



Cobb & Co., .
Coach Proprietors.

BATHURST.

It is requested that all correspondence be
addressed to the firm.

*The Shocking Truth Behind
The Legend*



‘Coombing Park’, Carcoar (52 km SW of Bathurst)

Dear Mrs Whitney,

... my husband had a dreadful night. He is anxious to tell you all, it in no way affects the firm I think. I cannot think. How can I communicate with you? I might tell you and see if you can see any way out of it. We cannot.

He is nearly crazy. Do burn this. He must not come up alone. I cannot bear him out of my sight. Do not mention his affairs till you hear from me or see him.

Write by return.

Best love to yourself and the girls - do destroy this.

Ada Rutherford

P.S. It may be a phantom of the imagination. I pray it is. Your clear head may see some ray of light.







THE PARTNER'S WIFE



Sam Everingham



Bella Whitney

Why would Bella Whitney challenge her own husband's will?

Why did she take James Rutherford to court in 1900?



James Rutherford

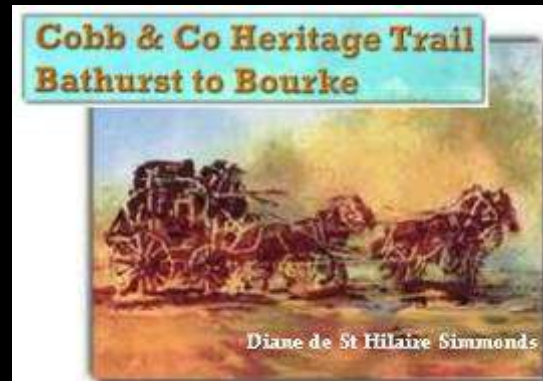
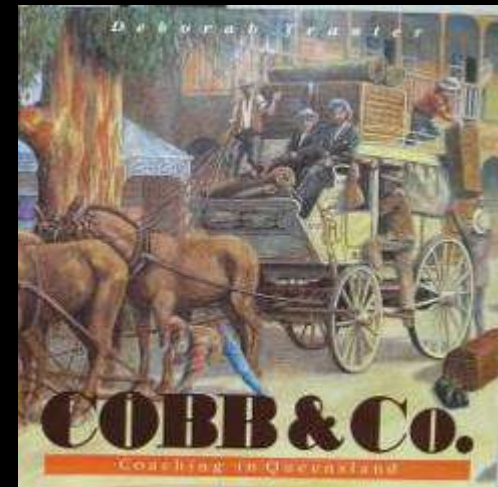
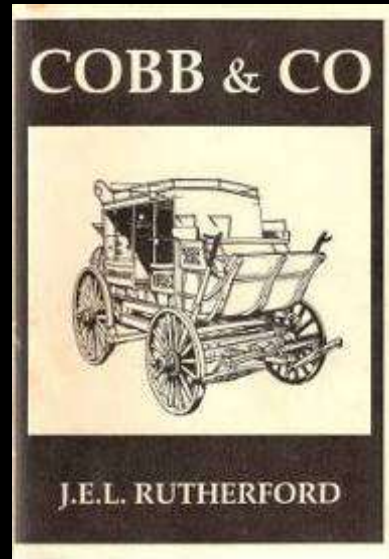
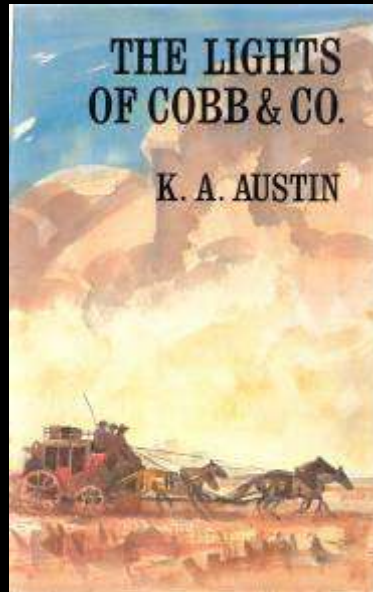
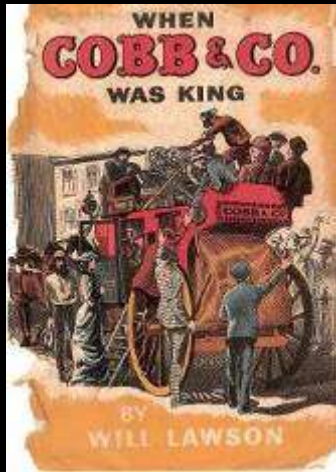
If Rutherford was 'mentally unhinged', how could he run the nation's largest business?



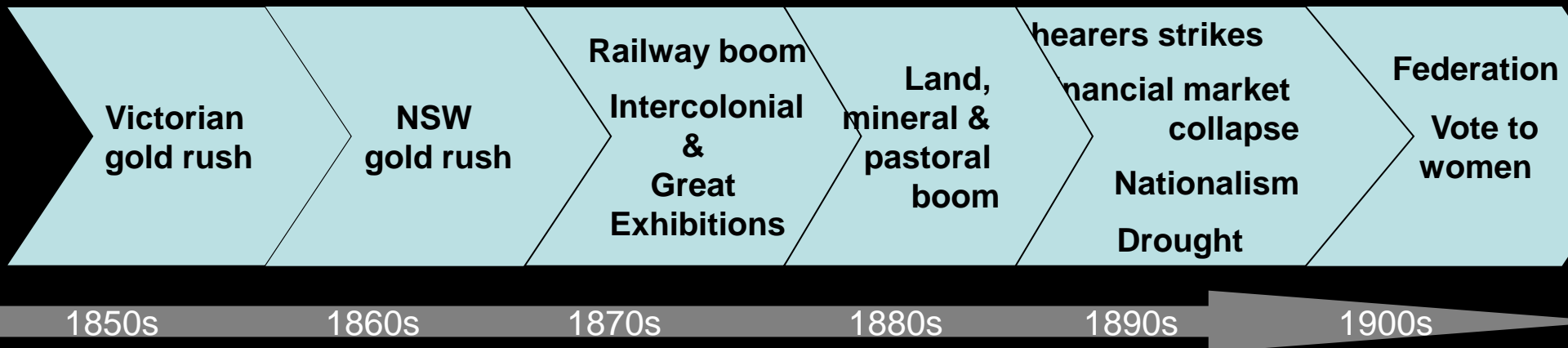
Walter Hall

How did he become one of Australia's richest men?

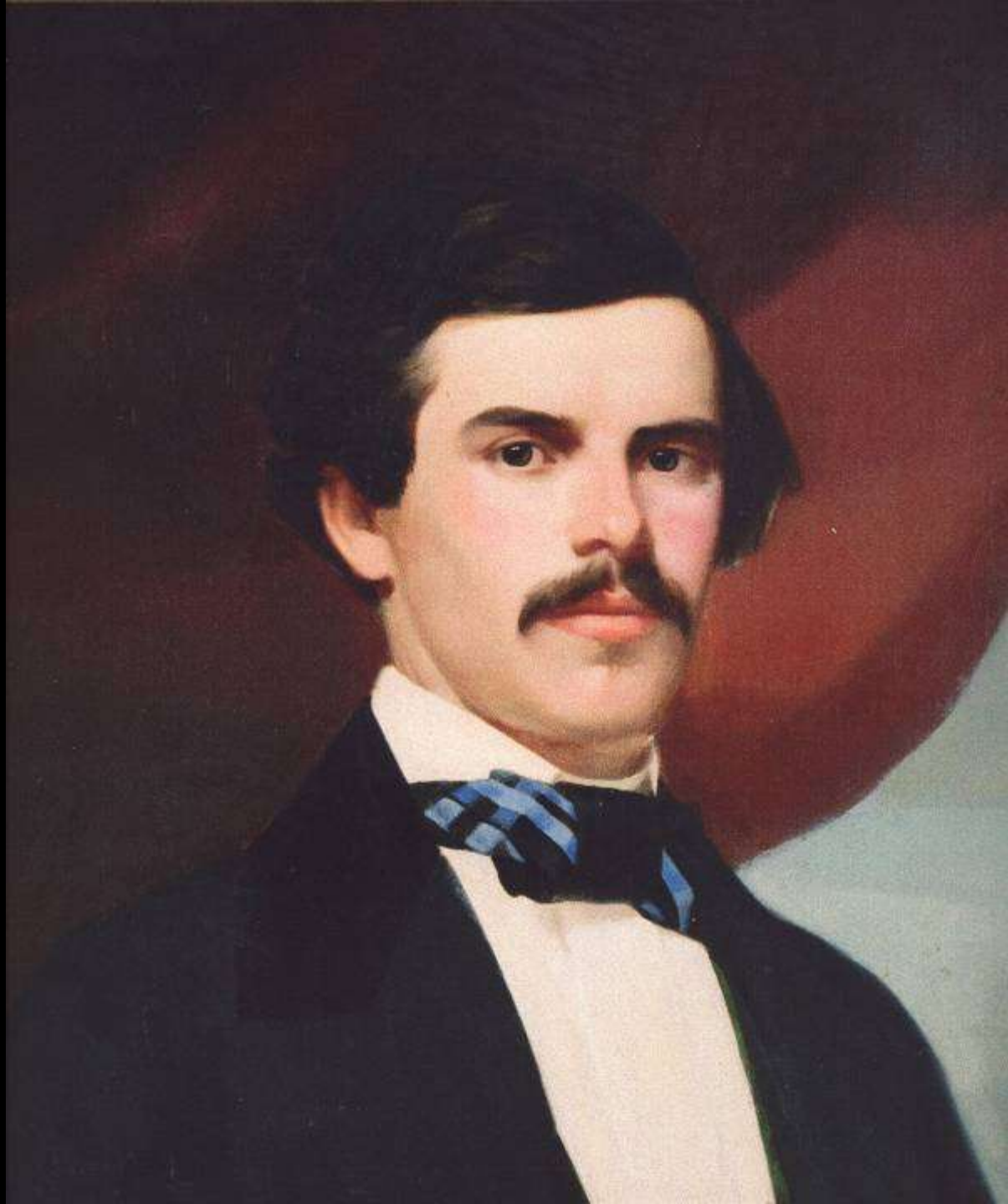
Books on the Topic



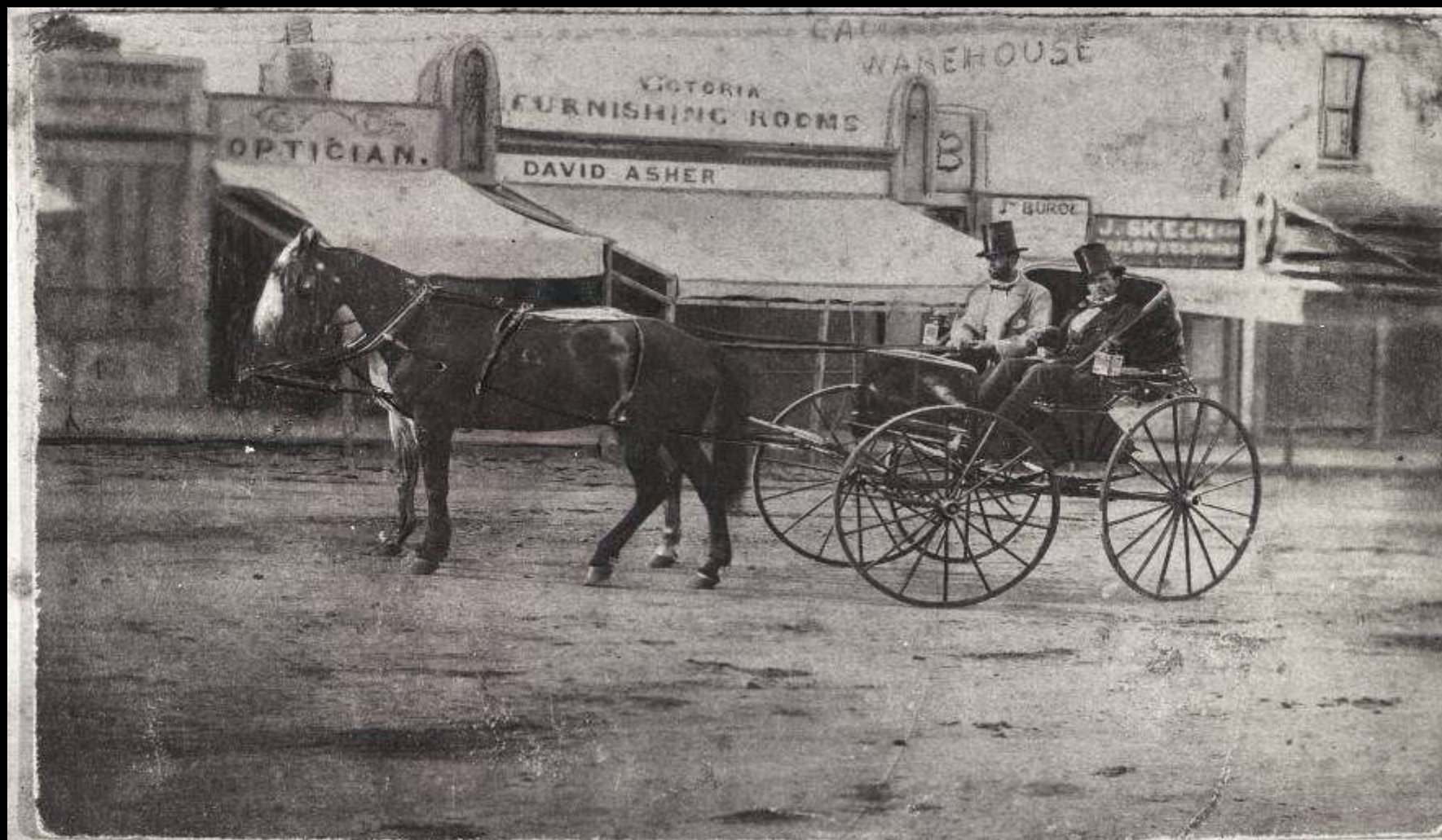
Timeline











Early Victorian Routes

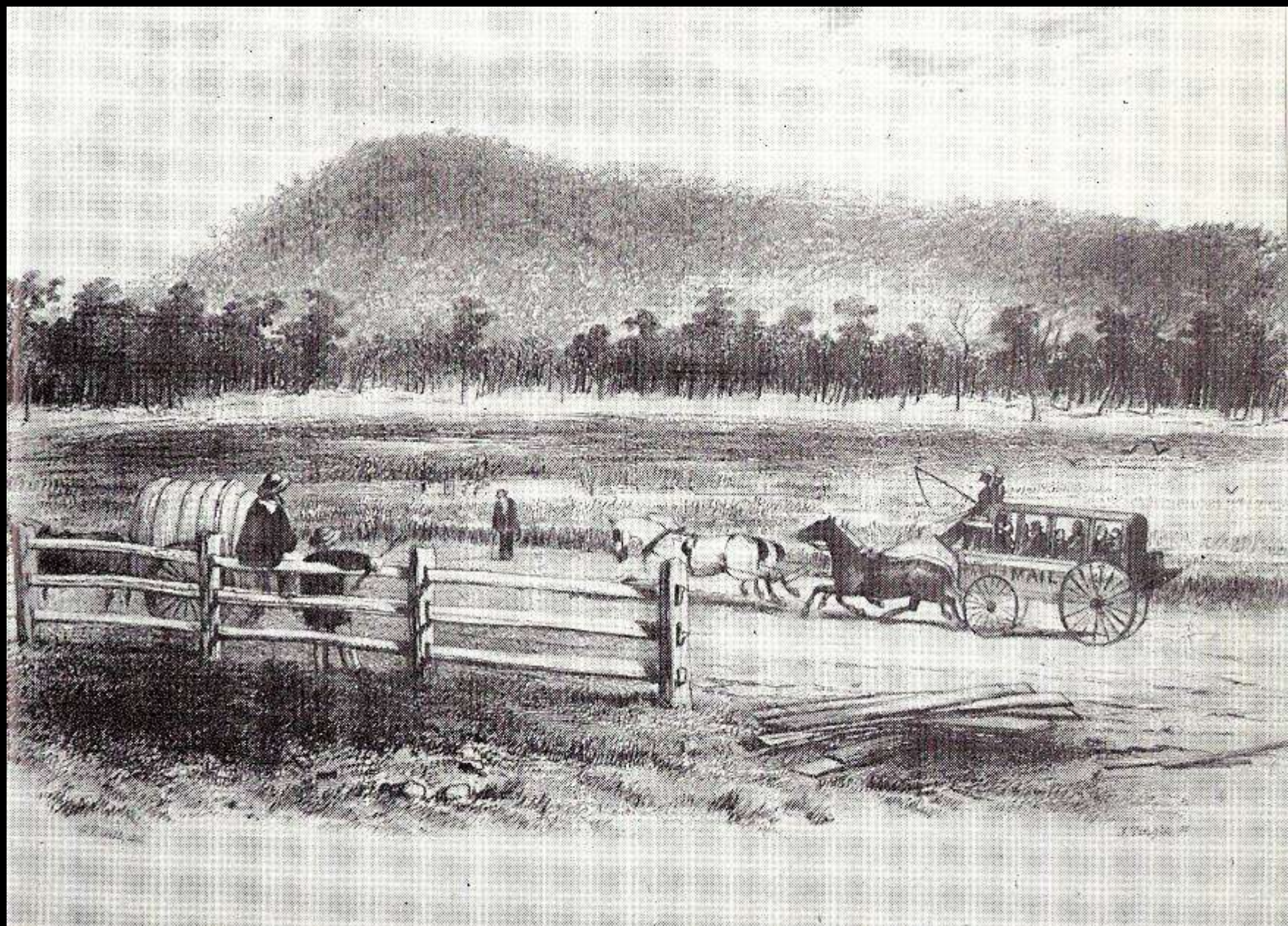


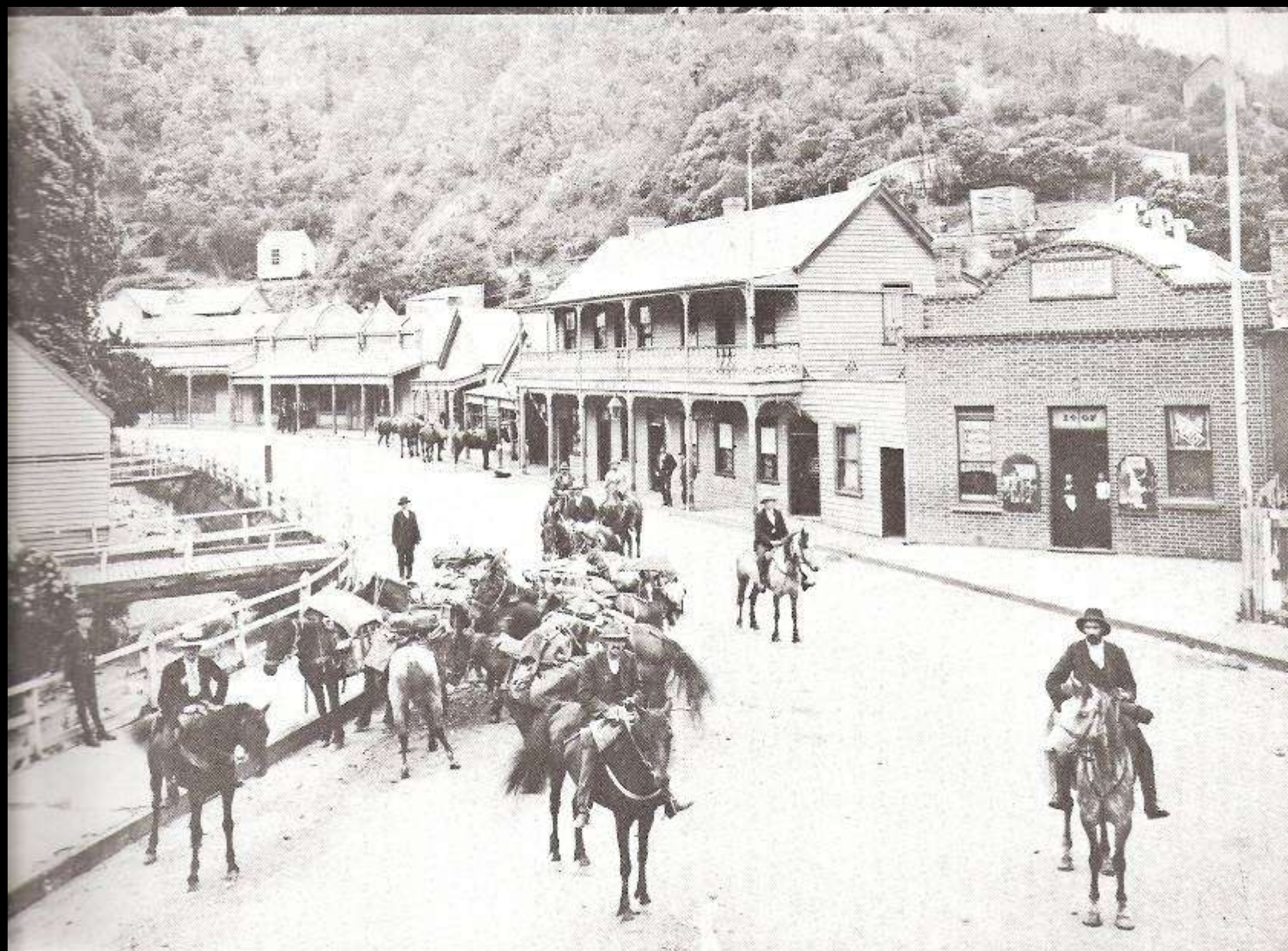
Logistical Requirements of a Coach operation

- Huge amount of capital (\$) (meant consortiums were popular)
- Feed supply
- Hundreds of horses
- Stabling and change station facilities (every 10 miles often)
- Staff (managers, drivers, grooms, stable hands booking agents)
- Commercial acumen (to deal with competition)
- Government contacts (to win mail contracts)
- Flexibility (to open & close routes as goldfields shifted)
- A 'can-do' customer service mentality

Development of Roads



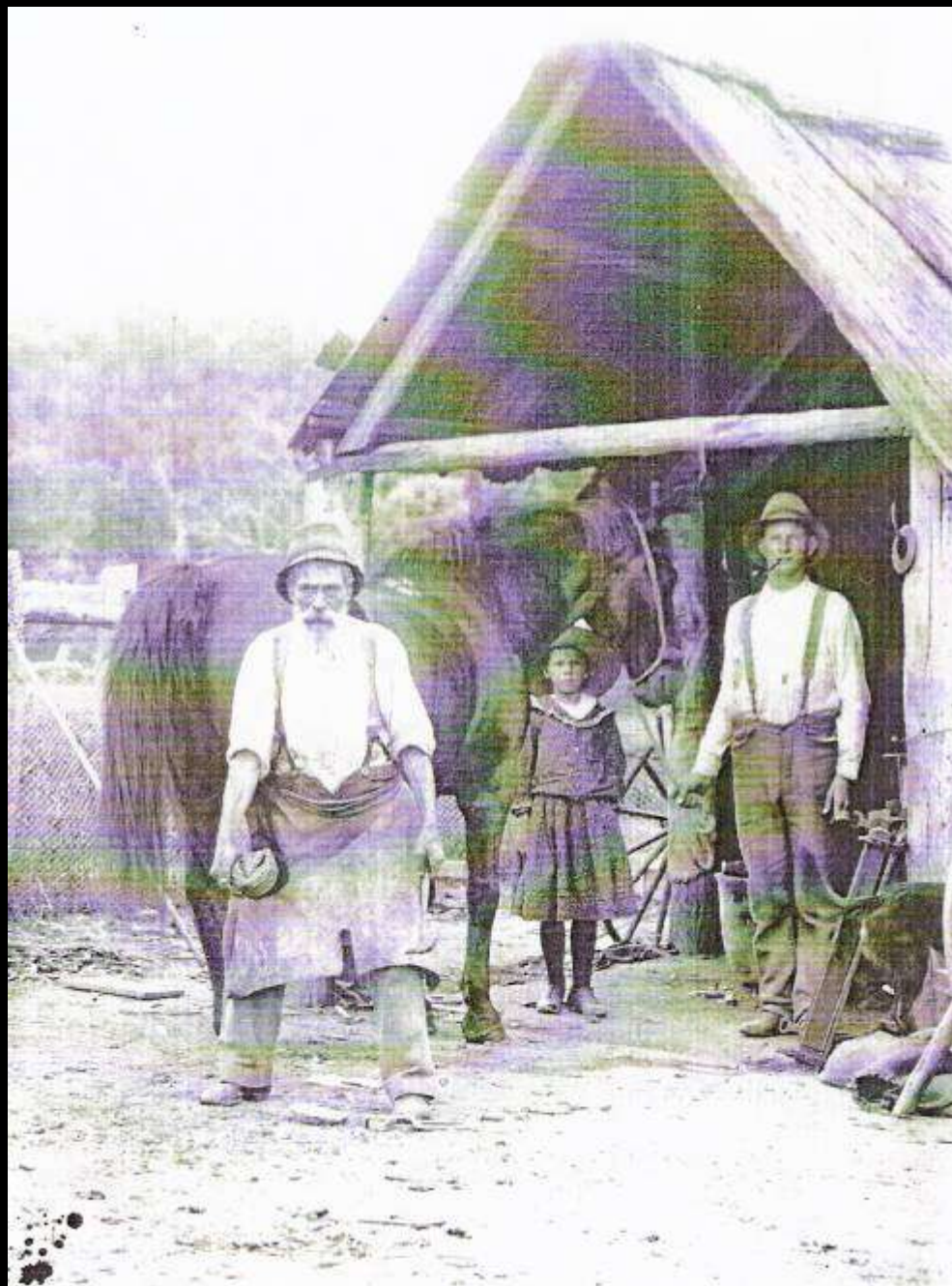


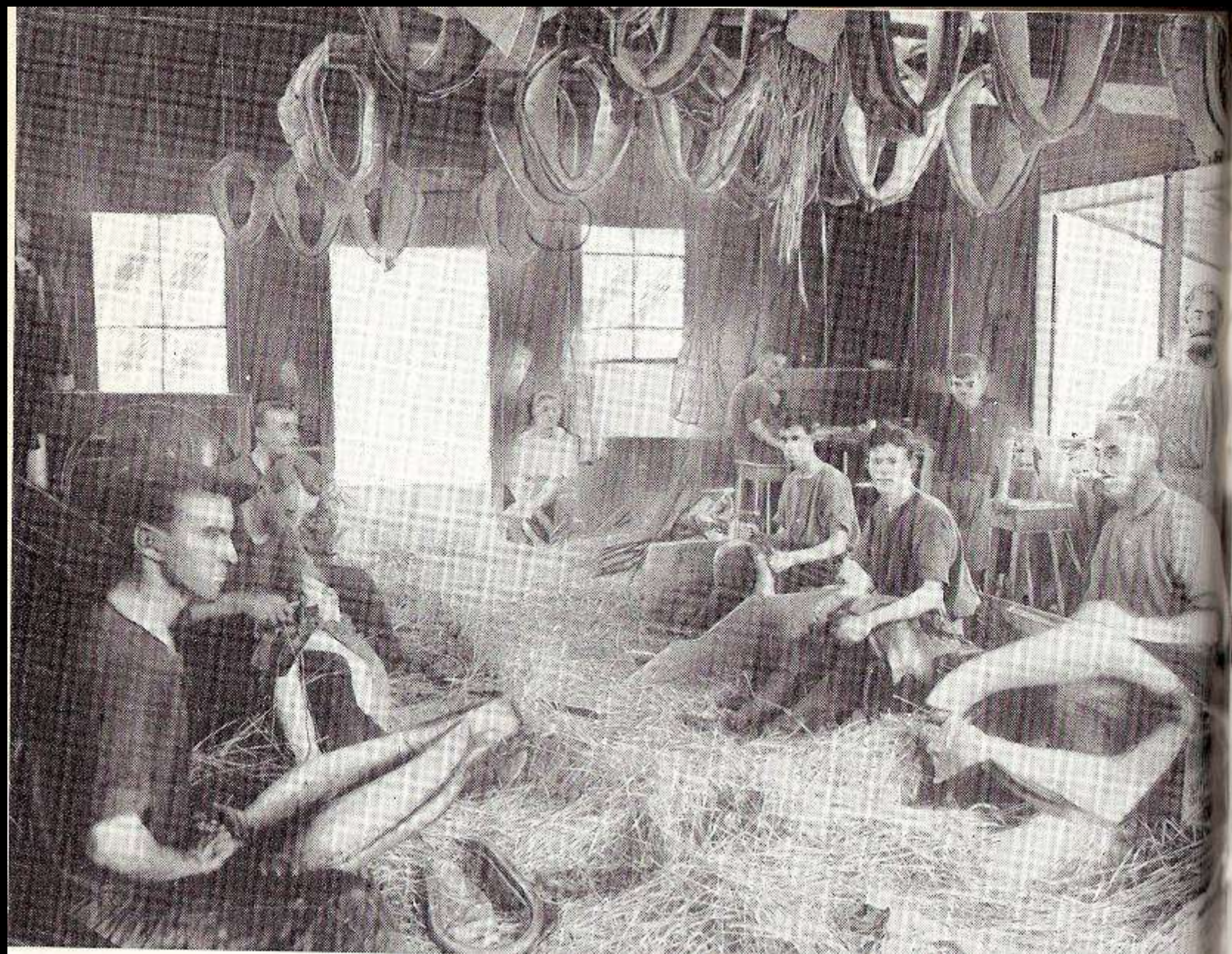


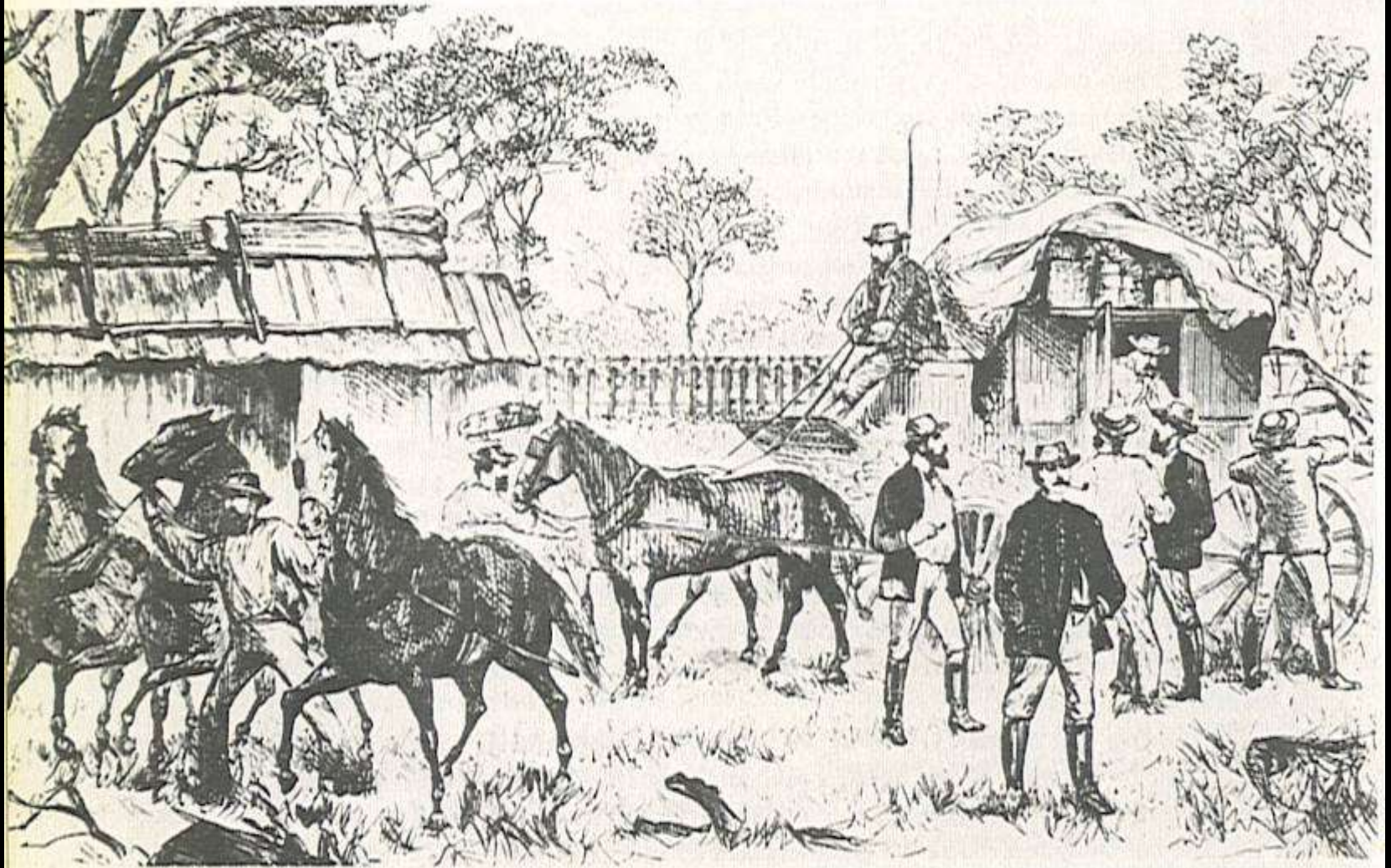


Minnie and her family at









Grooms and passengers at a changing station

Reasons for the Growth of Coach travel

- Ferry prospectors and services to goldfields & back
- Opening up of inland pastoral industry







W. MERRIAM, BOSTON, ENGRAVER

COBB & CO'S LEVIATHAN COACH

COBB & CO'S LEVIATHAN COACH.
 Carrying 80 Passengers.
RUNNING BETWEEN BALLARAT & GEELONG,
 Australian Stage Company Proprietors.

NEWS LETTER OF AUSTRALASIA.
A NARRATIVE TO SEND TO FRIENDS

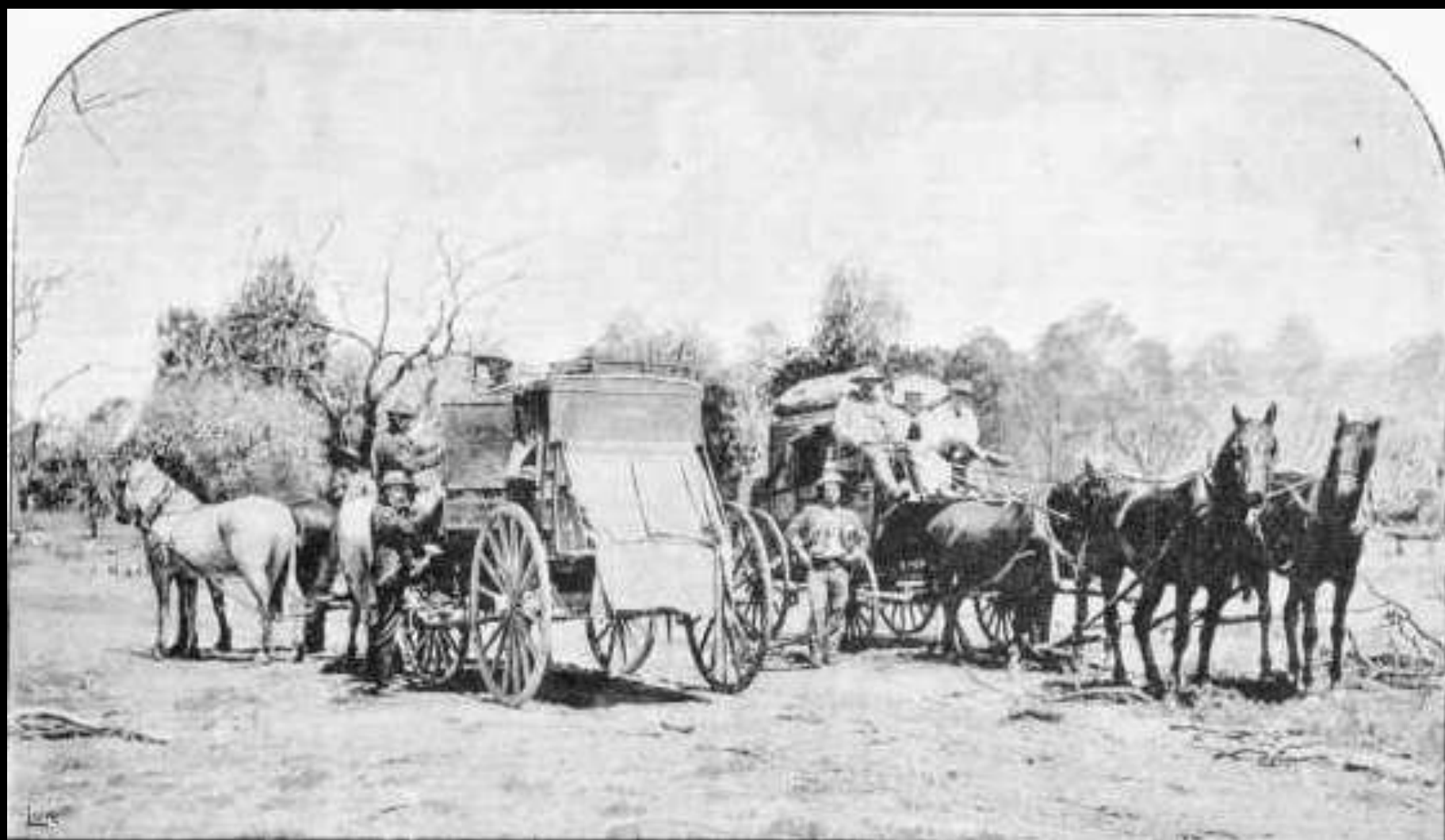


NO. 59.—JULY, 1861.



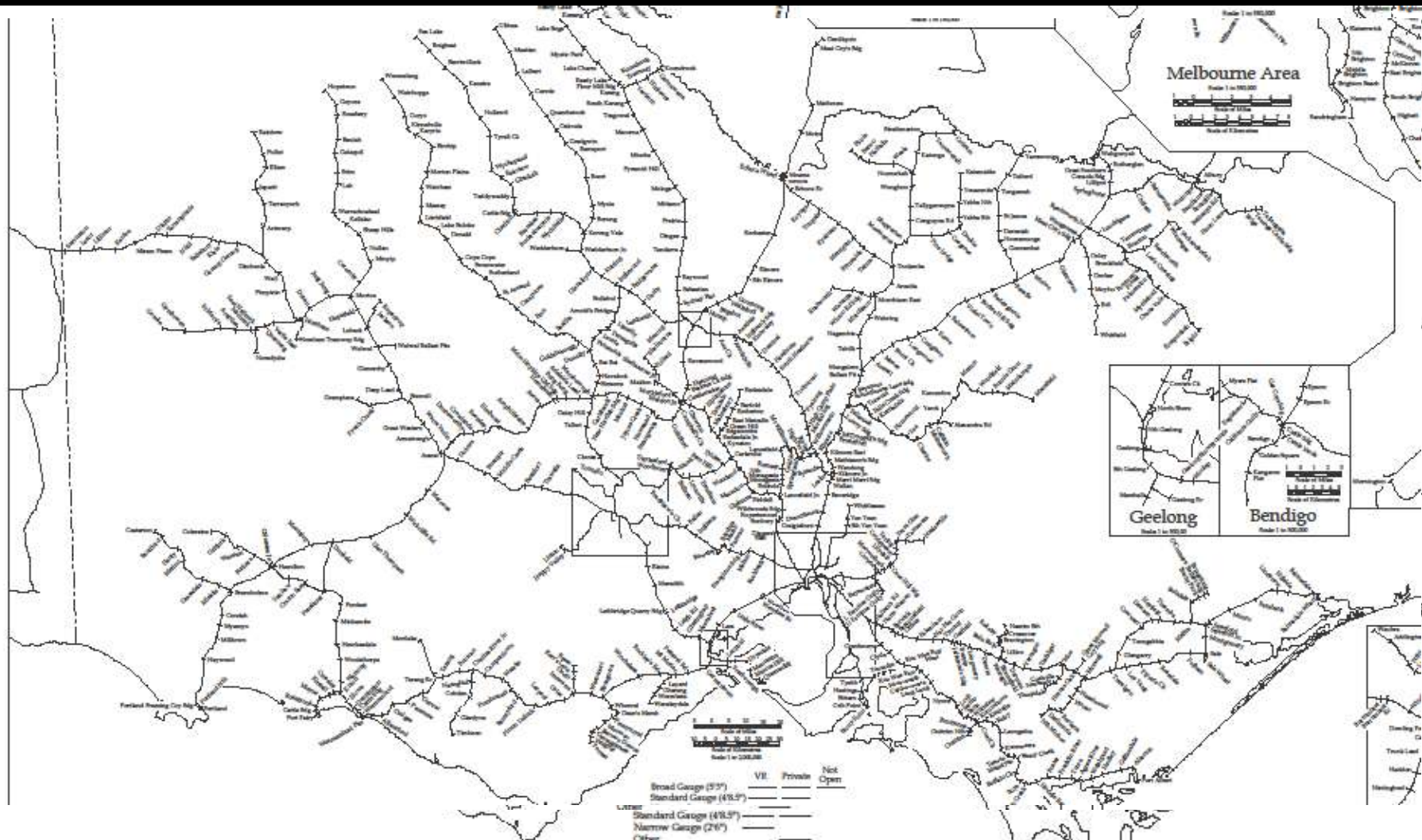
BOURKE STREET. THE START FOR BEECHWORTH.







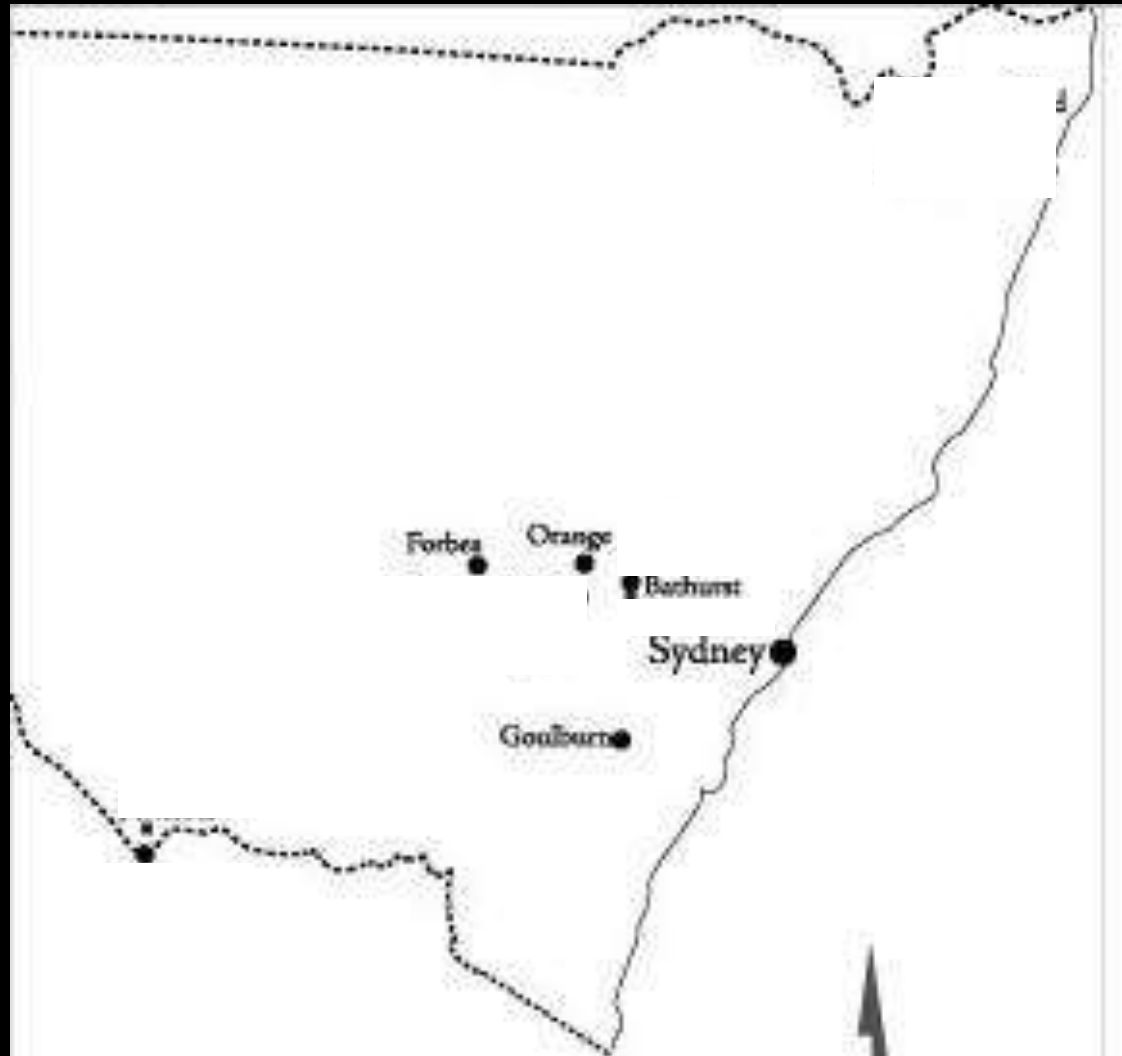
VICTORIAN RAILWAYS







Cobb & Co's initial NSW centres



The Passenger Experience

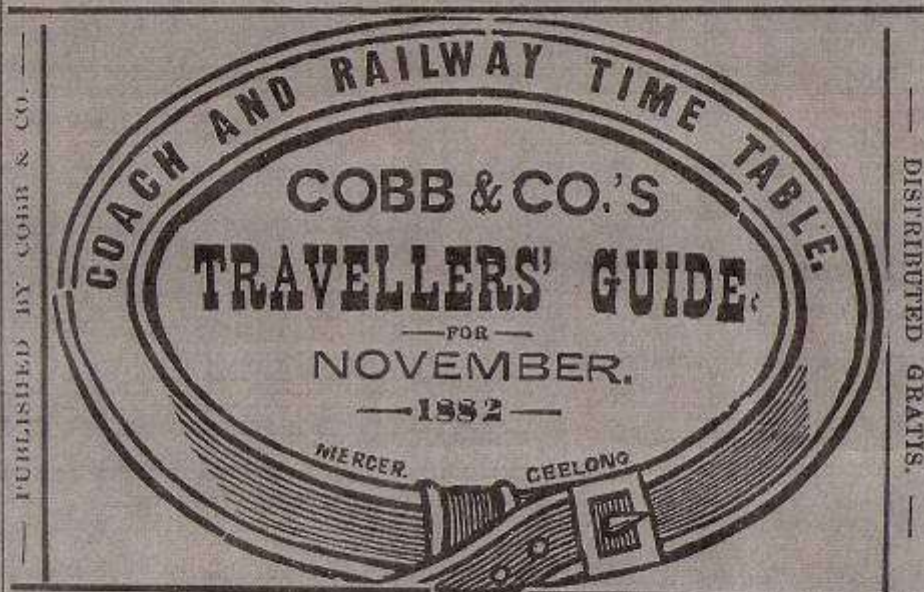
COBB & CO.'S LETTING STABLES

BALLARAT

GEELONG
QUEENSCLIFFE

HAMILTON
COLAC

Superior class of Horses. Every description of Vehicle.
CHARGES STRICTLY MODERATE.



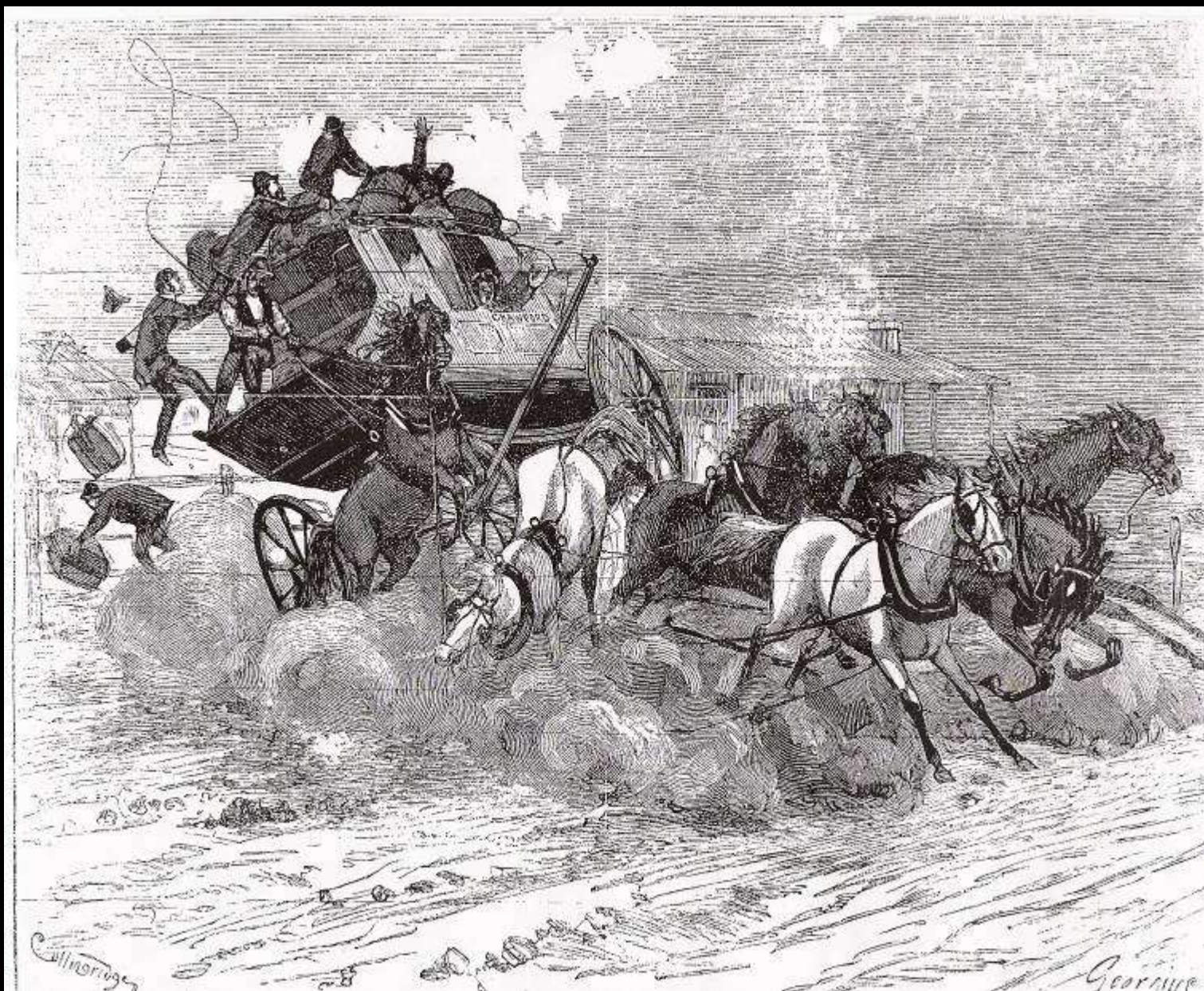
PUBLISHED BY COBB & CO.

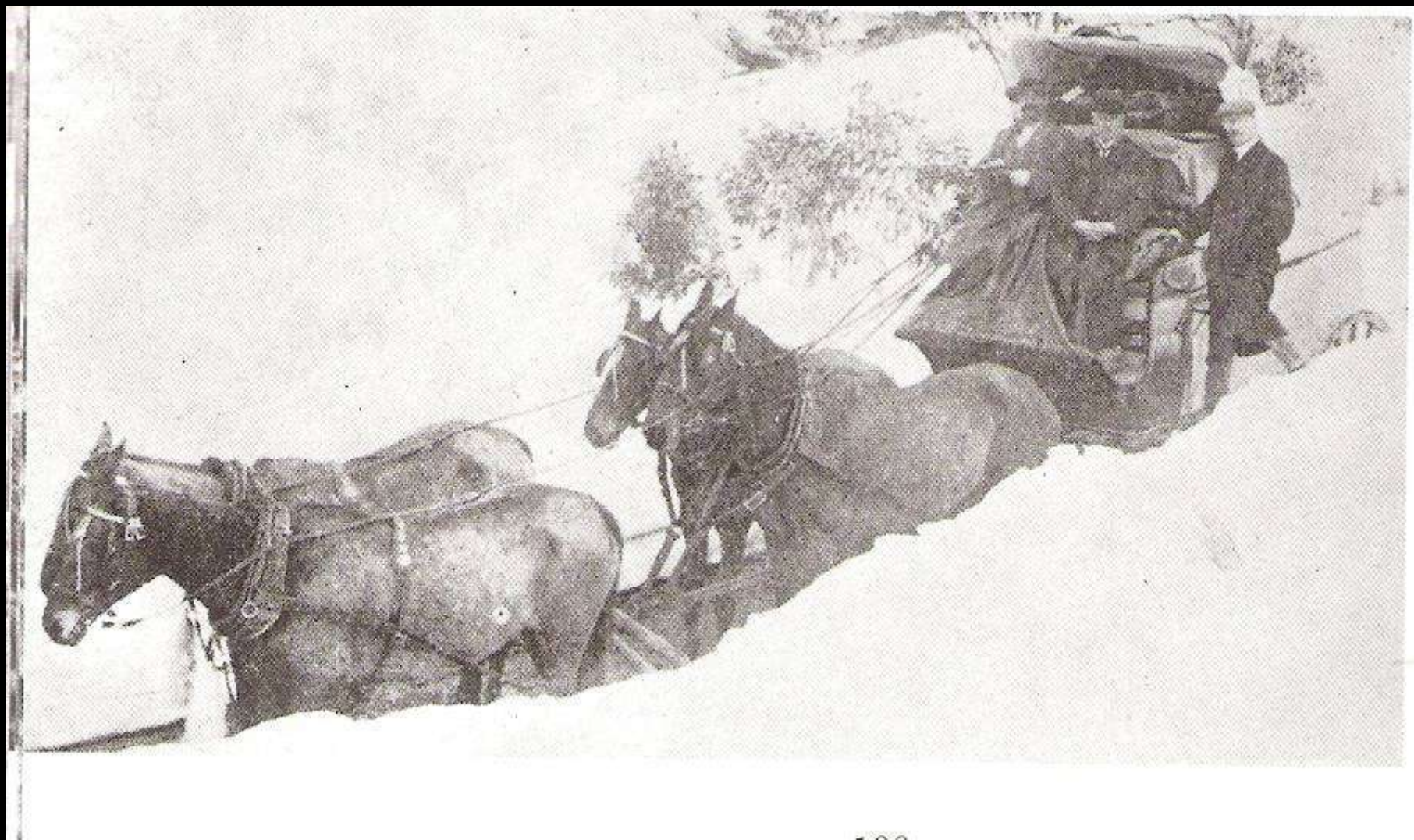
DISTRIBUTED GRATIS.

OVERLAND, DAILY
TO AND FROM
MELBOURNE, ADELAIDE
AND MOUNT GAMBIER,
VIA
HAMILTON
AND
CASTERTON.

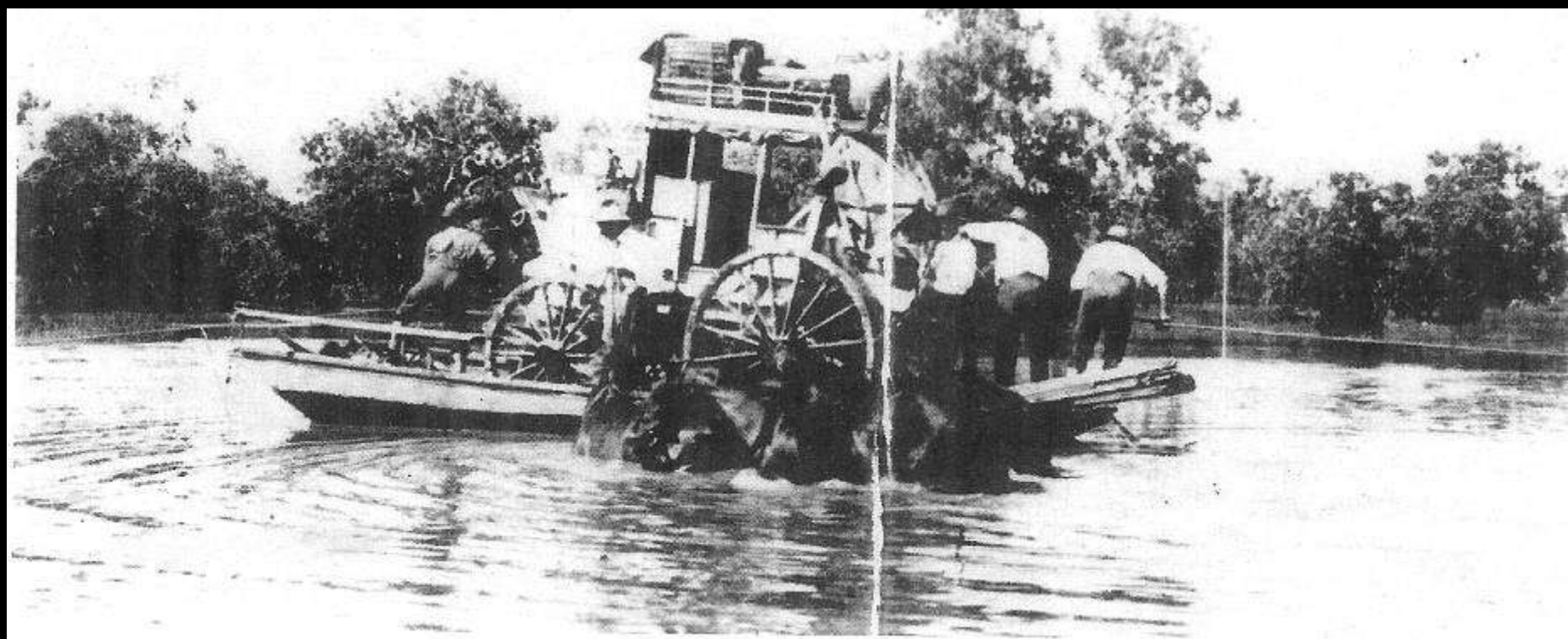
WARRNAMBOOL
AND
MELBOURNE.
(TWICE A DAY)
VIA COLAC.
Through Return Tickets
Coach and Rail.
(First Class.) £2.



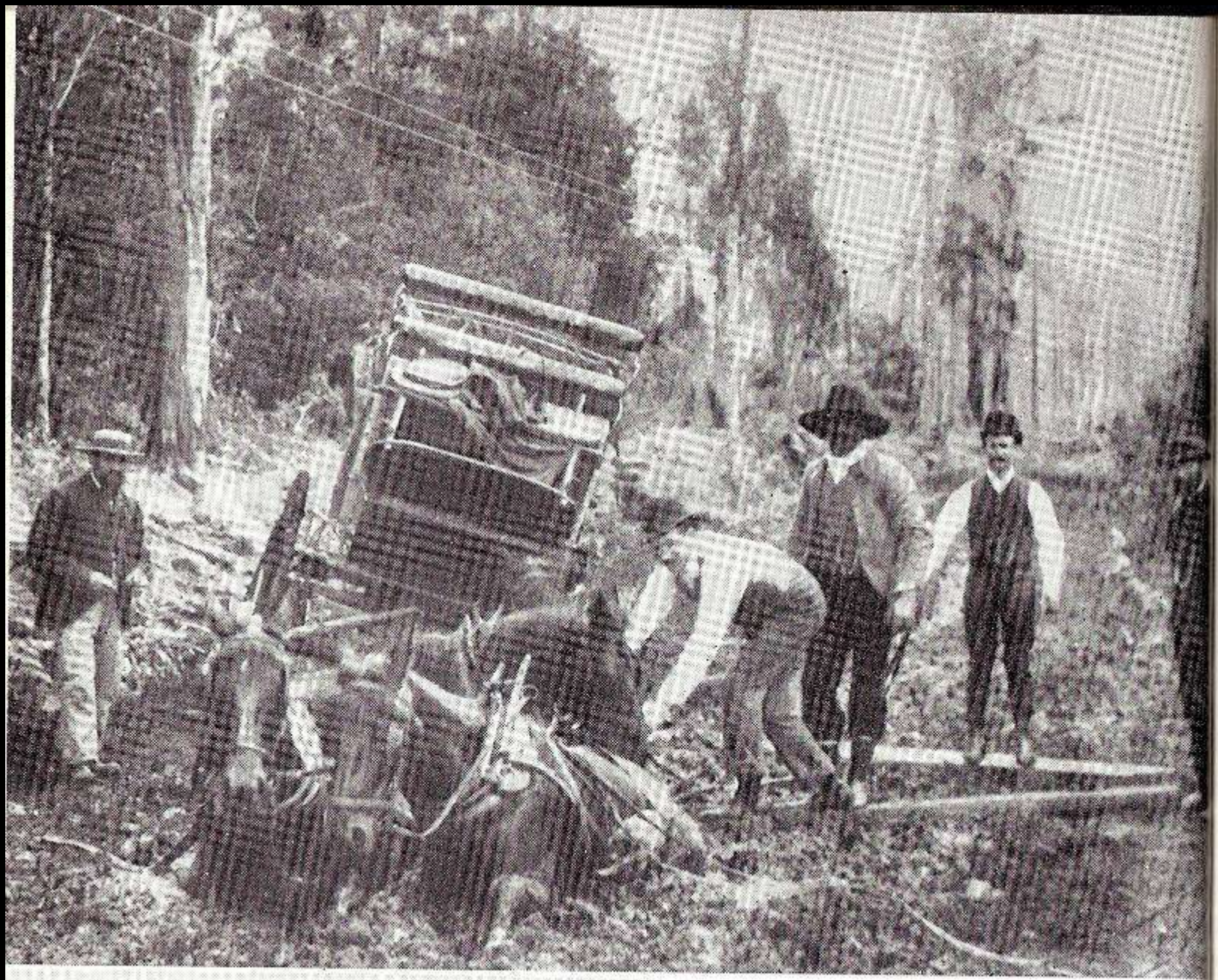












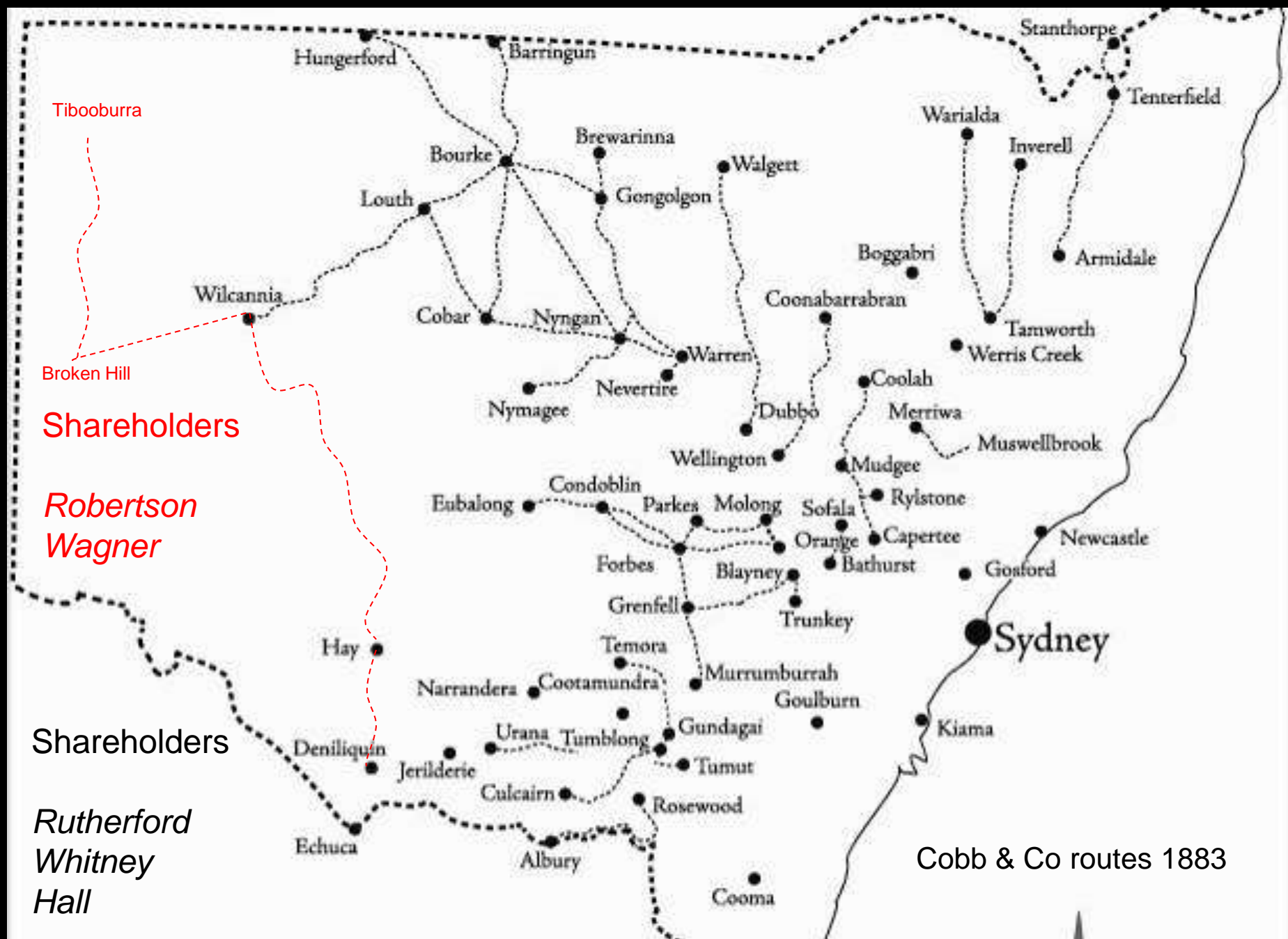
Bourke Bank Manager's wife's trip from Sydney Nov, 1870

'I was very frightened. At last the coach turned half over into a creek. We all had to jump out into the water, half way up to our knees. Raining heavily all day.

A few miles further on we got bogged and had to walk 5 miles through mud and water....

When we were within 3 miles of our destination for the night the front wheels went into a deep gutter, sending us all tumbling forward, the fat woman and her baby on top of me. Fortunately no one was hurt. The horses had to be taken out and a man with pick and spade dug the wheels out. We all had to pull the coach out backwards.

For the next mile Joe and a man had to walk in front of the coach to find the road. We reached our destination at 10 p.m. with our clothes nearly knee deep in mud.'





COBB & CO.'S TELEGRAPH LINE

OF

ROYAL MAIL COACHES.

QUEENSLAND BRANCH.

ON and after the 1st JANUARY, 1867, Coaches of the above Line will leave the Company's Offices, ROYAL HOTEL, QUEEN STREET, BRISBANE, as under:—

BRISBANE TO IPSWICH.

DAILY, 6 a.m., 12·10 noon, and 4 p.m.

Leaves to Return.—DAILY, 6 a.m., 11·30 a.m. and 6·45 p.m.

BRISBANE TO TOOWOOMBA.

DAILY, 6 a.m., and 12 noon.

Leaves to Return.—DAILY, 5·30 a.m. and 1 p.m.

BRISBANE TO WARWICK.

MONDAYS, WEDNESDAYS, and FRIDAYS, 6 a.m., and 12·10 noon.

Leaves to Return.—MONDAYS, WEDNESDAYS, and FRIDAYS, 9 a.m.

BRISBANE TO DALBY.

MONDAYS, WEDNESDAYS, and FRIDAYS, 6 a.m., and 12·10 noon.

Leaves to Return.—MONDAYS, WEDNESDAYS, and FRIDAYS, 6 a.m. and 12 noon.

BRISBANE TO CONDAMINE.

MONDAYS and FRIDAYS, 6 a.m. and 12·10 noon.

Leaves to Return.—TUESDAYS and SATURDAYS, 8 a.m.

BRISBANE TO ROMA.

MONDAYS and FRIDAYS, 6 a.m. and 12·10 noon.

Leaves to Return.—THURSDAYS and SUNDAYS, 10 a.m.

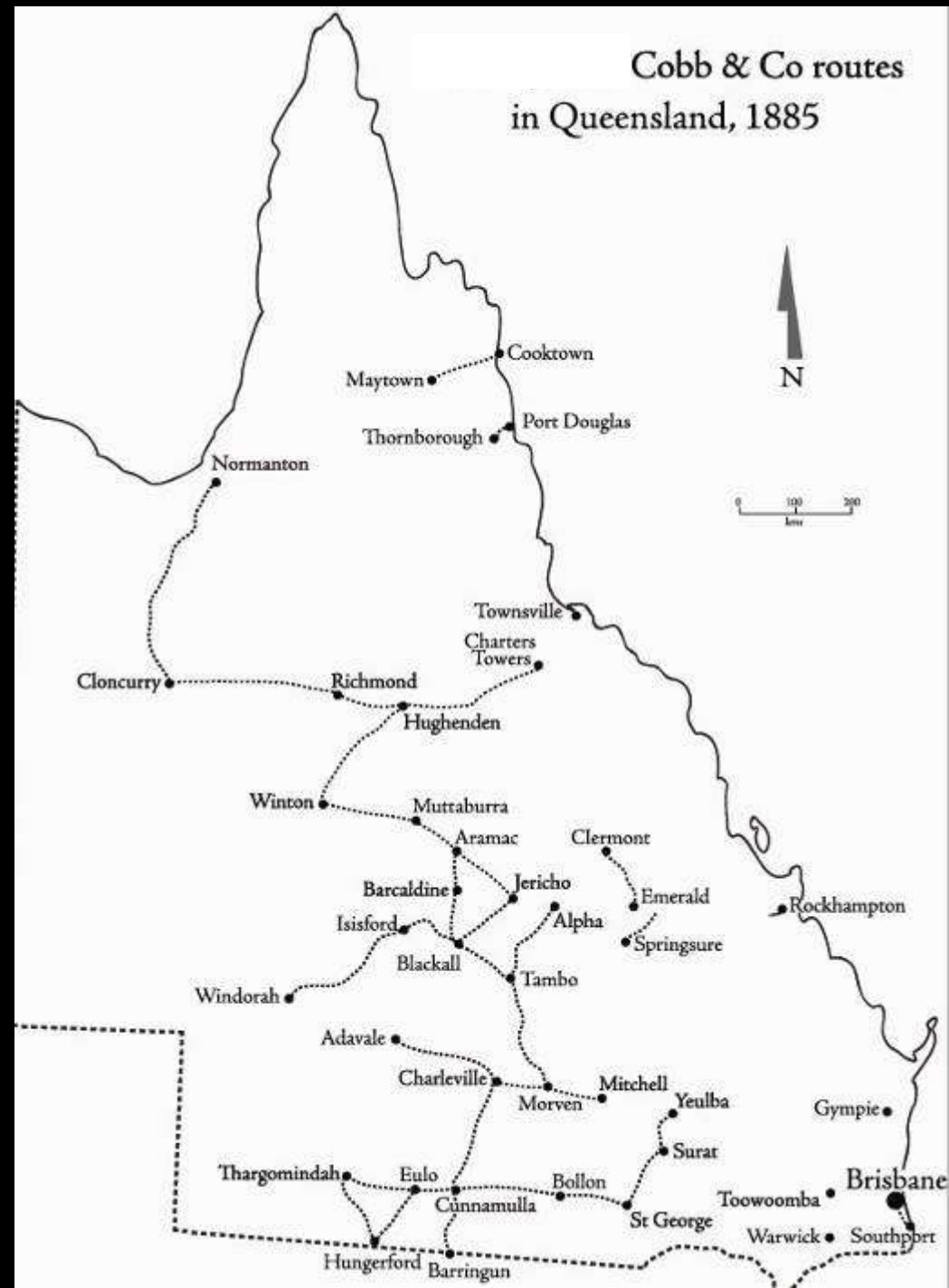
COBB & CO. PROPRIETORS.

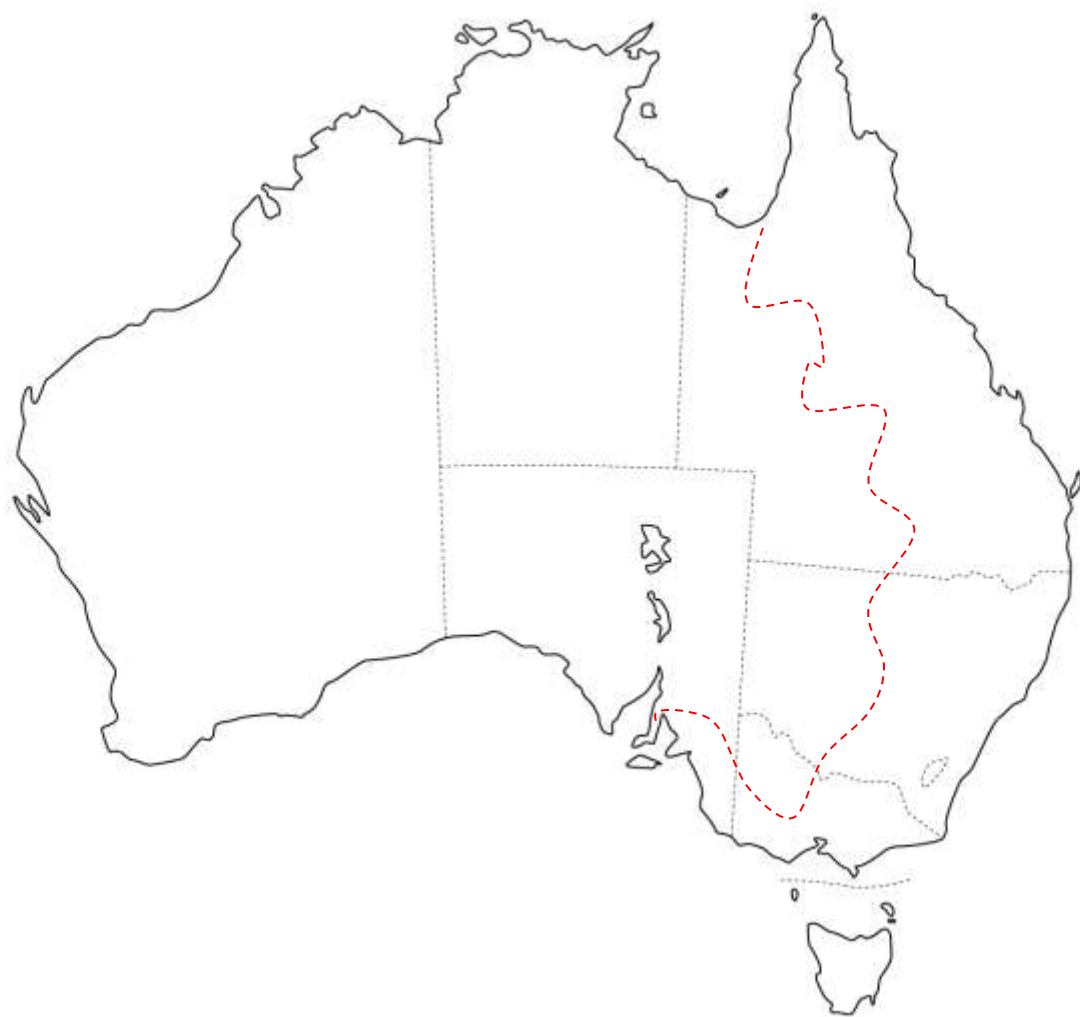
H. T. MILLIE, GENERAL MANAGER.

Shareholders

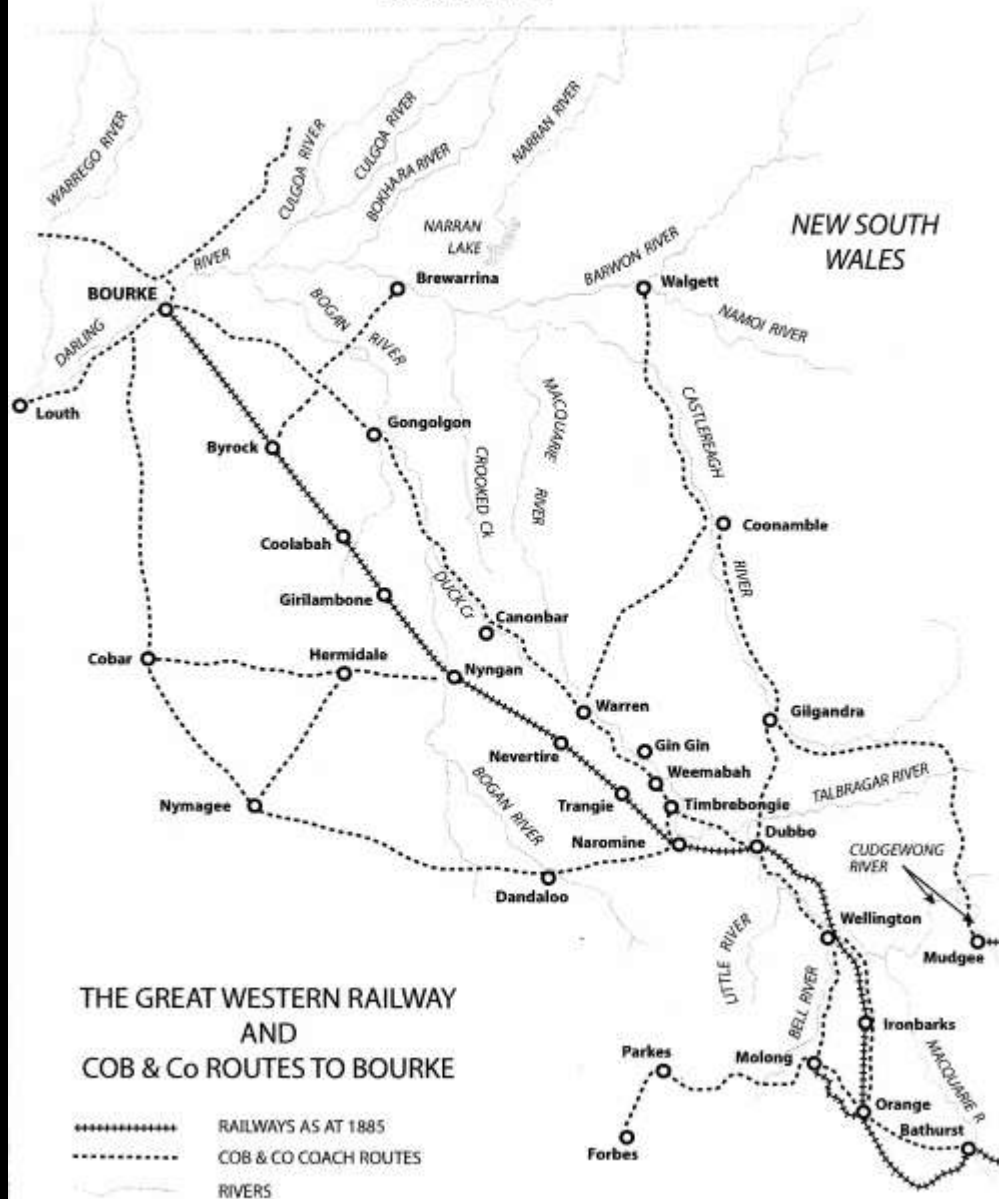
*Rutherford &
Hall*

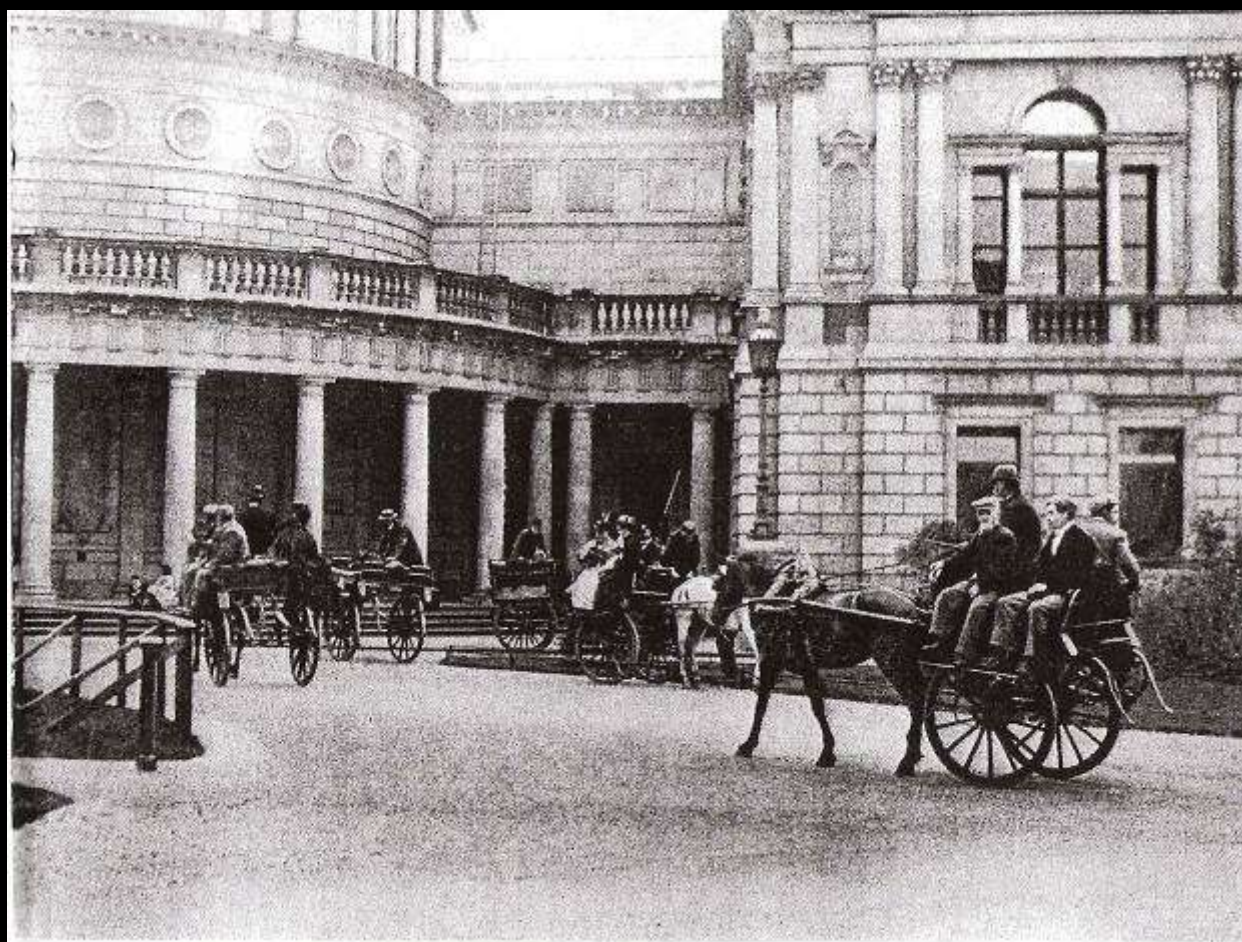
*Uhl
Gallagher
Coyle
Shaw*

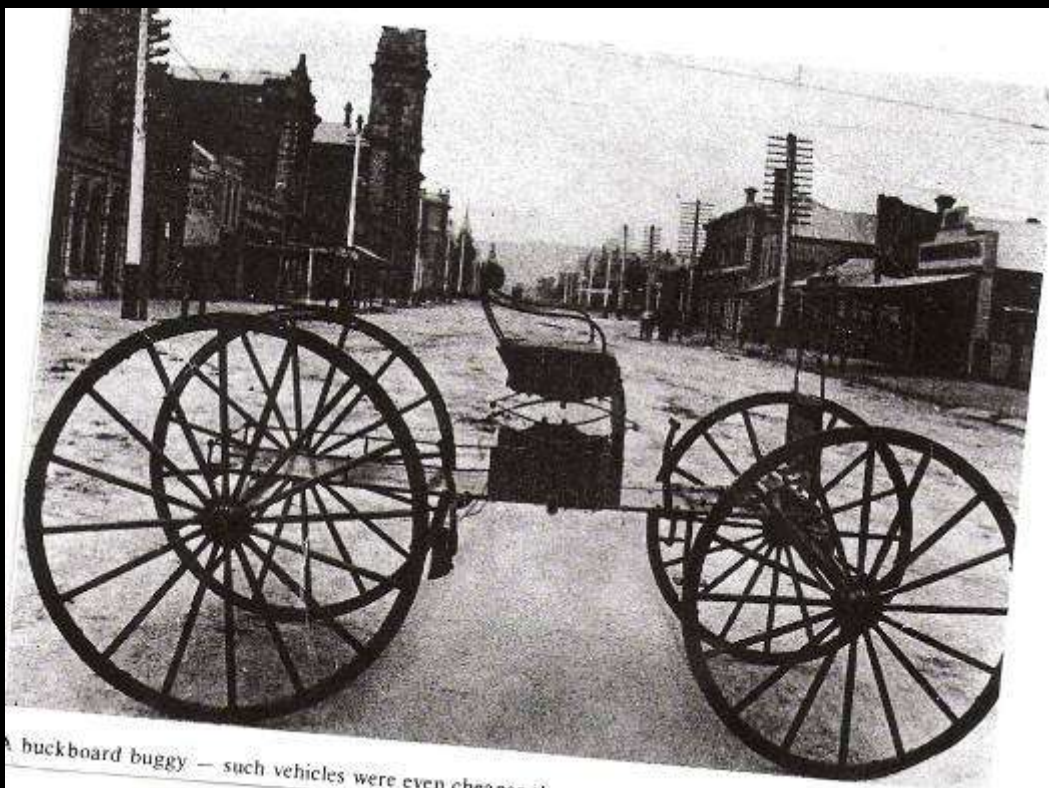




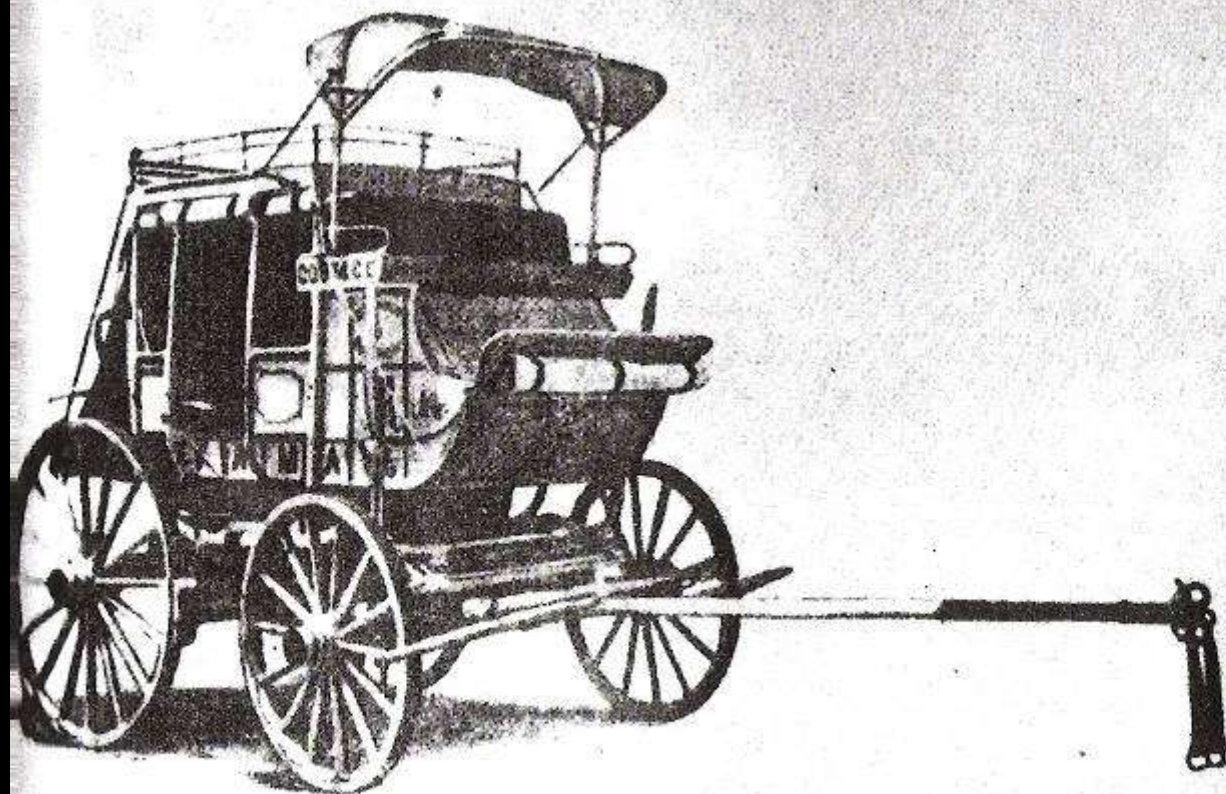
QUEENSLAND







A buckboard buggy — such vehicles were even cheaper.



With Hood over
Front Seat.
On Leather
Thorough Braces.

Top Cover.
Rack Cover.
Apron and
Curtains around
sides.
Futchel Pole.

PRICE
Nett Charleville

£175

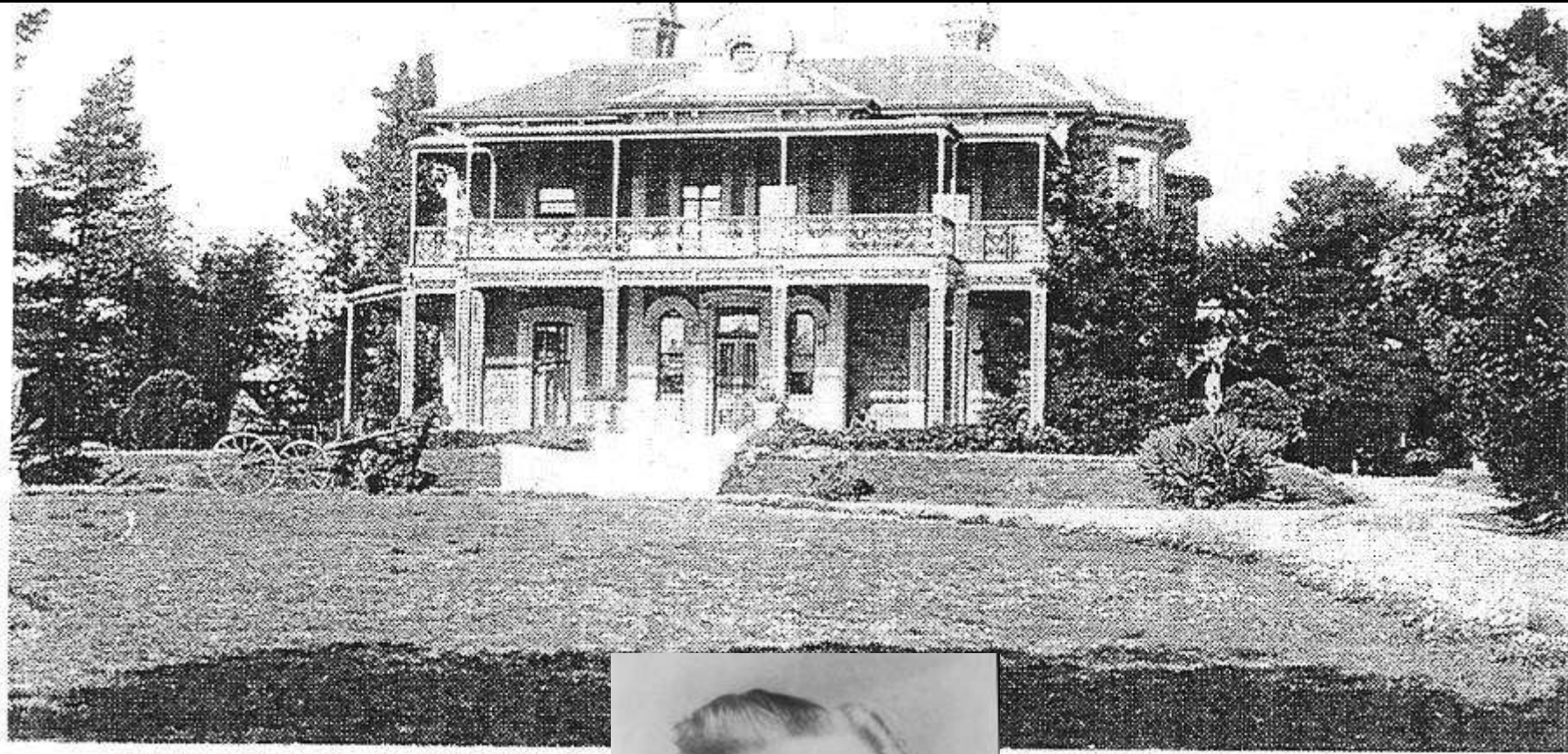
We use this style
for our own
Mail Services.







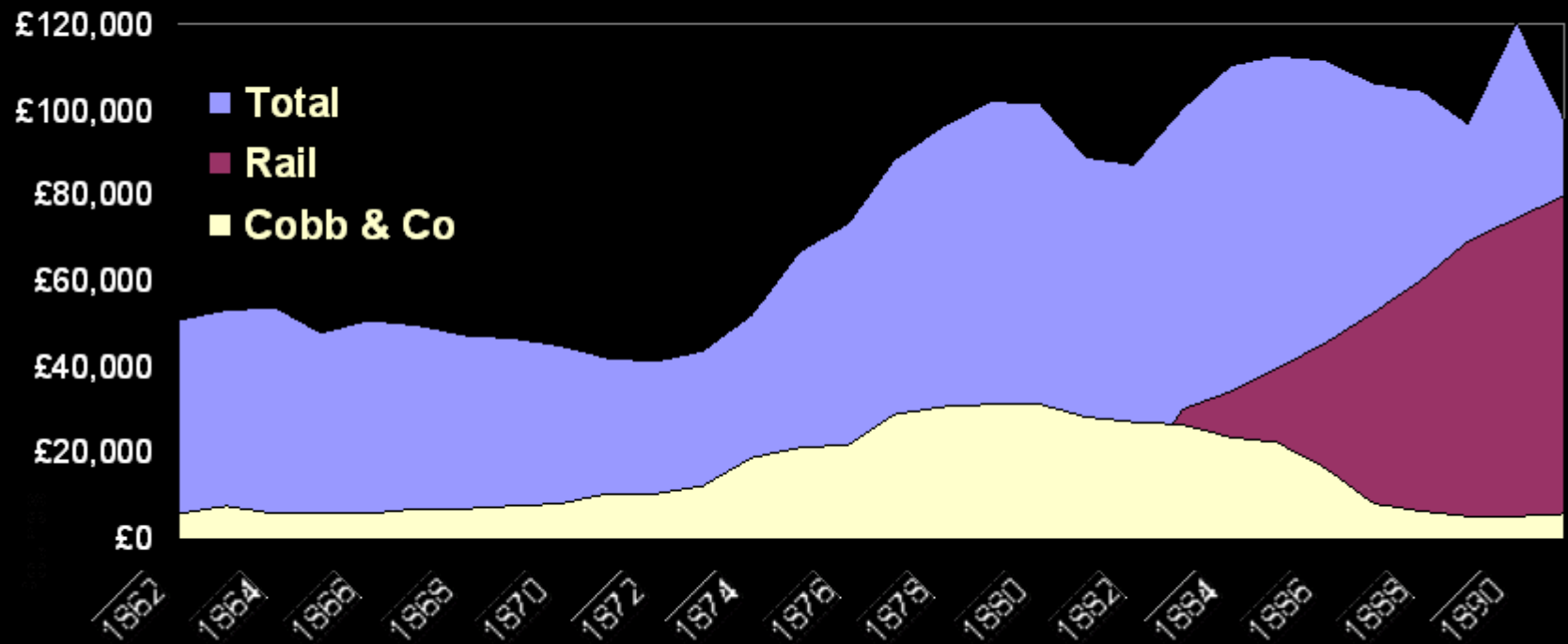




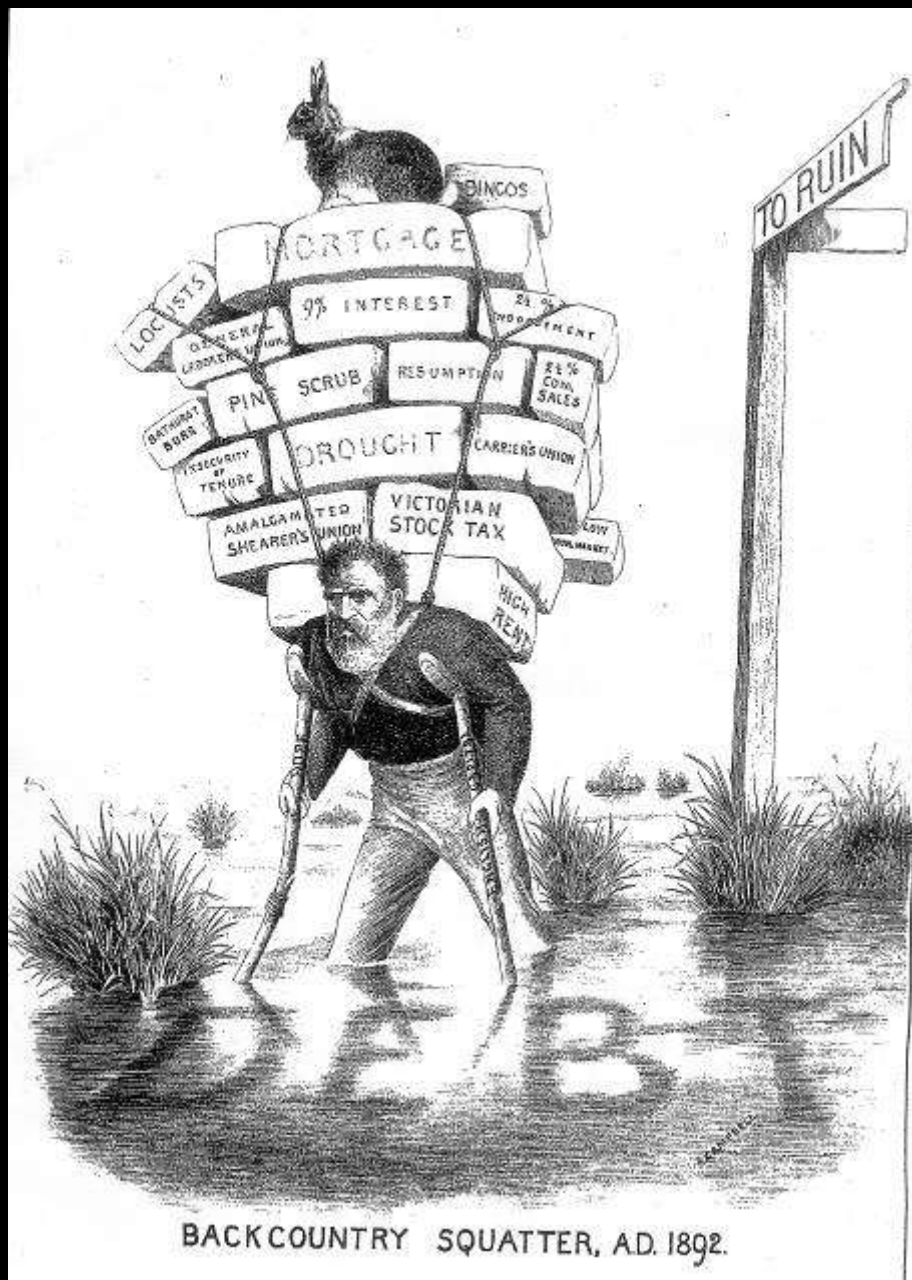




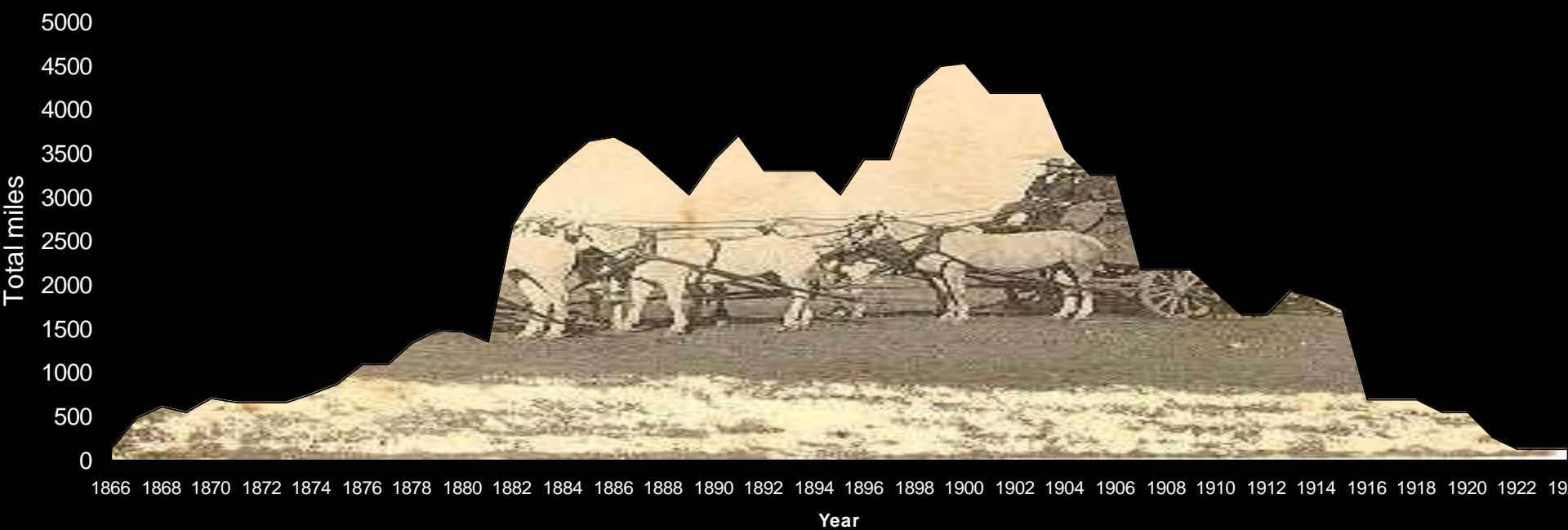
Earnings from NSW mail contracts







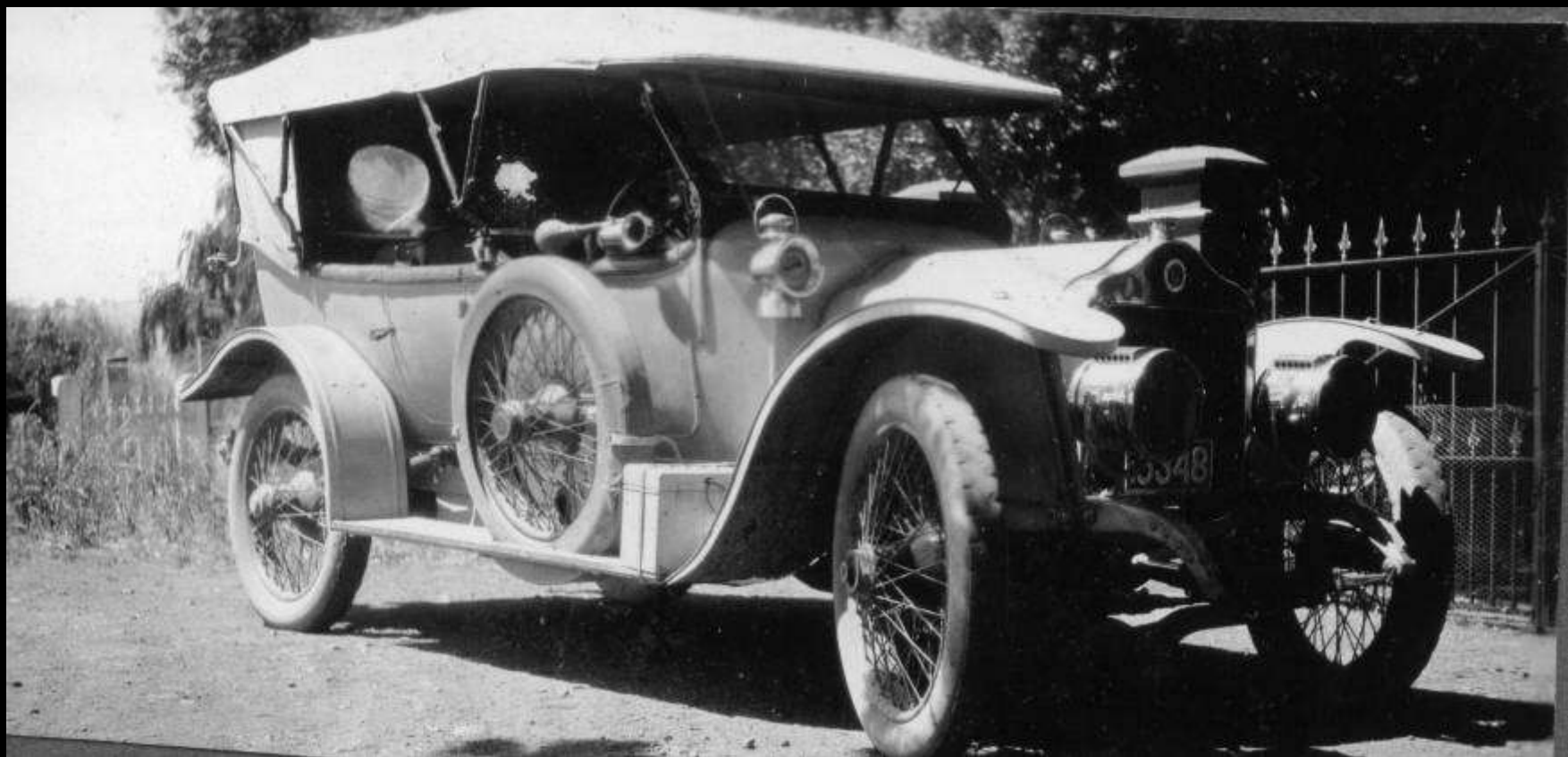
Total Miles of Cobb & Co routes - QLD





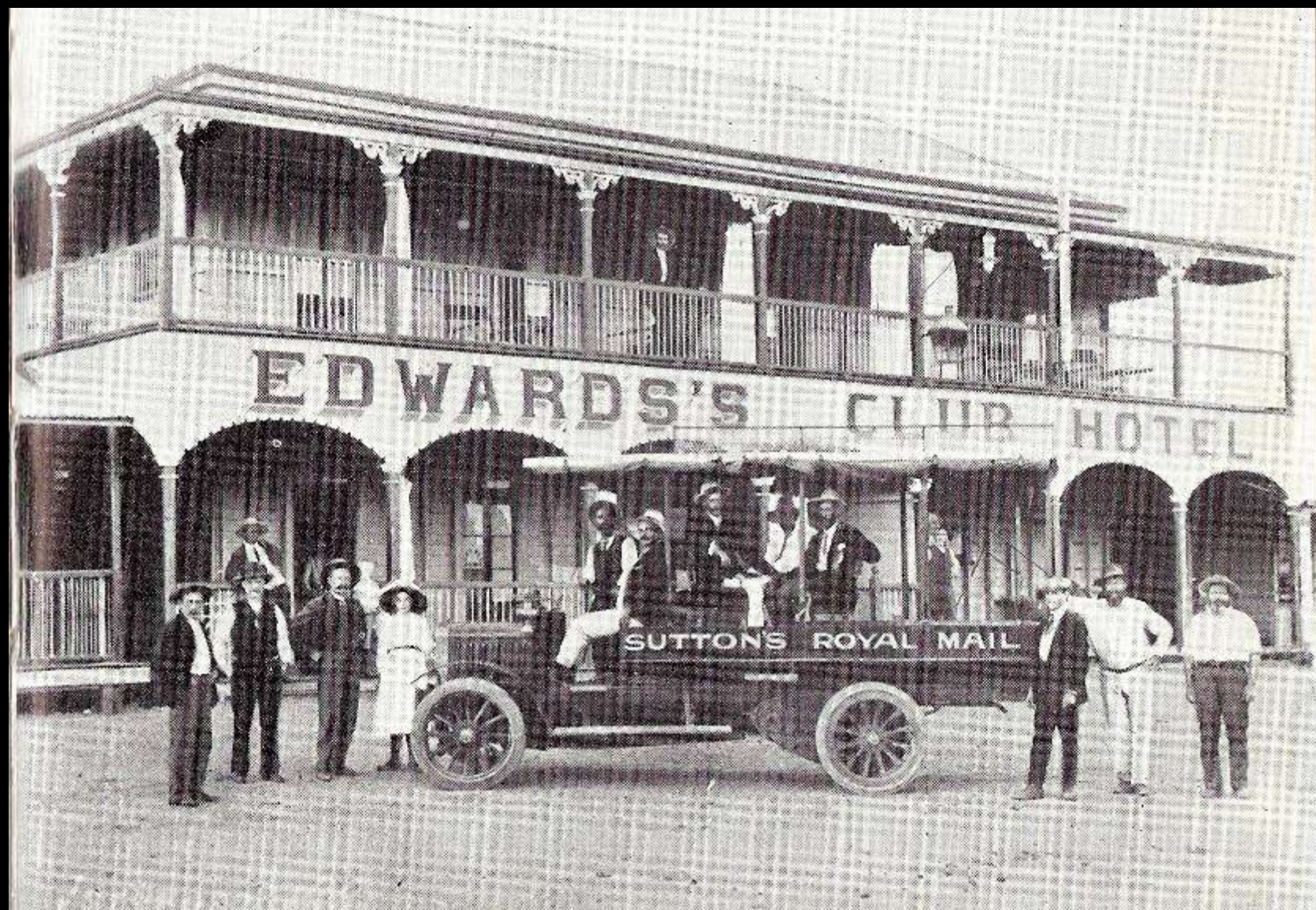


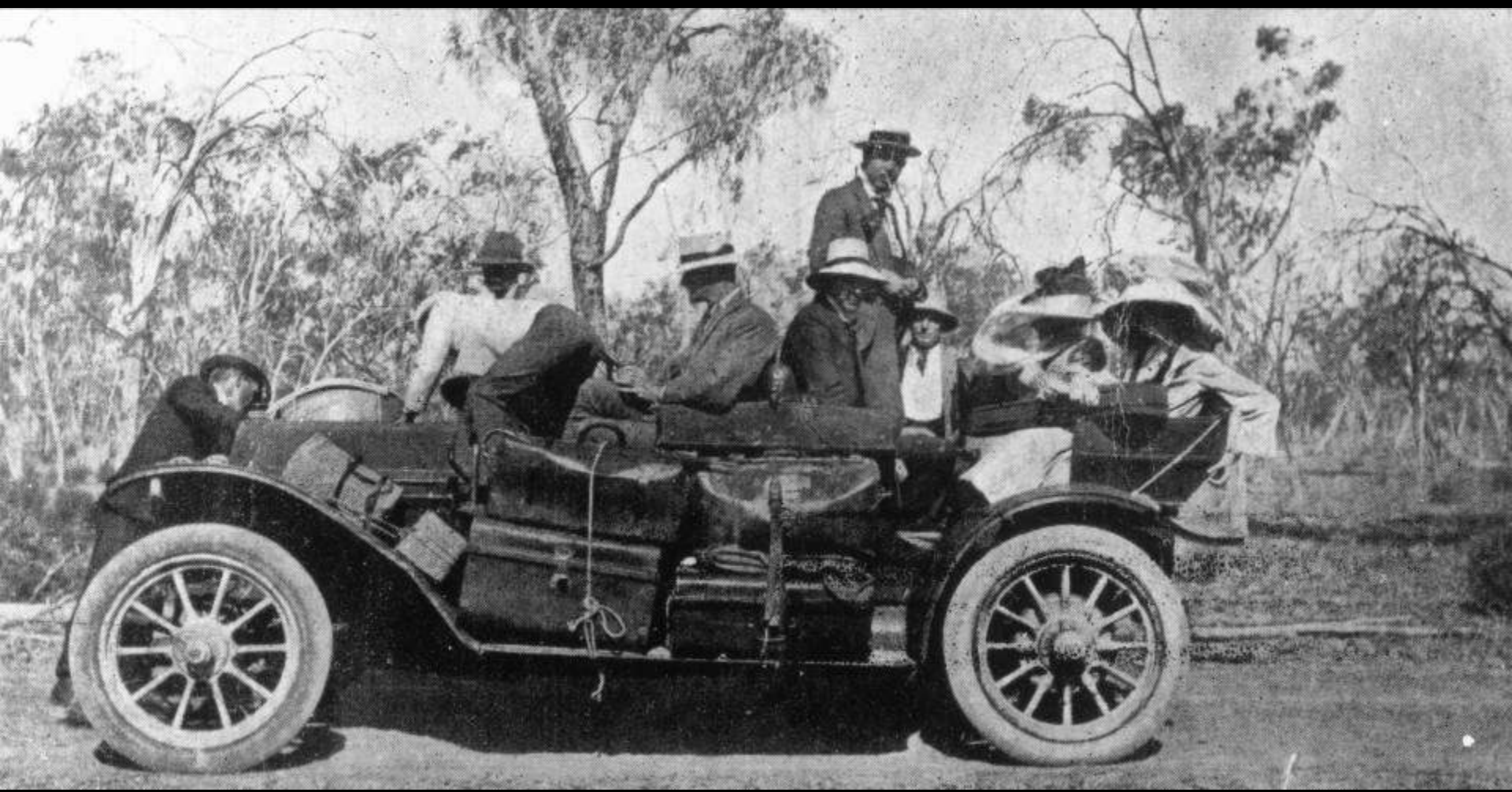


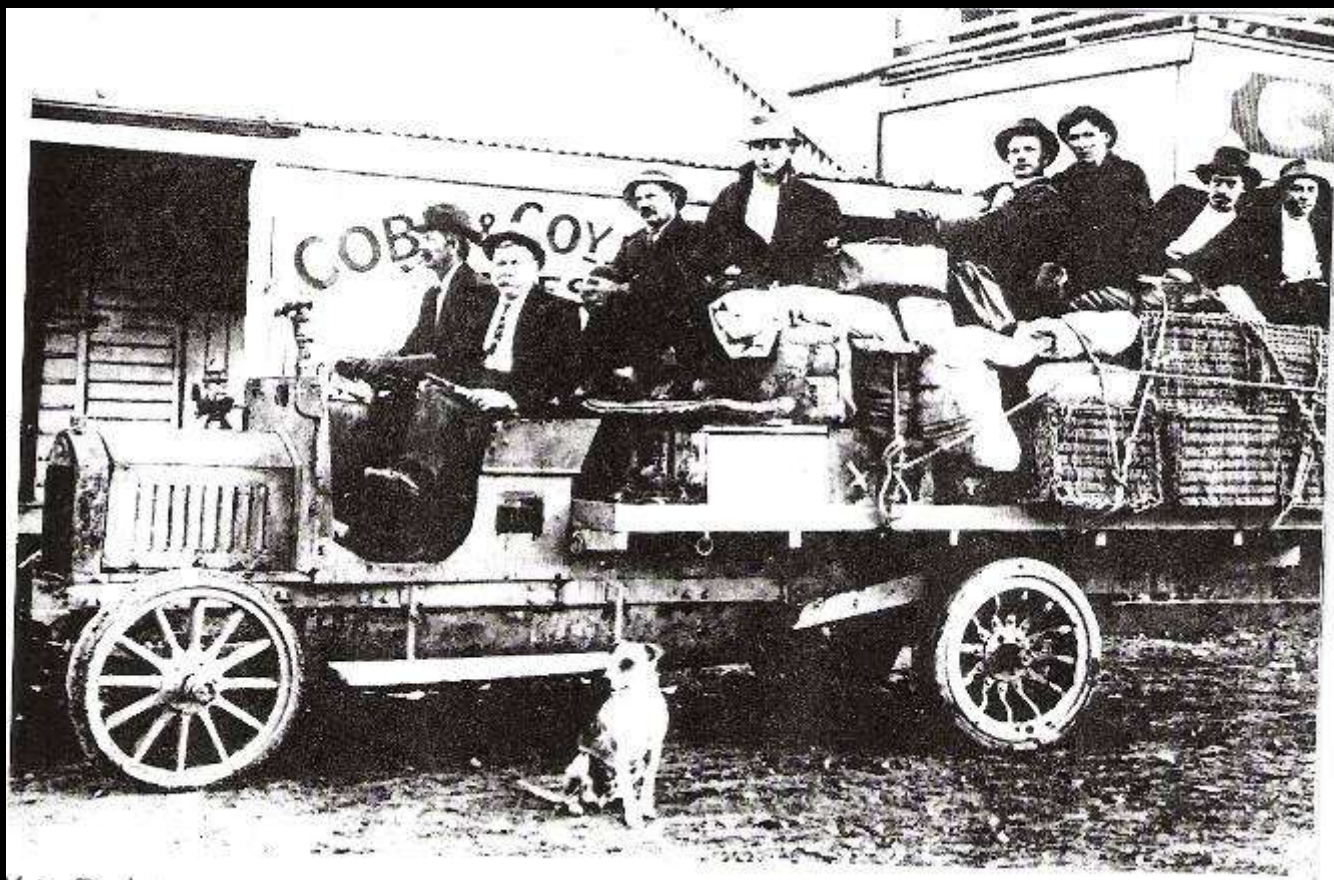




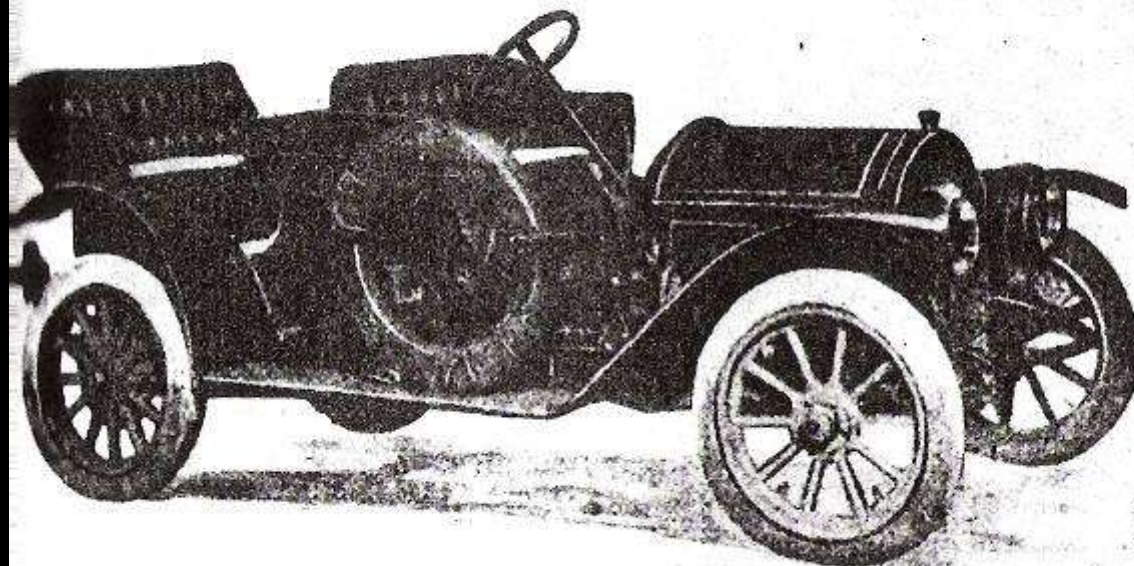








No. 36.—MOTOR BUGGY To seat 8 people and Driver



Bodies built on to
Chassis to any
design.

Original Bodies
altered as desired.

Motors thoroughly
overhauled,
renovated and
painted.

Estimates for all
descriptions of
Motor repair
work given on
application.

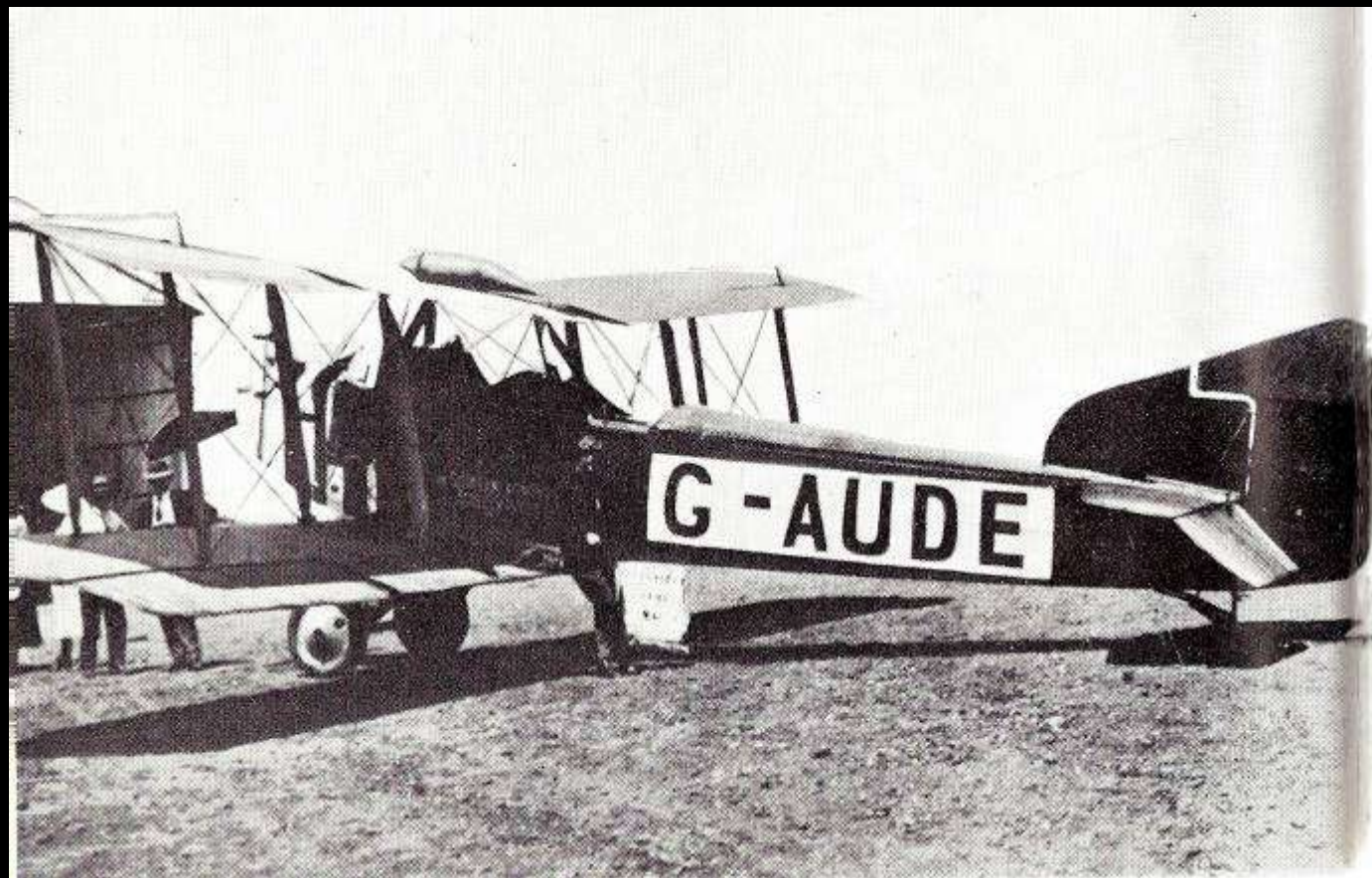
All Motor
Requisites stocked
and sold at
Lowest Prices.

COBB & CO. LTD.
GENERAL STOREKEEPERS &
FORWARDING AGENTS.

COBB'S
IRONMONGERY
GROCERY AND
CROCKERY...

PRODUCE MERCHANTS

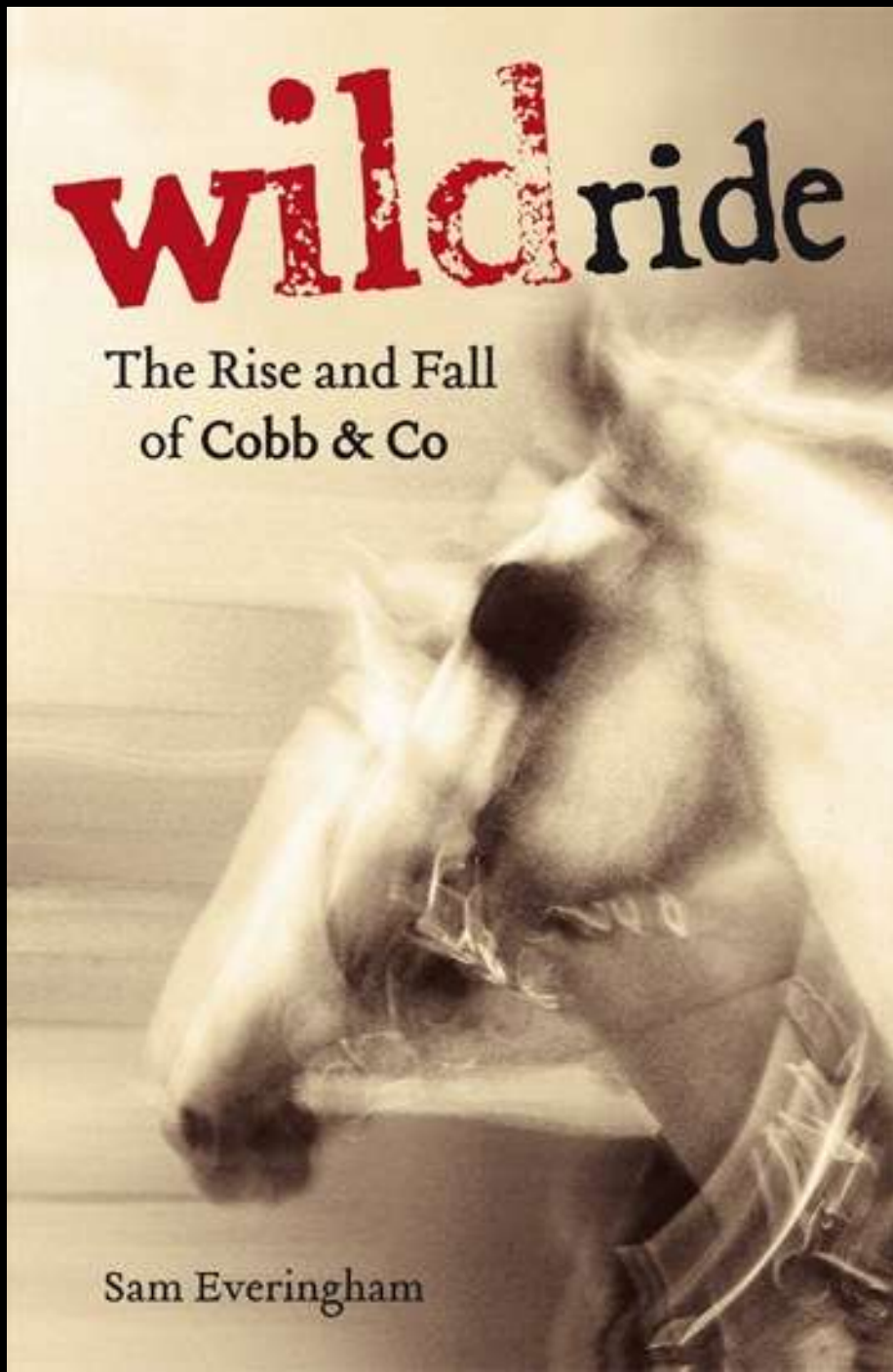




wildride

The Rise and Fall
of Cobb & Co

Sam Everingham





wildride

The Rise and Fall of Cobb & Co

Sam Everingham

'A rollicking good yarn about a national
icon . . . well worth the journey'

Herald Sun

