

# Bygone Buses

of  
NORTHAMPTONSHIRE

NN-HA16

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## HAYES CAR COMPANY

### Eskdail Street

## KETTERING

The Hayes Car Company of Eskdail Street, Kettering was, in July 1922, advertising a twelve-seater charabanc named the "SILVER QUEEN" for hire. The public were advised that the "SILVER QUEEN" was no ordinary charabanc but was a select touring car.

### *The 'Silver Queen'*

IS

Not an Ordinary Charabanc,

BUT A 12 SEATER

**SELECT TOURING CAR,**

WITH

Every Comfort for Private Parties.

NO SUNDAY WORK

Except for Church Purposes.

Enquiries to

**THE HAYES CAR CO.,**

ESKDAILL-STREET (Gate Letter Box); or 39,  
WOOD-STREET, KETTERING.

*A facsimile of the Hayes Car Company's advertisement that appeared in the Kettering Evening Telegraph of 13th July 1922.*

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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**HAYES CAR COMPANY - KETTERING**  
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In the following year the Hayes Car Company was promoting a twenty-seater charabanc named "CHALLENGE" that was new, specially designed and expected for delivery in time for the Easter Holidays.

To "Chara." Outing Secretaries.

OUR NEW AND SPECIALLY DESIGNED

**Challenge' Charabanc**

(20 SEATER) IS EXPECTED IN TIME FOR  
EASTER HOLIDAYS

PARTICULARS FROM—

**THE HAYES CAR CO.**  
ESKDAILL STREET, KETTERING.

We cater for those who want a Good Day's Outing not spoiled by arriving home after  
Midnight.

OUR SILVER QUEEN, the Success of last season, is Still Running, and provides  
Additional Accommodation up to 32 Passengers.

**NO SUNDAY WORK.**

*The Hayes Car Company's advertisement on March 1923.*

It is interesting to note that "SILVER QUEEN" was still operating alongside "CHALLENGE" in 1923 but the identities of these two vehicles remain to be discovered. The Hayes advertisements are unusual in refusing Sunday hires except for Church purposes.

Nothing further was heard of this company after the 1923 season.

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## HAYES CAR COMPANY - KETTERING

Since this paper was first written in May 2015 a photograph has come to light showing a group of charabancs at the Market Place, Oundle circa 1924. It is believed that an excursion or private hire operated by W G Keach of Kettering included a vehicle which supplemented Keach's own fleet and was hired from the Hayes Car Company of Kettering. It may be recalled that the Hayes firm was advertising a charabanc named 'CHALLENGE' which was new to the company at Easter 1923. The Vulcan Charabanc registered BD 7560 and shown below would have been registered at this time and the name on the side of the Vulcan looks as though it could read 'The Challenge'. It is highly likely, therefore, that Vulcan BD 7560 belonged to the Hayes Car Company.

