

Bygone Buses

of
NORTHAMPTONSHIRE

NN-MI1

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MIDLAND MOTOR BUS Co Ltd

9 George Row

(142863)

NORTHAMPTON

In the pre-first World War period the town of Northampton relied on electric tramways and a few horse buses for the supply of its urban passenger transport. For out-of-town travel, where railways did not exist, the population still made use of carriers' carts until the arrival of motor buses gradually transformed people's ability to travel further afield and enabled them to do so more often. As far as the County Town of Northampton was concerned the main providers of motorbus services in the 1913/4 period were the Wellingborough Motor Omnibus Co Ltd running in from Wellingborough and Kettering from the east; Messrs F & E Beeden providing a route from Towcester in the south-west and the Northampton Motor Omnibus Co Ltd operating to and from Daventry in the west and later expanding to cover routes from the north, south and south-east.

During the first World War a fourth significant player entered the arena and was known as the Midland Motor Bus Company. Whilst it has been possible to unravel the general history of each of the first three above mentioned operators - i.e. WMOCo, F & E Beeden and NMOCo - that of the Midland Company has proved more difficult. Quite a lot of information about the services Midland operated have survived in one form or another but details of buses are at best scanty or, in most cases, non existent.

On the plus side, however, fellow transport historian Peter Hale, who is studying Warwickshire motorbus history, has uncovered facts concerning the Midland Motor Bus Company's activities in that County and Peter's researches have been freely used in this paper. Similarly, John Bennett has carried out much original research in the Loughborough area.

In Bedford Place, which ran off the street of Derngate in Northampton, was situated the garage facilities of the Derngate Motor Company which, it is understood, was owned and operated by Robert Frisby and Frederick Liquorish with financial backing from T D and W E Wren. Frisby was a coaching man and amongst other things ran horse buses from the Peacock Hotel to Northampton's rail stations and also operated taxis. T D and W E Wren were boot polish manufacturers and were prolific backers of local business enterprises. An off-shoot of the Derngate Motor Company was the Midland Motor Bus Company but it is not known whether this latter firm was a subsidiary of the Derngate Motor Co or a separate enterprise on the part of some or all of Derngate's Directors or Shareholders.

Bygone Buses of Northamptonshire is compiled by R M Warwick, "Forestyn" 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.

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The Midland Motor Bus Company commenced operating between Northampton, St Andrew's Road and Daventry via Kislingbury Turn, Harpole Turn, Flore, Weedon, Dodford Turn and Newnham Turn fairly late in 1915. The Northampton Motor Omnibus Co Ltd was already providing facilities over this same route as, also, was George Henry Clarke of the Wheatsheaf Inn, Weedon. The story of George Clarke is related in paper NN-CL6 and it may be recalled that Clarke was declared bankrupt late in 1915 and the Author assumed that this was as a result of competition from both the Northampton Motor Omnibus Company and the newly formed Midland Motor Bus Company. In reality it may not have been as simple as that. George Clarke is known to have had financial backing from Wren's Boot Polishes and, indeed, one of Wren's advertisements featured prominently on Clarke's 1914 Maudslay double-decker registered BD 2188. T D and W E Wren were certainly also financially involved with the new Midland Motor Bus Company and, to add further to the speculation, a picture of Clarke's BD 2188 has now come to light photographed outside the residence of Mr Joseph Grose whose firm Grose Ltd was the owner of the Northampton Motor Omnibus Co Ltd which, from a date unknown, operated a joint timetable on the Northampton to Daventry road with the Midland Motor Bus Company, indicating that the relationship between the two companies was cordial.



George Clarke's handsome Brush bodied Maudslay BD 2188 photographed outside the home of Mr Joseph Grose at the junction of the Duston and Weedon roads in Northampton, almost certainly in 1914. It is believed that the man standing with arms akimbo was George Clarke. The bowler hatted gentleman standing by the rear wheel looks important and it would be interesting to know who he was.

MIDLAND M.B.Co.Ltd - NORTHAMPTON

The probability would therefore seem to be that the Wrens, along with other local businessmen saw the potential for profitable bus operation in the Northampton District and with financial involvement already in place with George Clarke's business, decided to form a new company to develop their ambitions. George Clark, although barely solvent must have been involved in the discussions as he became a Director of the Midland Motor Bus Company. Whether or not Midland was incorporated to take over Clarke's business is unknown as the Company formation papers are no longer in existence. Midland Motor Bus Company was formed with, it is believed, five Straker-Squire double-deckers and took over Clarke's timings on the Northampton to Daventry corridor. Indeed, Midland purchased Clarke's Maudslay BD 2188 on 6th December 1915 and also took delivery of the Maudslay and Belsize buses that it is believed that Clarke had ordered on behalf of Midland, on 9th October and 13th December respectively. These latter two vehicles were registered BD 3157 and BD 3138 and were both single-deck buses.

The Midland Motor Bus Company was not registered as a limited company when it first started trading in the Autumn of 1915 although there seems to be no reason to doubt that it was the owners' intention that it should be as soon as the necessary formalities could be completed. Matters were finalised on 29th January 1916 when the Midland Motor Bus Company Limited was incorporated with an authorised capital of £10,000 and allocated the company number 142863. The firm's initial directors are listed in Garcke's Motor Transport Year Book as W Barratt, A E Catt, G H Clarke, R Frisby, F Liquorish, T D Wren and W E Wren. Its registered office was at 9 George Row, Northampton whilst garaging was undertaken at Bedford Place. Frederick Liquorish is said to have been the driving force behind the venture and, as noted above, George Clarke was also a Director of Midland. Of the other two Directors not previously mentioned, W Barratt was from the noted local Barratt's shoe firm and he and his brother were both keenly interested in motoring. Similarly, A E Catt was another motoring enthusiast and, indeed, was a nationally known motorcycleist. His business was in leather manufacture and he was also on the Board of Barratt's.



Frederick Liquorish Esq., Secretary and Managing Director of the Midland Motor Bus Co Ltd.

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As previously stated, the MMBCo is said to have been started with five Straker-Squire double-deckers prior to acquiring G H Clarke's Maudslay and Belsize buses. Precisely when the Daventry operation began is not clear but by 2nd November 1915 the Midland Company had applied to the Rugby Urban District Council for permission to stand a bus on the highway two or three times a day, for about thirty minutes, between journeys to and from Northampton. Rugby U.D.C did not actually grant Midland permission but neither did it object to the Company using Barby Road, near to its junction with Hillmorton Road, for layover purposes. Evidently Midland commenced their second route from Northampton, St Andrew's Road via Harlestone, West Haddon, Crick and Hillmorton to Rugby on Monday 8th November 1915 as reported in the Northampton Herald four days later on 12th. As the route commenced on a Monday it is assumed that the service operated daily.

The latter part of 1915 was a busy time for the Midland Motor Bus Company as on Wednesday 15th December 1915 they started a daily service from Guildhall Road, Northampton to Silverstone via Milton, Blisworth, Towcester and Whittlebury, largely in competition with Messrs F & E Beeden of Northampton. This route was numbered 3.



Not a distinct photograph of the Square at Towcester but this view shows a Midland Motor Bus Company's Straker-Squire on the extreme right with an "NH" registration that is almost certainly NH 2297. The single deck bus was Beeden's McCurd registered NH 248.

MIDLAND M.B.Co.Ltd - NORTHAMPTON

MIDLAND MOTOR 'BUS SERVICES.

NEW ROUTE No. 3
TO AND FROM

NORTHAMPTON.
TOWCESTER.
AND
SILVERSTONE.

VIA
MILTON, BLISWORTH, TIFFIELD,
AND WHITTLEBURY.

A Daily Service
COMMENCES TO-MORROW
(WEDNESDAY), DEC. 15,
STARTING FROM
GUILDHALL ROAD,
Northampton.

For particulars of Times and Fares see
Posters and small Time Tables, obtainable
from the Secretary.

MIDLAND MOTOR
'BUS Co.,
9, GEORGE ROW.

Above:- Facsimile of an advertisement placed in the Northampton Daily Chronicle of 14th December 1915 detailing Midland's new service 3 between Northampton and Towcester.

Below:- Facsimile of a Midland Motor Bus Company Christmas services 1915 announcement inserted in the Northampton Daily Chronicle on 22nd and 23rd December 1915. From this it will be seen that the Daventry service was numbered 1; the No. 2 service ran between Northampton and West Haddon with two journeys extended to Rugby; the No.3 service to Towcester and Silverstone comprised three return Silverstone plus three return Towcester journeys and that, presumably, between 15th December 1915 when the Towcester service commenced and 22nd December when the advert was placed, a new Service 4 had been introduced between Northampton, Kislingbury, Bugbrooke and Nether Heyford.

Midland Motor 'Bus Routes.

SPECIAL XMAS SERVICES.

ON FRIDAY, DEC. 24, MONDAY, DEC. 27, AND
TUESDAY, DEC. 28,

'Buses Will Run as follows:

Route 1.—To and from WEEDON & DAVENTRY.

Depart Northampton ... 10.30 a.m. 3. 0 p.m. 5. 0 p.m. 9.15 p.m. 11 p.m.
Depart Daventry..... 9.15 a.m. 1.15 p.m. 6.30 p.m.

Route 2.—To and from WEST HADDON.

Depart Northampton ... 9.45 a.m. 1.30 p.m. 4. 0 p.m. 6.15 p.m. 9.15 p.m.
Depart West Haddon... 11. 0 a.m. 2.45 p.m. 5. 0 p.m. 7.30 p.m. 10.15 p.m.
Through Connections to RUGBY by the 9.45 a.m. and 6.15 p.m. 'Buses only.

Route 3.—To and from TOWCESTER & SILVERSTONE.

Depart Northampton... 8.30 a.m. 11.0 a.m. 2.30 p.m. 5. 0 p.m. 8. 0 p.m. 10. 0 p.m.
Depart Towcester 9.50 a.m. 12.0 p.m. 4.20 p.m. 6.30 p.m. 9.20 p.m. 10.30 p.m.
Depart Silverstone 9.30 a.m. — 4. 0 p.m. — 9. 0 p.m.

Route 4.—To and from KISLINGBURY, BUGBROOKE & HEYFORD

Depart Northampton..... 8.45 a.m. 1.0 p.m. 3. 0 p.m. 6.0 p.m.
Depart Heyford 9.45 a.m. 2.0 p.m. 3.45 p.m.

For Times of Arrival and Departure at Intermediate Villages on each Route,
see Special Time Tables, obtainable from—

THE SECRETARY,

MIDLAND MOTOR 'BUS COMPANY,

9, GEORGE ROW, NORTHAMPTON.

MIDLAND M.B.Co.Ltd - NORTHAMPTON

THE MIDLAND MOTOR BUS CO. LTD.

TIME TABLE

of

MOTOR BUS SERVICE

between

NORTHAMPTON and LOWER HEYFORD

via Kissingbury and Bugbrooke.

Leave Northampton (St. Andrew's Rd)	8.45 a.m.	1 p.m.	3 p.m.	6 p.m.
Arrive Heyford	9.30 a.m.	1.45 p.m.	3.45 p.m.	6.45 p.m.
Leave Heyford	9.45 a.m.	2 p.m.	3.45 p.m.	7 p.m.
Arrive Northampton (St. Andrew's Rd)	10.30 a.m.	2.45 p.m.	4.30 p.m.	7.45 p.m.

THE COMPANY will endeavour to maintain a Standard Service, but does not guarantee the running of any particular Bus.

All communications in connection with this Service should be addressed to the Secretary, F. LIQUORISH, 9, George Row, NORTHAMPTON.

The Midland Motor Bus Company's early timetables were mostly typewritten issues as illustrated by this copy of the Northampton - Kissingbury - Bugbrooke - Nether Heyford edition which probably dated from around 1916.

In addition to the Silverstone and Nether Heyford routes mentioned above, the Midland Company also instituted a Northampton - Stoke Goldington - Newport Pagnell service. Its date of introduction has not been verified and although likely to have commenced early in 1916 it is possible that it was not started until after the first World War. Northampton's Watch Committee Minutes indicate that the Midland Motor Bus Company was issued with Hackney Carriage Licences for four motor buses in December 1915 and three in January 1916, but they do not detail the routes to be served.

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■ MIDLAND M.B.Co.Ltd - NORTHAMPTON ■
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The pace of development in the early part of 1916 continued unabated. On 1st February 1916 Rugby U.D.C Highways Committee considered a request from the Midland Motor Bus Company to open bus routes to and from the railway stations "on similar lines to towns where Corporation Tramways are established." One presumes this indicated a town service and the Highways Committee raised no objections. The route and timings of the proposed service are unrecorded and no evidence has come to light to suggest a town service was ever operated. However, further afield, Coventry City Council Watch Committee granted Midland Motor Bus Company a licence on 8th February 1916 for a motor omnibus to run between Rugby and Coventry subject to the vehicle not being brought closer to the City Centre than the Workhouse on London Road. In fact Midland was granted use of an area opposite the Workhouse as a terminus.

Evidently the Coventry service commenced during February 1916 as the Rugby U.D.C, at their meeting of 16th February, gave Midland permission to stand a bus on Warwick Street on the Coventry service. One Councillor pointed out that forty men or more went to work each day at Coventry and had to get up at 3.30am to catch a train just after 4 o'clock. "But now," he was reported by the Rugby Advertiser as saying "by starting at 5 o'clock, they could get to work by 6 o'clock." It therefore seems likely, in view of the timings of the Coventry service, that Midland outstationed a bus at Rugby. There is no certainty that they did so but the firm was not averse to such practises and Northampton Council in January 1916 granted a licence to Ethel Florence Russell of 61 Abbey Street, Rugby to act as a conductress. Had a bus been based at Rugby it could easily have also provided the proposed Rugby town service, but that is conjecture. It seems that the Rugby to Coventry service was routed via Dunchurch and Ryton-on-Dunsmore.

At an unknown date, probably in March 1916, Midland's Northampton - West Haddon - Rugby - Coventry service was diverted from Crick via Kilsby to Hillmorton. In June 1916 the Crick Rural District Council noted that whilst Midland's buses had been running for some time via Kilsby, the Highway Surveyor considered that the road through Kilsby to be too narrow for buses which were, in fact, causing damage to the road. The Council accordingly decided to send notice to Midland stating that it had no right to use the road without the Council's consent.

The question of buses damaging roads had been occupying the minds of Highway Authorities for several years and their concerns culminated in the passing of the Local Government (Emergency Provisions) Act 1916. Amongst the many provisions of this Act was Section 20 which provided that an omnibus could only operate on any route if the consent of the Highway Authority responsible for maintaining any road used had been given, unless the road had been regularly served by buses in the two years prior to 1st March 1916. For Crick Rural District Council to need to authorise Midland's use of the road to Kilsby indicates the diversion must have been started after 1st March 1916. Concurrently Rugby Rural District Council raised similar objections to Midland using the Kilsby to Hillmorton road. Rather than make contributions to the upkeep of the roads in question, Midland Motor Bus Company withdrew their service after Saturday 10th June 1916.

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■ MIDLAND M.B.Co.Ltd - NORTHAMPTON ■
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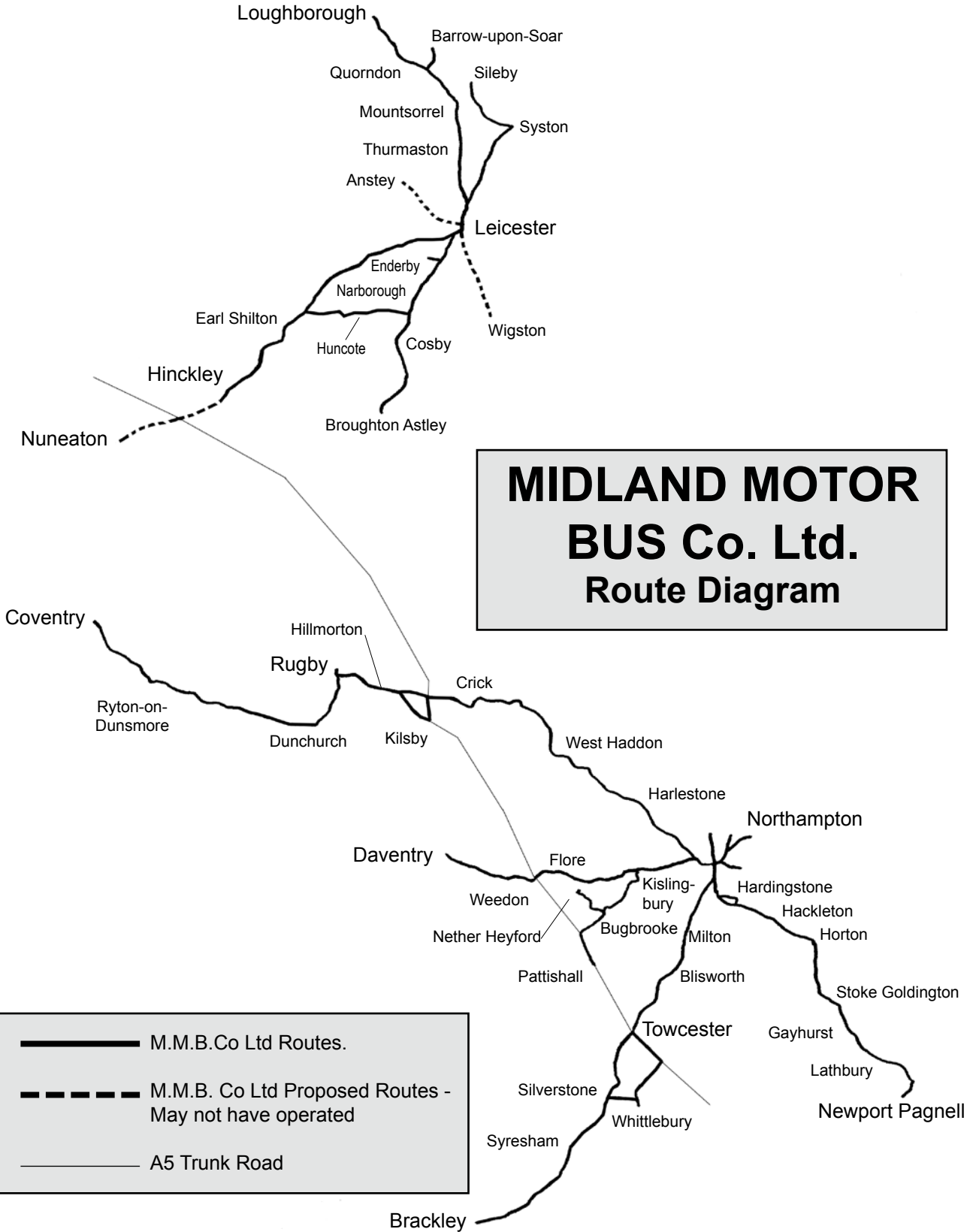
In all probability the difficulties experienced by Midland with the Rugby and Crick Councils was the last straw as the service from Northampton to Rugby and Coventry was unlikely to have been a money spinner in view of the fact that its facilities duplicated those of the railways between the main centres of population and few members of the public made long bus journeys in 1916. The service would thus attract mostly short distance local custom. In addition petrol restrictions were becoming more and more severe.

The Northampton Motor Omnibus Co Ltd had commenced a Northampton to Long Buckby service in October 1915 and soon after Midland's withdrawal from the Rugby/Coventry service NMOCo extended its route from Long Buckby to West Haddon. It seems highly likely that the owners of NMOCo and Midland enjoyed good relations and, indeed, the Northampton to Daventry route may well have become jointly operated at this time as a *quid pro quo* for Midland ceasing their West Haddon route. NMOCo did not compete with Midland on its Towcester and Lower Heyford services and likewise Midland did not compete with NMOCo on that Company's Bedford and Stony Stratford routes. If this was the case, the Midland Company needed to look elsewhere to expand its business. It is understood that Frederick Liquorish hailed from Leicester and would thus be well aware of the opportunities for profitable bus operations around that city. Midland's next move was, therefore, in the Leicester area.

On 7th March 1916 Leicester Watch Committee considered applications from the Midland Motor Bus Co to operate services from Leicester to Loughborough, Leicester to Barrow-upon-Soar and Leicester to Hinckley, all of which it granted. Concurrently on this date the Watch Committee also approved licences for two motor buses to ply for hire from Foundry Square for Loughborough and from just inside Narborough Road for Hinckley. It is presumed that the Leicester to Hinckley service started in April 1916 as the following report in the Hinckley Times of Saturday 29th April 1916 confirms.

“A motor ‘bus plying between Leicester and Hinckley bids fair to become quite a success. Of course the holiday period cannot be regarded altogether as an indication of what may be expected in normal times, but the service has been well patronised from the commencement, and when it has become fairly well established, it will doubtless prove a great boon to the public. Many disappointments have taken place en route during the past week. For instance, soon after mid-day last Saturday, a crowd of about 40 persons at Earl Shilton awaited its arrival from Hinckley, only to find it completely full. The ‘bus does not follow the main road throughout, but at Shilton branches off, and proceeds through ‘Watery Gate’ and via Huncote and Narborough. This is a doubtful route, as on certain occasions a passage through the water will simply be impossible, the brook at times being much too full to permit of any traffic whatsoever. Even under the most favourable conditions both driver and passengers are no doubt thankful when they have negotiated successfully this particular spot.”

MIDLAND M.B.Co.Ltd - NORTHAMPTON



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■ MIDLAND M.B.Co.Ltd - NORTHAMPTON ■
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The holiday period referred to in the report above was Easter and Easter Sunday in 1916 fell on April 23rd. Evidently the introduction of this dubious route via Watery Gate and Huncote, irrespective of any physical limitations encountered, also failed to comply with the provisions of the Local Government (Emergency Provisions) Act 1916 inasmuch that Midland failed to seek prior authority to use the roads in question. The outcome was that the service was rerouted via the main A47 road in August 1916 as reported in the Nuneaton Observer of 18th August.

“The motor bus service between Leicester and Hinckley via Narborough and Huncote has been discontinued in consequence of a notice board, affixed to Stoney Bridge, that the bridge is considered unsafe for other than ordinary traffic, and that the authority will accept no responsibility now that attention has been called to the matter. The route therefore taken by the company’s motors is the direct main road. County Council and other local bodies must not think motor buses will be driven off the roads by such tactics. As a means of linking up the rural districts, the motor bus has come to stay.”

The main road had been used by buses prior to 1st March 1916 and was not, therefore, subject to the Local Government Act.

Returning to the Leicester to Loughborough service, its introduction was delayed somewhat by difficulties with the licensing authority at Loughborough. It was reported at the Leicester Watch Committee meeting of 16th May 1916 that the Loughborough service had not yet commenced due to friction with the Loughborough Authority and Midland sought permission to run their proposed Barrow-upon-Soar service from the Foundry Square terminus. The use of Foundry Square for the Barrow-upon-Soar route indicates the service was routed via Quorn, and Barrow may have been simply a substitute for Loughborough pending agreement being reached with Loughborough Corporation. In due course Loughborough Sanitary Committee granted a Hackney Carriage Licence to Midland on 17th May 1916 but the Leicester - Mountsorrel - Quorn - Loughborough service appears not to have commenced until sometime between 8th June and 17th August 1916 and the Barrow-upon-Soar service may have been withdrawn simultaneously. The Loughborough Committee also issued a licence for Ismay Smith to act as a conductress for Midland in May 1916. Incidentally, the Loughborough Road Car Co wrote to both the Sanitary Committee and to the Board of Trade asking that Midland be refused a licence for their vehicle for the Leicester service.

The operation of services from Leicester necessitated the Midland Motor Bus Company establishing an operating base within Leicester. Presumably temporary arrangements were made from March 1916 when the Hinckley service started, after which time the search for a more permanent solution would have taken place. A site was chosen at Oxford Street, Leicester when on 27th January 1917 an oblong parcel of land measuring approximately 50 feet by 127 feet and covering an area of around 663 square yards was purchased from a Mrs Mary Hart Swan of 25 Fosse Road Central, Leicester for the sum of £1,000. The narrow end of the site fronted onto Oxford Street and in the previous

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■ MIDLAND M.B.Co.Ltd - NORTHAMPTON ■
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century had been the site of numbers 62/64 Oxford Street and eighteen messuages in Courts L and M of the same street and possibly being occupied, at the time of purchase by Midland, by the Vulcan Oil Co Ltd on a tenancy agreement. The Midland Motor Bus Co Ltd may have parked buses on this land for a few months but they did not build a depot on it. In fact just nine months later, on 29th September 1917, the Company sold the site to neighbouring landowners who were in the business of Lambs Wool Spinning and trading as J E Pickard & Sons of Oxford Street, Leicester. Midland did however manage to sell the site for £140 more than it paid.

Where Midland moved to next is not known to the Author but at some stage, possibly immediately, property at 39 Upperton Road, Leicester was occupied. For most of its existence the Midland Motor Bus Company's office address was at 9 George Row, Northampton although it may have transferred to the Company's operating premises at Bedford Place in 1919. The Midland Motor Bus Company, although operating separate networks of services in the Northampton and Leicester districts, apparently never attempted to join the two with a service from Northampton via either Market Harborough or Husbands Bosworth to Leicester.

So far little has been said about the Midland Motor Bus Company's vehicles other than that it was reputed to have commenced with five Straker-Squire double deckers. In reality very little is known of the firm's fleet. However, BD 3179 and BD 3189 were both M.M.B.Co. Straker-Squires licensed in November 1915 and the former apparently seated 38 whilst the latter seated 36. Another Straker-Squire double deck was NH 138 but its date of registration is not recorded. Other possible Straker-Squire vehicles were NH 686, a twenty seater saloon; NH 1805, a 36-seat double deck; NH 1801; NH 1849; NH 1904, NH 2297 and NH 2319. The Company is also reputed to have inherited a Maudslay saloon bus from a Maidenhead Hotel owner, to the chassis of which the Company fitted a double-deck body. The livery of the Midland fleet has been described as both yellow and lake and chocolate and white. Maybe both are correct at different times.

In 1917 the Midland Company, along with F & E Beeden of Northampton, experimented with gas propulsion in their buses to overcome petrol rationing. Whilst Beeden's adopted the Barton system, Midland extended the driver's canopy on at least one of its double deckers and also extended the superstructure forward to a point level with the front of the radiator. By this arrangement a gas bag could be fitted towards the front of the upper deck thus reducing the top deck capacity by only four seats. An illustration of a Midland gas bus appears on the following page.

It appears that petrol rationing resulted in the daily operation of services to Daventry and Towcester being curtailed to run on Wednesday, Saturdays and Sundays only from 1917 onwards but a couple of years later a report appeared in the Northampton Daily Chronicle of 29th September 1919 that Midland would be running additional buses to Towcester on Mondays, Tuesdays, Thursdays and Fridays. However, by April 1921 the route had reverted to Wednesday, Saturday and Sunday operation.

MIDLAND M.B.Co.Ltd - NORTHAMPTON



One of the M.M.B.Co's Straker-Squire double decks operating on town gas in 1917. Note the forward position of the gas bag and extended superstructure of the bus. It was said that one bag of gas was equal to 1½ gallons of petrol and at a quarter of the cost.

After the first World War hostilities had ceased the Midland Motor Bus Co Ltd began expanding services as rolling stock became available. The Commercial Motor magazine of 3rd June 1919 reported a very substantial increase in mileage, heavy capital outlay and an increase in Capital from £10,000 to £20,000, achieved through the issue of 10,000 Cumulative Preference Shares, the bulk of which were taken up by the Directors of the Company. Probably at this same time the Registered Office of the Company was transferred from George Row to Bedford Place, Northampton. By 1921 George Clarke and Robert Frisby had left the Board whilst H Cartwright had joined. There is a total absence of information regarding the vehicles acquired by the Midland Company in the post-War period, suggesting that second-hand stock registered elsewhere than locally was the order of the day. Straker-Squire chassis were favoured, probably because the Derrigate Motor Company was the Northants and Leicestershire agent for this manufacturer's commercial vehicles. However, in June 1920, Northampton Watch Committee granted Midland thirteen motor bus licences.

MIDLAND M.B.Co.Ltd - NORTHAMPTON

MAY, 1917.

MIDLAND MOTOR OMNIBUS SERVICE.

ROUTE No. 3-

To and from Northampton, Milton, Blisworth, Towcester and Silverstone.

AMENDED TIMES, from Date until further notice.

Times at Blisworth :
20 Minutes after leaving Towcester or Northampton.

To Milton from Northampton : 10 Minutes.
To Milton from Towcester : 30 Minutes.

	WEDNESDAYS ONLY				SATURDAY.						SUNDAY.			
	A. M.	A. M.	P. M.	P. M.	A. M.	A. M.	P. M.	P. M.	P. M.	P. M.	A. M.	P. M.	P. M.	P. M.
Leave														
SILVERSTONE ...	—	—	—	—	—	11 0	—	—	6 0	—	—	—	—	—
TOWCESTER ...	9 0	11 0	2 0	4 0	9 0	11 20	1 15	3 15	6 20	9 0	10 30	2 30	5 15	8 15
NORTHAMPTON ...	9 40	11 40	2 40	4 40	9 40	12 0	1 55	3 55	7 0	9 40	11 10	3 10	5 55	8 55
ARRIVE														
Leave														
NORTHAMPTON ...	10 0	12 0	3 0	6 15	10 0	12 0	2 30	5 0	8 0	10 0	12 0	3 30	7 0	9 15
(Guildhall Road)														
TOWCESTER ...	10 40	12 40	3 40	6 55	10 40	12 40	3 10	5 40	8 40	10 40	12 40	4 10	7 40	9 55
SILVERSTONE ...	—	—	—	—	11 0	—	—	6 0	—	—	—	—	—	—

All Communications in connection with this Service should be addressed to the Secretary, F. LIQUORISH.

The Midland Motor Bus Company, Ltd., 9, George Row, Northampton.

A facsimile of the Midland Company's Northampton - Milton - Blisworth - Towcester - Silverstone timetable at May 1917. By this time it appears the service was running direct from Towcester to Silverstone and not via Whittlebury as at first routed. It should also be noted that the service was being operated from the Towcester end, suggesting the outstationing of a vehicle in this town.

MOTOR

Char-a-Bancs and Buses

Can be Hired at
SPECIAL RATES for
PRIVATE PARTIES
AND OUTINGS.
Write or *Phone for Estimates.

MIDLAND MOTOR BUS Co.
LTD.,
BEDFORD PLACE
NORTHAMPTON
*Phones 499 and 806.

Left:- This advertisement by the Midland Motor Bus Company, showing its address as Bedford Place, Northampton, appeared in the Northampton Independent in August 1920 confirming that the Company had moved its Registered Office from George Row and that the firm was operating charabancs as well as buses by 1920.

Bygone Buses

of
NORTHAMPTONSHIRE

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MIDLAND M.B.Co.Ltd - NORTHAMPTON

SUNDAY.

JULY, 1917.

CURRENT TIME TABLE

OF
MOTOR OMNIBUS SERVICE BETWEEN

Northampton, Weedon & Daventry

AND THE INTERMEDIATE VILLAGES.

PASSENGERS will be SET DOWN and TAKEN UP at ST. ANDREW'S ROAD, NORTHAMPTON.

For further Particulars, apply—

Midland Motor Bus Co., Ltd., Northampton Motor Omnibus Co., Ltd.,
9, George Row, Northampton. Pike Lane, Northampton.

The Companies will endeavour to maintain a Standard Service, but do not guarantee the running of any particular Bus.

LEAVE	A.M.	A.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.
Northampton ...	9 30	10 30	2 15	3 0	6 15	7 0	9 0	10 0
Upton ...	9 40	10 40	2 25	3 10	6 25	7 10	9 10	10 10
Kislingbury ...	9 45	10 45	2 30	3 15	6 30	7 15	9 15	10 15
Harpole ...	9 47	10 47	2 32	3 17	6 32	7 17	9 17	10 17
Heyford ...	9 55	10 55	2 40	3 25	6 40	7 25	9 25	10 25
Flore ...	10 5	11 5	2 50	3 35	6 50	7 35	9 35	10 35
Weedon ...	10 10	11 10	2 55	3 40	6 55	7 40	9 40	10 40
Dodford ...	10 15	11 15	3 0	3 45	7 0	7 45	9 45	—
Newnham Turn ...	10 25	11 25	3 10	3 55	7 10	7 55	9 55	—
Daventry ...	10 30	11 30	3 15	4 0	7 15	8 0	10 0	—

LEAVE	A.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.
Daventry ...	11 15	—	2 0	3 30	5 30	8 0	8 30	10 0
Newnham Turn ...	11 20	—	2 5	3 35	5 35	8 5	8 35	10 5
Dodford ...	11 30	—	2 15	3 45	5 45	8 15	8 45	10 15
Weedon ...	11 35	2 0	2 20	3 50	5 50	8 20	8 50	10 20
Flore ...	11 40	2 5	2 25	3 55	5 55	8 25	8 55	10 25
Heyford ...	11 50	2 15	2 35	4 5	6 5	8 35	9 5	10 35
Harpole ...	11 58	2 23	2 43	4 13	6 13	8 43	9 13	10 43
Kislingbury ...	12 0	2 25	2 45	4 15	6 15	8 45	9 15	10 45
Upton ...	12 1	2 30	2 50	4 20	6 20	8 50	9 20	10 50
Northampton ...	12 15	2 40	3 0	4 30	6 30	9 0	9 30	11 0

WEDNESDAY.

SATURDAY.

LEAVE	A.M.	A.M.	A.M.	P.M.	P.M.	P.M.	P.M.	P.M.
Northampton ...	8 15	9 15	12 0	1 45	3 0	4 0	5 10	6 15
Upton ...	8 25	9 25	12 10	1 55	3 10	4 10	5 20	6 25
Kislingbury ...	8 30	9 30	12 15	2 0	3 15	4 15	5 25	6 30
Harpole ...	8 32	9 32	12 17	2 2	3 17	4 17	5 27	6 32
Heyford ...	8 40	9 40	12 25	2 10	3 25	4 25	5 35	6 40
Flore ...	8 50	9 50	12 35	2 20	3 35	4 35	5 45	6 50
Weedon ...	8 55	9 55	12 40	2 25	3 40	4 40	5 50	6 55
Dodford ...	9 0	10 0	12 45	2 30	3 45	—	5 55	7 0
Newnham Turn ...	9 10	10 10	12 55	2 40	3 55	—	6 5	7 10
Daventry ...	9 15	10 15	1 0	2 45	4 0	—	6 10	7 15

LEAVE	A.M.	A.M.	A.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.
Northampton ...	8 15	9 15	12 0	1 15	3 0	4 15	5 30	6 45	8 30	10 0
Upton ...	8 25	9 25	12 10	1 25	3 10	4 25	5 40	6 55	8 40	10 10
Kislingbury ...	8 30	9 30	12 15	1 30	3 15	4 30	5 45	7 0	8 45	10 15
Harpole ...	8 32	9 32	12 17	1 32	3 17	4 32	5 47	7 2	8 47	10 17
Heyford ...	8 40	9 40	12 25	1 40	3 25	4 40	5 55	7 10	8 55	10 25
Flore ...	8 50	9 50	12 35	1 50	3 35	4 50	6 5	7 20	9 5	10 35
Weedon ...	8 55	9 55	12 40	1 55	3 40	4 55	6 10	7 25	9 10	10 40
Dodford ...	9 0	10 0	12 45	2 0	3 45	5 0	6 15	7 30	9 15	10 45
Newnham ...	9 10	10 10	12 55	2 10	3 55	5 10	6 25	7 40	9 25	10 55
Daventry ...	9 15	10 15	1 0	2 15	4 0	5 15	6 30	7 45	9 30	11 0

LEAVE	A.M.	A.M.	P.M.	P.M.	P.M.	P.M.	P.M.
Daventry ...	9 15	10 30	1 30	2 45	4 0	—	6 15
Newnham Turn ...	9 20	10 35	1 35	2 50	4 5	—	6 20
Dodford ...	9 30	10 45	1 45	3 0	4 15	—	6 30
Weedon ...	9 35	10 50	1 50	3 5	4 20	5 20	6 35
Flore ...	9 40	10 55	1 55	3 10	4 25	5 25	6 40
Heyford ...	9 50	11 5	2 5	3 20	4 35	5 35	6 50
Harpole ...	9 58	11 13	2 13	3 28	4 43	5 43	6 58
Kislingbury ...	10 0	11 15	2 15	3 30	4 45	5 45	7 0
Upton ...	10 5	11 20	2 20	3 35	4 50	5 50	7 5
Northampton ...	10 15	11 30	2 30	3 45	5 0	6 0	7 15

LEAVE	A.M.	A.M.	A.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.
Daventry ...	9 15	10 30	—	1 30	—	3 0	4 0	5 30	6 30	8 30
Newnham ...	9 20	10 35	—	1 35	—	3 5	4 5	5 35	6 35	8 35
Dodford ...	9 30	10 45	—	1 45	—	3 15	4 15	5 45	6 45	8 45
Weedon ...	9 35	10 50	1 30	1 50	3 0	3 20	4 20	5 50	6 50	8 50
Flore ...	9 40	10 55	1 35	1 55	3 5	3 25	4 25	5 55	6 55	8 55
Heyford ...	9 50	11 5	1 45	2 5	3 15	3 35	4 35	6 5	7 5	9 5
Harpole ...	9 58	11 13	1 53	2 13	3 23	3 43	4 43	6 13	7 13	9 13
Kislingbury ...	10 0	11 15	1 55	2 15	3 25	3 45	4 45	6 15	7 15	9 15
Upton ...	10 5	11 20	2 0	2 20	3 30	3 50	4 50	6 20	7 20	9 20
Northampton ...	10 15	11 30	2 10	2 30	3 40	4 0	5 0	6 30	7 30	9 30

The Midland Company and the Northampton Motor Omnibus Co Ltd issued a joint timetable for their Northampton - Weedon - Daventry route in July 1917.

Returning to the Leicester area, as early as December 1918 the Midland Company applied to Leicester Watch Committee for licences to ply for hire within the City, with a view to opening up routes to Thurmaston, Syston, Anstey and Enderby. Further consideration by the Watch Committee was deferred until February 1919 when, subject to timetables being accepted by the Police, the Committee agreed the following bus stands:-

- For Thurmaston/Syston - Old Cross, Belgrave Street
- For Anstey - Freeschool Lane
- For Enderby - Western Boulevard
- For Wigston - Welford Road

It will be recalled that Midland was also operating a Leicester to Hinckley service from March 1916 and early in 1920 the Company approached Nuneaton Corporation with a view to extending the Hinckley route to Nuneaton. It so happened that the Corporation had recently concluded a profit sharing agreement with the Birmingham & Midland Motor Omnibus Co Ltd (B.M.M.O.) and hence Nuneaton Corporation were not inclined to accede to Midland Motor Bus Company's request. Midland's Solicitors asked for an interview with Nuneaton Corporation about their refusal to issue a licence but this request also was turned down.

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MIDLAND M.B.Co.Ltd - NORTHAMPTON

Midland Motor Bus Co., Ltd.

LEICESTER, MOUNTSORREL, AND LOUGHBOROUGH SERVICE.

COMMENCING MARCH 25th. 1919.

From "The Old Cross," Belgrave Gate.

NOTICE.

The Company will make every effort to maintain a STANDARD SERVICE, but CANNOT GUARANTEE the RUNNING of any particular Bus.

	SATURDAY				SUNDAY				WEDNESDAY			
LEICESTER	9 15	11 45	2 30	6 15	9 0	10 30	3 0	9 0	9 0	2 30	6 15	
MOUNTSORREL	9 50	12 20	3 5	6 50	9 35	11 5	3 35	9 35	9 35	3 5	6 50	
QUORN	9 55	—	3 10	6 55	9 40	11 10	3 40	9 40	9 40	3 10	6 55	
LOUGHBOROUGH	10 10	—	3 25	7 10	9 55	11 25	3 55	9 55	9 55	3 25	7 10	
LOUGHBOROUGH	10 30	—	4 0	7 30	10 15	1 35	7 25	10 0	10 30	4 0	7 30	
QUORN	10 45		4 15	7 45	10 30	1 50	7 40	10 15	10 45	4 15	7 45	
MOUNTSORREL	10 50	12 30	4 20	7 50	10 35	1 55	7 45	10 20	10 50	4 20	7 50	
LEICESTER	11 25	1 5	4 55	8 25	11 10	2 30	8 20	10 55	11 25	4 55	8 25	

All communications should be addressed to the Secretary, F. LIQUORISH,

THE MIDLAND MOTOR BUS Co., Ltd., 9, GEORGE ROW, NORTHAMPTON.

A facsimile of the Leicester - Mountsorrel - Quorn - Loughborough timetable being provided by the Midland Motor Bus Co Ltd from 25th March 1919. By January 1921 and possibly earlier, the timetable Midland published in local newspapers indicated that the "through" service from Leicester to Loughborough was not running on Wednesdays. However, five additional timings on Wednesdays and Saturdays and three on Sundays were operating between Leicester, Rothley and Mountsorrel.

In December 1919 the National Steam Car Co applied to Leicester Watch Committee for 19 motorbus licences to ply for hire in and around the City. The Watch Committee appointed an Omnibus Sub-Committee to consider, in conjunction with representatives of the Tramways & Highways Committee, the conditions that should be imposed. By the time they had decided these the B.M.M.O. had expressed a similar interest to operate in Leicester and this resulted in the Omnibus Sub-Committee holding a meeting in March 1920 at which O C Power for B.M.M.O. and W J Iden for National were present.

.....
MIDLAND M.B.Co.Ltd - NORTHAMPTON
.....

Both Companies said they were prepared to pay whatever rate was fixed by the Road Transport Board, on appeal, towards the cost of road upkeep but B.M.M.O. also offered to pay Leicester Corporation 25% of net profits of their mileage that ran within the City. The Sub-Committee recommended entering into an agreement with B.M.M.O. and negotiations started. After a year agreement was almost reached but foundered over the contentious issues of B.M.M.O. paying a sum for road maintenance over and above that already imposed by recently enacted legislation concerning vehicle taxation and the inclusion of a proposed rate per mile for depreciation to be taken into account when calculating the net profit of the Company's proposed mileage within Leicester City.

The Midland Motor Bus Company was aware of the Watch Committee's proposals to grant B.M.M.O. certain licences and arranged for its Solicitors to send a letter to the Committee for consideration at its April 1921 meeting. The text was as follows:-

"Sir,

Re Midland Motor Omnibus Service

We understand that certain applications for Omnibus Licences will come before your Committee for consideration this evening.

May we appeal to you on behalf of our clients the Midland Motor Bus Company Limited of Upperton Road Leicester not to proceed with the granting of any applications in respect of the Leicester to Hinckley Route until they have had an opportunity of putting their side of the case before the Committee.

You will bear in mind that some time ago we requested that no additional licences should be granted until our clients had been heard and we desire to repeat the appeal now as it is a matter which involves the commercial existence of the company.

Our clients served the Leicester to Hinckley route during the War at considerable loss and trouble to themselves hoping to reap the fruit of their enterprise on return of normal conditions. Now they are threatened with overwhelming competition which will ultimately mean that they will be compelled to abandon the service on financial grounds and we think in all fairness an opportunity to argue their case before the Committee should be afforded them before permanent additional licences are granted.

Yours obediently

Herbert Simpson & Bennett."

At this same meeting in April 1921 Leicester Watch Committee granted licences to B.M.M.O. "under ordinary conditions". Meanwhile National had once more, in May 1920, applied for licences but was turned down because of the B.M.M.O. discussions. Midland do not appear to have been given the chance to argue its case and in view of the above it was clear that the Midland Motor Bus Company stood little chance of success in the Leicester area. In fact B.M.M.O. did not reach Leicester until a month later, in May 1921, when their route from Nuneaton and Hinckley was extended into the City.

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MIDLAND M.B.Co.Ltd - NORTHAMPTON

Northampton and Brackley

(Via TOWCESTER and SILVERSTONE).

ON

Wednesdays and Saturdays:

Leave NORTHAMPTON	7.30 a.m.	4.0 p.m.
Arrive TOWCESTER	8.10 a.m.	4.40 p.m.
Arrive BRACKLEY	9.15 a.m.	5.45 p.m.
Leave BRACKLEY	9.45 a.m.	6.0 p.m.
Arrive TOWCESTER	10.50 a.m.	7.5 p.m.
Arrive NORTHAMPTON	11.30 a.m.	7.45 p.m.

STARTING PLACES— Guildhall Road, Northampton
Market Place, Brackley.

The Company will endeavour to maintain a Standard Service, but does not guarantee the running of any particular Bus.

All Communications to be addressed to the Secretary, F. LIQUORISH,
9, GEORGE ROW, NORTHAMPTON.

At some stage in the post-first World War period the Midland Company extended its Northampton to Towcester and Silverstone route through to Brackley as shown on the above timetable.

MIDLAND M.B.Co.Ltd - NORTHAMPTON

Similar threats of competition from other bus operators had to be faced by Midland in Northamptonshire as well as Leicester. In November 1919 the National Steam Car Co Ltd applied for licences for 16 motorbuses to ply for hire on routes currently being operated by Midland, the Northampton Motor Omnibus Co Ltd and F & E Beeden. In Midland's case its Solicitor - Mr A J Darnell - along with Frederick Liquorish, formed part of a deputation from the incumbent operators to the Watch Committee to state their case for the refusal of licences to National. The eventual outcome restricted National to the Bedford road only but that was as much a result of National's own inability to expand quickly enough as to the actions of the Watch Committee.

Later on, probably as a result of the 1921 Coal Strike which adversely affected rail services, the Leicester to Syston service was extended to Sileby early in April 1921 but it proved to be fairly short lived as both this route and the longer standing Leicester - Mountsorrel - Quorn - Loughborough route were withdrawn late in August 1921. A report in the Loughborough Echo for 2nd September 1921 stated that "with the normal service of trains and the resumption of market tickets, the Midland Motor Bus Company have discontinued their local bus service." This was quickly followed by another report in the Loughborough Echo of 9th September 1921 that "the Trent Motor Bus Company have commenced a daily service of buses between Leicester and Loughborough via Sileby and Syston in succession to the Midland Motor Bus service which has been discontinued. There are three buses each way."

Leicester - - -
Starting Place—
CORNER OF
Narboro' Road
and
Hinckley Road.

The Midland Motor Bus Company, Ltd.

MOTOR OMNIBUS SERVICE
BETWEEN
Leicester, Earl-Shilton, Barwell and Hinckley.

Time Table.
CURRENT PERIOD.

Barwell and Shilton
PASSENGERS should NOTE that
: Stops :
For PICKING UP & SETTING
DOWN will only be made at
ADVERTISED
Stopping Places.
[SEE SIGNS]

	MONDAY, TUESDAY, and THURSDAY.				WEDNESDAY.								SATURDAY.				SUNDAY.			
	AM	PM	PM	AM	AM	AM	PM	PM	PM	PM	PM	PM	PM	AM	PM	PM	PM			
Outward Journey																				
LEICESTER	9 0	2 30	6 15	8 0	9 0	10 30	12 0	2 30	4 0	6 0	8 0	8 0	Leave LEICESTER for HINCKLEY — 8 a.m. 9 a.m. 10 a.m. 11 a.m. 12 a.m. 12-45 p.m. 1-30 p.m. 2-15 p.m. 3-0 p.m. 3-45 p.m. 4-30 p.m. 5-15 p.m. 6-0 p.m. 6-45 p.m. 7-30 p.m. 8-15 p.m. 9 p.m. 10 p.m.				11 0	3 0	6 30	8 0
EARL SHILTON	9 30	3 5	6 50	8 35	9 35	11 5	12 35	3 5	4 35	6 35	8 35	8 35	11 35	3 35	7 5	8 35	8 35			
BARWELL	9 45	3 15	7 0	8 45	9 45	11 15	12 45	3 15	4 45	6 45	8 45	8 45	11 45	3 45	7 15	8 45	8 45			
HINCKLEY	10 0	3 30	7 15	9 0	10 0	11 30	1 0	3 30	5 0	7 0	9 0	9 0	12 0	4 0	7 30	9 0	9 0			
Inward Journey																				
HINCKLEY	10 30	4 0	7 30	9 0	10 30	12 30	2 0	4 0	6 0	7 30	9 0	9 0	Leave HINCKLEY for LEICESTER — 9 a.m. 10 a.m. 11 a.m. 12 a.m. 1-0 p.m. 1-45 p.m. 2-30 p.m. 3-15 p.m. 4-0 p.m. 4-45 p.m. 5-30 p.m. 6-15 p.m. 7-0 p.m. 7-45 p.m. 8-30 p.m. 9-15 p.m. 10 p.m. 11 p.m.				2 30	5 30	8 0	9 0
BARWELL	10 45	4 15	7 45	9 15	10 45	12 45	2 15	4 15	6 15	7 45	9 15	9 15	2 45	5 45	8 15	9 15	9 15			
EARL SHILTON	10 55	4 25	7 55	9 25	10 55	12 55	2 25	4 25	6 25	7 55	9 25	9 25	2 55	5 55	8 25	9 25	9 25			
LEICESTER	11 30	5 0	8 30	10 0	11 30	1 30	3 0	5 0	7 0	8 30	10 0	10 0	3 30	6 30	9 0	10 0	10 0			

The Company will endeavour to maintain the above Standard Service, but **DOES NOT GUARANTEE** the running of any particular bus.
All Communications should be addressed to the Secretary, F. LIQUORISH, 9, George Row, Northampton.

It was a pity that the Midland Motor Bus Company dated so few of its timetables but the journeys shown on this leaflet for the Leicester to Hinckley service were certainly operating at April 1921.

.....
 : MIDLAND M.B.Co.Ltd - NORTHAMPTON :

The MIDLAND MOTOR BUS COMPANY, LIMITED

LESTER, SYSTON (via 'Gate Hangs Well')
Cossington & SILEBY

From "THE OLD CROSS," Belgrave Gate

NOTICE

The Company will make every effort to maintain a STANDARD SERVICE but CANNOT GUARANTEE the RUNNING of any particular bus

CURRENT TIME TABLE.

	WEDNESDAY							SUNDAY						
LESTER	8 30	10 30	2 0	3 30	6 0	7 30	8 50	10 30	2 15	3 15	6 30	8 30		
SYSTON	8 55	10 55	2 25	3 55	6 25	8 0	9 15	10 55	2 45	3 40	7 0	9 0		
SILEBY	9 15	11 15	2 45	4 15	6 45	—	9 30	11 15	—	4 0	7 20	9 20		
SILEBY	9 20	11 20	2 50	4 15	6 45	—	9 30	11 30	—	4 0	7 20	9 20		
SYSTON	9 40	11 35	3 5	4 35	7 0	8 0	9 45	11 50	2 45	4 20	7 35	9 40		
LESTER	10 10	12 0	3 30	5 0	7 30	8 30	10 10	12 20	3 15	4 45	8 0	10 10		
	SATURDAY													
LESTER	8 15	10 0	12 30	2 15	3 45	5 30	6 30	8 0	9 15					
SYSTON	8 40	10 25	12 55	2 40	4 10	6 0	6 55	8 25	9 40					
SILEBY	9 0	10 45	1 15	3 0	4 25	—	7 10	—	9 55					
SILEBY	9 5	10 50	1 15	3 0	4 25	—	7 15	—	9 55					
SYSTON	9 20	11 5	1 30	3 15	4 40	6 0	7 30	8 40	10 10					
LESTER	9 50	11 30	1 55	3 40	5 5	6 30	7 55	9 10	10 40					

All Communications to be addressed to the Secretary:
 F. LIQUORISH, THE MIDLAND MOTOR BUS COMPANY, LIMITED, BEDFORD PLACE, NORTHAMPTON.

This timetable for the Midland Company's Leicester - Syston - Cossington - Sileby route, as operating in May 1921, is interesting for its phonetic spelling of Leicester. On other issues for the same route Leicester was spelt in the conventional way.

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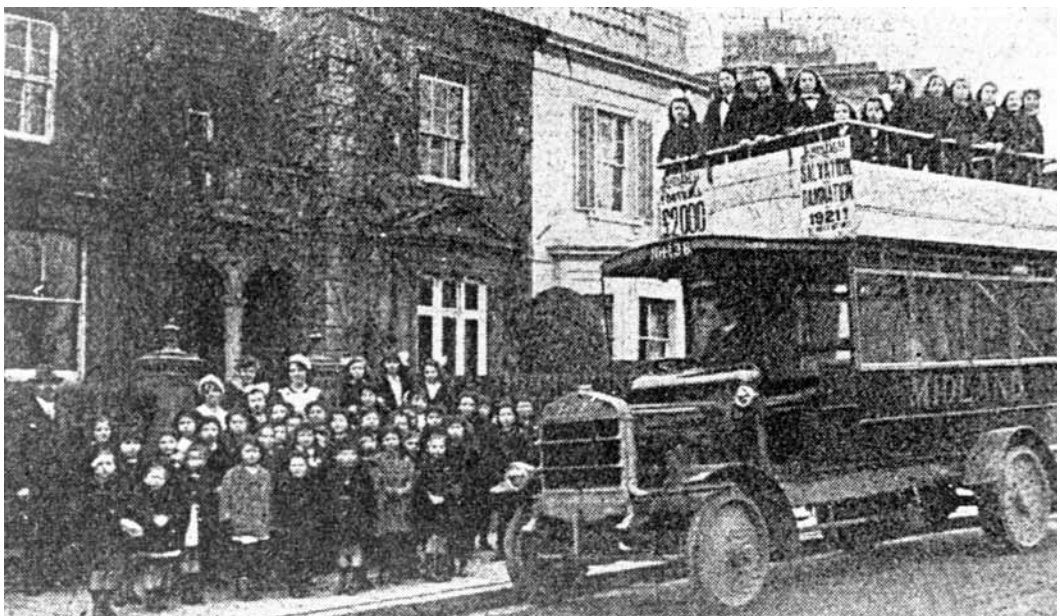
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MIDLAND M.B.Co.Ltd - NORTHAMPTON



At some stage after the War the double-deck body from the Company's Maudslay registered BD 2188 was transferred to a Straker Squire chassis but retained its original registration number. Fortunately it was photographed outside the Dolphin Inn at Newport Pagnell awaiting its return to Northampton. Look how its canopy has sagged over the years!

This illustration shows the Midland Motor Bus Company's Straker-Squire registered NH 138 conveying a party of children from Nazareth Home, Northampton in January 1921.



MIDLAND M.B.Co.Ltd - NORTHAMPTON

To recap on the extent of the Midland Motor Bus Company's routes the following is a list of services known to have been operated:-

Route	Days	Start	Finish
1. Northampton - Weedon - Daventry	Daily later WSSu	Autmn/15	c10/22
2. Northampton - West Haddon - Rugby (extended to Coventry)	Daily 2/16	8/11/15	10/6/16
3. Northampton - Towcester - Silverstone (extended to Brackley)	Daily later WSSu	15/12/15	c2/24
4. Northampton - Kislingbury - Bugbrooke - Nether Heyford/Pattishall	WSSu	12/15	c2/24
5. Northampton - Stoke Goldington - Newport Pagnell	WSSu	-/16?	c2/24
Leicester - Earl Shilton - Barwell - Hinckley	Sat to Th	4/16	c8/21
Leicester - Barrow-upon-Soar	?	5/16	c6/16
Leicester - Mountsorrel - Quorn - Loughborough	ThSSu	c6/16	8/21
Leicester - Syston (extended to Cossington & Sileby)	WSSu	-/19 4/21	8/21
Leicester - Narborough - Cosby - Broughton Astley	WSSu	?	9/21
Leicester - Anstey)			
)			
Leicester - Enderby)	Licences granted 2/19 but no evidence of operation.		
)			
Leicester - Wigston)			

Midland's hold on the Leicester area seems to have been somewhat tenuous. B.M.M.O.'s competition from Nuneaton and Hinckley to Leicester no doubt adversely affected Midland's trade and probably caused the abandonment of their Leicester to Hinckley route in the summer of 1921. However, B.M.M.O. were not competing on Midland's other Leicester based routes which, when abandoned, were mostly taken up by alternative operators - i.e. Trent on the Sileby and Syston route and B.M.M.O. on the Broughton Astley route, both from September 1921. At Northampton Midland persevered for a couple of years longer but its fleet was getting more and more dated as can be seen by the illustration of BD 2188 at Newport Pagnell. In the Northampton area Midland carried on its services much as before until about October 1922 when the Daventry service appears to have been ceded entirely to the Northampton Motor Omnibus Co Ltd whilst the remaining routes ceased around February 1924 at the latest, after which time the firm went into voluntary liquidation.

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MIDLAND M.B.Co.Ltd - NORTHAMPTON
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It is tempting to speculate on what might have been. By accident or design, it is not clear which, the Midland Company tried to establish itself in Northampton, Rugby, Coventry and Leicester and if it had been successful in consolidating such a large territory it could have become an operator of some significance. War time was probably not the best period for service development and the Company may have had insufficient capital and managerial expertise to fully exploit the opportunities before it. Whatever the causes, Midland eventually fell by the wayside and other operators filled the gaps it left.

As mentioned in the text, I am greatly indebted to Peter Hale and John Bennett for their expertise and research in areas of the Country I have not studied. I am similarly appreciative of advice and additional information supplied by Peter Jaques and Alan Burman.

MIDLAND M.B.Co.Ltd - NORTHAMPTON

Rolling Stock:

Regn. No.	Chassis	Type	Chassis No.	Body	Seats	Body No.	Dates			Former Owner	Disposal	Nts
							New	S/H	W/D			
NH 138	Straker-Squire				O--R				by 2/24			1
BD 3157	Maudslay				B14		-1015	11/15	1/21	G H Clarke, Weedon		2
BD 3179	Straker-Squire	28hp			O38R		11/15	—	1/21			
BD 3189	Straker-Squire	CO3			O36R		11/15	—	12/21			
BD 2188	Maudslay			Brush	O18/16R		2/14	12/15	c-/21	G H Clarke, Weedon		3
BD 2188	Straker-Squire	CO3		Brush	O38R		c-/21	—	3/22			4
BD 3138	Belsize	30hp			?		12/15	12/15	c-/22	G H Clarke, Weedon		5
?	Maudslay				O--R					Skindles Hotel, Maidenhead		6
Possible Vehicles												
NH 686	Straker-Squire				B20			—	by 2/24			7
NH 1801	Straker-Squire				O36R		12/15	—	by 2/24			8
NH 1805	Straker-Squire				?		12/15	—	by 2/24			9
NH 1849	Straker-Squire				?		4/16	—	by 2/24			10
NH 1904	Straker-Squire				?		3/17	—	by 2/24			11
NH 2297	Straker-Squire				O36R		9/19	—	by -/21		Buffalo Motor O Co. N'pton.	12
NH 2319	Straker-Squire				?		9/19	—	by 2/24			13

- Notes:**
- 1 - NH 138 last licensed to W Lewis & Son, Pontypridd as a lorry -/28.
 - 2 - BD 3157 was new to G H Clarke, Weedon 9/10/15, passing to M.M.B. 19/11/15.
 - 3 - BD 2188 was a Maudslay demonstrator.
 - 4 - The Brush body from the Maudslay BD 2188 was transferred to a Straker-Squire chassis after the War and retained its registration number.
 - 5 - BD 3138 was new to G H Clarke, Weedon 13/12/15, passing to M.M.B. on the same date.
 - 6 - This Maudslay was a saloon bus when bought by Midland and rebodied as a double-decker.
 - 7 - NH 686 last licensed to J W Smith, Woburn Green, 3/37.
 - 8 - NH 1801 last licensed to Heyman & Co., Stratford E15 and last taxed -/28.
 - 9 - NH 1805 last licensed 4/29.
 - 10 - NH 1849 last licensed to J W Carbridge, Whittington Moor 8/27.
 - 11 - NH 1904 last licensed to C L Booth, Grimscote Mill, Towcester as a goods vehicle -/31.
 - 12 - NH 2297 is almost certainly the vehicle shown in the illustration on page 4. It is known that NH 2297 was later with the Buffalo Motor Omnibus Co Ltd of Northampton as a single-decker.
 - 13 - NH 2319 last licensed to D Dyson, Foster's Booth as a lorry 2/33.