



Motor accidents



Not a sight for sore eyes, and especially if you are the owner of this delivery van that has somehow half somersaulted over the esplanade wall on to Ventnor beach. The date is June 1925 and the van belonged to the Cascade Dairy of 26 Pier Street. The man in the shorts with his hand resting on the cab is Edgar Styles. Judging from his cap, he may have been the van's driver, but he was not driving when the mishap occurred. The van had been left at the foot of Alma Road, but probably owing to brake failure, it began to roll across the Esplanade roadway, mounted the pavement there, and promptly pitched over into the sand and shingle. Here, of course, it became a spectacle for all who passed, including the black and white cat that is gazing at the embedded front wheel. Unfortunately, there are no extant pictures of the van's recovery, or what happened to its contents.

The Cascade Dairy's owner at the time was H.W. Wiles. He had opened the new Pier Street business in October 1923. The advert demonstrates the range of his fare. The prices, of course, are all in pre-decimal money, but the figures are fairly meaningless unless one has parallel ones for wage levels at the time. What is striking, though, is that milk was delivered twice daily, probably first after the morning milking and second after the evening milking. Wiles operated the dairy for only three years, selling out to a man named Ellis from Eastbourne. By 1934, the business had passed to Robertson's Dairies, based at 86 High Street.

The Cascade Dairy,

26 Pier Street, Ventnor.

Sole Proprietor - - H. W. WILES

Large Supplies of our best local

: Dairy Butter :

Four Times weekly.

Our Price 2/4 per lb

Double Thick Cream fresh daily.

In cartons—6d., 9d., 1/- & 2/-

Local New Laid Eggs, 2/9 & 2/6 doz.
(graded).

Rich New Milk in bottles only—two deliveries daily.

Ventnor & District Local History Society: Michael Freeman, from files in Ventnor Heritage Centre



Ventnor & District Local History Society is a registered charity, working to preserve and record the history of our area and make it available to the public in the Ventnor Heritage Centre.

The Society and Heritage Centre are run and managed by volunteers.

www.ventnorheritage.org.uk / telephone 855407

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