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"Know your local trader" No. 1

SHOP IN FRIENDLY ASH AND ASH VALE

AS reduced bus services, one-way streets, parking restrictions, and lack of delivery services increase, shopping in town centres becomes less and less attractive. People are having second thoughts about the advantages of deserting the shops around the corner for the large, shiny, supermarkets with their special-offer inducements and wide selection of goods.

They are realising that waiting for a free assistant in a small shop is little different from waiting at a check-out point in a supermarket, and that it might be worth doing without choice of 10 different brands if what one does choose can be delivered to the back door.

So as a guide to what is available around the corner, this newspaper introduces the first of a new series, "Know Your Local Trader."

Contact Electrics

MR. Ashley, of Contact Electrics, specialises in repairs to small domestic appliances such as irons, toasters, hair-driers, electric fires, etc., and can usually offer a 24-hour service. He is prepared to collect and deliver any article for repair, however small. The firm also specialises in house wiring, but for the handyman who wishes to do the job himself Contact Electrics carry a good stock of cables and fittings. A reasonable cash offer is available for old Hoover vacuum cleaners and washing machines, quite independent of part exchange.

The Handy Shop

THIS shop is run by Dorothy Markham, who has held top fashion shows in hand-knits in conjunction with the chief designers of Patons and Baldwins, James Norbury. As an expert in wools, Dorothy is pleased to give free advice to customers on any knitting problem.

A former star pupil of Farnham Grammar School, Dorothy was for several years purchasing manager of the Air Transport Division of Airwork Ltd. In addition to the well-stocked shop at 244 Shawfield Road, Ash Vale, Dorothy also runs "The Wool Shop, Camp Road, Farnborough."

Ash Vale Bakery

THE Ash Vale Bakery has been jointly run by Mr. and Mrs. Hadwick and Mr. Mitchard since 1958. Mr. Mitchard is in charge of the post office side of the business, and Mrs. Hadwick looks after the confectionery sales, assisted by a cheerful and efficient staff.

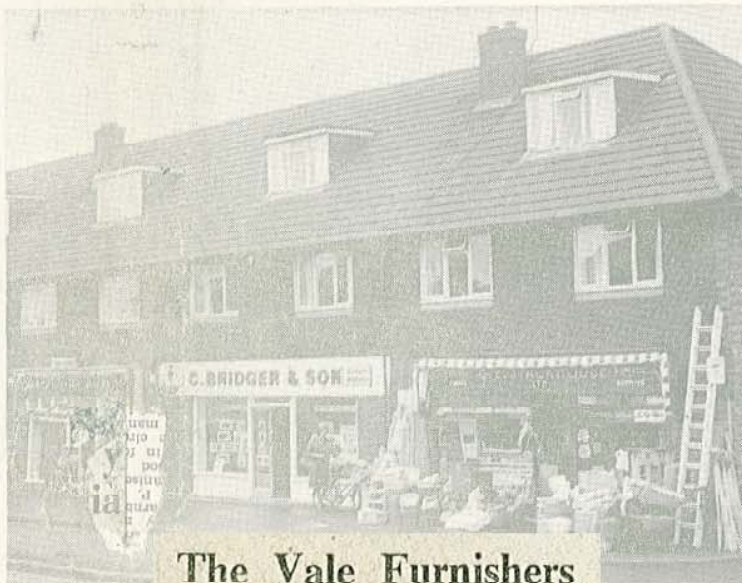
Mr. Hadwick is a past president of the Aldershot and District Master Bakers' Association, and from the age of 16 has won annual awards for his exquisite designs in cakes for all occasions. Some of their outstanding works of art include Daleks, football pitches, vintage and racing cars which have drivers made of marzipan, complete with goggles. Mrs. Hadwick claims that her husband has never yet failed to produce any design that has been requested.

Walters Handyman Stores

IN their ninth trading year Walters' Handyman Stores cannot begin to list the thousands of items they will have

G. E. Stackhouse

THIS modern, spacious shop is exceptionally well stocked and well worth a visit. Mr. Stackhouse will deliver all goods, large or small, if required.



The Service

MR. Doe has been well known to most people. He offers a list of groceries, cakes, pharmaceuticals and general goods, assured of friendly service here.

The Vale Furnishers

WHEN Mr. Chandless came to Ash Vale six years ago, he decided to go in for quality first and foremost. The people, not only from the immediate district, but from many miles away, seem to appreciate this. As can be observed from the advertisement, this store offers the products of the best manufacturers. Seventy-five per cent of the business comes as a result of recommendations from existing customers.

The proprietor does his own financing of hire purchase accounts, and therefore customers remain individuals and not a number on the file of a finance company.

every service they reasonably can. This already includes dry cleaning and photography. Mr. and Mrs. Rutters' son, who is a professional photographer, assists them. A good selection of toys and novelties and confectionery will be available at

Pamelle

She has lived in Aldershot since 1912 and was Aldershot from 1962 to 1963. Her wife was featured in page of the "Herald" during Mr. n of office as she was a dressmaker of Aldershot. Mrs. over "Edna's," hair-stylist, Mrs. Victoria Road, Aldershot, and Mr. Gibbs, an administrative side-line for her. Proof-ident and courteous-ly lies in the fact low own four salons.

Greyhound Inn

was originally a use in the 16th Century of the house, are ones. In 1703 New-London bought the and converted it into Then Mr. and Mrs. over the property in was still in existence a courtyard, which led to a bakery. Until a few years ago the roundabout outside the inn was a village green, on which an annual fair was held, and the prize fighters used the old pump in the courtyard to wash up after their bouts of fistfights.

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