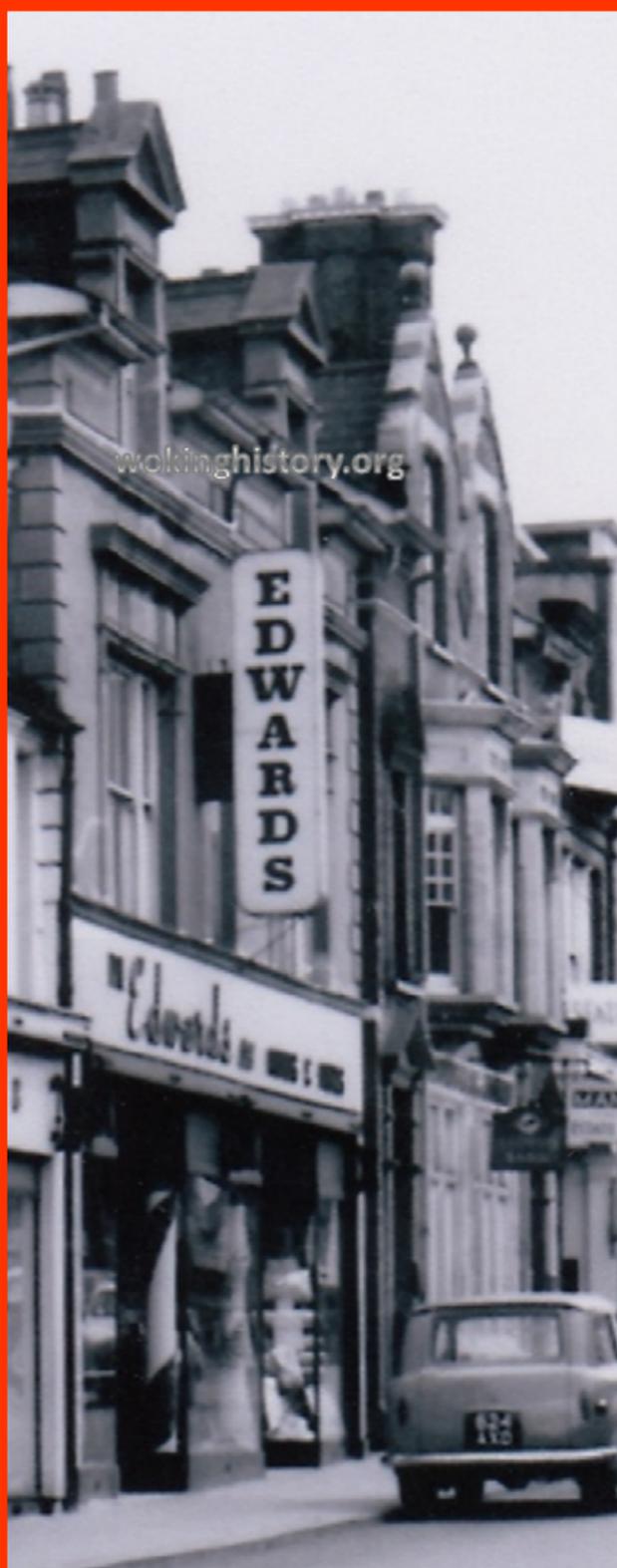


ROBINSON'S EXPANSION PLANS IN 1962

Iain Wakeford 2017



Edwards in the High Street part of the Robinson's Group since 1937.

Thier winter sale advertised in December 1961.

SALE NOW ON

See our special Window Display —also our detailed advertisement on page 3

<p>Printed Cottons</p> <p>arguon's Marshall's only 3/11½ yd. Potter's Usually 5/11 - 8/11 yd. 36in. wide</p> <p>Rosebank Furnishings</p> <p>ROSE BLUE LEMON Usually 5/11 yd. Guaranteed Fadeless 48in. wide</p> <p>Sheets 5 year Guarantee</p> <table border="0"> <tr><td>Usually</td><td>Now</td></tr> <tr><td>70 x 100 35/11</td><td>29/11 pair</td></tr> <tr><td>70 x 108 47/-</td><td>42/-</td></tr> <tr><td>90 x 108 59/11</td><td>55/-</td></tr> </table>	Usually	Now	70 x 100 35/11	29/11 pair	70 x 108 47/-	42/-	90 x 108 59/11	55/-	<p>SECONDS</p> <p>Little X Little Xtra Usually Now Usually Now 39/11 25/- 45/- 28/- All sizes</p> <p>Stockings</p> <p>PRETTY POLLY SUB-STANDARD</p> <table border="0"> <tr><td>Usually</td><td>Now</td></tr> <tr><td>Pin-Point 8/11</td><td>5/11</td></tr> <tr><td>Agilon 10/6</td><td>6/11</td></tr> <tr><td>15 denier 6/11</td><td>4/11</td></tr> </table> <p>Cotton Blouses LONG AND SHORT SLEEVE 15/-</p>	Usually	Now	Pin-Point 8/11	5/11	Agilon 10/6	6/11	15 denier 6/11	4/11
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Edwards of WOKING 6 & 7 High St. WOKING Tel. 1414

Last week I covered the merger in 1962 of the Woking and the Royal Arsenal Co-operative Societies, and a few weeks ago looked at the takeover that year of Gammon's by the Debenham's Group. This week it is the turn of Woking's third Department Store at that time, Robinson's, as in October 1962 they announced that their plans to rebuild their Chertsey Road site had hit a snag.

Mr W H Robinson came to Woking in 1934, acquiring Alfred Wyles' drapers shop at 15-17 Chertsey Road. In 1937 he took over a rival shop at 6-8 High Street (then called P M Edwards), which itself had succeeded the drapery shop of Mr Sparks Cornelius Knight, one of the first traders in the new town of

In 1934 Mr W H Robinson took over the shop of Alfred Wyles in Chertsey Road (advertised here in 1926-7).

The Chilprufe PURE WOOL fabric, finely knitted yet porous and supple, is now accepted as the ideal means of protection. It prevents chill by enabling the skin to work at Nature's own pace. It does not overload the body but carries to it just the right amount of air. Washing never spoils its silky texture and pearly colour, or causes shrinkage

CHILPRUFE^{Regd} for CHILDREN & LADIES

Dainty, entrancingly Soft, lingerie takes on a new meaning in this 'Chilprufe' range. It has the suppleness and the silky feel for which the 'Chilprufe' fabric is so justly famous. The numerous styles will be found to meet every taste and are in harmony with modern day and evening outer wear.

We shall be pleased to show you a range of styles for Infants', Children's and Ladies' wear.

ALFRED WYLES

Waterloo House, Chertsey Road

Robinsons

WOKING'S LEADING DRAPERY STORE



ABOVE is a general view of the ground Floor of our modern and well-lit shop where you will find a wide range of goods displayed, where shopping is easy and a pleasure, together with a guaranteed quality article at a reasonable price. For your personal satisfaction

GET IT AT ROBINSONS

15-17 CHERTSEY ROAD, WOKING. Tel.: Woking 188

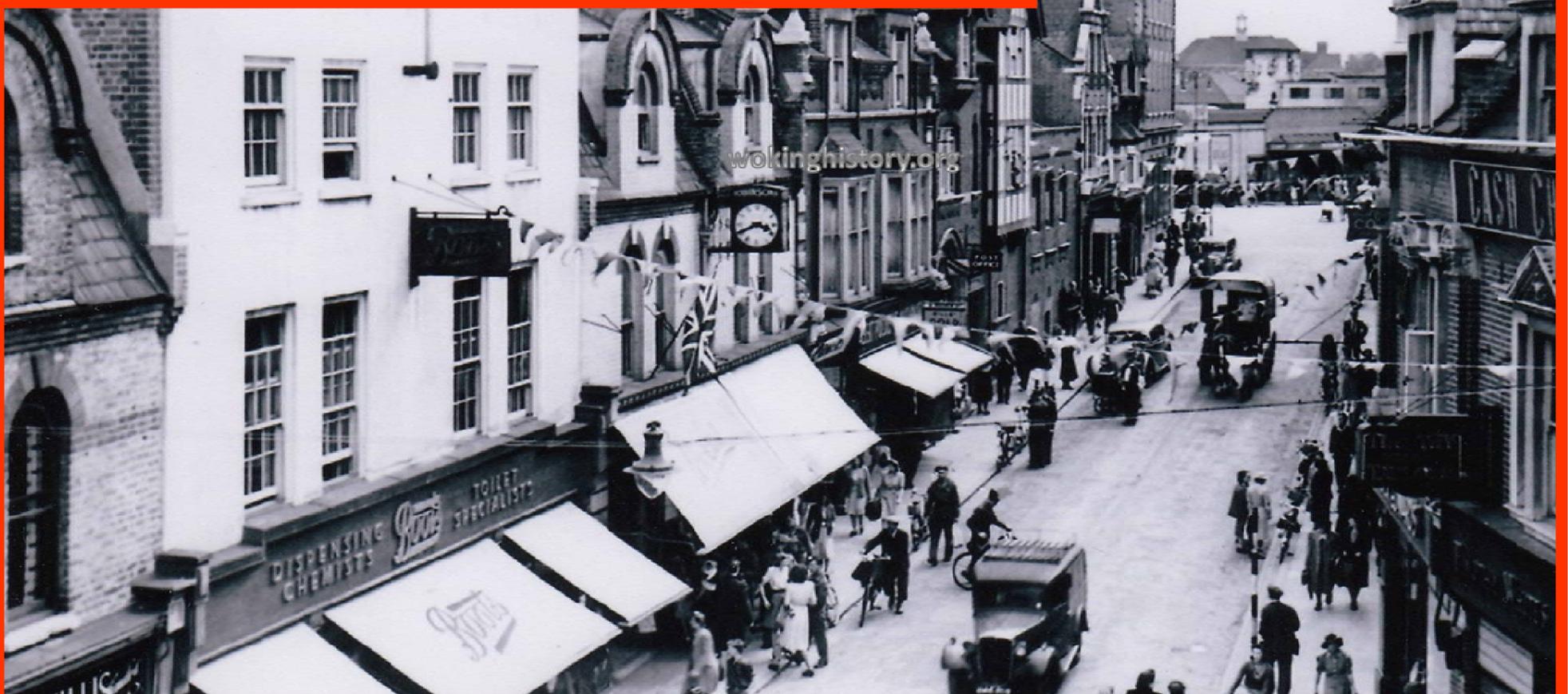
Extensive alterations were carried out in the store in 1954, but in 1959 Nos 9-13 Chertsey Road were acquired and plans drawn up to redevelop the whole site.

Woking. He had opened originally in 1870, later taking over numerous buildings and businesses in the town to become a major force in retailing before the First World War.

At one stage Knight's had shops in Chertsey Road (hosiers, outfitters, glovers) the High Street (drapers & milliners) and Goldsworth Road (complete house furnishers, ironmongers, china & glass merchants, boot & shoe factors) – but by the 1930's the various 'department's' had been sold off, so that in the 1930's Mr Robinson was able to just acquire the High Street shops to add to his small store in Chertsey Road.

Despite extensive alterations in 1954, Robinson's realised that their shops in Chertsey Road needed up-dating and acquired numbers 9-13 Chertsey Road in 1959. They came up with plans for a smart new four-storey building, with a basement below and lifts to take customers and stock to all floors. On the top floor was to be a restaurant with a veranda so that on sunny days the diners could sit and enjoy 'panoramic views over Woking'. But a spanner was put in the works late in 1962 when the planners at County Hall decided the new store should have parking for thirty-four cars.

Mrs Robinson, pointed out in a speech to the staff that 'our architects advised that to provide these spaces plus the necessary ramps would take up two floors'. 'Moreover as we have no legal right of access by car at the rear, we would be forced to spill traffic into the main Chertsey Road across the pavement – a truly terrifying thought.'





Robinsons in the Spring of 1962, before plans were announced for the redevelopment of numbers 9-17 Chertsey Road.

She then went on to state that 'it seems, therefore, that we shall have to forego any further redevelopment or this improvement to the main street of Woking until the present buildings fall down, the county planning authority use their common sense, or we get some new planners with slightly more practical and helpful ideas!'

The row highlighted the problem of parking in Woking with other recent developments in the town providing few extra parking spaces for staff, let alone customers.

In fact, as Robinson's own quantity surveyors pointed out, less than thirty-four new spaces had been provided when you added together all the new developments passed by the council in the past two or three years – including the new John Farmer's and Contessa shop opposite Robinson's; the rebuilt Woolworths further down Chertsey Road; the new Tesco and Gerrard's shops almost opposite in Commercial Road; the new Central Post Office at the other end of that street; and the new shops for Scott's, Preston's and Bel-Air dry cleaners (between Pearl Assurance House and Chapel Street) in Commercial Road.

Indeed it appears that Bel-Air were especially lucky when it came to the councils new parking

regulations, as one of their local rivals, Jon's Cleaners in Goldsworth Road, also fell foul of the County Planners when they wanted to open a drive-through laundry. The planners insisted that it should incorporate eight parking places in their scheme despite it being a 'drive through' – leaving little room, if any, for the laundry!

Jon's drive-through laundry was never built, but in the end Robinson's did win the day – presumably because for once the planning authority did 'use their common sense'.

Unlike Robinson's, the developers of 16-18 Commercial Road (where Bel Air Dry Cleaners opened on the 17th March 1962) did not need to incorporate parking for 34 cars in their plans.

Bel-Air
 ★ SWISS PROCESS CLEANING
(The Process that's Good for Your Clothes)
 ★ 24 HOUR NORMAL SERVICE
(At No Extra Charge)
 ★ 1 HOUR SPEED-SPECIAL
(For Your Special Convenience)

DRY CLEANING ON THE PREMISES
 ★ The Most Modern Machinery ★ The Most Advanced Techniques ★ The Most Reasonable Prices

Bel-Air CLEANERS

