



FOUNDED 1954

RUSHDEN CONCORD MOTOR CLUB

"The Club for Family Motoring"

Please reply to

Club headed note paper

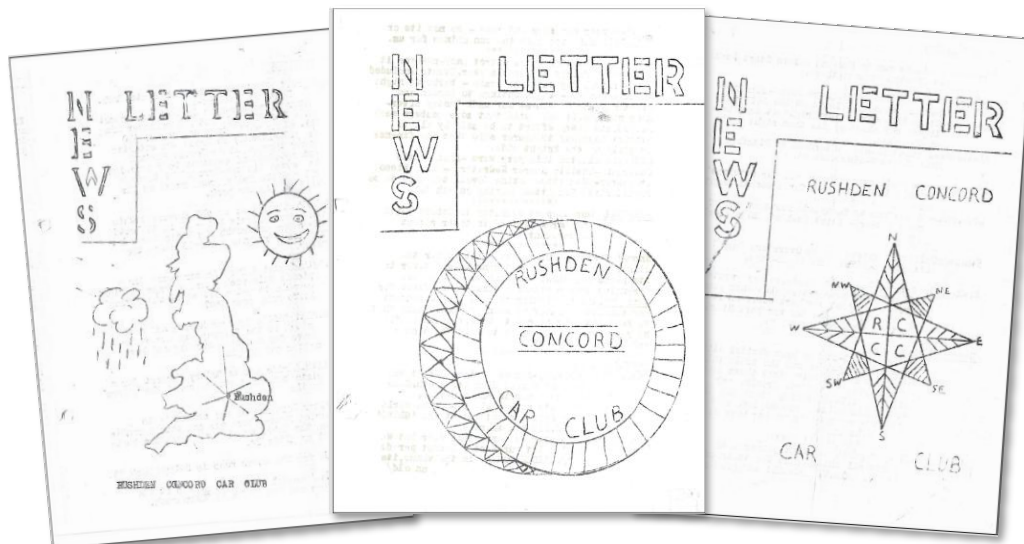
The Rushden Concord Motor Club was started in 1954 by founder member Bill Knight amongst others, their favoured HQ for meetings during the 50's was the Unicorn Public House on Grove Road, Rushden, now a private residence.



1954 was an ideal year to start a car club because it marked the height of post-war recovery, with increased car production, and rising disposable income. With wartime austerity fading, more people owned cars, with a growing enthusiasm for driving and restoring both pre-war and new vehicles, increasing the demand for social, touring, and competitive motoring events. The period reflected a strong, newly reinvigorated British car culture centred around "good fellowship" and the promotion of motoring hobbies.

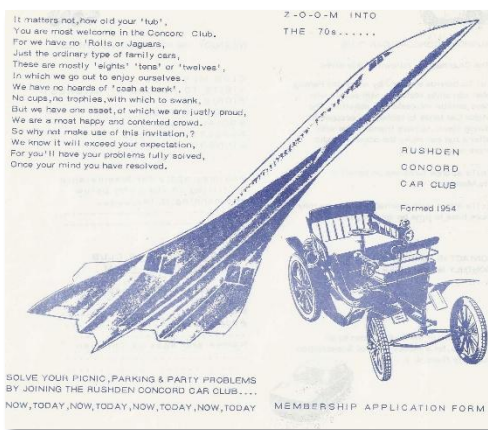
Rushden Transport Museum has a small collection of the Rushden Concord Motor Club ephemera which was uncovered during a Collections Review by our volunteers, it's amazing that these paper items have survived for so long.

Amongst the collection are Newsletters, unfortunately undated, that gave members a summary of past events, an itinerary of future events, personal notices, editors messages, finance reports and even puzzles, competitions and recipes. Each edition had a hand drawn cover with a typed text. The master appears to have been reproduced on a Banda duplicating machine for distribution to the members.



Three different cover designs

We also have several copies of the membership application form, but don't rush to join as the club stopped in the 1970s by which time it had become the Rushden Concord Car Club! The club objectives are stated as follows:



Reverse side of club application form

- A) To provide a means by which the Family man can enjoy Motoring with people who have similar interests and activities. The Motor Car tends to isolate the occupants during travel, to have friends to be with after a run can make the occasion much more enjoyable.
- B) To arrange functions on behalf of the Members.
- C) To effect such charitable efforts as may from time to time be determined.

Solve your picnic, parking & party problems by joining the Rushden Concord Car Club...

now, today, now, today, now, today, now, today.

For a modest annual subscription (£1-1s-0d) club members could get involved in an amazing number of motoring activities, often one a week with various trips to parks, pubs, family picnics - which were very popular, and social evenings. In one Newsletter the editor remarked that familiar places were getting more and more crowded and that perhaps the club should look to going further afield on whole day trips.

Other organised trips were to local industries, but our collection of letters reveals that these were not always successful as the replies to the request were “with regret but...”. Such disappointments were from Basset-Lowke Ltd. Northampton, Rosebud Dolls Limited, Raunds, Bedford Telephone exchange which was preparing for S.T.D. Avon Cosmetics, Northampton, and Vauxhall Motors Ltd, Luton (1955). Other requests were more successful – Northamptonshire Constabulary HQ, Wooton Hall, Vauxhall Motors Ltd Luton (1961), Whitworth Holdings, Wellingborough, Kettering Fire Station and Samuel Jones & Co Ltd, St Neots, producers of gummed paper. Their famous ‘Camberwell Beauty’ letter head showed that printing could be done in more than one colour at the same time in 1912. It is Incredible that these letters have found their way into our hands after all these years.

A draft copy of the ‘Suggested rules and constitution for discussion’ give us evidence of the club’s organisation, and if the ideas were adopted then it was a very tightly run operation with a President, Secretary and Treasurer elected each year at the Annual Meeting, other committee members were elected to stand for a period of three years. The financial year was to run from January to December, and audited accounts were to be submitted at the Annual Meeting. Quite a formal set up for what seems to be a very friendly and relaxed club enjoying motoring in each other’s company, that even extended to printed greetings cards for both Christmas and birthdays.



One of the original aims of the club was ‘to protect and promote the interests of the members and of motorists in general including road safety’. What a shame the joy of motoring seems to have gone from our busy roads today, Take care on the roads, mind the potholes and stay safe!