



Advertisement in The Star,  
15 August 1914

**T**WO Let. Two Unfurnished Rooms; Suit  
ladies in business. 309, Barbadoes  
Street.

**U**P-TO-DATE Table Potatoes, 7s per bag.  
delivered. C. Shaw, Cadeno, Stanmore  
Road. 7060

**U**TILITY White Leghorns, Green's strain,  
sittings 5s; infertiles replaced. Leg-  
gett, Neville Street, Spreydon. 7061

Advertisement in The Star,  
23 January 1915

**W**ANTED. Select Board and Residence  
for Young Tradesman, convenient City.  
"Star" Office.

**A**PRICOTS and Peaches, 3s 6d 12lbs; Nec-  
tarines, 3s 12lbs; Plums, 3s 6d per case  
24lbs. C. S. Law, Cadeno, Stanmore Road,  
Richmond. Weight and quality guaranteed.  
Tel. 3333. 3823

**D**OMESTICATED Ladyhelp would like  
position in small family, or with el-  
derly couple. Lora, G.P.O.

# Gerrie Fruiterers & Confectioners

These two photographs are part of the local history collection at Avebury House. The typed note accompanying these photographs states, “323 Stanmore Rd, 1927”, but Stones Directory gives the address as 325 Stanmore Rd, where George Gerrie had a confectioner’s shop in 1927. The shop had previously housed a fruiterer business, with five different operators<sup>1</sup> since the building, on the south-west corner of Stanmore Rd and Avalon St had been opened in 1912. It looks like Mr Gerrie had branched out into confectionery as well.

The photos are modern copy prints of older photographs; an interior and exterior view of the shop. From the exterior view you can see the bull-nose verandah covering the footpath on Stanmore Rd. This feature of the building is mentioned in an article about the Cadena Building in RCN 029 (September 2005), although the verandah had long since been removed from the building. It is interesting to note that this article (and a rewrite that appeared in RCN-085, Dec-Jan 2010-11)<sup>2</sup> refer to the building as the Cadena, but the sign-writing on the left-hand shop window in the exterior view clearly reads Cadeno<sup>3</sup>.

According to the RCN articles, this two-storey brick building was built in 1912, “part of the Flesher estate”. The building housed three shops, 321, 323 and 325 Stanmore Rd, with living areas at the rear and on the second storey. Leo Shaw, a well-known Richmond resident, was born upstairs at 323 in 1914. His parents, Charles and Clarice Shaw ran a fruit-&-vegetable delivery business and shop here until 1922 when the family moved to 232 Stanmore Rd.

The display in the shop window and the interior view of the shop indicate food and sweets were plentiful in Richmond in 1927. Judging by the fruits in season: tomatoes and cherries amongst others, the photo was taken in summer. The small signs in the left-hand shop window are illegible, but larger signs near the door advertise daily delivery and indicate the business was on the phone.

Inside, the soda fountain takes centre stage, with a range of flavours available. Alongside are the scales for weighing fruit, which, according to the signs on the back wall of the shop, “you must eat”. The interior display and layout of the shop appear quite lavish; this must have been a popular destination for sweet-toothed customers of the time.

After George Gerrie vacated the business in 1927, the shop remained a fruiterer run by Robert Kirkcaldie during 1928–29. After that the shop became a Self Help grocery store<sup>4</sup> in 1930 and it remained as such for over a decade; the shop is indicated as a Self Help grocery run by Mr Sutherland in the 1940 Richmond Village map. This map is the subject of another entry on our local history page.

## Notes

<sup>1</sup> According to Stones Directory there were: *Walter Ernest Willis, 1912; John Reid Linton, 1913; Chas Shaw, 1914-20, Richard Potter, 1921-22 and Mrs Robert John Thomson 1923.*

<sup>2</sup> These articles are reproduced on pages 4 & 5.

<sup>3</sup> Cadena or Cadeno? It looks like the building may have originally been known as Cadeno — see p2 for two advertisements placed by C. Shaw in *The Star* in 1914 and early 1915. There was a Cadena Tea Rooms in Cashel St. at this time.

<sup>4</sup> The Self Help Co-operative Ltd was started in Wellington in 1922 by Ben Sutherland. The new business rejected normal trading methods and sold goods for the lowest possible profit. This meant the public could purchase higher-quality groceries at lower prices, stretching their wages further. The model was successful: Self Help grew — to 18 shops in 1926, 56 in 1929, 130 in 1932 and in 1942, nearly 200 shops. See: <https://rediscover.co.nz/self-help-groceterias-nz-shopping-90-years-ago/> & <http://sutherlandselfhelptrust.org.nz/history/>

# Richmond Community News

•September 2005 •

Vol 3 No 8 Issue 29

Thirteenth in the series of historic Richmond homes



## 321/323/325 Stanmore Road

This now historic building called the "CADENA" built in 1912 as part of the Flesher Estate, was of new modern design, with three shops at ground level and two living areas above and at the rear. The exterior has hardly changed at all except for a curved varandah along the length of frontage on Stanmore Road. The original outside rear woodshed, washhouse, toilet and meatsafe are still standing. The interior has had major alterations, walls demolished, walls built doors blocked off, doors added, windows removed or altered, staircases built in and archways added. The only original features are six ceiling roses and one staircase. The six windows facing east upstairs were bedrooms, with a long wide landing running the length of the building, two bathrooms and two staircases facing west. The kitchens and living areas were downstairs, in an enclosed backyard with access from Avalon Street.

Number 323 (now 325 on the corner) had a front door on Avalon Street (still there today) and a shop entrance on Stanmore Road (Henry Africa's Restaurant). The first occupants were Clarice and Charles Shaw, who had a fruit and vegetable business and hawked produce as far as Marshland. Clarice was a piano teacher and a singer, Charles had a horse shelter out the back where he kept two racehorses. One called Treasure Seeker netted him a £24 win, (a lot of money in those days).

Number 321 had a door on Stanmore Road (Mac's Ales Sign) and shop entrance where Jane's

Wine Bar is today. The front door led into a dark passage going straight to the rear of the living area. Mr Leo Shaw, born in this building in 1914, remembers one Christmas riding his new trike up and down the upstairs landing. He also remembers his father losing his key and attempting to climb in the upstairs bathroom window (visable from Avalon Street). Unfortunately he climbed in the wrong window and Mrs Farrar next door called to her husband "Sam, Sam, there's a man"

The shop inbetween, without accommodation, was occupied by a tailor called James Hooper, it later became the Post Office with a half-penny, one penny and three penny stamp vending machine outside. Progressively over the 1920/1930/1940/1950 era this building housed Pruden, an artist, Sutherlands the grocer, Self Help managed by Bert Hicks, Stevenson a butcher with stock in Hills Road, Farrar a butcher, Mc Pherson's Butchery and a bookshop. Henry Africa's Restaurant took over the building in 1972.



## Richmond

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Photo on left showing Cadena Building November 2010 and Photo on right from September 2005 Article

**321 / 323 / 325 Stanmore Road**

Abridged from an article published by Richmond Community News in September 2005.

This now historic building called the "CADENA BUILDING" was built in 1912 as part of the Flesher Estate. It was of new modern design, with three shops at ground level and two living areas above and at the rear. The exterior has hardly changed at all except for a bullnosed verandah that ran the length of the frontage on Stanmore Road. The original outside rear woodshed, washhouse, toilet and meatsafe are still standing. The interior has had major alterations, walls demolished, walls built, doors blocked off, doors added, windows removed or altered, staircases built in and archways added. The only original features are six ceiling roses and one staircase. The six windows facing east upstairs were bedrooms, with a long wide landing running the length of the building, two bathrooms and two staircases facing west. The kitchens and living areas were downstairs, in an enclosed backyard with access to Avalon Street.

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Number 321 had a front door on Stanmore Road (Mac's Ales Sign) and shop entrance where Jane's Wine Bar is today. The shop in between, without accommodation, was occupied by a tailor called James Hooper, it later became the Post Office with a half-penny, one penny and three penny stamp vending machine outside. Progressively over the 1920/30/40 and 50 era this building has housed Pruden, an artist, Sutherlands the Grocer, a Selp Help managed by Bert Hicks, Stevenson a butcher with stock in Hills Road, Farrar a Butcher, McPherson's Butchery and a bookshop. Henry Africa's Restaurant took over the Building in 1972. At one stage the building housed the local brothel. There is, in our archives, a video recording of Leo Shaw's memories of growing up in this building which was made in 2005.

Sadly this building with such rich history has had to be pulled down due to the September earthquake. The owners Janette and Tony have assured their customers that there will be another "Henry Africa" Restaurant in the future on the same site.

Noeline Hansen/Shona Ward  
Richmond History Group  
Avebury House

Why not give a Christmas present that will help the SPCA?

"My Chocolate Box of Memories" is a delightful 90 page collection of stories which entertain and give food for thought. For each book sold, a donation will be made to animal welfare. Phone 03-9607655. Copies are just \$19.90 plus \$3.50 postage and packaging.

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