

Cloverdale Garage (1932-1987) Charmouth Road, Lyme Regis

Graham Davies July 2023

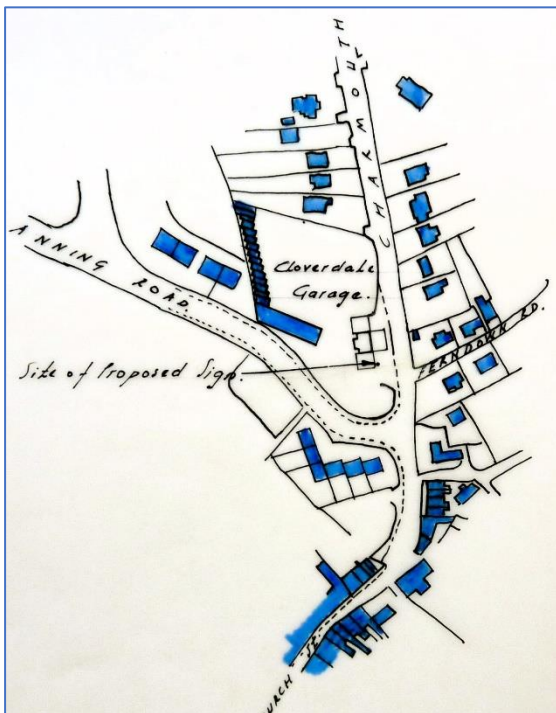


Cloverdale Court Flats 2005

Today, the Cloverdale Court flats are situated at the northern side of the junction between Charmouth Road and Anning Road, on the site of the former Cloverdale garage and petrol station.



1980s



1977

George Ernest Halliday, known as Fred, came to Lyme Regis in 1911 when his father was transferred to the coastguard station. He married Lily Annie Emmett in 1924 whose parents, William and Annie Emmett, became the mayor and mayoress of the Borough during the WWII years. Based at the Royal Lion Hotel yard, Fred took over the operation of the Lyme Regis-Railway Station conveyance and some cabs (1927-1938).

In 1931, for the sum of £500, Fred Halliday purchased land alongside Charmouth Road from the Henley estate, upon which he built Cloverdale Garage and lived there for the next 35 years. At the time of purchase there were no adjoining houses and Anning Road was not built until after WWII. He continued with the Royal Lion business until 1938.

Phone 115.

TOWN BUS SERVICE . .

To and from Station to any part of the Town.

Passengers called for. Advance Luggage Collected.

Orders received at

Royal Lion Hotel Garage (OFFICE IN YARD)
(G. E. HALLIDAY, Proprietor) OR

Cloverdale Filling Station (Charmouth Road.)

Private Leck-ups to let by day week or month

Also well appointed Landalette & Touring Cars for hire.

1932

Cloverdale Filling Station

Lock-up Garages at Moderate Charges

and

Royal Lion Hotel Garage

STATION BUS SERVICE

ALL TRAINS MET

Austin Hire Service

Taxis for Trains

Phone 115

Proprietor G. E. Halliday

1935

Cloverdale Service Station

- REPAIRS
- OVERHAULS
- ACCESSORIES
- CARS FOR HIRE
- TAXIS FOR TRAINS

Charmouth Road, Lyme Regis.

G. E. Halliday, Proprietor.

1938

Cloverdale
Service Station
 TELEPHONE 115
 OFFICIAL TECALEMIT STATION
TWENTY LOCK-UP GARAGES
 BOOK NOW FOR YOUR HOLIDAYS
 REPAIRS, OVERHAULS, ACCESSORIES
 CARS FOR HIRE. TAXIS FOR TRAINS
 Bed and Breakfast. H. & C. in all Rooms
Charmouth Road, Lyme Regis
 G. E. HALLIDAY, PROPRIETOR.

1939

Phone 315 CLOVERDALE GARAGE OPENED AT QUINCY ROAD, Lyme Regis, Dorset

M. S. Bealish

CLOVERDALE GARAGE
 LYME REGIS

ALL Repairs and Accessories. Car Hire. Motor Repairs.
 Press Lock-ups. High Pressure Greasing.

18 June	Revs Hub Oil, Oil	5.8
	Brake Shoes	1 13.9
6 Sept	5.4 Auto Oil	9.8
	Grease	8
	Band of Seal	4.9
	1.600	4.14.4
	1.100	1.100
	2.13.4	2.13.4
	6.10	6.10
	11 19.6	11 19.6
	15.8	15.8
	12 10.0	12 10.0

18 June Revs Hub Oil, Oil
 Brake Shoes
 5.4 Auto Oil
 Grease
 Band of Seal
 1.600
 1.100
 2.13.4
 6.10
 11 19.6
 15.8
 12 10.0

SOLE GARAGE
 OWNED
 2.585.193
 1963
 LYME REGIS

1960

CLOVERDALE GARAGE
 CHARMOUTH ROAD

- ★ CARS FOR HIRE
- ★ TOURS ARRANGED TO PLACES OF INTEREST
- ★ TAXIS FOR TRAINS
- ★ HIGH PRESSURE GREASING
- ★ REPAIRS

LARGE COACH AND CAR PARK
 Telephone 115 Proprietor: G. HALLIDAY

1962

CLOVERDALE GARAGE
 CHARMOUTH ROAD, LYME REGIS
Large Coach and Car Park

- PETROL, OIL AND TYRES
- TAXIS FOR TRAINS AND COACHES

Telephone 115 Proprietor: G. HALLIDAY

1966 & 67

Cloverdale Garage
 LYME REGIS
 Petrol — Oil — Tyres — Repairs
 Lock-up Garages
 Car and Coach Park
 Taxis for Trains and Private Hire
Telephone 3115

1968

Fred Halliday died in 1967, his wife continuing to run the business until 1969 when she retired to Ferndown Road. Mrs Halliday was well known for the beautiful gardens she created around the garage.

CLOVERDALE GARAGE
 LYME REGIS

Shell Petrol
 with
 Greenshield
 Stamps



FORD-SURE
 Appointed
 Service

YOUR LOCAL FORD DEALER
 SALES AND SERVICE
 Telephone - - - Lyme Regis 3115

1974

CLOVERDALE GARAGE Lyme Regis

RETAIL  DEALERS



ESCORT CAPRI II CORTINA
GRANADA  CONSUL

FORD SURE FORD-SURE APPOINTED
ELECTRONIC ENGINE TUNING
ELECTRONIC WHEEL-BALANCING

What service should be.

SALES & SERVICE Tel: LYME REGIS 3115

1974

CLOVERDALE GARAGE

LYME REGIS TEL. 3115

Your Local
British Leyland Dealer



COME AND SEE THE
NEW 1800/2200 SERIES
NOW!

SERVICE - CIVILITY - SATISFACTION



1975



Austin Rover Triumph

CLOVERDALE GARAGE

MOTOR MARINE LYME REGIS Charmouth Road LYME REGIS, Dorset. DT7 3DW

Tel. No. 3115 (Sales & Services)
Tel. No. 2267 (Parts & Accessories)

WHAT DO WE OFFER?

That is — besides GREAT DEALS on cars, new and secondhand

REPAIRS — SERVICING
MOTs — FULL VALETING
REPAIRS TO MOT FAILURES
GENERAL BODYWORK REPAIRS
CRYPTON TUNING

ON ALL MAKES OF CARS

SALES OF SPARES **UNIPART**
ESSEO **PETROL SALES — GARAGING AND PARKING**

1983

WE'LL PUT YOU INTO CAR THAT PUTS THE DRIVER FIRST.

Austin Montego 1.6L

Your first time in the new Austin Montego will be an experience. Its economy, performance and sheer comfort put it way out in front.

We'll put you behind the wheel of this superb new car. And we'll put you first if you call in now.

CLOVERDALE — LYME REGIS

AUSTIN ROVER Your local AUSTIN ROVER Motoring Centre for Axminster, Seaton, Colyton, Beer, Honiton and of course Lyme Regis.

SALES SERVICE

PHONE RICHARD GULLOCK ON 3115/2267

1984

CLOVERDALE GARAGE MOTOR MARINE LYME REGIS

E!!!

TAKE OFF...

with a new car for 1st August

CHOOSE NOW...
CHOOSE US AND
CHOOSE AUSTIN ROVER

New car too much this year?
Remember new E's mean P/E's
... and they're good... RING AND SEE!

CHARMOUTH ROAD, LYME REGIS
Telephone (02974) 3155 (Sales)

1987

OCT 87 - DEC 87

(MONTH) **KEN GULLOCK**
GREYSTONES
VIEW RD
LYME REGIS.

CLOVERDALE GARAGE (Motor & Marine) LYME REGIS
(PROP: T. A. C. WELLS; MANAGER: W. R. GULLOCK)
CHARMOUTH ROAD
LYME REGIS, DORSET DT7 3DW
Telephone: (02974) 3115
V.A.T. Registration No. 188 3452 32

ESSEO **AUSTIN ROVER** DEALER

FORECOURT ACCOUNT SALES INVOICE

Date	Reg. No.	FUEL Litres Quantity	Grade	OIL Litres Qty. U/P	SUNDRIES	Amount (including V.A.T.) VAT % VAT % VAT %	Signature(s)
1/10/87		26.82			Paid	1.00 100	KR GULLOCK
7/10		26.44			Paid	1.00 100	KR GULLOCK
13/10		26.82			Paid	1.00 100	KR GULLOCK
19/10		26.82			Paid	1.00 100	KR GULLOCK
25/10		26.99			Paid	1.00 100	KR GULLOCK
2/11		26.82			Paid	1.00 100	KR GULLOCK
9/11		26.59			Paid	1.00 100	KR GULLOCK
16/11		26.59			Paid	1.00 100	KR GULLOCK
23/11		26.59			Paid	1.00 100	KR GULLOCK
30/11		26.59			Paid	1.00 100	KR GULLOCK
7/12		26.59			Paid	1.00 100	KR GULLOCK
14/12		26.59			Paid	1.00 100	KR GULLOCK
21/12		26.59			Paid	1.00 100	KR GULLOCK
28/12		26.59			Paid	1.00 100	KR GULLOCK
					GARAGE CLOSED		

1987 - Closure of Cloverdale Garage

1989 - Opening of Cloverdale Court Flats

FOR A CAREFREE INDEPENDENT RETIREMENT

EXCLUSIVE APARTMENTS IN LYME REGIS

INFORMATION CENTRE JUST OPENED

CLOVERDALE COURT, CHARMOUTH ROAD, LYME REGIS

Fulfill the promise of a lifetime - retire to the coast. Relax in luxury and comfort at this superb development in the romantic town of Lyme Regis.

Each of the 43 spacious two bedroom apartments includes luxury fitted kitchen and bathroom, double glazing, economy 7 heating, 24 hour alarm and the services of a resident manager.

The development includes 2 lifts, comfortable residents lounge and is set in beautifully landscaped gardens.

Operation Lyme Regis Hospital supported by

Information centre
To secure your reservation call in today

Open Daily 11 am-5 pm
Tel: Lyme Regis (02974) 5764

Lansdown Homes
A MEMBER OF BEAZER HOMES
Lansdown Homes, Station Road, Worle, Weston-S-Mare Avon BS22 0AP Tel (0834) 518106