

## Buildings on The Parade (Railway side), used as businesses, from early 20<sup>th</sup> Century to mid/late 20<sup>th</sup> Century Re-development

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1972 - View of The Parade looking north

Note this work focuses on the premises that were on the ground floors of the buildings together with any upper floor where trading/ businesses were located. The nature of the buildings were that, initially at least, probably there would have been living accommodation above the shops, which various pieces of information found while researching the shops, have indicated were subsequently sub-divided into further rooms for smaller businesses and/or living accommodation. For a period of time there was quite a population living above the shops as shown in electoral roll information, etc. Further research may produce supplementary works.

Researching records as to the nature of properties, where they were used for business purposes is limited by the available information at the time of compilation of the data. Therefore the information shown is unlikely to show everything, may possibly have some errors within it, but hopefully will show the breadth of variety and a flavour of shops on The Parade from the early 1900's until the re-development into the Gracechurch Shopping Centre in the early 1970's.

At the time of compiling this record there is a considerable lack of information covering the period between 1940 and 1958 and to a lesser extent between 1960 and 1969.

Luckily, I do recall some of the basic layout of what was The Parade, the variety of styles of the buildings that comprised it, due to progressive construction from the Mill Street end towards Maney, and to some

extent of the road that lay between the shops and the railway, The Avenue, which at the time of my earliest memories, late 1960's, some of which was used as a car park. The majority of the properties that had been there, had been demolished to make way for a proposed town centre relief road, which never came to pass. This demolition also removed properties in Station Street and The Reddicroft, which are still being used as car parks. I recall being led by my mother from the car towards the back of The Parade and up a relatively steep slope, between the buildings, onto The Parade proper so to speak, I cannot have been much older than 5 or 6 at the time. I think we entered The Parade somewhere around Wimbush, occasionally we would visit the workplace of my father who worked at the time in offices above one of the shops around there. His employers moved a considerable number of times to premises around the town centre and father went with them, seeing most of the buildings that have subsequently been repurposed over the years continues to remind me of those times.

The data shown below is made slightly easier to compile as from around 1900 the use of property numbers became more widespread, however the earlier directories do suggest that some of the traders in the late 19<sup>th</sup> Century were in business on The Dam (The Parade) but were shown listed alphabetically in these earlier directories. Although it would be reasonable to assume that they were trading from what became their numbered properties, since there is no written proof, as at time of compilation of this project, one cannot be sure.

## **No. 2**

This was The Museum Tavern, a Mitchells and Butler establishment, one of the first if not the first buildings to be erected upon what was known then as The Dam. Situated at the northern end of The Parade at the junction with Park Road. This building remained as The Museum until demolished for redevelopment.

## **No. 4 and No. 6**

Shown as being used by Thomas Glover, a boot and shoemaker certainly in 1900 Kelly Directory the Sutton Popular Guide of 1901-1902, and in the 1904 Kelly Directory. However the 1912 Kelly suggested that Frederick Longmore, a hatter and hosier was occupying number 4, there was no entry for number 6 at that time. The 1916 Kelly again showed Frederick Longmore at number 4 and Fitt and Kelsey a Ladies Hairdresser at number 6, however from the 1921 Kelly Longmores Ltd were shown as occupying both premises and so it remained until redevelopment.

## **No. 8**

The Kelly Directory of 1900 showed Louis Bayliss as being a shopkeeper but it was only in Sutton Popular Guide of 1901-02 that showed Louis Bayliss trading with a Tripe House, the consumption of which was a necessity of the time for those on lower incomes. The 1904 Kelly shows him as a shopkeeper though by 1912 Mrs Elizabeth Hastilow was the shopkeeper according to Kelly. The Bennetts Trade Directory of 1914 shows Mrs Hastilow trading as Dining and Refreshment Rooms while the 1916 Kelly has her again as a shopkeeper. The 1921 to 1936 Kelly directories show the business still as a shop but operated by Alfred Thomas Hastilow. By the 1940 Kelly George Cuthbert Emerson was trading with a Café, the Sutton Directory of 1958-59 showed Parade Café operating as a café and so it appeared to remain until redevelopment.

## **No. 10**

Eastmans Ltd, butchers, are shown as the occupants of this property in the 1900 Kelly Directory, and the 1901-02 Sutton Popular Guide. This remained the case through the next 20 years their last entry being in the 1924 Kelly Directory. Both the 1928 and 1932 Kelly Directories indicated that the premises were empty the next entry being in the 1936 Directory when there was a confectioner Arlette Ltd shown as being there, however the 1940 Kelly Directory indicated that James Alfred Bannister, FSMC, FIO, had opened an opticians establishment and so it remained through to the time that the redevelopment took place.

**No. 12**

A Greengrocer is the trade being plied by Mrs Ann Higgs in the Kelly Directory of 1900. She was shown as being a Fruiterers and Fishmongers in the 1901-02 Sutton Popular Guide, though the 1904 Kelly directory indicated that the trade reverted to that of a greengrocer.

By the 1908 Kelly Directory the Maypole Dairy Company, Provision Dealers, had taken on the premises and so it remained for approximately the next 50 years. The Sutton Directory of 1960-70 indicated that a firm of jewellers, Kingsway Jewellers Ltd, had taken over the premises.

**No.14**

A tobacconists run by Caroline Phillips ( Mrs) is shown as being here in the Sutton Popular Guide of 1901-02 as was the case for the 1904 Kelly Directory, however the 1908 Kelly Directory showed that while still a tobacconists, it was now shown as being run by Alfred Harry Phillips, as was the case for the 1916 Kelly directory.

The 1921 Kelly Directory indicated that while still a tobacconists, it was now run by Claud Herbert Dainty this remaining the case certainly up to details showing in the 1940 Kelly Directory. The Sutton Directory of 1958-59, and that of 1960-61 showed the proprietor was now A H Wright but by the 1969-70 directory it had become one run by Alfred Preedy & Sons Ltd.

**No. 16**

The 1901-1902 Sutton Popular Guide indicated that this shop was a Stationers, Newsagent and dealer in fancy goods with the proprietor being E Haynes. The 1904 Kelly recorded that it continued to be a stationers and newsagent with it now being operated by Miss Annie Elizabeth Haynes and so it remained certainly until 1940. An interesting entry in the 1912 Kelly Directory suggests that the Sutton Coldfield News (Birmingham News and Printing Co Limited, proprietors; published Sat.) may have had an office at the address. The Sutton Directory of 1958-59 indicates that it was now a gift shop being run by Busby & Son Ltd, however the lack of records at the time of writing leaves it unclear as to when the proprietorship changed. Further Sutton Directories and Guides suggest that Busby & Son continued with the shop until redevelopment.

**No. 18**

The 1900 Kelly Directory shows John Frank Parr as being the proprietor of a Glass & China Merchant however Clement Felton is shown in the 1901-1902 Sutton Popular Guide as having taken over the business which continued as a China & Glass Merchant as was the case in the 1904 Kelly Directory. The 1908 Kelly indicated that the premises was now a Dyers and Cleaners with P & P Campbell as the proprietors. The 1914 Bennett's Business Directory shews the trade type for the premises as being Perth Dye Works. This was an early example of the spread of a national chain, which had its origins in Perth Scotland as early as 1814. Over time the name changed to Pullars of Perth and Dry Cleaning became the main operation, with Dyers being classed as a lesser. The last record of their presence on The Parade is given in the Sutton Directory of 1960-61, and thereafter the premises appear to be vacant.

**No. 18 over**

The 1936 Kelly Directory shows there being a Christian Science Reading Room above No. 18, just the one year is it shown. The Sutton Directories of 1958-59 and 1960-61 shows that the Registrar of Births & Deaths and Area Welfare Officer had their offices here.

**No. 20**

A butchers shop run by Frederick Harrison is shown in the 1900 Kelly Directory as trading from the premises and so it continued up to and including the 1936 Kelly's Directory, however the 1940 Kelly indicated that the trading name was now J Allsop and Sons Ltd and so it remained until the redevelopment.

**No. 22**

Joshua Watton, a Fruiterer, is indicated as being operated from this address in the 1900 Kelly Directory. Sometime between 1916 and 1921 Mr Watton relinquished the running of the shop and George Rose took over, the 1928 Kelly Directory showing that the trading name was now George Rose and Son. Between 1960-61 and 1969-70 the trading name changed to G H Rose, perhaps the son of George, and thus remained until closure for redevelopment.

**No. 24**

The Kelly Directory of 1900 records Clement Felton, see No. 18 above, was operating an Ironmongery business from No. 24. This continued operations until sometime between 1916 and 1921 as the 1921 Kelly Directory shows that Leslie Griffiths is now trading as a Fishmonger from the premises. The 1928 Kelly Directory shows that while still a Fishmongers, the business is now trading as Sawers Ltd, this continues until sometime between 1960-61 and 1969-70, when R F Pearce (Fishmonger) Ltd is indicated as trading until closure for redevelopment.

**No. 26**

Thomas Coles, a Saddler, is shown as having premises in the 1900 Kelly Directory and again in the 1904 Kelly Directory. The 1908 Kelly Directory, however, shows a Clothiers being run from the address by Foster Brothers Clothing Ltd, and so it remained until the business was forced to move due to redevelopment, though I seem to recall that they did take a unit in the new Gracechurch Shopping Centre.

**No. 28**

The 1900 Kelly Directory shows Thomas William Clowes trading as a Bootmaker from No. 28.

The 1904 Kelly Directory indicates that John Cleland and Sons, Boot and Shoe Dealers, had replaced Mr Clowes, this trading name was recorded in the 1940 Kelly Directory. The Sutton Directory of 1958-1959 now shows Cleland and Son Ltd operating as Ladies and Gents Footwear and so it essentially remained up to redevelopment, though both the Sutton Directory of 1969-70 and the Green Guide of 1969, also suggested that the premises were now operated by K Shoe Shops Ltd.

**No. 30**

Frederick Wheely, a draper is recorded in the 1900 Kelly Directory as trading at No. 30, and he remained so as indicated in the 1904 Kelly Directory, however the 1912 Kelly Directory shows the premises occupied by George J Mason Ltd, a grocers. They remained in these premises until the redevelopment took place.

**No. 32**

Throughout the time of The Parade there has been nothing recorded in the available directories as being at No. 32. There are various historic maps that have property numbers shown upon them and most do not show a property at 32, the numbers go from 30 to 34.

**No. 34**

At the time of the 1900 Kelly Directory, George Stokes Evans was trading as a Butcher and this remained the case up to and including the 1940 Kelly. Thereafter the next available directory was the Sutton Directory of 1958-1959 when it was indicated that the premises were occupied by Paling Ltd, Gents Outfitter, and so it remained until redevelopment.

**No. 36**

William Clifton Crane, a Chemist was shown in the 1900 Kelly Directory as being at No. 36, however the 1912 Kelly Directory still showed the business as a Chemist with the proprietor being Nicholas John Fleming Le Dain. Both the 1916 and 1921 Kelly Directory indicates that Lucie Cash was trading as a Ham and Beef Dealer, while the 1924 Kelly Directory was showing Frederick Favell Plowright had taken

over the trade, with a further name change showing in the 1936 Kelly Directory to simply Plowright Ltd. The Sutton Directory of 1958-1959 shows Plowright Ltd still at the premises, with their business described as Cooked Meats. The 1960-61 Sutton Directory however shows that Mander Brothers Ltd, Wallpaper and Paint sellers were now occupying the premises and other than a name change to Mander's Wallpapers and Paints in the Sutton Directory of 1969-1970, appeared to have remained there until redevelopment.

#### **No. 38**

The 1900 Kelly Directory shows Joseph Grice was trading as a confectioner here, the 1901-1902 Sutton Popular Guide still shows a Confectioners at this address, the proprietor however now being M J Frisby, the 1904 Kelly indicating that it was a partnership Frisby & Broad (Misses). The 1912 Kelly stated that while still a Confectionery business, Mary Elizabeth Cook was now running it as was the case in the 1916 Kelly. The 1921 Kelly Directory indicated a further change of proprietor to Edward Hainsworth Trow, and so it remained up to the record shown in the 1940 Kelly Directory. The Sutton Directory of 1958-1959 however indicates a name change to Trows Milk Bar & Sweets, this was the same as recorded in the 1960-61 Sutton Directory. By 1969-70 the Sutton Directory indicated that the premises was now being used by Granada TV Rental Ltd who appeared to trade here until redevelopment.

#### **No. 40**

Mrs Mary H Hall a Furniture Dealer is shown in the 1900 Kelly Directory at No. 40, while Hall Brothers, a firm of House Furnishers are shown in the Sutton Popular Guide of 1901-1902 as operating out of the premises, the 1904 Kelly Directory through to the 1924 Kelly indicated that they were Furniture Dealers, however the 1928 Kelly indicated a change of proprietor to Woodfield Brothers. Whether the economic downturn associated with the Depression that started in 1929 affected their business is not known, however the 1932 Kelly Directory indicates that the premises was now run as a Café by Pattison & Co Ltd and essentially remained as such until redevelopment forced its eventual closure.

#### **No. 42**

This building was shown in the Kelly Directory of 1900 as being run as a Grocers shop by Lawrence Henry Wodhams, the Kelly Directory of 1904 indicating that he now also sold wines and spirits. A change of operator occurred between 1921 and 1924 when Charles William Matthews was shown as the proprietor in the 1924 Kelly Directory. Wrensons Ltd are shown as being there in the 1936 Kelly Directory and remained there until the area was redeveloped.

#### **No. 44**

James Oldham Smith is shown in the 1900 Kelly Directory as running an Ironmongery business at No 44 however the 1901-1902 Sutton Popular Guide shows the an Ironmonger & Cycle Agent run by F S Dain as trading from No. 44, and continued as such up to and including the 1914 Bennett's Business Directory, however the 1916 Kelly Directory had no entry for No. 44, perhaps indicating that the property was empty. There were a number of businesses shown in the 1916 Kelly that had no property numbers shown against them, one was the British & Argentine Meat Co Ltd, so perhaps they were trading. The 1921 Kelly Directory indicates that the property now had the British & Argentine Meat Co Ltd trading as Butchers. The 1936 Kelly Directory shows that the premises were now a Dyers and Cleaners, being run by Joseph Harris Ltd and so it remained throughout WW2 and up to redevelopment.

#### **No. 44a**

The 1936 Kelly Directory shows that W H Newman Tobacconist had a shop here as was the case in the 1940 Kelly Directory, though by the Sutton Directory of 1958-59 while still a Tobacconists, the proprietor was Finlay & Co Ltd. No further records for businesses have been found

#### **No. 44a over**

This was on one of the upper floors and the first recorded business operation was shown in the 1924 Kelly Directory as being Fitt & Davies, a Ladies Hair Dresser, they were also shown in the 1928 and 1932 Kelly Directories. The Kelly Directory Of 1936 shows that Mabel W Jones was now trading as a hairdressers as she was in the 1940 Kelly. The Sutton Directory of 1958-59 and that of 1960-61 show that Mrs J Cook was now running the Ladies Hairdressers.

#### **No. 46**

The 1900 Kelly Directory shows that Mrs Harriet A Brittain is running a Fancy Repository at these premises and at No. 48, and this appears to be the case up to information recorded in Bennett's Business Directory of 1914. The 1916 Kelly Directory suggests that the premises may have been vacant, as no-one is listed as being at the shop at No. 46, and this was also the case for the 1921 Kelly Directory. The 1924 Kelly Directory, however, now showed Mrs Edith Higgins was trading as a Milliners at the shop, but while the 1928 Kelly Directory shows the shop was still a Milliners, Mrs Hilda Josephine Middleton was now shown as proprietor. Changes continued for this property as the 1932 Kelly Directory shows that Geo. Baines Ltd was operating as a confectioners from the premises. This then continued through to the time when the shops were redeveloped.

#### **No. 46 over**

Frances Maison is shown in the 1936 Kelly Directory as running a Ladies Hairdressers from an upstairs room as she was in the 1940 Kelly Directory. The Sutton Directories of 1958-59 and 1960-61 show that C F Reynolds & Son were trading as a Ladies & Gents Hairdressers but by 1969-70 in the Sutton Directory and Green Guide of 1969 Miss M Southwell was operating as a Solicitor here.

#### **No. 48**

As indicated above early directories showed that the premises were run by the same business as No. 46, from 1900 until possibly 1914 as per information in Bennett's Business Directory of this year. The 1916 Kelly Directory however shows Mrs Ellen Watkin Harmer is trading as a Jeweller here, possibly while a male relative was away since the 1921 Kelly Directory shows Charles James Harmer as the proprietor. The premises continued as a Jewellers under the same ownership until the 1932 Kelly Directory was published as it now shows J H Dewhurst Ltd, a Butchers as trading here. They continued to operate from here up to the redevelopment.

#### **No. 50**

Atkins & Son, Grocers, later Henry Atkins & Son, Provision Dealers were first shown in the Kelly Directory of 1900 as trading from No. 50. The 1921 Kelly Directory shows a change of operator to Banthorpes Stores Ltd, with a further change of name as per the 1928 Kelly Directory to Arnold's Stores, which remained the case up to redevelopment in the early 1970's.

#### **No. 52**

The 1900 Kelly Directory shows Mrs Elizabeth Jane Harpur was trading as a Hosier at these premises and other than a name change to simply Harpur's the business continued to trade as Hosiers into the mid 1930's. The 1940 Kelly Directory, however, shows that Alex G Henderson had taken over the premises and was now operating as a Dry Cleaners and other than a name change shown in the Sutton Directory of 1958-59, to Seven Hour Cleaners (Alex G Henderson) the business remained there until redevelopment caused their closure.

#### **No. 54**

William Henry Stone, a Watchmaker, is listed in the Kelly Directory of 1900 as trading here and continued to be shown as so doing in the 1904 Kelly Directory. The 1908 Kelly Directory shows W H Smith and Son, Stationers and Booksellers as now occupying the premises and they continued to do so up to the redevelopment, and took premises when the new shopping centre opened.

#### **No. 56**

A firm of Grocers, Pugh & Henson are shown in the Kelly Directory of 1900 as trading here, the Kelly Directory of 1904 showed a new trader, Frank Payne, still a grocers, while the 1908 Kelly Directory indicates further proprietors, namely Webber & Pethybridge, the 1916 Kelly Directory shows Charles Henry Webber was now on his own. The 1924 Kelly Directory recorded that Lipton Ltd had taken over and kept going certainly until when the Sutton Directory of C1960-1961 was published. The Sutton Directory of 1969-70 and Green Guide of 1969 both indicate that a firm of Insurance Brokers, Davis, Barlow & Partners Ltd, were trading here.

#### **No. 56 over**

Mrs Amy Collett a Costumier is shown as having a room above in the 1936 Kelly Directory as she was in the 1940 Kelly. The Sutton Directory of 1958-59 and that of 1960-61 show that both East Yorkshire School of Motoring and West Midlands Press Ltd (aka Sutton News etc.) had taken rooms there. The Sutton Directory of 1969-70 shows that the only occupant upstairs was Birmingham Post and Mail Ltd, Castle Bromwich News, Erdington News, Sutton News. This I can personally verify as my late Father worked there and other offices in the town centre.

#### **No. 58**

Robert Hodgkinson is shown in the 1900 Kelly Directory as trading here as a Greengrocer, while the 1904 Kelly Directory shows Frederick William Ace was a Fruiterer & Fishmonger. The 1908 Kelly has nothing recorded as an occupant so is thought to have been vacant. The 1912 Kelly Directory shows that the premises were now Boots Cash Chemists, and so they remained until redevelopment forced their move to premises in the new shopping centre, which when one compares the location on The Parade of their old premises by looking at a map of the time and comparing it to today, strangely their current location is pretty close to where the old premises stood.

#### **No. 60**

A Cycle Maker, Ernest R J Bayliss, is shown in the Kelly Directory of 1900, as trading at No. 60, the 1904 & 1908 Kelly Directories show Ernest J Bayliss, Cycle Agent, the 1912 Kelly, Ernest R J Bayliss, Cycle Dealer. Edward Sheppard is shown in the 1916 Kelly Directory as being a Cycle Agent, and again in the 1921 and 1924 Kelly Directories. The 1928 Kelly has no entry for the address however the 1932 Kelly Directory indicates that Boots Cash Chemists were now at numbers 58 and 60; so it remained as detailed above, No. 58.

#### **No. 62**

The Kelly Directory of 1900 shows that Samuel Joseph Bastable was operating his Undertaking business from the premises and he continued to trade here until the Kelly Directory of 1928, which shows that the business was now being run by Hazel and Sons, the Sutton Directory of 1958-59 showed a name change to A Hazel & Sons. The Sutton Directory of 1969-70 and Green Guide of 1969, show Hearnshaws (Carpets) Ltd as operating here.

#### **No. 64**

The 1900 Kelly Directory shows that Reuben Willetts, Provision Dealers were trading here while Thomas Mason, a Family Grocer & Provisions Merchant is shown in the 1901-1902 Sutton Popular Guide as trading at No. 64, the 1904 Kelly Directory however shows Pemberthy Bros. as being Provision Dealers here. The 1908 Kelly Directory shows that Thomas B Grove and Son, Florists and Seedsmen, were trading here. The records continue though the Bennett's Business Directory of 1914 indicates that T B Grove and Son, Nurserymen were there, a link with Wyndley Nursery was indicated in the Bennett directory entry, as they were in both the 1916 and 1921 Kelly Directory. The 1924 Kelly Directory shows that Mrs Jessie Sheldon, a Costumier, was now occupying the shop, as she was in 1928 however the 1932 Kelly again suggests that the shop was empty. Taylors (Cash Chemists) Midland Ltd, are showing in the 1936 Kelly Directory and subsequently the 1940 Kelly Directory. The next available directory, the Sutton Directory of 1958-59 shows that in the intervening years a merger had taken place as Timothy Whites & Taylors, Dispensing Chemists were now there. They were also shown as being in the Sutton Directory of 1969-70, but were oddly missing from the Green Guide.

#### **No. 66**

Mrs Caroline Grove is shown in the 1900 Kelly Directory as trading as a Confectioner here, the Kelly Directories of 1904, 1908 and 1912 indicate that it was run by the Misses Grove. Cornelius Coombes is shown in the 1916 Kelly Directory as being a Picture Framer however in 1921 he was now a Confectioner and remained so in the 1924 and 1928 Kelly Directories. There was no entry in the 1932 Kelly Directory at this address, however he was found at an unnumbered address on Lower Parade, which was later to be confirmed as being on the corner of Lower Parade and South Parade, where Santander is now. The Kelly Directory of 1936 indicated that J Hepworth & Son Ltd, Clothiers, were now trading from the premises at No. 66; the 1940 Kelly confirms this, the Sutton Directory of 1958-1959 shows them still there and now advises them to be Gent's Tailors, information within further directories suggests they remained until the redevelopment.

#### **No. 68**

The 1900 Kelly Directory indicates that Harston & Sons had a Music Warehouse at No. 68, thereafter however there is no further record of this property or that at No. 70 being used for commercial purposes up to when the redevelopment of the town centre took place. Investigations of other records, Burgess Rolls and Electoral Rolls suggest that no-one had their residence there either as nothing has been found so far.

#### **No. 70**

Henry Salt, a Butcher, is shown as being at No. 70 within the Kelly Directory of 1900 but thereafter he was shown at No. 74, see below. After that no trace has been found that indicates that No. 70 was used for business purposes as no entries have been found for the premises in any trade directories.

Further investigation shows by way of maps of The Parade, where property numbers are shown, that the numbering system omits 68 & 70, this suggests that the entries noted above as found in the 1900 Kelly Directory may well have been incorrect. It could also explain why no reference to Nos 68 & 70 have been found in any other records.

[As to why properties could be missing, this may be due to the fact that development along the Parade was not consecutive, so to speak, yes it started next to The Museum, but some construction took place part way along the Parade leaving gaps that were subsequently infilled and if property frontages were not the same width then at some point numbers became lost as there was simply no room for them.]

#### **No. 72**

The 1900 Kelly Directory shows no record of the premises being occupied, however, Richard Slaney, a Boot and Shoemaker shows in the 1901-1902 Sutton Popular Guide as having a business at No. 72 and reappears in the Kelly Directories up to 1912. The Kelly Directory of 1916 indicates that George and William Morton were now trading as Boot Dealers and did so certainly up to 1940 as Kelly Directory records advise. The Sutton Directory of 1958-59 indicates that Manfield & Sons Ltd were selling Ladies & Gents Footwear there, as they were in the directory of c1960-61, however they did not appear in the directory of 1969-70 suggesting they may have moved as by then the fate of The Parade was known.

#### **No. 74**

The 1901-1902 Sutton Directory shows Henry Salt had a Butchers at No. 74, however the 1916 Kelly Directory indicates John Edward Bush was now trading as a butcher there. The 1924 Kelly indicates a further change to Bancalari & Howkins, butchers, while the 1928 Kelly Directory advises that Marsh & Baxter Ltd had taken over, incidentally Marsh and Baxter were a company of Brierley Hill origins. Entries in subsequent directories suggest that Marsh and Baxter retained their premises up to the redevelopment.

#### **No. 74 (over)**

The first recorded business operating from above was recorded in the Sutton Directory of 1958-59 and 1960-61 this being Miss P Bendall M Ch. S, a Chiropodist. The 1962 Sutton Guide which unfortunately didn't have a list of businesses on The Parade but did have some advertisements which told us that North Midland Insurances, Insurance Brokers and Consultants had an office here, as they continued to do as per the Sutton Directory of 1969-70 and Green Guide of 1969.

#### **No. 76**

John Nutt, Greengrocer is shown in the 1900 Kelly Directory as being at No. 76 while in the Sutton Popular Guide of 1901-1902 it was being run by Mrs Eliza Nutt, the 1904 Kelly showed John Nutt as being there and the 1908 Kelly indicated the trading was being undertaken by Mrs Eliza Nutt & Sons. The Bennett's Business Directory of 1914 suggested that the premises were vacant as nothing was recorded, however the 1916 Kelly Directory showed that Hurrells Stores Ltd, Provision Merchants were now occupying the premises. Hurrells remained there through to their appearance in the Sutton Directory of 1960-61 and possibly longer but the Sutton Directory of 1969-1970 showed that the premises were now occupied by Burnley Building Society who appear to be the final occupants of the shop.

#### **No. 78**

Arthur Wood, a Bootmaker and Repairer is shown as occupying the premises in Kelly Directory of 1900 and so it remained through to certainly the start of WW2, as shown by the 1940 Kelly Directory. Interestingly the 1924 Kelly Directory also showed Wood Brothers Motor Engineers as being there. The Sutton Directory of 1958-1959 however showed that by that time Barnetts (Coats) Ltd, Costumiers were occupying the premises. Both the Sutton Directory of 1969-1970 and the Green Guide of 1969 showed that the premises were run by Ann Barnett.

#### **No. 80**

Joseph Reeves ran a Fancy Repository as detailed in the Kelly Directory of 1900, with the 1904 Kelly Directory confirming this. The 1908 Kelly Directory indicated that Miss Sarah Reeves was now running the shop which she continued to do until the 1928 Kelly Directory showed that Hughes and Co, Dairymen, were now at the premises. The 1932 Kelly however showed that by then Bennetts, purveyors of Cooked Meats were now trading here. The Sutton directory of 1958-1959 showed that a Jewellers & Silversmiths, R H Eames Ltd were trading here up to certainly 1969, and possibly the redevelopment.

#### **No. 82**

The Kelly Directory of 1900 shows Miss A J Sudbury was running a Tobacconists shop here, the 1904 Kelly Directory was showing her full name Miss Annie Jane Sudbury; however the 1908 Kelly Directory shows the premises being occupied by Frederick King, a Naturalist, there was however no data showing for the 1912 Kelly Directory for the address. The Bennett's Business Directory of 1914 shows that Miss Dodd was running a General & Fancy Drapers shop at the address, but the 1916 Kelly Directory shows Sidney Harry Palmer as having a Draper's shop here, the 1921 has no entry, and the 1924, 1928 & 1932 Kelly Directory all show Sidney Harry Palmer as running a drapers shop. The 1936 Kelly Directory however shows the premises still as a Draper but now known as Dodds Drapers Stores and so it remained throughout the remaining time that the building was there up to the redevelopment.

#### **No. 84**

Charles Jenks was running a Baby Linen Stores here in the Sutton Popular Guide of 1901-1902, but the 1904 Kelly Directory now showed Thomas Pugh having a Butchers shop here, remaining when the 1916 Kelly Directory was published but Benjamin Stevens, Butchers is shown in the 1921 Kelly Directory, his last entry was in the 1932 edition of Kelly Directory. The 1936 Kelly showed Walter Carter was running a Fruiterers at the premises, however the 1940 Kelly showed Mrs Florence Simpson as having a Cooked Meat Shop here. Sometime between then, 1940, and the Sutton Directory of 1958-59 Rowbotham, Cooked Meats and Grocers took over and occupied the premises certainly until 1969 as were shown in the Sutton Directory of 1969-79 and the Green Guide of 1969, and possibly until redevelopment forced their departure.

**No. 86**

Ernest Hickman Hayward is shown in the 1900 Kelly Directory as having a Confectioners business here however Sims & Co, Tailors and Outfitters are shown in the Sutton Popular Guide of 1901-1902 as being at No. 86, the entry in the 1904 Kelly Directory and thereafter as showing the proprietor as Henry Edwin Sims, still Tailors and Outfitters as was the entry in the 1916 Kelly while the 1921 showed the name as AM Sims & Co. The 1924 Kelly showed that William Ralls had taken over the premises as an Outfitter where he remained for a number of years, the last entry being in the 1936 Kelly Directory, Fleming Reid & Co Ltd, Wool Dealers being shown there in the 1940 Kelly Directory, by the time of the Sutton Directory of 1958-59, their name had changed to Scotch Wool & Hosiery Stores (Fleming Reid & Co) and were known as the Scotch Wool Shop in the Sutton Directory of 1969.

**No. 88**

A Milliner, W A Smith is shown in the 1901-1902 Sutton Popular Guide as having a business here, though nothing is recorded for the 1904 through to 1912 Kelly Directories nor the 1914 Bennett's Business Directory. The 1916 Kelly Directory shows a Plumber, Arthur Higgs as having premises here until the Kelly Directory of 1940 which strangely also shows Mrs Phyllis Carlyle running a Gowns shop too, however the Sutton Directory of 1958-59 and 1960-61 show Mrs Phyllis Carlyle running Modiste from 88 while Arthur Higgs was upstairs at 88a, so perhaps this was meant to be the case in 1940, we'll never know for sure. Mrs Carlyle was shown in the Sutton Directory of 1969-70 as still trading as Modiste while the Green Guide of 1969 suggest Carlyle Gowns Ltd, a Ladies' Wear business was trading there.

**No 88a**

The first definitive record of someone having an office upstairs (or over) is that of Arthur Higgs, Plumber, as shown in the Sutton Directory of 1958-59 and that of 1960-61. The Sutton Directory of 1960-70 and the Green Guide of 1969 advised that Canning & Poole Ltd, Plumbing Contractors had an office here.

**No. 90**

The Sutton Popular Guide of 1901-1902 shows James Walker as having a Chemists shop, the 1904 Kelly Directory showed that he was still there but stating he was a Chemist, Druggist and Photography Dealer, in the 1912 Kelly entry he had reverted to Chemist and Druggist. The 1924 Kelly shows him as James Walker MPS, while the 1936 Kelly showed him as a Chemist, Druggist & Sight Testing Optician. The Sutton Directories of 1958-59 and 1960-61 now shows the emphasis as Opticians & Chemists and he was now trading as James Walker Ltd. The Sutton Directory of 1969-70 show that Allen's Colour Centre (Paints etc.) was now in business here, however an entry in the 1963 Building Plans Register book 21, shows that S J Dixon & Son (paint and wallpaper supplier) made an application for an extension to shop, this being initially deferred to planning (committee?) on 13 June 1963, before being approved on 8 July 1963. A further application made for a new shopfront was made and approved on 17 October 1963. This would suggest that they may have been trading here at an earlier date than the 1969-70 Sutton Directory advised.

**No. 90a**

The 1936 Kelly Directory shows Edgar W Barrett, LDS Birm, was trading as a Dentist from here and was shown in the Sutton Directory of 1958-59, however the Sutton Directory of 1960-61 now showed Atkins & Selkirk, Solicitors as having premises here. This continued into the Sutton Directory of 1969-70 and Green Guide of 1969, however J S Selkirk, a Burns Solicitor is also shown in the Sutton Directory of 1969-70.

**No. 92**

Ernest Hickman Haywood is shown as a Pastrycook, Confectioner in the Sutton Directory of 1901-1902, though the 1904 Kelly Directory only records Confectioner. There was no entry showing in the 1908 Kelly Directory for the address. The 1912 Kelly shows George H Hollier as taking over the premises, the business remaining as a Confectioner. The 1928 Kelly Directory shows A D Wimbush & Son as having replaced George Hollier, Wimbush's remained in The Parade up to the redevelopment.

**No. 92a**

The Kelly Directory of 1928 shows the Conservative and Unionist Association, Tamworth Division as having an upstairs room(s), the Sutton Directory of 1969-70 shows they were now known as Conservative & Unionist Association, Sutton Coldfield Division, this directory also shows Pring and Williamson Ltd and Sutton Forge as being there, interestingly the directory shows them having the same telephone number.

**No. 94**

The 1908 Kelly Directory shows Ebenezer Grice, Confectioner, being here however Johnson Brothers, Dyers and Cleaners are shown in the 1912 Kelly Directory as trading here, the 1914 Bennett's Business Directory showed E M Taylor trading as a Milliner while the 1916 Kelly Directory showed Victor Deignatia Marsh here, his trade being that of an Artificial Tooth maker. According to the 1921 Kelly the main shop appeared to be vacant however by the 1924 Kelly Directory, Frank Tooth was shown as trading as a Decorator here, as the 1928, 1932 and 1936 Kelly Directories also show. The 1940 Kelly shows Raymond Roberts-Brown having a Café here, the Sutton Directory of 1958-59 and Sutton Directory of 1960-61 showed it being occupied by Withers (Tobacconist) Ltd as it was in both the Sutton Directory of 1969-70 and Green Guide 1969. Interestingly the 1952-53 Index to Building Plans Register suggests that Withers submitted plans for alterations to shop front in plan number 11222, so although a directory for that time is not currently available, it appears as though they commenced use of the shop earlier than previously thought.

**No. 94a**

The first recorded entry for an occupier of 94a was in the 1916 Kelly Directory that indicates Johnson Brothers, Dyers and Cleaners were here as is suggested in the 1921, 1924, and 1928 Kelly Directories, the 1932 Kelly Directory shows Joan Sutton being there working as a Milliner, while both the 1936 and 1940 Kelly Directories show Effie Rowcroft, Milliner, operating here. Further directories indicate no further business use of 94a.

**No 94b**

Miss Ellen Mary Tayler, a Milliner, is shown in the 1916 Kelly Directory and in the 1921 and 1924 Kelly Directories as trading from 94a, the 1928 Kelly however showing a change of occupier to Mrs Florence E Vaughan. The 1932 Kelly shows that the Singer Sewing Machine Co Ltd now had occupancy of 94b which continued up to the 1940 Kelly, however the Sutton Directory of 1958-59 shows the National Savings Centre as being there.

**No 94 (over)**

An entry in the Sutton Directories of 1958-59 and 1960-61 showed that the Conservative and Unionist Association, Sutton Coldfield Division were here. Interestingly the 1964 Plans Register Book 21 contains a reference that UK Provident (the holder of the Freehold for the whole west side of the Parade and instigator of the redevelopment) made an application for use of Premises as Offices, this was deferred on 11.06.64.

**No. 96**

Charles J Jenks, a Draper is shown in the 1904 Kelly Directory as being here, the 1908 Kelly Directory shows William Kitchen & Co, also Drapers, as having taken over, the 1912 Kelly shows Walter John Valentine as following the same business model, the 1914 Bennett's Business Directory shows a slight name change to A M Valentine, however the 1916 Kelly shows a new owner, Maxted & Son, were now operating as Drapers too. They remained there for approximately 20 years but the 1940 Kelly Directory now had Englands Smart Shoes Ltd, Boot & Shoe Sellers as operating here, and remaining there until possibly when the redevelopment took place as they were shown in several subsequent directories and guides.

**No. 96a**

The Brown Owl Café is shown here in the Sutton Directory of 1958-59 and latterly in the 1962 Sutton Guide. The Sutton Directory of 1969-70 and the Green Guide of 1969 both record the Luan Chinese Restaurant as trading here. Reference to the 1963 Plans Register Book 21 show that an applicant Me Li submitted an application for installation of new plumbing and alterations, this work was approved on 7<sup>th</sup> November 1963 suggesting that by then ownership of the premises had changed.

#### **No. 98**

Charles J Jenks, a Draper is shown in the 1904 Kelly Directory as using No. 98 as well as No. 96 as shown above, however the 1908 and 1912 Kelly Directories had no entries for the property, but the 1912 Kelly was showing Woodcock and Sons, Stationers as having premises on the Parade but failed to show the number. The Bennett's Business Directory of 1914 show that W F Woodcock & Son, Printers was there. The 1916 Kelly Directory entry advised that they were now primarily Stationers and they remained trading here into the late 1950's as per the Sutton Directory of 1958-59. The Sutton Directory of 1960-61 advised that Daveys of Erdington Ltd, The Sleep Shop were now operating here, however the Green Guide of 1969 and Sutton Directory of 1969-70 show that M Firkin Ltd, pork pies and confectioners occupied the premises.

#### **No. 100**

Bennett's Business Directory of 1914 shows that H Hall, Baby Carts and Mail Carts was at the premises, the 1916 Kelly Directory now shows Henry James Hall as being a Sewing Machine Agent, the 1921 Kelly shows Harry James Hall as the trade name and the 1924 Kelly as Hall & Co, while still being a Sewing Machine Agent. The 1928 Kelly Directory shows that while still a Sewing Machine Agent the proprietors are now J H Moore and Co however the 1932 Kelly indicates that they were now Music Sellers. The Kelly Directories of 1936 and 1940 indicate that Newman's were trading as Grocers from the shop. A record in the 1951 building plans register, book 11, shows that the Singer Sewing Machine Co made an application for alterations to the shop which were approved on 15<sup>th</sup> May 1951. The Singer Sewing Machine Company were shown in subsequent Directories and Guides, the 1964 building plans register, book 22, shows that an application for new shopfront was submitted around June 1964, initially deferred on June 11<sup>th</sup> but subsequently approved on 13 August 1964. It appears that they were at the premises until the redevelopment took place.

#### **No. 102**

Though the 1912 Kelly showed James Walker Ironmonger without a property number, J Walker, Ironmonger was according to the Bennett's Business Directory of 1914 the first business to operate here, and was also shown in the 1916 Kelly Directory. The 1921 Kelly Directory however showed that George Dodd was the owner continuing trading as an Ironmonger and finally appearing in the Green Guide of 1969 as G & J Dodd Ltd. Dodds later opened a new shop in the Gracechurch Shopping Centre once that was built.

#### **No. 104**

Though not specifically shown as being at 104, there was a record in the 1912 Kelly that Freeman Hardy & Willis had premises on the Parade but failed to show which number. This was rectified in the 1914 Bennett's Business Directory where they are shown as a Boot and Shoe Warehouse and subsequent directories and guides through to the Sutton Directory of 1969-70, having some changes to trading type, finally shown as Footwear.

#### **No. 106**

Miss Ada Helen Taylor a China & Glass Dealer is shown in the 1916 Kelly Directory as being at 104 and appears to continue there certainly until 1940 as she is still shown in the Kelly Directory of that year. The next occupant was Harrison's Opticians Ltd who are shown in the Sutton Directory of 1958-59, however they may have been there sooner as an odd record in the Building Plans Register book of 1955-56 shows the start of an entry for Harrison's Opticians but then crossed through. Harrison's are shown in subsequent directories the final one being that of Sutton Directory 1969-70.

#### **No. 108**

Frederick William Powell is shown in the 1914 Bennett's Business Directory as being a Ladies and Gents Tailors and he appears to have continued trading there into the mid 1920's. The 1928 Kelly Directory shows that Pattisons, a confectioner was trading here but appears to have been relatively short lived as the 1932 Kelly shows A Lyson, Ladies Outfitters as being here with Dolwyn shown in the 1936 Kelly Directory, also Ladies Outfitters. Dolwyn continued to operate here until the late 1960's, their final appearance being in the Sutton Directory of 1969-70.

#### **No. 110**

The 1912 Kelly Directory advises that Miss Kathleen Jessie Webb had opened as a Confectioner, the 1916 Kelly showing that Miss Winifred Wilcox was now there, still as a confectioner, a further change of proprietor to M Andre et Cie in the 1921 Kelly Directory and in the 1924 Kelly Directory. The 1928 Kelly Directory showed that A E Hawley & Co a company of Dyers were now operating there, they were last shown in the 1940 Kelly Directory. The Sutton Directory of 1958-59 shows that Sketchley Ltd, Dry Cleaners & Dyers, were now trading here and remained so until possibly redevelopment as the Sutton Directory of 1969-70 records their presence still.

#### **No. 112 & 114**

The 1912 Kelly Directory does show William Pearson Greengrocer as having premises on the Parade however failed to specify the property number, this was remedied in the Bennett's Business Directory of 1914 where he is shown at both 112 and 114 with 112 being the Greengrocers and 114 Fishmongers The Kelly Directory of 1921 showed that MacFisheries Ltd had taken over both properties and so it remained with MacFisheries until the Kelly Directory of 1936 when Walter Smith (Birmingham)Ltd, Butchers were now at 112, they remained here until possibly redevelopment as the Sutton Directory of 1969-70 shows them as still being there while MacFisheries Ltd retaining 114 as a Fishmongers until the early 1960's. A Planning application from Ideal Homes requesting Alterations to be made to 114 was submitted during 1964, this work being approved on 14 May 1964. Both the Green Guide of 1969 and the Sutton Directory of 1969-70 indicate that the full business name was Ideal Homes (Aldridge) Ltd and they were Drapers. The Green Guide of 1969 also suggests that the Erdington News (part of Birmingham Post and Mail which also included the Sutton News) had an office there.

#### **No. 116**

Bennett's Business Directory of 1914 shows that H G Honychurch, Pastry Cook and Confectioners, were trading at No. 116, the 1916 Kelly advising that his full name was Harold George Honychurch. The 1921 Kelly indicated that while still a Confectioners, Albert Reginald Daniel was now the proprietor, a further change occurred in 1924 as the Kelly Directory of that year recorded that William Bromwich & Sons Ltd, Bakers were now trading here. The Kelly Directory of 1936 however recorded a further change to Pearks Stores Ltd, Grocers, who continued trading here until approximately 1960-61. The Green Guide of 1969 and Sutton Directory of 1969-70 both show L. F. Bradbury, Leather Goods as operating here.

#### **No. 118**

Although not showing a property number in the 1912 Kelly Directory, Moore Brothers Cycle Dealers and Agents are recorded as having premises on the Parade. Bennett's Business Directory of 1914 does link them to No. 118 while the Kelly Directory of 1916 shows the name a lot of older residents of the town will recall, J H Moore & Co, Cycle Agents and Dealers. The business remained there throughout with their final entry being in the Sutton Directory of 1969-70.

#### **No. 120**

The first reference to Beddoes Stores, Grocers, who occupied 120 for a number of years has been found in the Bennett's Business Directory of 1914, but without indication given as to the property number, which was only correctly indicated in the 1916 Kelly Directory. The current last reference to them is within the 1940 Kelly Directory. The Sutton Directory of 1958-59 and the one for 1960-61 showed that Wm Bromwich & Sons Ltd, Confectioners and Caterers were trading here. The Sutton

Directory of 1969-70 suggested that when it was published the shop was empty as no-one was shown as being there.

#### **No. 122**

The Mechanical & Electrical Engineering Co. were the first recorded occupants on no. 122, as recorded in the 1916 Kelly Directory, the 1921 Kelly Directory now showed that Thomas Barratt & Co, Electricians were trading here. They continued here until sometime in the early 1930's, as their presence is shown in the 1932 Kelly Directory, but the 1936 Kelly showed that The Sutton Laundry Ltd, Laundrymen, Dry Cleaners & Dyers were now at 122 as they were in the 1940 Kelly Directory. The Sutton Directory of 1958-59 and that of 1960-61 showed that Frames Tours Ltd, Travel & Tourist Agents were now at 122 and they remained there until potentially redevelopment took place.

#### **No. 122 (over)**

The Sutton Directory of 1958-59 showed that Worralls Photographic Press Service (H Worrall) was trading above no. 122, they are also shown as being there in the Sutton Directory of 1960-61 and in the Sutton Guide of 1962 in which an advertisement also shows them at No 124.

#### **No. 124 & 126**

The 1921 Kelly Directory showed that Ernest Rooker Ltd, Boot & Shoe Dealer was trading here, however the 1924 Kelly Directory advises that Irvin Dalby had taken over the existing business, the last entry for Irvin Dalby being in the 1932 Kelly Directory. The 1936 Kelly Directory shows that Kathleen Royle had a Gown shop here, but the 1940 Kelly Directory shows that the Army & Navy Stores Ltd, Outfitters were now occupying the premises. They appear to have remained there until the early 1960's, their final appearance being in the Sutton Directory of 1960-61. The Sutton Directory of 1969-70 shows the shop being occupied by Sports Games & Pastimes Ltd

#### **No. 128**

The 1921 Kelly Directory shows that Mrs Jessie Sheldon, a Costumier was the first occupant of this shop while the 1924 Kelly Directory shows that W E Stead & Co, Nurserymen and Seedsmen now had a business there as they did in the 1928 Kelly, the 1932 Kelly Directory shows that Mrs Jean Bell Worthy had taken over the business. The 1936 Kelly Directory records that Frank A Cooke, FRHS now had a business as a Florist here, the 1940 Kelly suggests that the property may have been empty. The Sutton Directory of 1958-59 shows that Slater, Dann & Co, Auctioneers, Surveyors and Estate Agents had expanded their existing operation, see No. 130 below, and taken over No 128 as well. Further directories show that they may well have continued trading there until the redevelopment.

#### **No. 130**

The first occupant of No. 130 was William Gill and Sons, a Stationer and News Agent as shown in the 1921 Kelly Directory. The 1924 Kelly Directory shows that he is still there however he is now showing his trade as a Toy Dealer. He is not shown there in the 1928 Kelly Directory, as Jn Showell, Confectioner was trading here. Many will recall where Gill moved to! The 1932 Kelly Directory shows a further change of occupant to Frank Matthews & Co, Estate Agents, while the 1936 Kelly Directory shows Slater, Dann & Co, Estate Agents as now being here. The 1940 Kelly Directory records that Slater, Dann & Co were still there, as they were right through to the Sutton Directory of 1969-70, with expansion shown in the 1958-59 Sutton Directory to no. 128 as shown above.

#### **No. 130 (over)**

The Sutton Directory of 1958-59 and that of 1960-61 show that The Club House (Sutton Coldfield) Ltd had offices above, the directories don't show the nature of the business however.

Adrian Lanchester-Hale  
June, 2026

## Sources:

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