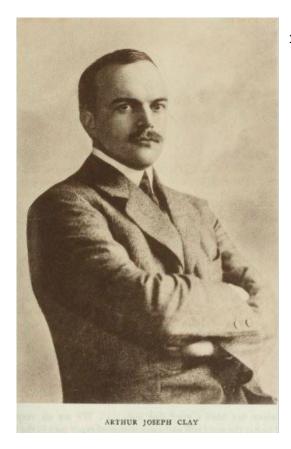
Major Arthur Joseph Clay

6th Battalion North Staffordshire Regiment





Arthur Joseph Clay was born on 29th April 1870 at Stapenhill House, Stapenhill (picture below). Stapenhill Gardens in Burton are the gardens to the now demolished house. The photo below is from a family photo album. The writing on the right hand side indicates that Arthur is one of the boys sitting on the steps.

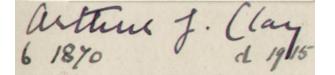
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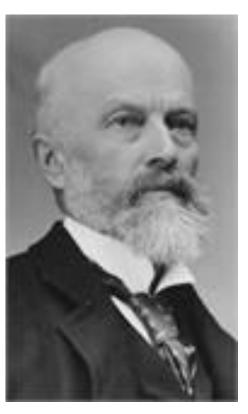
¹ www.livesofthefirstworldwar.org/lifestory/846269

² Photos courtesy of Robin Clay (grandson of Arthur's brother Gerard www.ancestry.co.uk)





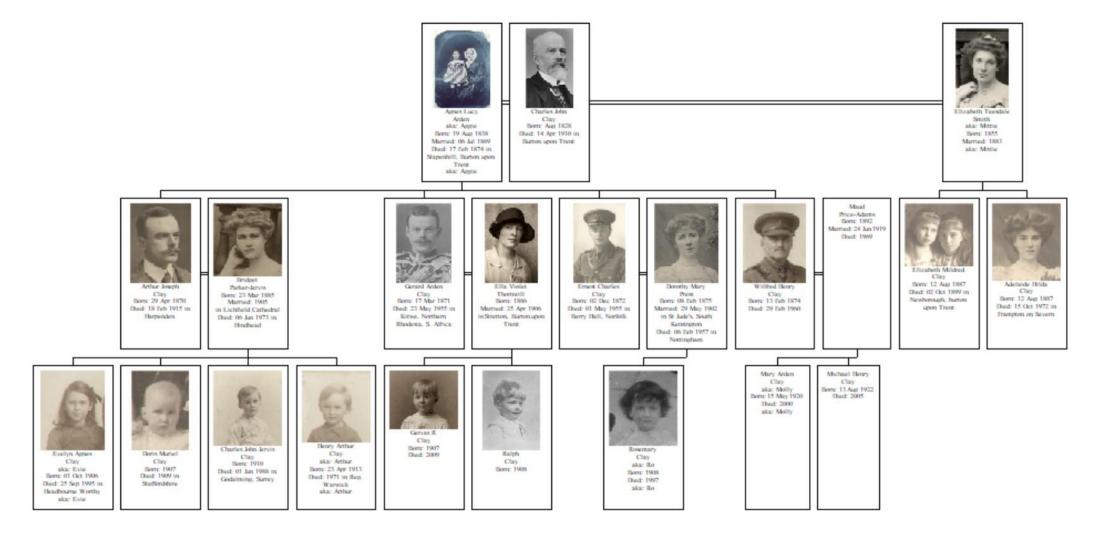




Arthur was the eldest son of Charles John Clay (a Barrister at Law, a Justice of the Peace and a Director of Bass Ratcliff & Gretton, Brewers of Burton) and "Aggie" (Agnes Lucy) nee Arden, from Longcroft Hall, Yoxall. The Clays were originally bankers and brewers in Burton. Before coming to Stapenhill they lived at Foremark Hall (1861 Census) and before that at Piercefield Park, near Chepstow (where Henry Clay, Arthur's grandfather, founded Chepstow Racecourse).4

³ Photos courtesy of Robin Clay (grandson of Arthur's brother Gerard www.ancestry.co.uk)

⁴ www.newboroughvillage.co.uk/history



⁵ Family Tree created by Jill Hempsall using information and photos from Robin Clay (grandson of Arthur's brother Gerard www.ancestry.co.uk)

Arthur was baptised on 12th June 1870 at the church in Stapenhill.6

| No. 799 | | | VIII | | | |
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Arthur had three younger brothers:

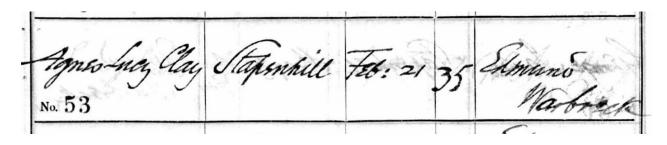
Gerard Arden Clay, born 1871

Ernest Charles Clay, born 1872

Wilfred Henry clay, born 1874

The boy's mother Agnes Lucy (known as Aggie) died, aged 35, on 17 February 1874, three days after giving birth to Wilfred. Family tradition has it that her husband came home from work to find her bleeding to death, and the midwife in a drunken stupor on the floor, although a contemporary note records that she died "suddenly."

The details below are shown in the Stapenhill Burials Record for that year.8



Aggie's still unmarried sister, Margaret Isabella Arden, two and a half years her senior, came to take care of the four little boys, then all under five; they called her "Aunt Mardit". But tragedy struck again only four years later, when she died after a fall from a horse in 1878.

⁶ www.ancestry.co.uk Baptism Records

⁷ The Clay Book, courtesy of Robin Clay

⁸ www.ancestry.co.uk Death Records

Arthur's three younger brothers.



Gerard Arden Clay



Ernest Charles Clay



Wilfred Henry Clay

In 1871 the Census Records show that the family were living at Stapenhill House in Burton upon Trent. Father Charles John's occupation shows as Barrister at Law and Brewers Merchant. Arthur is 11 months old and his brother Gerard is less than a month old - and has not yet been given a name. The family have eight staff working for them including a butler, various nurses and housemaids. See page 7 for the 1871 Census Record.

The 1881 Census shows the family still living at Stapenhill House. Father Charles John has his occupation recorded as Brewer Firm of Bass & Co-and is now recorded as a Widower. Arthur, Gerard, Ernest and Wilfred are all scholars, with Mary Furse Browning as their Governess (a Spinster aged 44 from Falmouth - her father was a Surgeon in the Navy). The family also have a butler, a cook, a housekeeper, a groom, housemaids and a scullery maid working for them. See page 8 for the 1881 Census Record.



10

After the death of his mother,
Arthur's father married
Elizabeth Teasdale Smith (known as Mittie) in 1883 (Arthur would have been about 13 at the time).
She was born in Alnwick,
Northumberland. Her father was a Wine Merchant and her mother a Seller/Printer/
Stationer. Elizabeth had formerly been a private governess for the Bott family, farmers of 330 acres at Church Broughton, Burton upon Trent. 12

⁹ www.ancestry.co.uk BMD Cornwall, Falmouth 1783-1883

¹⁰ Photos courtesy of Robin Clay (grandson of Arthur's brother Gerard www.ancestry.co.uk)

¹¹ www.ancestry.co.uk 1861 Census

¹² www.ancestry.co.uk 1881 Census

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¹³ www.ancestry.co.uk 1871 Census England

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¹⁴ www.ancestry.co.uk 1881 Census England



Charles John and Elizabeth had two daughters (Arthur's half-sisters), Elizabeth Mildred - known as Mildred (born in 1886) and Adelaide Hilda - known as Hilda (born in 1887).

In 1884, when Arthur was about 13, he started at Harrow – a boarding school for boys. The insert below from the Harrow School Register shows that Arthur was there from 1884 to 1889. Henry Montagu Butler (an English academic and Clergyman) was the Headmaster. The Small Houses mentioned provided board for 5-10 boys whilst waiting for a space in the large house (of which there were 12 – each of about 70 boys) with a 13th used as an overflow. Each house had its own facilities, customs and traditions and competed in sporting events against each other.

1884²] HENRY MONTAGU BUTLER.

427

Clay, Arthur Joseph (Small Houses and Mr. Cruikshank's), son of C. J. Clay, Esq., Holly Bush, near Burton-on-Trent. Left 1889². New Coll. Oxf., B.A. and M.A. 1896; Director of Bass, Ratcliff & Gretton, Brewers, and of the Gordon Hotels; Capt. 6th (Res.) Batt. N. Staffs. Regt. DIED of pneumonia, at Harpenden, whilst on duty with his Regt., Feb. 18th, 1915.

¹⁵ Photos courtesy of Robin Clay (grandson of Arthur's brother Gerard www.ancestry.co.uk)

16

¹⁶ http://www.harrowschool-ww1.org.uk/HarrowSchoolRegister1845-1885



In 1889, Arthur left Harrow and joined New College at Oxford University. He matriculated (was formally accepted for admission) in 1889, aged 19. In 1892 he also achieved fourth-class honours in Jurisprudence (the study, knowledge or science of Law), and had the degrees of BA and MA conferred on him on 18 June 1896.

In the 1891 Census, Arthur is residing at Hollybush Hall in Newborough, near Burton upon Trent with his father, stepmother and siblings. See page 12. He is recorded as an Oxford Undergraduate. ¹⁷



At some stage during this time, Arthur joined the Army Reserves. He was a member of the 2nd Voluntary Battalion, Prince of Wales's North Staffordshire Regiment. In 1893, he received a promotion to Second Lieutenant.

¹⁷ www.newboroughvillage.co.uk/history

This except is from the London Gazette, February 24th 1893.¹⁸

2nd Volunteer Battalion, the Prince of Wales's (North Staffordshire Regiment), Arthur Joseph Clay, Gent., to be Second Lieutenant. Dated 25th February, 1893.

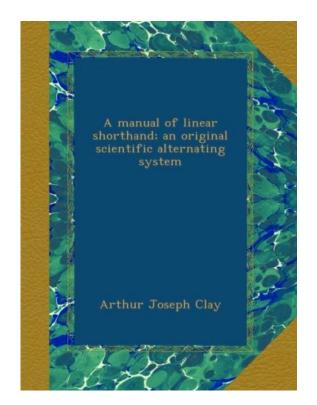
In 1897, he received another promotion, this time to the rank of Captain.

This excerpt is from the London Gazette, August 3rd 1897.¹⁹ 2nd Volunteer Battalion, the Prince of Wales's (North Staffordshire Regiment), Lieutenant A. J. Clay to be Captain. Dated 4th August, 1897.

In 1898, Arthur invented a system of shorthand. It was published in 1898 by Bemrose & Sons and called 'A Manual of Linear Shorthand - An Original Scientific Alternating System'.

The book sold for 1/-.

It is still available to buy today and is considered an important piece of historical work 20



¹⁸ https://www.thegazette.co.uk/London/issue/26376/page/1068

¹⁹ https://www.thegazette.co.uk/London/issue/26879/page/4349

²⁰ www.newboroughvillage.co.uk/history and https://www.amazon.co.uk/manual-shorthand-original-scientific

The 1891 Census

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²¹ www.ancestry.co.uk 1891 Census England



In 1899, Arthur's stepsister Mildred sadly died aged just 13. It was very shortly after the laying of the foundation stone of All Saints church, Newborough (18 September 1899). The family were living at Hollybush Hall in Newborough at the time. The church tower was dedicated to her. ²²

Arthur donated £100 towards the cost of the build, and supported many church and village events. He also presented the church with an organ from Hollybush Hall - on the organ it says:

To the glory of God/ and affectionate memory
Of their fathers
CHARLES JOHN CLAY
And LORENZO KIRKPATRICK HALL
This organ for many years at HOLLYBUSH
Is presented and enlarged
By ARTHUR JOSEPH CLAY
And re-erected in this place by
EDWARD KIRKPATRICK HALL

In the 1901 Census, Arthur was 30 years old, still living at Hollybush Hall in Newborough with his father, stepmother and siblings, and is a Director of Bass, Ratcliff and Gretton Brewers of Burton upon Trent. The company started out as Bass & Co, but in 1827, they merged with the Ratcliffe Partnership and brought in John Gretton, creating the company of Bass, Ratcliffe and Gretton as it traded in the 19th Century.²³

²² www.newboroughvillage.co.uk/history

²³ www.newboroughvillage.co.uk/history

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²⁴ www.ancestry.co.uk 1901 Census England

Arthur was one of the promoters of the Ryknield Motor Company Limited (in Burton); a syndicate whose building works were eventually taken over by Baguley Cars Ltd.

The Ryknield Engine Company was set up by the Clays, Arthur, Charles, Gerald and Wilfred plus Baron Burton, William Worthington and Robert Ratcliff (all prominent in the brewing trade) The company was registered 25 February 1902 and the original directors Arthur Clay and William Worthington, with Major Baguley manager from 1 July 1902.



A new factory was built at Shobnall, Burton upon Trent, next to the then Midland Railway, and 600 vehicles were produced annually (steam, and light cars).

Photo: the Clay brothers and Mr Baguley outside the Ryknield Factory, Shobnall.

The petrol cars were produced as a 10 hp Ryknield and then 15 hp and 20 hp versions followed. In 1905, the company went into liquidation, and the assets sold to Wilfred Clay's new Ryknield Motor Company. This company too eventually failed and was disposed of to Baguley Locomotive.



Photo: a Ryknield car, possibly with Clay members up front.

25

²⁵ www.newboroughvillage.co.uk/history

In 1905 Arthur took part in the first ever Isle of Man Tourist Trophy Race (it remains the oldest motor race still being held today, more usually now run at Silverstone). He finished 14th out of the 18 finishers with 42 cars starting the race.

He drove a Ryknield car at an average speed of 25.40 mph and took 8hrs. 11mins. 44.20secs (the winner being John Napier, in an Arrol-Johnson, with a speed of 33.90 mph giving a time of 6hrs 9min) The race was run over 6 laps of the Highlands (Highroads) course which was 52.15 miles in length, with 420+ bends.



Photo of John Napier who won the race.

26

| Rank | Driver | Entry | Car | HP | Speed | Time |
|------|----------------------------|----------------------------|----------------------|----|-----------|------------|
| 1 | John Napier | John Napier | Arrol-Johnston | 18 | 33.90 mph | 6:09.14.60 |
| 2 | Percy Northey | Charles Rolls | Rolls-Royce | 20 | 33.60 mph | 6:11.23.00 |
| 3 | Norman Littlejohn | C. H. Wigan | Vinot- Deguingand | 14 | 33.40 mph | 6:14.35.40 |
| 4 | Cyril Roberts | John Napier | Arrol-Johnston | 18 | 31.70 mph | 6:36.58.60 |
| 5 | Ernest Courtis | J. K. Starkey | Rover | 16 | 31.00 mph | 6:43.53.60 |
| 6 | Harvey du Cros (junior) | Harvey du Cros (junior) | Swift | 16 | 29.70 mph | 7:01.12.40 |
| 7 | W. H. Astell | W. H. Astell | Orleans | 15 | 29.20 mph | 7:07.42.20 |
| 8 | W. Parker Thomas | A. Govan | Argyll | 14 | 29.00 mph | 7:10.25.00 |
| 9 | Thomas Jenner | W. H. Astell | Orleans | 15 | 28.50 mph | 7:19.32.40 |
| 10 | Clifford Earp | S. F. Edge | Napier | 18 | 28.00 mph | 7:27.44.60 |
| 11 | R. W. Maudslay | R. W. Maudslay | Standard | 16 | 27.90 mph | 7:28.02.40 |
| 12 | Edmund W. Lewis | Edmund W. Lewis | Rover | 16 | 21.70 mph | 7:41.23.60 |
| 13 | Charles Friswell | F. G. Lewin | Peugeot | 10 | 26.20 mph | 7:58.54.40 |
| 14 | Arthur J. Clay | Arthur J. Clay | Ryknield | 15 | 25.40 mph | 8:11.44.20 |
| 15 | Frank G. Cundy | Cecil Edge | Napier | 18 | 25.20 mph | 8:17.10.40 |
| 16 | John Dennis | R. Dennis | Dennis | 14 | 24.70 mph | 8:26.43.60 |
| 17 | Richard Lascelles | F. R. Simms | Simms- Welbeck | 20 | 22.50 mph | 8:49.08.00 |
| 18 | Robert Downing | R. Dennis | Dennis | 14 | 23.00 mph | 9:05.48.80 |

The finishing positions. Fortytwo cars started the race. A full report of the race can be found on

www.wikipedia.org/wiki/1905_ International_Tourist_Trophy

Note the speeds of the cars the winner's fastest speed was 33.9 mph.

²⁶ https://en.wikipedia.org/wiki/1905 International Tourist Trophy

On 10th May 1905, at the age of 35, Arthur married Bridget Parker-Jervis, who was then 30, at Lichfield Cathedral. ²⁷ He and Bridget moved to Grangewood Hall, Netherseal.

Arthur and Bridget had four children:





Evelyn Agnes Clay (Evie) born 01/10/1906. She married Ted Williams, a Brigadier of the Rifle Brigade, and had four children (David, Bruce, Bridget and Joanna) and nine grandchildren. She died in 1995.²⁸



²⁷ Photos courtesy of Robin Clay (grandson of Arthur's brother Gerard www.ancestry.co.uk)

²⁸ Family Tree of Robin Clay, grandson of Arthur's brother Gerard and the Clay Book.



Doris Muriel Clay born 24/12/1907 at Grangewood. She sadly died there on 12/10/1909, less than two years old.



Charles John Jervis Clay born in 1910 and baptised at Netherseal Church on 19/03/1910. He was educated at Eton and New College, Oxford. He married Patricia Agnes Chapman in 1936 and they had three children - a son and two daughters. ²⁹ In the 1939 Register Charles is recorded as Merchant Bankers' Clerk and was living at Leek Hill House, Kirby Lonsdale, Lancashire with Patricia. There is a note next to his name showing that he was in the Officers Cadet Reserves, Service No. 6970933. In the Second World War, he served with the Rifle Brigade but was captured after the Battle of Calais in 1941. He spent the rest of the war as a

POW.30 Charles died on 01/06/1988 aged 78.



Henry Arthur Clay (Arthur) born 23/04/1913 at Grangewood and baptised at Netherseal Church on 27/05/1913. He was educated at Radley and Birmingham University. He married (Daphne Sybil) Pauline Atkinson on 12/06/1937 in King's Norton and they had one son.³¹ In the 1939 Register, they were living in Birmingham and Henry was Assistant Managing Director of a Brass Founders and Engineering company.

²⁹ Family Tree of Robin Clay, grandson of Arthur's brother Gerard.

³⁰ The Clay Book, courtesy of Robin Clay.

³¹ www.ancestry.co.uk BMD Index 1916-2005



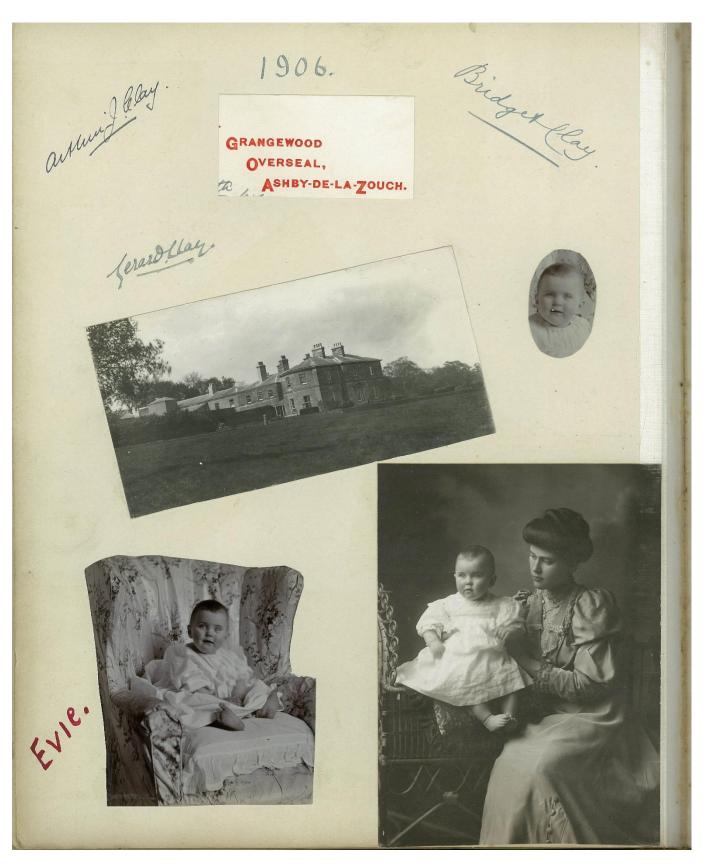
Family photo of Evie, Arthur and Charles.

32



Family photo of Arthur's car at Craythorne Hall.

³² Photos courtesy of Robin Clay (grandson of Arthur's brother Gerard www.ancestry.co.uk)



A page from a Family photo album, showing Grangewood Hall,
Bridget and Evie.

In 1907, Arthur resigned his Commission as Captain in the Army Reserves Volunteer Battalion.

This excerpt is from the London Gazette, August 27th 1907.

2nd Volunteer Battalion, The Prince of Wales's (North Staffordshire Regiment); Captain A. J. Clay resigns his commission. Dated 23rd July, 1907.

The 1908 Kelly's Directory (UK Trade Directory) records Arthur's name and address under the section of County Magistrates for the Burton on Trent Petty Sessional Division (A petty sessional division was, in England and Wales, the area that a magistrates' court had jurisdiction over). His father Charles is recorded below him.³³

COUNTY MAGISTRATES FOR BURTON-ON-TRENT PETTY SESSIONAL DIVISION.

Burton Lord D.L. Rangemore, Burton-on-Trent Meynell Hon. Frederick George Lindley, Hoar Cross

hall, Burton-on-Trent Hardy Sir Reginald bart, D.L. Dunstall hall, Burtonon-Trent

Mosley Sir Oswald bart. D.L. Rolleston hall, Burton-on-Trent

Fowler-Butler Major-Gen. Robert, Barton-under-Needwood, Burton-on-Trent

Bass William Arthur Hamar esq. Byrkley lodge, Burtonon-Trent

Bridgman Henry Edward esq. Bridge street, Burtonon-Trent

Charrington Hugh Spencer esq. Dove cliff, Burton-on-Trent Clay Arthur Joseph esq. Grangewood house, Over Scal, Ashby-de-la-Zouch

Clay Charles John esq. Hollybush hall, Burton-on-Trent



In 1910, Arthur's father Charles died and he inherited Hollybush Hall. As he was now living at Grangewood Hall, he sold the property to the Hignet family.³⁴

³³ Ancestry.co.uk UK Midlands and Various UK Trade Directories 1770-1941 Staffordshire 1908 Kelly's Directory

³⁴ www.newboroughvillage.co.uk/history



Family Photograph taken in 1909. Arthur and his brothers are on the back row. His stepmother and father sit in the middle of the photo. His wife Bridget is next to Charles John on the right and their two daughters Doris and Evie are on the front row.

The 1911 Census record shows Arthur and Bridget at Grangewood Hall, and married for five years. Their children Evie and Charles aged 5 and a year old aren't listed.

They are found on a separate page of the Census Records. Along with a Children's Nurse and a Nursemaid, the children are boarders at No1 Wellington Crescent, Ramsgate - a boarding house on the sea front. It can be assumed that they were on holiday (a similar occurrence is highlighted in the family scrapbooks where a children's nurse took Arthur's brother Gerard's children on holiday).³⁵

| | | | 1000 | CENSUS OF ENGLAND AND WALES, 1911. Schedule pleuse read the Ecumples and the Instructions given on the other side of the paper, as well as the headings of the Columns. The entries should be written in A. Strict core will be taken that so information is disclosed with regard to individual persons. The returns are not to be used for proof of age, as in connection with | | | | | | | | | | | | | | | |
|----|--|---------------------------------------|--|--|---------------------------------------|--|---------------------------------|--|----------------------------|--|---|---|----------------------------|--|---|--|---|---|--|
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³⁵ Family scrapbook images provided by Robin Clay ((grandson of Arthur's brother Gerard)

The 1911 Census

| The contents of the Schedule will be tre | ated as confider | ntial. S | Strict car | e will be take | en that n | o infor | mation is | | sed with regard to individual persons. T than the preparation of Statistical Tables. | he returns are not to be us | ed for proof of age, as | in con | nection with Old Age Pension | s, or for any o | ther purpose |
|--|--|--|------------------------|--|---|----------------------|-----------|---------------------------------|--|--|---|---|---|--|---|
| NAME AND SURNAME | RELATIONSHIP to Head of Family. | (last B | GE irthday) SEX. | PART | CULARS | as to M | ARRIAGE. | 1000 | PROFESS | ION or OCCUPATION ged ten years and upwards. | | BIRTHPLACE of every person. | NATIONALITY of every Person born in a Foreign Country. | INFIRMITY. | |
| of every Person, whether Member of Family, Visitor, Boarder, or Servant, who (1) passed the night of Sunday, Apri 2nd, 1911, in this dwelling and was alive at midnight, or (2) arrived in this dwelling on the morning of Monday, April 3rd, not having been enumerated elsewhere. No one else must be included. For order of entering names see Examples of back of Schedule. Auturn fourph blay Bridget blay Rellie Jlaclys krillies amy Mary Tanneley Cllen Utzahlk Welstle Jusan Annie Atkin | "Daughter," or other Relative, "Visitor," "Boarder," or "Borrant," Head W. fe servant cervant cervant cervant cervant | For I under o state in mor "under on " one i | Ages of Females. | Write "Single," "Married," "Married," "Widow," or "Widow," opposite the names of all persons aged 15 years and upwards. Onarried Luight Luight Luight Luight | State, enter Completed pleted pyears the present Marriage and State (If less than one year write under one." | Childr pro (If alive | 85111 | alive to riage. born ne " in). | Profession, Trade, Manufacture, &c. II engaged in any Trade or Manufacture, the particular kind of work done, and the Article matter Material worked or dealt in about to clearly indicated. (See Instructions 1 to 8 and Examples on back of Schedule.) 10. Brewery director. Paulous wavid, demestic. Houseward, domestic. Houseward, domestic. Houseward, domestic. | the one of the control of the contro | a engaged in any Trade or Industry, (a) (1). Employer by (that is employing persons other than domestic servants), (2) "Worker" (that is working for an employer), or (3) "O win Account" Industry (that is neither homestic servants). | ag at the title | write the name of the Country. With born at so, write "4.8 to, write "4.8 to. NOTE.—In the case of persons corn deswhere than in England or "Visitor" in this Country. Visitor "in this Country. La OS! Unspenhall, Dellyste Baubridge, Unspenhall Baubridge, Unspenhall Baffor Island, Buckwell Baffor Island, Reugeu Unspender, Reugeu | State whether: (1) "British subject by parentage." 2) "Naturalised British gub- gord by ground gro | Deaf" or "De and Dumb," Blind (3) "Lunatic," (4) "Imbedie," or "Feebl minded," state the infirmit opposite that pe son's name at the age at white or she becan afflicted. |
| Comily Blaco Caselpan (To be filled Locally that:— (1) All the ages on this Schedule are entered in the (2) I have constated the males and females in Colonia and have compared their enu with the total (2). The Schedule which appeared to be described with appeared to be described with a papear of to be described with a papear. | ap by the Enum | | Total. | Lux'gle Persons. | .0 | | 5 | | Write below the Number of Dwelling (House, Tenement, Count the kitchen as a room soullery, landing, lobby, of nor warehouse, office, shop. | f Rooms in this I decla or Apartment). | re that this Schedule | person | in occupation, or in charge, of the filled up to the best of many May. Rangeword, Over | of this dwelling, y knowledge as | nd belief. |

This excerpt is from the London Gazette, November 2nd 1914 6th Battalion, The Prince of Wales's (North Staffordshire Regiment).

Algernon Edward Brice Ind (late Major, 6th Battalion (The Prince of Wales's (North Staffordshire Regiment)), to be Major. Dated 2nd October, 1914.

Arthur Joseph Clay (late Captain, 2nd Volunteer Battalion, North Staffordshire Regiment) to be Captain. Dated 2rd November, 1914.

MAJOR A. J. CLAY

North Staffordshire Regiment

Church Hill 84°-893

Aged 44

Feb. 18th, 1915

ELDEST son of C. J. Clay, J.P., of Holly Bush, Burton-on-Trent. New College, Oxford, 1889—M.A. 1896. Director of Messrs. Bass, Ratcliffe and Gretton. Director of the Gordon Hotels. One of the principal promoters of the Motor Industry in Burton-on-Trent.

Married, in 1905, Bridget, eldest daughter of T. S. Parker-Jervis, of Footherley Hall, Lichfield, and leaves two sons and one daughter.

Major Clay had been prominently associated with the old Volunteer Movement for many years, having obtained his Commission twenty-two years ago. He had resigned his Captaincy before the formation of the Territorial Force, but upon the outbreak of the War he immediately offered his services, and resumed his Captaincy in the 6th (Reserve) Battalion, in the raising of which he showed great energy. He died of pneumonia, at Harpenden, whilst on duty with his Regiment.

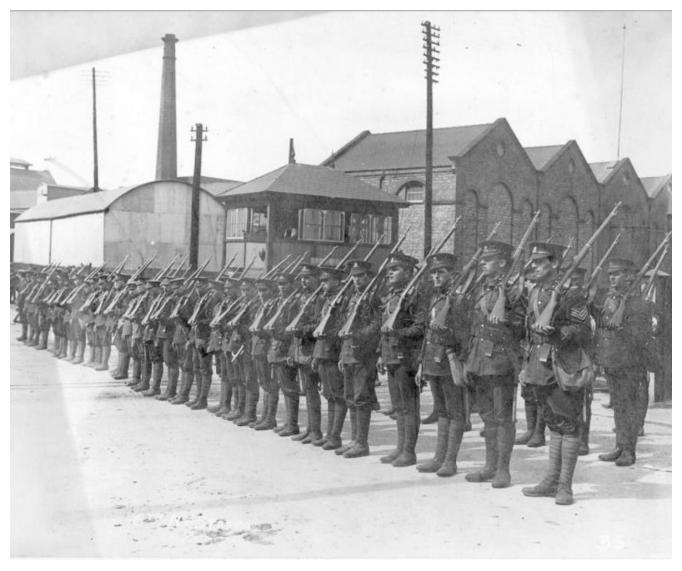
36

The above document details how Arthur resumed his Captaincy upon the outbreak of war and indicates that he was associated with the Old Volunteer Movement for many years.

Page | 25

³⁶ http://ww1photos.com/Names/C/ClayAJMajorNorthStaffsReg.html

In August 1914, the 6^{th} Battalion North Staffordshire was a unit of the Territorial Force with its HQ in Burton-on-Trent. They were part of the Staffordshire Infantry Brigade, North Midland Division. They were mobilised for war service on 5^{th} August 1914. The Division was concentrated in the Luton area by August of that year.³⁷



38

This photo, taken in 1914, shows soldiers of the 6th North Staffordshire Regiment on Anglesey Road in Burton on Trent.

³⁷ https://www.wartimememoriesproject.com/greatwar/allied/battalion.php?pid=784

³⁸ https:/www.search.staffspasttrack.org.uk

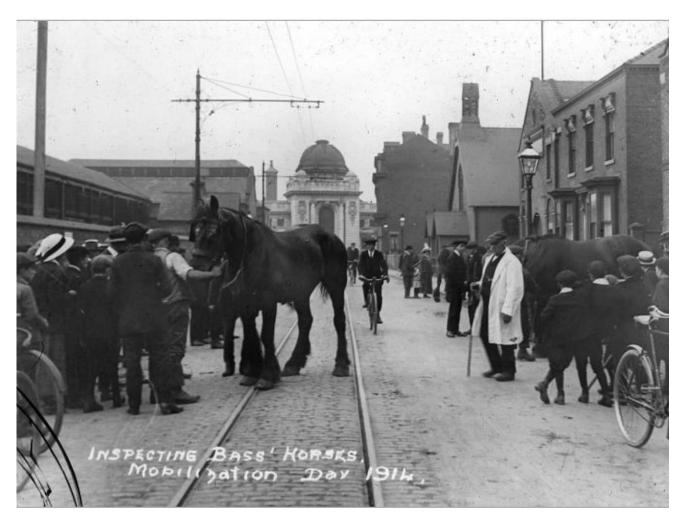


This photo, taken in 1914 shows the soldiers of the North Staffordshire Regiment marching along George Street, Burton on Trent.



This photo shows Bass & Co wagons, drawn by Shire horses, being used as transport for the 6th North Staffordshire Regiment.

³⁹ https:/www.search.staffspasttrack.org.uk



⁴⁰This photo, taken on Mobilisation Day in 1914, shows War officials inspecting Bass & Co's horses for war transport work.

The North Staffordshire Regiment transferred to near Luton in August 1914. Arthur was based in Harpenden.

According to an article in the Herts Advertiser on 5th February 1915, the arrival of the North Staffordshire Battalion into Harpenden provided 'a source of satisfaction to the townspeople'. The Notts and Derbys (Sherwood Foresters) had previously been billeted at Harpenden but had left months before. The article said:⁴¹

"Troops are again stationed in Harpenden. This is a source of satisfaction to the tradespeople and to many householders, who welcome the addition to the family income arising from the billeting money. Some of the residents

⁴⁰ https:/www.search.staffspasttrack.org.uk

⁴¹ www.harpenden-history.org.uk/page/more_troops_in_harpenden_-_1915

in large houses have as many as ten and twelve men billeted upon them. The cooking of meals has to be done in all these instances. The payment for non-commissioned officers, as formerly, is 9d per night, but these invariably take their meals at mess-rooms, so the labour and inconvenience to the households is not so great.

As in the case of the "Notts" and "Derbies", every effort will be made to secure the comfort and entertainment of the men during their stay. The YMCA Recreation Room at the Public Hall will probably be re-opened; the Wesleyan Recreation and Reading Room has again been placed at the disposal of the troops, and also the Rector and Captain Lydekker have been busily at work preparing the Rector's Room near the Parish Church and the Church Mission Room, Luton Road, as reading, writing and recreation centres. At these two latter places, refreshments will be supplied at reasonable prices, and the arrangement for this department are in the hands of a committee of ladies.

Church parade services for the battalions, some of which have bands, will re-commence at the Parish and St John's Churches next Sunday morning. Mr E R Billingham, organist, will again give organ recitals after Sunday evening service at the parish church; in fact, a start was made last Sunday, such favourite hymns as 'Lead, Lindly Light' and 'Fight the Good Fight' being also sung. The weather has not been very favourable for the drilling of the troops this week. On Sunday Harpenden received an 'invasion' of soldiers in motor cars and buses from Golders Green, when the 'operations' included movements on the Common and luncheon in the village. ⁴²

Photos of the North Staffs Regiment in Harpenden.







⁴² Source: http://www.harpenden-history.org.uk/page/the_sherwood_foresters_billeted_in_harpenden_1914-1915;

Page | 29



10. Military funeral, High Street, Harpenden, Winter 1914-15 LHS archives - SF 0028

During February of 1915, whilst stationed at Harpenden, Arthur became ill with pneumonia. There were almost daily updates in the Burton Mail giving details of his progress.

AN ATTACK OF PHEUMONIA.

Captain A. J. Clay, a director of Messrs. Bass Ratcliff and Gretton, Ltd., who left Burton for Harpenden last Saturday week with the 6th (Reserve) Battalion North Stafferdshire Regiment is suffering from pneumonia at his billet.

A special st has been summoned, who gives a hopeful account of the patient's condition.

Mr. Gerard Clay is now with his brother, and to-day wired that there is a rather better report of Captain A. J. Clay, but that he is not yet out of danger.

10th February 1915

CAPTAIN A. J. CLAY. REPORTED SLIGHTLY WORSE TO-DAY.

We regret to learn to-day that Captain A. J. Clay who is suffering from pneumonia, is rather worse, although there is every hope for his recovery.

Last right Captain Clay's temperature was very high. A wire received in Burton today from Mr. Gerard Clay states that his brother's condition is "rather worse, but not hopeless."

Captain Clay is with the 6th (Reserve) Battalion of the North Staffordshire Regiment at Harpenden.

11th February 1915

CAPTAIN A. J. CLAY.

CONDITION FAIRLY SATISFACTORY.

It is pleasing to know that Captain A. J. Clay's condition is improving. Mr. Gerard Clay, who is with his brother at Harpenden, this morning wired to Burton:

Specialist this morning reports condition fairly satisfactory. Strength maintained; slept two hours. Feeding well.

It will be remembered that Captain A. J. Clay, who recently went to Harpendon with the 6th (Reserve) Battalion North Staffordshire Regiment, contracted pneumonia, and his condition on Wednesday was very serious.

12th February 1915

CAPTAIN A. J. CLAY.

Mr. R. J. T. Cooke, general manager of Messrs. Bass, Ratcliff and Gretton, L.d., received the following telegram respecting the condition of Captain A. J. Clay, to-day:—
"Very serious yesterday. Improvement since. Some hope."

We understand that the preumonia from which Captain Clay is suffering at Harpen len is of a very bad type, the special anaracteristic of which is a "creeping crisis."

The funeral service was held at Newborough Church and Arthur buried was there. The family requested that he did not have a military funeral.

CAPTAIN A. J. CLAY.

DISTINCT IMPROVEMENT IN HIS CONDITION.

Festerday evening, Mr. Gerard Clay telegraphed to Messrs. Bass and Co., Burton, that his brother, Captain A. J. Clay (who is suffering from penumonia, at Harpenden) was worse, and that the case was very serrous. To-day, however, the bulletin is as follows:—

"Better night. Slight but distinct improvement this morning."

13th February 1915

18th February 1915. Captain Clay died that day, aged 44.

THE LATE CAPT. A. J. CLAY.

INTERMENT TO-MORROW AT NEWBOROUGH.

TRIBUTE BY THE VICAR OF BURTON.

An alteration has been made in the arrangements for the funeral of the late Captain A.

J. Clay, which takes place to-morrow. It has been decided that the interment will take place at Newborough Churchyard, Burton-on-Trent, at 3 p.m.

Flowers sent to Burton railway station before noon will be called for.

There will be no cortege, but a number of representative of the various departments of Means. Bass and Company will attend the service in church, which will be of a simple character. A number of military officers will be present.

⁴³

THE LATE CAPT. A. J. GLAT,

IMPRESSIVE EARLY-MORNING SERVICE

INTERMENT AT NEWBORDUCH.

Amidst general manifestations of grief, the funeral of the late Captain Arthur J. Clay, 6th (Reserve) North Staffordshire Regiment, a director of Messrs. Bass, Ratcliff and Gretton, Ltd., who died at his billet at Harpenden, from puedmonia, last Thursday night, took place at Newbordown Church-yard this afternoon. In conformance with the wishes of the family, the obsequies were carried out in the simplest possible manner, and, therefore, the full military honours to which the deceased officer was entitled were not accorded, at Newborough at all events.

The coffin was brought from Harpenden to Newborough yesterday by motor hearse after a service which was attended by a large number of officers and men of the 6th faserve Battalion. The body was met at the late officer's quanters by the officer's and men of the late Center Clarks and Company "A". of the late Captain Clay's old Company, "A," and escorted to the outskirts of Harpendan by the Brigadier, General Pole Gell, and the officers. The "Dead March" in "Saul" was played by the band, and then the coffin was conveyed by motor hearse to Newborough.

conveyed by motor hearse to Newborough.

Leaving the Hertfordshire village at about 4.30, the body arrived at Newborough shortly after midnight, and was met at the church gate by the Vicar (Rev. T. H. Spinney, M.A., F.R.C.O.), the Rev. Montague H. Spinney, M.A., Mus. Bac., the churchwardens (Messre. T. Mellor and T. Waltho), and Messrs. T. Bill, W. Craner, and S. W. Cobb (parish clerk). The Waltho), and Meeers. T. Bill, W. Craner, and S. W. Cobb (parish clerk). The churchyard which was bathed in moonlight as the tiny procession wended its way into the sacred building, the vicar reading the sentences, and carefully deposited the coffin in a bier at the chancel steps. The coffin, which was of polished oak, was draped with the Union Jack on which were placed with the Union Jack, on which were placed the deceased officer's sword, cap and belt. At the head was a beautiful floral anchor At the head was a beautiful floral anchor from the widow, and at the feet a simple but touching tribute from the three father-less children. Other charming wreaths and crosses were arranged in the immediate vicinity of the coffin. A short service was gone through, this including the lesson from the Book of Wisdom, the two last prayer from the burial service, and one from the American Prayer Book, the service concluding with the Lord's Prayer and Ressing.

Large numbers of people from Burton and the parishes surrounding Newborough flocked to the churchyard to pay their last tribute of respect to the late Captain Clay this afternoon. The deceased gentlemen's Newborough family resided more than 20 years at Holly Bush Hall, and he spent most of his boy-hood there, and was very popular with the villagers. Amongst those who came from Burton were a large munber of the deceased's colleagues and employees in the scavice of Messie. Base and Co. Besides many personal friends, there were also a number of fellow officers of the 6th (Reserve) Battation North Staffordshire Regiment, and a few of the men

to act as bearers.

The chief mourners were: The widow, Mr. Gerard Clay, Mrs. C. J. Clay, Captain and Mrs. Clifford, Mrs. Gerard Clay, Licutenaut Wilfrid H. Clay, Mr. and Mrs. Ernest Clay.

The service was of a simple but impressive character. As the congregation were assembling the Rev. Montagu H. Spinney allowed several marches of a funeral charplayed several marches of a funeral character on the organ, including one by Purcell Mansfield, L'Etoile (Clifford Roberts), "O Rest in the Lord" and "Blessed are the Departed." The full choir was in attend-Departed." The full choir was in attendance, and led the singing of the hymns, "The what the joy and the glory must be," "Fight the good fight." The service was conducted by the Vicar (the Rev. T. H. Spinney), assisted by the Revs. W. W. Worthington, H.D. (Scales H. W. Chbert (Vicar of Branstone and Chaplain to the 6th North Staffordshire Regiment); A. Lowe (Vicar of Rangemore), B. R. Hibbert (Needwood), asd F. C. Fuller (Hoar Cross). The coffin was borne to the grave by a bearer party composed of hight members of the 6th (Reserve) North Staffordshire Regiment, under Company-Sergent-Major S. J. Scales from the church.

As the coffin was borne from the church the Nune Dimittis was sung, followed by the playing of the "Dead March" in "Sand," as the bearers conveyed the body to the graveside. After the committal prayers, the service concluded with the hymn "For all the Saints" and the blessing. The grave, which is situated immediately at the foot of the deceased's father's (Mr. C. J. Clay, who was interred in April, 1910), was lined with moss and evergreens, which had been placed there by the direction of As the coffin was borne from the church had been placed there by the direction of Mr. Hatchinson, the head gardener at Holly Buch Hall.

Bush Hall.

Amongst those present were numerous representatives of Messrs. Bass and Co., viz.: Colonel J. Gretton, M.P., Major H. Frederick Grotton, Major R. F. Roteliff, M.P., Mr. P. W. Ratcliff, Mr. Jno. Lambrick, and Mr. F. R. Garrard (directors).

Members of the Burton Staff present included Messrs. R. J. T. Cooke (manager), Claude Bert (secretary), R. T. Benstead, W. J. Bull, George Buxton, H. A. Couchman, R. W. Clubb, W. B. Clubb, B. Corbet, G. W. Garratt, W. A. Haynes, J. J. Hunter, A. Heape, A. Lambrick, T. J. Lyle, George Myott: (late secretary), J. Myott, J. H. Matthews, W. A. Matthews, Maurice Moreton, W. Odling, James O'Sullivan, W. B. Ollis, W. J. Oliver, F. H. Parry, T. J. Pullin, R. D. Potter, G. A. P. Plant, Thomas Ross (late manager), J. W. Robertson, Heber Robinson, Dr. A. L. Stern, Dr. Slater, S. J. Smith, H. G. Sibley, J. Spalton, H. Tooby, W. Walters, E. C. Walters, H. E. Whitney, Charles Whitehurst, E. J. Whitehurst.

⁴⁴ Burton Mail 23rd February 1915, courtesy of the Magic Attic, Swadlincote.





Arthur's grave and headstone at Newborough Church.

After the death of her husband, Bridget and her three remaining children, then aged 3, 5 and 9, moved to The Well House, Banstead, in Surrey, the home of her brother-in-law Ernest.

Bridget died on 6 June 1973 in Hindhead at the age of 88.

Arthur's British Army WW1 Medal Roll does not show a record of any medals as he didn't fight in the theatre of war. There seems to be a discrepancy with regard to his rank. The official War Records show that he held the rank of Major, yet on local newspaper records he is recorded as Captain Clay.

The two newspaper articles below are from the Burton Mail. The first article is from 21st October 1915 and gives details from Arthur's Last Will and Testament. The second article is from 20th April 1916 and details the dedication of a Brass Memorial Tablet dedicated to Arthur at the church in Harpenden.

WILL OF CAPTAIN A. J. CLAY,

The will is published to-day of Captain Arthur Joseph Clay, of Grangewood, Overseal Burton, managing director of Messis. Bass, Ratcliff and Gretton, and eldest son of Mr. C. J. Clay, of Holly Bush, Burton. He will also be remembered as director of the Gordon Hotels, and some years ago, with his brothers, established the Ryknield Motor work, now known as the Baguley Cars, Ltd.

Captain Clay died at Harpenden while he was on service with his regiment, the 6th (Reserve) Battalion North Staffordshire Regiment, on February 18th last, leaving estate valued at £53,499 18s. 2d., with net personalty £32,696 9s. 6d. Mrs. Bridget Clay, of Grangewood House, his widow, and Mr, Gerard Arden Clay, of Needwood Lodge, his

brother, are the executors.

The will is dated 16th November, 1912, wherein testator leaves: £100 to his brother Ernest Charles; £100 to his brother, Gerard Arden: £100 to his brother, Wilfrid Henry; to his wife he leaves his household and personal effects, £200, and he confirmed provisions of the marriage settlement. residue of his property he leaves to his wife during widowhood in trust, or, in the event of her re-marriage, her income (with marriage settelment funds) is to be made up to £500 per annum, and subject thereto he left the residue as to one-half to such son as shall first attain 21 years, and the other one-half to his other children equally, but if there should be only one son and one daughter, then three-fourths to such son and one-fourth to such daughter; or, if there are no children, then to his three said brothers.

If his wife should not re-marry then the income therefrom to her for life with remainder to his children as she shall appoint, and, failing appointment, on like trusts as if she had re-married, or failing issue then to his said three brothers.

He desired that his ordinary shares in Bass, Ratcliff, and Gretton shall not be sold unless to do so will prevent loss. و لرفع بد

LATE MAJOR A. J CLAY.

MEMORIAL TABLET DEDICATED.

Last week, at the Parish Church, Harpenden, Hertfordshire, a brass memorial tablet to the late Major A. J. Clay, of the 2-6th North Staffordshire Regiment, who died at Harpenden last year, while in training, was formally dedicated. The brass tablet, which bore the Prince of Wales a feathers and the Staffordshire Knot, displayed the following inscription: inscription:

"To the Glory of God and in loving memory of the late Arthur Joseph Clay, Major, 6th North Staffordshire Regiment, who died at Harpenden in the service of his country on February 18th, 1915. This brass is placed by his brothers.

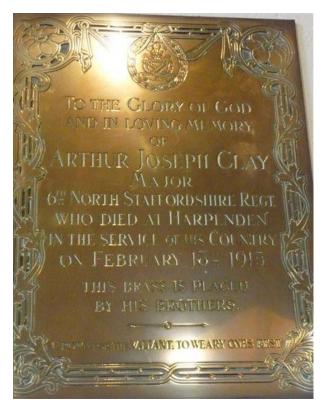
Crown for the valiant;
To weary ones rest."

To weary ones rest.

Major Clay will be remembered as a Bass director, and formerly resident first at Holly Bush and afterwards at Grangewood,

director, and formerly learning Molly Bush and afterwards at Grangewood, Overseal.

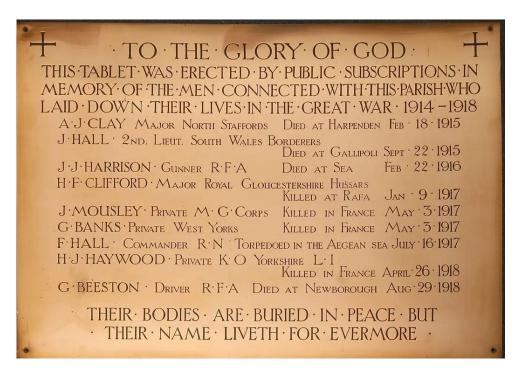
The relatives present were Mrs. Gerard Clay, Burton-on-Trent (sister-in-law); Captain Wilfrid Clay, 2-6th North Staffordshire Regiment, and Mr. Hrnest Clay, Banstead (brothers). The dedication was solemnised during evensong, After the hymn, "O what the joy and the glory must be," the clergy, the Rev. Kcan M. Pitt, M.A. (rector) and the Rev. W. J. Tappar (curate) left their stalls, and, followed by the relatives, proceeded to the north aisle, where on the north wall of the nave the brass tablet had been fixed. Here prayers were offered "in remembrance of a brave soldier," as the Rector expressed it, and prayers from the burial service were also said, as well as others from the service of dedication of memorials in churches. Returning to the chancel, prayers of intercession for the war followed, and the passage of Scripture commencing, "But I would not have you be ignorant, brethren, concerning them which are asleep" (I Thess. iv. 13-18) was read. At the close of the service the organist rendered "Blest are the departed" (from Spohr's "Last Judgment"). It was a short, simple, but very impressive service.



The
Commemorative
Plaque in
Harpenden
Church.

45

Arthur is also remember on a commemorative plaque in Newborough Church.



The
Commemorative
Plaque in
Newborough
Church.

46

⁴⁵ Source: www.findagrave.com/memorial/196174868/arthur-joseph-clay;

⁴⁶ Source: https:/www.newboroughvillage.co.uk/history;

In Memory of

Major

Arthur Joseph Clay

2nd/6th Bn., North Staffordshire Regiment who died on 18 February 1915 Age 43

Eldest son of Charles John Clay, of Holly Bush, Newborough; husband of Bridget Clay, of The Well House, Banstead, Surrey.

Remembered with Honour

Newborough (All Saints) Churchyard

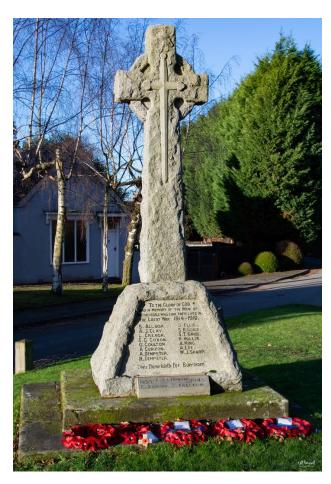




Commemorated in perpetuity by the Commonwealth War Graves Commission

47

⁴⁷ Commonwealth War Graves Commission



The Netherseal Village War Memorial



48

Document Author: Jill Hempsall, Netherseal

⁴⁸ Photos courtesy of Jill Hempsall