

The Trojan Museum Trust

Patron Tim Schenken



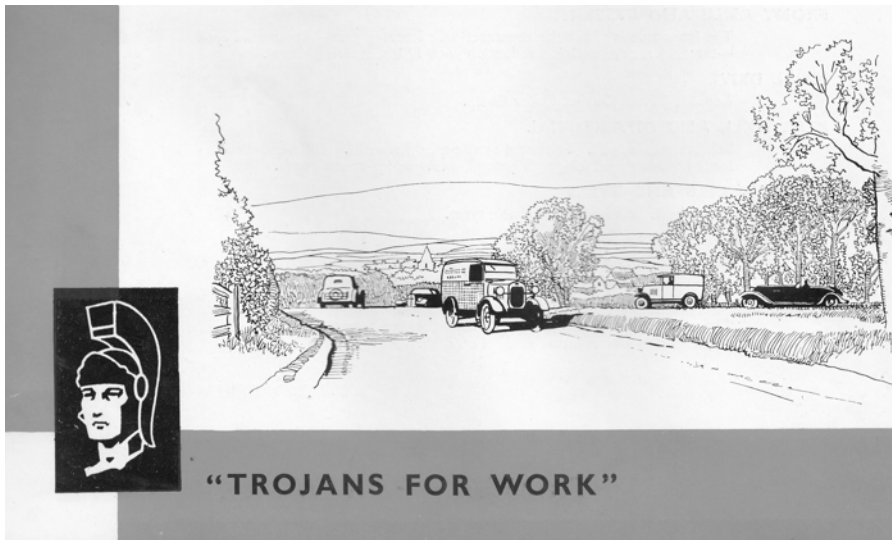
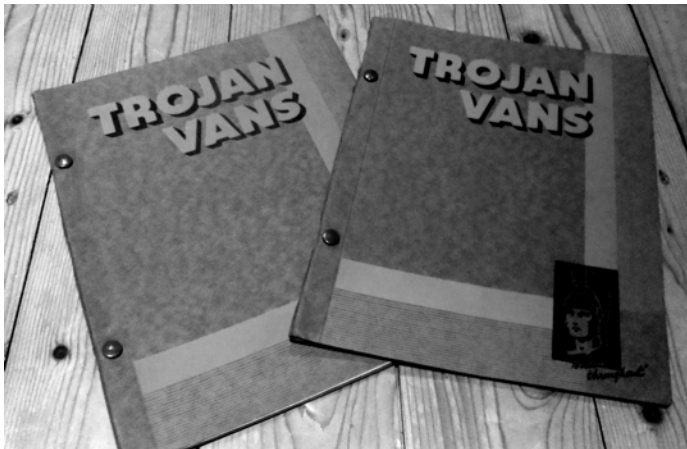
News Sheet No. 36
Winter 2023



Dear Friends,

Welcome to your winter news sheet, I hope that you have had a good autumn and are looking forward to the Christmas season.

An interesting donation that has come in from Mike Shepherd for the Trust's archive has been what on the face of it appear to be two identical brochures. However looks can be deceptive as although both are pre-war Trojan van folders their contents are very different. The first is indeed a pre-war van brochure in loose leaf form in order to go into the folder. It is really a lovely brochure with lots of pictures and period artwork, as well as accounts of daring Trojan journeys and testimonials from Trojan users.



WHAT TROJANS HAVE DONE

TROJAN have earned for themselves a world-wide reputation for hard work and the ability to stand up nobly to severe and trying conditions. Perhaps the three most outstanding examples of this are a trip across the Sahara, a journey from Singapore to London, and an expedition through wild Australian Bush to Thursday Island.

The Sahara trip was made with a second-hand Trojan, traversing the Atlas mountains by way of twisty, dangerous tracks which were covered with sharp, loose stones. There were two rivers to ford, a desert to cross, and in some places the temperature was as high as 120° in the shade. The Trojan stood up to it well and completed the trip without the slightest trouble.

The Singapore journey, 12,000 grinding miles, and the first epic of its kind, was accomplished by three men driving a Trojan through 14 countries in extremes of heat and cold. The Trojan lived up to its name to the very end. The third outstanding example of Trojan worthiness, crossing the Australian Bush, was just as arduous and trying. Crossing rivers on rafts, being bogged, travelling on unmade tracks, and being bogged again; so it went on, through rock-strewn bush, down steep creek banks, so steep in some cases that the Trojan had to be let down with tackle and hauled up again at the opposite side.

The Trojan again stood up to excessive gruelling. Unfortunately, limitations of space prevent more detailed descriptions, but Trojans, the world over, have again and again proved themselves worthy of the most severe tests—they've gloriously earned for themselves the title of "Trojans for Work."



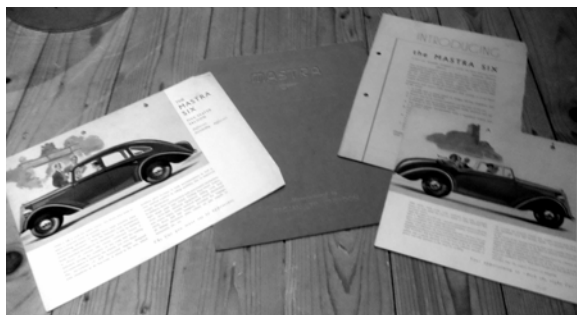
"TROJANS FOR WORK"

The second folder contains a whole variety of post war van brochures, which normally appear separately, but here are hole punched to go into the folder, so producing what amounts to a press pack of information either to be sent out to the motoring press or to larger companies considering Trojan vans. This pack is therefore worth far more historically than the individual brochures, as it gives us a glimpse of Trojan's marketing methods and what brochures they thought ought to go together. This press pack did make me think of the various other press packs we have in our archive, so I dug out a few to give you an impression of the sort of things we have.

There is a great pack for the Trojan made Elva Couriers which includes brochures, photos, price lists and even The Lambretta Trojan business card for Mr. J M Shepherd.



Going pre-war we have a press pack for the luxury Trojan Mastra car from the mid 30's, sadly no photos in this one, as Mastra photos are very rare, but it does contain artists impressions.



There is a wonderful press launch pack for the Trojan Monotractor, which was designed as a basic tractor for the third world, this includes a list of the dignitaries invited, including many representatives from various embassies. Also a map of how to get to the launch event and even a posh invitation to the lunch.



Trojan
request the pleasure of the company of
from 10.30 a.m. to 12.30 p.m. Thursday, 25th. April 1963
at
Warren Farm, Millbrook, Beds.
on the occasion of the introduction
and practical demonstration of the
'MONOTRACTOR'

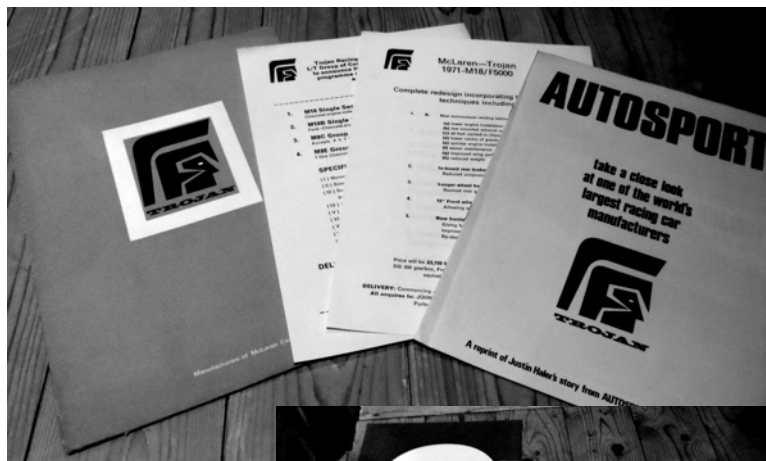
*Based on the National Institute of Agricultural
 Engineering Design*

R.S.V.P.
 Public Relations,
 Trojan Limited,
 Trojan Works, Purley Way,
 Croydon, Surrey.

Buffer Luncheon

Then there is one for Trojan McLaren M18 cars from 1971 and a brilliant competition dealers pack for 'How Far Can You Go For a Penny' in a Trojan 200. This pack includes posters, information about the competition and a print block sheet to help the dealers produce their own advertising. This dates from 1963 and the winner would get a new Trojan 200 bubblecar.

We do have other press packs but this gives you a bit of a taster of some of what we have.



Larger All-metal Body for Trojan

TO replace the composite goods and personnel-carrier bodywork for the Trojan 7-ft. 10-in.-wheelbase oil-engined chassis, Trojan, Ltd., Croydon, have introduced a larger all-metal body design with a canopy roof. The capacity is 210 cu. ft., compared with 175 cu. ft. of the superseded type. Cab sliding doors are standard, but hinged doors can be supplied, giving 10 cu. ft. more body capacity. Normal twin doors are fitted at the rear.

The company have revised the prices of some of their products as from May 14. The 7-ft. 10-in.-wheelbase chassis now costs £565, and the van with new body, £815. Purchase tax is £123 3s. 6d. extra, making £688 3s. 6d. and £938 3s. 6d. respectively, but is not payable on personnel carriers. With wooden seats, these cost £865, and with upholstered seats, £880.

The long-wheelbase (9-ft. 4-in.) chassis costs £580 (£706 18s. 6d. with tax), the van £860 (£986 18s. 6d.) and the pick-up £825 (£951 18s. 6d.). A coach painted in two colours is listed at £1,725.

The new Trojan body is all-metal and is larger than its predecessor.



ON
STAND
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HOW TO CUT YOUR
DELIVERY COSTS...

SEE THE NEW

TROJAN

"ATLAS" 12-CWT. VAN

INCORPORATING NEW TYPE ENGINE
AND EPICYCLIC THREE SPEED GEARBOX,
ALSO AUTOMATIC CLUTCH, WHICH
CONSIDERABLY LIGHTENS THE
DRIVER'S TASK IN DELIVERY WORK.

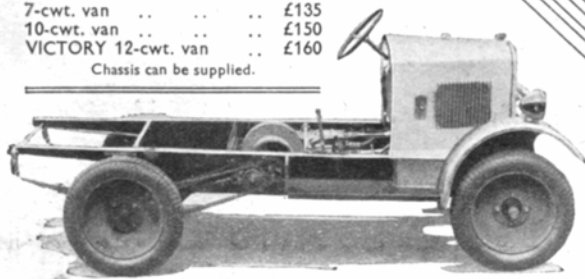
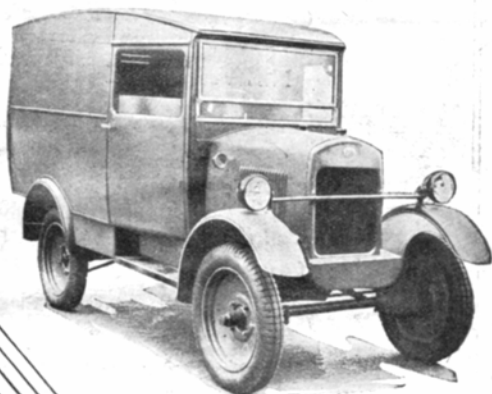
TAX £15 . . . 40-45 M.P.H.

Capacity 110 cubic feet. Interior
dimensions: Width 4 ft. 7 in. Length
5 ft. 10 in. Height 4 ft. 4 in. Fitted
with electric starter, 29x5 pneumatic
tyres, safety glass windscreen, and
panelled with "Plymax."

Other models:

| | | |
|---------------------|-------|------|
| 7-cwt. van | | £135 |
| 10-cwt. van | | £150 |
| VICTORY 12-cwt. van | | £160 |

Chassis can be supplied.



£180
COMPLETE

TROJAN LTD
Purley Way, Croydon

Earlier this year we received a copy of a great photo from James Dyer, of a Trojan diesel bus at work in the Far East.



Then a month or so ago we received a photo which had been spotted on ebay then bought and donated to the Trust by one of the Friends. This photo shows a very similar bus in Malaya. At first glance I thought them to be the same bus but close inspection shows the bodies to be very different.



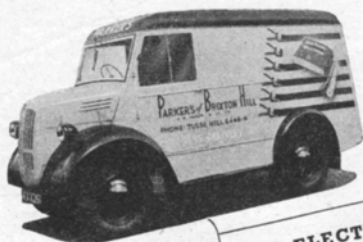
From our archives I dug out a photo of two diesel Senior buses again with very similar but slightly different bodies to the others. They all appear to be on quite extended Trojan chassis and with bodies probably not built by Trojan and possibly built in the Far East. It would be great to know a little bit more about these buses, how many extended chassis' did Trojan make and where were the bodies produced.



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THE COMMERCIAL MOTOR

September 14, 1951.



THE TROJAN '15'

is powered by a four cylinder two-stroke engine, developing 24 B.H.P. at 2,000 r.p.m. Ease of operation, ease of handling, and economy are its strong points.

THE ELECTROJAN

is a battery-electric vehicle, built to carry loads up to 15 cwt. quickly, quietly and smoothly. It has a 2-speed and reverse gear box with "snatch-free" clutch. It's a precision engineering job especially planned for short haul work and is designed to form a standard unit in your fleet of Trojans.

TROJAN
for jobs that are
on the move

Trojans are built to collect and deliver loads up to 15 cwt. quickly, efficiently and economically. These commercial units are rugged and robust, they're designed for hard work in tough conditions.

Trojans for work
**TROJAN
TWINs**

TROJAN LTD.
PURLEY WAY · CROYDON

regds



A Contemporary Trojan

Sir,

I have enclosed a photograph of a Trojan which may be of interest. [Reproduced above.—Ed.]

The approximate year of this model was 1926 and the new purchase price was £145. My father, W. G. Bryant, purchased this car from a garage in Little Sutton, Wirral, Cheshire, for £20 in 1928 after it had done a mere 13,000 miles. He ran it until 1935, doing a similar mileage, and sold it to a garage in Scunthorpe, Lincolnshire, for the princely sum of £4. My father used to comment that if time was no object this car would go anywhere, as it was very reliable but progress was somewhat slow with its top speed of 35 m.p.h.—when in mint condition. Most hills were taken steadily in top gear, but on the occasion when a particularly steep hill had to be climbed the first and only other gear was used, reducing the speed to a mere, grinding, 5 m.p.h. I remember we were highly indignant at the occupants of other cars which passed us when they turned to grin broadly as they shot by at 25 to 30 m.p.h.

The rear axle was "dead," having no differential, resulting in stiff steering and heavy handling on corners as the wheels strained to straighten. Tyre wear was rapid, 7,000 miles being the average life. On one occasion, after a garage had put in 40 lb. all round instead of the normal 25-30 lb., it was discovered, after about 40 miles, that half the tread had scrubbed from the front tyres. The extra pressure was not noticed in travelling as the springing on this car was excellent.

For a 10-h.p. car the body was large and five adults could be seated in comfort. It was, in those days, considered to be an economical car to run—40 miles to the gallon could be obtained. In spite of its faults we were very fond of our Trojan.

I am, Yours, etc.,

Ipswich.

A. G. BRYANT.

* * *

YOUR VAN IS YOUR AMBASSADOR

It must look good and, at the same time, do its job efficiently and economically.

The Trojan 25-cwt van looks good.

It *is* good.

- Dependable Perkins Diesel engine—40-45 m.p.g.
- Forward control—clear driving—greater payload.
- Wide-opening doors at rear, and carefully calculated loading height—350 cu. ft. capacity.
- Independent front suspension cushions driver and load.
- Engine and chassis easily accessible for maintenance.
- Modern styling and traditional Trojan engineering.

DELIVER THE GOODS IN STYLE

with the economical

TROJAN VAN

LET TROJAN BE YOUR AMBASSADOR

Price £845



TROJAN for work

TROJAN LIMITED



Trojan Works, Purley Way, Croydon.
Telephone: MUNicipal 2499 (20 lines).

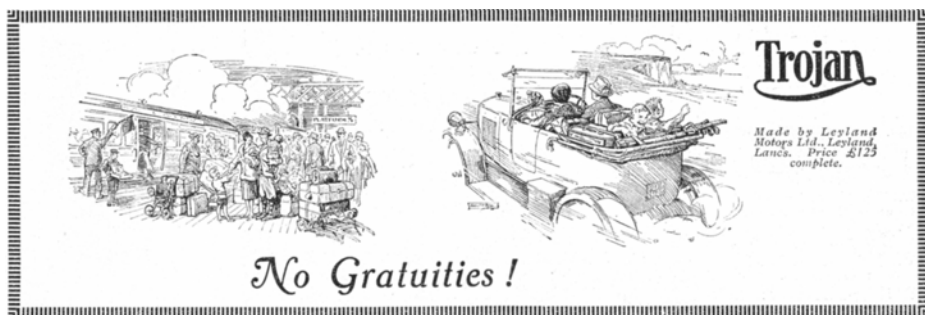


Photo Courtesy of the British Commercial Vehicle Museum

Well I do hope that you've found something of interest in this news sheet and do please get in touch with any Trojan questions or with any Trojan information.

I hope you have a lovely and blessed Christmas

Kind regards,

David Hambleton

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