel. £10 16s. 8d.—Misc. **Northumberland:** £6 7s. 6d.—Maffen dance, per Carr. £5 9s.—per Sample. £2 10s.—Misc. **Notts:** £34 8s.—dance, whist, sale of work, per Hucknell. £7 10s.—dance, per Vartan. £2 2s.—Misc. **Oxon:** £50—Haggie. £5 8s. 9d.—dance, per Hodgson. £5 5s.—Hampton Club, per Pott. £11 5s. 3d.—Misc. **Shrops:** £14—sale, per Bode. £12 12s.—affle, per Darlington. £12—dance, per Millward. **Somerset:** £10—dance and concert, per Webster. £1 10s.—Misc. **Staffs:** £16—dance, per Parris. £4 12s.—Misc. **Suffolk (East):** £50—Messrs. Paul. £50—Messrs. Ransome. £10—S. Paul. £6—dance, per Broadley. £5 5s.—Spurling. £5 5s.—E.C.F. Co-operative Assoc. £5 5s.—Wilson. £5—Cobold. £5—Office Staff Collections. £5—Ward. £5—Harwood. £5—Fison. £5—Quilter. £5—Armstrong. £5—Cranworth. £42 12s. 6d.—Misc. **Suffolk (West):** £100—Iveagh. £50—Le Blond. £15 6s.—Newmarket Dance. £13 19s.—dance, per Huddleston. £10—Burrell. £9—Hadleigh, dance. £5 5s.—Gordon. £5 5s.—Gittus (first annual donation). £5 5s.—Gosing. £5 5s.—Wayman. £5—Le Blanc Smith. £47 6s. 11d.—Misc. **Surrey:** £50—Thornton. £12—Albertine. £10 10s.—Thompson. £10—Greig. £10—Bartholomew. £10—Hame Farm. £10—Day. £5 5s.—Muir. £5 5s.—Chase. £5 5s.—Lane. £5—Müller. £5—Guinness. £5—Frisby. £5—Berry. £5—Thompson. £5—Talbot. £5—Potter. £5—Bowring. £5—Porri. £5—Hoskyn-Master. £178 5s.—Misc. **Sussex (East):** 9s. 3d.—Misc. **Sussex (West):** £10 17s. 6d.—dance, per Hull. £9 10s.—Misc. **Warwicks:** £100—dance, per Godfrey. £50—Joseph's Aluminium Works. £50—Produce Cannery Ltd. £50—Revue, per Adkins. £50—N.F.U. Committee. £21—George Gray. £10 10s.—G. B. Gray. £10 10s.—Cadbury. £10—Marquess of Northampton. £10—Solihull Club. £5 5s.—Standard Recreation Club. £5—Chance. £5—Lodge. £5—Hughes. £5—Bird. £5—Huggins. £75 8s.—Misc. **Wilts:** £17 7s.—dance, per Hunter. £10—dance, Marlborough Hostel. £7 17s.—Misc. **Worcs:** £50 14s. 10d.—L.G.s. donations and whist-drive. £25 17s.—Mrs. Lea's Appeal. £10 14s. 4d.—Misc. **Yorks:** £7 10s.—Gt. Broughton whist-drive. £71 11s.—Misc. **Brecon and Radnor:** £16—dance, per Houston. £8—Maeslwech Hostel. Denby: £52 1s. 6d.—Gresford Hostel. £25—Ruthen Hostel. £22—Abergele Hostel. £13 8s. 6d.—L.G.s. per Mansell. £10—Denbigh Hostel. £5—Wynne-Finch (Deed of Covenant). £5—Colwyn. £5—Jones Bros. £41 13s.—employers. **Flintshire:** £5—Bibby. £171—Misc. **North Wales:** £233 16s.—Misc. per Griffiths. **South Wales:** £80—W.L.A. Draw, per Jeffcoate. £14 15s. 9d.—concert, per Jones. £10 10s.—whist-drive, per Porter-Jones. £10 3s.—dance, per Harris. £8 10s.—whist drive, per Abel-Jones. £5—Adams. £4 8s.—Misc. **Glamorgan:** £10 10s.—Webber. £5 5s.—Langdon. £10 15s.—Misc. **Montgomeryshire:** £5 5s.—dance, per Clinch and Richards. £30 14s.—Misc. **W.T.C.:** £15. **Individual:** £125—I.C.I. (Deed of Covenant). £8 1s. 7d.—Collection at Ford Exhibition. **Headquarters:** £1 13s.—Misc. **B.B.C. Appeal:** £982 2s. 11d. **Subscribers to Charity Good Causes Scheme:** £47 5s. 5d. **Total:** £1,029 8s. 4d.