

# Introduction

This book is the story of some 365 Norfolk businesses as they saw themselves in 1890. It describes in considerable detail a selection of Norfolk manufacturers, wholesalers and retailers. Mostly family owned, we discover, in almost their own words, all about the business. The ownership and history of the firm, what they made, what they sold, the premises they occupied and even information about employees. It is therefore a source of information with an immediacy second to none.

The end of the nineteenth century was one of transition. Now we are concerned about the effects of globalisation and internet shopping. Reading the pages of this book we see the development of brands, the move from locally made, to goods bought in; from “made to measure” to “ready-made”. Local transport relied upon the horse and cart, and you could order your new carriage from the local maker; the car and lorry were still years away. Electricity was beginning to be used to power industries, and in that industry Norwich had an early pioneer in Laurence Scott and Co. Ltd; but steam engines and gas lights still predominated. A few firms had a telephone, using it to link different branches of the company, but otherwise it was the telegram and an excellent postal service that enabled business communication.

The Norwich boot and shoe industry was moving to all work being done in factories using modern machinery rather than outworkers working at home, but out in the County this latter system is still common. Clothing retailers clearly aim for a particular class of society, the upper classes using small shops still providing made to measure clothing of all sorts, as well as boots and shoes. Shops such as Chamberlin’s, one of the first large department stores (it occupied the site on Guildhall Hill now Tesco’s), bring high fashion to the upper and middle classes, whilst they also care for the welfare and morals of their 600 workers. Harmers were an early major manufacturer of men’s ready made clothing, supplying nationally by means of the Parcel Post which had started in 1883, and with large contracts for school ware and uniforms. We see the huge success of Mr Catleugh in Kings Lynn supplying the working classes with all types of goods from his shops which seem to be open all hours.

Furniture was often made and sold by the same cabinet making business, and here we see the terms “second hand” and “hire purchase” being used. Elsewhere we see retailers working on a cash only basis, rather than the traditional monthly or longer credit. All goods of course were of the best quality and sold as cheaply as possible. The 1890s was not the best time for agriculture, and we see implement makers offering to take in second-hand items, whilst there are numerous suppliers of agricultural implements from what would be now considered national concerns.

The supply of food and other groceries and provisions was undertaken by a large number of retailers. One of the important considerations was the quality of tea. Competition here was strong, with old established wholesale firms competing with newcomers - and in the background new national brands such as Liptons. Similarly we see the demand for wines and spirits being met by a number of retailers, whilst national brands of beer are increasingly available. The number of chemists, all with special cough elixirs and other patent medicines is notable.

Many of the businesses were both wholesale and retail. This was a time when many people rarely left their village, and so the village shops would have to source a wide range of goods to satisfy local demand. They traditionally did this using larger shops in the towns, either directly or through commercial travellers. In the towns, market day was important, and prime shop locations were close to the market place. Buying local produce on the market was the norm.

The fishing trade in Great Yarmouth spawned a number of novel businesses, not least the maker of boxes for the posting of kippers, or the manure manufacturer utilising the fish guts and other waste. Meanwhile, Blanchflower’s were developing novel ways to preserve fish, meat and other items. We see other new products entering the market. Speciality foods for game birds and dogs; electro-plated goods in jewellers windows; clothing and shoes for sports; and mineral water for refreshment to name just a few that you will find within.

This book was originally published in 1890 by the British Industrial Publishing Company, Birmingham (though undated); claiming to be a guide to the leading commercial enterprises in Norfolk and Suffolk. It is quite rare to find copies, which is why the Norfolk Industrial Archaeology Society decided to produce this edition. This volume covers the 365 Norfolk entries, all located in the towns of Norwich, Great Yarmouth, King's Lynn, Downham Market, East Dereham, Swaffham, Fakenham, North Walsham, & Aylsham. The book also claims to give a representative review of merchants and manufacturers, however it is clear that each business bought space for its entry, some several pages, others a few column inches. It can be supposed that a representative of the publisher canvassed local businesses in the towns above, and then used a crib sheet to compile the entry. In some cases the text was supplied to the publisher, as were the images. Despite these caveats, the book gives an insight, unobtainable elsewhere, of how a wide variety of businesses operated in 1890. A few are still with us, whilst many others survived into the 1970s and 1980s.

The entries follow in most cases a formula - the business name, sometimes the address, information about ownership and the business history. This is followed by a description of the premises occupied, the number of display windows, and the goods made and sold. We are often provided with details of the production process and the sourcing of other goods. Most articles end by praising the proprietor and assuring us he has plenty of skilled and knowledgeable employees.

There are some 160 images, many of the premises occupied or the goods made.

There are short introductions, as is normal for directories, to Norfolk, Norwich and each of the towns covered, again illustrated.

The original book was printed on extremely thin paper, one reason why few original copies have survived. This thin paper also leads to bleed through of ink from the page reverse. We have sought to minimise this effect on illustrations though in some cases close examination will show this problem. We have aimed to retain the feel of the original, with its compact two column layout, and running articles with illustrations inserted (often with no captions). We have however kept to a consistent text size to aid reading, the original varied a lot with some quite small typefaces used. To aid readability and break up the text we have split entries into paragraphs. We have retained the original order of each entry, reflecting as it does the relative importance of some businesses over others.

Finally we have added a contents page listing each business in the order they are featured, also an expanded index which should help those seeking information of particular persons or trades.

Though an interesting read in its own right, this book can usefully be used with William White's 1890 Norfolk Directory which is available online (you will find a link on our website), White's, as most directories, gives a street by street listing, the bare bones, whilst this book provides the detail of the commercial enterprises it describes.

In publishing this book the Norfolk Industrial Archaeology Society seeks to enhance the study of our recent history and encourage others to appreciate the legacy that we have from the endeavours of those who made nineteenth century Norfolk. Norfolk was not bypassed by the industrial revolution, its national geographic disadvantages were got over by innovation and enterprise. At the end of the nineteenth century almost anything you could need was available in Norfolk, and much of it was made here as well.

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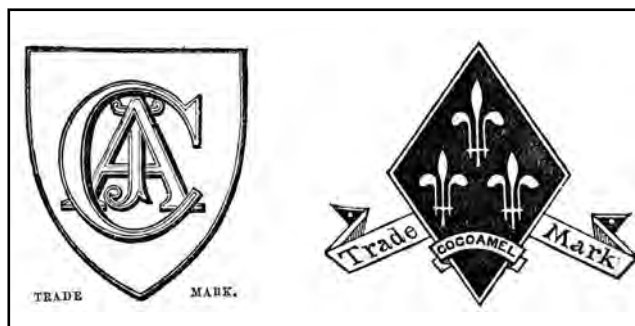
alteration, and the latest improvements are being made for the comfort and convenience of their patrons; and the windows are most admirably adapted to the purpose for which they were designed, the dressing and arrangement of which is a work of art, so beautifully effective is the result. Handsome and commodious showrooms are situated over the shop, in which are displayed a large and various assortment of goods of costly elegance, well adapted to the class of trade done by this house. The shop itself is also an emporium of the most expensive wares and fabrics.

At the rear of the shop are situated the work-rooms, in which over a hundred girls and women are employed in the different departments of ladies' costume and dressmaking, millinery, etc., and the work done is necessarily of the highest possible degree of excellence. The stock kept is large, and is marked by a degree of elegance and costliness not often seen out of London, and certainly not surpassed in any other provincial centre. The nature of Messrs. Caley & Co.'s connection is a guarantee that both merchandise and work will be of the best only. As large employers of labour, Messrs. Caley & Co. rank high, and their well-known commercial ability is fully exemplified in the trade done by them.

### A. J. Caley & Son, Mineral Water, Cocoa, and Chocolate Manufacturers.

One of the successful monuments of private enterprise afforded by the city of Norwich is to be found in the different branches of the business carried on by Messrs. A. J. Caley & Son.

Taking these according to their order of establishment, we consider first the business done in the manufacture of mineral and table waters. This branch, which has been successfully carried on for a quarter of a century, occupies a large portion of the works, which are well adapted to a business which requires plenty of light, nearly half of the roof being of glass. The building is about two hundred feet long. The water used in the manufacture is all derived from an artesian well, four hundred feet in depth, and is of excellent quality. The purity of water for drinking purposes is a matter of the utmost importance.



The works are provided with powerful steam machinery, and the cleanliness observed in every department is admirable. Among the aerated and other waters here made may be mentioned soda, potash, seltzer, lemonade, ginger ale, etc.; and of tonic beverages, quinine and iron water, quinine water, chalybeate water, amara (an effervescent bitter beverage), inodore, and mineral acid water. A speciality which Messrs. Caley are justly proud of is their ginger-beer, which is brewed



*secundem artem*, and is of excellent quality. All the effervescent waters are aerated in silver-lined cylinders, thus avoiding any danger of contamination from copper salts.

Next in order of precedence comes the manufacture of cocoa, which has been conducted by Messrs. Caley & Son for the last six years, then that of chocolate for the past three years. In the latter branch Messrs. Caley have rapidly attained eminence, their chocolate being especially approved. This important department is also fitted with an elaborate steam plant, and with every convenience for the economical production of these admirable commodities. All the rooms devoted to this department, as well as the commodious stores, etc., are conspicuous for their admirable cleanliness and orderly arrangement. A great many hands are constantly engaged, the two businesses carried on necessitating the employment of skilled work-people, especially experienced in their respective trades. These are efficiently overlooked by competent foremen, and the whole receives the unremitting attention of the members of the firm.

### Walter Capon, Manufacturer of River and Sea Fishing Tackle, *Champion Works, White Lion Street.*

One of the best known establishments in Norwich for the supply of all kinds of river and sea fishing tackle is that of Mr. Walter Capon, Champion Works, White Lion Street. This business is an old-established one. The premises occupied are commodious and well arranged, and in every way admirably suited to the requirements of the business in hand. Mr. Capon claims to keep the largest stock of tackle in Norwich, and not only does he show the best variety, but he also offers the very best advantages in respect to price and quality to both wholesale and retail buyers. His assortment comprises rods, lines, reels, flies, hooks, ground-bait, worms, gentles, paste, minnows for perch, and live bait for pike.

### Walter G. Capon, Theatrical Wig-Maker, Hair Dresser, etc., *White Lion Street.*

This business is one of the most popular of its kind in Norwich. Mr. Capon is well known as a thoroughly reliable wig-maker, hairdresser, etc., his establishment being patronised by the best and most desirable circles of patronage. He lets wigs, beards, whiskers, and moustaches out on hire for theatrical performances, balls, etc., at very reasonable terms, and also keeps on hand an excellent stock of wig paste, grease paints,



spirit gum, rouge, etc. The hair dressing rooms are fitted with every convenience. The assistants employed are thoroughly competent. There is no doubt that the success achieved in this instance has been thoroughly well deserved.

### **Thomas Chaplin, Woolstapler, Muspole Street.**

A good old Norwich house is that of Mr. Thomas Chaplin, Woolstapler, of Muspole Street. This is a very old-established business, and one which fully maintains its own against all competitors. The premises in the occupation of Mr. Chaplin comprise substantial two-storied warehouses, covering at least a quarter of an acre of ground. The stock of wools of all grades is very large and valuable, and these are derived from the best growers. Mr. Chaplin's business has extensive ramifications all over the Eastern Counties, his house being noted for the supply of sterling merchandise only. He employs a suitable staff of hands, and enjoys every facility for the carrying on of a very extensive trade. The duties of the counting-house are also efficiently performed. Mr. Chaplin enjoys the esteem and respect of a very large and influential circle of friends.

### **H. P. Colman & Co., Wholesale and Retail Ironmongers, etc., Rampant Horse Street.**

One of the largest houses in the Eastern Counties engaged in the wholesale and retail ironmongery trade, besides being one of the oldest, is that of H. P. Colman & Co., of Rampant Horse Street.

This old-established business is carried on in a massive but handsome redbrick and stone building of modern construction, covering a large expanse of ground, no less than three quarters of an acre in extent, the large dock on the front of the premises rendering this establishment a conspicuous object.

The stock kept on hand is both large and comprehensive, embracing, as it does, every variety of builders', coach-makers', saddlers' furnishing and general ironmongery, electroplate ware, lamps, cutlery, household utensils, etc., all of which are remarkable for splendid quality or elegance of design. A large trade is also done in oils and colours, every requisite in this important line being found among the vast stores of Messrs. Colman. The show-rooms are among the largest and finest in the Eastern Counties, the display of goods of a high class quality being very considerable, and the arrangement of every part of the immense stock of goods on show being admirable. In the show windows a handsome display of plate, cutlery, brass ware, furnishing ironmongery, lacquered ware, etc., is also made, the disposition of the goods being in the highest style of the art of window dressing.

Messrs. Colman have an extensive connection in the wholesale line all over the east coast, their representatives calling upon the customers of the firm in all the chief centres, and by their energy largely contributing to the rapid extension of the trade which is annually chronicled in the archives of the firm. The class of business done in the retail department is good, the connection lying principally among the upper classes of the community, for whom this house largely caters. An influential business is also conducted in saddles, bridles, and coach-makers' ironmongery, the principal firms engaged in these industries in the Eastern Counties being among the patrons of this firm.

An extensive trade is also done in cricket and tennis goods, of which the firm make a good display. An immense amount of energy, business talent of a high order, and strict attention to the most minute details of the business, have been brought to bear in order to raise this house to the eminent position it



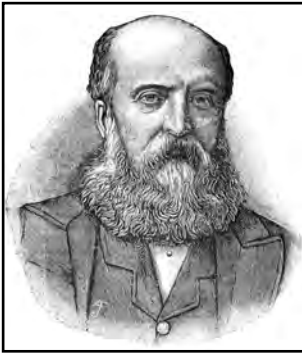
now holds with relation to similar enterprises; and the greatest praise is due to the gentlemen immediately concerned for the ability they have at all times evinced in the general conduct of affairs.

The clerical staff is large, handsome and commodious offices being provided for its accommodation, every convenience and facility being here enjoyed for the rapid and efficient transaction of business. This firm may also be complimented on the possession of able representatives, who spare no trouble in their endeavours to extend the sphere of the firm's connection, and to enhance, by every means in their power, its influence. A large number of assistants and others here find employment, and the greatest harmony prevails between them and the management. This is composed of gentlemen of high commercial repute, who take an active interest not only in the business which they conduct, but in all that appertains to the general welfare, hence they are everywhere liked and respected.

### **Coleman & Co., Limited, Manufacturing Chemists and Wine Merchants St. George's and Bank Plain.**

One of the most important firms in the city of Norwich, and one whose speciality is known and appreciated throughout the length and breadth of the land, is that of Coleman & Co., Limited, Manufacturing Chemists and Wine Merchants, of St. George's and Bank Plain.

The premises in the occupation of this eminent firm are lofty three-storied buildings, forming a noble block facing Bank Plain and Queen Street, having a large frontage in either case. Here are situated the wine stores, handsomely equipped, and with a splendid show of specialities, etc. The premises are extensive, reaching to Queen Street, where they are not quite so lofty, this being the portion allotted to the manufacturing department.



Mr William Coleman

The speciality of Messrs. Coleman & Co., the issue of which was commenced some seven years ago, is one which has rendered the name of this firm a household word all over the country. We refer to their celebrated "Coleman's Liebig's Extract of Meat and Malt Wine" - the value of which as a restorative cannot be overrated. This preparation, which has port for its basis, is of attractive appearance and most palatable.

The firm are in receipt of over two thousand unsolicited testimonials from physicians and surgeons of eminence as to its value in all cases of debility, convalescence, want of tone, etc. It is also eminently adapted for every-day use by busy people, brain-workers, etc., from its nutritive qualities. This now celebrated preparation has, from its first introduction by Messrs Coleman, taken a great hold on popular taste, and at the present time the proprietors report a monthly increase in the quantity issuing from their laboratories.

Previous to the introduction of this valuable restorative by Messrs. Coleman & Co the reputation of the firm was chiefly local, being confined to the Eastern Counties, but now it is no exaggeration to say that the name of the firm is known wherever the English Language is spoken; in fact, Messrs Coleman & Co have become famous through their "Meat and Malt Wine."

It should not be omitted that this firm exercises a very wide spread charity, as unobtrusive as it is well calculated to popularise this preparation - viz., order forms are supplied to every medical man in the Kingdom, who is at liberty to fill up the same with the name and address of any deserving case they may have on their lists, to whom Messrs. Coleman forward, *gratis* and post free, a full-sized bottle of "Meat and Malt Wine." The good that has accrued from this judicious system of advertising is incalculable, only medical men being competent to estimate it properly.

An important branch of this great business is the department devoted to printing. Here all the labels, order forms, pamphlets, and other printed matter in use by the firm are executed in a high style of workmanship, every facility being to hand for the turning out of large quantities of work. Messrs. Coleman & Co. have agencies in every town in the United Kingdom for the sale of their specialities - viz., Meat and Malt Wine combined with quinine, pepsine, or iron, and a quality destitute of alcohol, which recommends itself to rigid teetotalers.

Messrs. Coleman & Co. have also a branch establishment at 15, Prince of Wales' Road, and their London offices are at 3, New London Street, E.C. The telegraphic address of the firm is "Coleman, George's, Norwich." The wine stores, laboratories, printing works, and manufactory cover a very large area of ground, and the offices provide accommodation for a large number of clerks. Considered as a whole, this immense establishment is one of the best organised in the Kingdom, the utmost discipline, order, and neatness being visible in every department of the concern.

Messrs. Coleman & Co. may be congratulated on having built up one of the best and most stable businesses in the whole of East Anglia. The administrative talent necessary to have so recently brought up and kept the name of the firm so prominently forward, must have been very great. This firm are staunch believers in the efficacy of advertising, their efforts in this line being judicious and discriminating. The gentlemen associated with the management are well known in commercial circles in and around Norwich, and are by all classes much esteemed and respected.

The wine is sold in bottles, at 2s. 9d. and 4s. 6d. each, and the public when ordering the wine are requested to ask for "Coleman's Liebig's Extract of Meat and Malt Wine," in order to obtain the genuine article.

The above firm is also connected with a large Brewery, the chairman of Coleman & Co., Limited, being the managing director of **Coleman's Brewery Company, Limited**. The brewery, of which we give an illustration, is located in Rosary Road, in a convenient situation for rail and river transit. The building has recently been entirely remodelled and equipped



Many hundreds of workpeople are here employed, each department being overlooked by experienced, foremen, and a talented manager is in charge of the whole. The good relationship between the firm and its employes is well illustrated by the fact that Mr. White (who was sheriff of Norwich last year) entertained the workpeople, to the number of thirteen hundred, on the occasion of his son attaining his majority, and the firm were then presented with illuminated addresses, expressing the attachment and respect of the whole of the employes. Messrs. Howlett White have a branch warehouse and offices at 118, Queen's Street, Glasgow, from whence much of their Scotch trade is transacted.

### **Holmes & Sons, Agricultural Implement Makers, etc. Prospect Place Works.**

A staple trade of the city of Norwich (if any one trade can be so designated where so many are carried on) is the manufacture of agricultural implements and appliances. One of the largest houses engaged in this particular industry, either in Norwich or elsewhere, is that of Holmes & Sons, of Prospect Place Works. Fifty years' practical experience in the manufacture of agricultural implements, etc., has raised this firm to its present eminent position, which is second to none for strict attention to mechanical details, and sound and efficient workmanship.

The premises occupied by Messrs Holmes & Sons comprise a handsome two storied show room, having a glass front on each floor, containing a large assortment of engines, agricultural implements, such as winnowing and thrashing machines, chaff-cutters, seed drills, mowing machines, etc., etc. The show-room faces the cattle market, and is most favourably situated to attract attention. At the side of this extend the works, the whole covering a large expanse of ground. No expense has been spared in fitting up these works, the machinery and appliances being of the best possible kind and of a very costly character.

The aim of the firm is to supply machinery manufactured from the very best materials, and of the soundest workmanship, and, in the introduction of any improvement, carefully to avoid any complication of parts, thereby enabling Messrs. Holmes & Sons to offer them at reasonable prices, the working expenses being reduced to the lowest possible point. The goods manufactured

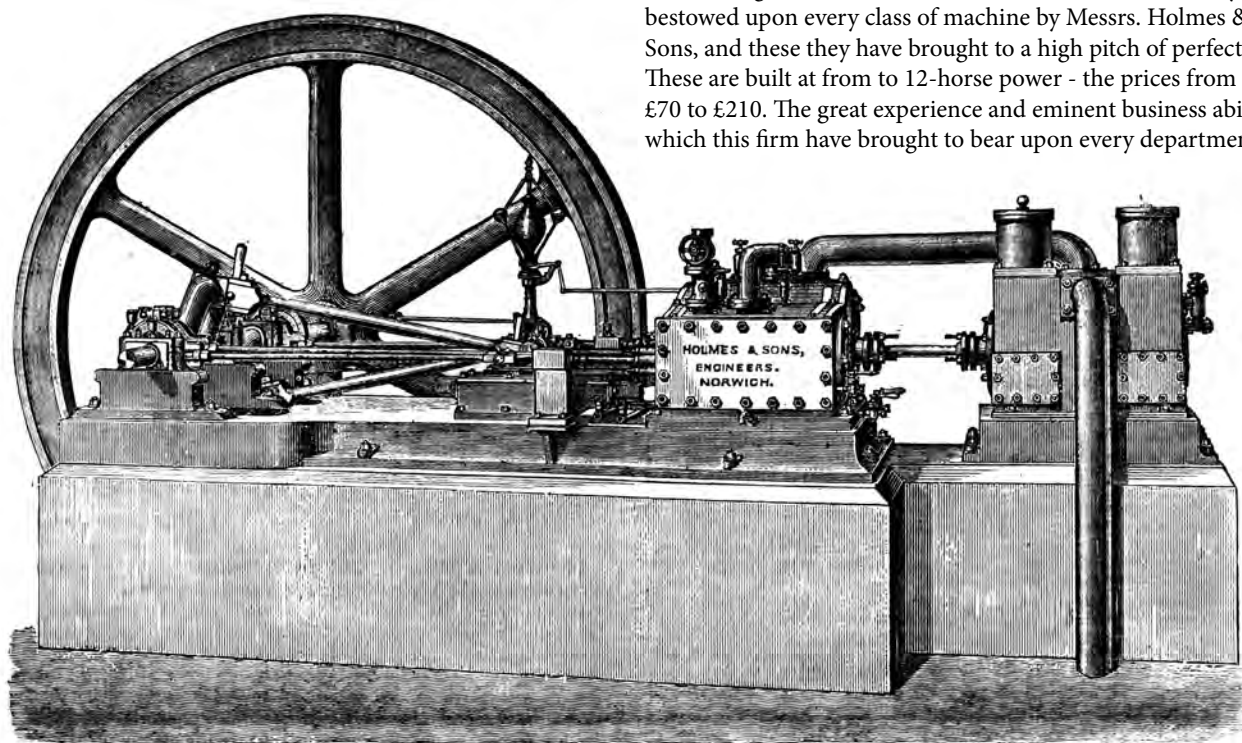
at Prospect Place Works are various in their nature, embracing steam-engines, thrashing machines, seed-shellers, drainage turbine pumps, corn and hay-stackers, corn, seed, and manure drills, distributors, saw-benches, etc., etc.

The new prize turbine drainage pump manufactured by this firm is a truly marvellous piece of mechanism, these being made in various sizes, and calculated to raise from 6,000 to 15,000 gallons per minute, to from five to seventeen feet lifts. Having had great experience in the manufacture and working of these pumps, the firm are prepared to estimate for them and the necessary motive power (which may be wind, water, or steam), and also to advise as to the requisite size and power required for drainage work in any given locality. Messrs. Holmes & Sons keep a large stock of engines, machines, implements, etc., on hand, so as no time may be lost in the prompt execution of orders. Large numbers of machines, implements, etc., are made to meet the requirements of special markets, a large export trade being done.

Messrs. Holmes & Sons have been the recipients of one hundred and thirty prize medals, and other honours at various exhibitions all over the world, from which the popularity and excellence of their machines and implements may be inferred. The trade done by this firm, both at home and abroad, is very large, the number of machines, implements, and appliances annually turned out from their works being large, and the firm generally being held in the highest repute all over the world.

Of fixed and portable steam-engines the firm of Holmes & Sons make a great assortment, the standard in this case being equally high. Their new horizontal compound, high-pressure, expansive, and condensing engine, which is built at from 14 to 50-horse power nominal, is a marvellous engine for small quantities of coal consumed, and the lines are of great beauty throughout. Also their new traction engine for hauling and thrashing purposes is built so as to give the greatest amount of strength with corresponding utility. All the gearing being of steel, the slow speed gear placed within the bearings of the crank shaft, the carriage wheels which are wide are thereby placed closer to the boiler, reducing the width over all to seven feet four inches for 8-horse power engine.

Vertical engines also claim a share of the attention so freely bestowed upon every class of machine by Messrs. Holmes & Sons, and these they have brought to a high pitch of perfection. These are built at from to 12-horse power - the prices from £70 to £210. The great experience and eminent business ability which this firm have brought to bear upon every department



of their business has resulted in the present prominent position which Messrs. Holmes & Sons hold with relation to other houses engaged in similar manufactures, and in large and valuable extensions of trade. A large number of workmen are constantly employed by Messrs. Holmes & Sons. The gentlemen in whom the control of this extensive concern is vested are of high standing in their mechanical and commercial circles, both locally and elsewhere, and they have earned the respect and esteem of all with whom they have come into contact.

**Z. Howard, Wholesale Boot and Shoe Manufacturer, 36, Calvert Street.**

The staple trade of Norwich is that of boot and shoe manufacturing, and while reviewing the principal houses it is a pleasure to make mention of so well reputed a house as that of Z. Howard, of 36, Calvert Street, in this city. It is a business of many years' standing, and during its existence has acquired a gratifying position in the trade. In the manufacture of boots and shoes experience is the test of excellence; and that this has characterised all Mr. Howard's productions is fully testified by the growth of his business in influence and importance, and the firm hold which he has maintained upon a wide constituency. The premises occupied are commodious, and well adapted for the trade in hand. They have a frontage of some forty feet, and extend a considerable distance to the rear, comprising show-rooms, stockrooms, cutting and fitting-rooms, and work-rooms. There is always on hand a heavy stock of raw material and manufactured goods, and every facility exists for the execution of orders at the shortest notice.

Mr. Howard manufactures for the home consumption, and at the same time does a large shipping trade. It is needless to say that his long practical experience enables him to select his leather and raw material from the best sources of supply, and to guarantee durability. There is no description of boots and shoes which Mr. Howard is not prepared to manufacture to order. His appliances and machinery are all of the newest type, and he employs a large number of skilled hands. His enterprise and ability have procured for him well-deserved esteem; and it may be safely predicted that the business is destined to still further enhance its importance and influence.

**Arthur S. Howard, Upholsterer and Cabinet Maker, House Furnisher, and Furniture Remover, *The Eastern Counties' Depository and Pantechnicon Store Warehouses, 75, Prince of Wales' Road***

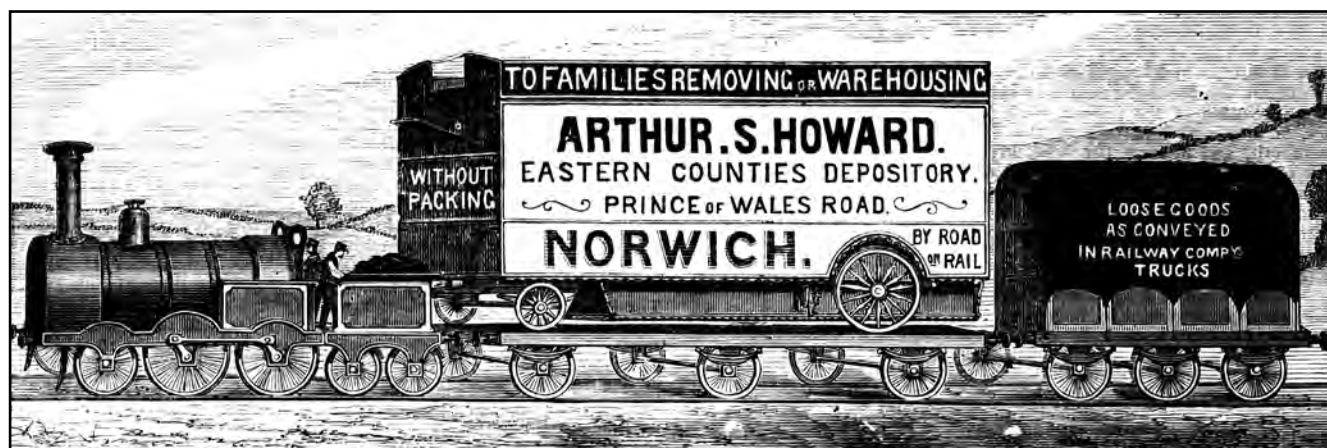
In the city of Norwich the cabinet making, upholstering, and house-furnishing trade is of great importance, and among houses in this connection none enjoys a greater popularity or a more valuable measure of support than that under the proprietorship of Mr. Arthur S. Howard, 75, Prince of Wales'

Road. This gentleman has been established in business for the last twenty-five years, and it may be stated at once that he has originated and developed a particular branch of the business with singular success. Reference is made to the removal and storage of furniture of every description, and in this line Mr. Howard is certainly conducting the largest and most important business in Norwich.

His premises, known as the Eastern Counties' Depository and Pantechnicon Store Warehouses, in the Prince of Wales' Road, cover a considerable area of ground, and are constructed, arranged, and equipped on the best lines to suit all requirements. They consist of furniture show-rooms at front, of a conspicuous and attractive character, various work-rooms, and the spacious warehouses, along with van sheds and stables at the rear. Mr. Howard has recently added extensive warehouses to his establishment, and he is now prepared to store any quantity of furniture, pianofortes, plate, glass, china, pictures, wine, etc., without previous notice. He has also excellent accommodation for carriages, broughams, dog-carts, etc. The warehouses are thoroughly dry, and possess superior ventilation, and - when necessary - heating apparatus. The storage rooms consist of three floors about ninety feet by thirty feet, containing a large quantity of furniture already warehoused. An inventory is taken of all goods. On entering warehouse they are labelled and numbered, and a copy forwarded to the depositor. Separate rooms can be had, which are heated by hot-water pipes. Pianofortes, pictures, and valuable articles are also kept in heated rooms.

The proprietor has a requisite number of pantechnicon lock-up vans, and undertakes removals by road or rail to any part of the Kingdom. It may be stated that he has conducted the removal of goods as far as Geneva, a fact which shows the excellent resources he is in possession of. He employs an adequate staff of experienced hands in this department, and guarantees to give the utmost satisfaction in all work undertaken. He has received unsolicited numerous valuable testimonials from the principal nobility and gentry, whom he has had the honour of removing.

Mr. Howard is also well known as a general house furnisher, in this department keeping an exceptionally large and varied stock, including every description of furniture, bedsteads, bedding, carpets, floor cloths, hardware, etc., all of which he is prepared to supply at the lowest prices consistent with quality. His trade is exceedingly valuable in the Eastern Counties, and is at the present time steadily increasing. By all with whom he comes in contact Mr. Howard is greatly respected for his prompt and fair methods of dealing and sterling personal qualities. The telegraphic address is "Howard's Pantechnicon, Norwich." Telephone, Norwich, 45.





# GREAT YARMOUTH



*Bailiff's Seal*

The spot now occupied by Great Yarmouth is said to have been the landing place of the Saxon Invader Cerdic in the fifth century, and was early resorted to by fishermen from the Continent, who dried their nets on the Denes or Downs, and erected tents to live in during their stay, while merchants from

London, etc., resorted hither to purchase fish. Domesday describes the place as a king's demesne, and registers seventy burgesses.

The town is situated twenty miles east of Norwich, and a hundred and twenty-two miles north-east of London. The old town was located chiefly along the eastern bank of the Yare, the river deriving its name from the ancient British "Iar," or "Dark," from the turbid appearance of its waters. Here was the site of the old Roman station of Garianonum, built to guard the Saxon shore. In modern times the town has extended considerably beyond the limits of its ancient wall — some remains of which still exist — to the sea-shore, where there are all the appurtenances of a fashionable and much-frequented watering-place or health resort, such as a Marine Drive and three Piers, two of which are no less than seven hundred feet long. In the reign of the first Henry a provost was appointed as governor of the town, and in the ninth year of King John's reign a charter of incorporation was granted. A second charter, granted by Henry

III, permitted the inhabitants of Yarmouth to enclose the town with walls and moats.

From an early period of its history Yarmouth had been subject to the rule of bailiffs sent from the Cinque Ports during the fishing season, which lasted from Michaelmas until Martinmas, the jurisdiction of these bailiffs being concurrent with that of those belonging to the town. This arrangement gave rise to much jealousy and many bickerings, placing, as it did, the staple trade or industry of the place at the mercy of officers appointed by other towns; hence this privilege of the Cinque Ports was finally abolished during the reign of Charles II, and Yarmouth henceforth was at liberty to extend her commerce and develop her peculiar industries, free from the supervision or interference of aliens, and for the sole benefit of her own industrious and enterprising inhabitants. The town was eventually governed by a charter of Queen Anne until the time of William IV, when the present rule was constituted. Yarmouth had, from the time of Edward I, returned two members to Parliament, but in the year 1867 the town was disenfranchised; an Act passed in 1885, however, allowed one member to be again returned.

The principal features of the town are the North and South Quays, and the famous Rows. These latter, of which there are a hundred and forty-five, are straight narrow lanes, running at



*J. W. B. Johnson,  
Mayor of Yarmouth*



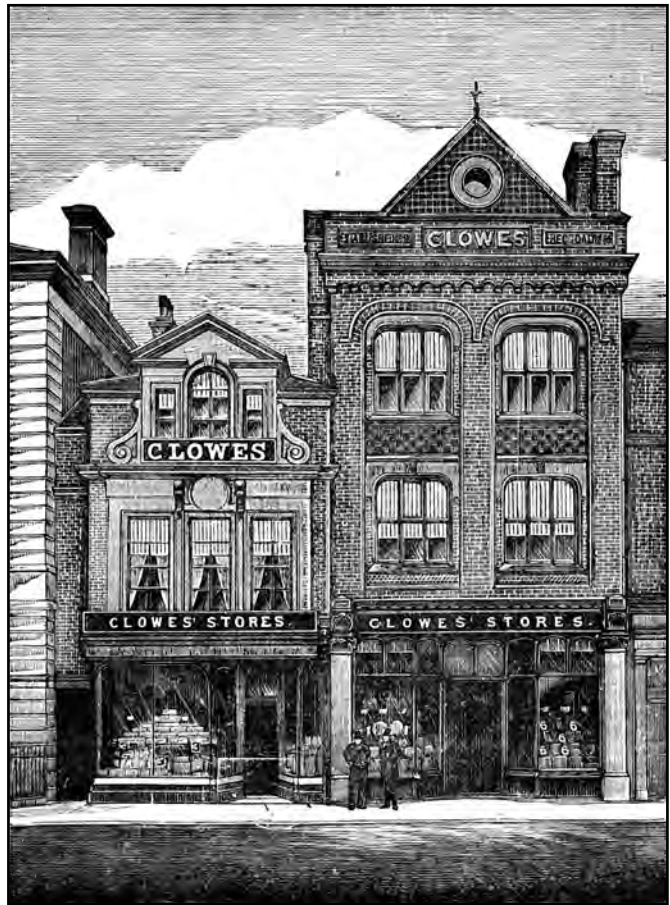
*The Yare*

to afford the utmost satisfaction to patrons, for Mr. Dyson's reputation for turning out only the most sound work is widely established. He employs an ample staff of competent workmen in each department, and owing to the excellent facilities in use the largest and most important order can receive prompt and efficient attention. Experienced men are sent out, upon the shortest notice, into all parts of the country, and Mr. Dyson, whenever possible, personally superintends the execution of every contract. Price lists and estimates are given, and it will be found that the terms quoted are amongst the lowest in the trade. Socially and commercially Mr. Dyson is widely known and esteemed.

**J. E. Clowes, The Stores, Great Yarmouth and Gorleston.**

An establishment that by reason of its wide extent and the importance of its operations demands considerable notice in this review of the retail and other business firms of Great Yarmouth is that known as "The Stores," and conducted by Mr. J. E. Clowes, an energetic and enterprising gentleman, who manages this exceedingly important concern in a thoroughly able manner. "The Stores" were founded as long ago as the year 1758, and are now recognised as being one of the leading firms of the kind in this part of the country. The premises occupied have an imposing external appearance, and are of massive construction; they are conveniently situated, facing Southtown Bridge and near to the General Post Office. The building is divided into two shops, which have a combined frontage of about sixty feet, and run to the rear to the extent of a hundred feet, while there are also extensive stores at the back for the warehousing of the stock, which is necessarily large.

The immense variety of goods on sale at these stores cannot be specifically mentioned in detail, but we may notice the following: — Teas, black, green, scented, and fancy; coffees in every variety, and all the well-known preparations of coffee; grocery provisions; mineral waters, foreign and aerated; patent medicines and proprietary articles; drugs and chemicals of reliable quality; spectacles; household and toilet brushes; mats, stable requisites, stationery, baskets, wicker and rush goods, india-rubber goods, woodware, and many other articles of daily use. A grand assortment of Doulton's and other pottery in flower-pots, vases, etc., is also on view here, and may be purchased at store prices, together with a large variety of decorative articles in terra-cotta and art pottery, consisting



*Great Yarmouth Shops*

of vases, plaques, etc., for painting; also water-bottles, jugs, frames, tobacco-jars, match-stands, and a host of other articles both useful and ornamental. In the perfumery department will be found a splendid selection of high-class perfumes by the best makers; preparations for the hair, teeth, and skin; and also the best known toilet soaps and requisites for the household. Mr. Clowes has obtained a very high reputation for the all-round excellence of the various classes of teas sold by him; he has submitted samples of these to an eminent analyst, and the report of this latter gentleman was thorough proof of the fine quality of the teas — as he states in his reply that:

*"the result of the examination, both chemically and microscopically, is thoroughly satisfactory."*

The immense stock of goods is purchased in the best markets, and is of a most superior character; the various articles being bought in such large quantities as to enable the proprietor to obtain unusually favourable terms. Customers will see the advantages of buying their household requisites at this establishment, as they can purchase the various articles required under one roof, and thus save considerable time and trouble.

Mr. Clowes has recently opened a branch establishment at Gorleston, about three and a half miles from Great Yarmouth, which will prove a great convenience to his many customers residing in that neighbourhood. Mr. Clowes is a large employer of labour, his salesmen and assistants numbering about sixty, in addition to porters and others. Horses and vans are daily engaged in the delivery of orders in the country districts, separate days being allotted to the different suburbs and villages. A business of the magnitude of the



*Gorleston Premises*

**R. Catleugh, "Great Eastern Clothing Stores,"  
Norfolk Street.**

One of the most valuable and comprehensive establishments of its kind in the Eastern Counties, and one which is a credit to the town of King's Lynn, is that of Mr. Richard Catleugh, draper, tailor, outfitter, hosier, etc., of the "Great Eastern Clothing Stores," 14, Norfolk Street, and Broad Street. This is one of the most "go ahead" and prosperous concerns of modern times. It is situated in the heart of the town, and in the midst of a great traffic, between the railway station, general post-office, banks, and markets; thus being splendidly located for the development of the business in all its branches. Its career has been a remarkable one, considering the short space of time during which this great business has been built up, from small beginnings to its present magnitude, which testifies in emphatic language to Mr. Catleugh's sterling business qualities, energy, and judicious management in placing his house in its present prominent position, which stands second to none among its contemporaries in East Anglia and the adjoining counties.

Some ten years ago this gentleman commenced business, in Albert Street, in a small shop which only measured twelve by fifteen feet, his capital consisting of six shillings and eightpence (the proverbial lawyer's fee), acting as his own buyer, salesman, book-keeper, cashier, traveller, and porter. Before twelve months had passed, and through the generous support of the inhabitants of Lynn and environs, he removed to more convenient premises at the corners of Austin Street and Albert Street, holding these premises for eighteen months. At the expiration of this time, owing to the cordial and hearty

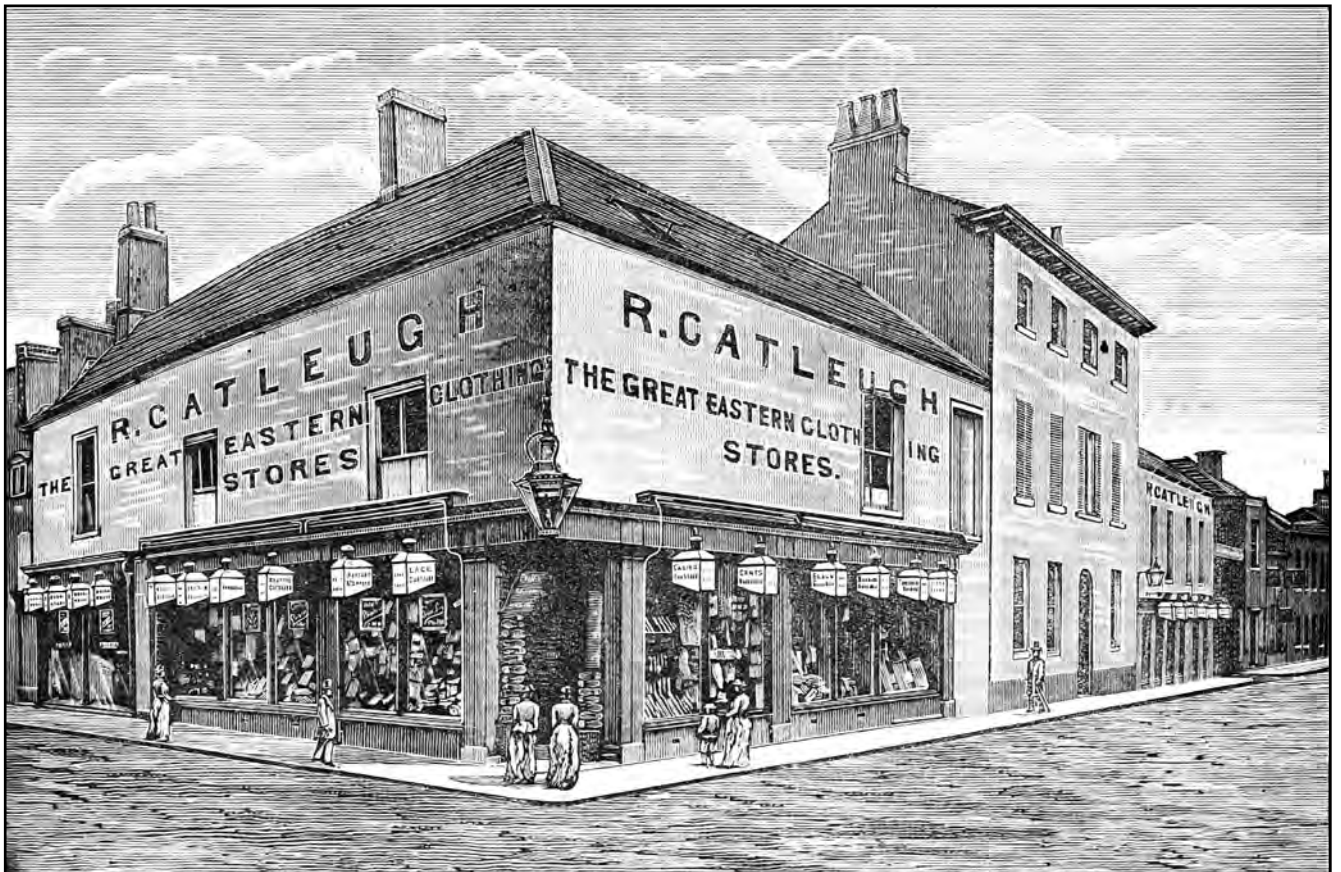
support of the public and the commercial success attending his efforts, Mr. Catleugh was again compelled to look round for a larger emporium of commerce, and was then fortunate enough to secure the business and stock-in-trade of Messrs. Jex & Company, of 144, Norfolk Street. At first the front part of this establishment was extensive enough for the expanding

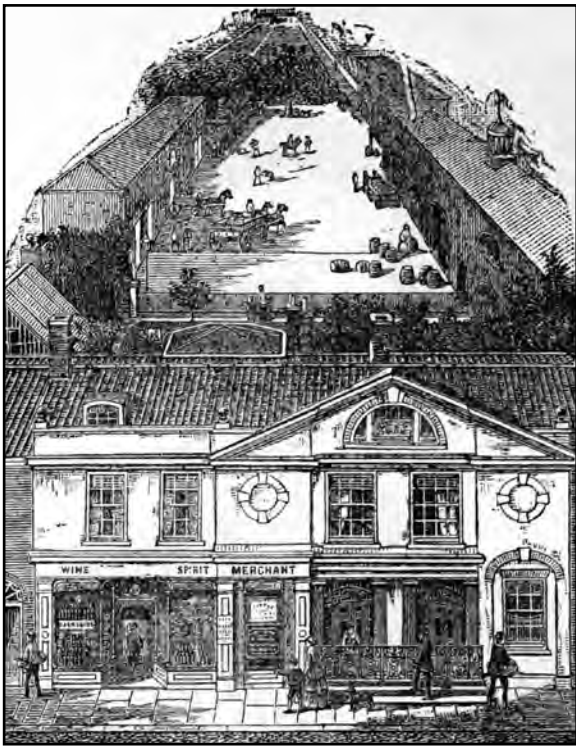
trade, but before six months had elapsed the whole of the ground floor was taken for the business, and soon after the second floor was utilised as showrooms. Even with these additions it was very often impossible on Saturday nights, from the rush of customers, to obtain access — they having to wait outside until they could be served. Mr. Catleugh having met with such support, and the success achieved, and undoubted encouragement on every side from his numerous patrons, induced him to purchase the property occupied by the late Mr. Robert Blackie when it came into the market for sale, his ambition being now gratified by obtaining a complete and commodious warehouse, superior to any other clothing establishment in the county of Norfolk. In fact, they are now the largest retail general stores within a radius of ninety miles of King's Lynn.



*Mr. Richard Catleugh*

The proprietor at very considerable cost has reconstructed these premises on the very best lines for the various departments, no expense having been spared to make them as perfect as possible, and on our visit to these premises we were amazed to see the immense stock so admirably arranged, with such methodical order and system, classified, and ticketed, that the employees can at a moment's notice put their hands upon any article they require, even in the dark, which speaks well for the admirable organisation of this establishment, under the





**Richard J. Marr, Wine, Spirit, Seed, and Wool Merchant, Market Place.**

A well-known commercial enterprise in East Dereham is that controlled by Mr. Richard J. Marr, wine, spirit, wool and seed merchant, which has been in existence since the year 1798. The present proprietor took possession just about nineteen months ago, since which time he has very considerably enhanced its value and popularity, the direct and well-deserved result of honourable, energetic, and courteous dealing. The premises

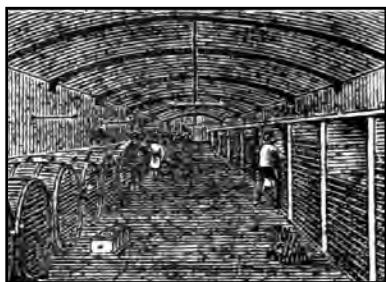


utilised for the business of which we give an illustration, possess an attractive two-storied frontage to the Market Place, consisting of offices and sample rooms, and extend a long distance to the rear in warehouses and

cellars, the whole being most convenient and admirable for the business in hand.

Mr. Marr supplies all the best known brands of foreign and British wines and spirits; also Bass' and Warwick's celebrated ales, for which he is agent, and maintains an ample stock to execute the largest wholesale order on the shortest notice.

He imports his wines and spirits as well as agricultural seeds direct from the chief sources of supply, and is thus enabled to guarantee first-class quality and sell at lowest consistent prices. He also does a good business as a wool merchant. His



trade extends to all parts of the county, and at the present time is steadily increasing. Mr. Marr is well known in leading commercial and social circles of East Dereham, and is greatly respected by all who have dealings with him.

**Alfred Ricketts, Boot and Shoe Manufacturer, Currier and Leather Merchant, Norwich Street.**

An important and thriving business in connection with the boot and shoe and leather trade in East Dereham is that under the control of Mr. Alfred Ricketts, eligibly located in Norwich Street. It is upwards of thirty- seven years since this establishment was founded by Mr. George Ricketts, and its career has been one of substantial and uninterrupted success. Mr. Ricketts has always aimed to turn out the very best goods at lowest prices, and there is no doubt that he has admirably succeeded, or else how comes his present widespread and influential connection? His premises consist of a shop and warehouse at front, and very commodious workshops at the rear, which find steady employment for a good number of skilled hands. Mr. Ricketts carefully and conscientiously superintends all details of the business, and every pair of boots or shoes is examined by him before being sent out. It may be stated that all his productions are specially noted for elegance, durability, and first-class finish; indeed, it is by maintaining these qualities at the highest degree of excellence that he ensures himself a large and constant flow of orders. As a currier and leather merchant Mr. Ricketts is also well known, and in this, as well as in the boot and shoe department, he offers the best advantages in respect of price to all customers, and guarantees the speedy and accurate execution of all orders.

**John Green, F.R.H.S., Norfolk Nurseries and Seed Establishment.**



*Mr. John Green*

Mr. John Green, F.R.H.S., nurseryman, seedsman, and florist, of the Norfolk Nurseries and Seed Establishment, East Dereham, is certainly one of the best-known representatives in his line of business in the Eastern Counties. He has valuable connections in an parts or the United Kingdom, and every year witnesses a large increase in the number of orders received. It may be stated that this business has been in existence since the year 1808, and that its whole history has been one of steady, substantial, and well deserved

prosperity. Since Mr. Green took possession, a good number of years back, its management has been marked by exceptional ability and energy, and certainly the reputation of the house for reliable productions has been enhanced.



*Dahlia*