



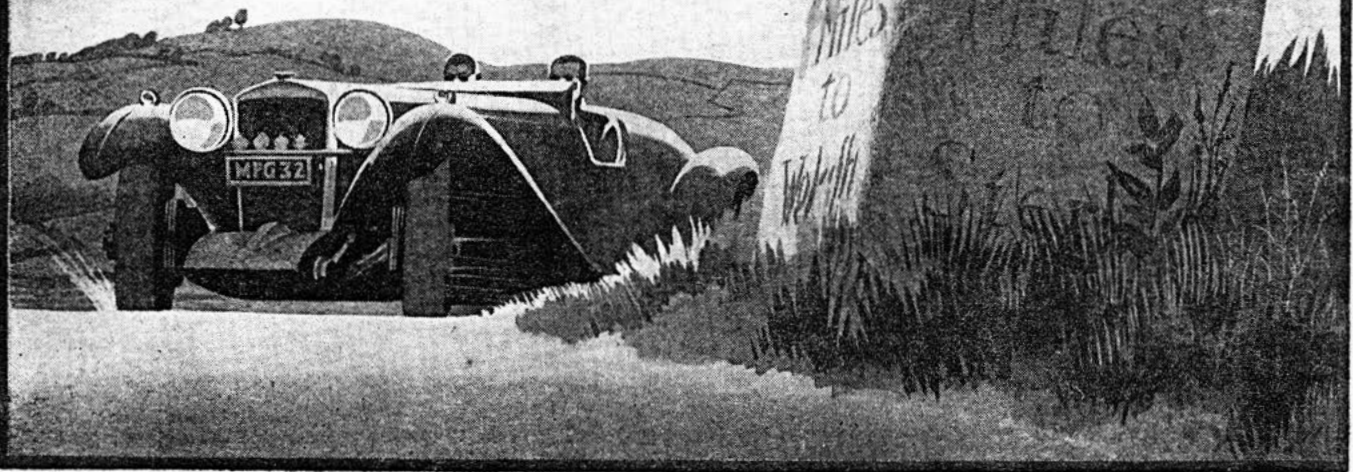
FAMOUS MILESTONES REVISITED



A 1930s Milestone
for the Motor-Car
Age



Famous **MILESTONES**



A

WRITER of a road book published in early Stuart times writes: "It is a usual manner, in many parts when wayes be doubtfull for a traveller to find a standing post with a hand to direct men the ready way; but those hands do not tell thee how many miles, nor the distance from place to place."

It was not until the eighteenth century was well advanced that official milestones were for the first time placed on the King's highway. Though unofficial mile-marks appeared as early as 1633 on the Dover Road and in other districts, these were erected by private enterprise. This booklet containing a collection of some of the most historic and interesting guideposts and milestones in the country is sent you with the compliments of National Benzole Co. Ltd. in the hope that it will add interest to your motoring.



Back in the 1920s, the National Benzole Company produced a small (approx A5) booklet to promote their petrol to the new generation of automobile owners, featuring "Famous Milestones". A second booklet was produced in the 1930s, "Passing the Milestones", and the Society's founding father Terry Keegan photocopied this and distributed it to members.

A hundred years after the first edition appeared and to celebrate the 25th Anniversary of the inaugural meeting of the Milestone Society in autumn 2000, it's interesting to see how those Famous Milestones have fared - with many thanks to all who have participated. Enjoy browsing through the updated pages.

THE MENU MILESTONE, THAXTED, NR DUNMOW, ESSEX



The "MENU" MILESTONE at THAXTED

MOTORISTS passing through Thaxted, Essex, will have noticed this odd milestone which offers such a variety of roads that it resembles a menu rather than a milestone. It lies 6 miles north of Dunmow.



DO YOU KNOW . . . ?

That Great Britain imported hundreds of millions of gallons of motor spirit from America and other countries last year alone? By running your car on National Benzole Mixture—the British motor spirit—you are supporting British labour and enterprise and helping to maintain our insular independence.



The wonderful Thaxted milestone and its accompanying fingerpost are no longer - here is the modern equivalent! Images credit: Jacquie Stafford-Baker.

CAMBRIDGE TO LONDON ROAD, NR TRUMPINGTON



TRINITY HALL MILESTONE *on the* CAMBRIDGE-LONDON ROAD

THIS is one of several stones put up by two members of Trinity Hall, Cambridge, who established a trust of £1,600 to provide funds so that the stones might be kept in good repair. All these stones bear the black crescent of Trinity Hall shield. The stone illustrated is on the main Cambridge-London road about 2 miles from the village of Trumpington.



MAKE THIS TEST

Check your consumption over a given distance, using ordinary motor spirit. Then fill up with National Benzole Mixture and check your consumption over the same distance, under comparable conditions. Your petrol gauge will tell you—you will obtain greater mileage on "National."



On the B1368, the milestone was well cared for in 2001, but less so in 2010.

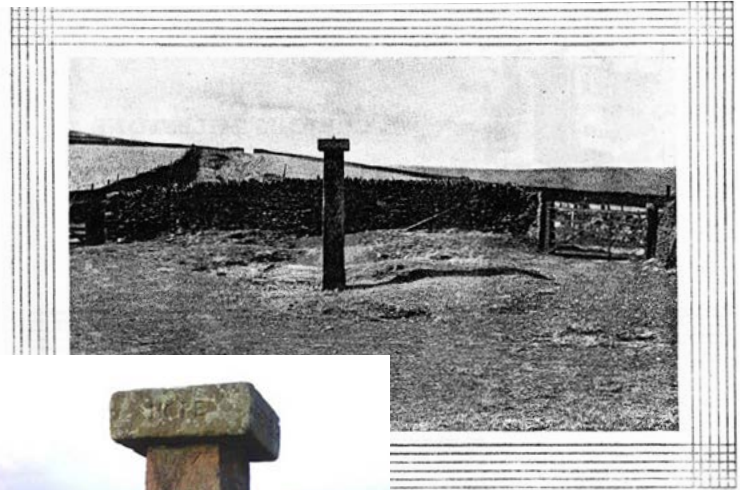
Images credit: Keith Evans, under a Geograph Creative Commons licence.

THE PILLAR, NR HOPE, DERBYSHIRE



“THE PILLAR” near HOPE DERBYSHIRE

THIS stone lies on an old Roman road high above the village of Hope in Derbyshire. It is curious in that the capital is secured to the base by an iron nut and bolt. In all probability this and other contemporary stones were put up in accordance with the laws of the reign of William III.



2 GALLONS OF NATIONAL = 1 TON OF BRITISH COAL

For every gallon of “National” you buy—approximately half a ton of coal is needed. By running your car on National Benzole Mixture you are materially aiding one of the basic industries of the country.

The Hope Cross at Edale: the original preaching cross was converted to a guide stone by adding a capstone with directions. The capstone was stolen in 2012 but was found and restored.
Image credit Jan Scrine.



BUXTON BOBBIN MILESTONE, BUXTON-LEEK ROAD, NR BUXTON

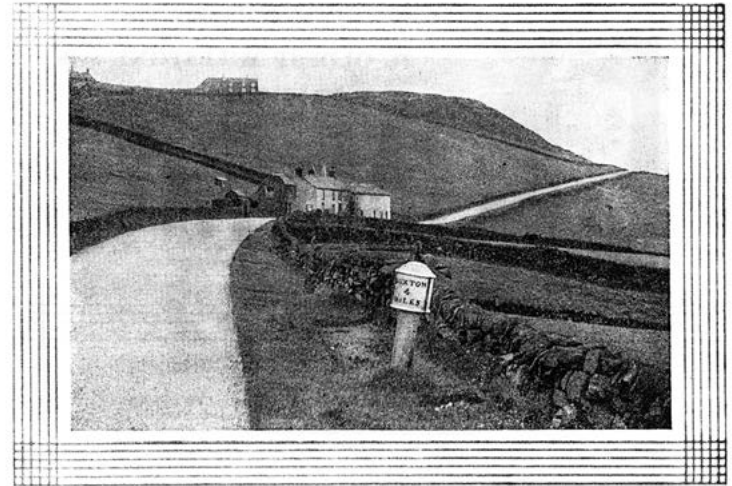


THIS CURIOUS MILESTONE

A TYPE of modern iron milestone which is peculiar to the country around Derby. This particular stone is situated four miles from Buxton, on the Buxton-Leek Road. Its piston-like design is in contrast to other modern milestones, which are usually triangular in shape.

WHAT IS THE DIFFERENCE BETWEEN "NATIONAL" AND ORDINARY MOTOR SPIRIT ?

"National" is a "Mixture" fuel—a perfect blend of British Benzole and high-grade petrol. It is the Benzole that gives "National" an exceptionally high proportion of aromatic hydrocarbons; and aromatic hydrocarbons are the main source of power in any motor spirit.



Sadly, many of the Derbyshire cast iron "bobbin" milestones along the A53 have been lost, including Buxton 4 miles. Buxton 2 miles still survives! Image credit: Richard Law, Geograph under a Creative Commons Licence.



PURLEY ROAD, CROYDON



The OLDEST MILESTONE on the BRIGHTON ROAD

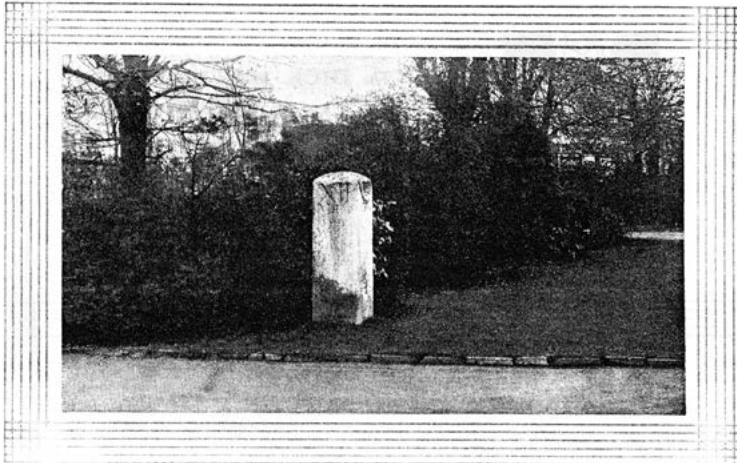
THIS is the last of the thirteen milestones erected in 1743 from the Standard in Cornhill to Croydon, at the expense of the inhabitants of Croydon. The utility of these marks was such that the gentlemen of Sussex continued the series along the then Brighton road that ran through East Grinstead. The stone now stands in the grounds of the Purley War Memorial Hospital, near Croydon.

DO YOU KNOW . . . ?

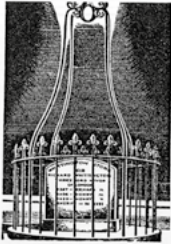
That "National" definitely reduces carbonisation? The slight residue which is left is of so soft a nature that it can be wiped off with a cloth! Ordinary fuels leave hard deposits. National Benzole Mixture, having been subject to so many exhaustive filterings and distillations, is entirely free from gum and carbon-forming properties.



In 2001, the milestone was still in the grounds of Purley Memorial Hospital, by the west side of the A235, in bushes close to the boundary wall. The inscription reads : XII Miles from West Minster Bridge : XIII Miles from The Standard in Cornhill LONDON : 1743 : 391/2 Brighton.
Image credit: D.J. Whines, from Geograph under a Creative Commons License.



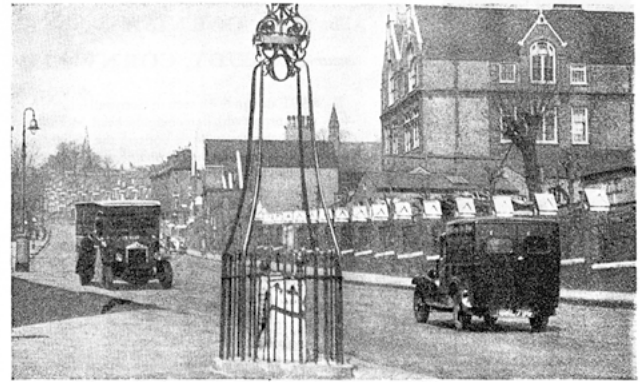
DICK WHITTINGTON MILESTONE, HIGHGATE



The DICK WHITTINGTON MILESTONE *at* HIGHGATE

LEGEND states that it was whilst sitting upon this famous stone that Dick Whittington heard the Bow Bells calling "Turn again Dick Whittington, thrice Lord Mayor of London." The stone stands on the left-hand side of Highgate Hill.

Whether your car cost £100 or £1000, it is common sense to make it a sound economical investment every mile, every minute, that you drive. Therefore use the one motor spirit which has been proved time and time again to give greater mileage—the British motor fuel—National Benzole Mixture.



In 1964, an art student was commissioned to place a statue of a cat on the stone, made from black polished Kellymount limestone. Visitors to the nearby Whittington hospital often stroke it for luck! Image credit: Heritage of London.



ST MABYN, NEAR BODMIN, CORNWALL



An OLD CORNISH STONE near ST. TUDY, CORNWALL

A RARE design to be seen in Cornwall is this 6 ft. granite post with its rectangular head. Motorists in this duchy must have noticed the delightful vagueness of some of the Cornish stones, with only the initial letter of the nearest town engraved upon them.

This stone lies between Bodmin and Helland and quite near to St. Tudy.



At St Mabyn:
relocated and with
a new column.
Images credit Ian
Thompson.

THE SPIRIT FROM BRITISH COAL

"National" contains British Benzole produced by the coal, steel, iron and gas industries of this country. When you run your car on "National" you are helping to keep British labour employed.



TEDDINGTON HANDS, A453 GLOUCESTERSHIRE



THE FIVE-ARMED POST *Teddington Hands, near TEWKESBURY*

THE story of this ancient five-armed post is briefly told on a brass plate affixed to it:

*Edmund Atwood, of the Vine Tree
At the First Time erected me
And freely he did this bestow
Strangers Travellers the way to show
Repaired by Charles Atwood, of Teddington.*

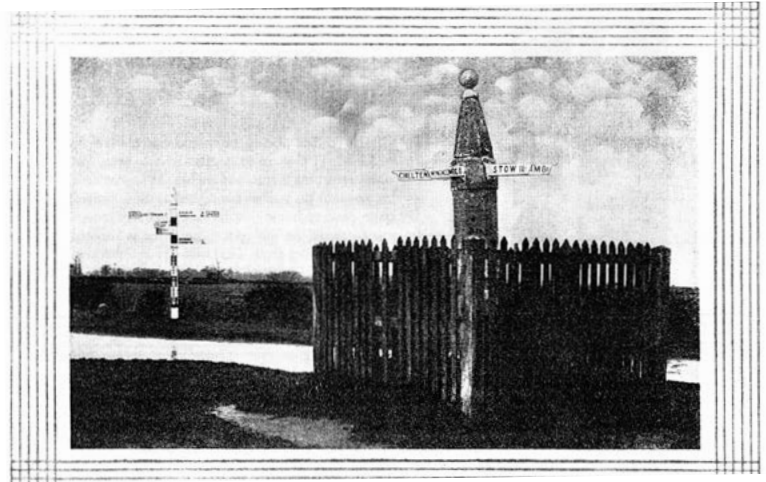
On the post itself are repeated the first four lines, with the addition:
*Ten generations past and gone,
Repaired by Alice Atwood,
Of Teddington, August 20th, 1876.*

The Vine Tree is the name of a neighbouring farm, which was in possession of Edmund Atwood and his descendants for a very long period. Alice Atwood, the last to repair the post, held the farm until her death.

FOR "STARTABILITY"

A famous engineer, testing the starting-up qualities of various motor spirits, made this statement: "... judged upon its all-in average NATIONAL BENZOLE MIXTURE ranks as the easiest starting motor spirit . . . summer and winter."

*vide "The Automobile Engineer."
For a quick start on a cold day change to "National."*



The Teddington Hands Fingerpost on the A453 is Grade II listed. Road works are putting it at risk again...

Images credits:

1. Graham Martin, Historic England [close up]
2. Selwyn Ray, Historic England,

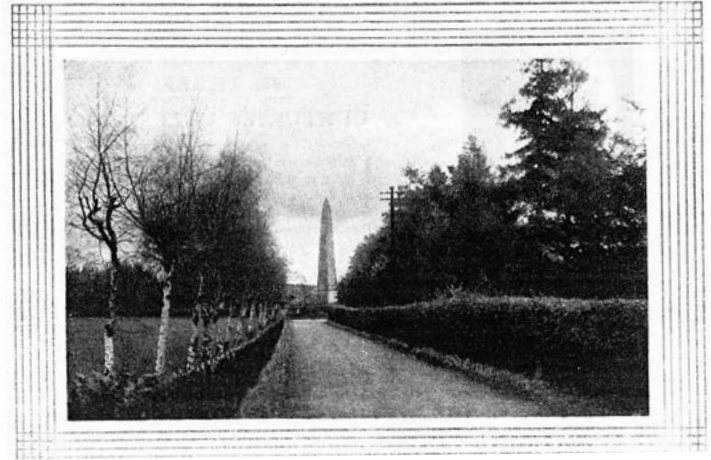


GOTTS STONE, CHALFONT. ST PETER



GOTT'S STONE at CHALFONT ST. PETER

THIS 60-foot obelisk milestone was erected by Sir M. T. Gott in 1785 after he had been lost when returning home one night. On discovering his position he was so astonished to find himself quite close to home that he had this lofty monument erected on the spot. The stone is situated about two miles from Gerrards Cross, Bucks, at the corner of Chesham Lane.



GREATER MILEAGE—AND THE REASON

The British Benzole in "National" gives the cylinder head a steady thrust, not a sharp hammer blow like ordinary fuels. That means more power and more miles per gallon.



The obelisk was damaged by lightning in 1879 and again in the 1960s, when the height was reduced from 60 ft to about 20ft, as a Monument. Attributed to Nigel Scott, Historic England; Plaque: Carol Haines, Marking the Miles.



THREE CENTURIES MILESTONE, RED LION HOTEL, ATHERSTONE, NR TAMWORTH



The THREE CENTURIES MILESTONE

THIS historic stone lies against the Red Lion Hotel at Atherstone, Warwickshire, a market town 8 miles south-east of Tamworth. The uniformity of the three centuries is more interesting than accurate.

ANTI-KNOCK

The smooth action of "National"—the thrust rather than a hammer blow, totally eliminates knocking and other troubles due to pre-ignition. It also saves wear and tear on the engine.

The milestone at Atherstone on the A5 Watling Street was known as the "3L" stone and originally gave distances to London, Liverpool and Lincoln as 100 miles each, although London was further and Lincoln was less. More recently the Liverpool and Lincoln distances have been replaced by Lutterworth 17 $\frac{3}{4}$ miles and Litchfield (sic) 15. Image credit John Higgins, from Geograph under a Creative Commons licence.



Id Milestone by Long... by J Higgins - geograph.org.uk/p.6



This is the Red Lion Hotel by the A5 in Atherstone: you can see the milestone by the doorway.. Credit: Peter Laing, Google Earth Streetview.



REST AND BE THANKFUL, GLASGOW TO OBAN ROAD, NR INVERY



The **REST AND BE THANKFUL MILESTONE**

THIS stone lies at the summit of the famous Rest and Be Thankful Hill, on the Glasgow-Oban Road, 15 miles south of Inveraray. The hill receives its name from the fact that on this spot Lord Ancrum, when making the road that traverses Glen Kinglas and Glen Croe, lost his bearings and gave the order to his troops (composed of the 24th Regiment) to bivouac there. The road was made in 1747.

HILL CLIMBING

In hilly country, you'll find local motorists use "National." That is because "National" has greater power—at levels out the hills.

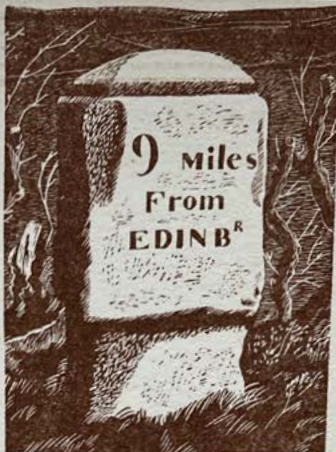


Sadly, this stone has long gone - the image is of another of the same series.
Image credit Christine Minto.

YORKSHIRE AND SCOTLAND



Above This milestone at Alwoodley near Leeds is a relic of the old coaching days. It is situated on the road to York, Otley and Wetherby



AN ANCIENT SCOTTISH MILESTONE on the Edinburgh Jedburgh road

(Below)
This Yorkshire stone is on Castleton Bidge, a mile up from Hutton-le-Hole, on an old road towards Rosedale. Its age is estimated at about 700-800 years.



THE PILLAR AT SCARTHING MOOR

near the Great North Road
This stone is interesting in that it gives the traveller some official information. "The Keys at the Jockey House" appearing on it. The keys were those of a turnpike gate. Presumably toll was collected at the inn where they were kept.
The stone lies at cross-roads on the Worktop - Gamston road



25

A VARIED SELECTION OF STYLES FROM AROUND THE COUNTRY





Issued by

NATIONAL BENZOLE CO. LTD., WELLINGTON HOUSE, BUCKINGHAM GATE, LONDON, S.W.1

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