Classical Britannia: Food, Allegory and Social class in Victorian Visual Art

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Abstract: The figure of Britannia was widely invoked in Victorian statuary, cartoons and advertisements, whether as a personification of the nation, a substitute for the queen, or a marketing ploy. However, there have been surprisingly few studies of the Victorian Britannia. Britannia carried allusions that reinforced Britain's role and self-image as a powerful imperial nation. As a symbol of nation and empire, Britannia was associated with food, and with famine in various contexts, although she is found to be strategically absent from some situations, when John Bull, another popular national figure, took her place. A less-acknowledged role played by Britannia, in alliance with John Bull, was to underpin the social class hierarchy in contemporary British society. The paper explores Britannia's ambivalent relation to food and drink in the context of her status as an allegorical figure and as a visual embodiment of the mores of the upper and aspiring middle classes.

Britannia's relation to food was partly a function of her allegorical status. The Greek derivation of allegory is 'to speak other', that is, whilst representing one thing, to signify another. Allegory is a means of conveying a message in a persuasive way, and it appropriates visual imagery for this purpose. Marina Warner found the female form in particular to be a recurrent motif in allegory (1987, p. xix) and its use has a long history in both cast and east. For example, sculptured female figures on Hindu temples in India of the tenth and eleventh centuries represented divinities, they were 'considered as mothers' and associated with fertility and abundance (Desai 1997). The use of female allegory became one of the commonest tropes in the visual representation of nations. There are many examples: Mother Russia; the Maid of Finland; France's Marianne; Ireland's Hibernia; Britannia. Females may have been many conventional depictions of allegorical figures such as agitated or over-indulging. In this, Britannia possession, self-discipline, and superior calm: she is rarely upper classes, as well as the newly powerful middle classes. Britannia's body language typically conveys self-possess, self-discipline, and superior calm: she is rarely depicted as agitated or over-indulging. In this, Britannia embodied the Victorian upper-class value of moderation, which extended to various aspects of genteel societal presentation for both women and men. For instance, Hints on etiquette, written for aspiring country gentlemen, explained that "There is a slightly subdued patrician tone of voice, which [...] can only be acquired in good society" (1834, pp. 47, 78). Britannia is modestly clothed, unlike many conventional depictions of allegorical figures such as the goddess of harvests in Ceres, an allegory of August by Louis de Boullogne (1657–1733), or Marianne in Delacroix's Liberty leading the people. Upper- and middle-class Victorian women were expected to conform to a feminine ideal, based on a life of moneyed leisure, which...
prescribed modest dress and deportment, while working-class women were stigmatised as unfeminine. At the Duchess of Devonshire’s Costume Ball on 2 July 1897 celebrating Victoria’s Diamond Jubilee, Edith Amelia, Lady Wolverton modelled Britannia, presenting her as strong yet feminine, modestly clothed yet with a calm air of entitlement, so reinforcing a close association between Britannia and the aristocracy (photogravure, 1897. National Portrait Gallery, London).

The presentational norms of the Victorian upper classes, especially women, incorporated a curious feature in that they are rarely depicted eating or drinking. Britannia’s unworldly abstention from ingestion exactly coincides with this convention. Julie Codell has noted how ‘the importance of the human face as a signifier of moral character [and] social status [...] is apparent across Victorian culture’ (1991, p. 330). The visibility of teeth was especially meaningful in nineteenth century art. In social intercourse and in visual art, it was considered unladylike for women to open their mouths revealing their teeth. Parted lips were taken as an indication of working class status. David Sonstroem writing on teeth in Victorian art notes that it often connoted ‘lack of self-control [...] the show of teeth may also signify common folk, who may [...] lack self-command but who may instead merely be uninstructed in the conventions of the higher classes’ (2001, pp. 355, 363, 365). The artist Ford Madox Brown in his painting of emigration, The Last of England wished to depict a middle-class couple using himself and his future wife Emma Hill as models (Hueffer 1896, p. 100). However, Emma was not middle class, possessing ‘only a meagre rural education’ and according to Brown’s great-grandson, Oliver Soskice, insulted as a ‘farmer’s brat’ (Rose 1981, p. 21; Soskice, conversation with author, 27 August 2008). Brown’s black chalk study of Emma’s head in 1852, Portrait of Emma Hill (Figure 1) has her lips slightly parted, showing her teeth. It is interesting to see how Brown transformed Emma as a model for the final portrait. The Last of England depicts the young wife with lips closed holding the hands of her husband and baby, the self-disciplined middle-class wife. Britannia has little variety of facial expression – she is an icon, not a personality - but she is typically shown with her mouth closed. Not only does this give her an air of gravitas, but it produces her as a well-bred member of the upper classes, endowed with the requisite self-discipline, including a resistance to public eating or drinking.

On the other hand, countermanding this well-bred abstinence can become a means of satirical commentary, as in Fair Rosamond; or, The Ashburton Treaty (Figure 2), a cartoon of 1842 in Punch or the London Charivari, a satirical magazine founded the previous year. Fair Rosamond referred to problems raised by a treaty between the United States and Britain concerning northern colonial borders and the oceanic slave trade. The story of Rosamond narrated that she was a mistress of Henry II, forced by his wife to choose between a dagger and poison. Punch shows Britannia being offered a poisoned chalice by an aggressive American figure. She leans back, horrified,
over the country’s welfare, these guardians’ (2005, pp. 2, 4–5). I would question though, just how far Britannia in particular is ‘created three-dimensionally’.

In Church Preservation, Britannia’s characteristic costume and insignia modified to the extent they are allusive rather than precisely delineated. As a cook, Britannia appears untypically diminished in social status. Helmreich argues that when Queen Victoria was increasingly positioned as a figurehead of ritualised monarchy, and women were asserting their right to be treated as independent citizens, such an image revealed a desire to contain the power of the female queen, and women in general (2003. In Cusack and Bhreathnach-Lynch eds., pp. 15–28). This reading is consistent with Punch’s conservative tendency to mock any feminist endeavour.

Britannia’s occasional companion, John Bull has a quite different provenance to hers. John Bull was created in 1712 by John Arbuthnot, a Fellow of the Royal Society, writer and pamphleteer, and he provided a complementary symbol of England and a useful contrast or foil to Britannia (Matthews 2000, p. 809; Teal 2014). Unlike Britannia, John Bull has both a Christian name and surname – a man of the people. Arbuthnot wrote that: ‘Bull, in the main, was an honest plain-dealing fellow, Cholerick, Bold, and of a very unconstant Temper [...] John look’d ruddy and plump, with a pair of Cheeks like a Trumpeter’ (quoted in Matthews 2000, pp. 212–13). The lower-class Bull, unlike Britannia, has a historical tendency to immoderate behaviour, especially gluttony.

It may be said that Bull did the symbolic eating, on Britannia’s behalf. For example, during Britain’s war with France, James Gillray’s cartoon John Bull taking a Luncheon and does not take the chalice. The cartoon conveys a political dilemma that Britain must endeavour to circumvent. However, a significant element of the satirical image depends on the way that the proffered chalice undoes Britannia’s self-restraint and upper-class hauteur.

Anne Helmreich argues that Britannia was sometimes depicted in a variety of contemporary guises. For example, in Sir John Tenniel’s cartoon Church Preservation (Figure 3) for Punch in 1875, Britannia is represented as a cook, her classical costume only adumbrated. Tenniel drew over half of Punch’s cartoons between 1841 and 1894, including many images of Britannia (Spielmann 1895, 172). He said he followed the magazine’s editorial line, commenting, ‘if I have my own little politics, I keep them to myself and profess only those of my paper’ (quoted in Spielmann 1895, p. 463). Although Britannia and John Bull both predated Tenniel, Frankie Morris argues that ‘[Tenniel] personated them [and] created them three-dimensionally [...] They watched
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and his wife, Mrs Bull, who double here as King George III and Queen Charlotte, demonstrate drinking sugarless tea in support of an anti-slavery campaign. John Bull sips tea while the cup remains in the saucer, so exhibiting extreme bad manners. Meanwhile Mrs. Bull, cup suspended, presents a broad toothy grin to their family. The cartoon’s humour depends on a merging of Royalty with the lower-class mannerisms of Mr and Mrs Bull. John Bull mellowed into a more restrained figure by the nineteenth century, but he retained a portly build and carried his history of immoderate consumption with him.

An edible Britannia

Britannia herself features in a curious but important image which finds her at the pinnacle of Victoria’s Wedding Cake on the occasion of the queen’s marriage to Prince Albert of Saxe-Coburg on 10 February 1840 - an edible Britannia! According to one young witness, Richard Doyle, writing in February 1840, ‘Messrs. Gunter and Waud the confectioners have been commanded to supply her Majesty with a great beast of a plum cake, some ten feet in circumference’ (A journal kept by Richard Doyle 1885, p. 12). The enormous confection featured figures of Britannia, Victoria and Albert, all in classical dress. Amid popular anti-German sentiment, any allusion to Albert’s German heritage is muffled in ancient robes, while the trio of figures collectively allude to a supposedly glorious imperial past (Spielmann 1895, p. 215). The Royal Wedding cake is described in the Annual Register for the year 1840 as consisting of the most exquisite compounds of all the rich things with which the most expensive cakes can be composed, mingled and mixed together into delightful harmony by the most elaborate science of the confectioner. This royal cake weighs nearly 300 lb. weight. It is three yards in circumference, and about fourteen inches in depth or thickness (1841, p. 14).

The royal cake had a large symbolic value. A wedding cake with white icing symbolised purity and virginity. Victoria’s cake was ‘covered with sugar of the purest white’ (Annual Register 1841, p. 14). One of the superstitions associated with wedding cakes was that keeping some after the wedding guaranteed a husband’s fidelity (Wilson 2005, p. 69). Astonishingly, a slice of Victoria’s cake was recently auctioned in London, although some additional cakes were...
made to supply guests! The whitest icing demonstrated that the most expensive refined sugar had been used, so it also signified wealth (Wilson 2005, p. 70). Indeed, the queen’s wealth as well as a classical heritage, were on display during the wedding celebrations. At the state banquet at St James’s Palace, as reported in the *Annual Register* ‘The gold plate was used […] and the plateaus […] contained some of the finest epergnes [that is, frameworks for fruit bowls and other containers] and candelabras in the royal collection, embellished with classical and mythological subjects’ (1841, p. 25).

The *Annual Register* for 1840 further reported that, ‘on the top is seen the figure of Britannia in the act of blessing the illustrious bride and bridegroom, who are dressed somewhat incongruously in the costume of ancient Rome. These figures are not quite a foot in height’ (1841, p. 14). However, Britannia appears the tallest, towering over the couple, her shield in one hand and a sprig of myrtle or mistletoe, both traditionally associated with weddings, in the other. Britannia offered a recognisable, yet abstract symbol, like a goddess, above even the queen and her consort, especially as she appeared to perform a blessing. She functions both as a popular figure and an overarching authority.

The cake formed part of the lavish ceremonial practised in Victoria’s reign to impress and unify the national people. Emily Allen has argued that, ‘The royal nuptials of Queen Victoria’s reign represented the very apogee of state power as ceremonial performance, and the cakes made to celebrate them were central props in these dramas of national affiliation’ (2003, p. 459). The placement and presentation of the cake reinforced the nation’s social hierarchy. Following ceremonies at the Chapel Royal, the wedding cake was to be put on the queen’s breakfast table at Buckingham Palace, and then, ‘decorated with four elegant flags of white satin, containing the royal arms’, placed in the middle of the table reserved for the most important guests at the state banquet (Annual Register 1841, p. 25).

At the same time, widely distributed printed illustrations of the cake made it an object that could be shared nationally, so that the public partook in a collective activity that reinforced a sense of national identity. A hand-coloured lithograph (50.6 x 39.8 cm.) was published, based on an illustration by William Benjamin Sarsfield Taylor, an artist from Dublin (Figure 6). This shows the cake on a gold stand supported by the gold feet of a lion, Britannia’s sometime companion. Doyle observed that, ‘A portrait [of the cake] from life […] has appeared in all the print-shop windows’ (*A journal kept by Richard Doyle* 1885, p. 12).

Benedict Anderson, in his study of national identity formation, suggested that ‘print capitalism’ had allowed a shared sense of national identity to develop based on people’s collective experience for instance, of reading the same newspapers (1991, pp. 35–36). The image of the royal cake, incorporating Britannia as a national symbol together with the wedded couple, arguably had the same unifying function. Thus as Allen suggests, ‘While the public never ate of the royal cakes, which appeared to them only in print, they nevertheless performed an act of consumption no less potent and performative for being visual’ (2003, pp. 458–59).

**Britannia, John Bull and famine**

From its inauguration in 1841, *Punch* magazine wrote about and depicted the themes of hunger and famine, although most attention was paid to hunger amongst the English poor, even following the beginning of the Irish Famine in 1845 (Boyce 2012, pp. 421, 425). The middle-class readers of periodicals like *Punch* were well-distanced from personal experience of hunger. *The Times* reporting in December 1846 on the death of a child in a deprived family in London, commented that

> When the broad sheet of *The Times* [...] emerges at [...] the genial precincts of the breakfast-table, a column of small print headed ‘Another death by destitution’ [...] comes rather like a wet blanket on the warm curiosity of the gentleman in a dressing-gown, with a devilled drumstick on his plate, and a game pie in reserve (quoted in Boyce 2012, p. 422).

In Britain, the imposition of the Corn Laws from 1815 to 1846 added tariffs to food imports, raising import prices to benefit the home market. However, this resulted in food

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**Figure 7. A.S. Henning, The Modern Ceres, Punch’s Pencillings, no. XXX, *Punch or the London Charivari*, vol. 2 (Jan.-June 1842), p. 89.**
While Britannia is sometimes depicted in relation to imperial famines in Ireland and elsewhere, she is more often absent from such scenes of suffering and devastation, as John Bull steps in as the stolid common Englishman. For instance, in *Punch*’s cartoon, *Union is Strength* of 1846 (Figure 8), John Bull proffers a small basket of bread and a spade to a distraught family saying, ‘Here are a few things to go on with, brother, and I’ll soon put you in a way to earn your own living’. Charlotte Boyce has argued with reference to Ireland during the famine of 1845–52 that ‘[t]he extreme emaciation witnessed […] often exceeded the frame of reference of those sent to record it.’ (2012, p. 435). Even on-the-spot reportage was mediated by cultural assumptions about the Irish and a visual mitigation of disturbing imagery (see Boyce 2012). For instance, while the image and caption for *Union is Strength* might be ironic, the starving family is not depicted as disturbingly emaciated.

In Lancashire in the early 1860s, when cotton workers became unemployed and destitute, with many emigrating, *Punch* in August 1862 published *Home Intervention* (Figure 9), depicting a cotton workers’ family. In this image, the artist uses conventional signs of despair such as head in hands, while four of the five figures and the baby have their faces turned from the viewer, so not showing any anguish that might upset the middle-classes at breakfast. None looks emaciated, or even poorly dressed. Signs of hunger, bony arms, claw-like hand and bulging eyes are located instead in the allegorical figure of ‘Famine’ which threatens the family. Britannia here plays a central, calming and motherly role, placing herself between the figure of Famine and the family and laying a reassuring hand on the man’s back while she fends off Famine with her other hand.

**Figure 8.** *Union is Strength*, *Punch or the London Charivari*, vol. 11, 17 Oct. 1846, p. 161.

**Figure 9.** *Home Intervention*, *Punch or the London Charivari*, vol. 43, 2 August 1862, p. 45.
Tea was an important product of the British Empire and so one with which Britannia easily became associated. Writing on tea in 1839, George Sigmond claimed that our national importance has been intimately connected with it [...]. Much of our present greatness, and even the happiness of our social system, springs from this unsuspected source [...]. Our mighty empire in the East [...], our maritime superiority [...], have materially depended upon it (pp. 2–3).

The idea of afternoon tea as an occasion for guests and genteel sociability is said to have been introduced in England in the early 1840s (Masset 2012, p. 35). Sarah Rose has suggested that among the upper classes, ‘tea rapidly became a favourite way [...] of signifying civility and taste’ and the ritual of afternoon tea became widely established in British middle and upper class society by the second half of the nineteenth century (2010, pp. 26, 264).

The figure of Britannia was also frequently employed to advertise goods associated with its imperial trade. The United Kingdom Tea Company featured Britannia in an advertisement first published in the Illustrated London News on 1 December 1894 (Figure 10) and reproduced with slight variations in The Graphic on 15 December, and in The Pall Mall Magazine and General Advertiser the following year. The image as published in the Illustrated London News depicts Britannia sitting at a little tea-table on the dockside pouring herself a cup of tea, with kettle to hand. She is not shown in the act of drinking the tea. Chests of tea are arriving from China, India, Ceylon and Assam, borne by distictively costumed figures. Britannia pays no attention to the bearers, focusing on her tea-pouring. Her trident rests casually against the quay wall. By implication, the empire and its overseas harvest are taken for granted and results naturally in a national cup of tea.

Figure 10. United Kingdom Tea Company, advertisement, Illustrated London News, 1 Dec. 1894, p. 687.
the situation of actual women, who were powerless in a heavily patriarchal society. Her symbolic power derived also from her god-like status as a figure unneedful of human requirements like food and drink. This paper has suggested however that Britannia's abstention from eating and drinking coincided with an absence of depictions of consumption among the Victorian upper classes, especially women, among whom it was considered ill-bred to show one's teeth in public. In situations of famine, Britannia was sometimes depicted as a motherly and protective presence, more often at home than abroad. However, there is little representation of her in the context of desperate hunger. Her place is sometimes taken by John Bull who steps in with upbeat and ignorant common sense. In her relation to food, and to famine, the figure of Britannia is therefore deployed to diverse ends, but in subtle ways she consistently embodies the privileged classes, helping to maintain their cultural and political hegemony and so underpinning a conservative social order.

About the author

Tricia Cusack is based in the UK and a newly independent scholar - BA Hons (Open), PhD (Edinburgh) - with some part-time teaching at the University of Birmingham (UK), after many years of full-time university teaching in subjects ranging from art history to media studies. Her research is cross-disciplinary and explores the intersections of national identity, place, and visual representation.

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