

0903 Reg Pride and Millbrook Garage date unknown.



Reg Pride set up the garage in 1947 on discharge from the army. Previously the building had been home to the gardener and coachman at Millbrook House. The Millennium book records *"The garden became the forecourt, with petrol pumps instead of trees. More cars were coming on to the roads and villagers could buy fuel from his three pumps supplying Shell and diesel. Reg Pride ran a successful business repairing cars and motor cycles, building and repairing bicycles until the loss of an arm forced him to diversify in other directions. Then he developed a trade in his shop selling car accessories, radios, Wellingtons and workers' boots, as well as sweets and chocolates, until his retirement in the seventies"*.

Here he is seen crossing the forecourt his right arm missing.

Dating by number plate can be useful but has it's limitations. In this case a car [Reg GTK 571] stands parked opposite the garage whilst business is brisk with three on the forecourt itself. TK plates were allocated to Dorset and GTK numbers were issued in July 1954 and then again in 1967 when the suffix letter E [July] or F [August] were added after the numbers.

The two car's in the background are both older and newer than the one in the foreground so exact dating is not possible but probably the late 1950's certainly after 1956 when pictures [later in the series] show him to still have his right arm. The pumps on the forecourt are also different to the earlier pictures.

Owner: John Davies

0904 Reg pride serving petrol mid 1970's



Reg Pride stands on the forecourt brandishing a petrol pipe. Unfortunately the picture is slightly blurred. There are now three pumps on the fore court and the prices we assume to be in metric money. Petrol was graded in quality according to the amount of lead and other additives in it. At the top was five star but few engines needed that and it was not widely available. In this photo the highest quality was four star and it was priced at 67 p. In 2021 that would be you just over a half a litre but when this picture was taken it bought you nearly ten times as much – a gallon [4.5 litres] In the middle stands the two star pump – the lowest grade possible- at 63 p a gallon and on the right three star petrol at 65 p a gallon. Early in 1973 the price had been 38 per gallon but the Arab-Israeli war increased this to 49 p in 1974 and 73 p in 1975¹. Another dispenser is seen at the back on the right and this may have been for paraffin whilst a fifth pump is seen far left possibly for diesel.

Owner: John Davies

¹ Average national price according to the AA.

0900 Millbrook Garage mid 1950's.



Although we have no date for this picture the dividing hedge and bank between the garage and Dairy House farm, in the background, resembles that in pictures [seen later] where the date is known, around 1956.

It is a lovely summers afternoon judged by the shadows and business is good with two cars and a motor cycle on the forecourt. Unfortunately we cannot make out any of the number plates.

It could never happen today but the garage was able to offer the motorist a choice of either BP or Shell petrol. In a sense this is not suprising because until the mid 1970's Shell-Mex and BP were a joint marketing company operating together before splitting into separate companies.

Owner: John Davies

0905 The Garage circa 1969



'Good Mileage Begins here' states a sign on the forecourt. Two Morris Minor cars stand on the forecourt with an unknown make alongside. The three conventional pumps are joined by another one that dispenses two stroke oil commonly used in motorcycles of the era. A can marked with a large X dispensed 'Redex' a petrol additive that was supposed to improve performance.

The car on the right bears a Dorset plate which was issued in April 1969 but the two Morris Minors were registered in 1953. TK was a Dorset plate and LJ allocated to Bournemouth. We must assume that they they were either owned by Reg Pride or he had a particular interest in repairing what were, by then, classic cars.

Owner: John Davies

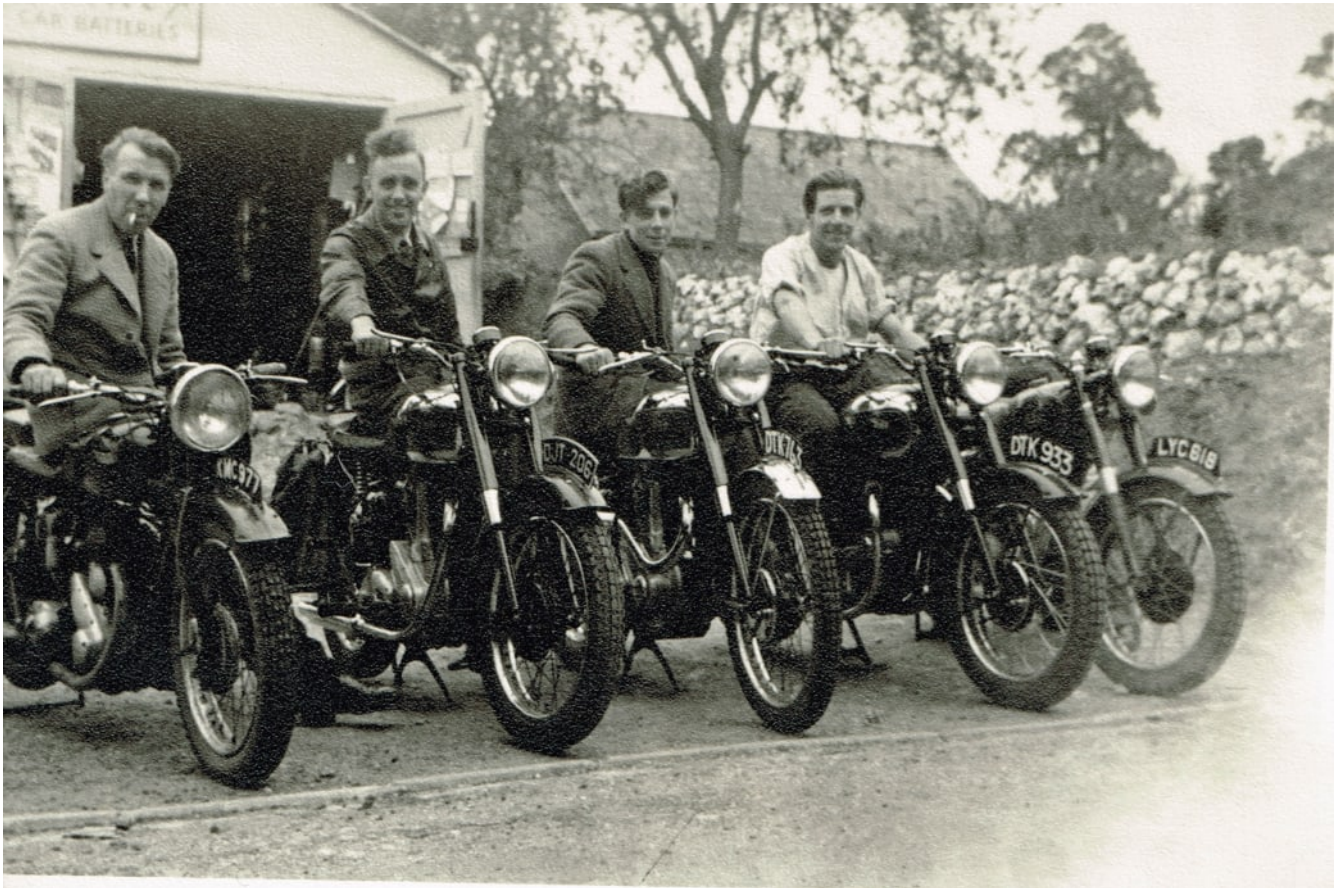
0906 Mike Brown



Reg Pride sold the garage in 1979 to Mike and Linda Brown who ran it for over twenty years before retiring and converting the garage into a cottage. He stands by the side of a Landrover Defender with Trade Plates on. It appears to be parked near the brow of Gold Hill.

Owner: not recorded.

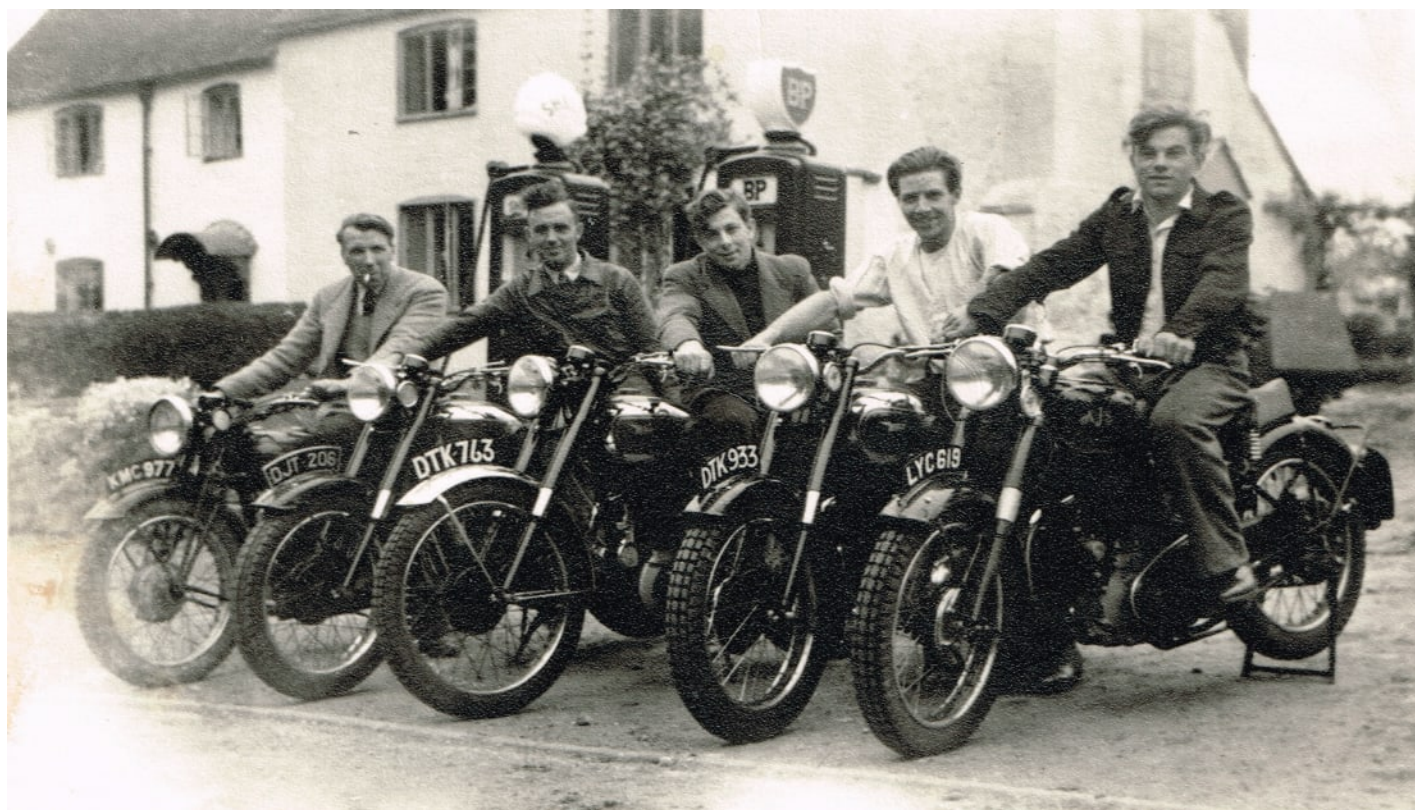
0901 Bikers outside Millbrook Garage circa 1956



Look left everybody. Four bikers with four reasonably modern bikes. On the far left is Reg Pride owner of the garage, ignoring the injunctions of most garages not to smoke near petrol. At this time he still has his right arm. His machine bears a London allocated plate and was registered in December 1956. Next to Reg Pride we have Fred Cooper, then Den Barr and on the far right 'Mr' Martin.

Owner: John Davies

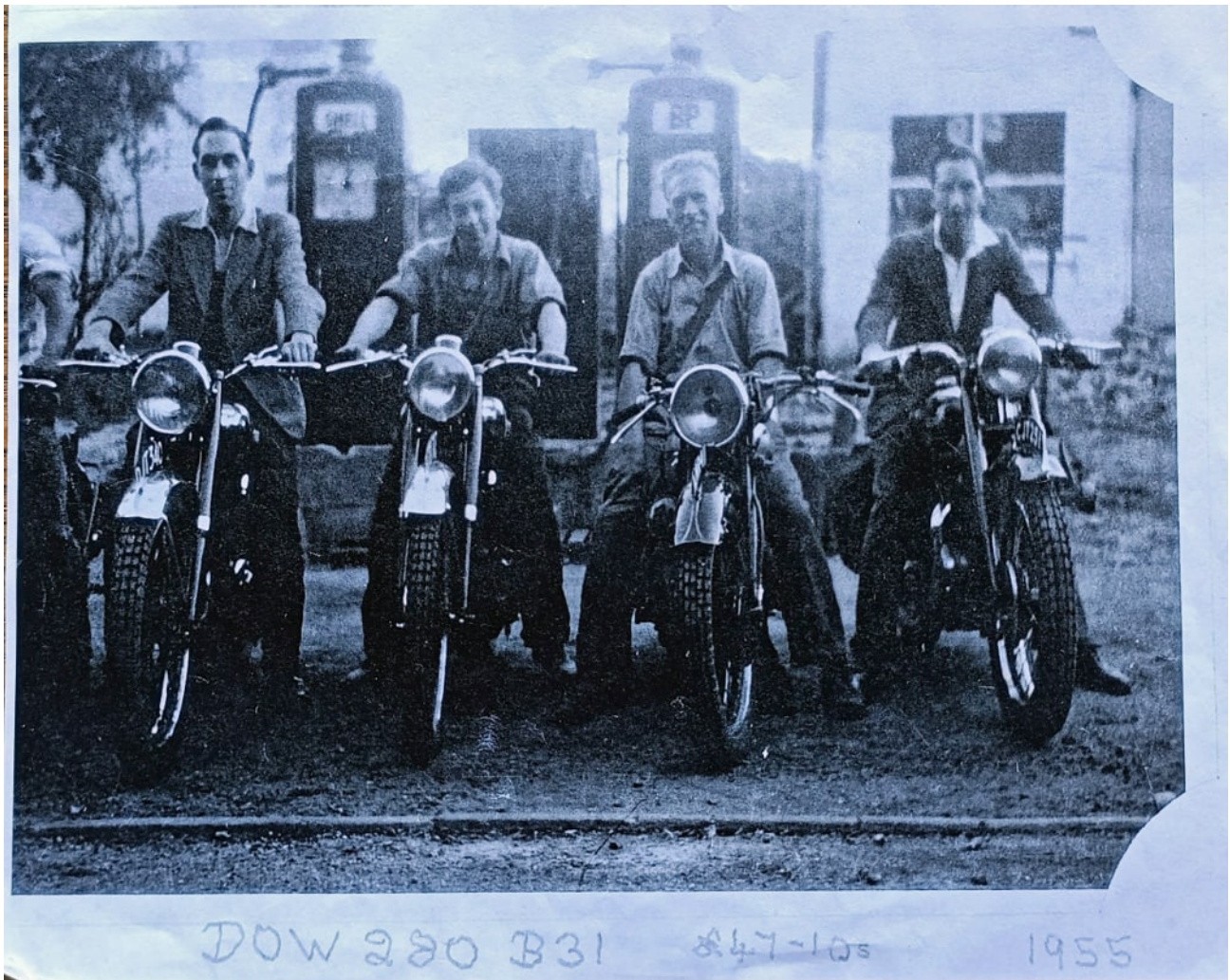
0902 Bikers again



Look right everybody. The same group of bikers but from the port side. Note the built in stand keeping 'Mr Martin's bike up.

Owner: John Davies

0907 Another set of Bikers 1955



The the man on the far left is Ross Hart. Son of the landlord at the New Inn [now the Saxon] this copy was taken from an original in his possession. Ross was 93 in July 2023 when he was interviewed and recalled how he would ride his bike through the front door of the pub to get to the back. It being quicker than going round the side. His mother was not impressed. Dated 1955 he is seen riding a BSA Bantam motorbike. Next to him is Dennis Barr, Ron Pope and 'Mr' Martin on the end.

Owner: Ross Hart