



FRODSHAM AND DISTRICT HISTORY SOCIETY

FRODSHAM SHOPS THROUGH TIME

The 18 posters are the result of a project carried out by members of Frodsham & District History Society during summer 2017.

Each poster was assembled from the results of investigations using several lines of enquiry, e.g. historic images from the online Cheshire Image Bank and from local residents; adverts placed in Parish Magazines; online family history sources; and discussions with property owners and occupiers.

The posters are colour-coded according to their street location and they have been renumbered according to a walk route around the properties.

A brief overview of Frodsham's history provides a context for the posters:

In the nineteenth century changes in Frodsham reflect a slowly growing population and increasing prosperity, especially after 1850 when the railway station and goods yard opened.

Over time rows of old cottages were demolished to make way for new individual shops such as butchers, bakers, grocers and drapers. A new hotel – the Commercial – was built to provide accommodation for visitors, and an old coaching inn changed its name, i.e. the Bear's Paw acknowledged the arrival of the railway in Frodsham (image 1).

The lime trees in the heart of Frodsham were first planted in 1897 to celebrate Queen Victoria's Diamond Jubilee – they help to date images. At the turn of the 20th century the main means of transporting goods was still by horse and cart – requiring the services of blacksmiths and wheelwrights, whilst bicycles provided a means of personal transport (image 2).

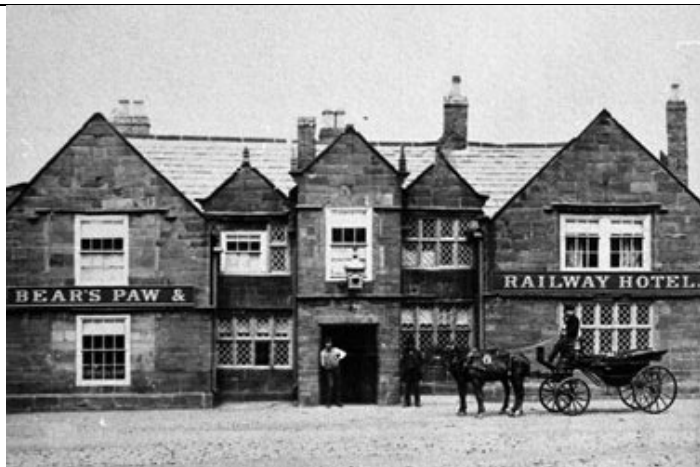


Image 1

Sometime after 1850 the Bear's Paw added 'Railway Hotel' to its name



Image 2

High Street – now Main Street – before the lime trees were planted in 1897

In the early twentieth century the motorcar arrived in Frodsham and 2 garages with petrol pumps sprang up to serve them (image 3). Church Street, Frodsham, even had a cinema from 1923 to 1962 (image 4) which was in turn replaced by a shop.



Image 3

Early 20th century garage with petrol pumps
where Devonshire Bakery is today



Image 4

The Grand Cinema (1923-1962) – demolished
and now the site of W H Smith

Collectively the posters depict a complex shop history of juxtaposed continuity and change in both family ownership and products sold. It is also clear that retail and service provision are inextricably linked and have been at the heart of Frodsham's economic growth for more than 150 years.