

BEYOND THE GRAVES

Volume 5, Number 1, January 2010

RETAIL THERAPY – "Shop till you drop"



Frank Lyndon Tutte ran a grocery business and sub Post Office in Oakfield Hill for many years. His friendly, open demeanour led to him being well liked and respected in the area in which he had always lived.

When young, he was a keen member of various musical societies including the Ryde Philharmonic Society, and was also a member of the St John's choir for over sixty years, attending church twice a day on Sundays.

Mr Tutte had many other interests. He was involved in local affairs, serving as a member of St Helen's Council for many years until his business interests forced him to step down. He was also very interested in the work of the Hampshire Friendly Society and in younger days was an active member of many local building societies.

Frank Tutte died on 7 December 1931, aged 73, at his home Dumbarton, St John's, Ryde. He was survived by two sons and two daughters, his wife having died in April 1928. At his funeral service held at St John's, the Rev Gillson-Gill officiating said, he knew that he was expressing not only his own feelings but also those of many of the congregation, saying that they had lost a great friend. He added that there were many homes of the poor in Oakfield who could testify to Mr Tutte's many acts of kindness. After the service Mr Tutte was interred at Ryde Cemetery.

Tutte & Sons, The Post Office, Oakfield
(HARTLEY C. WHITE).
Parcels and Letters despatched at 8.45, 11.15, 2.0, 4.45 6.30. Sunday 6.15.
Family Grocers, Bakers, Tea & Provision Dealers, Corn, Meal & Potato Stores
NOTED FOR PURE WHOLE-MEAL BREAD.
High Class Biscuits. The Parish Magazine can be obtained at the Post Office.

Advert from The Parish Magazine 12 January 1934

EVERYBODY INVITED TO TEA.
BOTH you and your friends are respectfully invited to join Mr. and Mrs. John Bull and family in taking TEA from the ATLANTIC TEA STORES, in High-street, any day you please (except Sundays) until further notice. Those who cannot come may send their babies, with sixpence-halfpenny screwed up in a bit of paper and get four ounces of the BEST IN THE WORLD at 2s. 2d. per pound.
ATLANTIC TEA STORES, HIGH STREET, RYDE.

Tea Advert 8 October 1874

<p>Ring up Telephone No. 0470 Ryde, WRITE TO, OR CALL AT COLENUTT'S I.W. COUNTY STORES OPPOSITE THE POST OFFICE, UNION ST., RYDE, FOR PURE TEAS AND Groceries of the highest excellence Cash Price List and Samples Free.</p>	<p>WHEN ANY MEMBER of your family complains about the quality of your tea, just change to our 1/6 blend AND SEE THE RESULT THE TEA THAT PLEASES IS H. G. JOLLIFFE'S POPULAR 1/6 BLEND. FREE SAMPLE FROM <i>The Tea Shop, Ryde.</i> TELEPHONE 370.</p>
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Adverts from The Parish Magazine March 1913

DO YOU WANT LUXURIANT HAIR, WHISKERS, MOUSTACHIOS AND EYEBROWS?—Of the numerous preparations introduced for the Hair, none have maintained such celebrity as **EMILIE DEAN'S CRINOLINE**, which is guaranteed to produce Whiskers, Moustachios, and Eyebrows in a few weeks; and will be found eminently successful in nourishing, curling, and beautifying the Hair, checking greyness in all its stages, strengthening weak Hair, and preventing its falling off. In the reproduction of Hair in baldness, from whatever cause and at whatever age, **ONE TRIAL** will prove its astonishing power. In the nursery it is indispensable, forming the basis of a beautiful head of Hair. Price 2s. per bottle. Large bottles, containing more than four times the small ones, 5s. each. Sold by all chemists in the world, or sent post free, on receipt of 24 penny stamps, by Misses DEAN and COUPELLE, Hair Restorers, &c, Bedford House, Russell Square, London. W.C.

Isle of Wight Observer 13 June 1863



FUTCHER'S NEURALGIC PILLS.

Futcher's Pills are really good,
They make you HUNGRY and DIGEST your food,
If you're a "TORY" or a "RAD,"
They'll make you well if you are bad;
So ALL together we'll shout "Hurrah,"
Its all "U.P." with "NEU-RAL-GEE-AH."

How d'ye make 'em? NEVER MIND,
They're ONE and 3 ha'pence & TWO and NINE;
The LARGEST Boxes hold the MOST,
And we charge you nothing for the Post,
So ALL together we'll shout "Hurrah,"
Its all "U.P." with NEU-RAL-GEE-AH."

The Government charges 3 ha'pence a time,
And "threepence" when its 2 and NINE,
Then there's "Advertising," and "S. R. JAY,"
The "GUYNORS," got all this to pay,
So its not ALL profit as you see,
To cure this OLD "NEU-RAL-GEE-EE."

Price 1s. 1½d. per box, or boxes containing three times the quantity for 2s. 9d.

They are the most strenthening Pills in the world and by far the best TONIC for INVALIDS.

Sole Agents for Ryde:
Messrs. GIBBS & GURNELL,
Union-street, Ryde

Gibbs & Gurnell Advert 15 May 1886

W. SUTTON, M.P.S.,

Dispensing Chemist,
SOMERSET ROAD, ELMFIELD.
Tel. RYDE 72.

"Reliability."

FIVE GOOD REASONS

Why you can always 'Depend' upon me.

- 1st.—My Service is Modern.
- 2nd.—Cleanliness is my motto.
- 3rd.—Civility and Courteous Attention given to every customer.
- 4th.—Dispensing of Medicine is my profession, and accuracy is assured.
- 5th.—Personal Supervision is given to everything pertaining to the business.

I try to stock Everything that belongs to a well-equipped Pharmacy.

Surgical Appliances.	All Photographic Supplies.
Sickroom Requisites. Invalid Foods etc.	Developing, Printing & Enlarging.
Toilet Specialities. Perfumery.	Everything for Baby.

NATIONAL HEALTH DISPENSING.

OPEN { Thursday Evening, 7—8.
Sunday Morning, 12.15—12.45.
Evening, 6.30—7.30.

When closed apply for urgent orders at High Park Tavern, Marlborough Road

CONFIDENCE

Your Chemist is more than a Shop-keeper. College training, professional obligation, and State requirements combine with business experience to ensure the highest standard of service by the qualified Chemist. :: :: :: ::

Call, telephone, or write to—

G. Nicholson, M.Ph.S.,
(By Exam. London)

Dispensing Chemist,

4, THE ESPLANADE

(formerly known as 13, PIER STREET.)

Telephone 141 Ryde.

For the convenience of residents in the High Park District, orders may be left with—

MR. F. MELLANBY,
CHANCTONBURY,
High Park Road.

Adverts from The Parish Magazine January 1934

Memories of Elmfield Shops in the 1950s

In the early 1950s Elmfield had a number of shops in both Somerset Road and Marlborough Road. Most people in the village did their shopping locally, with a weekly or less frequent trip "up town" being regarded as a treat. The shopkeepers knew everybody by name and took time to chat.



Milford's newsagents, Somerset Road, Ryde

Thanks to W Milford for allowing RSHG to use the photo for this newsletter

Somerset Road

The chemist was run by Mr W Sutton, a stout man who always wore a white coat and later became Mayor of Ryde. He was assisted in his small, overcrowded shop by his wife. There was a wooden counter and numerous wooden drawers and jars for storage. (See the advert on page 2)

**"MAY WE SERVE YOUR
GROCERY NEEDS, MADAM?"**

Make this your GROCERY STORE and you will never be disappointed.
Every order is given prompt attention and delivered without delay.
Only the finest branded goods are stocked, and everything we sell is
guaranteed perfectly fresh.

H. G. JOLLIFFE & SON,
— GROCERS —

SOMERSET ROAD, ELMFIELD. Tel. 464. Also at High Street, Ryde.

Advert from The Parish Magazine 14 January 1934

H G Jolliffe the grocer sold many products that were not prepacked. Biscuits came loose from large square tins with cheese and butter being cut from large slabs and bacon via the slicer. Sugar and dried fruit were weighed into blue paper bags. People shopped daily and stood in line waiting to be served by an assistant but often only paid at the end of the week when they received their wages. At Christmas the normal paper bags were replaced by bags printed with sprigs of holly.

Mr Peck ran the butchers shop that had sawdust on the floor and the meat was cut while you waited.

Wet fish was sold from Argyll Villa that had a smokehouse in the garden.

W. A. ARNOLD,
Somerset Road Dairy (REGD.),
Pure New Milk delivered Twice Daily.
BUTTER, CREAM, EGGS, ETC.
Cleanliness Guaranteed.

Advert from The Parish Magazine 16 January 1934

Marlborough Road

Mrs Rayner, always referred to as Lou, presided over the Post Office and hardware shop that was arranged internally in two parts with a door at each end. You could buy little flat tins of Gibbs Dentifrice, which claimed to "defend your ivory castles", shampoo powder in envelopes to dissolve in a jug of warm water, and household soap that was put in a small wire container and shaken about in the washing up water. Kitchen utensils and saucepans were hung around the walls.

Piggott the greengrocer had an open door and you could have your fruit and vegetables delivered.

Alexander the shoe repairer always had the smell of freshly cut leather as most shoes had leather soles and heels and were seldom thrown away. A good trade was to be had selling "Blakeys" and "Segs" and stick on rubber soles to the DIY repairer.

W. DALLIMORE & SONS,
Bakers and Grocers,
ELMFIELD STEAM BAKERY,
RYDE, I.W.

Agent for Youma Malt Bread.
Best White and Wholemeal Bread.

FAMILIES WAITED ON DAILY.

From the front room of her villa Mrs Pearse sold everything you required for sewing and mending.

Dallimores was a large grocers shop with its own bakery on the eastern side of the road that was later replaced by a laundrette.

Advert from The Parish Magazine 19 January 1934

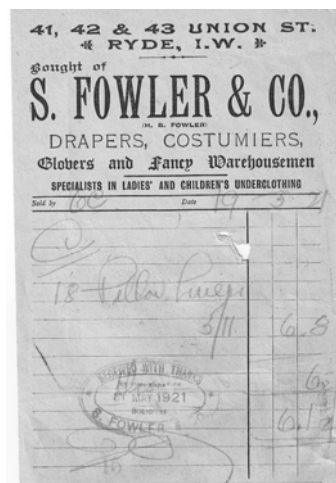


S Fowler & Co., circa 1950

Samuel Fowler was the son of a well known stockman, especially successful with horses, but as his parents died young, Samuel was brought up by an uncle in West Cowes. He was apprenticed to a Newport draper and then worked for a time in London. Eventually he returned to open his own business in Union Street, Ryde. He had married Mary Brooke of St Helens in 1864 and they lived to celebrate their golden wedding in 1914 when their four bridesmaids also attended the party!

Mr Fowler was a Town Councillor for around 40 years, an Alderman, Deputy Mayor, Senior Justice of the Peace and Chairman of the Vectis Building Society.

Mr Fowler was very fond of country life; enjoyed the gun season, rode every morning before breakfast until he was nearly 80 years old and was regularly a horse judge at shows.



1921 Receipt

He was a man of culture and great geniality and much respected. He was a consistent supporter of all local charities and good causes and survived to the grand old age of 90.

Fowlers Department Store traded successfully and maintained very high standards. It suffered extensive fire damage in January 1991 and became a Wetherspoons Free House in 1998. It has retained its impressive frontage and the name S. Fowler & Co.



After the Fire 12 January 1991 © David Bushell
Thanks to Dave for allowing RSHG to use his photo for this newsletter

H. PACK & CO., LTD.
are Now Showing
EXCLUSIVE AUTUMN FASHIONS
in All Departments.
TOP OF UNION STREET - RYDE 30.

Advert from the 1935 Ryde Carnival Programme

F.G. Whittington,
110 High St. Ryde,
Tailor & Outfitter,
Hatter & Hosier.
CAPS AND TIES
A SPECIALITE.

Advert from The Parish Magazine 7 March 1913

Hockney's Drapery Stores
Are at the Top of the High Street, Ryde
The Goods displayed in these Windows offer many valuable suggestions for
Christmas Gifts
It will be worth your while to see this display before making your purchases.
.....
Here are listed just a few of the Specialities:-

Ladies' Fur Trimmed and Fur Back GLOVES from 3/6 to 10/6.	Silk TAPESTRY CLOTHES, TABLE RUNNERS & CUSHION COVERS. from 2/6½ to 5/11.	A large stock of very pretty TEA COSIES AND AFTERNOON TEA CLOTHS, from 1/6½ to 7/11.
WOOLLIE SUITS for the Little Folk including Coat, Hat & Breechettes to match, from 9/11.	Very Dainty Embroidered & Silk NIGHTDRESS CASES and HANDKERCHIEF SACHETS.	An unusually nice selection of DUCHESSE SETS in white and fancy colours, from 1/0½ to 3/6.

The Stock displayed this Christmas is very large and comprehensive, it includes practically every article of Ladies' Dress, both outer and under garments. In all cases prices are marked at the lowest level, and to every customer the utmost attention and courtesy is extended.

Skipworth Hockney
Solicits your Patronage at
76, 77 and 78
High St., RYDE.

Newspaper advert 5 December 1929

The Isle of Wight Observer of January 1881 has an impressive advertisement:

**SEED POTATOES,
IN FINE CONDITION FOR PLANTING,
AT C DIMMICK'S NURSERY AND SEED ESTABLISHMENT,
146 - 147, HIGH STREET, RYDE.**

It goes on to list 18 varieties of potato under four main headings: NEW AMERICAN KINDS, EARLY KINDS, SECOND EARLY KINDS and LATE KINDS. Most are priced at 1/6 per pound but the SNOWFLAKE, "said to be the best of the recent American introductions," is rather expensive at 3/6 per pound.

Cheaper varieties priced at only a shilling per pound include: the DALMAHOY, "a very first-class second early, boils white and floury, and is an abundant cropper" ; SCOTCH ROCKS, "a well-known hardy late kind, very productive, and a good keeper"; EXTRA EARLY VERMONT, listed under the New Americans and said to much resemble the Bresee's "King of the Earlies."

A firm favourite must have been the SUTTON'S HUNDREDFOLD FLUKE, "a very handsome potato, being encircled with a crimson band, very productive, large, and one of the best to resist the disease."



Charles Dimmick.
Thanks to Marc Wayne Dimmick for the photograph

Charles Dimmick was an entrepreneur in the world of gardening, with his shop in the High Street and green houses in the town. He developed his business from small beginnings, starting work at the age of 11 in a nursery and market garden. He worked his way up to become under and head gardener for various wealthy employers. Having first bought limited premises, his business thrived, expanded and he even provided plants to Osborne House for the Royal Household.

Charles was also an itinerant Methodist preacher for over 40 years and had connections with the Temperance Movement. He was a member of the Ryde Commissioners, Town Council and Cemetery Committee.

Charles had a particular interest in potatoes, having published a book in 1845, "Potato Disease and its Prevention," which received good reviews. He also published his autobiography in 1885 (you can read it on our website <http://rshg.org.uk/Dimmick.asp>)

Please Note Address — Tel. 366.

"J. F." EARL,
Fruiterer, Florist, etc.
61, UNION STREET,
Ryde.

Floral Designs and Made-up Baskets
a Speciality.

THE FINEST SHOP IN THE ISLAND

Advert from The Parish Magazine 26 January 1934

Several Gold Medals have been awarded us for Floral Work.

F. DUNNING & SON,
FLORISTS,

The Marlboro' Nurseries,
High Park - - - Ryde.

FLORAL - DESIGNS OUR - SPECIALITY.

Our Wreaths, Crosses and Bouquets are known the
Island over for their excellence of design and purity
of flowers.

Advert from The Parish Magazine 5 January 1934

FRESH DELIVERIES OF VEGETABLES DAILY.
NEW LAID EGGS.

ALFRED CHEEK
(LATE C. M. TAYLOR),
89 & 111, High Street, Ryde.
English and Foreign
Fruiterer and Greengrocer.
Finest and Best English and Colonial Fruits.

Advert from The Parish Magazine 9 January 1934

Edmund Rickard Watchmaker and Jeweller



Thanks to IW Record Office for the photograph of Rickard's shop

ESTABLISHED 1857.

- RICKARD -
Watchmaker, Jeweller
 SILVERSMITH.

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**FINEST STOCK OF NOVELTIES IN  
THE ISLAND.**

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SILVER GOODS A SPECIALITY.

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**Exclusive Designs as manufactured solely for  
the leading Silversmiths.**

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**All Chronometer, Watch, Clock & Jewellery Repairs
skillfully executed by experienced workmen
on the premises.**

9 HIGH STREET, RYDE, I.W.

Advert from The Parish Magazine 3 March 1913

**WATCH, CLOCK, AND JEWELLERY
ESTABLISHMENT,**
 139, HIGH STREET (corner of John Street), RYDE.
E. RICKARD,
**PRACTICAL WATCHMAKER, WORKING
JEWELLER, &c.,**

BEGS to call attention to his large and well-selected
 Stock of **WATCHES, CLOCKS, & JEWELLERY.**
 Silver Watches, commencing at 25s., warranted and
 exchanged if not satisfactory; Gold ditto, 55s. (war-
 ranted); Clocks, commencing at 6s., warranted and
 kept in order free of cost for 12 months, and exchanged
 if not satisfactory. All goods marked in plain figures.
 Repairs of every description; Gilding, Coloring,
 Silvering, &c., done on the premises by experienced
 workmen. No apprentices kept. Customers may rely
 on having their work done well, and at short notice.

Advert from the Isle of Wight Observer 12 June 1869

Edmund Rickard was born in St Dominick, Cornwall in 1839 and came to Ryde with his wife Mary Maria Maccaffrey. He set up his watch, clock and jewellery business in 1857, trading at 139 High Street, later moving to 9 High Street. The photograph, with Edmund standing in his shop doorway, shows the wide range of goods for sale, many made by skilled craftsmen on the premises. His children Alfred, Minnie, Lottie and Ethel all helped their father in the business.

Edmund Rickard died on 7 November 1902 at 9 High Street and is buried in Ryde Cemetery. The business continued to trade under the Rickard name.

Other jewellers in Ryde included Morriss' Diamond Shop and Bernard Mitchell Ltd

ESTABLISHED 60 YEARS.

✠ MORRISS ✠
The Diamond Shop,
137, HIGH STREET, RYDE, I.W.

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**SOLE AGENT FOR**  
**Garrard All-English Striking and Chiming Clocks.**  
**COMMUNITY TABLE PLATE.**

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Engagement Rings a Speciality.
 Ask to see the new "FIDELITY" Gold and Platinum
 Wedding Rings.

Advert from The Parish Magazine 25 January 1934

**Bernard
Mitchell Ltd**

The Island
Jewellers

For the finest selection
of watches - Agents
for Longines, Rolex,
Cyma, Crusader, Yeo-
man, Avia, Dearick,
Accurist, Smiths and
Ingersoll

60 Union St., Ryde
 Phone 3247

Advert from the 1951 Ryde Carnival programme