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half-cab single decker which had been working as a stage carriage in and around York. The vehicle was KWU384 and, when we bought it in 1967 it had not long had a major overhaul which meant that it was in particularly good mechanical condition. As I recall, the bus was built in 1952 and had run some 1.5 million miles when we acquired it.

We had a great deal of help from WYRCC Co. Ltd and, since they had a major overhaul facility at the garage in Harrogate, we were particularly well placed to benefit from their kindness. The principal driving advice we received was from a senior WYRCC driver who, after the internal window at the back of the cab and into the saloon had been removed, took us out for a short 'proving run' in York. We were behind him in the saloon and still recall his advice about other road users as we roared out across the traffic-flow outside the bus garage: "Don't wait lads, go for it and be aggressive or they'll knacker you every time!"

I was responsible for the mechanical operation of the bus and, with a colleague, passed what was then the PSV test and spent some time driving the bus in England on various School activities before we left in 1968 for our 8,000-mile journey. We received generous sponsorship and help-in-kind from Moss Tyres, from Tunstall and Glencross - who spray-painted the vehicle in an attractive dark blue livery with white around the

Fifty years ago ... Rob Shorland-Ball

I was a geography teacher at the High School in Harrogate. With a colleague I organised for July-August 1968 an eight-week Middle-Eastern expedition to Turkey and Israel for 16 sixth-form/first-year university students and six staff. For transport we bought from the West Yorkshire Road Car Company (WYRCC) a Bristol LWL6B

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windows - and from Bristol themselves who sent one of their senior engineers to spend two days with me at WYRCC Harrogate garage going over the vehicle in great detail and replacing suspect items where he deemed it appropriate.

Performance of the bus

With two exceptions, the bus performed impeccably. The exceptions were both broken springs, one on the M1, only 2.5 hours out from Harrogate at the very beginning of our journey. I phoned my WYRCC contacts in Harrogate and they talked to Midland General contacts. We were towed into Midland General Garage at Langley Mill and a spare spring was sent down from Harrogate and fitted within hours. The second broken spring I discovered in Istanbul when making one of my daily underbus inspections.



Above: KWU384 awaiting attention for a spring at Midland General's Langley garage [author]

We arranged to park the bus in the grounds of the British Consulate. Alas, the Consulate which in November 2003 was razed to the ground in a bomb attack that killed the Consul-General and 31 other people. However, in 1968 there were no such dangers and the Consulate officers provided a Land Rover and an escort to take me down into the repair section of Istanbul. They located for me a garage no larger than that in which most of us keep our cars in England which specialised in

heavy duty spring repairs. The bus was jacked up on the ferocious camber of the narrow street outside the garage and within 24 hours a new leaf had been beaten out and fitted while I was regaled with Turkish coffee and sherbet. The only other mechanical problem was when the bus ran out of Derv and we had the ticklish job of re-priming the Autovac system.

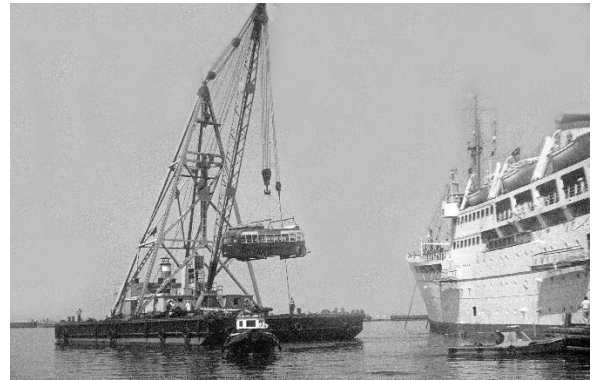
As I have mentioned, the expedition was in 1968 and we called ourselves SMEE 1968 - School Middle Eastern Expedition. Some of the former High School students who came with us were unhappy about being on a 'School' Expedition, but the Middle East was a turbulent area and we judged, correctly, that a 'School' Expedition would attract less unwelcome attention than a 'Student' Expedition. The 60's were years of social changes – of hippies, rock festivals, free love, drugs and much else that was new and 'daring' then but rather more familiar today.

The Israel Six-Day War had been fought in 1967 and we felt it unwise (and probably impracticable) to drive overland to Israel. We therefore travelled overland to Istanbul, shipped the bus to Haifa in Israel and, on our return, from Haifa to Izmir. The Israelis were extremely efficient in their handling of the vehicle on and off the ship, but we experienced interesting problems in Turkey.

Sea crossing

When we arrived in Istanbul on the outward journey, we had to call at the Turkish Maritime Lines (TML) shipping office to register the vehicle and we discovered it had been assumed that 22 people could travel in what the office called a "car." Judging by the loads we saw carried in some Turkish cars that was perhaps not surprising, but it posed us a considerable problem to persuade the stevedores to load a 30ft by 8ft bus off the quayside at Istanbul and onto the foredeck of the TML vessel on which we were travelling. Considerable sums of money changed

hands and the lift took place using one of the derricks on the ship but with a single hoist which allowed the bus, despite my protestations, to swing round and crash into the side of the vessel, fortunately only suffering minor denting to the rear top offside corner.



Above: The LWL being transferred from ship to shore at Izmir [author]

The return via Izmir was more dramatic because the ship docked alongside a wooden jetty at right angles to the main quay and the jetty was occupied by buildings, making unloading onto it impracticable. On the outward voyage, realising there would be a problem, we spent some hours with the Turkish captain who gave us cups of sweet tea and assured us that everything would be put in hand for the return. To do him justice it was, although when we docked in Izmir the solution was not immediately apparent. It emerged across the harbour in the early morning light as a British-built 50-ton steam floating crane on a huge pontoon which lifted the bus with obvious ease (and on this occasion with the correct slings) and set off across the harbour to the quayside with the bus dangling like a Dinky toy from the enormous jib. So anxious were the Turkish crane operators to impress us with their efficiency that I was very nearly hoisted out over the side while still in the driving seat after manoeuvring the bus onto the slings. Whilst I would have had a magnificent view of the harbour, I felt I was rather better placed watching the operation from the ship and then on-shore.

The bus was unloaded safely but once again a considerable amount of money had to change hands to pay for the crane before we were finally able to drive away.

Driving standards in Turkey were alarming to say the least. Fortunately, we managed to avoid any collisions, but I have vivid memories of standing up in the cab on the brake pedal and pulling downwards on the wheel in order to get enough purchase on the brakes for an emergency stop! On one occasion, a Dolmus (a Turkish taxi) chose to stop dead immediately in front of our bus, but I had sufficient strength for me to stop KWU384 before we struck it!

The other particularly interesting part of the journey home was the climb up to the Cakor Pass in Yugoslavia including a hairpin bend in a single track tunnel on a hill. Once at the top we stopped for a break and some used the travellers' facility which was a wooden hut containing a single-hole earth closet, rich with flies and smells.

The bus was a joy to drive and although many people warned us that the Bristol 6-cylinder engine was less reliable than the Gardner engine, we had no difficulties in that department. The bus's Yorkshire origins had ensured a crawler first gear and a "supertop" fifth gear which went

home with a satisfying "clunk" and ensured a steady and relatively economic 45 miles an hour at top speed. No synchromesh of course but, once mastered, the crash gearbox was very satisfying to use – and very noisy if double-declutching was not quite as precise as it should be.

When we returned from the Middle East the bus was retained by the school for a time, but we could not sustain nor could the School afford, the necessary servicing and general maintenance the bus required. We sold it to a dealer and for a time it worked as a mobile sales vehicle. Subsequently it was sold for parts-and-scrap. I still have the very happiest memories of our 'LWL'. I continued to drive occasionally for Pynes White Coach Tours in Starbeck – almost always to provide an evening excursion for Wallace Arnold coach parties staying in one of the large Harrogate hotels.

It is an interesting reflection on costs and changing times that, after we had sold the bus in 1969, the total cost per head for the whole 8-week Expedition was £76. Approximately that figure today would be just under £1,340 so I think we can claim that SMEE 1968 was very good value for money – and a wonderful experience for all of us involved.



Above: local transport drivers taking an interest in the LWL [author].

Local authority financing of capital assets

Peter Brown

In the article 'Is tramway history repeating itself?' (Journal 95) it was stated that: 'Under the Municipal Tramway Association accounting policies adopted from 1904 depreciation was not included as such, giving a misleading picture of tramway profitability and the value of assets.' However, one must remember the fundamental difference between the financing of companies and local authorities. Companies had a permanent share capital, and depreciation helped maintain the value of this share capital. Local authorities did not, instead financing capital assets by borrowing, the loan being repaid over the life of the asset. This annual repayment was a proxy for depreciation, the balance of the loan outstanding at the year end being a proxy for the residual value of the asset. If depreciation were to be charged there would be a double counting of the cost of 'consuming' the asset.

Despite this, many local authorities did create Renewals Funds, most often for vehicles. This created other problems because if money were available for spending it would often be spent, regardless of the circumstances of the individual case. If the assumed life of a vehicle was (say) five years, there was a temptation to replace the vehicle after five years, regardless of whether it still had a useful further life — or, conversely, to delay replacement until the five years was up even though excessive maintenance costs were being experienced. Renewals Funds were built up on the basis of an expectation of like-for-like replacement, yet needs change and technology changes. At the extreme, the objectively correct decision might be that the asset should be scrapped and not replaced. Automatic access to the money in a Renewals Fund might prevent the fundamental questions being addressed, managers being tempted to make the 'easy' decision rather than to discuss the case for change.

Is tramway history repeating?

Ian Yearsley

In response to Peter Brown's comments, Ian has provided further observations below.

I was very pleased to see the question being raised about charging depreciation, as well as building up funds for renewals on tramways. This was a live issue in the early years of electric tramways in Britain, and particularly local authority-owned systems relying on loan finance. The loans were arranged usually through the Public Works Loan Board (PWLB) and periods of repayment were laid down by the Board of Trade (from 1919 by the Ministry of Transport). As I mentioned at the April meeting in Coventry, I am planning research on the PWLB, but the new book 'Municipal Dreams' by John Boughton*, though extensive in its coverage of the rise and fall of municipal housing, has less to offer on transport provision. Research relating housing provision to transport and employment may take several years.

I described the procedure for municipal tramways' loans in a paper 'Some causes of tramway decline in Great Britain' at the first R&RTHA symposium at the National Tramway Museum in November 1993, which was subsequently published by the Chartered Institute of Transport in its 'Proceedings', Vol 3, No 4, November 1994. This paper was developed from an earlier contribution on London tramway finance at the London University seminar 'Tramway London' in 1987, but not published until 1993 by the Light Railway Transport League.

Relatively little was in print about this, but my starting point was to study the amounts paid in compensation to tramway operators when in 1933 London Transport took over their assets. For the local authority-owned operators, including the London County Council, these were based on

the outstanding loan debts. Compensation was on a 'no profit, no loss' basis, but one authority, Ilford, protested that it was being penalised for good management, because it had always paid back its loans early. Without going to arbitration, it had its compensation almost trebled.

Tramway managers above all wanted to be able to compare their undertakings' performances on a like-for-like basis, but in the early years tramway accounts were produced in a fragmented way, with parts supplied and maintained by various officials, and sometimes by outside accountants.

When A. R. Fearnley arrived as tramways manager at Sheffield in 1904 he found that not only the accounts but also the tickets, banking of cash and payment of wages to his staff were all under the control of the city treasurer. More seriously for municipal tramways, loan finance created a divergence of purpose and priorities between the tramways manager, the treasurer and the ordinary elected members.

The tramways manager wanted loans to be repaid by the time that assets wore out and needed to be replaced. He also wanted a renewals fund built up so that track, cars and other assets could be replaced without having to take out another loan.

The borough treasurer wanted to keep annual loan repayments as small as possible within his overall budget for the authority. This meant extending the repayment to the maximum period allowed, even though in aggregate this might mean paying more. The loans were more his concern than the assets, though the extensive programmes of renumbering cars in cities such as Bradford probably represented a desire to divert his attention from vehicles that had worn out prematurely.

Elected members saw the electric tramway as a means of providing a service to their electorate, but also as a source of profit which could be applied to 'relieve' (that is to say, reduce) the rates, always a popular theme at election times. Few of them were accountants. People with that kind of analytical ability, such as Councillor (later Alderman) Gledhill at Halifax, came along later. Most of them looked first and foremost at the main revenue account and saw that the new electric tramways offered what appeared to be the promise of a golden harvest.

To try and bring these interests together, the Municipal Tramways Association' second annual conference asked James Dalrymple, chief accountant and deputy general manager of Glasgow Corporation Tramways, to put forward a set of model accounts. These provided standardised headings for every item, and in the main revenue account he included items for permanent way renewal and depreciation. Being both a tramwayman and an accountant, he saw the need to build up funds to renew assets like track, cars, overhead and power supply when eventually they wore out.

These went forward to a joint committee of the MTA and the borough treasurers which met several times in 1903 and 1904. This accepted much of James Dalrymple's work, but Councillor Smithson (Chairman of Leeds Tramways Committee) criticised Dalrymple's "ideas of Northern purity". And so, renewals were moved from the main account to an option in a subsequent allocations account, and depreciation vanished altogether. They also introduced a new heading 'Aid of Rates' in the appropriations account.

From then on, only a manager with considerable personality, accounting ability and political skill would be able to convince the borough treasurer, committee chairman and elected members that

amounts should be set aside for renewals instead of relieving the rates, and that loan repayment periods should match the life of the assets.

The joint committee did well in standardising the tramway accounts, and in 1904 the Board of Trade adopted its headings for the annual returns of company-owned tramways as well as municipal. But was I wrong when in 1993 I said that by removing depreciation and eliminating renewals the committee signed the long-term death warrant of the first generation of British tramways?

Could we go even further, and ask whether loan finance is the most appropriate method for local authority ownership of trading undertakings, however suitable it may be for crematoria or council housing? Perhaps Charles Dunbar was right, all those years ago**, when he said that the LCC Tramways could have made a steady profit if they had been run as a company?

*Published by Verso, 6 Mead Street, London W1F OEG, ISBN 9787-78478-740-0, price £9.99.

**In his paper 'Idealism and Competition, the fares policy of the London County Council Tramways', given to the Transport Ticket Society in 1967 and published in 'Modern Tramway' May and June 1967.

Report on the Annual General Meeting

The AGM was held at Coventry on 6th April.

- The meeting was attended by 20 members.
- The chairman noted that the administration of the company had now been stabilised, with new arrangements for banking and membership.
- It was reported that of 74 members in 2018, 61 had renewed for 2019.
- Efforts continued to attract interest from academic quarters.
- A profit of £993 had been made during the year. Tax is not payable as we have an arrangement with HMRC which recognises our 'Not for Benefit' status.
- David Holding and Amy Graham were re-elected as directors.
- Sales of the Road Passenger Companion were very modest and there was discussion as to how the 240 remaining copies might be sold.
- It was suggested that the next AGM (Spring 2020) might be held in London; this will be investigated.

The Autumn 2019 Business Meeting will be held at The Transport Museum, Coventry on Saturday 19th October.

What's in a Name?

David Stewart-David

This paper is based on the presentation given by the author at the Association's meeting at Coventry on 6 April.

Buses and lorries (1) are capital goods bought by operators to meet their business criteria. It is evident that the market for capital goods has distinctive characteristics which are decidedly different to those designed to sell consumer goods or services to domestic customers (2). This is clear if one compares the marketing of private cars to owner-drivers with the approach used to market buses and lorries to commercial operators. In particular, knowledgeable purchasers of commercial will be most strongly influenced by product characteristics such as early (and reliable) delivery date, component reliability and fuel consumption. In contrast, private buyers are rather more likely to be persuaded by promotional activities such as advertising and sales talk by dealers. Here we may note that owner-drivers of heavy goods vehicles are frequently found, whilst in Britain owner-drivers of buses and coaches are exceptional. This distinction matters because owner-drivers are particularly conscious of matters such as cab comfort, as was demonstrated when Volvo entered the British truck market in the late 1960s.

Where the supplier of commercial vehicles has been part of the same group as the operator, the supplier has sometimes been given a captive market. Sometimes this has been beneficial, as when AEC supplied the B-type to London General, and when Midland Red did its own vehicle development prior to 1939. At other times the captive market has been lumbered with an unsatisfactory monopoly product like the early Leyland National (3).

When comparing the market for cars to that of buses and trucks we can see that the names given to types of private vehicle has often been part of promotional activity, as with the Daimler "Stardust." Such a name contributes to the status consciously or unconsciously sought by the conspicuous consumption of a positional good (4).

Questions on the use of type names

Given that type names have not been consistently used by British commercial vehicle manufacturers, we consider here four questions. They are:

1. What kinds of type name were given to British commercial vehicles?
2. Why did some manufacturers choose to give type names, but others did not?
3. When the use of type names became most common, and when they ceased?
4. How were the type names displayed on the vehicles?

Here the writer wishes to explain that this article is a report of work in progress. In particular, I am digging through test reports, sales statistics and advertisements in journals such as "Truck and Driver" and "Commercial Motor".

Many of the manufacturers considered here built both buses and lorries; both are examined. It may be noted that many, but not all, buses had chassis built by an engineering company and bodywork subsequently fitted by a coachbuilder that might, or might not, have been part of the same group. Some buses were integral, and others, such as Leylands, might have both chassis and separate body built by the same firm. Sometimes the type name was allocated to the body rather than to the chassis, on which it sat, e.g. the Northern Counties "Paladin." Some type names became famous, like the AEC "Routemaster" and the Ford "Transit" – others notorious for unreliability like the "Roadliner" (5) and the "Wulfrunian" (6)

whilst many names disappeared into the minutiae of historian's footnotes, like the Leyland "Gnu" and AEC "Ranger".

Early descriptors

Prior to the mid-1920s most commercial vehicle types in Britain carried a letter or an alphanumeric descriptor, e.g. the AEC "B" and "NS" types of bus. In the First World War the British army used more than 5,000 Dennis 3-ton lorries and they were, so far as I can discover, simply described as "Dennis 3 tonners". After the First World War the market for commercial vehicles was distorted by the availability of war surplus chassis, but about 1926 the British market for commercial vehicles changed dramatically. Although goods vehicles were sometimes built in penny numbers to replace war surplus vehicles used by many road haulage "start-ups", big fleets were ordered by railway companies and own account operators like J Lyons and Co, thus permitting mass production.



Image: An Albion Valiant coach (carrying inauthentic livery). As well as the Albion name on the radiator it carries the "Sure as the Sunrise" slogan, but not the type name. Many Albions used type names beginning with V, but most operators used the alphanumeric descriptor in this case CX39N [author].

Mass production

In the bus industry many municipalities and newly formed major bus companies, found it

possible to order large batches of buses. In doing so they obtained discounts for quantity and the ability to demand custom-made features, such as a choice of destination display design and seating moquette. As with goods vehicle manufacturing, demands for large batches of vehicles encouraged the partial or complete use of mass production techniques, thus achieving economies of scale. Unsurprisingly many small independent constructors went out of business or turned to specialise in coachbuilding.

In the mid-1920s type names were increasingly used by major manufacturers. In 1925 the AEC company commenced a long-lasting policy by choosing to name one its single deck bus designs the AEC "Renown". This type name was to be reused by AEC twice more. It was the first AEC passenger type to be christened with a name beginning with R, to be followed by "Regent", "Regal" and "Reliance" and "Routemaster", but with alphabetic exceptions like the "Bridgemaster" and the "Swift". AEC goods vehicle type names usually had the initial M, for "Mercury", "Matador", "Mammoth", "Militant" and many more. Leyland, Albion and Guy Motors also used type names, but other companies used alpha-numeric descriptors. A Daimler COG5 was a Commercial vehicle with an Oil (Diesel) engine, in this case a Gardner with 5 cylinders. Similarly, a Bristol K6A was a K type (double decker) with a six-cylinder AEC engine. Ironically, Daimler did not generally use type names for commercial vehicles until the 1960s, when it introduced the successful "Fleetline" and the commercially disastrous "Roadliner."

The choice of type names made by constructors is a matter of interest. Many names were metaphors for a quality possessed by the vehicle. A "Regal" or "Regent" might be thought to carry passengers in royal comfort. A "Buffalo" or "Bull" was a Leyland lorry of implied stamina. As well as

having metaphorical associations, some companies chose initial letters to reinforce marque identity. We have already noted the AEC gave bus types names with an initial R; we may also note that Albion used V as its initial for “Valiant”, “Valkyrie” and so on. Now and then alliteration was used to good effect, as with the Dennis “Dart” and the Leyland “Lynx” – in the latter case a type name used in different eras for both goods and passenger products.



Image: Atkinson “Chinese six” tractor unit showing the characteristic “A in a circle” badge of the Atkinson marque. Behind the Atkinson (pictured on the 2018 Tees Tyne run) is a Volvo F88. This design of Volvo, as well as having a distinctive cab design, often carried an F88 badge as well as one showing Volvo. The F88 and F86 made considerable inroads into the UK truck market from 1967 thanks to good product design, despite having no type names [author].

Descriptive names

Some of the names chosen were descriptive real or portmanteaux words which gave a clue to the characteristics of the vehicle. “Handy”, “Trusty” and “Transit” were names given to delivery vehicles – the last of these being a conspicuous market leader. The “Octopus” was a four-axle lorry that the haulage industry would describe as an “eight-legger.” In the bus industry “Lodekkas”, “Lolines” and “Lowlanders” were, as might be inferred, portmanteaux names to brand low height double-deckers constructed with low floors to avoid the clumsy gangways of “lowbridge” bus bodies.

Some of the names chosen became famous – perhaps the most conspicuous being the AEC “Routemaster” – although outside the London area this design sold only to Northern General Transport. Such was the “Routemaster’s” fame that Boris Johnson, when Mayor of London, used the name “New Routemaster” to describe a new design of double decker which he commissioned to replace Mercedes “Citaro” articulated saloons and other older vehicles. The new design, like the old “Routemaster” had a high capital cost per seat and required a crew of two when the open rear platform was in use. These penalties meant that the design did not sell to cost-conscious provincial operators.

Many commercial vehicles carried their marque name conspicuously on the front, both by the use of a badge (like the AEC blue triangle) and by the choice of radiator design. This often incorporated the name of the chassis builder near the radiator cap, as was evident with Guy and Leyland vehicles until the 1970s. Some designs also carried the type name too. Many Bristol buses carried a neat tag which inconspicuously carried the makers name and vehicle type, e.g. “BRISTOL VR” - the VR meaning “Vertical Rear”. Oddly many Leyland “Atlantean” and Daimler “Fleetline” double decker buses carried neither type name nor marque identifier, and an operator like “Tynemouth and District” which ran both designs with visually identical bodywork could present a construction mystery to the observer.

Did the type name contribute to sales? If we consider that the classic marketing mix is that of Product, Price, Place, and Promotion, then it is evident from vehicles sales that the type name – part of promotional activity, was much less important than the business elements of product, including price. Here it should be noted that the ability to deliver the vehicles by the promised date was an important product feature. Failure to deliver vehicles by the promised delivery date

was a problem that caused havoc in the British bus industry. Lamentably, British commercial vehicle builders, both of buses and lorries - lost their dominant market position in the 1970s (7). There were a variety of reasons for this disastrous collapse. One was a failure to maintain design prowess. Just as North British Locomotive Company failed to come to terms with the construction of diesel and electric traction, so Leyland Motors failed to build a reliable rear engine saloon, although the production of the Bristol RE showed that one British firm did have this capability. Lorries built by Albion may have been "As sure as the Sunrise" – as their slogan had it, but it was all too clear that from 1966 many British owner-drivers chose the ergonomics and comfort of the Swedish imports to the spartan experience of dour Scottish engineering. Even in large companies the lorry driver was often a significant stakeholder voice, particularly in years when it was easy for a driver to switch to another company with more agreeable vehicles. The arrival of Volvos in the 1960s turned out to be the start of an inexorable trend in British road haulage. By 2017 20% of new heavy goods vehicles licensed in Britain were built by Scania, mostly to designs capable of high payload operation. In contrast the Scania buses bought in the 1970s and 1980s did not maintain their success, not least because of high fuel consumption.

Often the type name of a bus or truck was not conspicuously displayed. Sometimes this was because the constructor was half-hearted in its use of type name. Another common reason was that the type name was shown by a badge that was easily prised away from the vehicle, and therefore a readily available souvenir for a thieving enthusiast. Alpha-numeric type names did not greatly lend themselves to badge display, but Bristol buses were often an exception. Many Bristol buses appeared with a "Bristol RE" tag, although this was a description of a generic type

which included such diverse examples as the Bristol RESL buses of modest capacity and the REMH coaches operated on the Western SMT overnight services from Glasgow to London.



Image: Great Yarmouth Corporation single deck Leyland Atlantean with Marshall body built 1968 showing distinctive Leyland badge [author]

Have type names helped to sell commercial vehicles?

The evidence suggests that use of type names has not consistently helped to sell commercial vehicles. Whilst the Ford "Transit" was the market leader in its class, the AEC "Routemasters" – an icon in London - failed to sell to money conscious provincial operators. Had they simply been known as "RMs" their sales to London Transport might well have been just as successful. There were 2760 Routemasters sold to London Transport, compared to more than 4800 RTs. which were not colloquially known as the AEC Regent Mark III Model 0961. But London Transport, as a purchaser of vehicles, was an egregious exception to the rule of hard-nosed commercial purchasing as was evident from its premature withdrawal of its 2646 Daimler "Fleetlines" delivered from 1971 onwards. These vehicles, which LT originally branded "Londoners," proved to be beyond the capabilities of the LT maintenance system. Many of the vehicles withdrawn prematurely, had long

lives with operators who had bought them second hand. Not only was this a costly purchasing error, but it created an era of very unreliable bus services in London during the 1970s and 1980s.

In seeking similar errors of purchasing I came across other cases of misguided acquisition. One was the West Riding Automobile Company's decision to order Guy "Wulfrunians" and Daimler "Roadliners.". Both types turned out to be sophisticated but disastrously unreliable. In freight operation the decision of British Railways "Sundries" (less than wagon load) service to invest in Scammell "Townsmen" tractor units was clearly a costly mistake. Interesting names were no substitute for such desirable qualities as prompt delivery and after sales service support.

The history of type nomenclature suggests that neither type name nor marque is a guarantee that quality will be maintained, or that the specification will suit the operator. For many years the Leyland "Titan" was favoured as being one of the sturdiest most reliable buses available in Britain. Perhaps the marketing staff of British Leyland hoped that their new double-decker would sell by association. In fact, the "Titan" of the 1980s was built to London Transport specification and sold to very few other operators. The evidence of vehicle orders suggests that a manufacturing company is as good as its latest product, not as its name in history (8).

Finally, it may be noted that there has been an element of sentiment in the naming of vehicles. This applies to types, such as the Leyland "Comet" and to individual vehicles. Many owner drivers and companies such as Robson's Border Transport and Eddie Stobart Ltd have given individual vehicles names in signwriting, in the same way that most ships and many aircraft are named. It may be that the creators in the drawing

office found it more pleasant to talk about the "Falcon" or the "Tiger" than to use a set of initials.

Notes

1. "Buses" include coaches and "Lorries" include vans.
2. c.f. A. Chernev *Strategic Marketing Management*
3. In 1980 the writer had a lengthy discussion with Werner Heubeck, CEO of Ulsterbus, who insisted on delivery of Bristol RE buses rather than the Leyland Nationals prescribed to the NBC captive market.
4. Lady Docker's gold-plated Daimler was a classic example. The phenomenon is examined by Thorstein Veblen in his 1899 work *The Theory of the Leisure Class*.
5. The "Roadliner" was a rear engine single deck bus introduced in 1962. It was conspicuously unreliable. *Bus Blunders* by Gavin Booth pp13-15 gives a succinct account.
6. The Guy *Wulfrunian* was a front engine forward control double decker which was ruinously unreliable. Its fame is described in *Bus Blunders* op cit
7. For the history of many vehicles builders I have used sources in Armstrong et al *Companion to British Road Haulage History* and in Mulley et al *Companion to Road Passenger Transport History and contemporary comments in "Commercial Motor"*. For the specific case of Leyland Motors, a trenchant view is presented by Geoffrey Hilditch in *Steel Wheels and Rubber Tyres Vol 3*, page 72.
8. Brown T. "Tragedy and Decline An inside view of UK engineering." Matador books 2018

Viewpoints and opinions expressed by contributors should be seen as personal and do not necessarily reflect the views of the Association.

Shropshire's stage-coaches, 1835

Peter Brown

This paper provides an account of the subject introduced as a presentation in the 'members' interests' session at our meeting, 6th April.



In 1835, Shropshire's stage-coach services were at their peak. The roads they used had all been turnpiked, usually resulting in improved alignments, gradients and surfaces. Shrewsbury was a major coaching town on the London to Holyhead road, carrying the traffic to and from Ireland.

At this date the population of Shrewsbury numbered about 20,000; Bridgnorth, Ludlow, Market Drayton, Oswestry and Whitchurch some 4,000 to 5,000; and Bishops Castle, Ellesmere, Much Wenlock, Newport and Wem 1,700 to 2,600. The population of the east Shropshire industrial area was then increasing, Wellington having about 10,500 and Madeley (which included Ironbridge) about 6,500.

A principal source for this article was *Pigot's Directory* for 1835, which detailed the stagecoach services in the county (and those of the surrounding counties, except for Cheshire). However, the data was found to be incomplete and sometimes contradictory. In particular, where a service was mentioned in one or two towns' entries but not in others, it has been excluded from the analysis. The second principal source was the *Salopian Journal*, one of the two leading Shropshire weekly newspapers. The 1834 and 1835 issues contained surprisingly few references to stage-coaches. Nevertheless, it

proved possible to correct many of the directory entries and elicit some further information.

The diagrammatic map on page 15 shows the stagecoach services and the number of journeys on each section of road on weekdays. Services which went through the north-eastern tip of the county at Woore have been omitted. Outside the county, only those services which have started or passed through Shropshire are shown.

Shrewsbury's services

Isaac Taylor, Shrewsbury's leading coaching entrepreneur, operated from the *Lion* in Wyle Cop. His main rival, John Jobson, operated from the *Talbot* in Market Street.

Shrewsbury enjoyed nine coaches each weekday to Birmingham, seven of which went on to London (by three different routes). There were also six coaches to Liverpool and three to Cheltenham. The latter town was somewhat of a coaching 'hub' — a precursor of the role Cheltenham Coach Station had from 1931 until 1984 — as connections could be made to Bristol, Bath, Exeter and Southampton (with 'direct communication with Havre, Guernsey, Jersey, &c by steam packets').

One destination which was mentioned in *Pigot's 1828–29 Directory* but not in the *1835 Directory* was Manchester: two coaches had gone daily from Shrewsbury via Chester and Northwich and a third every weekday via Whitchurch and Northwich. An 1834 article in the *Salopian Journal* showed the reason for the loss of the Manchester service when it stated that the *Hawk* would arrive in Liverpool by 10.30am 'in time for passengers to proceed by rail road for Manchester, Warrington and all parts of Lancashire and Yorkshire'. Another sentence in the same article said that one could change at Chester from the *Hero* post coach (which went on to Liverpool) and travel via Northwich to Manchester; having

left Shrewsbury at 7am one could be in Manchester at 5.30pm.

Other towns

The market towns which were on through routes had better services than those which were not, thus Newport benefitted from being on a route used by several Liverpool to Birmingham/London services, whilst Market Drayton had just one journey a day each way. Bishops Castle had no service at all. Much Wenlock had lost the service it had previously enjoyed: in 1828–29 the *Hibernia* had passed through the town three days a week; by 1835 it ran every weekday but had been diverted through Ironbridge.

Frequency

The Royal Mail services operated daily including Sundays; many other services were weekdays only. The summer-only *Duke of Wellington* service ran from Shrewsbury to Barmouth on Wednesdays only. Similarly, the *Express* from Shrewsbury to Aberystwyth operated on Mondays, Wednesdays and Fridays in both directions. The *Sovereign* from Montgomery into Shrewsbury and back ran only on Saturdays.

The *Union* coach to Aberystwyth was unusual in that its route varied according to the day of the week. On Mondays and Fridays it went via Welshpool, Mallwyd and Machynlleth; on Tuesdays and Saturdays via Welshpool, Newtown and Llanidloes; and on Wednesdays and Thursdays via Welshpool, Newtown and Machynlleth. In winter it operated only on Tuesdays, Thursdays and Fridays, giving one journey a week on each route.

Timings and speed

Although the *Salopian Journal* served the whole of Shropshire and the border counties, all stage-coach entries related only to Shrewsbury itself.

The starting time was usually stated, and occasionally the time of arrival at the eventual destination. The intermediate times were not given, even for new services; sometimes the intermediate stops were never mentioned. There were two fast services to London. The *Stag* was advertised to take 14¾ hours, an average speed of 10.5mph; the *Wonder* took 15½ hours, an average speed of 10.2mph (for a slightly longer journey).

For other services it has been necessary to rely on the directory entries for the intermediate towns. Only departure times were shown. The arrival time at the end of the journey has been inferred from the time taken by coaches in the opposite direction. Coaches typically stopped for half an hour for breakfast, lunch and supper; this means that place-to-place timings on the journey can appear misleadingly long if a meal was taken at the second place.

Royal Mail services operated under contract to the government, carrying both mail and passengers. They had the disadvantage that they ran at the times the postal service wanted, which was not necessarily the times the potential passengers wanted, but were regarded as particularly reliable.

It has been possible to calculate times for 25 services. Excluding the three services between Shrewsbury and Aberystwyth/Barmouth, the average speed of the remaining 22 journeys was 9.0mph. Actually, these calculations understate the travelling speed, as the breaks for meals and for changing horses have not been deducted from the total times.

The services to Aberystwyth and Barmouth were noticeably slower than the others (an average of 5.8mph). These routes were hillier and because they would have been less busy, the turnpikes' income per mile would have been significantly lower, so less money was available for improvements. An hour was added to the time taken to get to or from Aberystwyth in winter.

With that exception, the winter timings were the same as those in summer, implying that neither darkness nor poorer weather were significant in stage-coach operation by the 1830s.

Fares

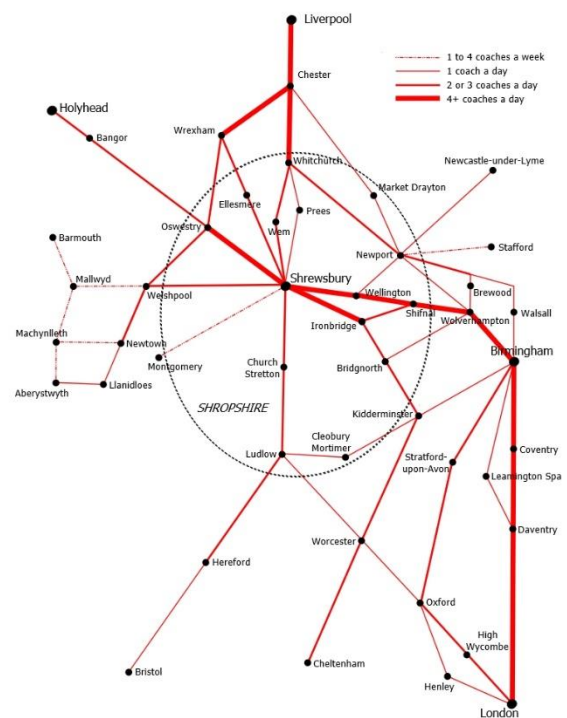
Fares were mentioned only twice in the two years' newspapers studied. When in October 1834, Jobson announced 'Very reduced fares to London' by the *Nimrod*, *Salopian* and *Emerald*, they were said to be one pound ten shillings inside and fifteen shillings outside. At that time a craftsman could expect to earn about one pound a week. Taylor responded immediately, promising fares as low as any other firm, not only to London but to all parts of the kingdom.

Coaches

Robson's *London & Birmingham Directory* of 1839 gives a little information about the coaches. Almost all had just four inside seats; most had eight outside seats, some just four or five.

A few of the advertisements stress the quality of the coach: 'superior' (*Duke of Wellington, Stag*), 'very superior' (*Wonder, Hero*); some the speed: 'fast' and 'expeditious' (*L'Hirondelle*). Concerning the last-named, the advertisement ended: 'No expense is spared to render it the most superior coach in the kingdom'. Isaac Taylor concludes his long advertisement in the summer of 1834 thus: 'The proprietors assure the public, that the above coaches are all travelling at as great a speed as is consistent with safety; and that they will at all times endeavour to merit a continuance of their liberal support, by every endeavour to conduct the above establishment in a superior manner.'

When the new London service, the *Stag*, was announced, the reader was told that the 'new and elegant fast day coach' to London would leave the *Lion* in Shrewsbury at 4.45am and arrive at



Above: A diagrammatic map, compiled by the author, of the network in 1835

the Bull and Mouth in the City of London at 7pm the same day. The rest of the advertisement is more difficult to understand: 'Isaac Taylor has been induced to commence running the *Stag* to prevent the celebrity of the *Wonder* [Taylor's Holyhead to London coach] being in any way injured by racing or at all interfered with in the regularity which hitherto has been so punctually observed by that coach.'

From the various advertisements one can infer that the public considered that through services and continuity of the coachmen were both desirable. For example, Jobson's advertisement for his Barmouth service said: 'One coach and the same coachman throughout'. However, Taylor's advertisement said that his was the 'only direct coach to Barmouth' — which clearly contradicted Jobson's. The directory information implies that Taylor was right and Jobson was wrong. Jobson's service left at the same time as his

Holyhead service, meaning that it was quite likely that a change of coach was needed, probably at Corwen, onto a Chester to Barmouth service (via Bala) whereas Taylor's was definitely direct (via Welshpool).

Stage-coach names related to the route and timetable, not to the vehicle itself — in other words, they were analogous to named trains. Unlike named trains, with few exceptions (*Salopian*, *Shropshire Hero*, *Sir Watkin*) the names had no relevance to the destination or the area served.

Operation

Robson's *London & Birmingham Directory* of 1839 gives some information about the operators of stage-coaches. In the entry for Shrewsbury 21 coach services were listed, with twelve different operators. Isaac Taylor had seven coach services; J. Jones (probably a successor to Jobson) had three; E. Evans had two; and nine operators had only one each. (This was not a comprehensive list of Shrewsbury's services. Those from Birmingham, for example, were listed under the latter town — there were four services with three operators, none of whom were also listed at Shrewsbury.)

Coaches were pulled by galloping horses. The team was changed every six miles or so on the faster services; on slower services the stages could be some twelve miles. The intensity meant that the life of coach-horses was short, perhaps five or six years. One major national firm replaced its fleet of horses after three years on average, the horse then going on to less onerous work.

Advertisements stating that certain services had four horses drawing the coach (*Duke of Wellington*, *Stag*) implied that some other services had only two horses. This would have affected the speed, of course.

The horses were the major factor in determining the services' management and financing. A study of stage-coaches in the Bristol area by Dorian Gerhold [*reviewed in our February 2013 issue. Ed*] has shown that in the 1830s about 40% of the cost was provender and a further 15% was other horse-related costs. As a consequence, the services tended to have several partners along the route, each looking after one or more stages. The cost attributable to the coachmen and guards was slightly under 10%, as were tolls. Taxes came to a little over 10%. The coaches were generally not owned by the operator, but hired.

Developments

In July 1837 the Grand Junction Railway opened for passengers between Birmingham and Warrington (from where trains went on to Manchester and Liverpool). A new daily service, the *Victoria*, was introduced from Shrewsbury via Market Drayton to Whitmore Station.

In September 1837 mail from London to Dublin was transferred to the railway between Birmingham and Hartford, from where it went by stage-coach via Chester and the north Wales coast road. The fast mail coach via Shrewsbury continued to operate until May 1838 when a new Birmingham to Holyhead mail coach service via Shrewsbury was introduced to serve the intermediate towns.

Once the London & Birmingham Railway opened throughout in September 1838, the stagecoach services which formerly went to London were terminated at Birmingham. Further withdrawals happened when more railway lines opened. Shrewsbury itself was relatively late in being connected to the national railway network, the line to Chester opening in October 1848, to Stafford in June 1849 and to Wolverhampton in November 1849. The end of Shrewsbury's stage-coach services came in January 1862, when the line to Welshpool opened.

Members' interests

The meeting at Coventry on 6 April provided the opportunity for members to present current research interests in the road transport history field.

Martin Higginson described his work on 'The impact of buses and trams on the English language'. He noted that buses and trams have a long history in popular culture, for example in literature, visual art, and film. To become part of everyday language, a new word or expression must have become widely used. This could include both new uses for existing words or phrases, and new cases. The origin may be debatable. For example, the term 'omnibus' has been attributed both to the Omnès family in Nantes, and Stanislaus Baudry of the same city.

One claim is that Baudry's pioneering bus route (inaugurated 10 August 1826) started near the *Omnès Omnibus (Everything for everyone)* hat shop of the Omnès family. People began to say that they were 'taking the omnibus'. Another is that Baudry called his vehicles *Dames Blanches* (White Ladies). Critics said this made no sense, to which Baudry replied 'They are omnibus cars' (cars for all). While Baudry's services were short-lived, the word subsequently appeared in the title of London General Omnibus Company, in use until 1933, and survived in the names of operators such as Southern Vectis and Western National. Reference to Monsieur Baudry as the originator of the term Omnibus may be found in H C Moore, *Omnibuses & Cabs: their origin and history*, London, Chapman & Hall, 1902, pp 7 - 9

Examples of 'adopted terminology' associated with the bus industry include:

'Knifeboard' : Seats facing outwards in a long back-to-back row (Punch, 1862)

'Garden seat' : Paired forward-facing benches

'Seats on top' : Originated with open top double deckers – on stagecoaches these had been termed 'outside'

'Pirate' : Entryist independent of perceived poor quality (1920s and 1980s)



Above: A 'Knifeboard' bus, The Favourite Whetstone to Charing Cross, London (Martin Higginson collection/Birkbeck College)

In some cases, expressions associated with transport have subsequently gained wider meanings. For example, '*Drive a coach and horses through*', meaning to forcefully rebut an argument or proposal, was first applied with regard to the Act of Settlement by Sir Stephen Rice, Chief Baron of the Irish Exchequer, referring to his vigorous opposition to that Act, c.1670. This was subsequently broadened to '*Drive a coach and six horses*' through any Act of Parliament, an 18th Century modification attributed to another Irishman, Daniel O'Connell, who also defended the Catholic cause. Another case is that of *Missed the bus*. This originated in the 1840s, and has come to mean losing any opportunity. It is said to derive from a missed appointment in Oxford at the time of John Henry Newman's decision to join the Catholic church: A colleague set off to join him, but missed the bus, and thus the conversation he might have had, which could have taken him to Rome.

Another category is a new concept, which then gains a wider meaning. *Busman's holiday* - leisure time spent doing what one normally does for a living – is said to originate in horse bus days, referring to instances when certain drivers became so attached to their horses that on their days off they spent their time travelling on their

own buses in order to keep the horses company and to ensure relief drivers treated them well.

Martin concluded by reviewing how buses and trams have influenced linguistic evolution. Evolution in language and technology has been linked through the medium of popular culture. The presence of buses and trams has facilitated the enrichment of language by introducing new words, new uses for old words and new expressions. New words and phrases have originated with the arrival on the scene of buses.

In addition to Martin's presentation, Ian Yearsley spoke on work relating to role of the Public Works Loan Board in financing transport projects by local authorities, and how it determined its priorities *vis a vis* other aspects such as housing (see his response to comments from Peter Brown, elsewhere in this issue).

David Starkie is seeking records on actual journey times in 1950s and early 1960s, for example from logs kept by motorists. There is little existing data. One example he quoted was from a log based on an AA-recommended route, which showed a surprisingly low average speed of about 22mph, excluding stops.

PRW

Book Reviews

Following the review in our last issue (no 95) of the 'Road Haulage Archive' series on Selling Lorries' (issue 21, covering the 1950s), its issue 23 on 'Selling Lorries – the late 1950s' causes your reviewer to repeat his comments, with the additional observation that a social trend of the period is reflected in such advertisements as that for the Karrier Bantam mobile shop: "Mobile shop trading is booming!".

Richard Storey

ANDREW HENSON WALLER

20 April 1938 - 2 February 2019

Andrew Waller, 80, died in hospital on 2 February, a month after suffering a stroke.

Born in Hampshire, he lost his father at an early age, his mother remarried, there were several moves, all turmoil set against the backdrop of WW2. Eventually, the family settled in Titchfield, north of Southampton, and seeds of a future interest were set by Andrew's regular visits with a cousin to Southampton Bus Station to note bus types, times and much else.

Bradfield followed, and then, National Service, where being stationed with the Army in West Germany and Berlin, awoke a gift for learning languages, including French, German and Russian. Then, up to Oxford to read PPE, and after, to join Reuters, that most prestigious of news organisations, as a graduate trainee. He worked initially on the Eastern Desk in London, but then received his first foreign posting to Moscow as a correspondent. From Moscow he was posted in 1967 to Geneva and then back to Moscow in 1970 as chief correspondent.

Assignments in London on the World Desk, Cairo and Beirut at the height of the civil war followed. After a brief assignment to Amman as regional correspondent, in 1977, Andrew became chief correspondent in Brussels. He then left in 1980 to join the International Institute of Communications, in technologies for information management and delivery, but rejoined Reuters

in 1987 as deputy editorial operations manager, followed by other head office posts. He retired in 2000 as director of Reuters corporate web office.

Retirement did not mean standing still. The interest first kindled in Southampton Bus Station could now be rekindled, and Andrew threw himself into historical research with both the Roads & Road Transport History Association and the Transport Ticket Society.

Three TTS publications – on the tickets of Hants & Dorset MS and Wilts & Dorset MS - were followed by two major hardback histories: with Colin Morris, *The Definitive History of Wilts and Dorset Motor Services Ltd, 1915-1972* (2006), and *Bere Regis & District Motor Services: The Life and Times of Country Busmen* (2012) [*reviewed in our February 2013 issue. Ed*], both published by the Hobnob Press and both destined to become standard works.

Family and local community were not neglected; Andrew was active in many other ways, as a local school governor and churchwarden.

A family funeral was held at the church of St Thomas of Canterbury, Tangle. This was followed by a thanksgiving service at Christ Church, Hatherden, near Andover, at which many friends and former colleagues attended, including several RRTHA and TTS members.

Our condolences are extended to his wife, Jacque, sons Patrick and Martin, and family.

David Harman

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