



WORLD OF MOTORING

American Plan For Road Safety

Educating Children In Car Driving

By *OUR SPECIAL CORRESPONDENT*

THERE was sound reason for believing that an important innovation had been introduced when a local authority in the London district opened a children's play centre, which included model roads with signposts, beacons, and pedestrian crossings. Toy cars were also provided, with the object of inculcating some practical measure of road sense.

Now, in the United States, motor-driving tuition with real cars is provided in the curriculum of some ten thousand schools. For a long time past it has been urged that this practice should be introduced in British schools. In the Alness Report on road safety, it was recommended that the most important remedial measures lie in the education of children. But how can children, well below the minimum age for licence-holding, be taught to drive?

The solution may seem to be provided by a new miniature car, especially designed for education purposes. It has a small one horse-power engine, and is capable of a maximum speed of ten miles an hour. Will some progressive local authority see the wisdom of devoting a few hundred pounds to this form of education?

Or would it be better to insist that education in road sense should first be gained by intelligent pedestrianism and cycling?

MOTORING NOTES

By CAM.



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Shipley Guardian
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Miniature Cars for Children's Safety Lessons

To the adult world, the training of children in road safety methods is a matter of serious, not to say, desperate, importance. To the children themselves, however, it is happily as interesting and entertaining a subject as most of their other lessons to-day, and since lessons enjoyed are more easily and thoroughly learnt than those which bore, the more entertainment value given to safety instruction, the better.

Boys and girls will certainly consider themselves lucky if they have a chance to handle the new miniature cars which have been designed as "trainers" for them. The product of a famous engineering firm, these little machines are faithful reproductions of the modern motorcar, as regards control layout, with gear lever, clutch pedal, accelerator pedal and foot brake placed in the normal positions.

There are two gears—forward and reverse—and an engine of 98 c.c., or 1 h.p. A speed of 10 m.p.h. is possible, and complete safety is assured, for the chassis is strongly constructed, efficient bumpers are fitted front and rear, and the car will not overturn even if the wheel is put hard over at full speed.

It is easy to imagine the eagerness for safety lessons which the purchase of one of these little cars by a school would promote. Shades of the Shakespearean child who dragged his way unwillingly to a school!



Atco Trainers through Longleys

Advertisements for the Atco miniature motor-car manufactured by Chas. H. Pugh, Ltd., Birmingham, makers of the Atco motor mower, were placed recently in the *Daily Telegraph* by H. C. Longley, Ltd., Birmingham.

This car, which is propelled by a 98-c.c. Atco-Villiers engine and reproduces the controls of a full-sized car in a form specially designed for children, sells for £35. Maximum speed is eight to ten miles an hour.

ADVERTISER'S WEEKLY is informed that media being used include, among others, the *Daily Telegraph*, *Times*, *Punch*, *Tatler*, *Sketch*, *Meccano Magazine*, school-masters' magazines, etc.

Main emphasis of the copy is on safety and educational value. Since the summer holidays are approaching, and the educational market in which Mr. J. G. Pugh is understood to have a philanthropic interest is thus not available, insertions have so far been in the nature of a preliminary announcement. Final plans for the main campaign later are not yet decided.

Advertiser's Weekly

13th July 1939



MOTORS AND MOTORING

SMALL TRAINING CAR

A 1 h.p. motor-car has been put on the market by the Atco mower people. It is intended for teaching children to drive with standard controls and it is suggested that school authorities who seek to instil road sense into children might establish small training grounds with model roads on which such miniature cars might be used.

The small car has Ackermann steering and there are disc wheels with Dunlop 16 by 2 $\frac{1}{2}$ in tyres. The transmission gives one forward and one reverse gear.

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One h.p. Car for Children

Above is a photograph of the Atco Junior Safety-first Trainer, a one-horse power miniature "stream-lined" car, details of which were published in our last issue

The Schoolmaster

13th July 1939