



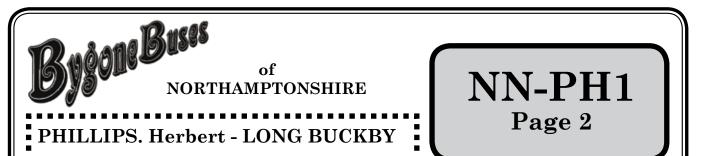
# PHILLIPS. Herbert t/a Long Buckby Motors East Street LONG BUCKBY

Herbert Phillips was born in Long Buckby on 4th June 1884 but what he did for a living in the earlier part of his life is unknown to the Author. However, at the time of the first World War Herbert was not accepted for military service and instead took up egg buying. He owned two cobs which he worked on alternate days roaming the countryside buying up eggs which he then despatched to London by train. In 1916 he bought a model T Ford chassis, fitted it with a van body and as well as carrying eggs he soon found he was taking visitors to Rugby hospital on a regular basis, rather as though his Ford was a Red Cross ambulance! Four years later the Ford van was replaced by a new Ford T van which was registered BD 4449.

In the following year, 1921, probably uniquely for an egg merchant, Herbert Phillips bought a fourteen-seater Ford T bus from Henry Oliver Ltd the Northampton Ford Agent. This cost £302 and was delivered to Phillips on 27th June 1921 but its registration number has not been discovered. Herbert's first day's work with his new bus was to convey a load of furniture from Long Buckby to Napton at a charge of £1. The very next day he took twelve passengers to the Royal Show at Derby. For the next few months Herbert Phillips operated only private hires but later in 1921 commenced a Saturday only bus service from Long Buckby to Northampton via East Haddon, Harlestone and Duston, terminating in St. Andrew's Road.

By this time Herbert's motor vehicles were occupying him full time and his egg collection service ceased. In fact he founded a garage business at premises in East Street and traded as Long Buckby Motors. Before long, and no precise dates are known, the Long Buckby to Northampton service was expanded to run also on Wednesdays and Sundays and a second route running from Long Buckby via Ravensthorpe, East Haddon, Holdenby and Church Brampton to Northampton was introduced, terminating at the Bull Hotel in Sheep Street. In fact in October 1927 Herbert Phillips inserted an advertisement in the Northampton Daily Chronicle announcing that from 9th October 1927 a Sunday service would commence connecting Long Buckby, Ravensthorpe, East Haddon, Holdenby, Brampton and Northampton. Buses left Long Buckby at 10.00am, 1.00pm and 6.30pm returning from Northampton at 11.05am, 2.05pm and 7.35pm.

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.



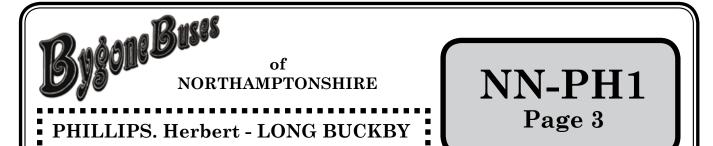
Whether or not the route was running on Wednesdays and Saturdays prior to this date or the Sunday timetable was the start of the service is unknown. In the later years of the 1920s the service via Ravensthorpe maintained its Wednesday, Saturday and Sunday format but the main road route via Harlestone developed into a daily service.

LONG BUCKBY MOTORS (H. Phillips, Proprietor) DAILY SERVICE from ST. ANDREW'S RD., NORTHAMPTON, through Duston. Harlestone, East Haddon to Long Buckby at 7.30, 11.0, 2.0, 6.0, Sunday Service ... ... 11.20, 1.45, 5.45, 9.30. Extended Wednesday & Saturday Services. Time Tables Post Free

This announcement by Herbert Phillips in the Northampton Daily Chronicle of 2nd June 1928 possibly suggests that the main road service between Long Buckby and Northampton became a daily operation at this time, with enhancements to the Wednesday and Saturday service.

At one stage in the early or mid-1920s a Long Buckby lady persuaded Herbert Phillips to run a Sunday service to Daventry so that her Catholic cook could attend Mass. However, as the cook was the sole passenger paying 2½d fare the service was quickly dropped. Later on in the decade a Sunday Long Buckby - Norton - Daventry route comprising three journeys in each direction was successfully provided. Similarly a Long Buckby - Watford - West Haddon - Crick - Hillmorton - Rugby BTH workmen's service was inaugurated in the 1920s and Herbert Phillips recalled that on the first day of the route's operation he sold one return and one single ticket to Rugby as nearly all his potential customers had made their way to the railway station as usual. In the circumstances Herbert gave the man with the return ticket his money back so that he could return by train to save the expense of driving the bus back to Rugby at night! By the next day word of the bus service had got around and seven or eight passengers were waiting and eventually Long Buckby Motors was taking 87 workers a day to Rugby.

By December 1930 Herbert Phillips was operating the timetable shown on the following page on his Long Buckby to Northampton routes.



PHILLIP'S NORTHAMPTON AND LONG BUCKBY SERVICE.

Long Buckby-Market Square.

Square. Nort

Northampton-St. Andrew's Road.

Sunday.			Monday, Tuesday, Thursday, Friday.						Wednesday.																	
LEAVE	A.	<b>M</b> . 1	P. M.	P.	М.	Ρ.	м.	A.	м.	۸.	M.	P	.M.)	P. M		.м.	۸.	м.	P.	M.	P.1	M.	P. M.	P.M	. F	- N
The Wharfe	•••	• •	•••	i	. :		.				.				1		9	20		-	1	5		1	7	15
Long Buckby	10	30.1	10	2	45	8	45	6	30	9	35	1	20	4 33	515	3í	' <b>9</b>	35	1	- 0	1 1	20 2	2 40	4 3	57	30
East Haddon	10	401	20	2	55	8	55	6	40	9	45	1	30	4 43	56	40	9	45	ī	10	1 3	30 2	2 50	4 4	57	40
Althorp Park	10	45.1	25	3	0	9	0	6	45	9	50	1	35	1 50	6	45	9	50	ī	15	1 3	35 2	55	4 5	07	45
Harlestone	10	551	35	3	10	9	10	6	55	10	0	1	45	5 (	6	55	10	0	1	25	1 4	153	5	5	7	55
Duston	.11	01	40	3	15	9	15	7	0	10	5	1	50	55	7	0	10	- 5	1	30	1 5	50.3	10	5	5.8	0
Northampton	11	101	50	3	25	9	25	7	10	10	15	$\overline{2}$	0	5 15	7	10	10	15	1	<b>4</b> 0	$\hat{2}$	03	20	5 1	58	10
Northampton	11	301	50	3	45	9	30	7	30	10	50	2	0 6	3 (	17	30	10	50	12		?	03	45	6	10	40
Duston	11	402	0	3	55	9	40	7	40	11	0	$\overline{2}$	10	11	5	40	11	ň	10	10	2 1	03	55	6 1	10	
Harlestone	11	452	5	4	0	<b>9</b>	45	7	45	11	5	$\overline{2}$	15.6	15	5	45	ii	5	12	15	$\frac{1}{2}$	54	00	6 1	10	50
Althorp Park	11	552	15	4	10	9	55	7	55	11	15	2	256	25	Н	55	ii	15	19	25	5 5	5 4	10	6 0	23	33
East Haddon	12	02	20	4	15	10	ň	8	ŏ	ii	20	2	307	30	k	6	11	20	12	30	2 2		15	6 2	25	- 10
Long Buckby	12	102	30	4	25	10	10	š	10	ii	30	2	406	\$ 40	5	10	ii	30	12	10	24	0.4	25	6 4	19	10
The Wharfe		•					. <sup>-</sup> ~					- -			٢.		• •	00	19	50	4 4	10.4	20	2 51	29	20

#### Saturdays.

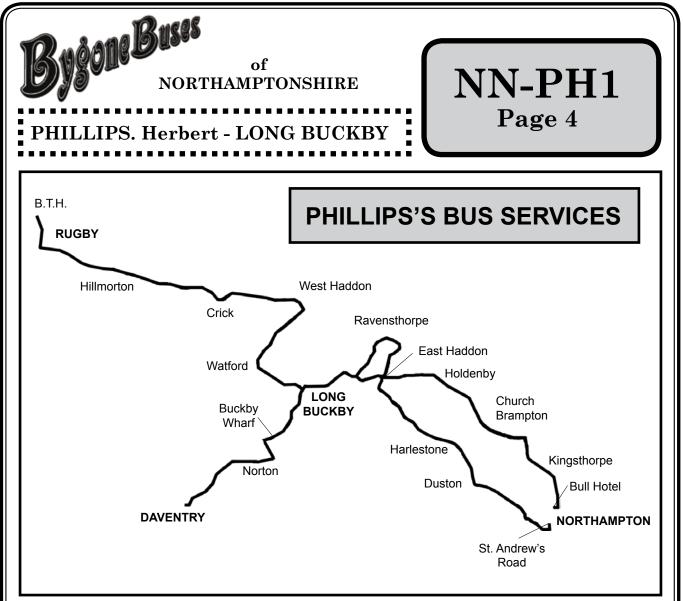
												P.M. 1						
The Wharfe		. 8	3 30	•••	• • ••	.	!!	15				5	40	•••	7	35	•••	
Long Buckby	63	80° 8	3 45	9	30 10	45 1	0	1 20	2	30'	<b>3 50</b>	4 35 5	50 é	5 55	7	45	8	40
East Haddon	64	0 8	<b>3 5</b> 5	9	40 10	55 1	10	1 30	<b>2</b>	40,4	1 0	4456	67	5	7	55	8	50
Althorp Park	64	5 9	9 0	9	45 11	01	15	1 35	2	454	1 5	4 506	57	/ 10	8	0	8	55
Harlestone	6 5	5 9	) 10	9	55 11	101	25	! 45	2	35	15	5 06	157	20	8	10	9	5
Duston	7	0 9	9 15	10	011	15.1	30	1 50	3	0.	1 20	5 56	207	25	8	15	9	15
Northampton	71	0 9	9 25	10	10 11	25 1	40	2 0	3	10	30	5 15 6	30.7	35	8	25	9	25
Northampton	7 3	0 9	45	10	50 12	101	45	2 15	3	30	4 45	6 06	45 8	3 0	8	35	9	45
Duston	74	0 9	55	11	0 12	201	55	2 25	3	40'4	55	6 10,6	55 8	3 10	8	45	9	55
Harlestone	74	5 10	) 0	11	5 12	252	2 0 2	2 30	3	45 3	5 0	6 157	08	3 15	8	59	10	0
Althorp Park	7 5	5 10	) 10	11	15 12	35 2	10	2 🦿	3	55 3	5 10	6 25 7	108	3 25	9	0	10	10
East Ĥaddon	8	010	) 15	11	20:12	40 2	15 2	2 45	4	0	5 15	8307	15 5	30	9	5	10	15
Long Buckby	8 1	010	25	11	30,12	<b>50</b> 2	25	2 55	4	10 5	5 25	6 407	25 8	3 40	9	15	10	25
The Wharfe					. 1	0		•••	۱.	. 4	5 35	7	35					

## PHILLIPS'S RAVENSTHORPE AND HOLDENBY SERVICE.

Wed. only.	Saturday.	Wed. only.	Saturday.
Ravensthorpe 9 45 East Haddon 9 55	A.M. P.M. P.M. P.M. 9 0 1 30 4 30 8 0 Northampto 9 10 1 40 4 40 8 10 Holdenby 9 15 1 45 4 45 8 15 Ravensthorp	n 3 30 12 1 3 55 12 4	0 3 25 6 55 9 25

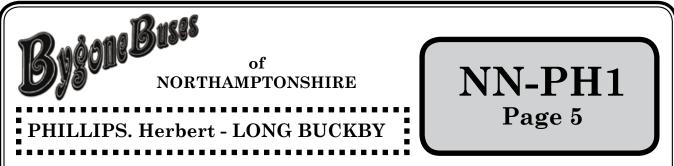
#### SUNDAY SERVICE.

LEAVE	P.M.	P.N.	LEAVE	P.M.	P.M.
Long Buckby	1 0	6 30	Northampton, BullHotel		
Kavensthorpe	1 15	6 45	Brampton		
East Haddon	1 25	6 55	Holdenby		
Holdenby	1 30	7 0	East Haddon		
Brampton	1 40	7 10	Ravensthorpe		
Northampton (Bull Hotel)	2 0	7 30	Long Buckby	3 5	8 35



To comply with the requirements of the 1930 Road Traffic Act Herbert Phillips submitted applications in October 1931 to the East Midlands Traffic Commissioners to continue his current operations as follows:-

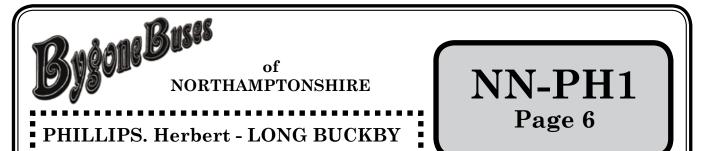
Traffic Commissioners' Reference	Service Type	Details
E13543 - E13565	Excursions & Tours	Twenty-two tours from Long Buckby which included two to Northampton which were subsequently withdrawn.
E13795	Stage	Long Buckby to Northampton, St. Andrew's Road via East Haddon, Harlestone and Duston.
E13796	Stage	Long Buckby to Daventry via Norton.
E13797	Stage	Long Buckby to Rugby via Watford, West Haddon, Crick, and Hillmorton.
E13798	Stage	Ravensthorpe to Northampton, Bull Hotel via East Haddon, Holdenby, Church Brampton and Kingsthorpe.



All the above applications were granted in November 1931 but evidently Herbert Phillips was also running a mid-day workmen's service within Long Buckby between Cook's Factory and Long Buckby Motors' garage on Mondays to Fridays. A belated application for a licence for this route under reference TER687/6 was made to the Commissioners in March 1932 and granted in May 1932. Apart from revising fares on the direct Northampton service, now with reference TER687/2, Herbert Phillips made no other applications to the Traffic Commissioners.

Long Buckby Motors H. PHILLIPS, Proprietor.
SALOON BUSES FOR HIRE.
DISTANCE NO OBJECT. REASONABLE BATES.
Passengers who ride in above Motors are Insured. Phone 17 Long Buckby.
LONG BUCKBY MOTORS via Harlestone and East Haddon. H. Phillips. Proprietor. Starts:-St. Andrew's Bd. & Market Sq., Long Buckby
Mon, Tue, Thur. Fri. Wednesdays
The Wharfe dep
Long Buckby
Althorpe Park 6459 501 35 4507 15 645 9 15 9 50 1015 115 1 35 255 450 6 0 745 Harlestone 655 10 01 45 5 07 25 655 9 25 10 01055 125 1 45 3 55 0 6 10 755
The Wharfe dep
Am. Am. PML PML Am. PML
Duston
Harlestone745/11 5/2 15/615/8 U 745/10 0/11 5/1215/2 15/4 0/615/ 15/855 Althorpe Park755/1115/2 25/625/8 10 755/10 5/1115/1225/2 25/410/625/7 25/9 5 Kast Haddon 8 0 1120/2 30/630/8 15 8 0/10/01120/1230/2 30/415/639/7 30/910 Long Buokby310/1130/2 40/640/8 25 810/1020/1130/1240/2 40/425/640/7 40/920
Long Buckby 310 1130 2 40 640 8 25 810 1020 1130 1240 2 40 425 640 7 40 820
Saturdays Sundays
The Wharfe de 830
Rast H 41don64013559 40110551 101 202 30130145550 075175180 103011 1012456 0184.
Atthorps Park., 645/9 0/9 45/11 0/1 15/1 35/2 45/4 5/450/6 5/7008 0/855 1045/1 25/3 0/615/9 1 Harlestone655/310/9 55/110/1 25/1 4/2 55/415/5 0/615/720/8 0/9 5 1055/1 35/310/625/91/
$\begin{array}{c} \textbf{AW}(\textbf{AW}, \textbf{AW}, \textbf{PM}, P$
$\begin{array}{c} \textbf{Aii} (\textbf{W}, \textbf{Aii}, \textbf{Pi}, \textbf$
Duston740 \$ 55 11 0 1220 1 55 225 340 455 610 055 810 845 9 55 11140 2 0 355 710 9 44 Harlestone745 10 0 11 5 1225 2 0 230 345 5 0 615 7 0 815 850 10 0  1145 2 5 4 0 715 9 4
Althorne Park 755 1010 1115 1235 2 10 240 355 510 625 710 825 9 0 1010 1155 215 410 725 9 5 East Haddon8 0 1015 1120 1240 2 15 245 4 0 515 630 715 830 9 51015 12 0 220 415 730 10 0
Loog Buckby910 1025 1130 1250 2 25 25 410 525 640 725 840 915 1025 1210 230 425 740 1010 The Wharto ar
RAVENSTHORPE & HOLDENBY Service (from Bull Hetel
Wods, Sats only, Suns Weds, Sats only Suns.
L. Buckby 35 845
JR Hadd m9 5 511 10 910 140 440 810 1 25 55 Holdenby
Wold, Zats only, Suns, Wols, Cats only Buns, MS, PM, PM, MS, MS, MS, MS, MS, MS, MS, MS, MS, M
H. PUILLIPS Sunday Service to DAVENTBY {vis Norton}
Long Buckby dep 3 55 308 40 Long Buckby wharf 3 155 408 50 Norton3 205 458 55 Daventry arr3 255 509 6 Long Buckby wharf 3 406 109 20 Long Buckby arr3 56 209 30
Long Buckby Wharf3 15:5 408 50 Norten3 35:6 59 15: Norten3 20:5 45:8 55 Long Buckby Wharf3 40:6 10:9 20: Daventry arr3 25:5 50:9 0: Long Buckby arr3 50:6 20:9 30:

This timetable taken from a 1931 "Enterprise" booklet shows the Northampton and Daventry routes operated by Phillips and indicates the developments to the levels of services compared with the December 1930 version shown on page 3.



Mention of Herbert Phillips's rolling stock has so far been confined to his first three Ford T vans and bus but within a couple of years Herbert found he needed a second bus. Again a Ford T was chosen when BD 7297 was registered on 3rd February 1923. Unfortunately it has not been possible to establish how many passengers this vehicle could accommodate although it was probably fourteen. Neither has it been possible to determine exactly how many buses Herbert Phillips ran at any given time in the first half of the 1920s but he eventually operated a fleet of five.

From 26th January 1925 Herbert Phillips either added an A.E.C. single-deck bus to his stock or, at least, replaced one of his Ford buses, with RP 410. The size of this machine is not known but it clearly seated twenty or more passengers.



This extremely grainy photograph shows Herbert Phillips's 1925 A.E.C. registered RP 410, at Long Buckby Square sometime between 1925 and 1928.

For delivery in 1926 Herbert Phillips chose a Dennis 30cwt chassis to which was fitted a twenty-seat bus body by Willowbrook. This vehicle took the registration RP 3138 on 31st July 1926, no doubt seeing the demise of another Ford T.

The next vehicle to be taken into stock by Phillips was an attractive REO Sprinter with a twenty-seat bus body by Eaton of Cringleford, Norwich. This vehicle duly arrived in Long Buckby and was registered RP 5540 on 7th April 1928.



Messrs Eaton of Cringleford supplied an extremely well proportioned body for fitment to REO Sprinter RP 5540 as can be seen in this photograph. Herbert Phillips poses for the photographer when the bus was new. Its livery and that of most of Herbert's buses was red and cream.

Thereafter Herbert Phillips bought only secondhand vehicles to enhance his fleet. After the demise of the Northampton Motor Omnibus Co Ltd in 1928 one of this firm's Chevrolet saloon buses with Grose fourteen-seater body, registered NH 6506, was acquired and in the following year a thirty-four seater A.D.C. saloon with a Short body was taken into stock. This latter machine apparently started life in 1927 as an A.D.C. demonstrator with a Short body and was lent to United Automobile Services in March 1928 when it was registered VF 2871 and fitted with a United body. The chassis of this bus duly returned to A.E.C. and was no doubt reintroduced to its original Short body. After further demonstrations VF 2871 passed to Herbert Phillips in September 1929.

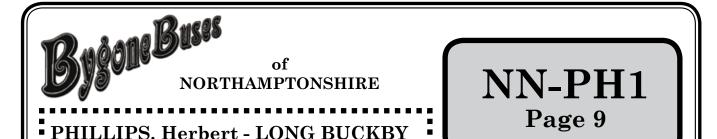
Three more second-hand purchases were made for which, regrettably, no photographic evidence is available. These comprised a Grose bodied Chevrolet registered RY 6495, a Star LL registered RA 4044 which possibly carried a Willowbrook body and a REO Pullman registered NF 5444, which earlier graced the fleet of Eniway Motor Tours of Salford.



This photograph shows VF 2871, an A.D.C. 423 with its Short body. Although the photograph was in the possession of Herbert Phillips, it was almost certainly taken when the bus was new some two years before passing to Long Buckby Motors. No doubt the Associated Equipment Company supplied Herbert Phillips with this photograph at the time he purchased this former demonstration model.

Probably running a garage business as well as operating bus services under what were now regulated and demanding conditions, led Herbert Phillips to decide to sell his services to United Counties who, because of territorial agreements with Midland Red, acted with the interests of both Companies in mind. On 14th July 1932 an Agreement for the sale and purchase of the bus side of Phillips's business was reached with United Counties Omnibus & Road Transport Co Ltd. The total sale price was £2,250 which, for the purposes of Stamp Duty, was apportioned £5 for the Goodwill of the Road Service Licences and £2,245 for five buses to be acquired by the Company.

United Counties immediately submitted applications to the Traffic Commissioners for a licence to take over Phillips's excursion and tours but added picking up points at West Haddon, Watford, East Haddon and Holdenby and discontinued tours to Yarmouth, London Zoo and Thames Valley. The Company also applied for a new licence to run between Northampton and Daventry via Long Buckby incorporating Phillips's Long Buckby - Ravensthorpe - Northampton and Long Buckby - Daventry services together with the Cook's Factory workmen's route. The main Long Buckby - Harlestone - Northampton timings were incorporated into United Counties' existing Northampton - Long Buckby - West Haddon service. Midland Red, for its part, applied to take over Phillips's Long Buckby

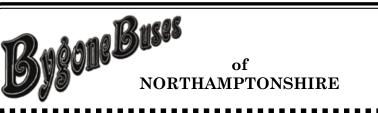


to Rugby BTH Works service and this they did from Monday 8th August 1932. The acquisition of Herbert Phillips's operations caused United Counties and Midland Red to review their territorial arrangements and it was agreed that Midland Red would hand over to United Counties that section of their Rugby - Daventry - Northampton service 572 that ran between Daventry and Northampton and that portion of their Rugby - Long Buckby - Northampton services 570/573 that ran between Long Buckby and Northampton on Saturdays and Sundays. However, on Sundays United Counties agreed that Midland Red should continue the operation of one through journey to Northampton and return and this was transferred to the main road as an X96 journey rather than operating via Long Buckby. Some of these service alterations commenced on 13th August whilst others started on 7th September 1932. In return for giving up the above mentioned operations, Midland Red gained the Phillips Long Buckby - Rugby traffic at no cost.

The five buses purchased by United Counties from Long Buckby Motors were REOs NF 5444 and RP 5540; Star RA 4044; Chevrolet RY 6495 and A.D.C. VF 2871. The sale, as far as United Counties was concerned, became effective on Sunday 31st July 1932, the date from which the Traffic Commissioners granted the Company Short Period Licences to run Phillips's routes, although the legal documentation was not completed until 17th September 1932.

The Long Buckby operations became an outstation of United Counties' Northampton depot and the buses continued to be parked at Herbert Phillips's premises for many years. Herbert continued to run his garage as Long Buckby Motors until selling it after the War to George and Marie Taylor in 1947. Even then Herbert Phillips continued with other ventures and served on Long Buckby Parish Council and Daventry District Council. Herbert eventually died in May 1979 a few days prior to his 95th birthday.

The Author is grateful to the late Herbert Phillips for details of his life as a busman and also appreciates the assistance of Peter Jaques and Peter Hale with information on Midland Red's service changes.



PHILLIPS. Herbert - LONG BUCKBY

## **Rolling Stock:**

Regn. Chassis		Туре	Chassis	Body	Seats	Body			Dates	Former	Disposal	Nts
No.	01103313	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	No.	Douy	oouto	No.	New	S/H	W/D	Owner	Disposal	1113
?	Ford	Т	?	?	Van		-/16	—	-/20?	_		
BD 4449	Ford	т	3738516	?	Van		-/20	—	by 8/26	_		1
?	Ford	т	?	?	B14F		6/21	_	?	Supp H Oliver Ltd,		
BD 7297	Ford	т	6488752	?	B14?		2/23	_	by 6/29	Northampton —		2
RP 410	A.E.C.		202112	?	B20?		1/25	_	?	_		3
RP 3138	Dennis	30cwt	50870	Willow-	B20		7/26	_	?	Supp Willowbrook	To Showman	4
RP 5540	REO	Sprinter	FAX5551	brook Eaton	B20F		4/28	_	7/32		United Counties (264)	)
NH 6506	Chevrolet	т		Grose	B14F		-/25	-/28	11/30	Grose Ltd,/	No further owner	5
VF 2871	A.D.C.	423	423004	Short	B34R		11/27	9/29	7/32	N.M.O.Co Ltd Ex-Demonstrator	United Counties (268)	)
RY 6495	Chevrolet	LO	40293	Grose	B12F		4/28	c9/30	7/32	Grose Ltd./	United Counties (267	) 6
RA 4044	Star	LL	?	Willow-	B20F	2052?	9/27	c3/31	7/32	Coales, Aldwincle Wallis, Shearsby?	United Counties (266)	)
NF 5444	REO	Pullman	W3289	brook? ?	C20F		-/27	?	7/32	Eniway, Salford	United Counties (265	)

**Notes: 1 -** BD 4449 last licensed as a goods vehicle to E A Hargrave, Braunston 8/26.

2 - BD 7297 last described as a maroon lorry when licensed to H Whitmore, Silverstone 6/29.

3 - RP 410 last licensed to Blaby Brick & Tile Co, Blaby and last licensed as a goods vehicle 3/33.

4 - RP 3138 last licensed to E H Steele, Bloxwich and last licensed 12/35.

5 - NH 6506 last licensed 11/35.

6 - RY 6495 also recorded as B14F.

NN-PH1

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