

The ICE CREAM PARLOUR

The date on the panel above the corner door of the building used to state "Established 1946". Unfortunately, the Kelly's Directories did not re-start after World War 2 until 1948, but according to several local people who were youngsters here during the war, they used to visit it as an Ice-Cream Parlour at least from the early 1940s.

The building was probably built about 1933-4, as it appears in Kelly's in 1935 as "Electra House", with Roberts (Kent) Ltd. as the owners. The flat above is listed as occupied by Robert E. Hiseman.

The following year it is called "Token House", with Mrs W. Gwillim selling China and Glass in the shop. Her husband Mr Victor Albert Gwillim is listed as the main occupant of the flat above. They are still listed here in 1939, but we then have to wait until the 1948 edition to get verification for the next occupants.

In 1948 the house and business is unnamed, but Mr D. Collins is listed as ICE-CREAM DEALER. In that same year the shop next door was a Wireless shop with Mr G E Goodfellow in charge and listed as "a Wireless Dealer", while the shop on the left side of the block was run by Mr A W Rousell, whose trade was given as Plumbing.

In the Ice-Cream Parlour three attractive murals have been painted by 'Basil Armstrong'. They were covered up for a while but the occupants in 2005 have rediscovered them and had them mounted under framed glass panels. One of the paintings shows a girl in beach attire, looking very similar to "Jane" of the Daily Mirror during WW 2.

Footnote - June 2012

It has now been confirmed that the artist was Basil Armstrong, a Doctor at the Royal Sea Bathing Hospital at Margate.