

Pitfalls in Producing a book.



Australian Railway Enthusiast

\$4.95

Vol. 32, No. 2 June 1994



MEN OF THE FOOTPLATE

1861

LOCOMOTIVE ENGINE
DRIVERS' ASSOCIATION

1872

LOCOMOTIVE ENGINE
DRIVERS' & FIREMEN'S
ASSOCIATION

1899

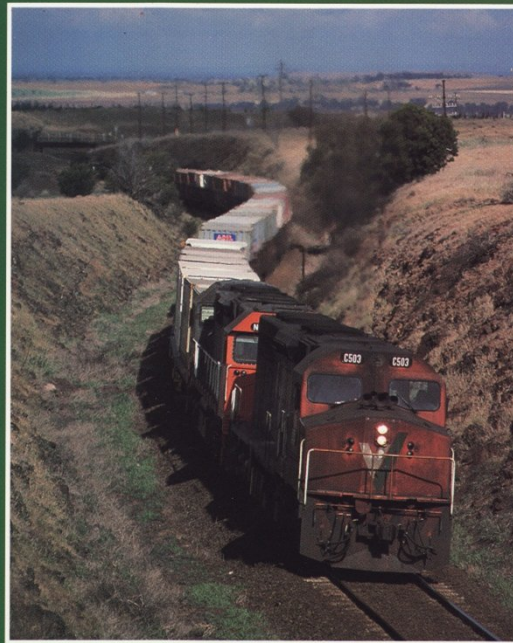
FEDERATED RAILWAY
LOCO ENGINEMEN'S
ASSOCIATION OF
AUSTRALASIA

1902

THE VICTORIAN
LOCOMOTIVE
ENGINE-DRIVERS',
FIREMEN'S AND
CLEANERS' ASSOCIATION

1920-1991

AUSTRALIAN FEDERATED
UNION OF LOCOMOTIVE
ENGINEMEN



*One Hundred and Thirty Years
of Railway Trade Unionism
1861-1991*

BALLARAT'S HERITAGE TRAMWAY



Ballarat Tramway
Preservation Society

CITY & COUNTRY HOTELS ARCHITECTURAL APPRECIATION & PRESERVATION SOCIETY



C.C.H.A.A.P.S. CHATTER

\$5.00
to
non-members
ISSUED FREE TO
FINANCIAL MEMBERS

Issue 23

September 2008



Court House Hotel, Boorowa, NSW

In this issue...

- From the States Co-Ordinator
 - Along an old branchline
- A tale of two towns: Their rise and fall depending on transport
- Hotel closures at Cootamundra
 - New members

What is a Book?



The Idea

Assess the need?

An Author?

The Production

A person or a committee?

What is the market?

How many to print?

Storage and Distribution?

TECHNICAL DETAIL

Book size (A4, American Quarto etc)

Hard cover/ soft

Typesetter

Printer

Print run

Paper stock

Pictures – slides, prints, digital

Cover design



A steam winch rolling logs onto a 'set' at a typical bush landing.

Melbourne University Archives.



LAST TRAM AT 11

BY WILLIAM SCOTT

TRAMWAYS OF BALLARAT BENDIGO GEELONG



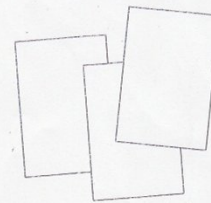
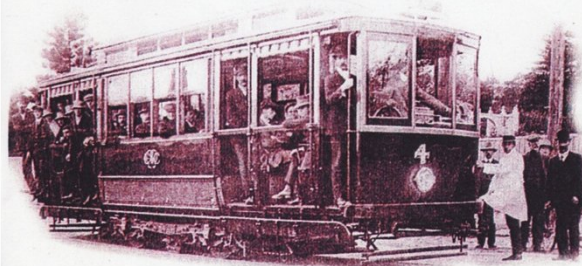
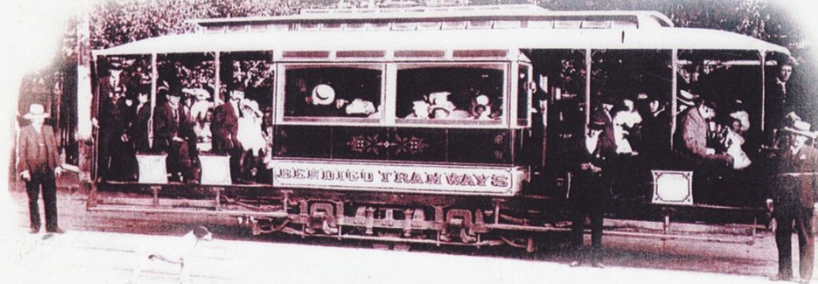
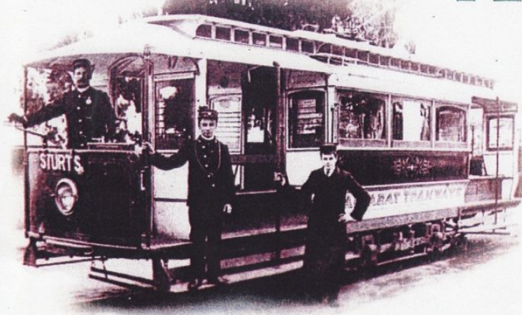
FULL PARALLEL PRODUCTIONS

LAST TRAM AT

11

BY WILLIAM SCOTT

TRAMWAYS OF
BALLARAT
BENDIGO
GEELONG



Full Parallel Productions



WILLIAM F. SCOTT

LAST TRAM *at* 11

TRAMWAYS
OF
BALLARAT
BENDIGO
GEELONG



FULL PARALLEL PRODUCTIONS



WHAT A STORY!

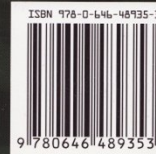
The struggle to achieve and then sustain public transport along the streets of Victoria's major provincial cities casts light on the period between the dominance of the horse and that of the motor car, when electric tramway systems seemed viable in aspiring communities of about fifty thousand people. And when local councils were prepared to accept the assurances of private companies that they could do the job ...

This book will give general readers a pleasurable understanding of forgotten days.

It rewards lovers of the trams with copious illustrations, excellent route maps and fine detail about tramway fleets. William F. Scott has completed his demanding project with enthusiasm and skill.

Professor Weston Bate

PRESIDENT: ROYAL HISTORICAL SOCIETY OF VICTORIA
2003-2005





Redline Studios

About the Author

William F. Scott is a Senior Associate of Australia's insurance institute and retired Loss Assessor. Many years in this profession equipped him with investigative skills which could be transferred to the field of tramway history.

William's interest in tramways was evident at an early age when introduced to impressively large double-decker cars of London Transport. Subsequently, his family moved to Birmingham where his passive interest became active. He conversed with traffic inspectors and maintenance staff, as well as reading magazines, thereby becoming quite knowledgeable for someone in their mid-teens.

On relocating to Melbourne a number of years later it was not long before William resumed his former involvements. During the 1980s he was gaining practical knowledge and experience on museum lines and began writing illustrated articles mainly on heritage aspects in Victoria. It was from this background that William F. Scott launched into preparing his well researched book, *Last Tram at Eleven*.

Marketing

PRE PRODUCTION OFFER

LAUNCH

Allow for freebie copies
both handouts and reviews

Christmas sales

RADIO/ PRINT/ BOOK REVIEWS

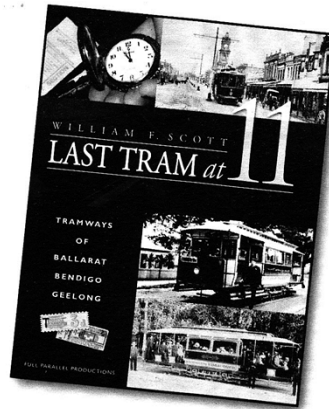
STRIKE WHILE THE IRON IS HOT

Book shelf life

ADVANCE NOTICE
of an exciting new book
'LAST TRAM AT 11'

THE story of Victoria's provincial tramway systems at Ballarat, Bendigo and Geelong has never been told before in such detail in one book. It is the largest and most extensively researched work ever produced on the subject. 'Last Tram at 11' rolls through the stories of the several companies that provided tramway services with battery, steam and electric trams in Bendigo; horse and electric trams in Ballarat and electric trams in Geelong. The individual story from each city is then brought together with the transfer of the three systems to the State Electricity Commission. It is the story of tramway transport in those cities and the politics, public demand and economics that pursued the services through the 1930s Depression, the war years and into the age of private motor car ownership. Part of the Ballarat and Bendigo systems run as heritage lines and these are well documented as the story of the provincial tramways continues.

Researched and written by William F. Scott, 'Last Tram at 11' is a quality 208 page hard cover book, complete with dust jacket and quality art paper. It has copious colour and black and white photographs, excellent route maps and fine detail about tramway fleets. William F. Scott has written many articles on tramways and published a souvenir book for visitors



to the Ballarat Tramway Museum. He is well versed to research and produce 'Last Tram at 11'.

This history may well be the definitive book in its field and the standard work of reference.

Due for release in October, 2008, this book is available at a pre publication price of \$35, plus postage and handling. Orders can also be collected from the Tram Depot at Ballarat and the Victorian Railways Institute, Ground Floor, Flinders Street Station, from October, for those who find these outlets convenient and wish to save on postage.

Please supply copies of 'Last Tram at 11' @ \$35.00 \$

Post my order (up to 2 copies in each satchel) @ \$9.30 (within Aust.) \$

Total payable: \$

Method of payment (Please tick where applicable):

(Price includes GST)

Cheque (Payable to Full Parallel Productions) **Money Order**

Credit Card: Mastercard VISA Name on Card:

Number:

Expiry Date: / Signature:

Delivery address: Name:

Address:

Postcode: Telephone:

OR I will personally collect my order from Ballarat Tram Museum VRI

Telephone 0418 535 291, from October, to ensure when the book is available for collection. General enquiries also to this number or email: acre@alphalink.com.au. Overseas enquiries welcome.

Enclose this slip with payment to: Full Parallel Productions, 66 Service Street, Clunes, Vic. 3370

AITON ON MONDAY

with Doug Aiton



We haven't had trams for 50 years, but they're still missed

Keeping track

MANY Geelong citizens would still remember the trams of our fair city.

I'm one of them. As a schoolboy, I used to catch a tram in Pakington St at what was then the Newtown and Chilwell Town Hall and it would take me down through the city to the terminal at Eastern Beach.

More or less every day of the summer holidays, I was on that tram, eager to get to the pool and spend a lazy day with my mates. Eastern Beach was very little different in those faraway days from what it is today.

The tram ride itself was pure bliss. There's something extremely relaxing about a tram. It trundles along like a tortoise through the faster automobile traffic, untroubled, uncompetitive, safe and soothing.

The Geelong trams were, from memory, about half the size of the Melbourne trams, and they had an outdoor area at each end where you could sit and take in the breeze.

But the trams were not to last all that long. The post-war development of Geelong went way beyond the tram terminus



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But the trams were not to last all that long. The post-war development of Geelong went way beyond the tram terminus at the end of every route.

So in the early 1950s there was a review of Geelong's passenger transport system. This was initiated by the Geelong Chamber of Commerce and was followed by a full

'In the 1950s the trams were really fashionable. It was a new age, you could buy Laminex, you could get a black-and-white TV.'

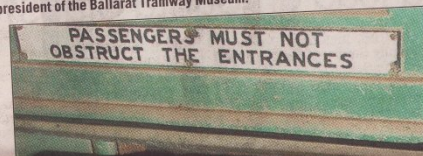
inquiry by the then Transport Regulation Board in 1953. This review recommended



ALL ABOARD: Richard Gilbert, vice-president of the Ballarat Tramway Museum.

It seems to me that from that year on, everyone has lamented the disappearance of the Geelong tram. Certainly there has never been the slightest suggestion that they should be terminated in Melbourne.

At last, a salute to the trams of Geelong, Ballarat and Ben-



and Electric Supply Company above the doorway.

"It was a five-track depot, and when I look I wonder how they fitted 31 trams in there at night. It would have been a tight squeeze.

"In the 1950s the trams were really fashionable. We were dealing with trams really from the First World War era. Everyone had gone through

president. He has been the organisation 37 years

"I was 40 years old when I was on an electric tram between Geelong and Melbourne. And then on electric Melbourne trams," he said.

The Ballarat Tramway Museum is in the Ballarat

Distribution

Personal approach - problems

'The big boys'

Bad debts

Professional distribution

Dennis Jones

Amazon

Google advantage

Red hen

