

The following is a Press report to coincide with the 50 years in BSA dealers plaque presented to Millard & Co Ltd. In 1967.

Islands B.S.A. distributor receives recognition for 50 years service.

For over 50 years Islanders have thought of B.S.A., the name of Millards has immediately come to mind and Millard & Co Ltd. are very proud that B.S.A. one of Europe's leading motorcycle manufacturers, have presented them with a plaque in commemoration of 50 years service as B.S.A. distributors in Guernsey. In the photograph re-produced here, brothers Lesna Millard (manager and John Millard, are seen with the plaque, which reads.

"In commemoration of 50 years as B.S.A. distributors 1917-1967. "

"Millard & Co Ltd. Guernsey."

It was in 1917, only eight years after the Late Deputy Thomas Millard started business in Guernsey as a Cycle and Motorcycle dealer, that he signed a distribution agreement with B.S.A. Motor Cycles Ltd, a wholly owned subsidiary of the Birmingham Small Arms Co. Ltd, and which is now the largest manufacturer of motor cycles in Europe.

In 1919 his two sons Theo and Clinton Millard joined Deputy Thomas Millard, and in 1924 they moved from their original premises in Bosq Lane to the more convenient location in Victoria Road, from which the company still operates. B.S.A. Motorcycles were imported into Guernsey in steadily increasing numbers until the out break of the Second World War, and famous pre war models that the older islander will remember were: the B.S.A. Sloper, the B.S.A. Round Tank 250cc and the B.S.A. Empire Star.

In 1937 Deputy Thomas Millard retired, and Theo Millard became manager until 1940 when motorcycle business became impossible due to the German Occupation of the island.

At the end of the Second World War in 1945 Theo Millard began importing the first post war motorcycles to come off the B.S.A. production lines: the 250cc S.V.C10, the 500cc M20 S.V., and 600cc M21 S.V., soon to be followed by the 250cc C11 O.H.V., the 350cc B31 and the 500cc A7 Twin. These were imported in large quantities into an island that had had almost all its motorcycles taken away by the German forces.

In 1946 Theo Millard formed a limited company and in 1948 his son Lesna Millard, the present managing director joined the firm. In 1961 he became a director on the retirement of his father. John Millard the younger son of Theo Millard joined the firm in 1955 and is also now a director.

The 1950's saw the B.S.A. 650cc Golden Flash on the island's roads, and the famous B.S.A. B32 Gold Star racing on the Vazon Sands. The B.S.A. Bantams became popular, and following improvements have been produced by B.S.A. for 19 years, becoming the most popular 175cc motorcycle in Guernsey today.

For over 50 years islanders have linked Millard & Co Ltd with B.S.A. Motocycles, and Millards are very proud that Europe's leading motorcycle manufacturers have presented them with a plaque in commemoration of 50 years service as B.S.A. Distributors in Guernsey.