

**POWER  
FROM TOWN'S GAS  
SAVES MONEY AT  
EVERY TURN.**

Phone 36.

# ATHERSTONE GAS LIGHT & COKE CO.

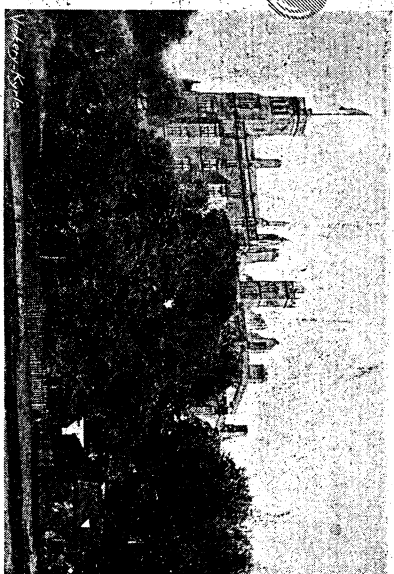
*A. H. SALE, Esq., Secretary.  
H. HADDOCK, Manager.*

Be Up-to-Date, and have in your  
House a Gas supply for Lighting,  
Cooking, Heating and Hot Water  
supply.

For Comfort, use a GAS COOKER,  
GAS FIRE, GAS WATER HEATER,  
GAS WASH-BOILER.

**GAS IS THE IDEAL FUEL FOR ALL  
INDUSTRIAL HEATING PROCESSES.**

Wf



OFFICIAL GUIDE

1422 AD  
4/2/22

## ATHERSTONE.

Published by  
**VICKERY, KYRLE & Co., LTD.,**  
LONDON: 4, Great Marlborough St., W.1; and Paris.

# R. Farmer Sheavyn,

The Leading DRAPER,  
= OUTFITTER, and =  
HOUSE FURNISHER

At 92 LONG STREET:

Household  
Drapery of every  
description.

Ladies' and  
Children's Coats,  
Corsets, Underclothing,  
etc.

Infants'  
Millinery, Costumes,  
Baby Linen,  
etc.

At 5 MARKET STREET:

Ready-Made  
Clothing, Outfitting  
Tailoring.

Furniture,  
Bedsteads, Bedding,  
Carpets, Linoleums

Sewing Machines,  
Mangles,  
Baby Carriages,  
Upholstering,  
Re-making Beds.

## Special Agencies—

J. PULLAR & SONS, DYERS, PERTH.  
The "WOLSEY" UNSHRINKABLE UNDERWEAR.  
The "ROYAL WORCESTER" CORSETS.

The most comprehensive Business in the Town. Its continued growth during 60 years (established 1861) is its best recommendation to old and new clients.

28

# J. K. Bourne & Sons

Wool Staplers,  
Corn and Seed  
Merchants. & &

Head Office: **ATHERSTONE**

## Branches at:—

Aldergate, TAMWORTH.  
The Parade, SUTTON COLDFIELD.  
High Street, KING'S HEATH.  
High Street, SOLIHULL.

## Partners:—

W. J. W. BOURNE.  
C. A. BOURNE.

# W. A. FOSTER,

Draper & Clothier, Boot & Shoe  
and Furniture Warehouseman.

Ladies' and Children's Millinery. Ladies' Raincoats—The "Aquatite." Ladies' Tweed Coats. Ladies' Costumes, in Black & Navy Serges and Gab- adines and Tweeds. Ladies' Blouses, Crepe de Chine, Silk, Poplin, etc. Girls' Dresses. Dress Materials and Costume Cloths. Sheets, Sheetings, Blankets. White and Coloured Counterpanes. Eiderdown Quilts.	Gent's Suits, Ready to Wear and to Measure. Youths' Suits, Ready to Wear and to Measure. Gent's Hats, Caps, Ties, Collars, Shirts, Under- wear, etc., etc. Ladies' Boots and Shoes—The "Lesteria" Brand. Gent's Boots and Shoes—The "Belrock" Brand. Gent's Raincoats— The "Aquatite" Brand.
---	--

W. A. FOSTER'S NEW FURNITURE WAREHOUSE is now  
full of New and Up-to-date Furniture, Bedsteads,  
Bedding, Wire Cables, Up-to-date Bassinets and  
Folding Push Chairs, Lino and Floor Cloths, Cocoa  
Matings, Carpets, etc., etc.

W. A. FOSTER, Chapel End.

Branches: POLESWORTH and STOCKINGFORD.

ESTABLISHED NEARLY A CENTURY.

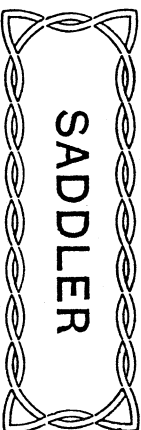
Elmer's China Stores,

25 LONG STREET,  
ATHERSTONE.

The only house in the town which specialises  
in all kinds of CHINA, EARTHENWARE and  
GLASS, and you are courteously requested to  
pay us a visit, when your commands will receive  
every attention.

SOLE AGENTS FOR GOSS CHINA.

ALLAN JOHNSON,



MARKET STREET,  
ATHERSTONE.

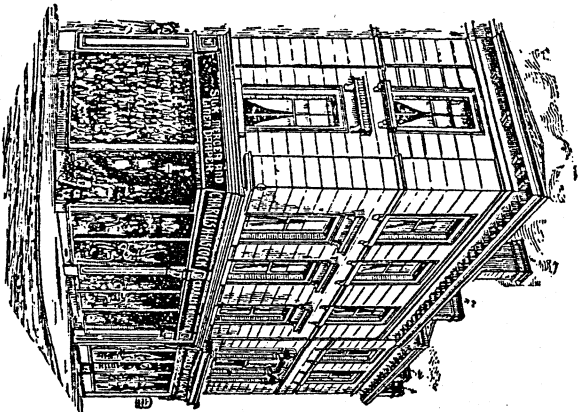
23/12/17.

# HISCOCK'S Drapery & Outfitting

Establishment will be found a convenient Shopping centre.

The premises are spacious, well lighted, and contain well appointed & ventilated Workrooms for the Dressmaking & Millinery Depts.

.....  
WEDDING  
TROUSSEAU  
IN ITS ENTIRETY.



Up-to-date and Well-assorted Stocks  
IN ALL DEPARTMENTS.

**FUNERAL ORDERS** **SPECIALLY CATERED FOR.**  
A large stock of Black Materials and Ready-to-Wear garments always in stock.

A SEPARATE ENTRANCE and SPECIAL DEPARTMENT for  
**GENTLEMEN'S OUTFITTING**

Neckwear : Collars : Shirts : Underwear : Rainproofs  
Hats and Caps : Hosiery.

**C. H. HISCOCK,**  
LONG ST., ATHERSTONE.

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# SALE & SON, ATHERSTONE,

WOOL STAPLERS,  
Corn, Cakes, Feeding Stuffs  
and Fertilizers Merchants,

SEED CORN AND CLOVER SEEDS OF THE  
HIGHEST STANDARD OF QUALITY.

# H. SPITTLE,

**BOOT STORES**  
(Opposite Post Office),  
**ATHERSTONE.**

Agent for "THE IMPENETRABLE," "THE C.R.,"  
"THE GRENSON," and other well-known Brands.

Noted for GOOD REPAIRS.

3

Telegrams: Baddesley Collieries, Baxterley.  
Telephone: 3 Atherstone.

# THE BADDESLEY COLLIERIES,

ATHERSTONE.

Best Ryder Coal only produced at  
these Collieries.

BEST SELECTED HOUSE COAL.  
COBBLES. :: BAKERS' NUTS.

**Manufacturing Fuels.**

DOUBLE SCREENED NUTS. BEANS. SLACK.

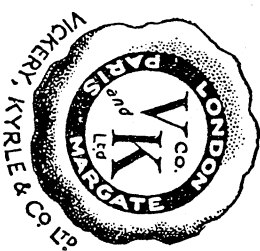
WAGONS: Baddesley Colliery Sidings, Atherstone, L. & N.W. Rly.  
or Baxterley Park Sidings, Kingsbury, Midland Rly.

Good facilities for Boat loading at Baddesley Colliery Canal  
Wharf, on the Coventry Canal.

These Collieries have a Landsale Wharf at Atherstone, and  
good supplies of all classes of Fuel are always available  
at reasonable rates.

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OFFICIAL GUIDE TO  
ATHERSTONE.



PUBLISHED BY  
VICKERY, KYRLE & Co., Ltd.,  
4, Great Marlborough St., London, W.1.; and Paris.

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## Important Announcement!

We do not profess to be the cheapest establishment in the district, but what we do maintain is that

WE GIVE THE  
BEST POSSIBLE  
VALUE AT THE  
LOWEST  
POSSIBLE  
PRICE.

COFFEE,  
FRESH  
ROASTED &  
GROUND,  
A SPECIALITY.

TEAS  
SPECIALLY  
BLENDED for  
the WATER OF  
THE DISTRICT.

High Class Grocers

Provision Merchants

# G. F. COLLINS & SON

35, Long St., Atherstone.

BRUSHES  
AND MATS  
OF EVERY  
DESCRIP-  
TION IN  
STOCK

NOTED  
SHOP  
FOR  
DANISH, IRISH,  
AND  
HOME CURED BACON.

Fruit & Italian Stores

FAMOUS FOR  
AUTUMN  
GRAIN  
SELF-  
RAISING  
FLOUR

ALWAYS AT YOUR SERVICE.

Phone 32.

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## ATHERSTONE.

SITUATED on the main line of the London and North-Western Railway, 102 miles from Euston, the ancient market town of Atherstone, in North Warwickshire, enjoys many interesting features, some of which are quite unique. Although, municipally, it only ranks as a rural town, it is really quasi-urban in character; but, from the point of view of progress and development, it would appear to the present generation to be a great pity that local public men in the past put so many stumbling-blocks in the way of such a prosperous little commercial town being raised to the status of an urban authority. Be that as it may, there can be no doubt that Atherstone is a very busy centre of industry, surrounded as it is by large collieries, stone quarries, and a rich agricultural district, to say nothing of the thriving hat factories and other manufacturing businesses which have for so many years flourished in the town itself.

### GEOGRAPHICAL FEATURES.

In ancient days Atherstone was a town of considerable importance owing to its situation on the old Roman Watling Street, the principal road artery of the country, which is said to be traceable from Dover to Holyhead. Geographically Atherstone is situated very near the centre of England, for on an ancient milestone erected in front of the Red Lion Hotel it is recorded—"100 miles to London," "100 miles to Liverpool," "100 miles to Lincoln,"—though whether the mileage thus stated is literally correct in all three cases has often been doubted. It may be that this milestone is a relic of the old coaching days, when the town was a well-known calling-place for travellers along the Watling Street. Even in these days it is traversed

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very largely by vehicles of a more modern character, for there can be seen passing through the town daily an almost constant stream of heavy and light motor traffic on its way from one end of the country to the other.

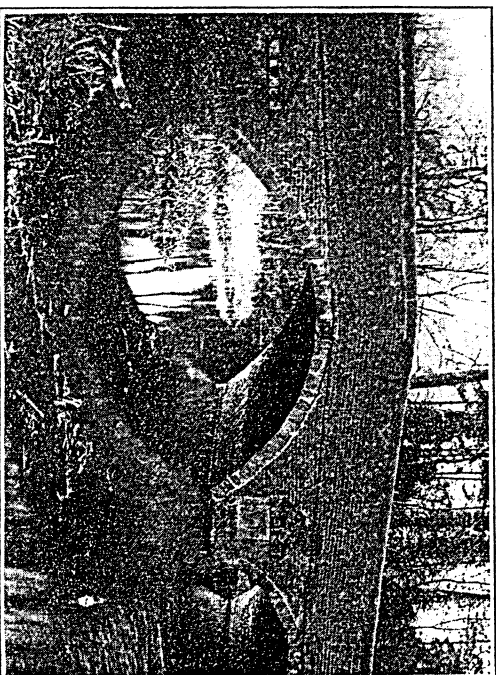
### A PICTURESQUE NEIGHBOURHOOD.

Although much has been said and written at different times in criticism of the centre of the town itself so far as its housing is concerned, there is plenty of evidence on all hands that in recent years the streets on either side of the main thoroughfare have improved considerably from an architectural standpoint. There are probably few neighbourhoods in England as delightful as that which surrounds Atherstone on all sides. One cannot take the wrong walk out of the town, either on the Warwickshire side, or on the Leicestershire side, to find some really beautiful country scenery. Leafy lanes abound everywhere, more particularly on the Warwickshire side, and the winding Bentley Road, skirting Merevale Park, has been pronounced by visitors to have few equals anywhere in the country.

### LOCAL GOVERNMENT.

The government of the town is administered by three distinct authorities which, placed in the order of their importance, or the power they possess, are (1) the Warwickshire County Council; (2) Atherstone Rural District Council, (3) Atherstone Parish Council. The County Council has control of the main roads and of the elementary education of the town; the principal duties of the District Council are to look after the maintenance of the district roads, to generally supervise the sanitary arrangements in Atherstone, and the adjoining parishes in Warwickshire, and to provide them with an adequate supply of water, and also to carry out housing schemes to meet the growing requirements of the populace; while the Parish Council, whose powers are somewhat limited, has charge of the cemetery, the lighting arrangements of the town, the allotments, and the public library—so that, if multiplicity of Councils stands for anything, Atherstone should be well governed.

ONE ENTRANCE TO ATHERSTONE HALL.

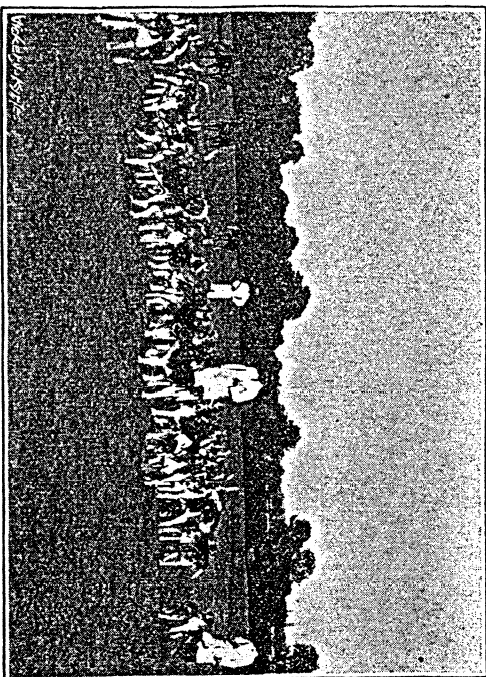


Photos by  
Mrs. Worman, Atherstone.

WITHERLEY BRIDGE.



MEREVALE ABBEY RUINS.



Photos by  
Mrs. W. W. W. W. W. W.

THE ATHERSTONE HOUNDS.

#### WATER SUPPLY.

The town water supply is at the present time obtained from two sources—one from the Atherstone Waterworks at Ansley, a distance of three miles, and the other from a joint supply belonging to the Baddesley Collieries Trustees. A scheme is now before the District Council to augment the existing supply to Atherstone and several other parishes in the local area from a boring at Warton, which Dr. Lapworth, the water expert, estimates will yield 240,000 gallons per day. This scheme is to cost something like £64,000, and application has already been made to the Ministry of Health for the necessary sanction to raise a loan for that amount.

#### TRAIN AND 'BUS SERVICE.

Atherstone is well served by the London & North-Western Railway Company, and has a busy station both in the passenger and goods departments. Running almost parallel with the railway for some distance is the Coventry Canal, along which there is a large and important boat-carrying service in connection with the adjacent stone quarries and collieries. The town also enjoys an excellent service provided by the Midland Motor-Omnibus Company, thus opening up the several neighbouring parishes which have never been reached direct by rail. This mode of transit is greatly appreciated by the inhabitants of the surrounding district, who are thus enabled to make quick journeys to Atherstone to do their shopping; whereas in the past they have been compelled to trudge weary miles on foot in all weathers.

#### A BUSY MARKET TOWN.

The town has a busy market on Tuesdays, which has grown considerably since pre-war days, and quite a large number of itinerant vendors pitch their stalls either under cover in what is known as the Market Cross, or around the Town Hall. The cattle market, held on enclosed premises in Station Street on alternate Tuesdays, under the management of the Atherstone Public Cattle Sales Co., Ltd., is also a flourishing concern, and is generally recognised as one of the principal stock markets in the Midlands, being attended by buyers from all parts.



FOR

# PRINTING

HIGHEST CLASS WORK ON BEST  
PAPER AT LOWEST PRICE

STATIONERY of the Best

ADVERTISING of every class

Ring up

# 51

## E. S. COLMAN,

90, Long Street,  
ATHERSTONE.

### The Atherstone News

FOR LOCAL ADVERTISING.  
FOR PROFITABLE RESULTS.

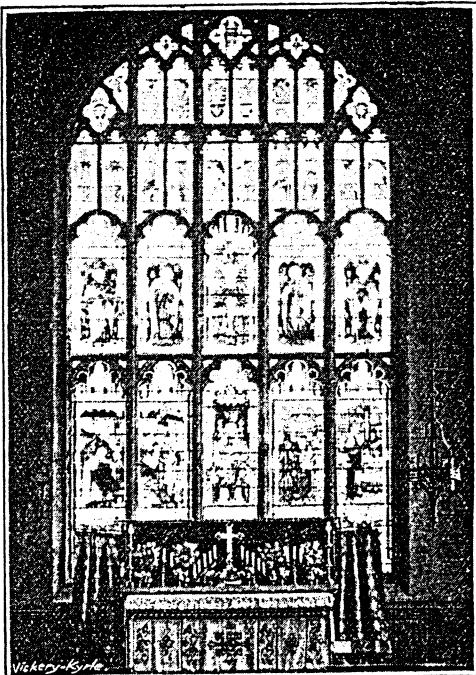
It enters practically every house in Atherstone, and reaches  
all classes of people.

### Judicious Advertising

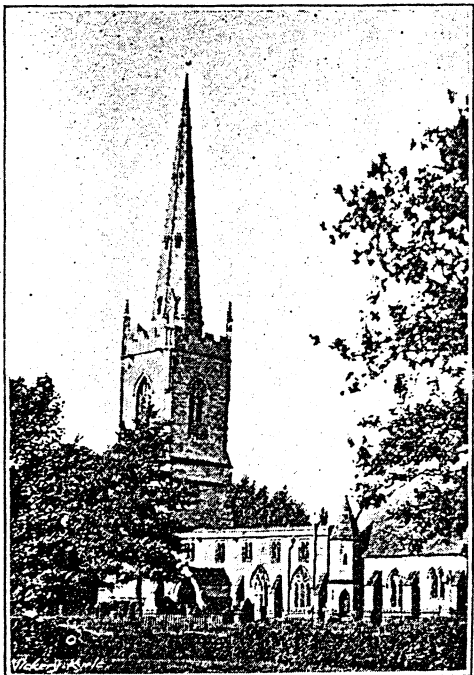
more than pays—it brings profits and increased business.

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Photos by Mrs. Worman, Atherstone.



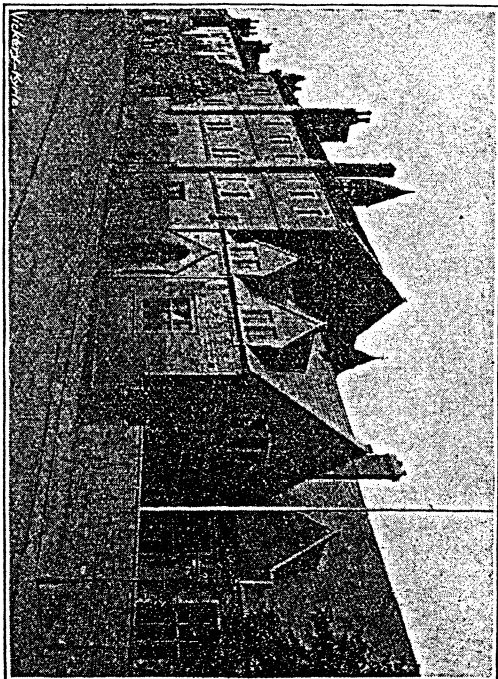
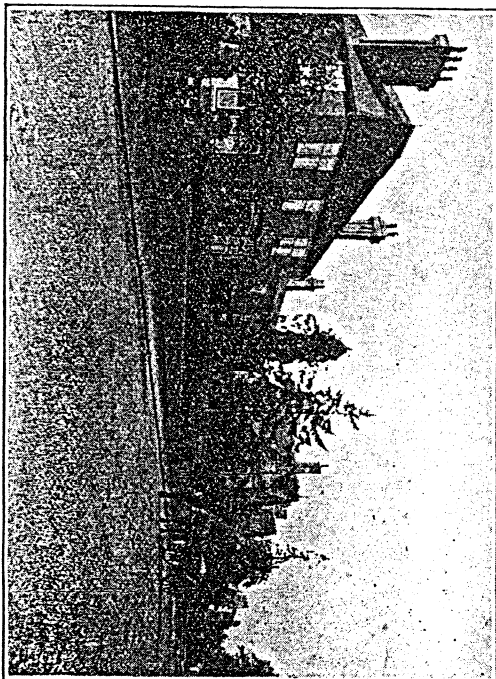
EAST WINDOW, ATHERSTONE CHURCH.



WITHERLEY CHURCH.

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ENTRANCE TO LONG STREET FROM WITHERLEY ROAD.



Photos by  
Mrs. Worman, Atherstone.

GRAMMAR SCHOOL.

# C. EDWARD ISON,

M.P.S.,

Pharmacist and —  
Dispensing Chemist.

Agent for REXALL Remedies  
and Toilet Specialities.

## Photographic Chemicals and Apparatus.

All makes of CAMERAS, PLATES,  
PAPERS, etc.

KODAKS & KODAK FILM.

Always a good stock of Infants' and  
Invalids' Foods, Hot Water Bottles,  
Wools, Lints, Gauzes, and all Sick-  
Room necessities.

*Chemist to the National Health Insurance Com-  
mittees of Warwickshire and Leicestershire. ::*

The REXALL PHARMACY,  
ATHERSTONE.

Tel 45.

We lead the way for Quality!

# W. CADMAN,

6 Market Street,  
ATHERSTONE.

Finest GRIMSBY FISH Fresh Daily.

## THE PICK OF THE CATCH.

ENGLISH RABBITS      LICENSED DEALER  
AND POULTRY.      IN GAME.  
Phone 28.

# The Picturedrome Co.

## ATHERSTONE.

PROPRIETORS:  
J. WALKER BRIGGS,  
HENRY E. VERO.  
  
THE HOUSE FOR  
FAMOUS PICTURES.

ONCE NIGHTLY, EXCEPTING SATURDAY.  
SATURDAY AT 3, 7 AND 9.

POPULAR PRICES - 4d., 5d., 8d. & 1/- (including Tax).

18

to be found anywhere in the Midlands. It is a most picturesque, health-giving spot, greatly admired by visitors, and has not inaptly been described as "the lungs of the town." In the summer time large numbers of people take advantage of its beautiful grassy slopes, from the highest parts of which fine views can be obtained of a lovely expanse of surrounding country. Not only are cricket and football played here in their respective seasons, but the ground also forms the links of the Atherstone Golf Club, which has a large membership attracted, no doubt, by the many sporting qualities peculiar to this course.

### THE TOWN FOOTBALL CLUB.

This club was established in 1887 and has had a very successful career. They have twice reached the semi-final round of the English Amateur Cup, have twice won the Birmingham Junior Cup, in addition to other numerous successes. The club plays in the Birmingham Combination with distinct success. There is a very good ground, with a stand, about  $\frac{1}{2}$  mile from the L. & N.W.R. station.

### CHARITIES IN ATHERSTONE PARISH.

Charity.	Date of Inauguration or Will.
Alice Couney's Charity ...	16/10/1623
Edward Drayton's Charity ...	...
Burke's Charity ...	1786
Trafford's Charity ...	1/10/1670
Lady Fulwood's Charity ...	27/5/1657
Symond's Charity ...	1687
Sir John Repington's Charity ...	2/12/1625
Warwick's Charity ...	15/12/1633
Martin's Charity ...	19/2/1664
Harrington Drayton's Charity ...	20/1/1671
William Simmond's Charity ...	1/7/1685
Loveday's and Gramer's Charity ...	15/6/1693
Abell's Charity ...	16/1/1677
Sharpe's Charity ...	28/1/1709
Strong's Charity ...	1/1/1738

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Charity	Date of Inauguration or Will.		
Roper's Charity	...	...	...
John Choyce's Charity	...	...	14/12/1786
Morton's Charity	...	...	...

For all further particulars apply:—

A. Hargrave, Esq.,  
120 Long Street, Atherstone.

The Charities are administered by a Board of specially appointed Trustees.

## TRADE NOTICES.

### SUPPLIES OF GAS.

Gas is the principal illuminant used in shops, streets, and private houses of Atherstone. This is due to the fact that no pains are spared by the Atherstone Gas Co. to produce good Gas and to give general satisfaction. Special Terms are quoted to large consumers of Gas for Power, Heating and Lighting.

Address all enquiries to Mr. H. HADDOCK, Manager, Gas Works, Atherstone. (See advt., page 4 of Cover.)

### J. K. BOURNE & SONS.

This family business is one of the largest concerns in the district, and its trading extends over a wide area. The business was established by John Bourne, the great-grandfather of the present partners, in or about the year 1796, when part of their present warehouses was built, and it has been carried on by successive generations since. In fact, members of one family of farmers residing on one farm near Lichfield have sold their wool to Bourne's of Atherstone and bought their seeds from Bourne's for over 115 years without a break, probably quite a record for such conservative trading.

In recent years the firm have bought up several other businesses and combined them with the original business, and have Branches at TAMWORTH, SUTTON COLDFIELD, KING'S HEATH and SOLIHULL.

The members of the family have always taken a keen interest in Public affairs. The present senior partner in

the firm is a County Magistrate, a member of the Atherstone District Council and a Governor of the Girls' High School at Nuneaton. (See advt., page 3 of Cover.)

### W. A. HATTON, Ltd., Hat Manufacturers.

The firm was established in 1869 by the late Mr. W. A. Hatton, and became a limited company in 1913. The business originated in premises in Long Street, but owing to its rapid development, Works of a larger character, previously occupied by Messrs. Sharratt & Furness were moved into in 1900.

The firm's trade is principally export, and the present business employs about 100 hands.

Messrs. Hatton's are manufacturers of all kinds of soft felt hats for ladies, gentlemen and boys, and their goods are sent to every part of the globe. (See advt., page 25.)

C. H. HISCOCK has a first-class Drapery and Millinery establishment, as well as a Gentlemen's Outfitting Department. Mr. Hiscock has provided every modern and hygienic device for the comfort of his staff of dressmakers and milliners.

E. S. COLMAN will impress the visitor by his artistic stationery and leather goods. This firm is also responsible for the local newspaper, "The Atherstone News," in which the proprietor takes a keen personal interest.

The prominent Boot Store of the town is run by Mr. H. SPITTLE—just opposite the Post Office. He is agent for several well-known brands, and his prices are very moderate.

Mr. C. EDWARD ISON has a most attractively arranged Chemist's shop. In addition to the usual drugs, there is a large assortment of perfumes and toilet requisites.

MESSRS. G. F. COLLINS & SON are large Grocers and Provision Merchants. A speciality is made of seeing that people get what they order.

Mr. ALLAN JOHNSON caters for everything in the Saddlery line. His stock of Sporting leather goods is most attractive. He is also an authority on the excellent hunting facilities in the district.

Mr. W. CADMAN, who does an excellent business as a Fishmonger, always has really fresh supplies, even on a Monday morning.

F. W. PARKINSON & SON is a very old-established firm. In their two-fold business, everything in the way of Wines and Drugs are obtainable.

THE ATHERSTONE GARAGE & ELECTRICAL CO. is owned by Mr. Albert Wainwright, into whose expert keeping the motor tourist can place his car with the utmost confidence.

JACKSON'S STORES can boast two or three lines—all good, all distinctive—such as Hardware, Wallpapers and Toys.

ELMER'S CHINA AND GLASS WARE is well worth a visit. Mr. Elmer has a number of real bargains at the disposal of the public. He is also able to arrange prompt replacement of breakages.

R. FARMER SHEAVYN has two large and flourishing establishments, in which he carries on the business of Draper, Outfitter and House Furnisher. It is really a most comprehensive concern, and has been established since 1861.

THE PICTUREDROME CO. have a most up-to-date house. It is comfortable, and the films are excellent.

W. A. FOSTER, as a Draper and Clothier, Boot and Shoe and Furniture Warehouseman, with Branches at Polesworth and Stockingford, does a very extensive trade, and the visitor should not miss his establishment.

## Classified List of Advertisers.

Business	Name	Address	Advertisement page
BOOTMAKER	H. Spittle	Opposite Post Office	3
CHINA STORES	F. T. Elmer	Long Street	1
CHEMISTS	G. E. Ison	Rexall Pharmacy	17
	F. W. Parkinson	Long Street	27
COLLIERY	The Baddesley Collieries		4
DRAPERS and OUTFITTERS	W. A. Foster	Chapel End	1st Cover
	C. H. Hiscock	Long Street	2
	R. Farmer Sheavyn	Long St. & Market St.	28
FISHMONGER	W. Cadman	Market Street	18
GARAGE	Atherstone Garage & Electrical Co.		24
GAS COMPANY	Atherstone Gas Light & Coke Co.	Last Cover	
GROCER & PROVISION MERCHANT	G. F. Collins & Son	Long Street	6
HATTER	W. A. Hatton	Long Street	25
PRINTER and STATIONER	E. S. Colman	Long Street	14
PHOTOGRAPHER	Doris P. Worman	Hilton House Studio	26
PICTURE HOUSE	The Picturedrome Co.		18
SADDLER	Allan Johnson	Market Street	1
WALLPAPER, Hard- ware & Toy Dealer	Jackson's	Long Street	25
WOOL STAPLERS	J. K. Bourne & Sons	3rd Cover	3
	Sale & Son		3

# SHOP AT HOME!

## LOCAL RESIDENTS AND HIGH RATES.

THE burden of high rates weighs heavily on all to-day, and on no one more than on the retired resident with a fixed or even decreasing income. The local retail tradesmen are certainly the chief ratepayers in the average towns. To-day many of them find their task a hard one, owing to the fact that residents are in the habit of ordering their goods from the great cities. This is a mistaken policy. Remember, empty shops pay no rates. Both residents and visitors should support the local trader. It is surely better to be one of a few score of valued customers than one of thousands in a big Department store.

The big store may be very slightly cheaper, but as the town's turnover increases, the local prices will gradually approach those of the city. The local store knows you and tries to please you. *Give it a chance; You will benefit in the long run.*

---

## CARS FOR HIRE, DAY or NIGHT.

---

### Atherstone

## Garage & Electrical Co.

(PROPRIETOR: HERBERT WAINWRIGHT).

### Mechanical & Electrical Engineers.

DECARBONIZING by the OXYGEN PROCESS.

Sole District Agents  
for "ROVER" Cars.

ALL TYRES and  
ACCESSORIES stocked.

24

## W. A. Hatton, Limited,

*Established 1869.*

*Incorporated 1913.*

### LONG STREET, ATHERSTONE,

MANUFACTURERS of all kinds of SOFT  
FELT HATS for Ladies, Gentlemen and  
Children.

Best Finish. Reliable Qualities. Smartest Styles.

*Home and Export :: Wholesale only.*

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## JACKSON'S

FOR

Hardware : Wallpapers : Toys

## Miss D. M. JACKSON,

Photographic Artist.

HIGH-CLASS WORK at REASONABLE CHARGES.

52 Long Street, Atherstone

25

# Photography.

Doris P. Worman

Undertakes Photographs of every description, including ANIMALS, VIEWS, PROPERTY and MACHINERY, as well as PORTRAITURE & WEDDING GROUPS.

CHILDREN'S Photographs are a Speciality, and no amount of trouble is spared to produce a good likeness **and** a pleasing picture.

---

SPECIMENS MAY BE SEEN IN THE  
SHOW CASE, MARKET STREET. :: ::

---

Appointments are made either at Hilton House Studio  
or at Grove Road, Atherstone.

26

# F. W. Parkinson & Son

(Proprietor : ARTHUR C. PARKINSON)

---

ESTABLISHED 1837

---

Respectfully solicit your  
patronage and recom-  
mendation in all things  
pertaining to the Busi-  
ness of a CHEMIST  
AND PHARMACIST.



---

Long Street, Atherstone.

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27