

William Marden Alderslade

Isle of Wight County Press – 29 August 1942

Death of Mr. W. M. Alderslade, of Newport.

The death took place on Thursday of Mr. William Marden Alderslade, of Rockleigh, 10 Medina-avenue, Newport. The deceased, who was 67, was the third and youngest son of the late Mr. John Kenneth Alderslade and joined his father in the well known paper, paint, and glass stores in High-street, Newport, at the age of 15. On his father's death in 1924 he succeeded to the business. In the meantime he had developed the wholesale department and the firm supplied most of the painters and allied trades in the Island. Mr. Alderslade made it his business to cultivate personal and friendly contact with customers, in which he was eminently successful. He was a man of excellent decorative taste and had a fine sense of the artistic in household adornment. When fretwork was a national vogue he took up the art seriously and executed some very fine examples. He completed at Olympia and won a medal for a fan cut in ivory. In younger days he was an ardent cyclist and a member of the I.W. Cycling Club. In later years he was attracted to bowling, and in association with Mr. H. E. Day, of Cowes, laid down two indoor bowling rinks over the J. K. Alderslade, Ltd., Stores in South-street, a venture which unfortunately had to be closed on the outbreak of war. Mr. Alderslade was a member of the Albany Lodge of Freemasons.

Twice married, Mr. Alderslade's first wife, a daughter of Mr. J. V. Trickett, died in 1917. There were three children of the marriage, namely, Winifred, now Mrs. Lewry, of Wilton; Mildred, wife of Mr. Edwin U. Taylor, of Bembridge ; and John. The last names became interested in aeronautics and obtained a flying certificate prior to the war, and was among the earliest to join the Royal Air Force. He soon obtained sergt.'s stripes and was attached to the Coastal Command. In June, last, with three comrades, they were posted as missing, and nothing has since been heard of their fate. He married Kathleen, daughter of Mr. and Mrs. Perrott, of Fawley, and leaves a son, David, now four years of age.

Mr. Alderslade's second wife was Vera, daughter of Mr. and Mrs. George Perkins, of Cowes, who survives him.

The funeral will be on Monday, when a service will be held in St. Thomas's Church.

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