

The Trojan Museum Trust

Patron Tim Schenken



News Sheet No. 31
Summer 2021



Dear Friends,

Welcome to your summer news sheet, I am writing this on the first day that virus restrictions have been lifted in England. I hope and pray that we are finally starting to return to normal life.

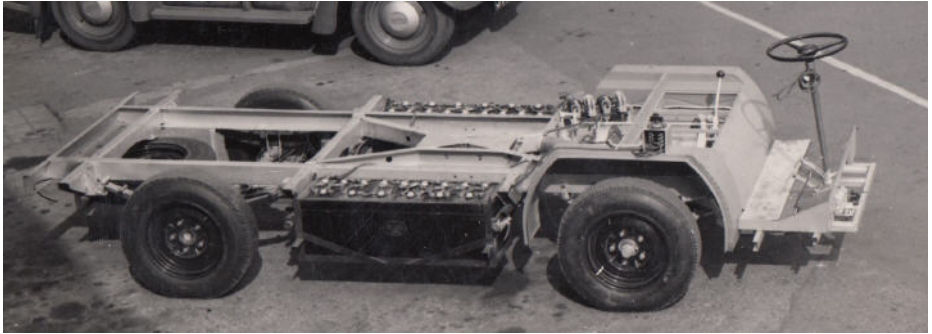
The photo on the front of the news sheet is a rather wonderful photo of a lady working on a Trojan Mini-Motor at the works. The photo came with the many photos we received from Ted Tovell. The Trust would love to put a name to this lady, we have shown this photo to a few former Trojan workers with the only suggestion that it was thought her first name was Joan. Please if anyone recognises her do please get in touch.

We received in the post a few months ago a Trojan mascot head, which was kindly donated to us by Geoff Plummer. The Trojan heads were only officially ever sold as standard for the Trojan Achilles and Apollo saloon cars produced in the late 1920's. But were available as an optional extra and many were bought by owners to improve the looks of their pre-war Trojans.



The recent advertising of a Trojan diesel tow truck for sale brought my mind round to Trojan milk floats. An odd link you may think but it is explained because this tow truck is not original and was made about 10 years ago, sadly by sacrificing a Trojan milk float to do so. This is made all the more sad as it was the only Trojan milk float known to have survived.

Trojan made milk floats right through their van producing times, from solid tyred floats right through to diesel vans. They even toyed with making an all electric more tradition looking milk float but this never went into production.



Prototype Electric Milk Float

Firstly Trojan made large and small milk floats based on the basic pre-war van. The large float differed from the small as it could carry a greater amount of bottled milk, up to 35 gallons in individual pint bottles and also had a well for carrying eggs and an enamel box for butter. One of these fine vehicles would cost you £162 on solid tyres and £165 on pneumatics.



Solid Tyred 'Large' Milk Float

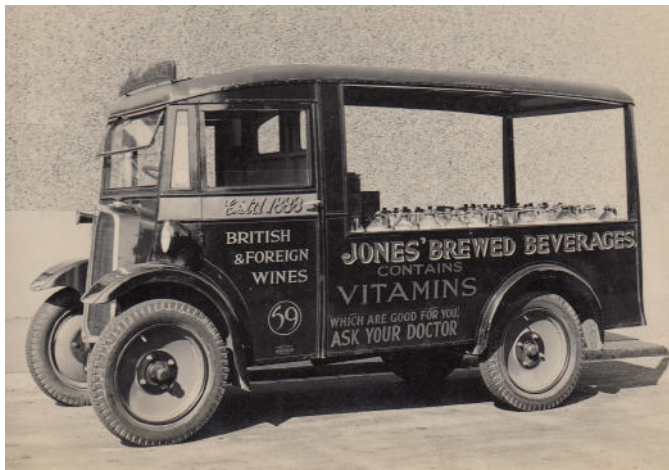
Before this 'official' milk float many open backed Trojan vans were used as milk floats but usually carrying a large dispensing churn rather than

crates of bottles. Also many standard vans were used as milk floats, probably because they came at a slightly lower price than a specialist body. You could also, perhaps, count the wonderful ‘Cow and Gate’ Trojan as a milk float, though I expect it never seriously carried much milk, not even in tins.



Photo Courtesy of the British Commercial Vehicle Museum

In the 1930's Trojan sold a number of Senior vans for milk deliveries, some had standard van bodies, but others had the more traditional float body.



Trojan Senior Milk Float Bodied. This one not used for milk delivery

After the war milk float production was increased with various different bodies. Some with a specialised float cab, such as were supplied to Express Dairies amongst others. Whilst other floats simply had a float rear body behind a standard Trojan cab. Bodies were produced by Trojan as well as by specialist body builders.



As mentioned, as far as we know, there are no surviving Trojan milk floats from any era of production. However shortly before he died a chap who once worked for a specialist body builder, supplied the trust with a full set of plans for the Trojan milk float bodies which they produced. The Trust owns a spare, stripped bare, Trojan diesel chassis, so it is our intention to one day use this chassis to recreate a Trojan milk float. Admittedly not as good as a real survivor but it will certainly be better than nothing.

*Trojan Milk Float
Fitted with
Standard Cab*





August 13, 1954

37

THE COMMERCIAL MOTOR

Light Oiler for Country Milk Round

(Left) A sliding door 5-ft. 6-in. high and 2-ft. 1-in. wide encloses the cab of this Trojan oiler run by a Maidenhead dairy. (Below) At the rear there is a shallow compartment for groceries. Strachans built the body.



A FEATURE of a Trojan oil-engined long-wheelbase vehicle recently built for J. Good and Sons, Ltd., Holyport Dairy, Maidenhead, is a rear cabinet from which provisions are retailed to customers on the vehicle's 24-mile delivery round.

The company have six battery-electrics, but prefer internal-combustion-engined vehicles for their longer rural rounds. The Trojan has replaced a 25-cwt. petrol vehicle and at 24 m.p.g. its fuel economy is twice as great. There are 200 stops on the round.

The cab is built to full width and has large windows. To the left of the driving seat cases of eggs and sausages may be carried, and there is an insulated container for butter and margarine. The battery has been placed behind the seat to allow a low entrance step to be provided. It is 14 in. high. Sliding doors enclose an opening 5-ft. 6-in. high and 2-ft. 1-in. wide.

The platform is in two inward-sloping sections with a narrow division down the centre for drainage. The loading height is 2 ft. 9 in. Three churns and 45 crates can be carried.

A canopy extends from the cab to the sales cabinet, which has two doors with large windows. Groceries to the value of £20 can be arranged on the shelves, an amount sufficient for a day's distribution. As space is limited, goods with a high retail margin relative to bulk, such as tea and coffee, are carried in preference to packets of cereal, for example.



It has been found that the vibration of the engine gives no cause for concern—an important matter for dairymen, as a combination of summer heat and vibration can turn milk into butter. At the customer's request, the bodybuilders, Strachans (Successors), Ltd., Wales Farm Road, London, W.3, did not provide skirt panels to the sides of the body. On other vehicles they were found to collect mud, also to impair chassis accessibility.

At the rear are two large-sized lamps containing the stop-tail lights and winking direction indicators. The vehicle was supplied by R. S. Mead, Ltd., 34 Market Street, Maidenhead.

TROJAN VANS as STURDY as a Battleship..

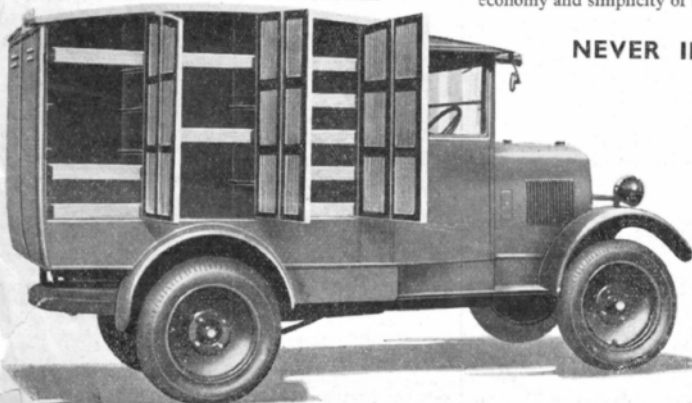


THE Englishman puts his faith in the British Navy . . . and the Trojan Van.

He knows his business reputation is safe, because he has proved that for low initial cost, economical maintenance and sturdiness there's nothing on four wheels to beat the Trojan Van.

SPECIAL BAKER'S VAN on a Trojan Victory Chassis

Here is an example of the versatility of the Trojan. This body was designed especially for Messrs. Prices Bread Co. It contains 15 trays on each side—30 in all—and has 3 doors in each side for easy access. You can have a special Trojan to suit your own requirements. See your local Trojan Agent.



TROJAN LTD., PURLEY WAY, CROYDON

TROJAN FEATURES

- The unique engine design eliminates all unnecessary wearing parts, such as valves, tappets, springs, etc., with a corresponding increase in reliability.
- Decarbonising is unnecessary with the Trojan engine.
- Patent cantilever springs, ensure comfortable riding and the safe transport of goods over the worst surfaces.
- The Petrol consumption of the Trojan defies competition even on local delivery work, and the easy-to-operate epicyclic gear box renders a highly paid, experienced driver unnecessary.

See your Local Agent or write to Trojan Ltd., Purley Way, Croydon, to arrange a demonstration, without obligation, proving to yourself the indisputable efficiency, economy and simplicity of the Trojan Van.

NEVER IN DOCK

OTHER MODELS

7/10 CWT. VAN

£140

10 CWT. VAN

£150

'ATLAS'

12 CWT. VAN

£160

'VICTORY'

12 CWT. VAN

£180

All prices ex Works
in priming colour.

Dick Sedgley kindly sent the Trust a copy of his new book '60 Year Journey with Lambretta', which is a biography of his life linked to Lambretta, Lambretta Concessionaires and Trojan Ltd. The book is packed full of stories from his working career and his many years of riding Lambretta scooters. It's a great read for anyone interested in this era. You can buy a copy from the publishers by contacting publicity@olympiapublishers.com The ISBN is 9781788306683 and the book is priced at £21.99.



We also received a wonderful brochure for Hounsfield camp beds, kindly donated by Andy Doran. It does have some great imagery used to advertise the beds, though I expect such advertising campaigns could not be used today.

Wherever you are - you can be on Safari !



'SAFARI' is Britain's BEST camp bed

AFRICA - Australia - New Zealand - Britain - America - and in a multitude of countries, the owner of a genuine Hounsfield 'Safari' camp bed is the envy of all. The unique design, originated by Mr. Leslie H. Hounsfield, A.R.C.S., Wh.Ex., A.M.I.C.E., M.I.Mech.E., immediately conforms to the shape of the body and provides resilient 'spring mattress' comfort. Yet, in a few seconds, it can be folded into a neat grip for travelling. The most popular model weighs 9 lbs.

Backed by twenty five years experience of production, the Hounsfield organisation concentrates on the manufacture of 'Safari' beds. Everything about a 'Safari' is TOP quality - and that is why there is no substitute for it.

See it in your favourite sports shop or furniture store - try it - and you'll buy it.



The genuine
HOUNSFIELD







ON THE BEACH

FOR CAR JOURNEYS

IN THE SERVICES

IN THE HOME

FOR CAMPING



SAF. BEDS.
MADE IN ENGLAND

The archives also received a medal. This medal is very small but is made of silver and was presented to F. Humphrey of the Trojan Sports Club who won the Croydon and District Darts League in 1940. Mr. Humphrey's name does turn up a few times in the Trojan Sports and Social Club magazines which we have for the late 30's, but other than this we know very little about him. If anyone can remember him and what he did at Trojan's we would love to hear from them.



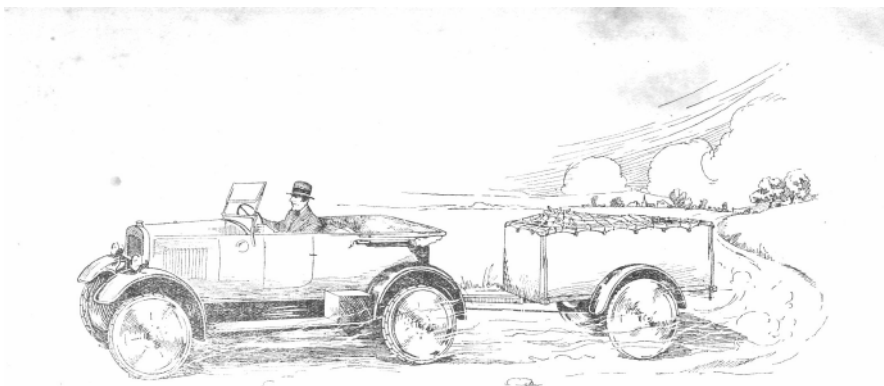
A Fleet of Standard Pre-War Vans Used by Meadowland Dairy

Allan Bedford found and sent us a photo of a Trojan ice cream van. This photo was particularly interesting as the ice cream van was a post war two stroke van, rather than the well known later diesel vans. Also the ice cream firm is still in business and proudly mention on their website that their first two vans were both Trojan.



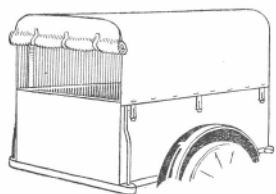
Lastly a tiny magazine snippet was sent to us, featuring a South African bodied Trojan Diesel Bus. The bus was owned and run by a Johannesburg charity called 'Uncle Ted's Fund for Handicapped Children' and was used to transport poor disabled children to school or hospital. I can find little about this charity online except for a couple of references that point out the plight of such children before Uncle Ted started his buses.





TROJAN TRAILER

Specially suitable for Farm Work



An attachable, adjustable hood with roll cover for enclosed work, as shown in the diagram above, can be supplied, or, as an alternative, the cattle net as illustrated in top sketch.

Price (with plain bearings) Complete	£ 28 10
(with ball bearings)	30 10
Deep body (2ft. 6ins.) extra	1 10
Detachable Hood	6 0

The popularity of the Trojan is increased even further by the Trailer illustrated above. A special towing attachment enables it to be securely fixed to the chassis of the standard Utility model in a few seconds.

The Trailer, which permits an additional weight of from 8/10 cwt. to be carried, is quite commodious, the dimensions being 6 ft. 3 ins. by 3 ft. 3 ins. by 1 ft. 3. ins. deep or alternatively 2 ft. 6 ins. deep.

Automatic brakes, which operate simultaneously with the braking on the car, are provided, and the wonder springing, puncture proof tyres and amazing pulling power allow the Trojan to be used on rough ground and gradients of all sorts.

When you have finished carting hay, carrying cattle or doing whatever the work in hand may be, detach the Trailer and the Trojan is ready for use as a private runabout.

I hope that you have found this news sheet interesting and do please get in touch if you can help the Trust in anyway, or if the Trust can help you. I very much look forward to hearing from you I hope that you and your families have a safe summer and are able to enjoy life more as the restrictions start to be lifted.

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