

Roll: **19350506-2900**

Camera: **Monochrome Print**

Year: **1935** Month: **May**

Subject: Motoring in Leicestershire

People:

Connie, John and Sibyl.

Notes:

1935 was the last year of Ramsey McDonald's premiership, heading an essentially Tory, National Government. In 1934 Adolf Hitler had become Head of State in addition to being Chancellor of Germany (Führer und Reichskanzler). Franklin D. Roosevelt was President of the United States and the Democrats had an overwhelming majority in both the Senate and the House.

In the UK May 6th 1935 was a declared a bank holiday as part of the national celebration of King George V's Silver Jubilee. Florence Sibyl Powell was my first cousin once removed. In May of 1935 she was twenty six and, as far as I can tell, unmarried and living at home, either on Fosse Road in Leicester or at Gilderoy in Matlock Bath. (The 1931 Census was lost to fire during the European war which broke out just four years after the photograph was taken.) I don't know who Connie and John are but they, together with Sibyl and A. Another, were out motoring in Leicestershire and, sometime in the afternoon, stopped at Glover's "General Stores" in Tilton on the Hill for refreshments and A Another (possibly Sibyl's beau and the owner of the V8) took a photograph to remember the day.

The car they were in was a 1934 Ford V8 Fordor Sedan. It has a 3.6 litre, flat head, V8 engine. Fordor was the name Ford gave to the luxury sedan version of the model 48. The Fordor had four doors (gerrit, Ford four door?) and eight windows. It was considered to be a high performance vehicle. It had a top speed of over 80 mph and impressive acceleration, reaching 60 mph in around 20 seconds. The Fordor was reputedly the car much favoured by Bonnie and Clyde.

The cost of the car was around £125, which strikes me at least, as remarkably reasonable. The price, in part I think, was due to the pound's 1 to 5 exchange rate with with the dollar. Henry Ford was then still intent on producing even luxury models aimed at the prosperous middle classes, at prices significantly lower than those of his competitors.

The Bank of England's inflation calculator makes £125 in 1934, £7,833 at today's prices. Google AI reckons that no new car today, 2026, can be bought in the UK for under £14,765.

Compulsory driving tests were not introduced in the UK until the 1st of June 1935 so it is likely that John, or A Another, was entirely self taught when they took to the highways and byways of Leicestershire. How thrilling. (I believe my Grandad Fulford never had to take a test but had grandfather rights to drive when licensing was introduced. My father said he was quite famous for driving across junctions with the Fosse Way without ever stopping, believing as he did, that if he got there first it was up to drivers on the Fosse to spot that he was there and brake or take avoidance action.)

The roads would have been pretty quiet then as although historically the 1930s was a boom time for the growth of middle class car ownership, in 1935 there were 40 million households in the U.K. and only 1.5 million registered cars which suggests that less than 0.04% of households had access to a private motor.

A fully restored 1930's V8 would now cost around thirty grand according to Mr Google. Should I win the pools, I think I might get one. I love the running board and the so called "suicide" rear doors. I would drive to the General Stores, which is still there, and would buy "Hot Food" for lunch with my chums, the which we would eat sitting on the running board.

In 1935 the store and post office were run by Frances and Harry Glover who lived on site. Rather disappointingly it is now called the "Tipton Convenience Store". The wooden lean-to has been replaced with a brick built extension. Post Office services ceased in 2008.

Dates:

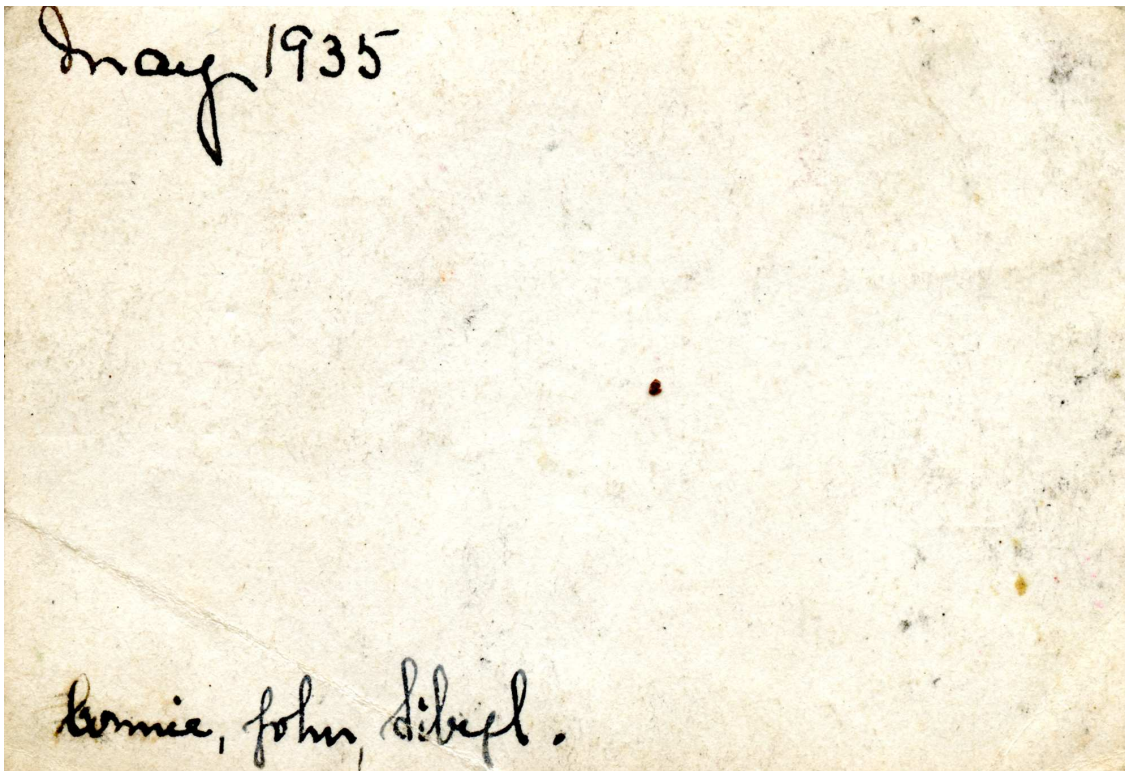
May 1935 is recorded on the back of the photograph. The flags on the car tend to indicate celebration of King George V's Silver Jubilee. The times are uncertain but the shadows are short and the sun is in the West so I'm guessing it is around 3pm.

Frames:

MPS-000001 0605 15:00 **Connie, John and Sibyl sitting on the running board of a V8.**
MPS-000002 0605 15:00 **Reverse of MPS-000001**



MPS-000001 - Connie, John and Sibyl sitting on the running board of a V8.



MPS-000002 - Reverse of MPS-000001