

ROUNABOUT RINGWOOD & SURROUNDING VILLAGES

NOW and THEN

Article and photo kindly supplied by Mary Baldwin
Guards, 40 - 44, High Street, Ringwood.

This was once a single shop named Manchester House built by draper George Frampton in the early part of the 20th century. It replaced a much older draper's shop, also known as Manchester House, possibly so called because the majority of the goods sold were made from Manchester cotton. George was the brother of William and Henry Frampton who were in partnership together next door at Frampton's grocery shop. George Frampton and his family lived in what is now the Inn on the Furlong.

A few years before George's early death in 1933 his business in the High Street was taken over by Henry Guard. Not much



sold to Miss Marion Cocks, who continued to use the name Guards as can be seen in the c1960 photograph taken by Ted Baker. She stocked clothes for all the family, with emphasis on the female customers. The haberdashery was on the ground floor with the ladies' fashion department upstairs.

The shop finally closed in the early 1970s and was split into four units, shown in the 1988 photo as Hairshops hair salon, Coverup dress shop, Damars Domestic electrical spares and Portman building society. Sadly the small panels of square glass at the top of the showroom windows were all replaced by large ugly fascia boards, but the original early 1900s windows all survive on the first floor. Today there are now three units, Martin & Co letting agents, Spencers estate agents and Three Wishes cards and gifts.



is known about Mr Guard as he did not live in Ringwood. It is possible he lived in Romsey, where there was a draper of the same name at that time. Despite Guard not being a Ringwood name like Frampton, the shop retained his name when it was bought by Frank Trimmer, who also owned Ghrimes furnishing shop. The draper's shop was chiefly run by his wife Daisy. During their time Guards became what has been described as 'the nearest Ringwood had to a department store'. In Brown's Directory of 1948 Guards was advertised as 'a wholesale and retail merchant draper and ladies', gents' and children's outfitter. Millinery, tailoring, hosiery, gloves, silks, carpets, linos and house furnishings' (the latter possibly supplied from Ghrimes).

Around 1956 the business was

