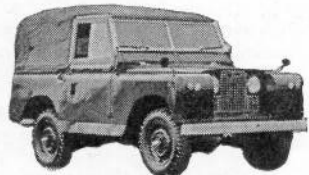


ROVER NEWS



Vol. 6 No. 8

August, 1966



LAND-ROVER SALES DRIVE



An intensive Land-Rover sales drive is being mounted by the Company's Export Department. The campaign will be well under way by the Autumn.

During the next few weeks, senior export sales executives are going from Solihull to markets all over the world. There, in close consultation with Rover distributors, dealers and existing customers, they will investigate market potential to a depth never before attempted.

First executive to go on such a mission was Mr. R. J. Burn (Export Manager) who went to Lisbon for discussions with our distributors both for Portugal and for Angola. He was followed by Mr. E. Wilford (Export Sales Manager) who has now returned from Libya where he had important discussions with the Libyan Army authorities in Benghazi.

At the end of the month Mr. W. A. Dalgety, the Company's newly-appointed European Sales Representative, undertakes a comprehensive tour of French dealers with Mr. Y. de Kermaol, Commercial Director of

Franco Britannic Autos Ltd., our French distributors, and Mr. P. Boyd Brent (Overseas Operations Manager) begins a five-week tour of South and East Africa.

Mr. Boyd Brent will begin his tour with a visit to South Africa for routine talks and also to explore with Rover South Africa the possibility for increased local manufacture of Land-Rovers and 2000's at Port Elizabeth.

He will then move on to Blantyre in Malawi for discussions with our distributor, Halls Garage Ltd., and dealers, and then on to Dar-es-Salaam (Tanzania), Mombasa (Kenya), Kampala (Uganda) and finally back to Kenya for talks in Nairobi with officials of the Cooper Motor Corporation Ltd., our East African distributor, whose branches serve Rover in Kenya, Tanzania and Uganda.

Throughout this tour, Mr. Boyd Brent's objective will be the same—to increase the Company's sales against increasing competition, particularly from Japan.

The South African Land-Rover market is already expanding as a direct result of steps taken by Mr. S. C. Toll, the Rover South African Managing Director, after his appointment. These steps included some reorganisation of distribution and dealerships, and Mr. Toll's close personal contact with customers all over the Republic by means of 'flying visits' in his own aeroplane.

There are definite signs that the Land-Rover market in Australia is picking up after being affected by the very bad drought which hit the Australian economy in most parts of the country.

Encouraging news from New Zealand is that whereas many import quotas have been reduced for 1966-67, the permit held by Rover is untouched—presumably because of the New Zealand Government's satisfaction at the high level of local content incorporated in New Zealand assembled Land-Rovers.

KENYA POLICE ORDER

Fifty Long Land-Rovers have been ordered for the Kenya police. The order, made through the Cooper Motor Corporation Ltd., our East African distributors, is worth about £40,000, and the vehicles are due to be delivered in September.

During the past few years the Land-Rover has played an important role in the development of the Kenya economy, and many thousands

of vehicles have been shipped there from Solihull. The Kenya Government is a major buyer of Land-Rovers, and departments such as the police, transport and Army have been using them extensively over a number of years.

(Tchad buys 300 Land-Rovers; new European Sales Representative—stories and pictures page 2).

Quality Year—plans in hand

The Rover Company is one of more than 3,000 firms throughout England, Scotland and Wales now making plans to take an active part in National Quality and Reliability Year, which starts on October 31.

Mr. E. G. Bacon (Executive Director, Quality Control) has been appointed chairman of the main committee for co-ordinating the activities of all the departments which will be concerned within the Company in connection with the campaign.

He, in turn, has nominated Mr. Michael Witts (Deputy Chief Reliability Engineer, Acocks Green) to act as co-ordinator of the campaign, with direct responsibility to Mr. Bacon.

Several preliminary meetings of the Rover committee have already been held and plans are now being initiated for the Company's part in the exercise. Details of these will be announced in due course. All levels of supervision and shop floor representation will be drawn into the campaign, for which the Board has approved certain expenditure.

ROVER GAS TURBINE-POWERED PLANE

The tens of thousands of spectators expected at Farnborough Air Display early next month will see a demonstration by a Chipmunk aircraft powered by a Rover gas turbine engine.

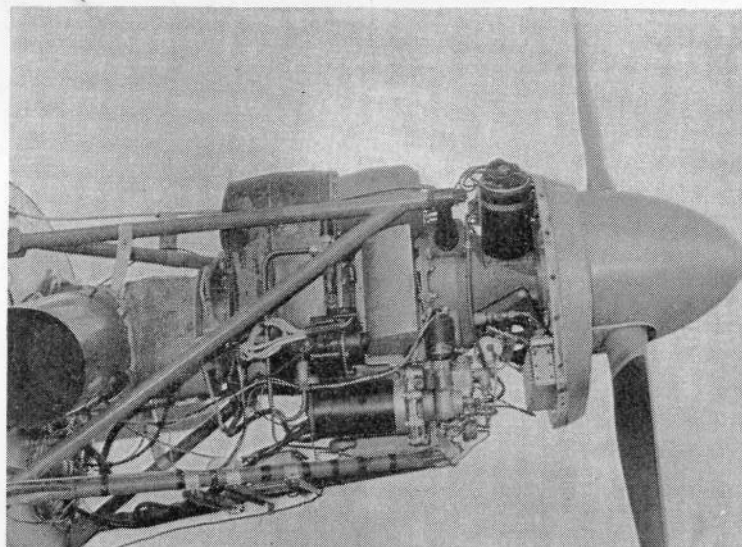
TO FLY AT FARNBOROUGH

Piloting the plane will be Mr. A. E. (Ben) Gunn, former Chief Test Pilot of Boulton Paul, who is now advising Rover Gas Turbines Ltd. in the use of the gas turbine unit for aircraft application.

The aircraft is being entered by the Hampshire Aeroplane Company of Blackbushe Airport, Camberley, under the auspices of Rover Gas Turbines Ltd. Installation of the engine, an adapted standard single shaft unit, was carried out by the Hants. and Sussex Aviation Company Ltd., of Portsmouth Airport, which firm put into the air last year the first light aircraft—an Auster-Autocrat—powered by a 1S/90 Rover gas turbine engine.

The engine in the Chipmunk drives a McCauley v.p. airscrew, with an output of 120 b.h.p.

A Rover Gas Turbines spokesman



A view of the Rover 1S/90 gas turbine experimental engine conversion fitted to an Auster-Autocrat light aircraft by Mr. Vivian Bellamy of the Hampshire Aeroplane Company of Blackbushe. The Auster was the first light aircraft to be powered by a 1S/90 Rover unit and followed conversion of a Currie Wot with a 1S/60 engine by the same company.

said: "The aircraft is undergoing flight evaluation this month and, after satisfactorily completing the statutory number of flying hours for eligibility, will be ready to be demonstrated at Farnborough as a Rover Chipmunk."

Static display

On the static Rover Gas Turbine stand at Farnborough will be exhibited a group of engines currently in production or under development. They comprise the 1S/30 single shaft engine (rated power 30 b.h.p.), the 1S/75 single shaft engine (rated power 75 b.h.p.), the 1S/90 single shaft engine (rated power 107 b.h.p.), the TJ/125 single shaft thrust engine (rated power 125lb. thrust), and the 2S/150 two shaft engine (rated power 146 b.h.p.).

Also on static display for public viewing under British Aircraft Corporation auspices will be British ground to air missiles fitted to an Alvis Saladin armoured car, and a Saracen troop carrier, and a Land-Rover.

Gold watches for Seagrave Rd. trio

Three Seagrave Road employees were presented with long service gold watches by Mr. R. W. Bromley (Executive Director, Service) at the London depot on July 20.

Recipients were Miss E. D. Franklin (Stores clerk), Mr. J. Cotter (kit stores) and Mr. W. Greenwood (gate security).

Miss Franklin began at Seagrave Road on M.A.P. work during the war in 1940 and in 1945 transferred to the Stores as a clerk. Mr. Cotter has been employed since 1940, while Mr. Greenwood, who began at Lutterworth in 1940, transferred to Seagrave Road, as a works office clerk five years later.

Extension of vehicle purchase scheme

All Rover and Alvis employees, works and staff, aged 21 and over and with a minimum of a year's continuous service are now eligible to buy new B.M.C.-made vehicles under the employees purchase scheme operated by the Rover Group. Hitherto, the scheme was confined to staff employees by B.M.C.

As well as applying to all cars of B.M.C. manufacture, the scheme has been extended to include light commercial vehicles.

Prices will be as recommended by the manufacturer, less 12½ per cent, but plus purchase tax where applicable.

Announcements of the extension of this scheme are to be found on Company notice boards and further information is available from Secretarial Department (internal telephone 533) for Solihull employees, and from the Personnel Officers at all the other factories in the Rover Group.

In addition to this scheme, all employees, staff and works, with the required age and service qualifications can buy Ford cars and light commercial vehicles on identical terms to those in the B.M.C. scheme, and Rover cars and Land-Rovers at discounts previously announced.

It is emphasised that part exchanges do not form part of either the B.M.C. or Ford schemes and employees should therefore arrange to sell existing vehicles privately.

INSURANCE NOTE:

Edward Lumley & Sons Ltd. has arranged for a representative to attend the Solihull works at least three full days (Monday, Wednesday and Friday) each week to deal with the increasing number of motor insurance enquiries from employees. Calls will continue to be made at other works as hitherto.

Veteran car in jubilee celebrations

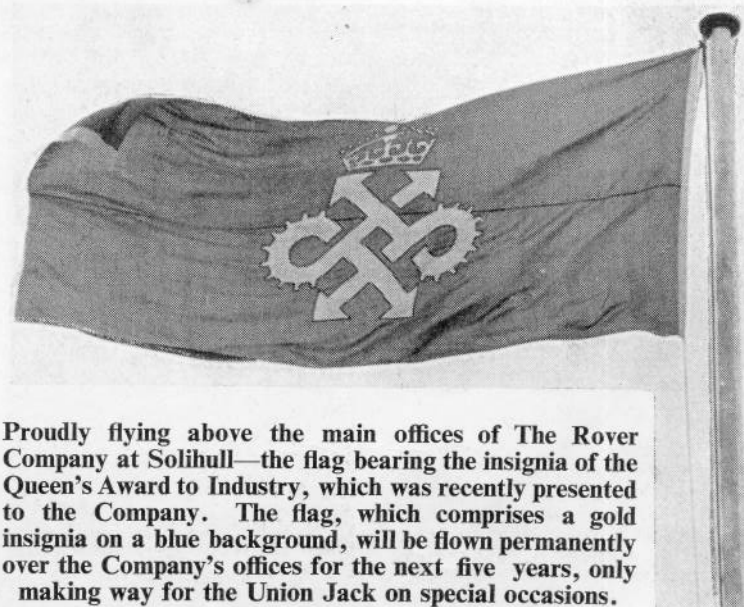
When Solihull County Borough celebrates the 50th anniversary of the National Savings Movement next month (September 23-October 1), The Rover Company will take part by lending a veteran Rover for use in a procession marking the occasion. The car will be a 1907 20 h.p. Touring Trophy replica.

Although precise records are not available, there is little doubt that Rover employees have been answering the call to save since the first world war—that is virtually since the National Savings Movement began in 1916.

Now, after 50 years, some 4,000 employees—more than a quarter of the total labour force—are saving by transfers from earnings to personal accounts in the trustee savings banks at the rate of more than £300,000 a year.

Many save for specific purposes—i.e. for share purchase, holidays, and to meet periodical domestic commitments like rates, electricity and gas demands.

Do YOU save in this way? If not, and you are interested, details can be obtained from Salaries or Wages Departments.



Proudly flying above the main offices of The Rover Company at Solihull—the flag bearing the insignia of the Queen's Award to Industry, which was recently presented to the Company. The flag, which comprises a gold insignia on a blue background, will be flown permanently over the Company's offices for the next five years, only making way for the Union Jack on special occasions.

TCHAD PURCHASES £500,000 WORTH OF LAND-ROVERS: 300 VEHICLES



M. Diguimbaye signing the contract, with M. Kolingar and Mr. John Carpenter (Rover Sales Director) looking on.

Two important visitors at Rover Solihull recently were senior members of the government from the Republic of Tchad, Central Africa. They were M. Assane Diguimbaye, the Minister of Plan and Co-operation, and M. Georges Kolingar, the Secretary of State.

PEDIGREE STOCK!

Mr. Frank Rose, a farmer of Tirau, sent the following testimonial to Rover New Zealand: "I think the Rover 2000 is by far the best car I have ever had and it looks as though I will be a Rover owner for many years to come. I have had Land-Rovers for several years and if I am successful in mating one with the 2000 I promise you one of the first litter."

They were visiting the factory to sign a contract for 300 Land-Rovers to the value of £500,000. The consignment of vehicles comprises 275 Long pick-ups, 20 Regular station wagons and five specially-converted Long ambulances.

The vehicles will be used to take Government officials to the remote parts of the Republic, as a four-wheel drive vehicle is the only means of transport in this area. Land-Rovers have been used in Tchad for the last five years; several hundreds have been supplied to the government during this time but the current one is the largest single order.

From the New World into the Old—but in a new car

All set for a tour of Europe: four young American Yale University students, who recently came to Rover Solihull to take delivery of a Rover 2000 TC.

Pictured before their departure, they are (left to right) Tom Lott, Phelps Carter, Seth Chamberlain, and Mike Mariner. Mike is the 21-year-old son of Mr. Rushmore Mariner, General Manager of the New Products Division of the Corning Glass Works, New York. The company has provided Rover Gas Turbines Ltd. with ceramic discs for regenerative heat exchanger engines since 1962.

The boys are at present making a two-month tour of Europe in the TC, which has been equipped with a roof rack to carry their luggage. They are visiting Denmark, Sweden and Norway among other countries.

During their visit to Rover, they toured the Rover 2000 and Land-Rover lines, Rover Gas Turbines, had a ride in the Rover-B.R.M. gas turbine car and made a trip over the 'jungle.'

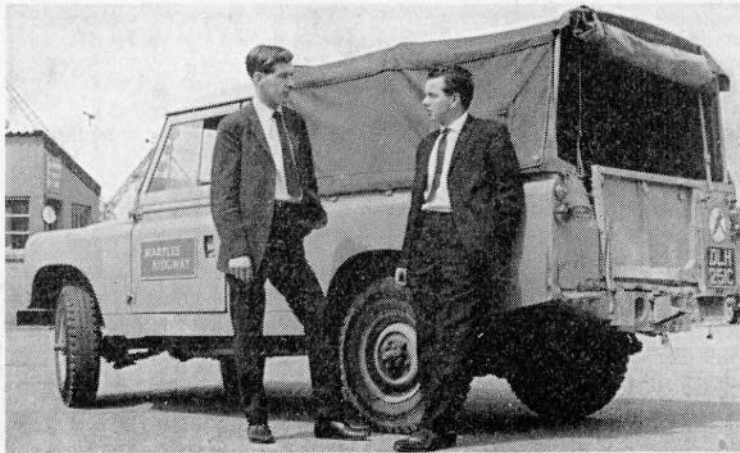
LAND-ROVER STOPPED 28-TON RUNAWAY

A Land-Rover stopped a runaway eight-wheel lorry loaded with paving slabs recently, so preventing it from crashing into parked cars, approaching traffic and possibly into pedestrians.

The incident happened at the top of a hill in Holloway Road, London. The Land-Rover, driven by engineers of the Soil Investigation Division of Marples Ridgway Ltd., Watford, overtook the slowly-moving lorry to see its shouting driver running beside the cab trying to steer it into the kerb.

But the lorry mounted the pavement, scraped along a wall, knocked down a lamp standard and a bus stop, injured a woman, lurched back on to the road—and gathered speed down the hill!

In its way was the now parked Land-Rover with Ray Webley (aged 22) at the wheel. He held the Land-Rover lightly on the foot brake and as soon as he had deliberately let the lorry crash into the back of his vehicle, Ray pressed hard on the brake pedal. With all four wheels locked and skidding, the Land-



Ray Webley (left) and companion Ted Fay with their chaos-preventing Land-Rover.

Rover was pushed forward until, finally, bringing the 28 tons behind it to rest.

And the damage to the Land-Rover? A battered tailboard.

Appointed and Promoted

Mr. Christie is married with two sons, aged 13½ and 11½. His hobbies include sailing, amateur dramatics, and "trudging over the hills."

Sales Admin. Manager

Mr. Edward A. Salmon (Manager O & M Department) has been transferred to sales as Sales Administration Manager responsible to Mr. John Carpenter (Sales Director).

As such, he exercises functional control over the clerical procedures carried out within the Home, Export, Government and Home Delivery Overseas Departments, and is responsible for ensuring their correct operation. He is also to co-ordinate all matters relating to sales estimates, allocations and programmes, and is to act as the Sales Division's channel of communication with Production Control. Mr. Salmon has also assumed responsibility for the Technical Sales Section.

Shipping, Despatch and Order Processing Departments have been transferred back to Sales Division

and are directly responsible to Mr. Salmon.

The latter joined Rover four years ago in the O & M Department. Previously he had been in Government service in Ghana when it was the Gold Coast colony.

Personnel man at Pengam



Mr. BLACKMORE

New Personnel Officer at Pengam is 35-year-old Mr. Patrick Raymond Blackmore. He has succeeded Mr. L. C. Payne, who has left the Company to take another post in Wales.

A Somerset man, Mr. Blackmore has joined Rover from the Abergavenny firm of Coopers Mechanical Joints Ltd., which manufactures air filters for the motor industry, including Rover. Mr. Blackmore was Personnel Manager with Coopers and is a Member of the Institute of Personnel Managers.

He completed an apprenticeship after leaving a Bridgewater grammar school and subsequently saw National Service in the R.A.F. and worked in

the guided missile laboratory of the Bristol Aircraft Company.

Mr. Blackmore has been in personnel work for nearly eight years, since taking a two-year course in youth service and social science at Westhill Training College, Selly Oak, Birmingham.

After completing this course, he worked for a short time as a youth officer with Bristol Education Committee before joining Associated Electrical Industries (Radio Components Division) at Bristol as Personnel Officer. From this post he went to Abergavenny.

and to the Managing Director's instructions.

Mr. Walker joined Rover in 1958 as Assistant Project Engineer (Electrical), becoming Project Engineer (Electrical) two and a half years later.

Succeeding him as Project Engineer (Electrical) is Mr. Peter Wileman, formerly an assistant to Mr. Walker.

Chief of Management Services

Mr. John Raymond Christie has joined the Company as Head of Management Services, a new post. Initially, he is responsible directly to Mr. C. J. Peyton (Company Secretary) for the Data Processing, Organisation and Methods, and the Overhead Control Departments.

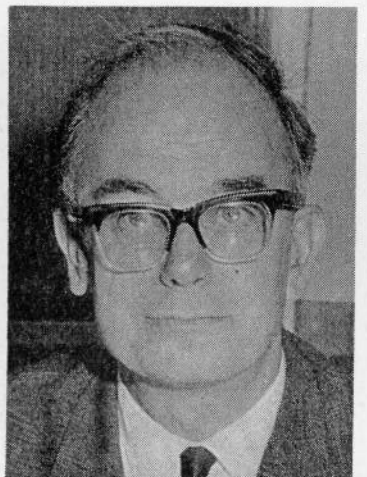
It is envisaged that he will take under his control other activities which can be defined as providing management services to the Company.

A chartered accountant by profession, Mr. Christie has come to



Mr. CHRISTIE

Rover from a London firm of management consultants, with whom he was a supervising consultant for nine years. He is a member of the Institute of Chartered Accountants and of the Institute of Management Consultants.



Mr. SALMON

Managing Director's P.A.

Mr. John W. E. Walker, Project Engineer (Electrical), Engineering Department, for the last six years, has been appointed Personal Assistant (Technical) to the Managing Director. He succeeds Mr. V. W. G. Rogers, whose appointment as Technical Manager (Engineering Department) was announced recently.

His duties are largely concerned with investigating and following up design and manufacturing suggestions in conjunction with the established departments and procedures,



Mr. WALKER

European Sales 'Rep'



Mr. DALGETY

New Rover European Sales Representative is 37-year-old Mr. William Anthony Dalgety, who has joined the Company from the Rootes Group Export Sales Division.

Mr. Dalgety, a bachelor, had been with Rootes for 13 years, during which time he worked in Switzerland and at Devonshire House in London.

Born in the Cape Verde Islands, where his father was employed by Cable and Wireless, Mr. Dalgety was educated at Bedford School. He worked for three years in the Bank of England and then had another three years at sea as a purser with the P & O Line before entering the motor industry.

He lists sailing, skiing, golf and tennis among his recreations.

WITH THE LAND-ROVER WHILE IT COMMUNES WITH NATURE . . .

It's the 'chow' wagon for the roaming lions at Longleat . . .



"If you go down in the woods today, you're sure of a big surprise." So goes the wording of that well-known song, usually played and sung for toddlers, and which goes on to explain that the surprise in mind is that of finding Mr. T. Bear and friends having a picnic.

Well, if you go down into the woods of Longleat, near Warminster, you, too, are in for a BIG surprise—in the shape of a real live lion, probably sprawled out asleep in the path of your car, or perhaps ambling up to your parked vehicle and peering in at you (you're safe behind locked doors and windows, by the way) with that unnerving fixed stare of the big cat!

And these lions, too, enjoy their daily "picnic"—10 lb. of raw meat each, and all distributed in large red chunks from a cab-type Land-Rover which plays a vital role in the day-to-day running of this British-type lion reserve.

The reserve was opened last Easter by the Marquess of Bath, in the grounds of whose ancestral home it is established, and Mr. J. S. M. Chipperfield, a member of the famous circus family which really knows everything worth knowing about wild animals.

There are about 30 lions in the 100-acre reserve, through which visitors can drive over two miles of road in their own cars or in coaches.

In the reserve, the lions live a free existence. Soon they will be joined by another batch bought by Lord Bath from Ethiopia. At present these animals are undergoing the customary quarantine period before admittance to this country.

Since the reserve was opened, some 170,000 people have been driven through—and all have seen

the indispensable Land-Rover at work with lion reserve controller Richard Chipperfield behind the wheel.

As well as being the mobile kitchen, the vehicle is a general runabout from which Mr. Chipperfield keeps in radio touch with the reserve gatehouses, tractors and other vehicles used in the running of the reserve.

Security has to be very strict, for visitors must on no account get out of

their cars or coaches. Any visiting car which breaks down has a recovery vehicle directed to it by the Land-Rover, which itself lends a strong hand on occasions.

General manager Roger Cawley and his assistant Jim Hoile, who drove a ROVER NEWS photographer to within feet of a group of lions, are very adamant about adhering to their security regulations. Dogs cannot be taken inside the reserve, for obvious reasons; a lock-gate system is operated whereby

the inner gate is never ever opened until the outer is shut, and the double fence round the 100-acre reserve is patrolled constantly to guard against anything which could weaken its security, i.e. damage by high winds or fallen tree branches. A couple of dozen reserve employees help them keep everything under firm control.

All this is designed to ensure that The Lions of Longleat continue to maraud quite freely, but inside the reserve, and that visitors can see and

admire these great cats at close quarters and yet quite safely from within vehicles. So in the words of a re-written song: "Do you want to go down in the woods today to see a big surprise? . . ."

Feeding time at Longleat and hungry lions prowl expectantly round their mobile butcher's shop in the form of a Land-Rover.

. . . a mobile grandstand for visitors to Woburn making friendships . . .

The dust billowed up into the still air as the Forward Control Land-Rover made its way to the edge of the lake. As the driver removed his bush hat to wipe the sweat from his brow, the herd of deer paddling in the shallows looked up cautiously. Some distance away, a bison eyed the intruder suspiciously.

It might have been a scene from a film about an African safari, but it wasn't. The animals mentioned, together with many other rare species, were roaming free in the Duke of Bedford's 3,000-acre park at Woburn Abbey, Buckinghamshire—

only a few miles from the M1. The Land-Rover was specially converted with bench seats at the back and a tarpaulin to cover the 30 passengers. It takes visitors on a half-hour tour of the zoo park, which is surrounded by a 12-mile, nine-foot high wall.

Since the service was inaugurated last May, some 50,000 people have been able to see the 2,000 animals roaming free in the park—from the safety of the Land-Rover.

The park contains many species of animal life: there are ten different kinds of deer, including a herd of Pere David, the world's rarest kind

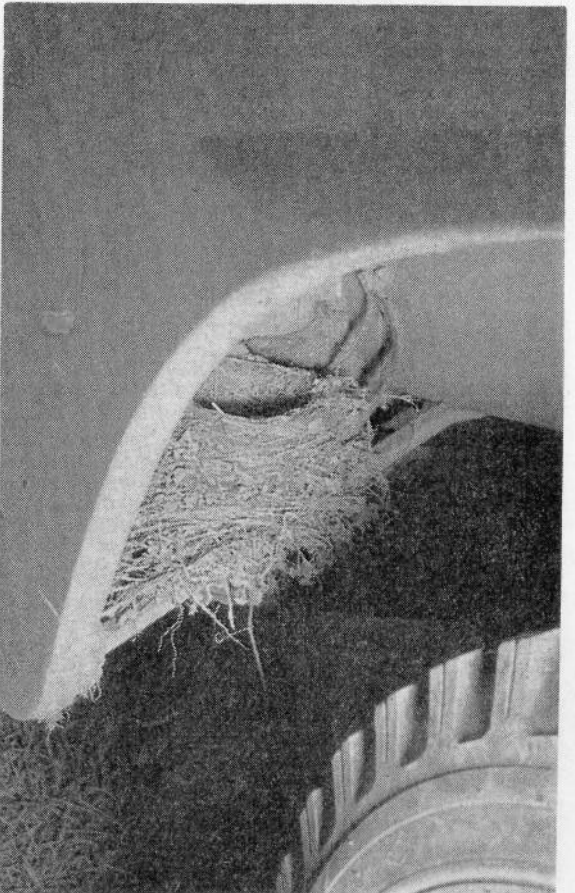
and unique to Woburn. The herd is named after a French missionary who saved the only remaining specimens from extinction at the end of the last century.

There are other types of deer, also American and the rare European variety of bison; the almost extinct Soay sheep, rhesus (a kind of ostrich), wallabies, llamas, cranes, flamingos, and more familiar animals like rabbits, wildfowl and squirrels.



Deer overcome their natural nervousness to gather round a familiar sight—a Land-Rover filled with Woburn Safari sightseers.

Birds are usually said to be on the wing, but in this instance they were definitely under a rear wheel arch. This unusual photograph comes from the United States — Manchester, New Hampshire to be exact. Land-Rover owner Norman Blue discovered the feathered hitch-hikers after seeing a robin fly away from the right rear wheel whenever he came out of his home for his daily drive into the local village. He found that a nest containing three eggs had been built firmly over a brace by the right hand corner of the rear fender under the wheel arch. Feeling that he could not justify the immobilisation of his vehicle for it to become a maternity home, Mr. Blue removed the nest and gave it to the local school as a subject for nature study.



. . . and home sweet home for Mr. and Mrs. Robin

Each Swiss canton puts a

Twenty-two more Land-Rovers have gone into Africa to help the fight against leprosy, thanks to the efforts of Swiss Federal workers.

Swiss Government employees contributed some 500,000 francs to a

L/Rover into leprosy fight

voluntary fund, from which 350,000 francs were spent on buying 22 Land-Rover station wagons to act as ambulances at missions in Tan-

zania, Cameroon, Dahomey, the Congo, and other African countries. The remaining money will be used to build a school in one of the missions.

The Land-Rovers, each representing one of the 22 Swiss cantons, were decorated with flowers and the crests of the cantons. Present at the send-off ceremony in front of the Bundespalast (Parliament building) in Zurich were Mr. Roger Bonvin, Vice-President of the Swiss Confederation, and Mr. A. G. S. Herbert (Executive Director, Rover Sales.)

The official send-off was completed by a mounted band playing and escorting the Land-Rovers out of the city.



LEFT: A nurse with flowers stands beside each decorated Land-Rover during the send off ceremony.



NEWS AND PICTURES ABOUT ROVER PEOPLE

Home-made L/Rover will take Solihull pair to Africa—on SIX wheels!

QUESTION: what has six wheels, is painted white, and guaranteed to attract attention from engineering experts?

ANSWER: a six-wheeled 'home-made' Land-Rover, believed to be the only vehicle of its kind in the world.

John Baker and Graham Trueman, both of whom are 22 and work in Production Development at Solihull, took only two months to construct the vehicle as a private venture. They will take it to South Africa next February.

Having travelled through Spain, North Africa, Rhodesia, and Zambia, they will stay in South Africa for two years. They have been planning the journey for more than 18 months, but have no definite plans for finding jobs. Why make the journey? "To prove that the spirit of adventure is not dead," was the answer.

The vehicle cost them £320 altogether and basically comprises parts of two Regular Land-Rovers, one of which was a 1959 ex-W.D. vehicle purchased for £220. The project is now 15½ feet long, and gives about 16 inches more length than an ordinary Long Land-Rover.

With a fuel consumption of about 13-14 m.p.g. on a

normal journey, its two extra wheels will give the vehicle a better load distribution and more manoeuvrability in desert conditions. It can carry 45 gallons of petrol and 35 gallons of water. It has a maximum seating capacity of 12, but can carry instead 1½ tons of luggage.

John Baker and Graham Trueman bought the back axle from the Company and obtained the distinctive high backed Britannia airliner seats from a Birmingham store.

The two men will equip the vehicle, which has windows towards the front but is enclosed at the back, with running water, a gas cooker, and a compressed air system. They are also contemplating installing a sink. It will be properly carpeted and fitted out with Bedford cord to give it the complete air of luxury.

They have schemes for a Forward Control version—although this is very much in the future—and have had many enquiries from interested people.

So next February the vehicle, which was built in John's back garden from only two drawings, will start out on the three-month, 12,000-mile trip to South Africa. But just one thing more: both John and Graham are anxious to give the vehicle an appropriate name, and those with any ideas are asked to contact them. It will be a naming to remember.



John Baker (left) and Graham Trueman with their six-wheeled vehicle.

16-year-old who saved a child's life ...

A Rover hero—that's Stephen Bayliss (Works Engineers), who recently saved the life of a young child at a local swimming bath. The incident happened when he was on duty at the lido in Malvern Park, Solihull, where he works part-time as a lifeguard.

The five-year-old son of Mrs. P. A. Murray, of Bosworth Road, South Yardley, fell into the pool and it was only Stephen's prompt action that saved him. Mrs. Murray later wrote

to the Solihull News to thank him for his quick thinking.

Stephen has been swimming since he was two, but has never entered the sport competitively. He is the 16-year-old son of Mr. Ken Bayliss (Land-Rover Paint Shop foreman).



Stephen Bayliss—hero.

Presentation at hospital

Mr. G. Elkington (Production Controller, Acocks Green) went to Solihull Hospital on July 6 to present a gold watch to Mr. C. E. (Jim) Liggins to mark the latter's 25 years' service with the Company at Acocks Green (Transport Department).

Mr. Liggins is in hospital recovering from the illness which caused his early retirement.

Rover man's daughter was opera first lady

Two Rover employees made very sure of their seats at the Royal Opera House, Covent Garden, for the final performance of "The Magic Flute" last month.

For Bill and Ernie Haywood, with their wives, were there to watch Bill's daughter, Lorna, perform in the opera as first lady.

Both Bill, who is a grinder in the Service Machine Shop at Ryland Road, and Ernie, who works in the 3-litre Trim Shop at Solihull, have followed closely Lorna's career since she first took an interest in music.

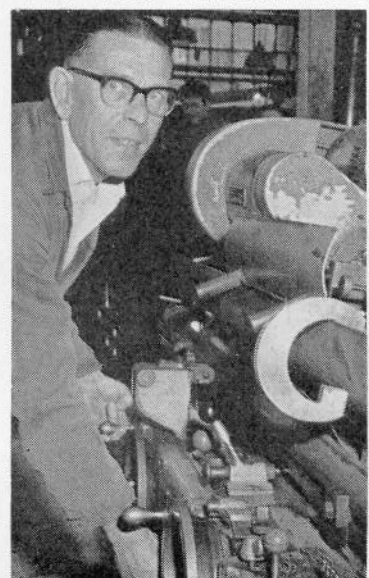
Covent Garden debut

She started taking singing lessons from Mrs. Mary Parsons, a Sheldon, Birmingham, music teacher, some 11 years ago. After leaving school, she spent four years at the Royal College of Music in London, and a further four years at the celebrated Juilliard School of Music in New York. Now aged 27, she has made her debut at Covent Garden and has returned to Chicago to sing "The Magic Flute" there.

"We were always confident that she would succeed," said Bill Haywood. He added: "She has always been dedicated to music."

With 31 years' service with the Company to his credit, Bill himself maintains a keen interest in music. He has a large collection of orchestral and singing records and also has a son, at present studying music at Nottingham Teachers' Training College, who has played for the Midland Youth Orchestra.

... AND FATHER BILL



Bill Haywood at work at Ryland Road.

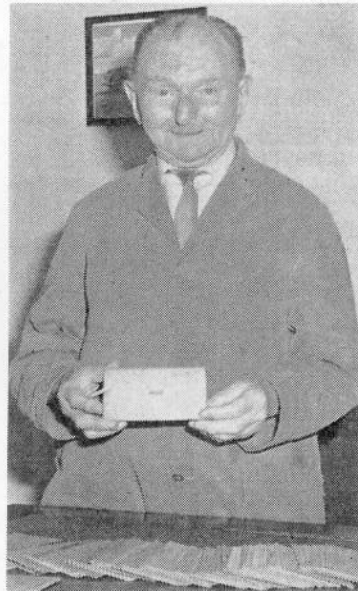
60 YEARS A UNION MAN: A ROVER RECORD?

A man now working in the Tool Stores at Perry Barr is the holder of what is thought to be a Rover record: he has been a trade union member for 60 years.

In June, 1906, Mr. Joe Brinton joined the Chiswick branch of the A.S.E., the union which was later to become the Amalgamated Engineering Union.

He joined the Rover Company in 1919, working on the 8 h.p. car at Tyseley. In 1923 he went to America

but returned two years later to Tyseley, where he stayed until 1954. He then went to Perry Barr to work on the hub and drum section, and



Joe Brinton sorts through his union membership cards—he has kept them all—and picks out his first dated 1906.

SINGER LORNA ...



Miss Haywood.

Searching ... for Miss Motor Show 1966

Girls, are you one of the undiscovered beauties of The Rover Company? If so, now's the time to enter the motor and cycle trades' most exciting contest, organised by the London centre of the Motor and Cycle Trades Benevolent Fund, to find Miss Motor Show 1966.

Full details of the competition and entry forms are obtainable from the Solihull Welfare Department (internal tel. 535). Entries must be in by September 20.

Full-length photographs must be sent with entry forms, and from these 12 finalists are selected for judging at the BEN Motor Show Dance in London on October 25. The girl chosen Miss Motor Show 1966 will win the Babs Henly Trophy and a prize of her own choice to the value of at least £50. All finalists will gain prizes plus travel and hotel expenses, if required.

To encourage Rover girls to enter the competition, the Editor of ROVER NEWS has agreed to publish the photographs of entrants, if they inform the News office of the fact that they have entered.

BIRTHS

We offer our congratulations to ...

THOMAS—To Mr. and Mrs. Keith Thomas, a son (Matthew Keith) on July 10. Mr. Thomas works at Acocks Green, and his wife, Shirley, was formerly a comptometer operator at Solihull.

MARRIAGES

We offer our congratulations and best wishes to ...

MATTHEWS-PERRY—On July 9 at Solihull Register Office, Mr. Roy Matthews (Maintenance electrician, Works Engineers) to Miss Patricia Perry.

GAMBLE-ALLSOP—On July 16 at Cardiff Register Office, Mr. Clifford Gamble to Mrs. Gloria Allsop (clerk/typist, Inspection Department, Pengam).

DEATHS

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

GROVES—Mr. Charles Groves on July 15, aged 61. He was an arc welder in the Welding Shop, Solihull, and had been with the Company for 17 years.

TAYLOR—Mr. Frederick Vernon Taylor on June 28, aged 58. He was a Shop labourer, Solihull, and had been with the Company for 6 years.

ROGERS—Mr. John Rogers on June 20, aged 76. He was a skilled turner at P.D.E.D. Springfield, and had been with the Company for 19 years.

BROWN—Mr. Harry Brown on June 17, aged 50. He was a machinist at Ryland Road, and had been with the Company for 20 years.

HARRIS—Mr. John Harris on May 14, aged 54. He was a gear tester at Percy Road, and had been with the Company for 15 years.

shortly afterwards was made a tool storekeeper.

Although he no longer attends A.E.U. branch meetings, he still maintains an active interest in the union at the age of 82. He has retained all his union cards, including those collected while he was in America. He has no plans for retiring and said: "I would be bored if I retired."

As a founder-member of the Sparkhill Harriers Running Club, he took part in an endurance walk in 1903 from Land's End to John O' Groats, by 'pacing' the man who did the walk in 16 days 21 hours, George Allen, of Gloucester. He now recalls that the firm who employed him at the time gave him the sack. "But that was a long time ago," he added.

Inter-use of Rover, Alvis Social Clubs

It has been agreed that Alvis employees can use the Rover Solihull Social and Athletic Club on production of their current Alvis Sports and Social Club membership cards.

A reciprocal arrangement applies to Rover Company employees at the Alvis Sports and Social Club, at Coventry.

PERSONAL NEWS FROM THE FACTORIES

REA—Mr. Edgar Thomas Rea on June 20, aged 61. He was a chargehand pipefitter at Percy Road, and had been with the Company for 15 years.

SHELLEY—Mr. C. A. Shelley on July 6. He was employed in the Machine Shop, Acocks Green, and had been with the Company for 13½ years.

SELL—Mr. G. R. Sell on June 27, aged 63, while on a touring holiday in Scotland. He was a technical clerk in the Land-Rover Drawing Office, and had been with the Company nearly 3 years.

SILVER WEDDING

We offer our congratulations and best wishes to ...

RIVERS—Mr. and Mrs. H. G. Rivers on August 1. Mr. Rivers works on Group 446, Percy Road.

GOLDEN WEDDING

We offer our congratulations and best wishes to ...

WITHERS—Mr. and Mrs. H. H. Withers on July 16. Mr. Withers was a chargehand inspector at Perry Barr until his retirement in March 1964.

RETIREMENTS

Mr. George Wainman on May 27; he was an operator at Percy Road (15 years' service). Mr. John Harold Kitchen on June 17; he was a toolsetter at Tyseley (15 years). Mr. George William Philpott on July 15; he was an inspector at Tyseley (6 years). Mr. Alfred Edward Fennings on July 15; he was a machine tool fitter at Tyseley (16 years), Mrs. Lydia Cardall on May 27; she was an office cleaner at Percy Road (7 years). Mr. Alexander Simms on May 20; he was a works policeman at Perry Barr (6 years). Mr. George John Moore on July 15; he worked at Ryland Road, and more recently Tyburn Road (20 years). Mr. George Edward Hartwright on July 14; he was a Stores assistant, Solihull (10 years). Mr. George Alfred Pugh on July 14; he was a sweeper on the Land-Rover Final Line (8½ years).

Caution cost them a win

Although the scores were level on 145, Rover Tyseley cricket team was unable to score the winning run in a recent game against Catherine de Barnes, and so the match ended in a draw.

Catherine de Barnes made a useful score of 145, with Rover bowlers Lovell and Johnson taking 4-80 and 3-53 respectively. However, when they batted, Tyseley paid the penalty of excess caution. Hodges scored 50 and Bagnall 54, but, by their slowness, cost their side victory.

Apprenticeships completed last month:—Michael Staley (Machine Tool Repair, Tyseley), Peter Gilbert (Engineering Department, Solihull), and Ian Atkins (Body Stylist D/O, Solihull). Ex-apprentice J. M. Walker (Works Efficiency Department, Acocks Green) has obtained his B.Sc. in production engineering with second class honours.

George pops in from 'Down Under' to see his old workmates

Fifteen years ago Rover employee George Bates finished work in the P4 Inspection Department, packed his bags and set out for a new life in Australia.

Last month he returned to Rover Solihull to see some of his former workmates. He is spending two months visiting England for the first time in 15 years.

He took with him to Australia his wife, her sister, his mother-in-law,

and his dog—and set to work building up his newly-acquired, 4,000-acre sheep farm in Western Australia. Recently, he sold the farm and

bought a smaller one, still farming sheep.

"I didn't know anything about sheep farming when I first went there, but I soon learnt!" he said. Generally, he has been very satisfied with life in Australia, but added that when he first went there, there was one thing he sorely missed in the rough outback. And that was—a Land-Rover.

A labourer at Ryland Road for the past 10 years, Mr. Thomas Woolley, retired on June 30, aged 71.



A keen motorist and fisherman in his spare time, Mr. George Hartwright retired on July 14 after completing 11 years service with the Company. He was a track feeder on the Regular Land-Rover Line at the Coseley Buildings, Solihull, under Mr. G. V. Wagstaff (Stores Supt.), who presented him with a sum of money upon his retirement on behalf of Mr. Hartwright's friends. Aged 66, Mr. Hartwright is also interested in gardening and decorating.

CHURCHES BUY VEHICLE FOR MISSIONARY WORK



Rover officials and Solihull church leaders gathered at Solihull Congregational Church to bid 'bon voyage' to a Land-Rover destined for use in India.

The vehicle, bought by the churches of Solihull as part of Christian Aid Week, will be used for land utilisation work in the province of Madak in southern India by the Rev. R. G. Livingstone, the Church of India's representative in that area. He was present at the official send-off together with Canon H. Hartley, Rector of Solihull.

The Land-Rover will also carry people and haul merchandise over the rough made-up roads in southern India. To see how the vehicle will behave in these conditions, Mr. Livingstone will shortly be having a ride over the 'jungle' course at Solihull.

Present at the handing over ceremony on behalf of the Company were Mr. A. G. S. Herbert (Executive Director, Sales) and Mr. M. S. Alford (Public Relations Officer). Mr. Wynne Thomas, the Mayor of Solihull who is also the Company's O & M Communications Manager, is pictured above presenting the vehicle's keys to Mr. Livingstone (second from left).

SMALL BUT SO VERY

REALISTIC . . .

So small (see picture left), but a replica of the real thing—and made by two boys of Caldicot Secondary School, Chepstow, with the help of ROVER NEWS.

Land-Rover plans were sent to Mr. W. A. Whatley, head of the school handicraft department, after

he had approached ROVER NEWS for assistance.

The model has now been completed and the photograph here published has been forwarded by Mr. Whatley to show the excellent results of his boys' handiwork.

Built to 1/12th scale, the model's bodywork is made from copper and the chassis of mild steel. Tempered hacksaw blades were used to make the springs.

"Thank you for your interest and help when it was needed," writes Mr. Whatley. "And congratulations, boys, on a nice-looking job," replies the Editor of ROVER NEWS.

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.

Recently Retired . . .

A man who began working with The Rover Company in 1928 at its Queen Victoria Road, Coventry works, when some 40 cars a week were manufactured, retired on July 15. Mr. Harold Collett, now aged 77, rose to be a foreman inspector in the 3-litre Body Shop before his retirement, when Mr. E. G. Bacon (Executive Director, Quality Control) presented him with a gold watch and a garden spade from his colleagues in the P5 Body Shop, and money from the Company.

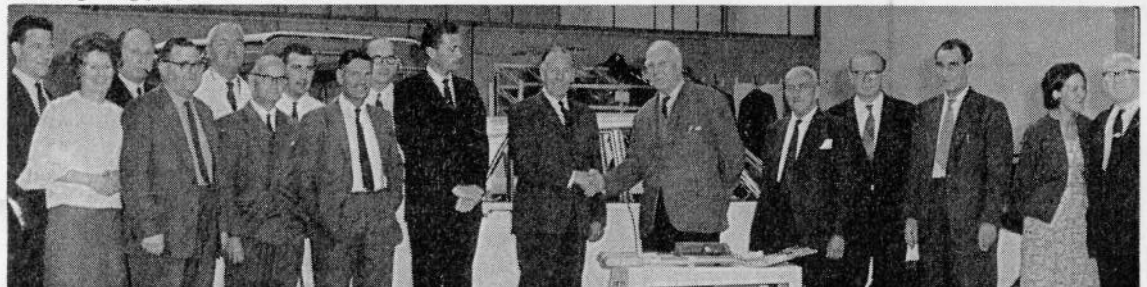
Having begun his service as a bought-out inspector, Mr. Collett became an outside inspection representative at an Earlsdon, Coventry, firm making pressings for the Rover Company.

On P4 range

With the outbreak of the second world war, he worked as an inspector on aero engines at Coventry and—after that was bombed—at Solihull. Leaving the Company from 1941-45, he returned to Rover Coventry on inspection and then transferred to Solihull.

He has worked as an inspector on many of the Rover cars manufactured since the war, including the P4 range and the 3-litre. He was promoted to a chargehand in 1959 and became a foreman inspector in 1962.

Mr. Collett is pictured below receiving his gifts from Mr. Bacon.



Rover Perry Barr employees said goodbye to one of their workmates when Mr. George Groom retired, having been with the Company since 1922.

He began his service at Tyseley on the Gear Box Section, where he was employed as a fitter. He worked on other fitting jobs until 1939, when he left the Company. Returning in 1946 to the Tyseley works, he was engaged on the A.F.C. section. He moved with this section to Perry Barr in 1955, where he remained until his retirement.

One of his main hobbies is fishing, and he was a member of the Tyseley team on three occasions when it won the inter-works fishing cup. A convector heater was the gift presented to him by Mr. H. W. Hayer (Works Supt. Perry Barr) on behalf of his workmates.

Forty-two years' service with the Rover Company—that was the proud record of Mr. Frank Heath when he retired recently from Perry Barr. Mr. T. Hayward (Senior Inspection Supt.) presented him with a radio and a bouquet of flowers for his wife.

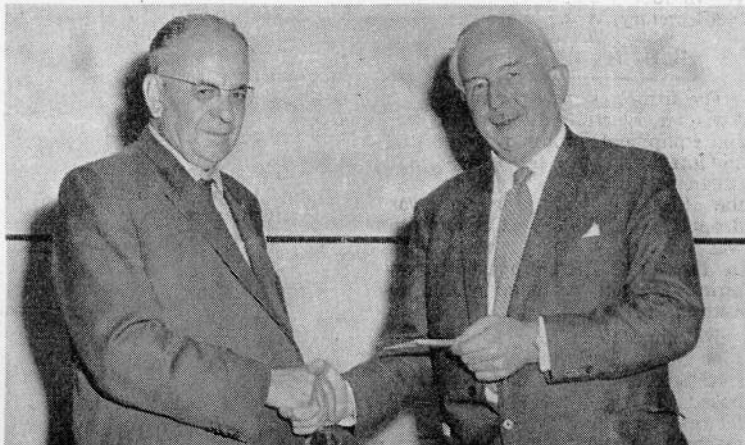
When he commenced with Rover in 1924 at Tyseley, Mr. Heath was employed as a machinist on the manifold section. He then moved with that department to Perry Barr and was transferred to B.O.F. Inspection under Mr. C. Mack, where he worked until his retirement at 65. (Photograph by A. Macara, Perry Barr.)

Mr. A. B. Smith (Director and General Manager) made a visit to Rover Tyseley on July 8 to present Mr. Tommy Johnson with a cheque (see below) from his colleagues at the factory to mark his retirement. Mr. Johnson was an outside representative for Tyseley M.C.D. for the whole of his 36 years' service with the Company.



Mr. Frederick Church retired recently after having been with the Company for 17 years. He was a Stores hand at Acocks Green and is pictured left being presented with a picnic case and a sum of money by Mr. A. G. Higgins (Stores Supt.).

Plans are in hand for a very full programme for members of the Rover Photographic and Arts Society which begins its new season next month. New members are welcome and should apply to Mr. W. R. Rogers (Land-Rover Rectification) or Mr. F. Smith (Sales Aids—internal telephone: 592).



Police interest in 2000 competing in safety rally

A Rover 2000 won an award by finishing sixth in the "Driver of the Year" competition held at R.A.F. Little Rissington, Gloucestershire, the home of the famous "Red Arrows" formation flying team. The vehicle was driven by Darrell Lawrence (Public Relations Assistant).

Arranged by the North Cotswold Motor Club in conjunction with the Gloucestershire Constabulary, the event reached its maximum entry limit of 75 competitors.

Tests began with the scrutineering, and then followed a strict driving test around the camp under the watchful eye of a police examiner. This latter test involved simulated emergencies and road signs which had to be obeyed.

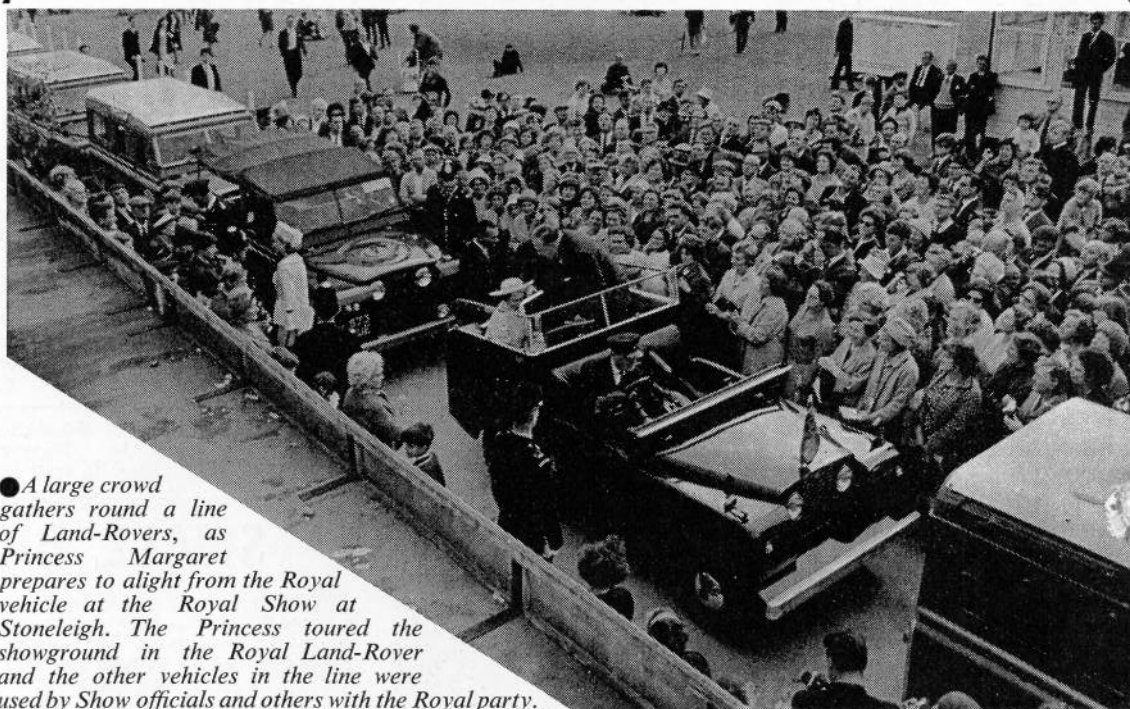
Also on the agenda were questions on the Highway Code, a driver 'reaction' test, reversing and garaging tests, and speed checks followed by parking, precision braking and vehicle positioning.

Prizes were presented by Mrs. F. L. Dodd, the wife of Air Commodore F. L. Dodd, D.S.O., who officiated at the meeting as a steward.

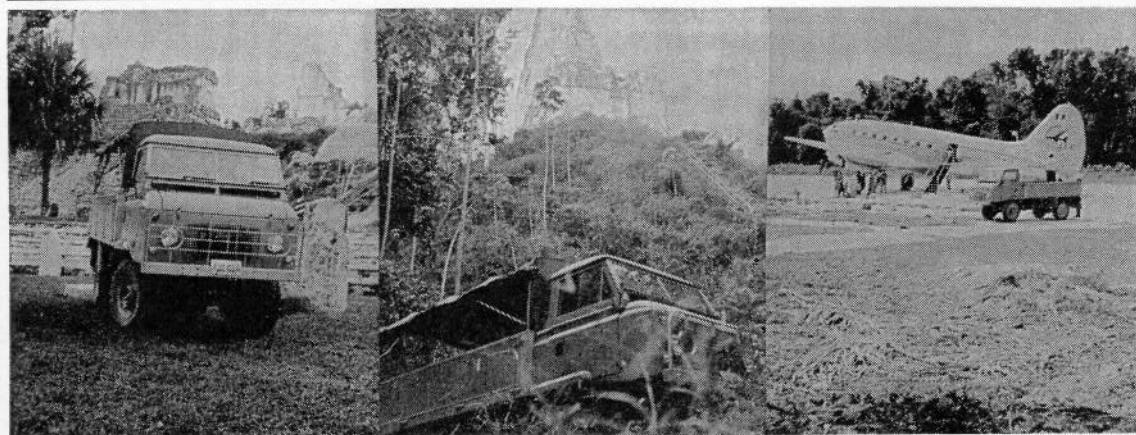
Before and after the competition, the 2000 attracted many admirers, who were anxious to discuss its tremendous safety factors. The policemen from the Gloucestershire Constabulary were so impressed with the car's potential that they may shortly be visiting the Rover 2000 Line.

Trevor Thompson (Land-Rover Special Projects, internal Tel. 697) and Brian Hudson (Car Trim D/O, internal Tel. 407), would like to hear from Rover employees interested in forming a group to design and build working models of Hovercraft.

ROYAL DAY FOR LAND-ROVERS AT THE ROYAL SHOW



● A large crowd gathers round a line of Land-Rovers, as Princess Margaret prepares to alight from the Royal vehicle at the Royal Show at Stoneleigh. The Princess toured the showground in the Royal Land-Rover and the other vehicles in the line were used by Show officials and others with the Royal party.



DEEP in a rain forest in northern Guatemala something stirs—a Forward Control Land-Rover moves through the thick undergrowth near the ruins of an ancient temple.

The vehicle is used by archaeologists and tourists as a method of transportation from the airstrip eight miles away to the temples at Tikal. These are the remains of the civilisation established by the Mayan tribe which existed from 300-1100 A.D. Similar ruins can also be found in Mexico.

The vehicle was supplied by Compania Distribuidora Kepaco S.A., of Guatemala City, Rover distributors in

Down in the forest something stirs...

that country. The photographs, taken by a member of the distributor firm, were brought to England by Mr. William Pagam, General Manager of Kepaco S.A., during a recent visit to Rover Solihull.

Worster bowls cup goes back to Tyseley

Tyseley bowlers have regained the Worster Cup from Solihull. Until last year, when Solihull won it, Tyseley had held it in four consecutive finals.

The cup was regained on aggregate and the "league table" reads as follows:

Tyseley—played 4, won 3, lost 1, plus 123; Solihull—played 4, won 3, lost 1 plus 50; Acocks Green—played 4, won 0, lost 4 minus 150.

Full results: Solihull 202 v. Acocks Green 185; Acocks Green 186 v. Solihull 197; Tyseley 236 v. Acocks Green 149; Acocks Green 185 v. Tyseley 220; Tyseley 199 v. Solihull 221; Solihull 205 v. Tyseley 228.

Solihull beat Tyseley on the latter's home ground by 22 shots and this meant that Tyseley bowlers had to beat Solihull at Solihull. This they did by 23 shots after an exciting match to regain the trophy.

As in previous years the bowling was of a high standard, and the matches produced the friendly rivalry that has existed throughout the years of the competition.

The Championship Cup donated by Acocks Green will be played for in due course. The bowlers picked to represent their factories will be notified later, together with venue. This competition is held on a Sunday morning and a feast of bowling is anticipated.

Details of the open night at The Greville Hotel, Solihull, will be posted on notice boards when final arrangements have been made. — F.E.S.

Bowled out—that's what happened to a team of Rover management players in a series of matches held against representatives from the Rover Inter Factories Bowling Section.

The management team, comprising Mr. B. G. L. Jackman (Production Director), Mr. W. J. Robinson (Executive Director, Production—Solihull), Mr. P. Hall (Car Production Manager), and Mr. H. Butler (Supplies Manager), competed against the Rover players in matches held at the Dolphin Hotel, Acocks Green, Birmingham.

Bowling Section representatives were Messrs. Bert Dickinson (Tyseley), Jimmy Whittaker (Solihull), Harry Wetton and Les Baker (both Acocks Green).



Best foot forward for Mr. B. G. L. Jackman, though expert opinion says the correct stance is kneeling down rather than bending forward. But enjoyment of the game matters more to the amateur than perfect poise and all players in this tournament thoroughly enjoyed themselves. LEFT: Mr. Bert Dickinson (Chairman of the Inter Factories Bowling Section and a retired foreman on the Tyseley Auto Section) demonstrates how to despatch a wood by the book—kneeling down and following through.

A reminder—Rover Solihull Horticultural Society holds its sixth annual show in the main canteen on Saturday, August 20. Mrs. B. G. L. Jackman, wife of the Production Director, will open the event, which is usually a riot of colour from masses of flowers and produce. Why not go along for a 'look-see'?

Athletics: Efforts to revive employee interest

EFFORTS are being made to revive athletics among Solihull employees. Sponsoring the move is the management committee of the Rover (Solihull) Social and Athletic Club, which is anxious to assess the degree of support forthcoming for a revived athletics section.

Employees interested do not necessarily have to be trained athletes—merely keen to learn and willing to train. The sports ground adjacent to the Solihull works in Lode Lane is available for this.

Competitive events with other industrial companies are envisaged, arranged, of course, within the same class of achievement reached by Rover athletes.

The sort of events envisaged by the sponsors include: Men—100, 220, 440 and 880 yards; one mile; two miles; long jump; triple jump; high jump; discus; shot; javelin; one mile walk and relay events. Women—100, 150, 220 and 440 yards; 80 yards hurdles; long jump; high jump; discus; shot; javelin and relay events.

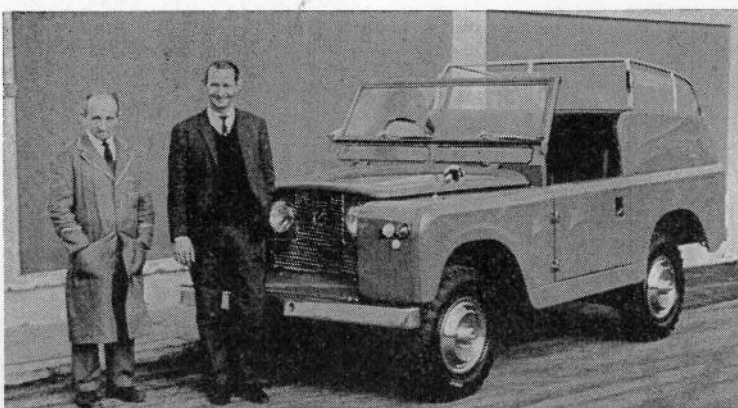
It is emphasised that beginners and novices are specially invited. All interested should contact any Social Club committee member, or

the Social Secretary, Mr. R. Dixon (by internal phone 535, in writing or by a personal call), giving names and departments.

Time for old tyme again

Old time dancing classes will begin on August 31, with an admission charge of 2/- for Rover members of the section and 3/- for visitors. Old time balls are to be held every month.

New secretary of the Rover Old Time Dancing Section is Mr. S. Gupwell (Experimental Department, internal telephone: 287).



This special inspection Land-Rover has been made at the Rover South Africa assembly premises at Port Elizabeth for the South African police. It is painted marine grey with black trim and is the only one of its kind in South Africa. With the vehicle are Mr. R. Brotnie (left), Body Building Supervisor, and Mr. I. Regnart, Chief Draughtsman.

PUBLICITY STRAIGHT FROM THE BONNET!

NO, the man with the white coat and stethoscope sitting on the bonnet of a Land-Rover wasn't really handing out free medical advice. He was publicising the efforts of St. James' Anglican Church, in Lower Hutt, near Wellington, New Zealand, in raising money for missionary work in south-east Asia.

And the parishioners who stopped outside the church before entering Sunday service were able to receive information about the appeal from the 'doctor' sitting firmly on the bonnet.

It seems that the Land-Rover doesn't always have to be on the move to 'support' its claims of reliability.



SNOOKER AND BILLIARDS

Quarter finals of foursomes snooker. Details: R. Newbould and R. Plenderleith 56, J. Fraser and R. Hutman 47; Bennett and Norton 29, E. Taylor and H. Ryan 59; B. Ware and G. Hicks 58, N. Bell and M. Knight 21; N. Clay and J. Warburton 56, R. Checkley and M. Whittle 34.

Semi-finals: R. Newbould and R. Plenderleith 43, E. Taylor and H. Ryan 31; N. Clay and J. Warburton 58, B. Ware and G. Hicks 41.

Final: R. Newbould and R. Plenderleith 58, N. Clay and J. Warburton 29. The standard of snooker was very good. The competition is gaining in popularity and providing keen interest for participants and spectators alike.

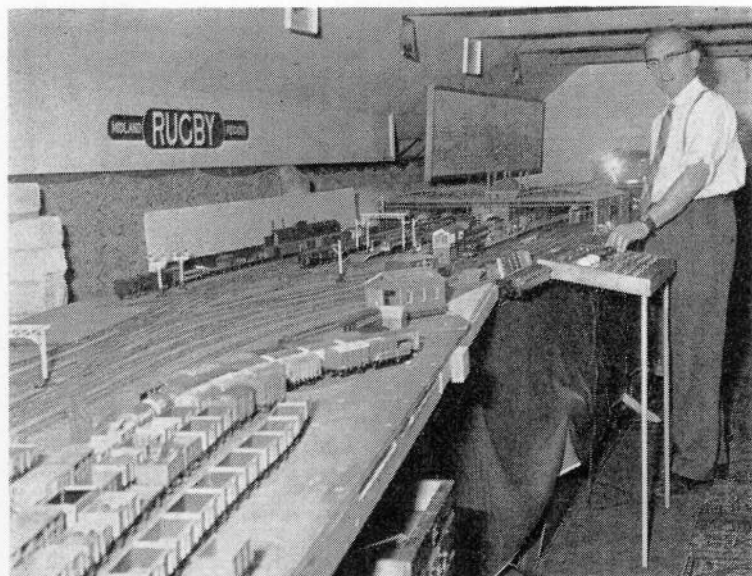
Billiards handicap: First round results: B. Ware 100, R. Newbould 80; H. H. Lee 87, H. Platt 33; K. Lindsey 78, H. Ryan 64; A. Manley 80, E. Morris 74; C. Walker 86, F. Harris 74; W. Woodward 102, S. Hicks 64; E. Taylor 82, T. Newbold 72; S. Hicks 101, L. Bloomer 59; T. Jackson 91, N. Bell 101; G. Froggatt 101, R. Dixon 40; R. Butcher 49, H. Baird 101.

Second round: H. H. Lee 101, K. Lindsey 61.

The only surprise to hand in this competition was the elimination of H. Ryan, twice a winner and last year's victor, who was beaten by a newcomer to billiards, K. Lindsey (stacker truck driver). R.S.T.



Man at the wheel of this Alvis Stalwart load carrier while high-ranking Army officers hold on tightly: King Hussein of Jordan. During the King's recent visit to Britain, he toured an Army camp at Bovington near Lulworth, Dorset, where he took the Stalwart through the pictured water-plash a couple of times. The King, a keen car rally driver, then steered the carrier towards some deep ruts—and one of his passengers fell and broke a tooth as it lurched forward!



This general view of Mr. Fred Smith's huge model railway gives some idea of the extraordinary detail he has built into it over the last few years. BELOW: Adjustments before a run. Note the control board with its mass of switches.

Model too big—so he built himself a new house!

WHEN a person is faced with the problem of fitting a square peg into a round hole, he must use his ingenuity to solve the difficulty. And that is exactly what Mr. Fred Smith (Chargehand, Experimental Shop) did when he realised that the huge model railway he had been building for four years would not fit into his house. The solution? He built himself a new bungalow to contain it.

For the past three years he has been living with his wife at their new bungalow in Canley, Coventry. It took him ten months of working in the evenings and at weekends to build the bungalow at a cost of £3,000. It is now valued at £8,000.

He designed the building in two evenings and did the brickwork, carpentry, plumbing, electrical work, sanitation, and decorating himself.

Demanding task

Although there were no serious difficulties in the work, it was tiring and very demanding. "At times I felt like giving up the project," he said, "and I hardly saw my wife at all for ten months!"

The railway, an exact replica built to scale of Rugby station as it was in 1960, is now housed in the bungalow's attic. It is 40 feet long and has 120 feet of track: it represents Rugby station and its environment.

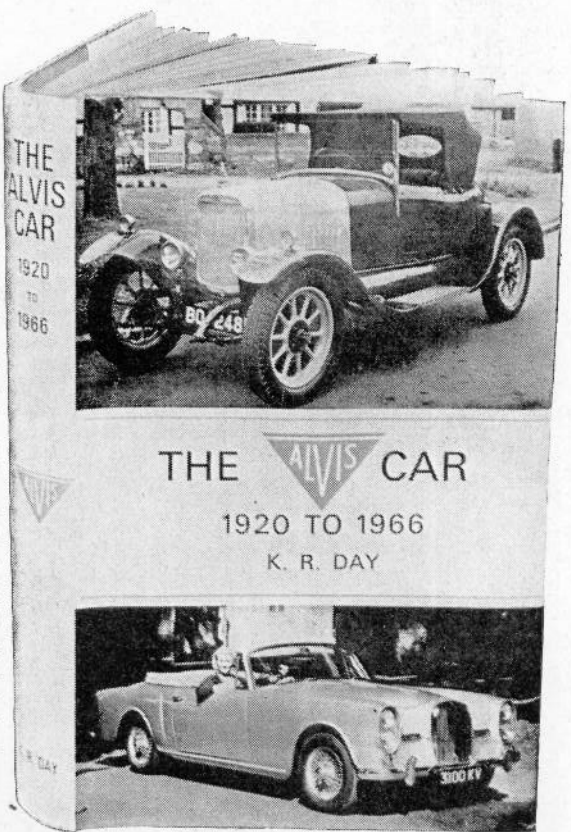
With 24 locomotives and 300 pieces of rolling stock, it requires 14 people to operate it fully. It has been built from ordinary scrap material and special equipment purchased from model shops. Although it will be another six years before it is completed, its value at the moment stands in excess of £500.

Railwaymen, many of them from Rugby station, have been to inspect the model and testify to its accuracy. Another visitor has been the Traffic Manager of the London Midland Region of British Railways.

NOW PUBLISHED—

'The Alvis Car - 1920-1966'

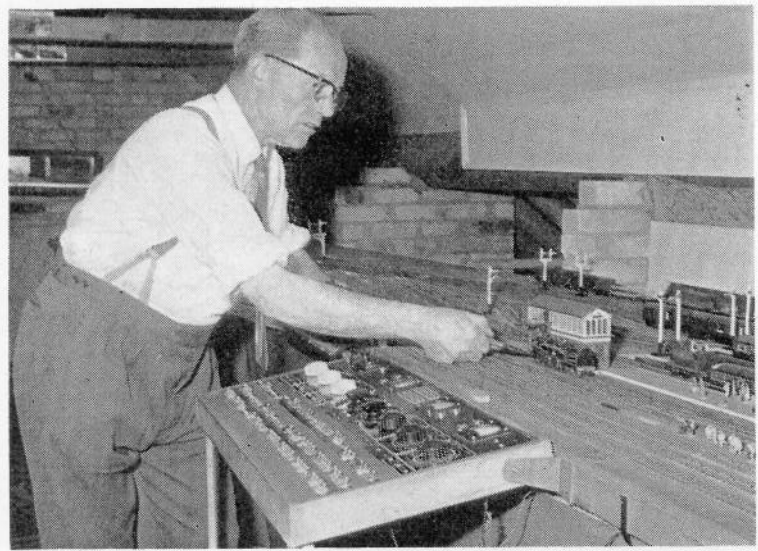
★ Recently published by K. R. Day (General Secretary of the Alvis Owner Club), this book will appeal to all Alvis lovers. It has 170 pages, 123 illustrations and 10 diagrams and is packed with information about the Company and its products. Price: 45/- (package and postage extra). Copies obtainable either from Mr. K. R. Day, General Secretary, Alvis Owner Club, 'Kewstoke' 26, Thetford Road, New Malden, Surrey, or through Publicity Department, Alvis Ltd.



Photographic competition

Alvis photographers again have the chance to prove their skill in this year's photographic competition open to all members of Alvis Sports and Social Club. Prints must

be of a size from 2½" x 2½" to 3½" x 3½", and may be given to any photographic section member or handed in to the Social Office by September 30.



HORTICULTURAL SHOW A SUCCESS

Despite attendance figures being slightly down on previous years, the summer show of the Alvis Horticultural Society proved to be a success.

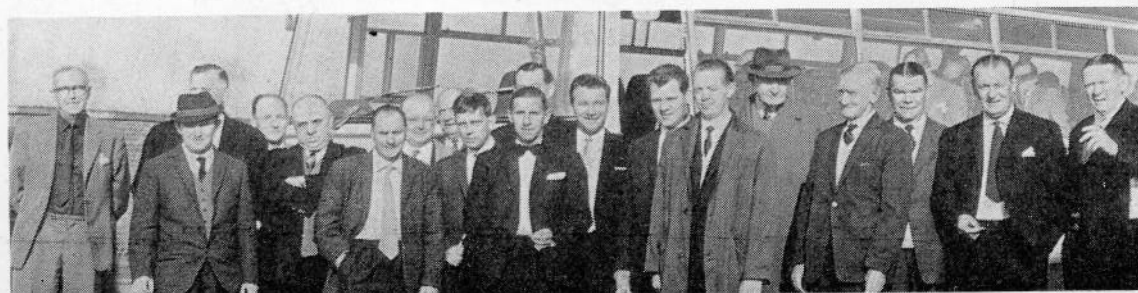
Some Rover employees were present, and it is hoped that many more will be present at the autumn show on September 10.

The main winners were: Sweet peas (open): Mr. F. Pettipher (Rutledge Silver Bowl and Bronze Medal), Mr. L. Pickering (N.S.P.S. Diploma). Members: Mrs. Bickley (Certificate of Merit). Roses—members: Mr. R. Thompson (Elizabeth Turner Rose Bowl for best rose by a member), Mr. A. Bell (N.R.S. Bronze Medal, Class 4). Vegetables:

Mrs. A. Wilson (Amateur Gardening Medal for best exhibit), Mr. G. Yeomans (a diploma for the most points), Master Timms (Junior Gardener Diploma). Flowers (open): Mrs. A. Wilson (Floral Art Diploma). Retired members: Mrs. Roughton (Cookery Diploma).

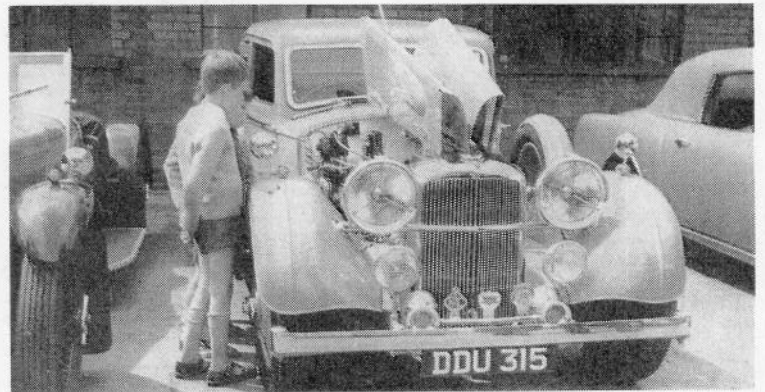
To Trentham

Trentham Gardens was the venue of a recent outing for members of Alvis Retired Employees Association, when three coachloads of retired employees spent an enjoyable afternoon in the sun.



A day out at Ascot was the treat enjoyed this year by Alvis Machine Shop workers. Organised by Mr. F. Elkington, the trip took them to Deddington, Windsor, Adderbury and Long Itchington.

INSPECTION TIME



Two pictures from the Midland Alvis Day rally taken during the concours d'elegance judging at the works. TOP: Cars Service Manager David Michie and Bill Daulman checking over a 1938 4.3 short chassis tourer belonging to Alvis Owner Club member Mr. R. A. Parker from Nuneaton. ABOVE: The young and the old get together. The engine of a Speed 25 attracts the avid attention of two junior enthusiasts.

TO THE BATTLEMENTS!



Apprentices in carnival regalia

Whilst not exactly masters of disguise, the boys and girls of Alvis who took part in "The Siege of Kenilworth" certainly rigged up some effective costumes for the town's carnival celebrations.

They were accompanying the Alvis float—a medieval castle—and collecting money along the carnival route for a local charity.

RIGHT: Behind the warlike paint and pose was Norman Antis (No. 1 Machine Shop) who performed so realistically with grass skirt and wooden spear.

ABOVE LEFT: A less ferocious photograph, showing some of the Alvis girls and boys who found time to delve back into the age of chivalry. Leslie Aston (Apprentices Training School), second from right, is the 'caped crusader' of the more traditional kind.



BY THE LEFT, QUICK MARCH!

Two teams from Alvis Apprentices' Association will be taking part in a 10-mile hill walking contest in Snowdonia on September 10 organised by Coventry Apprentices' Association.

Some 29 teams from 17 Coventry firms will compete in the walk expected to take 4½ hours. It will be the first time that Alvis apprentices have entered the contest. Senior and junior teams will compete.

Retirements

Mr. G. W. Best on July 8; he worked in the Stores (14½ years). Mr. E. Richards on July 15; he worked in Aero Stores (14 years). Mr. W. H. Rutter on June 30; he worked in Metrology Department (14 years). Mr. J. Carsley on July 14; he worked in Bagging Test (11 years). Mr. F. Allen on July 1; he worked in Inspection Department (9 years). Mr. A. H. Young on July 14; he was works policeman, Broad Lane (9 years). Mr. H. Allicot on July 15; he worked in Machine Progress Department (13 years).

The Batting Thirties



A picture from the past with a strong present-day interest, for six of the players in the Alvis Service cricket XI of the 30s pictured above are still working with the Company. Five work in the Car Service Department at Broad Lane—i.e. Messrs. P. Moss (Supt.), B. Ambler (Finished Car Inspection), A. Mann (engine fitter), A. Cadd and R. Ratford (Coachwork section)—while Mr. A. C. Olney is now with Fighting Vehicle Sales.

From left to right in the photograph are: back-row—R. Ratford,

R. Shippie, T. Bridge, B. Ambler, A. Cadd, P. Dolphin, P. Moss; front row—A. Mann, J. Allen, W. Buckingham, A. C. Olney.

Mr. Moss started the club in 1933 with all employed in the department paying a penny a week from which all the playing equipment was bought. Mr. Ratford was hon. sec. and arranged friendly matches for each Saturday afternoon throughout the season, the home ground being in the Memorial Park. War in 1939 put an end to the cricketing activities of the team.

By the end of 1920, T. G. John Ltd. had made considerable progress in acquiring additional plant, but the most careful consideration had to be given to any purchase. Inflated war prices had to be paid for machinery and shop equipment which had already seen many years' service.

A machine shop had been acquired in the Holyhead Road, situated on the opposite side of the railway to where the present factory stands, and between the railway bridge and a row of terraced houses. Early in 1920 the shop was engaged in subcontract work for the Indian motor cycle, but extensions were made to the premises and these were used for machining, as a fitting shop and stores, and the Electra engines were also made there.

The future of T. G. John Ltd. was beginning to take shape and steps were being taken by the Board to plan and organise the business in order to overcome problems of development.

The Board of Directors at this time was constituted as follows—Chairman, E. Peirson; Managing Director, T. G. John; Directors, W. Maddocks and T. C. White, and the Secretary, W. C. Walshe.

PUBLIC COMPANY

The firm was now producing the Alvis car, Electra stationary engines and equipment, motor cycle engines and ferrous and non-ferrous castings. It can be recorded here though that the Electra engine project was dropped by July 1921. Carburation was found to be rather a weak point in the design and apparently no serious attempt was made by John to improve it.

By June 1921 the foundry in Lincoln Road and the original Hertford Street premises had been disposed of and the Holyhead Road factory now included offices, two machine shops, assembly and finishing shops and foundry.

Holyhead Road



Capt. G. T. Smith-Clarke—an inspiration for 27 years.

Initial difficulties during production of the 10/30 car were gradually being overcome but it was becoming increasingly evident that new capital would have to be found. As a part of the scheme to attract fresh capital the concern became a public company in December 1921 and its name was changed to The Alvis Car and Engineering Company.

An offer for subscription by shareholders of £30,000 of debentures was made, these to constitute a charge on the Company's property subject to a bank loan of nearly £30,000. The debenture issue was only partially taken up and the bank overdraft increased to £37,000.

John continued to be a major shareholder and to exercise the leading influence on policy and all matters of importance. In the newly-formed Company he became Chairman and Managing Director, with H. B. Tarford, L. W. Adams and H. W. Harding as directors, and A. E. Woodage as Secretary. The first Service Manager was C. P. Josland.

By the end of 1921 approximately

Development follows the move to

THE



STORY

By Bernard Light

Chapter 3

150 cars had been sold and a profit of £3,317 was made.

The easy-money days of the early post-war period were passing and although the Alvis name was becoming the hall-mark of good quality in the automobile world, and the 10/30 car was now firmly established, the Alvis Board of Directors began looking around for other means of increasing profit. In a short article of this kind it is impossible to reveal some of the inner difficulties and problems which faced management but it can be said that the Company's finances at this period were calling for stabilisation.

This was the time when John concluded arrangements with the Buckingham Engineering Co. (1914-1923) to produce the Buckingham car in an effort to combine production of the more expensive Alvis car with that of a cheaper vehicle in order to provide a better source of profit.

J. F. Buckingham's cycle-cars had built up a reputation in the 1912-1914 years as something a little better than other specimens of this somewhat primitive mode of transport and it even gained some successes at hill climbs and sprint events.

CAR OF MOODS

The Buckingham car was not, however, without some shortcomings and although it was advertised as the "Motorist's Dream" it was a car of moods. On some early models there was a negative castor angle and to pursue a straight course one had to brace the chest hard against the steering wheel. There is also the story about one of these little cars being driven through Coventry when suddenly, at the far side of the street a plate glass window was shattered and the Buckingham came to a standstill. The driver discovered that

LEAGUE TROPHY FOR DOMINO MEN

Members of the Alvis Domino Section pictured below at their annual dinner with the cup they received as winners of the Coventry Works Sports Association Dominoes League.

The event was attended by Mr. G. R. Howell (Director and Chief Accountant), with his wife, who presented the prizes. Mr. P. Ilsley, captain of the team, was presented with a set of cuff links from team members. Also thanked for their efforts in making the evening such a success were Mr. B. Maltby (chairman of the team) and Mr. W. Toomer (secretary).



contact a very friendly association existed between T.G. and Captain Smith-Clarke who had, at the end of the war, joined Daimler Ltd. as assistant chief engineer. John had the greatest confidence in the technical ability of Smith-Clarke whose advice on engineering matters was frequently sought and acted upon.

BLUNT ADVICE

A brief mention was made in Chapter II of the fact that some of the 10/30 chassis frames (which were made in Scotland) were cracking, and the whole of the 10/30 chassis was gone over to eliminate this and other weaknesses. The car was completely stripped and rebuilt on a new chassis. At this point Smith-Clarke was invited to give his advice. He looked over the 10/30 for some time and then said quite bluntly that it was "a bad car, badly built." To this caustic remark John replied that Smith-Clarke had better join him and put it right.

Thus it was that on July 8th, 1922 Captain G. T. Smith-Clarke joined the Alvis Car and Engineering Company as Chief Engineer and Works Manager.

Captain G. T. Smith-Clarke was destined to provide for the Alvis Company the main design inspiration for some 27 years.

(to be continued)



A pre-second world war scene in the non-ferrous foundry at Coventry.