

## MR. J. L. DANIELS

**D**URING the 200 years following the 14th century an intrepid group of sailors and merchants, the Merchant Adventurers, linked the world in their wooden-hulled, canvas-rigged ships.

They set up a trading empire of world markets which we still largely rely on for our wealth.

Mr. Joseph Lionel Daniels is very much a modern merchant adventurer, although the speedier air travel he uses has supplanted the pitching sailing ships. While his predecessors plied the world with cloth, Mr. Daniel's wares are more durable and compliable with a fast moving world.

It is the study and sale of machinery which draws him from his Stroud factory to customers in all parts of the world; which takes him on fleeting visits to America; and which sent him on a 41 days' tour of world markets and so linked him with the exploits of those adventurous men of 600 years ago.

### CAR IN PIECES

One day in the 1930's he stood with a telegram in oil-grimed hands. His small car lay in pieces, each part a victim of his spanners; he had stripped it to the very leats of the springs. He was in Scotland, gaining experience in an Edinburgh engineering department following a degree at Birmingham University.

The telegram brought news of his father's illness. He put his car together in record time and drove back to Stroud, a journey which was to provide a prelude to a frenzy of work.

In Stroud he was told that his job was to double the turnover of the firm of which his father had been managing director. Only three days out of every 14 were being worked and 135 men were on the books.

For three months he called on 24 offices a week until he received his first enquiry. A week later he had his first order. He had started.

Today he is managing director of that firm; for four generations the leadership has been in the Daniels' family. The size of the works has doubled since then, there are a total of 570 people employed there.

In an office overlooking fresh lawns and flower beds he works shirtsleeved—a bustling, effusive figure. Here, against the smooth hum of distant machines and the crackle of loudspeakers, he plans the destiny of his firm.

New York, Denver, San Francisco, Honolulu, Fiji, Auckland, Sydney, Bangkok, Beirut, Rome, Frankfurt—the names read like a list from a luxury trip from a glossy travel brochure. But it was not for sightseeing that he made a recent tour.

### AUSTRALIAN MARKET

Principally it was for an investigation of the Australian market, with the impending restrictions on imports of British goods. He came home with the knowledge that the firm's markets were ensured. By partially manufacturing parts in Australia, import duties and freight costs will be reduced. His goods

will be cheaper.

For him the tour was a series of swift air dashes, meetings with agents and representatives and lightning sightseeing. He loves air travel and hates the sea; childhood memories of the Titanic disaster made a lasting impression on him.

He carries a spirit of bursting enthusiasm into his social work. Forty years ago this week he became a wolf cub and began an association with the Boy Scouts which has never died. In a day he and his brother collected six boys together, took them to the minister of Rodborough Tabernacle (Rev. C. E. Watson). And so the first wolf cub pack in Stroud was formed. Now he is County Secretary, a post he has held for nearly two years.

Mirrored in all his work is an intense desire to help young people. He is a member of the Council of Wycliffe College—his old school—and is chairman of the Finance Committee. His interest in education has flowed wider. A governor of the Stroud Technical College, he is a member of the county Education Committee and of the Regional Council for Further Education for the South West.

### VISIT TO AMERICA

Of his half dozen visits to America, two have been in connection with the Congregational Union of England and Wales. He is chairman of the National Committee whose aim is to raise money to put the Union on its feet in an attempt to raise salaries of ministers. Locally he is secretary of the Rodborough Tabernacle Church.

He has shown his interest of drama with the Cotswold Players and is a member of the Appeal Committee which has worked to provide the Players with their own theatre by modifying Slad Hall.

One of his shorter journeys is to Bristol where he takes the chair at meetings of the Western Section of the Institute of Mechanical Engineers.

It is in his garden—his main hobby—that he finds moments of peace, away from the hubbub of a thriving works.

Married in 1932, he has four boys and a daughter.

In 10 days' time he will add another 6,000 miles to his already large log-book. In three days he will fly to America, meet a businessman, and fly back—in time to vote at the General Election.

*Killed in  
road accident  
in Denbyshire  
Jan 9, 1958*