

# THE CHELTENHAM CHRONICLE AND GLO' SHIRE GRAPHIC

With Which is Incorporated the "Cheltenham Looker-On."  
SATURDAY, MARCH 6, 1937.

GRATIS SUPPLEMENT  
No. 1,888.

## THE OPERA HOUSE

Next Week—6.30 Twice Nightly 8.40, Matinees Wednesday, Thursday and Saturday at 2.30. Britain's Greatest Entertainment—

### "LORD JOHN SANGER'S CIRCUS REVUE"

The Only Circus that has performed by Royal Command! 20 STAR TURNS  
Usual popular prices of admission, 6d. to 2/-. Be advised—Book Now—  
Tel. 5144-5.

## PALACE

Phone 2553. 2.45 Con. 10.30  
HEAR HERE

Mon., 8th March, for Two Weeks  
WILLIAM POWELL, MYRNA  
LOY and LUISE RAINER

in

### "THE GREAT ZIEGFELD"

with (U)

Frank Morgan, Virginia Bruce,  
Reginald Owen, Nat Pendleton,  
Etc.

(at: 1.45, 4.51 and 8 p.m. daily)

Coming Soon—

"MY MAN GODFREY."

## THE DAFFODIL

Phone. CHELTENHAM 3360  
2.15 Continuous 10.30

Mon., March 8th, For One Week  
E. Phillips Oppenheim's  
famous story:

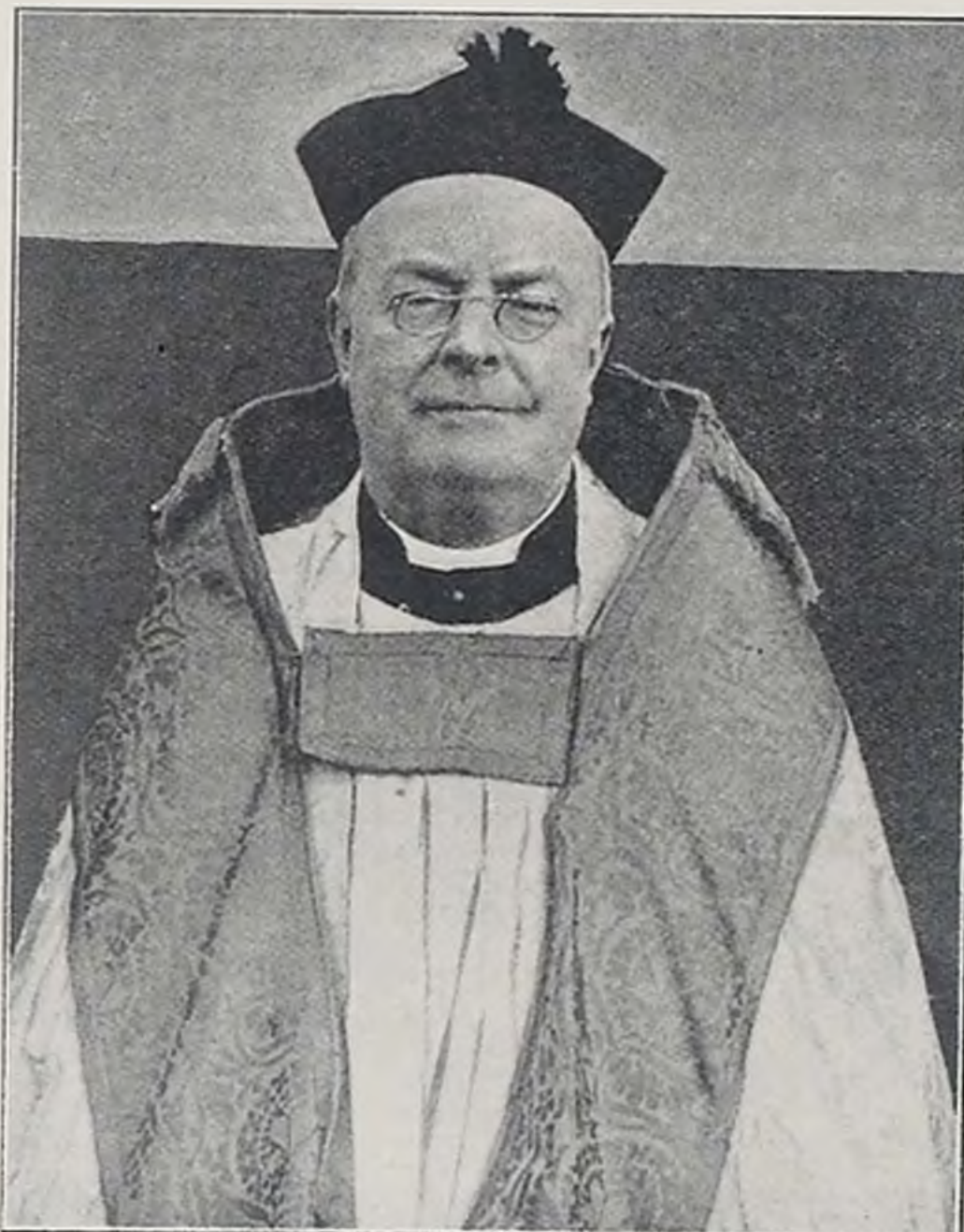
### "THE AMAZING QUEST OF MR. ERNEST BLISS"

with Cary Grant and Mary Brian

— Also —

George Arliss  
in his greatest picture

"THE HOUSE OF ROTHSCHILD"  
Cheltenham's Greatest Show.



CANON EDGAR NEALE, M.A.,

Vicar of Charlton Kings since 1906, who died on Tuesday, aged 64 years. He was an outstanding figure in the parochial life of Charlton Kings, and by his death the parishioners have lost a sincere friend and lovable personality. He was a bachelor.



### The SPA Bicycle UNEQUALLED VALUE

Gent's Roadster ..... £2-19-6  
Lady's Model ..... £3- 5-0  
Juvenile Model ..... £2-15-0  
or 2/- weekly.

CHELTENHAM CYCLE CO.,  
■ 82 STRAND ■

## COLISEUM

Week March 8th: From 2.15 p.m.  
Monday, Tuesday, Wednesday:

Jean Muir in "FAITHFUL"  
with Gene Gerrard and Hans  
Zonker — Also —

Perry Mason's Most Baffling  
Mystery:

"THE CASE OF THE VELVET  
CLAWS"  
with Warren William,  
Claire Dodd and Winifred Shaw.

Thursday, Friday, Saturday:

Harry Carey in a Grand Outdoor  
Drama:

"THE LAST OUTLAW"  
with Hoot Gibson and Tom Tyler  
— Also —

"HIS MAJESTY BUNKER BEAN"  
with Owen Davis, Jun., Louise  
Latimer, Robert McWade.

## WINTER GARDEN THEATRE

CHELTENHAM

Monday, March 8th:

Every Evening at 8 o'clock.  
Matinee on Wed. at 5 o'clock.

Prices 6d., 1/-, 2/-.

Also Saturday at 3.0.

Usual Prices.

The Cheltenham Repertory  
Company, Limited,  
present under the direction of

Ellen Compton,

### "MISS TRACY"

The brilliant Comedy by John  
Ireland Wood

(Author of "Charity Begins—")  
Prices 1/3, 2/6, 3/6. All seats  
may be booked in advance. Box  
Office open 10 a.m. to 8 p.m.

Phone 2058.

Join the Cheltenham Repertory  
Association.

Monday, March 15th:

"TELL ME THE TRUTH"  
A Comedy by the famous Stage  
and Screen star, Leslie Howard.

# COLD

Blot out the cold with a  
good, cheery fire of

Derby Brights

only 11/6 for 5 cwts.  
delivered. Cash discount

PHONE 3605.

A. RICHES & Co.,

The Coal People,  
REGENT ST., CHELTENHAM



BEAUTIFUL  
MEMORIALS

E. A. EMMS

HALES ROAD  
CHELTENHAM

Tel. 2391. Est. over 60 years.

# DALE, FORTY and C. L. TD For the BEST PIANOS



1. Outdoor staff and dairy workers at Prestbury depot. 2. Shop manager, and some of the staff at Promenade shop. 3.—Foreman at depot, clerical staff and dairy hands, Imperial-lane.



**MR. JOHN P. HOLBOROW**  
(Managing Director)



**MR. HARRY HOLBOROW**  
(Director)



**MR. R. C. STOCK**  
(Director of Creamery, Ltd.)

**CHELTENHAM FIRMS AND THEIR STAFFS No. 2.—GLOUCESTERSHIRE DAIRY CO., LTD.**

The business of the Gloucestershire Dairy Co., Ltd., was first established in the Promenade, Cheltenham, by Mr. and Mrs. John Holborow, senr., about 1880, and was carried on by them up to Mr. Holborow's death in 1901. Their eldest son, Mr. J. P. Holborow, then joined his mother in the firm. The importance of clean milk was then beginning to be realised and their smart turnouts and clean-smocked deliverers contrasted so forcibly with some of the delivery methods in vogue at that time, that the business made considerable strides, and was in 1914 turned into a family limited liability company. Some three years ago the principal interest in the Cheltenham Creamery, Ltd., was purchased, and the business was amalgamated with that of the Gloucestershire Dairy Co. From one or two carts in 1880 to the present staff of over 100, furnished with the latest machinery for ensuring perfect cleanliness, is a far cry, and the firm has been rewarded for its enterprise by constantly increasing business. Another asset has been the fact that all the family have been practical farmers, Whaddon, Bafford, and Northfield being their centres. Owing to the nature of the business it is never possible to gather all the staff together at once, consequently only rather more than half are in the photographs above. The Company have branches at Cirencester, Stroud and Painswick. Certified milk is produced on their Bafford Farm, and tuberculin-tested milk at Northfield Farm.



**COLMORE CUP MOTOR TRIAL IN THE COTSWOLDS**

One of the most difficult climbs in the annual Colmore Cup trial, held on Saturday in this district, was the Middle Jinny, on Leckhampton Hill. Only 17 cars climbed it.

1, 2 and 4.—Spectators and officials watching the climb at Middle Jinny.  
 3.—At the top of the Jinny.

"Cheltenham Chronicle" Photographs. Copies 1s. and 1s. 9d.



**NETTING "FISH" AT CHELTHENHAM BRICK-POND**

A big attempt was made on Monday to net the fish in the brick-pond in Folly-lane and transfer them to Pittville Lake. One of the first catches made was a length of light railway metals, which nearly destroyed the net, as shown.

"Cheltenham Chronicle" Photograph. Copies 1s. and 1s. 9d.

*Elizabeth Adams*  
 of Cheltenham

**SCHOOL of BEAUTY CULTURE  
 AND HAIRDRESSING . . . . .**

Prospectus from the Secretary, 101 PROMENADE, CHELTHENHAM.  
 Tel. 5034.



**CIVIC TRIBUTE AT TEWKESBURY ABBEY FUNERAL OF THE LATE ALDERMAN L. I. STROUD**

The funeral service of the late Alderman Louis Lecomte Stroud, of Fairholme, Tewkesbury, took place at Tewkesbury Abbey. The Mayor and members of the corporation attended in state, and there was a large and representative congregation, including a number of Freemasons. Ald. Stroud was Worshipful Master of St. George's Lodge of Tewkesbury in 1916.

- |   |   |   |
|---|---|---|
| 1.—The Mayor of Tewkesbury (Coun. S. C. J. Moulder) and Town Clerk. | 5.—The Town Beadles, with staves draped.                        | 8.—Mr. H. E. Doughty (sec., Royds Lodge).   |
| 2.—Aldermen and Councillors leaving the Abbey.                      | 6.—Rev. W. H. B. Yerburch (Bredon) and Mr. A. G. Oram (Bredon). | 9.—Capt. D. P. Morgan (Worshipful Master of St. George's Lodge) and Mr. G. R. Barlow. |
| 3.—Mourners leaving.  | 7.—Mr. J. Pratt.  | 10.—Family mourners.  |
| 4.—The Maces were draped in crepe.                                  |   |   |



**V.A.D. COUNTY COMPETITIONS IN CHELTENHAM**

The Gloucestershire branch of the British Red Cross Society held its senior and junior competitions for Women's Voluntary Aid Detachments at Naunton Park Schools on Saturday afternoon.

- 1.—The competition in progress.—Cheltenham juniors (Glos. 46) at work. They won 1st prize in junior competition.
- 2 and 3.—Patients used for bandaging, etc.
- 4.—Leckhampton (seniors) Glos. 42.
- 5.—Prestbury (seniors) Glos. 14.
- 6.—Cirencester (Glos. 84), winners of senior competition. They will represent the county at Newport in the 1st round of Stanley Shield competition.
- 7.—Cheltenham (Glos. 46) winners of junior competition.

"Cheltenham Chronicle" Photographs. Copies 1s. and 1s. 9d.



**CHELTENHAM SOLICITOR'S WEDDING IN GLOUCESTER**

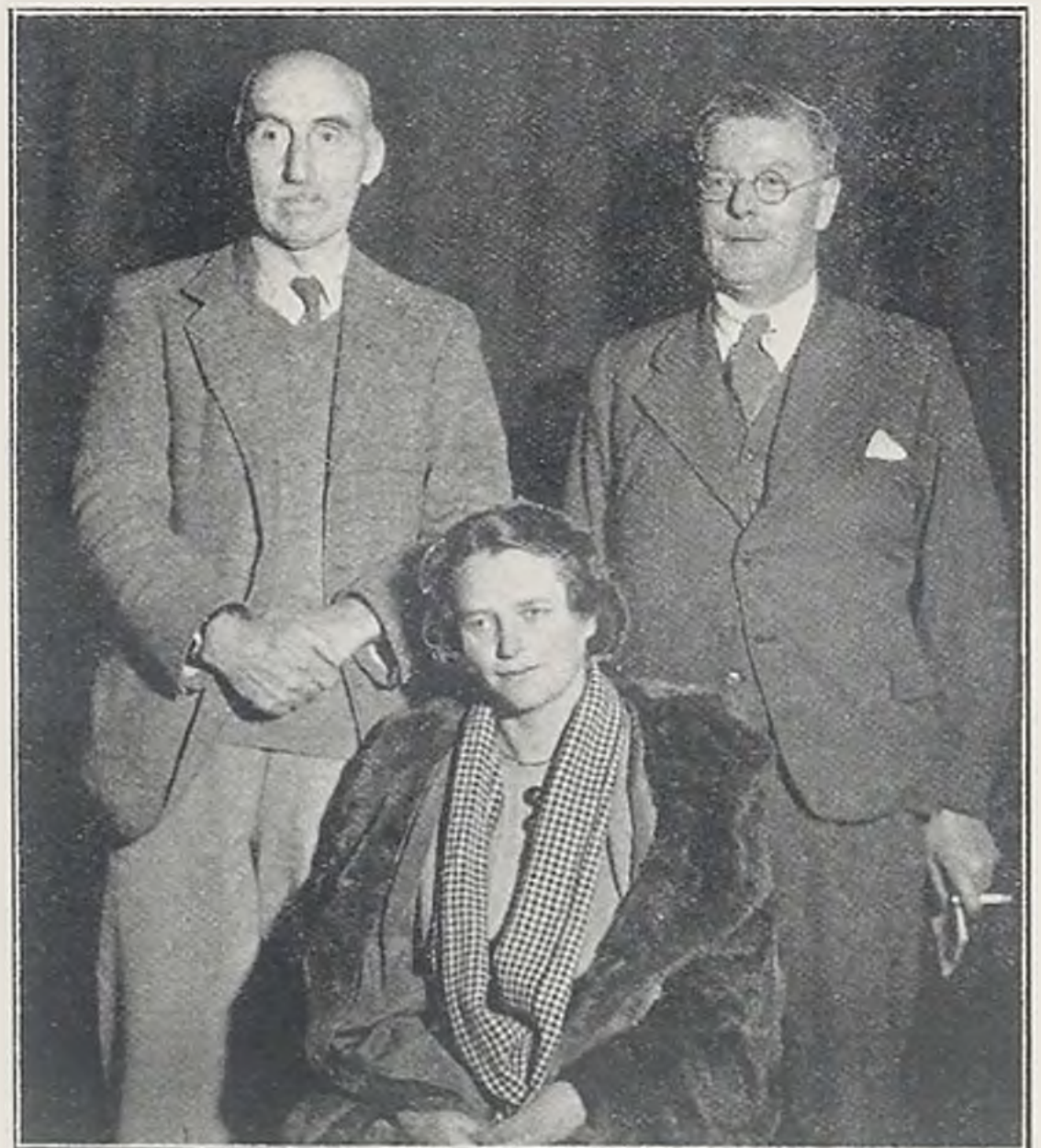
Members of the congregation leaving St. Catherine's Church, Gloucester, after the wedding of Mr. E. D. Watterson, solicitor, of Cheltenham, to Miss Ursula J. Langley-Smith, of Gloucester. In front on right are Mrs. Watterson, mother of the bridegroom, with Mr. W. H. H. Langley-Smith, father of bride, and behind them on right is Dr. D. J. Watterson bridegroom's brother, who was best man.



**INTERESTING GLOUCESTER WEDDING**

Mr. Eric Dalton Watterson, son of the late Mr. J. H. Watterson and Mrs. E. Watterson, of Sabrina, Charlton-lane, Cheltenham, and Miss Ursula Joan Langley-Smith, daughter of Mr. and Mrs. W. H. H. Langley-Smith, of Belmont, Kenilworth-avenue, Gloucester, who were married at St. Catherine's Church, Gloucester, on Saturday.

"Cheltenham Chronicle" Photograph. Copies 1s. and 1s. 9d.



**BREDON THEATRICALS**

At the Bredon Village Hall, on Wednesday and Thursday, two plays were produced by local amateurs. Seated in centre is Mrs. G. L. Davies, producer; behind are Major G. L. Davies, J.P., O.B.E., (assistant producer) and Mr. W. Hurlstone (hon. secretary).

"Cheltenham Chronicle" Photograph. Copies 1s. and 1s. 9d.



**PRETTY WEDDING AT STAVERTON**

The wedding took place at Staverton of Mr. William Henry Cock, of Elm Farm, Hester's Way, to Miss Yolande (Betty) Graham, who has for many years lived in the home of Mr. and Mrs. H. Davis, of The Bungalow, Gloucester-road.

1.—The bridal group.  
2.—Mr. and Mrs. H. Davis.

3.—Mr. F. H. Cock (uncle of bridegroom).

4.—Mr. Arthur Brooks (best man).  
5.—Some of the guests leaving.



**LONG LIVE HIS MAJESTY**

**CORONATION DECORATIONS**

We shall be pleased to offer suggestions and to quote special prices for quantities. It is suggested that Committees make early enquiry whilst stocks are so varied.

**GILLHAMS**  
STATIONERS,  
Picture Framers,  
Printers, Bookbinders,  
Fancy Goods Dealers.

Our order for Coronation Decorations was placed last June and we thus bought at the lowest market prices. This benefit is now passed on to our customers.

**396 THE STRAND (High Street) CHELTENHAM**



**TWO PLAYS BY BREDON DRAMATIC SOCIETY**

On Wednesday and Thursday, the above society performed two plays at the Bredon Village Hall. "Yes! John," a comedy, and "Good Blood, Bad Blood," a thriller, in aid of the funds of the local Nursing Association.

Top. Performers in "Yes! John." Below. "Good Blood, Bad Blood."



**MR. WM. HENRY COUSINS,** of Delhiville, Waterloo-street, Cheltenham, who died, February 17, aged 62. He was very well-known in the town and district as a general haulier, and had lived in the North Ward all his life.



**MR. W. A. SAMMONS,** a town postman, of Tewkesbury, who was presented on Friday with a watch and chain by the Post Office staff. He recently retired after 30 years' service, 13 of which were spent in Tewkesbury.

**TOWN HALL, CHELTENHAM**

**JACK PAYNE**

with his **BAND**

MONDAY, MARCH 15

**CONCERT - 7.0 p.m.**

RESERVED SEATS . . . 3/-, 2/6, 2/-  
UNRESERVED SEATS . . . 1/6

**DANCE 9.30 p.m. - 2.0 a.m.**

TICKETS IN ADVANCE 3/6 single, 6/6 double  
At DALE, FORTY & Co., Ltd., The Promenade,  
Tel. 5102

TICKETS AT DOORS . 4/- single, 7/- double

**VALES** for  
**BACON**

WINCHCOMBE ST., CHELTENHAM

Printed and Published as a Gratis Supplement by the Cheltenham Newspaper Company, Ltd.

**3<sup>D</sup> CAR PARK**

6<sup>D</sup> AFTER 6 P.M.

**PLOUGH YARD REGENT MOTORS**



# THE CHELTENHAM CHRONICLE AND GLO' SHIRE GRAPHIC

With Which is Incorporated the "Cheltenham Looker-On."  
SATURDAY, MARCH 13, 1937.

GRATIS SUPPLEMENT  
No. 1,889.

## THE OPERA HOUSE

NEXT WEEK.—6.30 TWICE NIGHTLY 8.40. Matinees, Thursday and Saturday at 2.30. REG. A. MADDOX presents—

### "HIGH SPEED VARIETY"


With another stupendous cast of well-known Variety and Radio Artistes.  
Be advised—Book Now. Tel. 5144-5.

## PALACE

'Phone 2553. 2.45 Con. 10.30  
HEAR HERE.  
Mon., 15th March. Last Week  
WILLIAM POWELL, MYRNA  
LOY and LUISE RAINER  
in

### "THE GREAT

### ZIEGFELD"

with 

Frank Morgan, Virginia Bruce,  
Reginald Owen, Nat Pendleton,  
etc.

(at: 1.45, 4.51 and 8 p.m. daily)

Coming Soon—

"MY MAN GODFREY"

## THE DAFFODIL

Phone CHELTENHAM 3360  
2.15 Continuous Daily 10.20

Mon., March 15th For One Week  
H. G. Wells' Famous Story

### "THE MAN WHO COULD WORK MIRACLES"

Starring Ronald Young and  
Joan Gardner.

Alexander Korda Production

— Also —

### "DON'T GAMBLE WITH LOVE"

Starring Ann Sothern and  
Bruce Cabot.

Next Week: Charles Laughton..

A Certain WINNER  
over the STICKS!

### BEST KITCHEN NUTS

Try 5 cwts. 10/6 only  
delivered, cash discount.  
'Phone 3605.

## A. RICHES & Co.

The Coal People,  
Regent St., Cheltenham



### CHELTENHAM NATIONAL HUNT MEETING

There was a large and fashionable attendance on the first day of the National Hunt Festival at Cheltenham on Tuesday. Above is Lord Londesborough, a steward of the National Hunt, chatting to Mrs. Loder.

"Cheltenham Chronicle" Photograph.



### The SPA Bicycle

#### UNEQUALLED VALUE

Gent's Roadster ..... £2-19-6  
Lady's Model ..... £3- 5-0  
Juvenile Model ..... £2-15-0  
or 2/- weekly.

### CHELTENHAM CYCLE CO.,

■ 82 STRAND ■

## COLISEUM

Week March 15. From 2.15 p.m.

MARION DAVIES in

### "HEARTS DIVIDED"

With a brilliant All-Star Cast,  
including Dick Powell, Charles  
Ruggles, Claude Rains, Arthur  
Treacher, Edward Ev. Hornton  
and Hall Johnson Choir

(times 3.40, 6.25, 9.10)

Also the Great Laugh Picture—

### "FAIR EXCHANGE"

with Patric Knowles and  
America's famous stammering  
comedian, Roscoe Ates

Times 2.15, 5.10, 7.55

Movietone News (Times 3.25, 6.10,  
8.55)

## WINTER GARDEN THEATRE

### CHELTENHAM

Monday, March 15th:

Every Evening at 8 o'clock.

Matinee on Wed. at 5 o'clock.

Prices 6d., 1/-, 2/-.

Also Saturday at 3.0.

Usual Prices.

The Cheltenham Repertory

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### "TELL ME THE

### TRUTH"

A Comedy by the famous Stage  
and Screen star, Leslie Howard.  
Prices 1/3, 2/6, 3/6. All seats  
may be booked in advance. Box  
Office open 10 a.m. to 8 p.m.  
Join the Cheltenham Repertory  
Association.

Monday, March 22nd:

### "THE PASSING OF THE THIRD

### FLOOR BACK"

The well-known play by Jerome

K. Jerome.



### BEAUTIFUL

### MEMORIALS

## E. A. EMMS

HALES ROAD

CHELTENHAM

Tel. 2391. Est. over 50 years.

# DALE, FORTY and Co. L<sup>TD</sup> For the BEST PIANOS



**MRS. MYRTLE SHEILA CHARLES**  
 wife of Mr. C. W. C. Charles, of Lichfield, and only daughter of Capt. P. Baker, M.C., F.R.C.O. (organist of Tewkesbury Abbey), and granddaughter of Ald. and Mrs. A. Baker, of The Gables, Tewkesbury, who died on Monday. She had been ill a fortnight and died from pneumonia. She leaves a young son.



**MR. JOHN T. JACKSON**  
 for 32 years general manager of Gloucester Co-operative Society, who died at his home at Southbourne, Bournemouth last week aged 69 years. He retired in 1932.

**VALES** for  
**HAMS**  
 WINCHCOMBE ST., CHELTENHAM

**3<sup>D</sup>** CAR PARK  
 6<sup>D</sup>. AFTER 6 P.M.  
 PLOUGH  
 YARD REGENT MOTORS



**MRS. E. J. SMITH**  
 widow of the late Mr. Chas. D. Smith, of Raymond Cottage, Kemerton, who died on Friday, aged 80 years. She had been ailing since her husband's death in January. They celebrated their diamond wedding in 1934. Four sons and a daughter survive her out of a family of ten.  
 Photograph by Miss McCabe, Kemerton.



**ALEXANDER BOROVSKY**  
 the Distinguished Pianist (b. Latvia 1889), who appears at the Town Hall, Cheltenham, on Thursday afternoon next at 3, in the fourth of the season's Master Pianoforte Series. Tickets are 5/- and 3/6, at Messrs. Dale, Forty and Co., Ltd., The Promenade. Tel. 5102.

Shakespeare  
**MEMORIAL THEATRE**  
 STRATFORD-UPON-AVON  
**SHAKESPEARE FESTIVAL**  
 March 29th to September 25th, 1937  
 Performances by  
 The Stratford-upon-Avon Festival Co.  
 Director: B. Iden Payne.  
 Nightly at 8. Mats., Wed. & Sat. 2.30.  
 Reserved Seats: 2s. 6d. to 8s. 6d.  
 [Change of Play each Performance]  
 Apply: Box Office, Memorial Theatre  
 Phone: Stratford-upon-Avon 2271 & 2272.  
 BOX OFFICE OPENS MON., MARCH 15th.

**SMART KNITWEAR**  
*for Easter!*

There is nothing smarter or as useful as Knitwear for the Holidays. Our new Spring **WOLSEY** range offers a variety of charming, inexpensive styles.



**FANCY KNIT JUMPER and SKIRT** as illustrated in a 11 colours ... 13 11

**WOLSEY HOSE** in the newest shades.  
 Diana ..... 2/11  
 Aimee ..... 3/11  
 Deylong, featuring lastex yarn 4/11

**Mrs. OWEN JAMES**  
 STRAND CHELTENHAM



**BASKETS LIKE THIS**  
 arriving for  
**EGG DAY**

on **THURSDAY, March 18**  
 WILL BE MOST THANKFULLY RECEIVED—AND SO WILL EVEN SINGLE EGGS.  
 They may be left at the General Hospital, Eye Hospital or the Gloucestershire Dairy, Promenade. **MANY THANKS IN ADVANCE.**

Send the "Chronicle" to Your Friends Abroad.



**V.W.H. POINT-TO-POINT MEETING AT SIDDINGTON**

A large crowd enjoyed some capital point-to-point racing on Saturday at Siddington at the V.W.H. (Earl Bathurst's) Hunt Steeplechases. Some of those present.

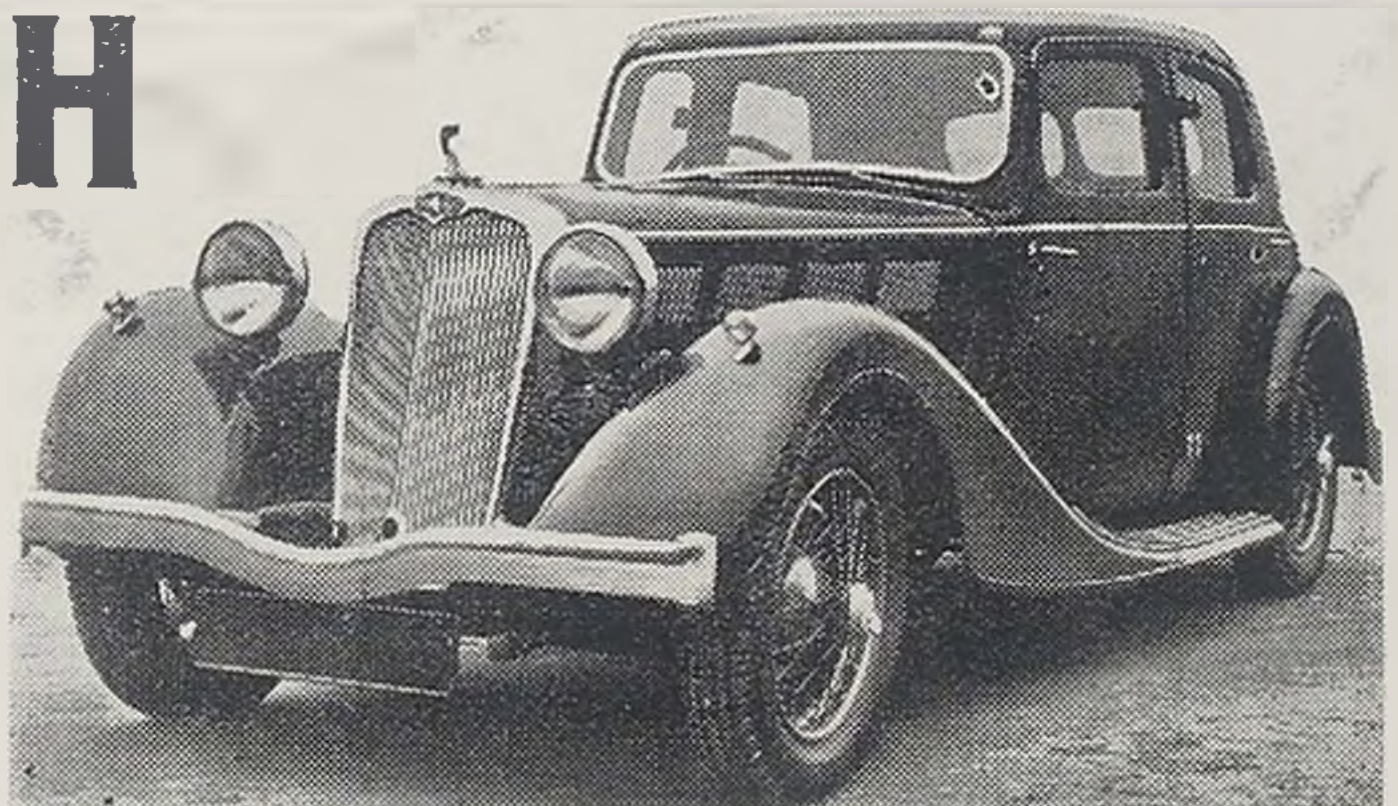
- |   |  |  |
|---|--|--|
| 1. Watching the runners being saddled.  | 5. Messrs. F. Lewis, R. Perry, Ray Guilding, Tom Surman, and F. C. Margrett. | 7.—Mr. A. Barton, Mr. K. Iles and Mrs. Honour.   |
| 2.—Messrs. Arthur Rich, W. F. Hewer, and Charles Allen.                                 | 6. Dr. King Turner and Miss Crewdson.  | 8.—Major A. H. Rycroft, D.S.O. (Clerk of Course), and Earl Bathurst, C.M.G., M.F.H. (a steward). |
| 3.—Mrs. Milne and Mr. J. Cole.  |  |  |
| 4. Lady Stephens, Lady Dearman, Mrs. Maitland Wilson and General Sir Berkeley Stephens. |  |  |

"Cheltenham Chronicle" Photographs. Copies 1/- and 1/9.

# TRIUMPH VITESSE

ADMIRE its beautiful appearance and finish! EXPERIENCE its thrilling acceleration and speed . . . 60 . . . 70 . . . 80 miles an hour! DELIGHT in its safety and comfort at all speeds, and you will agree with the experts that this is a car to be proud of.

The 11/60 h.p. 4-cylinder Saloon costs only £318, and the 2-litre 6-cylinder £348.



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BATH ROAD, CHELTENHAM.

Distributors of Triumph Cars.

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**CHELTENHAM NATIONAL HUNT STEEPLECHASES — TUESDAY'S RACING**

- Brilliant weather favoured the opening day of Cheltenham's big meeting, and a large crowd watched the sport.
- |  |   |  |
|--|---|--|
| 1.—Lady Ursula Filmer-Sankey with a friend.  | 4.—Lord and Lady Cromwell.  | 7.—Mrs. Davenport, Lady Lettice Cotterill, and Mrs. Guy Farquhar.  |
| 2.—Teme Willow (winner) leading at last fence in National Hunt Handicap 'Chase. Brienz (third) on left and Belted Hero (second) in centre. | 5.—Free Fare at last hurdle, coming on to win the Champion Hurdle Race, followed by Our Hope (grey horse) second, and Menton third. | 8.—Taking a fence in United Hunts Challenge Cup, Mr. E. Holland-Martin, on Wag, leading the winner, March Brown IV., (nearest camera). |
| 3.—Mr. Jos. Ramsden, with Mr. Tom Walls (centre) and Mr. Walls, jun.   | 6.—Miss Leveson and Miss Grundy.  |  |

**MARTIN & Co., Ltd.,**

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**GOLD & SILVER  
CUPS**

as supplied for this Meeting

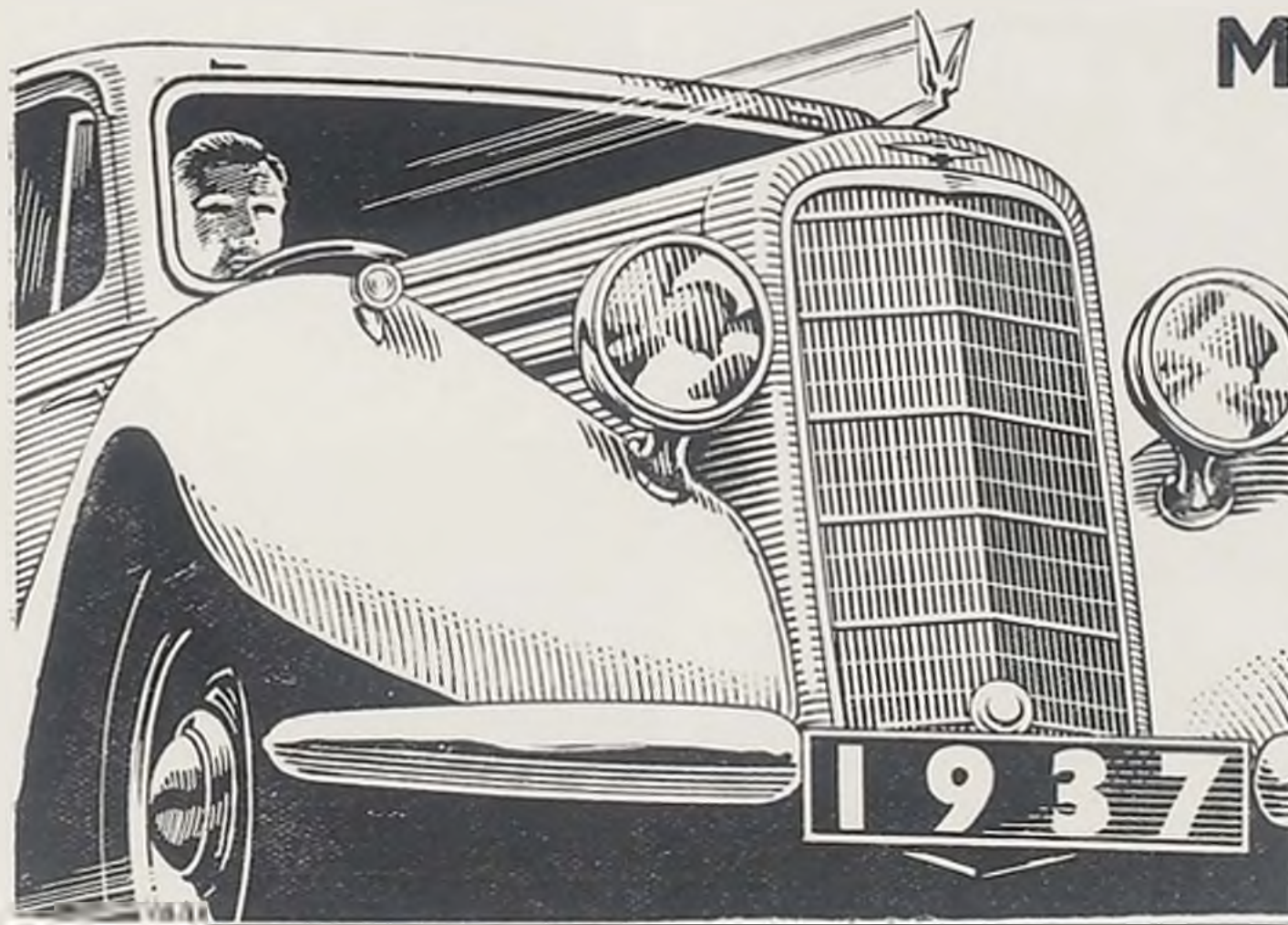


**ANNUAL DINNER OF CHELTENHAM CHAMBER OF COMMERCE**

Mr. W. S. Morrison, Minister of Agriculture and Fisheries, was the principal guest at the annual dinner of the Cheltenham Chamber of Commerce at the Town Hall on Friday night. The chair was taken by Mr. W. Ansell (President). Some of the principal guests. Inset is Mr. W. S. Morrison. *Cheltenham Chronicle* Photograph. Copies 1/- and 1/9.

—and now we've overcome the only possible objection to a demonstration run, by LICENSING Models of the

# HILLMAN "HAWK" AND "MINX MAGNIFICENT"



You may be a motorist who dislikes taking out a new car under "trade plates," because it is so obviously a demonstration run. Well, we have anticipated that objection by registering models of the HILLMAN "HAWK," the famous six-cylinder car with "Evenkeel" suspension, and the "MINX MAGNIFICENT," Britain's finest light car value. These two HILLMAN models challenge comparison with any cars in their class. **DRIVE ONE YOURSELF TOMORROW;** not one of your friends whom you may meet will think that you do not already own it! HILLMAN "HAWK" from £295; "MINX MAGNIFICENT" SAFETY SALOON from £168.

## H. E. STEEL (HIMSELF)

QUEEN'S GARAGE,  
CHELTENHAM  
TELEPHONE 2023

H. E. S. (Himself) Ltd.

No Other Address



**IMPRESSIVE TRIBUTE TO THE LATE CANON E. NEALE AT CHARLTON KINGS**

A most impressive tribute to the memory of Canon Edgar Neale, and the deep affection of his congregation, was paid at the funeral at St. Mary's, Charlton Kings, on Friday. The church was packed, and 500 mourners waited outside.

- |   |  |   |
|---|--|---|
| 1.—Some of the mourners.  | 4.—Canon Westmacott (Cirencester) and Rev. H. V. Hodson (North-leach).               | 7. Mr. A. Mitchell, ex-M.F.H., and Mr. H. Grant Maby.             |
| 2.—Procession of clergy.  | 5. In front are Rev. J. A. B. Mercier (Yate) and Rev. E. C. Hanson (Shipton Oliffe). | 8.—Rev. and Mrs. C. W. Peach.                                     |
| 3.—The service at graveside was taken by the Archdeacon of Cheltenham (the Ven. F. W. Sears), second from left; extreme left is Rev. G. C. Pownall, curate of St. Mary's, who took the service in the church. | 6. The Churchwardens, Servers and Clergy.  | 9. Messrs. J. C. and G. W. Nicholls.                              |
|   |  | 10 Rev. C. H. Lancaster (St. John's) and Rev. C. H. Scott.        |
|   |  | 11. Rev. C. D. Walker (Woolstone) and Rev. J. M. Glass (Trinity). |



THE WORKS STAFF



SALES AND OFFICE STAFF (Head Office only)



PRODUCTION STAFF (A. G. Bisby, Works Manager, centre)

## CHELLENHAM FIRMS AND THEIR STAFFS

### No. 3—CHELTENHAM SHOPFITTING CO., LTD.

Founded by Mr. C. H. V. Hogg in 1919, the Cheltenham Shopfitting Company commenced business at small premises in Warwick-place, Cheltenham. Mr. Hogg's skilful business management soon made it necessary to take new and much larger works and offices in St. James's-square. In 1932 Mr. W. T. S. Hurst joined the staff as Sales Manager, and each year has seen a steady increase in the firm's activities. A large area of ground adjoining the present works has just been purchased, with frontage to St. George's-place, where extensive workshops and offices are to be built, and these will be amongst the best equipped shopfitting works in the country. The above photographs do not include the firm's fixing staff of approximately 25 men, who are engaged on contracts in the North of Scotland, Northampton, Weston-super-Mare, Plymouth, Hull, etc., and consequently could not be present.



MR. C. H. V. HOGG  
(Founder and Managing Director)



MR. W. T. S. HURST  
(Sales Manager)

*The Lincoln and Grand National*

Phone

3

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7

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4 LINES



*Established over 50 Years*  
Commissions accepted  
on all sporting events

**S.W. Stiange**

REGISTERED

S. R. TROTTER  
5 Regent Street  
Cheltenham

REGENT STUDIOS, CHELTENHAM





**CHELTENHAM NATIONAL HUNT STEEPLECHASES**

A view of the beautiful course on Tuesday afternoon as Airgead Sios was winning the Cheltenham Grand Annual Steeplechase, with Tresca and Asterabad second and third. The week-end's snow cap can be seen on Cleeve.

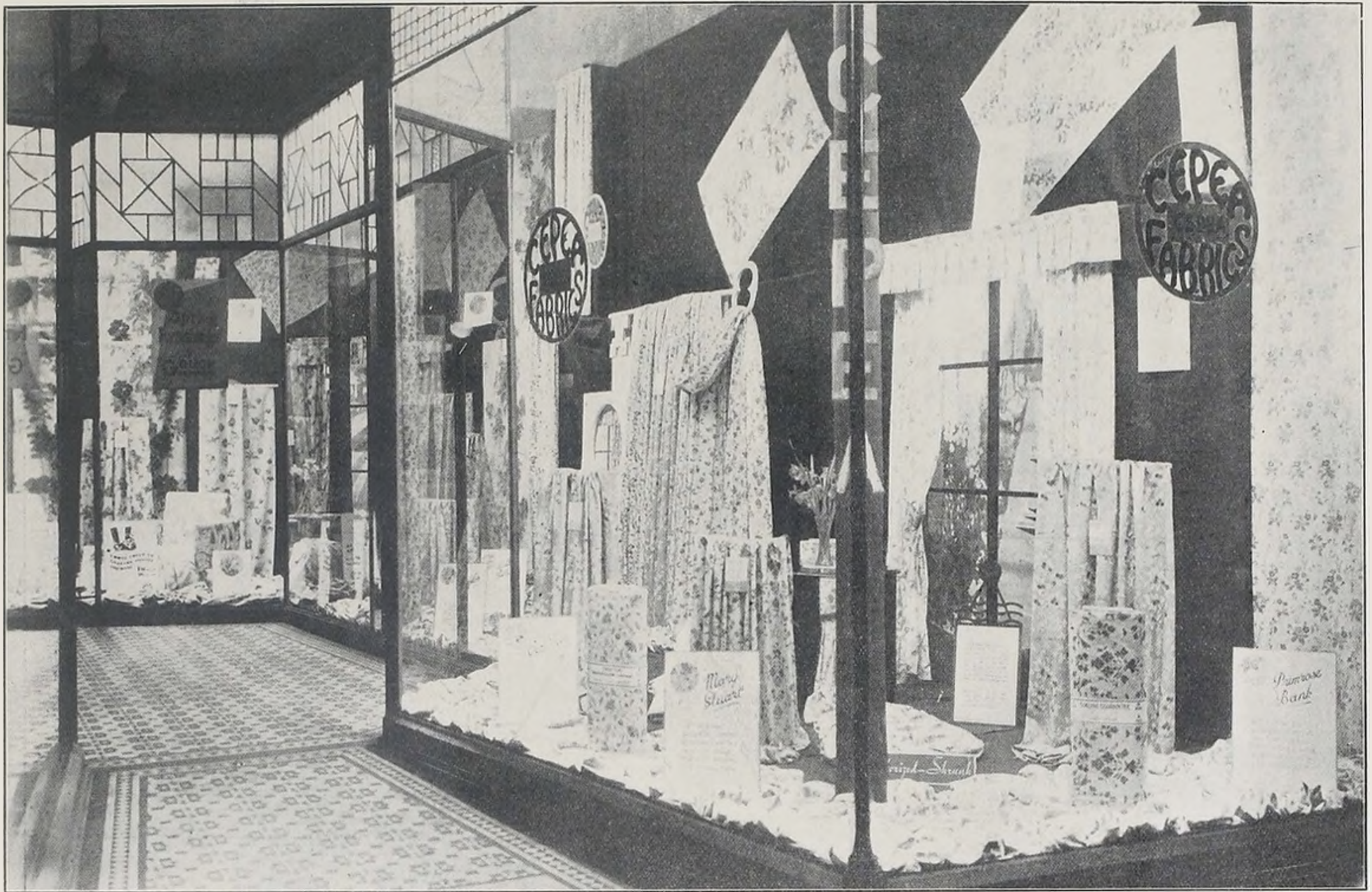


The same scene taken on Wednesday morning after the snowstorm of Tuesday night. Cleeve Hill was invisible owing to mist.

**MARTIN & Co., Ltd.,**

Promenade, CHELTENHAM, Tel. 2821

**SILVER TRAYS  
& WAITERS**



**ATTRACTIVE WINDOW DISPLAY BY GOUGH & EDWARDS**

Great interest was aroused in the display of "Merriecolour" Casements and Grafton Cretonnes, the newest Cepea productions for Curtains and Loose Covers, in the Arcade Windows of Gough & Edwards. Besides carrying the Grafton guarantee of replacement free of charge should the colours fade within two years, these fascinating new fabrics are "Sanforized" Shrank—this means no allowance for shrinkage is necessary when ordering. These Furnishing Fabrics are exclusive to Gough & Edwards, The Strand, Cheltenham, and are popularly priced from 1/6 to 3/11 yard. Full range of patterns, post free, on request.



**VILLAGE DRAMA FESTIVAL IN CHELTENHAM**

One of the district festivals, promoted by the Gloucestershire Rural Community Council, was held last week at the Little Theatre, Cheltenham.

Top.—Bishop's Cleeve Women's Institute in "Footprints," by V. M. Methley.

Below.—Sheepscombe Dramatic Society in "Women Will Gossip," by C. M. A. Peake.

"Cheltenham Chronicle" Photographs. Copies 1/- and 1/9.

# THE POWER OF A PLANE THE SILENCE OF A GLIDER



## REGENT MOTORS

Regent St., Cheltenham  
Tel. 2041. G. Readings, Ltd.

Nothing succeeds like success—and this year's HUDSON AND TERRAPLANE give you a greater lead than ever before. A BIG STEP AHEAD in DRIVING AND RIDING COMFORT... a BIG STEP AHEAD in STYLE AND ROOMINESS... a BIG STEP AHEAD in PERFORMANCE! But enough of words—let the cars speak for themselves! Come and feel the rushing surge of power always at your toe, the effortless smooth stop even in emergency, the undisturbed comfort after hours of driving—and then compare the others—if you can! HUDSON SIX (21.6 h.p.) from £375; TERRAPLANE SIX (16.9 h.p.) from £285, at the County Distributors.

# HUDSON AND TERRAPLANE

# Tailormades— for the Englishwoman

*Spring is here again with all its charms. the winds blow fresh and scented with that indescribable perfume—Spring! The birds take on a different note, nature everywhere prepares to garb herself afresh.*

The new Suits have already arrived for you, Madam. They are perfect as to design and tailoring, as only a Vanderplank Suit can be, and are ready to be worn as only an Englishwoman can wear them, for the world over no fashion can eclipse the beauty and good taste attached to an English Tailormade. There are details of line, material, colours, etc., which are different and call for notice. Come and see Mr. Vanderplank's new collection; you will be most interested.

**THIS LADY—**  
is wearing a Navy pin line Suiting costume in the new straight front link button style. Notice needs to be taken that the Skirt is slightly shorter than worn last year. We are able to fit you with this suit whatever your  $4\frac{1}{2}$  GNS. fitting, at Price .....

Available also in Black and White.

**A SILVER FOX—**  
completes this picture as it will yours, and can but enhance the beauty of its wearer. They are priced from ...  $7\frac{1}{2}$  GNS.



*We invite you, with ever growing confidence, to view our Spring Collection of Fashions now complete in all departments.*

# VANDERPLANK

(FROM HARRODS)

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FASHIONS AND FURS

381 HIGH STREET

# THE CHELTENHAM CHRONICLE AND GLO' SHIRE GRAPHIC

With Which is Incorporated the "Cheltenham Looker-On."

SATURDAY, MARCH 20, 1937.

GRATIS SUPPLEMENT

No. 1,890.

## THE OPERA HOUSE

NEXT WEEK:—6.30 TWICE NIGHTLY 8.40, Matinee, Saturday at 2.30  
(no performance on Good Friday).

The Outstanding Success of "NO, NO, NANETTE"

this Generation—

The Greatest Musical Comedy of all.

Box Office Now Open. Tel. 5144-5.

## PALACE

HEAR 'Phone 2553. HERE

2.0 Continuous 10.30

Mon., March 22nd and Week:

CORDON HARKER & JANE  
CARR in

"MILLIONS" (U)

(At 3.38. 6.28. 9.18 Daily)

— Also —

Henry Hunter and Ann Preston  
in

"PAROLE" (A)

## THE DAFFODIL

Phone CHELTENHAM 3360  
2.15 Continuous 10.30.

Mon., March 22. For One Week:

(Closed Good Friday)

"IF I HAD A MILLION"

A Gigantic Film of Pathos,  
Comedy and Drama, with a  
famous cast of Stars, including  
Charles Laughton, George Raft  
and Mary Boland.

— Also —

Frances Farmer and Lester  
Mathews in

"TOO MANY PARENTS"

Next Week: Mr. Deeds Goes to  
Town; "It's Love Again."



MRS. GOSTAGE.

of Redland Lodge, King's-road, Cheltenham, who on Thurs-  
day attained the great age of 100 years. She is in good  
health, although she has kept her bed for the last year. She  
takes great interest in the news, reading her "Echo" every  
day without the aid of glasses.

Don't forget  
Dad to  
'PHONE 3605  
and order the  
Coal!



Why 3605? Because it's Riches,  
the 'Coal People' They will  
supply you with 5 cwt. of Ryder  
Rex Screened Cobbles for only  
12/6 delivered, cash discount.

**A. RICHES & Co.**  
Regent Street, CHELTENHAM.



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Lady's Model ..... £3- 6-0  
Juvenile Model ..... £2-16-0  
or 2/- weekly.

**CHELTENHAM CYCLE CO.,**  
82 STRAND

## COLISEUM

WEEK 22nd MARCH:

CLOSED

for Re-conditioning  
Grand Re-opening

EASTER MONDAY

with all the Comforts  
and Luxury of the most  
modern 1937 Theatre.

## WINTER GARDEN THEATRE

CHELTENHAM

Monday, March 22nd:

Every Evening at 8 o'clock.  
Matinee on Wed. at 5 o'clock.  
Prices 6d., 1/-, 2/-.  
Also Saturday at 3.0.  
Usual Prices.

The Cheltenham Repertory  
Company, Limited,  
present under the direction of  
Ellen Compton.

"THE PASSING OF THE  
THIRD FLOOR BACK"

The well-known play by Jerome  
K. Jerome.

Prices 1/3, 2/6, 3/6. All seats  
may be booked in advance. Box  
Office open 10 a.m. to 8 p.m.  
'Phone 2058.

Join the Cheltenham Repertory  
Association.

Monday, March 29:—

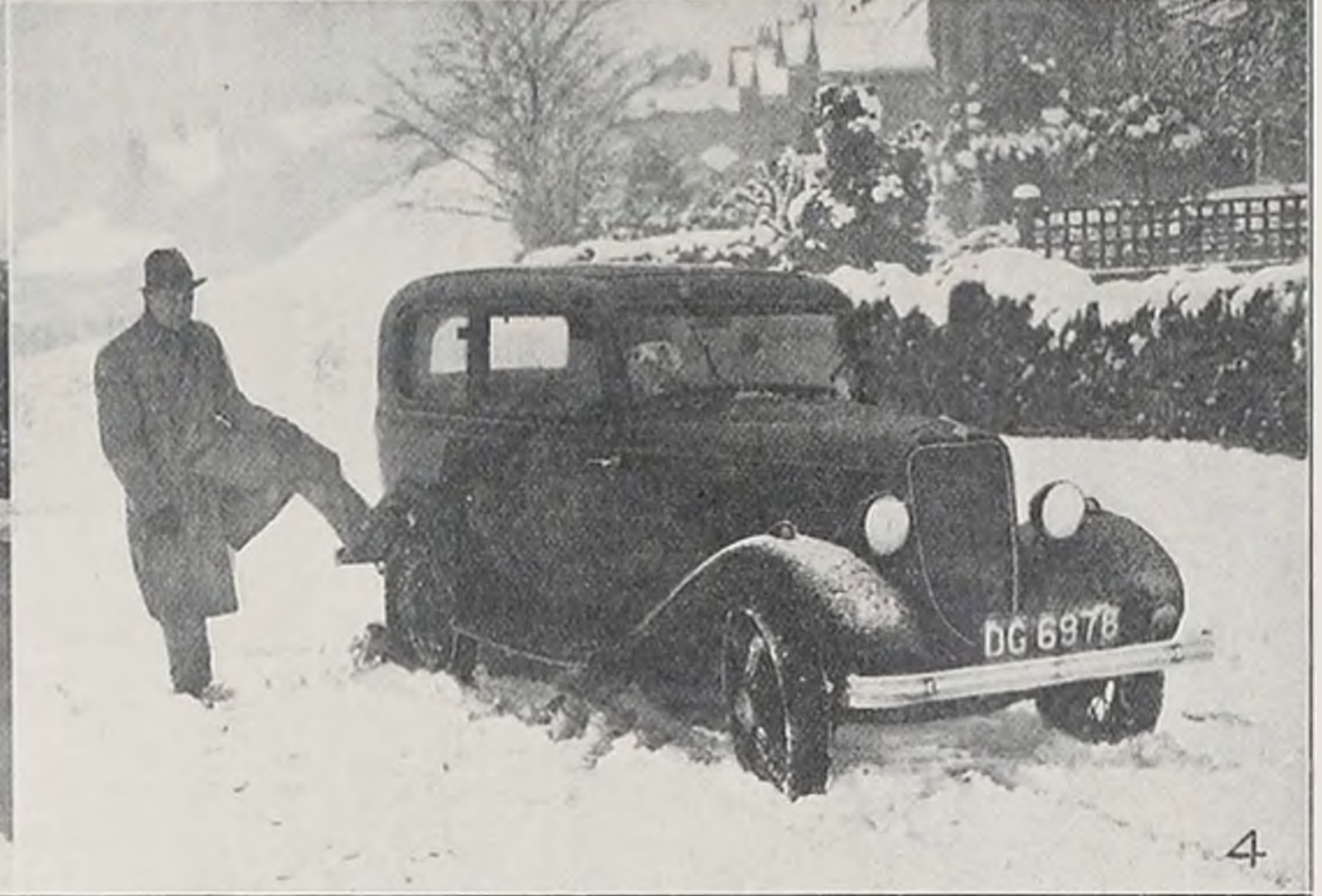
**YELLOW SANDS"**  
By Eden Philpots.



BEAUTIFUL  
MEMORIALS  
**E. A. EMMS**  
HALES ROAD  
CHELTENHAM

Tel. 2391. Est. over 60 years.

**DALE, FORTY and Co. L<sup>TD</sup>** for the **BEST PIANOS**



**THE WEEK-END SNOWSTORM IN CHELTENHAM**

Cheltonians were surprised on looking out of their windows on Sunday morning to find that the heaviest fall of snow for a year or two had taken place in the early hours of the morning. The snow-plough was soon out to clear the main streets, and some hundreds of tons of snow were dumped into the Chelt by municipal labour. Luckily, a rapid thaw soon cleared most of the snow away.

- 1.—Clearing the pavements in the Promenade.
- 2.— Making a huge snowball at Leckhampton.
- 3.—The scene near Dowdeswell reservoir.
- 4. Leckhampton was impassable for cars all Sunday morning, and the Birdlip bus service did not run till 7 p.m.

"Cheltenham Chronicle" Photographs. Copies 1/- and 1s. 9d.



Central Office and Distribution Office Staff.



Inspectors, Meter Inspectors and Collectors, and Commissionaires.



MR. W. L. WRIGHT, F.I.A.C.  
(Assistant Accountant)



MR. A. L. MORRIS, F.I.A.C.  
(Accountant and Commercial Manager)



MR. A. G. HOLTAM  
(Distribution Superintendent)

**CHELTENHAM FIRMS AND THEIR STAFFS. No. 4—CHELTENHAM AND DISTRICT GAS COMPANY**  
Cheltenham and District Gas Company was established in the reign of George III, 118 years ago, and is now one of the largest companies in the town and employs a staff of more than 400. Each year has shown increases in the quantity of gas supplied, and with the introduction of new appliances designed to meet with present day requirements, extension is greater than ever. The company have powers to supply an area covering approximately 300 square miles and is at present sending gas to villages as far as 31 miles from Cheltenham, through a network of mains having a total length of over 240 miles. Winchcombe, Tewkesbury, Broadway, Pershore, Chipping Campden and Bidford-on-Avon are a few of the districts receiving their supply of gas direct from Cheltenham. Many names famous in the annals of the town have been associated with this company, some of the directors having been Ald. J. B. Winterbotham, Sir Henry Winterbotham, Mr. H. T. Carrington, Messrs. Rowland and F. Ticehurst, Capt. A. F. Griffiths, Mr. G. B. Witts, Mr. W. H. Gwinnett, Messrs. W. N. Skillicorne (father and son), Mr. Thos. Thomas, Mr. E. Russell, and Mr. E. L. Baylis. A man widely known in the production of gas in his day was Mr. R. Ormiston Paterson, who was for many years engineer and general manager of the company. He was subsequently succeeded by his son, Mr. James Paterson. At the present time Mr. Sidney G. Wood (chairman) and Messrs. John Marshall and H. A. Thomas are local directors. Mr. A. L. Morris is accountant and commercial manager, and Mr. L. E. Twycross is engineer and works manager.



**INTERNATIONAL PAGEANT BY CHELTENHAM GIRL GUIDES**

At the annual general meeting of the Cheltenham Girl Guides' Association at the Town Hall on Saturday, an international pageant, in which Guides of 18 companies took part, was carried through.

- |   |   |  |
|---|---|--|
| 1.—Members of Holy Apostles' (12th Cheltenham) and St. Peter's (21st Cheltenham) (China and Japan). | 4.—Christ Church (9th Cheltenham) as Guides of Luxemburg.   | 8.—St. James' (16th Cheltenham) as Guides of Brazil.                           |
| 2.—Highbury (11th Cheltenham) as Guides of Poland.  | 5.—Prestbury (Guides of Latvia).                            | 9.—Cheltenham Divisional group, who gave wand drill, organised by Miss Oswell. |
| 3.—Christ Church (Guides of Sweden).  | 6.—Bethesda (Guides of India).                              |  |
|   | 7.—Highbury (11th Cheltenham) as Guides of the Netherlands. |  |



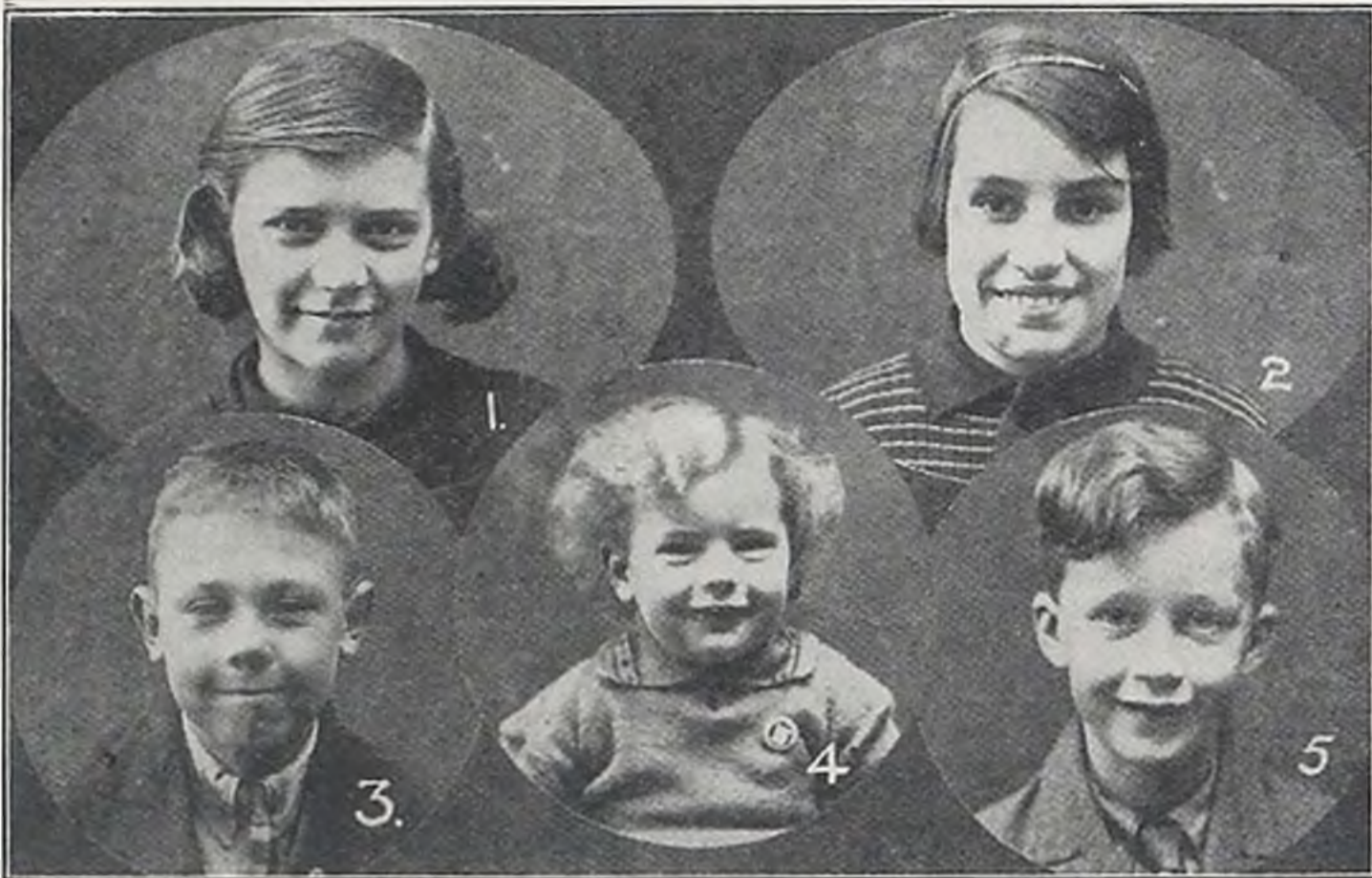


**INTERNATIONAL RUGBY FOOTBALL BOYS' MATCH AT GLOUCESTER**

The England v. Wales Rugby football schoolboys' match at Gloucester on Saturday afternoon attracted a big crowd. Hundreds of spectators had to find accommodation round the touch lines, where many lay on the straw that had protected the ground against frost. The Welsh boys won by 29 points to nil. Their backs were much superior to England's.

- 1. -A section of the crowd.
- 2. -Jumping for the ball in a line-out.
- 3. -The England team taking the field. W. A. Trask, the captain, is leading, followed by the two Cheltenham boys, H. J. Simmons (Grammar School) and F. M. Long (Naunton Park School).
- 4.—The Welsh captain.
- 5.—The Welsh three-quarters coming through with the ball. It was in stopping this run that J. H. Kirkby, the English full-back was hurt and carried off.

"Cheltenham Chronicle" Photographs. Copies 1/- and 1/9



**MANY HAPPY RETURNS OF THE DAY TO UNCLE CHARLIE'S NEPHEWS AND NIECES**

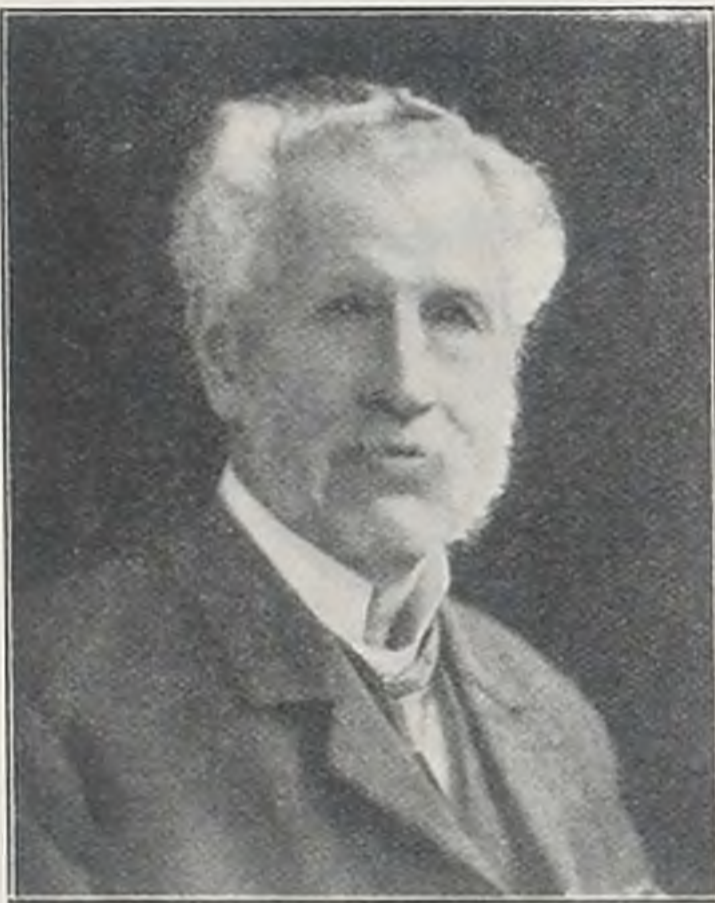
Who have recently celebrated their birthdays.

- |  |                                      |
|--|--------------------------------------|
| 1. Anne Drinkwater, Newland Inn, Evesham-road.   | 3. Joe Elliott, 3 Lower Park-street. |
| 2. Louie Hadland, Colegate Farm, Charlton Kings. | 4. David Pates, 25 Naunton-crescent. |
|  | 5. Kenneth Venus, 18 Union-street,   |



**CHELTONIAN'S WEDDING IN AMERICA**

Mr. and Mrs. Everette Robinson, of Wellington, Connecticut, after their wedding at the Church of the Ascension, Rochester, New York. The bride (Miss Hilda Baker) is the daughter of Mr. H. W. Baker, 8 Lyefield-terrace, Charlton Kings.



**MR. R. W. MAIBEN**

of Illawarra, Sydenham Villas-road, Cheltenham, who died on Friday, aged 87 years. He had resided in Cheltenham for over 40 years, and was a member of an old Cheltenham family.



**MR. GEORGE WHITING,** of 52 Granley-road, St. Mark's, Cheltenham, who died suddenly on March 15, aged 57 years. He was an employee of the Gas Works, and had been working up to Saturday. He leaves a widow, two sons, and a daughter.



**MRS. P. E. HOGGETT**

Of Northleach, who was elected on Monday as a member of Northleach Parish Council. She is the first woman elected on the council. There were eleven nominations for seven seats.



Call and see our huge selection of EASTER GIFTS — no obligation to purchase.

**FOR** *Easter*

**EGGS and NOVELTIES**  
**STEELS**

Tobacconist and Confectioner,  
**169 HIGH ST.**  
**CHELTONHAM**



We have the largest stock in the West of England—**FILLED EGGS** are our speciality.



**ANNUAL COUNTRYSIDE MUSICAL FESTIVAL FOR CHILDREN AT TEWKESBURY**

The 12th annual countryside musical festival, organised by the Gloucestershire Rural Community Council, was held this year at the Watson Memorial Hall, Tewkesbury. Over 300 children from the Cotswold area competed on Tuesday. Four of the competing teams.

- |  |   |
|--|---|
| 1. Tewkesbury Junior Council School Percussion Band (winners of Gold Star, the highest award).           | 3. Tewkesbury Senior Council School.                          |
| 2. Winchcombe Boys' School Choir (also winners of Gold Star). Mr. C. D. G. Lewis, headmaster, is behind. | 4. Broadwell School on the platform (winners of Silver Star). |

"Cheltenham Chronicle" Photographs. Copies 1/- and 1/9.

*Elizabeth Adams*  
of Cheltenham

**SCHOOL of BEAUTY CULTURE AND HAIRDRESSING . . . . .**

Prospectus from the Secretary, 101 PROMENADE, CHELTENHAM.  
Tel. 5034.



**HOSPITAL STAFF RUMMAGE SALE AT ST. LUKE'S SCHOOL.**

Carrying off some of the spoils from the rummage sale held at St. Luke's School on Saturday afternoon in aid of Cheltenham General Hospital. The sale was organised by Sisters of the Hospital and realised over £50.



**EASTER  
ATTRACTIONS**  
at the TOWN HALL  
CHELTENHAM

**GOOD FRIDAY—**

SPECIAL CONCERT by Madame Clara Novello-Davies and her Royal Welsh Ladies' Choir. 8 p.m. 1/-. 9d. and 6d. (Reserved seats 2/-).

**SATURDAY, MARCH 27th—**

TEA DANCE, 3 to 6 p.m. 1/6 including tea. MUNICIPAL DANCE 8 p.m. to midnight. 2/6. (Evening dress only). Bar by Georges, Ltd.

**EASTER SUNDAY—**

CONCERT at 8 p.m. with the Spa Orchestra (directed by Arthur Cole), and Bob and Alf Pearson, Britain's Premier Duettists. 1/-. 9d. and 6d.

**EASTER MONDAY—**

COFFEE DANCE 11 a.m. to 12.30. 1/6, including Coffee and Biscuits. Spectators' Balcony, 6d. TEA DANCE 3 to 6 p.m., with Eve Drury and Ramond. 2/-. including tea. Spectators' Balcony 6d. EASTER CARNIVAL BALL, 8 p.m. to 2 a.m., with Eve Drury and Ramond, Europe's most glamorous Dancing Stars, in a delightful programme of new dances. Carnival Novelties. Bar by Georges. Buffet and Grill Suppers, etc. Tickets 3/6. Spectators' Balcony 1/-.

**TUESDAY, MARCH 30th—**

CHILDREN'S EASTER PARTY AND DANCE with Easter Cabaret by Miss Lynda Richards, and special Easter carnival novelties for children. 3 to 6 p.m. 1/6, including tea.



**MR. WALTER HEATH**

a well-known Tewkesbury sportsman, who died in Evesham, aged 76

Shakespeare  
**MEMORIAL THEATRE**  
STRATFORD-UPON-AVON  
**SHAKESPEARE FESTIVAL**

March 29th to September 25th, 1937  
Performances by

The Stratford-upon-Avon Festival Co.

Director: B. Iden Payne.  
Nightly at 8. Mats., Wed. & Sat. 2.30.  
Reserved Seats: 2s. 6d. to 8s. 6d.  
[Change of Play each Performance]  
Apply: Box Office, Memorial Theatre  
Phone: Stratford-upon-Avon 2271 & 2272.  
BOX OFFICE NOW OPEN.

**VALES** for  
**HAMS**

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# THE CHELTENHAM CHRONICLE AND GLO'SHIRE GRAPHIC

With Which is Incorporated the "Cheltenham Looker-On."

SATURDAY, MARCH 27, 1937.

GRATIS SUPPLEMENT

No. 1,891.

## THE OPERA HOUSE

Next Week:—6.30 Twice Nightly 8.40, Matinees Thursday and Saturday at 2.30. Special Holiday Programme! REG. A. MADDUX presents—

### "HIGH SPEED VARIETY"

With an Exceptional Cast of Well-known Variety Artists.

Popular Prices 6d. to 2/-. Be Advised—Book Now. Tel. 5144-5.

## PALACE

HEAR Phone 2553. HERE

2.0 Continuous 10.30

Mon., 29th March and Week:  
WILLIAM POWELL & CAROLE LOMBARD in

"MY MAN GODFREY"

(A)  
(At: 3.14, 6.12, 9.13 Daily)

— Also —

Eric Portman & Pamela Randall in

"HEARTS OF HUMANITY" (U)

(At: 2.0, 4.58, 7.59 Daily)

## THE DAFFODIL

Phone CHELTENHAM 3360  
2.15 Continuous 10.30

Colossal Easter Holiday Show  
CARRY COOPER & JEAN ARTHUR in that famous film:

"MR. DEEDS GOES TO TOWN"

(Times 2.15, 5.30 and 9 o'clock)

— Also —

Jessie Matthews & Sonnie Hale in

"IT'S LOVE AGAIN"

(Times 4.5 and 7.25)  
Cheltenham's Greatest Show.

### SPRING CLEANING!

Don't go without your cheerful open fire because of Spring Cleaning—burn the new smokeless fuel—

"COALITE"

Clean and light to handle... can be used in any grate... gives terrific heat.

15/6 for 5 Cwts.  
Phone 3605.

A. RICHES & CO.,  
"THE COAL PEOPLE."

Regent St., Cheltenham



### DISTRICT AMBULANCE COMPETITION IN CHELTENHAM

Viscount and Viscountess Bledisloe (President and Lady President of Gloucestershire Centre) with Dr. A. Barrett Cardew (County Commissioner), left, and County Officer H. J. Lewis (right) at the competition on Saturday.



### The SPA Bicycle UNEQUALLED VALUE

Cent's Roadster ..... £2-10-6  
Lady's Model ..... £3-5-0  
Juvenile Model ..... £2-15-0  
or 2/- weekly.

CHELTENHAM CYCLE CO.,

82 STRAND

## COLISEUM

Easter Week. From 2.15 p.m.

PAUL ROBESON

The World's Greatest Singer in the Finest Production of his Career:

"THE SONG OF FREEDOM"

(Times 3.30, 6.20, 9.10)

— Also —

The Thrilling Secret Service Drama

"FEDERAL AGENT"

with Bill Boyd & Irene Ware  
(Times 2.15, 5.5, 7.50)  
Movietone News (Times 3.20, 6.5, 8.50)

## WINTER GARDEN THEATRE

CHELTENHAM

Monday, March 29th:

Every Evening at 8 o'clock.  
Matinee on Wed., at 5 o'clock.  
Prices 6d., 1/-, 2/-.

Also Saturday at 3.0.  
Usual Prices.

The Cheltenham Repertory Company, Limited,  
present under the direction of  
Ellen Compton.

"YELLOW SANDS"

by Eden Philpots.

Prices 1/3, 2/6, 3/6. All seats may be booked in advance. Box Office open 10 a.m. to 8 p.m.  
Phone 2058.

Join the Cheltenham Repertory Association.

Monday, April 5th:—

"DUSTY ERMINE"

by Neil Grant.



BEAUTIFUL MEMORIALS

E. A. EMMS

HALES ROAD CHELTENHAM

Tel. 2391. Est. over 60 years.

DALE FORTY and C. L. LTD for the BEST PIANOS



**SEVERE GLOUCESTERSHIRE FLOODS**

Thousands of acres of low-lying land in the Severn and Avon valleys are again under water owing to the abnormal rainfall and the melting of snow in the upper reaches of the rivers.

1. "Upon the Swanee River" really the flooded meadows at Coombe Hill, where the water stretches for miles. From the Gloucester-Tewkesbury road the view of the stretch of water is a striking one.
2. Despite the floods in Lower Lode-lane, these boys were taking a rest near the football ground. The lane is covered with flood water in two or three places and Lower Lode Hotel is surrounded by water.

Cheltenham Chronicle" Photographs. Copies 1/- and 1/9.

*Elizabeth Adams*  
of Cheltenham

**SCHOOL of BEAUTY CULTURE  
AND HAIRDRESSING . . . . .**

Prospectus from the Secretary, 101 PROMENADE, CHELTENHAM.  
Tel. 5034.



**PRETTY WEDDING AT ST. PETER'S, CHELTENHAM**

The wedding took place on Sunday morning at St. Peter's Church, Cheltenham, of Mr. William Frederick Tallboy, son of Mr. and Mrs. W. H. Tallboy, of 12 Kipling-road, St. Mark's, Cheltenham, to Miss Kathleen Joyce Fletcher, daughter of the late Mr. and Mrs. R. E. Fletcher, and now of Ashcroft, Swindon-road, Cheltenham. The bridal group. Photograph by Tom Hayter, 339 High-street, Cheltenham.



**MRS. H. G. SWIFT**, wife of Mr. H. G. Swift, of the Lansdown Hotel, Cheltenham, who died on Sunday, aged 63 years.



**THREE PALS**

The little six-year-old son of Mr. Carter, of Pigeon House Farm, Uckington, with his two devoted pals, Sammy the pet lamb and Tim the spaniel. All three wander about together, and the lamb follows everywhere just like a dog. When our photographer snapped them they had been a mile from home

**GLENTWORTH CLUB**

**CHELTENHAM.** Telephone 398011  
Residential for ladies and gentlemen.  
Inclusive terms from 24 gns.  
Central heating, running water in bed rooms; hard tennis courts, table tennis (Jacques table); Bridge room, dance floor; Cocktail bar.

**WEDDING, etc., PHOTOGRAPHS**

If you require the attendance of the "Chronicle and Graphic" photographer at a wedding or any similar event, please give ample notice. Terms for town and country are very moderate.

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**CLEEVE  
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**OUT PRESTBURY ROAD**

**OVER THE HOLIDAY** and you will be able to get a good idea of what a delightful suburb of Cheltenham this is going to be.

Charmingly planned, architecturally designed houses with the modern conveniences you expect to-day, good gardens, garage space to all types except "D," only half a mile from the centre of the town, a southern aspect so that you get every bit of sun; and above all well built, for after all that is the most important point.

- Type "A." £698, deposit £50;
- Type "B." £615, deposit £45;
- Type "C." £570, deposit £35;
- Type "D." £465, deposit £25;

No Road charges. No legal charges.

Representative always on site, including weekends.

For further particulars write or call

**G. A. M. HALL, LTD.,**

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SALES STAFF, WITH FURNISHING STAFF AND PORTERS



MR. E. L. WARD  
(Governing Director)



HEADS OF DEPARTMENTS

**CHELTENHAM FIRMS AND THEIR STAFFS. No. 5: MESSRS. E. L. WARD, LTD.**

In 1901 Mr. E. L. Ward—a young man with his way to make in the world—looked round for suitable opportunities, and fixed upon Cheltenham as providing the most scope. He made no mistake, for since opening with one small shop and half a dozen assistants, the business has steadily grown and so necessitated the acquiring of adjoining properties, eventually leading to the building of the present fine premises. Even these are now being extended to provide for the development of the furnishing section. The shops acquired include some of Cheltenham's very old businesses—Grice and Gadd, grocers, occupiers of North-street corner, being at one time a household name. Mr. Ward attributes the success of the business to very simple things—hard work and supplying good merchandise at a low margin of profit. A man with great faith in the future of Cheltenham, he entered the Town Council some ten years ago and has twice served the town as Mayor. Another sphere of work is the Cheltenham and Gloucester Building Society, of which he now occupies the post of president. Mr. Ward has been able to take up these public duties only by reason of the fact that he has been joined by his two sons, Messrs. B. P. and J. Ward, who, together with Mr. W. A. Baker, are directors of the business.



Mr. B. P. WARD  
(Director)

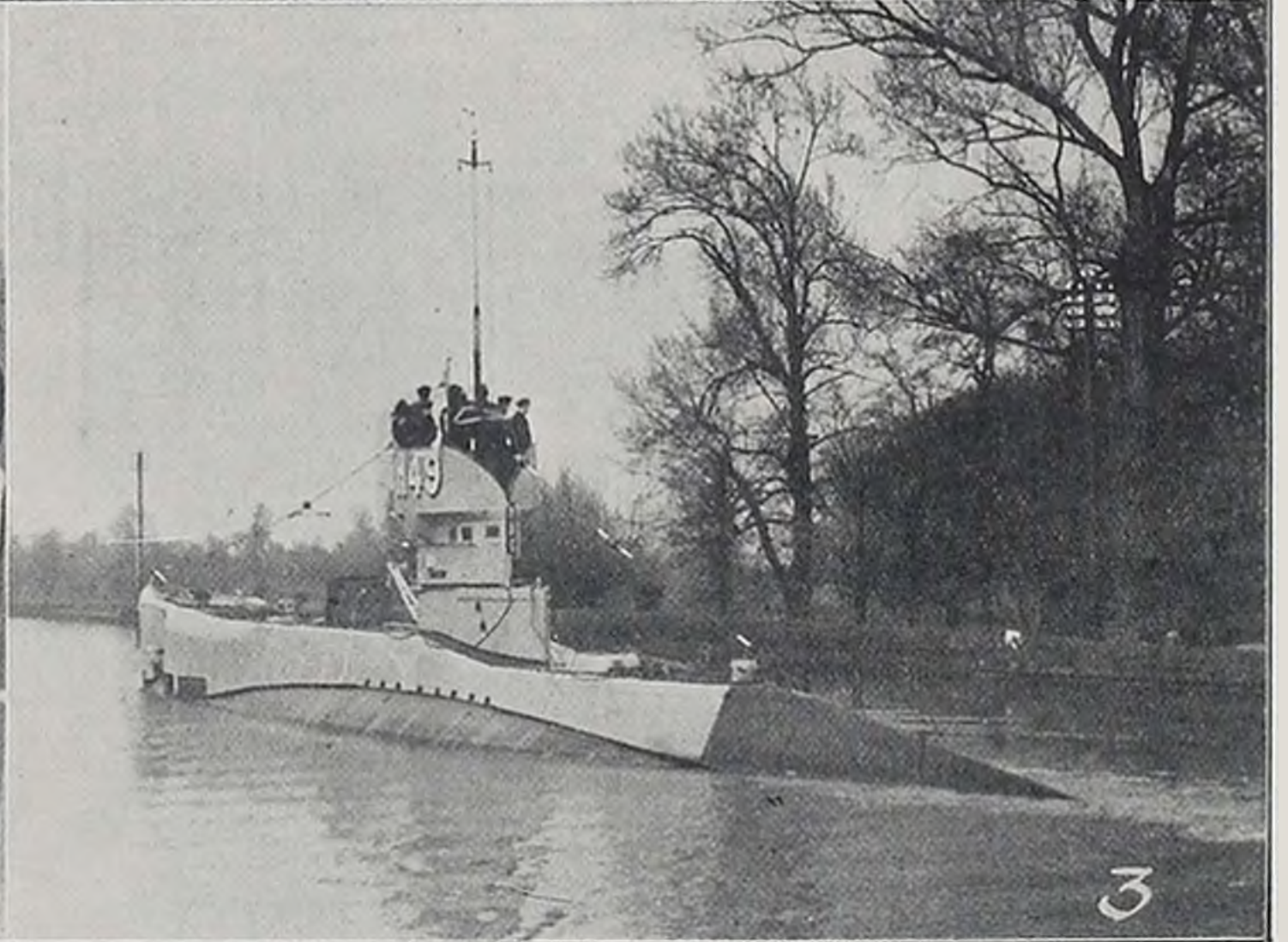
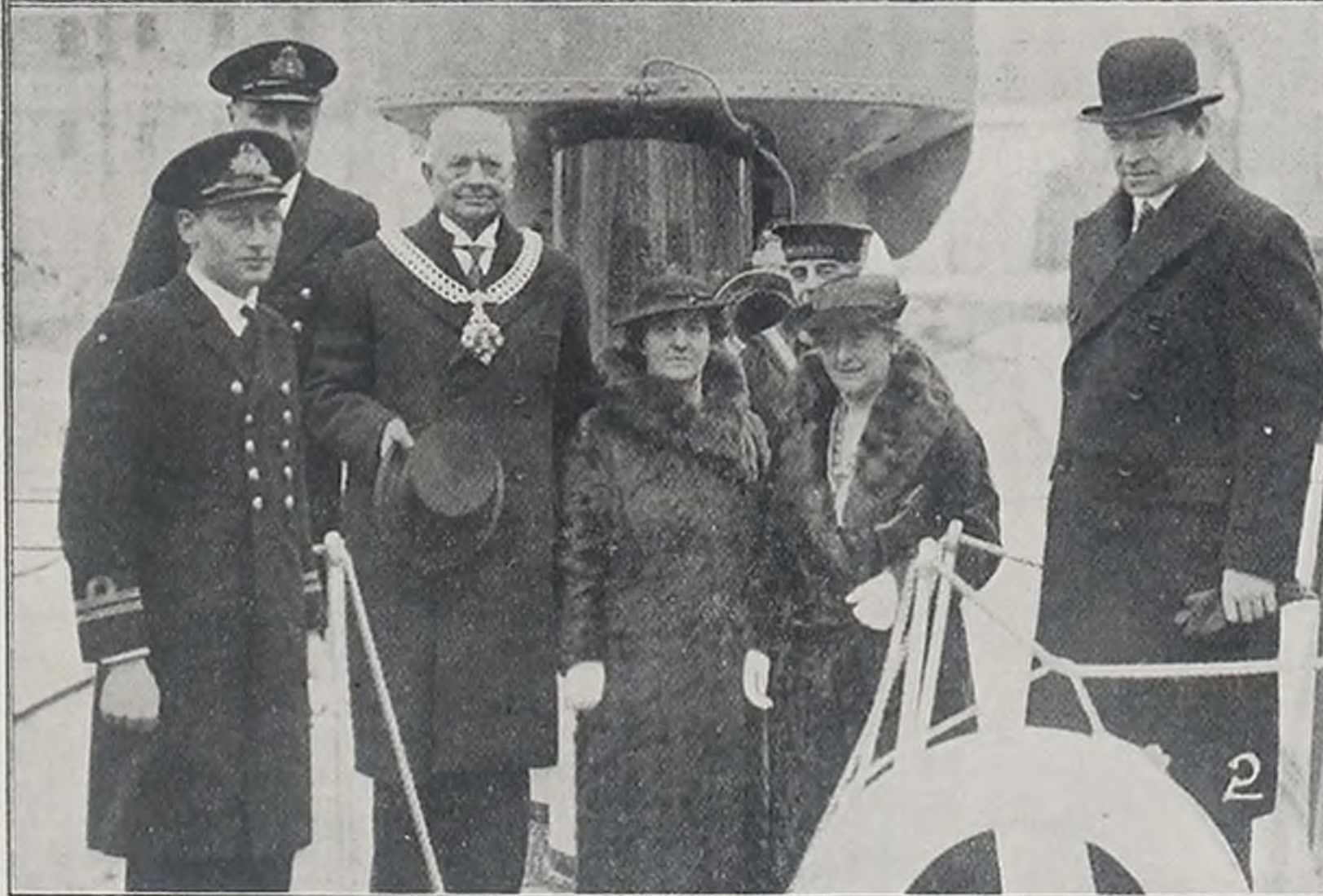
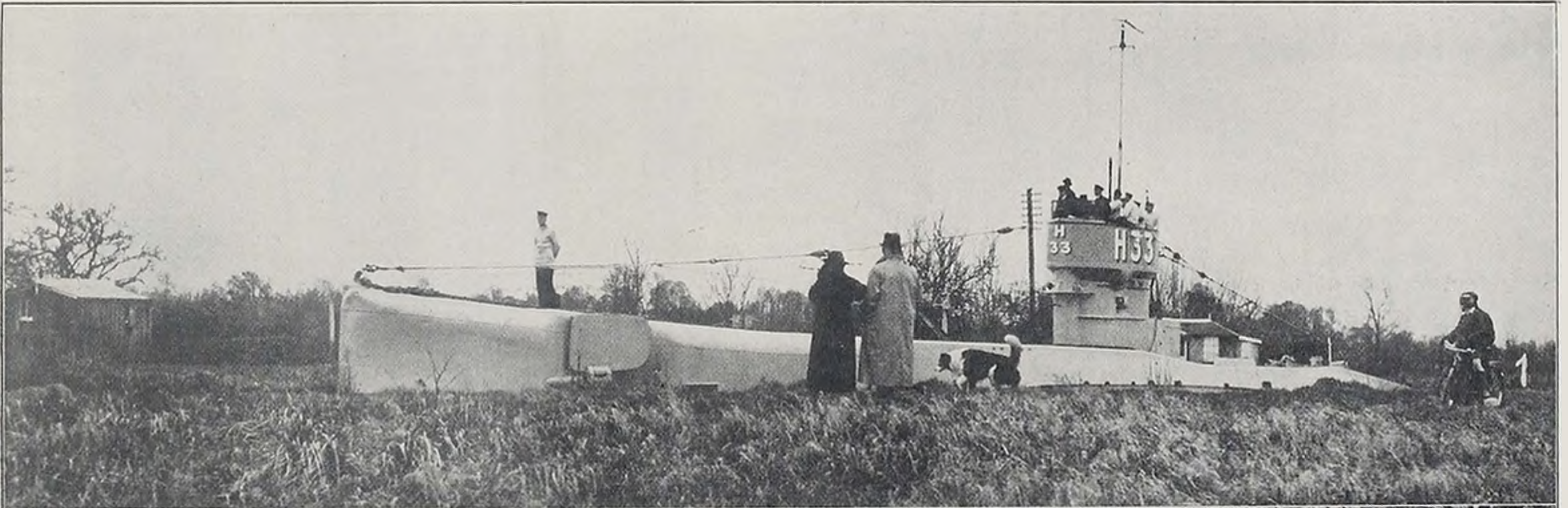


MR. J. E. L. WARD  
(Director and Secretary)



MR. W. A. BAKER  
(Director and Buyer)





**VISIT OF TWO SUBMARINES TO GLOUCESTER**

Thousands of visitors from many parts of the county have been to England's most inland port this week to see two submarines berthed in Gloucester Docks. They are the H49 and H33, and were open for inspection by the public. A civic reception was given at the Docks on Monday morning.

1.—An unusual sight. One of the submarines passing up the Gloucester and Berkeley Canal.

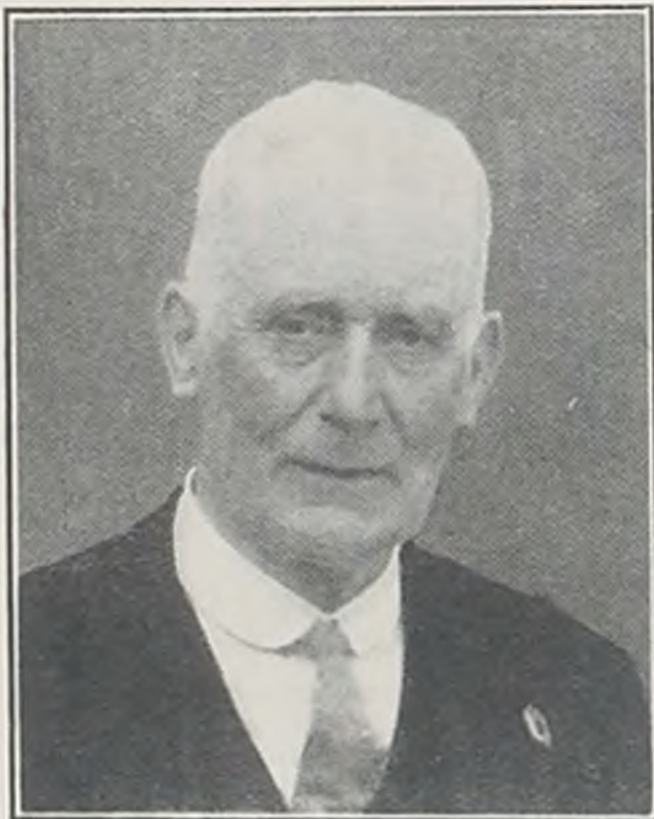
2.—The officers receive the Mayor and Mayoress of Gloucester and other civic guests.

3.—A view of one of the submarines passing Frampton-on-Severn.



**BISHOP'S CLEEVE CHORAL AND DRAMATIC SOCIETY SOCIAL**

A large number of guests attended a fancy dress social at Eversfield Hall given by members of the above society. Top Members in a scene from "The Merchant of Venice." Inset. The three graces, Mrs. A. Denley, Mrs. I. Dark and Mrs. H. Beard (second prize winners). Below. Some of the competitors in fancy dress.



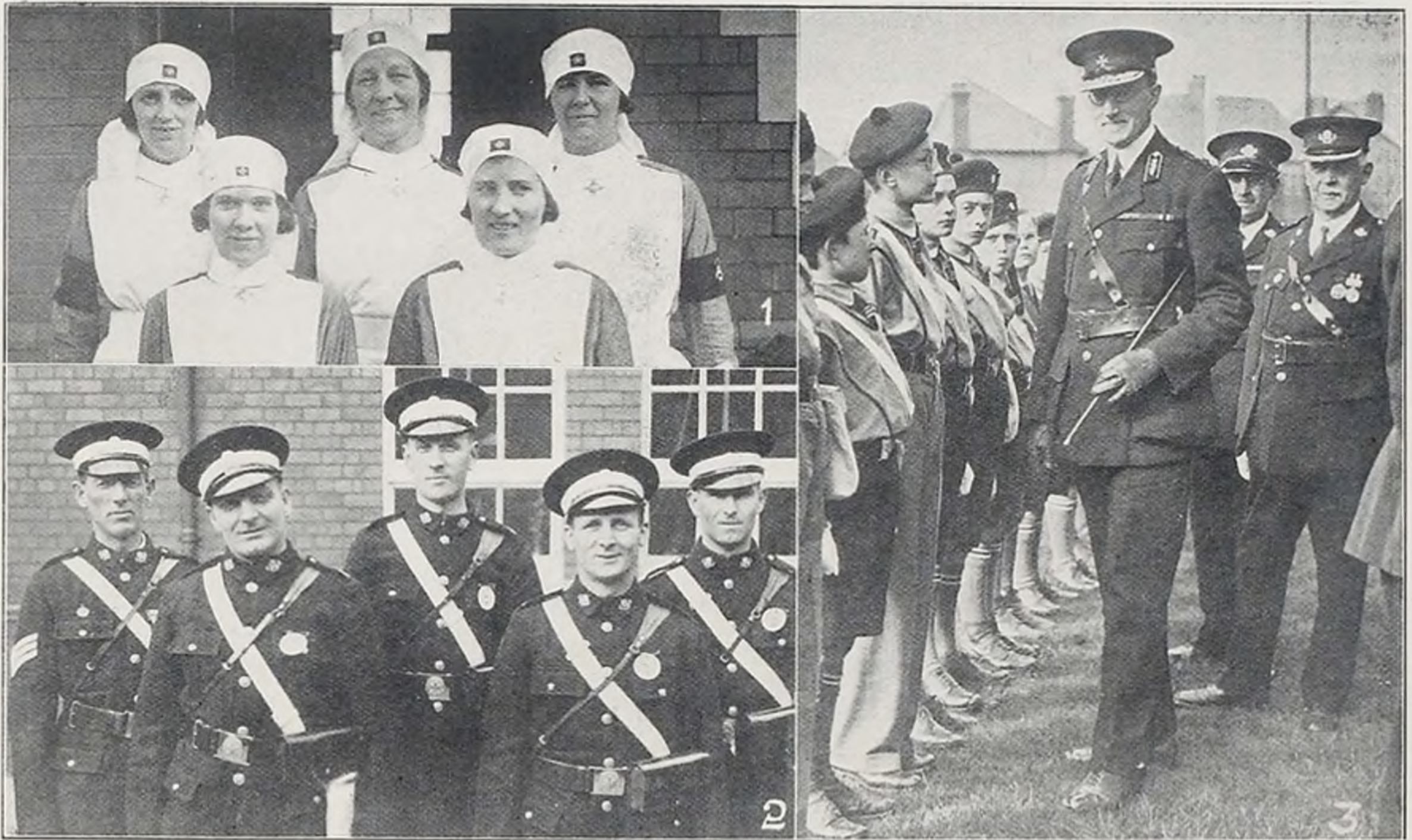
**MR. JOSEPH E. DUTTON** of 34 Furlong-road, Gloucester, who died on March 18, aged 73 years. He was for 39 years at the Gloucester Probate Registry. He was a great athlete in his youth and has for years acted as judge at athletic events in the county.

Shakespeare  
**MEMORIAL THEATRE**  
 STRATFORD-UPON-AVON  
**SHAKESPEARE FESTIVAL**  
 March 29th to September 25th, 1937  
 Performances by  
 The Stratford-upon-Avon Festival Co.  
 Director: B. Iden Payne.  
 Nightly at 8. Mats., Wed. & Sat. 2.30.  
 Reserved Seats: 2s. 6d. to 8s. 6d.  
 [Change of Play each Performance]  
 Apply: Box Office, Memorial Theatre  
 Phone: Stratford-upon-Avon 2271 & 2272.  
**BOX OFFICE NOW OPEN.**



**MR. W. MILLS,** who has been connected with poor-law work in Cheltenham over 36 years, and is retiring from his position as clerk to the Cheltenham Guardians Committee.

**VALES** for  
**HAMS**  
 WINCHCOMBE ST., CHELTENHAM



**CHELTENHAM SUCCESS IN AMBULANCE COMPETITION**

Cheltenham nurses of the St. John Ambulance Brigade won for Gloucestershire the right to compete in the national finals in London when they beat seven other counties in the district competition at Naunton Park Schools on Saturday.

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| 1. The Cheltenham Team of Nurses (1st) and winners of the Bledisloe Cup. | 2. The Cheltenham men's team, winners of County Cup and 3rd in district competition. | 3. Major P. G. Darvil - Smith, Brigade Secretary of London, inspecting the Cadets. |
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**TWO JUDGES AT LAW STUDENTS' DINNER IN CHELTENHAM**

Judge A. R. Kennedy was in the chair and Judge Earengy was the principal guest at the annual dinner of the Gloucestershire Law Students' Society at the Queen's Hotel, Cheltenham on Saturday.

From left are Mrs. R. O. Seacome, Mr. Reginald Winterbotham, the Mayor of Cheltenham (Coun. D. L. Lipson), Judge Earengy, the Mayoress of Cheltenham, Mrs. Earengy, Mrs. Kennedy, Judge A. R. Kennedy.

"Cheltenham Chronicle" Photographs. Copies 1, - and 1 9



**CHELTENHAM MEMBERS OF THE GLOUCESTERSHIRE COUNTY COUNCIL**

A composite group of the ten councillors who now represent Cheltenham on the County Council and of two Cheltonians on the aldermanic bench. The first meeting since the elections was held last week.

Back row: Mr. H. C. Grimwade, Mr. C. H. Griffiths, Mr. J. E. Webster, Major H. Brooke-Murray, Mr. P. P. Taylor, Mr. M. Remfry. In front: Mr. D. L. Lipson, Mr. W. N. Weech, Alderman J. O. M. Skelton, Rev. E. S. de Courcy Ireland, Ald. Capt. J. H. Trye, Mr. C. C. Castle.

"Cheltenham Chronicle" Photographs.

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to us...*

It is an undeniable fact that one's social position and prestige can be influenced tremendously by the car one drives. Your neighbour may be perfectly satisfied with a car costing £200—a car that is excellent value for £200—but there is no reason at all why you should not own something better than that yourself—if you are able to afford it. Thanks to us, you can do so. Demonstration models of such high-class cars as BUICK AND ALVIS are available immediately; within a few hours we can have a ROLLS-ROYCE or BENTLEY awaiting your pleasure. On what terms can you purchase it? Let us talk that over privately—just at your convenience.

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