

# THE BUILDINGS OF MOREFA BORTH

- the Marsh Harbour

Ceredigion



That part of Borth Village on a pebble bank with the sea on one side and the Cors Fochno marsh some reclaimed and the railway on the other. In the distance is the River Dyfi. Photograph Michael Lewis

Photographs and History by BERYL LEWIS

*This work is for research and educational purposes only.*

## THE PINE CENTRE - Shop 2014

On the east side of Borth High Street. Formerly The Bakery. Not yet on the 1905 25 inch map, but up and running by 1911, and purpose built to be a bakery. Today the shop has a home at the back.



The shop section of this building is gable end on to the road, this front section being taller than the house behind it. It butts on to Mayfield to the south, and the building fills the width of its plot. The walls which are rendered are likely to be brick as a photograph for a postcard of 1964 shows the north wall was whitewashed bricks. Today the entire width of the ground floor front is shop window with a

central doorway. In the gable above is a high window to light a room in the loft and there are two windows below. All the windows are modern. The roof is tiled and there is a small chimney on the south side of the building behind the shop section.

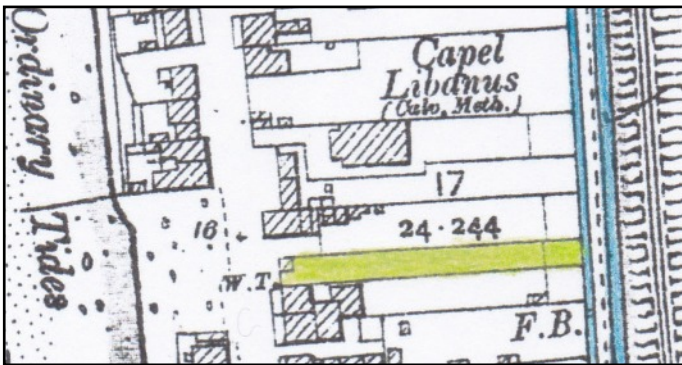
There is a long narrow garden reaching to a ditch that was originally a brook. Today a sewage pipe runs along the end of the garden eight feet down. Digging a hole for the pipe resulted in it filling with fresh water, a result of drainage from the reclaimed marshland at the rear.



*LEFT The rear of the building has several sections, decreasing in height and there is a narrow yard before the long strip of garden opens out. It extends to a ditch - the former brook.*



LEFT In 2014 the passage alongside the house was separated by a gateway from the rear garden.



LEFT The Bakery was built on a narrow piece of ground marked in green. on this 25 inch map revised in 1904. The small building was a Wireless Telegraph station (Detail from Cardiganshire NW III.10, published in 1905)

The Bakery business was up and running in 1910 listed for valuation for a tax planned but not levied as a cottage, garden and bakery, £561, with £13.12s to pay, £16 gross. William D. Jones and Sons owned the business. Occupying the house was E. Gwilym Jones. In 1934 Mr Jones advertised his Bread, Cakes, High Class Confectionery, Provisions etc. and there were luncheons and teas in a café upstairs. Parties could be catered for. Their speciality was hot rolls for breakfast. Gethin Evans, who became a councillor, when a young lad looked after a horse in a stable beside the Popty (Bakery) and helped take bread round the houses. He also helped in the bakery and said there was 'plenty of elbow work'. Kids called William Jones 'Uncle Dick as he was kind to them (Y Tincer May 1986).

In 1911 at the Census, Mr Evan William Clifford Jones was there, a young man of 28. He was a Borth man, born about 1883. His wife Dorothy was born in Ystumtean about 1873, she was older than her husband. They had been married in 1905, and had a five year old son Clifford. He would one day have a bakery of his own. Assisting in the shop was their cousin 18 year old Thomas H. Bowen, born in Bideford, Bedfordshire. Interestingly at that time the place had just five rooms (this would not include a loft, or a bathroom if there was one, or a scullery and it would not have included the shop. Mr Gwilym Jones eventually lived next door at



This is Mrs Jones, the wife of William David Jones ( This photograph is by courtesy of the family)

Mayfield. The family had moved there from White Lion Lane, the owner's wife's father's home.

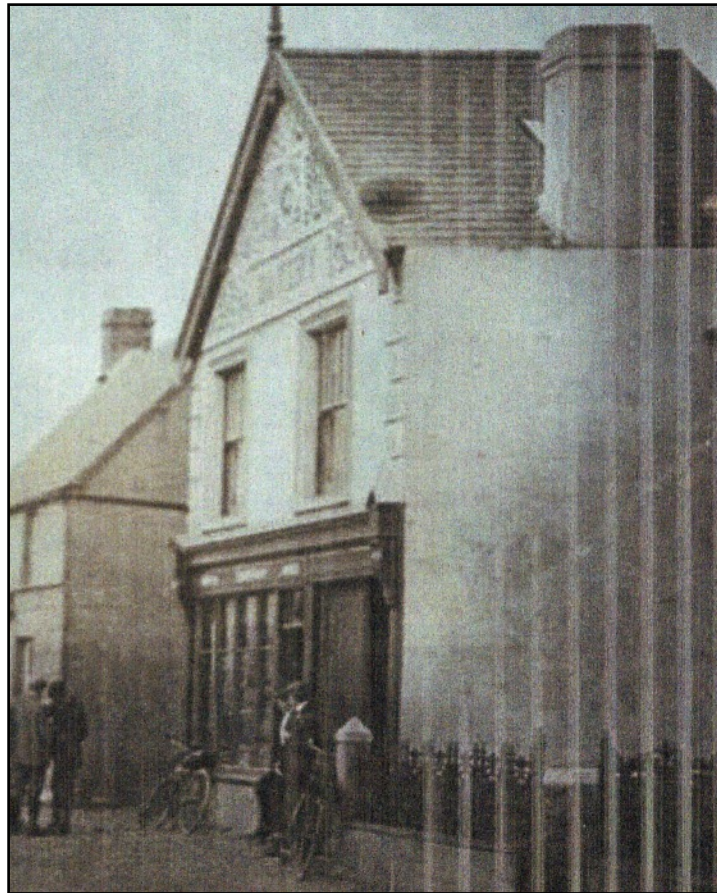


ABOVE An early view of the place shows a tall finial at the top of the gable. and also that there was a decoration at the top of the gable and no window. There were sash windows below. The rendering was modelled to outline the windows, and a 'BAKERY' notice. There was a smooth pattern like beams in the plaster with a random pattern on the plaster in between. There was 'JONES' above the door, and on the wooden frame of the shop window, BAKER and CONFECTIONER. Inside the window were two hanging shelves with doilies and bread and cakes can be seen on a white cloth below. On the street front of the shop was a double doorway for a place where the cart was kept and there was also a double door in the

rear of the bakery and a stable for their horse was out the back. The horse was eventually replaced by a van.



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*ABOVE and RIGHT There was a chimney set into its southern wall with one chimney pot so there was a fire to warm the shop in the winter. The ovens to cook the bread were at the back of the building. (Detail from an old postcard, and photograph (rather damaged) courtesy of Mr Roy Jones)*

After the first world war Tommy Davies of Pantgwyn worked there. He had been in the army. He later became a ship's cook. (T. Davies, Borth, A Maritime History p. 44)

In 1925 William David Jones & Sons paid the rates as both owners and occupiers. Mr Jones then lived at Bodfor House.

With votes for the house in 1945 were Ann and Dorothy Jones, Nesta Harker and Joseph Bott. After Mr Jones's death his widow wed a Mr Harker and Nesta was their daughter.

Paying the Rates in 1949 was Annie Jones. By 1951 there was a telephone, Borth 278. (Borth Review, NLW)



Mrs Harker paid the rates in 1957 and in 1963. By then Clifford Jones had set up a bakery of his own at the other end of the High Street.

In about 1962 the shop and home was sold to the present owners who took over the bakery.

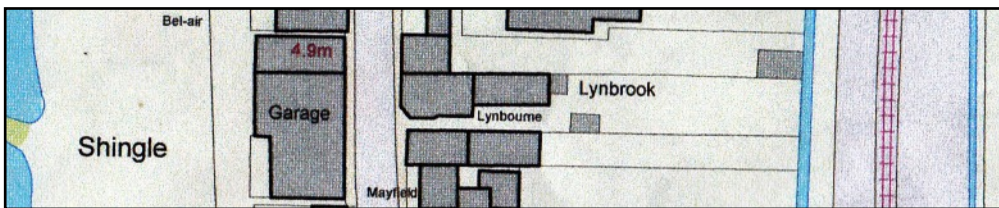
*LEFT There are three roof heights of for the house at the rear.*



*LEFT This was the shop about 1965 a detail from a postcard. It was still a bakery. There was a window for a room in the loft and the decorative rendering on the gable had gone. The double door garage was no longer part of the shop and above the shop were three bedrooms. The ovens were replaced by electric ovens, and the old rear wall which was stone had dried out and unsafe. A new wall was built at the rear.*

The building in 1975 was on a narrow strip in between Lynbourne and Mayfield and two sections were marked (Historic Maps on-line).

*BELOW The building on a detail from a modern Council Map is not named as it was not a private home (Map courtesy of Councillor Ray Quant).*



*LEFT A family snapshot of it in 1977 (Courtesy of Mrs F. H. B. Renny)*

When the baker retired his family kept the shop and sold pine furniture, ceramics, and other craft goods.

In 2018 the shop with three bedrooms above is up for sale.

(The author would like to thank the present owners for their kind help with this history)

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**Houses of Borth** consists of over 350 histories of individual buildings, lavishly illustrated with photographs, maps and documents. All the files are available from our website: <https://www.archifdy-eredigion.org.uk/tairborth.php>

We would like to thank Beryl for her kindness in letting us share her work with the widest possible audience.

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