

Chapter 15

1909-1945 Victor and Madame Augusta Mary Hayward (Silberberg)

In which we learn about the Hungarian owner and his wife, Madame Hayward, a prestigious dressmaker; Russian ballet dancers; the Cook vs the Butler; A Chilean heiress; dressmaking for the Titanic; dressing Glinda from the Wizard of Oz; breeding pigs, cows and poultry at the Grove; Warrior's Fairy Winks; and a gigantic country fair visited by the future King George VI

Bookham Grove was up for sale in June/July 1909, when the estate had shrunk slightly to 46 acres ^{1, 2}.

'Bookham Grove, comprising a handsome Georgian residence of medium size, decorated throughout in a most artistic manner, lighted by electricity, fitted with modern conveniences, standing on high ground, with south aspect, in fine old grounds and gardens and magnificently timbered park lands etc. of 46 acres.' ^{1, 2}

The proud boast of being lit by electricity draws attention to the fact that this was a luxury at that time since it was only after the First World War that electricity in houses became more commonplace. It can be assumed that the Bristowe's had undertaken these modernisations.

The estate was purchased by Victor and his wife Augusta Silberberg in 1909 for £9000 ³.

Equivalent to @ £5.7million today ⁴

Victor: 1852-15.5.1923

Augusta: 16.9.1862-21.11.1946

Later in July the outdoor items from Bookham Grove were put up for auction ⁵⁻⁸:

'Having sold the estate, will sell by auction on the premises on Thursday August 5th at 2 o'clock precisely':

- 5 well bred jersey cows and heifers with 2 calves
- Fine Berkshire sow
- About 200 head of poultry, incubators, Boulton and Paul's hen houses, coops, troughs etc.
- Iron tank cart
- First class Brougham and a Victoria, each with rubber tyres
- Well made four wheeled dog cart

- 5 h.p. Baby Peugeot motor in excellent order with Dunlop tyres, new extra tyre and sundries
- Garden tools
- Lawn mowers, rollers etc.
- Plants in pot
- Lawn seats and chairs
- A quantity of outdoor effects
- 2 Cottage pianofortes by Broadwood
- Waggonette
- Well made Tumbrel cart with ladders
- Capital bay gelding, quiet to ride and drive
- Brass mounted single and double harness, saddles etc.

Victor Lindberg Silberberg (often incorrectly written as Silverberg in documents of the time) was born in Criscior, Bihar County in Hungary in 1852 ⁹.

His father was Leopold and his mother was Anna Silberberg ⁹.

He married Augusta Mary Hayward of West Wickham, Cambridgeshire in 1883 at St George's, Hanover Sq. ⁹.

The couple had three children (Francis, however, died almost immediately):

1. Francis (Nov 1887- Dec 1887) (baptised in Middlesex on 30th November 1887 ⁹)
2. Dorothy (Sept 1884 -)
3. Gladys (12.6.1886- 31.1.1947) (baptised 16th October 1892 with Victor's address at that time being given as 1 Hyde Park Mansions, Marylebone, London ⁹)

Dorothy was 25 years of age and Gladys 21 years of age in 1909 when Bookham Grove was purchased. Dorothy had already married on April 11th 1907 to George Stebbing Alllen, with her address at the time being given as the merchant premises in Bond Street ⁹ so she would not have moved to Bookham Grove with them.

20.5.1874-
29.9.1940

But Gladys would have been with them as she did not get married until 1924.

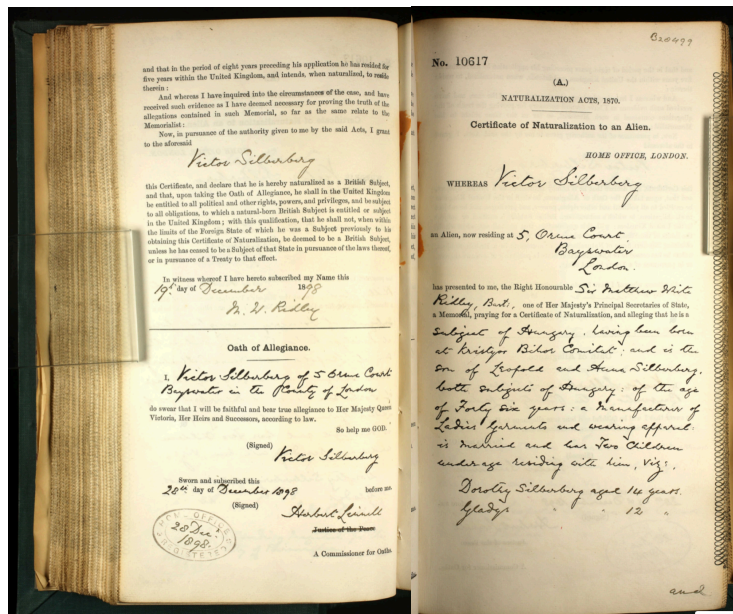
The Haywards ran an apparently successful women's clothing business, with Augusta Mary registered on the 1895 electoral register at 1 Hyde Park Mansions, where she lived, and 64 New Bond Street, where the business was run ⁹. The register maintained this same information between 1896-1899 ⁹.

On April 11th 1893 Madame Hayward is listed as the lessee of 64 New Bond Street on a long lease from the Corporation of London, and being 880 sq ft in size. The property is listed as being occupied by Madame Hayward, ladies milliner, and Mr Roque, French bookseller ¹⁰.

The London Gazette of 30th November 1897 describes the dissolution of a business partnership between Mrs Augusta Mary Silberberg and Mrs Ellen Eliza Foulston due to 'effluxion of time' on the 28th February 1897. The business was entitled: Mesdames Hayward of 64 New Bond Street, London (a highly prestigious address at that time), and would be continued by Augusta Mary ¹¹.

In 1898, the couple lived at 5 Orme Court, Bayswater, W2 4RL ⁹.

Whilst living at 5 Orme Court, Bayswater, London on the 28th December 1898 he became a naturalised British Citizen at the age of 46. He is recorded as a manufacturer of ladies garments and wearing apparel ⁹.



Victor Silberberg's naturalisation certificate ⁹

The family were still living at 5 Orme Court at the 1901 census ⁹ in which Victor's occupation is marked as 'Dress, Millinery and Corset maker' as the employer. His wife, Augusta Mary Silberberg was born at West Wickham, Cambridge according to the 1901 census. They had 2 servants with them:

1. Ada Hanna Clarke aged 27 as a housemaid/domestic
2. Annie Higgs aged 28 as cook/domestic.

Interestingly Orme Court is mentioned in the Da Vinci Code by Dan Brown, as the address of the Opus Dei offices ¹²; this is true as they currently have offices in 5-6 Orme Court ¹³.

Spike Milligan lived at 9 Orme Court in the 1970's and Eric Sykes worked with him here on their comedy material ¹⁴.

Soon after moving in Victor and Augusta had to deal with, what is described in the local papers as, an interesting incident which took place at Bookham Grove in November: ¹⁵

'HIGH LIFE BELOW STAIRS

THE COOK AND THE BUTLER - FOOTMAN IN A FIT

An amusing sidelight on the disagreements among servants was heard at the Epsom Petty Sessions on Monday, when Charles Langham, butler of Bookham Grove, was summoned for assaulting Elizabeth Sharpe, cook, of 40 Fulham Park Gardens, London.

Mr P M MacMahon appeared for complainant and Mr W J Hart for defendant.

Mr MacMahon said at the time of the alleged assault both parties were in the employ of Mr Silverberg, of Bookham Grove, complainant being the cook and defendant the butler. Apparently there had been some little disagreements between the two as to what should be done with the dishes when they were removed from the dining room. The butler seemed to think they should be taken to his pantry, and the cook thought they should be brought to the servants' hall, where they would provide supper. Prior to November 15th the cook had on more than one occasion drawn attention to the fact that the dishes had found their way into the wrong place. On November 15th she again drew the attention of the butler to the fact that the dishes had been diverted from their proper course, and the butler expressed the opinion that he was perfectly justified in what he was doing. At about 9 o'clock on that evening the footman came into the servants' hall for his supper and was seized with a fit. Complainant was not in the hall at the time, but she was called, and seeing his condition threw some water over him in an endeavour to bring him round. She was assisting the footman across the room when the butler bustled into the room, and seizing the cook by the shoulder pushed her on one side. Complainant was a distinctly heavy woman and she fell back on her left shoulder and struck the back of her head on the floor. She was assisted by two fellow servants who subsequently took her to her room, bathed her shoulders and did something to relieve the pain at the back of her head. It might be advanced by the defence that this was an accident, but he would point out that from that time until complainant left the house on the following Friday there was not one word of regret from defendant, but on the other hand on several occasions words of abuse. The reason complainant left her service was that on the following day she was quite unfit to do her work, and even required assistance to dress and do her hair. She spoke to her mistress about what had happened and she was paid her wages to date, a months wages in lieu of notice, and her fare back to London. He pointed out that complainant was in receipt of £40 a year as wages, and she had been obliged to give up her appointment in consequence of her injuries....

Complainant gave evidence, and said she was getting the footman out into the air when defendant came up saying "Get out of this," and pushed her away. She fell backwards, hurting her shoulder and causing a large lump on the back of her head. She did not sleep at all that night as her shoulder was very painful. Next morning she met defendant and complained to him of the assault. She said, "You wicked man; I shall charge you for injuries to my shoulder and head." He replied "You may charge me. That is not half of what I will give you yet" (laughter). She consulted Dr Fisher and had an interview with her mistress. In consequence of her condition she had to give notice to leave as she was unable to do her work. Her mistress gave her a month's wages in lieu of notice and paid her travelling expenses to London. Since she left she had been attending a doctor in London. At the present time she was unable to lift her left hand above her shoulder, and she could not dress or do her hair without assistance.

By Mr Hart: She did not know what caused the footman to go into a fit. It was not in consequence of her bullying him that the footman went into a fit.

Mr Hart: What are the facts relating to your leaving? Witness: I have told you. I was unable to do the work or see to it.

Isn't it a fact you were discharged for insolence? I was not. I was given a month's wages.

Wasn't it necessary to call a policeman to eject you from the place? I went to find a policeman to ask him about a summons, and when I returned I found him at the house.

Do you deny that a policeman was called for the purpose of having you ejected? - I was not there. I had done nothing for a policeman to be called to put me out.

Witness denied that she was dismissed. She had not quarrelled with the other servants, and she had not previously flourished a knife at defendant. Complainant, in further evidence said she saw Mr Silverberg and told him she should prosecute the butler. He said, "We cannot have any prosecutions here. If you do you must leave. If you do not prosecute I will see that Langham does not interfere with you anymore." She went to ask a policeman where she could get a summons, and when she returned her boxes were outside the kitchen door. Her mistress went to town every morning, and she had left that morning before witness's boxes were put out. Witness left the house in a perfectly orderly manner. During the 6 weeks she was at the Grove she lived on perfectly good terms with all the servants excepting the butler.

Dr Fisher of Bookham was called as a witness, and before taking the oath said he objected to the total inadequacy of his conduct money. He had had to motor over there and leave his practice for conduct money amounting to half a guinea.

The Chairman (the Rev E W Northey): We will consider that when the case is over.

Dr Fisher then gave evidence, and said he saw complainant on Nov 16th and 18th. She complained of pain over her left shoulder and said she was unable to raise her arm. She also complained of injury to her head. On Nov 18th there were bruises on the shoulder and they were consistent with violence.

Defendant gave evidence on oath, and said complainant was cook at the Grove for about 5 weeks. On the evening in question she had accused him of having taken some things down to the pantry. When the footman had a fit he was sent for, and he did what he could to restore him. He was getting the footman out into the air when the cook pushed against witness twice. He said, "Don't do that; there is no time for rowing now." He had the footman in his arms, and he put out his hand against complainant, and she fell over. If he had been allowed to take the footman out into the air, and the cook had not interfered the accident would not have happened. As soon as the cook saw him the next morning she called him a murderer (laughter), and he never spoke to her. He had had a lot to put up with as the cook was always complaining and snappy, and on several occasions he had stopped away from meals so as not to meet her. On the Friday he was present when the cook left the house. She was insolent and rude to the housekeeper the night previous and the mistress gave her housekeeper permission to give her notice, and pay her off. A policeman was called and she was ejected from the house.

By Mr McMahon: He did not see the complainant throwing water over the footman when he went into the servants' hall. He did not see complainant in attendance on the footman when he came into the kitchen. What happened was entirely an accident. He did not see that she fell. On the following morning he should have expressed regret if the cook had not called him a murderer. He had orders to put her things outside the door on the Friday.

Bridget Hicks of Great Bookham said on the day in question she was working at the Grove. The servants were sitting at supper when the footman came into the kitchen for his supper, when the cook exclaimed "You little glutton (laughter), you have had enough to eat in the pantry" (laughter). She "got on" to the footman so much that he was quite frightened of her, and went into a fit. He was lying on the floor when another servant went to fetch the butler. The butler was carrying the footman into the air when he pushed the cook and she fell down. Witness attended to the cook, and when she came round she said she would have Langham locked up (laughter). The following morning the cook asked her if Langham kicked her, and she said "No such thing." The cook was not assisting the footman before Langham came in.

By Mr McMahon: Cook was not helping the footman when Langham came in; she was trying to frighten him into another fit (laughter).

Victor Gahan, footman at the Grove, said the cook had accused him of taking things into the pantry. On the evening in question he went into the servants hall for his supper, when the cook said, "You and your butler have had enough to eat in the pantry" (laughter). She started bullying him and accused him of being a thief. She frightened him so much that he went off in a fit (laughter).

Mr Hart addressed the Bench for the defence, pointing out that there was absolutely no corroboration of the complainants story.

The Chairman said the Bench had decided to dismiss the case. If Dr Fisher could not get the fee he wished he must make a claim for it in the County Court.⁷

From this story we learn something about the servants employed by Victor and Augusta: They had a Cook, Elizabeth Sharpe (paid £40 per year [about £25 400 at today's value ⁴]), who had worked at the house for 6 weeks prior to this incident, a Butler, Charles Langham, a Footman, Victor Gahan, an unnamed Housekeeper, and 2 other House staff - one named Bridget Hicks.

The Silberbergs changed their surname to Hayward before the First World War presumably to avoid being treated with suspicion for a foreign sounding name ³.

By 1919 the electoral register entries showed Bookham Grove as Augusta's residence, and her business premises had expanded to 67/68 New Bond Street ⁹. This remained the same until at least 1927 ⁹.

Victor Hayward is included on the 1920 register as living at Bookham Grove ⁹.

Victor and Mary's younger daughter, Gladys's marriage to Mr A N Diamantidi of Moorlands, Ashstead, Surrey, was announced in the 9th November 1923 edition of the Surrey Mirror ¹⁶. The wedding took place on February 16th 1924 in Great Bookham. She was 37 and he was 43 years of age ⁹.

According to an article researched and written by Jeremy Palmer and Susan Morris and held by the Effingham Local History Group Anthony was quite a figure ¹⁷:

Anthony Nicholas Diamantidi (4.11.1888- 12.8.1985) lived in Effingham from 1922, (at Grove House - just opposite the current golf course entrance) and was a person who moved comfortably and internationally in the highest artistic circles of the day, particularly the ballet.

He has been described as a 'shady character' and as a 'smooth operator', 'a man who wrote felicitous letters to Effingham Parish Council and appeared quite agreeable to sorting out problems on his land, and yet engaged in a bitter and protracted dispute with another Effingham resident of high repute. He held house parties at Effingham attended by members of the Russian Ballet.'¹⁷

Anthony Diamantidi travelled many times to and from the US in the late 1950s and 60s, and according to the passenger manifests he was born on Chios, Greece ⁹. The birthdate given on these manifests is 4.11.1882 - this discrepancy is explained as allowing him to not have to explain his lack of military service during the War ¹⁷. However, other sources ¹⁸ state he was born on 4.11.1888 in Taganrog, a port city on the Black Sea coast of south-western Russia (which had started as a Greek settlement). 'Effingham residents who knew him said he was a White Russian who had fled to the West after the end of the First World War'.

By the 1930s the couple were well placed to become part of Surrey society 'we see their names cropping up in the guest lists for fashionable weddings'.

'Anthony Nicholas Diamantidi's great contribution was to create this brief but rather wonderful small Bohemia in the Surrey countryside, when one might have sauntered through Effingham and encountered quite casually any number of celebrities one might otherwise have only ever seen in magazines.'

More can be read about this couple here ¹⁷.

Serge Diaghilev's Ballet Russes existed from 1909 to 1929 and represents the golden age of modern ballet. Diaghilev was an impresario of genius, transforming traditional ballet by turning it into a theatrical production embracing all forms of the arts, which enraptured audiences. When he died in 1929 the Ballet Russes fell apart, but a new company was formed by Colonel W de Basil, which toured the world for many years ¹⁸.

The Bohemian scene developed in Effingham from the 1920s onwards. The Ballet Russes dancers stayed at Anthony and Gladys' residence, Grove House, Effingham for weekends and holiday breaks ¹⁹. The Effingham Local History Group (ELHG) possesses a 1971 oral history recording from Lena Bridger, whose parents owned a shop in the village, recounting members of the Ballet Russes visiting the shop.

In addition, Gwen Farrar leased a property called 'Grove Paddock' in Effingham from Anthony Diamantidi between June 1934 and May 1938. Grove Paddock is adjacent to what was then Diamantidi's residence, Grove House. ¹⁷

Gwen Farrar (1897-1944) and Norah Blaney (1893-1983) were well-known music hall performers of the 1920s and 1930s. They met whilst working as wartime entertainers for Lena Ashwell's pioneering concert parties, touring behind the lines in Northern France during the First World War. As well as their on-stage relationship, the two were also lovers, of which they made no secret. Defying convention, they lived together ¹⁹.



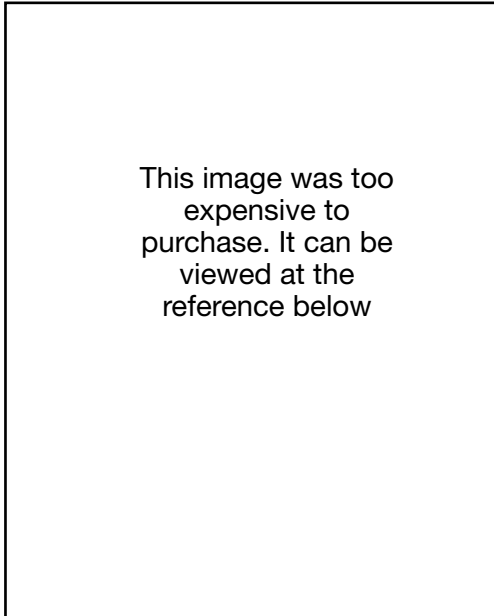
RIABOUCHINSKA, one of the prima ballerinas of the de Basil Ballet, with M. A. M. DIAMANTIDI.

Published in The Sketch, October 20th 1937 ²⁰

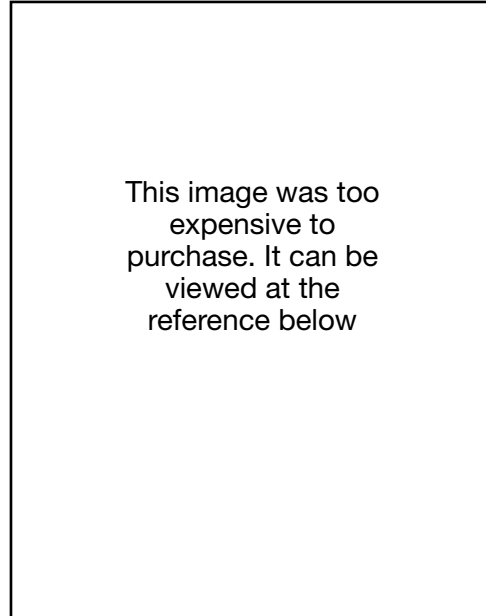
With these links it is probably fanciful, but possible, that some of these Bohemian figures visited with Gladys and her mother at Bookham Grove House!

Augusta Hayward was a court dressmaker, but not just any dressmaker. She worked from the most prestigious address for dressmakers, as the owner, at 64 & 67/68 New Bond Street ¹⁰. Victor was also noted as a 'dress, millinery and corset maker' and as a 'manufacturer of ladies garments and wearing apparel' ⁹. This is quite likely how the couple met.

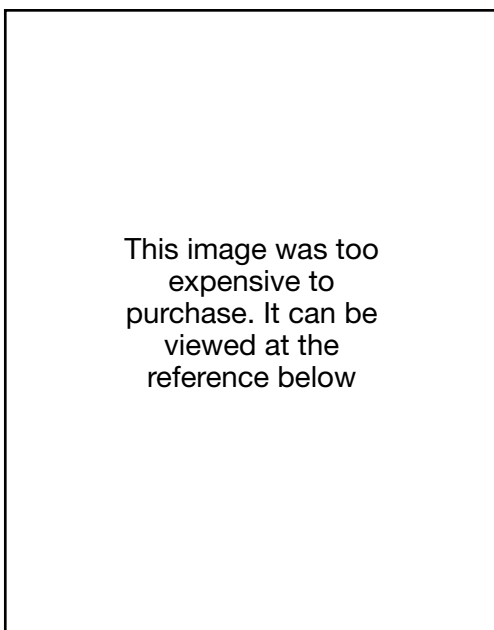
These photographs from the 1970's show the shops - and it can be seen they are quite large:



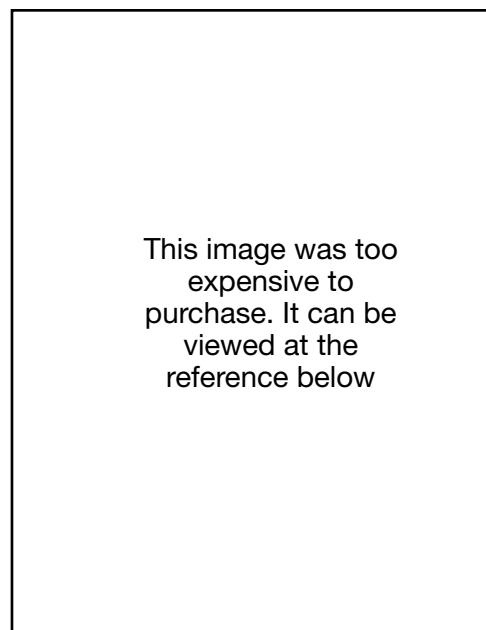
64-65 New Bond Street, ²¹



Corner of New Bond Street and Brook Street, ²¹



67-69 New Bond Street, ²¹



67-69 New Bond Street, ²¹

Mesdames Hayward 64 New Bond Street W.
TAKE notice that according to the Articles of Partnership between Mrs. Augusta Mary Silberberg and Mrs. Ellen Eliza Foulston their term of partnership as Court Dressmakers and Ladies' General Outfitters under the above style came to an end by effluxion of time on the 28th February last. The business will be carried on in future by Mrs. Augusta Mary Silberberg under the above style of Mesdames Hayward at 64 New Bond-street W. aforesaid.—Dated this 23rd day of November 1897. AUGUSTA MARY SILBERBERG.

The London Gazette ²²

Madame Hayward, as Augusta became known professionally, was a sought after clothes designer and manufacturer, being noted as one of the top fashion designers of her time ²³.

Some contextual history to the dress makers can be found here ²⁴:

The Edwardian Corner Dressmaker

After marriage many women who were fully trained dressmakers would set up as the little dressmaker who could interpret the latest mode at an insignificant price. The answer was to select a dress design from a glossy magazine, then turn to a local dressmaker with a manual Singer sewing machine. The local dressmaker would run up a new gown very cheaply. Her establishment was likely a room in East London in Bethnal Green where she worked alone. Her client would pay a previously agreed price of between five shillings and five shillings and six pence for the creation.

The Edwardian Court Dressmaker of Bond Street

In comparison a Court dressmaker providing a Madame dressmaking service would have charged some eighty guineas for a ball gown. Her clients, of course, would have been offered superior viewing facilities at her mirror filled establishment in Bond Street. Behind the lavish fitting room the conditions of work for the dressmakers were still very bad. The 'sweated' trade was as prevalent in the West End as the East End.

Because the work had a seasonal nature, for months men and women could be unemployed. Then as the season picked up they worked night and day. In the dressmaking and millinery West End trade, English girls were part of the sweated labour. The drawn blinds and work-rooms appeared closed for the day so that dressmakers could work on long beyond the hours allowed by the Factory Acts during the society season.

In 1900 Madame Hayward dressed the actresses in The Liars at Wyndhams Theatre, London. From about 1907 she began working for clients in the United States of America. Marie Tempest was the first actress in New York to be dressed by Madame Hayward ²⁵. Ellen Terry was also a client ¹⁷.



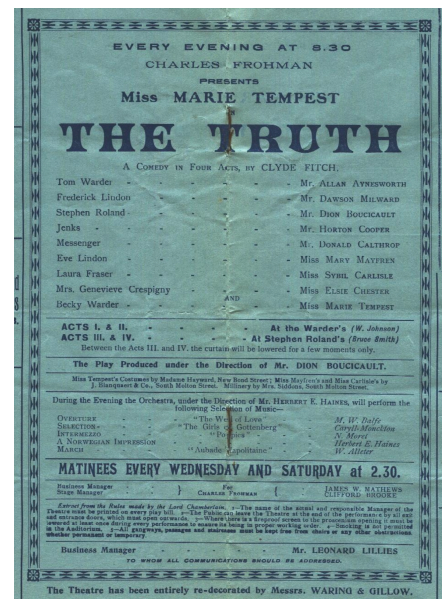
Marie Tempest ²⁶

Dame Mary Susan Etherington, DBE (15 July 1864 – 15 October 1942), known professionally as Marie Tempest, was an English singer and actress known as the "queen of her profession" ²⁶.

Tempest became the most famous soprano in late Victorian light opera and Edwardian musical comedies. Later, she became a leading comic actress and toured widely in North America and elsewhere.

She was, at times, her own theatre manager during a career spanning 55 years.

Tempest was also instrumental in the founding of the actors' union Equity in Britain.



This programme from the Comedy Theatre dated 7th September 1907, shows that Madame Hayward provided the costumes for Marie Tempest ²⁷.



Her theatre outfits are written about in this 1994 book: *Theatre and Fashion: Oscar Wilde to the Suffragettes* By Joel H. Kaplan, Sheila Stowell ²⁸

According to these authors she was a rival of Lucile. Madame Hayward had designed for a number of society plays of the period, supplying gowns for *The Liars* (Wyndham's 1900), and *Lady Windermere's Fan* (St James's 1904), as well as for contemporary plays by Sutro, Pinero, Barrie and Maugham. Madame Hayward was famous for her exuberant theatricality.

This 1949 book ²⁹: *With A Feather On My Nose* By Billie Burke, again mentions Madame Hayward several times.

This from 1907:

'My dressmaker was Madame Hayward of London, who made lovely gowns for a very few people. Madame Hayward used to run over quickly to Paris and anticipate what the great fashion houses were up to there. She would return to London and design new frocks for me and I would appear in New York with all my things at least a season ahead of the style in America.'

'If my acting did not set the Hudson afire, my new clothes did fetch the audience. There was always a gasp and a little flutter of surprise on my entrance...in the last act Madame Hayward had made for me a shell pink dress in lame embroidered in diamonds and pearls, with geraniums at my waist and in my hair.'

'My salary with Charles Frohman continued at \$500 a week. This was an excellent salary, far more than I had made in London. It provided mother and me with all we could want, especially since C.F. paid the bills for my long gloves and gave me carte blanche with Madame Hayward'

'After *Love Watches*, C.F. gave me my choice of two plays, both of which he had planned for Marie Tempest. There now, my friends, was an actress, and an actress of the really elegant tradition. Marie was the first actress dressed by the famous Madame Hayward, and she was the kind for whom, literally, red carpets were laid from carriage to stage door so that not one fleck of city dust might touch her slippers.'

Generations of fans know actress Billie Burke from her role as Glinda in MGM's "The Wizard of Oz". She spent her early years on the stage first in London at the end of the 19th century, then in New York and ends up as a film actress in California. She was married to Florenz Ziegfeld ³⁰.

The *Globe* published a story involving her on April 30th 1908 ³¹.

Mrs Charlotte Jane Connah, known to the corset trade and to West-end costumiers as Madame Lottie, brought a libel action against Victor Silberberg and Augusta Silberberg, trading as Madame Hayward. Charlotte had been employed by the Silberbergs for many years in the corset department, and claimed to have all but complete control of the department. She then left their employ and set up as a corset maker on her own, issuing a circular to advertise this business. The Silberberg's issued a counter-circular and this formed the basis of the libel suit. The content of the circular was as follows:

'A short time ago a saleswoman in the corset department left us and established herself, circularising our customers, and no doubt you also. We wish to point out in your interests, as well as in ours, that to make corsets which will fulfil all the requirements of perfect fit, ease, shape and good wear, is not an easy matter, though attempted by many. Now, this person who has left us, and may be soliciting your custom, has been merely a machine, an instrument for carrying out Mdme. Hayward's instructions, and has no master hand behind her to control, direct or advise.'

Charlotte said this was an unjustifiable reflection on her in the way of her business. The Silberberg's on the other hand pleaded that it was true. They then counter claimed that Charlotte had taken patterns and addresses of customers with her. The jury found in favour of Charlotte on the libel claim and awarded her £100 damages, and found for the Silberberg's on the counter claim of taking the addresses and patterns without permission ³¹.

This stunning going away dress was made in 1899 from wool and silk ²⁵, consisting of bodice and matching skirt, in royal blue wool facecloth decorated with a scrolling border design in applied slightly purple-blue silk velvet, navy ribbed silk, wide and narrow navy silk braids, and lined with cream silk satin with woven cream silk label inside centre back 'Mesdes Hayward Court Dressmakers 64 New Bond Str. London W.' ²⁵



It was worn by Elizabeth Holmes-Kerr after her wedding in March 1899 to John Deans Hope. Elizabeth was the daughter of a wealthy Glaswegian stockbroker, who lived at 27 Park Circus, Glasgow. Elizabeth wore her grandmother's wedding dress from 1839 before changing into this expensive outfit. It was purchased at Sotheby's in 1988 and is held in the Glasgow Collections ²⁵

Here is another example of her work:

All of this shows how well regarded Madame Haywards skills were at the time, and this continues as the continued presence of her clothes at auctions and in prestigious museum collections attests.



Walking Suit, Madame Hayward (London): ca. 1902-1905, British, silk crepon, satin, velvet, trims. worn by Maud Messel ³².



In 1908 a display of court dresses by Madame Hayward of New Bond Street was exhibited at the Franco-British Exhibition between 14th May and 31st October ³³.

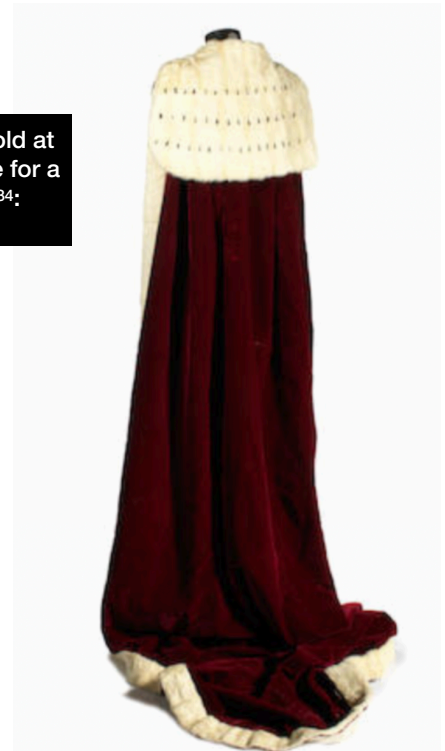
This large public exhibition was held at White City, Shepherds Bush, (the area gained its name from the exhibition buildings which were all painted white) at the initiative of the French and British Chambers of Commerce to reinforce the 'Entente Cordiale' signed by the 2 countries in 1904. It attracted 8 million visitors ³³.



The Exhibition display of court dresses by Madame Hayward ³³

Her dresses have continued to be sold at auction at Bonhams; this formal robe for a Countess sold for £3250 in 2013 ³⁴:

One of Madame Hayward's jackets was sold at auction at Christies in 1991 - showing her name still means something: 'A printed velvet jacket labelled Madame Hayward, 67/8 New Bond Street and a pink velvet coat with shawl collar, 1920's and 1930's' ³⁵.



Madame Hayward formal robe, described as follows: Red silk velvet with white silk lining and white fur trim, the cape having 3 rows of Ermine tails. Believed to have been made for the Coronation of King George V in 1911 ³⁴.

Another auction took place in 2014 of this evening dress made by Madame Hayward ³⁶:

An Edwardian Dress Labelled 'Madame Hayward' '67 and 68 New Bond St'. This dress conjures seductive elegance. The fabric is heavy black crepe silk, the front neckline plunges to the waist, there would have been a vanity vest worn!

There is a popper fastening and diagonal pleated detail at the crossover. Front and back hips have fine pleats decorated with black gelatine sequins. The sequin detail is followed through on the cuffs of the long sleeves, which are fastened with small buttons and loops. A side zip has been added to the dress over time. Size 12 ³⁶.



Here is another example made in 1909/10. Which is part of the fashion collection now kept in the Museum of London ³⁷



© Museum of London

This design was even used as a pattern for a dress worn in the film 'Titanic'. The costume designer for that film was Deborah Lynn Scott ^{38, 39}.



© Museum of London



© Museum of London. This skirt is part of a dress that is included in Janet Arnold's 'Patterns of Fashion: Englishwomen's dresses and their construction c. 1860-1940' (pages 58-59). Arnold describes it as 'an evening dress in black silk net covered with tiny 1/8" silver sequins over an ivory satin underskirt.' Made from silk, cotton, metal and whalebone ⁴⁰.



This silk chiffon evening dress, cape and belt with an abstract black 'woodcut' design, designed by Madame Hayward in 1927 is held in the Victoria & Albert museum collection ⁴⁰.

The V&A holds 4 more of her items (these do not have images) but are described as follows ⁴¹:

1917. Afternoon jacket and dress made from black silk taffeta with a chine printed design of pink, yellow and green floral sprays.

The dress has a wide, straight and low neckline, and long sleeves set in one with the shoulder and tapering towards the wrist. The bodice flares and hangs loose with a scalloped border. The skirt, gathered at the waist, is attached to the petticoat, ankle length, and puffed at the hem by being attached to the underskirt. The dress fastens at the centre back as does the petticoat. The petticoat is of white silk, patched with pink, and there is a waistband with woven label.

1925. Day dress of black satin printed with a design of field flower sprigs. The dress is straight cut, with two tucks at hip level and just below knee length. The neck is wide and oval with a long tight sleeve with a slight peak at the back of the hand, and a fastening at the wrist with loops and small black silk buttons. The neckline and sleeve ends are faced with a narrow band of self material. There are snap fastening lingerie loops inside the shoulders. The hem has been raised.

1925. Straight cut black silk slip with shoulder straps. A label is stitched inside a side seam. The hem has been raised.

1930. Evening dress made of pink organdie. The dress has a low cut neck line with thin shoulder straps, and is cut in one piece flaring from the hips. The breast is left plain, but the rest of the dress is covered with an applied pattern of self material consisting of a flower shape, the inner petals demarcating the bosom, the next row of oval petals stretching around the back, and a series of smaller petals and a final row stretching from hip to knee. Unlined.

Attached to the dress at the shoulder straps is a separate pink crêpe slip with a lace yoke and flounce, fastening at the side, and an inner brassiere fastening at the back.

A piece of Madame Hayward's antique lace complete with the original sales label is now in the author's possession:



Madame Hayward evening dress, 1927 ³⁴
© Victoria and Albert Museum, London.

The dress has a low round neck, thin shoulder straps and a loose over bodice, shaped with gores of self material inserted at the sides, centre, front and back. Green silk petticoat to which is attached the skirt which has insertions of fan shaped gores to give it flare. Inside the side seam is a label. The long cape is of matching material, with oval ends with fan shaped insertions. The tie belt is of matching material ⁴¹.



Madame Hayward gown of pale-blue brocade with draped bodice and a décolletage of blue tulle. From the Sketch of 3rd June 1914 ⁴³

This Maggy Rouff jacket in red and white could be purchased from Madame Hayward's shop ⁴².

This image was too expensive to purchase. It can be viewed at the reference ⁴²

Madame Hayward was famous enough to be included in this poem about Christmas Shopping in London. This from page 8 of The Observer 20 Dec 1908 ⁴⁴:

CHRISTMAS SHOPPING.
 Oh, the joys of Christmas shopping!
 East and West, from Kew to Wapping,
 On we hasten, never stopping,
 In and out of motors hopping,
 Through congested doorways popping,
 Foreheads mopping, parcels dropping!
 Loudly we on counters hammer,
 Vainly for attention clamour,
 No one seems to care a d— or
 Listen to the needs we stammer!

Now shall Hamley, Rose, and Gamage
 Sell us dolls that nought can damage,
 Tops and toys that take to pieces,
 For our nephews and our nieces.
 Now shall sisters, kind but wayward,
 Drag us in to Madame Hayward,
 Where we purchase fur pelisses,
 Fashioned out of lambskins' fleeces,
 For their babies—yes, and others,
 Ermine, for those babies' mothers!

Poor indeed our taste is reckon'd
 If to Messrs. Jay's we're beckon'd
 (Urged to draw a little cheque and
 "Just look in for half a second"),
 Or, upon our journey bedwards,
 Haled perforce to Percy Edwards,
 And, rejecting gems or ermine,
 On some cheaper choice determine,
 While expressions of a wan sort
 Cloud the features of our consort!

If for distant aunts and cousins
 You would gather gifts in dozens,
 See, within a narrow compass,
 Hatchards, Sotheran and Bumpus
 Store the novels of the season,
 Books of rhyme and books of reason.
 Here you buy (suppose you lack 'em)
 Volumes beautified by Rackham,
 Or, again (what very few lack),
 Volumes beautified by Dulac!

Reader, when your gold you squander,
 And with empty pockets wander
 Down the narrow street of Bond or
 Into Piccadilly yonder,
 Where in each shop-window grows a
 Crop of hats, of gloves and hose (ah!
 Thick as thieves on Vallombrosa!),
 Fit for your—or some one's—spouse;
 On this platitude pray ponder—
 "PRESENTS MAKE THE HEART GROW
 FONDER!"

H. G.

Marguerite (Maggy) de Wagner (1896-1971) married Pierre Besançon in October 1917 in Paris and both subsequently adopted the name Besançon de Wagner. In 1929, Marguerite Besançon de Wagner opened a new fashion house at 136 avenue des Champs Elysees under the name Maggy Rouff ⁴².

Rouff was known for her understated sportswear designs at the beginning of her career, and later for the feminine detailing in her garments such as ruffles, shirring, and the bias cut.

In 1937, Rouff opened a London outpost at 12a Stanhope Gate, Park Lane. The business was housed in an old home which Rouff decorated herself.

Augusta's daughter, Gladys, is mentioned as working as a managress at the shops in 1931 ¹⁷.

This demonstrates the level of fashion that Madame Hayward dealt in, and confirms that she took an interest in the French fashions, as stated elsewhere.

She also made this beautiful bridal gown dated 1914, worn by the Chilean heiress Regina de Bittencourt for her marriage to the Earl of Lisburn on July 15th 1914 ⁴⁵.

This image was too expensive to purchase. It can be viewed at the reference ^{45, 46}

Description from the auction held on Dec 3rd 2013 in London at Kerry Taylor Auctions ⁴⁵:

A Madame Hayward bridal gown worn by the Chilean heiress Regina de Bittencourt for her marriage to the Earl of Lisburne, 15th July, 1914, labelled 'Madame Hayward, 67-68 New Bond Street W', of ivory silk overlaid with swathes and tiers of net on net lace, with integral taffeta cummerbund sash embroidered in silver thread with orange blossom; the skirt with broad petersham waistband bearing the bride's name, pointed train to skirt lined in pale pink satin; with wax orange blossom wreath and pearl-bead edged veil, bust approx 81 cm, 32in, waist 56cm, 22in

This image was too expensive to purchase. It can be viewed at the reference ⁴⁶

Mademoiselle Bittencourt was the beautiful eldest daughter of Ambassador Don Julius of the Chilean Legation to London. Newspaper reports of the day ran the headline 'A Chilean Beauty's Wedding to an English Earl'. She was described as 'very beautiful with Spanish features and dark hair'. The wedding took place at St Paul's Knightsbridge just a couple of weeks before war was declared. They set off on honeymoon for a planned tour of Europe in their Rolls Royce. However, war was declared, the Earl was called up to fight and the Rolls was abandoned in a garage in Dieppe (which they recovered after the war). Her husband Ernest was wounded in action and then contracted pneumonia. Regina hired an ambulance, drove out to Northern France and brought him safely home. They had a happy marriage with four children. Regina died in 1949. Ernest remarried and spent the rest of his days on the Côte d'Azur ⁴⁶.

Condition Report

Wax headdress: complete, slightly crushed from storage. Veil: edged in pearl beads, very fresh and clean, good condition Bodice: remarkably fresh condition, split in lining approx 2cm each to lower edge of front panels. Exterior is good, no perspiration staining. Lace sleeves and collar are good. Chain-weighted and silver embroidered cummerbund sash is very fresh. Nude silk gauze inner sleeve is perspiration stained and perished. Skirt: very fresh also, lace is good, very slight soiling to lead-weighted pointed train ⁴⁶.

The wedding of the Earl of Lisburne and Mlle. Regina de Bittencourt. A striking portrait group of the bride and bridegroom taken just after the ceremony ⁴⁶.

This image was too expensive to purchase. It can be viewed at the reference ⁴⁶

So it can be seen that Madame Hayward was one of the top fashion designers of her time, being a favourite of Maud Messel (Nee Sambourne) (1875-1960) ²³.

The Messel Family Dress Collection consists of over five hundred items, largely women's wear, most of which was worn and collected by Anne, Countess of Rosse and her mother, Maud Messel. It is a unique collection of exceptionally high-quality, unusual yet fashionable garments, worn by six generations of women from one creative and influential family over a period of one hundred and thirty-five years, from 1870-2005

The clothes in the Messel Dress Collection are far more than elegant fashion items. They live on as material fragments through which it is possible to trace the biographies of these women, who rose, through marriage, from private middle class comfort to the public stage of the aristocracy.

The majority of the Messel Dress Collection is housed in Brighton Museum & Art Gallery on long-term loan from the family and The Royal Borough of Kensington & Chelsea: Linley Sambourne House Museum ²³.



Maud Messel ²³

Like most middle class women of this period Maud Messel ordered her best clothes from local private dressmakers and seamstresses. Maud Messel began her long and happy married life with the wealthy stockbroker and collector Leonard Messel in 1898. Her marriage lifted Maud into wealthier upper-middle class society.

Following her marriage she could buy her best clothes from Court dressmakers and tailors. She selected those with artistic leanings who would incorporate her taste for unusual accessories and decorative details. In London she patronised Reville and Rossiter, Lucile, Madame Hayward, Madam Ross and Mascotte ²³.

Victor, on the other hand, left this world of high fashion and by 1910 was farming cows, pigs, sheep and poultry at Bookham Grove - perhaps this was his motivation for purchasing the estate:

COWMAN WANTED, who is thoroughly experienced with Jerseys, pigs and sheep; age not over 35; state full experience and wages required; a comfortable place to a man who thoroughly understands his work. — Apply to Mr V. SILBERBERG, Bookham Grove, Surrey.

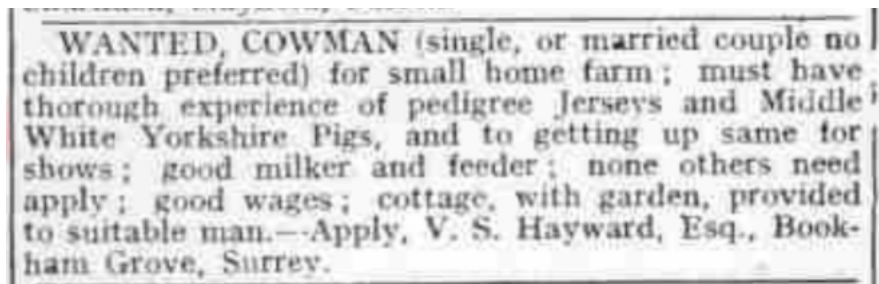
The 15th April 1910 Bedfordshire Mercury had an advert for a cowman ⁴⁷

On the 17th August 1910 a cockerel was stolen from Bookham Grove ⁴⁸:

'John Watson, painter, of no fixed abode, and James Howe, labourer, of Hook Road, Epsom, were charged with stealing from Bookham Grove on Wednesday a black Orpington cockerel of the value of 10s. 6d., the property of Mr A M Silverberg. Henry Hodges, poultryman at Bookham Grove said he heard on Wednesday morning that a man had picked up a bird outside the park gate and had wrung its neck and walked away with it. He went along Guildford road and saw the two defendants. He saw one of the men put something in a basket and they then separated. Witness sent for a Constable and the prisoner Howe was afterwards arrested at the Duke of Wellington public house East Horsley. Witness followed Watson to Leatherhead, where he was arrested. PC Budden gave evidence as to arresting Howe, and said he found feathers in his pocket. Witness asked him to account for the feathers, and he said he had picked up a fowl which had apparently been knocked down in the road by a motor car. PC Budd said he arrested Watson at Leatherhead. Prisoner was carrying a basket, and rolled in some clothes witness found the fowl produced. Prisoner stated that a navy gave it to him as he came along the road. Prisoners were remanded in custody to the Epsom Petty Sessions.'

A further advertisement for a cowman was placed in the Sussex Agricultural Express on the 5th May 1911, so either the last one had left or was not suitable ⁴⁹. Note that the name was now 'Hayward' rather than Silberberg, and this advert indicates there was a 'small home farm' being run at Bookham Grove, with the animals being shown at shows. Also that a cottage with garden was provided to the successful candidate.

Croftlands Cottage and Cherry Tree Cottage (next to the triangular green and the old continuation of East Street up to Lower Shott) were apparently built in the early part of the 20th century for the estate workers of Bookham Grove ⁵⁰.



WANTED, COWMAN (single, or married couple no children preferred) for small home farm; must have thorough experience of pedigree Jerseys and Middle White Yorkshire Pigs, and to getting up same for shows; good milker and feeder; none others need apply; good wages; cottage, with garden, provided to suitable man.—Apply, V. S. Hayward, Esq., Bookham Grove, Surrey.

The 1911 census ⁹ shows Victor (59 years old), Augusta (48 years old) and Gladys (24 years old) living at Bookham Grove with 7 servants:

1. Emma Bere (45) Housekeeper
2. Therese Gillet (24) Cook (From Calais, France)
3. Gertrude Smith (28) Housemaid
4. Susie Laws (22) Housemaid
5. Victor Gahan (21) Footman
6. Mary Way (24) Kitchenmaid
7. Priscilla Davies (32) Laundrymaid (marked as being 'deaf' on the census)

The Butler, George Robert Jenson (34) was not present during the census.

Note that Victor Gahan is the same footman involved in the fracas in the servants hall back in 1909, and they now have a French cook!

In May 1912 Victor Hayward of Bookham Grove, Surrey is named as a winner at the East Surrey Agricultural Association show at Croydon, in the cattle class for Channel Island Bulls, for a 'broken back Jersey Bull' called "General Seymour" ⁵¹.

By the following year Victor was selling stock, some suitable for exhibition; the auction took place on the 25th April 1913 at Bookham Grove, of. ⁵²⁻⁵⁷:

- 50 Middle White pigs 'they are a lot of well grown animals good in character and several suitable for exhibition'
- 10 Jersey cows, heifers and bulls
- Some riding and driving horses and ponies
- Some choice poultry and ducks

Victor had established a second career by the sound of it, or at least was having great fun with his hobby breeding and showing stock and poultry!

One of the advertisements for this sale says that the pigs have been 'established at Bookham Grove in recent years, the owner being much interested in the breed, and having won prizes recently at the Royal Counties, Tring and other shows. The Jerseys include some entered in the English Herd Book, among them being an exceptionally well bred bull, General Seymour lot 51, imported from the Island of Jersey. The horses include a favourite mare, Creole lot 55, that has carried a lady well several seasons and bred a good bay filly, lot 56, that won third prize at Reigate Show last year. There is also a good pony brood mare and several other young ponies bred on the farm. The poultry are bred from some of the best strains.' ⁵⁸

In June 1913 Victor's pigs were shown at the Royal Counties Show at Windsor, in the Middle White Pigs section where he 'was reserve with Bookham Beauty in the class for breeding sow' ⁵⁹. Mary was also showing at the same Show and 'took the special prize for the best black Orpington cock or cockerel'.

He continued to sell them in March 1914 'pedigree middle white boars and gilts always for sale - apply J Woollam, Estate Office, Bookham Grove' ⁶⁰.

Note that an Estate Office had been established by this time.

And also showing them, winning prizes at the East Surrey Agricultural Association annual show at Addiscombe in June 1914. Two first prizes and one second prize for boars ⁶¹

There was a valuation completed for the Small Holdings Committee of the Surrey County Council on the 16th June 1914 ⁶². The 2 parcels of land valued formed part of the Eastwick Park Estate. Section 1 is about 23 acres, valued at £1050 and is described as:

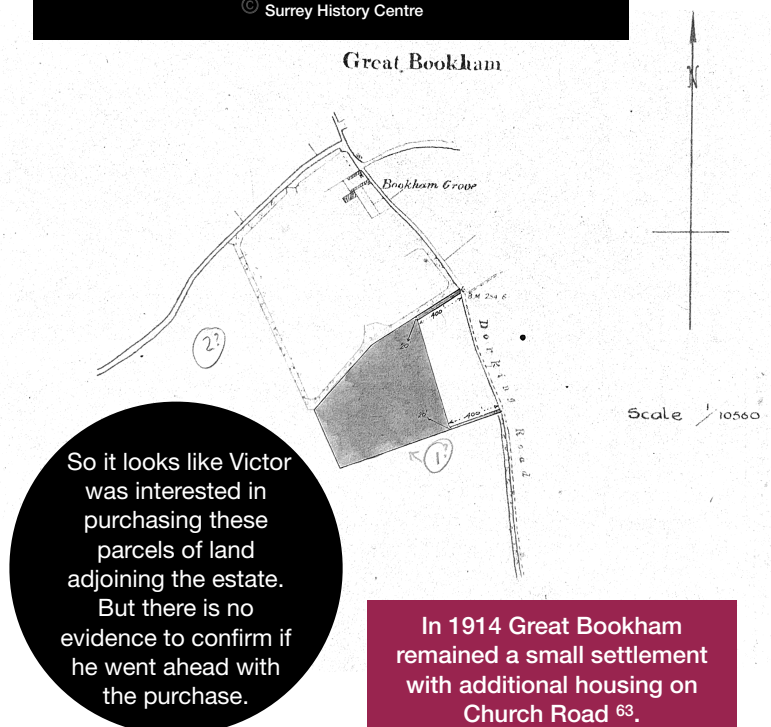
'an enclosure of grass land abutting on the North on Bookham Grove and on the East on the Dorking Road...let to Hayward Esq. rental per annum £40'

Section 2 is about 28 acres, valued at £935, and is described as:

'An arable field unenclosed on 2 sides, adjoining section 1, with a frontage to the main road from Leatherhead to Guildford, abutting on the East on Bookham Grove and on the West and South on the Polesden Lacey Estate'

This is the approximate location of these sections

© Surrey History Centre



So it looks like Victor was interested in purchasing these parcels of land adjoining the estate. But there is no evidence to confirm if he went ahead with the purchase.

In 1914 Great Bookham remained a small settlement with additional housing on Church Road ⁶³.

The First World War started on 28th July 1914. On the 26th September the Surrey Advertiser reports: 'Mr Victor S. Bookham of Bookham Grove, Great Bookham has received from the Director General of the Army Medical Service a letter accepting the offer made on behalf of his wife and himself of their residence for the accommodation of invalided and convalescent soldiers' ⁶⁴.

Note the incorrect name given to Victor! This was apologised for and corrected in the following weeks edition ⁶⁵. He had obviously rallied to the country's needs very quickly. The residence named here was the Rayleigh Hotel which Victor had already purchased.

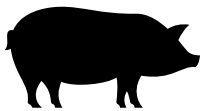
Victor purchased the Victoria Hotel (now known as Rayleigh House) following the death of Mrs Christie in 1911. He continued to own it through the 1920s Rayleigh House ⁶⁶.

Victor continued to advertise his pigs, with another auction at Bookham Grove scheduled for the 9th December 1914 for about 75 first class middle white pigs ⁶⁷⁻⁷² including several prize winners, comprising 54 grand young sows and gilts in pig, and 21 first class boars ready for service ⁷³ 'the sale will commence at one o'clock and lunch will be provided at noon' ⁷⁴.

Note that the address for the sale particulars is now given as 'J Woollam, Home Farm, Bookham Grove'.

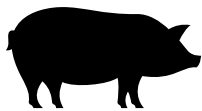
The sale was apparently successful according to a report on the 12 December ⁷⁵:

'There was a large attendance at Bookham Grove, Great Bookham, on Wednesday, when 72 pedigree middle white pigs (including several prize winners), the property of Mr Victor Hayward, were sold by auction....the sale aroused unusual interest. The highest prices realised were:



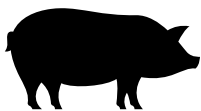
Middle white sow, Barbara of Bookham, 15 1/2 guineas

£5899-
£9126 at
todays
value ⁴



Middle white boar, Bookham Bonnie Boy, 19 guineas

£7287-
£11270 at
todays
value ⁴

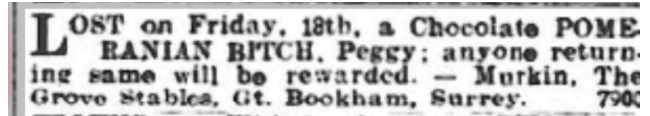


Middle white sow, Rose of Croxteth, 24 1/2 guineas'

£9418-
£14570 at
todays
value ⁴

Pigs were profitable!

Someone called Murkin was living at the Grove Stables in the summer of 1915, as they place an advert in the Surrey Advertiser on the 26th June ⁷⁶:



LOST on Friday, 18th, a Chocolate POMERANIAN BITCH, Peggy; anyone returning same will be rewarded. - Murkin, The Grove Stables, Gt. Bookham, Surrey. 7906

The 3rd July 1915 edition of the Surrey Advertiser places an advert for kitchen and between maids by July 7th 'apply, stating full particulars to Mrs Hayward, Bookham Grove' ⁷⁷.

In March 1916 discussion was recorded about improvements at Bookham Grove corner - bear in mind that the original road came up to the corner of Lower Shott and Dorking Road, before heading down to the Rayleigh Hotel, skirting around the edge of the front garden for Bookham Grove. Apparently Mr Hayward

'had erected a wooden building at Grove Cottages in front of the building line in East Street...the building was in contravention of the Public Health (Buildings in Streets) Act. The building had since been removed to a position behind the building line, which he had agreed to, and was exempt from the by-laws....The Surveyor reported that the owner of Bookham Grove was rebuilding his boundary fence, and as this corner was included in the Road Board list he had suggested to the County Surveyor that terms for giving up the necessary land be agreed, and it was now suggested that the Council and the County Council should pay the difference between the cost of a solid brick wall and a dwarf wall with open railings - it was resolved that the Council agree to pay half of such additional cost if any, provided it did not exceed the sum of £10' ⁷⁸.

On the 2nd May 1916 another well advertised sale of 100 'first class' Middle white pigs took place at Bookham Grove 'including many prize winners at leading shows, several choice young sows and gilts forward in pig and a good selection of young boars fit for service' again with lunch provided for attendees! ⁷⁹⁻⁸⁷.

The 4th November 1918 edition of the Surrey Advertiser had an advert for a housemaid: 'wanted immediately; a good second of three for country; excellent situation and good wages - Apply Mrs Hayward, Bookham Grove, Surrey' ⁸⁸.

Then another stock sale took place on the 28th November 1918 ⁸⁹. This time, interestingly, with instructions from Mrs Hayward - suggesting that she was in charge of the poultry whereas Victor was in charge of the pigs, cattle and horses:

'The surplus stock of 280 head of pure bred poultry, all 1917 and 1918 hatched, descended from the following prize winning strains:

- Anconas - Beresford Webb strain
- Light Sussex - Newdigate
- White Wyandotte's - Cambridgeshire
- Rhode Island Reds - Mrs Swingler
- Salmon Faverolles-Berry (Lincoln)
- And 31 mammoth bronze turkeys. The birds are in fine condition and have been carefully selected.'

Again on May 14th 1919, another sale at Bookham Grove of about 80 middle white pigs and a few Berkshires...the pigs are well grown. There are some first class gilts in pig and some good young boars and gilts. About a dozen young Berkshire pigs bred from Mrs Jervoise's herd at Herriard Park, Basingstoke, will also be sold' ⁹⁰⁻⁹².

Another sale by auction took place (all of these sales were at Bookham Grove itself) on April 14th 1921, this time of the entire herd of Middle White pigs 'the herd is beautifully bred, many of the best and most fashionable strains being represented. Several prizes have been won at many important shows. The pigs are well grown and of very good type' ⁹³⁻⁹⁵.

One of the advertisements provides more details ⁹⁴:

'The well known and highly bred herd has been kept at Bookham Grove since 1909, during which time several prizes have been won at many important shows. The herd is beautifully bred, many of the best and most fashionable strains being represented. Bookham blood has been in great request in recent years and several boars from the herd have proved valuable sires in other well known herds, noticeably Bookham of Harthay, who proved wonderfully successful at Histon, most of the highest priced pigs in the Histon sale two years ago being by him. Among the well bred sires used was Prestwood Boaz of Bookham 20.565, a second prize winner at the Royal Show in 1915. This is another boar that afterwards did well at Histon, his stock making high prices at the 1920 sale. Boaz of Peene 21.169, the sire of the reserve champion boar sold for 100 guineas at the Society's sale at Birmingham 1920 has also been used, and an outstanding boar in Bonny Boy of Bookham 27.853 by Ringleader of Earslwood out of a Holywell sow, has latterly been in service. The pigs are well grown and of very good type. The entire herd is to be dispersed with the exception of the little pigs born this year, and a few young boars that are not yet in a fit state to offer. The district is free from disease regulations...'

In 1921 Victor was a Freemason member at the now defunct Montagu Guest Lodge, Lincolns Inn, London; the register of that year has his original name 'Silberberg' crossed out and replaced with the name 'Hayward', he had become a member in 1898 ⁹.

A fair was held in the grounds of Bookham Grove House on the 19-21 June 1922, described as the Great Bookham parish gigantic fete, bazaar and country fair, with 'incessant amusements from 3pm till 10pm, seven hours of fun, frolic and gaiety'. The aim was to raise money for the church. The Duke of York (later to become King George VI, reigning from 1936-1952) attended and there is a photograph of him riding on a roundabout ^{50, 96}.

Another sale of pigs took place in September 1921 ⁹⁷⁻⁹⁹.



Duke of York pictured in a relaxed setting as he rides a round-a-bout at the Great Bookham fete, June 1922 - a recoloured photo (original black and white) ¹⁰⁰

Victor died on the 15th May 1923. He left £4879 11s and 7d to Augusta in his will ¹⁰¹. Equivalent to between £284 500 - £994 900, depending on how it is calculated ⁴. Augusta continued to live at Bookham Grove.

In the summer of 1927 the Council had sanctioned the construction of the deviation of the Leatherhead - Guildford road at Grove corner and the acquisition of the necessary land at an estimated cost of £5337. There were letters written from the Parish Council, the Great Bookham Rate Payers Association and an Admiral B Yelverton 'protesting against the proposed alteration at this corner on the ground that straight cross roads will tend to increase the speed of motorists and be more dangerous to pedestrians than the existing corner'. Mrs Hayward had also written to the Highways Committee 'protesting against the proposal of the Council, which will necessitate the acquisition of some of her property' - a compulsory purchase order was agreed as the option if an agreement could not be reached ¹⁰². This had been ongoing since before January 1926 ¹⁰³.

An ancient green parrot was Mrs Hayward's constant companion and on visits to Mrs Hayward conversation was punctuated by asides to the parrot or by its squawks ³

In 1928 Frank Kemp and Lucy Kemp are registered on the electoral register for the Grove Stables Cottage ⁹. This property is presumably the rooms above the Stables.

On the 14th December 1928 a notice is given that the County Council will be applying for a Compulsory Order for the acquisition of land for the purpose of constructing a new road from High Street to East Street, and the improvement of the Leatherhead-Guildford main road (A246) at Grove Corner ¹⁰⁴.

In the summer of 1928, Mary continued to show, winning a fourth prize at the County Show in Class 75 (heifer, in milk born in 1925) with a Jersey named Bookham Athene, and second prize in Class 76 (heifer in milk, born in 1926) with a Jersey named Warrior's Fairy Winks (yes really!) ¹⁰⁵.

In the 1929 electoral register Augusta Mary Hayward is at the Grove with the following people, presumably staff ⁹:

Bookham Grove House	Laundry Cottage	Grove Bothy
Edith Coleman	Norman Bartley	Henry James Best
Elizabeth Harcus	Mary J Bartley	Florence Emma Best
Mildred Springham		Robert James Henry Best
		William Cobble
		Albert Edward Combe
		James Hughes

Laundry cottage and the Grove Bothy were both on site.

In the 1930 electoral register Augusta Mary Hayward is at the Grove with the following people, presumably staff ⁹:

Bookham Grove House	Laundry Cottage	Grove Bothy
Maud Cooper	Norman Bartley	James Henry Best
Maggie Barnard	Mary J Bartley	Florence Emma Best
Edith Riches		Charles Smith
		Percy Hawkins
		Edward Kilham

In the 1931 electoral register Augusta Mary Hayward is at the Grove with the following people, presumably staff ⁹:

Bookham Grove House	Laundry Cottage	Grove Bothy
George Holgate	Norman Bartley	Charles Smith
Ellen Moss	Mary J Bartley	Percy Hawkins
Edward C Foot		Edward Kilham
Louisa Foot		
Leslie Cooke		

Mrs Hayward continued to need staff, advertising in the Surrey Advertiser of 14th February 1931 for a housemaid, 'second of three, good needlewoman, wages £40' ¹⁰⁶.

£7690-
£13560 at
today's
value ⁴

In the 1932 electoral register Augusta Mary Hayward is at the Grove with the following people, presumably staff ⁹:

Bookham Grove House	Laundry Cottage	Grove Bothy
Edward C Foot	Norman Bartley	Charles Smith
Louisa Foot	Mary J Bartley	Edward Calicut
Leslie Cooke		
Augusta Childs		

In the 1933 electoral register Augusta Mary Hayward is at the Grove with the following people, presumably staff ⁹:

Bookham Grove House	Laundry Cottage	Grove Bothy
Leslie Cooke	Norman Bartley	Edward Charles Smith
Lewis West	Mary J Bartley	Louisa Foot
Minnie Paxton		Frank Cook
Emily Baldi		Arthur Spatchett
		Edward Calicut

Someone name J Foot, a 19 year old girl living at the Bothy, Bookham Grove is advertising for work in the 21st July 1933 edition of the Surrey Mirror. She must presumably be the daughter of Louisa and Edward who are registered as living at the Bothy ¹⁰⁷.

In the 1934 electoral register Augusta Mary Hayward is at the Grove with the following people, presumably staff ⁹:

Bookham Grove House	Laundry Cottage	Grove Bothy
Emily Northrape	Norman Bartley	Edward Charles Smith
Kathleen Richardson	Mary J Bartley	Louisa Foot
Olive Haines		Alexander Shepherd
Alexandra Smith		James Cresswell
Mary Laine		Richard Rowlands
Lewis West		

Mrs Hayward again advertises for help in the summer of 1934: 'housemaid, head of two, wanted for Surrey, must be thoroughly experienced, good needlewoman, age between 30 and 40; state full particulars and length of character' ¹⁰⁸.

In the 1936 electoral register Augusta Mary Hayward is at the Grove with the following people, presumably staff ⁹:

Bookham Grove House	Laundry Cottage	Grove Bothy
Philip Grant	Norman Bartley	Edward Charles Foot
Maude Grant	Mary J Bartley	Louisa Foot
		Robert Howard
		Alexander Shepherd

The Dorking County Ball, which is described as 'one of the most important and brilliant social events in the county' took place on 3rd January 1936. Mr RV Stebbing Allen (1.12.1910 - 14.11.1964) is noted as having purchased tickets, for Bookham Grove. This was Robert Vivian, Victor and Augusta's grandson ¹⁰⁹.

Robert appears on the list of Special Operations Executive Personnel being active between 01.01.1939 - 31.12.1946 in Intelligence ¹¹⁰.

The Special Operations Executive (SOE) was a secret British World War II organisation. It was officially formed on 22 July 1940 under Minister of Economic Warfare Hugh Dalton, from the amalgamation of three existing secret organisations. Its purpose was to conduct espionage, sabotage and reconnaissance in occupied Europe (and later, also in occupied Southeast Asia) against the Axis powers, and to aid local resistance movements.

Few people were aware of SOE's existence. Those who were part of it or liaised with it were sometimes referred to as the "Baker Street Irregulars", after the location of its London headquarters. It was also known as "Churchill's Secret Army" or the "Ministry of Ungentlemanly Warfare". Its various branches, and sometimes the organisation as a whole, were concealed for security purposes behind names such as the "Joint Technical Board" or the "Inter-Service Research Bureau", or fictitious branches of the Air Ministry, Admiralty or War Office.

Their role was espionage, irregular warfare (sabotage and raiding operations); and special reconnaissance ¹¹¹.

Mary had continued with the home farm, as she advertised again in the autumn of 1936 ^{112, 113}:

'35 first class pure-bred tuberculosis and agglutination tested jersey cattle comprising the entire herd (except 4 cows and 3 calves), the property of Mrs Victor Hayward, will be sold by auction on Thursday September 17th (1pm). The animals for sale are young and very attractively bred. Among them are a number of excellent young cows and heifers, which will be freshly calved or close to calving at the time of sale'.

Further details are provided in one of the advertisements ¹¹⁴:

'Virtually the entire herd of pedigree Jersey cattle belonging to Mrs Victor Hayward is to be sold by auction on September 17th owing to the herd having outgrown the accommodation available. The sale comprises upwards of 30 head of attractively bred animals which have been subjected to both the tuberculin and agglutination tests.'

In the 1937 electoral register Augusta Mary Hayward is at the Grove with the following people, presumably staff ⁹ at the Grove Bothy:

Bookham Grove House	Grove Bothy
	Edward Charles Foot
	Louisa Foot
	Edward Frederick Howard
	Alexander Shepherd

In the 1938 electoral register Augusta Mary Hayward is at the Grove with a family member and other people, presumably staff ⁹:

Bookham Grove House	Laundry Cottage	Grove Bothy
Robert Stebbing Allen	Robert William Charles Cannon	Edward Charles Foot
	Gertrude Rose Cannon	Louisa Foot

In the 1939 electoral register Augusta Mary Hayward is at the Grove with the following people, ⁹ at the Laundry Cottage:

Bookham Grove House	Laundry Cottage	Grove Bothy
	Robert William Charles Cannon	Edward Charles Foot
	Gertrude Rose Cannon	Louisa Foot

In another document of 1939 ⁹:

1. Louisa Foot is listed as a Daily Domestic born on the 16.1.1883 making her 56 years old, marked as married
2. Emma Foot is also listed at the address again working as a daily domestic, born on the 22.11.1905 making her 34 years old, marked as married
3. Augusta Mary Hayward is listed as being born on the 16.9.1862 and occupation as 'Court Dressmaker'
4. E E Jundt (male) is listed as the cook, being single, and born on the 14.1.1884, making him 55 years old

In February 1939 a road inquiry by the Ministry of Transport is reported as postponed. Part of this was looking at building a section of road from Lower Road to the junction of the Leatherhead Guildford road at Grove Corner ¹¹⁵.

Discussions about the improvement of the road at Grove corner were commonplace during this era, and it appears again in April 1939 ¹¹⁶. This is presumably because of ongoing concerns of traffic using the dog leg corner:

'A copy of a letter to the county engineer by the Ministry of Transport, confirming that the proposed Grove corner, Great Bookham, improvement should be carried out, provided the Surrey County Council agreed to the construction of a subway for pedestrians at the junction of High Street came before the Leatherhead Urban Council'

In July 1939 she won another prize at the Royal Agricultural Society show held at Windsor Great Park, which was a pig ¹¹⁷:

'Mrs Hayward, Bookham Grove, Great Bookham: 5th. Large White sow born in 1938, on or after July 1st'

She advertised for a head gardener on the 15th July 1939, and had obviously got into wine by this stage! ^{118, 119:}

'Wanted, head gardener of three: good knowledge of grape growing essential'

On the 29th July 1939 in the Surrey Advertiser ^{120:}

'The engagement is announced between Robert Vivian, younger son of Mr and Mrs Stebbing-Allen of 55 Clifton Hill, St John's Wood, NW8, and grandson of Mr Victor Hayward of Bookham Grove, Bookham, Surrey, and Lois Mary, younger daughter of Mr and Mrs FA Oldaker of Haslemere.'

Dorothy's husband George Stebbing-Allen died on September 29th 1940, presumably in the War, and he is buried in St Nicholas' church at Great Bookham. Their 2 sons, born on December 1st 1910 and November 18th 1908 are also buried in the same plot, so the family obviously had ties to Great Bookham. The babies and toddlers would have visited Bookham Grove House as children for certain.

The company 'Madame Hayward' was wound up on the 8th September 1941

In the High Court of Justice (Chancery Division).—
Companies' Court. No. 00289 of 1941.

Mr. Justice Simonds.

In the Matter of MADAME HAYWARD Limited,
and in the Matter of the Companies Act, 1929.

NOTICE is hereby given, that a petition for the winding-up of the above named Company by the High Court of Justice was on the 8th day of September 1941 presented to the said Court by Mary Marsh Brown Spinster of 11 Thurlby Close Harrow in the county of Middlesex Millinery Buyer a creditor of the said Company; and that the said petition is directed to be heard before the Court sitting at the Royal Courts of Justice, Strand, London, W.C., on the 20th day of October 1941, and any creditor or contributory of the said Company desirous to support or oppose the making of an Order on the said petition may appear at the time of hearing in person or by his Counsel for that purpose; and a copy of the petition will be furnished to any creditor or contributory of the said Company requiring the same by the undersigned on payment of the regulated charge for the same.—
Dated this 9th day of September 1941.

PIERRON and MORLEY, 11-12, Southcombe Street, West Kensington, W.14, Solicitors for the Petitioner.

NOTE.—Any person who intends to appear on the hearing of the said petition must serve on or send by post to the above named, notice in writing of his intention so to do. The notice must state the name and address of the person, or, if a firm, the name and address of the firm, and must be signed by the person or firm, or his or their Solicitor (if any), and must be served, or, if posted, must be sent by post in sufficient time to reach the above named not later than one o'clock in the afternoon of the 18th day of October 1941.
(151)

The company was wound up on the 8th September 1941 ¹²¹

On the 14th February 1940 an article is included in the Surrey Advertiser ^{122:}

'UNLUCKY PIG LED TO £5 IN FINES.

A pig which broke its leg, led to a farmers son, Harold Hampshire of Laundry Cottage, The Grove, Great Bookham, being summoned at Epsom Police Court on Monday for driving on the Ewell bypass a car and trailer, the lights of which did not comply with the regulation; not having white paint applied; and for not having a rear light. His father, Frank Hurst Hampshire, a farmer of Grove Bungalow, Guildford Road, Great Bookham was summoned for permitting the 3 offences. A defending solicitor said a pig broke its leg and in order to have the animal destroyed it was necessary to take out the car and trailer in the black out. Previously it had not been intended to use the car and trailer after darkness. The summons against the father for permitting the use of the vehicle without a rear light was dismissed.

The Bookham Electoral Register of 1946 still shows Augusta Mary Hayward at Bookham Grove⁹ with a Mabel V A Swarts residing at Laundry Cottage. However, she was actually living at The Barn in Effingham next to her daughter and her husband possibly because either herself and/or her daughter needed care. She appears at this location on the Effingham Electoral Register⁹.

Augusta Mary Hayward died on the 21st November 1946 at The Barn, Effingham (a property in the same grounds where her daughter Gladys lived with her husband). She is buried alongside Victor in the graveyard at St Nicholas' church in Great Bookham¹⁷.

She left £13475 18s and 9d on her death⁹

Equivalent to between £571 500 to £1 449 000 depending on how it is calculated⁴

Her youngest daughter, Gladys died just after her mother on January 31st 1947 in 3 Rue Hotel de Ville, Vevey in Switzerland, reportedly of cancer¹⁷.



In 1914 Great Bookham remained a small settlement with additional housing on Church Road, but interwar housing and the growth of Leatherhead transformed the area. By the 1930s there had been a huge expansion to the north, east and south of the village. Eastwick Park was subsumed with new housing developments and a network of roads. Development continued post war and eventually Great Bookham became surrounded by housing estates to the north and east. Bookham Grove lost much of its grounds to housing... the old turnpike road, now the busy A246 Guildford to Leatherhead Road was straightened out in the 1960s with the kink removed around Bookham Grove. This facilitated more roadside housing developments⁶³.

Leatherhead Urban District Council purchased the estate under a compulsory purchase order at the end of 1945 so that housing could be built¹²³.

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