



## Herbert Arthur Alderton

200525 Sergeant, C Company, 1<sup>st</sup> Battalion Norfolk Regiment

He was killed in action in France on 23<sup>rd</sup> August 1918, aged 24

Herbert is buried at Adanac Military Cemetery, Miraumont, Somme, France



The Alderton family had moved to Harleston, from Haverhill, sometime between 1897 and 1901 where the father, Robert Thomas, had his hairdresser's shop to the right of the Feaviour's bicycle shop in Broad St. Robert Thomas Alderton had been born, along with his siblings, in Bury St Edmunds, whilst his mother and father had both been born in St Ives, Hunts

Herbert was one of three siblings; in 1911 the oldest, Verna, was following in his father's footsteps as a Hairdresser's assistant and was lodging up in Norwich whilst young Herbert, then 16 and a grocer's apprentice was still living with his parents in the Broad St premises. His mother, Mary Ann, was helping in her husband's business and his sister Ivy May was working in a confectioner's although, as it transpired, she was to later become one of the third generation to practice hairdressing – her grandfather having had his own establishment in Haverhill.



Herbert's grandfather William (1848-1922) in the doorway of his shop. Note he also claims to be a naturalist. This does not mean he sold herbal remedies as I first thought but that he was a taxidermist!. His youngest son Percy Albert and then his grandson Clifford Percy Alderton succeeded him. Later signed P.C.Alderton the business continued to the 1970's, a century of service in Haverhill.

*An example of Wm. Alderton's Taxidermy work*



Herbert attended Harleston Congregational Sunday School, winning third prize in the Boy's class in a competition to grow China Asters from seed. Whether his achievement reflected his skills or the fact that the number of entries was rather small<sup>1</sup> is debateable! His older brother somewhat trumped him when Verna won second prize for a model garden in the Harleston Horticultural and Cottagers's Society annual exhibition – a substantial event which boasted 59 classes and was held in the grounds of Caltofts.<sup>2</sup>

<sup>1</sup> Eastern Evening News 3 Sep 1904

<sup>2</sup> Norfolk News 15 Jul 1905

Verna Percy Alderton also enlisted but was lucky to survive the war, particularly as he had two dependants. He had married Agnes Eliza Browne in Hartismere in early 1915, sadly 23 years later the marriage had hit the rocks. This might have been due to the marriage being a rushed affair – their daughter Ivy V Alderton was also born in early 1915 – I wonder which came first, the baby or the marriage!

The subsequent appeal for maintenance, in 1938, indicates that Verna had returned to Harleston from his sojourn in Norwich as, although he was living in Beccles, his estranged wife's address was given as Broad Street<sup>3</sup>.

The Broad Street address was most likely the salon run by her estranged husband, Kelly's 1929 directory lists both the father Robert's general hairdressing salon in the Thoroughfare and his son, Vernon's place in Broad Street.

Little Ivy herself married to a Derek Prior in 1941, like her mother a war time marriage, she too remained local. Her and her husband baptised their children Sarah and Oliver in the Depwade district in mid-1943 and late 1946 respectively. A possible third child was the Jonathan E Prior born in Ipswich in 1954 – mothers maiden name Alderton, not a common combination.

Ivy's aunt, after whom she was named, took over the premises in Broad Street, finally moving to the Thoroughfare in 1945.<sup>4</sup> Never marrying she may have been one of the secondary casualties of WWI, one of the many women who had no man to marry, so many young men having perished on the continent. A lively soul she played tennis and badminton in the twenties<sup>5</sup> as well as performing in amateur theatrics –including a gypsy

dance with the  
Congregational

Badminton Club  
Concert party.<sup>6</sup> She  
was obviously a keen  
dancer, taking other

such roles in subsequent productions by the Harleston Revellers in 1930, proceeds in aid of the Recreation Ground and local District Nurses Association<sup>7</sup> and in 1931, proceeds in aid of the Congregational Church.<sup>8</sup>

*Diss Express Norfolk, England*  
13 Sep 1918

With ironic timing, bordering on the tragic, barely a few days after receiving news of Herbert's death and in spite of being 47 years old, Herbert's father, Robert was appealing against being called up. He was fortunate to be given a 3-month exemption, which took him past Armistice day, in spite of his work not being of

## IVY ALDERTON

*Ladies' Hairdresser*

Broad Street,  
HARLESTON

*wishes to inform her  
numerous Clients that on  
FRIDAY, 9th MARCH,  
her Business will be  
transferred from the above  
address to the Premises  
adjoining*

*Mr. H. BLACKBURN'S  
The Thorofare,  
HARLESTON  
Phone 310 as usual.*

## HARLESTON.

**NURSING ASSOCIATION.**—The annual meeting of this Association was held on Thursday, 5th inst., Mr. J. Sancerft Holmes presiding. The report and balance sheet showed receipts amounting to £109/13/9, the payments totalling to £104/12/9, and the balance in hand being increased from £57/8 to £62/9. The report showed that the Association continues to do useful work in the town and neighbourhood. After the report and balance sheet had been adopted the officers and committee were re-elected. On the proposition of Mrs. Sancerft Holmes, a vote of condolence was passed to Mrs. Hazard, formerly hon. secretary, on the recent death of her eldest son, Mr. Noel Hazard, at the front.

**A ONE-MAN BUSINESS** — At the Norfolk Appeal Tribunal at Norwich, on Monday, a Harleston hairdresser, 47, Grade I. (B I.) stated that he had been in business there for the past twenty years. Both his sons joined up, and on Saturday he received information that one of them, who had been a great credit to his country and his father, had been killed in action on August 23rd. Dealing with his business, he stated that with the exception of a man who "did a little sometimes" there was no hairdresser nearer than Bungay or Diss.—Major Hansell said his contention was that hairdressing was not work of national necessity at the present time. Grade I men had to serve wherever possible even in the case of one-man businesses.—Three months' temporary exemption was allowed.—A verdict of "Suicide whilst of unsound mind" was returned at the inquest.

<sup>3</sup> Diss Express 6 May 1938

<sup>4</sup> Diss Express 9 Mar 1945

<sup>5</sup> Diss Express 30 Aug 1929

<sup>6</sup> Diss Express 3 May 1929

<sup>7</sup> Diss Express 12 Dec 1930

<sup>8</sup> Diss Express 30 Oct 1931

national necessity at the present time. A slight contrast to the vote of condolences offered the mother of Mr Noel Hazard, another son of Harleston who had recently died.

It seems the Aldertons were, until the separation of Verna and his wife at least, a close knit family as at another performance in 1930 (also in aid of the Congregational Church) when Ivy's dance 'Le printemps' was described as being well executed, Verna undertook the cast's make up.<sup>9</sup> The previous year he had not only undertaken the make up but had also supplied the wigs!<sup>10</sup>

**Ivy Alderton,**  
LADIES' HAIRDRESSER,  
OFFERS YOU A  
**PERMANENT WAVE**  
for  
Bobbed Head **15/6** Shingled Head **12/6**  
MACDONALD STEAM SYSTEM  
**21/- to 25/-**  
**Broad Street,**  
**HARLESTON.** Tel. 310  
All Branches of Hairdressing.

Through the 30's and 40's Ivy's adverts appeared regularly for smart intelligent girls to take up the role of apprentice hairdresser.

*Diss Express*  
17 Apr 1936

Now follow this link <http://undyingmemory.net/HAVERHILL/alderton-herbert.html>

As he also appears on the Haverhill war memorial



<sup>9</sup> Diss Express 4 Apr 1930

<sup>10</sup> Diss Express 27 Sep 1929