

HAROLD GEORGE HOWARD

He was born in Cobham Surrey in 1875, the son of Walter Howard born in 1845 in Great Horkesley Essex and Emily (nee Malcolm) born 1849 in Teddington Middlesex. Walter, one of at least nine children of William (1810 – 1893) and Elizabeth (1815 – 1889) and was a Cattle Dealer at the time of the 1881 Census, based in Woking Surrey. Walter died in Rochford on 8th May 1917 and Emily on 11th August 1933 also in Rochford.

It should be mentioned that Probate given on William who died on 07 December 1893 at the Essex County Lunatic Asylum in Brentwood, was to his son Thomas Howard Auctioneer and Grocer for the sum of £43.

The Probate given on Walter Howard of 25 Westborough Road Westcliff-on-Sea Essex who died on 08 May 1917 was to his widow Emily and to Harold George Howard a Dairy Farmer for the effects of £5667. Walter and Emily had at least eight children.

According to that Census, they had sons Oswald (born 1869 Teddington), Archibald (born 1870 Teddington), Ethel (born 1874 Teddington) Harold, the father of Harold George (born 1875 Cobham Surrey) and Lilian (born 1879 Cobham Surrey).

Harold George Howard married Rose Ethel Wooder in Rochford Essex in the first quarter of 1901 and they subsequently had one son Roger Harold Howard born in Rochford in 1903. He went on to serve as a Lieutenant in Delhi during the Second World War.

Harold's legacy to Pitsea began in the late 1920s with a series of mock Tudor style buildings beginning with the Railway Hotel public house, and continuing with the cinema, which opened as The Broadway in 1929 and later became the Century, and the parade of shops adjoining it known as Tudor Mansions and Tudor Chambers, and lastly Tudor Buildings (Anne Boleyn Mansions), occupied by Lloyds (now Lloyds T.S.B.) Bank since the 1930s.

His name is perpetuated in the local park, where his privately funded war memorial now stands, and in Howard Crescent which borders the park and features his residential designed homes. He was a noted landowner, farmer and successful businessman founding Howard's Dairies around 1900, which for many years had shops at Pitsea, Laindon, Langdon Hills, Whitmore Way, Timberlog Lane and Southernhay in Basildon town centre. The company's horse-drawn and later electrically powered milk floats finished in a dark blue and cream livery went on to become one of the leading milk delivery services in southeast Essex. Howard's Dairies also had distribution depots at Tennyson Drive, Pitsea and Bluehouses, Basildon.

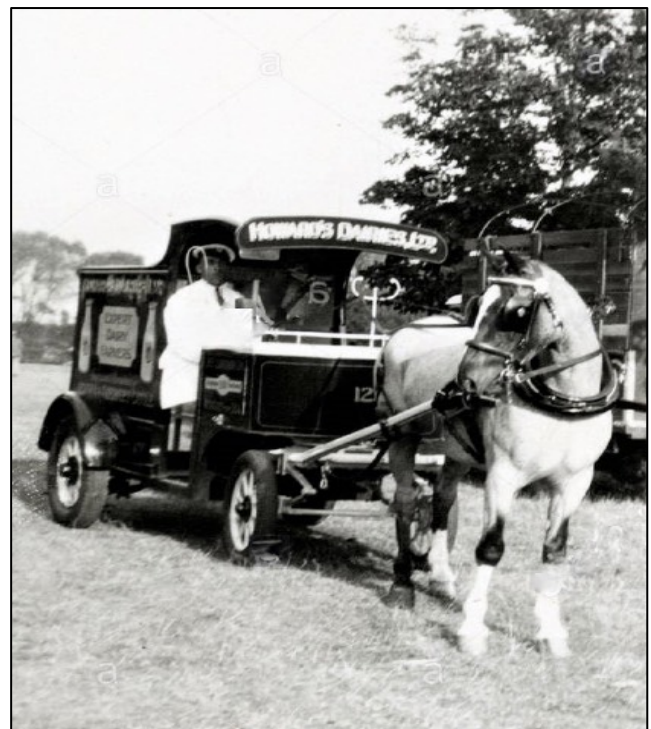
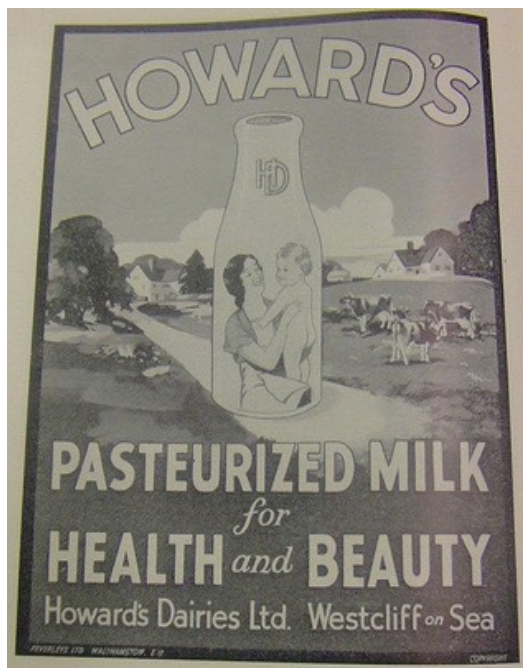
At the conclusion of the Second World War, he was a noted benefactor around Pitsea in giving land to extend the roadway and sidewalks of the town and thus improved about a mile of ground traversing in the heart of the parish. He also erected, in the Broadway Cinema, a centre of entertainment to be used for any public service as well as for the showing of films. He had again commemorated the victorious ending of the war by giving a tract of land, which will form a permanent recreation ground situated at the foot of Rectory Road in Pitsea. The site which is upwards of six acres in extent has been much used in the past as a gathering place for celebrations and he felt that he could do no better than hand this to the Billericay Urban District Council to ensure open space for all time. It will also be remembered that he gave to Pitsea its War Memorial, constructed to his own design, but with the stipulation that in normal times, its torch lights to be kept burning from dusk to dawn.

At the time of his death in 1961 the company, which had its headquarters at 265 London Road, Westcliff-on-Sea, had a 73,000-customer base, 8 distribution depots, 212 retail delivery rounds, 33 shops and employed over 1000 people. He lived for a time at Bluehouse Farm in London Road and he is buried at St. Margaret's Church Bowers Gifford.

Howards Dairy at Bluehouse Farm Pitsea.



Howards Dairy in Hadleigh Essex.



Howards Dairy at the Orsett Show



Howards Dairy in Thorpe Bay circa 1910

This building was Hampton Convalescence Home. During WW1 it was a VAD hospital. The Glen, also a VAD hospital, was in Southchurch

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**GOOD NEWS
FOR
BENFLEET
HOWARD'S DAIRIES, LTD.**

Having Purchased the Old Established Business known as
Wish's Dairies, London Road, South Benfleet
are now supplying

BENFLEET AND DISTRICT
with
PURE RICH MILK
from Fine Herds of Shorthorns, British Friesian
and Channel Island Cows

NOTED HOME-MADE PORK & BEEF SAUSAGES
Finest Quality Only

Local Branch and Sales Shop :—
LONDON ROAD
(adjoining Barclays Bank)
SOUTH BENFLEET

Head Office :—
265 LONDON ROAD, WESTCLIFF-ON-SEA
'Phones : SOUTHEND 3311 and LEIGH 7281



Howards Dairies W&E Freightliner milk float, No. 670, registration OHJ 420F delivering milk to cafes by Southend Pier, Essex. (picture courtesy of Bob1960evens)





Colin Pickett

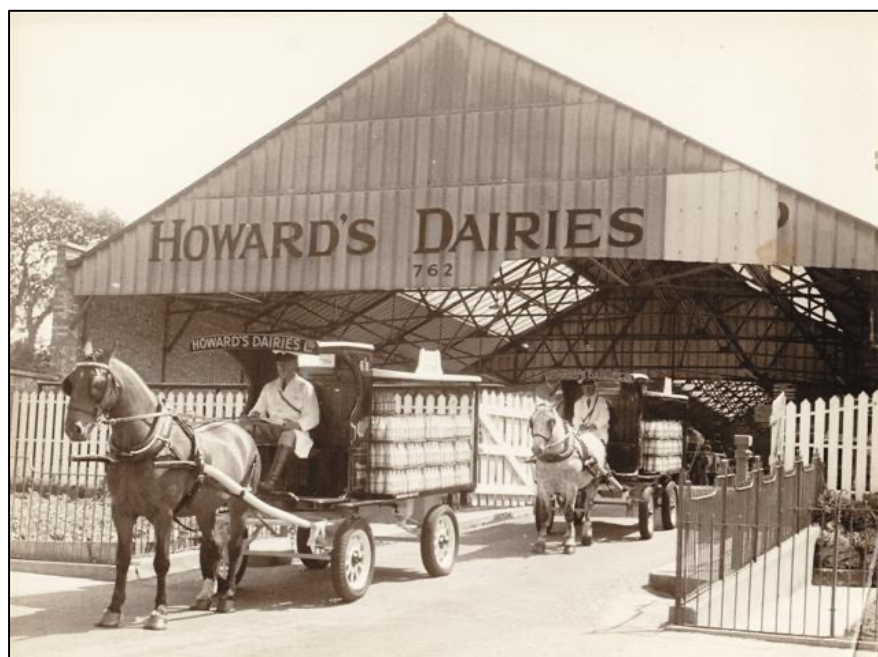


Harold George Howard died on 07 June 1961 and was of Blue House Farm Pitsea in Essex. Probate given to Roger Harold Howard (his son born on 16 February 1903 and died in Leigh on Sea in 1988) who was a Farmer and Muriel Joan Rebecca Howard, the effects for £257546 14s.

Probate given at Roger Harold Howard's death who died on 05 September 1988 was for £937,812.00.

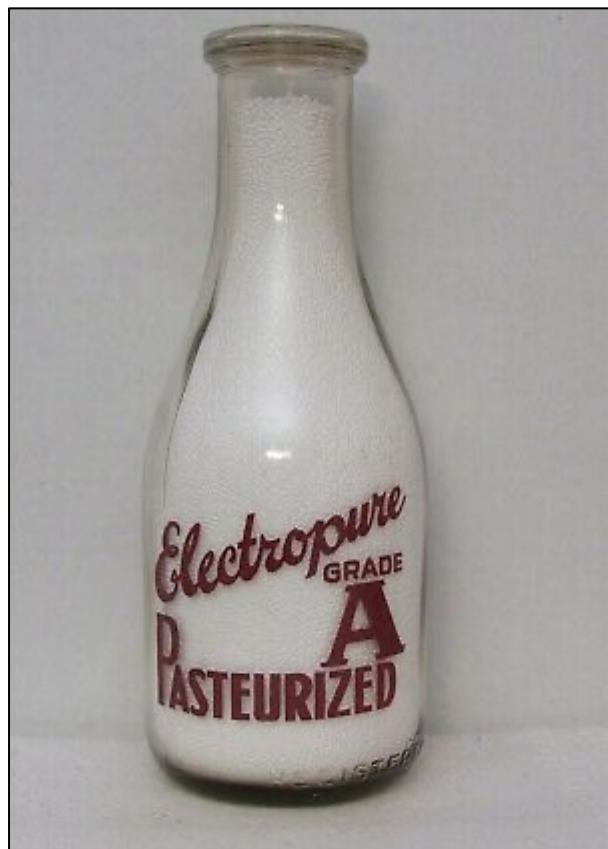
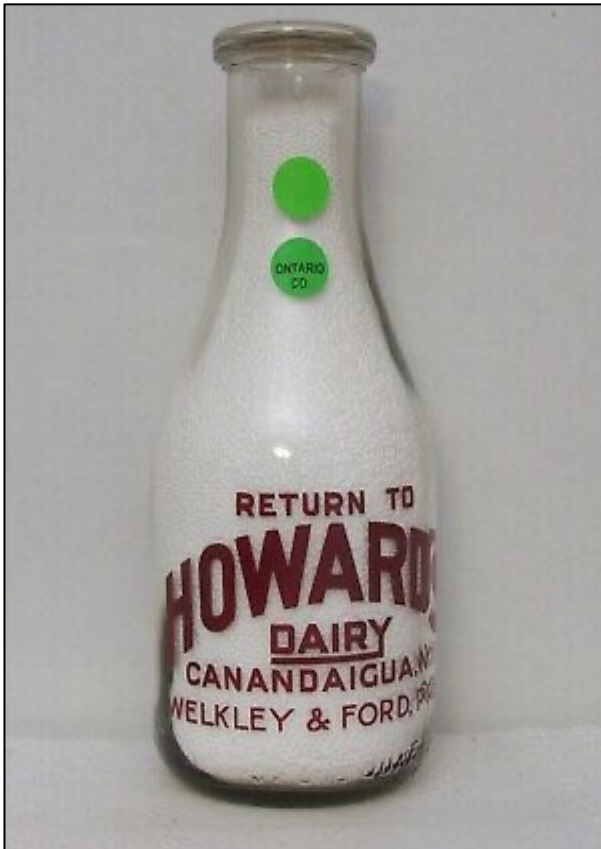


A lorry collecting milk churns, possibly from one of the farms in Benfleet which supplied the dairy.











Pitsea Station Lane burying the Time Capsule on the site of Genesis Building.

Basildon Borough Heritage Society

December 2021.