

# Friern Barnet *Newsletter*

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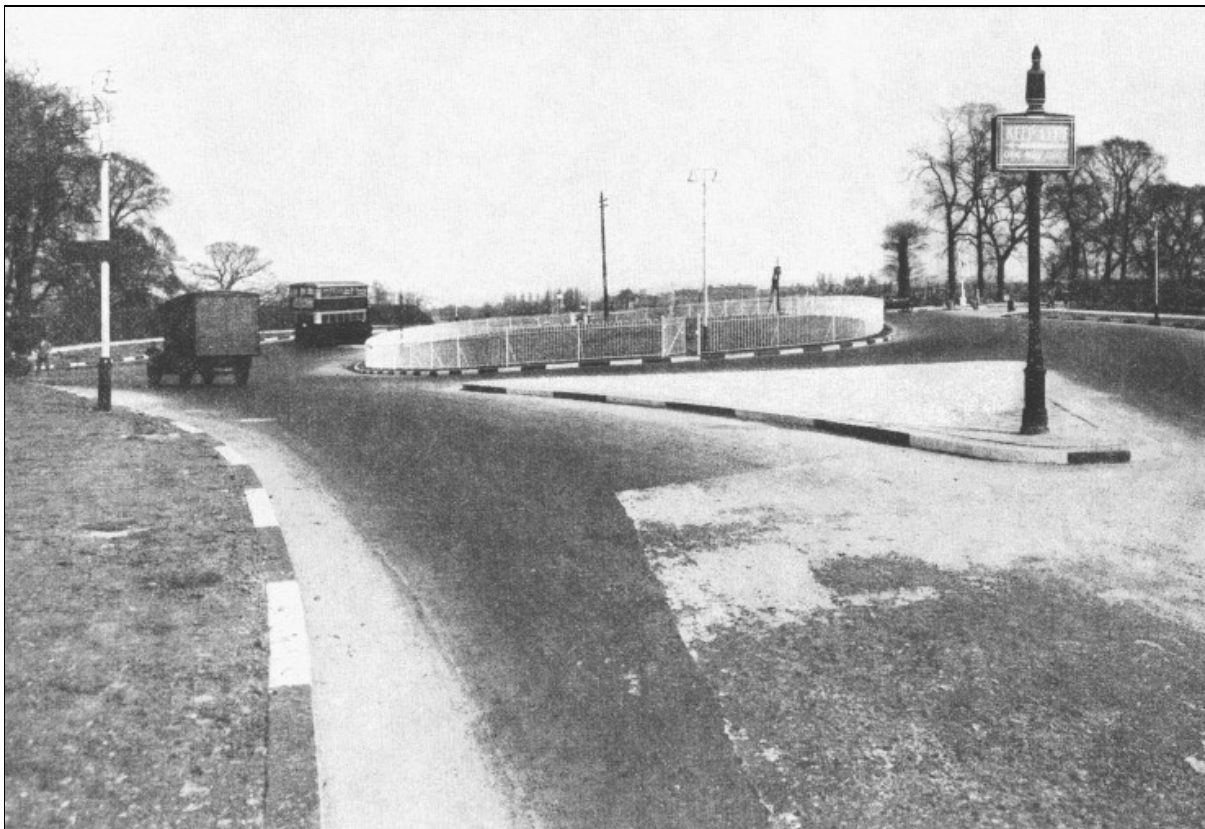
## HAPPY BIRTHDAY NORTH CIRCULAR

*by David Berguer*

Our stretch of the A406 is 84 years old this year. On 25 April 1933, Lord Rochdale, Lord Lieutenant of Middlesex, opened the stretch called Pinkham Way which completed 15 miles of the road which had taken ten years to construct and was built at a cost of £1,250,000 (£62,547,168 at today's prices).

The decision to build a series of arterial roads in London was made as far back as 1912 when the Local Government Board recommended the building of the 'Cambridge Road' (later the Great Cambridge Road), the Western Avenue, the Great West Road, the Chertsey Road and an east-west road to relieve traffic wishing to cross, rather than enter, London.

Unlike the South Circular, which was not purpose-built, most of the A406 is at least dual carriageway and is now nearly 26 miles in length, running from Chiswick to Woolwich. Readers will remember the appalling traffic jams on the stretch between



The roundabout at Colney Hatch Lane

Finchley and Palmers Green which led to traffic diverting through Colney Hatch Lane and Friern Barnet Road to the annoyance of local residents.

Improvements to the road were gradually made, starting with the construction of a flyover at Colney Hatch Lane which replaced the roundabout, and the stretch from Finchley to Henly's Corner was increased to three lanes each way in 1996. This just left the potentially lethal three-lane section at Telford Road and the continuation eastwards to *The Cock* at Palmers Green. This was improved in 2010, although the original scheme was scaled back on cost grounds and today the improvements have had little effect on traffic flows and traffic still diverts along Colney Hatch Lane and Friern Barnet Road, to the annoyance of local residents!

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## ROAD SAFETY

Talking about roads and traffic, this advertisement appeared in London in 1933 and is an excellent example of the copywriter's art – who would thought it possible to find a rhyme for oughtn't'?

**NURSERY RHYMES** No. 9.  
**FOR PRESENT TIMES**

Jack and Jill went up the Hill  
To fetch some milk for Mother,  
With good advice to each of them  
To take care of the other.

"I'll race you 'cross the street," cried Jack;  
Honk! Honk! the Bus replies,  
Too late they heed its warning,  
Jack in the roadway lies.

Poor foolish Jack, his "crown" is "broke,"  
Jill, too, is badly scared.  
'Twill cost Jack's Father five more "crowns"  
To have the "first" repaired.

So children, when you'd take a risk,  
Remember that you oughtn't,  
It's nice to race a Motor-bus,  
But Safety's more important.

**GENERAL**  
THE LONDON GENERAL OMNIBUS CO., LTD.,  
ELECTRIC RAILWAY HOUSE, BROADWAY,  
WESTMINSTER, S.W.

## A PERFECT STORM?

The following appeared in the *Muswell Hill Record* of 29 April 1910:

“The Recent Storm at Muswell Hill.  
Unique Photographs.  
Colney Hatch Lane under Water.  
Asylum wall washed down.

In our last issue we gave many interesting details of the extraordinary thunderstorm which broke over the district on the previous Saturday night.

Allusion was made to the great amount of damage caused by the demolition of a portion of the Colney Hatch Asylum wall and to the extraordinary spectacle presented by the flooding of the low-lying part of Colney Hatch Lane.

For our last issue we were unable to secure photographs depicting any of the scenes, but in view of the exceptional local interest which is still being manifested in the startling storms (and which will doubtless be preserved in the recollection of our readers for many years to come), we are glad to say we are now able to place before our readers two very interesting illustrations.

They are of the condition of Colney Hatch Lane at the corner of Cromwell Road, a photograph of which was taken by the Rev W Dudley Clements from the first floor of his residence, and the second, taken by Mr Scarfe from the window of Mr Hopker of Cromwell Road, depicts the demolished portion of the Asylum wall which was washed down by the storm”.



Colney Hatch Lane, corner of Cromwell Road.



**The Asylum Wall Washed Down.**

The two photographs are of great historical interest. Firstly the rural nature of Colney Hatch Lane is clearly shown and secondly, it can be seen that the Asylum grounds run right down to Cromwell Road and did so until the A406 was built.

***FOOTNOTE***

Colney Hatch Lane was still subject to flooding until about ten years ago when improved sewers were put in. This photo from 30 October 2000 makes an interesting comparison with the one from nearly ninety years previously:



## **MORE ON SHELTERS**

*by Brian Green*

Having read the footnote by David Berguer in the November 2016 Newsletter on the subject of Anderson and Morrison shelters, I could not help comparing those shelters with those I was familiar with as a young boy in Doncaster.

Our Anderson shelters were quite substantial, brick-built edifices; I think the walls were two bricks thick and the roof was definitely of concrete and semi-circular in shape, although not reinforced in any way. One shelter was shared by two households and was buried only two steps down into the soil which naturally did not prevent it being rather damp. Strangely I have no recollection of it having a door! I have seen local photographs showing houses badly damaged whilst the adjacent shelters survived intact.

However, after the war it did not take my father long to demolish our shelter with a 14lb hammer, whilst keeping most of the bricks intact. I was deputised to remove all the mortar, which seemed to be mostly sand, so that the bricks could be re-used. There were sufficient whole bricks to pave an area of about 28 square feet with a wall on two sides and still have some bricks left over. A number of our neighbours retained their shelters for several years post war, using them for the storage of garden tools, bicycles, etc.

Adjacent to my school were two other shelters, presumably for use by the school, which were each about 30 feet long by 6 feet wide, with flat concrete roofs and only a small earth embankment round them. How would these have survived a bombing raid, I wonder?

To put matters into perspective, I can remember using our domestic shelter only twice during the war and being taken into the 'school' shelter only once as a practice session. How does this compare with Friern Barnet experience?

## **PHOTOGRAPHIC MEMORIES**

Our member in Orpington, Doug Smith, wrote to us and enclosed some photographs that he had taken some fifty years ago. Doug had seen our photograph of the *Flying Scotsman* in our April 2016 Newsletter and was prompted to look through his collection:

"I delved through my own 'archive' and found the enclosed photos. Two of them are of express trains passing through New Southgate and were taken from the same wooden structured bridge. They came from circa 1955/56 when I had just got interested in photography and I must have been using my very first box camera, hence the rather small size. Even with a magnifying glass I am unable to identify the locos other than that one is an A4 Pacific on its way to King's Cross. The other, travelling north is another Pacific 4-6-2 possibly an A1 or A2. The other photo of the High Street in New Southgate dates from the same period and same camera. I am taking it from the corner of South Road where I lived and judging by the absence of cars and people, it was probably a Sunday or late summer evening. With a magnifier, a trolley bus can be seen negotiating the turn into Station Road – the point where they would often lose their poles! If the photos are of any use, please keep them".



## Footnote

Doug's original photographs only measured 3½ inches by 2½ inches but we have enlarged them so as to show more detail.

## POSTAL BARGAINS

by Nick McKie

Those of you who regularly read the daily and Sunday newspapers in the 1950s and 1960s will probably remember the pages of small advertisements that appeared under the heading of 'Postal Bargains' and featured a bewildering variety of low-priced gadgets in advertisements usually measuring only 2 inches high x 1 column wide

One of the leading exponents of this type of marketing was William Penn who entered the business around 1904 and had premises at 682 Holloway Road and later at 623-627 Holloway Road. Around 1948 they moved to 585 High Road, Finchley, formerly a ladies' hairdressers. Up to 1936 they were known simply as William Penn but from that date they became a limited company.

Direct marketing was a cheap and effective way for a company to promote their products and while Postal Bargains marketing may appear to be somewhat of a 'Mickey Mouse' operation, it was in fact highly sophisticated. Each advertisement carried a key, usually in the form of a Department number, so the results from each individual advert could easily be measured. It was generally reckoned that by the Thursday following publication the publication of an ad its effectiveness could be judged. Unsuccessful adverts would be dropped altogether or replaced by a different version with a new image and new words. In America an advertisement entitled *Do You Make These Mistakes in English?* ran unchanged for 25 years and produced results every time!

Penn's advertisements in the 1920s featured personal and household items:



**THE "IDEAL" HAND  
EMBROIDERY  
MACHINE** ONLY **1/9**

Nothing adds so much charm to jumpers, frocks, blouses, "undies, &c., as dainty hand embroidery. Our "ideal" Embroidery Machine enables even a child to embroider with remarkable beauty in wool or silk, on any material. It does the finest embossed embroidery, &c., on bedspreads, cushions, cosies, table centres, &c., also monograms on handkerchiefs, &c. Strongly made in plated metal. Sent with illustrated directions.

Price only 1/9. (Post 3d.)  
Two spare needles sent for 6d. extra.

**WM. PENN (Dept. A),  
682, Holloway Road, London, N.19.**  
Trade Enquiries Invited.

Daily Mail 23 May 1925



**HAIR WAVED**  
IN A FEW SECONDS!

Perfect hair-waves so much admired are INSTANTLY created with my

**HOME MARCEL  
WAYER**

Lasts a lifetime. Simplicity itself. Saves expense and trouble of visiting hair-dresser. Ideal for use at home or on holidays.

Price, post paid, in box with directions, ONLY **2/9**  
**MONEY BACK IF NOT DELIGHTED.**

Send NOW P.O. to:  
**WM. PENN (Dept. M.D.)  
682, Holloway Rd., London, N19**  
(Illus. Novelty List Free)

Daily Mail 6 Jun 1925

The Daily Mail Ideal Home Exhibition was founded in 1908 and by the 1930s it was featuring a range of cheap gadgets which would be demonstrated by professional presenters. Many homes ended up with these inventions, unused and hidden away in kitchen drawers. Penn's introduced a number of such gadgets in the 1930s and the prices were deliberately kept low to attract consumers. Rug making was a particularly

popular hobby when the only thing to do of an evening was listen to the wireless, knit or read:

**BEFORE** **WONDERFUL 2 MINUTE TROUSERS CREASER** **AFTER**

ADJUSTS TO ANY WIDTH

PAIR

3 pns. 5/6 POST 4/-

6 pns. 10/- POST FREE

"Magic" is the only word for it. We challenge any tailor to produce a more perfect crease. Miles better than any Press. Makes baggiest trousers hang with faultless knife-edge crease, and takes only 2 minutes to use as shown. No screws, springs or wires. Packs flat. Everlasting wear. Worth their weight in gold to smart men. **BEST BRITISH MADE THROUGHOUT.**

**FREE** Special GIFT of MARVELLOUS TIE-STRETCHER given with 3 pairs for 5/6 post free; two gifts with 6 pairs for 10/- post free.

*Note a'to these Price Reductions for three or more pairs.*

Daily Mail 22 May 1937

**The New Wonder FRY PAN**

Eggs and Bacon—Steak and Onions—Kidney and Tomatoes—Liver and Mushrooms, etc., etc. **COOKED BETTER** because of grill base. **SERVED DAINTIER** because each is separately cooked. **MORE ECONOMIC** because it requires less gas or electricity. **QUICKER** because several dishes cooked at once.

**FREE** A marvellous new kitchen labour-saving invention in the shape of a Fry Pan 1/1 included free with each pan.

Fried eggs dished up oval and thick as if poached.

Extra strong, specially BRITISH made, this full size 22 1/2" diameter Fry Pan is a boon to the busy housewife. Also recommended for Hotels, Restaurants, Cafes, etc. Suitable for Fire, Gas or Electric Stoves.

**2/-**

POST 6d.

THREE OR MORE POST FREE

Have you had a perfect fried egg?

Daily Mail 22 May 1937

**SHARPEN Your MOWER AND GARDEN SHEARS YOURSELF!**

Saves over double its cost first time used. Also sharpens garden shears, tools, etc. Price only 1/11 (postage and packing 4d.) in box with easy directions.

**NO SKILL REQUIRED. A FEW RUBS AND THE JOB'S DONE.**

Real Carborundum, the World's best Sharpener, instantly puts an amazingly sharp cutting edge on ANY MAKE of Mower no matter how old or blunt. Will last for years.

**FITTED WITH GENUINE COSTLY CARBORUNDUM SHARPENER**

**1/11** POSTAGE AND PACKING 4d.

Daily Mail 22 May 1937

**The 'LIMIT' RUG-MAKER**

For Making Rugs on any Sewing Machine (hand or treadle). Makes full-size hearth rug in a few hours; better and stronger than with any other apparatus; also wool is not wasted on back of foundation. Uses any wool or long strips of cloth. Speedily makes any size rug of mat. With devices for long, short or medium pile. No adjustment to sewing machine required. With very simple illustrated directions.

**2/-**

Price 2/- (Post 3d.)

Send NOW P.O. or Stamps 2/3 to:

**WM. PENN (Dept. L.)**  
682, Holloway Rd., London, N.19.

Daily Mail 22 Mar 1930

Unsurprisingly, the 1940s saw the introduction of items that were designed to help the housewife in difficult times:

**FIRELIGHTER WITHOUT WOOD OR PAPER**

**A REAL WARTIME ECONOMY**

**2/-** POST 4d.

HELP THE SALVAGE EFFORT!

The Government urges you not to use paper for lighting fires. Help the war effort by using **PENN'S INSTANT FIRELIGHTER**.

This indestructible Firelighter lights your coal or coke fires in a jiffy without wood or paper, and no trouble. Also ideal for roasting dead fires, saving rising fires, and for burning garden rubbish. Testimonials and recommendations arrive daily from delighted users. This most economical war-time necessity for every home will last indefinitely—unobtainable elsewhere.

Wm. PENN LTD. (Dept. H)  
623, HOLLOWAY RD., LONDON, N.19

Daily Mail 14 Jan 1942

**PENN'S SOAP SAVER 1/6**

Post 3d

Container takes small ends of soap, making **Coupons last longer** by eliminating ALL waste. A few swishes in hot or cold water produce an abundant lather.

Soap is kept dry when not in use. Everlasting. A necessary economy in Bathroom & Scullery. Price 1/6, Post 3d. 1/2 for 3/-, POST FREE.

**Wm. PENN LTD. Dept. EDM**  
623, Holloway Road, London, N.19

Daily Mail 6 Nov 1943



After the War, Penn's continued to introduce new products, and the 'Cut Your Own Hair', ad ran for several years, presumably much to the annoyance of men's hairdressers.

**CUT YOUR OWN HAIR**  
**TRIMS AS IT COMBS**

Save endless time and expense with **PENN'S "EASYTRIM."** For lady, sent, or child.

**2/9**  
 Post 3d.  
 inc. three spare blades



This superior unbreakable **SELF TRIMMING COMB** with blade ready for use keeps your hair always neatly trimmed. Complete with three spare blades. Send NOW 3/- P.O. or stamps Direct only from:-

**Wm. PENN LTD. (Dept. M/4),**  
**585, High Rd., Finchley, London, N.12**

Daily Mail 23 March 1949

**LEATHER STITCHER**  
**OUTFIT 'AWL-U-NEED'**

with 2 NEEDLES, STABBER AND WAX THREAD

For stitching BOOTS, BELTS, BAGS, SACKS, HARNESS, TENTS, CARPETS, UPHOLSTERY, SLIPPERS, etc.

This Automatic "AWL-U-NEED" quickly sews with strong Lock-stitch, Leather, Rubber, Crepe, Canvas, Sailcloth, Matting, etc. Easy instructions Extra needles, 3 for 1/6. Extra Wax Thread, 50 yard skeins, 3 for 2/6.



**6/6**  
 Post 6d.

**Wm. PENN LTD. (Dept. PH)**  
**585, High Road, Finchley, London, N.12**  
 Established over 50 years

Daily Mail 1956

**CORNS and BUNIONS**  
 WALK IN COMFORT



**9/-**  
 Post 1/-

**Satisfaction or money back.**  
 Pat. 744636.

**PENN'S EEZIT**  
**LIFTS LEATHER FROM VERY SPOT that HURTS**  
**STRETCHER**

No more agony with Corns, Bunions, Chilblains, Hammer Toes or Enlarged Joints **PENN'S PATENT "EEZIT" STRETCHER** instantly stops painful chafing. Unbreakable steel. For any size Lady's or Gent's boot or shoe. Sent by return for 10/- P.O.. Cheque or cash. Direct only from:-

**Wm. PENN Ltd. (Dept. M),**  
**585, High Road, Finchley, London, N.12.**

Daily Mail 6 Jun 1964

**SAVE your COAL!**



With our **BRIQUETTE MAKER**

you can easily convert your **COAL-DUST** and **SLACK** (otherwise wasted) into aerated **COAL BRICKS** and **Fire-Post-Free Lighters**. So easy even a child can make coal briquets with this simple machine. **8 Bars 3/6's.** With easy instructions. **SATISFACTION OR MONEY BACK.** Send 70p P.O. or cheque.

**70p**

**Wm. PENN LTD. (Dept. M),**  
**585 High Rd. Finchley, London, N.12**  
 Established over 60 years.

Daily Mail 4 Mar 1972

We have been unable to trace any activity from Wm Penn beyond 1972, apart from an undated notification that the firm was dissolved. If anyone can add any further information please let us know.

## LADDERSWOOD ESTATE – A NEW BEGINNING

by Colin Barratt

In the April 2015 edition of the *Newsletter* I gave some background to the creation of and recent demolition of the Ladderswood Estate in New Southgate. In the late 1960s the major redevelopment of central New Southgate was under way. One part of it was this new housing estate in the area between High Road, Palmers Road and Upper Park Road, consisting of 161 properties, which included a high rise block (Curtis House) and low rise maisonettes and flats plus an industrial estate between Lower Park Road and the Telford Road section of the North Circular.

Unfortunately, over the years, the housing became run-down, the concrete panel construction suffered from structural problems and there was a lot of anti-social behaviour. Finally Enfield Council decided to replace the estate with a new development which would be a better place to live, and regenerate the area.

Other parts of the 1960s/70s redevelopment of New Southgate were also looking run down and in need of improvement so in 2010 a Masterplan was to be delivered out of this.

After much consultation and discussion, a final scheme was drawn up in 2013 and planning permission was granted in February 2014. The number of homes will more than treble to 517, with a community centre, an 80 bed hotel and new commercial space. The artists' impression of the new development, as always, makes it look very attractive. It should certainly be an improvement on the decaying concrete jungle it replaces

Anyone familiar with New Southgate before the 1970s will remember the pub at the bottom of the High Road, the *Sir John Lawrence*. When this was demolished, a new pub was built nearby, at the edge of the Ladderswood Estate, which was called the *New Sir John Lawrence*. This ran for some time, but a few years ago it too closed and was demolished. This cleared land allowed for the first block of flats of the new development to be built, before demolition of the existing buildings started. The next phase was demolishing the tower block of Curtis House. I also reported this event in the April 2015 *Newsletter*.

Since then development has been progressing. The photo below shows what it looked like in January 2017. The first completed block of flats (on the pub site), is on the left and in the foreground the hotel on the corner of Station Road and Telford Road is taking shape. The old low-rise flats behind it are still there, but are due to come down soon. Completion of the project is expected in 2019.



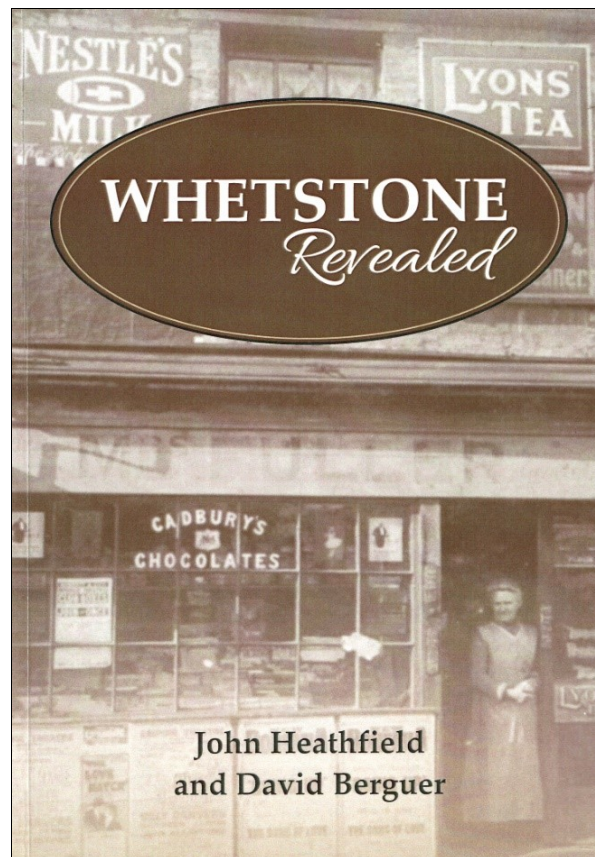
Originally the new estate was going to be called New Ladderswood, but it has now been given the name 'Montmorency Park', named after the dog in Jerome K Jerome's *Three Men in a Boat*. This honours the fact that JKJ lived here as a boy in the 1870s, but I can't see this being very popular with the residents!

### **'WHETSTONE REVEALED'**

*by Richard Testar*

How much do you know about where you live? Where were Coldharbour, Standish Corner, Butts Green or even the Bricklayers' Arms? All is revealed in *Whetstone Revealed*, David Berguer's latest book written jointly with renowned local historian and President of the Society, John Heathfield.

*Whetstone Revealed* does what it says on the cover. It is the most comprehensive study yet written of our local area. It starts with the geological origins and takes us through the centuries to the present day. As with all John and David's books they have managed to take the dryness out of history and inject it with enthralling facts that are very readable. The book has 306 pages and there are over 200 photographs, most of which have never been published before, together with numerous illustrations which readers will take delight in absorbing. "I remember that!" will be the reaction by many of us when we open the book and see houses and shops which have either been demolished in more recent years, or changed beyond recognition.



The book is written in a very logical way. The introduction gives us an account of the growth of Whetstone, and then leads us on a tour along both sides of the High Road starting with Swan Lane and Totteridge Lane, with features on the grand houses, churches, schools and businesses which many of us will easily recall as we peruse the comprehensive range of photographs. It then moves on to the Oakleigh Park Estate, Oakleigh Road, Friern Barnet Lane and adjoining roads and there is a special chapter

on the former STC factory which will ring bells with many local residents who once worked there.

There's also a chapter on the public services, featuring the utilities, police and fire brigade. If you were a part-time fireman in 1908 you would be paid the princely sum of £2 a year!

Around 1980, local historian Percy Reboul interviewed a number of former tradespeople, shopkeepers, service employees such as the local postman and policeman, including an interview with a housewife. Each gives us an insight into their past which readers will find fascinating.

Moving on from features on local groups, namely the Whetstone Society (now sadly dissolved) and the thriving 'Love Whetstone' Group, the appendix of the book takes a detailed chronological journey through the Second World War, homing in on events in our local roads, such as pinpointing the locations of various fires and bomb damage. This chapter illustrates the difficulties faced by our own neighbourhood – you may even find your own road featured. A macabre example is the setting up of a mortuary at the changing rooms and café in Bethune Park.

Further appendices such as 'The Changing Face of Shops' where individual businesses are listed comparing 1952 with 2012 are recorded in detail. Their names will strike many chords. Finally David has compiled an alphabetical list of Whetstone's streets, describing the make-up of all of the dwellings. Like all David's books, Whetstone Revealed will be difficult to put down. Another good read to cuddle up by the fireside! There's something for everyone, either by reading from cover to cover or dipping in to the multitude of facts, photos and stories which are found between the covers. A thoroughly good read!

The cover price is £14.99 and if you live locally we can deliver the book to your home. Otherwise there will be a charge of £3 to cover postage and packaging. To order your copy phone David Berguer on 020 8368 8314 or you can email: friernbarnethistory@hotmail.co.uk.

### **SUBSCRIPTION RENEWAL**

Your subscription runs out on 31 March 2017. If you wish to renew for a further year, from 1 April 2017 - 31 March 2018, please complete the enclosed form and return it with your cheque.

We are pleased to say that the rates remain the same - £8 for a single person and £14 for a couple or group.

**Friern Barnet & District  
Local History Society**©  
President John Heathfield

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