



A joint 'play' for exports

COVENTRY CITY FOOTBALLERS TO DRIVE 2000s ON EUROPEAN TOUR

A Midland soccer team is to help boost the European sale of Rover cars this summer. Members of the Coventry City Football Club, known throughout the world as the Sky Blues, will make their 17-day close season Continental tour this year in a convoy of nine Wedgwood blue Rover 2000s, lent by The Rover Company.

The exercise has the blessing of the Prime Minister himself, as directly helping the export drive, and it will be the first venture of this sort ever to be undertaken.

The tour will go through most European countries and football matches have been arranged for the Coventry team in Paris, Frankfurt, Vienna and Zurich. In return for use of the transport, the members of the team will co-operate with the Company in a sales promotional programme involving attendance at Rover distributor and dealer receptions in the four countries where the matches are due to be played. Considerable Press coverage is likely to be given to the tour.

Spokesmen for both The Rover Company and Coventry City Football Club have welcomed the idea and have spoken highly of the possibilities of this first-ever venture.

Mr. John Carpenter, Rover Sales Director, said: "Europe is our strongest overseas market and promotion of this sort will obviously draw attention to the sporting appeal of the Rover 2000."

Mr. Jimmy Hill, the Coventry City manager added: "We believe we will be the first club to help the country in the export drive."

Since plans were announced, Government and civic heads have added their own blessing.

The Prime Minister, Mr. Harold Wilson, wrote to Mr. Hill saying that he thinks "it is a splendid scheme that Coventry City and The Rover Company are running a partnership." He also added that Mr. R. Crossman, the Minister of Housing and a Coventry M.P., would be delighted to give the party a send-off on May 23 when it left for Europe.

The Lord Mayor of Coventry has also described the idea as 'magnificent' and is to ally himself with the civic send-off from the Council House at Coventry.

The tour promises rich rewards

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Members of Coventry City F.C. chat informally with Mr. A. B. Smith (Director and General Manager), right, in the latter's private office at Solihull. The players were at the factory for the filming by the B.B.C. "Sportsview" television unit. Coventry Manager Jimmy Hill is third from left (with beard).



Assembly line workers give the 500,001st Land-Rover a rousing send off. It is going a long way—to Thailand, in fact, where it will do humanitarian work for UNICEF (United Nations International Children's Fund). Among directors who went to the end of the line to see the vehicle drive off were Mr. W. Martin-Hurst, the Managing Director; Mr. A. B. Smith (Director and General Manager); Mr. P. M. Wilks (Technical Director); Mr. B. G. L. Jackman (Production Director); Mr. J. K. S. Carpenter (Sales Director); Mr. W. J. Robinson (Executive Director, Production—Solihull); and Mr. E. G. Bacon (Executive Director, Quality Control). Behind the steering wheel is Mr. E. Scott (General Works Manager, Tyseley Group of Factories) and standing next to Mr. Martin-Hurst is Mr. J. R. Russell, Land-Rover Assembly Line delegate to Solihull Joint Production Consultative Advisory Committee, who has worked on Land-Rovers since the first vehicle appeared 18 years ago.

THE 500,001st LAND-ROVER CAME OFF THE SOLIHULL ASSEMBLY LINE TO EMPLOYEES' CHEERS ON APRIL 1, ALMOST 18 YEARS TO THE DAY SINCE THE VEHICLE WAS "BORN." SINCE ITS INTRODUCTION, THE LAND-ROVER HAS EARNED MORE THAN £230,000,000 IN FOREIGN EXCHANGE AND TAKEN THE NAME OF THE ROVER COMPANY TO THE FURTHERMOST CORNERS OF THE WORLD.



Filming about to take place alongside the sportsground at Solihull. The BBC "Sportsview" cameraman, left foreground, explains to a Coventry player the next sequence to be shot, while other players stand by their cars awaiting "action".

New sales company formed in S. Africa

Plans for a new large-scale sales drive are in hand following the setting up of a new sales company in Johannesburg called Rover Sales South Africa Pty. Ltd.

The new company has been formed in association with Motor and Industrial Investments Ltd., a subsidiary company of the Bonus Investment Corporation of South Africa Ltd. Rover holds a major shareholding in the new company and so that close co-operation can be maintained, Rover Sales S.A. Pty. Ltd. is to operate from the new office block in Johannesburg recently erected by M.I.I.

In a message to Mr. S. C. Toll, the Managing Director of the new company, Mr. L. G. T. Farmer, Chairman of The Rover Company Ltd., and of Rover Sales South Africa Pty. Ltd. said: "I welcome the association with M.I.I. and the opportunity so presented of strengthening our ties with the South African commercial community. We intend to enter into full partnership with our new colleagues and jointly work together to increase the South African content of our vehicles currently assembled at Port Elizabeth."

Rover vehicles have been assembled at Port Elizabeth for several years and South Africa is the second largest Land-Rover market in the world. The Rover 2000, which was introduced into the Republic last September, has also met with great success. In fact, the South African Guild of Motoring Writers recently elected it "The Car of the Year" (see page 2 article).

The directors of Rover Sales South Africa Pty. Ltd. are Messrs. L. G. T. Farmer (Chairman), S. C. Toll (Managing Director), J. K. S. Carpenter, J. Goodall and G. D. Bornman.

The versatile four-wheel drive Land-Rover was first shown to the public on April 30, 1948, at the Amsterdam Show, less than a year after it had been decided to manufacture it. Soon afterwards, prototypes were on test on local farms, and six months after the unveiling at Amsterdam, Land-Rovers were pouring out of the Solihull factory.

Since then a steady stream of enquiries and orders have been passing through the Company's Solihull headquarters and worldwide interest in the vehicle is as much alive today as ever. Now, 18 years later, and with production facilities still increasing, Land-Rovers can be found in nearly every country in the world doing a multiplicity of work in almost every walk of life.

Half a million Land-Rovers

Of the half million Land-Rovers produced, more than 70 per cent have been exported. A total of 65 countries use the vehicle in their military and

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The Chairman's interim statement

Turnover of the Group for the 28 weeks ended February 11, 1966, was slightly in excess of the figure for the corresponding period last year. The increase, however, was not sufficient to off-set lower profit margins due to increased costs.

Reporting this in an interim statement to shareholders, Mr. L. G. T. Farmer, Chairman of The Rover Company Ltd., said: "The difficulties to which I referred in my annual statement are still with us and it is, therefore, not possible to forecast with accuracy the final result for the year."

"We are, however, approaching the selling season in the home market and I am pleased to tell you that the demand for our products continues at a satisfactory level. With the better rate of output we are aiming to achieve, and subject to no unforeseen circumstances arising, the rate of profitability in

the remainder of the year should be greater than that of the 28 weeks on which we are reporting. The Group surplus for the year, before taxation, will undoubtedly be lower than last year's record figure.

"The following is an extract from an announcement which was made on the 2nd March 1966: In order to obtain the full benefit of the transitional provisions of the Finance Act, 1965, the Board has decided as a special measure and solely for this reason to pay an interim dividend of 2d. per share less tax, in respect of the year ended the July 30th 1966. This payment, therefore, should not be regarded as any indication of the amount of the total distribution for the current year."



Mr. W. Martin-Hurst, the Managing Director (left), welcomes the President of the Swiss Confederation, Herr Bundespräsident Schaffner (right), to the Rover stand at the Geneva Motor Show. In the centre: Mr. E. Fehlmann, principal of our Zurich distributors supplying German-speaking Switzerland. He introduced Mr. Martin-Hurst to the Swiss President.

Reminders of the past mustn't prevent you seeing into the future

Those holiday resort stickers all over the rear windows of cars (perhaps yours?) are very nice, of course. They prove you've been here, there and everywhere. The South of France, the West Country, Scotland, Wales, Ireland, etc., etc. All the places, in fact, that remind of basking in the sunshine, away from it all.

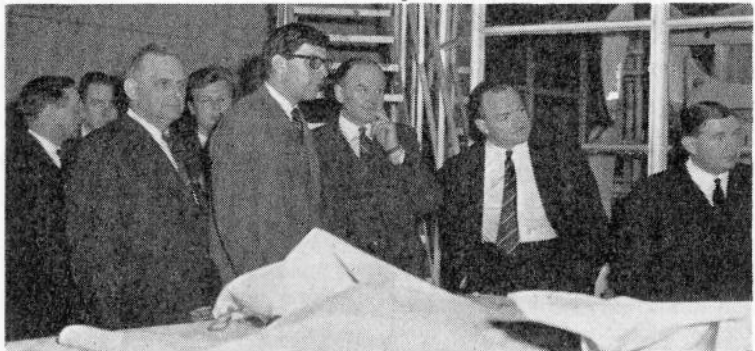
But back in the hurly-burly of everyday traffic, those stickers are a menace. And so are all other labels, suspended mascots and flying articles on the back shelf. The obscuring of windscreen and windows is downright dangerous.

The Ministry of Transport recommends that, on safety grounds, motorists should keep their all-round window vision free of obstructions as the law requires.

So take off those stickers, however reluctantly. At least it will help ensure that you and your family survive our hazardous modern traffic conditions to enjoy another holiday this year.

**KEEP YOUR CAR WINDOWS
FREE OF OBSTRUCTIONS!!!**

As part of a recent visit to the Solihull Civil Defence unit, Air Vice-Marshal H.A.V. Hogan, Regional Director of Civil Defence, made a tour of the Rover 2000 line. The photograph below shows (left to right): Mr. Denys Chapman (Solihull Town Clerk), Mr. A. McHugh, (a Civil Defence Regional Officer), Mr. R. C. Bradbury (Solihull Civil Defence Officer), Mr. R. Jones (Government Sales), Mr. C. G. D. Currie (Public Relations Assistant), Air-Vice Marshal Hogan, Councillor J. C. Ledbetter (Chairman of Solihull Council's Civil Defence Committee) and Mr. T. R. Richardson (Borough Surveyor).



This Land-Rover Station Wagon from the Department of Information, Tawau Residency, Sabah (formerly British North Borneo) was one of the first vehicles to use the temporary ferry across the Kalumpang river which makes it possible to travel the 81 miles from Tawau to Semporna by land.

The ferry was built by the Public Works Department, Tawau, and consists of a wooden platform, with ramps at either end, mounted on 44-gallon drums. It is winched across the river by hand.

The Public Works Department of Tawau is currently constructing a permanent 250-foot bridge across the Kalumpang river. This bridge is scheduled for completion by the beginning of next year.

The Tawau/Semporna road link is a major breakthrough in communication in the Tawau Residency and is envisaged to contribute substantially to the development of the Semporna Peninsular of Sabah.

FROM PAGE ONE

Footballers' European tour

for Rover and Coventry F.C. For Rover there is the expectation of good overseas publicity and distributor reaction and this will be matched by the enthusiasm of the Coventry players for the opportunity of playing world class opposition, including F.C. Austria, Grasshoppers, Stade Francaise and Offenbach.

When news of the tour became known, the B.B.C. television "Sportsview" unit filmed the Coventry players during a visit to the Solihull factory. This was shown on March 15.

Austrian Govt. honours our distributor

Mr. Carl Jeschek, our Austrian distributor, has been awarded the Silver Medal for Service to the Republic of Austria by the Austrian

Across the Sahara

For a 5,000-mile journey which will take them through the Sahara, British film producer Mrs. Anne Balfour-Fraser and 22-year-old Lord Hinchinbrooke are using three Land-Rovers.

Their trip will take them from Algiers to the Tibesti Mountains of Chad. Mrs. Balfour-Fraser said that a virtually unknown 1,000-mile stretch of their route from Djanet Oasis in Algeria across the Niger to Chad was difficult and dangerous.

Federal Government.

The award is in recognition of Mr. Jeschek's activities in the Austrian car trade for more than 30 years, and of his membership of the committee of the car-division of the Viennese Chamber of Trade and Commerce, and the advisory committee for the statistics of Austrian foreign trade.

A telegram of congratulations and best wishes "on this distinguished occasion" was sent to Mr. Jeschek by Mr. W. Martin-Hurst, the Rover Managing Director, on behalf of Rover directors.

A FILM 'STAR' TAKES A BREAK . . .

The lioness testing the strength of the canvas top of the Land-Rover is the film version of Elsa, the famous lioness brought up from a cub by Joy Adamson, wife of Kenya game warden George Adamson, and the subject of three best-selling books by Mrs. Adamson — "BORN FREE," "LIVING FREE,"

and "FOREVER FREE." The first named book has been made into a sensitive and charming full-length, colour film by Columbia Pictures—Carl Foreman, whose presentation was to be released in the United States at Easter. Stars are the British pair Virginia McKenna and Bill Travers, playing the roles of the Adamsons, the pictured lioness playing Elsa—and a Land-Rover playing the Land-Rover!



Freed from the Simbas, she returns to Congo with mobile hospital

A unique Land-Rover mobile hospital went with Dr. Helen Roseveare heroine of the 1964 Congo revolution, when she returned to Africa last month to renew her medical work. Dr. Roseveare was released from captivity by mercenary Rhodesian troops in 1964, after a period in rebel Simba hands when her life was in great danger.

Built by Pilchers (Merton) Ltd. which firm holds our Burgess Hill, Sussex, dealership, the Land-Rover has a special insulated aluminium body fitted onto a Longwheelbase Land-Rover. The vehicle houses medical equipment, a steriliser, operating equipment, a microscope and countless other medical aids.

The vehicle will replace the equipment lost from the mission stations during the Congo uprising. At the time of the rebellion, Dr. Roseveare was the only European doctor still in the Northern Congo region around Paulis.

After driving the Land-Rover across Africa, she will begin her medical practice once again. Centred in Paulis, she will be going out daily to help the natives in remote parts of the forest.

Mr. R. C. Snook, General Manager of Pilchers (Merton) Ltd., said that he and his firm had received much satisfaction from assisting Dr. Roseveare and incorporating her ideas into such an unusual vehicle as the mobile hospital.



Dr. Roseveare takes a final look at the Land-Rover mobile hospital before she departs with it for Africa.

2000 is 'Car of the year' in S. Africa

The Rover 2000 has been acclaimed "Car of the Year" by the South African Guild of Motoring Writers.

Their verdict comes only a few months after the introduction of the 2000 to the South African public and is the second time the car has been awarded this title by motoring writers.

The car made its official debut in South Africa in September last year and the Rover Company's subsidiary plant at Port Elizabeth which already produces Land-Rovers and 3-litre saloon cars, has been expanded to accommodate assembly of the 2000 model.

Two years ago, the 2000 was acclaimed "The Car of the Year" by an international panel of motoring writers in a contest sponsored by a Dutch motoring magazine.

Appointed and Promoted

New Personnel Officer for the Tyseley Group of Factories, excluding Acocks Green, is Mr. Harry Mason. He succeeds Mr. R. Knowles, who retired at the end of February and to whom Mr. Mason was assistant for 10 years.

Mr. Mason, who joined the Company in 1937, is to continue in his post as General Secretary of the Tyseley Group Social Club. He is directly responsible to Mr. R. R.



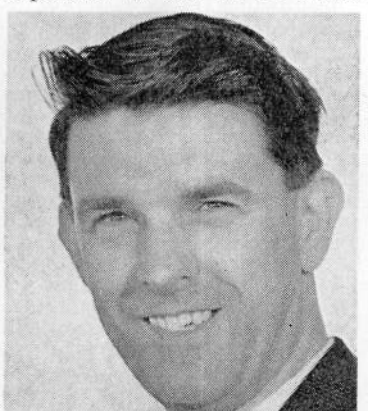
Hillen, Group Personnel Manager, for the 3,200 Rover employees in the six factories of the Tyseley Group.

It was shortly after the second world war, during which he served in the Army, that Mr. Mason entered Personnel work at Tyseley. His other experience includes time office and welfare work.

Mr. Trevor Allen has joined the Quality Control Department as Chief Engineer—Engines on transfer from the Engineering Department. He is now based at Acocks Green.

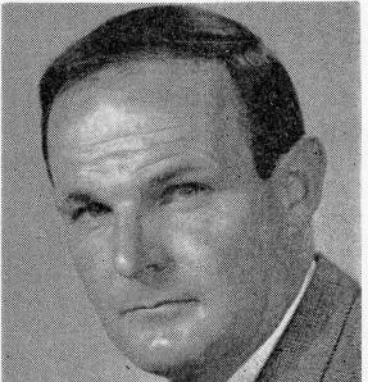
His terms of reference are that he represents the Quality Control Department on all technical matters relating to engines and associated parts, and liaises with other departments and suppliers on items referred to him for attention.

Mr. Allen, who is 34, is directly responsible to Mr. E. G. Bacon



(Executive Director, Quality Control). A Rover employee for 15 years, Mr. Allen joined the Company from Bordesley Green Technical College, Birmingham, as a technical assistant, and subsequently underwent a Rover apprenticeship.

He was on engine development work before becoming a project engineer handling liaison work between Engineering, Service and Production, which post he retained until his recent promotion to the post of Chief Quality Engineer, Engines.



Mr. Ronald I. Meatchem has joined the new Rover Sales South Africa (Pty) Ltd. as Sales Manager, from Messrs. Sydney Clow & Co. Ltd., Rover distributor in the Transvaal. Born in Australia and educated at Perth Technical College, Mr. Meatchem emigrated to South Africa in January 1950 and spent 15 years with the Atkinson Oates Organisation covering all aspects of service, operations, parts, specialised service equipment and, finally, in the Sales Division as General Sales Manager.

IN EVIDENCE . . .

Quotes from a road test report by Mr. W. Taylor on a Rover 2000 published in POLICE REVIEW:

"It may seem incredible, but it is nevertheless true, that this car will do things safely that are beyond the imagination of most sane-thinking drivers on the road.

"This is an inherently safe car in any conditions when compared with other cars on the road.

"Like the Mini Cooper 'S', other than for a straight run down the motorway, there is no other car in this country that can catch or get away from, the Rover 2000 when it is being driven properly."

'Win a Car' winners chose Rover 2000s in quick succession

FIVE WINNERS OF A WEEKLY MAGAZINE'S REGULAR "WIN A CAR" COMPETITION CHOSE ROVER 2000'S AS THEIR PRIZES IN SIX SUCCESSIVE WEEKS. EACH PICKED THE 2000 IN PREFERENCE TO TWO OTHER MAKES OF LUXURY CARS, OR VARIOUS PAIRS OF VEHICLES.

The competitions, in "Reveille," required readers to select the six most attractive pictures of ten published of French film star Brigitte Bardot. The magazine has been running the competition every week for 18 months, but it is only since just before Christmas that the Rover 2000 has been offered among the prizes.

The winners were also given a year's rent free use of a personal car telephone or £185 instead, and, in the case of the Rover 2000, a cash balance of £700.

The first new 2000 owner is Mr. Anthony Sealey. After sending their last car for scrap, he and his wife, Elaine, could not afford another one.

Then they heard they had won a new car!

They are to use the £700 as a deposit on a bungalow and move out of their council flat in Kidderminster, Worcestershire. As they live outside the reception area for car telephones, they will use the £185 on new furniture for the bungalow.

Mr. John Jamieson is the second new 2000 owner: he gave his van away five years ago and tried the "Reveille" Win-a-Car contest for some time. The week he decided he could not win, the competition offered a Rover 2000—the car he had wanted since it came on to the market.

So he decided to enter and, having heard of his success, unhesitatingly chose the Rover 2000.

The first winner of the car and telephone is Mrs. Kathleen Holdaway, of Feltham, Middlesex. Her daughter will take over the family's existing saloon and Mrs. Holdaway plans to take driving lessons now that she owns a Rover 2000. The £700 will help realise the family dream of moving to a bigger house.

Winner No. 4 is Mrs. Florence Wadkins, who won on a free bonus line on her coupon. Total value of her prize is more than £2,190. She also chose a Rover 2000 and a car telephone, with £700 in cash.

Mrs. Wadkins has had driving lessons but has not yet passed her test. She and her husband, who live in Hale, Cheshire, have not hitherto owned a car. However, now that she owns a Rover 2000, she says: "This will be the end of buses to the shops for me."

After only three previous attempts in the competition, Mr. David Maxwell, who lives in Coventry, became Winner No. 5.

David, who works as a draughtsman for a firm of electrical engineers, will share his prize with a colleague at the next drawing board, Henry Porter, 23, also of Coventry. Henry paid half the entry fee.

Twenty-three-year-old David chose the Rover 2000 with £700 and £185 in lieu of a car telephone because he does not live in a reception area.

Henry will take the Rover and pay David a sum that will mean they have divided the prize, after which David will buy a new estate car.

ROVER CHAIRMAN AT HONGKONG CAR DISPLAY



Mr. L. G. T. Farmer, the Rover Chairman, was present at the opening of a special display of motor vehicles in Hongkong at which the Rover 2000, 3-litre and Land-Rover were shown by Messrs. Reiss, Bradley and Co. Ltd., our distributors. The Rover display is seen in the above photograph, and in the one below Mr. Farmer (left) is chatting with the

Hon. J. D. Clague (right), Chairman of the group of which Reiss, Bradley is a member, and Mr. P. Watkinson (centre), of Reiss, Bradley.

Mr. Farmer made a brief visit to the Crown Colony during his recent tour of distributors in the Far East and Australia. This tour took him to Japan, to Melbourne, Sydney and Canberra in Australia, and to Greece.



Proudly standing by their new Rover 2000, delivered to them by Laughton Goodwin and Co., our Kidderminster dealers, are Mr. Anthony Sealey, his wife Elaine and, sitting on the roof, daughter Wayne. (A 'Reveille' photo.).

11 SHARE £3,500 WIN

Three thousand, five hundred pounds—a sum that recently added joy to the lives of eleven Rover Solihull C.K.D. employees.

The 11 men were outright winners on one entry in the "Birmingham Evening Mail and Despatch" Place-the-Ball football competition. Each man's share worked out at £318.

The man whose name was on the entry form was Mr. Leonard Palmer, aged 57, who has worked in the C.K.D. Department since 1951. He was presented with the cheque for £3,500 by Phil Woosnam, the Aston Villa F.C. captain and inside left,

at a lunchtime ceremony watched by hundreds of fellow employees in the Main Canteen on March 30.

Mr. Palmer has been following football for 40 years and supports Birmingham City. He has been sending in entries for Place-the-Ball for more than three years, but despite his lack of success until this win had had the "utmost confidence" that eventual success would come his way.

Sharing the £3,500 with Mr. Palmer were: Messrs. S. Shaw, E. Matthews, L. Moore, H. Wright, T. Ferguson, H. Stone, S. Higgins, R. Shaw, T. Perrins and A. Baker.



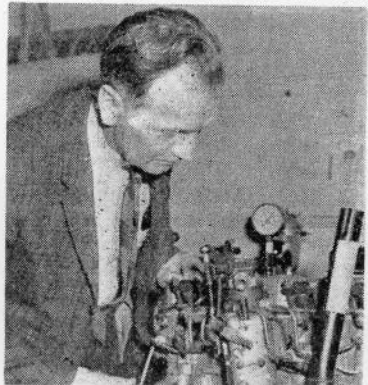
Mr. Palmer receives the cheque from Phil Woosnam watched by other "shareholders" of the award.

They work 2,500 miles apart, but came together for courses at Solihull

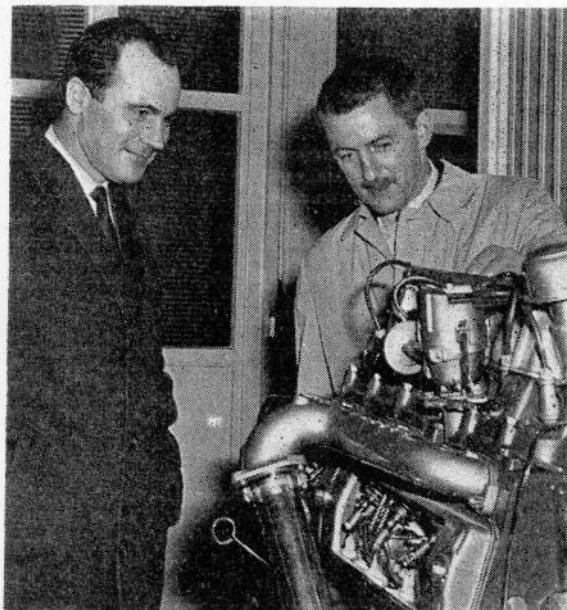
Two Rover North American Regional Service Managers who are based no less than 2,500 miles apart, strengthened their friendship recently when they spent a month together at Rover Solihull.

Mr. Peter Brown, Regional Service Manager, Vancouver, and Mr. Bill MacDuff, Regional Service Manager, Ontario (pictured right) are responsible for the areas of western and eastern Canada respectively.

One of their main tasks is the servicing of Land-Rovers, which have to endure extreme conditions and rugged terrain. They are the only vehicles which can be used regularly in Canadian conditions.



John Tester (Solihull Toolroom) completed his apprenticeship in February. Congratulations.



The two men, who were making their first visit to Rover Solihull, spent four weeks at Rover factories. Their activities included Rover 2000, 3-litre and Land-Rover courses at the Solihull Service School, and visits to other Rover works.

Mr. Brown (left) and Mr. MacDuff cast expert eyes over a Rover 3-litre engine in the Solihull Service School.

February 21 until March 11 at the Rover Solihull Service School on an instruction course, and is pictured left with a demonstration engine.

Senior service representatives from eight European distributors in France, Switzerland, Holland, Belgium, Austria, Germany, and Sweden have also visited the Service School to attend a special course on automatic transmission.

★ ★ ★
Making his first visit back to England for 16 years was Mr. C. L. Smith, Rover North America Regional Parts and Service Manager. He spent three weeks from

FROM PAGE ONE

500,001st Land-Rover comes off the assembly line

police forces, and The Rover Company is the largest manufacturer of four-wheel drive vehicles in Europe.

The basic Land-Rovers are the Regular and the Long wheelbase models, with petrol and diesel engines. But with 38 functional body styles, and scores of optional extras and approved adaptations available, this go-anywhere, do-anything vehicle has certainly more than justified its reputation of being "The World's Most Versatile Vehicle."

Over the last few years, because of the constantly increasing overseas demand, local assembly plants have been set up in many parts of the world to supplement home output.

During early production the Company decided to introduce the

Station Wagon as an alternative model to the "Regular" type, with its canvas hood. The special body was fitted to a standard chassis and comfortable seating accommodation was offered for seven people.

The "Regular" hard-top version was introduced in 1950: this was a plain top with no side windows and a vehicle fitted with this type of cover was not liable to Purchase Tax.

The original 1.6-litre engine was superseded in 1952 by a 2-litre engine primarily to give the Land-Rover increased "slogging" power at low engine speed, particularly for agricultural work and towing operations.

The original 80 in. model was replaced in 1954 by an 86 in. version

and in the same year a 107 in. Long wheelbase model capable of carrying a payload of 3-4 tons was introduced. In 1956, the 86 in. version gave way to an 88 in. model and another Long wheelbase model—the 109 in.—was announced.

For the 1958 season's manufacturing programme, the first Rover diesel engine, a 2-litre, was offered as an alternative to the petrol engine.

The tenth anniversary of the Land-Rover was celebrated in 1958 and the Series II 88in. and 109in. models came into being in the February with slightly improved body styling and a 2½-litre petrol engine. Production of the 107in. L.W.B. Station Wagon was discontinued in September of that year.

By 1959 the Company had produced its 250,000th Land-Rover. In the same year a Station Wagon in the 109in. L.W.B. range was introduced. Two years later the original 2-litre type diesel engine was replaced by a 2½-litre model and all models became Series IIA.

In 1962 a new 109in.—12 seater Station Wagon and the new type Forward Control Land-Rover—were introduced. On the three basic models in production today can be built a variety of modifications and extras to satisfy the particular requirements of Governments and fleet owners.

In addition, there is a considerable range of machines and equipment approved for use with the vehicle.

Urgent phone message

Employees and their families are reminded that only urgent telephone messages concerning illness and other emergencies can be transmitted to employees during working hours.

The Welfare Offices will pass on messages of this nature which should be given clearly and with full names, initials, check numbers and departments concerned.

Much time is wasted in some instances in trying to identify employees. To prevent this happening, all Rover employees should give full information of check numbers and departments to their families, so that contact in cases of emergency can be made easily and quickly.

Rover-Alvis personnel merge with 'great degree of success'

Mr. J. J. Parkes, Chairman of Alvis Ltd., spoke at the 10th annual dinner of Alvis Apprentices' Association of the pleasure he had derived in noting how members of the Rover and Alvis organisations had been meeting their opposite numbers and associates in the last few months.

"This is something for which one hopes, but it does not always happen," Mr. Parkes said. "I am so glad it is happening between these two companies with such a great degree of success."

Mr. Parkes said the function was a historic occasion in that it was the first dinner of Alvis Apprentices' Association since the affairs of Alvis were amalgamated with Rover. "In every way, this amalgamation is an extremely happy event," he added.

The year's awards were presented by Mr. Peter Wilks (Technical Director, Rover) who said it was enormously encouraging to see the way in which the activities of the two companies were merging in such

an excellent way.

Mr. Wilks spoke, in humorous vein, of his own apprenticeship at the Coventry works of A. C. Wickman. He also congratulated Alvis apprentices on the way they collected for charity.

Prizes were presented as follows: Engineering prizes—Bob Walton and

Peter Crowley. Trade prizes—Derek Williams and Bob Goodwin. Ireson Memorial Shield for first year apprentice—Bill Davies. Darts award—Brian Tullett. Snooker—Eric Howell. Alvis Owners Cup for best all-rounder—Vince Howard.

The latter award was presented by Mr. N. D. Purday, P.R.O. for the

Alvis Owner Club, who revealed that membership had now reached the 1,000 mark.

Some 80 apprentices and ex-apprentices were present. Other Alvis directors present with Mr. Parkes were Mr. G. R. Howell (Chief Accountant) and Mr. R. F. Skidmore (Works Director).



Alvis apprentices with their trophies and some of their dinner guests. Left to right (standing) — Mr. N. D. Purday (Alvis Owner Club), Derek Williams, Bob Goodwin, Bob Walton, Peter Crowley, Mr. Peter Wilks, Barry Nash (Chairman, Alvis Apprentices' Association), Mr. J. J. Parkes, Mr. G. R. Howell and Mr. R. F. Skidmore. (Seated)—Vince Howard, Bill Davies, Brian Tullett and Eric Howell.

Rover man in up and coming pop group

On the threshold of fame: Roger Harris, 21-year-old Rover Solihull employee, and organist with the Solihull pop group, the Con-Chords, whose first record was released on April 1.

Called "You can't take it away," the American-composed song is released in Britain on the Polydor label and will be available in America next month. The group has signed a five-year contract with Polydor.



The Con-Chords. Roger Harris is third from left at the rear.

Roger, who is an M.C.D. chaser, has been with the group for almost two years and has been playing the organ for the past 18 months. He also occasionally plays the piano and guitar, and has composed songs for the group.

Promotion dates on TV and radio have been arranged for the group, which is managed by Mr. Arthur Smith, who is responsible for the other successful Solihull group, The Applejacks.

The Con-Chords have played at venues throughout the Midlands: at the Birmingham Hippodrome, Solihull Civic Hall, where they were resident for 18 months, and at Rover ballroom dances.

The Con-Chords also recently took part in the B.B.C. Show at Leicester, recording a radio programme for broadcast on the Home Service on April 6.

ELECTED NATIONAL TREASURER

Mr. A. S. Ostler (Chief Designer, Cars) has been elected national honorary treasurer of the Institute of British Carriage and Automobile Manufacturers.

The appointment, Mr. Ostler's first at national level, follows two years as chairman of the Institute's Midland Centre.

Apprentices get their certificates

Because of the large number of former Rover apprentices to be given certificates of apprenticeships, two presentation gatherings were arranged at Solihull this year.

A total of 44 former apprentices received their certificates on the two informal occasions from Mr. P. M. Wilks (Technical Director). Also present were Mr. E. S. Richards (Executive Director, Industrial Relations and Welfare) and Mr. L. S. Shaw (Apprentices Supervisor). Mr. B. G. L. Jackman (Production Director) was present on the first occasion.

Reminding his listeners that it was the second year that certificates had been presented in such a way, Mr. Wilks said receipt of such awards was a "once and for all occasion." Speaking of the opportunities within the organisation, Mr. Wilks said the Company was expanding very rapidly and he had found that opportunities cropped up most unexpectedly for all sorts of people.

Good schoolwork

Mr. Wilks stressed that even though openings were not automatically available in the sections in which apprentices had finished their training, there would continue to be vacancies for Rover-trained people within the Company as the latter became available.

"We are going to make sure that former apprentices fill real jobs where their training and ability can be put to the best use," he added.

Mr. Wilks said Management had been impressed by the apprentices' schoolwork, and he congratulated them on the high number of Higher and Ordinary National Certificates gained.

"This is becoming increasingly important both in this Company and elsewhere," said Mr. Wilks, who asked his audience to encourage apprentices to "press on" with schoolwork. While studying was hard work during apprenticeship, it was even harder when attempted in the post-apprenticeship period.

HIS IDEA WILL GO INTO ALL NEW LAND-ROVERS

Coming into effect in August will be a suggestion which won a Rover Percy Road man an award of £75 under the Tyseley Group Suggestions Scheme.

Mr. A. R. Appleby (Gear Box Assembly, Percy Road) suggested an improved extension stud which retains the clutch withdrawal housing and primary pinion. This will affect all Land-Rover production.

This award was included in a total of £114 awarded for ideas put forward at a recent meeting of the

Tyseley Group Suggestions Scheme Committee. Other awards were: Mr. T. Hopes (Engine Assembly, Tyseley) £20; Mr. A. J. West (Perry Barr) £10; Mr. C. H. Dent (Tyseley) £5; Mr. T. C. Conroy (Acocks Green) £2; and Mr. L. Peach (Tyseley) £2.



Certificate recipients above and below with Messrs. Wilks, Richards and Shaw, were: First batch: W. F. Clark (Engineering Department, Electrical Section, Solihull), R. W. Cosier (Engineering Department, Mr. J. Shaw, Solihull), R. C. Holding (Quality Control, Mr. E. Roebuck, Acocks Green), T. C. Holdsworth (Engineering Department, Body Drawing Office, Solihull), W. A. Hughes (Machine Shop, Springfield), M. E. Kinning (Machine Shop, Acocks Green), D. Monington (Service Repair Shop, Solihull), M. J. Pendry (Engineering Department, Design Research, Solihull), E. Phillips (Works Electricians, Tyseley), T. Richards (Engineering Department, P6 Section, Solihull), T. Robinson (Toolroom Miller, Tyseley), G. H. Sandford (Works Efficiency, Acocks Green), D. V. Searles (Factory Layout, Acocks Green), C. R. Sewell (Machine Tool Repair, Tyseley), A. L. Sperring (Tool Engineers Department, Tyseley), P. T. Storr (Engineering Department, Mr. R. Marvin, Solihull), J. W. Studholme (Land-Rover Special Projects, Solihull), M. Tisdale (Engineering Department, Engine Development, Solihull), G. S. Truman (Production Development Drawing Office, Solihull), K. J. Watters (Inspection, Solihull), R. Woodcock (Reliability Test Acocks Green).
Second batch: A. Brown (Engineering, Fitting, Solihull); B. J. G. Allcock (Planning, Solihull); S. B. Bramley (Engineering, Land-Rover Development, Solihull); P. J. Walton (Engineering, Steering Development, Solihull); D. R. Parr (Engineering, Electrical Development Solihull); C. A. Neal (Laboratory, Solihull); P. MacPearson (Toolroom, Solihull); G. K. Parkes (Engineering, Engine Fitting, Solihull); B. W. Hoey (Toolroom, Solihull); K. A. Hartley (Gear Cutting, Percy Road); R. W. Harrison (Toolroom, Solihull); R. W. Gough (Engineering, Research Fitting, Solihull); R. Gill (Engineering, Mr. G. Reed, Solihull); R. G. Freeman (Service Repair Shop, Solihull); K. S. Faulkner (Quality Investigation, Solihull); I. Ettrick (Planning, Solihull); M. Costello (Reliability Test, Acocks Green); G. W. Cook (Engineering, Body Development, Solihull); J. M. Walker (full-time college, B.Sc. course); M. G. Wootton (Engineering, Transmission Development, Solihull); D. J. Weston (Engineering, Special Development, Solihull); R. J. Griffiths (Gas Turbine Project D.O., Solihull); A. T. Bowler (Engineering, Mr. G. Reed, Solihull).

PERSONAL NEWS FROM THE FACTORIES

BIRTHS

We offer our congratulations to...

LUCKETT—To Mr. and Mrs. A. P. Lockett a daughter (Clare) on April 6. Mr. Lockett is Publicity Department photographer.

PARTRIDGE—To Mr. and Mrs. E. Partridge, a daughter (Sheryl) on February 20. Mrs. Partridge formerly worked in Land-Rover Trim Shop.

HOWLINGS—To Mr. and Mrs. L. Howlings, a daughter (Shirley Anne) on February 13. Mr. Howlings works at Ryland Road.

TRINDER—To Mr. and Mrs. Trinder, a daughter (Johanna) on March 11. Mrs. Dorothy Trinder was formerly secretary to Mr. P. Boyd Brent.

PONSEFORD—To Mr. and Mrs. Brian Ponsford, a daughter (Susan Heather) on March 14. Mr. Ponsford works in the Personnel Department, Pengam.

JONES—To Mr. and Mrs. David Jones, a daughter (Carol Ann) on March 6. Mr. Jones is a fitter in the Maintenance Department, Pengam, and Mrs. Mildred Jones formerly worked in the Parts Stores.

ECCLESTONE—To Mr. and Mrs. Ecclestone, a son (Keith Robert) on February 26. Mrs. Pauline Ecclestone was formerly a telephonist at Solihull.

BRIDGEWATER—To Mr. and Mrs. K. Bridgewater, a daughter on March 13. Mrs. Sylvia Bridgewater formerly worked in the PS Trim Shop.

CLARK—To Mr. and Mrs. Ken Clark, a son (Steven) on March 18. Mr. Clark works on Land-Rover Assembly, and his wife, Joan, formerly worked in Hollerith Department.

MARRIAGES

We offer our congratulations and best wishes to...

KNIGHT-TANNER—On March 5 at Llandaff Cathedral, Cardiff, Mr. Norman Knight (Unit Reconditioning, St. Mellons) to Miss Pamela Rose Tanner.

MCCOY-FLOYD—On March 12 at St. John's Church, Canton, Cardiff, Mr. Richard McCoy (Unit Reconditioning, St. Mellons) to Miss Catherine Floyd.

MASON-WOODROFFE—On February 26 at the Church of St. Francis of Assisi, Bournville, Mr. Jeffrey Francis Mason (Panel Preparation, P6) to Miss Judith Helen Woodroffe.

HANLEY-FITZGERALD—On February 19 at St. Thomas Moore's Church, Sheldon, Mr. John Hanley to Miss Hannah E. Fitzgerald (Land-Rover Trim Shop).

HALL-BRIDGES—On March 5 at St. Giles' Church, Sheldon, Mr. David Hall to Miss Janet D. Bridges (Land-Rover Trim Shop).

WORRALL-CASH—On March 12 at Coleshill Register Office, Mr. Eric Worrall to Miss Patricia Cash (Land-Rover Trim Shop).

WHITEHEAD-EVANS—On March 12 at Birmingham Register Office, Mr. Peter Whitehead to Miss Barbara Evans (Land-Rover Trim Shop).

ZISSMAN-HUNNABALL—On March 19 at Birmingham Register Office, Mr. Michael Zissman to Miss Jennifer Hunnaball (Land-Rover Trim Shop).

COLSTON-XUEREB—On March 26 at St. Cadoc's Roman Catholic Church, Llanrumney, Cardiff, Mr. Graham Colston to Miss Josephine Mary Xuereb (Switchboard operator, Pengam).

BROOKS-ALLEN—On March 18 at Hall Green Church, Mr. E. A. Brooks (Welfare Department) to Mrs. F. Allen (Canteen bar, Solihull).

DEATHS

We record with regret the following deaths, and offer our sympathy to relatives...

TOSH—Mr. Albert Tosh on March 16, aged 53. He was a fitter on Land-Rover Assembly, and had been with the Company for 17 years.

OLIVER—Mr. Norman Oliver on March 13, aged 51. He was a fitter in Experimental Department, and had been with the Company for 18 years.

LARDEN—Mr. John Henry Larden on March 8. He was an inspector at Acocks Green, and had been with the Company for 15 years.

WEEKES—Mr. E. Weekes on February 18, aged 73. He was a fitter at Seagrave Road until his retirement in 1958.

ATKIN—Mr. William Alfred Atkin on February 26. He was a foreman in the Machine Shop, Acocks Green, and had been with the Company for 22 years.

SILVER WEDDINGS

We offer our congratulations and best wishes to...

PLENDERLEITH—Mr. and Mrs. R. Plenderleith on April 12. Mr. Plenderleith is a joiner in Works Engineers, and his wife works in Cashiers.

APPERLY—Mr. and Mrs. F. R. Apperly on April 8. Mr. Apperly is Superintendent of the Flat Cost section, Cost Department.

IVES—Mr. and Mrs. Albert Ives on March 29. Mr. Ives works in the Welding Department, Clay Lane, Coventry.

SCHOLARSHIP OPPORTUNITY

The attention of all employees holding Higher National Certificates interested in continuing their technical education is drawn to the Savage Memorial Scholarship.

The Sir Geoffrey Savage Memorial Fund was established for the promotion and furtherance of technical education in connection with the motor industry of the United Kingdom. The income of the fund is available for assisting in the education of people at universities or technical colleges in the field of engineering, production, or other subjects related to industry.

Those interested are asked to contact Mr. L. S. Shaw (Apprentices' Supervisor) internal telephone 577.



From the stern come Land-Rovers and Stalwarts...

Tank landing craft that "swim" in and out; a flight deck large enough to take four helicopters, and a floating assault force headquarters—all are incorporated in H.M.S. *Fearless*, in whose operations Land-Rovers and Alvis Stalwarts play an integral part. The vessel was recently revealed to Army and Navy experts and Pressmen near her base at Portsmouth.

H.M.S. *Fearless* is the first assault

landing ship of the Royal Navy: she can carry about 400 troops, with a large number of tanks, vehicles and heavy equipment. The number of troops can be increased to 700 for short periods.

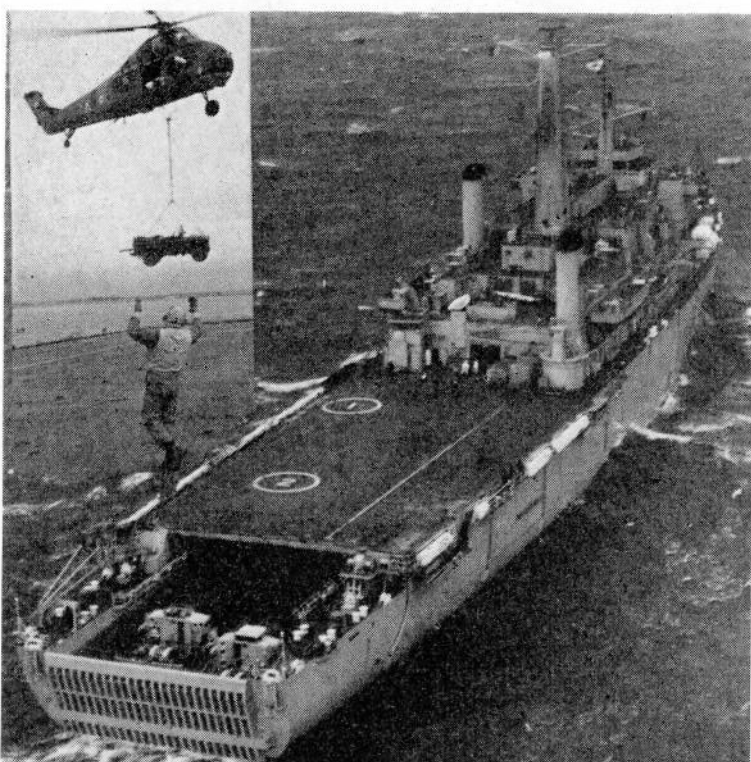
The vessel can put men ashore by landing craft operating from her dock, in smaller craft from her davits or, alternatively, by helicopters from the flight deck.

The main advantage of H.M.S. *Fearless* is her dry dock in the stern, which can be flooded by lowering a ramp to facilitate the launching of either landing craft carrying men and vehicles, or amphibious vehicles such as Stalwarts.

Chief use of the Land-Rover is as part of the landing craft squadron, which can operate independently from H.M.S. *Fearless* for considerable periods. The vehicles are hoisted on board by helicopters and stored on the flight deck park or lower tank deck in the stern.

As part of an 'open day' exercise, Land-Rovers and a small Royal Marine unit were put ashore and returned on board by helicopters.

For her own defence, H.M.S. *Fearless* has four Seacat surface-to-air guided missile mountings.



H.M.S. *Fearless* at sea. The landing deck for helicopters can be seen quite clearly in the stern of the vessel and a close look reveals the location of the dry dock also in the stern. Inset: A helicopter landing a Land-Rover is "flagged in" to the flight deck—a tricky operation in rough seas or high winds.

Gas turbine products in 4 exhibitions

Four exhibitions—three in Britain and one in Germany—are to carry displays of Rover Gas Turbine engines between now and the autumn.

They are, in order of date: the Heating, Ventilating and Air Conditioning Exhibition (HEVAC) at Olympia, London, April 14-22; Hanover Fair, Germany, April 30-May 8; Hovershow '66 at Brompton, Gosport, June 15-19; and the Farnborough Air Show (September 5-11).

Three of the above are first-time ventures for Rover Gas Turbines Ltd., though the Company has displayed its products at Farnborough previously.

SHELTER UNIT

Exhibitions are an integral part of Rover Gas Turbine advertising and publicity this year. At the Hovershow event, a hovercraft fitted with Rover gas turbine engines for lift and propulsion will be demonstrating its capabilities.

Currently on show at the HEVAC exhibition in Olympia is a total energy set, powered by a Rover 1S/60 engine and providing all facilities for housing military personnel in the Arctic.

It is in the form of a self-contained shelter unit, providing living and working accommodation and equipped with full domestic facilities. These include a snow melting tank, water heating system, room air and floor heating and air circulation.

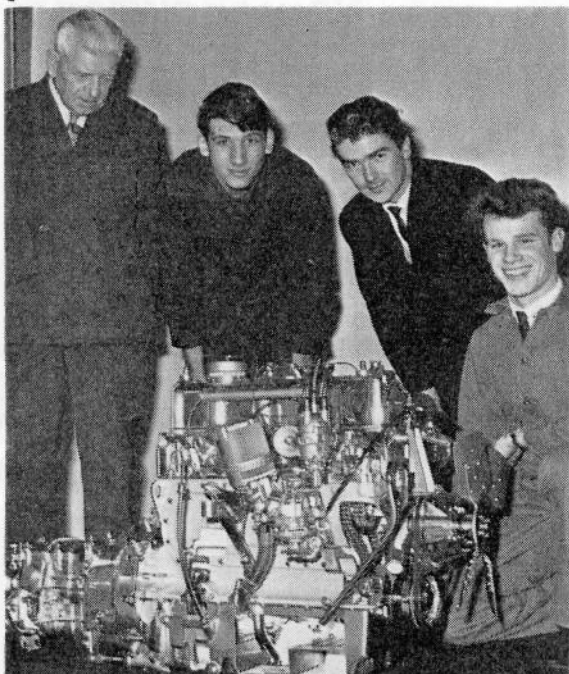
On display at Hanover will be Rover 1S/60 and 1S/90 gas turbine units.

In England ice skating team

Selected for the England team in its international ice speed skating match with Scotland in Glasgow this month was Eric Grinsell (First Build Stage, Land-Rover Assembly Solihull).

It was the eighth successive year in which he had been chosen for an England international skating team. A member of the Birmingham Mohawks Club, Eric hopes to compete in the Olympics one day.

Sparkling with elbow grease



Taking a final expert look at the engine before its departure for Geneva are (left to right) Messrs. Walker, Carter, Allen and Lindsay.

Behind, the shiny, glossy exterior of the cutaway lay months of effort by four Rover employees who put in many hours of hard work on the preparation of the engine. The object of their skilled attention will travel hundreds of miles in the next few months to motor shows all over the Continent.

Mr. William Walker, a chargehand in the polishing shop at Tyseley, has been responsible for the polishing of many exhibition engines since he joined the Company in 1946. Two apprentices, John Carter (Gas Turbines, Acocks Green) and Graham Lindsay (Machine Tool Repair Shop, Acocks Green) prepared the engine for polishing and fettled the parts.

David Allen (Works Efficiency Department, Acocks Green) supervised the operation, a function which his department has carried out for many years.

The detail painting was done by hand by the two apprentices, while the Experimental Shop carried out the more extensive process of spraying the engine's exterior covering.

After the Geneva Show, the engine was to be exhibited at the Hanover Fair.

A cutaway display version of the Rover 2000 engine is here shown awaiting despatch to the Geneva Motor Show, where it was displayed to the motoring world last month.

Several new members for the coming season were present when the annual meeting of Solihull bowls section was held in the Main Canteen on March 8. Officers elected: president, Mr. J. B. Wilson; chairman, Mr. T. Whittaker; secretary, Mr. L. W. Lawrence; treasurer, Mr. H. E. Jones; captain, S. Higgins; vice-captain, D. Cooper; committee: D. Curry, W. Bygraves, K. Bayliss, L. Edwards, R. Wroughton and S. Wheeler.

Opening date of the green will be announced later.



Perry Barr employees said farewell to one of their workmates on March 18 when Mr. Ned Franklyn retired after 46 years' service with the Company. He joined the Tyseley Service Department in 1920, being transferred to Coventry in 1929 and coming to Solihull in 1945. He rejoined the Tyseley group at Perry Barr in 1953 and has been employed on the After Finished Casting section since that date. Mr. Franklyn, aged 70, was presented with a motor mower from his friends at Perry Barr by Mr. H. W. Hayer (Works Supt.).

APPRENTICESHIPS COMPLETED

Four apprenticeships completed last month were those of Peter Harrison (Engine Development, Solihull), Richard Kent (Jig Shop, Solihull), Alan Hill (Toolroom Inspection, Tyseley) and William Wilcox (Seagrave Road).

RETIREMENTS

Mr. Basil West on February 24; he was a labourer in Experimental Department, with a total of 20 years' service. Mr. Francis James Rotherham on March 10; he was a leading hand conveyor, Land-Rover Paint Shop (25 years). Mr. Cecil Charles Williams on March 10; he worked in Car Despatch, Solihull (16 years).

RECENTLY RETIRED....

He supervised the moving of a whole factory

A career that began at the Queen Victoria Road works in Coventry some 45 years ago and finished at the end of 1965 was recalled on March 8, when Mr. E. (Ted) Radford returned to Rover Solihull to hear some of the tributes paid to him.

It was in 1921 that Mr. Radford joined the Company as a member of the Works Engineers staff, which then comprised some nine men at the Coventry works. He was put in charge of the move to the Helen Street works at Coventry and made building section foreman in 1931.

In March, 1945, came the start of the operation to move the complete factory at Coventry to Solihull, a job which had to be completed in eight months. Working under Ted Radford's inspiration, the Works Engineers toiled night and day to complete the task—and the first post-war car rolled off the new Solihull production lines in December, 1945.

Mr. Radford was made Assistant Works Engineer, Building, in 1951—the position from which he retired, at the end of last year after 42 years with the Company. His service was broken only by two years with the Air Ministry.

HOLDER OF FIRE BRIGADE MEDAL

He has taken a very active membership in the Fire Brigade Service and holds the British Fire Service Long Service Medal. He was also responsible for starting the Rover Amateur Boxing Association, one of whose members was a runner-up in the trials of the junior section of the A.B.A. Championship at the Albert Hall.

On March 8, Mr. A. B. Smith (Director and General Manager) presented him (pictured above right) with a camera and a viewer, and with a bouquet of flowers for Mrs. Radford.

Mr. Radford will use the camera to record pictorially the six-month trip that he and his wife will be starting in September to New Zealand. They are to visit members of Mr. Radford's family whom he has not seen since 1919.



Mr. W. London: The man who began at 14 in 1903...

A man who first began his Rover service as a 14-year old boy in 1903 said farewell to his workmates 63 years later—on March 4 last. Since Mr. Walter London, now aged 78, first began with the Company, he has left and restarted several times. He has, however, notched up a total of more than 30 years' service.

He started as a boy at Coventry, where he worked for two years, and then went to Tyseley, where he spent five years. He was also engaged on testing at Coventry from 1925 to 1928. He has spent most of the last 17 years of his working life at Ryland

Road as an inspector on Land-Rover windscreens.

On his retirement, Mr. London was presented (below) with a battery-operated clock by Mr. Ted Race (Quality Control Supt., Solihull).

His son, Mr. Harold London, is Field Service Manager with service to the Company now totalling 42 years. Mr. Walter London's other son and two daughters have also worked for the Company in the past.

ENGAGEMENT: On March 5 Miss Margaret Hill (Stationery Stores, Pngam) to Mr. Alan Ridd.



Extra time defeat for Rover

'B' team in cup final

After a full time score of 2-2 had necessitated extra time in the Works Junior Cup Final on March 12, Rover Solihull 'B' team's victory hopes were crushed by two more goals from Bromford Tube Reserves team.

The final, at Bakelite Sports Ground in Damson Lane, Solihull, was played in excellent conditions. Rover made a good start when captain and centre-forward Peter Gould scored with a low drive after three minutes. However, the Bromford team was allowed to settle down and was rewarded with an equaliser from its outside right.

In the second half, midfield play dominated the game, and goals from Bromford, and then Chris Brown for Rover, made the scores even after 90 minutes. But the Bromford players showed better match fitness in extra time, scoring with a free kick and a terrific shot from their outside right in the dying seconds of the game.

Thus the final score was : Rover Solihull 'B' 2, Bromford Tube Reserves 4.



ON THE BALL

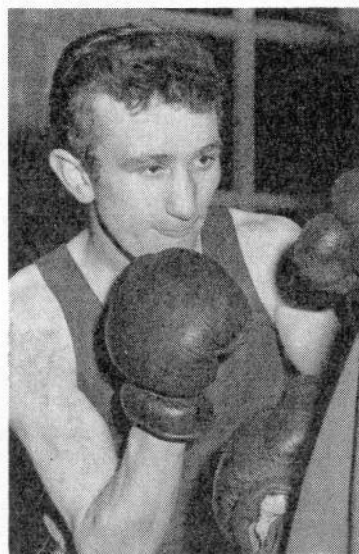
Both Rover snooker teams have had a more successful season than last, reports Billiards and Snooker secretary Mr. R. S. Taylor.

The Rover Solihull 'A' team has reached the semi-finals in the Minor Cup Competition with a 5-0 win, with Rover Solihull 'B' finishing second in the South Two League.

Further results of the Aslin Trophy snooker competition : C. Walker 62, A. Hume 39; T. O'Hanahan 45, D. Hyman 64; T. Duddy 59, D. Furney 66; M. Harrison 53, K. Lindsey 56; T. H. Jackson 85, E. Morris 28; R. Buckle 23, B. Ware 79; E. Froggatt 52, R. Greathead 62; W. Woodward 73, T. W. Newbould 31; C. Lewis 36, A. Bonas 72; R. Rainbow 63, J. Ewins 21; B. Cooper 72, J. Butcher 33; W. McNeil 65, A. Davies 36; M. Caralon 72, D. McHugh 34.

Well-known British golfer Peter Alliss has joined the growing ranks of Rover 2000 owners. He is pictured with his car after taking delivery from Hughes of Bournemouth Ltd., our Bournemouth distributors. For the information of golf enthusiasts, Peter Alliss has been in the Ryder Cup team six times; in the Canada Cup team on eight occasions; in the British team to play Europe five times; was British Professional Champion in 1957, 1961 and 1965, and Open Champion of Italy, Spain (1956 and 1958) and Portugal (1958). He won the Harry Vardon Trophy in 1964 and now adds another trophy to his collection... a Rover 2000.

RIGHT:—Alan Hughes in training... and (right) with one of the "spoils" of success, the National Association of Boys' Clubs' national trophy won this year.



Boxer Alan trains hard to reach the 'big time'

Three times a week, a Rover Tysley apprentice travels to a hotel in Small Heath, Birmingham, changes into his boxing kit and starts upon a rigorous training programme. He is supervised by a man who has already spent a working day in the fire and ambulance stations at Rover Acocks Green. Together they form a team for whom a great future is predicted in British boxing.

Alan Hughes is an 18-year-old apprentice in the Toolroom at Tysley who has been with the Company for 3½ years. His trainer, Mr. Steve Hadyn, joined Rover a short time ago and is responsible for manning the Acocks Green fire and ambulance stations. Also employed there is Alan's grandfather, Mr. Mark Whiting, who has been with the Company for 13 years.

Alan began boxing when he was 14, being a member of the Wilmot

Breeden Boxing Club for over three years. He then came under Mr. Hadyn's supervision at the Small Heath Amateur Boxing Club. He fights as a lightweight.

He won the Junior Title of the Midlands Counties A.B.A. in 1963, the Midlands final of the National Association of Boys' Clubs in 1964, and reached the quarter-finals in London in the same year. This year he won the national final of this event.

He has had 40 fights and won 30. His trainer, Steve Hadyn, is a former A.B.A. finalist and has run the Small Heath Amateur Boxing Club for six years.

Alan hopes one day to make the "big time" in boxing. If he does, it will only be through the very hard work he and Mr. Hadyn are devoting to his career.

CRICKET PADS ON APRIL 30

Once again the cricket section extends a welcome to old and new members, and reminds them that the 1st XI season opens on April 30 at Lode Lane against Tube Products 1st XI. The 2nd XI commences on May 7, also at home to Wilmot Breeden.

After missing 1965, the section intends to run the inter-departmental competition again and all those interested should contact one of the following : A. Gregory (Land-Rover 'B' Line, internal phone 866), A. Revil (Market Research 438), E. Jones (Land-Rover Main Assembly 284), R. Ryder (Home Sales 736), K. Wilday (Gas Turbine 401), J. King (Vehicle Progress 864), B. Womwell (W. D. Line).

P6 Block employees can contact Mr. Albert Everall of Maintenance Electricians. Entries as soon as possible please, and not later than April 29.

Nets will be in use every Tuesday and Thursday from 5.30 p.m. onwards, when Mr. A. Rooke will be pleased to give coaching.

Camera club gets its volunteers

Four young female Rover employees acted as volunteer models when the Rover Photographic and Arts Society held its first practical evening on March 16. "A number of attractive effects were obtained," commented the chairman, Mr. Frank Smith.

Some 45 members attended the meeting, which dealt with various angles on the subject of portraiture, including the use of photo-flood lighting.

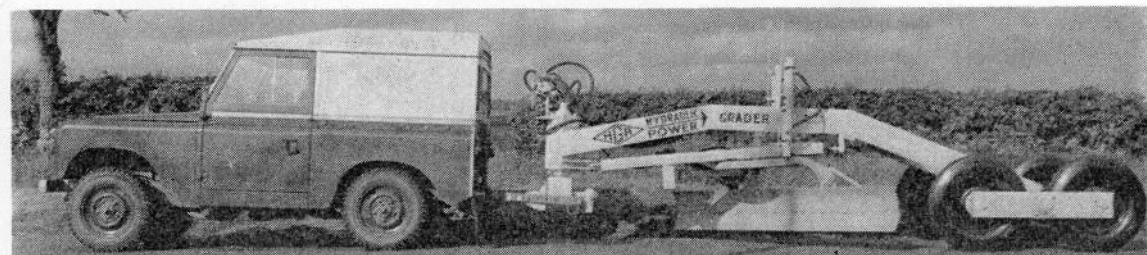
The volunteer models were presented with a collection of the photographs taken. The results of the photographers' efforts, which reached a high standard, were shown at the meeting on March 30, and it is hoped to publish a selection of these in the May issue of ROVER NEWS.

Readers with spectacles for which they have no further use can send them to Mr. W. Kean (Plastics Development Department, Solihull, internal telephone 869) for forwarding to the Mission to the Lepers.

Off the hook : a 10 lb. pike caught in the River Mease at Tamworth, Staffordshire, by Peter Fortey, a finisher on the P6 Line.



(Reproduced by courtesy of "SOLIHULL NEWS").



Towing an earth moving grader weighing more than a ton on a 770-mile journey from Leicester to the Bauma Fair in Munich. Such was a task achieved by a Land-Rover recently.

The agricultural and general contracting firm of E. C. Hallam and Company, of Smeeton Westerby in Leicestershire, decided to use the

Land-Rover for the inter-site transportation of the grader because the vehicle was considered to be ideal for the purpose. "We have always used Land-Rovers in our business", commented Mr. E. C. Hallam, Managing Director.

The company first developed the earth moving grader, which weighs

2,550 lb., in April, 1965. It sold the first one to Northamptonshire County Council and further units to several other local authorities for work on central reservations, etc.

Several units have been sold in Spain, Belgium and Germany, and the company is hoping to market the machine in France and Italy this spring.



THE FIRST EDITION

I would like to take the occasion of the first issue of "Alvis News", which is to accompany "Rover News", as an opportunity for saying several things.

When plans were discussed for a Rover-Alvis merger, the most important feature in my mind was a complete belief that both companies held similar views on so many subjects that we were certain to get along together. Particularly I would mention the desire to design and build products which appeal to those who appreciate a high standard of performance and quality of finish.

This identity of views has made it a real pleasure for many members of the staff in both companies to meet and get to know their opposite numbers, and my expectations in this way are being fully realised. The value of this newspaper is that it will extend knowledge of the variety of activities and news of persons throughout both companies on a much wider basis.

In welcoming this first issue I would mention that it is an example of the kind of benefit that can come from being part of a larger unit—we often have thought it would be a good thing to have something on these lines but have not started it because of the difficulties attendant upon a relatively low circulation level.

Mr. J. J. PARKES



Chairman of Alvis Ltd.

I know it will be well received and that we shall all look forward to reading it.

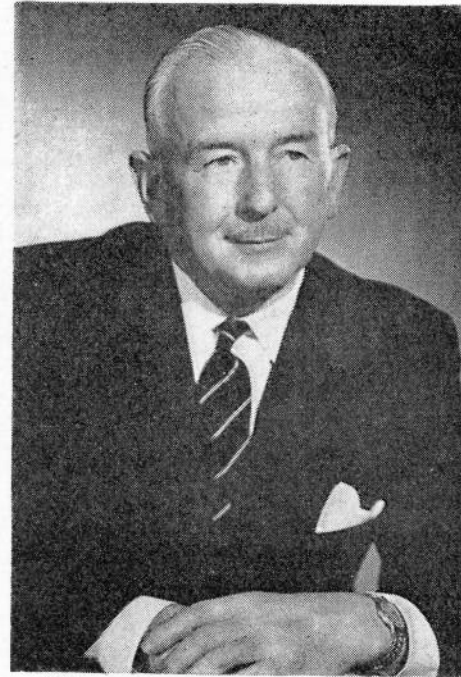
When the Rover-Alvis merger was announced in the August 1965 edition of "Rover News", we expressed our pleasure and satisfaction that this association had come about, and looked forward to the closest co-operation in our joint endeavours.

Within the short space of eight months our plans for co-ordinated production are already well in hand and the Alvis participation assures our joint expansion programmes. Special recognition is due to the utmost co-operation which we have been given by all levels of Alvis Management and staff since the merger took place.

The advent of "Alvis News" will help to forge still closer the happy relationship already achieved between the two companies, and on behalf of Rover Management and all employees I welcome this first edition of "Alvis News" incorporated, as it is with "Rover News".

Through it we all look forward to learning much more about Alvis and its personnel. The circulation of both "Rover News" and "Alvis News" to all employees throughout the Group will help consolidate the team spirit and Group co-operation

Mr. A. B. SMITH



Director and General Manager, Rover Co. Ltd.

so abundantly evident even after eight short months.

New Series IV Alvis car makes its debut at Geneva Show

Introduced at the Geneva Motor Show—the latest version of the Alvis 3-litre car. Though similar in appearance to the Series III vehicle, which is still available, the new model, Series IV, has major improvements to the chassis and increased passenger comfort and driver convenience.

The main driving instruments are now concentrated on a fascia board directly in front of the driver. A bigger heating unit is fitted and the rear window can be electrically heated to defrost or demist.

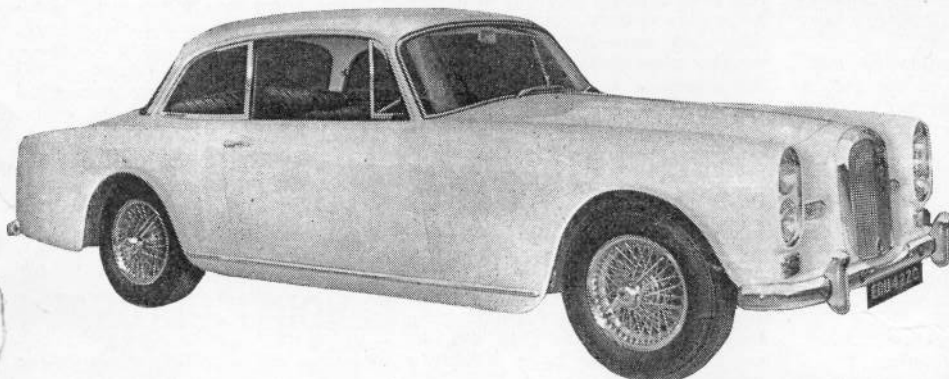
Other refinements include a new

gearbox cover incorporating a parcel tray, ashtray and lighter, and bonnet and luggage compartment lights.

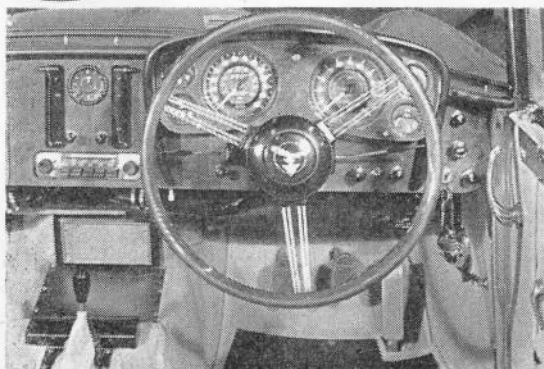
Engine power has been further developed to give 15 per cent more "push," a maximum speed of 120 m.p.h. (manual gearbox) and particularly responsive acceleration. Suspension has been improved by the introduction of variable rate springs. An electrically-driven, ther-

mostatically-controlled cooling fan is fitted to promote greater efficiency and silence.

The new model's main beam headlamps are over 30 per cent more powerful than in the Series III car. Power steering, automatic transmission and wire wheels are optional extras available for both the saloon and drophead coupé Series IV models.



★
Left: The Series IV Alvis 3-litre car. Below: A close-up of the fascia panel. Note how the main driving instruments are now conveniently placed directly in front of the driver.
★



Monthly Staff Club's new vice-president

Mr. W. Martin-Hurst, the Rover Managing Director and an Alvis director, has accepted an invitation to become a vice-president of Alvis Monthly Staff Club.

He and Mrs. Martin-Hurst attended a club supper recently in the monthly staff dining room.

Other club meetings recently have included a lecture by a police driving instructor entitled "Safe Driving," followed by a film on good driving, and a talk by members of the Coventry Amateur Winemakers Circle on modern home winemaking.

Officers of Alvis Rifle and Pistol Club for the ensuing year are:—Chairman, K. L. Lee; vice-chairman, G. Bate; hon. secretary and treasurer, N. J. Foster; committee: F. Cadman, D. Walden and F. Sewell. Competition secretaries: .22 rifle, F. Thornley; .22 pistol, C. Scott; full-bore, R. Raley.

The club will continue to compete in the National and Warwickshire Leagues, and will hold spoon shoots while the range is repainted during the summer.

Chief of 'Specials' in Mid-Warwick

Mr. Reginald Whittindale, Sales Manager of the Car Division, Alvis, has been appointed County Commandant of the Mid-Warwickshire Special Constabulary.

Mr. Whittindale joined the "Specials" in 1932. He saw service in North Africa, the Middle East and Europe, and rejoined the Special Constabulary in January, 1946, as divisional leader of the then Warwick Division. He was appointed Divisional Commandant of the Mid-Warwickshire section in 1952, the post from which he succeeded to County Commandant.

Mr. Whittindale has been with Alvis for 28 years.



The man who has received thousands of visitors to Alvis has retired after 30 years' service. Since 1935, commissionaire Mr. Arthur Talbot has been the first Alvis man visitors met on entering the main office doors. After signing the Visitors' Book, they would then be put into contact by Mr. Talbot with the Alvis personnel they had come to see.

A veteran of the first world war, 70-year-old Mr. Talbot proudly wears the ribbons of the 1914-15 Star, the General Service Medal, and the Victory Medal. He served in the Middle East before being wounded by shrapnel in France.

Mr. Talbot, who says he has enjoyed every minute of his job, was subjected to a further dose of high explosive when the Alvis factory was bombed during the second world war. A keen gardener, he also used to follow football.

On his retirement on March 4, Mr. Talbot was presented by Mr. R. F. Skidmore (Works Director) with a tankard, silver salver, money and a wallet, on behalf of friends throughout the Company, and also with a cheque as a personal gift from the directors. He is pictured above making good use of his new tankard by having a farewell drink with friends.

ABOUT ALVIS PEOPLE ... AND THEIR ACTIVITIES

Armoured car on test may have a councillor sitting in the turret!

To the citizens of Coventry, Alvis Saladin armoured cars are no longer unusual sights in the streets of the city. But passers-by might do well to take note of a man who can be seen sitting in the turret of any one such vehicle.

For Mr. Bill McKernan, a Fighting Vehicles Department fitter, is no ordinary employee. His life revolves round not only Alvis but several other organisations, for he is a man whose time is devoted to helping others.

He has been a Coventry City councillor for the past five years, as a representative for Radford Ward. He serves on the Watch, Health, Waterworks and Fire Brigade Committees and is standing for re-election next month.

He has also been Chairman of the Coventry Airport Committee for the past year. This activity has involved him in some of the organisation for the King's Cup Air Race and the Coventry Air Pageant in August.

Not content with all this responsible council work, he has also been an officer in the Coventry branch of the A.E.U. for 10 years, and some five years ago, became president of an old age pensioners' club in his ward, where recreational activities are provided for old people.

The most important aspect of his social work, however, is that of councillor. As such, he is able to meet many of the important people who visit Coventry, for the city receives many foreign visitors, including visiting statesmen who feel that it is a "must" in their itinerary.

Mr. McKernan has recently

Mr. H. Bradley's death: 45 years' service

Mr. Harold Bradley, who died at his home, 11 Crackley Crescent, Kenilworth, on February 8, had been with Alvis for 45 years. He started with the Company upon its inception in 1920 after serving with the Royal Navy in motor torpedo boats during the first world war.

After being responsible for the jigs and tools of all the early cars, Mr. Bradley took charge in 1936 of all planning and production engineering in general. With the expansion of the department in later years, he became Chief Production Planning Engineer, a position he held until his death.

He was a keen golfer, and a member of Kenilworth Golf Club. The funeral was attended by many of his colleagues from Alvis, with Mr. G. R. Howell (Chief Accountant) representing the Board of Directors. Mr. Bradley left a widow, son and daughter.

The Duke of Windsor has bought a grey Alvis TE 21 saloon from Francis Motors Ltd., Leicester distributors for Alvis.

Champagne in the surgery to celebrate Sister Edith Osborne's 25 years' service with Alvis. During that time she has tended thousands of employee patients and as a gesture of thanks some of these ex-patients presented her with a bottle of champagne. Their spokesman who handed over the gift was Mr. A. C. Olney (Fighting Vehicles Sales), seen filling Sister's (medicine!) glass for a toast. Other nurses in the picture—Christine Jones (left) and Carol Sands.



On the move through the quiet suburban streets of Coventry—a Saladin armoured car with Councillor Bill McKernan in command.

attended lunches for the Russian and Irish ambassadors, and as Chairman of the Airport Committee, he was recently able to welcome the Shah of Persia to Coventry.

Bill McKernan says one of the

most important aspects of his work at Alvis is that he can find immediate solutions to problems affecting fellow workers, whether over the difficulty of housing accommodation or problems affecting old people. He is a very popular figure throughout the works and always invites people to

COMMONWEALTH GAMES PROSPECT

A man with hopes of attending the Commonwealth Games in Jamaica this summer: Peter Drew, 19-year-old son of Frank Drew, a leading-hand fitter in the Alvis Fighting Vehicles Department.

Peter, who has been a member of the Coventry Godiva Harriers club for five years, is a triple jumper. The National Athletics coach, Bill Marlow, has described him as "one of the biggest prospects in the Midlands."

Now in his first year as a senior competitor, he was a schoolboy international and created a new record for the triple jump. He has competed for Young England against the Benelux countries and for a full England side against East Germany. A student schoolteacher, he is now awaiting entry into a teaching college.

Dear Reader,

This is the first edition of your newspaper, published in the identical interests of you and your Company. To help keep the publication vital and alive, it is essential that I have your personal co-operation.

If you have an item for publication, whether a birth, a death, a marriage, a sporting or social function, or simply knowledge of a fellow employee's unusual hobby or interest outside the works—anything, in fact, about Alvis people—then please let me know of it.

Send the information, written or by word of mouth, either to the Publicity Department, or give it to one of the following correspondents: Miss N. E. Smith (secretary to the Works Director), Mr. K. E. Hegan (Social Secretary), Mr. F. Hall (Fighting Vehicle Shop), Sister E. Osborne (Surgery), Mr. A. E. Harvey (Aero Fitting Shop), Mr. J. Williams (Fighting Vehicles Sales).

Remember, people make news. So let's keep "Alvis News" bright and interesting.

Yours sincerely,
The Editor.

CRICKET

A team has been entered from Alvis in the Second Division of the Coventry Works Sports Association Cricket League, with the second team in Division 2 (Reserves).

A team is also competing in the Association's Mid-Week League. Alvis teams have a very full fixture list for Sunday games.

NEWS FROM THE SOCIAL CLUB

The Alvis Sports and Social Club, fostered by the Company, has been in being for 25 years, with premises adjoining the main works in Holyhead Road—most central in the modern Coventry. The sports ground is next to the club premises, a very convenient arrangement.

Social activities include the usual and the organisation of the club is similar to most of the works clubs forming the Coventry Works Sports Association.

Contact is maintained with Alvis retired employees, who are entertained on the premises at least once a month, and with the children of employee-members who are entertained either at a summer outing or at a Christmas party, according to age.

Of the 15 active recreation sections, cricket, soccer, lawn tennis, bowls and netball are played on the ground next to the club premises whilst darts, dominoes, snooker, rifle and badminton activities are well housed. The photographic room is in the sports pavilion.

It is hoped that the various recreation sections will contribute their quota of news and forthcoming events so that all members will know what has been happening and what events are to come.

BOWLS

Alvis Bowls Club is competing in the Coventry Works Association Bowling League for the 16th season. With teams in Division 1 and Division 3 in the Saturday and mid-week leagues, and entries in the North Midlands Counties competitions, there will be no shortage of match play. In addition, club

"come and see him" if they have any problems.

His work at Alvis as a fitter employed on the rectification section of the Fighting Vehicles Department, is concerned mainly with taking vehicles out on the roads in and around Coventry. He assists in testing them and carries out any rectification necessary before the vehicles are painted. In this role, he tests the Saracen troop carrier, the Stalwart load carrier, the Salamander fire crash-tender and the Saladin armoured car.

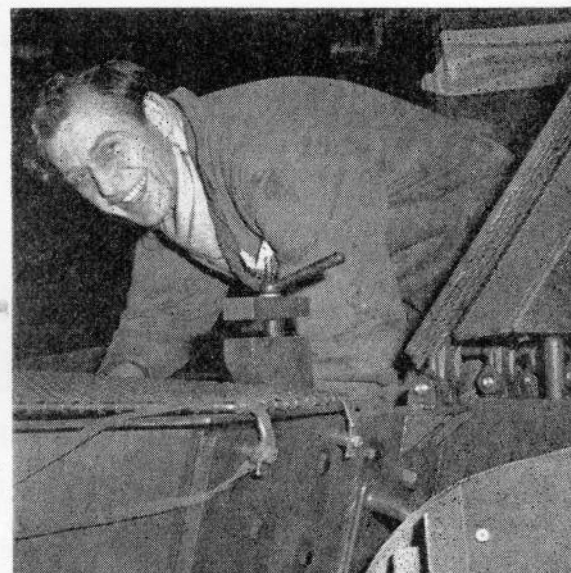
Service teams from Alvis travel all over the world to maintain their vehicles, which serve in such widely separated places as West Germany and Borneo.

Mr. McKernan, an Alvis employee for 12 years, is an ex-sergeant in the Royal Army Service Corps, and saw service in the second world war in India and Burma. Many of the other workers in the Fighting Vehicles Department are also ex-servicemen. Bill says that he feels "completely at home" there.

Married with one son, he accepts that his family life must be limited, but adds that he is "ably supported by a politically-minded wife."

So perhaps when citizens next see an armoured car driving along the roads of a suburban housing estate, they may reflect that the life of a fitter is perhaps not so ordinary as it may seem.

Mr. McKernan makes a few minor workshop rectifications on a vehicle which will travel throughout the world on its army service.



Spare time on stage

From inspecting armoured cars to taking part in plays—both are part of a normal day for Alvis employee Denis O'Brien.

Having finished his work as an inspector in the Fighting Vehicles Section, he devotes his spare time to the Coventry Irish Players, a drama group formed some time ago to portray Irish culture in England.

Born in Limerick, Denis came to England 30 years ago. He has had leading parts in three plays for the group, which also includes comedy and classics among its productions.

The group performs in Coventry, Birmingham and throughout the Midlands.

tournaments will keep all players fully occupied.

After providing several runners up last season it would be nice if our players could do even better and lift one of the major bowling trophies. Most players have renewed membership and were hoping for good weather when the season opened early this month.

The ground improvements carried out during the winter have enhanced the appearance of the green and are greatly appreciated. When the final plans materialise Alvis bowlers will be the fortunate possessors of facilities second to none in the County Association.

The club is staging an open invitation tournament on Sunday, July 10 when it is hoped that 32 of the best players in the area will be competing. Details have yet to be finalised.

The following officers were elected for 1966—Chairman, F. W. Montgomery; Secretary, Eddie Elson; Committee, P. Gannon, G. Jesson and B. Maltby.

New members are always welcome; anyone wishing to join should contact the hon. secretary.

GOLF

Alvis Golfing Society has more than 20 members in the section with handicaps varying from four to 24. New members are always welcome.

It has become increasingly difficult to play inter-works matches owing to the general increase in golfing activity and the consequent problem of getting fitted-in. Green fees have also risen substantially, but efforts are to be made to play off matches in the middle of the week.

Golfers heard with great regret of the sudden death of Mr. Harold Bradley, a very respected member of the section.

The annual competition for the Nixon Cup, the championship competition, played at Maxstoke Park, was won by W. Bateson (87—19—68) with W. Hawley runner-up (83—13—70) L. Stanley was third with a net 72.

"Should Rover wish to play us on a course and date mutually suitable, it would be of interest," says C. W. Hawley, Hon. Secretary, (Aero D.O. Coventry 25501 Ext. 39 or Social Office).

HORTICULTURAL

There is a good Horticultural section attached to the sports and social club. Two shows are held annually—rose, sweet pea, and carnation in June and an event in September mainly for chrysanthemum growers with other classes for flowers and vegetables.

Rover employees interested in taking part in the open classes at the shows should apply to the Hon. Secretary, Reg Thompson (Tool-room) for schedules.

SWIMMING

Alvis Swimming Section is now in the process of enrolling members. Swimmers will have the use of three new baths, one of Olympic standard, shortly to be opened in Coventry.

Mr. W. Toomer and Mr. G. Wright have been elected chairman and secretary respectively.