

# THE POSTCARDS OF EASTCOTE - PART II

by Bernice Bath

When I bought my first postcard of the area three years ago I never imagined it would lead me into the conservation of preserving Eastcote's rich heritage.

For the older generation postcards hold fond and sad memories. They were one of the means of communication families had with their loved ones during the two wars. It can also provide vital research when tracing back ones ancestry. I treasure and appreciate the romantic poems and greetings my grandparents sent to one another at a difficult time in their lives during the war. After World War II, cards were still popular as a memento with people sending family and friends views of their favourite holiday destinations or places of interest they had visited in England or abroad.

Following on from Eastcote Part I which gave a brief history of postcards (*Journal* 2011), Part II includes some information on the various publishers found on the reverse of the cards and brings my story up to date.

## SALMON

Salmon is the oldest established post card and calendar publisher in Britain.



**Fig. 1**  
**Southill Lane, Eastcote, c 1950s -**  
**showing Haydon Hall Lodge**  
**and The Case is Altered**

The company was founded in 1880 when Joseph Salmon, who had been a bookseller in London, acquired a stationer's shop with a general printing business in Sevenoaks in Kent. He continued the business until retiring in 1898 when he handed it over to his son, also called Joseph Salmon. The company expanded, and today it is run by the fifth generation of the family Charles and Harry Salmon. (Figs. 1 & 2)

J Salmon still rely on professional and amateur photographers to send their pictures to them. Remuneration is paid if the image is published. Figures 1 and 2 were bespoke cards. The original negatives were printed on behalf of Eastcote Printers by J Salmon who then owned the copyright.



**Fig. 2**  
**Joel Street, Eastcote, c 1950s -**  
**showing The Woodman**

The Woodman started life as a cottage. In the 1851 census Thomas Nash was recorded as living there as an agricultural labourer. Ten years later the house became The Woodman and he was the beer seller.

## FRANCIS FRITH

Francis Frith was born in Chesterfield in October 1822. He started a cutlery business and set up a photographic studio as Frith & Hayward in Liverpool in 1850. He was also a successful grocer and printer. In 1855 he sold

his companies to concentrate on his photography. He journeyed to the Middle East several times before settling down in Reigate, Surrey, where he married in 1860. Using his entrepreneurial skills he embarked on photographing every town and village in the UK. His firm was one of the largest photographic studios in the world.

Within a few years over 2000 shops in the UK were selling his postcards. The firm closed in 1970. Rothmans, the cigarette company, bought it in 1976 and relaunched the Francis Frith Collection. In 1977 John Buck (Rothman Executive) purchased the company, which is still trading today as the Francis Frith Collection. (Figs.3a, 3b, 4a, 4b & 5)



**Fig. 3a**

The War Memorial is shown at its present site in Field End Road.



**Figs. 3a and 3b**

**War Memorial and Gardens, Eastcote,  
Posted, 28 May 1969,  
publisher Frith Series (front and back)**

Multiview cards were often composed by using scenes from full view cards. The layout can vary from five sections including the main picture in the middle (Figs. 4a, 11a, 13a & 15,) to four sections with the place name advertised. (Fig. 7a)



**Fig. 4a**



**Fig. 4a and 4b**

**Multiview, c, 1960s, publisher Frith  
Series (front and back)**



**Fig. 5**

**Case is Altered, Eastcote, c 1965,  
publisher Frith Series**



Nostalgic photographs of various areas from the Francis Frith Collection (including prints of my postcards (Figs. 3a & 5) are available to purchase online today.

The Case Is Altered was a very popular meeting place in the 1970s. People would start their Friday on a warm summer's night socialising in the garden, making plans for the weekend (Fig. 5)

## PHOTOCHROM

The Photochrom Co Ltd was registered in Great Britain in 1896. The company took its name when they secured the exclusive English license from a process which was invented by Hans Jakob Schmid (1856-1924). He was an employee of the Swiss company Orell Gessner Fussli, a printing firm with a history dating back to the 16th century.

The photochrom process was most popular in the 1890s when true colour photography was first being developed but still commercially impractical. The process first took black and white photographs and hand coloured the resulting print. Then, using a special series of stone plates (a minimum of four and up to 14 separate stones for a single print), prints could be reproduced in larger quantities.

One of the reasons the results are so spectacular is that the pigments in the inks and ingredients to process the stones came from exotic locations around the world. The results, even more than a hundred years later, give us a unique, richly coloured and very intense image. (Figs. 6)

By 1900 view cards of most towns in Britain were on sale and by 1906 the company claimed to hold a total of a quarter of a million negatives. At the Earls Court Postcard Exhibition in 1905, they won gold and two silver medals for their postcards.

## FRED JUDGE

Fred Judge was born in Wakefield in 1872. After visiting Sussex in 1902 he decided to give up his career as an engineer to concentrate on his interest in photography. He bought a business in Hastings with his brother and set up Judges Photo Stores.



**Fig. 6a**

The same view made more interesting by applying different colours. (Figs. 6a & 6b).

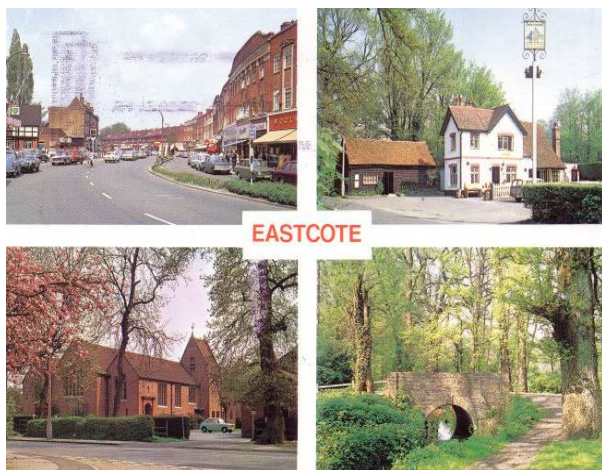


**Fig. 6b**

**Eastcote Park Estate, c. 1938,  
publisher Photochrom Co Ltd**

When the company acquired an exposing machine in 1906 he started numbering his sepia and black and white cards, using pictures that he had taken, from 50-31782. He became a talented photographer, winning many medals and diplomas in photographic exhibitions. In 1915 he became a Fellow of the Royal Photographic Society. In 1927 the present Judges factory was built.

From the late 1950s, Judges began to produce colour cards. These were numbered from C1 to at least C29312. My full view card (not shown) of Cheney Street is number C 2122X (Fig. 7a). The X after the number means it was a bespoke card. A local shopkeeper would have placed a bulk order with Judges for them to print the cards.



EASTCOTE

Fig. 7a

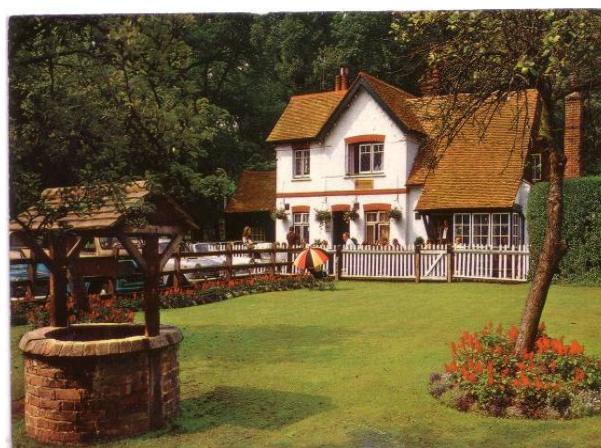


Fig. 8a



Fig. 7a and Fig. 7b  
Eastcote Multiview, c 1970s  
Judges of Hastings (front and back)

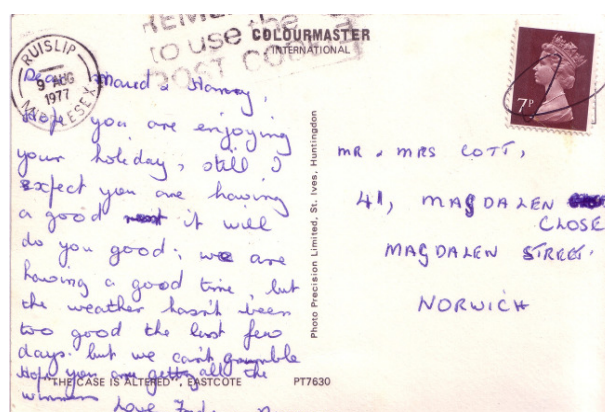


Fig. 8a and Fig. 8b  
The Case is Altered, posted 9 Aug 1977  
Photo Precision (front and back)

Publishers would number their cards in sets and often change the logo on the back. An example of this is the judges wig (Fig 7b) or some of the Salmon cards have a fish on the reverse. This now provides a good way of dating cards that are not posted by comparing them with ones that are. For collectors it also adds to the pleasure, and excitement of trying to find the whole set.

## PHOTO PRECISION

Photo Precision Ltd was a company established by two RAF photo reconnaissance officers. In 1969 they were taken over and renamed Colourmaster Ltd.

(Figs. 8a & 8b)

The Case is Altered is still continuing its tradition by Herga Mummars who

performed their version of the old folk tale, in the garden on Boxing Day last year. In the late 1800s the village Mummars would rehearse before Christmas in the tap room of the public house. (Fig. 8a)

## J ANFORTH

This is a lovely card showing a child awaiting the arrival of the delivery van. (Fig. 9a)

Unfortunately though extremely productive, knowledge on local or travelling photographers is not well documented, therefore information is often difficult to find on publishers, such as J Anforth. The card is very similar to the Hilda of Eastcote series. (Postcards of Eastcote Part I)





Fig. 9a



Fig. 10a



Fig. 9a and 9b

Abbotsbury Gardens, posted 1941,  
publisher J Anforth (front and back)

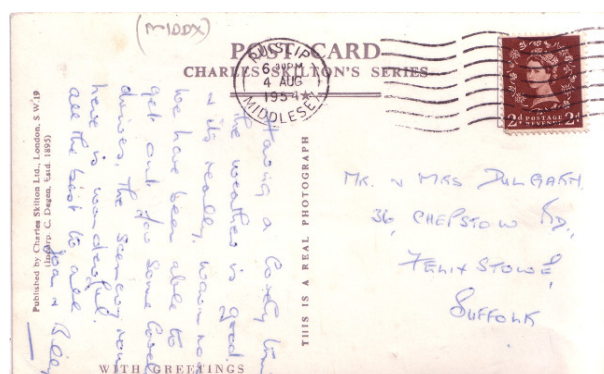


Fig. 10a and 10b

Ramin - High Road Eastcote,  
posted 1954, pub. Charles Skilton Ltd -  
(incorp C Degen, Estd 1895)  
(front and back)

## CHARLES SKILTON

Carlo Degen was born in Germany in 1871. In 1895 he came to England and set up a publishing business where he produced some of the first top quality real photographic views of London. In 1949 at the age of 80, he sold his company to Charles Skilton who saw it advertised in the local Wimbledon newspaper for the sum of £75.

(Figs. 10a, 10b, 11a, 11b, 12a & 12b)

The house in Fig. 10a dates from the end of the 15th century and was originally three dwellings. In the cottage nearest the road was a beer copper and according to John David Marshall who owned the property it had been an inn called The Ram. He converted the buildings into a single dwelling around 1924/25.

A licensed house called The Ram appears in Licensed Victuallers lists for Middlesex in

1780 and 1784. The licensee was William Bugbee and members of the Bugbeard family lived at The Grange, Eastcote, earlier in the 18th century, but no direct connection between Ramin and William Bugbee's pub has been found.

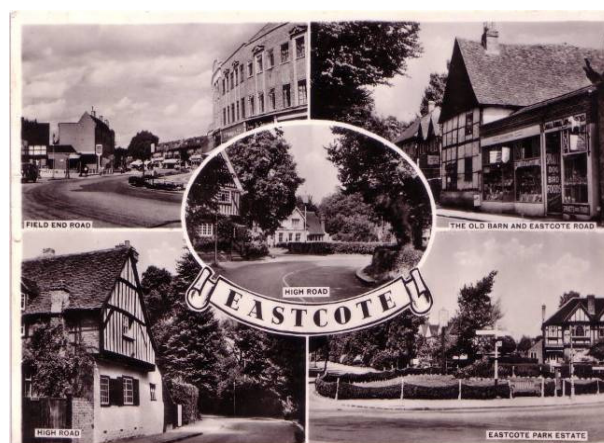


Fig. 11a





**Fig. 11a and 11b**  
Multiview, posted 7 July 54, publisher  
Charles Skilton Ltd (incorp C Degen,  
Estd 1895) (front and back)



**Fig. 12a**



**Fig. 12a and 12b**  
Field End Road, posted 1954, publisher  
Charles Skilton Ltd (incorp. C Degen,  
Estd 1895) (front and back)

Field End Road is still playing an important role in the community of Eastcote. It has changed very little over the years, except for the traffic and remains a thriving place with its shops, library, restaurants and public houses. (Fig. 12a)

## T COOPER

These photographs are very similar to the Skilton series. Even though I have acquired 11 cards, the numbers are not consecutive, which leads me to believe I have a few more to find.

(Figs. 13a, 13b, 14 & 15)



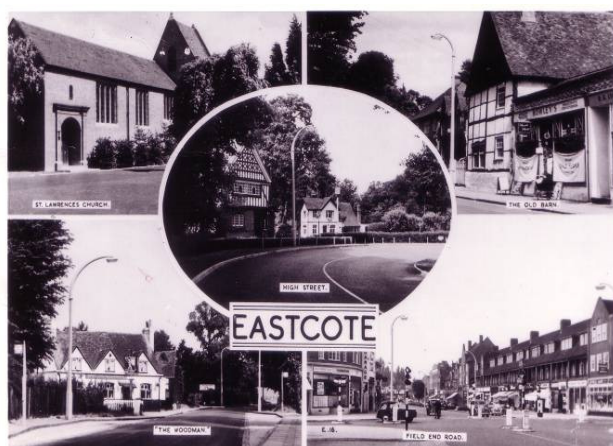
**Fig. 13a**



**Fig. 13a and 13b**  
Eastcote Multiview, posted 27 Aug 62,  
publisher T Cooper of Rayners Lane  
(front and back)



**Fig. 14**  
Field End Road, Eastcote, c 1963 -  
publisher T Cooper, Rayners Lane



**Fig. 15**  
Multiview, Eastcote, c 1960s  
publisher - T Cooper, Rayners Lane



**Fig. 16**  
Field End Road, Eastcote, c 1976 photo  
F A Prior, 48 Wimborne Drive, Pinner

## F A PRIOR

These cards might have been produced by Mr Prior himself as he was known to have had a brick built studio in his back garden for his photography. (Figs. 16 & 17)



**Fig. 17**  
Old Eastcote, Middx, c 1960s, photo  
F A Prior, 48 Wimborne Drive, Pinner

If anyone has any information regarding the people in the following cards I would be pleased to hear from them. (Figs. 18 & 19)



**Fig. 18**  
Group of Red Cross Nurses,  
Haydon Hall, c 1941  
unknown publisher





**Fig. 19**  
**Civil Defence Depot Staff Group,**  
**Haydon Hall, c 1941,**  
**unknown publisher**

Haydon Hall, Eastcote became a Civil Defence Depot during World War II. Although small bombs were dropped in the gardens and it was twice hit by incendiary bombs, no damage was caused to the house. (Fig. 19)

Discovering the past of Eastcote through my collection has been thoroughly enjoyable. Having a timeline capturing different scenes and unique stories from my earliest card of 1906 to present day makes me feel extremely lucky. My cards have introduced me to lots of new and interesting people that I may not have otherwise come in contact with. I would like to thank you, the reader, for coming on this journey with me, and seeing Eastcote develop from a rural area comprising of a few farms to learning about peoples' lives through their messages. It is amazing how much history can be gained from a simple card?

If anyone has any information on Eastcote they are willing to share with me for example card titles, publisher or date posted I would be very grateful if they could email me on [bbath@btinternet.com](mailto:bbath@btinternet.com)

## Sources:

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