

1. "RECORD" No.5.- Will shortly be in the hands of the printers and it is hoped this will be on sale at the A.C.M.
2. PROGRAMME : The Annual Lecture, in conjunction with the Librarian Dept. will be given by Mr. Raphael Samuel, already well-known for his accounts of the East End Underworld. His lecture on "History & Myth in East London" will be something that should not be missed. This will be on the 25th November at Bancroft Road. Mr. Seinsbury's talk on the 30th September on "People of Newham in the 19th Century" has already been well received elsewhere and should give us a good start to the 1982/3 season. Mr. Charles Goodman participated in the Spanish Civil War and will be talking about the East London contingent on the 16th December.

3. COACH OUTING : There will be a Coach Outing on Saturday, October 9th 1982 to St. Albans and Luton Hoo. The coach will leave Mile End Station at 10.00 a.m. The cost will be £4.50 for adults and £2.50 for children, and this includes the entrance fee to Luton Hoo.

At St. Albans we hope to see the Abbey and precincts, the ruins of Verulamium and museum, and possibly the Roman theatre. At Luton Hoo, we shall see the famous Wernher Collection which includes magnificent tapestries and furniture, medieval ivories, 16th Century jewels, bronzes, English porcelain, etc. also the well-known Russian Collection of portraits and personal mementoes of the Russian Imperial family, and the collection of jewelled objects by Carl Faberge.

4. THE GARDINER'S NAME SURVIVES AS ALDGATE REDEVELOPS.

The exact site of the original Gardiner's store today can be seen by standing at the eastern junction of Commercial Street and Whitechapel High Street. Gardiner & Company was situated on the south side of the High Street straight across the road at this point, the original corner of Whitechapel High Street and Commercial Road.

In 1964 Fitzpatrick & Son (Contractors) Ltd., of Old Ford Road began the first phase of re-development of Gardiner's Corner. The road improvements took over two years. Whitechapel High Street and Mansell Street became the northern and western arms of the new roundabout. Two new roads were cut through. The demolished sites of 48-57 Whitechapel High Street became the new line of Commercial Road, linking up with Whitechapel High St. Braham and Beagle Streets were extended eastwards and westwards through a line of demolished sites to make the new southern roundabout arm. This was named Braham Street. With this redevelopment the northern half of Half Moon Passage and part of Leman Street disappeared.

Gardiner & Co. began in 1839 in Glasgow. Joseph Gardiner started up as a tailor at 88 Trongate, Glasgow, next to the hosier and hosiery yard warehouse of G. & A. Grant. After several moves he formed a partnership in 1846 or 1847 with Philip MacIntosh, trading as "Clothiers, Outfitters and Shirt Merchants" at a new address, 104 Argyll Street, Glasgow. This business broke up in 1860/61 with "Gardiner and Company" establishing now under Joseph Gardiner at the larger premises of 50 and 52 Argyle Street (Argyll later became Argyle) and its corner intersection, 3 Miller Street (John Donald & Sons, Clothiers, of 50 Argyle Street ceased trading when Gardiner & Co. took over the site). Competition remained close by: MacIntosh & Fleming, Clothiers, was established at the old premises of 104 Argyle Street. Survival meant securing bulk orders. By 1864, Gardiner & Co. traded as "Clothiers and General Outfitters", whereas MacIntosh & Fleming was "Civilian and Military Outfitters". However, by 1872, the roles were reversed, Gardiner & Co. traded as "Merchant Tailors, Army & Navy Contractors" and MacIntosh & Fleming traded as "Clothiers, Hosiers and Shirt Merchants". Gardiner, & Co. now with a firmly established base, looked to London for further expansion.

In 1874, the Company was listed as being at Nos. 1, 3 & 5 Commercial Road, Aldgate, and in 1875, 31/35 Whitechapel High Street. The 1908 London trade directory lists: Gardiner & Co. (The Scotch House Ltd., Clothiers, Outfitters, Army & Navy Contractors, complete outfitters for colonists and apprentices, 1, 3, 5, 11 & 15 Commercial Rd. East; Deptford House, Broadway, Deptford; 159-166 Upper St., Islington; 27, 28, 29, 30, 31 (corner of) Chapel Street, Edgware Rd.; 33, 35, 37 Hare St. Woolwich; 28, 30, 32 St. John's Road, Clapham Junction.

The 100 foot high, 5-storey store became a landmark with its imposing clock tower built in the 1890's which Levy described as "shedding Petticoat Lane market and Aldgate". It was nicknamed "The Gateway to the East End". Why did Gardiner's choose this site in East London? The long-established local clothing trade was one reason. The labour was cheap, plentiful and experienced. Crory records that the Scottish Company spent large sums as employers in East London. Gardiner's could sell good quality and competitively-priced goods. The visit to the works impressed Crory "as far as value for money and the style and finish of the garments was concerned". The wide range of fashionable wares was illustrated in a quarter-page advertisement in the "East London Observer" on the 27th August 1887:

"Lawn Tennis Suits, ready made, striped flannel jackets in various colours. 6/11d, 8/11d, 10/6d, 12/6d. Flannel Trousers 7/6d, 10/6d, 13/6d. Cap to match jacket 1/-, 1/6d, 2/-."

"Tweed Paxton Suit, ready made or made to order. The shape is now much worn being serviceable for the City as well as holiday wear."

Secondly, Gardiner's found the East End site to be the most central point for customers to come from all sides of London. Aldgate Station was close by. South Londoners would arrive via Tower Bridge, after its opening in 1894. The premises was also only 10 minutes from the Bank. North and East London Main Line travelling clients need walk only a few minutes from Liverpool St. and Fenchurch St. stations. Just before the Company came to London Commercial Road was improved. At the Aldgate end it was joined up in 1870 to Whitechapel High St. thus avoiding the former deviant route by Church Lane (now Whitechurch Lane). Travellers passed by Gardiner's to and from the north. Munby states that on a 12-hour count in 1935, there were 29,000 vehicles passing "Gardiner's Corner" which was an important convergence point for the two roads from the east, with vital access to the docks. The maritime expansion throughout the 19th Century generally brought with it the demand for hard-wearing garments. Company advertisements boldly brought to readers' attention the official contracts secured with the Metropolitan Police and the Army and Navy Departments. Certainly, after the Second World War and the decline in the docks, the future prospects of the Company gradually dwindled. By 1887 it had a postal order service countrywide and published illustrated catalogues. Hours of business were up to 8.30 pm. on weekdays and 10.30 pm. on Saturdays. The firm claimed at the time it was one of the largest clothing and outfitting concerns in the country.

Gardiner & Co. closed Nos. 1-5 Commercial Road in 1965, and the Whitechapel High St. premises in June 1971. The Company was sold by Credit Universal Stores, its recent owners, to Leslie Levy, a Banker. A fire, probably started by vagrants using the vacant store as a doss-house, began on the first or second floor on the Commercial Rd. side on the 22nd May 1972, and within minutes the first three floors were ablaze. The vast site needed 200 firemen and 40 pumps on the scene. The remaining south and east walls were eventually demolished. The memorial to the store is its name's retention of Aldgate as "Gardiners Corner".

The C.L.C., City of London Corporation and Tower Hamlets, co-operated in a public consultation exercise in which 40,000 questionnaires were filled in, in September 1974. As a result, Wingate Investments, a subsidiary of George Wimpey, by 1979 had a £50 million scheme under way for offices, shops, a sports and leisure centre and car park.

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environmental education both for local schools and for adults and could house various relevant facilities museum. We shall find