



STAFF RETIREMENT AT 65—NEW POLICY

Retirement at 65 for all staff, men and women. This is now Rover Company policy and is to come into force gradually from September this year.

To enable staff to acclimatise themselves to the idea of the retirement policy, and taking into account that there are, at present, a number of staff employees already over 65, retirement of older staff members will take place in accordance with the following graduated table:—

70 years and over—by September 1966.
69 and over—by December 1966.
68 and over—by March 1967.
67 and over—by June 1967.
66 and over—by December 1967.
65 and over—by June 1968.

Encouraged

From June 1968, all staff will be retired at the end of the calendar month in which their 65th birthdays fall.

Staff now over 65 are to be encouraged to retire as soon as possible and not wait until the above mentioned dates.

If for health or any other reasons a member of the staff, at present aged 65 or over, is unable to undertake his duties to the satisfaction of his manager, he may be called upon to retire before the dates set out above.

Similarly, anyone at present over 65 who wishes to retire before the date stated may do so.

Small committee

If a manager considers it to the company's advantage to retain a person over 65, he will need to forward a recommendation to that effect to the Executive Director, Industrial Relations and Welfare, six months before the 65th birthday of the person concerned.

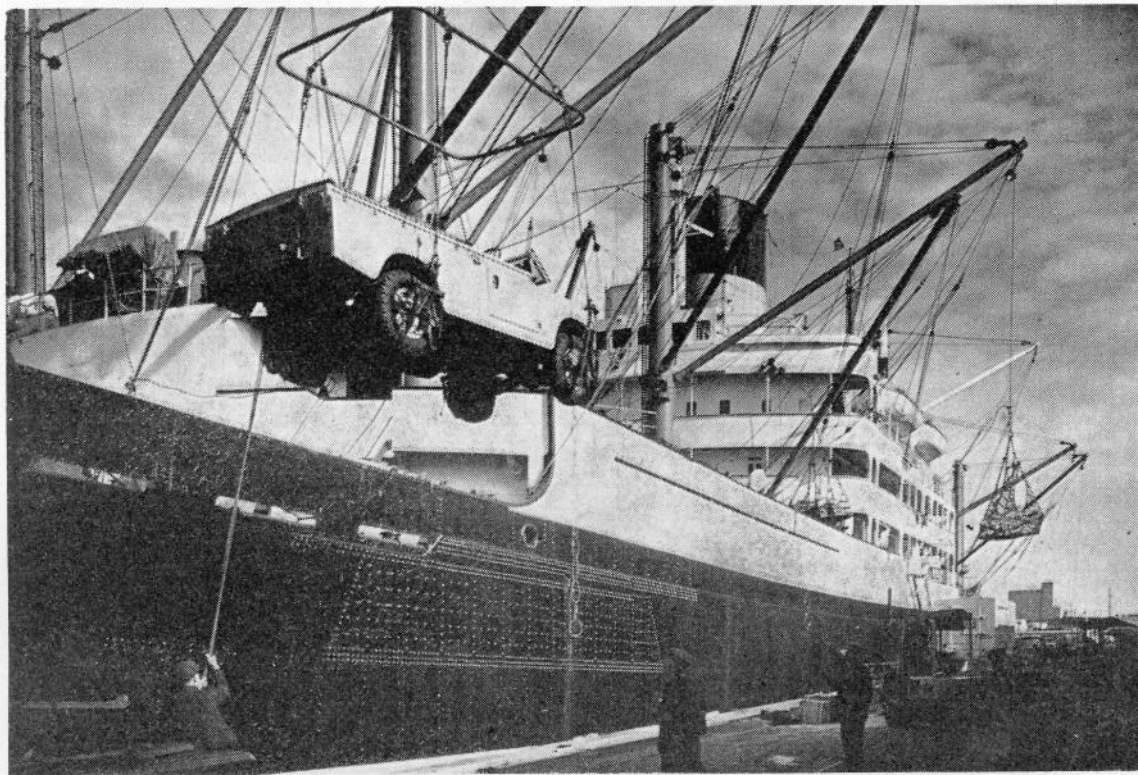
Mr. A. B. Smith, Director and General Manager, told ROVER NEWS: "I am setting up a small committee under my chairmanship to examine any recommendations that may be submitted."

Annual review

"I must, however, stress that only in very exceptional cases will anyone be retained beyond the retiring age and it is the responsibility of managers to ensure that a successor is trained in time to take over from the person due to retire. The position of anyone retained beyond his 65th birthday will be reviewed annually."



● Insignia of the Queen's Award to Industry, which the Company can use for certain advertising purposes, such as on notepaper.



COMPANY GRANTED THE QUEEN'S AWARD TO INDUSTRY FOR EXPORTS

THE ROVER COMPANY HAS BEEN GRANTED THE QUEEN'S AWARD TO INDUSTRY 1966 FOR EXPORT ACHIEVEMENTS. IT WAS ONE OF 115 FIRMS TO BE GRANTED THE AWARD IN THE FIRST YEAR OF THE COMPETITION. THERE WERE NEARLY 1,000 ENTRIES.

Insignia of the Award can be used for advertising purposes over five years, subject to certain conditions, and steps are being taken to have it added to the Company notepaper.

The Company qualified for the Award by virtue of a substantial and sustained increase in total exports over three years and a percentage of total export sales to total business which is well above the average for the motor industry.

Since 1946, the Company has exported vehicles and parts to the value of £270,000,000 and exports now account for 70 per cent of Land-Rover production and half the total Rover turnover.

The Award, recommended by the Duke of Edinburgh's Committee set up in February 1965, is part of the Govt.'s plans to encourage exports and technological achievement.



The solid representation of the Award emblem which will be presented to The Rover Company with a Document of Appointment.

More claims, longer illnesses continue to alarm Fund committee

THE concern of the Management Committee of the Rover Sick Benefit Society at the continuing heavy increase in sickness claims was stressed for the second successive year in the Society's 11th annual report and accounts.

"Not only are these claims increasing in number, but the duration of illnesses appears to be on the increase", the report stated. "A total of 118 members drew maximum benefit—16 of these were due to accidents."

During the year 1,710 new members were admitted, 1,363 left the Company and 57 members died. Membership stood at 9,347, an increase of 348 on 1964.

The proportion of eligible employees who had joined the Society remained at about 90 per cent despite all efforts to persuade the remaining 10 per cent to take up membership.

The Welfare Departments had many visits, particularly in cases of hardship due to lengthy illness. A close liaison had been maintained between the Society and the Welfare Departments at the various works with regard to sick visiting.

Sickness benefit cheques issued during the year numbered 14,041 and totalled £42,708, an increase of £1,481; death claims resulted in £972 being paid out, an increase of £34. Total payments from the Fund thus amounted to £43,680 during the year.

The following increases in weekly subscriptions were agreed at the annual meeting of the Rover Sick Benefit Society: Women—from 8d. to 11d.; men—from 10d. to 1/3d. The latter increase incorporates the existing levy, thus making the net increase 2d. a week.

BRITAIN lives by exporting. Politicians, industrialists and others constantly hammer home the urgent need for more and more exports to help beat the national balance of payments crisis. The Rover Company plays a vital part in this export drive, as this photograph taken in Birkenhead docks is ample evidence. A Long wheelbase Land-Rover is loaded aboard a Blue Funnel Line vessel bound for the Far East. Between 60 and 70 per cent of all Land-Rovers exported to the Far East are shipped via the Blue Funnel Line. This particular photograph was published in colour in the annual report and review of the Mersey Docks and Harbour Board.

Members' contributions for the year totalled £18,379, to which the Rover Management contributed a similar amount. In addition, the special levy on all members brought in a further £5,597, making the total income £42,356.

"From these figures it will be seen that, in spite of the special levy, the sickness and death claims have exceeded all contributions and levy by £1,324," the Management Committee reported.

There was an overall loss on the year's working of £698, compared with a loss for the previous year of £1,237. Without the levy for the current year, the loss of £698 would have been £6,295 and a worsening trend over the latter part of 1965 was apparent, it was reported.

The Management Committee, on behalf of the members, thanked the Board of Directors for its continued interest in the Society, its contributions of £18,379 and for bearing the £3,004 expenses of managing the Fund.



A filmed interview for Mr. John Carpenter, the Rover Sales Director, on the Rover 2000 assembly line at Solihull. Mr. Carpenter took part in a B.B.C. T.V. "Panorama" pre-Budget programme screened on April 25.

LAND-ROVERS FOR BOLIVIA AND SUDAN

Recent Land-Rover orders.... 100 Regular Station Wagons for the Bolivian Ministry of Defence, and 118 Long models for the Sudan Government. Commenting on the Bolivian order, Mr. D. Gower-Johnson (Regional Sales Manager) who recently

returned from an 18,000-mile tour of South America during which he visited Bolivia to complete the contract, said: "This is the first major direct order to the Company from the Bolivian Government and it has been won against keen competition".

TWO Rover South Africa executives flew 2,285 miles in four days in a light aircraft recently in a round trip to see important Land-Rover fleet operators and distributors throughout the Republic and South West Africa.

Piloted by Mr. S. C. Toll, Managing Director of Rover South Africa, with Mr. T. L. Came, Technical Service Manager, also on board, the aircraft, a Piper Cherokee 235 owned by Mr. Toll, began its journey from Port Elizabeth.

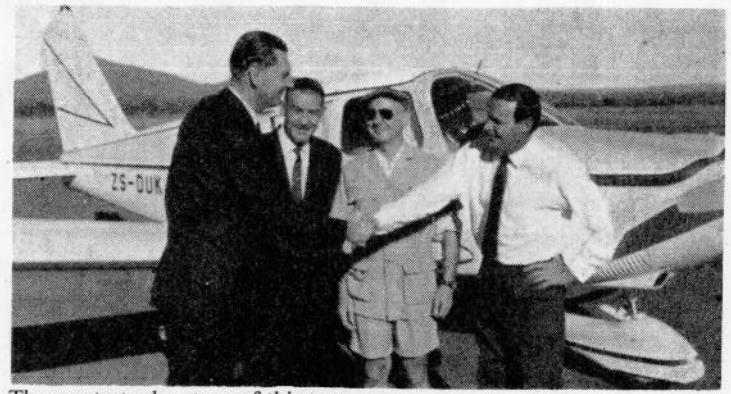
Discussions were held with departmental managers of Consolidated Diamond Mines Ltd. at the Company's Oranjemund site. This mine, which yields a high proportion of the world's annual diamond production, uses 156 Land-Rovers, mostly the Series II and IIA petrol engined

By air to keep in touch with L/Rover users

models. On specific operations nearby, conditions on the beach are very arduous and four wheel drive in low range is used for extended periods.

The flight continued on to Windhoek, a distance of 505 miles, which involved travelling over the stark desolation of the Namib Desert. Mr. T. M. Van der Westhuizen, Managing Director of Terrys Motors Ltd., and his Sales Manager, welcomed the Rosam executives. The party was later joined for a discussion on Rover business by Mr. R. Meatchem, the Rover South Africa Sales Manager.

Visits were made to the South African police garage, the South West African Provincial Administration Department, fleet operators and the Roads Department in Windhoek. The Rover party then flew to Upington, crossing the Kalahari Desert and the Orange River on the way, and then returned to Port Elizabeth. "Flying of this nature is progressively playing an important part in the activities of Rosam, for it not only permits one to make arrangements at short notice but also allows visits to territories which are not covered by scheduled flights," Mr. Came told ROVER NEWS.



The greatest advantage of this type of journey, said Mr. Came, was the time factor. Only four days were required to complete the business, compared with two weeks' travelling time on national airlines. The 11 main distributors in South Africa and South West Africa could be called upon in eight working days, and service problems could be resolved quickly and efficiently, he added.

Mr. R. Meatchem (right), Sales Manager of Rosam, says farewell to his opposite number, Mr. J. Barr, Sales Manager of Terrys Motors, Windhoek. Also in the photograph are (left to right) Mr. T. L. Came and Mr. S. C. Toll. In the background is Mr. Toll's Cherokee 235 aircraft, in which the Rosam executives made their journey.

Princess in Hong Kong



Princess Margaret looks at a Rover 2000 during her British Week visit to Hong Kong recently. The Princess was inspecting British cars on display outside the City Hall. She also visited various other exhibitions during the Week.

Through mud and floods to the rescue

After a 400-mile trip through flooded creeks and vast expanses of mud, a Land-Rover returned to the desert town of Alice Springs, Australia, after rescuing a sick Englishman. The incident happened recently during heavy rainfall in the territory.

The trip began after an urgent radio appeal had been received at Alice Springs from the remote aboriginal settlement of Haasts Bluff. An Englishman, Mr. Arthur Wall, of Yorkshire, had been stranded there after collapsing with severe abdominal pains.

Two medical orderlies and a nurse left Alice Springs to rescue the man. Heavy flooding in the Haasts Bluff area had waterlogged the airstrip and cut the road link with the big aboriginal settlement at Papunya, 30 miles away.

Rescue by a four-wheel drive vehicle from Alice Springs was considered the only means of saving Mr. Wall, should his condition worsen. The vehicle was specially equipped for its tortuous journey.

Forced way through

The crew flashed radio messages back to Alice Springs Hospital radio room to report on their progress as they battled through a criss-cross of flooded creeks and boggy ground which until recently had been tracts of sandy, lifeless soil.

Having set out on a Friday, the weary Land-Rover crew reached Haasts Bluff the following night, picked up Mr. Wall and then managed to force a way through to Papunya.

They left Papunya on Sunday morning and returned to Alice Springs in the evening. They left behind them the country between Alice Springs and Haasts Bluff deluged with up to 4 inches of rain, Haasts Bluff itself becoming an island in a vast sheet of water.

The nightmare return trip, much of which was made in darkness, had taken two days.

Mr. Wall was admitted to Alice Springs Hospital with suspected appendicitis and his condition was later described as satisfactory.

Appointed and Promoted

General Production Manager, Solihull—a new position

Mr. Ronald H. Phillips. Company Chief Inspector, Quality Control since 1960, has been transferred to Production on appointment this month to the new post of General Production Manager, Solihull. As such he is responsible for all production matters at the Solihull works, being directly answerable to Mr. W. J. Robinson (Executive Director, Production—Solihull).

The position of Chief Inspector has been filled by **Mr. Ronald Harvey**, deputy to Mr. Phillips since 1964.



Mr. Phillips

New Deputy Chief Inspector, Solihull, is **Mr. James R. Mitchell**, hitherto P6 Road Test Supervisor, and **Mr. Colin J. Elmer** becomes Inspection Supt., P6 Assembly.

Mr. Phillips joined the Company in June 1947 as Service School instructor, becoming School Manager in 1950. Two years later he became Repairs Supt., and after a short absence from the Company as Service Manager with J. W. Gethin Ltd., Rover dealers of Acocks

Two Solihull employees are now in the Middle East on a five to six weeks Land-Rover 'Safari' with the Company's Middle East Factory Representative, Colonel A. P. Le Blanc.

The pair are Mr. Ray Partridge (Assistant Regional Sales Manager, Middle East and Far East) and Mr. John Tidmarsh (Engineering). Arranged by Colonel Le Blanc, who has organised several such missions in recent years, the party has three petrol engined Land-Rovers—a Regular hard-top unit, a six-cylinder Forward Control vehicle both from Solihull, and a 12-seater Station Wagon of Colonel Le Blanc's.

The two Rover men—chosen for the trip to give them insight into selling difficulties and engineering problems encountered in the Middle East—linked up with the colonel

in France. The pair are pictured (Mr. Partridge left) before leaving Solihull.

Starting from Algiers, the small convoy undertook visits and demonstrations to distributors, border police units, oil companies, contractors and other Land-Rover users



Green, Birmingham, he was subsequently Liaison Engineer at Tyseley and Engine Test Supt. before joining the Inspection Department at Solihull in 1959. The following year he became Chief Inspector, Solihull, and a few months afterwards Company Chief Inspector.



Mr. Harvey

Quality Engineer in Belgium (four years), personal assistant to the Quality Manager (three years), Assistant Chief Engineer Quality Investigation Dept. (two years), assistant to Chief Inspector (three years) and Deputy Chief Inspector for the last two years. He is an Associate Member of the Institution of Mechanical Engineers and of the Institution of Production Engineers.

Mr. Mitchell began in the Car Shop in 1949 and became an apprentice at Tyseley and Solihull before doing National Service in the R.A.F. He returned to the Service School and Technical Service Workshop before transferring to Inspection in 1963, subsequently being appointed P6 Road Test Supervisor.

Mr. Elmer joined Rover as an Engineering apprentice 10 years ago and worked in the Tyseley Group and at Seagrave Road before joining Inspection in 1959. He was Technical Assistant to Mr. Phillips until 1962



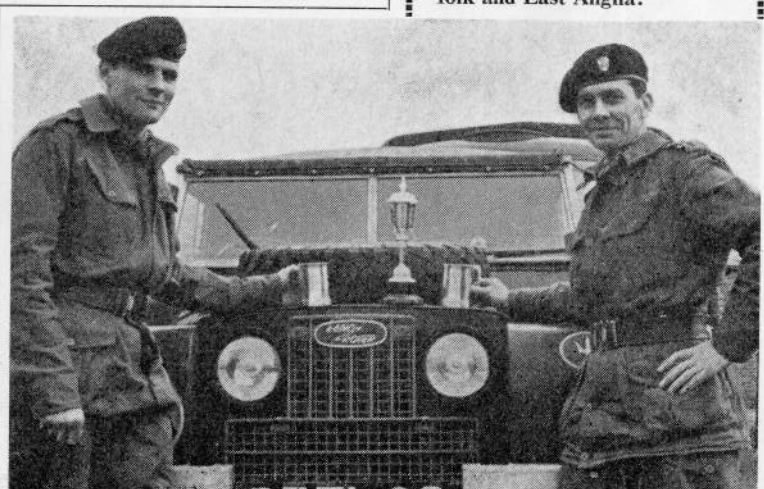
Mr. Mitchell



Mr. Elmer

when he became a junior foreman on Land-Rover Forward Control. In 1963 he became inspector in charge of P6 Line Inspection.

The Company is shortly to open an apprentices training school. Applications are invited from suitably qualified staff employees for the positions of Chief Instructor and Instructor for the Machine, Bench Fitting and Drawing Office sections. Further details are published on the notice boards.



SALES PROBLEMS INSIGHT BY TWO ON AFRICAN 'SAFARI'

in Algeria, Tunisia, Libya, the United Arab Republic, the Lebanon, Iraq, Jordan and Syria.

Said Mr. Partridge before setting out "This is my first trip of this kind and I am quite sure that the first-hand experience of climatic conditions and the tough terrain which our vehicles and their crews have to endure, will be of benefit to me in future selling operations."

Two extra days off added to Whit and August

As the result of a ballot throughout the Company's Midland works, the two additional days to be added to statutory holidays in 1966 will be taken at Whitsun and in August.

Statutory holidays for 1966 are thus: Whitsun—normal stopping on Friday, May 27, to normal starting time on Wednesday, June 1. August—normal stopping time on Friday, August 26, to normal starting time on Wednesday, August 31. Christmas normal stopping on December 23, to normal starting time on Wednesday, December 28.

The trophy presented by The Rover Company for the best performance by a Land-Rover in the Eastern Command Motor Rally went this year to Captain G. Coxon (right in the photograph below) and Private H. Wilkes of the 1st Battalion, The Staffordshire Regiment, Connaught Barracks, Dover.

Thirty-three units, each comprising three vehicles with a crew of two in each, competed in the rally, using Land-Rovers and other 4 x 4 Army vehicles.

Held over three days last month at Grange Camp, Bedford, the headquarters of the the Army Emergency Reserve of the Royal Corps of Transport, the event was open to Regular and Territorial Army units in Eastern Command.

Despite the muddy conditions vehicles made steady progress and completed part of the cross-country course by an overnight drive through Norfolk and East Anglia.

'Growth without precedent'—Mr. A. B. Smith tells retired workers

OLD FRIENDSHIPS RENEWED

The growth of The Rover Company was without precedent in its long history, said Mr. A. B. Smith (Director and General Manager) at the annual dinner and concert for retired employees, held in the Solihull Main Canteen on April 22.

He told more than 300 former workers: "We have embarked on expansion of the Land-Rover, acquired new premises at Garrison Street and Tyburn Road, Birmingham, and are looking at the forward planning for the Rover 2000 with a view to making it an even more acceptable car in the future. We have two computers at Solihull and our eyes are on the next generation of computers, so we are very well 'turned on' in this respect."

Mr. Smith, who was replying to the toast to the Company, told his audience that it was the work they had done over the years which had given the Company the springboard to make this present expansion possible.

"You have given your working lives to The Rover Company and this is something for which the Company owes you a very great debt," Mr. Smith continued. "We in Management believe that we hold our jobs in trust; in trust to all the present generation of employees; in trust for the younger generation coming on through apprentice schemes and young trainees. But especially we have a debt in trust to all of you here tonight."

Mr. Smith, who earlier had said that the Company was struggling to combat increasing costs and increase output said every effort would be made to see that expansion of the Company's affairs continued.

In a reference to the Queen's Award to Industry, he said: "This is a very great acknowledgement of the work we have done and the success of the Land-Rover in the export field."

Mr. Smith brought the good wishes of members of the Board absent on Company business—Mr. L. G. T. Farmer, the Chairman, who was in Spain; Mr. W. Martin-Hurst, Managing Director (in the United States) and Mr. S. B. Wilks.

Mr. Farmer, in a telegram, wished the gathering a "wholly successful evening," adding: "Sorry not to be with you."

Mr. Wilks sent his sincere thanks for the part played by the retired employees present in building up "this great Company."

Mr. B. G. L. Jackman (Production Director), proposing the toast to the

retired employees, said it was most important that retirement should not be regarded as the end of the road. In fact, the leisure time provided gave opportunity for new activities, hobbies and voluntary service. Books, television and radio, too, were not to be discounted in keeping mentally alert.

He thought the 60 per cent response to the invitations sent out for the dinner and concert had been particularly good after such a grim winter.

Mr. Jackman also referred to the Company being held in trust for the future, and said: "I hope you will not find us lacking in passing on to the next generation the same high standards of courage, quality and humanity which you displayed."



Retired Rover employees renew friendships and talk of old times over good food and wine at their annual dinner in the Solihull Main Canteen.

Other speakers were Mr. W. J. Robinson (Executive Director, Production—Solihull) who quoted the Immortal Bard in his witty toast to the ladies; Mr. A. J. Worster who proposed the toast to the Company, and Miss M. Marson who replied in a charming way for the ladies. Members of Management also present at a highly successful function included Mr. P. M. Wilks (Technical Director), Mr. E. R. Pearce (Managing Director, Rover Gas Turbines Ltd.), Mr. E. G. Bacon (Executive Director, Quality Control), Mr. S. W. Nixon (Executive Director and General Manager, Cardiff), Mr. E. Scott, Mr. R. R. Hillen, Mr. P. Hall, Mr. J. Lawrence, Mr. A. Greenway, Mr. H. Hayer and Mr. A. McKellar.

She followed the old incense route through a modern civil war

After a 15,000-mile tour in a Land-Rover, which began in Aden and ended at Damascus, a Newchapel, Sussex, authoress has returned home to write of her adventures.

Miss Barbara Toy used a Land-Rover to make her lone, 15-month journey which followed the old incense route from Southern Arabia to the Mediterranean.

At the outset of this journey, she was told that permission would be refused for her to enter Saudi Arabia. But Royal permission was eventually granted.

She was also advised by friends to bomb-proof her Land-Rover as protection in case she found herself embroiled in the Yemen hostilities. She refused, just as she refused to carry arms. "I believe in the best in people," she said.

But Miss Toy did see something of the hostilities. At one stage, because of the civil war in the Yemen, she had to drive by night and hide by day. During one of these night-driving episodes, she found herself in the middle of a Royalist camp and

was immediately offered local hospitality—bottles of Coca-Cola!

She also teamed up with two lorries taking 80 Moslem pilgrims to Mecca, forming a convoy which had to go single file through a minefield! In Saudi Arabia, she was considered a Royal guest and stayed in a palace, and this V.I.P. treatment continued into Jordan.

Miss Toy was particularly intrigued to find the old disused railway running from Medina, which Lawrence dynamited during his first world war desert campaigns.

It was in 1951 that her exploring career began, after the death of her husband. She was formerly an actress and stage director, and has written several successful plays. Her adventures in the Yemen will provide the material for her sixth book.

She is now writing a play for television and planning her next and final trip—taking in the old silk route through Russia and China.



Television personality Lady Catherine Boyle has joined the rapidly growing ranks of Rover 2000 owners. She is seen taking delivery of her car from Henlys Ltd., our London distributors—together with a bonus in the form of a bouquet of flowers from Sales Manager Mr. E. G. Clark.

Boys Brigade lads take personal charge of their gift to Samoa

It's not unusual to give goods bought a thorough inspection before taking delivery. And the Boys' Brigade lads pictured below did just that when they accepted a Regular Land-Rover at the Solihull factory.

Twelve members of the 1st Solihull Company of the Boys' Brigade represented their 160,000 comrades in the movement throughout Britain

who have bought the petrol vehicle for missionary work in Western Samoa.

Donated by the Brigade to the London Missionary Society, the Land-Rover will be used by the

Congregational Christian Church in Samoa.

The 1st Solihull Company, comprising 17 seniors and 30 juniors, themselves collected £23 towards the cost of the vehicle.

Three of the boys in the photograph have parents employed at Rover Solihull, and several have visited the works before on family days. To give them an idea of the conditions in which the Land-Rover will work—Samoa has an average annual rainfall of 112 ins.—the boys were afterwards driven over the jungle course at Solihull.



OLD TYME DANCE TROPHY WINNERS

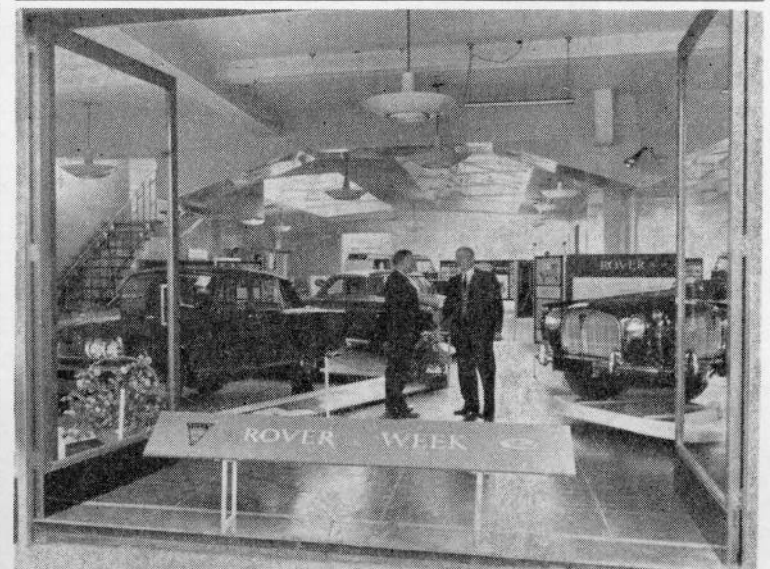
Solihull Old Tyme Dance Section trophy winners for 1966: The A. B. Smith award—Mr. and Mrs. R. Robbins. The Barbara Wilks award (modern sequence)—Mr. and Mrs. F. Watts.

Miss Toy and her Land-Rover. (An "East Grinstead Observer" photograph).



"Well before you turn right at a junction, take full account of the position and movement of following traffic. When safe to do so, signal your intention and . . . Er . . . just a minute, don't you need some wheels to turn right, and shouldn't there be a door on that Rover 2000 . . . and a windscreen . . . and shouldn't that wheel be attached to the steering column?"

But if the absent-minded gentleman in the photograph has forgotten something, he may be forgiven. For, with bowler hat and false moustache removed, he is Richard Hearne, television's Mr. Pastry, who recently toured the Rover 2000 line at Solihull.



Mr. R. C. Harris (left), the Company's Scottish representative, congratulates Mr. L. F. Mitchell, branch manager of Rossleigh Ltd., our Dundee distributors on the effective showroom display prepared by Rossleigh for their Rover Week recently.



A selection of portraiture work by members of Rover Photographic and Arts Society, which has recently undergone a boom in membership and enthusiasm. Society officers had many offers following their appeal, through ROVER NEWS, for volunteer models from among the Company's young women employees. A selection of portraits taken are published above. From left to right the subjects are: Mrs. Nora Edginton (P5 Trim)—photographer, Mr. F. Smith, Sales Aids; Miss Susan Maun (P5 Trim)—Mr. A. H. Billingham, Quality Control, P6; Miss Pearlene Stirling (Solihull Surgery)—Mr. R. Wright, Works Engineers; and Mrs. Margaret Toogood (P5 Trim)—Mr. Billingham.

Apprentices' News

Old aircraft theme for local carnival float

Rover apprentices once again figured in the annual Solihull Carnival this month. Theme this year was "The Good Old Days" and the apprentices' float took the form of an old type aircraft.

Mr. G. Allen (Gas Turbine Service School) was in charge of operations, assisted by committee members and other apprentices. A venue to build the float was very kindly found by Mr. B. Morrison (Plant Layout) and work was in progress on the entry for a fortnight before the event.

★ ★ ★

The annual dance held on April 7 at the George Hotel, Solihull, attracted about 120 people. Guests were Mr. W. Martin-Hurst, the Managing Director, Mr. B. G. L. Jackman (Production Director) and Mr. and Mrs. E. Scott. Dancing was from 8 p.m. till midnight.

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The association is anxious to expand its membership and apprentices interested in joining should write to Mr. A. Sperring (Tool Engineers, Tyseley). If they completed their apprenticeship before January 1, 1966, they can join without paying a fee; if they finished since this date the fee is £1.1s.0d. Any apprentice serving his time, and wishing to join, can get forms from Mr. L. S. Shaw's office.

★ ★ ★

Permission has been obtained to hold the annual barbeque on the Rover Test Track on Saturday, September 10. More details later.

● The Rover 2000, with Bryan Greaves at the wheel, hurries through a ford at Hutton-le-Hole on the Yorkshire Moors on the first day of the Mobil Economy Run.



2000 4th in Economy Run class

The figure of 35-45 miles per gallon was achieved by Mr. Bryan Greaves in a Rover 2000 supplied by the Company on the 1966 Mobil Economy Run, to give him fourth position in the 1501-2000 c.c. class.

Mr. Greaves, who runs his own driving academy in the Isle of Wight and is also a member of the Institute of Advanced Motorists, was accompanied on the run by Mrs. Greaves, who acted as co-driver, and by an official observer.

Strict time schedules on the 1,085-mile course required that an average speed of 30 m.p.h.—50 m.p.h. on motorways and the special stage at Brands Hatch Racing Circuit should be maintained.

Competitors started from London and drove to Scarborough, encountering gale-force head winds on the M1. Using minor roads and hilly sections, they then journeyed to Bristol, following which they completed the Brands Hatch section before ending with a night run back to London.

This year's 2000 obtained two m.p.g. more than the Rover 2000 which competed last year.

BIRTHS

We offer our congratulations to...

HEATH—To Mr. and Mrs. J. B. Heath a son (Stephen John) on March 31. Mr. Heath is a section leader in M.C.D., Solihull, and his wife, Pauline, formerly worked in P5 Trim Shop.

MARTIN—To Mr. and Mrs. Clyde Martin, a son (Dean Simon) on March 31. Mr. Martin works on Section 303, Perry Barr.

MARRIAGES

We offer our congratulations and best wishes to...

PREECE-PATE—On April 1 at Solihull Register Office, Mr. Clive Preece (Technical

Photographic Department, Acocks Green) to Miss Rosemary Pate.

RENNIE-CAMERON-STUART—On April 4 at Curdworth Parish Church, Mr. J. Rennie (fitter, P6 Works Engineers) to Miss Sandra Cameron-Stuart (Cost Office, Solihull).

PATON-MCCARTY—On April 2 at Emmanuel Church, Hollywood, Mr. Andrew Paton (senior draughtsman, Electrical Section, Land-Rover D.O.) to Miss Sheila McCarty.

DOW-ALLEN—On March 26 at Ty-Sarn Baptist Church, Rumney, Cardiff, Mr. John Dow (Parts Stores, St. Mellons) to Miss Gladys Allen (Unit Reconditioning).

SHAW-NORRIS—On March 19 at St. Matthews Church, Nechells, Mr. Colin Shaw (Service Department) to Miss Pat Norris (M.C.D., Ryland Road).

BEECH-HITCHMAN—On March 26 at St. Thomas's Church, Garretts Green, Mr. William Beech (Service Section, M.C.D., Tyseley) to Miss Y. Hitchman.

THOMPSON-MARLEY—On March 26 at Hall Green Parish Church, Mr. Victor Thompson to Miss June Marley (Press Shop, Solihull).

PRITCHETT-GORDON—On March 19 at St. Mary Magdalene Church, Tanworth-in-Arden, Mr. Glenn Pritchett (Publicity Department) to Miss Christine Gordon.

PERSONAL NEWS FROM THE FACTORIES

EASTER DROWNING TRAGEDY

Mr. John Wallbank, whose death in an Easter weekend drowning tragedy was reported in the local Press, was a very well-known and liked figure at the Solihull factory.

He had been a Rover employee for 5½ years, initially in Cashiers, later in O & M and then in the Computer Department when it was formed under Mr. Howard Jones. At the time of his death, Mr. Wallbank, aged 31 and a B.A. of Nottingham University, was a senior systems analyst and programmer in the Computer Department.



Mr. Wallbank

But it was while in Organisation and Methods that he became familiar to many people investigating, as he did, requests for office equipment and the purpose for which it was required. His sense of humour made him many friends and he had the personality for getting on with people.

His interests included active membership of the Rover Dramatic Society. He was an accomplished amateur actor and had parts in many stage productions over several seasons. He was also a member of the West Midlands Group of the Railways and Canal Historical Society, and it was while following up this interest with a camera that he slipped into a pool while exploring a tunnel at Downtown Gorge, near Leominster.

Mr. Wallbank was also a member of the Olton Recorded Music Society. A bachelor, he was the son of Mr. and Mrs. E. Wallbank of Solihull, to whom deepest sympathy is extended through ROVER NEWS on behalf of all who knew John.

Subjects from far and wide

Colour transparencies, varying in their subjects from flowers to views of the Alps, Rome and the Costa Brava, were exhibited at a meeting of the Rover Photographic and Arts Society on April 20.

"The quality of the transparencies was excellent," commented chairman Frank Smith. He added that some of the best photographs were taken with ordinary cameras, thus emphasising the photographer's skill.

Attended by some 35 people, the meeting also welcomed Mr. G. Mason (Welding Shop, Coventry) who represented Rover Coventry photographers.

SILVER WEDDINGS

We offer our congratulations and best wishes to...

ASHWORTH—Mr. and Mrs. A. C. Ashworth on April 12. Mr. Ashworth is employed on the Paint Section, Works Engineers.

RETIREMENTS

Mr. Francis Shiner on April 1; he was an electrician at Tyseley (16 years' service). Mr. Alfred William Jenkins on April 15; he was a storekeeper at Tyseley (24 years). Mr. George Edward Howse on April 15; he was assistant storekeeper, Tool Stores, Acocks Green (17 years). Mr. Samuel Arthur Shipley on March 31; he was a Stores assistant, Solihull, (12 years). Mr. Thomas John Collier on March 31; he was a skilled fitter, Gas Turbine Division (22 years). Mr. Thomas James Seymour on April 14; he was a fitter in Experimental Department (18 years). Mr. John William Ireland on March 18; he was an inspector at Tyseley (29 years). Mr. Thomas John Davies on March 4; he was an inspector at Solihull, and subsequently Tyseley (14 years). Mr. Albert Joseph Heap on March 11; he worked in Progress Department, Tyseley (7 years). Mr. Edward Henry Franklin on March 18; during his 46 years' service he has worked at Solihull and Coventry, and for the past 13 years he has been employed on the A.F.C. Section, Perry Barr.

DEATHS

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

KING—Mr. Walter Thomas King on April 4, aged 62. He was a machinist at Tyseley, and had been with the Company for 12 years.

JONES—Mr. David Ronald Jones on April 2, aged 44. He worked on Land-Rover Assembly, and had been with the Company for a total of 16 years.

POWERS—Mr. Henry Alfred Powers on April 1, aged 67. He was a sprayer in the Service Repair Shop, and had been with the Company for 19 years.

WOLFF—Mr. Leopold Wolf on March 21, aged 51. He was a pipelitter at Tyseley, and had been with the Company for 16½ years.

DALLEY—Mr. John William Dalley on March 20, aged 59. He was a skilled polisher at Perry Barr, and had been with the Company for 6 years.

CASWELL—Mr. Arthur George Caswell on April 2, aged 83. He was a Toolroom turner at Tyseley until his retirement last year.

To study languages in Germany

Off to Germany this month to study languages: Miss Vanessa Kalra, formerly secretary to Mr. P. Pender-Cudlip (Government Sales)



Miss Kalra

for 16 months until leaving the Company in April. She will be continuing her studies in German, and taking a refresher course in French at Berlitz School, Frankfurt. Miss Kalra is hoping eventually to work in Germany.



A photographer at the other end of a camera! Mr. Clive Preece (Technical Photographic Department, Acocks Green) and his bride, Miss Rosemary Pate, after their wedding at Solihull Register Office.

Tennis membership boom

Membership of Rover Solihull Tennis Section had surpassed the 1964 figures and despite bad weather players had had an enjoyable 1965 season. So said section chairman, Mr. E. J. Walden (814 Engineering) at the annual meeting.

He said the condition of the new courts had caused some concern and the contractors had agreed to resurface the courts during the close season.

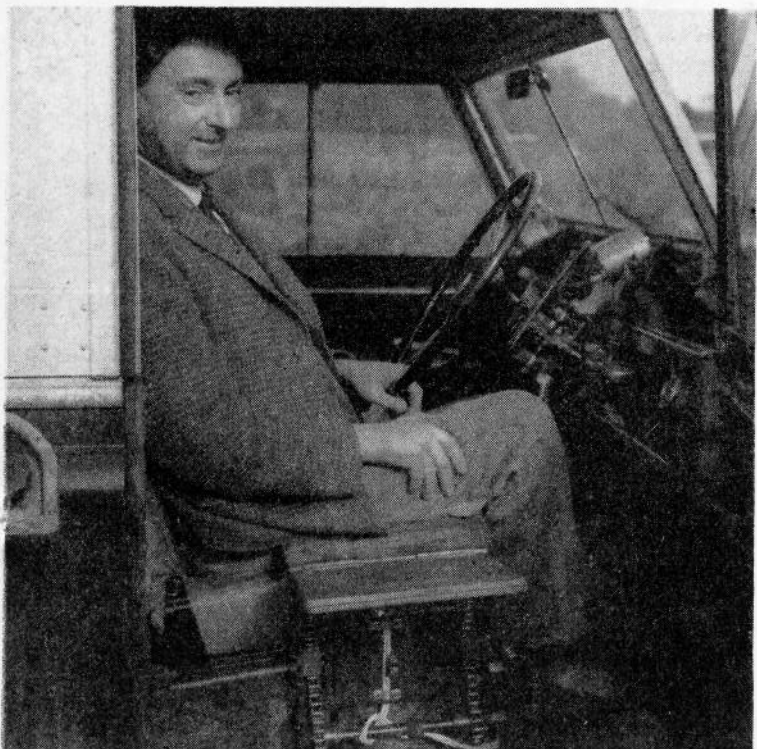
Winners and runners up of the singles tournaments were: Men—R. Rimmington (Works Engineers); S. Kerr (Gas Turbine—runner up). Ladies—Mrs. A. Clifton; Mrs. I. Plenderleith (Cashiers—runner up).

Tournaments are to be held in the evenings this season, instead of on Sundays, a move which the committee hopes will be well supported by old and new members alike.

Intending members should note that the section has three new all-weather courts. New balls are supplied every week. Fees: 10/- each for players over 21, and 5/- for the under 21s. Rackets are available for use by the under 21s, if required.

Officers elected: Chairman, Mr. E. J. Walden; secretary, Miss C. Bruton (863 Works Engineers); treasurer, Mrs. I. Plenderleith (214 Cashiers). Committee: Messrs. R. Plenderleith (412 Works Engineers), M. Whitehouse (763 Engineering), J. Hill (466 Land-Rover D.O.), M. V. Broadhead (786 Land-Rover Engineering), and Miss J. Holland (385 Buying).

'James Bond' device in Land-Rover keeps a disabled man active and mobile



(A 'Northern Echo' photograph)

a disabled man active and mobile

For many people, the affliction of muscular dystrophy would be an insurmountable difficulty in life. But thanks to a specially equipped Land-Rover, a County Durham man suffering from this disease is endeavouring to lead a normal life.

It was 13 years ago that Mr. David Wheatley first developed muscular dystrophy and three years ago it caused him to be confined to a wheelchair.

So as to carry on with his job of inspecting and visiting farms as a land surveyor for the National Coal Board, Mr. Wheatley had a Land-Rover equipped with hand controls.

Lifts him up

He has had fitted to it a 'James Bond' device, as he calls it, to lift him to his driving seat from his wheelchair and fold up into the Land-Rover (see picture left). He persuaded an engineer to design the seat, which he hopes to turn into a

commercial proposition.

Married with one son aged ten, Mr. Wheatley, aged 38, is secretary of the Mid-Durham Branch of the Muscular Dystrophy Group and, as such, helped to raise more than £2,000 last year.

He and 28-year-old Miss Angela Blenkinsop, of Low Fell, Gateshead, who is confined to a wheelchair through polio, are now campaigning to make the North-East more conscious of the problems of the physically handicapped, and particularly of people in wheelchairs.

REPAIR MANAGER RETIRES

The Rover Company said farewell to one of its most well known figures on March 31 when Mr. V. B. Scott (Service Repair Manager) retired.

Mr. R. W. Bromley (Executive Director, Service), pictured on the left of the photograph below, presented Mr. Scott with a cheque subscribed to by his friends and colleagues within the Company. Also in the picture is Mrs. D. C. Hammond (secretary to Mr. Bromley) who was responsible for collecting the donations. Starting in the Service Repair Shop in 1920, Mr. Scott became personal assistant to the late Sir Geoffrey Savage (Works Director) during the second world war. He was also concerned with aero engine work at one of the Company's shadow factories in Yorkshire during this period.

Mr. Scott returned to the Midlands after the war and was appointed Service Repair Manager in 1954.



An automatic tea-making machine was the retirement gift presented to Mr. Herbert Ireland by Mr. Jack Butlin (Chief Inspector for Tyseley and Ryland Road). Mr. Ireland retired, aged 67, from the Crankshaft Inspection Department, Tyseley. He had been with the Company for 29 years.



Mr. G. F. Searle returns for presentation ceremony

Mr. G. F. Searle, the former Managing Director of Rover Gas Turbines Ltd., returned to the factory on April 4 for a presentation ceremony. He received a silver candelabra, complete with candles and snuffer, and two silver serviette rings from Mr. A. B. Smith (Director and General Manager), who presented them on behalf of former colleagues of Mr. Searle in Gas Turbine Projects and Buying and friends in Rover Company Service

Department. On an earlier occasion, Mr. Searle received a Jaeger le Coultre Atmos clock in glass framed case from the directors and was also guest at a dinner.

Out of his time

Apprenticeship completed last month—Graham Gossage (Jig Shop, Solihull). Congratulations.



Rover 2000 third in class in Irish rally

A private-entry Rover 2000 crewed by Rover foreman Tony Cox and David Fawcett, of Bingley, Yorkshire, was third in its class in the 1,750-mile Circuit of Ireland Rally at Easter.

Only 39 cars finished from 93 entries. The event began on Good Friday night and finished on the following Tuesday morning after taking in 50 special stages, all but three of which were on tarmac—not the best surface to draw the maximum out of the Rover 2000.

The Cox/Fawcett car was 15th overall. A second 2000 driven by Tony Costello, of Leamington, dropped out en route.

Cox and Fawcett made full use of the excellent road holding and

cornering of the 2000 and finished after a run troubled only by a puncture.

Three private-entry Rover 2000s are taking part in the Scottish Rally at Whitsun. Crews are: Tony Cox/David Fawcett; Logan Morrison/Johnston Syer; and Glasgow Rover distributor Jimmy Gibbon and Walter Henderson Campbell.

Logan Morrison won his class in last year's Scottish, when Jimmy Gibbon had bad luck in colliding with a tree. Mr. Campbell broke an arm.

Tony Cox will also be taking a private-entry 2000 into the London Motor Club's Gulf Rally next month.

ROVER AND ALVIS NEWS is published monthly and posted free to the homes of employees and retired workers of both Companies. Anyone not receiving a copy should inform either the Rover Editorial Office at Solihull (internal phone 713), or Alvis Publicity Department. Items for inclusion in the newspaper can be submitted either direct to the Editor, or through the various works correspondents, whose names are published on notice boards.



When Mr. S. A. Shipley ('A' Deck Solihull) retired on March 31, Mr. G. V. Wagstaff (Solihull Stores Supt.) made a presentation of a sum of cash to him to mark his 11 years' service with the Company. Mr. Shipley worked for some years on the galvanising section under Mr. J. Wright and was later transferred to 'A' Deck, where he worked as an electric truck driver. He also worked on empties and returns.



ROVER BOWMEN'S ANNUAL FIELD SHOOT

Archers from far and wide defy heavy going

More than 100 archers from many parts of the country braved heavy rain to travel to Rover Solihull on April 22 to take part in the fifth annual field shoot organised by Rover Archery Section.

The stalwarts who defied the weather began the day's shoot in a steady downpour and it was decidedly heavy underfoot both on the grass of the Lode Lane sports field and in the surrounding woodland.

Early afternoon, however, saw the rain lift and the event ended in fitful sunshine to make all the organising and travelling involved well worthwhile for all concerned.

Part of the shoot was again filmed by television cameras, as last year. As usual Rover bowmen were in among the prizes, which were presented by Mr. D. Wilson (Editor, ROVER and ALVIS NEWS).

Rover prizewinners were: Mr. F. Steward, 2nd in gents' bare bow with 305 points (winner gained 415 pts.); Mr. W. Russell, 4th with 285 pts.; Mrs. D. Russell, 4th in ladies' bare bow with 90 pts.; Mr. A. Howell, 3rd in gents' freestyle with 370 pts. (winner gained 515); Master D. Russell, 2nd in under 14's with 155 pts. (winner got 240).



Archery is a sport to be enjoyed by all ages. This group of competitors in the annual Rover shoot lined up for the photographer before dispersing to all parts of the country.

Magnificent men on their (almost) flying machines...

Those magnificent men in their flying machines, they go up diddly-um-dum they go down diddly-um-dum—or so the song says. Although the eight Rover employees who competed in the Midlands Region of the Vintage Motor Cycle Club's fifth annual run from Coventry to Brighton didn't actually take off, some of them "flew" along the route.

Machines were classified either as veterans—made before 1915 and distinguished by a red band—or vintage—made before 1931 and bearing blue bands.

Special interest was taken in the two Rover motor-cycles entered in the event, which was solely to test the capabilities of the machines. Malcolm Roberts (Overseas Operations) rode the 1915 3½ h.p. Rover entered by the Company and making one of its rare public appearances. The 1919 'Imperial Rover' 650 c.c. with a twin J.A.P. side valve was ridden by Derrick Pryke (Rover Gas Turbine Projects Engineer).

Other Rover riders were: Jack Baines (Technical Sales Engineer) riding a 1924 2½ h.p. B.S.A., lent by Mr. J. Hederick of Gas Turbines; Bernard Poole (Land-Rover Experimental) on a 1923 550 c.c. Triumph; John Narramore (toolmaker, Turbine Research and Development, Springfield), 1921 557 c.c. B.S.A. with a B.S.A. side-car, and with his wife acting as co-pilot; Peter Martin (Land-Rover Assembly) 1924 2½ h.p. Raleigh; John Wragg (Jig Shop) 1928 8 h.p. A.J.S. and side-car; and Tom Shortland (P6 Assembly) 500 c.c. Rudge Replica.

Bright-sunshine

Riders started from near Coventry and travelled via Banbury, Henley-on-Thames, Guildford, Ewhurst to Brighton.

Prepared as they were against the threat of heavy rain and greasy roads, riders were surprised to see bright sunshine on the day of the event. While some of the vintage machines maintained a steady cruising speed, the older motor-cycles required some attention en route.

But nearly all the 94 starters, including all the Rover riders, completed the 170 miles to Brighton where they were received by the Mayor the same evening. They then formed a cavalcade and, with a police escort and the traffic lights cancelled in their favour, advanced at a respectable speed to the promenade.

First man home was 71-year-old Fred Collis, of South Nutfield, Surrey, who took nine hours for the journey on a 1913 Matchless 650. Machines were judged for awards in Preston Park, Brighton, the following morning.

Why compete? Jack Baines, who has now competed in the run five times and been a member of the club for six years, said: "The Brighton Run is a challenge to both machine and rider." He is a vintage motor enthusiast, owning an A.B.C.

car, one of the very rare type only made from 1922 to 1925.

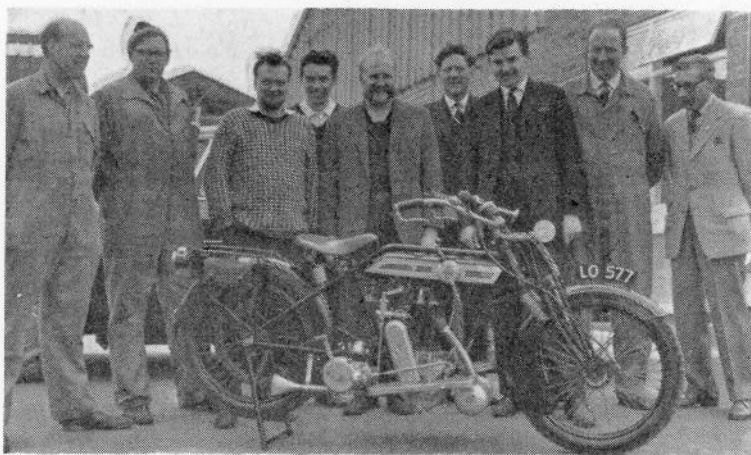
The Brighton Run is now over for another year, but for many of the riders it will only be a short time before they compete in another vintage run. Obviously, for them the fascination of motor cycles built years ago has not dimmed with time.

Gas turbine on display

On show at the Heating, Ventilating and Air Conditioning International Exhibition at Olympia last month—the Rover Gas Turbine 1S/60 engine.

The engine, which weighs 160lb., is used as a total energy set and is applied to a power pack designed to provide all facilities for housing military personnel in Arctic regions. This is in the form of a self-contained shelter unit, equipped with full domestic facilities, used to provide living and working accommodation for field command headquarters, communications, medical depots and repair shops.

This was the first time Rover Gas Turbines Ltd. had participated in the exhibition, and Mr. George Cowan (Sales Manager) said there had been many enquiries from interested customers.



The vintage enthusiasts and the 1915 Rover motor cycle after the race. They are (left to right) Peter Martin, Derrick Pryke, John Wragge, Richard Kent, a mechanic for the Rover riders during the race, Tom Shortland, Jack Baines, Malcolm Roberts, Bernard Poole, and John Narramore.



Now in use in the Congo with Fometro—Fonds Medical Tropical, a private Belgian medical organisation—are Land-Rovers supplied through Cegeac, Leopoldville, our distributors in that territory. Fometro is using the vehicles as medical units in a scheme to combat sleeping sickness which affects as much as 10 per cent of the population in some Congo villages. Fometro is expected to order more vehicles from Cegeac later this year.



Though always ready for a rough and tumble, the Land-Rover also fits quietly into any rural scene. When a string of race horses returning from exercise moved in on a Land-Rover demonstration mounted in the West Country by The Bedford Garage (Exeter) Ltd., our Exeter distributors the joint combination of horse power was a formidable one indeed.

EXPORT SALES SWEEP THE BOARD IN MODEL CAR DRIVERS' CHAMPIONSHIP



Export Sales representatives made a clean sweep of the awards in the recent Rover Model Car Racing Club's Drivers Championship.

Winner was Peter Lock (Export Sales). He was presented with the Winner's Trophy by Mr. A. B. Smith (Director and General Manager), who donated it as a personal gift. The winner also received a smaller replica trophy from the club itself. Runner-up in the championship was Mike Diggins (Export Sales).

The Concours d'Elegance Trophy for the best looking car built by a club member went to Ken Clymer (Export Sales), and was presented by Mr. Lionel Hampden, of "A.T.V. Today."

The photograph shows (left to right) Mr. A. B. Smith, Peter Lock, complete with trophies, and Mr. Lionel Hampden, together with the track and some of the cars which made the whole championship event such a success.

ASLIN SNOOKER COMPETITION

Results of snooker games in the second and third rounds of the Aslin Trophy competition: H. Morecock 29, T. Heath 43; A. Woodland 33, M. Holmes 69; G. Newman 46; F. Harris 49; C. Walker 33; A. Bonas 77; W. McNeil 64; J. Fraser 59; B. Ware 86; R. Greathead 29; F. Harris 70; J. Duddy 39; A. Batty 53; F. Lloyd 36; T. H. Jackson 83; A. Manley 46; R. S. Taylor 44; M. Caralon 61; D. Hyman 43; T. Heath 57; W. McNeil 31; A. Batty 90; A. Cross 52; R. Checkley 51.

Rover Solihull B team was runner-up in the Efficiency League South Two. The team comprised Messrs. A. Batty, C. Walker, T. Heath, G. Hicks, R. Greathead and B. Ware. T. Heath (P6 paint) and G. Hicks (Carpenters) were outstanding in winning 16 games each out of 23.

Leading player in the Rover Solihull A team is R. Newbould with 19 out of 26 games.

£20m. EXPORTS

THE THREE FIGHTING VEHICLES PRODUCED BY ALVIS HAVE EARNED MORE THAN £20,000,000 FOR BRITAIN IN THE EXPORT FIELD OVER THE LAST SIX YEARS.

Twelve foreign governments have bought Saladin armoured cars, Saracen troop carriers and Stalwart load carriers to the tune of approximately £20,350,000.

And further export orders under negotiation are worth more than £3,500,000. Extensive trials are being carried out by many foreign armed forces and further firm orders are likely to emanate from these tests.

The Saladin is a high performance armoured car armed with a 76 mm. gun. It is in service with 11 nations, in addition to NATO forces and British Army units all over the world.

The Saracen is a versatile troop carrier which also serves as an armoured ambulance, command vehicle and cargo carrier with six overseas nations.

The Stalwart, the most recent addition to the Alvis fighting vehicles

range, is a high mobility load carrier for taking supplies up to combat units. It swims, crosses dykes, ramps, weed covered rocks, rivers and ice.



●They made a million 20 times over for Britain abroad. ABOVE:—the Saracen; RIGHT:—the Stalwart; LEFT:—the Saladin.



Mr. H. W. Pickering collapses and dies at work

Mr. Harry W. Pickering, who had been with Alvis for 30 years, collapsed and died at the factory on April 18. He was technical assistant to the Chief Inspector, Mr. E. Beattie.

Mr. Pickering began his career at Alvis as an inspector in the Metrology Department, and then transferred to the View Room and Machine Shop as a chargehand inspector.

During the war, he became a foreman inspector, and in 1950 was appointed Deputy Chief Inspector. He became a Fighting Vehicles Inspector in 1952, and was appointed technical assistant to Mr. Beattie in 1962.

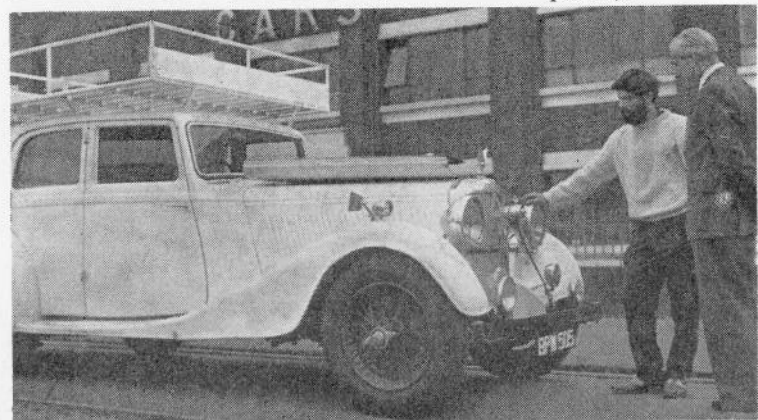
Mr. Pickering, aged 62, lived in Allesley Old Road, Coventry, and leaves a widow and a son.

Alvis drivers v. the Army

Some 30 members of the Fighting Vehicles Section accepted an invitation by the Army School of Transport to visit the latter's headquarters at Borden Hill, Wiltshire, on March 26-27.

Driving tests between Army and Alvis drivers were followed by a social gathering. "A most enjoyable day out," was the verdict of all.

Alvis dominoes teams have had a very good season, the 'B' team winning the C.W.S.A. League 'B' Division and the 'A' team finishing well up in the 'A' Division. W. J. Toomer won the league aggregate for the second successive year.



'Dropped' 3 times, but 1937 car made Cape Town and back!

Two young suntanned Englishmen arrived back at Alvis last month to tell of a four-month, 14,000-mile journey from London to Cape Town through 12 countries, which they made in a reconditioned 1937 Alvis Crested Eagle.

Art student David Belilios, 22, and Ian Woolsey, also 22, a printer, both of Wimbledon, London, purchased the vehicle from a scrapyards for £20 and spent eight months preparing it for its long trip.

They were helped in this task by a Wimbledon motor engineer, Mr. H. J. Whistance, who once worked for land and water speed ace Sir Malcolm Campbell.

Painted white

He fitted special accessories to combat the extreme weather conditions which the travellers encountered on the expedition. Painted a gleaming white to reflect the heat, the car had seats which converted into beds. A large steel crate was fitted on the roof to carry equipment, and a second petrol tank was another extra. Three spare wheels were also included among the luggage.

En route the adventure seekers forged a link of friendship through Rotary International, with some 12 countries. Among the countries they visited were France, Spain, Morocco, Tunisia, Egypt, Kenya, Zambia, Rhodesia, and South Africa.

Heading south, they were refused entry into the Sudan and had to take ship from Port Said to Mombasa,

●Mr. J. J. Parkes, the Alvis Chairman, looks over the 1937 Alvis Crested Eagle car with bearded David Belilios.

(A 'Coventry Evening Telegraph' picture).

before continuing on their overland drive.

They completed the last leg of their 14,000-mile journey through Zambia and Rhodesia—only a few jumps ahead of petrol rationing. They had no petrol difficulties in Rhodesia, but fuel was very scarce in Zambia.

When they arrived in Cape Town, they had many stories to tell: of the friendliness of the people along their route and the interest taken in their car, the times when their vehicle was stuck in the sand, and the native dances performed in some parts of Africa.

They also spoke of the terrifying tropical storms, when, within minutes, an area would be water-logged, and the car would have to be moved onto firm ground to avoid becoming bogged down.

Why did they make the journey? Their main purpose was to prove that a 1937 Alvis could make the 14,000-mile trip to Cape Town, "which it did excellently," said Ian, "despite the fact that it was dropped onto the deck of a ship three times!"

Writing article

"I also look upon it as a great adventure," said David, who is now thinking of teaching art in Newcastle. He is now in the process of writing an article about the journey and plans to give lectures on the subject.

Cine enthusiasts make their first film

Alvis Photographic Section has a membership of 40 interested in black and white, colour and cine photography. Some members are active in more than one field of photography.

The cine section has successfully made its first film of 400 feet. Subject was the summer outing of the Retired Employees Association to Trentham Gardens and the Horticultural Society's Rose and Sweetpea Show of 1965.

In co-operation with a local photographic dealer, a discount system is in operation on all purchases by members through the section.

MONTHLY STAFF TOUR A ROOTES FACTORY

Fifty-six members of Alvis Monthly Staff Club, including Mr. R. F. Skidmore (Works Director) and Mrs. Skidmore, visited the Ryton-on-Dunsmore factory of Rootes Ltd. on March 29. A most interesting and enjoyable evening was had by all. On another evening the club had a talk on modern home winemaking by two members of Coventry Amateur Winemakers Circle.

Beginning on Page 2 in this issue—The Alvis Story by Mr. Bernard Light, the Rover Company Historian. In forthcoming editions, Mr. Light will be unfolding the story of Alvis Ltd. up to the present day, and this serial will be of considerable interest to Alvis and Rover readers alike.

30 ENTRIES FOR 4th NATIONAL SPRINT

The fourth National Sprint Meeting arranged by the Midland Section of The Alvis Owner Club yielded some 30 entries. Present at the meeting, held at Church Lawford aerodrome, near Rugby, were Mr. G. R. Howell (Director and Chief Accountant) and his wife, who presented the prizes.

Each competitor made two official timed runs of two laps, the faster one counting. The length of the course was approximately 3,200 yards.

Results: Cars dating from 1920-1931 (Classes A, B and C): 1, Ian Frith (12/50), 2 mins. 5.5 secs.; 2, Colin Knox (12/60), 2 mins. 6.9 secs.; 1932-1949 cars: 1, (Class E): Tony Wadman (Sp. 20) 1 min. 52.8 secs. (with a +4 secs. handicap); 2, Jim Oakman (Class D and F) (TA 1A) 2 mins. 4.9 secs.; 1950-1966 cars: 1, Bill Fryer (TD 21) 1 min. 59.2 secs., this being the best time of the day for a non-standard car which did not win an award; 2, Chris Wathes (TC 21) Class E, 1 min. 57.1 secs.; 3, Ken Worrall (TA 21), Class E, 1 min. 58.2 secs. Specials: 1, Mike Dunn (Special TE 21), Class G and H, 1 min. 45.1 secs.; 2, Mike Cairnes (Sp.20/25 Special) 1 min. 45.3. Frank Robinson (Firebird Special), Class D and F, 2 mins. 3.2 secs.

Although recording the fastest time of the day—1 min. 43.6 secs.—Mike Loasby declined to take first place in classes G and H and so this went to Mike Dunn.

AERO DIVISION SECRETARY WEDS

Miss Betty Howes, who has been employed by the Company for the past 17½ years, was married on April 30 to Mr. Raymond Hall. She has been secretary to the Chief Draughtsman, Aero D.O. for the last 13½ years, first to the late Mr. Arthur Clarke and latterly Mr. Harry Veasey. The first four years of her employment were as secretary to Mr. Frank Webb, at that time Chief Cost Estimator.

Well wishers in many departments contributed towards gifts and Miss Howes was presented by Mr. Veasey (pictured) with a canteen of stainless steel cutlery, a blanket and, as a personal gift, costume jewellery.

Miss Howes did not return to Alvis after her marriage as she is setting up home in Bristol.





WHERE DID YOU GET THAT HAT...?



Keeping her chin up despite the weight of the bonnet—the winner Mrs. Doreen Smith.



Mrs. S. W. Cadman, one of the judges, and Mr. George Boonham (Planning) share a bottle of wine. (Where did HE get that hat, indeed ??)

OR... In my Easter bonnet in the Easter parade

Easter is traditionally the time for sporting new hats, and the tradition was carried on with enthusiasm at this year's Alvis Easter Bonnet Parade when employees and their friends were able to examine with critical eyes the extravagant creations dreamed up for their delight.

More than 250 people were present at the Easter dance, of which the Parade formed a part, including Mr. G. R. Howell (Director and Chief Accountant) and his wife, both of whom acted as judges.

Also helping to judge the bonnets was Mrs. S. W. Cadman, whose husband works in the No. 1 Machine Shop.

Winner of the award for the best bonnet was Mrs. Doreen Smith, who received a box of chocolates as her prize.



Two contestants in the limelight—Mrs. Black (above) and Mrs. G. Boonham (above right).



Worked for the Company before it was Alvis

One of the longest serving Alvis employees retired on March 31 after being with the Company for 47 years. He was Mr. Billy Dodds, whose departure was marked with the presentation of a Westminster chimes clock and a cake by Mr. Jack Walker (Works Convenor) on behalf of friends throughout the Company.

Billy Dodds started his career with the Company in 1919 when it was T. G. John Engineering, shortly before it became Alvis Ltd.

Starting as an engine fitter, he worked on the first Alvis 12 h.p. car and was concerned with the engine for the "Kenilworth" scooter. He then worked in the Repair Shop, the Fighting Vehicles Section and spent the last 20 years of his working life as a fitter in the Aero Engine Shop.

During his retirement, Mr. Dodds will continue to follow the fortunes of Coventry City Football Club.



Mr. Billy Dodds (centre) with his clock and presentation cake; Mr. Jack Walker (Works Convenor) pictured right, and (left) Mr. Neville Warner (secretary of the Shop Stewards' Committee).

RETIREMENT

Mr. A. T. G. Edwards on April 8; he was a foreman in the Machine Shop (10 years' service).

TENNIS: Two Alvis teams in Div. 2

The second team of Alvis Tennis Club had a good season last year, winning the Coventry and District 3rd Division South Cup and promotion to Division 2. This means that this season both the first teams do battle in Division 2.

The league selectors, however, have split the 2nd Division team into North and South, so a couple of potentially interesting matches between the two Alvis teams will not take place.

It has been gratifying to note a revival of tennis interest by the ladies of Alvis and already eight have joined the club. Perhaps next season will see a ladies' team in the league again after a lapse of two seasons.



Mrs. and Mrs. Howell share in the merriment of the occasion.

DARTS: End of the season placings

Alvis men's darts teams have completed their fixtures for season 1965-66, the Works League team finishing sixth in Division 1 of the Coventry Works Sports Association Darts League, and the Chapel-

fields team fourth in Division 'A'—its best position for five seasons.

The ladies' team has a good chance of finishing well up in the Works League.

Aggregate winners in the men's team are K. Farmer (Works) and R. Ilsley (Chapelfields).

What's in a name? A few thoughts and conjectures about the word A-L-V-I-S

A MERGER between companies constitutes an important landmark in the history of any industrial concern and the one in 1965 between The Rover Company Ltd. and Alvis Ltd. holds a particular interest for employees in both Companies.

A few years ago ROVER NEWS published a series of monthly articles outlining The Rover Company's long history. These articles proved to be extremely popular with both old and new employees who were thus able to acquaint themselves with the Company's background.

One can have pride of employment with a company in the same way as the sailor can have pride in his ship or the soldier in his regiment.

With these thoughts in mind it is felt that, through the medium of ALVIS NEWS, a series of articles covering the Alvis Story would be welcomed by both Alvis and Rover employees, and also by all those whose interests are in any way allied to the activities of either Company.

This article should be accepted as an introduction. In subsequent chapters it is hoped to publish interesting

Prologue to... THE



STORY

By Bernard Light

news about Alvis—its ups and downs, its trials and triumphs, its personalities and its achievements. It may be, too, that as the history closes there could be a peep into the future.

Industrial history has many facets—some of them sparkle with stories of success from the word 'go'; some reveal indomitable courage in

the face of persistent difficulties and frustrations. There are complete failure stories and stories, too, where success and failure seem to have gone hand in hand for several years.

Many successful companies of today owe survival to their directors' ability to 'rise to the occasion' and to be undaunted by the disappointments and difficulties which have arisen. The history of industry is enriched by such stories—of leading personalities whose achievements are reflected today in the successful industrial concerns which stand to their memory.

Thomas George John is the name of the man who fought and endured the fickle vagaries of industrial and commercial markets in order to vindicate his faith in Alvis. T. G. John, M.I.N.A., M.I.C.E., F.R.Ae.S., M.I.A.E., A.R.C.S., was born in 1880 in Argyle Street, Pembroke Dock.

It was he who founded the Alvis Company in 1919 when in April of that year he launched his own engineering company, T. G. John Ltd., with a paid-up capital of £4,240.

The designation Alvis comes into the picture by virtue of the fact that John purchased from a Geoffrey P. H. de Freville the final drawings and material specifications for an automobile engine. At the same time he took over the name Alvis a registered trade mark used by de Freville on aluminium pistons and castings made by his company, Aluminium Alloy Pistons Ltd., of Wandsworth.

The first Alvis car was introduced in 1920, manufactured and produced by T. G. John Ltd., and known as the Alvis 10/30 model. With a four cylinder side valve engine of 1,460 c.c., capable of 60 m.p.h., it was several years ahead of its time, with forced feed lubrication and a four-speed gearbox.

If we choose, we can say that this was the beginning of Alvis. But perhaps it might be fairer to go back

a few years earlier, to around 1915, when de Freville formed his company to manufacture aluminium pistons and castings, under Government contracts, for tank and aeroplane engines. The name Alvis was placed in a triangle design, as it is today, and the design was stamped on all pistons manufactured by Aluminium Alloy Pistons Ltd.

Why ALVIS?

There are several stories. It is certainly an intriguing and interesting logically the reason for, and the meaning of, trade names and trade marks of some industrial concerns. At first sight many of them do not appear to have any connection with the product being 'protected' by a registered design. One could say this of Alvis. Why A-L-V-I-S?

Well, one story suggests that the first two letters of the word alumi-

um were used, combined with the Latin 'vis' meaning force, power or strength. Not bad!

Another story suggests that a woman's name, Avis, comes into the picture and since these letters did not fit too well in the triangle design the letter "L" was added to give symmetry to the device. Perhaps it might be best to give up conjecture and say that de Freville wanted an easy sounding name and that Alvis was his choice.

Shall we leave it at that? The important point is that over the years the designation Alvis has created for itself an image of some eminence in the field of engineering.

The Alvis Company's newly-formed bond with the Rover organisation must inevitably enhance its prestige and prove to be a happy, rewarding association for all concerned. (to be continued).



Mr. T. G. John at his desk, complete with old-style telephone.



The Alvis 1st XI, which has enjoyed a good season in the second division of the Coventry Works League. It was expected to finish in third place. Back row (left to right): R. Britain, W. Cahill, C. Anderson, J. Watts, W. Dodd (captain), D. Smith. Front row: C. Reay, K. Hill, J. Farthing, I. Perry, V. Howard. (Photograph by R. C. Grocott, Alvis).