



Small Car

A DEMONSTRATION was given in London last week of a miniature motor-car, "a small, scaled-down petrol-driven motor-car, reproducing the controls of a full-size car in a form which children can easily master." It is a production of Charles H. Pugh, Ltd., and is known as the "Atco Junior Safety First Trainer." One admires the enterprise of this firm for following up so practically one of the findings of the Lords Select Committee on Road Accidents: "One of the most important of remedial measures lies in the education of children . . . and that instruction in road safety should form part of the school curriculum." Pughs hold that if every car-owner to-day had been *driving since the age of six*, road sense, quick reflex and mastery of control would long ago have become intuitive. Result: A nation of skilled "veteran" motorists, road accident figures substantially reduced.

Marketing Prospects

The answer is: Give every child the chance of driving a car, and let the car be the Atco Trainer. Everybody will agree it is a neat and efficient job. It is propelled by a 1-h.p. Villiers internal combustion engine, and reproduces the controls of a full-sized motor-car in a form which children from the age of six to seventeen can master easily and quickly. It is designed for use in private gardens, school playgrounds and on special "training grounds" prepared under the direction of public authorities and private people, and is not intended for use on the highways. The trade will be encouraged to market it, and it should open up an entirely new field for retailers associated with Atco. It is hoped that in time they will be provided with an all-the-year-round sale of Atco products.

Hardware Trade Journal

30th June 1939



One h.p. Trainer Car for Children

A one-horse power miniature "stream-lined" car which may be a factor in saving millions of lives of road-users of the future is one of the newest devices now being considered by educationists as a means of teaching road safety to children while they are still at school.

The car is the result of a year of careful experimental work by the makers, and is called the Atco Junior Safety-first Trainer.

The function of the car, which is especially built for road safety training classes, is to teach a child to develop road sense at an early age through practical experience of driving a power-propelled vehicle and the observance of the "Rules of the Road."

For Children of 7-17.

The "Trainer," which will be available to the public after July 1, is a perfect miniature two-seater, with all its equipment and machinery scaled down to a size adaptable to the needs of boys and girls from seven to seventeen years old.

It has forward and reverse gears with pedal controls for the clutch and accelerator, and both foot and hand operated brakes.

The car is propelled by a one-horse-power two-stroke internal combustion engine, giving a maximum speed of ten miles per hour, and is started by a neatly placed lever between the seats. An adjustable steering-wheel makes it suitable for use by children of varying height.

Like Father's—But No Tax.

The "Children's Car" is equipped with pneumatic tyres "just like father's," and the wheels run on roller bearings.

The children, however, will have "one up on father," because they will have no tax to pay.

The car is painted green and fitted with red upholstery. The wheels and mudguards are black, and the windscreen fittings, radiator grill and hubcaps are chromium plated.

By undoing twelve nuts, an adult can lift the body of the car clear of the chassis, and can then instruct a boy or girl in the mechanism. The whole engine unit can be removed from the chassis in the space of a few minutes.

Text-Book For Young Drivers.

A sixty-six page illustrated Training Manual has been prepared by the makers for use of parents, teachers or children in conjunction with the Junior Safety-first Trainer. It has been written by experts and constitutes an exhaustive text book of elementary motor engineering and of the ethics of driving.

The Trainer costs only £35, and is available to local authorities and schools at special rates.

The makers are already world-famed for their lawn-mowers, and the chassis of the new miniature car is built on similar principles of manufacture to the Atco mower equipment.

"We have built this car in full faith that it is meeting a real need as a piece of educational equipment," Mr J. G. Pugh, managing director of Messrs Charles H. Pugh, the makers, said in an interview with a Press representative.

Will Reduce Life-Toll of Roads.

"Whether we welcome it or not, the environment of human being is becoming more and more mechanical, and children should be taught as early as possible the elementary secrets of mechanical power and the safe control and the use of it.

"Such training is at least as popular and vital as Latin, mathematics or physical training, and, furthermore, it would do more than anything else to reduce to a fraction to-day's grim life-toll of the roads in the years to come."

The "Trainer" is specially suitable, the makers suggest, for use on miniature training-grounds with road crossing signs and beacons.

Grounds of this kind have been recently laid out in a number of schools and by one or two municipalities, and a model "Safety First" training-ground has been built for demonstration purposes at the firm's works at Birmingham.

The use of "trainer cars" in schools will compare with the adoption of "trainer" aircraft which have been for many years a teaching medium in training pupil pilots.

Ferthshire Constitutional

30th June 1939

The Right Idea With Children

A Miniature Car Which Works, Designed to Inculcate Road Sense into Youngsters

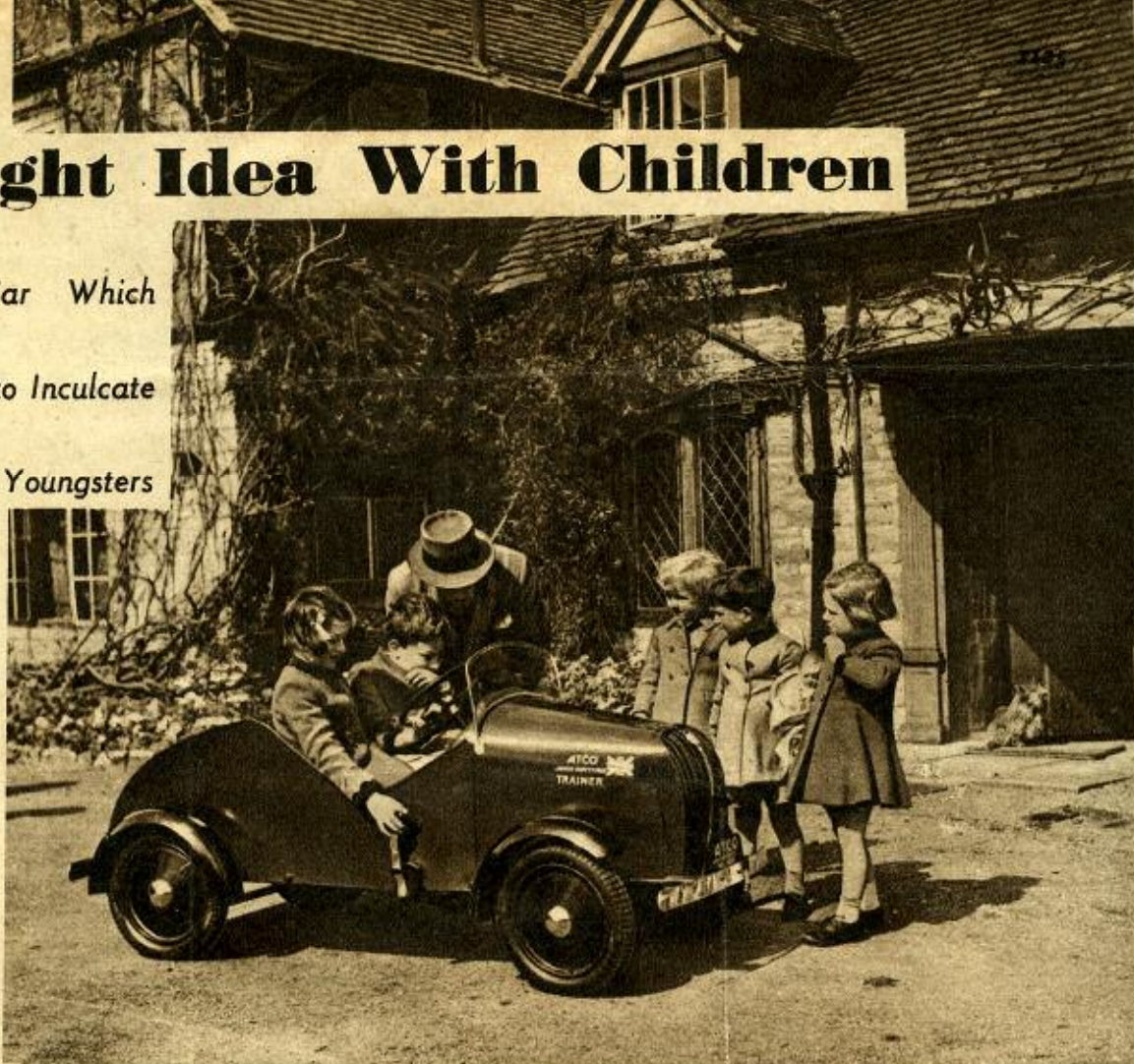
OUR children, whether they like it or not, are citizens of a mechanical age. Our fathers were citizens of a non-mechanical age, and we ourselves belong to a transitional period, which may explain why road safety has not kept pace with road transport development. At last, however, intelligent experiment is really being made and the particular one illustrated on this page certainly deserves success.

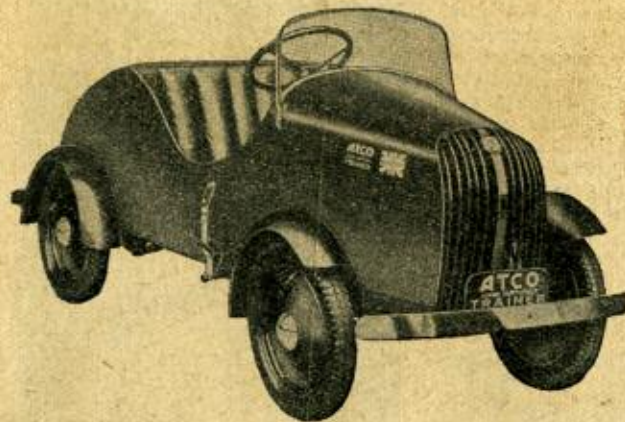
It aims at making the coming generation as car-minded as it is pedestrian-minded. Children are by nature pedestrians, and it is the ideal of the manufacturers of this little 1 h.p. car that they shall be by nature motorists. The possibilities inherent in the idea are manifold, for one of the most regrettable features of the accident problem is the entire failure of the non-motorists to grasp the motorists' point of view. Evidence of this is continually cropping up in the propaganda of various associations claiming to "protect" pedestrians and cyclists.

The little car is intended for school or home use and, needless to say, it will be sure to appeal to children, who love nothing so much as a game of make-believe, particularly when the play-acting is made "real" by

means of working models. That the possession of such a model by a school is a means of educating the youngster in traffic sense and correct road behaviour is evident. Its adoption by headmasters must assuredly in due time serve to reduce accidents.

Still another use for the little car is important. Provided, as it is, with the normal controls of a car—with the exception that it has only one forward speed—it will provide first-class "nursery" instruction for children who will one day apply for a driving licence. In doing this it will not eliminate the necessity for proper driving lessons when the pupils grow up, but, just as children who possess scooters never have to "learn" to ride a bicycle, it will provide them with a driving sense that will prove extremely beneficial. Powered by a Villiers 2-stroke engine, the "Trainer" car is made by Atco, well known for motor-mowers. It costs £35.





*The Light Car
 30th June 1939*

THE YOUNG IDEA

New "Junior-size" Car Introduced
 by Atco Concern

DESIGNED to assist in the training of children in road sense and in the control of motor vehicles, a new "midget" car was introduced last week by Charles H. Pugh, Ltd., Whitworth Works, Birmingham, 9, manufacturers of Atco motor mowers. It is known as the Atco Junior Safety-first Trainer, and, as illustrations on this page show, has been made to look as nearly as possible like a "real" car.

The motive power is supplied by a 98 c.c. Villiers two-stroke petrol engine similar to that used in motor mowers, and an important feature is that the controls are exactly similar in layout to those of a full-sized vehicle, comprising accelerator, brake, clutch, central gear lever and hand brake. The chassis is a sturdy affair of steel pressings; pneumatic-tyred wheels, 16 ins. by 2½ ins. are employed. One brake, operating on the rear axle, is fitted, and the one-forward-speed-and-reverse

(Left) a motor-car in miniature: the Atco trainer.

PRACTICE:
a demonstration ground has been laid out at the Atco works.



gear works in conjunction with a cone-type clutch and a chain final drive. The engine is mounted at the rear.

It is emphasized that the Atco Trainer is intended for use on private ground only and to ensure its safety for very young children the maximum speed is 8 m.p.h. to 10 m.p.h. Accompanying the Trainer is a Manual which not only fully describes the simple construction of the vehicle (including the way in which a two-stroke petrol engine works), but also gives much

useful advice on driving and road behaviour.

The underlying principle, for which the managing director of the concern, Mr. J. A. Pugh, is responsible, is the provision of a real car on which youngsters may become thoroughly familiar with driving and the basic essentials of petrol-driven vehicles before they reach their seventeenth birthdays and start to learn to control a full-size car.

The price of the Atco Junior Safety First Trainer is £35.