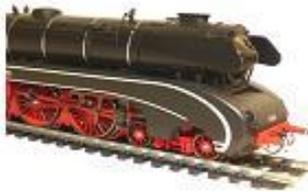


# 50 Years 1964-2014



**ANNIVERSARY DAY**  
**Sat 19<sup>th</sup> July 2014**

**Background:** Lancing grew out of a small village after the London Brighton & South Coast Railway opened its new Carriage and Wagon works in South Lancing in 1912. Initially many of the workers were brought from Brighton, the former site of the works, in special works trains, but employment led to the growth of the village into the small town of today. The carriage works closed in 1965, but at that time, the town was still growing as a commuter area. In 1963/4 a new parade of six shops to serve the growing population in north Lancing was built in Manor Road. Remarkably, of those six, four remain in the same use as they were when built butchers, ladies hairdressers, fish & chips, and John Morris' model & toy shop.

John Hills, former UK agent for Fleischmann Model Railways, and who has known the shop for most of its life, takes up the story.

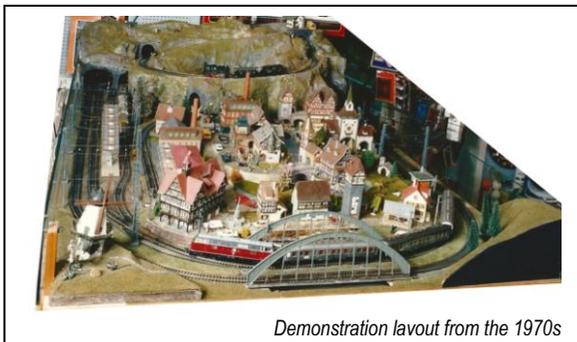
**1964** — *London was the new “with it” fashion capital of the World, bands from Liverpool and Manchester were dominating the hit parade – England was in the middle of the “swinging sixties”. The Beatles, the Rolling Stones and Twigg were making the news. It would be another 5 years before the first moon landing, long before the space race between the USA and the Russians brought the people of the World the technological benefits of colour television, computers and mobile phones.*



*Electrical fittings and toys with demonstration model railway*

Against this background, 1964 saw the opening of “J. Morris”, an electrical store with a toy section designed to look after the needs of the local population of North Lancing by John Morris and his wife Violet.

Starting the business in the newly built parade of shops in Manor Road, they ran the shop together with long term friends, Jack Crothal, who had had years of experience in the electrical trade and his sister Betty Colby with her experience in the toy departments of local department stores.



*Demonstration layout from the 1970s*

With a young family population in Lancing at that time, together with the close location of the Boundstone Lane school, the shop catered for very young children with ride-on toys, dolls' prams and a selection of baby ranges. The electrical side stocked irons, lights and other items needed by the local households of the time.

After initially fitting out the shop (much of the furniture being self-made by John Morris), it wasn't long before the garage at the rear had to be converted to open up the rear of the shop to make up the model railway section, with John and Jack building a small demonstration layout in N gauge.



Before long, not only did the model railways and toys begin to dictate the direction the business was taking to expand, but the electrical part of the business faded away to make more and more room for the tiny trains and more adult toys too.

Originally, the famous brand names of the period, Hornby, Triang, and Peco were staples, although on a visit to the local Brighton toy trade fair Betty and Jack discovered a new name on the model railway market – Fleischmann. Their UK base was luckily nearby in Hove, and became a weekly trip for Jack & Betty to top up the stock. Thus, in the early 1970's began their famous, long close association with the German manufacturer – Fleischmann along with other accessories and well known brands from Germany.

The quality of models from Germany, and many visits to the Fleischmann factory made J. Morris one of the top stores specialising in Continental Modelling in the UK.

The toy ranges also grew up in age groups to concentrate

on Playmobil and Lego, whilst the electrical section was soon to give way to the enterprising introduction of many gifts ranges and jigsaw puzzles, which satisfied the ladies and families visiting the store, whilst their husbands browsed the bulging shelves of trains.

The passage of the years lead to the retirement of John Morris and his wife in the 1980's, leaving the running of the business to Betty and Jack, and subsequently in the 1990's, Betty and her team of helpers as Jack became too ill to be in the shop every day.

The long association with the Fleischmann brand continued, with their UK agent John Hills helping out in the shop in the late 1990's. In 2006, the time came for Betty to let go of the reins, and the business was sold to the now current owners, Brian and Angela Jackson.

Not wishing to lose the long standing reputation built up from the early years, Brian decided to keep the Morris name as a tribute to the company's founders – hence the slight change of name to "Morris Models".

**2014** — Man has landed on the moon, the Internet and smartphones have opened up instant World communication and trade, music is provided by [seemingly indispensable] iPads and earphones. High speed trains are running through the channel tunnel and Britain is covered by a network of traffic-clogged motorways.

Although the actual original date of opening is lost in the mists of time, it is thought that it actually occurs during March. To mark the remarkable milestone of 50 years as a leading UK models shop, Brian, Angela and the current team are planning several special offers and other celebrations, culminating around an "Anniversary Day" on 19<sup>th</sup> July.

We invite You to visit our New Electrical and Model Toy Shop at

**80 MANOR ROAD  
NORTH LANCING**

WE SHALL BE PLEASED TO SEE YOU AND ASSURE YOU OF A WARM WELCOME WITH  
**PERSONAL SERVICE**

STOCKIST OF ALL LEADING MAKES OF ELECTRICAL APPLIANCES, BATTERIES, LAMPS, ETC.  
AND SPECIALISING IN ELECTRICAL INSTALLATIONS AND REPAIRS

ALSO

Come and see the **WORKING MODEL RAILWAY LAYOUT** featuring  
**TRIX and TRIANG RAILWAYS**

AT

**J. MORRIS  
80 MANOR ROAD  
NORTH LANCING  
TELEPHONE 4850**

STOCKISTS OF:—

BELLING  
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ELECTROLUX  
EVER READY BATTERIES  
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OSRAM LAMPS  
PICO  
SANTON  
SMITH'S CLOCKS  
SUNBEAM  
SWAN BRAND  
AND  
ALL ELECTRICAL ACCESSORIES

STOCKISTS OF:—

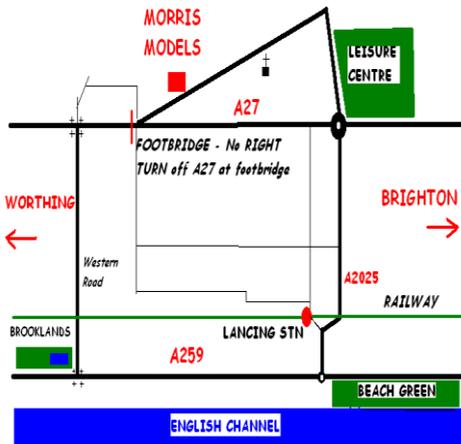
BRITAINS MODELS  
CORGI-TOYS  
FALLER & LINDBERG KITS  
MATCHBOX TOYS  
MECCANO  
HERIT NURSERY TOYS  
MINIC ROADWAYS  
MOBO-TOYS  
PECO PRODUCTS  
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ROVEK-TRIANG RAILWAYS  
SUPERQUICK KITS  
TRIX RAILWAYS  
WENDY BOSTON SOFT TOYS  
ETC., ETC.

ASK FOR DETAILS OF OUR  
**CLUB**

Leaflet distributed by local children to nearby houses advertising the opening on the new J Morris shop in 1964

**J. MORRIS**

**MORRIS MODELS**  
NORTH LANCING



**ANNIVERSARY DAY  
ATTRACTIONS INCLUDE:**

- DIGITAL MODEL RAILWAY DEMONSTRATIONS
- DEMONSTRATIONS OF SCENIC TECHNIQUES
- SPECIAL ONE DAY BARGAINS
- ANNIVERSARY CAKE CUTTING (approx 3pm)
- LUCKY DRAW FOR THOSE VISITING ON THE DAY
- "MAKE & TAKE": KIT MAKING FOR CHILDREN

**80 MANOR ROAD, NORTH LANCING, W. SUSSEX  
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