



JELLEY.MalcolmEckford COSGROVE

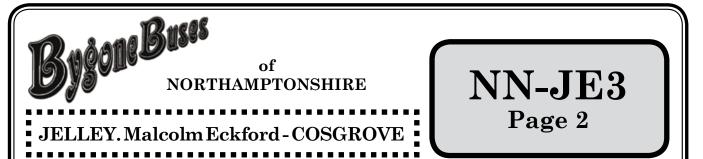
Malcolm Jelley was an operator about whom very little has been recorded yet he was one of the most enterprising in the south of the County, even developing a London service! Interestingly, although based in Northamptonshire the bulk of his operations were in Buckinghamshire and Bedfordshire.

As far as it is known Malcolm Jelley started his business in 1925 when he bought a fourteen-seater REO from Messrs. Allchin & Son of Northampton. This machine was registered RP 713 on 1st April and Malcolm Jelley ran between Cosgrove, Old Stratford, Stony Stratford and Wolverton, apparently on Tuesdays, Fridays, Saturdays and Sundays only, leaving his vehicle free for hires on the other three days of the week. Sometime during the next five years he joined a number of other local operators in providing services between Stony Stratford, Wolverton and Stantonbury on this busy route that catered for Wolverton Railway Works and McCorquodale's Print Works together with other employment and leisure opportunities.

Within a year Jelley required a second bus and again turned to Allchin & Son for a REO Pullman that seated twenty passengers. This vehicle was delivered on 3rd April 1926 when it took the registration RP 2451. The same procedure was followed in 1927 and 1928 when Malcolm Jelley concluded repeat business with Allchin's and received another REO Pullman on 24th March 1927 registered RP 3965 and again seating twenty passengers whilst on 23rd May 1928 a fourth REO, this time a fourteen-seater was taken into stock as RP 6023. Having increased his fleet to four buses Malcolm Jelley thereafter maintained this level of rolling stock.

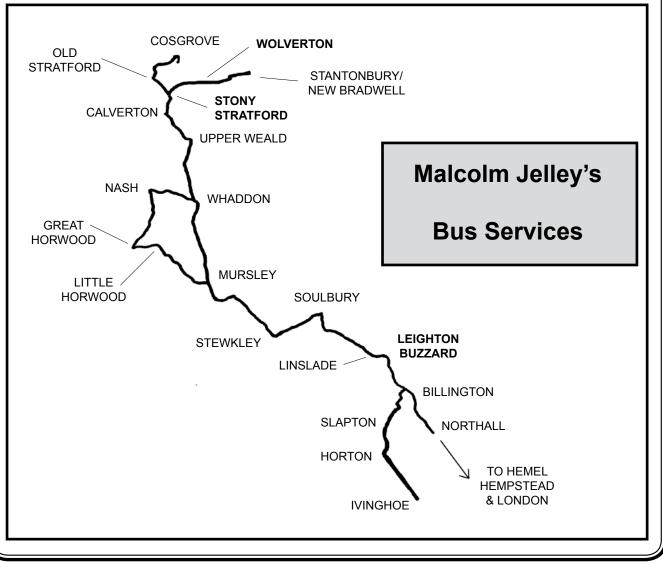
As Malcolm Jelley's fleet increased so too did his services. From dates unknown he developed a route from Cosgrove via Stony Stratford, Whaddon, Nash, The Horwoods, Mursley, Stewkley and Soulbury to Leighton Buzzard and in due course added short journeys from this latter town to Ivinghoe and to Northall. Probably in 1930 when long distance express services had gained popularity Malcolm Jelley introduced a London service on Thursdays and Sundays, extending his Cosgrove to Leighton Buzzard route southwards via Northall, Dagnall, Hemel Hempstead and King's Langley to the Central London Coach Station at Cartwright Gardens. For this purpose he bought an A.J.S. Pilot coach which was supplied by Messrs D & E Petty of Hitchin. This twenty-four seat coach was registered RP 8974 on 3rd June 1930.

Bygone Buses of Northamptonshire is compiled by R M Warwick, "Torestyn" 101 Broadway East, Northampton NN3 2PP, who would be pleased to be advised of any additional information relating to the above operator. The records of the PSV Circle and the Omnibus Society have been consulted extensively for this series and acknowledgement and thanks are due to these organisations.



In the following year, 1931, in order to comply with the requirements of the 1930 Road Traffic Act, Malcolm Jelley submitted applications to the Traffic Commissioners in September 1931 for licences for four stage-carriage services, one express service and an excursions and tours licence. The first two stage services both ran between Cosgrove and Northall via Stony Stratford, Whaddon, Stewkley, Leighton Buzzard and Billington and in all probability one licence referred to the Tuesday operation and the other to the Saturday timings. The third stage-carriage service was a Tuesday market day route from Leighton Buzzard via Slapton and Horton to Ivinghoe whilst the fourth route was from Cosgrove to New Bradwell. Jelley's express service was the Thursday and Sunday Cosgrove-London route previously mentioned and the excursions and tours licence starting from Cosgrove included fourteen tours. Road Service Licences for all these operations were granted by the Commissioners in November 1931.

Subsequently, for licensing purposes, the Leighton Buzzard to Ivinghoe service was amalgamated with one of the Cosgrove to Northall services to become Cosgrove - Ivinghoe.





The Commissioners' references for Malcolm Jelley's routes were then:-

TER471/1 - Cosgrove - Ivinghoe. TER471/2 - Cosgrove - Northall. TER471/4 - Cosgrove - New Bradwell. TER471/5 - Cosgrove - London. TER471/6 - Excursions & Tours from Cosgrove.

In October and November 1932 Malcolm Jelley applied to the Traffic Commissioners to revise his stage-carriage operations and a timetable of these routes at December 1932 has survived and is reproduced below.

IN ENERGY PROPERTY AND A PROPERTY AN	LONDON SERVICE. Via LE IGHTON BUZZARD,	LEIGHTON B. & IVINGHOE. Tuesdays
	HEMEL HEMPSTEAD & KI'4Q'S LANGLEY. Thursdays and Sandays only.	LEIGHTON BUZZARD 1030 250
		Billington 10351 2551 Slapton
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	Whaddon	IA M.1 I ICMI I I
	Stewkley	IVINGNOE
Omnibus & Coach	LEIGHTON BC23. 9 0 1030 Stewkley	Stapton
	Northall 0 151 10451 Whaddon 8401 1040	LEIGHTON BUZZARD 1125 355
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A facsimile of Malcolm Jelley's timetable dated December 1932. The significance of the No.l and No. 2 Mursley to Leighton Buzzard timetables is not known to the Author.

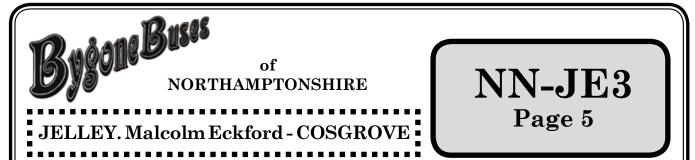
Returning to the subject of rolling stock, Malcolm Jelley upgraded his fleet on 1st December 1931 with the purchase of a handsome thirty-two seater Grose bodied Crossley Alpha coach registered NV 728 and this vehicle regularly ran on the Cosgrove to London service.



What a fine looking coach NV 728 was when new in 1931! This Grose bodied Crossley Alpha carried the lettering "Jelley's Coachways" on its roof-mounted luggage carrier and "ME Jelley, Cosgrove" on its garter. It had inward-facing seats over the rear wheel arches.



A second nearside view of Crossley Alpha NV 728 taking a party of ladies out for the day. The term "Jelley's Coachways" was perhaps a little over ambitious for a Thursday/ Sunday fairly obscure route to London but maybe Malcolm Jelley had other plans which were never fulfilled.



In December 1932 Malcolm Jelley applied for a Road Service Licence for a new express service TER471/7 operating between Cosgrove and Coventry proceeding via Stony Stratford, Towcester and Daventry. It was intended for workers employed at the Coventry car factories and departed from Cosgrove at 10.00pm on Sunday nights and returned from Coventry on Fridays or Saturdays when the men finished work. Short Period licences were granted by the Commissioners to enable the service to run between 23rd December 1932 and 1st March 1933 but objections by the L.M.S. Railway resulted in a substantive licence being refused in March 1933, thus ending this interesting operation.

Only brief mention has been made of Malcolm Jelley's main route between Cosgrove and New Bradwell. The journeys from Cosgrove were for shoppers and entertainment and ran on Fridays (Wolverton market day) and Saturdays only. The main daily service between Stony Stratford, Wolverton and Stantonbury was co-ordinated with Messrs. Bates, Brown, Eglesfield and Humphrey and the timings were run by each operator in rotation.

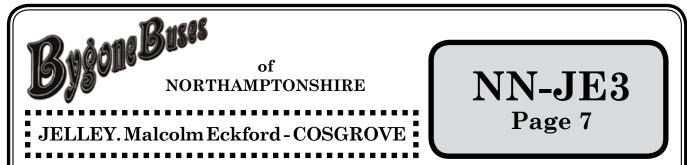


Malcolm Jelley used Bell Punch tickets on block 4446 and illustrated are 1/3d and 2/6d return tickets showing the use of the title "Jelley's Safety Coaches". The out/return numbers 1 to 7 would allow these to be used as weekly tickets.

The main operator in 1933 on the important Stony Stratford - Wolverton - Stantonbury corridor was Eastern National, providing frequent departures over much of the day. Reorganisation within the Tilling Group, which owned both Eastern National and United Counties, led to the services in the Stony Stratford area provided by Eastern National being transferred to United Counties from 1st December 1933. Clearly the presence of five minor operators on the main Stony Stratford - Wolverton - Stantonbury route was a thorn in the side of Eastern National in the first instance and United Counties from December 1933. Eastern National was already in discussion with J H Bates of Wolverton with regard to the purchase of his business, with negotiations concluding in February 1934 when Bates's services passed to United Counties.

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JELLEY. Malcolm Eckford - COSGROVE Page 6							
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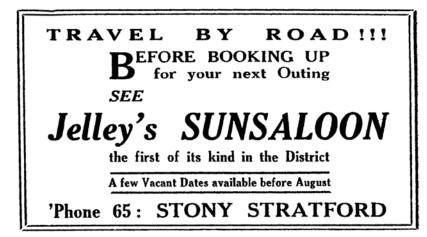
The joint timetable issued by Messrs. Bates, Brown, Eglesfield, Humphrey and Jelley on the Stony Stratford - Wolverton - Stantonbury route in 1932.



With one down and four to go, United Counties was concurrently in dialogue with the remaining operators on the road in question. In fact the Company's initial approach to Malcolm Jelley in October 1933 had not proved fruitful but within weeks an Agreement was signed for Malcolm Jelley to sell and United Counties to buy the business for £4,000 of which sum £2,650 represented the value of the four buses to be acquired by the Company.

United Counties duly applied to the Traffic Commissioners for licences to take over Jelley's excursions and tours from Cosgrove, the express Cosgrove to London service and the Stony Stratford to Leighton Buzzard route. Existing licences were amended to include the Cosgrove - Wolverton and Stony Stratford - New Bradwell timings whilst, by agreement with Eastern National, this latter Company applied for the Leighton Buzzard to Ivinghoe service. Negotiations were completed for United Counties to commence its revised services from Monday 26th February 1934. As previously mentioned four vehicles were involved in the sale and thus REOs RP 3965 and RP 6023, A.J.S. Pilot RP 8974 and Crossley Alpha NV 728 were added to United Counties' vehicle stock. As for Malcolm Jelley, he became the tenant of the Bridge Hotel at Leighton Buzzard.

Advertisement -Wolverton Express -13th June 1930.



Rolling Stock:

Regn. Cha No.		7 1	Chassis No.	Body	Seats	Body No.	Dates		s			
	Chassis						New	S/H	W/D	Former Owner	Disposal	Nts
RP 713	REO	?	113185	?	B14F		4/25	_	6/30?	Supp Allchin & Son, Northampton.	Allchin & Son,N'ton. /Mrs Smith, Creaton	
RP2451	REO	Pullman	W2076	?	B20		4/26	—		Supp Allchin & Son, Northampton.		1
RP 3965	REO	Pullman	W2626	?	B20		3/27	—	2/34	Supp Allchin & Son, Northampton.	United Counties 370	
RP 6023	REO	?	146176	?	B14F		5/28	—	2/34	Supp Allchin & Son, Northampton.	United Counties 369	
RP 8974	A.J.S.	Pilot	183	Petty	C24		6/30	—	2/34	Supp D & E Petty, Hitchin.	United Counties 367	1
NV 728	Crossley	Alpha	90633	Grose	C32F		12/31	—	2/34	Supp Grose Ltd, Northampton.	United Counties 368	3