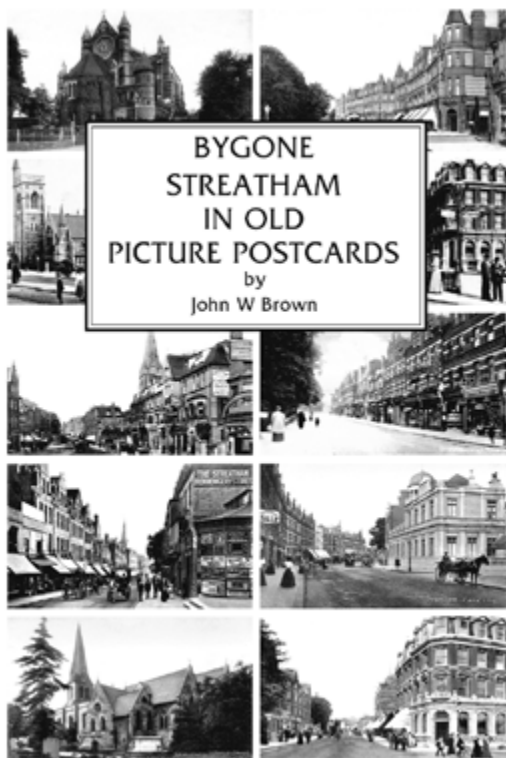




STREATHAM SOCIETY NEWS

Published quarterly

No. 240 Spring 2020



BYGONE STREATHAM IN OLD PICTURE POST CARDS

A new publication by
JOHN W BROWN

See p.20



****PUBLICATIONS OFFICER NEEDED****

See p.27

****NEW E-MAIL LIST****

See p.29

STREATHAM SOCIETY MEETINGS & EVENTS

BECAUSE OF THE COVID-19 PANDEMIC ALL SOCIETY MEETINGS AND EVENTS ARE SUBJECT TO CANCELLATION

Pleased check with our website and public Facebook page for further news if government restrictions are lifted. Some of the events listed below may have been cancelled after this issue went to print.

BYGONE STREATHAM

Talk, John W Brown, introducing his new publication (*see p.20*)

Monday 1st June 8pm

ANNUAL GENERAL MEETING

followed by **A HISTORY OF THE HYDE FARM ESTATE, BALHAM**

Talk, Graham Gower

Monday 15th June 8pm

MOTHER MAGDALEN TAYLOR

The work of the SMG Sisters in Streatham from 1888 to the present

Talk, Paul Shaw

Monday 6th July 8pm

THE SUFFRAGE PHOTOGRAPHS OF CHRISTINA BROOM 1908-1913: Britain's first female press photographer and a Streatham shop-keeper

Talk, Beverley Cook

Monday 20th July 8pm

EPHEMERA, COLLECTABLES AND ANTIQUES

Bring, display and tell us about your favourite items

Monday 3rd August 8pm

Meetings are at The Woodlawns Centre, 16 Leigham Court Road SW16 2PJ at 8pm unless otherwise stated. Visitors are welcome, but £1 donation is requested.

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The Streatham Society welcomes articles of interest to our members, but the editor reserves the right to edit these. Opinions expressed may not be those of the Society. Articles and photographs may be reproduced only with the editor's permission.

STREATHAM ROUND AND ABOUT

BESPOKE UPHOLSTERER E & A WATES SWITCHES TO PPE - Furniture workshop redeployed to supply frontline NHS equipment



Upholsterer Tomas Kilty works in isolation at E & A Wates workshop in Streatham, cutting foam to make reusable visors for NHS staff during COVID-19

In its 120th year, SW London interior specialist E & A Wates has switched their workshop furniture restoration work from high quality reupholstery to critical personal protective equipment (PPE).

E & A Wates showroom and workshop temporarily closed in response to Coronavirus (COVID-19). In the first week, with teams working at a safe distance behind the scenes, E & A Wates supplied and cut foam to assist in making over 4,300 visors for NHS frontline staff within 21 hospitals in London and neighbouring counties with potential for another 2,500 components if required.

The visors are being made in conjunction with a prop maker, Faye Jones, and over 60 colleagues who crowdsourced the project so the visors can be donated to NHS hospital staff. The visors can be sterilised and reused after each shift. So far (April) the group have made 6,650 visors with 3,200 planned for production over the Easter weekend.

E & A Wates, Interior Specialists was established in 1900 and today run a four floor furniture retail store and restoration workshop close to the original site in Streatham, South West London.

Their furniture showroom fuses an eclectic mix of contemporary and classic designs to create a rich and individual style for private and corporate clients worldwide, selling new and impeccably restored furniture.

The interiors studio houses over 1,500 books of fabric, wallcoverings and carpet from leading British and worldwide fabric houses alongside rugs, blinds, trimmings and paint samples, the sample library is open to retail and trade customers. A thriving interior design service is available.

The furniture restoration workshop provides skilled cabinet making, French polishing, caning, rushing, gilding and reupholstery. Loose covers, cushions, blinds and curtain making services are also available.

E & A Wates is temporarily closed in response to Covid-19. Please telephone 020 8769 2205 or email sales@eawates.com between 9.30am - 5.30pm, Monday to Friday except bank holidays.

This is yet another community initiative supplied by this noted local business. Congratulations Roger Wates and E & A Wates staff.



*NHS staff wearing the reusable visors during COVID-19, April 2020
Visors have been delivered to 21 hospitals including
St Bartholomew's Hospital, London.*



Foam headbands at E & A Wates workshop, Streatham, ready to be delivered to the visor-making team (60 separate makers) who have distributed 3,990 visors (3,165 to London Hospitals and 825 to neighbouring counties), made a further 2,660 and planned production of 3,200 over the Easter weekend .

Press Release: E & A Wates, Interior Specialists, 82-84 Mitcham Lane, Streatham, London SW16 6NR

(All photos © E&A Wates)

CLAP FOR OUR CARERS

Mark Bery posts on Facebook:

Well done Annemarie Plas reported as Streatham Hill resident who started National #ClapForOurCarers showing our weekly support to so many dedicated and brave members of our community.

Join us every Thursday at 8pm clapping, cheering and making a noise outside your homes to show support for the NHS and all carers.



SAVE STREATHAM HILL THEATRE

The crowdfunding final deadline for the latest campaign is 25th May by which time the target must be reached, although it may be possible to extend this due to COVID-19. Pledges are made via the website (*right*) and will only be charged if the funding hits its goal of £34,324. One of the first pledges was £15,000 from the Mayor of London, together with some £12,000 from other sources by mid-March, so the the target is close.

Pledges and letters of support have come from several local groups, including the Streatham Society, and prominent names in the arts and culture sector, including Dame Floella Benjamin DBE.

The funding is needed to carry out a viability study to show how the building could operate sustainably and bring benefits to the community. This information can be used with stakeholders such as the owners, Lambeth, and potential backers to help move the campaign and proposals forward.

While government restrictions are in place, the Friends of Streatham Hill Theatre's fortnightly gatherings continue online via Zoom every other Wednesday at 8pm until further notice. There is a presentation, campaign update, planning and question and answer session.

To register, contact info@streathamhilltheatre.org



The Start of it All: This video still is from the Friends of SHT's excellent website. It shows (l-r) Robert Doyle, Judy Harris and Brian Bloice on the Streatham Society's bookstall at the Streatham Festival event in July 2013 organised by David Harvey's newly formed Streatham Theatre Company, following Brian's enormously successful first tour of the Theatre.

#StreathamIsOpen...But Streatham Hill Theatre is Closed...



HELP SAVE STREATHAM HILL THEATRE AS AN ARTS &
CULTURAL CENTRE FOR YOUR COMMUNITY

**PLEASE PLEDGE TO OUR
CROWDFUND NOW!**



STREATHAM COMMUNITY WOODLAND PROJECT - Target reached!

The Streatham Society also pledged support to this project.

The project sets out to increase the wildlife and prevent decline of the woodland from water erosion and trampling. The construction of a wild trail pathway through the woods and fenced habitats areas will allow wildlife to thrive and provide areas of additional interest for all users of the Common. The project's activities aims include to inspire long-term volunteer involvement with the woods and nature reserve and to build relationships with people whilst building habitats for wildlife. The groups are a cross section of society. These groups would include local primary schools, colleges, and groups with social difficulties including local homeless charities.

Update: In the woodland fenced area, built two years ago, re-wilding and greening, including a variety of wild flowers, are replacing the mud and leaves. Many of the loggeries are showing signs of fungal growth; all positive signs that the fenced area is working. Go and look for yourself (*photo below*).

Covid-19 closure: Unfortunately, government restrictions have temporarily curtailed activities but they will be resumed as soon as possible.

Streatham Common Community Garden: This also is closed to the public until further notice. See their website for updates. (*Photo JH*)



STREATHAM YOUTH and COMMUNITY TRUST - URGENT APPEAL SYCT in isolation

This appeal is from one of our long-established local charities which needs help now. This Urgent Appeal - Local giving is to provide online support and activity for some 300 vulnerable young people during the government closures.

They need to raise a total of £2,300 to provide this; broken down as following: £1,220 for front line costs, £500 for food/lunch ingredients, £260 for overheads.



Contact <https://localgiving.org/appeal/supportstreathamyouthplay/> SYCT also welcomes general donations via other methods of payment at any time.

SPRING EVENTS' CANCELLATIONS

As all events have been cancelled until further notice, following government restrictions, there is nothing for me to report. Our area has for many years offered a wealth of events, enough to provide interest and entertainment for everyone. I always enjoy following these unfolding in the spring: Kite Day, Henry Tate Gardens tours, Lambeth Horticultural Show, Heritage Walks, Wandsworth Festival, Open Gardens, Lambeth Show, local concerts, films and other performances; all cancelled or postponed this year.

Thankfully our energetic secretary, Mark Bery, posts daily items of interest on Facebook. Some of these are expanded in this issue, with thanks. **JH**



A Sign of the Times - Streatham Common, April 2020

TOURS OF WESTMINSTER

I have just completed a year-long part time tour guiding course covering the City of Westminster, giving me access to the City of Westminster Guide Lecturers' Association (CWGLA) <https://westminsterguides.org.uk/about/>

Westminster is the royal, political and cultural heart of London. It has a multitude of world-famous buildings and monuments, institutions related to Westminster's heritage and is famous for being the centre of art and culture, leisure and entertainment, shopping and style. It is where many important institutions have their headquarters and is probably the most exciting area of London.

I am now setting up my own tours which include a number of area tours in Westminster including St James's, Whitehall, Belgravia, Mayfair, Covent Garden, Marylebone, plus internal tours of galleries - all about two hours in length. As a housing and planning specialist I am also offering a housing walk round Pimlico.

Obviously, this has all had to be put on hold because of the coronavirus outbreak, but I will offer these tours in the next edition of the Streatham Society magazine when hopefully things will be back to normal.

In the meantime if you would like to get in touch with me saying which subjects interest you, please contact me at baf.wright@gmail.com

I will be offering these tours to the Society free but would ask for a charity donation from those who feel able to pay.

If the current situation is particularly extended, I could also offer on-line talks on these subjects by Zoom. This is an easy-to-use app download enabling people to speak from their own homes.

Barbara Wright

JOAN MUNDAY 1919 - 2020



In our Autumn 2019 issue, Michael Viner submitted an item reporting Joan's 100th birthday and memories of Streatham during her time living in Streatham Vale from 1948 to 2015.

Michael has since emailed to say that Joan sadly passed away on February 22nd. He writes: "I am so grateful you featured Joan and Joan was too. She was moved to tears after seeing and reading it. Her family were delighted also and thank you, as I do".

We are very pleased to have given Joan so much pleasure and record her contribution to our memories of Streatham.

JH

LOCAL HISTORY MATTERS

MARIA DICKIN - FOUNDER OF THE PDSA – “THE ANIMAL NHS”

Maria Elisabeth Dickin, 22 September 1870-1 March 1951, was the founder of the People’s Dispensary for Sick Animals. The 1901 census records Maria and her husband Henry, an accountant, and one servant living at 12 Mount Nod Road, Streatham. The couple did not have children but did own a pet dog.

Maria was a practising spiritualist and became active in the revived movement for religious healing. Her preoccupation with pain shifted from human beings to animals when she began visiting the poor in the East End. The sight of the injured animals there was, she later recalled, “a revelation to me” and “made me indescribably miserable”. At about this time she went through the “heartrending” experience of nursing her sick dog, which eventually had to be put down, and in describing what followed she momentarily set aside her customary reticence about herself.



Maria Elisabeth Dickin
(Photographer unknown)
(Courtesy PDSA)

She was so horrified by the terrible poverty she witnessed in the East End – especially the sight of their sick and injured pets who were in desperate need of veterinary care. Dogs and cats had no choice but to scavenge from the gutters, many in pain and suffering – raw with mange and often dragging their broken limbs. All because their owners simply couldn’t afford to pay for treatment.

She persuaded a vicar to lend her a 13ft-square basement in crowded Whitechapel to open her first dispensary. She also managed to recruit an experienced animal practitioner who had attended to the pets of royalty. On Saturday 17 November 1917, during the First World War, Maria opened The People’s Dispensary for Sick Animals of the Poor, providing a free service for pets in need, in a Whitechapel basement.

The day’s patients included a cat with mange, a dog with a broken leg and a limping donkey - all were soon treated successfully.

Today the PDSA operates a network of 48 hospitals providing treatment to nearly 500,000 pets a year and helping to achieve Maria’s vision that: “Animals too must have a better world to live in”.

In 1943 she established the Dickin Medal for any animal “displaying conspicuous gallantry or devotion to duty whilst serving with the British Commonwealth Armed Forces or civil emergency services”.

The first recipient of the bronze medal, inscribed with the words “For Gallantry” and “We Also Serve”, was a pigeon called White Vision which had battled bad weather over 60 miles to deliver a message that led to the rescue of a ditched aircrew. To date the “Victoria Cross for animals” has been awarded 68 times to 32 pigeons, 31 dogs, four horses and one cat.

Streatham had its own recipient of the award. On the 3 July 1944 Olga was on patrol in Besley Street with her rider PC J E Thwaites when a bomb exploded 300 feet in front of them.

The explosion destroyed 4 houses, killed 4 people and caused a plate glass window to fall directly in front of Olga. PC Thwaites was able to calm his mount and guide her back to the area where he administered help to the survivors and, mounted on Olga, diverted sightseers away from the devastation.

Maria Dickin died 1 March 1951 aged 80. However, for many years her role in promoting animal welfare was largely forgotten. Then in 2015 a campaign to honour her work led to the unveiling of a commemorative blue plaque by English Heritage on the house where she was born: 41 Cassland Road, Hackney.

Source: Brian Harrison and the PDSA

Mark Bery



Olga, Upstart and Regal (l-r)

A WALK IN THE CEMETERY



*Tooting Graveney
Parish boundary
marker 1864*

It was a pleasant walk in the cemetery. The trees, shrubs and gardens are good for wildlife. It was quiet, other than birdsong and the scampering sound of the squirrels.

There was a surprise when I came across a Tooting Graveney Parish boundary marker. The iron post rising from the ground was a bit corroded. I was able to get a second opinion on the year which is 1864.

A second bonus occurred when I came across another parish boundary marker. The second marker is Streatham Parish 1844. This marker is 175 years old and is one of the oldest surviving markers for Streatham Parish. Its location – in Tooting – indicates the size of the ancient parish of Streatham in 1844.

The cemetery was laid out in 1854 so why did Tooting Graveney install their boundary marker ten years later? Simple, they needed to assert their presence and authority to a neighbouring parish. A good reason



*Streatham Parish
boundary marker 1844*

for Tooting Graveney to mark the boundary was that the rates income from the cemetery was greater than when the same piece of land was plain meadows.

When the cemetery was initially laid out it was entirely in the parish of Tooting Graveney. This made legal and administrative sense at the time.

In 1844 Streatham village was basically a hamlet around the old parish church of St Leonard's. It was situated in the north of Surrey on a main road leading from the south coast to London. There were a few manor houses and villas dotted about this rural area.

None of the three railway stations were there in 1844 and hence most of the parish was farmland, meadows and woodland.

My walk was in Lambeth Cemetery, Blackshaw Road, Tooting, London SW17.

David Whitefield

COULD THIS HAVE BEEN STREATHAM'S MOST HISTORIC HOUSE?

Patrick Baty, 'The 'Paint Detective' gave the Society a fascinating talk at our February meeting during which he mentioned how his researches had led to the



Carlton House

Carlton House, parts of which were relocated to our town.

Around 80 years ago one of Streatham's most fascinating houses was among the properties demolished to make way for the development of the western side of Streatham Hill.



Historic House Streatham Hill

discovery of a pair of grand doors which once graced Carlton House, the home of the Prince of Wales, which had been relocated to a property owned by the Prince in the midst of Dartmoor. This brought to my mind Streatham's unique links with

Officially called No. 54 Streatham Hill, the residence was known by many different names during its lifetime and was commonly referred to as the Stone House, and later as Carlton Villa. Sadly, no picture or photograph of this fascinating building survives and we are only left with the briefest of descriptions and our own imagination to conjure up an image of what it must have looked like.

It was built in 1838 by John Mallcott who lived there with his family until 1850. John was born in the 1780s and was by trade a builder/mason. He built

the National Gallery which was erected between 1832 and 1838 on the site of the old Royal Mews. He was responsible for the demolition of a number of London's old buildings during the course of his trade and is reported to have built his Streatham home from stones reclaimed from vari-

ous buildings he had demolished, including masonry from the Royal Mews which was reputed to date back to the time of King James I.

Around the top Mallcott's house was a frieze that once adorned Carlton House in Pall Mall, the former residence of the Prince Regent (King George IV), and hence the house being called Carlton Villa and later Carlton House. It is claimed Mr Mallcott was responsible for the demolition of Carlton House and reclaimed part of the frieze for his Streatham residence. Carlton House was demolished to make way for the construction of Carlton House Terrace in 1827-32. Other parts of Carlton House were also recycled and its columns were used in the portico of the National Gallery; some of its fireplaces and doors were removed to Buckingham Palace and Windsor Castle; and some of the armorial stained glass from the conservatory was incorporated in the windows at Windsor.

Along the front of Mallcott's Streatham house ran a white stone wall made from stone taken from the old London Bridge which was demolished when the new bridge was erected in 1823-31 to the designs of John Rennie. In the forecourt of Mallcott's house stood some large stone balls which were said to have come from the old London Bridge. However, an old print of the Royal Mews dated 1764 shows four stone balls which were probably those subsequently re-sited at 54 Streatham Hill. As to whether they were originally on old London Bridge and were afterwards placed in the Mews is unknown.

Mallcott's house was known by various names over the years and is referred to in various old newspaper article as Streatham House, Bridge House and Old Bridge House. However, according to the 1841 Census it was then known as



Carlton House in Pall Mall



The Royal Mews



The National Gallery in Trafalgar Square

Carlton Villa. I would suspect it was because of the 'London Bridge Wall' fronting the house and its construction from stones taken from the Royal Mews that during the time of William Dent and William Stanley Dent's residence (1851-c1907) the building was called the Stone House.

It was one of the properties that were demolished in 1927 to make way for the building of Telford Court in 1932. When it was being knocked down the workmen believed the building to be of great antiquity due to the old stonework from which it was constructed. One worker on the site suggested the building was 400 years old and said the stone work was "perfect, and would last for ages and be equal to many of the important public buildings in London and elsewhere". A shrewd judgement by a labourer who at the time was unaware of the origins of the building! Mr E White, the foreman in charge of the demolition works, said it was the most extraordinary house he had ever worked on and that it contained many "quaint things".



Telford Court Streatham Hill

When the building was being demolished it prompted much interest, with press reports of a miser's hidden hoard of treasure concealed in the two and a half feet thick walls of the property. Local legend had it that a former owner had hidden a secret cache of gold in the cavernous stonework of the house which was guarded by an old ghost that was said to haunt the property. However, de-

spite a thorough search during demolition, the only treasure discovered was a gold sovereign which was found under a floorboard by Mr White. As to tales of the house being haunted by ghosts, the workmen were obviously concerned at such stories. On one occasion a number of superstitious labourers were seized by sudden terror on being startled by an eerie noise in the house and rushed scared into the garden only to discover the so-called ghost was a stray cat! However, local residents reported having seen a ghostly figure flitting round the trees which screened the house from public view.

Three fine Adam's mantelpieces were carefully removed from the house and taken to the Scotch estate of the landowner, Sir Edward Stewart. These were estimated to be worth some £1,500 at the time (1927).

Much of the old stonework of the house ended up as hard-core and was used in

the laying down of Streatham Hill roadway and the foundations of the parade of shops which now occupy the site.

However, some small relics of Mallcott's house survive. Fittingly for a building constructed from recycled material, some of the stonework was recycled for a second time. A part of the London Bridge wall which fronted the house was used by Edward Wates to make a garden seat for his home at No. 4 West Drive, Streatham, which is now known as Yew Tree Lodge and is a council retirement home.

Another stone from Mallcott's house was taken to America where it was incorporated into a rock Lodge constructed by the Rotary Club of Greenville, South Carolina, on the banks of Rotary Lake. The Rotary Lodge was constructed from rocks taken from various parts of the world on each of which was painted the name of the place from which it came. Rotary Clubs from around the world were invited to contribute to the project and Mr T D Weston of the Streatham Rotary Club secured a piece of stone from the old house for this purpose. One side of the stone was rounded and was reported to be the actual face as it appeared in the old London Bridge, while the other side, which was flat, was the face that appeared in the old Streatham House. Should this be so then it is likely the stone originally formed part of the Royal Mews and not London Bridge, the stones of which appear to only have been used in the construction of the wall fronting the house.



Old London Bridge



Stone in Rotary Lodge USA



It is possible that other parts of the building were recycled, or retrieved by local residents from the wrecking ball. So if by chance you have a rather large stone ball at the bottom of the garden perhaps it was one of those John Mallcott rescued from the Royal Mews to adorn the forecourt of his Streatham House!

John W Brown

MYSTERY STREATHAM STREETS

One of the advantages of the current period of enforced isolation due to the Corona virus outbreak has been the opportunity of sorting through a huge pile of material I have awaiting filing in my Streatham Local History Archive.



Among the items recently discovered are a number of old photographs, probably dating from the late 1980s and early 1990s, the exact location of which I have been unable to identify.

They come from a collection of around 100 old photographs taken on the Telford Park and Hyde Farm estates at that time. I have been able to identify the vast majority of pictures from my knowledge of the area and with the help of using my sister's computer and logging on to the Google Streetview site.

However, I have been unable to place the location of five of these views and I would be very pleased to hear from any reader who can help in identifying them. Frustratingly two of the images have street signs but the quality of the image is so poor I have been unable to read them, even with the aid of a powerful magnifying glass.

Suggestions can be sent to me at 316 Green Lane, Streatham, London SW16 3AS or via email on streathamso-ciety@gmail.com

JWB



BYGONE STREATHAM IN OLD PICTURE POSTCARDS

A few moments ago I went out into my garden and placed a poster on the notice

board I have fixed to an old tree stump in my front garden to advise passers-by of local events in Streatham. Sadly, this time the poster advised that due to the corona virus, and in accordance with Government advice, all future meetings of the Streatham Society had been cancelled until further notice.



*Streatham High Road
from the dip looking north*



*Streatham High Road
looking south from St Leonard's junction*

ten, published, and resting in cardboard boxes under my bed I shall proceed, and even if the meeting does not go ahead copies will still be available via the Streatham Society website**.

My new book is entitled *Bygone Streatham in Old Picture Postcards* and, as they say, it does exactly what it says on the cover. It depicts bygone Streatham in a collection of almost 250 old Victorian and Edwardian picture postcards of the town, many of which have never been published before.

Over a hundred years ago, when mobile phones, emails and the internet did not exist, the Victorians developed a new means of communication which provided a cheap and speedy means of messaging. They called it the postcard!

As a consequence I am writing this article not knowing if I will be launching my new book as planned at the Streatham Society meeting to be, 'or not to be', held on Monday 1st June as this falls within the announced period of the three months isolation implemented in mid-March.

However, ever the optimist, as my book is writ-

The first printed postcards were issued in Britain in 1870. They were a simple plain card with a printed ½d stamp on one side where the address of the recipient was written; the message being detailed on the reverse of the card. They were printed by the post office and were obtainable from their outlets throughout the country.

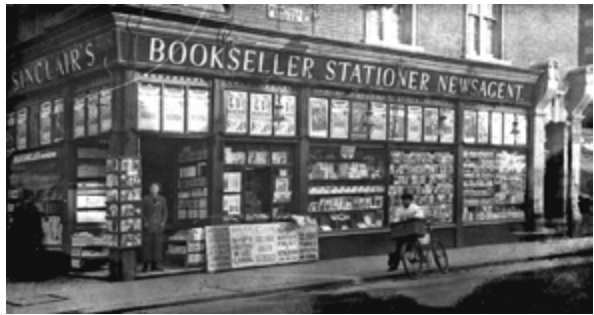
In 1894 the post office monopoly on the supply of postcards was ended and private companies could produce cards on which a stamp would be affixed to cover the cost of postage. The message side of the card could carry a picture or illustration and many cards had a small area alongside this image on which a simple, short message could be written. By 1899 standard sized postcards were introduced measuring 5½ x 3½ inches.

However, it was in 1902 that a change to the design on the reverse of the card revolutionised the mail when the divided back postcard was introduced. The address was written on the right hand side of the card with a message on the left. This meant the whole of the front of the card was now free to carry a picture.

This simple change led to a massive increase in postcard traffic with publishers reproducing a variety of pictures, photographs and illustrations on the face of the card.

Postcard collecting rapidly became a national hobby with people not only sending cards to forward a message but also to provide a novelty card or photograph of their locality for a friend's collection.

All manner of cards were published to meet this demand. Comic cards, cat cards, celebrity cards, cricket cards - no matter what your interest the postcard publishers produced cards to satisfy it and every week millions of cards passed through the Royal Mail sorting offices.



No. 89 Streatham High Road



The Streatham Park Hotel (left), Mitcham Lane



Streatham Tate Library looking south



*Streatham High Road
looking north from St Leonard's junction*

Postcards featuring topographical illustrations of the cities, towns, villages and landscapes of the country proved to be among the most popular in circulation, some of which were marked with an X to show the sender's house or seaside hotel room where they were staying on holiday.

People who had moved miles away, or overseas, could now receive reminders of their hometown through the postcard views sent to them by friends and relatives many of which were kept and mounted in postcard albums or scrap books.

During the First World War (1914-18) postcards provided a cheap and efficient means of com-

municating with loved ones fighting overseas and there was a boom in the production of patriotic and romantic cards for this purpose.

In the 1930s cartoon style 'saucy' seaside postcards became very popular, a genre much advanced by the cards of the Streatham artist, Donald McGill. At their peak over 16 million such cards were being sent by holiday makers each year and they continued in popularity throughout the 1950s.

However, as telephones increasingly became more popular as a means of instant communication after the First World War, the overall number of postcards sent gradually declined in the 1920s and 1930s.

Looking at old picture postcards today we tend to think of them as featuring old buildings and streetscapes and this is certainly true in a number of cases. However, at the time of their publication many postcards issued in Streatham featured new buildings and roads recently laid out with new houses for the large number of people then moving into the area.

Pictures of the Library, cinemas, shops, churches and roads showed a “modern” Streatham, featuring comparatively new structures which had recently been erected. Numerous views of Streatham High Road, Streatham Hill and Mitcham Lane showed many buildings which had been constructed within the previous ten years or so.

It is only with the passing of the years that these pictures have become a fascinating glimpse of a “bygone Streatham” showing the town inhabited by ladies wearing flowing frocks and carrying parasols and where every man’s head is covered with a smart hat or shabby cap.

These were the days when the fastest thing on the road was a horse and cart and children wearing sailor suits and smocks played in the street free from the fear of passing traffic.

In the early 1900s Streatham stationers and printers were quick to exploit the demand for picture postcards of the town and a number produced local views for sale in their shops. My book features a selection of cards produced by some of them which depict Streatham at a time it was changing from a small Victorian country town into a prosperous Edwardian suburb of South London.

Postcards issued by 15 local Streatham publishers are included in the book in addition to a number of views produced by unknown local businesses or individuals.

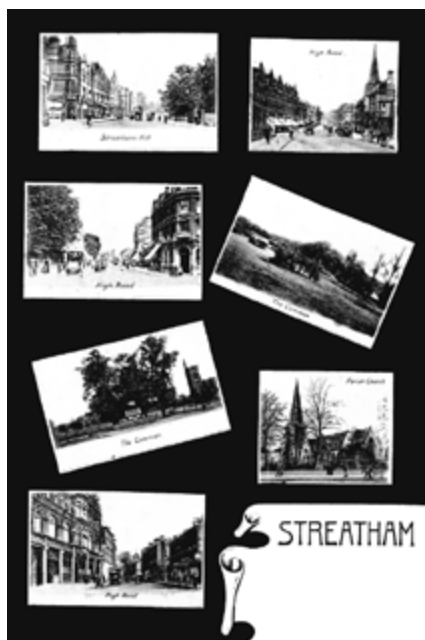
As well as these local publishers there were a number of large national and regional



Streatham Common Lower Pond



*Immanuel Church and Western Terrace
Streatham Common*



Streatham - Multiple Views

producers who were not based in Streatham although they issued numerous postcards featuring various views of the town. It is hoped to feature examples of their Streatham postcards in my next publication which, God willing, will be published next year.

Bygone Streatham in Old Picture Postcards costs £6, or £7.60 including postage, and is available from the Streatham Society bookstall or by post orders being sent to 125 Thornlaw Road, West Norwood, London SE27 0SQ or via the publication order form on the Society's website.

John W Brown

****NB:** *At the time of compiling this issue, the government's social isolation instruction is still in force. As the posting of our A4-size publications involves a non-urgent visit to*

the post-office, I cannot accept orders until restrictions are lifted.

JH

WHAT'S IN A NAME?

My postal address is 125 Thornlaw Road, West Norwood, London SE27 0SQ. It is also 125 SE27 0SQ. Both will find me but the latter is much shorter and database friendly (and easier to record incorrectly!).

It is interesting receiving member's application forms. Most of our recent members would omit West Norwood and submit London SE27 0SQ. Yet some specify locations such as Streatham Hill and Streatham Vale. Some older members include a house name, such as 'Dun Roaming', as an additional line.

So are our ancient village centres slowly disappearing from address records? Many of our members live in Streatham, but it frequently does not appear on their given address. Is Streatham disappearing?

My Society membership database, on an A4 page, has insufficient space for a long address; 125 0SQ SE27 would be so much easier. But when asked "Where do you live?", it doesn't sound right. I live in West Norwood. My name is Judy Harris, not my NI or other ID numbers. What do you think?

STEEL FRAMED FLATS IN STREATHAM



141 STEEL FRAMED FLATS - STREATHAM, LONDON, ENGLAND
The first all-welded framework for a block of flats in England.

Whilst digging around as is my wont, I stumbled across the attached images of the High Road in a 1935 Brathwaite & Co Ltd illustrated brochure, apparently another first for Streatham!

Bob Jenner

STREATHAM SOCIETY REPORTS

ANNUAL GENERAL MEETING 2020

NOTICE IS HEREBY GIVEN that the 44th Annual General Meeting of the Streatham Society (Charity Number 283297) will be held at The Woodlawns Centre, 16 Leigham Court Road, Streatham SW16 2PJ at 8.00pm on Monday 15th June 2020 to transact the following business:

1. **Minutes of the previous meeting** - To be agreed and matters arising
2. **Reports and Accounts** - To receive and consider the accounts for the year ended 31st March 202019.
3. **Appointment and remuneration of independent examiner of accounts** - To appoint an independent examiner for the financial year to 31st March 20210.
4. **Appointment of charity trustees** - Nominations for the position of Chair, Vice-Chair, Secretary, Treasurer and other committee members must be received by **Monday 6th June 2020**.

All committee members are Trustees of the Charity.

Details of how to make a nomination are available from the Secretary.

5. **Members' resolutions** - Resolutions should be sent to the Secretary by **Monday 6th June 2020**.
6. **Any other business** - To deal with any relevant matters raised at the meeting.

Mark Bery, Secretary, 13th May 2020

Following the AGM Graham Gower will give a brief presentation about our new publication: *Field. Farm and Estate. A history of the Hyde Farm Estate in Balham*.

***Please note**, in view of the current Coronavirus pandemic, we may need to postpone this meeting in the light of government advice.

Updates will be provided on the Society web page and social media no later than 7 days from the date of the AGM.

We will also contact members by email. For those members who have not registered an email address with the Society and wish to be contacted by email, please include details on the web site. There is a new form on the contacts section <https://www.streathamsociety.org.uk/contact.html> or email markbery@hotmail.com with the subject 'Please include me on the Streatham Society email database'.

MB

PUBLICATIONS

Publications' Officer needed

I have submitted my resignation from this post as from the AGM on June 15th 2020. If necessary, because of the current contact restrictions, I shall continue in post until the end of December 2020, but no longer. This gives additional time for any enquiries to be answered. Please e-mail these or any offer to me or to Mark Bery, our secretary (contact details back page).

The Streatham Society is fortunate in having published a wealth of local history books and booklets which can be viewed on our website. Therefore the position of publications officer is interesting but quite time-consuming. The development of our website and social media attract increasing interest and sales.

Our books are published by John W Brown's Local History Publications. We also advertise, order from LHP and sell John's own publications.

Receiving and processing orders: These are mainly received via our website. Cost, including p&p, is quoted on this but may need adjusting if more than one publication is ordered. I reply giving details, including payment methods, and requesting a delivery address. In 2019 55 orders for 93 publications were processed. This increases when a new book is published.

I find it easiest to weigh and pre-stamp packages, rather than join a post office queue, although this may be necessary to post the package. I am happy to donate my letter postage scales to my successor!

Supplying publications for sale at our meetings and events: The largest number of sales are from our bookstalls. Our meetings' bookstall holds two copies of each title at about 20 meetings. This stock is stored at Woodlawns, our meetings' venue, and replenished as needed. Recently the bookstall has been taken to about five annual events, although more may be desirable. I price what is required by the stall organiser and the order is collected from my home.

Storage: The current stock is held in two bookcases at my home. Because of space, I usually limit the acceptance of no more than c.20 copies of any new publication. Over the last ten years or so, the Streatham Society publications have sold mainly via the efforts of the author or relevant organisation. Our bulk stock is held in my loft and accessed annually to replenish current stock. The loft stock could remain there if necessary.

COVID-19

Because of current restrictions, I am unable to supply any of our A4-size books as this involves an unnecessary journey to a post office. However, I can post A5-size books and arrange for local orders for others to be collected from my doorstep. Please check our website for available publications.

Judy Harris

EVENTS REPORTS

Meetings

A Tonic to the Nation: London 1951 and the Festival of Britain

On Monday 3rd February, Michael Gilbert, a social historian, spoke to us about this major international event which all our older members who visited will remember. The talk attracted almost 60 people and raised £62 from our raffle which helps to pay for the hire of our meetings' venue.

Little Holland House, Carshalton

On 17th February Tooting History Group member Angela Cornes spoke to an audience of 55, including 8 visitors. She told the story of Frank Dickinson, a remarkable young man of very modest means and little education, who managed to build his dream home in rural Carshalton at the very beginning of the 20th century. His home, Little Holland House, a very special small scale arts & crafts treasure was acquired by Sutton Council in the 1970s and opened to the public. Angela writes, "I really love this house and hope my talk will inspire a few more people to visit".

The Paint Detective

Anyone who missed Patrick Baty's talk on 2nd March because they thought this subject sounded boring made a big mistake. I thought it was brilliant - and I don't enthuse often! Patrick explained why several people have referred to him as 'The Paint Detective'. The range and type of projects that he is faced with were outlined together with a brief explanation of the process adopted. An account was given of a house, with discreet Royal connections, where he could prove that a pair of doors had come from a long-demolished building, hundreds of miles away. He also provided an update at Stowe, a project that has been running for over a decade.

Patrick's work covers research, paint analysis, colour & technical advice and colour surveys. His projects have ranged from Tudor heraldry; Baroque churches; country houses; wartime RAF stations and London social housing estates to structures such as Tower Bridge. He lectures widely and has published numerous articles on the subject. He is the author of *The Anatomy of Colour*.

MEMBERSHIP - SUBSCRIPTIONS FOR 2020 ARE NOW OVERDUE

New members

We welcome new members Janet Smith, Daniel Fieller and Emma Fleming. We hope they enjoy our events and publications.

Subscriptions

Have you paid your 2020 subscription, due last January? Reminders were enclosed with the last *Streatham Society News*. If you have 'F' on your address

label for this issue, I have not received it. Therefore this is your last *News*. (Please ignore this if you have paid since April 26th.) Of course, I am happy to receive payment at any time but back issues of the *News* may be unavailable. If you opt not to re-join, thank you for your past support.

Payment

Subscriptions should be by cheque, payable to The Streatham Society, or cash at meetings. The subscription remains at £10 (individual); £15 (household); £180 (life). Please give all household names with that payment.

BACS payments are also accepted although you must inform me at jharris.streathamsociety@gmail.com of your payment to register your name as I do not have access to our account. The Streatham Society Account is held at the Royal Bank of Scotland; sort code 160093; account no. 13206936.

Membership cards will be sent with the *News* issue following your payment. Please enclose an s.a.e with payment if you wish to have it sent before then. The card is merely a receipt of payment and not needed for proof of membership.

Recent cheque payments: Those members who have sent me cheques since March 20th probably will not have this banked until social distancing restrictions have been lifted as it involves me making an unnecessary visit to the bank. Hopefully, they should be paid in before the end of June.

Judy Harris

PUBLICITY: OUR EMAIL LIST, WEBSITE, FACEBOOK, TWITTER, INSTAGRAM AND QUARTERLY MAGAZINE!

Our secretary and webmaster, Mark Bery, has compiled a database containing all email addresses submitted to me over the last three years and any others who have registered with him. This is now our usual method for contacting members.

For those members who have not registered an email address with the Society and wish to be contacted by email, please include details on the web site. There is a new form on the contacts section <https://www.streathamsociety.org.uk/contact.html> or email markbery@hotmail.com with the subject 'Please include me on the Streatham Society email database'.

Notifications, including cancelled meetings and events, will also be posted on Instagram and Twitter. Contact addresses are:

<https://www.facebook.com/groups/546435545867439/>

<https://twitter.com/markbery31>

<https://www.instagram.com/streathamsociety/>

Phone numbers are very rarely used. They are only for individual contact if a member of the committee needs this urgently and there is no email address. They are not used for general messages, such as meetings' cancellations, as it would involve at least forty calls to our regular attendees.

Postal addresses are essential only for dispatching the quarterly *Streatham Society News*, which may also include any membership information. I do not post the *News* online as I doubt the 30+ pages would be any other than skim-read, which would be a waste of my time. Most members prefer to receive a paper copy.

The Facebook page of the Streatham Society includes the history and people of the historic parish of Streatham. Mark posts these daily to celebrate the various anniversaries of notable residents, past and present. He also publishes talks and events of the Streatham Society and other groups in the surrounding area.

Our Facebook page is a public site. This means posts can be read by anyone without logging in, but to join discussions and post items yourself, you need to join the group. I thoroughly recommend you view the site. Mark's posts generate a wealth of photos, memories, information and comments from readers.

In April Mark reported almost 900 following us on Facebook, almost 500 on Twitter and 300 on Instagram (which only started this year). Our social media posts are regularly picked up and re-sent by Heart Streatham and Streatham Action so our coverage in the community is very good.

However, social media doesn't usually report in detail. The *Streatham Society News* does - for posterity! But I need your input, particularly on Streatham events today. Again I appeal for events, reports, articles and photos.

(Contacts back page.)

JH



Photo MB

NEW PUBLICATION

COMMON PEOPLE

A new not-for-profit Community Newspaper has been launched for residents in the Hyde Farm area of Balham by Publisher & Hyde Farm resident, Joe Pearson

The first edition includes snippets from two of our publications: *Streatham's 41* and *Field Farm and Estate: A History of the Hyde Farm Estate In Balham*" by Graham Gower

Good Luck, Joe.

MB



MORE DATES FOR YOUR DIARY

LOCAL HISTORY IN LOCK-DOWN

A series of online Lambeth history talks by the staff of Lambeth Archives

During April and May, Lambeth Archives staff arranged talks being given weekly over Zoom, on alternating Thursday evenings and Tuesday lunchtimes. The last two talks are advertised below. To book a place and receive log-in details for any talk or any future programme, please email archives@lambeth.gov.uk

Tues 19th May 13.15 - 14.00 **Lambeth's history online** Len Reilly

An introduction to some of the main online sources for researching Lambeth's history and how to access them.

Thurs 28th May 18.45 - 19.30 **A walk around Waterloo** Len Reilly

A virtual walk around the Waterloo area.

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John Brown and **Graham Gower**

Address as above

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groups/546435545867439/](https://www.facebook.com/groups/546435545867439/)**

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**The aim of the Streatham Society is to maintain and improve
the quality of life for all who live and work in Streatham**

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