ALEXANDRA DAY AT CHICHESTER.

OVER £100 FOR ROSES.

GIGANTIC JUMBLE SALE A HUGE SUCCESS.

A TOTAL OF 6108 I.N. 46, FOR THE ROYAL WEST SUSSEX HOSPITAL.

Alexandra Day, the festival of the English wild rose, had never been more popular or more successful than it was at Chichester last week and this, in spite of the wet weather and the changeable 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. Garand, and the appeal which was made on that occasion was repeated last year with even better financial results, the sale of the flowers in Priory Park being an event which attracted thousands of people.

In consequence of the war it was impossible to hold such a festival this year, so the Mayor took upon himself the 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. The sale which was scheduled for Wednesday, which was Market Day, a large number 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 more.

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

The Mayor, Mr. Horace S. Sutcliffe, and Mrs. Marsh, who acted as Hon. Treasurer (in the absence of Miss Hannah, who was in Canada) were at the sale at an early hour—a quarter past seven to be precise—paid out the lady rose sellers. A number of well-known ladies assisted in replenishing the stock from the market, and the streets were 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 Freebairn, Miss Murray and Miss Barrett.
West Street : Mrs. Ridgeway, Mrs. Buchanam and Mrs. Bottomley.
East Street : Mrs. Jellicoe, and Mrs. Weller-Polye.
North Street : Lady Tuning and Mrs. Law.

The rose sellers were:

Miss Aylmore, Miss Adams, Miss Brow, Miss Borthwicke, Miss Brown, Miss Chitty, Miss W. Elphick, Miss Evans, the Misses Fidd, Miss Fidd, Mrs. Ward, Miss Howard, Miss Jackson, Miss Hall, Miss Herdington, Miss Harrison, Miss Jellicoe, Miss D. Lake, the Misses Martin, Miss M. Pettis, Miss N. Penny, Miss Parke, Miss Ransby, Mrs. Robbeway, Mrs. Smurthwaite, the Misses Podmore, Miss Sparkes, Miss Turner, Miss F. Sadler, Miss Willis, Miss H. Willis, and Miss Walker.

The outing provided of Colonel Kidd, from sold at the Goggy-woggly Military Hospital, and also, by special permission, at the Royal West Sussex Hospital.

At Midhurst, Selsey and Bognor.

Very valuable help was accorded the movement at Midhurst, Selsey and Bognor, where events were also held.

Midhurst was organized by Mrs. Knight, who exclusively in collecting £43 4s. 7d.

At Selsey the arrangements were in the hands of Mrs. Kemp, and when it is stated that a sum such as £11 15s. 7d. was raised through a few hours' work and the ladies who assisted, it speaks volumes for their efforts.

Bognor, too, did remarkably well thanks to the work of Mrs. Arthur Horace, who supervised the arrangements to the point where the amount which was decided on the Matroness being £5 2s. This amount was more than double last year's collection at Bognor, with an splendid increase.

For this valuable help from Midhurst, Selsey and Bognor the Matroness is extremely grateful.

The amount raised by the sale of roses was £137 7s. 4d., which was really magnificent, the total realized from this source being £200.

The Gigantic Jumble Sale.

The interest which was centered in the gigantic jumble sale on Thursday afternoon was quite phenomenal. It was held in the Assembly Hall, Southsea, through the kindness of Chichester Auctioneers, Ltd., and the atmosphere which had been used in regard to its announcement proved to be well justified. Nor was it a gigantic jumble in name, for the financial results were proportionately gigantic.

The Matroness of Chichester, whose work for the Royal West Sussex Hospital has always been marked with that thoroughness and assurance characteristic of anything she undertakes, paid no pains to secure the support of all the people in Chichester and the district around, and the result was that all might tell how the contributions of money in money and kind. The truth is that, Miss J. A. Waring, of Chichester, sent her a donation of £50, and another smaller sum came from the same source; people were all bound to give a bit of all. But the truth of the matter is, the names of those who helped in this manner as such could not be mentioned as the contributions of the contributors to the public notices of the hospital, every class.

A Huge Crowd.

The sale was timed to open at half past three and the time the closed out the Assembly Hall was a great success to this end. There were eleven stalls, arranged all round the hall, and, as the market reports would have it, the sale was brisk. The host and the hostess were quickly disposed of all goods arranged, but not at all jumble sales, those in charge of the stalls were the main streets being particularly well supervised in this respect.

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No. 8: The Countess of March, Miss Swanborough, Miss E. Fitts, Miss Newman, and Miss Dykes.

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

No. 10: Mrs. Holland, Mrs. Dorman, Mrs. Erratt, Miss Purchase, and Miss D. Kerwood.


An Auction Sale.

When the last 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 realised was only a little over £25, 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 success, but Mr. Stride performed it always with a cheerful smile and 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 a dubious success. The Mayor’s 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 not unfruitful, the total available for the Hospital after paying expenses being no less a sum than £40 13s. 10d.

An Inaugural Committee.

As stated above, the Mayorsess carried out the duties of Hon. Secretary, and Mrs. Mathby, niece of Hon. Treasurer, the latter receiving the kind assistance of Mr. G. E. Mathby, 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 Tuning, Violet Lady Beaumont, Lady Hore-Belisha, Mrs. Buchanan, Mrs. Bird, Mrs. Burtonwood, Mrs. Clemsen, Mrs. Dalby, Mrs. Dorman, Mrs. Davey, Mrs. Ewart, Mrs. Eyres, Mrs. A. Freshfield, Mrs. Gurnie, Mrs. Marratt, Mrs. Holland, Mrs. Hammonds, Mrs. Humbleys, Miss Hunter, Mrs. Jellicoe, Miss Kingard, Mrs. Loom, Mrs. Low, Mrs. Masters, Mrs. A. Du Pre, Mrs. Walker-Poley, Mrs. Ridgeway, Mrs. D. 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 Mayorsess in her excellent work:

Marborough House, June 23rd.

My dear Duchess—

I want to take the earliest opportunity to express to you and to your Committee, and through you, to all those who have helped and worked so efficiently by selling and by contributing towards “Alexandra Day,” the utmost sincere gratitude for the splendid work you have done in the great cause of charity.

The conditions under which “Alexandra Day” has been conducted this year are very different to former occasions that I have some difficulty in expressing what I feel. Thank you, and all who were present at Chichester, for the splendid success which has attended your efforts, and may the next year Committee and the ladies who so nobly undertakes the task of selling the great value all their work for the time they have so generously given for the purpose.

In conclusion, I have only to say that the reception this year has been the best ever and I can only thank everyone from my heart, and tell you how deeply I felt its warmth.

ALEXANDRA