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**ALEXANDRA DAY AT  
CHICHESTER.**

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**OVER £100 FOR ROSES.**

**GIGANTIC JUMBLE SALE A HUGE SUCCESS**

**A TOTAL OF £408 11s. 4d. FOR THE ROYAL  
WEST SUSSEX HOSPITAL.**

Alexandra Day, the festival of the English wild rose, has never been more popular or more successful than it was at Chichester last week—and this, in spite of the war and the changed conditions under which it was celebrated.

The sale of roses on Alexandra Day, in aid of the Royal West Sussex Hospital, was inaugurated two years ago by the Mayoress, Mrs. Garland, and the success which attended her efforts on that occasion was repeated last year with even better financial results, the fete in Priory Park being an event which attracted some thousands of people.

In consequence of the war it was impossible to hold such a fete this year, so the Mayoress hit upon the happy idea of a gigantic jumble sale in its place, and the result was such a great success that it must have far exceeded the expectations of even the most sanguine.

**The Sale of Roses.**

The sale of roses took place on Wednesday, which was Alexandra Day proper, and the jumble sale was held on the following day. Throughout Wednesday, which was Market Day, a band of white clad ladies sold the little wild rose with so much energy and zest that by mid-day it would have been difficult to find a dozen people without roses.

An exceptionally busy time was spent in the neighbourhood of the Cattle and Corn Markets, but in every district the ladies lost no chance of adding to their receipts, and often a good price was paid for a single bloom, for which the minimum charge was a penny.

The Mayoress, as Honorary Secretary, and Mrs. Maltby, who acted as Hon. Treasurer (in the absence of Miss Hannah, who is in France) were at the Council House at an early hour—a quarter past seven to be precise—ready to send off the lady rose sellers. A number of well-known ladies assisted in replenishing the baskets with roses, the main streets being particularly well supervised in this respect.

**The Ladies who Helped.**

The following ladies made themselves responsible for replenishing the baskets of the rose sellers:—

South Street: Mrs. Arthur Freeland, Miss Murray and Miss Barrett.  
West Street: Mrs. Ridgeway, Mrs. Buchanan, and Mrs. Bottomley.  
East Street: Mrs. Jellicorse, and Mrs. Weller-Poley.  
North Street: Lady Turing and Mrs. Low.

The rose sellers were:—

Miss Aylmore, Miss Adams, Miss Bew, Miss L. Bartholomew, Miss Brown, Miss Chitty, Miss W. Elphick, Miss Ewens, the Misses Field, Miss Farr, Mrs. W. Farr, Miss Howard, Miss Hobgen, Miss Hall, Miss Herington, Miss Harrison, Miss Jellicorse, Miss D. Lake, the Misses Martin, Miss M. Penny, Miss N. Penny, the Misses Purchase, Miss Rands, Miss Reddaway, Mrs. Smurthwaite, the Misses Strange, Miss Sparkes, Miss Elsie Turner, Miss F. Sadler, Miss Willis, Miss K. Willis, and Miss Walker.

By the kind permission of Colonel Kidd, roses were sold at the Graylingwell Military Hospital, and also, by special permission, at the Royal West Sussex Hospital.

**At Midhurst, Selsey and Bosham.**

Very valuable help was accorded the movement at Midhurst, Selsey and Bosham, where roses were also sold.

Midhurst was organized by Mrs. Knight, who did excellently in collecting £15 12s. 7d.

At Selsey the arrangements were in the hands of Mrs. Humphreys, and when it is stated that so large a sum as £17 11s. 7d. was realized through her and the ladies who assisted, it speaks volumes for their efforts.

Bosham, too, did remarkably well, thanks to the work of Mrs. Arthur Pitts, who supervised the arrangements there, the amount which was forwarded to the Mayoress being £10 2s. This was more than double last year's collection at Bosham—a splendid increase.

For this valuable help from Midhurst, Selsey and Bosham the Mayoress is extremely grateful.

Altogether the amount raised by the sale of roses was £101 17s. 6d., which was really magnificent, the total realized from this source a year ago being £90.

**The Gigantic Jumble Sale.**

The interest which was centred in the gigantic jumble sale on Thursday afternoon was quite phenomenal. It was held in the Olympia Seating Rink, through the kindness of Chichester Olympia, Ltd., and the adjective "gigantic," which had been used in regard to its announcement, proved to be well justified. Nor was it only a gigantic jumble in name, for the financial result was proportionately gigantic.

The Mayoress of Chichester, whose work for the Royal West Sussex Hospital has always been marked with that thoroughness and assiduity characteristic of anything she undertakes, had spared no pains to secure the support of all classes in Chichester and the district around, and in order that all might aid, she welcomed contributions in money as well as in kind. Thus it came about that Mr. J. A. Waring, of Fishbourne, sent her a donation of £100, and other smaller sums came from various people.

It would be impossible to give a list of all that was sent, or the names of those who helped, but it may be mentioned that the Duchess of Norfolk was among the contributors to the "jumble," and articles were forthcoming from practically every class.

**A Huge Crowd.**

The sale was timed to open at half past three, and at this hour the crowd outside the Olympia was so great that it took close on half an hour to admit everybody.

There were eleven stalls, arranged all round the rink, and, as the market reports would have it, "trade was brisk." The best and the most useful articles were quickly disposed of at prices generally satisfactory to both seller and buyer, but as at all jumble sales, those in charge of the stalls were compelled to exercise a good deal of elasticity in the prices of some of the things and there were no doubt instances of buyers securing some splendid bargains.

The Mayoress received very great assistance from the Mayor (Councillor S. A. Garland, J.P.), the Deputy Mayor (Alderman G. M. Turnbull, J.P.), and Councillor G. T. Apps, in the general arrangements, which were of no small account considering the size of the undertaking.

**The Stalls.**

No. 1: Violet Lady Beaumont, Mrs. Freeland, Miss Murray, Mrs. Badden, Mrs. Dalby, Miss Lilywhite, Mrs. D. Kimbell, Mrs. Sayers, Mrs. Kerwood and Miss Kerwood.  
No. 2: Mrs. Bottomley, Mrs. Buchanan, Mrs. Heather, Mrs. Sadler, Mrs. Fogden, and Mrs. Smurthwaite, senr.  
No. 3: Mrs. Weller-Poley, Mrs. Low, Lady Turing, Mrs. Willis, Mrs. Bew, Mrs. A. Pitts and Mrs. Keach.  
No. 4: Mrs. Hooydonk, Miss Turner, Miss Batney, and Miss Reynolds.  
No. 5: Mrs. Apps, Mrs. Hooper, Mr. T. B. Harrison and Mr. Leslie Turnbull.  
No. 6: Mrs. Smurthwaite, junr., Miss Coombes, Miss Chard, and Miss Howard.  
No. 7: Mrs. Maltby, Lady Amy Gordon-Lennox, Lady Doris Gordon-Lennox, Mrs. Dowtry, Miss Willis, Miss N. Willis, and Miss Bartholomew.

No. 8: The Countess of March, Miss Swansborough, Miss F. Pitts, Miss Newman, and Miss Byles.

No. 9: Mrs. Jellicorse, Mrs. Birch, Miss Purchase, Miss Baker, Miss Farr, Mrs. Garland, Mrs. Sadler, and Miss Light.

No. 10: Mrs. Holland, Mrs. Denman, Mrs. Ewart, Miss Purchase, and Miss D. Kerwood.

No. 11: The Mayor, Alderman G. M. Turnbull, J.P., Councillor G. T. Apps, Miss Underwood, Miss B. Vick, and Miss H. Vick.

#### An Auction Sale.

When the stall holders had completed their task of selling privately an auction sale was conducted by Mr. Walter Stride (of Messrs Stride & Son), who once again very kindly gave his services gratuitously for the cause of charity.

For a couple of hours he wielded the hammer to some purpose, for although the amount which the auction realized was only a little over £12, he disposed of some hundreds of articles at prices ranging from a penny upwards. His 'catalogue' naturally contained only those things which the public had not thought fit to purchase privately, and the work was no sinecure, but Mr. Stride performed it always with a cheery smile and not without humour. An account of some of the lots which he knocked down to well known people present would no doubt prove interesting reading, but it is not usual to give such details of jumble sales, however gigantic they may be.

This auction sale was certainly an enjoyable affair even if it proved rather arduous for the auctioneers' assistants, among whom the Mayor and Deputy Mayor, Councillor Apps, Mr. Leslie Turnbull, and Mr. W. W. Whitehead, were most active. The staff of Messrs. Stride and Son also gave their services.

The result of the whole effort was magnificent, the total available for the Hospital after paying expenses being no less a sum than £408 13s. 10d.

#### An influential Committee.

As stated above, the Mayoress carried out the duties of Hon. Secretary, and Mrs. Maltby those of Hon. Treasurer, the latter receiving the kind assistance of Mr. G. E. Maltby, J.P. whose help in many ways was much appreciated.

The Countess of March was Chairman of the Committee, which was composed of the following ladies: Lady Leconfield, Lady Turing, Violet Lady Beaumont, Lady Horlick, Mrs. Duchanan, Mrs. Bird, Mrs. Bottomley, Mrs. Close, Mrs. Dalby, Mrs. Denman, Mrs. Davey, Mrs. Ewart, Mrs. Fyfe, Mrs. A. Freeland, Mrs. Gorham, Mrs. Garratt, Mrs. Holland, Mrs. Hammonds, Mrs. Humphrys, Miss Hunter, Mrs. Jellicorse, Miss Kennard, Mrs. Lees, Mrs. Low, Mrs. Masters, Mrs. Du Fre, Mrs. Weller-Poley, Mrs. Ridgeway, Mrs. O. N. Wyatt, Miss Whalley, and Mrs. Wilson.

#### The Queen Mother's Thanks.

Queen Alexandra has addressed the following letter to the Duchess of Portland as Chairman of the Executive of the Queen Alexandra Day Fund, and its perusal will be of interest to all at Chichester who supported the Mayoress in her excellent work:—

Marlborough House, June 23rd.

My dear Duchess,—I wish to take the earliest opportunity to express to you and to your Committee, and through you, to all those who have helped and worked by organizing by selling, and by contributing towards "Alexandra Day," my most sincere and heartfelt thanks for their splendid work in the great cause of charity.

The conditions under which "Alexandra Day" has been celebrated this year are so very different to former occasions that I have some difficulty in expressing what I feel. Then peace reigned, and all was happiness; now the dark cloud of war overshadows the country, and for this reason I am more than conscious of the strain imposed upon your workers, and am grateful to them.

The tension and anxiety felt by all throughout the country is so great that anything in the shape of a display would be contrary to the feelings and instincts of our people, but I feel that the sale of roses in the streets to-day shows our object not only to assist the sick and suffering, but directly and indirectly to benefit our glorious wounded soldiers and sailors in our hospitals.

The British nation is always ready to respond generously to such an appeal as has been made to-day, whilst to me it is my greatest pride and happiness that my name should be associated with an undertaking that brings comfort to those who are so sadly in need of it.

I wish to tell you how greatly I appreciate the co-operation and help which the Mayors and Chairmen of Urban District Councils in London and our provincial centres have given to the movement, and to them and their kind helpers I offer my very sincere and cordial thanks. I also desire to express my gratitude to the Lord Mayor for his kind assistance, and to his Administrative Committee for the work they have undertaken to distribute the Fund.

The organization which bears my name has spread throughout the Empire, and it is most gratifying to me to know that Canada, Australia, New Zealand, South Africa, and the West Indies are helping us to-day. It is also a pleasant surprise to me to hear that over 150 Belgian ladies are giving their kind and welcome assistance to our cause.

I would ask you especially to express to Miss Beeman, Organizing Secretary of the Alexandra Day Fund, my very cordial appreciation of her untiring labours and my congratulations on the splendid success which has attended her efforts, and please tell your Committee and the ladies who so kindly undertook the task of selling the roses how greatly I value all their work, and the time they have so generously given for the purpose.

In conclusion, I have only to say that the reception given me to-day, at such a moment, in my drive through the streets has touched me more than ever, and I can only thank everyone from my heart, and tell them how deeply I felt its warmth.

ALEXANDRA.