

ISAACS Asher John Edward (1860-1908)

Character in the Sherborne Pageant:
Townsmen, Episode 3.

Episode 3:

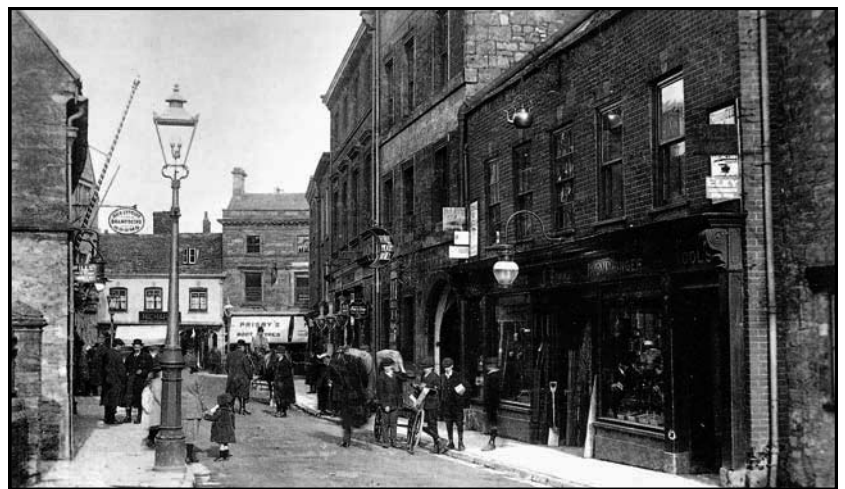
On a bier adorned with green foliage and draped with a magnificent purple pall, is borne the dying king Ethelbald, who come to seek reconciliation with his brother Ethelbert. And behold! Riding forth from the wood opposite comes Ethelbert with splendid pomp, followed by Osburga the Queen-mother, a radiant and majestic figure to behold, in jewelled robes of white and velvet mantle of crocus yellow. And beside her on his tiny steed rides Alfred, the youngest brother of the three, a beautiful fair-haired boy of seven summers, clad in white and gold and green, a golden circlet upon his brow.



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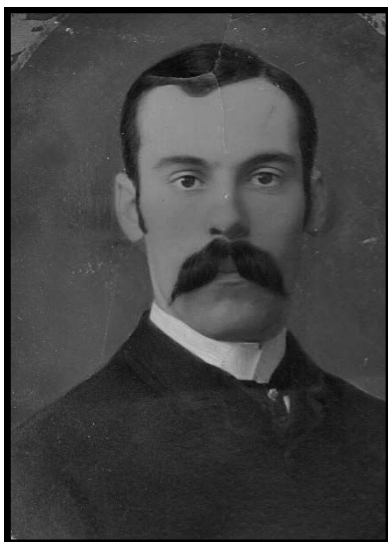
Asher John Edward Isaacs was born in 1860. He was always known as John. He married Elizabeth Warr (1861-1934). Elizabeth was the sister of his partner, Walter Warr, in the hairdressing and tobacconist shop in Half Moon Street.

The shop can be seen on the left of the old postcard c1903. You can just make-out the striped barber's-pole and there is a sign that reads 'Hair Cutting, Shampooing Rooms'. Eventually the Warrs and the Isaacs each had a shop along the same row.



John's nephew Walter Warr and his sister Hilda also had parts to play in the pageant together with, an employee in the shop, George Ford (born 1882 Peckham).

On the right is an advertisement taken from *Illustrated Sherborne* 1931 and below is a photo of John taken c1900 provided by his great granddaughter Fiona Gayther.



Just look at his luxuriant and beautifully maintained moustache and stiff white collar. His whole bearing exudes confidence and pride in his appearance, so necessary in his line of work, as does the wording in the optimistic advertisement.

VIOLET RAY TREATMENT EXPERT CHIROPODY

Under Distinguished Patronage

John Isaacs

Hairdresser by Appointment

to

Sherborne School, Sherborne Preparatory School, Sherborne School for Girls, Lord Digby's School and St. Antony's School.

Ladies' Hairdressing, Manicure and Tinting Saloons.

Expert Shingling, Manicure, Chiropody, and Electrical Treatments.

Hairwork of every description made on the premises.

High-class Toilet Requisites from best English and French Houses.

CIGAR MERCHANT & IMPORTER.

A choice selection of high-class Cigars, Cigarettes and Tobaccos always in stock.

Agent for Dunhill's, Loewe's, B.B.B. and other best Briars.

Try our Army and Navy original blend Smoking Mixture.

HALF MOON STREET SHERBORNE

(Next door Constitutional Club)

The oldest Hairdressing Establishment in the neighbourhood

Tel. 102

Sherborne

Tel. 102

Sherborne

PERMANENT WAVING

NEWEST OIL AND STEAM PROCESS FROM 25/-