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IceniCAM Information Service

## 1 H.P. CAR FOR KIDDIES

### Making Britain's Children Motor-Minded

Although bijou motor-cars are no new thing, the introduction announced in *The Motor* this week, of a one-horse-powered car specially designed for the instruction of children is a new conception.

Designed for use in private gardens, school playgrounds and special training grounds, The Atco Junior Safety-first Trainer, to give it its official name, opens a new prospect of making the nation motor-minded.

If every owner of a car to-day had been driving since the age of six, road sense, quick reflexes and mastery of control would be intuitive. It will be much to the good of the nation (adds the journal) if parents and guardians, school authorities and education committees appreciate that this new departure will exert lasting influence upon future safe road use. In an age of mechanised war, this early training should benefit the nation in another and also important way.

*Greenock Telegraph*

28th June 1939

## New Children's Car Teaches Road Sense



By L. H. CADE

**I**N Germany they have a "Volkswagen" or People's Car. We have a better idea in the form of a Young Folk's Wagon designed to provide training for schoolchildren so that when they reach a motoring age they will have had practical experience as motorists.

The Atco Junior Safety Trailer is a miniature car equipped with a one

h.p. two-stroke engine, one forward speed and a reverse.

Its maximum speed is 10 miles an hour, and it is fitted with normal car controls, such as accelerator, brake and clutch pedals.

Nice for the youngsters and a fine scheme for inculcating safety-first principles into juvenile minds.

It is not intended that the little cars should be run on the roads, but in private grounds.

*The Star*

*28th June 1939*



### Starting 'em Young.

**J**OHN GEOFFREY PUGH, who wields the bat and racket as deftly as he conducts the Atco motor-mower business, has had a brainwave. It's not surprising, as he comes of brainy stock. Years ago his father, C. Vernon Pugh, known as the silver-tongued orator of the cycle trade, did for cycling what my Lords Austin, Nuffield, and Perry have done for the motor industry—*i.e.*, produced machines at prices that the multitude could afford to pay. His uncle, John Pugh, invented the Rudge-Whitworth detachable wire wheel at one time universally used on racing cars on account of its lightness, strength, and easy change. He was also responsible for the Rudge motor-cycle, the first of its kind to cover 60 miles in the hour and the setter-up of many records. So you see that technical ability, as applied to transport, and commercial acumen run in the Pugh family.

Well, Geoffrey Pugh's brainwave is daringly original and prophetic in conception. For he has designed, built, tested and planned a quantity-production factory for a machine he christens the Atco Junior Safety-first Trainer. It is a motor-car in miniature, not to be confused with Doodlebugs, toy cars or those tricky little runabouts you see on the pleasure beaches. No; it's an extraordinarily safe and simplified small car, and it costs £35. It is intended to be used for training children in the acquisition of a proper road sense and in the appreciation of the control and management of power and real live machinery. The idea is that with the march of civilisation it will be just as important for the youth of the nation to be power- and mechanically-conscious as it is for them to excel in games—*i.e.*, physical fitness, and work. Thus, if this Trainer idea catches on, the present million-a-year output of children will be built up into a body of people who will give automatically really serious consideration

## PETROL VAPOUR

By W. G. McMINNIES

to driving. So that the whole standard of proficiency will increase and there will be an immense gain in all-round safety.

The market for this children's training car is much wider than one would suspect at first sight. State, preparatory, and even public schools may well install them as part of their standard equipment, just as they feature gymnasia, swimming-pools, sports grounds, and laboratories. Families of some substance and possessed of largish grounds will have facilities on the spot where their young people can practise driving and acquire safety-first road-sense. Even the motoring schools might start junior classes with the aid of this Trainer. The problem of where to practise has been settled most practically by the Atco organisation, which has produced plans for training grounds from the size of a tennis court upwards.

### I Try the Trainer.

**S**ome months ago I tested the first Trainer. I sat on it instead of in it, for the single seat is designed for children only. The tiny two-stroke engine started easily. At the maximum speed of a jog-trot I whirled the car round from one full lock to another, forwards on its one gear, then in reverse. I bumped it over rough ground, braked furiously and could not turn it over. Safety first was certainly the keynote of the design of this jolly garden tourer.

*The Tatler*

28th June 1939