

The BLUE BIRD BALL

Held annually at Cheltenham Town Hall in aid of the League of Pity (NSPCC)

The NSPCC was founded in the 1889s, from the earlier London SPCC. In 1891 a junior branch, the League of Pity, was founded to allow children to learn about the NSPCC and support fund-raising initiatives. A Cheltenham branch of the League of Pity was established in 1929, and held an annual ball at the Town Hall from the early 1930s. At first the ball was called the 'League of Pity Dance-Tea', then in 1936 a 'Seven-to-Seventy Dance' was held, and in 1937 the first 'Blue Bird Ball' was held. The Blue Bird Ball still takes place every December (pre-pandemic), usually held in Pittville Pump Room.

I remember them when I was a child in the late 1960s – a wealthy mother would book a whole table, and then you had to be nice to her daughter for weeks so that you might be included in her 'party'! I think individual tickets could also be bought, for the general rabble! – JW.

Gloucestershire Echo, Thur 7 Jan 1932

**DANCE-TEA FOR THE
LEAGUE OF PITY**

**Appeal For Clothes And
Toys For Children**

More than 500 people attended a dance tea at Cheltenham Town Hall yesterday afternoon in aid of the Children's League of Pity, junior branch of the N.S.P.C.C. Among the guests present were the Mayor and Mayoress of Cheltenham (Ald and Mrs. P. P. Taylor), Mr. L. S. Wood, H.M.I. of Schools, Mr. H. G. Billson, general secretary for the Cheltenham Branch of the N.S.P.C.C., and General Potter.

Dancing displays, which were bright and colourful, were given by the pupils of Mrs. McLellan, a costumed tambourine dance evoking much applause.

Mr. George Maisey's band supplied the dance music.

Cheltenham Chronicle, Sat 4 Jan 1936

**Successful League Of Pity
Function**

Nearly 300 people of varying ages attended the "seven to seventy" dance which was held by the Cheltenham Children's League of Pity at the Town Hall, Cheltenham, on Monday night.

This dance is held annually in aid of the funds of the N.S.P.C.C., of which the League of Pity is a junior branch.

Last night's dance was a very jolly and successful affair. Beginning at seven o'clock, it continued until midnight. The gathering ranged in age from the very young in party attire to those of more advanced years, but everyone appeared to be enjoying himself immensely. Paper caps and other carnival effects were distributed during the evening.

Gloucestershire Echo, Wed 22 Dec 1937 – ADVT.

The Children's League of Pity
(Junior Branch of the N.S.P.C.C.).
A BLUE BIRD DANCE, in aid of the
above, TOWN HALL, CHELTEN-
HAM, WEDNESDAY, December 29th,
1937, 7 p.m. till 1 a.m. Tickets 5/- each
(members of League of Pity 3/-), includ-
ing Buffet Supper and Ices, may be ob-
tained at the Town Hall.
George Maisey and His Band. 412

Gloucestershire Echo, Fri 27 Dec 1946 – ADVT.

THE LEAGUE OF PITY
(Junior Branch of the National Society for the Prevention of
Cruelty to Children)

The Blue Bird Ball

in aid of the above

TOWN HALL, CHELTENHAM
MONDAY, DECEMBER 30th, 1946
8 p.m. to 12 Midnight

TICKETS - 7/6 each. May be Obtained at the Town Hall

BILLY GAMMON AND HIS ORCHESTRA

BUFFET and BAR

Gloucestershire Echo, Tue 31 Dec 1946 – 600 AT ANNUAL BLUE BIRD BALL

The ball was organised by
Mrs. C. H. Watson (president),
Miss J. H. Humphries and Mrs.
K. Priday.
The following were members
of the committee who brought
parties:—
Mrs. Begbie, Lady Brierley,
Mrs. Elliot-Smith, Mr. D.
Grundy, Mrs. David Howell,
Mrs. Lipson, Mrs. Mayhew,
Lady Mullins, Mrs. Rowley,
Mr. T. W. Waite, Mrs. Wolley,
Mrs. L. S. Wood.

Gloucestershire Echo, Tue 30 Dec 1947 – 600 AT ANNUAL BLUE BIRD BALL

Among those who arranged
to bring parties were Mrs. J.
R. Gomme, Mrs. F. D. Grundy,
Mrs. David Howell, Mrs.
G. Makins-Smith, Mrs. A. J.
Mayhew, Lady Mullings, Mrs.
J. R. Rowley, and Mrs. G.
Hamilton-Price.

Gloucestershire Echo, Thur 30 Dec 1948 – BLUE BIRD BALL (800 attendance – JW)

Parties were brought by Mrs. C. H. Watson, Mrs. K. Friday, Mrs. Humphris, Mrs. A. G. Elliot-Smith, Mr. Douglas Grundy, Mrs. K. H. Vignoles, Mrs. J. R. Gomme, Mrs. J. R. Rowley, and Mrs. D. G. Howell

Gloucestershire Echo, Wed 28 Dec 1949 – BLUE BIRD BALL (650 attendance – JW)

Among those bringing parties were the Mayor of Cheltenham (Ald. P. T. Smith), Mrs. Humphris, Mrs. Friday, Lady Barlow, Mrs. A. G. Elliot-Smith, Mrs. Gomme, Mrs. Mayhew, Mrs. David Howell, Mrs. Rowley, Mrs. Douglas Grundy, Mrs. Vignoles, and Mrs. Wolley.

The committee were delighted to have with them on this occasion Mrs. J. H. Mercer, who opened the branch in Cheltenham 20 years ago and who was its first president.

The League of Pity is the junior branch of the National Society for the Prevention of Cruelty to Children, to whom the whole of the proceeds are to be given.

Gloucestershire Echo, Fri 29 Dec 1950 – BLUE BIRD BALL RAISES £150 FOR N.S.P.C.C. (nearly 700 attendance – JW)

Among those who took parties were the Mayor of Cheltenham (Ald. P. T. Smith), Mrs. Watson, Mrs. A. G. Elliot-Smith, Mrs. Friday, Mrs. J. R. Gomme, Mrs. D. Grundy, Mrs. David Howell, Mrs. A. J. Mayhew, Mrs. L. H. Morrison, Mrs. J. R. Rowley, Mrs. K. H. Vignoles, and Mrs. H. S. L. Wolley.