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COVER
A parade of Guardsmen in front of.....
A Black Watch Highlander, Crimean War, 1854, No.10001 and 104th British Regiment of Foot, Light Infantry Co., New Brunswick Regiment, War of 1812 by Don Troiani



Dear Collectors,
Here is our second issue of *The Standard* for 2018. We have been very busy planning and prototyping new sets, attending shows and even managing to squeeze in a trip to China to visit our manufacturing partners. Making the long trek, by airplane, has me wondering how our forefathers ever made the lengthy ocean voyages or traveled by horse or coach across entire continents just to conduct business.

As promised in the last issue, we take a moment to look back at some figures that are now almost synonymous with William Britain and why their popularity has endured. This was a fun article to write, and could have easily filled a entire issue if we had covered the many toys and models that were inspired by the infantry of a Great Britain's Brigade of Guards.

Contributors in this issue of *The Standard*: Joe Salamida and I look at the rich history of the Trade Gun on America's early frontier. Andrew Frantz takes a look at the

reasons behind the Crimean War, a subject that deserves a little more attention in our offerings. We are honored to have world renown and respected military expert Philip Haythornthwaite return with an article on the British Light Infantry of the Napoleonic wars. Make sure to review the list of titles he has published at the end of his article – many of these books are indispensable for your research library.

We are introducing a new feature: *Front & Center* were one of the crew highlights the history behind one of our favorite figures, past and present.

As always, if there is something you would be interested in seeing an article on, or even better if you would like to contribute a piece, please contact us. Please read on and enjoy!

All the best,
Ken Osen
General Manager & Creative Director W.Britain

the Standard

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Although it has been over 50 years, I still have vivid memories of visiting my uncle's house and peering into his curio cabinet full of toy soldiers. I did not know it at the time, but the soldiers in the cabinet were figures made by a British company, W.Britain. Although my uncle's favorite was clearly the Queen's Coronation Coach pulled by eight light grey horses, my eyes were drawn to the red coated infantry on the shelf below. There, lined up on the glass shelf was a full regimental band leading infantry with officers and flags, all sporting red coats and tall black caps.

Because these toy soldiers seemed to show up almost everywhere, for many years I had not given any real thought to these little marching British Grenadiers that have

become almost synonymous with W.Britain. More recently I have thought about the continued popularity of these classic miniature figures worldwide. Considering the original toys were released over 120 years ago, what they represent is still instantly recognizable by even the most casual viewer. The simple reason is that the dress uniforms worn by the British Guard Infantry of the Household Division has not drastically changed in overall appearance for many years. One could make the case that the iconic dress uniform was already identified world-wide with Great Britain's Grenadier Guards for decades before W.Britain toys ever offered their miniatures neatly packaged in their classic red boxes.

Certainly by the 1870s the red coat, blue trousers and black bearskin caps

By Ken Osen

similar to the present style that the soldiers of the Foot Guards wear in full dress was established. In fact, when this uniform was worn with other equipment in the last quarter of the 19th century, it was also the service dress. Although for all practical purposes this would change within a decade.

Similar changes in the details of the dress occurred with the little W.Britain Guardsman, too. But unlike a Horse Guards Order implemented in a relatively short period of time in the real world, it took the toy maker almost three decades to have uniformity in the ranks of their little grenadiers. For years some of W.Britain's soldiers were modeled wearing



LEFT
Three boxes of early Guardsmen, pre-World War II, the box of Coldstream Guards at the bottom, before the Great War

BELOW
The reintroduction of our classic Guards. This set No.43117C, manufactured in 2006. The cover art mimics the classic look of boxes from the past

ABOVE
Irish Guards tunic and cap right, and left, a W.Britain guardsman is visited by an adoring family (of Imperial Production figures), all from the author's collection





They're changing guard at Buckingham Palace – Christopher Robin went down with Alice. Alice is marrying one of the guard. A soldier's life is terrible hard, says Alice.

~A. A. Milne

The day-to-day routine of the Guardsmen on duty at the Royal Palaces has changed little from the early part of 20th century and this excerpt from an article written for the U.S. Army paper, *The Stars and Stripes* by Paul Spiers published on October 28, 1959 is probably pretty typical.

About 80% of the enlisted personnel of the Coldstream Guards (the unit interviewed for this piece) are regulars, according to veteran NCOs. The remainder are national servicemen on 2½-year duty. All are volunteers.

A typical day – gross pay \$6.60 a week (in 1959) – went like this for a member of the battalion spent a month on Queen's Guard:

- 6:30 a.m. Reveille at Chelsea Barracks, about two miles from Buckingham Palace. Wash, tidy bed, clean barracks area.
- 7 Breakfast, usually Corn Flakes, beans, eggs, fried bread, tea or coffee.
- 7:30 Clean barracks.
- 8 Roll call in square; denim uniform.
- 8:15 Pack kit that will be trucked to guardroom at St. James Palace, his sentry assignment for the day. Kit includes blankets, pillow, tobacco, shaving and wash items, reading matter.
- 8:45 Get into dress uniform of scarlet jacket, blue pants, hobnail boots and bearskin. The bearskin weighs about the same as a garrison cap. The uniform has been readied the previous evening on the guardsman's own time.
- 8:55 Fall out for parade on the square.
- 9:15 Inspection by adjutant and regimental sergeant major. After inspection, the guards stand easy while a band plays incidental music.
- 10:10 March to Buckingham Palace. (between Oct. 1 and March 31 the Queen's Guard is usually changed daily – at Buckingham Palace when the court is in London and at St. James when the court is out of London. On Saturdays or Sundays during this period the

ceremony takes place at St. James.) (Between April 1 and Sept. 1, the ceremony takes place at Buckingham Palace whether the queen is in residence or not.)

- 10:30 The new guard, headed by a band, arrives at the palace to find the old guard drawn up in the forecourt. About 50 guardsmen are assigned to sentry duty at Buckingham Palace and St. James. Eight are on duty when the queen is in residence, and four or five when she is not.

Following the return of the relieved sentries, the old guard marches out of forecourt by the main gate to the music of its regimental slow march, changing to a quick march in the road outside. After the departure of the old guard, part of the new guard marches off to St. James, headed by a drum-and-fife band or pipe band.

The ceremony when held at St. James is similar, but the Buckingham Palace detachment does not take part.

- 11:15 The St. James detachment arrives and a guardsman is posted at sentry box No. 1.
- 12:30 pm Relieved for lunch.
- 4 pm Sentry duty again.

His schedule during the 24-hour guard mount will be two hours of sentry duty and four hours off-duty.

The sentries' synchronized movements are determined by rifle-butt taps of the senior soldier at each post. One tap means patrol; two, salute; and three, present arms. To stop patrolling, the senior soldier extends the index finger of his left hand:

When the elite guardsmen are off-duty in the guardroom, they don't look overly elegant. They lounge about just like soldiers anywhere.

A guardsman never really gets away from spic and span: even his civilian attire is checked by officers. He doesn't go off the station if his ensemble is not "up to guards."

Why does the guard change at St. James? It's still the official royal residence – all ambassadors are accredited to "the Court of St James'."

The captain of the guard has his headquarters there and, in addition to guarding the palace, sentries are also posted at the adjoining buildings of Clarence House, the residence of the queen mother and Princess Margaret.



Grenadier Guards • 1656
Motto: Honi soit qui mal y pense
"Evil be to him who evil thinks"



Coldstream Guards
Motto: Nulli Secundus
"Second To None"



Scots Guards
Motto: Nemo Me Impune Lacessit
"No One Assails Me With Impunity"



Irish Guards
Motto: Quis Separabit
"Who Shall Separate Us"



Welsh Guards
Motto: Cymru am Byth
"Wales Forever"

leather gaiters with their boots and the same set might include soldiers with full-length trousers. Some might have valise equipment or knapsacks and others might not. It took until the mid 1930s before a degree of uniformity could be expected in any one set of Guardsmen. I was always curious where the description for "half booted" originated for the miniature soldiers wearing gaiters; it seems to be only a collector's description.

It is important to remember that the original models were a fairly good representation of the modern British Grenadier when they were designed and produced. The valise equipment and gaiters would have been faithful to the images of grenadiers appearing in newspapers, magazines, books and trading cards during the last years of the 19th century. As toys, they were a great improvement over the foreign made figures, and the company was not at all bashful in making that point in their advertising either.

SUPERIOR English-made Lead Soldiers TYPES OF THE BRITISH ARMY

Designed and modeled by first-class English artists in exact imitation of the British forces.

These miniature lead soldiers as produced by W.Britain & Sons, are manufactured by English work-people, and are intended to take the place of the wretched caricatures of British troops as modeled and manufactured abroad.

W.Britain & Sons, claim for their toy soldiers, that they are to exact scale—that is, that the foot-soldier is the same size as the horse-soldier, and the horses are in proportion to the men, whilst the uniform and coloring are most carefully considered, so as give a correct representation of the various regiments.

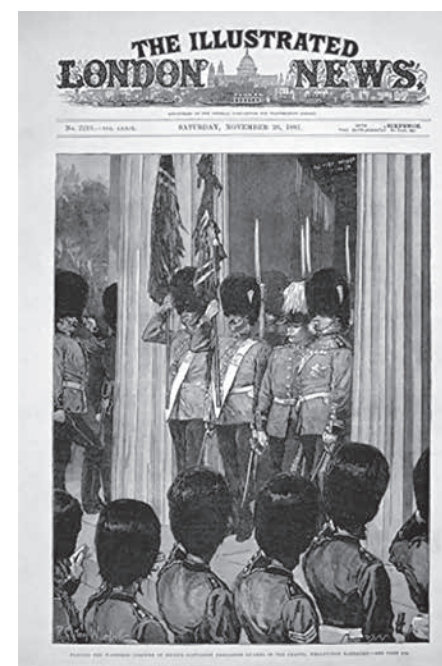
~From an 1895 advertisement.

BELOW
W.Britain Coldstream Guards 1907 Half-booted Command set. No.50000C



To understand the success of these "English made" toy soldiers we also need to consider the product in context of their time. Great Britain may have been at the apogee of the empire building that had been in full swing since the eighteenth century. Every Briton could gaze at a world map and see the far-reaching empire and be proud. As the great powers of Europe approached the cataclysm of world war their citizens were self-confident and nationalistic. The competitive national spirit was projected onto everything produced. Periodicals of the time were often jingoistic in their editorials, and the nationalistic sentiment was probably in the back of parent's minds when they thought about purchasing a box of toy soldiers for their youngsters. This was almost certainly the case from at least from the mid 1890s to the outbreak of war in 1914.

The public embraced the new sets offered by W.Britain representing well-known regiments of Great Britain and the Empire. The strong sales and positive



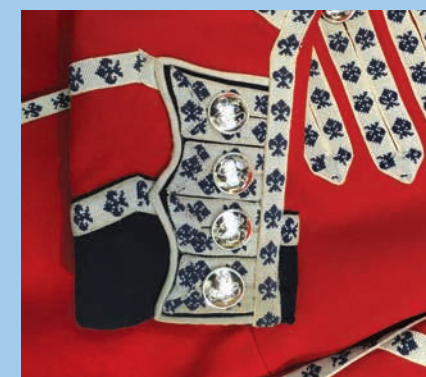
ABOVE
Illustrated news paper depicting Guardsmen, circa, 1880s.

BELOW
W.Britain Coldstream Guards 1907 Half-booted. Archives set No.43117C



Wearing the Fleur-de-Lys

At the funeral of Charles II, the arms of England and France were incorporated on the mourning band. It is to commemorate this that the Fleur-de-Lys in worked in the trade on the drummers' tunics in every regiment of the Foot Guards.



As stated in the Queen's Regulations of 1859:

"No boy is to be received into service for the purpose of being trained as a trumpeter, drummer or bugler, who does not, for his make and stature, offer the faintest hope of growth... and no boy is eligible for enlistment under the age of fourteen years, except under very special circumstances." It is no wonder that the public still clings to the image of young drummer boys leading troops into battle. The fact is that this position was important for early command and control of the troops and each drummer needed to know every correct call and master a multitude of marches. Drum majors were expected to be able to converse in foreign languages in order to participate in parleys with the enemy, thus being the official interpreter. It is no wonder that as accuracy of weapons increased, the uniforms of the drummers were



toned down to be less conspicuous as they, along with officers and Colours, became targets.

In the days when soldiers could be flogged for any number of infractions, it was the company drummer that would administer the lash, and on active service the "cat-o'-nine-tails" would be carried in the fife case. Although it is hard to know when this responsibility fell to the field musicians, the tradition was certainly practiced among the Prussian Regiments that the British infantry served with during the Seven Years War (1756-63). Discipline was important in every nation's army (and navy) and was often enforced by the fear of the lash. Even in the early United States Army this responsibility fell to the drummers of the regiment until this kind of punishment was abandoned. I find it ironic that the nickname that some Colonists used for professional British soldiers arriving in North America was "bloody backs" because of the idea that they could be flogged to maintain discipline. For those that later responded to the call to arms in opposition to the Crown during the Rebellion and became soldiers, they probably learned to feel more sympathetic to their counterparts.

