



GREGORY & SON,
BAKERS OF
SEDLESCOMBE

**GREGORYS THE BAKERS OPPOSITE OLD SCHOOL,
advert printed in Sedlescombe Parish Magazine in 1896**

THE SEDLESCOMBE BAKERY.

W. L. GREGORY,

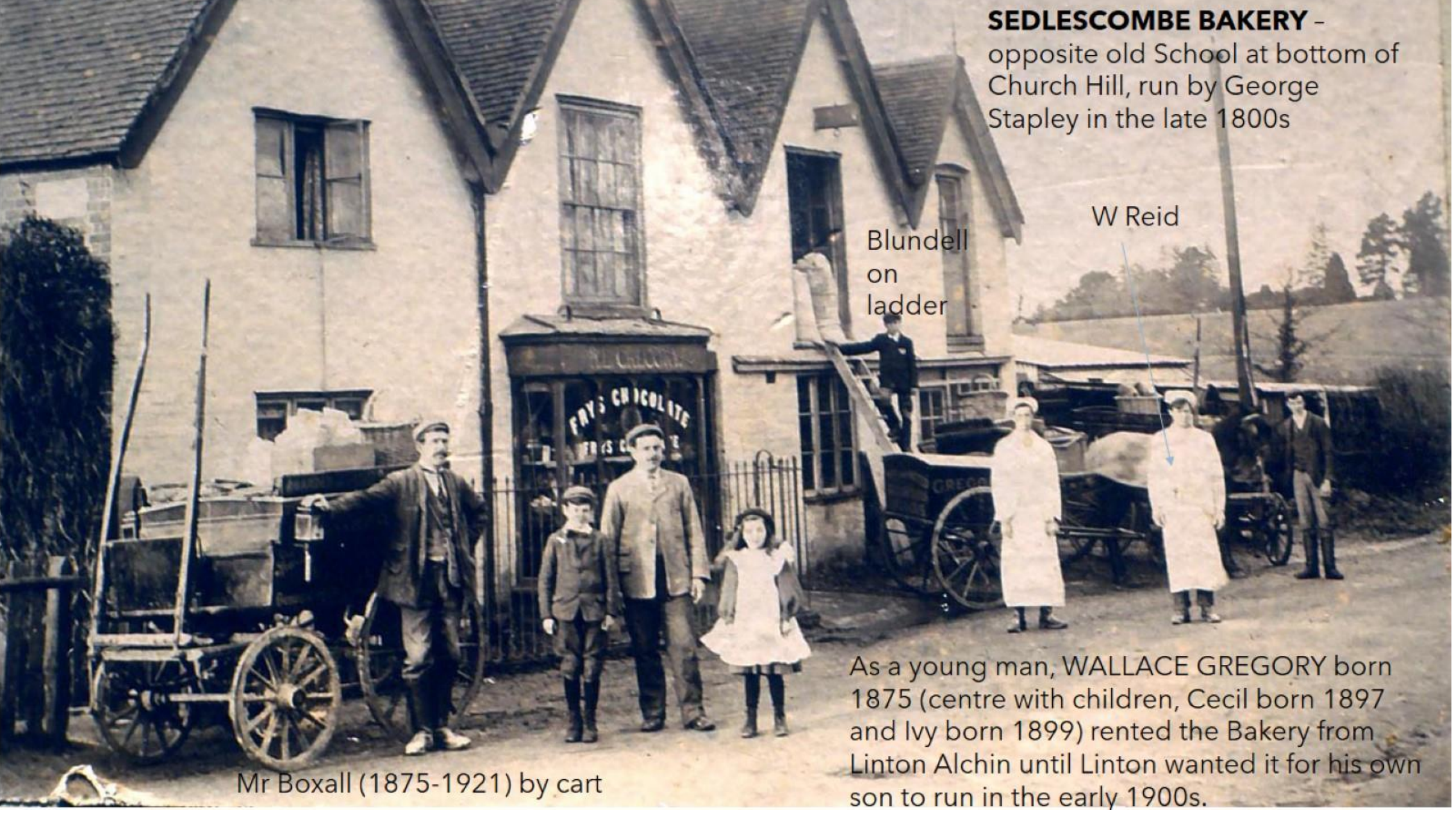
Baker, Pastry Cook & Confectioner.

Pure Home-made and Whole Meal Bread. Cakes and Pastry
of every description.

WOODCOCK'S MINERAL WATERS.

Dealer in Corn and Meal.

Self-Raising Flour.



SEDLSCOMBE BAKERY -
opposite old School at bottom of
Church Hill, run by George
Stapley in the late 1800s

Blundell
on
ladder

W Reid

Mr Boxall (1875-1921) by cart

As a young man, WALLACE GREGORY born 1875 (centre with children, Cecil born 1897 and Ivy born 1899) rented the Bakery from Linton Alchin until Linton wanted it for his own son to run in the early 1900s.

GREGORYS THE BAKERS OPPOSITE OLD SCHOOL, around 1905



Left to right - ?, Cecil Gregory, William Boxall, Mr Reid, Mr Blundell, Mr Hill

**GREGORYS THE BAKERS OPPOSITE OLD
SCHOOL, around 1905**



Ivy Gregory later described the building as “pleasing to the eye”, having 4 bedrooms, and a flour storeroom on the first floor, 3 living rooms and a very nice bay window with 4 or 5 long panes for the shop where there were rows of glass jars containing sweets and cakes. She described the bakehouse next door with the flour store to which the sacks of flour were pulled up from a cart below which was drawn by a pair of huge cart horses. The oven was fuelled with wood and the dough made by hand. (*Info from Twenty Centuries in Sedlescombe by Beryl Lucey*)

The old Bakery buildings had various uses until, in 1966, when the old Bakery shop opposite the old School looked like this after A J Veness, building and decorator moved out.





1966 Demolition of old bakery



Bill Drury & Cecil Gregory 1966



Cecil Gregory in 1966 standing beside the old bake oven

Bill Drury had had an electrical shop on the ground floor



In 1985, the building looked like this. Elizabeth Lesley hairdresser was upstairs in a heavy-beamed room

And this was
Suntrap Cottages in
2005



RETURNING TO 1905 and the Bakery

Wallace Gregory was offered a piece of land at the other end of the Village in The Street by Mr and Mrs Combe from Oaklands on which he was able to build a new bakery - **THE MODEL SANITARY BAKERY** - and a splendid house and shop. In September 1905, Mr Gregory won the first of many gold prizes for his bread.

GREGORY'S BREAD.

awarded—April, 1905. Diploma of Merit, London.
" Sept. 1905. Gold Medal, 1st Prize, Sussex.
" Nov. 1905, 3rd Prize, open to all England.
" Sept 1907, 1st Prize Gold Medal for Sussex
" Sept. 1908, Bronze Medal and 3rd Prize
for Sussex.

Come when you will, we court publicity.

You are Cordially invited to inspect

**THE MODEL SANITARY BAKERY,
SEDLESCOMBE.**

Proprietor - - W. L. GREGORY.

Don't merely Exist, But eat our Bread to LIVE.



← Mr Gregory started to use a slogan in his advertising

GREGORYS THE BAKERS - inside the bakehouse, bread made by hand



Wallace Gregory standing at back with William Boxall next to him.
Edward Snepp, an apprentice, who was living with the Gregorys in 1911 on front left.

GREGORYS THE BAKERS. Outside the shop, showing the variety of vehicles used to distribute the goods



Wallace Gregory would deliver his bread around Sedlescombe using a horse and cart. In July 1905, he was stopped by an Inspector of Weights and Measures who found that he was selling bread without carrying weights and scales with him. He was fined 1s with 6s costs.

Later the same year, Wallace was fined again because he sold a loaf in his shop that was 1½ ounces underweight. Presumably, Wallace did not see how he could sell loaves of an accurate weight when he was making them by hand. Other local grocers were fined for similar offences.

In 1910, a tramp was seen to steal 2 cakes, valued at 2d from the counter of the shop. When challenged the tramp said "I was hungry, so I swallowed them". The Gregorlys were staunch members of the Congregational Church and, in accordance with their beliefs, Wallace said he didn't want to press charges.

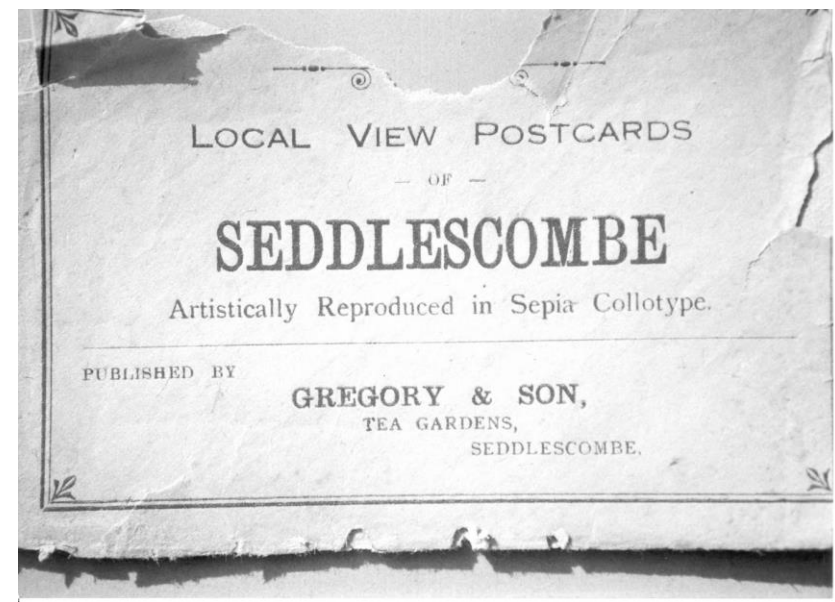
GREGORYS THE BAKERS. Outside the shop (Old Chapel at the rear), showing the transition from horse-drawn vehicles to a Model T Ford bread van



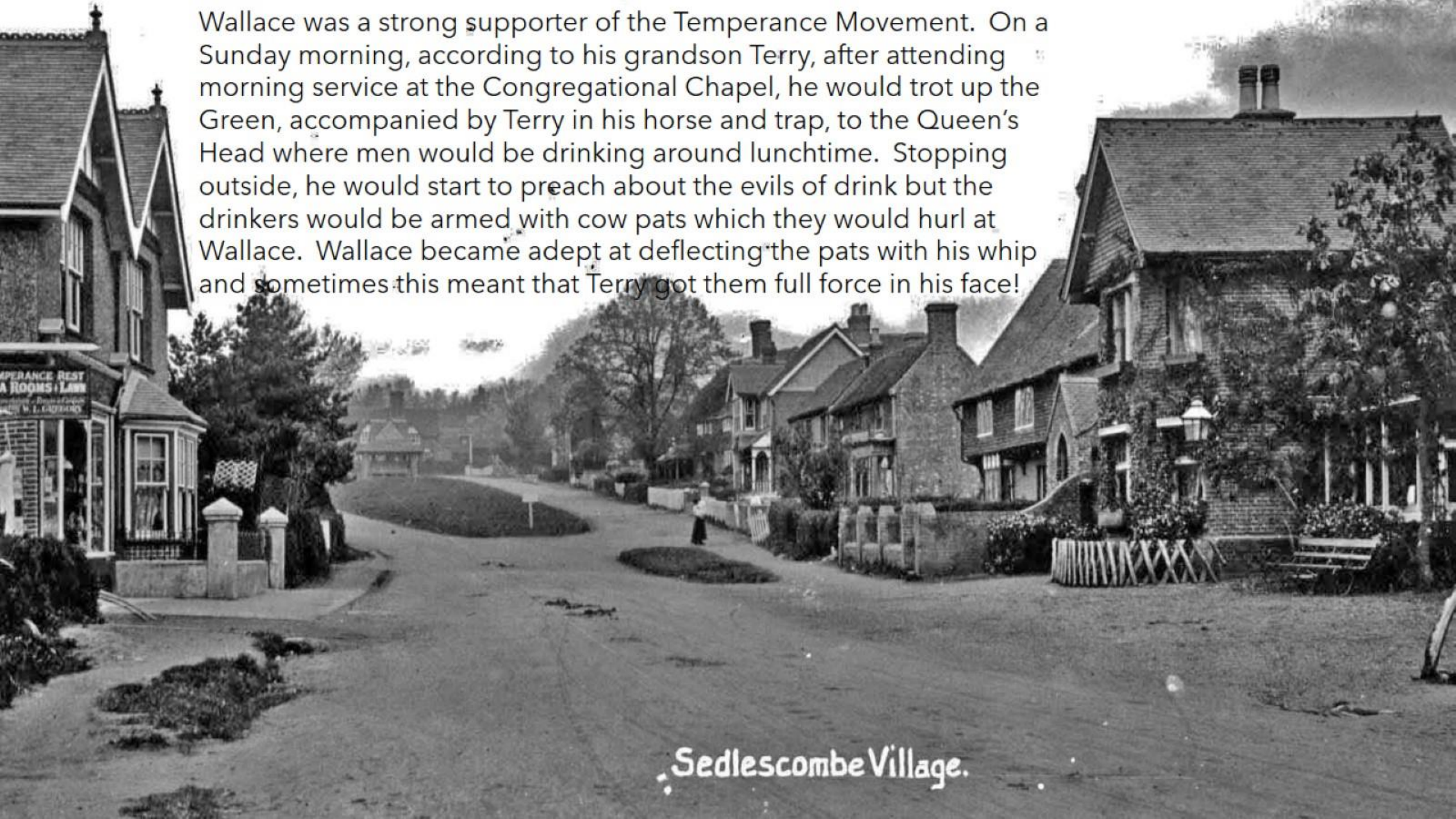
The Gregorys looked after their staff well, arranging outings and running sports teams

GREGORY'S TEMPERANCE TEA GARDENS c1925

Annie & Wallace Gregory seated with behind l-r Cecil Gregory, unknown, Reg Hilder with Ivy Gregory who married in 1924 (this photo was in an album belonging to Jim Davies's grandparents. Jim painted the Sedlescombe Parish Map in 1994 and lived in March in Cambridgeshire!).



Wallace was a strong supporter of the Temperance Movement. On a Sunday morning, according to his grandson Terry, after attending morning service at the Congregational Chapel, he would trot up the Green, accompanied by Terry in his horse and trap, to the Queen's Head where men would be drinking around lunchtime. Stopping outside, he would start to preach about the evils of drink but the drinkers would be armed with cow pats which they would hurl at Wallace. Wallace became adept at deflecting the pats with his whip and sometimes this meant that Terry got them full force in his face!



Sedlescombe Village.



In 1919, before the Village Hall could be built, Cecil Gregory started a Men's Club in his tea rooms. Subs were 1s 6d/month. Games, musical evenings and other entertainments were provided. Gregorys would often provide lunch and tea for people coming out from the towns on outings.

BAKER, CECIL GREGORY IS SKIPPER OF SEDLESCOMBE 1930 FOOTBALL TEAM

“Cecil Gregory, the popular Sedlescombe skipper, has a long and honourable playing career for the club. He has been assisting them ever since 1919 and can recall many thrilling struggles in Sedlescombe League football. Tall and well built, with a strong kick, and an exceptionally safe pair of hands, he has deservedly achieved the reputation of being one of the soundest goalkeepers in the district. In addition, he is a very good emergency back, in which position he has put up some fine games for Sedlescombe. Cecil is a splendid sportsman and win or lose he has always been the clean type of player who is respected by his opponents.

“He is of the opinion that Sedlescombe have a very useful side this season and believes that they will put up a good showing in their new sphere of activity in the Hastings League.”



SEDLESCOMBE FOLK WERE KEPT FULLY AWARE OF ALL THAT
GREGORY'S WERE DOING THROUGH THEIR ADVERTS IN THE SEDLESCOMBE PARISH MAGAZINES

W. L. GREGORY & SON

By the 1920s, Gregory's business had grown and Gregory's Motors were being run from the builder's workshop next to Sherrald in The Street. Later, they moved down to the Bridge Garage and was run by his son-in-law becoming "Hilder's Garage".

CALL AT

**GREGORY'S MOTORS
SEDLESCOMBE**

For comfortable Cars

PETROL. TYRES. OILS

**BATTERIES CHARGED AND
REPAIRED**

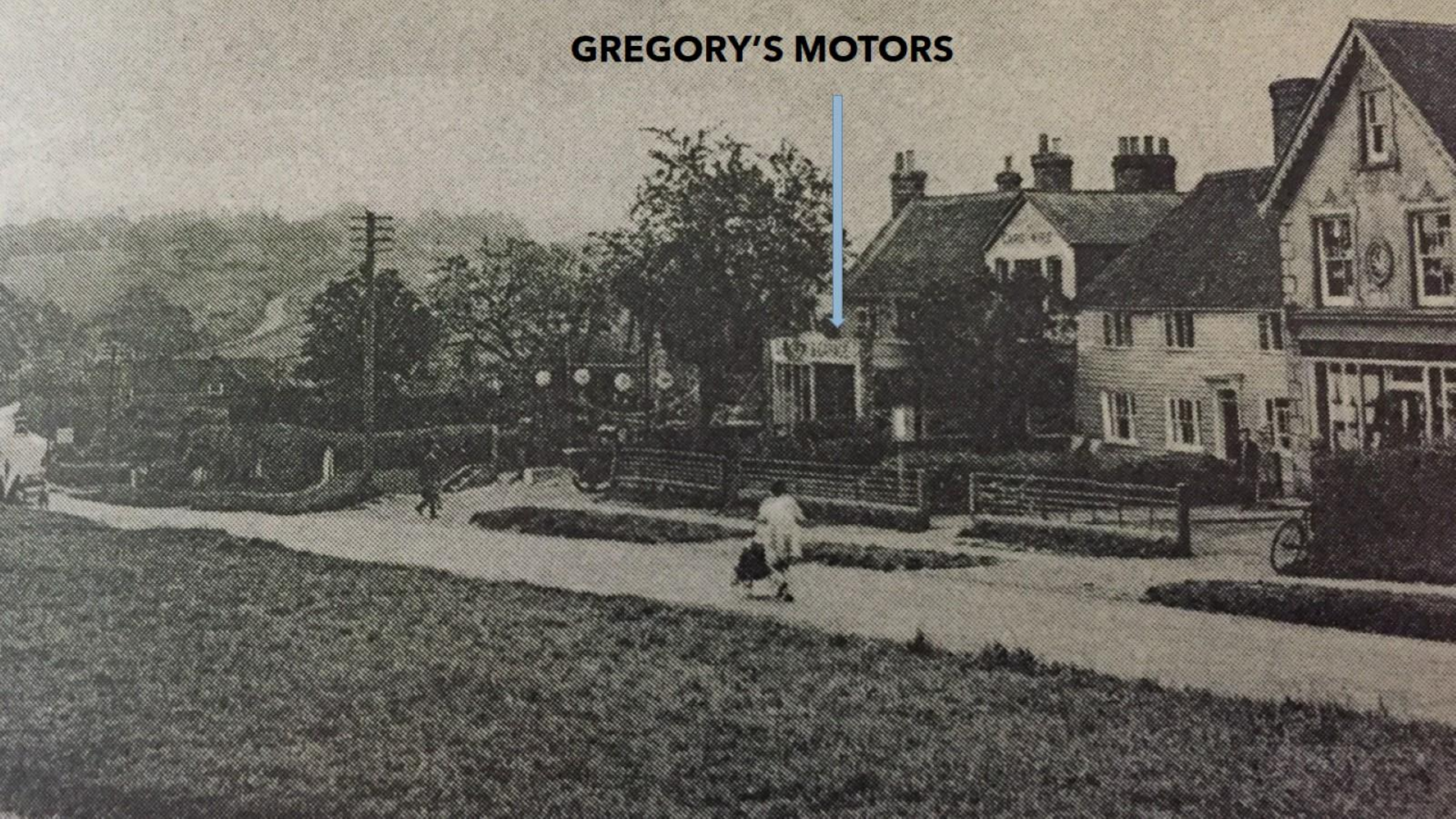
Prompt Service Fair Charges

**Our Tea Gardens are Noted for
Sumptuous Teas**

W. L. GREGORY & SON, THE SEDLESCOMBE MODEL
SANITARY BAKERY. **Phone: 1 Y 2, Battle.**
OUR BREAD FOR FLAVOUR AND NUTRIMENT.
Dainty Cakes, and Flour for Quality. Lyons' Confectionaries and Fry's Table Waters.
Our Motto:—"Prompt Service with Efficiency and Economy."
GREGORY'S MOTORS, Sedlescombe. **Phone—1 Y 2 Battle.**
Comfortable Cars, open or closed, for hire at reasonable rates.
All makes of Cars, Motor and Pedal Cycles supplied. Terms arranged.
Oils, Petrol, Tyres, Gramophones, Batteries for Wireless supplied and charged.

W. L. GREGORY,
The Sedlescombe Model Sanitary Bakery.
*GREGORY'S BREAD for FLAVOUR and NUTRIMENT.
CAKES for QUALITY and VALUE.*
For Taxis, Petrol, Oil and Tyres, Ring up 1 Y 2, Battle.
Bus to Hastings (as per time table).

GREGORY'S MOTORS



THE BABY OR THE CAR? WHY NOT BOTH?

THE BABY AUSTIN

Is the most tractable and well behaved child, always welcomed by all your friends, and voted the sweetest little darling they've seen.

It runs about all day long, and comes home without either croaks, groans or squeaks.

Neither is it impetuous, shy or precocious.

IF YOU WOULD LIKE TO ADOPT ONE OF THESE WONDERFUL BABIES, SEND US A DEPOSIT AND WE WILL REGISTER IT INTO YOUR FAMILY RIGHT NOW.

Cash price £145. Deferred Payments willingly arranged.

Catalogues and free demonstrations with please by

GREGORY'S MOTORS, SEDLESCOMBE

ANY MAKE OF CAR SUPPLIED on part exchange or deferred payments.



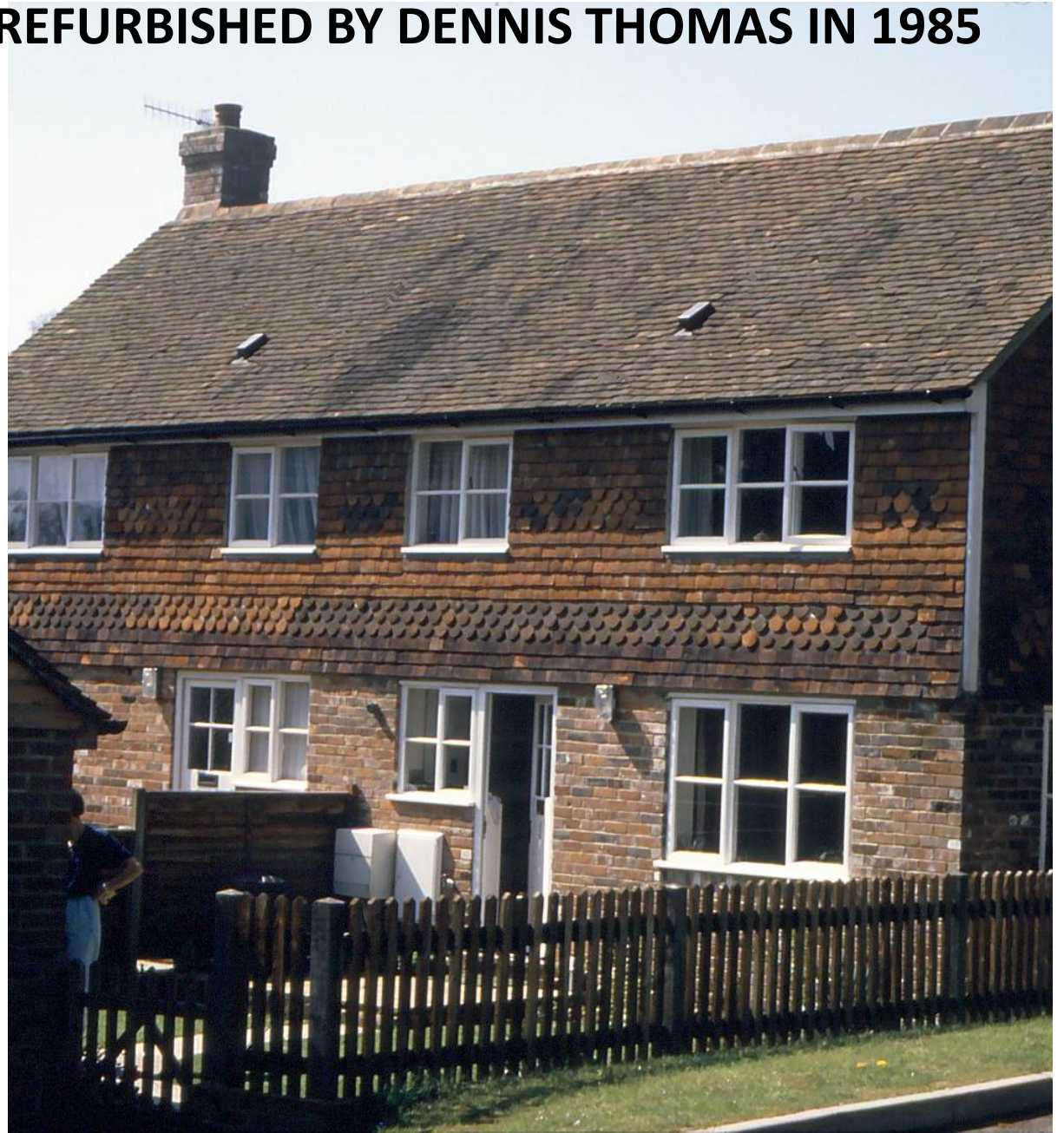
The Bridge Garage when called "Hilders Garage". T R Hilder (Reg), who was married to Wallace Gregory's daughter Ivy Laura, ran the garage in the 1930s. Ken Stubberfield worked with him and later took over the garage. Reg Hilder's son Gerald was born in the flat over the garage in 1932 and in 2020 was still living in Northiam. Reg Hilder was regularly asked to collect cars after accidents at the Paygate Corner involving crashes into the Paygate Bungalow.

Wallace Gregory and his son Cecil were always up-to-date. These are examples of what they were up to in 1922 in the relatively-early days of motoring.

A LONDON TRIP – An interesting trip to London was enjoyed by the employees of Mr W L Gregory of the Sedlescombe Bakery and Tea Rooms, and friends on Tuesday. Numbering about thirty, the party travelled in a motor-coach, and reached the Metropolis about 11.30. The Zoological Gardens and Madam Tussaud's Waxworks were the two principal attractions visited. The return journey was begun about 6.30, and a stop was made at Tonbridge, Sedlescombe being reached again shortly before 11 pm, after an extremely pleasant day.

DON'T RISK YOUR LIFE on a shaky bike. Let us repair it. Our price and work will stand comparison. New machines from £5 10s. All makes of Motor Cycles and Cars supplied. Tyres, Oil, Petrol and Benzol –
GREGORY, MOTOR ENGINEER, SEDLESCOMBE. 'Phone 1Y2, Battle.

18th CENTURY OLD BAKERY COTTAGES REFURBISHED BY DENNIS THOMAS IN 1985



In the 1980s, Bakery House Antiques was operating at the old bakery shop. Mollie Wagstaff made lovely cushions which she displayed in the shop window.



This photo was taken in 1985, just before Dennis Thomas started work on the property



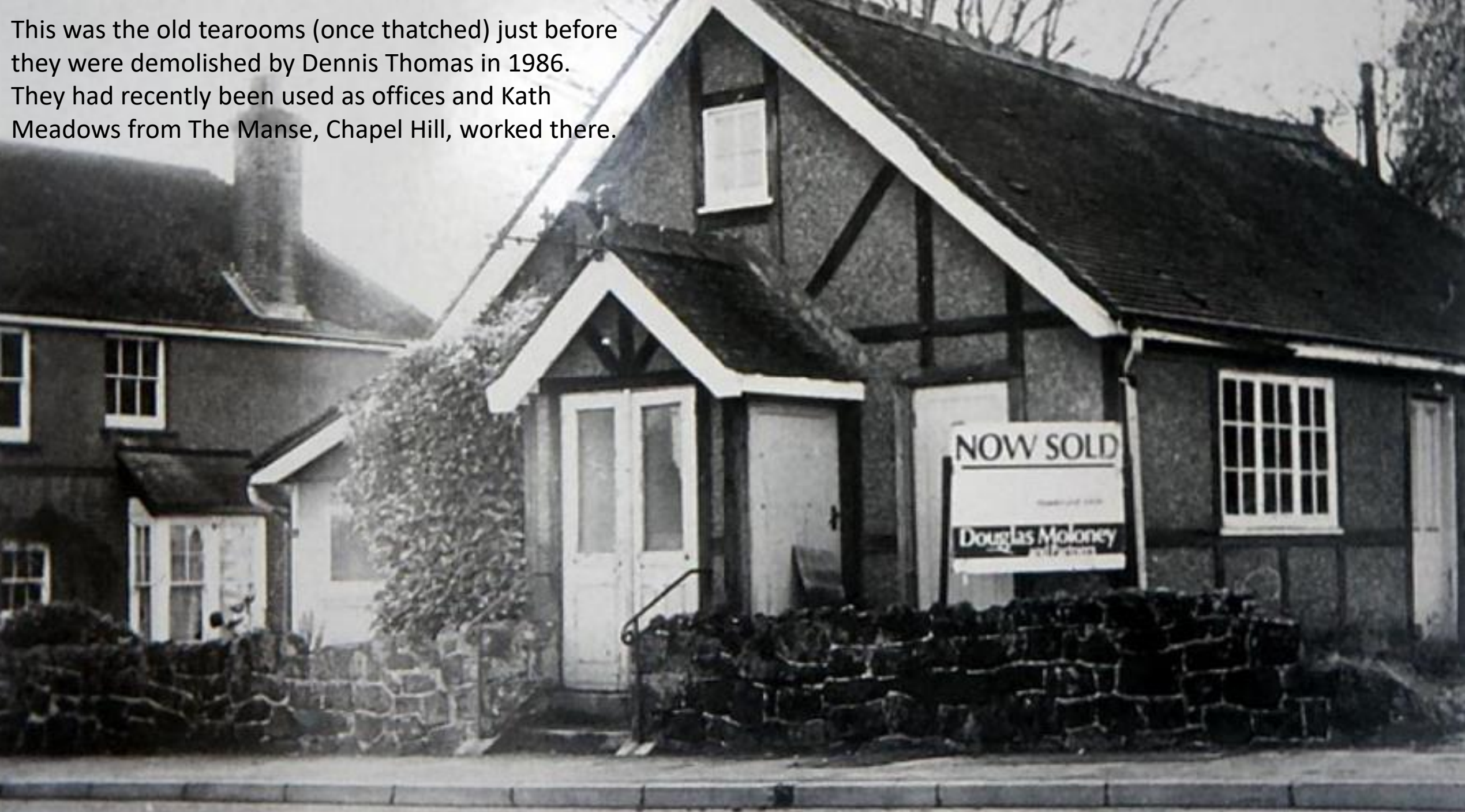
The name "Loaf Cottage" was a great choice for the old shop. The shape of the sign made by Julia Chapman echoing the cottage loaves that were once both baked and sold at Gregory's bakery. Julia remembers the bakery well.

**LOAF
COTTAGE**

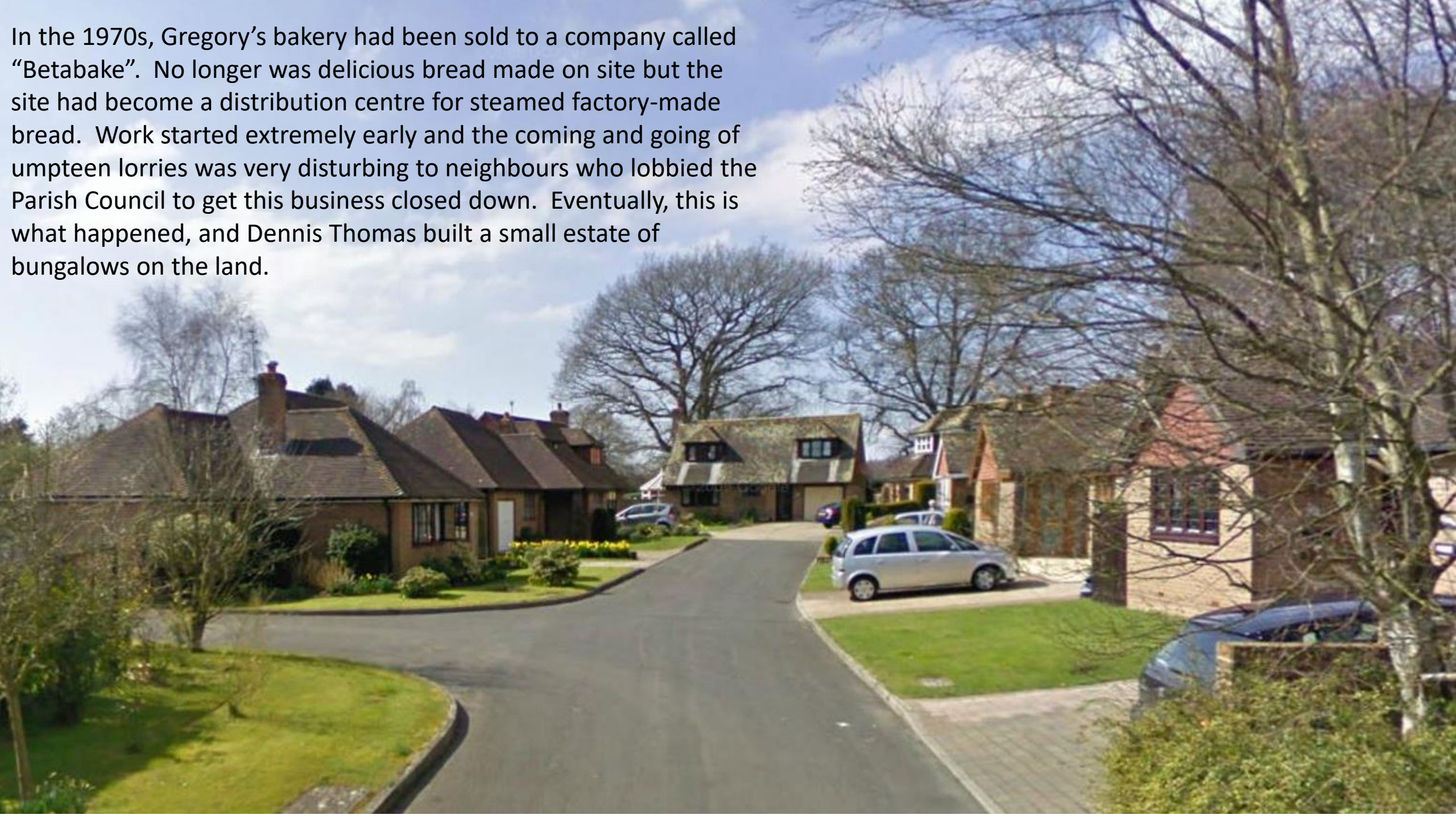
**THE OLD
BAKERY
HOUSE**



This was the old tearooms (once thatched) just before they were demolished by Dennis Thomas in 1986. They had recently been used as offices and Kath Meadows from The Manse, Chapel Hill, worked there.



In the 1970s, Gregory's bakery had been sold to a company called "Betabake". No longer was delicious bread made on site but the site had become a distribution centre for steamed factory-made bread. Work started extremely early and the coming and going of umpteen lorries was very disturbing to neighbours who lobbied the Parish Council to get this business closed down. Eventually, this is what happened, and Dennis Thomas built a small estate of bungalows on the land.



Dennis Thomas was always keen to name his properties and estates to help remember people who had lived there in the past.

The chosen name "**GREGORY WALK**" was of course most appropriate.



ACKNOWLEDGEMENTS

The images in this presentation come from the Sedlescombe Archive Collection which includes adverts from the Sedlescombe Parish Magazines, photos provided by the Edgar Boxall and Jim Davies, a poster from Derek Wilton's collection, photographs by Frank Johnson, and information from Gerald Hilder and Terry Gregory and local newspapers.

**PART OF THE 2020 SEDLESCOMBE LOCAL HISTORY VIRTUAL EXHIBITION
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