

THE CHELTENHAM CHRONICLE AND GLO' SHIRE GRAPHIC

With Which is Incorporated the "Cheltenham Looker-On."
SATURDAY, MAY 1, 1937.

GRATIS SUPPLEMENT
No. 1,896.

THE OPERA HOUSE

Next Week—6.30 TWICE NIGHTLY 8.40, Matinee Thursday at 2.30.
PHILIP RIDGEWAY and his London Stars of the Air, Screen and Stage in
"THE RIDGEWAY PARADE OF 1937"

The Most Famous and Cheeriest Entertainment of the Age.
Box Office Now Open. Tel. 5144-5.

PALACE

HEAR. Phone 2553. HERE.
2.0 Continuous 10.30
Mon., 3rd May and Week:

RICHARD TAUBER in
"LAND WITHOUT MUSIC" (U)

with Diana Napier and Jimmy
Durante

(at approx 3.26, 6.17, 9.8 Daily)
— ALSO —

Edna Wood in

"BOTTLE PARTY" (U)

10th and Week: Gitta Alpar in
"Guilty Melody"

THE DAFFODIL

Phone CHELTENHAM 3360
2.15 Continuous Daily 10.30
Mon., May 3: Tues. & Wed.

"THE COUNTRY BUMPKIN"
The Season's Funniest Comedy.
with STUART ERWIN

— ALSO —

Will Fyffe in
"KING OF HEARTS"

Thurs., Friday & Sat.:
GRACIE FIELDS

in Her Greatest Triumph

"QUEEN OF HEARTS"

And Ann Rutherford in
"WATERFRONT LADY"

FOR CHILLY NIGHTS
AND WET DAYS!

Here's
what
you
want

DERBY BRIGHTS

Unbeatable for
quick lighting,
good heat. Try
5 cwt., only
11-6 delivered.
Cash discount.
Phone 3605.

A. RICHES & CO.,
Regent St., Cheltenham.



NEW RECTOR OF CHELTENHAM

The Rev. John Brownson Goodliffe, M.A., vicar of Christ Church, Sefton Park, Liverpool, who has accepted the offer of the rectorship of Cheltenham. He saw service with the Leicestershire Regiment in the Great War, being severely wounded at the battle of Somme in 1916.



The SPA Bicycle UNEQUALLED VALUE

Gent's Roadster £2-18-6
Lady's Model £3-5-0
Juvenile Model £2-15-0
or 2/- weekly.

CHELTENHAM CYCLE CO.,

82 STRAND

COLISEUM

Week 3rd May. From 2.15 p.m.

BETTE DAVIS & GEORGE
BRENT in

"THE GOLDEN ARROW"

Famous Novel by Michael Arlen
(Times: 3.45, 6.30, 9.15)

— ALSO —

"ON SECRET SERVICE"

Featuring Dick Foran and
Paula Stone

(Times: 2.30, 5.20, 8.0)

Movietone News (Times: 3.30,
6.15, 9.0)

WINTER GARDEN THEATRE

CHELTENHAM

Monday, May 3rd:

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, Ltd.

present, under the direction of

Ellen Compton,

"EMMA,"

by Laura M. Ragg.

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.



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MEMORIALS

E. A. EMMS

HALES ROAD
CHELTENHAM

Tel. 2391. Est. over 50 years.

DALE, FORTY and C. L. TD for the BEST PIANOS



CHELTENHAM FIRMS AND THEIR STAFFS. No. 10.

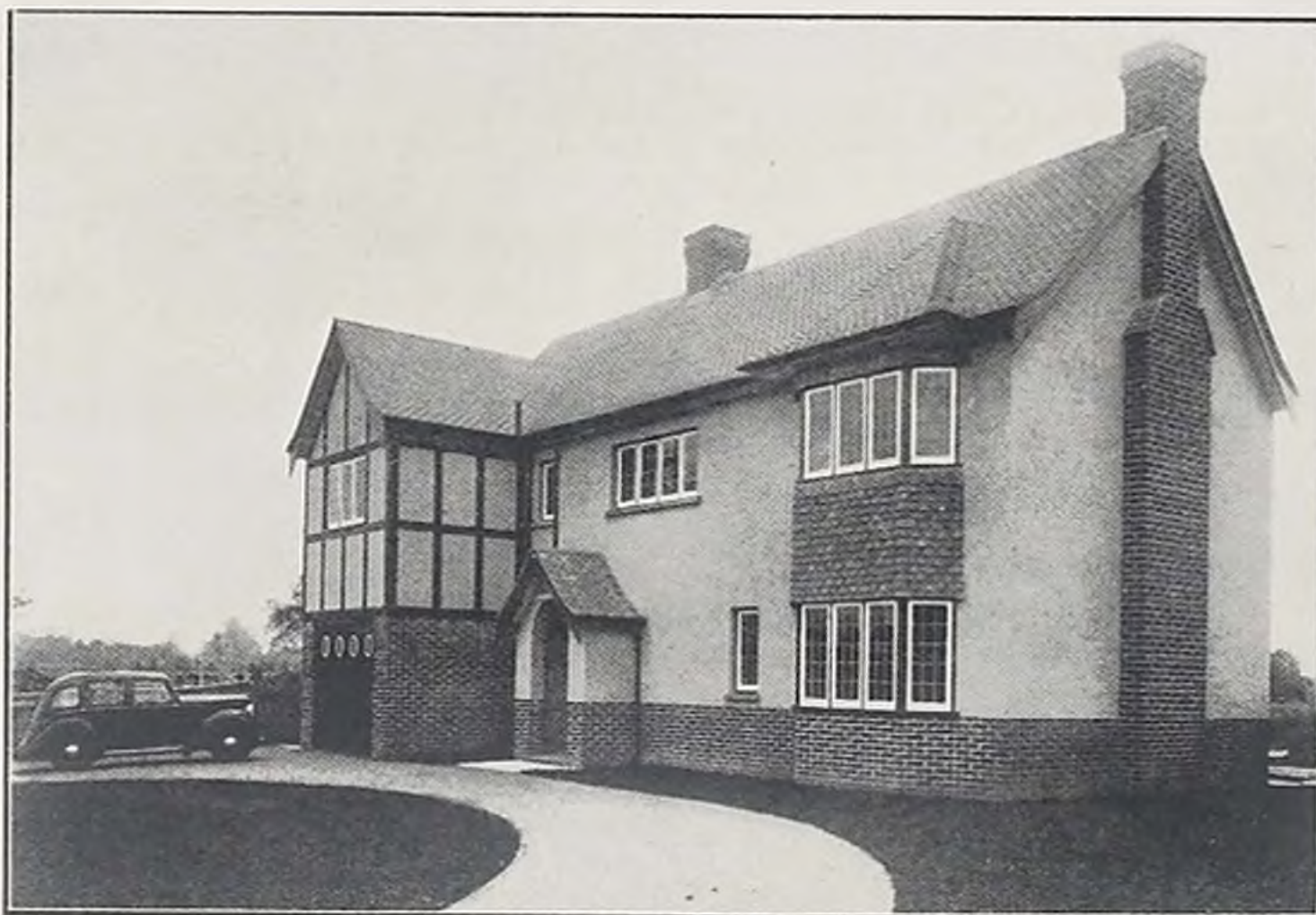
The firm of W. J. Oldacre, Ltd., corn merchants, etc., was founded by the late Mr. W. J. Oldacre, who in the course of his operations as a farmer bought truck loads of maize and offals, etc., for himself and other farmer friends. He was a very shrewd and practical man, and this side of his business gradually increased and necessitated the opening of a store at Bishop's Cleeve, and in 1907 a shop was opened in Winchcombe Street. In 1923 the business was formed into a private limited company, of which members of his family are the directors. In 1928 another branch was added at London Road, Charlton Kings, which includes a bakery and confectionery department. Following a fire in 1931, the provender mills at Bishop's Cleeve were replaced by an up-to-date building with a modern plant, to which a further extension to accommodate the ever-growing trade proved necessary in 1935.

- | | | |
|---|--|--|
| <p>1. Mill and Transport Staff. (A) Mr. G. Hunt, Charlton Kings foreman; (B) Mr. E. Jaynes, chief engineer; (C) Mr. F. Crosswell, Bishop's Cleeve foreman; (D) Mr. C. Nex, head driver.</p> | <p>3. Bakery staff, Mr. W. Rowley, manager (X).
4. Mr. W. J. Oldacre, managing director.
5. Mr. W. J. Oldacre, junior, director.</p> | <p>6. Sales and Office Staff. (A) Mr. R. A. Bick (Bishop's Cleeve manager); (B) Mr. A. C. Knight (representative); (C) Mr. H. R. Hamblin (Cheltenham manager); (D) Mr. H. N. Counsel (sales manager); (E) Mr. F. L. Johnson (chief accountant).
7. Miss H. M. Oldacre (secretary).</p> |
|---|--|--|



OPENING OF THE BOWLS SEASON IN CHELTENHAM

The bowls season opened in Cheltenham on Saturday, when matches were played on two or three greens. At the Ashburne Green, the Cheltenham Town Club played a match between the president's team and the captain's team. Play in progress on one of the rinks at the Town Club. Insets (left) the captain (Mr. T. G. Cooke) bowling; right, Mr. Frank Fisher (president).



WITH A BEAUTIFUL COTSWOLD VIEW

This attractive detached house in the Old Bath Road (near Charlton Lane) has just been completed by Messrs. Charles Giles and Son. It has five bedrooms, two large reception rooms, all modern conveniences, including five lavatory basins, three W.C.'s, central heating, and power plugs in every room. A unique feature of this house is the double entrance drive which will accommodate seven cars. Intending house-purchasers are invited to inspect it at their convenience.



MARRIED AT 84

Mr. James Palmer, of The White-way, Cirencester, aged 84, and his bride, Miss Mary Fardon, aged 75, who were married at Cirencester Church on April 21st. Mr. Palmer was in business in Cirencester for many years as a shoemaker in Dyer-street, retiring about four years ago. "Cheltenham Chronicle" Photograph Copies 6 1/2 in. x 4 1/2 in., 1/- each.



Mr. W. C. MALLETT MELVILLE

M. C. Ch. A. (London)

who is a fully qualified Chiropodist, invites you to make an appointment for consultation if you suffer from any foot trouble. Do not delay or the health of your whole system may be affected.

SPECIALIST W. J. MELVILLE, Ltd.

408 STRAND, HIGH ST., CHELTENHAM. Tel. 2715

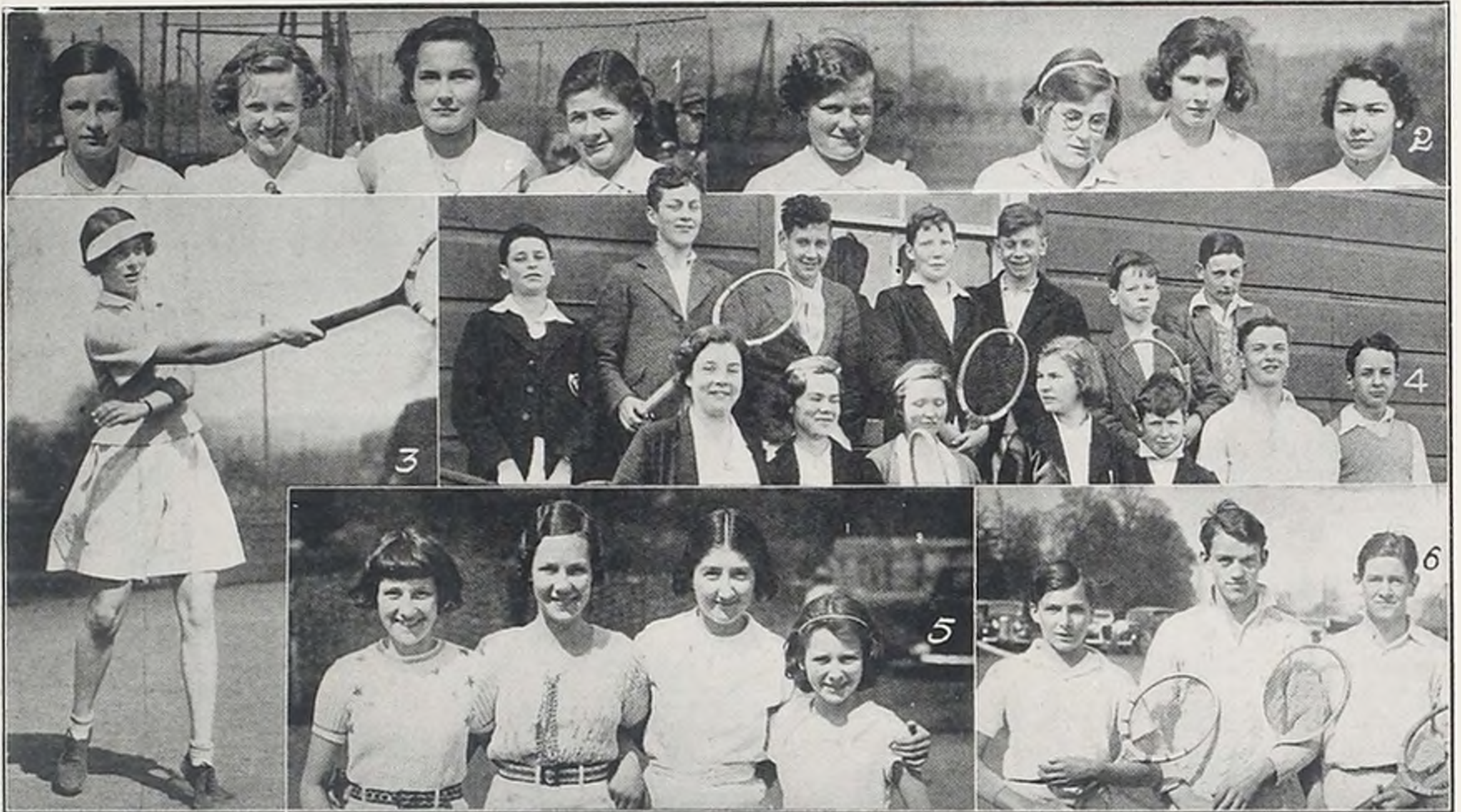
Shakespeare MEMORIAL THEATRE STRATFORD-UPON-AVON

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.



JUNIOR LAWN TENNIS TOURNAMENT AT EAST GLOUCESTER CLUB

The weather was delightful for the opening of the Junior Tennis Tournament at East Gloucester Club on Monday. The event was run on American lines. Some of the many competitors.

- | | | |
|---|---|---|
| 1.—L. Lancaster, Jean Butler, Joan Bruce and P. Reynolds. | 3.—Joan Rolfe in action. | 6.—M. W. H. Calvert, J. Neilson and J. A. Fowler. |
| 2.—M. E. Burlingham, V. Seaton. R. Orton and J. Murray. | 4.—A mixed group of competitors. | |
| | 5.—R. Ainscow, P. Park, M. Green, H. Neville-Rolfe. | |

"Cheltenham Chronicle" Photographs. Copies 6½in. x 4½in., 1/- each; 8½in. x 6½in., 1/9 each.



OPENING OF THE COUNTY CRICKET SEASON

The Gloucestershire Cricket XI., captained by Mr. B. O. Allen, played a Cirencester XV. on Saturday in Earl Bathurst's Park and won by 132 runs.

- | | |
|------------------------|-------------------|
| 1.—The Cirencester XV. | 2.—The County XI. |
|------------------------|-------------------|

"Cheltenham Chronicle" Photographs. Copies 6½in. x 4½in., 1/- each; 8½in. x 6½in., 1/9 each.



PRETTY BODDINGTON WEDDING

The wedding took place on Saturday at Boddington Church of Miss Peggy Burroughs, daughter of Mr. and Mrs. R. A. Burroughs, of Boddington House Farm, Boddington, to Mr. Harry Bowl, son of Mr. A. E. Bowl, of the Manor Farm, Stanley Pontlarge. The bridal party outside the church.

"Cheltenham Chronicle" Photographs. Copies 6½in. x 4½in., 1/- each; 8½in. x 6½in., 1/9 each.



PRETTY WEDDING AT SHIPTON OLIFFE

The wedding took place at Shipton Oliffe Church on Saturday of Miss Eileen Annie May Cross, daughter of Mr. and Mrs. Frank Cross, of Shipton Oliffe, to Mr. Adolphus R. F. Bendall, son of Mr. and Mrs. Edwin Bendall, of Hayden Hill. The bridal and family party.

"Cheltenham Chronicle" Photograph. Copies 6½in. x 4½in. 1/- each; 8½in. x 6½in., 1/9 each.



COTSWOLD HUNT PONY CLUB HUNTER TRIALS AT WOODMANCOTE, NEAR CIRENCESTER

The Children's Hunter Trials were held at the same course as last year at Woodmancote. The weather was delightful, and there were 100 entries.

- | | | |
|--|---|--|
| 1. Miss Doreen Burke on Top Hat. | Robinson, who distributed the prizes, Miss Peggy Campbell (hon. secretary). | 5. What's in the hat? Sylvia Malet on a big horse. |
| 2. Some of the officials, from left: Mr. V. Parry, Miss B. Parry, Mrs. V. Parry, Mrs. C. Heber Percy (district commissioner), Mrs. Claud | 3. Watching the prize-giving. | 6. Miss Bryant, Miss J. Mitchell, Miss E. Bell. |
| 4. Three of the competitors. | | |
- "Cheltenham Chronicle" Photographs. Copies 6½in. x 4½in., 1/- each; 8½in. x 6½in., 1/9 each.

LEADER in Modern Style and Elegance

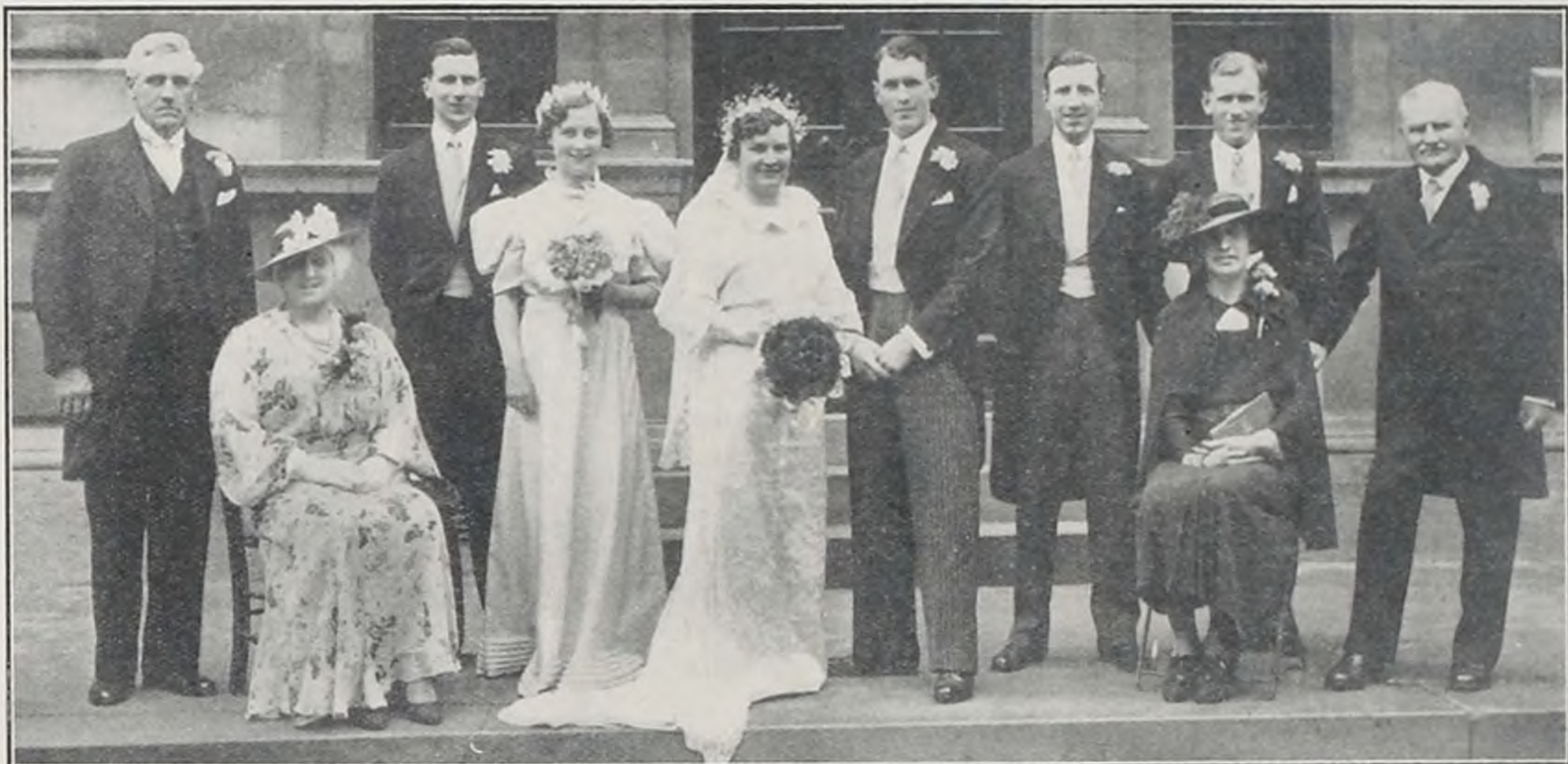


Built not to a price but to an ideal, the 1937 ALVIS models are thoroughbreds in every inch of their elegant design. A new effortless smoothness, a new silence with extraordinary power, and matched with a suspension system which is perfect at every speed and under every road condition. We shall be pleased to give you fullest particulars . . . you have only to ask

HAINES & STRANGE

99 HIGH STREET, CHELTENHAM

PHONE: 3024/5.



INTERESTING CHELTENHAM WEDDING

The marriage was solemnized at the Parish Church, Cheltenham, on Saturday, of Mr. Alan J. Harrington, son of Mr. and Mrs. C. Harrington, of Henleaze, Bristol, to Miss Kitty Valentine Powell, daughter of Mr. and Mrs. G. H. Powell, of Willesden, Montpellier-terrace, Cheltenham. The bridegroom is a nephew of Mr. J. D. Lane, of Cheltenham, to whom he was articled as a solicitor, while the bride has been an acting member of the Cheltenham Operatic Society for the past six years.

"Cheltenham Chronicle" Photograph.



ON THE NIGHTLY SERVICE

To their already extensive commercial fleet the largest in the West of England Mechanization, Ltd., of Windsor Street, Cheltenham, have added this attractive Commer Luton Van to operate on the nightly service between depots. Designed principally to carry furniture, woodwork, etc., the body has been built and the painting completed in their own works.



CHELTENHAM GOLDEN WEDDING

Mr and Mrs. E. Wilson, of 3 Moor-end-street, Cheltenham, who celebrated their golden wedding on Friday. They were married at SS. Philip and James' Church, Cheltenham, on April 23, 1887.

VALES for **TEAS**

WINCHCOMBE ST. CHELTENHAM

GLENTWORTH CLUB

CHELTENHAM. Telephone 398011
Residential for ladies and gentlemen
Inclusive terms from 2½ gns.
Central heating, running water in bed rooms; hard tennis courts, table tennis (Jacques table); Bridge room, dance floor; Cocktail bar.



PUPPY SHOW AT THE V.W.H. (EARL BATHURST S), CIRENCESTER

- | | | |
|---|--|---|
| 1. -Earl and Countess Bathurst (left) welcoming a friend. | 3. Mr. Alan Peachey and Lord Ashton of Hyde, M.F.H. | 6.—Mr. John Thornton, Mr. and Mrs. Chillingworth. |
| 2.—Lord Cadogan, M.F.H., Mr. Nell, M.F.H., joint masters of the V.W.H. (Cricklade), with Lord and Lady Knutsford. | 4. General Paterson and Hon. Wm. Bathurst. | 7. -Lord Knutsford, M.F.H., showing the hounds; the judges in centre. |
| | 5. -Mr. and Mrs. Lingard Guthrie and Sir Fredk. Cripps (centre). | 8. -Four professional huntsmen: Will Boore, L. Gilbert, H. Goddard and Ben Wilkinson. |

*When it comes to selecting
a NEW CAR*

Variety is the spice of life—so we are told—then the “spice of life” is represented at REED & PATTERSON’S, where the motorist who has little more than £100 to spend can find an ideal car as easily as the one who has £1,000. For the former the speedy FIAT “500” (from £116) is to be recommended. The distinctive range of TRIUMPH models (from £285) is winning new admirers every day, whilst the LANCHESTER (from £298) and DAIMLER (from £465), fitted with the famous Daimler Fluid Flywheel Transmission, are in a class by themselves for luxury. You ought to come to—

REED & PATTERSON

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BATH ROAD, CHELTENHAM. TEL. 3036



THE CHELTENHAM CHRONICLE AND GLO'SHIRE GRAPHIC

With Which is Incorporated the "Cheltenham Looker-On."
SATURDAY, MAY 8, 1937.

GRATIS SUPPLEMENT
No. 1,897.

THE OPERA HOUSE

NEXT WEEK, 6.30 TWICE NIGHTLY 8.10, Matinee Thursday at 2.30:—

Gigantic All British Coronation Programme

including TOMMY HANDLEY, the Popular Radio, Recording and Stage Star; LILLIAN BURGISS, the Royal Command Vocalist; and VIVIAN FOSTER, the Vicar of Mirth. Box Office Now Open. Tel. 5144-5.

PALACE

HEAR. Phone 2553. HERE
1.45 Continuous 10.30
Mon., 10th May and Week:

CITTA ALPAR in
"GUILTY MELODY" (A)

with John Loder
(At 3.30, 6.30, 9.30 Daily)

— Also —

Robert Young in

"LONGEST NIGHT" (A)

and
Brilliant Coronation Attraction

"CROWN AND GLORY" (L)
(At 2.46, 5.46, 8.46 Daily)

THE DAFFODIL

Phone. CHELTENHAM. 3360
2.15 Continuous 10.30

Mon., May 10th, For One Week:

"THE BIG BROADCAST"

A Star-Spangled Banner Picture
that spells the Year's Greatest
Show.

JACK BENNY
Master of Ceremonies.

CORONATION FILM STARTS
SHOWING THURSDAY, MAY 13.

"COME CLOSER FOLKS"

A Riot of Mirth. With James
Dunn and Wynne Gibson.

Next Week: Theodora Goes Wild.

THE UNCROWNED KING OF HOUSE COALS

RYDER-REX

Try 5 Cwts. of Screened
Cobbles, only 12/6
delivered, cash discount.

'Phone 3605.

A. RICHES & CO.,
Regent St. Cheltenham.



CIRENCESTER SOCIETY WEDDING

The couple leaving the church after the marriage of Miss Jean Paterson, daughter of Brig.-General and Mrs. E. Paterson, of Cirencester, to Captain Ian Chauvel, son of Sir Harry and Lady Chauvel, of Melbourne, Australia.



The SPA Bicycle UNEQUALLED VALUE

Gen's Roadster £2-19-6
Lady's Model £3-5-0
Juvenile Model £2-16-0
or 2 - weekly.

CHELTENHAM CYCLE CO.,
82 STRAND

COLISEUM

Week 10th May. From 2.15 p.m.
JOE E. BROWN
in the Great Laugh Picture

"SONS O' GUNS"

with Joan Blondell.

(Times: 3.35, 6.10, 9.0)

WEDNESDAY AT 8 p.m.

H.M. THE KING'S SPEECH will
be Broadcast in the Theatre,
preceded by the Rt. Hon. Stanley
Baldwin.

"THE CASE OF MRS.
PEMBROKE"

with Humphrey Boghart and
Beverly Roberts

(Times: 2.15, 5.0, 7.55)

Official Film of the
CORONATION

will be shown Thurs., Fri., Sat.

WINTER GARDEN THEATRE

CHELTENHAM.

Monday, Coronation Week,
May 10th:

Every Evening at 8 o'clock
Matinee Saturday Only at 3 p.m.

Prices 6d., 1 s., 2 s.

The Cheltenham Repertory
Company, Limited.

present, under the direction of
Ellen Compton.

"ARTIFICIAL SILK"

A Lancashire Comedy by H. C.
Lomax.

(Preceded on May 12 by a Broad-
cast of the King's Speech)

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

'Phone 2058.

Join the Cheltenham Repertory
Association.



BEAUTIFUL
MEMORIALS

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HALES ROAD
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Tel. 2391. Est. over 50 years.

DALE FORTY and Co. LTD for the BEST PIANOS



A RECORD MEETING AT THE GLOUCESTER AND CHELTENHAM GREYHOUND STADIUM

All records were broken at the above stadium on Saturday when Red Glory won the Greyhound Grand National of the West and the Stanley 50 Guinea Cup. It was a memorable meeting and the attendance was the biggest ever registered on the track.

- | | | |
|--|---|--|
| <p>1.—The crowd round the paddock.</p> <p>2.—Viscount Knutsford, Col. Robinson and Mrs. Robinson.</p> <p>3.—Examining the runners before the race.</p> | <p>4.—Mrs. Wylde, who was presented with a bouquet.</p> <p>5.—Captain E. A. V. Stanley, J.P. (chairman of directors), with the Maharaj Kumar Vishewar Singh of Darbhanga, who presented</p> | <p>the cup to winner, and Mr. J. H. Edge.</p> <p>6.—Parade of runners before the race.</p> <p>7.—Taking a hurdle in the Stanley Cup.</p> |
|--|---|--|

"Cheltenham Chronicle" Photographs. Copies 6 1/2 in. x 4 1/2 in. 1/-; 8 1/2 in. x 6 1/2 in. 1/9 each.



**AT THE
GLOUCESTER and CHELTENHAM
GREYHOUND STADIUM**

(Main Cheltenham to Gloucester Road)

**TUESDAYS THURSDAYS
SATURDAYS**

First Race 7.30 p.m.

THRILLING SPORT

JOLLY CROWDS

PICTURESQUE SURROUNDINGS

TWO MEETINGS WHIT-MONDAY at 11 a.m. & 7.30 p.m.

PRINCIPAL ENCLOSURE AND Paddock 26



PRETTY WEDDING AT TWYNING

The wedding took place at Twynning Church on Saturday of Mr. Frank Cole, of Plymouth, son of Mr. and Mrs. G. Cole, of Thornbury, to Miss Frances H. M. Darke, daughter of Mr. and Mrs. A. F. Darke, of The Thatch, Twynning. The bride has been a nurse in Cheltenham for some years.



GOTHERINGTON CHAPEL SUNDAY SCHOOL WINS BENICE CHALLENGE SHIELD

Four members of above Sunday School with their teacher, who won the Mrs. George Benice Challenge Shield of Cheltenham and District S.S. Union for 1937. They obtained highest marks in examination against 26 other schools who competed. Standing.—Evelyn Davis, Miss Elsie Nind (teacher), Phyllis Wyman. Seated.—Joan Humphris, Audrey Cook.

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.

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 Residential for ladies and gentlemen.
 Inclusive terms from 2½ gns.
 Central heating, running water in bed
 rooms; hard tennis courts, table tennis
 (Jacques table); Bridge room, dance
 floor; Cocktail bar.



GREAT FUNERAL TRIBUTE TO THE COUNTESS OF WEMYSS

The deep affection in which the late Countess of Wemyss was held was reflected in the large attendance of people from all classes of the community at the impressive funeral service at Stanway Church on Monday. Many distinguished men and women were in the congregation, which more than filled the church. Some of those present.

- | | | |
|-------------------------------------|------------------------------------|----------------------------------|
| 1, 2 and 4.—Family mourners. | 6.—Viscount and Viscountess Mon- | 9. Mr. Robert Adeane (nephew of |
| 3.—Lady Desborough and Miss Wedge- | sell (on right). | Countess Wemyss. |
| wood. | 7.—Mrs. Stacey, Major Cyril Stacey | 10.—Dowager Countess of Plymouth |
| 5.—General and Mrs. Rankin and Miss | and Mr. Harwood. | and Grace, Lady Wemyss. |
| Rankin. | 8.—Mr. J. W. Mackail. | 11.—General Sir Francis Davies. |

"Cheltenham Chronicle" Photographs.

AUBREY PALMER

The New Millinery House
95 HIGH STREET

OPPOSITE CAMBRAY CHELTENHAM

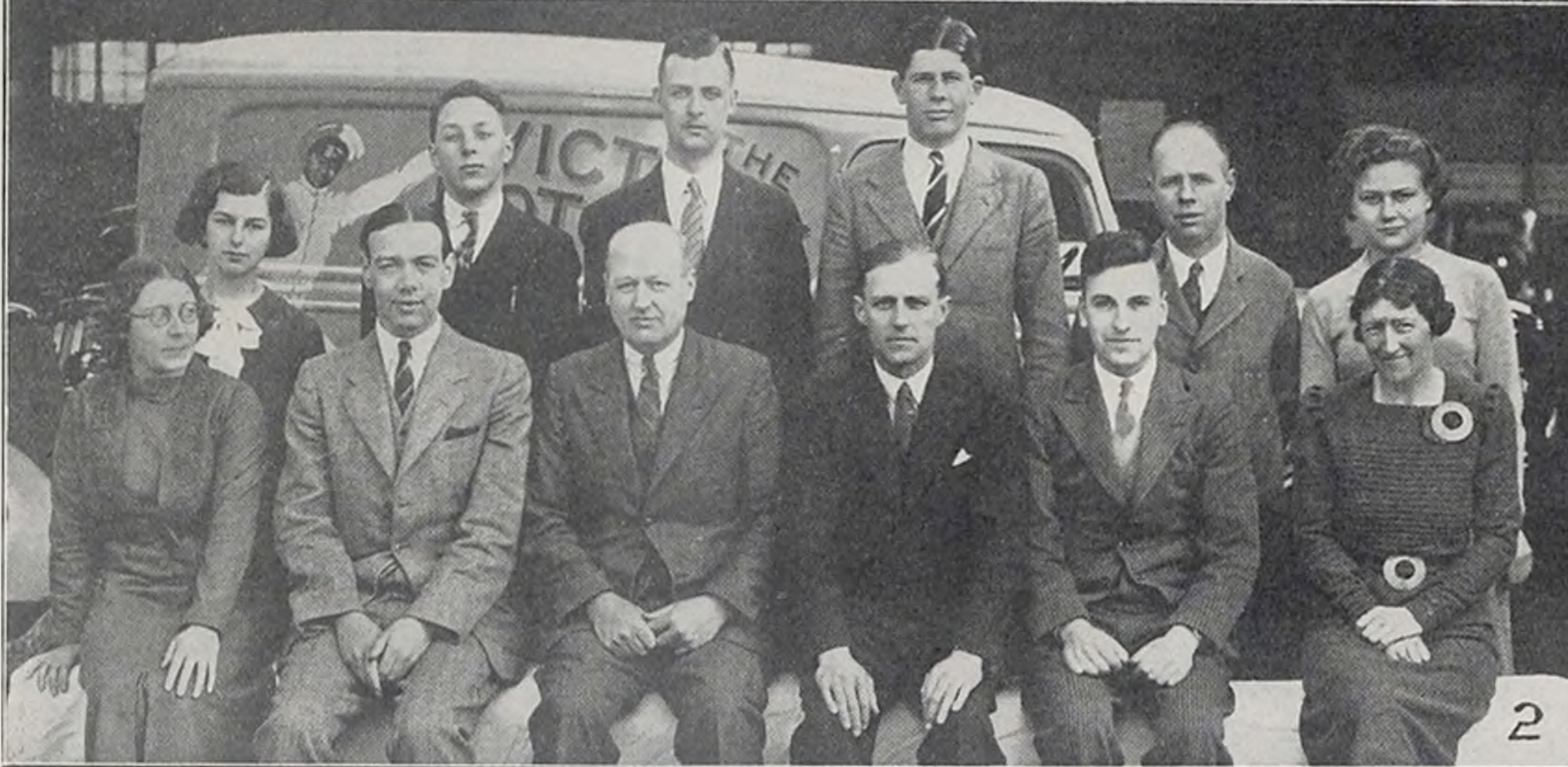
UP-TO-DATE HATS at MODERATE PRICES with EFFICIENT SERVICE



SOCIETY WEDDING AT CIRENCESTER

The marriage took place at Cirencester Parish Church last week of Captain Ian Chauvel, son of Sir Harry and Lady Chauvel, of Melbourne, Australia, to Miss Jean Paterson, daughter of Brig.-General and Mrs. E. Paterson, of Golden Farm, Cirencester. Several hundred people gathered outside the church to see the arrival and departure of the wedding guests and the principals.

- 1.—There were five bridesmaids and a matron of honour in attendance on the bride.
- 2.—Some of the guests leaving.
- 3.—The bride and her father arriving at the church.
- 4.—A section of the crowd near the church door.

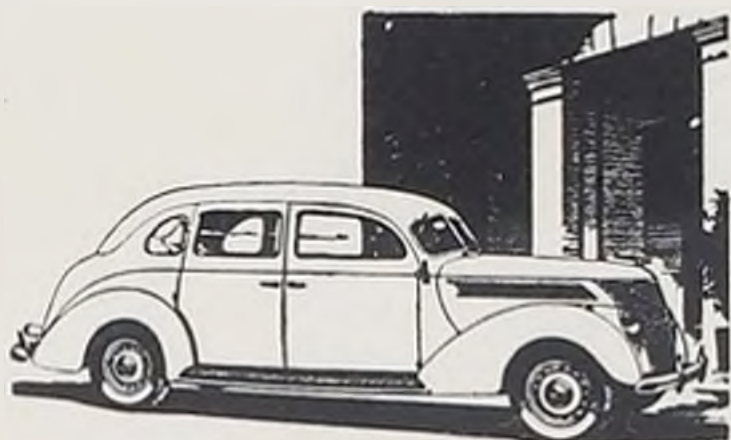


CHELTHENHAM FIRMS AND THEIR STAFFS. No. 11. THE VICTORY MOTOR COMPANY, LTD.

The Victory Motor Company, Limited, whose managing director and staff are pictured above, have made remarkable progress since the first Victory Garage was opened in 1919 to specialise in the sale of Ford cars and tractors. Capt. J. T. Tait took control in 1923 on his retirement from the Army, and the company are now the authorised dealers and distributors for Ford cars, Ford tractors and Fordson tractors over the greater part of the county. Owing to the continually expanding business a move had to be made from the original premises in 1933, and the present fine showrooms and workshops were built in Winchcombe-street, incidentally effecting a considerable street improvement at the same time. Further enlargement of premises was made in 1936, when a special section for commercial vehicles and used cars was opened, which more than doubled the workshop accommodation.

1. -The Works Staff. (A) Mr. H. Weston, works foreman. (B) Mr. L. J. Pinkney, works manager.
2. Executive Staff. Front row, from left: Miss F. E. Norman (managing director's secretary), Mr. K. H. Cook (salesman), Mr. H. N. Barlow (commercial and tractor sales manager), Mr. A. F. Roberts (car sales manager), Mr. B. James (salesman), Miss J. Bayley (cashier and accountant).
- 3.—Capt. J. T. Tait, managing director.

"Cheltenham Chronicle" Photographs. Copies 6½in. x 4½in. 1/-; 8½in. x 6½in. 1/9.

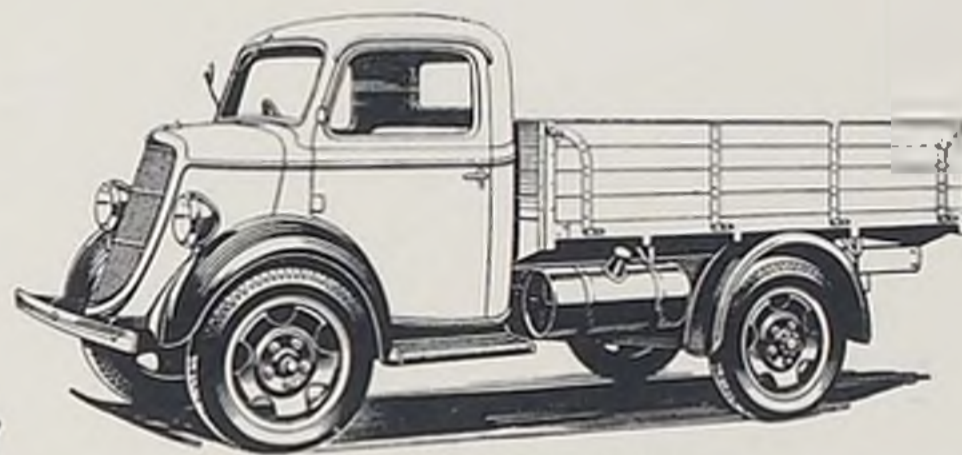


V.8 22 and 30 h.p.

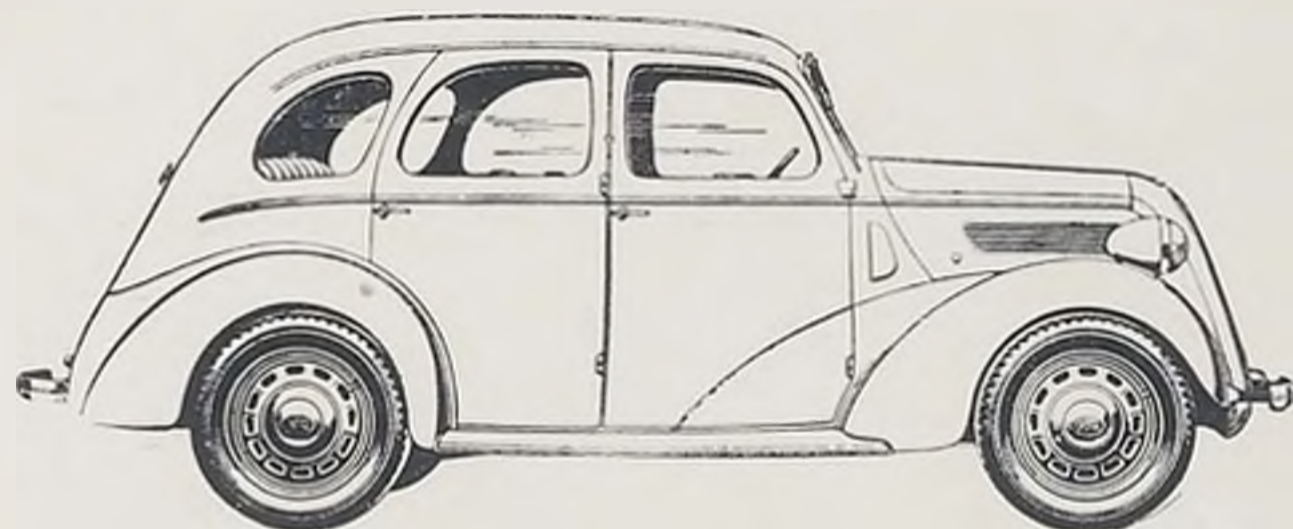
On the opposite page are photographs of our staff and a summary of the firm's progress. Our rapid expansion is largely due to the popularity of the Ford Cars and Commercial Vehicles we are main agents for, which supply the public demand for economy and reliability, and the expert Ford Service we render. We invite you to inspect our showrooms and works, and let us demonstrate any model in which you are interested.

Here's NEWS

that spells
E·C·O·N·O·M·Y



25cwt. FORDSON



THE NEW "TEN"

V.8. 22 and 30 h.p. MODELS

Flashing acceleration . . . smooth, silent power . . . superb riding comfort at all speeds . . . striking appearance and sumptuous bodywork are but a few of the features. Prices from £210 (22 h.p.) and £255 (30 h.p.).

THE NEW "TEN"

The design of this new model is unusually modern and is the last word in comfort. Exceptionally roomy, it is the ideal car for the family man. Prices from £143.

THE "POPULAR" MODEL

One of the most popular cars on the road to-day. It is the most inexpensive to buy, run and maintain. Amply powered, its performance and comfort help to explain the popularity of the £100 Ford Saloon.



"POPULAR" MODEL (8 h.p.)

UNFAILING SERVICE

Present-day haulage problems demand economical and reliable transport. There is a Fordson Truck designed for every class of trade, with running and maintenance costs reduced to a minimum. Their highly efficient 8 cylinder engines ensure brilliant performance under all conditions.

Model illustrated above is the 25cwt. truck, price £190 complete.

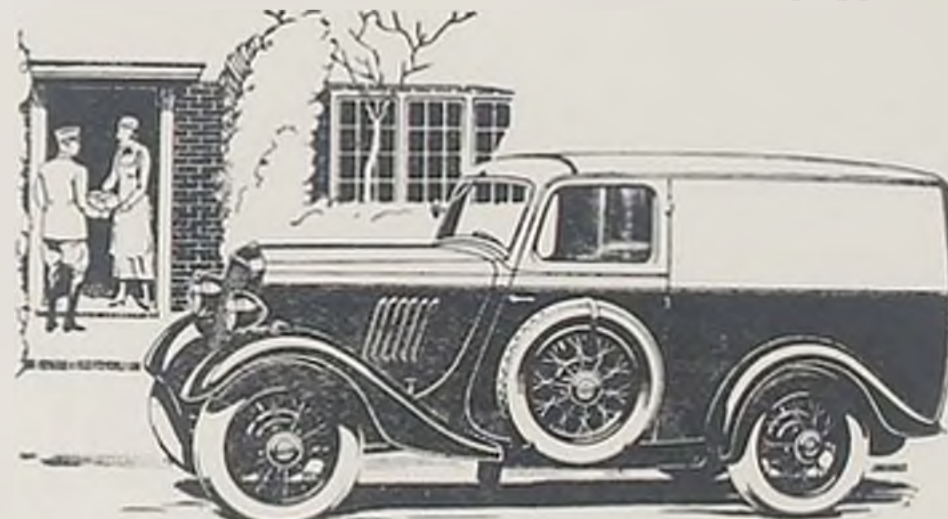
The versatile Fordson Tractor has proved itself invaluable to farmers by saving them time and money. Prices from £135.

The 5cwt. Fordson Van is an excellent investment. Economical to buy, run and maintain, its reliable delivery service will add prestige to your business. £100 completely equipped.

VICTORY MOTOR CO. LTD.

Main Ford Dealers,

WINCHCOMBE ST., CHELTENHAM PHONE 5105/6



FORDSON 5cwt. VAN



CIRENCESTER GRAMMAR SCHOOL ANNUAL ATHLETIC SPORTS

The annual sports, postponed from last term owing to weather conditions, took place last week in lovely weather. A large crowd enjoyed some capital racing, carried through under good organisation.

- | | | |
|--|--|--|
| 1. Taking a hurdle in open hurdles race, won by Jones. | 5.- Seven starters in a junior race. | 9. From left: Messrs. T. H. Franklin and H. J. Clappen. Sir Thomas Davies, Mr. T. Frazer (headmaster), Messrs. E. A. Jefferies, E. W. Flexen and W. Stallworthy. |
| 2. F. C. Jones winning senior high jump—4ft. 9in. | R. J. Garner winning junior high jump at 4ft. 8½in., only ½-inch lower than the seniors. | |
| 3. Spectators keenly interested in a youngsters' race. | 8. Boys watching racing. | |
| 4 and 6.—Some of the Grammar School girls watching their brothers. | | |



PRESENTATION TO MR. W. E. COMPTON

On his retirement on Friday, April 30, after 51 years' service to the Cheltenham and Gloucester Building Society (assistant secretary since 1915) presentations were made from the staff and auditors to Mr. W. E. Compton and his wife. Mrs. and Mr. Compton are seated with Mrs. David Lewis; behind are Mr. Edwards (auditor), Mr. H. J. Lewis, secretary and director, and Mr. David Lewis, former secretary and president. Inset, Mr. F. J. P. Thirkettle handing the presentation to Mr. Compton.

"Cheltenham Chronicle" Photographs. Copies 6½in. x 4½in. 1/-; 8½in. x 6½in. 1/9.



CHELTENHAM OPERATIC AND DRAMATIC SOCIETY IN AN EXCITING VOSPER PLAY

Members of above society gave clever performances of the late Frank Vosper's "Lucky Dip" at St. Gregory's Hall, Cheltenham, on Thursday, Friday and Saturday. The cast: Standing—Messrs. A. B. Clutterbuck, W. H. Jessop (producer), R. J. Turner, C. G. Irving, A. V. Mills, C. E. Jessop, D. G. Howell. Seated—Joan Tucker, Enid Leeson, Kay Jones, Stella Irving, Trixie Hindmarsh.

"Cheltenham Chronicle" Photograph. Copies 6½in. x 4½in. 1/-; 8½in. x 6½in. 1/9 each.



CHELTENHAM SPA BOWLS CLUB PLAY THEIR FIRST MATCH OF THE SEASON
 Cheltenham Spa met Gloucester City on the Spa Green on Saturday and won by 17 shots. The two teams taken together "Cheltenham Chronicle" Photographs. Copies 6 1/2 in. x 4 1/2 in. 1/-; 8 1/2 in. x 6 1/2 in. 1/9.



MR. JOHN HILL

of Bourton-on-the-Water, who died on April 29, aged 82 years. He was well-known in the district.



MANY HAPPY RETURNS OF THE DAY

to two of Uncle Charlie's nieces who celebrated their birthdays recently.
 1. —Evelyn Constable, Alpha Garage, Queen's-road.
 2. —Freda Irene Lamb, 11 Columbia-street.

'Cheltenham Chronicle' Photographs. Copies 6d. and 1/-



CHELTENHAM DOCTOR'S WEDDING

Dr. J. T. Grassie, of 2 Crescent-terrace, Cheltenham, and Miss Isabel Joan Legg, of 48 Vesta-road, Brockley, who were married at Bromley Parish Church, Kent, on Saturday.

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BATHING SEASON OPENS AT THE CHELTENHAM LIDO

Over 500 bathers were admitted to the Cheltenham Open-air Swimming Pool at Keynsham-road on Saturday, the opening day.

- 1.—Mr. R. T. Cosgrave, the new superintendent of the baths.
- 2. A few of the young swimmers.
- 3.—A beautiful swallow dive from the high table.
- 4.—Four girls lined up for a race.

INEXPENSIVE SUMMERWEAR for the CHILDREN

Children simply love new clothes, especially at Whitsuntide. The illustrations are but four of the charming styles in my new Summerwear range.



BOYS' BUSTER SUIT,
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FROCK & KNICKER
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from 8s. 11d.



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COAT

BEAU BRUMMEL Tailor-
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material and contrast
collar 3in. hem, 22in.,
35s. 9d.

MRS. OWEN JAMES

CHILDREN'S OUTFITTER
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and **WHITSUNTIDE**

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BLOUSES with new neckline, special delivery of the latest styles in Ivory and all colours in Art. Silk Crepe-de-Chines and Satin **5/11**

An exceptional **BLOUSE**, cut on the newest lines, in Art. Silk Satin, Ivory and all colours **2/11**

Dainty **FROCKS** in the very newest Art. Silk materials, plain colours and floral, featuring the new novelty designs and cut. We make a speciality of all sizes **12/11**

Ladies' New **SWACGER COATS** in plain coloured light-weight fabrics **12/11**

Ladies' Grenadine Chiffon Rayon **HOSE**. An exceptional offer, mock fashioned, ankle clinging, with wide non-ladder suspender top, all colours **1/04**

Ladies' Bemberg **HOSE**, fully fashioned, ankle clinging, reinforced heel and toe, wide suspender top, all colours **1/11½**

Ladies' Tailor-Made **COSTUMES** (as illustrated), well cut and fully lined, in suitings, plain colours and grey flannel **21/-**

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Also Coats up to 60in. hips.

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SATURDAY, MAY 15, 1937.

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HEAR. Phone 2553. HERE.
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Mon., 17th May and Week:

JEANETTE MACDONALD and
NELSON EDDY in

"ROSE MARIE" (U)

with James Stewart and
Reginald Owen

(At 2.12, 5.38, 9.4 Daily)

— Also —

Gene Garrard in

"SUCH IS LIFE" (U)

with Claude Dampier.

Next Week: Jack Buchanan in
"THIS'LL MAKE YOU WHISTLE"

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IRENE DUNNE

at her glorious best
Melvyn Douglas and Star Cast.

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An Epic of the Growth of Our
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Mon. to Wed. only: Coronation
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HIS MAJESTY KING GEORGE VI

who was crowned King with full ceremony on Wednesday,
May 12th, at Westminster Abbey.

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Week 17th May. From 2.15 p.m.
Britain's Premier Actor

SEYMOUR HICKS

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Success

"IT'S YOU I WANT"

With Mario Lohr, Jane Carr,
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(Times: 3.40, 6.30, 9.15)

— Also —

"COMIN' ROUND THE MOUNTAIN"

A First Class Out-Door Drama,
With Gene Autry and Ann
Rutherford

(Times: 2.15, 5.5, 7.55)

Movietone News

(Times: 3.25, 6.10, 9.0)

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Monday, May 17th:

Every Evening at 8 o'clock

Matinee on Saturday at 3 o'clock

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Usual Prices.

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"LABURNUM GROVE"

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Prices 1/3, 2/6, 3/6. All seats
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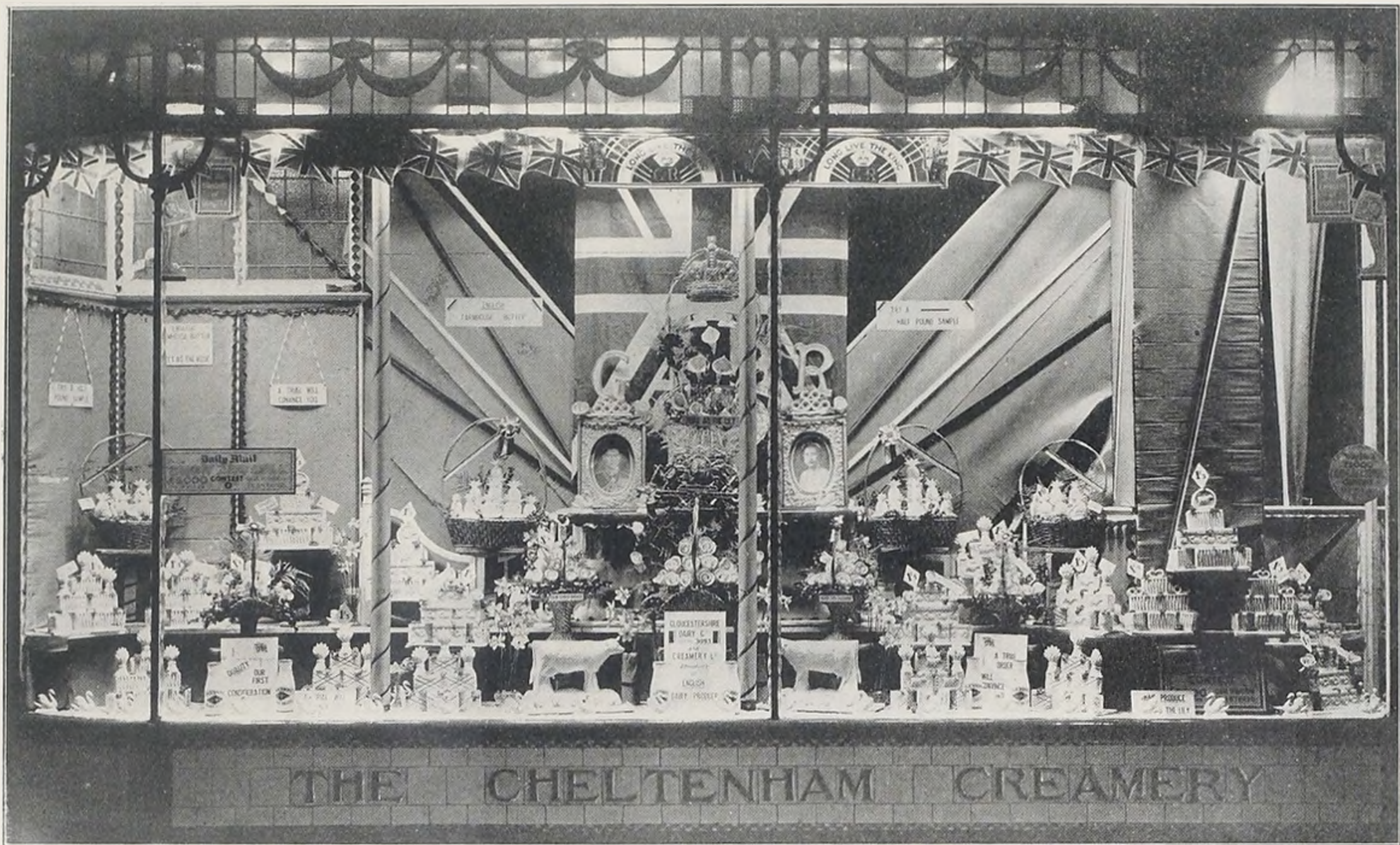
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MAKING THE MOST OF BUTTER

Topicality is the striking feature of this Coronation display arranged by the Gloucestershire Dairy Company and Creamery, Ltd., in their Pittville-street windows and entered for the "Daily Mail" "Show and Sell" contest open to all England. The theme of the contest is exceptionally well carried out, for the artistry with which butter has been used to mould the model cows and other symbols of dairy farming, serves to emphasise the scrupulous care taken in the preparation of dairy produce which carries a name for richness and quality. The idea and its execution is by Mr. Trinder, of the Prestbury-road depot, where most of the butter sold locally is made. Milk supplies are drawn from local farms, thus assuring an all-Gloucestershire product. The appetising nature of this window—and it is said that the butter tastes even better than it looks—will tempt anyone to try Gloucestershire Dairy and Creamery products, which have only one standard—the best.



PRESENTATION TO MR. RALPH HOMAN

In recognition of his services to the constituency as Agent from 1923 to 1936, presentations were made at the annual meeting of the Cirencester and Tewkesbury Division Conservative and Unionist Association on Saturday to Mr. Ralph Homan. These included a cheque for £100, a silver salver and an inscribed album of names of subscribers. From left are:—Mr. H. Walker, Mr. Gilbert McIlquham, Mrs. Flowerdew-Lowson, Mrs. Berkeley Stephens, Mr. Ralph Homan, Mrs. Homan, Rt. Hon. W. S. Morrison, M.P., Mr. E. N. Aiers, Mrs. Harold Northen, Mrs. Gilbert Henry, Mr. Berkeley Stephens, Mr. Ernest Guest. Mr. McIlquham is included among the new Knights in this week's Coronation Honours.



CHEDWORTH SUNDAY SCHOOL CHILDREN PERFORM A PLAY

The first half of the programme of a concert at Red Triangle Hut at Chedworth on Ascension Day consisted of an operetta "The Doll's Wedding," performed by members of Chedworth Sunday School and of the Bible Class.

Elizabeth Adams
of Cheltenham

**SCHOOL of BEAUTY CULTURE
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OFFICIAL CORONATION SERVICE AT ST. MATTHEW'S CHURCH, CHELTENHAM

The service at St. Matthew's Church, Cheltenham, on Sunday was attended by the Mayor and Corporation in state and representatives of practically all the public bodies in the town. A special form of service was used.

- | | | |
|---|---|---|
| 1.—The Police contingent. | 4.—Councillors H. O. Barnett, H. C. Grimwade and J. L. Bendall. | 8.—Members of the Moose Order. |
| 2.—C Coy. 5th Bn. the Gloucesters. | 5. Representatives of the Girl Guides under Mrs. Garland. | 9.—Dean Close representatives. |
| 3. Aldermen Clara Winterbotham and C. H. Margrett, C.B.E., with the Town Clerk (Mr. R. O. Seacome). | 6.—Toc H members. | 10. Five pupils representing Cheltenham Grammar School. |
| | 7. Boy Scouts, Cubs and Rangers. | 11.—Five members of the newly-formed Defence Corps. |

"Cheltenham Chronicle" Photographs. Copies 6 1/2 in. x 4 1/2 in. 1/-; 8 1/2 in. x 6 1/2 in. 10s each.

Another large number of Coronation pictures will appear in next week's issue.

CHELTENHAM

WHIT-MONDAY MUNICIPAL ATTRACTIONS

- 11 a.m.: 12th Royal Lancers and Variety Concert in the Winter Garden. 3d.
- 3 p.m.: 12th Royal Lancers in Winter Garden, and at 7.30 p.m. at Montpellier. 3d.
- 8 p.m.: Fete at Pittville Gardens—Cabaret, Variety, Entertainer, Magician, Strong Man, etc., concluding with Grand Firework Display at 10 p.m. Admission 6d.
- 8 p.m. to Midnight: Dance in the Pittville Pump Room. Bar and Buffet. 1/-.
- Hill's Famous Fun Fair throughout the day at Agg-Gardner Recreation Ground. Free.



CORONATION DAY SCENES IN TEWKESBURY, CHARLTON KINGS, PRESTBURY, AND BISHOP'S CLEEVE

- 1.—The Civic procession in Tewkesbury.
- 2.—Some happy faces at Charlton Kings.

- 3. In the fancy dress parade at Prestbury.
- 4.—Children in pageant at Bishop's Cleeve.

"Cheltenham Chronicle" Photographs. Copies 6½in. x 4½in. 1/-; 8½in. x 6½in. 1/9 each. Another large number of Coronation pictures will appear in next week's issue.



CORONATION DAY SCENES IN CHELTENHAM

- 1. -The Mayor, Mayoress and members of the Corporation at the official opening ceremony.
- 2. -Tea to the children and mothers in Stoneville-street.
- 3. A Splendid tea was given to the children in Queen-street.
- 4. -A Mock Corporation Party in Marle Hill-parade.

"Cheltenham Chronicle" Photographs. Copies 6½in. x 4½in. 1/-; 8½in. x 6½in. 1/9 each. Another large number of Coronation pictures will appear in next week's issue.



CHELTENHAM CORONATION CARNIVAL PROCESSION

- 1.--The crowd round the new High-street roundabout as procession passes.
- 2.—Some children pedestrians in fancy dress.
- 3.—A clever "clock," two grotesque figures, and some Girl Guides.

Another large number of Coronation pictures will appear in next week's issue.

"Cheltenham Chronicle" Photographs. Copies 6 1/2 in. x 4 1/2 in. 1/-; 8 1/2 in. x. 6 1/2 in. 1/9 each



CORONATION DAY SCENES ON THE COTSWOLDS

1 and 2.- In Cirencester (Photo W. Dennis Moss).

3. -Service at Bourton-on-the-Water (Photo W. J. Butt).

4. -Northleach procession (photo W. J. Butt), with (inset) John A Bowen-Jones, who carried the town mace (photo Debenhams).

Further Cotswold scenes in next week's "Graphic."



(CHELTENHAM DECORATED FOR THE CORONATION

Cheltenham's streets lend themselves to decoration, and the town looked extremely gay with the multitude of flags, streamers, and the loyal mottoes displayed everywhere. The lighting and fairy lamp display in the Promenade was most effective.

- 1.—A snap in the Strand, which looked very bright and gay.
- 2.—The Cheltenham Gas Co. Offices had a big crown over the porch as the principal feature of its decoration.
- 3.—Winchcombe-street has been very prettily decorated.
- 4.—Messrs. Dicks and Sons, Ltd., had a very loyal display.

"Cheltenham Chronicle" Photographs. Copies 6½in. x 4½in. 1/-; 8½in. x 6½in. 1/9 each. Another large number of Coronation pictures will appear in next week's issue.



CROWNING TEWKESBURY'S CORONATION CARNIVAL QUEEN

The Mayoress of Tewkesbury (Mrs. Moulder) crowning the Coronation Carnival Queen (Miss Ethel Bevan) on Friday. She is seen with her four maids of honour. "Cheltenham Chronicle" Photograph. Copies 6 1/2 in. x 4 1/2 in. 1/-; 8 1/2 in. x 6 1/2 in. 1/9 each. Another large number of Coronation pictures will appear in next weeks' issue.



MANY HAPPY RETURNS OF THE DAY

to Uncle Charlie's niece and nephew
1 Alwyn Ryder, 3 Sandhurst Villas, Charlton Kings.
2--Charles Attwood, Knightsbridge, near Cheltenham.

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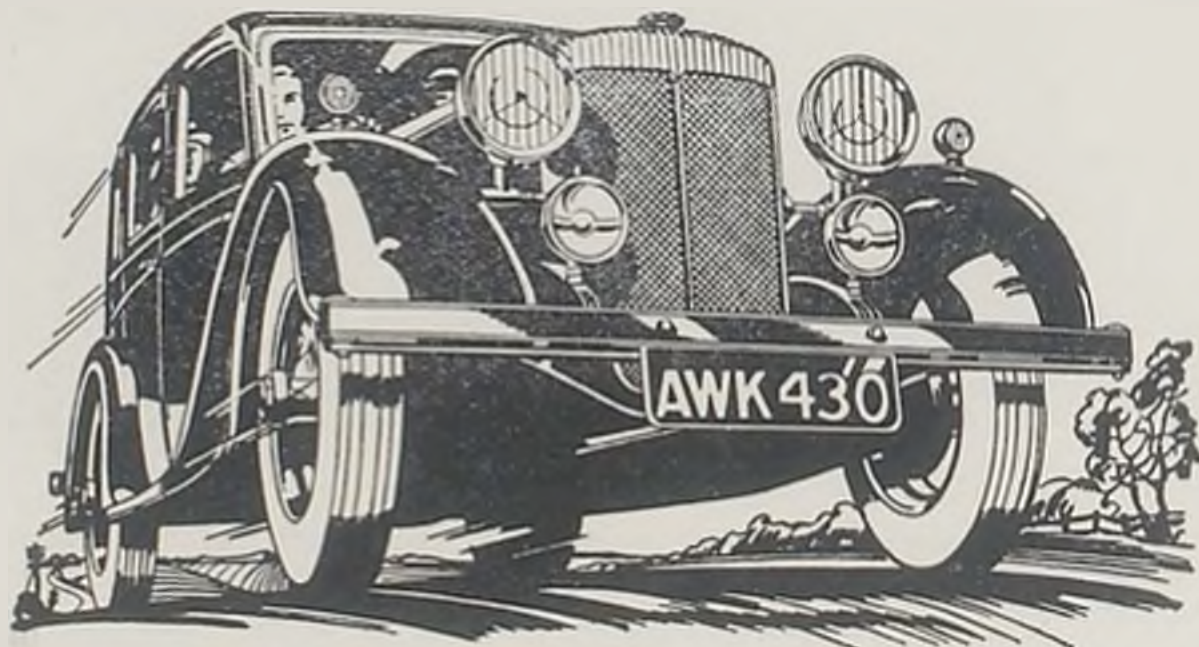
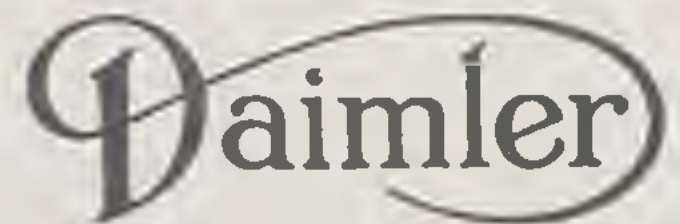
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BETTER HOMES WEEK

Take advantage of the Whitsun holidays to see the following attractive properties offered by Cheltenham's Leading Estate Agents.

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Have a large selection of properties both in town and country districts, either for sale or to rent. Lists forwarded on application.

The following is a selection which are recommended as being worth consideration, and for many of which we are appointed sole agents:—

£500 — **St. Mark's Estate.** Several of these well-built villas for sale, with possession. All services available.

£595 — **Prestbury,** modern, semi-detached villa, 2 reception, 3 bedrooms, bathroom, kitchen, garage. All services.

£625 — **Shurdington,** modern, semi-detached, 2 reception, 3 bedrooms, bathroom, garage, electricity, good garden, possession.

£725 — **Leckhampton,** 2 reception, 3 bedrooms, bathroom, garage, garden.

£775 — **Near Shurdington,** detached, modern, 2 reception, 3 bedrooms, bathroom, room garage, garden.

New Estate, mile centre: Attractive new houses, well-built, affording 3 and 4 bedrooms, tiled bathrooms, tiled kitchens, garages. Prices ranging from £790 to £860. Highly recommended

£895 — **Leckhampton,** modern, detached houses, nicely planned, 3 bedrooms, 2 reception, bathroom, garage; 4-bedroom type, £995.

£900 — **Old Bath Road,** delightful, semi-detached house, near East Gos. Ground, 4 bedrooms, 2 reception, pleasant garden.

£800 — **Near Naunton Park,** pretty detached house, with 6 rooms, tiled bathroom, brick-built garage.

£900 — **Queen's Road,** modern, semi-detached, in first-class residential district, 6 rooms, bathroom, heating system, garage, pleasant garden.

£925 — **Libertus Road,** detached, well-built, 3 reception, 4 bedrooms, garage, garden.

£1,075 — **High Ground,** outskirts, detached, 2 reception, 4 bedrooms, bathroom, garage, greenhouse, large garden, all services.

Denton Lodge, 5 Oxford Street, substantially built, 2 reception, 4 bedrooms, bathroom, level offices, central heating, large garage, 2 greenhouses walled-in garden, moderate price.

5 Eldorado Crescent, pleasantly situated, affording: 3 reception, 5-6 bedrooms, bathroom, level kitchen, garden; garage and extra garden if desired.

£1,800 — **Prestbury,** charming, old-world residence, with 2 reception, 5 bedrooms, bathroom, level offices, garage, excellent stabling for five.

Hatherley Road.—Superior, detached residence for immediate disposal: 3 reception, 6 bedrooms, bathroom, level offices, garage, good garden.

£875 — **Eastcombe,** 12 miles Cheltenham. Charming detached Cotswold stone-built residence: 2 reception, 3 bedrooms, bathroom, electricity, garage, pretty garden. Offers considered.

£900 — **3 Miles Cheltenham.** Detached Residence with 5 acres of land and orcharding; 2 reception, 4 bedrooms, out-buildings, Main services.

£1,225 — **Near Cirencester,** close golf links, modern detached residence, excellently planned and of attractive design; 2 reception, 3 bedrooms, bathroom, cloakroom, garage, nearly 1 acre of land.

£1,600 — **Painswick** (part 400 years old), detached residence; 3 reception, 6 bedrooms, bathroom, all services, garage and large, attractive garden.

Houses to rent ranging from £40 per annum, £45, £52, up to £85 per year.

We also have a large selection of unfurnished flats ranging from £40 per annum to £120, and furnished houses from £2/2/- per week upwards.

G. H. BAYLEY & SONS

House and Estate Agents

Recommend the following Properties

CHARMING detached stone-built Cottage, Prestbury, 3 Reception, 4 Bed, Bathroom, Garage, Good Garden, All Services. Central Heating. Price £1,450.

OUTSKIRTS. Detached modern House on 'bus route, 2 Reception, 3 Bed, Bathroom, Garage, Small Garden, Main Services. Price £875 or near.

RESIDENTIAL district. Exceptionally attractive modern house, well fitted and consideration given to detail. 3 Reception, 4 Bed, Bathroom, Garage, Charming Grounds about 3 acres. Price £3,500.

ON London Road, Near Holy Apostles' Church. Well built detached Residence. 5 Bed, 2 Large Reception, Bathroom, Garage, Terrace garden, Part Central Heating. Excellent Order. Price £1,750 or offer.

NEAR Glyngarth School. Superior semi-detached House. 3 Reception, 4 Bedrooms, Bathroom, "Ideal" boiler, Garden, Space Garage. Speculative price £675 or offer.

At exceptionally low figure. Leckhampton Road, semi-detached, 2 Large Reception, 3 Bed, Bathroom, Large Garden. Suitable for Investment.

TREAVON, Wellington Street. This capital 7 Roomed house for sale at the low price of £375 or near for quick sale. Good investment.

INVESTMENT worth noting. Malvern View Hotel, Cleeve Hill, now let at £120 on lease. For Sale at reasonable price by order of Executors.

ON Hatherley Court Road will be erected, detached modern Residences about £2,000, to purchasers' requirements. 4/5 Bedrooms, Large Garden. Open and protected front and rear. Plans on application.

NEWLY erected well-fitted House in Brooklyn Road. 2 Sitting, 3 Bed, Bathroom, Garden, Space Garage Good Investment.

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£450 All Saints'. Non-Basement, 2 Sitting, 3 Bedrooms, Bath, Electricity, Good Order. Or Rent £36 p.a. and Rates.

£475 Brighton Road. One of these excellent houses, close Cricket Ground. Possession, 2 Bedrooms, Bathroom; Electricity and Power.

£925 Cleeve Hill. Detached Stone Bungalow, 2 Reception, 4 Bedrooms, Bath (h. & c.), Kitchen, Garage; Electricity and Power; Magnificent position.

£300 Whiteway, Detached Bungalow, 3 Bedrooms; ½ acres. Vacant

£1,500 By Order of Executors. Block of 3 Flats; High Class position. Estimated and actual rents £225 p.a.; one flat vacant.

£1,450 Overlooking Lilley Brook Golf Course. Detached Residence, 2 Reception, 4 Bedrooms, Bath, Lounge Hall, Double Garage, Conservatory; Lovely Garden and Views.

£1,090 St. Mark's. Well maintained Residence, 3 Reception, 5 Bedrooms, Bath, Garage, Lovely Garden; Excellent Condition.

£1,075 Detached Modern Residence, good style; 2 Reception, 4 Bedrooms, Bath (h. & c.), Brick-built Garage; High ground; Possession; All Services.

£1,800 Leckhampton Road. Modern Detached Residence; Lounge Hall; 2 Reception, 5 Bedrooms, Bath; Show Garden; All Conveniences; Possession.

£3,500 Veritable Sun-trap; Detached newly-built Residence in several acres of beautiful grounds on outskirts; 3 Reception Rooms, 4 large Bedrooms, Tiled Bathroom and Kitchen; Brick-built Garage; Southern open aspect; Established trees; Stream; Lily pond, etc.

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WEST OF ENGLAND LADIES' KENNEL SOCIETY CHAMPIONSHIP SHOW IN CHELTENHAM

The most successful show in the history of the society opened last week at Pittville with a world's record entry.

- | | | |
|--|---|--|
| 1. View of some of the rings with the Pump Room in background. | 4. Three of Mrs. Sadleir's 1st prize bloodhounds. | 6. Mr. R. H. Taylor (Cheltenham) with his Shetland sheepdog. |
| 2.—A prize bull-mastiff. | 5.—Their owner, Mrs. Sadleir, of Lower Througham, near Birdlip, Glos. | 7.—Miss D. C. Henstock (Badgeworth), second from right, with Yellow Labradors and Spaniel. |
| 3.—Its owner Mrs. Arthington-Davy, of Bredon's Norton. | | |

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SATURDAY, MAY 22, 1937

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Next Week:—Continuous Performance from 2.15. **ELIZABETH BERGNER** in
"AS YOU LIKE IT"

Never before has the Screen given us such a beautiful picture, acted with such grace and skill. Showing at: 3.15, 6.10, 9.0. Also **THE JONES FAMILY** in "EDUCATING FATHER." Full Supporting Programme.

PALACE

HEAR. Phone 2553. HERE
2.0 Continuous 10.30

Mon., 24th May and Week:
JACK BUCHANAN in
"THIS'LL MAKE YOU
WHISTLE" (A)
with **Elsie Randolph**.
(At 3.33, 6.26, 9.19 Daily)

— Also —

Henry Hunter & Judith Barrett
in

"YELLOWSTONE" (A)

31st and week: Crawford, Cable
& Tone in 'LOVE ON THE RUN'

THE DAFFODIL

'Phone CHELTENHAM 3360
2.15 Continuous 10.30.

Mon., May 24th—For One Week:
THE CORONATION
IN GLORIOUS COLOUR.
Exclusive presentation in the
Dufay Colour Process.
Sydney Howard in

"CHICK"

And

Ida Lupino in

'ONE RAINY AFTERNOON'



PRESTBURY CORONATION CELEBRATIONS

Rev. Canon J. Baghot De la Bere, M.A., with Miss Gordon and Major C. Capel at Prestbury celebrations. Canon De la Bere was on the committee, and the proceedings took place in the beautiful grounds of the Close, lent by Major Capel. "Cheltenham Chronicle" Photograph. Copies 6 $\frac{1}{2}$ in. x 4 $\frac{1}{2}$ in. 1/-; 8 $\frac{1}{2}$ in. x 6 $\frac{1}{2}$ in. 1/9 each.

COLISEUM

Week 24th May. From 2.15 p.m.
JOE E. BROWN in His Latest
Laugh Picture

"A NATURAL
BORN SALESMAN"

with **Cuy Kibbee & June Travis**
(Times: 3.45, 6.30, 9.20.)

— Also —

"DOWN THE STRETCH"

A stirring drama of the race
track.
with **Patricia Ellis and Mickey
Rooney**

(Times: 2.15, 5.15, 8.5)
Movietone News (Times: 3.30,
6.20, 9.5)

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Lady's Model £3-8-6
Juvenile Model £2-15-0
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E. A. EMMS

HALES ROAD
CHELTENHAM

Tel. 2391. Est. over 50 years.

DALE, FORTY and Co. L^{TD} For the BEST PIANOS



CORONATION CELEBRATIONS IN BROADWAY

Broadway was very tastefully decorated for the occasion, and a big programme of events was carried through during the day.

1.—Girl competitors in high jump. 2 and 3. Some of the crowd. 4. Mr. S. E. Foss, Dr. W. G. Alexander, Mr. J. Morris, and Mr. A. J. Bridgman.



CORONATION CELEBRATIONS IN COMMERCIAL STREET, CHELTENHAM

Another Cheltenham street celebrated with its own party on Saturday afternoon. The children of Commercial-street had a splendid time.



CORONATION CELEBRATIONS FOR BODDINGTON, STAVERTON AND HAYDEN

These celebrations were held in the grounds of Boddington Manor on Saturday, by kind invitation of Mr. J. S. Gibbons.

- 1.—Mrs. E. Carter, first for ladies' fancy dress.
- 2.—Some of the people present.
- 3.—Mrs. Gould (second) and Mrs. M. Welch (third) for ladies' fancy dress.

- 4.—Winners in children's fancy dress competition the first four are on left, being Violet Jones (1), John Little (2), Joan Harper (3), Margaret Stratford (4).



TWO MORE OF THE CORONATION PROCESSION VEHICLES

The Stoke Orchard Dairy gained second prize in the Artistic Class. Their uniformed men and smart, clean looking van were typical of the accredited milk which this dairy supplies—all produced on their own farm at Stoke Orchard, under County Council licence. Telephone 4424 and be sure of the best.

"Say it with Flowers" is a good suggestion think the jolly customers of "Ye Olde Village Inn"—and they did so right royally as they toasted the health of his Majesty. A prize-winning entry by the Cheltenham branch of Messrs. Flower and Sons, Ltd., the Stratford-on-Avon Brewers.



CORONATION FESTIVITIES AT BREDON

The celebrations at Bredon were carried out in a very efficient manner, the principal event being a carnival procession by the young people in fancy dress.

- 1.—Three ladies judging the fancy dress competitors.
- 2.—Some of the competitors.
- 3.—A section of the procession.
- 4.—The head of procession.
- 5.—Miss Ruth Hemming as Peace, with R. Green and D. Turner well disguised as her horse.



CORONATION CELEBRATIONS AT STANTON

The celebrations at Stanton took place in the cricket field opposite Stanton Court, and there was a fancy dress procession at night. Seated in centre is Miss Wedgwood, behind is Mrs. E. Walker, standing is Rev. T. W. Reynolds, and seated next him is Lady Stott, with some of the fancy dress competitors.



GAIETY IN THE MUSICAL WORLD

"The Old Firm for Everything Musical" was the slogan of Mr. Syd Tonge's "Hill Billies" Cowboy Band which headed the Winchcombe procession earlier in the day and toured numerous Cotswold villages en route. The Band entertained several children's tea parties on returning to Cheltenham before taking part in the Cheltenham Parade. Mr. Tonge is one of our younger tradesmen, keen on anything that will attract visitors—and customers! This original entry certainly illustrated the variety of his stock.



CORONATION CELEBRATIONS AT DUMBLETON

Sports for children and adults were held at Dumbleton on Coronation Day, and a fancy dress parade for boys and girls was also a part of the proceedings.

1.—Some of the Committee.

2.—Start of a ladies' egg and spoon race.

3.—Some of those present.

"Cheltenham Chronicle" Photographs. Copies 6½in. x 4½in. 1/-; 8½in. x 6½in. 1/9 each.



CHELTHENHAM FIRMS AND THEIR STAFFS. No. 12: MESSRS. GOUGH AND EDWARDS

The business of Gough and Edwards, the well-known Cheltenham Drapers, Milliners and Furnishers, was founded nearly sixty years ago, the two partners being Mr. Benjamin Gough and Mr. Charles Edwards, with only one small shop at 404 High-street. A little later 402 High-street was added to display Baby Linen and Underclothing, this section being transferred when the opportunity occurred to purchase a fine block of property in Nos. 405, 406 and 406A High-street, South Cambray Lodge and South Cambray House. It is interesting to note that prior to this acquisition, Jackson's Stores—the biggest in the West of England at the time and the first to sell imported meat and the fourpenny loaf in Cheltenham—occupied No. 405. Shortly after the Great War, 31 Cambray—once the home of the Y.M.C.A.—was acquired, and No. 94 High-street—opposite Cambray—was opened a few years ago as a Carpet and Furniture Showroom. In 1913 Mr. Edwards retired, leaving Mr. Gough as sole proprietor of this progressive business. During recent years he has had the able assistance of Mr. Oscar Cannell (his nephew) in the management.

1.—Assistants and Workroom Staff. 2.—Mr. Benjamin Gough (Proprietor). 3.—Buyers and Departmental Heads. Top: J. C. Lampard, E. C. O. Cannell, H. Lucas. Below: Miss D. Taylor, J. Jones, Miss E. M. Goodman, E. N. Ferris, Miss L. E. Ware. 4.—Mr. O. E. Cannell (Secretary and Manager).



"REGENT MOTORS—THE SENIOR SERVICE"

Britain's Navy is recognised as the Senior Service, and a clever play upon this fact was made by Regent Motors with their Coronation procession entry of a huge model destroyer, "H.M.S. Regent" built exactly to scale by three ex-Naval men—members of the Regent Car Park staff. "H.M.S. Regent" gained the coveted John Player Bowl, the champion award in the Motor Section. As the destroyer passed the War Memorial in the Promenade during the parade its flag was dipped in salute and the "ship's band" played the National Anthem. By sheer merit, Regent Motors claim to have secured for themselves the distinction of the "senior service" in matters of motoring. It is of importance to all motorists to know that work entrusted to a garage is going to be carried out thoroughly in a competent engineering way and it is a great satisfaction to know that Regent Motors employ mechanics holding the Institute of Automobile Engineers' diploma, as well as the finest equipment which modern engineering science has devised. The ideal of this organisation is one of "Satisfaction with Service," and upon this their present immense connection has been built up. Letters are constantly being received from customers expressing appreciation of the way in which wants have been attended to with courtesy, efficiency and despatch.

"Cheltenham Chronicle" Photograph. Copies 6½ins. x 4½ins., 1/- each; 8½ins. x 6½ins., 1/9 each.



CORONATION CELEBRATIONS IN CHELTENHAM

A great feature of the rejoicing in Cheltenham was the splendid way the smaller streets of the town, especially those opening out of Lower High-street, made the day a right royal one for the children.

1.—Tea in Cleveland-street.

2.—The Worcester-street party.

3.—Sun-street had a lot of fun.

"Cheltenham Chronicle" Photograph. Copies 6in. x 4in. 1/-; 8in. x 6in. 1/9 each.



CORONATION CELEBRATIONS IN CHELTENHAM

Not only did the little streets of the town arrange their own parties, but they vied with each other in the way of decorations, which were magnificently done.

1.—Children in fancy dress in Marle Hill-parade.
2.—Some of the spectators in Marle Hill-parade.

3.—Festivities in Queen-street. This street was one of the many splendidly decorated.

(CHELTENHAM'S CORONATION DECORATIONS

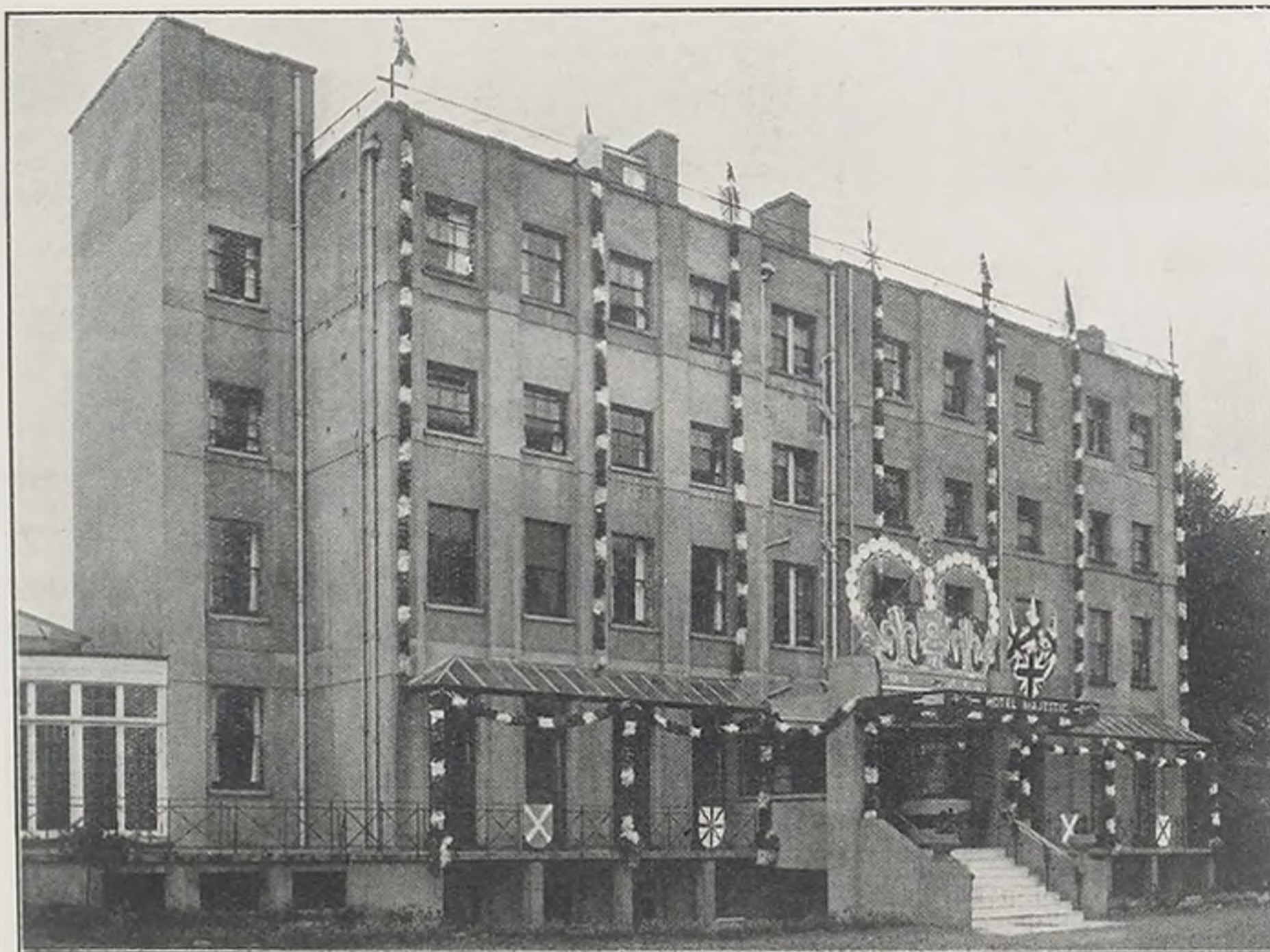
Quite a feature of the Coronation celebrations in Cheltenham was the very tasteful decorations by many of the private traders and hotels. We illustrated some last week, and here are three more.



1. The Famous, tailors and outfitters, High-street, whose display of flowers combined very effectively with bunting, was an object lesson in outside decoration.



2.—The shop of Mr. Frank Gorford, greengrocer and cooked meats, 30 Suffolk-parade, who had a very attractive show, especially effective when illuminated at night.



3.— The Hotel Majestic, Park Place. The tall imposing facade of the recently enlarged building was artistically draped, and combined with the beflagged top and crown design over the portico made a charming spectacle. Beautifully furnished, every convenience, comfort and excellent cooking, this hotel has made wonderful progress since it was first opened and is a definite asset to the town.



CORONATION DAY AT PRESTBURY

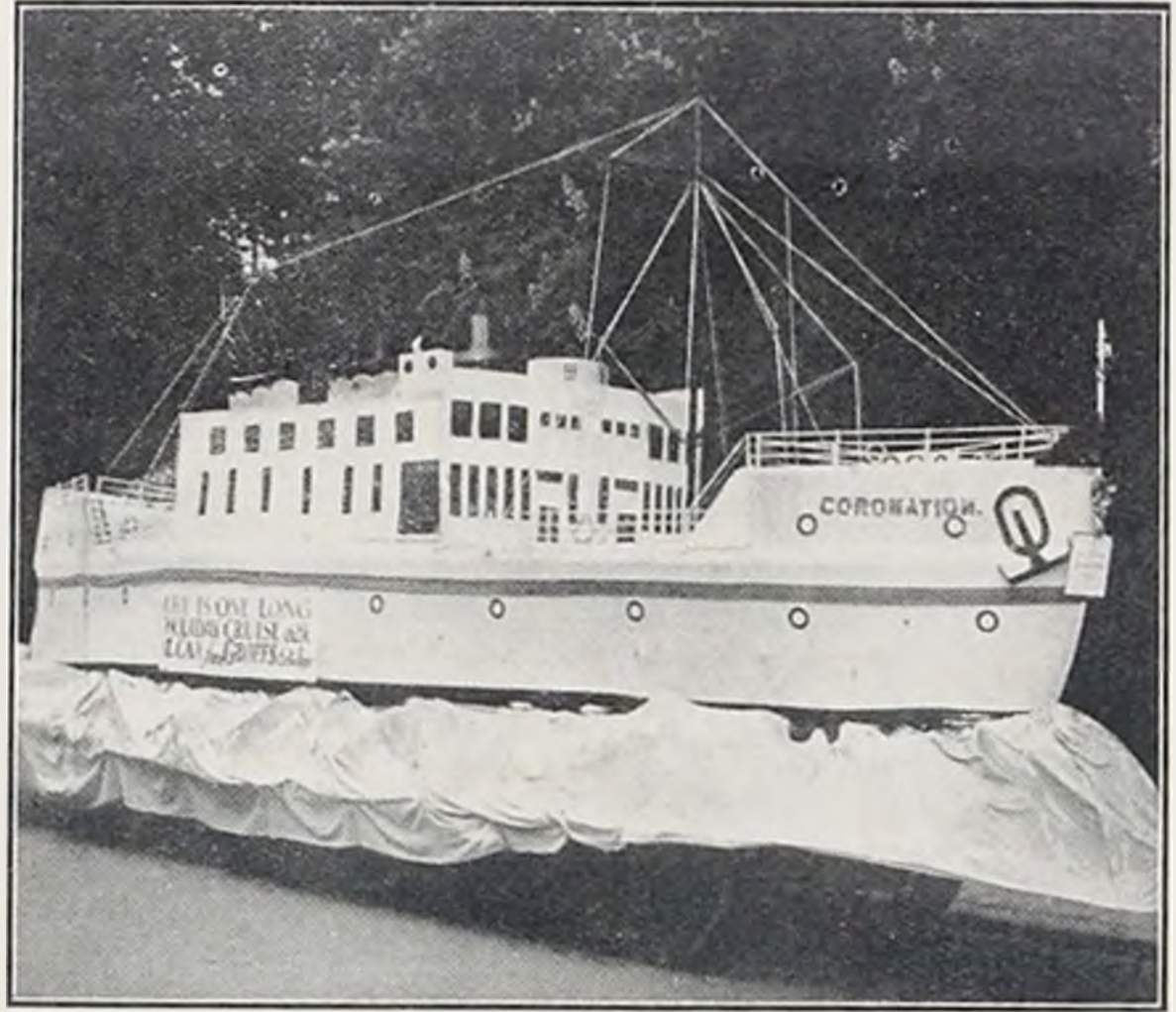
The feature of the day at Prestbury was the fancy dress parade, which was a great credit to the village. All met at the Burgage, where the various classes were judged, and then wended their way through the village in procession. Some of the competitors and spectators.

- 1.— Assembled in the Burgage to watch procession.
- 2 and 3.— Members of Committee.
- 4.— Some of the younger children in fancy dress.
- 5.— Some of the older children.
- 6.— Two cyclists with decorated cycles.
- 7.— Britannia with a section of the spectators.
- 8.— More of the younger children, who were splendidly attired and made a brave show.

"Cheltenham Chronicle" Photographs. Copies 6in. x 4in. 1/-; 8in. x 6in. 1/9 each.

THE CORONATION PROCESSION

Once again Cheltenham firms and their staffs displayed great ingenuity and went to much trouble and expense in order to make an effective procession, which was really the great event of the day to the general public. All the way from Montpellier to Sandford Park the streets were packed with admiring crowds, and below are some of the tableaux and decorated cars they saw.



Geoffs Autos, of Albion-street and Norwood-road, were as usual well in the forefront. The two entries shown above each secured a second prize. The small Fiat car with the huge grotesque driver caused intense amusement throughout the length of the procession route. Incidentally Geoffs inform us that these little Fiat cars are not only beautifully designed, but are also a revelation in economical maintenance costs. Tax is only £1 8s. 11d. a quarter, and petrol consumption 50 miles per gallon. Geoffs can deliver from stock and have an attractive easy payment proposition.



When summer comes many people will remember the striking display staged by Cheltenham Gas Co. It, of course, emphasised the advantages and cheapness of gas refrigeration. Another entry, "Mr. Therm and Mr. Germ," also dealt with refrigeration.

Another original entry was that of the Victory Motor Co., Ltd., Winchcombe-street, figures of horse and jockey being mounted on another "thoroughbred" the New Ford Ten. This firm also gained first prize in the tradesman's undecorated vehicle class.

Send your friends abroad the always interesting
"CHRONICLE AND GRAPHIC"

each week. Think how eagerly these Coronation pictures will be scrutinised, for instance



CORONATION CELEBRATIONS IN CHELTENHAM

Many other streets in the town held their own celebrations on Wednesday and Thursday.

1.—Waterloo-street, St. Peter's, where the Rev. S. J. Richards can be seen with the children.

2.—Bloomsbury-street, held on Thursday. Inset is the oldest resident, Mrs. Bennett, holding the youngest, Ann E. Sabbatella.

3.—Whaddon-avenue and district held their tea in the new St. Michael's Mission Church. The Mayor and Mayoress attended.

"Cheltenham Chronicle" Photographs. Copies 6½in. x 4½in. 1/-; 8½in. x 6½in. 1/9 each.



CORONATION DAY IN TEWKESBURY

One of the features of the celebrations in Tewkesbury was a fancy dress parade in the afternoon. A civic church parade was held in the morning.

1.—Cubs with their mistress (Miss N. Freeman) at the church parade. 2 and 3.—Children in fancy dress parade. Photos 2 and 3 by Mr. Mitchell, Tewkesbury. No. 1 by "Cheltenham Chronicle."



BISHOP'S CLEEVE CELEBRATIONS

Bishop's Cleeve held a grand fancy dress parade in the village on Coronation Day.

1.—Britannia and her attendants.

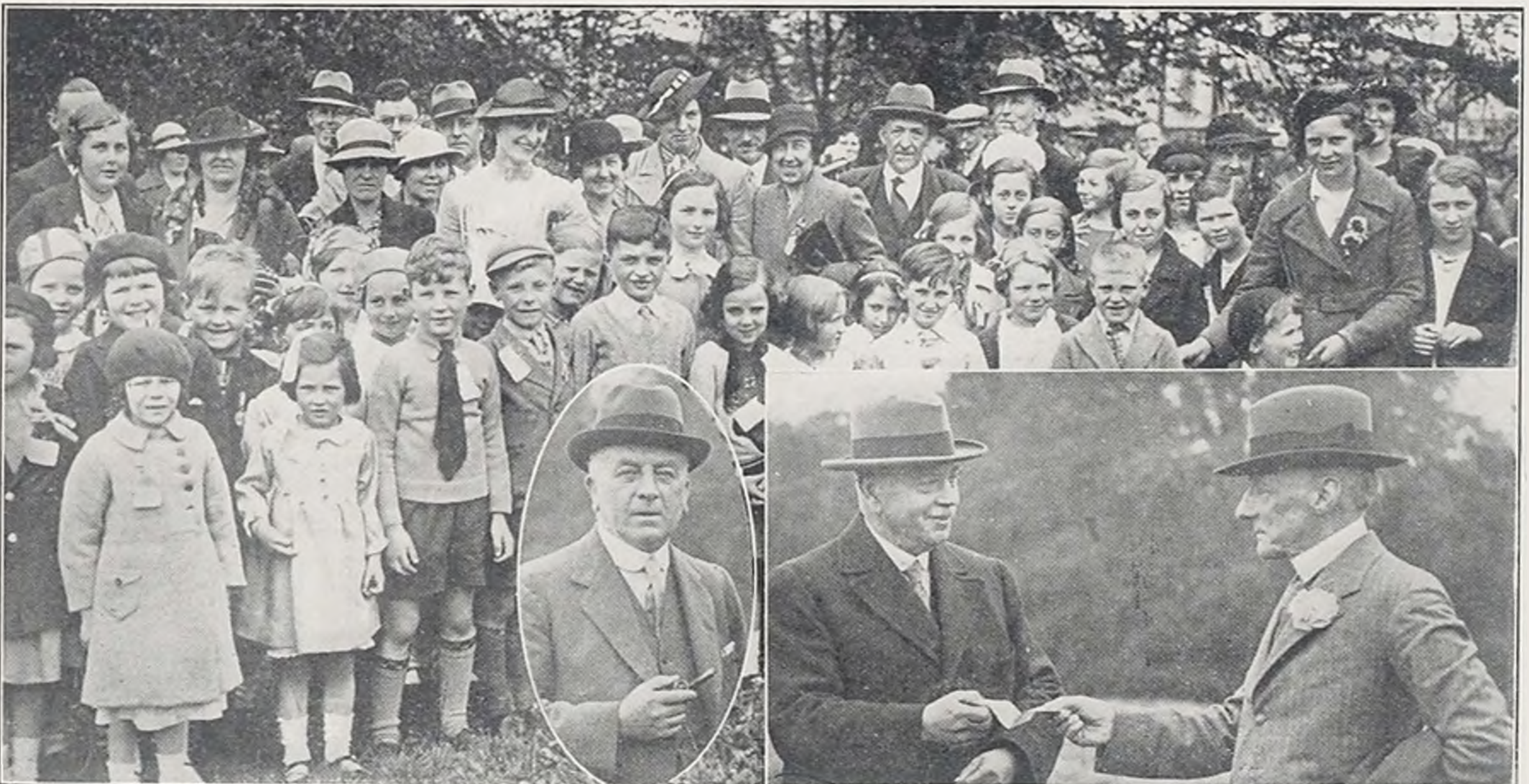
2.—Some of the fancy dress competitors.



CORONATION DAY IN WINCHCOMBE

A feature of the celebrations at Winchcombe was a carnival procession of pedestrians in fancy dress, and decorated vehicles. The procession passing Winchcombe Church.

"Cheltenham Chronicle" Photograph. Copies 6½in. x 4½in. 1/-; 8½in. x 6½in. 1/9 each



CORONATION CELEBRATIONS IN CHARLTON KINGS

Charlton Kings celebrations took place in Charlton Park. At the opening ceremony Mr. W. S. F. Harris (chairman of council) presided, and with him were Rev. R. H. M. Bouth, who opened the ceremony, and Mr. W. J. Forbes (inset) secretary to Coronation Committee. Some of those present, and on right Rev. R. H. M. Bouth handing to Mr. Harris the cheque for the provision of a playing field, one of the main objects of the occasion. Over £600 was subscribed.

"Cheltenham Chronicle" Photographs. Copies 6½in. x 4½in. 1/-; 8½in. x 6½in. 1/9 each.



GRETTON CORONATION CELEBRATIONS

A fancy dress parade was the principal feature at Gretton. Some of the competitors.

- 1.—A shepherd boy and his dog. 2. Mickey Mouse and Minnie.
Photographs by Mr. W. Tilling, Gretton.



FORTHAMPTON CELEBRATIONS
Miss Myra White with a decorated cycle at the Forthampton proceedings.

Photograph by Miss Goodhead, Forthampton.

CHELTENHAM MUSICAL FESTIVAL

TOWN HALL, MAY 29th to JUNE 5th
Three Sessions Daily. Programmes 6d.
Dramatic Competitions at The Pavillon, Montpellier Gardens, May 28th, at 6.30.
Admission 6d. each Session. Season Tickets 5/-

(From Music Dealers or Town Hall Bureau)
Final Prize-Winners' Concert—Sunday June 6th. Tickets 1/- and 6d. Reserved 2/4 and 1/6, at Dale, Forty & Co., Ltd., The Promenade.



COOMBE HILL BAND OF HOPE

The juvenile winners in a competitive temperance examination. From left: Dorothy Underhay, Mr. V. Underhay (secretary), Arthur Underhay, Mrs. J. Yarnold (president), Beryl K. Weston, Mrs. B. Warner (instructor), Ruby J. M. Attwood. "Cheltenham Chronicle" Photograph. Copies 6 1/2 in. x 4 1/2 in. 1/-; 8 1/2 in. x 6 1/2 in. 1/9 each

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.

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THE CHELTENHAM CHRONICLE AND GLO'SHIRE GRAPHIC

With Which is Incorporated the "Cheltenham Looker-On"
SATURDAY, MAY 29, 1937.

GRATIS SUPPLEMENT
No. 1,900.

THE OPERA HOUSE

Next Week: Continuous performance from 2.15. A Brilliant Programme—
ANN HARDING, WALTER ABEL in "THE WITNESS CHAIR," a drama
as great as "The Trial of Mary Dugan," also IRVIN S. COBB, ROCHELLE
HUDSON and NORMAN FOSTER in "EVERYBODY'S OLD MAN," a
human, humorous story, also full supporting programme.

PALACE

HEAR 'Phone 2553. HERE
2.0 Continuous 10.30
Mon., 31st May and Week:
JOAN CRAWFORD & CLARK
CABLE in

"LOVE ON THE RUN" ©

with Franchot Tone
(At 3.31, 6.24, 9.17 daily)

— Also —

Ricardo Cortez, Patricia Ellis &
Bela Lugosi in

"POSTAL INSPECTOR" ©

THE DAFFODIL

'Phone CHELTENHAM 3360
2.15 Continuous Daily 10.30
Mon., May 31st, For One Week:

"REMBRANDT"

with
CHARLES LAUGHTON

Produced by Korda, and
acclaimed by the National Film
Critics the Greatest Film ever
made in this country.

Lew Ayres and Florence Rice in
"TRAPPED BY WIRELESS"



CORONATION MEDALS FOR POLICE

Sir Frederick Cripps, chairman of the County Council, pinning the medal on D.C.C. J. W. P. Goulder at the presentation of medals to police at the County police headquarters in Cheltenham last week. The Chief Constable, Col. W. F. Henn, is behind.

COLISEUM

Week 31st May. From 2.15 p.m.
HERBERT MARSHALL and
RUTH CHATTERTON in
"GIRLS' DORMITORY"
with the sensational Continental
Star, Simone Simon
(Times: 3.45, 6.35, 9.20)

— Also —

"THE CRIME OF DR. FORBES"

A Thrilling Problem Drama with
Gloria Stuart and Robert Kent
(Times: 2.15, 5.10, 8.0)
British Movietone News
(Times: 3.35, 6.20, 9.10)

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CHELTENHAM FIRMS AND THEIR STAFFS. No. 13: MESSRS. S. C. MORRIS & SON, LTD., BUILDERS

This well-known firm of builders and decorators was founded in the year 1898 by Mr. S. C. Morris at Swindon-road, and the present yard and offices at Tivoli-place were purchased in 1916 from the old-established builders, Messrs. J. Cornell & Son. His son, Mr. C. W. Morris, and his brother, Mr. A. E. Morris, had previous to, and on return from the war assisted in the business. In 1931 the firm was turned into a limited company, with Mr. S. C. Morris as managing director and Mr. C. W. and Mr. A. E. Morris as co-directors. The firm has carried out many important contracts in and around Cheltenham, amongst others being the erection of the whole of the fine houses in Greenhills-road, also houses in Leckhampton-road, Sandy-lane, and Charlton Park Gate. Reconstructions, additions and alterations have been carried out to many well-known business premises, including Cheltenham Newspaper Co., Ltd., Cheltenham and District Gas Co., Ltd., Royal Insurance Co., Ltd., General Accident Assurance Co., Ltd. Considerable period building additions, etc., have also been carried out at various Cotswold mansions.

- 1.—General staff engaged in various contracts.
- 2 -The staff now building the new Emmanuel Church, Cheltenham.
- 3.—Mr. S. C. Morris, F.I.O.B., R.P.C. (X) Mr. A. Nicholls (foreman).
- 4.—The clerical staff.
- 5.—Mr. A. E. Morris, director.
- 6.—Mr. C. W. Morris, director.



"ECHO" CORONATION EXCURSION TO WINDSOR AND LONDON

Some of the 500 happy excursionists leaving Cheltenham G.W.R. station last week for the admirable excursion organised by the "Gloucestershire Echo" to Windsor Castle and to London to view the decorations and illuminations.

"Cheltenham Chronicle" Photograph. Copies 6 1/2 in. x 4 1/2 in. 1/-; 8 1/2 in. x 6 1/2 in. 1/9.

Shakespeare
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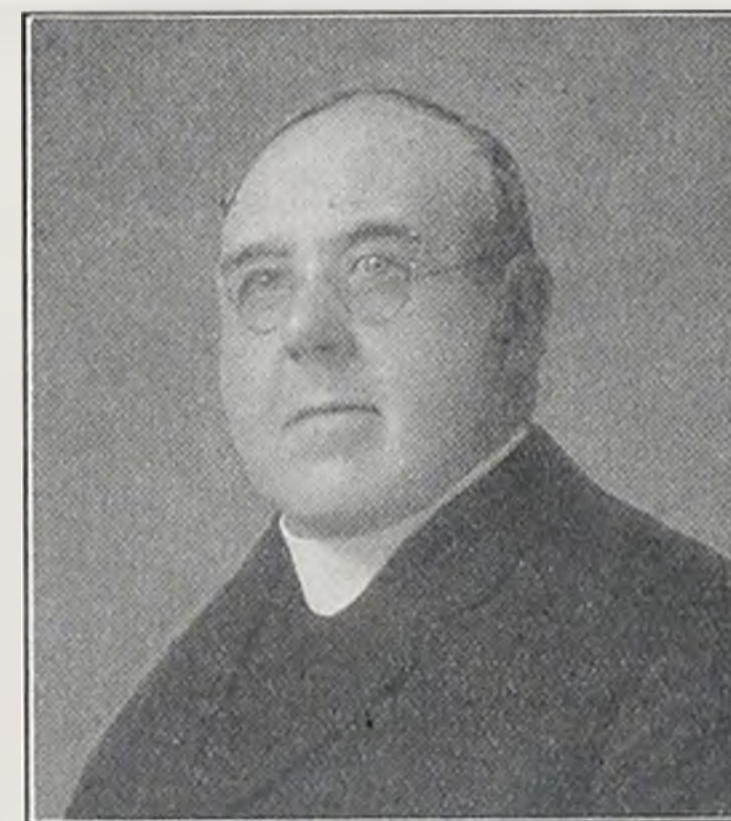


Burton-street celebrated the Coronation in great style and 68 children were entertained to tea in the street. Mr. W. J. Morgan was in charge of the proceedings and caused great fun.

Photo: H. Stokes, Cheltenham.



WINDRUSH GOLDEN WEDDING
 Mr. and Mrs. Thomas Dadge, of Ivy Cottage, Windrush, who celebrated their golden wedding on Friday. They were married at Little Barrington Church on May 21, 1887. They have lived in the same house for 50 years. Mr. Dadge has been a roadman for the last 58 years. They have one son and three daughters and five grandchildren. Both are aged 73 years.



REV. C. EVELYN CHARLESWORTH
 of Maenforth, Mead-road, Cheltenham, who passed away suddenly on Saturday at his home. He had recently taken over the pastorate of Leckhampton Baptist Church. He leaves a widow, a son and two daughters.

VALES for
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Send the "Chronicle" to Your Friends Abroad.



ST. PETER'S CHURCH, CHELTENHAM, FLOOD-LIT FOR THE CORONATION

As part of the Coronation decorations by the Corporation, St. Peter's Church, Cheltenham, was flood-lit during the past fortnight.

"Cheltenham Chronicle" Photograph. Copies 6½ x 4½ 1/- each, 8½ x 6½ 1/9 each.



ANNUAL CONFERENCE OF THE UNITED COMMERCIAL TRAVELLERS' ASSOCIATION IN CHELTENHAM
This annual conference, held at the Town Hall during Whitsuntide, was one of the most successful ever held by the Association. The local committee.

Back row.—Messrs. C. F. Buck, H. Walker, G. Lane, R. K. Wythe, A. Allen, A. Fluck, W. J. Pyatt, G. Carpenter, R. Ambler. Second row.—Messrs. A. V. Davies, H. C. Barnes, A. Laurence, J. S. Williams, H. Ringham, H. H. Eckford, S. C. H. Dix, R. Lewis. Seated.—Messrs. L. E. Oldfield, W. C. Clements, F. G. H. Stock, J. B. Till, H. J. Hawker (Chairman), Councillor T. W. Waite, A. Eustance, F. E. Skinner, F. E. Pugh.



CIRENCESTER OPEN TENNIS TOURNAMENT AND COUNTY HARD COURT CHAMPIONSHIPS

The finals in the Cirencester Spring Tennis Tournament were played off on Saturday afternoon.

- 1.—Miss G. Dickinson, Miss B. Pattison, Mr. N. Bardsley, Miss Ruth Mann.
- 2.—Seated are Mrs. M. Durrell, Mrs. P. J. Whitley, Miss K. Smith, Miss Valentine Brown. At back are Mrs. W. J. Healing and Mrs. Pryse-Rice.
- 3.—Mr. J. G. Sandeman, Miss M. A. W. Pearce and Mr. D. A. Gladman (men semi-finalists).
- 4.—Misses J. Goss and P. Seaton (semi-finalists).
- 5.—Miss V. Gardner, Mr. G. Godsell (champion) and Miss V. King (women's champion).
- 6.—Mr. W. R. Summers, Major P. Hasley and Capt. A. D. C. Macaulay (referee and handicapper).
- 7.—Mr. R. A. Reid in play.
- 8.—Messrs. H. Billington and Astley-Bell.
- 9.—Dr. F. H. Pearce (left) and Miss L. Hals (right), junior champion of Sweden.
- 10.—Miss P. Seaton in play.



PRESENTATION OF CORONATION MEDALS TO COUNTY POLICE

Coronation medals were presented to members of the Gloucestershire Constabulary at the County police headquarters last week by Sir Frederick Cripps, chairman of the County Council.

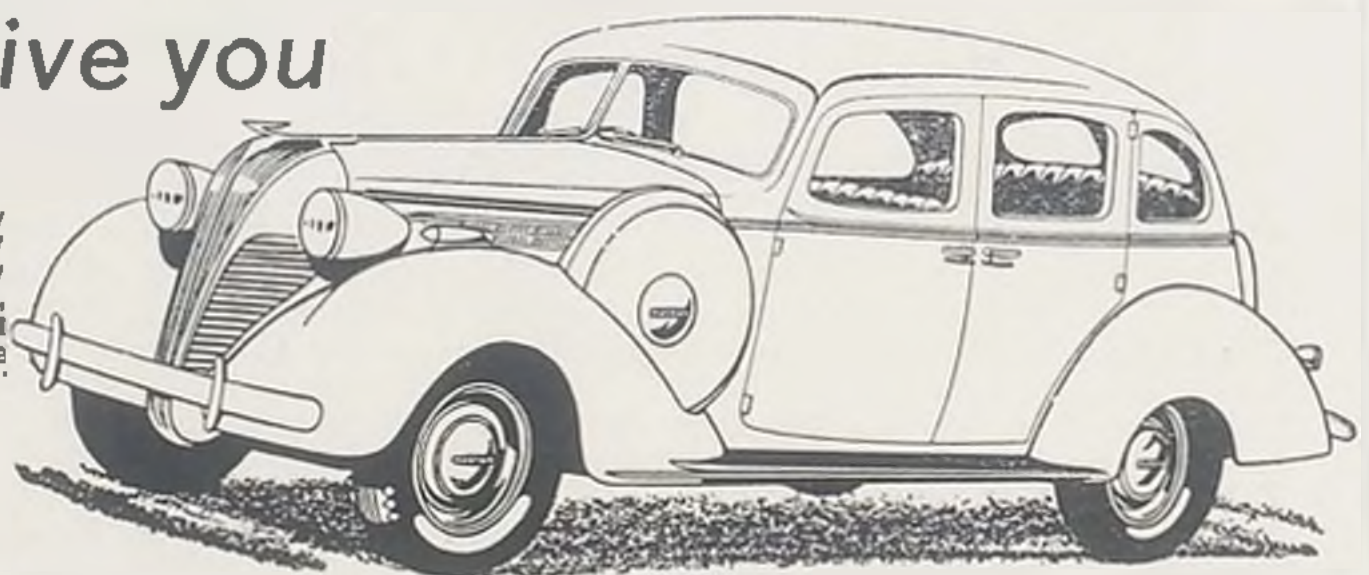
- 1. -Inspectors, sergeants and constables who received medals.
- 2. -Superintendents with the Chief Constable seated in centre, all of whom received medals. Standing: Supt. A. Sainsbury, Supt. A. W. Hopkins, Supt. W. E. Wakefield, Supt. J. H. Jotcham, Supt. F. J. Williams. Seated: Supt. J. Shelswell, D.C.C. J. W. P. Goulder, Colonel W. F. Henn (Chief Constable), Chief Supt. A. J. Wayman, Supt. F. Hallett.
- 3. -Sir F. Cripps presenting medal to Woman Constable Rosa M. Rouse.
- 4. -Inspector E. Barton and Inspector G. A. Wickham, who also received medals.

THE POWER of a Plane ... THE SILENCE of a Glider
THE CAR that will give you
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FURTHER SCENES OF CORONATION CELEBRATIONS IN CHELTENHAM AND DISTRICT

1. At the Charlton Kings celebrations, where sports for the children was the principal feature.
- 2.—Some of the residents of Marle Hill-parade cheering the children's fancy dress procession.
- 3.—Some of the characters in fancy dress in the Cheltenham Town Carnival procession.

"Cheltenham Chronicle" Photographs. Copies 6½in. x 4½in. 1 - 8½in. x 6½in. 1/9 each

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"500"
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CORONATION CELEBRATIONS IN CHELTENHAM

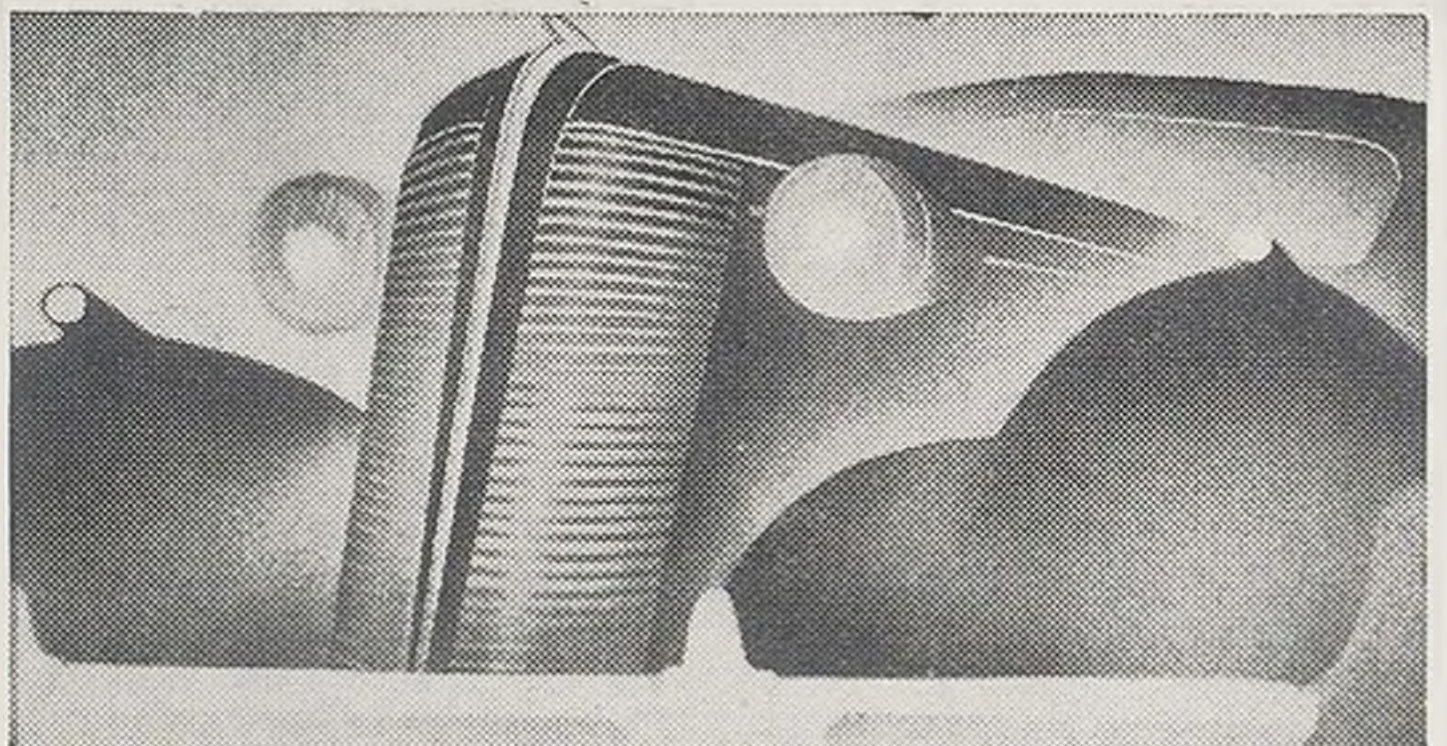
Most of the Cheltenham schoolchildren were entertained to tea at their various schools and were presented with the Coronation beaker as a souvenir of the occasion.

- 1.—Mothers and children leaving Leckhampton Schools 2.—Some of the juniors having tea at Naunton Park Schools.

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