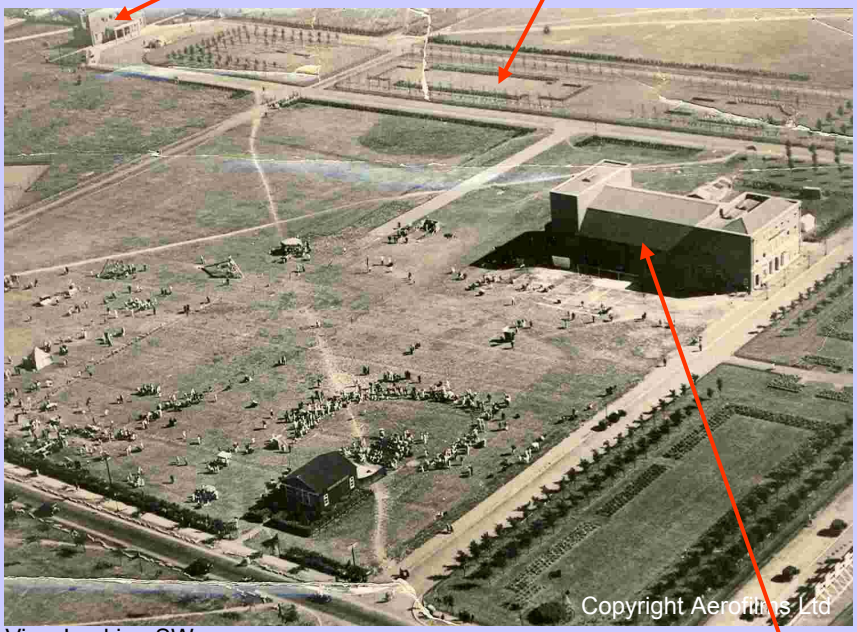
Welwyn Garden City
‘High Street’

Part 2 Early beginnings to 1960s

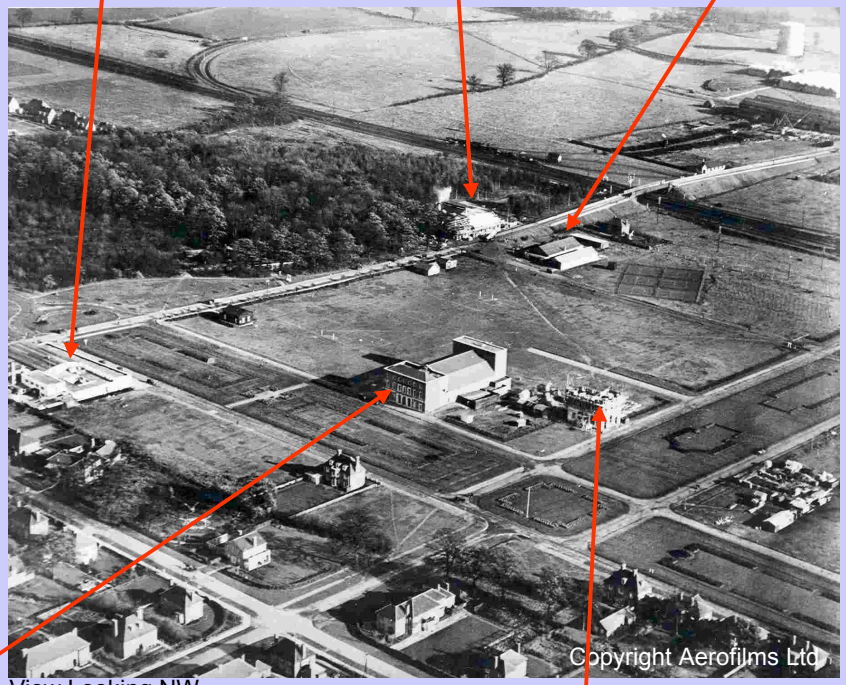
Welwyn Garden City – High Street Shops 1929 - 1953

STREET	1929	1938	1948	1953
Howardsgate (North)	Barclays Bank Ltd	Barclays Bank Ltd	Barclays Bank Ltd	Barclays Bank Ltd
	LNER Main Line Station	Post Office	Post Office	Post Office
		Watford & St Albans Gas Showrooms	Watford & St Albans Gas Showrooms	Eastern Gas Board Showroom
		"Betsy" Cafe	"Betsy" Cafe	"Betsy" Cafe
		Underwood's Stores Ltd (Ironmonger)	Underwood's Stores Ltd (Ironmonger)	Underwood's Stores Ltd (Ironmonger)
		A J Howard (Estate Agent)	A J Howard (Estate Agent)	A J Howard (Estate Agent)
		Sketchley Dye Works	Sketchley Dye Works	Sketchley Dye Works
		H J Edwards (Gents Outfitters)	H J Edwards (Gents Outfitters)	H J Edwards (Gents Outfitters)
		W C Pritchard (Tobacco and Confectionary)	W C Pritchard (Tobacco and Confectionary)	W C Pritchard (Tobacco and Confectionary)
		W E Turner Ltd (Footwear)	W E Turner Ltd (Footwear)	W E Turner Ltd (Footwear)
		W J Elliott Ltd (Music and Radio Dealers)	W J Elliott Ltd (Music and Radio Dealers)	W J Elliott Ltd (Music and Radio Dealers)
		Lloyds Bank Ltd	Lloyds Bank Ltd	Lloyds Bank Ltd
		Cresta Silks	Cresta Silks	Cresta Silks
		LNER Main Line Station	LNER Main Line Station	British Railways (ER) Station
Howardsgate (South)		Midland Bank Ltd	Midland Bank Ltd	Midland Bank Ltd
		Achille Serre Ltd	Achille Serre Ltd	Achille Serre Ltd
		K A Elliott (Optician)	K A Elliott (Optician)	J Cole (Optician)
		Donald Black (Children's Outfitters)	Donald Black (Children's Outfitters)	Donald Black (Draper and Children's
		W H Smith & Son Ltd	W H Smith & Son Ltd	W H Smith & Son Ltd
		Boots Ltd (Chemist)	Boots Ltd (Chemist)	Boots Ltd (Chemist)
		St Albans Coop Soc Ltd	St Albans Coop Soc Ltd	St Albans Coop Soc Ltd
		"The Work Basket"	"The Work Basket"	A C Godshaw (Watchmaker & Jeweller)
		Clavel (Ladies Hairdressing)	Maison Leonard (Ladies Hairdressing)	"The Work Basket"
		WGC Electricity Supply Showrooms	WGC Electricity Supply Showrooms	Clavel (Ladies Hairdressing)
		Yeoman Davis Ltd (Gowns)	Lincrest Ltd	Eastern Electricity Supply Showrooms
		Halifax Building Society	Halifax Building Society	Lincrest Ltd
		Wm Perring & Co (Furnishers)	Brickwall Nurseries	Halifax Building Society
		Winn Newspapers	Wm Perring & Co (Furnishers)	Brickwall Nurseries
		Welwyn Hire Service (Taxis)	Winn Newspapers	Wm Perring & Co (Furnishers)
		Welwyn Stores (Kiosk)	Welwyn Hire Service (Taxis)	William Newman (Newsagent)
			Scottie's Snack Bar	Welwyn Hire Service (Taxis)
				Scottie's Snack Bar
Stonehills	Munts (Cycles)	Munts (Cycles)	Munts (Cycles)	Munts (Cycles)
		The Broadwater Press Ltd (Printers)	The Broadwater Press Ltd (Printers)	The Broadwater Press Ltd (Printers)
		Police Station	Police Station	Police Station
Parkway		F E Hyatt (Furniture)	Welwyn Publications Ltd (Welwyn Times)	Welwyn Publications Ltd (Welwyn Times)
	Welwyn Theatre	Welwyn Theatre	Welwyn Theatre	Welwyn Theatre
	Post Office			
Bridge Road	Cherry Tree Inn (Restaurant)	Cherry Tree (Restaurant)	Cherry Tree (Restaurant)	Cherry Tree (Restaurant)
	Welwyn Dept Stores	Welwyn Dept Stores (1929) Ltd	Welwyn Dept Stores (1929) Ltd	Welwyn Dept Stores (1929) Ltd
	Jennor Parsons Ltd (Garage)	Fire Station	Fire Station	Fire Station
	Barclays Bank Ltd			
	Midland Bank Ltd			
Fretherne Road			W C Pritchard (Tobacco and Confectionary)	W C Pritchard (Tobacco and Confectionary)
			Quick Service Boot Repairs	Quick Service Boot Repairs

1920s



View Looking SW



View Looking NW

- Two views of Welwyn Garden City in the 1920s
- By the end of the 1920s, the town centre consisted of:
  - Welwyn Stores (Bridge Road),
  - Munts Cycle Shop (Stonehills)
  - Cherry Tree Restaurant (Bridge Road
  - The Welwyn Theatre (Parkway)
  - The Railway Station (Howardsagte)
  - Barclays Bank (Howardsgate)
- No other buildings in Howardsgate

1920s

Welwyn Stores in Bridge Road

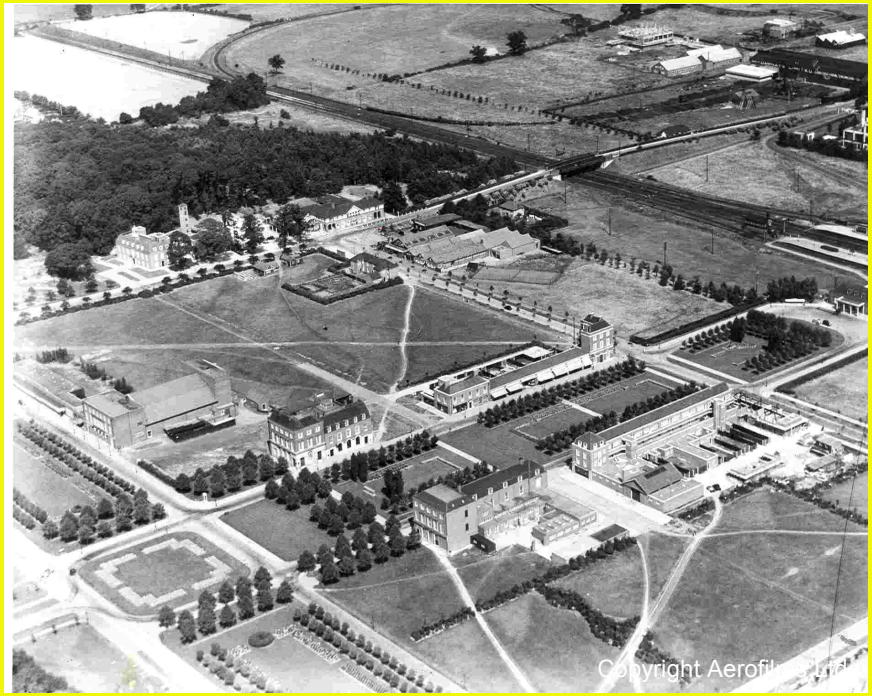
Interior of Welwyn Stores

- **Welwyn Stores which opened in 1921 was fundamental to the early growth of the town serving the population as the only shop in the town supplying everything required until the 1930s when other shops were completed.**

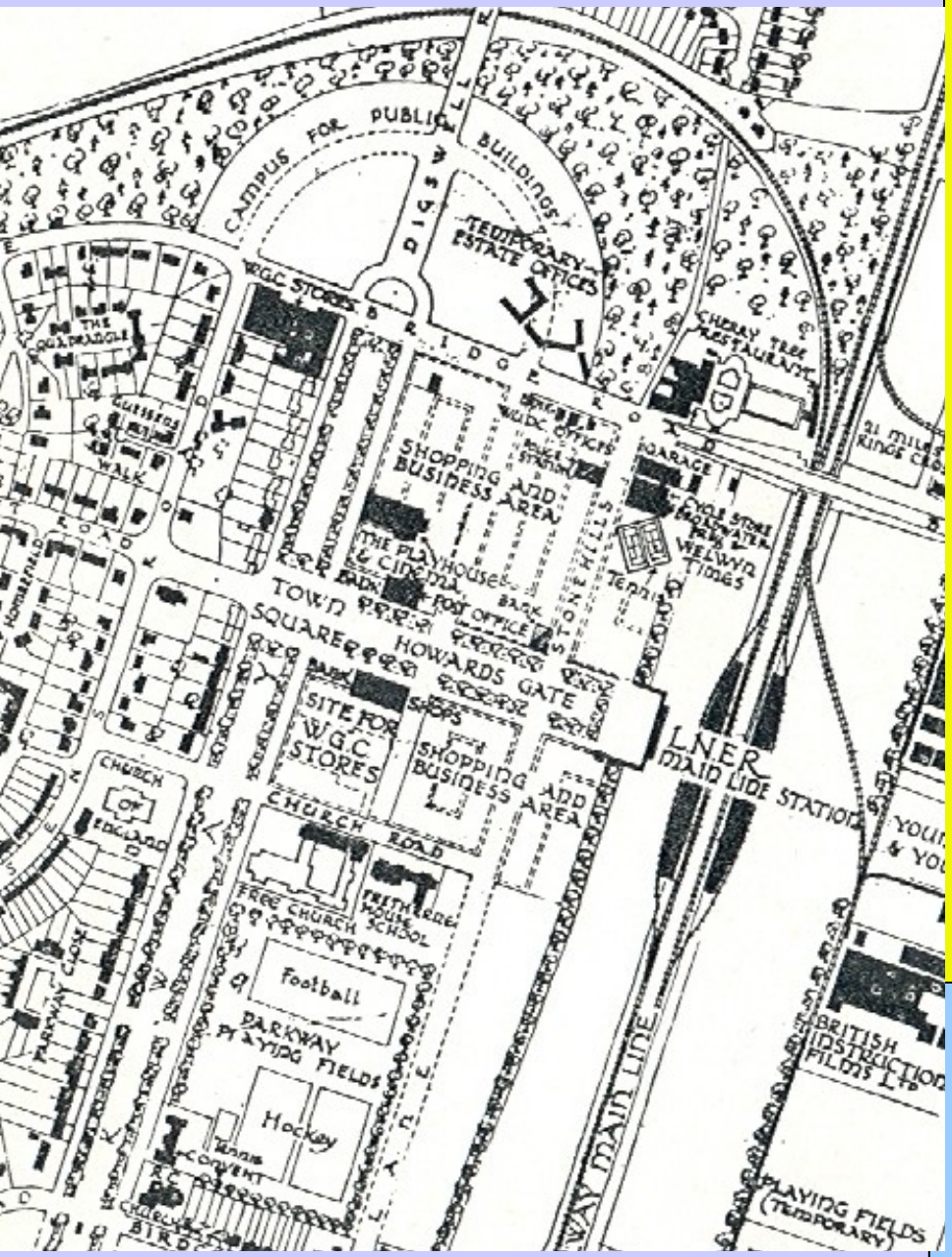
- **Welwyn Stores was part of a complex which included:**
  - **Welwyn Stores**
  - **A Post Office**
  - **The Parkway Café**
  - **The Kinema**

- **It was replaced by The Welwyn Department Store in 1939 which continued to dominate as the main shop in the town.**

1930s



Above: The Town Centre in the 1930's



Left: How the Town Centre was envisaged in 1930

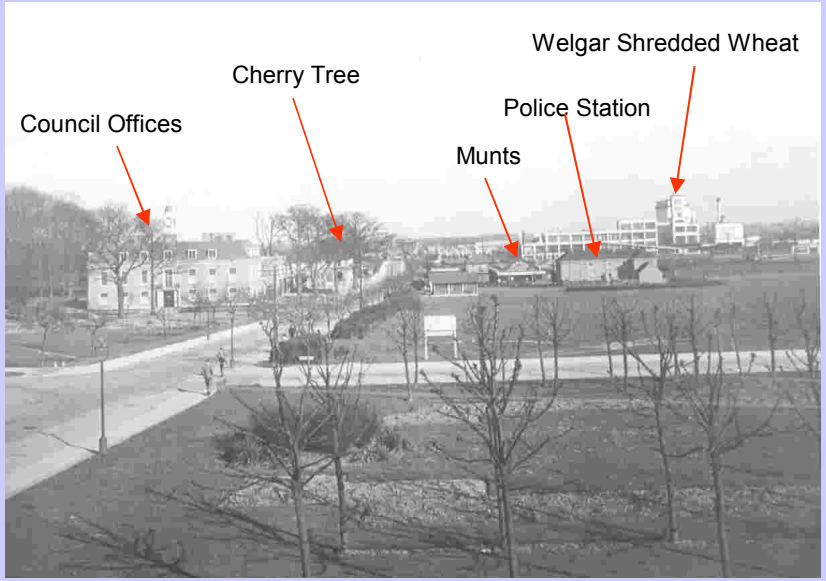
Note the proposed site for Welwyn Department Store between Howardsgate and Church Road (where Sainsburys is today) and the Town Square which is where the fountain is today

Howardsgate (SE) - William Perrings – Furniture
(In 2010 - Costa coffee)

1930s

Howardsgate (SW) – W H Smith
(In 2010 - Superdrug)

Howardsgate (NE) – Gas Showroom
(In 2010 - Café Nero)



Bridge Road – Council Offices, Cherry Tree & Munts Cycles in Stonehills

1930s

"SHOPPING:

A novel and daring policy was adopted to give Welwyn Garden City, while still a small place, a shopping service equivalent to that of a large town. The Welwyn Stores, until lately the only shop, is a scientifically organised town service. It has eighty departments and sells an infinite variety of goods at the lowest market prices. There is nothing like it anywhere else. Supplementary shops have recently been added, in competition with the Stores. The London Stores and others deliver in the town. In a few years Welwyn Garden City is expected to become one of the chief shopping centres for Hertfordshire."

Extract from: ABC Guide to Welwyn Garden City – 1939
(A promotional guide to Welwyn Garden City for house buyers.)

1930s

Welwyn Department Store which opened in 1939

Interiors of Welwyn Department Store

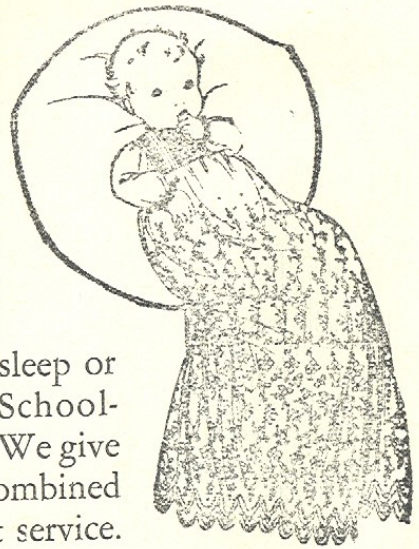
- Welwyn Department Store replaced the Welwyn Stores and continued to be the main shop in the town providing for all the residents needs.

1930s – Shop Adverts

DONALD BLACK

WELWYN GARDEN CITY

THE business of Donald Black, Victoria Street, St. Albans, Tel. No. 1051, was established 17 years ago. The present proprietor, Mr. A. J. E. Harris, was 4 years with Messrs. Peter Robinson of Oxford Street and from there he went to Messrs. Harrods of Brompton Road, where he held an important position for several years. This is mentioned because it is important to know that you are dealing with a firm who have expert knowledge of the goods they sell. Our shop at Welwyn Garden City specialises in "Everything for Baby and Tiny Tots," asleep or awake, and Schoolgirls' Outfits. We give utmost value combined with excellent service.



WELWYN THEATRE

Welwyn Garden City Telephone 456

General Manager: ARTHUR SELLARS Acting Manager: Arthur Guest

OPEN SIX NIGHTS WEEKLY
for either **Film Presentations, Stage Performances, Lectures, etc.**

TWO entirely different film programmes Monday and Thursday are presented each week. For details of film entertainments and stage performances reference should be made to announcements on the hoardings and in "The Welwyn Times."

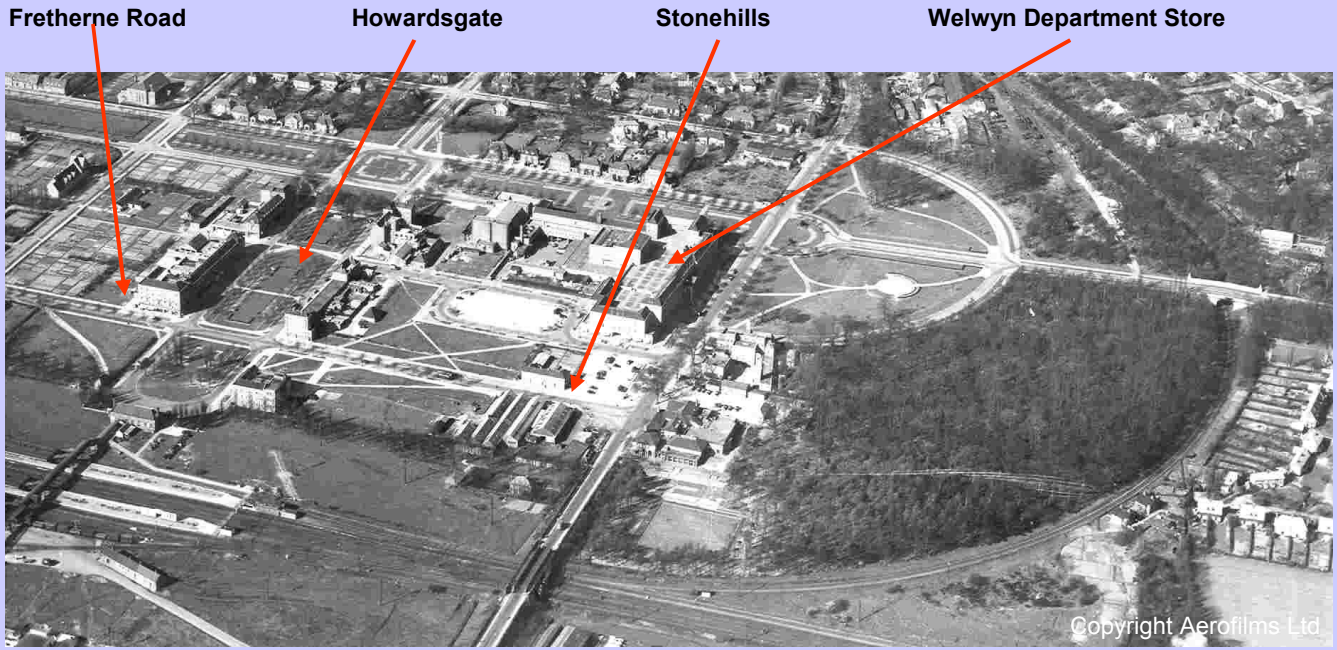
TIMES OF PICTURE PROGRAMMES :
Monday to Friday, 8.p.m.
Saturday, 5 45 and 8.15 p.m.
Children's Matinees, Saturday at 2.30.

SPECIALLY SELECTED FILMS for CHILDREN'S Saturday Matinees—2.30

ADMISSION PRICES:—Monday to Friday: Balcony, 1/6, Stalls, 1/3, 1/-, 6d.; Saturday: Balcony, 1/10, Stalls, 1/6, 1/-, 8d.; Children's Matinees, 6d and 3d. (stalls only).

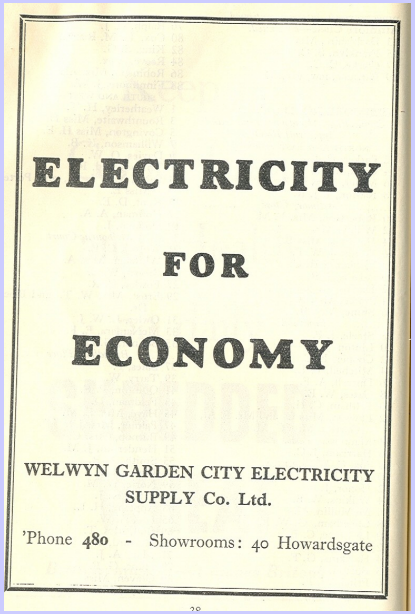
Programmes start promptly at the time advertised

1940s



- Welwyn Department Store Complete
- Howardsgate approaching completion
- Some shops in Fretherne Road
- No change to Stonehills

1940s

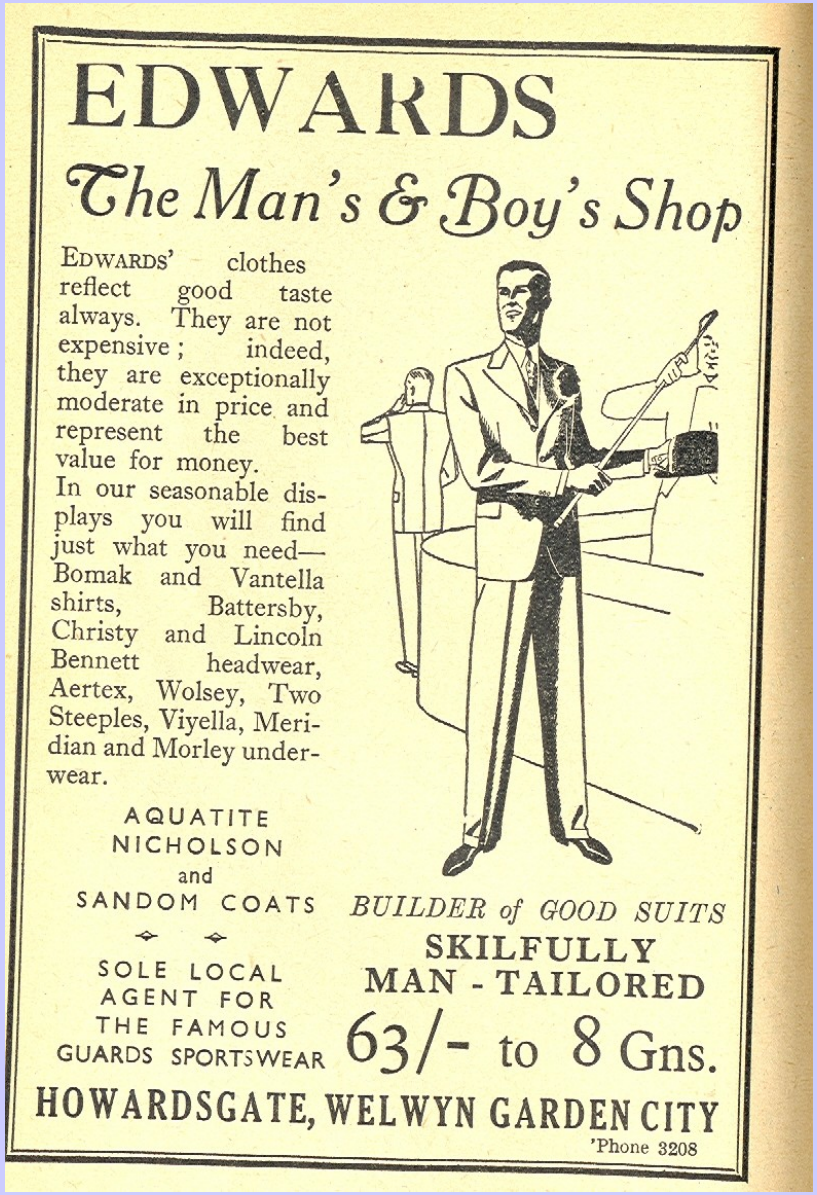


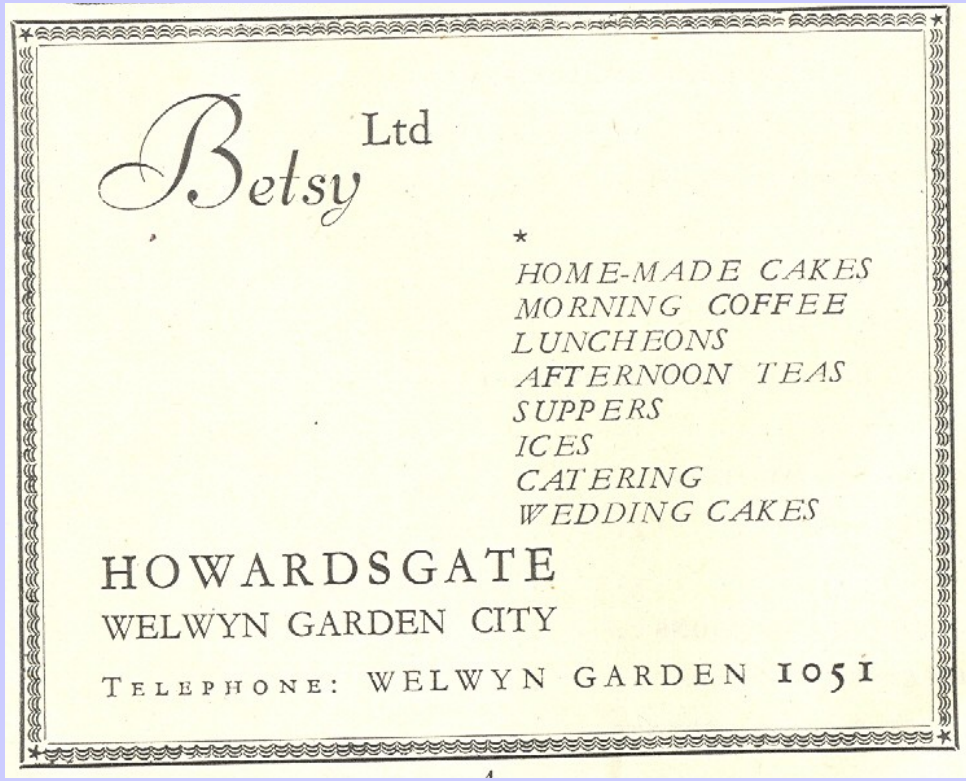
Howardsgate – W H Smiths to Midland Bank

Howardsgate – Electricity Showroom

Howardsgate – Barclays Bank

1940s Shop Adverts





1950s

- Throughout the 40s and 50s, there was little change to the available shops in Welwyn Garden City. It was not until the 60s that further changes took place in any significance.