


Shops

Whereas nowadays the shops in Mortimer are concentrated in the centre of Mortimer Common, they were once much more dispersed, appearing in roads which are now thought of as purely residential.

Near Summerlug, opposite Meadow View, was a group of cottages, one of which was a broom and brush-maker's shop, kept by Mr Oliver. Sweet shops were scattered all over the village. There were several bakers: Harris House near the station, 'Doughy' Upstone's in King Street and Thorp's shop at Paices (now Abbots Lodge) in The Street which was also a tuck shop for the little boys attending Canon Lovett Cameron's boarding school at Abbeycroft. Their school uniforms were supplied by Sants, the tailors at Little Croft. Butchers had shops in several places including St. Mary's Road and West End Road.

W. T. MARTIN,
Purveyor of BEST MEAT at Popular Prices,
West End Road, MORTIMER.

PRIME STATES OX BEEF. Admitted by Experts to be the Finest Beef obtainable. We specially ask for a Trial Order.

 **PRIME CANTERBURY LAMB.**
A dainty dish at a small cost.

PRIME CANTERBURY MUTTON.
Fed on the Finest Pastures in the World.

Dairy-Fed Pork and Veal.
Sausages Fresh Made Daily.

OUR QUALITY AND PRICE HAS NO RIVAL.
Price List on application. Schools and large Consumers liberally treated.
Orders called for and delivered. Distance no object.

Also at WOKINGHAM, READING, CROWTHORNE, and BRANCHES.
Wholesale Depot—28, Lynmouth Road, READING.
Reading Telephone—No. 0767. Telegrams—"Swallow," Reading.
Mortimer Telephone—No. 39, Burghfield.

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Rose's drapers was a double-fronted shop in West End Road. Inside were two mahogany counters on which bolts of cloth were cut, and behind were banks of drawers. To the left and back were other rooms. Ready-made clothes included dresses, flannel trousers and plimsolls on strings like Spanish onions. The customer could if he wished pay in regularly, then take goods when sufficient had accumulated.

Shopkeepers did more than retail goods. At Mr. Shaw's shop in Windmill Road he would sew leather as customers required on his special machine. He also did small mechanical repairs and photography, while Mrs Shaw made socks on her knitting machine and deliveries on her bicycle. Billy Shaw in Victoria Road would make mechanical parts to

replace breakages on bicycles and so on. Most had more than one occupation. Mr Ted Spratley's father was a carpenter, then cycle repairer, moving on to motor cycles, and later, cars, while Mr Joe Challis did contract steam ploughing, later driving a steam roller, then motor-bike repairs. Other mechanical and engineering businesses also thrived as the advertisement below illustrates.

By Royal  Letters Patent.

THE "MORTIMER" COWL.

THE ONLY SAFE CURE.



And the most perfect appliance ever invented, — It has always proved successful where all other Cows have failed; no matter how bad the case or position may be, as it is especially suitable for curing down-draught and where chimnies terminate below the roof, and equally applicable for ventilation. The arrangement of the Deflecting Plates, or Air Chambers, as shown, by Arrows are continually facing the wind, and as the air enters, the inlets cause a sharp upward current to pass through the Ventilating Shaft or Chimney, carrying away all smoke, Foul or Impure Air from Buildings, Offices, Sewers, Drains, &c. Being Noiseless and impenetrable to either Rain or Snow, the Oil Cup is constructed so as to render it perfectly Air and Dust Proof, containing a sufficient supply of Oil to last for years, and is arranged in such a manner as to allow it to be readily swept, and placed in such a position that in the event of chimney taking fire does not thicken the oil or impede its action, unlike all other kinds of revolving Cows.

The above can be made as shown, with Square Base or Round to slip over Chimney Pot, to save any expense of setting in brickwork.

PRICE, 52s. 6d.

CAN BE EASILY FIXED BY ANYONE.

PATENTED AND MANUFACTURED BY

H. G. BURSON, MORTIMER, BERKS.

N.B.—The numerous Testimonials and References received, guarantee the efficiency claimed by the Inventor.

At Mortimer West End the old Post Office and grocery was at The Elms Farm just below the Red Lion, where Mr R. J. Chapman also looked after the dairy herd and delivered milk to the village and surrounding areas. He took over from Mr Bodfish whose family had been there since before the First World War. Mr Chapman continued with the farm and milk round until the 1980s, but in 1962 the shop and post office were transferred to Clytham, Church Road. The farmland was absorbed by West End Farm. There had been another grocery in Church Road in a lean-to shed, but there was insufficient business for two shops and it closed in 1962.

Paraffin is no longer a rural necessity and the hardware shop which sold it at Yew Tree Cottage, Chapel Road, closed in 1961. Since 1982, when the Post Office Stores also closed, West End has been without shops or post office.

With the coming of cheaper transport and better wages in towns the local industries declined. However, the computer and fax may herald a return to home-based employment and Mortimer, unlike many villages, still has enough shops to supply the basic needs.