



## Travel By Provincial



## Provincial Bus Community



This set of pages contains a series of period adverts for Provincial's private hire and tours activities.

Provincial made use of the available advertising space on its vehicles for its own publicity. This was particularly prevalent on the vehicles owned by Provincial traction, for example No 57 (EHO 869) the "coach bus". It carried private hire adverts externally at various stages in its life as can be seen below.



The internal front bulkhead of Provincial buses was also used for private hire adverts. The early Guy Deutz conversions (59,61) carried an advert which stated "This smooth and silent running bus can be hired for your next private party". AEC Regent 34 (BOR 766) and ex Southampton Guy Arab 40 (FCR 445), also carried the "Hire a Provincial Coach" advert.

The companies timetables also carried adverts for the private hire fleet as this 1949 example illustrates.

**PROVINCIAL**  
PROGRAMME  
OF  
**MOTOR COACH  
TOURS**

THE  
**LIGHT GREEN CARS**  
COACH SERVICES

ESTD  
1911



UNSURPASSED FOR  
**COMFORT,  
RELIABILITY,  
& SAFETY.**

THE LARGEST FLEET OF COACHES  
IN LINCOLNSHIRE.

FOR  
**PRIVATE HIRE**

TERMS FOR PARTIES  
FROM 14 TO 350 PASSENGERS.  
APPLY TRAMWAYS' OFFICES,  
PELHAM ROAD, CLEETHORPES,  
TEL. 18.

1922 Brochure of Provincial (Grimsby) motor coach tours including six days' tour to Edinburgh. Note Provincial lettering and photo of coach. The vehicle is described inside as a 'corridor motor coach' to signify that it is not a charabanc.

**David Whitaker Collection**

**PROVINCIAL**  
SERVICES

Travel by  
*Provincial*  
on your Outings



COACHES AND BUSES FOR HIRE

Hire a Coach or a Double Decker Bus  
from *Provincial* for your Private Parties,  
Outings, Sports or Entertainments.

Available Any time for Anywhere.

Write or Phone. Estimates Free.  
(Special Rates Mondays to Fridays)

THE PROVINCIAL TRACTION COMPANY, LTD.

Head Office : Hoeford, Fareham. Telephone : Fareham 2208.  
Enquiry Office : Gosport Esplanade. Telephone : Gosport 83550.

Mid 1960s advert depicting the attractive Bedford SB coach at Hoeford. Note original and later Provincial lettering both appear on this advert.

**David Whitaker Collection**

"THE LIGHT  
GREEN CARS"

# PROVINCIAL

THE POPULAR  
COACHES

CORRIDOR COACHES  
WITH SEATS FOR 2

MAXIMUM  
COMFORT

EASY ACCESS

AMPLE ACCOMMODATION  
FOR LUGGAGE



THE CO'S SPECIAL LONG DISTANCE TOURING COACH AT EDINBURGH.  
SEPT. 1920 (700 MILE GRIMSBY TO SCOTLAND TOUR)

PARTIES OF 14 TO 300  
CONVEYED TO ALL PARTS

SPECIAL TERMS  
FOR LARGE PARTIES

FOR  
HIRE RATES

Apply Tramways Offices,  
GLEETHORPES, TEL. NO 16

FOR A BETTER HOLIDAY NONE SURPASSES  
SEEING THE GLORIES OF YOUR COUNTRY

A Provincial publicity card from the early 1920s depicting a Grimsby based Palladium on an excursion to Edinburgh. The card extols the delights of travel by Provincial.

David Whitaker Collection

## A fresh approach to providing your local buses



You've probably heard our name.

Many of you use our buses regularly. From Sunday, 26th October, most Provincial bus services will change. Make sure you're in the picture.

Our regulars can get a list of changes on the bus - and new FREE timetables are available at our offices at the Fareham and Gosport bus stations.

### LOCKS HEATH

New routes get closer to your homes and provide a regular service to  
**Locks Heath Centre, Fareham, Warsash, Gosport and Southampton.**



Local people will get details through their letterbox - which will also be available at Leo's Co-Op, Locks Heath Centre and other local shops. Just look for the new PROVINCIAL sign.

### FAREHAM MINI-BUSES FLYERS

Every 10 minutes into Fareham from:  
**Portchester Hill Park Cotisfield Thorn Avenue, Heathfield, Maylings Farm, Highlands, West End.**



No need for a timetable for the Fareham Flyers - the new, distinctive 21-seat mini-buses - they simply run every 10 minutes. No need to plan your trip hours in advance - just hop on a Flyer. Look for the information pack coming through your letterbox if you live close to the routes - or pick up details at our offices at Fareham and Gosport bus stations.

This is from a 1986 issue of a local paper. By then under the National Bus umbrella local loyalties can still be encouraged by the Provincial fleetname which is almost that of the early days of the company.

David Whitaker Collection

That's what we call service!  
**PROVINCIAL**

FAREHAM 232208