

MARJORIE MYERS: CHILDREN'S OUTFITTER AND SHOPKEEPER

In country towns like Market Rasen, the regular influx of people and a prosperous agricultural hinterland meant that women in business found a ready supply of custom for their shops, inns, schools, and dressmaking and millinery establishments. One such woman was Marjorie Myers.

Misses E & M Myers, Children's Outfitters of Union Street, was a fixture in the Market Rasen high street for many years, clothing the children of the area from the 1930s through to the 1960s. Generations of residents have fond memories of visiting Myers, from buying baby clothes for a family's newest member to trying on school shoes and realising summer was almost over. But who were the Wolds Women behind the Myers name?

Miss Marjorie Myers was born in Market Rasen on the 12th September 1907. Her parents were Frederick and Alice Myers. In 1911, the family are found living at 40 Queen Street, Market Rasen. Frederick listed his occupation as baker and confectioner, running his own business at home, and Alice listed her occupation as 'assisting in the business'. An older sister Ethel and a younger sister Kathleen are also listed at the property.

Marjorie attended a ladies' secondary school in Lincoln, travelling with friends from Market Rasen by train and then walking to the school.

“From the middle of the 19th century small towns were important sites of female business, a trend which continues until this day.”

TAKING OVER FROM MISS DAVIES

In a Trade Directory for 1919, 7 Union Street is already listed as a 'Children's Outfitter', but one run by Miss Agnes Davies. It is possible that Ethel and Marjorie took over this business from Miss Davies, meaning this property's connection to children's clothing goes back even further.

Marjorie Myers is listed in a 1937 Trade Directory under the business name 'Misses E & M Myers, Children's Outfitters, 5 & 7 Union Street'. In the 1939 register she is listed as living with her parents, at Beechwood, Caistor Road, Market Rasen. Her occupation is listed as 'shop assistant (family draper)'.

Marjorie's godson remembers her well, to him she was known as 'Aunt Ma'an'. Marjorie and his mother (the daughter of another Market Rasen baker) were in the same year at the ladies' secondary school in Lincoln, taking the train together as schoolgirls. He remembers visiting the shop in Union Street with his mother, along with Marjorie's regular visits to his parents' farm at Middle Rasen for tea, which happened every Thursday afternoon to coincide with half day closing. He also recalls that Marjorie's older sister Ethel ran a children's clothing shop in Louth. He remembers both sisters living on Caistor Road when they retired.

Marjorie Myers is believed to have passed away in 1975, and her sister Ethel five years earlier in 1970.

SMALL TOWN BUSINESS WOMEN

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5 & 7 Union Street, formerly the business premises of Miss Myers' Children's Clothing Shop (1)

References

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Sources: www.ancestry.co.uk (1911 Census, 1939 register, civil records).

Albert's 5 & 7 Queen Street, Market Rasen.

A local resident and Miss Myers' godson.

1937 Trade Directory.

Photography credits

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