

MALTON & NORTON HERITAGE

Longsters



Introduction

The Longster family over many years developed a successful nursery, seed and floristry business. They initiated the Malton Gala, opened their grounds next to the Derwent to the public in the summer

GRAND GALA NIGHT
AT LONGSTER'S SPA GARDENS,
ON WEDNESDAY EVENING, AUGUST 25th, 1858,
FOR THE BENEFIT OF THE BAND,
WHEN they will play some favourite pieces from the Newest Operas. Conductor, Mr H. MILBURN,
Leeds; Leader, Mr WELFORD GIBSON, Malton. There will also be
BOAT RACING, BALLOONS, CLIMBING A GREASY POLE, &c., &c.,
and a PRIZE GIVEN,
Each Member and Non-Member will, on entering the Garden, have a ticket given him bearing a number, and
the winning number will be announced at Eight o'clock at the Spa.
The Garden will be illuminated with CHINESE LANTERNS, COLOURED LAMPS, &c.; and Mr
Malton Messenger, 21 August 1858

months and acquired the significant business of Messrs. J. Slater & Sons.

William Longster was already established as a gardener and seedsman, living at Old Maltongate, by the time of the 1841 census.

The following is based on an article which appeared under the banner "Malton Trades and Industries" published in the Yorkshire Gazette, 27th January 1912:

The name of Longster is one of the many which have been associated with the business life of Malton for several years. It was over a century ago that Mr. Longsters

William Longster, the great grandfather of the present head of the firm, originated the business which has now grown to such large proportions. Mr.

William Longster started in a very humble way. He began by taking four acres of clay ground on the banks of the river Derwent, and this group was so stubborn that it is said that whenever a piece of land needed digging the spade had to be first dipped into a bucket of water. But by continuous work, and by distributing several hundred loads of road sweepings over the land, the nursery grounds in

STRONG BEDDING PLANTS.

G. LONGSTER

IS now sending out the following Choice Varieties of Geraniums, including Tricolor, Golden Bronze, Variegated, Zonale, Nosegay, Ivy-leaved, and fancy Pelargoniums, Petunias, Perilla, Lobelia, &c.; Dahlias, and every variety of Hardy and Half Hardy Annuals, Frame Cucumber, and Vegetable Marrow plants.

IN.B.—Genuine Transplanted Turnip, Rape, and Mustard Seed.

Address—Geo. Longster, Nurseryman and Seedsman, near the Post Office, Malton.

Malton Messenger, 4 June 1870

course of time became considerably altered until now they are most productive. After a time a small shop was opened in Old Maltongate, this being next to the shop now occupied by Mr. T. Blanchard. Here and at the nursery the business was carried on by the son of the founder, also named William.

About sixty years ago the late Mr. George Longster succeeded to the business, which for some time was still carried on at Old Maltongate. The Wheelgate shop was taken in the early seventies, but before this move, the nurseries had been enlarged to the extent of eleven additional acres of ground which Mr. Geo. Longster took from Earl Fitzwilliam on the Castle Howard-road, near the waterworks reservoir. Mr. George Longster died with tragic suddenness about thirty years ago while attending Pickering market, and after his death the business was carried on by his sons, Messrs. Tom, and George Longster, under the now familiar name of Messrs. George Longster and Sons. Under their management the business was largely developed, especially in the glass department, and an additional eight new glass-houses were erected at the nurseries. These houses were very largely used for the cultivation of chrysanthemum, which at this time was becoming exceedingly popular.

About four years ago Messrs. Longster and Sons acquired the business of Messrs. J. Slater and Sons, and took over from that firm the shop at the corner of Yorkersgate and Railway-st., with extensive

warehouses at the back of the premises, 25 acres of established nursery ground and several greenhouses. At present the firm cultivates forty acres of land, the nurseries being known as the Derwent and Castle Howard-road grounds, and in the spring and summer the nurseries are favourite rendezvous for residents and visitors. The Derwent nurseries, with their charming situation on the banks of the river, are perhaps the most popular, and it is not surprising to find that the firm's kind permission to stroll about the grounds or rest on the seats which are placed under the old umbrageous trees is much appreciated and enjoyed. During the summer, on Sunday afternoons, sacred concerts are frequently given by the local bands, and the collections taken are usually devoted to charitable objects. But while the Derwent nurseries are the more popular, the Castle Howard-road grounds are well worth visiting. There are all kinds of flowers and plants to be seen various stages of cultivation, and the acres of fruit trees, for which the firm is famous all over the North, afford a splendid spectacle when out in full bloom or when laden with luscious fruit.

FRUIT TREES

FOR MARKET AND PRIVATE GROWERS,
FOREST AND ORNAMENTAL TREES,
SHRUBS, ROSES, &c.

A LARGE and selected stock always on view, including APPLES, PEARS, PLUMS, APRICOTS, PEACHES, CHERRIES, CURRANTS, RASPBERRIES, STRAWBERRIES, GOOSEBERRIES, &c, of all finest kinds, trained in all forms. Our Trees are unequalled for strength and vigour.

VICTORIA BLACK CURRANT, the largest and best for cropping and exhibition, 4s. per dozen. WHINHAM'S INDUSTRY GOOSEBERRY, the heaviest cropper in cultivation, 3s. per dozen. STANDARD APPLES, PEARS, and PLUMS, 1s. 6d. to 2s. each, 18s. per dozen. NEW RASPBERRY, 'Superlative,' undoubtedly one of the best Raspas yet raised, a large berry, fine flavour, and heavy cropper, 2s. per dozen.

DUTCH BULBS & ROOTS

At lowest prices, of the best quality, for in-door and out-door planting.

Bulbs are larger than usual this season, and prices very reasonable.

DESCRIPTIVE CATALOGUES POST FREE.

G. LONGSTER & SONS,
NURSERYMEN, &c, MALTON.

8030

Malton Messenger, 25 October 1902

Messrs. Longsters specialise in other branches of their business besides fruit trees, some of the more important being rose trees and herbaceous plants now generally known as perennials. With respect to the last-mentioned, Messrs. Longsters have achieved distinct success with their exhibits at York Gala for several years. The reference to York Gala reminds us that the late Mr. Geo. Longster was the originator of the Malton Gala, and with Mr. Jas. Horsley, he was one of the earliest promoters of the Norton Chrysanthemum Society, the second oldest society for the encouragement of the growth of the autumn bloom in the country.

The present head of the firm is a fellow of the Royal Horticultural Society and a member of the North of England Horticultural Society; and the firm has won several competition cups and numberless certificates of merit at all the principal exhibitions. Messrs. Longsters give much attention to forest trees, and they have executed many contracts for planting with most of the estate agents in the district. They are also successful in landscape gardening, and the grounds of many mansions in the North have been laid out by them.

Another feature of the business is the making up of artistic floral designs by lady florists, and some of the work which has been thus turned out has gained the encomiums of well-known judges. In the seed department the firm is specifically noted for their farm seeds, and Messrs. Longsters give prizes annually to their customers in connection with competitions held at the Malton Fat Stock Show. The following catalogues are issued by the firm and copies will readily be posted on application being made to that effect: Spring list of seeds, summer list of bedding plants, agricultural seed list, autumn bulb list, and a general nursery catalogue (September).

A member of the firm attended the various markets at Scarborough, Pickering, Helmsley, Kirbymoorside, Driffield, etc., and the firm's goods are sent regularly to all parts of the North. The Castle Howard nurseries are situated in one of the most exposed parts of North-East Yorkshire, and having at their disposal a few additional acres of virgin soil the firm is able to keep stocks well matured and of healthy growth, free from insect pests. It may be mentioned that the firm employs about forty hands. At the beginning of the year the partnership subsisting between Mr. Geo. Henry Longster and Mr. Harold Longster was dissolved by consent, and henceforward the business will be carried on by Mr. Harold Longster under the same style as before.

Malton Trades and Industries, Yorkshire Gazette,
27th January 1912

75,000 BEDDING PLANTS.
NOW READY, EXTRA STRONG, HARDEN OFF, comprising—
5,000 AUTUMN ROOTED HY. JACOBY, WEST BRIGHTON GEM, MRS POLLOCK GERANIUMS.
3,000 CALCEOLARIAS.
8,000 LOBELIAS.
10,000 FINEST DOUBLE ASTERS, STOCKS, ZINNIAS, PHLOX, PETUNIA (a Noted Strain).
2,000 DOUBLE and SINGLE CACTUS and SHOW DAHLIAS.
1,000 DOUBLE and SINGLE SHOW and BEDDING BEGONIAS.
3,000 SUMMER and WINTER FLOWERING CHRYSANTHEMUMS.
1,000 PANSIES and VIOLAS.
20,000 CELERY, CAULIFLOWER, SAVOY, BRUSSELS SPROUTS, MARROW, CUCUMBER, and TOMATO PLANTS, EXHIBITION LEGGS, &c., &c., &c.
Bedding Plant Lists and Prices and Quotations post free (with Cultural Hints) on application.

G. Longster & Sons,
DERWENT & CASTLE HOWARD ROAD NURSERIES,
SEED ESTABLISHMENTS—WHEELGATE & YORKBESGATE
MALTON.

ALL CASH ORDERS CARRIAGE PAID. 1178

Malton Messenger, 8 June 1907

The York Herald of 14 February 1882 reported that 'Mr. George Longster died on 13th February 1882, the well-known nurseryman and florist, of the Derwent Nurseries, Malton, died very suddenly at Pickering, where he had gone to attend the market. He had just partaken of dinner at the Bay horse Hotel, when he died in his chair. He had suffered for many years from heart disease, and it is thought an inquest will not be necessary.'