

The ex-Hairdresser's, Haircare, 31 Eltisley Avenue (1907)



History: No. 31 Eltisley Avenue started life as a florist and fruiterer's business¹. By 1910 a Mr H. James took over the business trading instead as a tobacconist². Mrs Ellen James also appears by 1927 and so they continue until 1939 until by about 1948 Mr Woods of No.32 has also acquired the premises at No.31. He continues to run the tobacconist's as a separate business from the grocery shop, both flourishing businesses.

By 1967 No.31 a Mrs Buss acquired the shop and tobacconist business, naming it 'Pandora' and adding a confectionary³. She subsequently installed the "The College of Hairdressing", which he had brought from Castle Hill, later sub-letting to a Mr Trevor James. On Mrs Buss' death, her son Mr Widdowson inherited the property and continued letting the premises. In the early 1980's the hairdressing business was taken over by Miss Gerda Meyer, who served the community faithfully, being particularly well positioned for the elderly who could not go into town. She retired in February 1999 but the hairdressing business has continued to operate until recently under the

management of Clare Course. but Mr Widdowson the owner had to close the business down in March 2017 and now Newnham is without a hairdresser.

Architecture: No. 31 forms a pair with No. 32. The original early 20th century frontage has also been well maintained, although white as opposed to wine-coloured.

Importance to the Community: As a hairdresser, the shop complemented Mrs Jank's sharing many of the same customers, and both served as a place where people would meet and gossip. The contiguity of Chemist's and Hairdresser's has been symbiotic, bringing more business to both.

It is hoped that some entrepreneurial spirit will revive the premises as a shop serving the community, possibly studying ways to appeal to changing fashions. The most recent information lead us to suppose that the entrepreneurial spirit has appeared.

T. Elliott
On behalf of South Newnham Neighbourhood Forum
2nd June 2018 (Final)

¹ *Newnham* by John A. Gray, Cambridge, 1977, pp. 34-35

² Spalding's Directory 1910

³ Kelly's Directory 1967