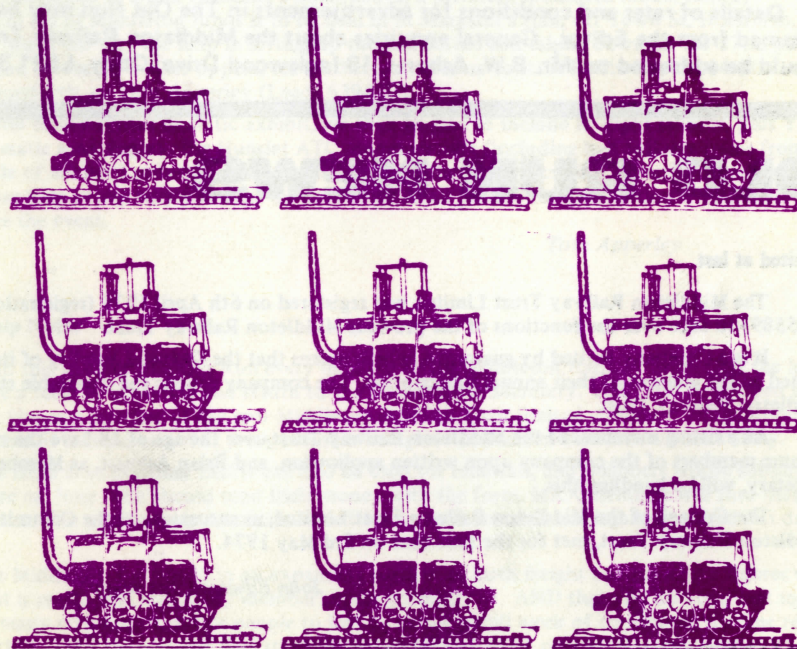


SUMMER 1974

# THE OLD RUN



JOURNAL OF  
THE 1758 MIDDLETON RAILWAY  
LEEDS

# THE OLD RUN

VOLUME II NUMBER 2

EDITOR: Mervyn Leah, 134 Frobisher Road, Bilton, Rugby, CV22 7HS.

The Editor invites all readers to contribute articles, news items, letters, photographs and drawings. All contributions should include the reader's name and address. Opinions expressed do not necessarily reflect those of the Middleton Railway Trust.

The next issue will be published in November, and all contributions should reach the Editor by 7 October.

Details of rates and conditions for advertisements in The Old Run may be obtained from the Editor. General enquiries about the Middleton Railway Trust should be addressed to: Mr. B.W. Ashurst, 18 Inglewood Drive, Otley, LS21 3LD.

## OLD RUN NEWS

### Limited at last

The Middleton Railway Trust Limited was registered on 6th April 1974 (registration number 1165589) to take over the functions of the previous Middleton Railway Trust.

It is a Company limited by guarantee, which means that the financial liability of its members is limited to the amount of their annual subscription. The company retains the charitable status of the Middleton Railway Trust.

All existing members of the Middleton Railway Trust over the age of 18 have the right to become members of the company upon written application, and Brian Ashurst, as Membership Secretary, will be handling this.

The Council of the Middleton Railway Trust Limited, as successors to the Committee of the Middleton Railway Trust, met for the first time on 3rd May 1974.

*John Edwards, Secretary*

### More Exhibition Dates

JULY 20,21:	Masham Traction Engine Rally.
JULY 27:	Model Railway Exhibition organised by MRT members. St. Margaret's Church Hall, Horsforth. 10.00- 18.00.
AUGUST 24 - 26:	Model Railway Exhibition. Skipton Town Hall.
AUGUST 30-SEPT. 2:	Sheffield Model Railway Exhibition.
AUGUST 31 - SEPT 1:	Halifax Model Railway Club Summer Exhibition. Halifax Civic Theatre.

SEPTEMBER 7,8:	Harewood Traction Engine Rally.
SEPTEMBER 14,15:	Traction Engine Rally, Sheffield Oakes Park.
SEPTEMBER 27-29:	Huddersfield Railway Modellers 7th Annual Exhibition. The Arts Centre, Queen St, Huddersfield. 18.30- 21.30 (27th), 10.00-20.30 (28th), 10.00-18.00 (29th).
OCTOBER 19,20:	Todmorden Model Railway Exhibition.
NOVEMBER 16,17:	Model Railway Exhibition organised by the Yorkshire Dales Railway Society, Bradford Wool Exchange.
NOVEMBER 23,24:	Model Railway Exhibition organised by Wakefield Railway Modellers Society, Unity Hall, Wakefield.

Other model railway exhibitions we should like to attend before the end of 1974 are at Leeds and Barnsley, but the dates of these are not to hand at the time of writing. Offers of help to man the stand and/or assist with transport are always welcomed by Tom Apperley or myself.

*Derek Plummer*

### Our Very Own Show

As mentioned in Derek Plummer's notes above, a privately-sponsored model railway exhibition in aid of Middleton funds is to be held in St Margaret's Hall, off Town St, Horsforth, on July 27th. We could sure use help in setting up the day before and taking down on the 27th, plus doormen and stewards, washer-uppers, tea-mashers, etc. Please contact Robin Taylor, 14 St. James Terrace, Horsforth, or Tom Apperley (Leeds 639420).

If you have a layout or static exhibit, we shall be glad to include it. Eight layouts, plus York O-Gauge static loco display, the Hunslet ATC model aircraft (including half full-size items from the film, 'Battle of Britain') refreshments, sales stands for railway maniacs (and Mums this time) will all be there. Please help in any way you can. We have some small posters for distribution if you want to help before the event.

*Tom Apperley*

### Membership Notes

With this issue of The Old Run every member of the Middleton Railway Trust (not the MRA) will receive a form to complete and return to the Membership Secretary. This form is required by law to register you as a member of the new Middleton Railway Trust limited company. No additional fee is payable but it is important that every member complete and return the form without delay.

The form is so designed that it can also be used for renewals, and members whose subscriptions expire on June 30th should send their money with the form. MRA members will find their own renewal form. The additional information asked for on both forms is not legally required but does help us.

The Middleton Railway is in an expanding market, as both freight and passenger figures will show. So it is really vital that every member renew promptly - AND that you do your best to attract as many responsible, active people to join us in our uphill work of continuing the fine record of the world's oldest railway and first standard-gauge railway to be preserved as you can.

Take your friends to the railway this season - and let them see your pride in it, and tell them what we hope to do! If you want extra help in persuading someone really useful to join, drop me a line and I will write a letter! Membership is a great bargain when you consider all that the average person can get out of it - and yet numbers continue to fall. Please do your best to get Middleton moving again.

We extend a warm welcome to the following new members: Andrew Walsh, Horbury; Mark Field, Horbury; Najjander Kalsy, Leeds 8; Oldfield Smith, Tingley; Steven Knight, Leeds 11; Robert Liley and Mrs. A. Liley, Leeds 13; Michael, Philip and Jacqueline Lavin, Leeds 14; John Boyes,

Leeds 15; Nigel Bradbury, Birstall; Anthony Stanley, Leeds 15; Judith, Andrew and Simon Heap, Leeds 12; Alan Sedgwick, Dewsbury; E.A.W. Atkins, Caterham; and Brian Rushworth, Leeds 9.

*Brian Ashurst*

#### The Wombles of Middleton Common!

In view of the recent demand for raising money for the Depot fund, I wish to start a different kind of sales stand to the two which stand as a tribute to the never-ending fight between Tom (for Sales) and the Yard team. So (wait for it!) if all the members who have any of the following: toys; records; ornaments; radios; wrist watches; clocks; record players; tape recorders; Rembrandts; Rolls-Royces; etc; that have been kicking about for years could PLEASE bring them to the line and give them to me or Tom, this would be of the utmost value to us. A pick-up service is available during weekdays for large items (hopeful b. . . . . !).

A clean-up campaign is also in progress at the bottom end of the line, and help would be appreciated. We will then extend our activities above the tunnel and off up to the top.

*Dave Watson*

#### Any Old Glass?

We need old picture frames complete with glass, or else glass offcuts, for Mr Sugden to use in those superb pictures he is producing for Middleton. Glass has gone up by 100% recently, so don't throw 'The Stag at Bay' away. Give it to us to swell the funds, and help solve the energy crisis by reclaiming used materials. Offers to me, please, at the shop, or at 29 Poplar Rise, Leeds LS13 4SQ.

*Tom Apperley*

#### Peckett Badge

A Gomm cast metal Peckett Badge should be available by the time this Old Run appears, BUT things move so slowly because of the hangover from the three-day week. Price unknown at the time of writing.

*Tom Apperley*

#### The Great Trains Expedition

That is the title of a TV Times promotion which is taking place during the summer, involving lots of lovely publicity in the TV Times itself, and on television. Nineteen preserved railways are taking part, and the scheme includes 20% discount vouchers for members of the public.

#### 'Nothing Ventured Nothing Gained' Department

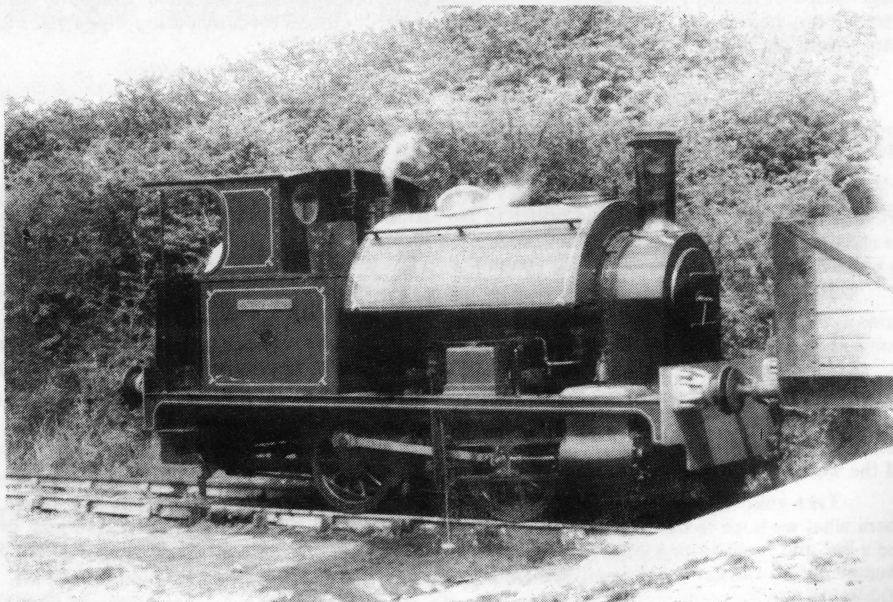
The ubiquitous Ian Smith, noticing that our Y7 and ex-LMS diesel were not included in the section of the ABC Combined Volume devoted to preserved main-line locomotives, wrote to Ian Allan to inform them of this grievous omission. As a result, 1310 was to be included with 68088, the other preserved Y7, which was already there, and 'John Alcock' will be added to the next edition, as the 1974 one was too far advanced for major page alterations to be made. And another piece of useful free publicity gets under way!

#### Steam Freight

At the March Committee meeting, it was decided after some discussion to have a steam freight-operating session during the summer, which would be previously announced in the railway press. If this promising exercise does materialise, the Editor of this particular section of the railway press would like copies of some of the resulting photographs please!



*BACK IN SERVICE: 1. Henry de Lacy pictured at Tunstall Road halt on its first day in service after overhaul, April 20th 1974. For the occasion, employees from Henry's old home, Kirkstall Forge Engineering, were invited to come and ride for half fare, and seen in the photographs are (extreme left) Henry's old fitter, and (extreme right) the man who drove Henry for 23 years.*



*BACK IN SERVICE: 2. On May 4th, Matthew Murray also started earning its keep again, and is seen here with a visitors' train at the Park halt.*

*(Photos by Sheila Young)*

## Peak Park Course

On September 6 - 8, the Peak District National Park Study Centre is running a residential course entitled, 'Canals and Railways of the Peak District', led by Mr J R Hillier, of the ARPS and Dinting Railway Centre. Apart from talks and films on the theme of the course, much of the weekend will be devoted to outdoor visits, including the sites of the Cromford and High Peak Railway and Peak Forest Tramway, the 1874 Black Hawthorn O-4-OST at Wirksworth stone quarries, Monsal Dale viaduct, Woodhead tunnel and Dinting museum. The cost of the weekend is £10, and full details may be obtained from: The Administrative Office, Losehill Hall, Peak District National Park Study Centre, Castleton, Sheffield S30 2WB.

## Sleeping money

We have witnessed the rise (and the beginnings of the decline?) in the commodity markets; we have seen the property bubble burst; we have watched the fine arts market go from strength to strength. But could it be that in the lowly wooden railway sleeper we have the best hedge against inflation?

Good quality sleepers used to cost the consumer around 35p - 40p in late 1972. To-day, some customers are having difficulty buying them for £4, a rise of 1,000 per cent. in some 18 months. The FT's Commodity Index has gone up a little over 100 per cent. in the same period; fine arts investments have increased by around 60 - 70 per cent.

Alas, railway sleepers are a dying market, not something to attract the speculative eye. During the big Beeching rationalisation and the wholesale closure of the branch network, supply kept up with and ahead of demand. That phase has passed in the last four or five years and the business is now reliant on the trickle of wooden sleepers released as the railways go over to concrete sleepers. These are necessary as the base for the new highspeed trains but are not being introduced fast enough greatly to affect the supply position and hence the price for the wooden version.

British Rail sells its sleepers to contractors who move them on mainly to use on farms, where they prove immensely durable in silage work, and as temporary roadways. But, as virtually the monopoly supplier of the wooden sleeper, BR is evidently sitting pretty, and says the prices it has been getting are substantially in line with what the ultimate consumer is paying. For the rest of us it is a wistful thought that 20 years ago we could have bought a lorry load of sleepers for £1.

(This item first appeared in *The Financial Times* on June 11th 1974.)

## Now and then

### From the Old Run, Summer 1969:

Some kind of Hoo-Doo hovers over any railway vehicle that we are determined to transport by rail. A similar fate befell our Middleton Colliery wagon on its 10 mile journey to our line. We had originally hoped to get this 10-ton hopper wagon here early this year. Unfortunately, BR waited for Walton Colliery, Wakefield, to despatch the wagon, while Walton Colliery waited for BR to do it.

The kindly and efficient Area Manager's office of the NCB at Allerton Bywater waved magic wands, and the Middleton wagon was loaded on to a Lowmac. Unfortunately neither Walton nor BR at Balm Road tipped us off in advance, and the first we knew was the arrival on Saturday 14th June. On Monday morning, we found that our girder jack handles for unloading had been mislaid and that the Dartmouth works crane was obstructed by urgent fabricated steelwork. Mr. Rollinson's overhead crane at Moor End saved the day, and we had the delightful spectacle of an empty coal wagon swinging 30 feet above ground level in the breeze. Most of the wheels landed on the rails, and the remainder were encouraged to follow suit.

So our eldest living ancestor is back in action on its home ground. Relics of the 1890 era are none too common, hence our delight.

# TARGETS WE CAN REACH

TOM APPERLEY

Members will be dismayed by the widely publicised guesstimate of £20,000 for a mere engine shelter, when the word depot conjures up visions of workshops, coaling towers, water cranes, ash pits, and a clubhouse selling Georges Bristol Beers. To you, and the pessimists who say we have no effective manpower, no prospects, and anyway the vandals will destroy anything, I say cheer up. Worth Valley started out with an annual millstone of £3,500 rent, one tiny locomotive, miles of rotten track, and every building smashed. In a few years the original 300 members had raised enough cash by open days, selling shares (only £7,500 worth), collecting newspaper and so on, to renovate Haworth station, start a massive publicity campaign, and "Sales Preserve Steam". When their income had reached £30,000, and membership around 2,500 TWO engine sheds were built at Oxenhope, both larger than that engine shelter, and for about half the guesstimated price.

Their "advantages" were outweighed by the sheer size of the recovery programme. Once our future is settled again, there is no real difficulty in developing, not just a super shed, but the whole railway, given a logical approach. Initially things will have to be done piecemeal, unless a sure-fire money spinner comes up. And honestly, can you think why anyone outside the Trust would have any reason to invest in our future? We certainly cannot wait until we earn and collect tens of thousands of pounds before a single brick is laid. Already the Hunslet landscaping plans spell the end of the line as a continuing blot in an otherwise sylvan setting. WE MUST START NOW. But what can be done, apart from tidying up a bit? Quite a lot, the main problem is muscle, not money, as I intend to show. We could in the near future put in:-

1. Greater siding capacity. If we can stay in Dartmouth Yard for ever, the problem is not acute. If we have to move at any time all the stock needs new storage line elsewhere. Even now, working traffic would be less of a chore if the vehicles always blocking Robbies could be shifted permanently. There is enough track in hand to lay more line than the whole layout suggested on the map (about 600 yards). Extra track costs about £50 for ten yards. Turnouts are expensive at £1000 each from BR, although hopefully a cheaper source may be found. Even so, given the extra hands, a lot of siding could be laid now on site with just one turnout.

2. Bigger permanent platforms. The visitor traffic is only just starting. The C.M.E. suggested, and Ian Smith expanded upon, using a D.M.U trailer to move the crowds. Such a vehicle needs a platform about sixty feet long. Engine power, if providing braking is a separate function as on several other lines, is no problem. Witness the little Foxfield Bagnall, J.T. Daly, working a much heavier Stanier coach up fiercer and longer gradients than Middleton's Himalayan stretch!

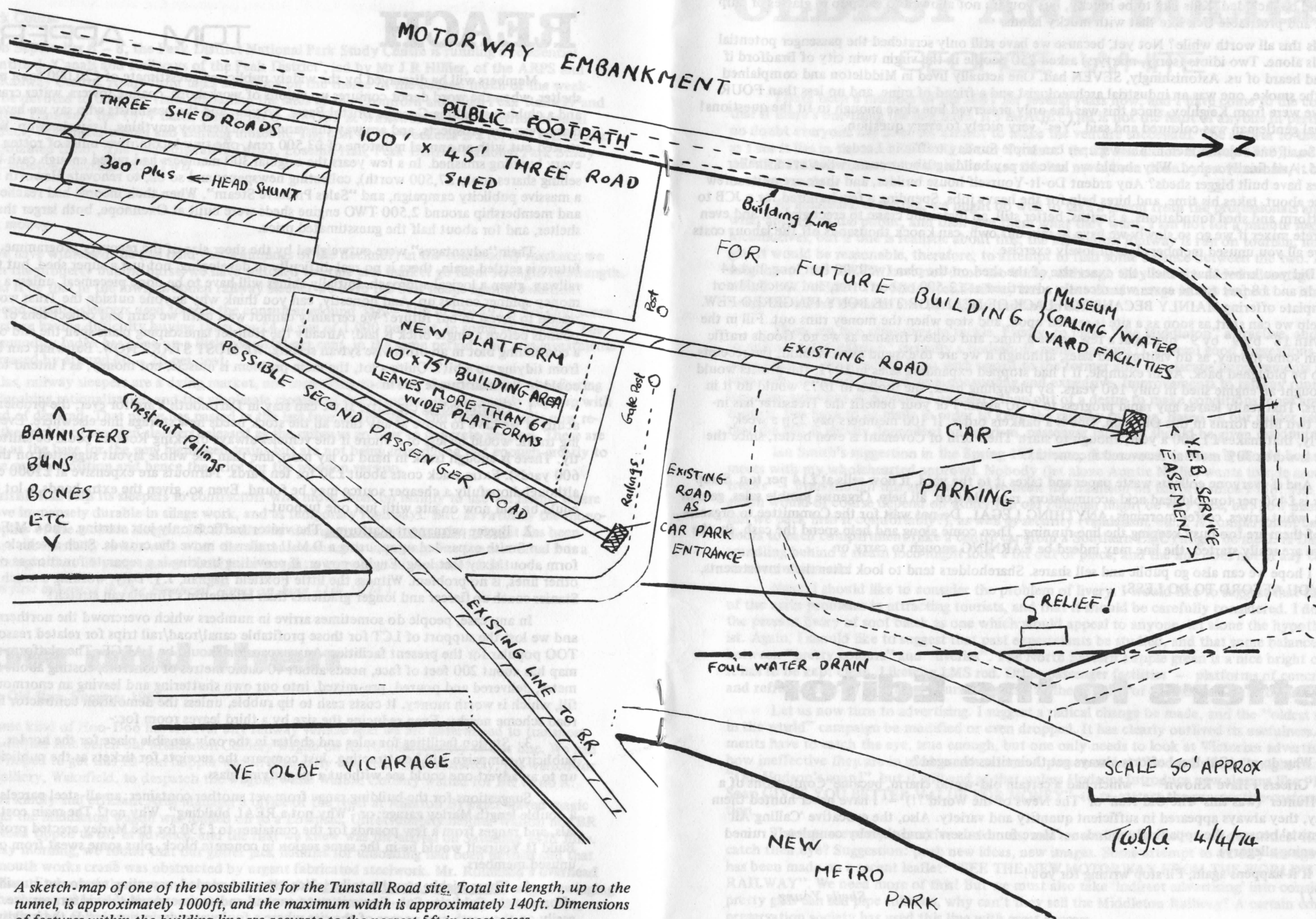
In any case, people do sometimes arrive in numbers which overcrowd the northern terminus, and we lost the support of LCT for those profitable canal/road/rail trips for related reasons. We are TOO popular for the present facilities. Any expansion should be LARGE. The platform shown on the map has about 200 feet of face, needs about 40 cubic metres of concrete, costing about £5 per cubic metre, delivered and poured, pre-mixed, into our own shuttering and leaving an enormous hole to fill, which is worth money. It costs cash to tip rubble, unless the demolition contractor has a handy road scheme nearby. Even reducing the size by a third leaves room for:-

3. Station facilities for sales and shelter in the only sensible place for the hordes, the extended publicity campaign will be attracting. Just compare the receipts for tickets as the publicity really built up to an advert one could see without a magnifying glass.

Suggestions for the building range from yet another container; an all-steel parcels or mail van; a double length Marley garage; or "Why not a REAL building". Why not? The main cost is again materials, and ranges from a few pounds for the container to £330 for the Marley erected professionally. The Build It Yourself would be in the same region in concrete block, plus some sweat from our mint or unused members.

4. Those highly emotive toilets. Yes, they are needed, assuming we do not stupidly cut the efforts of the Publicity Sub-Committee to expand and again expand the visitors service. They fit most easily on the north east corner of the site where a foul water drain runs inside the building line, but luckily outside the Y.E.B. service easement. A 1972 estimate for a two-cubicle, vandal-proof (?),

(CONTINUED ON p10)



A sketch-map of one of the possibilities for the Tunstall Road site. Total site length, up to the tunnel, is approximately 1000ft, and the maximum width is approximately 140ft. Dimensions of features within the building line are accurate to the nearest 5ft in most cases.

(Drawing by Tom Apperley)

(CONTINUED ON 910)

brick-built Yer Tiz came to £250 including labour costs and plumbing. This means that washing facilities could be included. Kids like to be mucky, but you are not allowed to sell pop in glasses or chip butties, and profitable Uck like that with mucky hands.

Is this all worth while? Not yet, because we have still only scratched the passenger potential of Leeds alone. Two idiots (sorry, martyrs) asked 250 people in the virgin twin city of Bradford if they had heard of us. Astonishingly, SEVEN had. One actually lived in Middleton and complained about the smoke, one was an industrial archaeologist and a friend of mine, and no less than FOUR knew we were from Keighley, since this was the only preserved line close enough to fit the questions! The final gentleman was coloured and said "Yes" very nicely to every question.

So, if one column inch in a newspaper can triple Sunday traffic in Leeds . . . . .

5. And finally a shed. Why should we have to pay building labour costs, when even smaller societies have built bigger sheds? Any ardent Do-It-Yourself house builder, and there are quite a few of those about, takes his time, and hires help for the heavy jobs. Spending a few hundred for a JCB to dig platform and shed foundations, a Smiths, better still, an hydraulic crane to erect girders, and even a concrete mixer if we go so slowly we have to mix our own, can knock thousands off the labour costs and give all you unused members lots of lovely exercise.

Did you know that a shell, the exact size of the shed on the plan (well, 90 feet long, but 44 feet wide and 18 feet to the eaves was recently advertised at £2,500 or best offer, and we could not contemplate offering MAINLY BECAUSE OF LACK OF HELP FOR THE BONY FINGERED FEW. With help we can start as soon as a site is settled upon, and stop when the money runs out. Fill in the walls with 18" by 9" by 9" blocks at a few pence a time, and collect finance as we go. Goods traffic brings in some money, as do visitors and sales, although if we are to expand as we should, the receipts need to be ploughed back. As an example, if I had stopped expanding sales in 1971, the profits would have bought an engine shed in only 160 years. By ploughing back, the profits in 1973 would do it in 35 years. That really leaves any rapid progress to YOU again. For your benefit the Treasurer has included two little forms in this Old Run. One is a bankers order. If 100 members pay 25p a week regularly, that makes £1,300 a year, enough to start. The Form of Covenant is even better, since the money is worth 30% more as recovered income tax.

And if everyone collects waste paper and takes it to the yard, it now sells at £14 per ton. Scrap copper is £450 per ton, old lead acid accumulators, rags, old iron, all help. Organise jumble sales, garden parties, whist drives, coffee mornings, ANYTHING LEGAL. Do not wait for the Committee to organise, most of them are too busy keeping the line running. Then come along and help spend the cash. By the time we are really started, the line may indeed be EARNING enough to carry on.

I hope we can also go public and sell shares. Shareholders tend to look after their investments, CAN YOU AFFORD TO DO LESS.

## Letters to the Editor

Sir,

Why do my 'Old Run' efforts always get their titles changed?

'Gricers I Have Known' - which had a certain old-world charm, became 'Confessions of a Grice-Hunter' (was this 'The Old Run' or 'The News of the World'?! ) - I have never hunted them anyway, they always appeared in sufficient quantity and variety. Also, the evocative 'Calling All Alchemists' became the appallingly mundane 'More fund-raisers' (and thereby completely ruined my opening allegory).

If it happens again, I'll stop writing for you!

Leeds 11

Sheila Young

(I am suitably chastened! But having also been criticised in the past for not making titles sufficiently interesting, I am coming to the conclusion that you can't win in this job . . . . THE EDITOR.)

# OLDEST AND UGLIEST ?

GEORGE WHITE

I have been a member of the MRT for several years now, and I have come to the conclusion that if there's one thing the line lacks, it's IMAGE! This is not the fault of anyone in particular - no doubt everyone has done his utmost to make the venture successful. The answer to the problem as I see it lies in the MARKETING of our 'Product' (ie the Middleton Railway 1758), and the ADVERTISING connected with it. Because this has never been done by professionals, it has never been successful.

As amateurs, therefore, we might do well to take a lesson from the professionals and examine what appeals to the public, and then give them what they want. I am not for a minute suggesting pink locomotives, but if one is realistic about this, the Middleton Railway is run on tourism, not on nostalgia. It would be reasonable, therefore, to attempt to find some balance between the two. After all, our neighbours, the KWVR, have not done too badly, although they had the added advantage of DESIRABLE LOCATION. The Middleton Railway has a great disadvantage in this respect - it's no good being the oldest if you're also the ugliest railway in Britain.

There are two objectives to tackle. Firstly, to make "the Middleton" attractive, and secondly, to make "the Middleton" virtually a household name (famous?). Several good suggestions have already been made in previous Old Runs with regard to the former aim. Landscape improvements are, in the long term, essential, but are time-consuming and expensive. Improvements to railway running facilities arise more out of economic necessity than out of a desire to make conditions more amenable for tourists, but have to be made in order to keep the railway running. Based on our earlier assumption that the MR is greatly dependent on tourism, passenger facilities should be given maximum priority.

Ian Smith's suggestion in the Spring 1974 issue, that a coach (or two?) should be acquired, meets with my wholehearted approval. Nobody (let alone Auntie Nellie) wants to ride around in goods trucks - even though this appears to have been the tradition on the MR since 1758! The type of coach would of course depend on utility (an old Pullman might be very nice, but how many people can we pack into it comfortably?), as well as security (vandalism, etc.). A compartment coach with doors to each compartment (like a centre car from a Southern EMU) might be ideal. A DMU front trundling behind a steam loco might look a bit out of place, and the line does not in any case warrant an observation car!

Next, I should like to consider the problem of livery. I would like to suggest that this is one of the main problems in attracting tourists, and that it should be carefully considered. I do not regard the present livery of soot black as one which would appeal to anyone, let alone the hypothetical tourist. Again, I should like to suggest that past experiments be studied, and that some balance be found between "pretty colours" and "liveries". The North Eastern's apple green is a nice bright colour, but it has to be kept clean. Likewise LMS red. Other passenger facilities - platforms of concrete, the shop, and refreshments (!) - are of course essential to the running of the railway on a tourist basis.

Let us now turn to advertising. I suggest a radical change be made, and the "oldest railway in the world" campaign be modified or even dropped. It has clearly outlived its usefulness. Advertisements have to catch the eye, true enough, but one only needs to look at Victorian advertisements to see how ineffective they are in modern situations. A person seeing "Hudson's Soap" might next time say "Oh, Hudson's soap!", but it will end at that unless Hudsons introduce new slogans like "Hudson's Soap GIVES YOU BETTER VALUE FOR MONEY", to re-attract the prospective customer's attention.

Tourists are our prospective customers, and are available in unlimited quantities! How do we catch their eye? Suggestion: push new ideas, new images. Some attempt to modify the age-old slogan has been made on a recent leaflet: "SEE THE NEW MOTORWAY FROM THE WORLD'S OLDEST RAILWAY". We need more of this! But we must also take 'indirect advertising' into consideration. If pretty girls can sell pipe tobacco, why can't they sell the Middleton Railway? A certain continental preservation society has used this line with great success.

Now on to more conventional advertising. The advertisement can be said to have two functions: to inform and to promote. If we inform the public of what we have (providing we have it!), then they will be interested if we have what they like. A poster with a brightly-coloured background - yellow, orange, etc - would dispel the dismal image of industrial Leeds, as well as the grimy image of steam

trains. Small photographs showing different aspects of the Trust's work, dotted around a main item (a map, symbol, photo) might well be considered ideal. What about wording? Something along the lines of "Have you visited the world's oldest railway?" would probably provoke an answer of "No". But, "Why not take the kids to Middleton?" might have more effect. This is because the 'consumer' is provoked into thinking: where? who? how far? how much? and so on. The small print on the poster would inform him.

The last type of advertising I should like to consider is what is best described as 'news' or 'free' advertising. Newspapers, radio (especially local radio), and television (programmes like 'Look North') are always interested in news or novel items, and will usually include them somewhere along the line. Accidents are undesirable publicity and should (obviously) be at all costs avoided. Reports of the latest acts of vandalism on the MR will not reach the front page, but SOMEBODY will read them. Again, he will think "Who?" etc, and (hopefully) find out. Photographs would be very effective.

Lastly, returning to the problem of IDENTITY, we must co-ordinate all the various attempts to make the railway marketable. How can we do this? one step might be to get a symbol which would be painted, printed and displayed everywhere the name Middleton Railway appeared. The present 'dustbin with a funnel' is outmoded. If this idea was adopted, a scheme could be adopted which would coincide with the 'news' advertising I mentioned. Suppose a competition was run, inviting artists to submit entries for a symbol or coat of arms for the Middleton Railway? The initial outlay for an advert in the press would be more than adequately covered by the resulting publicity. If Bradford's new symbol can get on the telly, why not the MRT's?

I hope that my comments have not been too revolutionary for MRT members. Hopefully they have been useful, or at least inspiring? We need a new image. Any other suggestions?

## Leeds' fastest growing industry

Yes, that really is what our Visitors' service might be called! Last year, we were happy if we took £5 on Saturday, £10 on Sunday, but this year we have become accustomed to at least £7 - 8 on Saturday, £20 on Sunday. Our lowest takings so far were £5.84½p on the Saturday after Easter, and the highest takings were £43.63p on Easter Sunday - an all-time record we think. Ticket takings on 11 days out of 16 exceeded £10, and on 5 days exceeded £20.

However, we must not be too jubilant yet: £250 as compared with £108 for the same period last year (April and May), is all very nice, but remember our expenses!

Ticket money for the first quarter of the season just covers public liability and boiler insurances, and we must now start on the £300 coal costs, and then the publicity costs - after that we might make some profits. However, back to the cheerful bits.

The increase in numbers of visitors is a shade less spectacular than ticket takings due to two factors: there was a fare increase of one-sixth on last year's fares, but by far the most important factor is that more adults are bringing their families to the Railway. We have always had a lot of small groups of children coming on their own from the surrounding area, but this year most of the children have come with their parents, and mostly from further afield. Comparative numbers of Adult and Child tickets sold in April and May 1972 - 4 illustrate this change in our clientele:

	1972	1973	1974
Adults	540	697	1405
Children	543	751	1123

Another interesting phenomenon is the number of families who use our train instead of the bus. On a fine afternoon, the first few trains come back from the Park practically empty and it is a regular Sunday afternoon worry that all the families we left there will decide to come back on the

same train! (We did once have to leave a few dozen folk on the platform and run an extra train to collect them).

Comparative averages for Saturdays and Sundays, and Bank Holiday Monday totals are as follows:

			1971	1972	1973	1974
April	Saturday	Visitors	18	31	62	101
		Cash	£0.98½	£2.26	£4.03	£9.22
	Sunday	Visitors	71	66	211	216
		Cash	£2.93	£4.73½	£15.43	£21.72
	Monday	Visitors	73	74	94	164
		Cash	£2.94½	£5.55	£7.05	£14.63
May	Saturday	Visitors	23	40	48	84
		Cash	£1.46	£2.78	£3.72	£8.38
	Sunday	Visitors	49	70	119	262
		Cash	£2.07	£4.50½	£8.81½	£24.42
	Monday	Visitors	59	85	140	158
		Cash	£2.40	£5.75	£11.67	£15.57½

Daily averages were:

		1971	1972	1973	1974
April	Visitors	54	51	128	159
	Cash	£2.29	£3.68	£9.40	£15.35
May	Visitors	44	58	90	171
	Cash	£1.98	£3.88	£6.87	£16.27½

Many thanks to those members who have helped cope with this phenomenal increase in passenger traffic - at times their job resembles that of the Tokyo commuter train "packers"!

Sheila Young

## Obituary

Transport enthusiasts everywhere will have been saddened by the death on May 9th, of L T C Rolt, who was one of the major inspirations of the present-day awareness of our industrial heritage, and a pioneer in the voluntary efforts to preserve and conserve some of its best features.

Shortly before the last war, he and his wife made their home in a converted narrow boat, and - a thing then unheard of - embarked on a grand tour of the country's canal system, which was dying on its feet after a century of neglect. But they found that this very neglect had ensured the retention of the eighteenth-century appearance of the inland waterways, which had now matured into something both human in scale and (certain urban eyesores apart) aesthetically beautiful.

The book which resulted from that journey, 'Narrow Boat', inspired the creation, just after the war, of the Inland Waterways Association, which, along with allied groups all over the country, has worked and fought for the retention, development and even reopening of our canals and river navigations. Two major waterway reopenings, both accomplished with the help of public subscription and a lot of voluntary labour, took place within a month of Rolt's death.

In the late 1940s, he became interested in another charming but anachronistic survival from the industrial revolution, the Talylln Railway, which had been overlooked at the time of railway nationalisation, and was in a state of advanced, but still operative, dereliction. The obligatory letter to The

Times brought together a group of like-minded individuals who, as much by chance as anything else, ended up running the railway as unpaid volunteers, with Rolt himself taking charge of the operation for the first two seasons. So, to the great surprise of all concerned, the railway preservation movement was born.

Rolt's book recounting his experiences during the Talylyn episode, 'Railway Adventure', was as much an inspiration to a generation as his waterways book had been a decade earlier, and the subsequent results are equally generally apparent. 'Railway Adventure' should, in any case, be on the shelves of everyone active in railway preservation, as a constant reminder that, however bad things may seem at the time, they can't be any worse than what was encountered between Towyn and Abergynolwyn in 1950!

*Mervyn Leah*

## The power of the press

"It pays to advertise", our Deputy Chairman was informed by an advertising consultant (for free, in the best Middleton tradition). We decided to try out his advice, with spectacular results as you will see elsewhere in this issue, and I undertook to place regular adverts in the local evening paper. My advertising diary follows:

**Wednesday 24th April:** Arrived at newspaper offices, and gave the counter clerk our advert, and list of instructions. Paid for a "full display single column inch Entertainment Notice".

**Friday 26th April:** A semi display single column inch Entertainment Notice appears in this evening's paper. Must demand a rebate.

**Wednesday 1st May:** Returned to the newspaper offices and pointed out the mistake. After lengthy juggling of receipts, cash register and signed correction notes, received rebate. Then proceeded to place this week's ad. "It will cost £5" said the clerk. "No £3.50p less 25% charity discount", I corrected. "£5 less discount", she said firmly, "£3.50p is for morning paper ads." Fortunately, had cut out list of advertising rates and was able to produce same. "£3.50p less discount, and it comes to £2.62½p", I said. "I'll have to go check this" she said, taking her discount sum to another clerk. After a little pencil work, terminating in a shrug of the shoulders and shake of the head, the clerk returned. "How much did you get it so?" she asked. "£2.62½p" She wrote it down. Back at the cash desk, the cashier rang up £3.50p, resulting in more notes to sign and strange manoeuvrings of money ("You give me £3.50p and then I'll give you 87p back").

Must remember to post next week's ad. and money, and present them with a fait accompli.

**Thursday 9th May:** Received a telephone call this teatime, informing me that the posted ad. had failed to beat the 48 - hour deadline. Asked the girl to keep it for next week. Half an hour later, our paper came - complete with article about the Bagnall going back into service, and plenty about the Visitors' Service. He does indeed move in mysterious ways.

**Wednesday 15th May:** Tried to ring the girl in charge of the ad. this teatime to make a slight change. Two messages apparently failed to reach her. Rang again, ten minutes after she went home. Frosty lady in charge maintained firmly that she had no way of changing the ad. or even checking that it was going into Friday's paper. ("I can't do anything about it if Miss R - - - - is dealing with it", she said, plainly shocked that I should suggest such a breach of etiquette).

**Thursday 16th May:** 8.40 am - left 'phone message of change in words of ad. 9.45 am - received embarrassed 'phone call at work from girl in charge of our ad. "I'm terribly sorry, but I've lost your advert." She promised to try her best to get the ad. in, despite it being more than twelve hours after the deadline.

**Friday 17th May:** Success, the ad. appears this evening - albeit not quite in the intended form, but never mind.

**Saturday 18th May:** "You have another advert. in the paper", remarked father this evening. It is a repeat of last night's, warts and all. Surely I only asked them for Friday evening?

**Sunday 19th May:** Ticket takings reached an astronomical £30.12p this-afternoon! Anything to do with our second ad., we wonder?

**Monday 20th May:** "You have another advert. in the paper", remarked father this evening. It is a repeat of Friday night's and Saturday night's, warts and all.

Ah well, as we say at Middleton, ser long as it costs us nowt . . . . .

*Sheila Young*

# ASSOCIATION ADVERTISER

JOURNAL OF THE MIDDLETON RAILWAY ASSOCIATION

NUMBER 5

SUMMER 1974

Contributions for the next issue should be submitted to the Editor of Association Advertiser, Stephen Dufton, at: 4 Preston Parade, Beeston, Leeds 11.

### Editorial

This time I am glad to say these pages are a little fuller than last time, but the response so far for written material is JUST NOT GOOD ENOUGH. At the moment I am having to go to each member and ask him to try and write something (apart from the same two or three names which appear every time, and to these people I am very grateful for their valuable contributions in the past).

So come on all you MRA members, have a go at writing to us. Tell us of your ideas of how we could raise money, and where you would like to go on MRA trips.

*Stephen Dufton*

### The AGM

The AGM was held in Leeds Polytechnic on Saturday April 6th. Two new members were elected to the Committee: Graham Parkin (Committee Secretary in place of Stephen Dufton, who took over officially as Association Advertiser Editor) and Charles Davis (Committee member).

### THE CREWE AND FOXFIELD VISIT

The MRA's trip to Crewe and Foxfield on Saturday May 9th was most enjoyable and well-attended. The party assembled on City Station concourse, and left on time for Stalybridge, but with the rain we arrived late, and discovered we had missed our connection. So we all got back on board the same train and proceeded to Manchester, where Mr Smith had a friendly (?) word with the Area Manager, and he arranged for a train to Crewe.

On arrival at Crewe, we were shown around the works straight away, but we could not see all of the huge workshops because we had to leave early to catch the train to Blythe Bridge, and the Foxfield Light Railway.

The Foxfield visit was the better part of the day. On arriving at Blythe Bridge, we walked about a quarter of a mile up the road to an overbridge, where our train was waiting. We had to climb down the embankment by means of a rope to get to the train, which consisted of an old mail coach, with the insides taken out and a few seats placed around the sides. It was pulled by 'J T Daly' an 0-4-0 saddle tank built in 1931.

We had a pleasant journey along the fantastic gradients, which were sharply curved. The return journey takes one hour, but we stayed in the yard before returning, to view the other locomotives. The staff were very helpful at Foxfield, and did their best to help us enjoy our visit. After a couple of hours, we returned home via Crewe, arriving in Leeds about 8.30 pm.

*Philip Lavin*



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