

Platts 100th Anniversary



Platts and a Steam Engine 1970s

Platts of Marlow, the jewel on the corner of Oxford Road and West Street, is celebrating its 100th anniversary this year. R J E Platt Ltd opened its doors in 1925 on the site of the Black Lion pub, initially selling early radios such as Bush and Pye, and also servicing bulky 2V and 4V batteries which local residents brought in to recharge. Auto sales and services were developed by the founder, Reg Platt, in the 1920s and 1930s when Platts became an Austin/Morris main dealer. The first petrol pumps were on the West Street pavement and swung out to fill up the parked car. The company faced a fair bit of competition in our town. Many members will remember Currall's in the High Street and Inwards which replaced it on the same site, and also Wellicome's further up next to Liston Mall. Then there was Compton's and later T&G Autos on the south side of West Street.



Reg Platt Outside the Garage c1930

Jim Platt joined the company after the war and has steered the company through thick and thin in the decades since. He was a pupil at Borlase School and was a keen and talented rower, participating in many regattas and Head of the River Races. He also rowed competitively whilst a student at Imperial College. Platts have been keen supporters of Borlase rowing and the British rowing teams at the 2012 Olympics. Many certificates and photos of these events adorn the upstairs office where Jim is still to be found on most working days.

Jim is obviously a tough cookie because he survived the worst that Adolf Hitler could throw at him when, in 1944, a V1 rocket demolished the house where he was visiting his grandmother. He suffered serious injury and lost a few months of his school summer holidays while he was recuperating in our Cottage Hospital.

Jim has always been very keen on classic cars and owns several including a Bullnose Morris (1913-1926), a Ford Model A (1903-1904), and a Ford Model T (1908-1927), usually to be seen in the West Street showroom, and driven with gusto in past years on the London to Brighton rallies.



Audrey, Reg and Jim 1975

Forty years ago, Platts became a Ford main dealer, but sadly that arrangement was terminated earlier this year. The good news is that the garage has now become a main dealer for Suzuki, and the future of the company under Jim's son, Tim, looks assured for the next 100 years. The Marlow Society congratulates Platts on the occasion of this anniversary and wishes the business all the very best for the future.



Platts Night Photo Modern