

The Trojan Museum Trust

Patron Tim Schenken



News Sheet No. 32
Winter 2021



Dear Friends,

I hope that you are keeping well as we draw close to Christmas and look forward, hopefully, to a lock down free and more normal year next year. The front cover photo shows the latest Trojan powered form of transport to be donated to the Trust. It is a 1950's Granta folding sailing canoe. As has been mentioned in previous news sheets, Trojan manufactured the Peter Pan motor specifically for Granta Boats. The motor was what is known as a sideboard motor, rather than an outboard. This is because it was clipped rigidly to the canoe with a 3 foot prop shaft going down one side of the canoe at a shallow angle. The propeller was then attached directly to the end of the shaft at 90 degrees. You then steered the canoe with a separate rudder. The Trust already has three of these Peter Pan motors and we also already have a huge three seater Granta folding sailing canoe. But we were very pleased to receive this smaller one seater canoe, as with the two canoes we will one day be able to produce a really good display for the motors. The Peter Pan motor was based on the standard 49cc Mini-Motor but with special fittings and an oval section fuel tank. Both canoes will need repair, but they are both complete and the repair work is relatively simple with their wooden frames and canvas covers. It is rather amazing that both our canoes are full sailing models, as these were quite rare compared to the standard paddle only canoes. We are now looking for period camping gear to go with the canoes for eventual display, if any one can help?



We've had a few changes and additions to the people who are directly helping to keep the Trust running. Firstly we have gained an extra trustee, Jules Herklots joins our trustee team and brings a lot of experience that will be particularly useful to the Trust once we move onto the actual museum stage. So a warm welcome to Jules.

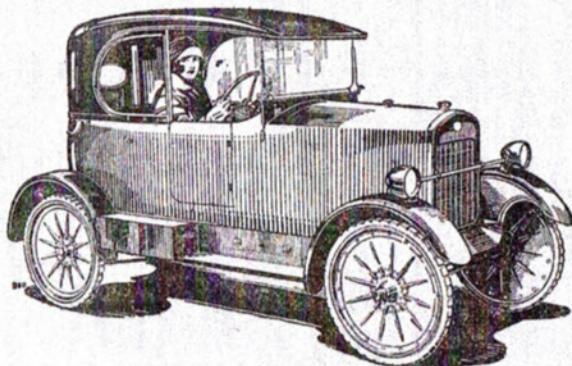
Sadly, just before the first lock down, Bill Carter, who had built and run our website for many years, died from cancer. He was such a great help over many years. This left our website just ticking over with no new additions for quite some time. Thankfully my son Ben Hambleton has volunteered to take over this role. At 15 he is of course a whizz on computers and is in the process of building a new site for us from scratch. The site is up and running but still has a few sections needing completing and also needs to be made phone friendly. He hopes to have all of this finished early in the new year, do take a look if you have a chance.

We are also receiving accounts advice and help from a friend of the Trust who is a qualified accountant, this help will prove invaluable as we move forward.



*A screen shot from the new website.
This could change as the site is finished.*

Trojan



The Solid-Tyred Trojan

is so ingeniously simple in its construction that there is nothing to go wrong—the engine, for example, has but 7 moving parts. The solid tyres are your permanent safeguard against puncture, while the Wonder-Springs ensure a degree of comfort obtainable on other cars only by the use of pneumatics.

So easy is the Trojan to drive that even the least mechanically inclined can learn in a few minutes. The low initial price of the Trojan 4-seater Utility Car places it within the scope of almost every pocket, while its

RUNNING COSTS LESS THAN WALKING.

TROJAN SUCCESES.

R.A.C. SMALL
CAR TRIALS.
A Gold Medal
A Silver Medal

and
The Autocar Cup.

M.C.C.
LONDON
EDINBURGH
RUN.

5 Trojans Entered.
5 Gold Medals.

Leyland Motors

- Ltd -

LEYLAND LANCs.

Thanks to Tony Etheridge for Sending in this Advert

As you will all know Brooke Bond Tea used a large fleet of Trojan vans for delivering tea to the shops from the 1920's right through to the late 50's. Only dropping Trojan's when Trojan introduced its larger forward control vans in 1959. Brooke Bond found that these were too large for what they wanted.

August, 1926

HOME AND COUNTRY

313



It comes to your village

With all their boasted advantages, town folk are no more fortunate than you when they buy Tea.

You can buy the same Brooke Bonds Edglets as they use, just as fresh, at the same price, in your village shop.

And what a splendid tea it is! You use a little *less* than usual to the pot and obtain just that little *more* of flavour, aroma, and enjoyment which makes all the difference.

Brooke Bonds Edglets is pure leaf edge tea, free from excess tannin. Our own motors deliver it fresh every week to your village shop. Buy it there.

Ask in your village for

Brooke Bonds Edglets

quarter 8^d. pound.

(Sold only in packets.)



If you cannot readily obtain Brooke Bonds Edglets, write to Brooke Bond & Co., Ltd., Goulston Street, London, E.1. They will see that you are supplied.

What you might not know was just how much Brooke Bond used the now well recognised red Trojan delivery vans in their advertising campaigns. Before the war this use was fairly limited with just the occasional advert featuring a Trojan van, but after the war, as they started to use colour in their adverts, the familiarity of the Little Red Vans became a useful selling tool for their tea.

The vans appeared firstly at the bottom of adverts in a series of numbered adverts showing how the tea made its way from the tea plantation to the shops. Then Brooke Bond commissioned a series of adverts called 'Round and About with the Little Red Vans'. Each advert consisted of an original painting of a location, mainly in Great Britain but also a few

from around the world. With each painting containing a red Trojan van. The advert then had a short paragraph about the location and of course a piece about their tea. Many locations were included in this series, though for some reason some locations were used more often than others, for example the one based on Windermere seems to have hardly been used.

Round and about with the 'little Red Vans'



'By Birmingham's Town Hall', from a painting by Clive Upton

They think for themselves in the Midlands

BIRMINGHAM is proud to be called 'the business heart of the Midlands', and Birmingham-made articles are being used wherever man has walked.

It is also proud of its University, of its King Edward's School founded in 1552, of its excellent Art Gallery, and its magnificent Town Hall.

This Town Hall, designed by Joseph Hansom, inventor of the cab that bore his name, is famed for its Musical Festivals. Mendelssohn's *Elijah* was first performed at one of these; and later, in 1840, the great composer himself played on the Hall's wonderful organ.

Midland folk are clear-minded; not guided by what the other man says but by their own sound reasoning and judgment. No wonder that throughout

the whole of the Midlands, as in Birmingham itself—a one-way wonder to the visiting motorist—the little red Brooke Bond vans are such a familiar sight.

* * *

Brooke Bond have thousands of acres of their own tea gardens—more than any other firm of tea distributors in the world—with their own buyers in all the big world tea markets. Brooke Bond is the only tea firm with five blending and packing factories in the United Kingdom. Each serves its own part of the country, and the little red vans, always a familiar sight, become more and more in evidence every week delivering fresh tea to over 150,000 shops.

Over 50 million cups of Brooke Bond tea are drunk every day

The Trust has quite a collection of these original adverts from 50's magazines and journals, but we have recently had donated to our archive the original water colour painting for the advert based on Chester.

Round and about with the 'Little Red Vans'



EASTGATE STREET, CHESTER. Illustrated by John Ross

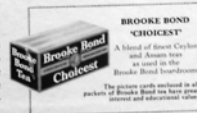
True as Chester arrows at Agincourt

Tread the pavements of the picturesque city of Chester, one-time principality, and the shades of centuries walk by your side. Its famous Rows, ancient buildings, and walls, are a great attraction to tourists. Chester is the only English city whose walls are almost perfect in their entire two-mile circuit.

Known to the Romans as Deva, Chester was the *castra* or camp of their XXth Legion, which probably explains its Saxon name Legancaster. In 527, it was the scene of Edgar's triumph when he was crowned on the Dec by six subject kings.

Men of Chester, famed for their skill with the longbow, did glorious deeds at Crecy and Agincourt. And today, as throughout the centuries, Chester folk are seldom off the target where judgement is concerned. One proof of this is the sight of the little red Brooke Bond vans seen so regularly in Chester delivering—good tea and FRESH.

Brooke Bond have thousands of acres of their own tea gardens—more than any other firm of tea distributors in the world—with their own buyers in all the big world tea markets. More and more people are enjoying Brooke Bond—good tea and fresh. Over 150 million cups of Brooke Bond tea are drunk every day throughout the world.



Brooke Bond GOOD TEA—AND FRESH!

*Chester Advert as it
Appeared in the
Magazines.
Original Artwork
Below, Showing
Slightly More of
the Scene.*

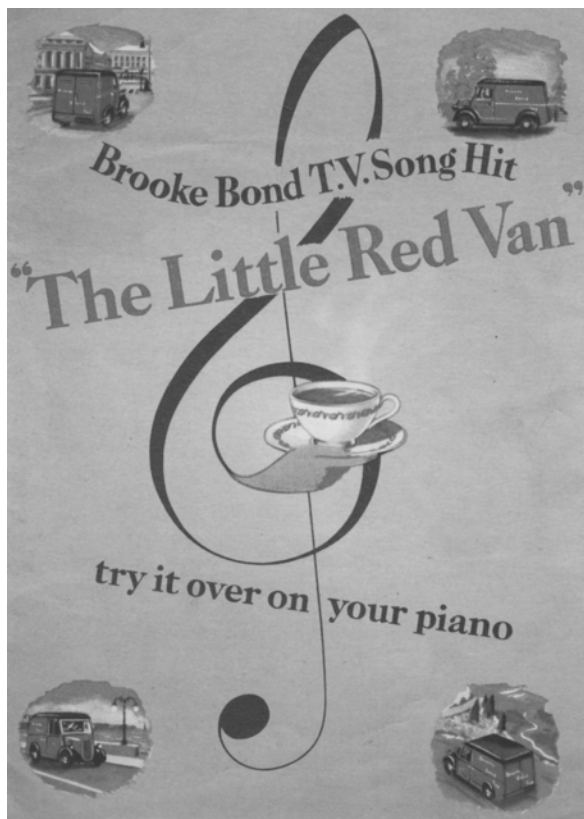


Brooke Bond also used the Little Red Vans in radio and film adverts. There is a Little Red Van song which the Trust has on a 78 advertising record. This song proved so popular that they even published the sheet music, again featuring Trojan vans on the cover.

The only film use of the Trojan van that we've come across is in an early Brooke Bond advert, ironically in black and white, which features a Trojan square winged van arriving outside a shop. A chimp then steps out of a chimp sized Trojan van and proceeds to deliver the tea, before they switch back to the real van driving away. And yes we would love to find the chimp sized Trojan van used in the advert, but it was probably just a wooden mock up which was destroyed after filming.

Dinky and Lesney also produced Brooke Bond livered Trojan vans, which all helped in the promotion of the vans and the tea.

Brooke Bond was by far the largest customer for Trojan vans, before and after the war and so are a very important part of Trojan's history.

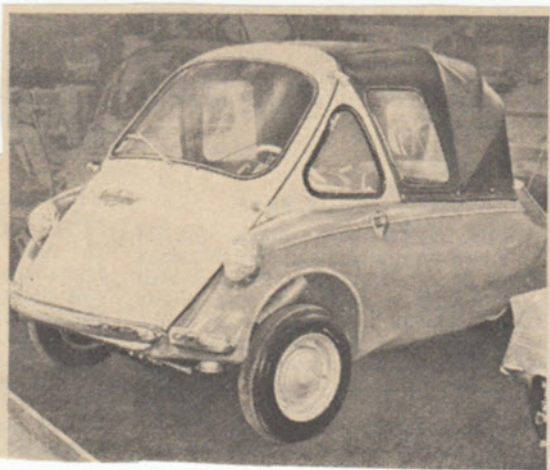


A couple of interesting items have come to Trust recently relating to Trojan bubblecars. Firstly is a photo which appears to show a large number of bubblecars in a field beside a railway line. The photo was actually taken of the train in the background, but this fact has resulted in us being able to pinpoint the field to just below Preston and to give it the date of late 1961. Preston was the main port for importing Heinkel bubblecars from Dundalk in Ireland. Trojan took over the right to make the cars from Dundalk Engineering and bought all the tooling, many spare parts and around 100 completed cars. The date of this photo suggest that the field is filled with Trojan Ltd's Irish made cars. We know that Trojan gave these cars new chassis numbers, but we don't know if they rebadged them as Trojans, or simply sold them off as Heinkel Irelands.



Secondly we received a tiny photo and caption from a 60's magazine showing the Trojan convertible bubblecar with the folding roof up. The only photos we've seen before all have the roof down, so this was a good photo to turn up.

Bubble burst. The Trojan three-wheeler (right) in convertible form.



The Above Photo is Labelled Trojan in Foundry. I believe this is in fact the Trojan used Around the Kingston Factory. Thanks to Tony Etheridge for sending us this and the Advert to the Left.

HAVE YOU SEEN THE

Trojan

Four-Seater £148.

DO NOT LISTEN TO WHAT
PEOPLE SAY, TRY FOR YOUR-
SELF RIDING ON SOLID TYRES.

TRIAL RUNS. ANY TIME. ANYWHERE.

TROJAN TAKE OVER COURIER

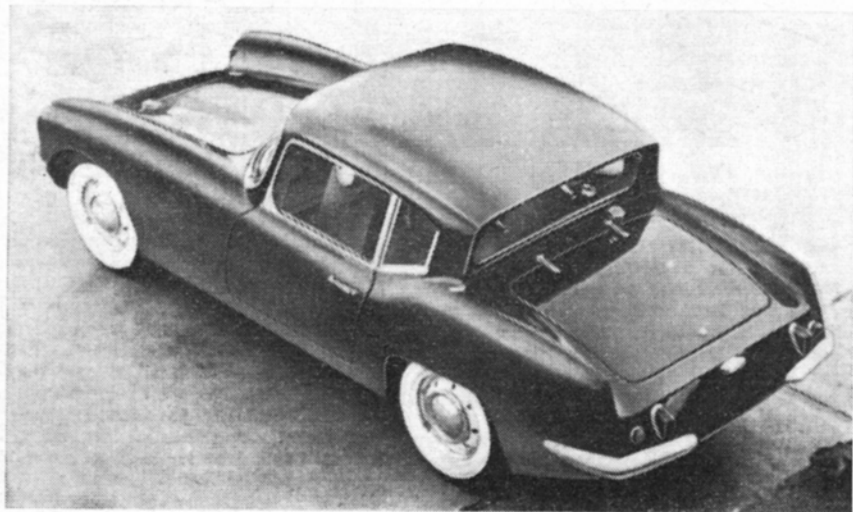
THE manufacturing and selling rights for the Elva Courier sports car have been acquired by the Lambretta-Trojan group of companies. About 700 Couriers have been built in the last three years and over 500 exported, mostly to the United States.

Some time ago Elva Cars Ltd., went into voluntary liquidation and re-formed as Elva Cars (1961) Ltd. Since formula Junior racing started Frank Nichols, founder of the company, has been a lead-

ing manufacturer and is now concentrating the whole production of his factory on junior and new Mk. VI cars.

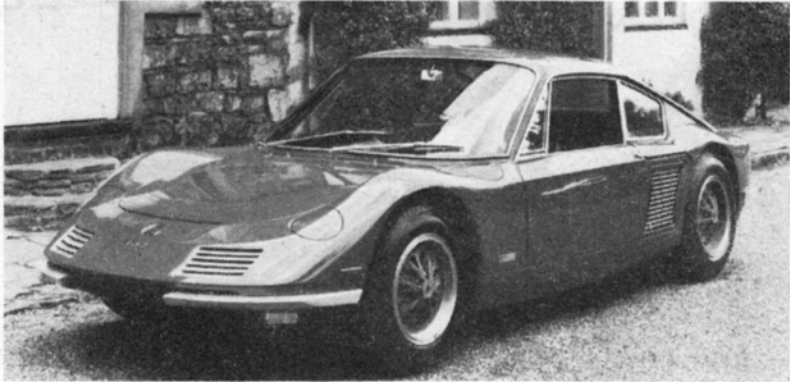
Production of the Elva Courier will start in about nine weeks' time at Trojan's Croydon works. The hardtop version will cost under £1,000 including purchase tax, and the open version will be a little cheaper. In kit form the Courier will cost from £650. Plans are being made to provide an alternative 1,000 c.c. power unit to the present 1,622 MGA engine.

ELVA COURIER HARDTOP with MGA 1,622 c.c. engine is to be produced by Lambretta-Trojan at less than £1,000 including tax (see above). Rear window treatment is similar to that of the Ford Anglia



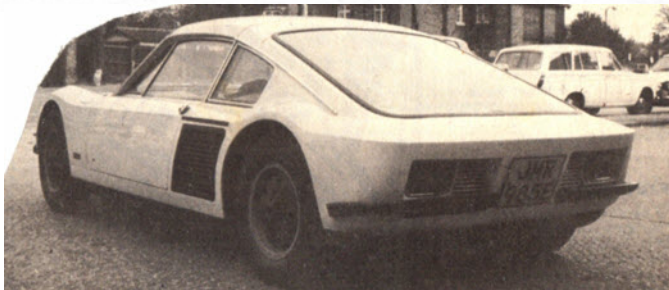
160 MPH Elva - BMW GT

- *Fiore-styled GT Elva*
- *Sports racing chassis*
- *Two-litre BMW*



Shown so far only in artist form, the Elva-B.M.W. GT "160" has now arrived in England and will make its debut at Earls Court. Developed from the Mk 7 Frank Nichols Elva, successfully raced by Tony Lanfranchi and others, this 40 inch high GT is the first direct result of the Elva merger with Lambretta-Trojan. Its engine is an enlarged

version of the BMW 1800 TI 4-cylinder single overhead camshaft unit which in 1991 c.c. form must produce around 180 b.h.p. With its sleek Fiore-styled body to be made in glass fibre, this should be quite a contender in the 2-litre class, and indeed Elva eyes are very much on the European Mountain Championship.



I hope that you've found this news sheet interesting and do please get in touch with any Trojan queries or help, we would love to hear from you. Have a lovely Christmas and a good New Year.

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