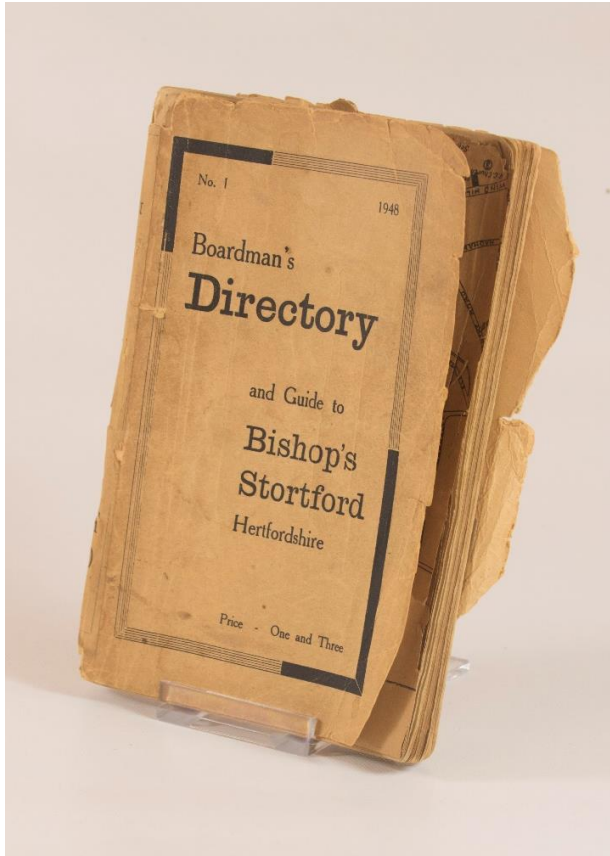


Boardman's Directory

By Roy Fletcher



A few weeks ago the Bishop's Stortford Museum received a donation of a 1948 Boardman's Directory. It provided a complete guide of the roads and streets comprising the Urban District of Bishop's Stortford together with an alphabetical directory of the residents of the Town. It was numbered One, but whether further editions were published is unknown.

Our copy, whilst battered, is complete and gives an interesting insight into Bishop's Stortford immediately post war. Of particular interest are the adverts for the local businesses. Examples being:

C.B. Fordham, Turf Accountants, 24 Potter St. Bookmakers in today's parlance. They claimed their aim "was to satisfy with courtesy and good service, your every sporting need from Horse Racing to Greyhounds, Football and the Boat Race". It is noteworthy that betting on Oxford and Cambridge was something that featured 70 years ago.

Bishop's Stortford Egg Packer Ltd, 19 Chantry Rd. Chantry Road, now a residential street, then had an "Egg Packing Station"!

C. Miller Smith, 18 South St. might have been a hairdressing saloon but didn't actual state as much however, they provided "High Frequency Treatment; Tinting, Vibro Face & Scalp Massage", and suggested that men should "In order to maintain a smart appearance and add to your personal comfort, visit your hair-dresser at frequent intervals". They also told ladies that their system "was operated by experienced hairdressers, our system of Permanent Waving is most kind to hair, and ensures excellent results".

The advertisement for **Tissiman & Sons Ltd**, 10-12 High Street informed readers that not only were they Ladies' and Gents' Tailors but they were also "Breeches makers". Their telephone number was Bishops Stortford 9.

J Day and Son, Station Rd, stated they had been established over 100 years. Make that over 170 years as the name still exists in Station Rd.

C Swains, Butcher, 4 Bridge St and 20 North St could provide “Poultry, Rabbits and Game as allocated” - a sign that in 1948 rationing was still the order of the day.

There is also an extract from *The Historical Antiquities of Hertfordshire*. It reads:

“Bishops Stortford. When William the Conqueror had secured himself from the fear of his enemies, and established his Dominion in the Kingdom; We of his princely bounty, gave to Maurice, the then venerable Bishop of London, and his successors, this Town and Castle of Bishops Stortford, and whatsoever William his Predecessor had of his gift, with all the lands which William Diacon and Ralph his brother held of him, that they might possess it forever.

This Town was called Stortford, from the River Stort and the ford; and received the Adjunct of Bishop’s from this Bishop, to whom King William had given the same.”

The museum’s copy of the 1948 Boardman’s Directory is currently on display at the Bishop’s Stortford Museum in the Rhodes Arts Complex.

Researched and written by Roy Fletcher.

Roy has been a volunteer at the museum for six years, spending his time cataloguing the museum’s collection. Roy has an interest in the local history, particularly the last 200 years.