



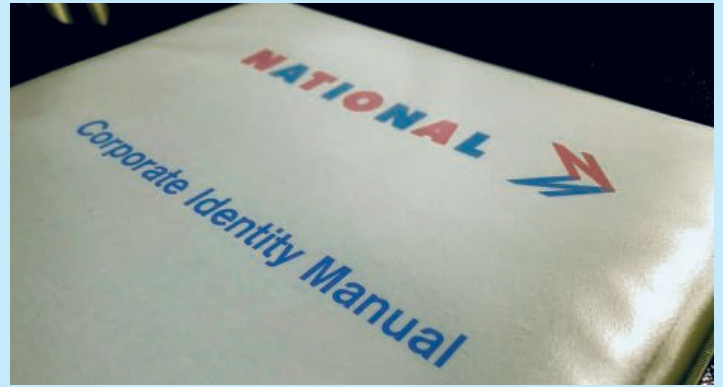
Yellow Buses (formerly Bournemouth Transport) ceased trading this summer, an end to 120 years of service. Remembering happier, earlier days here is a photo taken in Westover Road, Bournemouth on the forecourt of The Pavilion Theatre, showing two of a batch of three Leyland Tiger PS2s with elegant Burlingham coach bodywork new in 1949. (Photographer Charles Klapper, copyright The Bus Archive, ref. CK03/03542).

## IN THIS ISSUE

NBC Corporate Identity • Nottingham photographs  
Registration surprises • Leyland registers  
And much more....

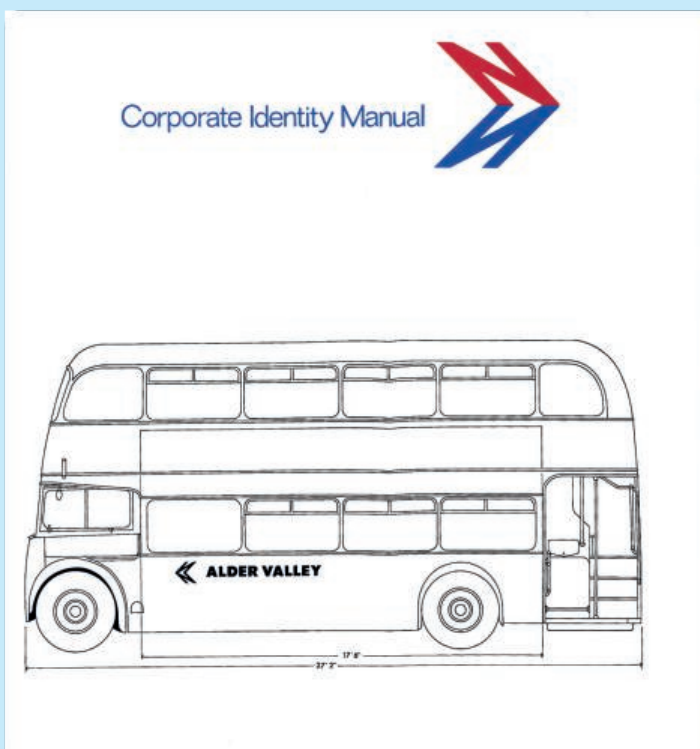
# Bus Manual

*Bus Manual* is a project to produce a replica of the National Bus Company's Corporate Identity Manuals, originally issued in 1972 and 1976, working closely with the Bus Archive. **Author Richard Price** explains how the project started, and how you can help.



My interest in NBC and its corporate identity goes back to my school days. That was when I saw the first white coaches and red buses of Eastern Counties in Norwich and was struck by the clever way the symbol was drawn, and the strangely geometric lettering. Later I'd do a project on the economics of Eastern Counties and local public transport, which got me interested in the management and finances of the business, and how government policy framed the transport industry. I had to choose between design and economics, and in the end chose economics, but I kept an interest in things like British Rail's corporate identity manual. Much later, during my time at the rail regulator, I met graphic designers Wallace Hennig and Nick Job, who were re-publishing the BR manual to great fanfare, online and in print. There was a striking contrast between the massive interest and detailed research on BR's corporate design work, and the almost-complete lack of knowledge about NBC, even though the striking modern image of the bus industry was probably more visible than BR's in cities and on rural roads across the country through the 1970s and 1980s.

Looking into who designed it and why has proved to be a substantial piece of detective work, with leads running in all directions. The story is fascinating. It interweaves the story of Norman Wilson, a driven, innovative graphic designer remembered with fondness and respect by his colleagues and family; the failing fortunes of the bus and coach industry in the 1960s; a generation of politicians with conflicting views on how to tackle it; and Freddie Wood, an iconic American-inspired businessman determined to use great design to rebuild the entire industry. It involves people across the industry from coach painters and drivers to commercial managers tasked with making it a success. I've had the great pleasure to talk to many of them.







The Bus Archive has been instrumental in making this happen, with the support of Ray Stenning whose 1979 book on NBC I've owned for years. With help of a number of people, particularly Philip Kirk, Mike Lambden, Bernard Davis and David Stevenson, I've been able to work through a huge amount of correspondence, press cuttings, and board minutes. They reveal how decisions were taken and the conflicts and controversies that emerged as NBC chair Frederick Wood took NBC in a radical new direction with Norman Wilson's designs at its heart. They've helped me to talk to many of the people who were involved at NBC HQ and in local operating companies, fleshing out the story and looking at how the identity rolled out across the country. The Bus Archive's help has been invaluable, and I'm still working through material and talking to people with stories to share.

These stories will appear in the re-issued manual, which I hope will be ready next year. In the meantime you can read many of them online at [www.nationalbusmanual.com](http://www.nationalbusmanual.com). An article on designer Norman Wilson and his work for businesses including NBC will also appear in the September edition of The Modernist magazine – available at [the-modernist.org](http://the-modernist.org). I'm on the lookout for stories about working for NBC, the roll-out and 'enforcement' of the identity, and why people did or didn't like it. If you have a story you'd like to share, please contact me through the website, drop me a line at [info@nationalbusmanual.com](mailto:info@nationalbusmanual.com), or contact [hello@busarchive.org.uk](mailto:hello@busarchive.org.uk).

## Nottingham Photographs

This is quite a story in itself. A lady in Derbyshire attends an art class and mentions that her husband has been left “a load of old glass negatives” by his late uncle, and they have no idea what to do with them. The Art class tutor suggests that she brings a few in for people to see: the pictures show Nottingham City Transport buses!

Recognising the quality and nature of the work, the tutor tells his neighbour, who straight away recommends The Bus Archive to which he has recently donated his own collection.

To cut a long story short, the result is the donation of a quantity of glass and traditional negatives all connected with Nottingham City Transport. The photographer was Ronald Thornton Lowe of Carlton, Nottingham, a keen photographer who had his own darkroom at home. Mr Lowe, born 1910, was Chauffeur to the Mayor and other officials of the City.

The negatives cover a whole range of subjects, examples are, the 1947 “Golden Jubilee” of Nottingham City Transport with a gold painted AEC Regent; the ancillary fleet (tower wagons etc.), the city ambulance fleet, accidents to buses and trolleybuses, and group photographs of newly qualified bus conductors. As a very competent amateur Mr Lowe was called upon by his employers to record various aspects of the life and work of the Transport Department.

A great collection - copyright has passed to The Bus Archive and as usual credit will be given to Ron T Lowe whenever the images are used.



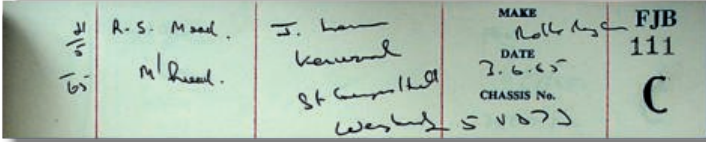
# Nottingham Photographs



# Registration Records

Most of our registration records are 'last user' cards which were created when a vehicle had been scrapped, exported or not taxed for five years, and other documents were destroyed.

The exception to this are 'first user' registers for a few local authorities including Berkshire. As we were undertaking a search for an enquirer in these, we were reminded that FJB 111C was a notable number.



Written in a barely legible hand, it says:  
 21/5/65 R. S. Mead, M'head  
 J. Lennon, Kenwood, St Georges Hill, Weybridge.  
 Rolls Royce

It is indeed the original allocation of this registration to Mead Garages, then the Berkshire Rolls Royce dealer, for its customer John Lennon.

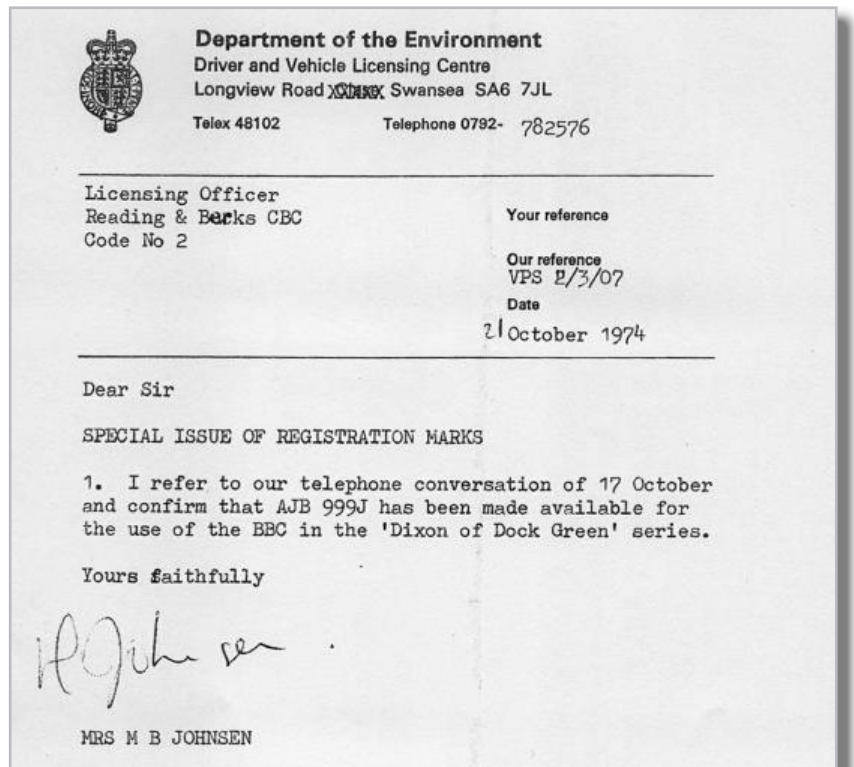


MUST CREDIT PHOTOS BY Bill Zygmont / Rex Features  
 Copyright Bill Zygmont / Rex Features

It was supplied in black, and was used to transport the Beatles to Buckingham Palace to collect their MBEs on 26th October 1965. Lennon later had it repainted in a psychedelic scheme. It's amazing what you turn up in our collections!

Rather more prosaic, but still in showbiz, is this 1974 letter, noting that the number AJB 999J had been made available for the BBC TV show 'Dixon of Dock Green'. Nice to know that this level of detail was being followed, although Jack Warner himself was 79 years old by then and should have been long retired from The Met.

'Evening all'.



# A New General Manager for Bournemouth - in 1935

Coincidental to the close-down of Yellow Buses we came across the advert and application form for the post of General Manager of the Transport Department of the County Borough of Bournemouth, the precursor to Yellow Buses, in 1935. You may recall that we covered the recruitment of the Liverpool GM in 1933 about 18 months ago.

The salary was £1,250 per annum (equivalent to £62,000 in 2021) plus £100 car allowance (£4,965). 'Engineering and organising qualifications and experience will be considered to the advantage of applicants' it states in understandably dated syntax. The successful applicant was required to undergo a medical.

The questions on the application form are heavily skewed towards experience, and three references were required.

The successful applicant would be D P Morrison, the existing GM of Kingston-upon-Hull and before that of Dundee, so lots of experience. He went on to give 13 years service in the role, eleven years fewer than I Bulfin, his predecessor who had retired in 1935.



County Borough of Bournemouth.

## TRANSPORT DEPARTMENT.

### Appointment of General Manager.

#### Conditions of Appointment of Transport General Manager.

The appointment shall be terminable by three months' notice on either side. The salary shall be at the rate of £1,250 per annum, with a motor car allowance of £100 per annum, and a holiday of one month to be taken at times suitable to the Council.

Engineering and organising qualifications and experience will be considered to the advantage of applicants.

The General Manager shall devote his whole time to the duties of the office. He shall be responsible for the designs, preparation of plans, specifications and details of all extensions or alterations. He shall, under the direction of and subject to the general control of the Council, have full management of the Transport Department, Depots and Workshops, including the Generating Station and all Works in connection therewith.

Subject to reporting to the Council and obtaining their sanction before the appointment or dismissal of the Chief of a Department under him, he shall appoint and control the entire staff of the Department, and have power to suspend or dismiss any member of such staff, and be responsible to the Council for the good conduct and efficiency of the persons appointed by him, and generally for the satisfactory working of the Department, operation of the services, maintenance and upkeep of the Tramways and Trackless Trolley System, overhead and underground electrical equipment, rolling stock, motor 'buses and Works and Depots.

He shall, in such manner as the Council may from time to time direct, keep regular and proper records of the accounts and statistics showing the financial and other transactions of the Department and particulars of traffic, and shall cause all monies received in the Department to be deposited daily at the Bank to the credit of the Corporation. He shall, from time to time as required, submit accounts, statements and particulars showing the working of the Department, and make such returns and reports as the Council or the Transport Committee may require.

#### Details of Undertaking.

The following particulars of the Transport Undertaking are given for the information of applicants.

Generating Station, Central Depot and Shops, Boscombe Depot, Parkstone Depot and Moordown Depot and Shops.

The vehicles at present in service consist of 80 Trams, 22 Trolley 'Buses and 67 Petrol 'Buses. 84 Sunbeam Trolley 'Buses are on order and will be delivered shortly. The Council have resolved to substitute Trolley 'Buses for Trams, and it is anticipated that this substitution will be completed next year, 1936.

During the year ended 31st March, 1934, the number of passengers carried on the system was 36,035,541; the vehicle miles run were 4,142,221, and the total receipts £271,102.

The output of the Transport Generating Station was 4,362,110 units.

The Transport Department also administers Tuckton Bridge (a toll bridge) for the Corporation.

## Facebook Highlights

Our Facebook page passed the significant measure of 5,000 followers a few weeks ago. If you are a Facebook user then 'like' or 'follow' us at [@thebusarchive](https://www.facebook.com/thebusarchive), or if you are not then you can still access our posts by going to [www.facebook.com/thebusarchive](https://www.facebook.com/thebusarchive). Here are the most-liked photos of the last three months, all from the lens of the late Mark Page and all copyright The Bus Archive. Details of how to obtain photographs from our collection are on page 14.



This is a Guy Arab UF which was new to the Huddersfield Joint Omnibus Committee as its fleet number 6 in March 1954; it had a body with Park Royal framing, completed by Guy. GVH 796 was one of four of the batch which was purchased by Green Bus of Rugeley in March 1969 and is seen here at its owner's depot, wearing fleet number 25 and ready to operate on a 'one man' service in April 1973. Green Bus was purchased by Midland Red in November of that year but GVH was not operated by the new owner. (ref MP02/00764).



A photograph which looks almost modern - but certainly isn't. Ealing Broadway in October 1970 boasted quite a variety of shops and offices but the subject of the photograph is London Transport MBS229 (VLW 229G) an AEC Merlin with MCW body which had been new two years earlier and was looking in very good condition. MBS229, was withdrawn in August 1975 and unusually it saw further service after being exported to Australia. (ref MP02/00337).



Seen in Whitesands Bus Station, Dumfries in August 1967 is (left) RTC 699 a Northern Counties bodied Guy Arab IV which had been new to Lancashire United as its 514 in December 1953 but here was with Gibson of Moffatt. On the right is DRN 138 of Carruthers of New Abbey: a Weymann's bodied Leyland Olympic which had been new to Ribble as its 274 in April 1951. (ref MP02/00223).



A crowded scene in St Margaret's Bus Station, Leicester in July 1970 - showing Midland Red (sorry, still BMMO in those days) at the very start of National Bus Company ownership and a couple of years before the launch of the NBC corporate liveries. Two of the D7 class, 4422 (VHA 422) and 4505 (XHA 505) are parked up with a shy D9 peeking out. The MCW-bodied D7s would only see a few months further service before withdrawal. (ref MP02/00413).

## Facebook Highlights



This Guy Warrior was new as a manufacturer's demonstrator in July 1956 and carries the updated version of the very elegant Burlington Seagull body. It is seen here in June 1974 at the premises of Dodds of Troon, with a Bristol K just peeking in on the right. (ref MP02/01041).

## And the most popular photograph was...

Seen in June 1971, Black & White Motorways D315 (UAD 315H) was part of a final batch of ten Daimler Roadliner SRP8 chassis with Plaxton bodies - in this case the Panorama Elite - seating 47. It had been new in April 1970 and would last with its original owner only until 1975 when it was sold to a dealer and later saw service with McSorley of Eardington. By that time, Black & White had been renamed National Travel (South West) Ltd.

The scene is Severn View Services on the M4 at the Severn Bridge, and it looks like the Daimler has only just managed to park between two caravans! (ref MP02/00458).



## New Additions

We are very grateful to the following people and organisations who have generously donated archive and library material over the last three months.

R Allen, Andrew Allison, Tony Asquith, Dave Astill, Christopher Batten, Brian Blakemore, John Dixon, Colin Druce, Richard Evans, Geoff Fisk, Alan Gregory, Tony Hall, Andrew Hamer, Rob Handford, Peter Jenner, David Kimber, The M&D and East Kent Bus Club, Ian Manning, Michael Penn, Bob Smith, Christine Walter, Mike Walton, Graham Westcott, Peter Wilks, John Wood.

Details of how to donate your collection to The Bus Archive is on page 13.

All these donations are being processed and it is estimated that it will take 18 months before they appear in our catalogues.



# Leyland Records

It's been a bumper few months for the donation of high quality collections. From Bob Smith (late of Leyland Truck and Bus) comes a series of unique ledgers from the postwar years.

The first is a run of 'Line Books' which record the numbers against which purchasing etc can refer to against specific customer orders by individual chassis. The example here is from 1961-62 with customers Halifax Corporation, Gibson (Weardale Motors), Southend Corporation, Sheffield Joint Omnibus Committee, Venture Transport of Newcastle plus one overseas order from Canberra, Australia.

This is a 'Line Book' ledger. The left side lists customer names and their corresponding chassis numbers. The right side lists dates, likely representing the order or erection dates. The entries are organized by customer, with Halifax Corporation, Gibson, Southend Corporation, Sheffield S.O.C, and Venture Transport being the primary customers listed.

↑  
Line Book

This is a 'Year Book' ledger. It has a structured header with columns: C.M.O., Model, Line No., Eng. No., Chassis No., Customer, On Test, and Delivered. The entries list chassis numbers (e.g., 10232, 10233, 10234, etc.) and their respective customers (e.g., Leyland alb. Africa, Western Welsh, J. Hudson, etc.). The 'On Test' and 'Delivered' columns contain dates, often in the format of month-year (e.g., 6-2-63).

Year Book →

The 'Year Books' list the order in which chassis were erected (or ready to be packed if supplied in ckd form) i.e. all the material required by the Line Number is available for chassis erection and so here are a mix of goods and passenger chassis – the latter being for Western Welsh and West Mon.

## How to Donate

Quite a lot of this edition of Bus Archive News is given over to donations of archive or library material. Since we were created in our current form in 2018 we have seen a tremendous upsurge in the number and volume of donations which is great for us, for the enthusiast community and for the industry itself.

We are always interested in receiving your collections: whether they be books, timetables/publicity, photographs, your own research or original industry records you may have acquired over the years.

We can't pay for anything (we are, after all, a charity) but we can collect from you. You can be sure that any items we don't already have will be added to our collections. This means that your collection will be available to others for research and you will be making a contribution to 'the greater good'.

For any items that are duplicated, we can either return these to you or sell them to raise funds for our charity – this contributes about half of the cost of running our research centres.

We are also ready to accept your digital photographs and files. You can be allocated your own space on our computer servers and top this up from time to time. That way, you can be assured that everything is safe. You can stipulate either that you retain total copyright and it will pass to us when you die, or we can share copyright during your lifetime; we are very flexible.

If you are interested in this, or if you just want to start a conversation, just email us at [hello@busarchive.org.uk](mailto:hello@busarchive.org.uk) or phone us at the usual number on Tuesdays and Wednesdays.

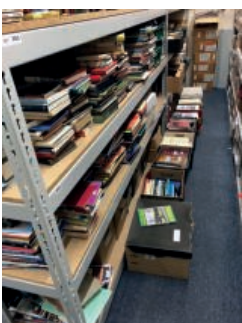
### Making a Will

For obvious reasons, we can't give legal advice but you may find that making a will is a good thing to do; for example, a direct gift to a charity such as ours is exempt from Inheritance Tax. It also gives you the opportunity to precisely state where you want your collection and any money to go. Relying on family, friends, or other next of kin to give your collection and/or money can be unreliable: they may forget, or they may predecease you.

You may wish to leave your collection or indeed an amount of money to The Bus Archive in your will. We understand you will probably draw this up with a lawyer, but we suggest the following wording:

I leave [amount and/or details of bequest\*] to The Bus Archive (registered charity number 1177343) of 100-102 Sandwell Street, Walsall, WS1 3EB, for its general charitable purpose. I direct that a receipt from the treasurer or duly authorised officer shall be a valid and appropriate discharge.

\*the details of donation should be as precise as possible, for example "all my books and magazines on buses and trolleybuses, all my bus timetables and other publicity material and all my research notes on buses and photographs of buses, along with copyright."



# Help!

No, not another John Lennon reference. Our appeals for people to donate their collections to us (and we repeat that appeal in this edition) have really borne fruit; the other side of the coin is how we deal with these donations once we have them.

So, this is a different kind of appeal – an appeal for more man (or woman) power. If you or anyone you know who would like to join our volunteer team either at Droitwich or particularly at Walsall, even for a short while or even on occasional days, please put them in touch. We are also considering opening on additional days if that suits any new or existing volunteers.

Contact us at [hello@busarchive.org.uk](mailto:hello@busarchive.org.uk).



## Buy Items and Support the Archive

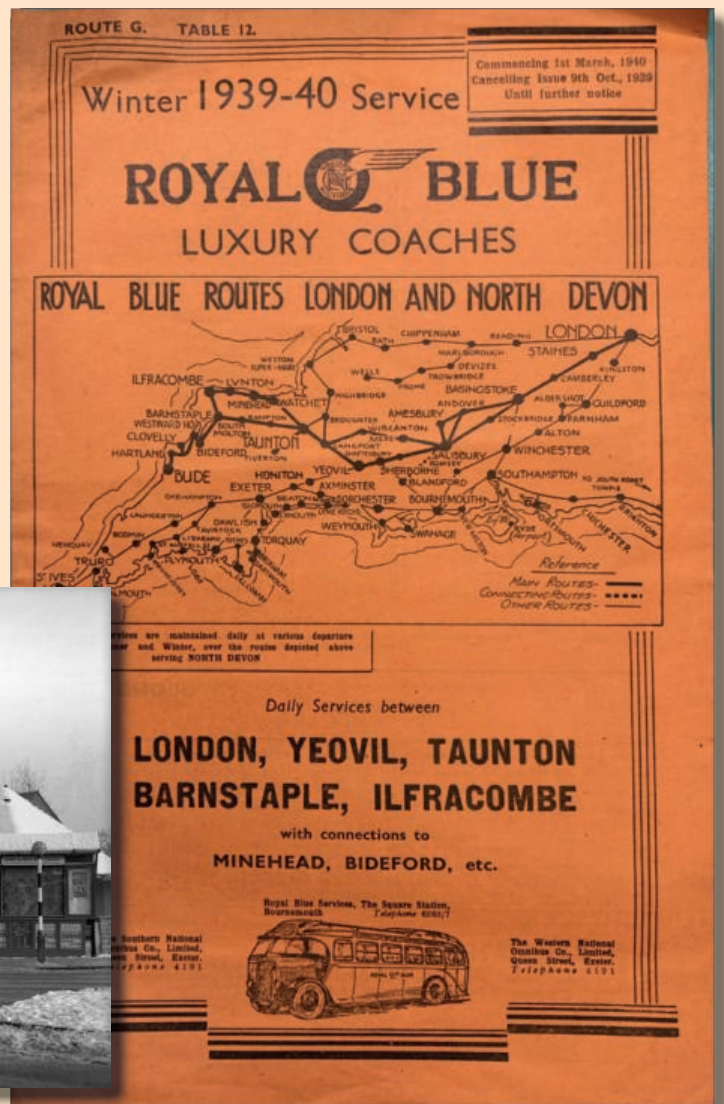
About half of our normal income comes from the sale of photos and surplus material so please do support us if you can.

Our sales site is at <https://www.busmart.org.uk>

Our photos are available at

<https://thetransportlibrary.co.uk>

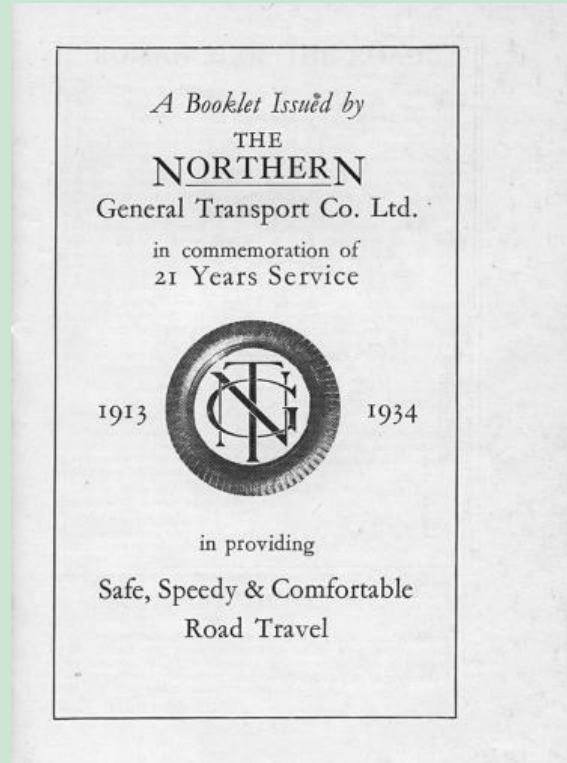
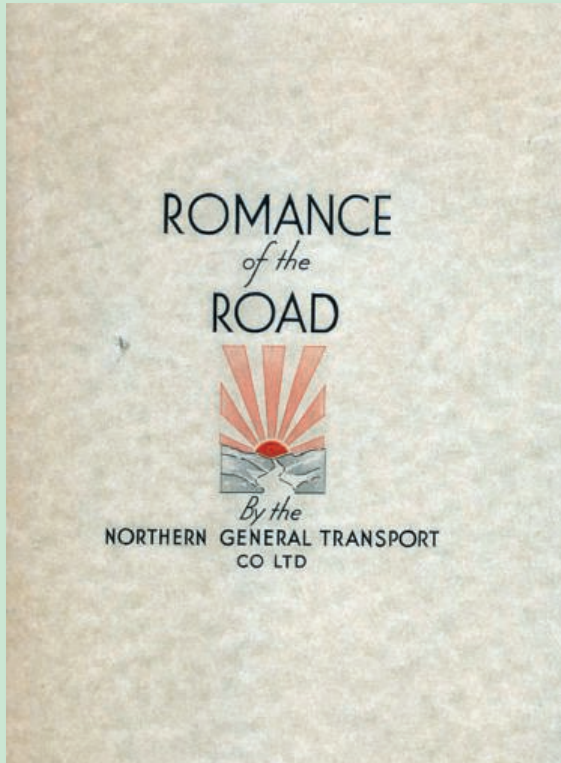
<https://theomnibussociety.zenfolio.com>



# Romance of the Road

Not an expression you hear very often these days, but chosen by Northern General of Gateshead as the title of their 40-page commemorative booklet to celebrate their 21 years of service in 1935.

Lots of text, official photographs and statistics, it makes an interesting read and is available on our Flickr page at <https://www.flickr.com/photos/145880868@N07/albums/72177720301940215>



## Return to Acton!

We are delighted to announce that, thanks to our friends at London Transport Museum, we are now able to welcome back researchers to our Acton centre. We can also now offer research places each Wednesday – so a double bonus!

As with all our centres, it is essential that you book in advance at [hello@busarchive.org.uk](mailto:hello@busarchive.org.uk).

## Not so much a correction....

Eagle-eyed Alan Millar points out an error made by the artist of the colourised image of Victoria Coach Station, which graced the cover of our last issue.

“Before spotting the caption note that the picture is colourised, I was puzzled by what was the red and cream Alexander-bodied coach coming out of Elizabeth Street. It wouldn't have been red and cream, but a black and white Western SMT Regal IV which the artist has turned – logically if he was unburdened by knowledge of bus liveries – into the wrong colours. After all, why would something in the real world of myriad colours ever be black and white?”



## How to Access our Collection

We have three Research Centres, each holding unique material:

- Droitwich, for original records
- Walsall, for publicity items and publications
- Acton, for London Transport records and timetables (still closed for the time being)

Search our online catalogue at [www.busarchive.org.uk](http://www.busarchive.org.uk).



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