



THIS CAR SAVES LIVES

—says ANTHONY JOHNSON

★ our Motoring Correspondent

THE most sensible and practical effort I have ever known to train the rising generation in road conduct and the control of motor vehicles on the road has just been announced.

It takes the form of a 1 h.p. training car which has just been announced by Chas. H. Pugh, Ltd., the famous manufacturers of the Atco motor mower.

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 The car is driven by a small two-stroke petrol engine. It reproduces faithfully all the controls normal to a full-sized car—foot and hand brakes, clutch, accelerator, hand throttle and a gear-box giving forward and reverse gears.

It is capable of giving a top speed of 10 m.p.h.

Thus, you can see that the Atco Junior Safety-first Trainer is by no means to be looked upon as a toy.

Rather it is a serious contribution to one of

the greatest problems of our civil life to-day—the reduction of road accidents.

The car is intended for boys and girls of seven years of age onwards. A number of schools, I believe, have already taken these trainers up in their playgrounds or in recreation grounds.

And they are getting on with the excellent job of producing safe road users for the future and probably much more “road wise” pedestrians in the meantime.

The space required for training need be no larger than a tennis court.

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 The little car, which costs £35, can be obtained by easy payments. It is not a very large outlay for a school or for a father with a good garden in which, perhaps, to lay out an interesting little “course.”

I have a few most interesting twelve-page booklets about this trainer which I shall be very glad to send to responsible readers only.

Mark your envelope, “Atco,” and address it to me, c/o. “Daily Mirror,” Fetter-lane, E.C.4.

Daily Mirror

14th July 1939



A lesson in "Safety-first" with the "Trainer Car."

*London Teacher
 14th July 1939*

Items of Interest



A novel way to inculcate Road Safety.

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 "Trainer" is a perfect miniature two-seater car with all its equipment and machinery scaled down to a size adaptable to the needs of boys and girls from 7 to 17 years. A 60-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. The Trainer costs £35 and is available to local authorities and schools at special rates.



MOTORING NEWS AND VIEWS

Motor Cars for Children

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 of remedial measures lies 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 educational purposes. It has a small one-horse-powered 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?

Stockport Advertiser

14th July 1939



Kensington News

14th July 1939

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 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!