

ROVER NEWS



Vol. 6 No. 9

September, 1966

SUCCESSFUL AT FARNBOROUGH Gas turbine plane proves itself in public

The Rover gas turbine-powered Chipmunk aircraft was demonstrated successfully at the Farnborough Air display this month. Its flight provided for the thousands of spectators a fascinating contrast to the turbo-prop and jet aircraft, of all shapes and sizes and from many countries, which occupied most of the flying programme.

Piloted by Mr. A. E. (Ben) Gunn, former Chief Test Pilot of Boulton Paul and now advisor to Rover Gas Turbines Ltd. in the use of the gas turbine unit for aircraft application, the Chipmunk attracted immediate attention as soon as its take-off was announced during the daily flying programme.

The Chipmunk, its orange and black colours with white strips on the fuselage glinting vividly in the brilliant September sunshine, was entered by the Hampshire Aeroplane Co. 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 Co. Ltd., of Portsmouth Airport, the firm which last year put into the air the first commercial light aircraft—an Auster-Autocrat—powered by a 1S/90 Rover gas turbine engine.

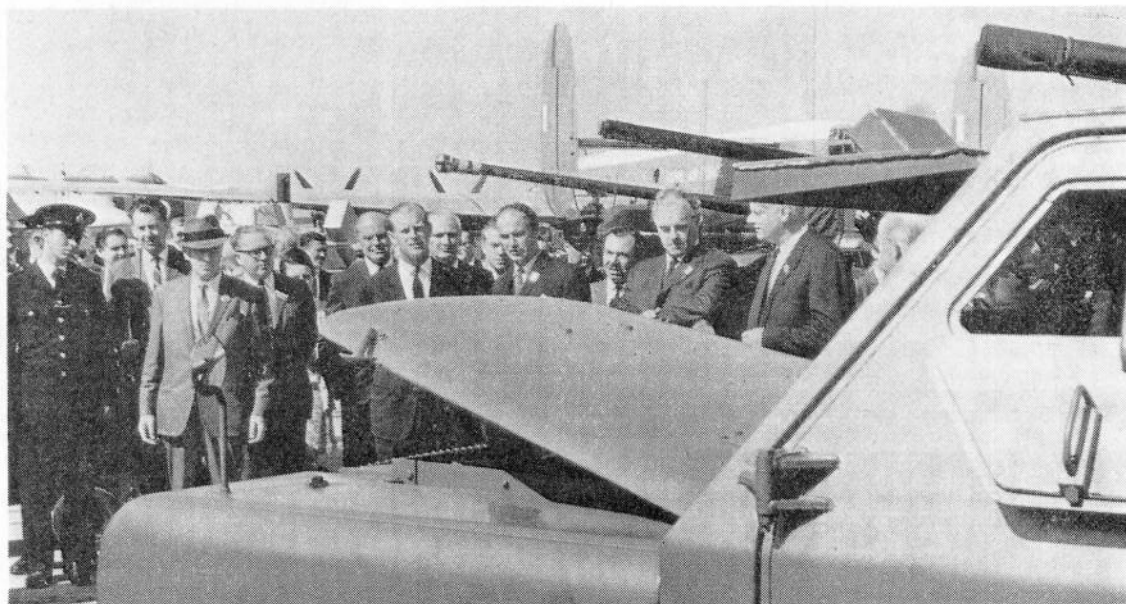
The engine in the Chipmunk drove a 72 inch McCauley v.p. airscrew with an output of 120 b.h.p.

Before the Farnborough Show, it was decided to name each of the Rover gas turbine engines displayed on the Rover stand in the exhibition

hall for easy reference by visitors, and the Chipmunk engine on exhibition was named the Wolston.

Spectators were told by the commentator that the plane's operational costs worked out at 16/- an hour, or £800 per 1,000 flying hours, less than the cost of operating a standard piston-engined Chipmunk. The aircraft ended its short daily flight by proving its engine's ability for a quick pick up in the event of "baulking" on landing.

In the static display, where planes taking part in the flying programme, could be inspected by the spectators during the mornings of Farnborough week, the Chipmunk attracted constant attention. Questions by the dozen were fired at Rover gas turbine service engineer Terry Whitney and Hants and Sussex technician Roy Passmore. These two men had spent many hours getting the plane



The Duke of Edinburgh recognised the Shorland armoured car for what it is—a Land-Rover at heart—when he toured the static display at the Farnborough Air Display. The Shorland, equipped with the Vigilant anti-tank missile, was in the British Aircraft Corporation enclosure in which were displayed missile and rocket carrying vehicles. (See Alvis News for another photograph.)

ready for Farnborough and the flight evaluation which preceded the event.

During the daily flying display, an Andover plane demonstrated its cargo carrying ability by unloading two Regular Land-Rovers towing light guns.

On the Rover gas turbine stand were to be seen a group of engines currently in production or under development. They comprised the "Marton" (146 b.h.p.), "Noretton" (with 125 lb. thrust), "Wolston" (107 b.h.p.), "Ryton" (75 b.h.p.) and "Napton" (30 b.h.p.)—all named after Warwickshire villages.

Also on the stand were models of the Maritime Comet prototype, Hawker Siddeley 748, R.A.F. Argosy and Vulcan B mk. II—all aircraft carrying Rover gas turbines as

auxiliaries—and, of course, the Chipmunk.

A Regular hard top Land-Rover was used as the air traffic control vehicle during flying and many other Land-Rovers were in evidence performing a variety of duties.

Visitors to Farnborough during

the week included the Rover Chairman, Mr. L. G. T. Farmer; the Managing Director, Mr. W. Martin-Hurst; the Alvis Chairman, Mr. J. J. Parkes, and Rover Sales Director, Mr. John Carpenter.

(More pictures next issue.)

New Pengam dining block opened

The new Pengam dining block was opened by Mr. W. Martin-Hurst, the Managing Director, on August 18 in the presence of an audience of shop stewards and Management representatives.

Referring to the new block, Mr. Martin-Hurst expressed thanks for assistance the Company had received with the project from Cardiff City Council. "If it had not been for the wisdom and optimism of the Council in the first instance, the Company would not be here at all," he said, "and their same generous help has been forthcoming again in connection with the foundations of this building."

"I hope word gets back to the Lord Mayor and the City Council how grateful we are for all the help we have had from the Council and successive Lord Mayors. This is an outstanding example of co-operation of a municipal authority with industry. We are both in this together."

Seating 450

Mr. Martin-Hurst said the new dining block, seating 450 at one sitting, had been designed to be capable of expansion to any size ultimately needed.

"It would be a very great pity if

its excellent original standard were to be lowered by vandalism," he continued. "All of you here play an important part in regulating what goes on in the works and I hope you will instill into people the need to use the dining block with care and consideration."

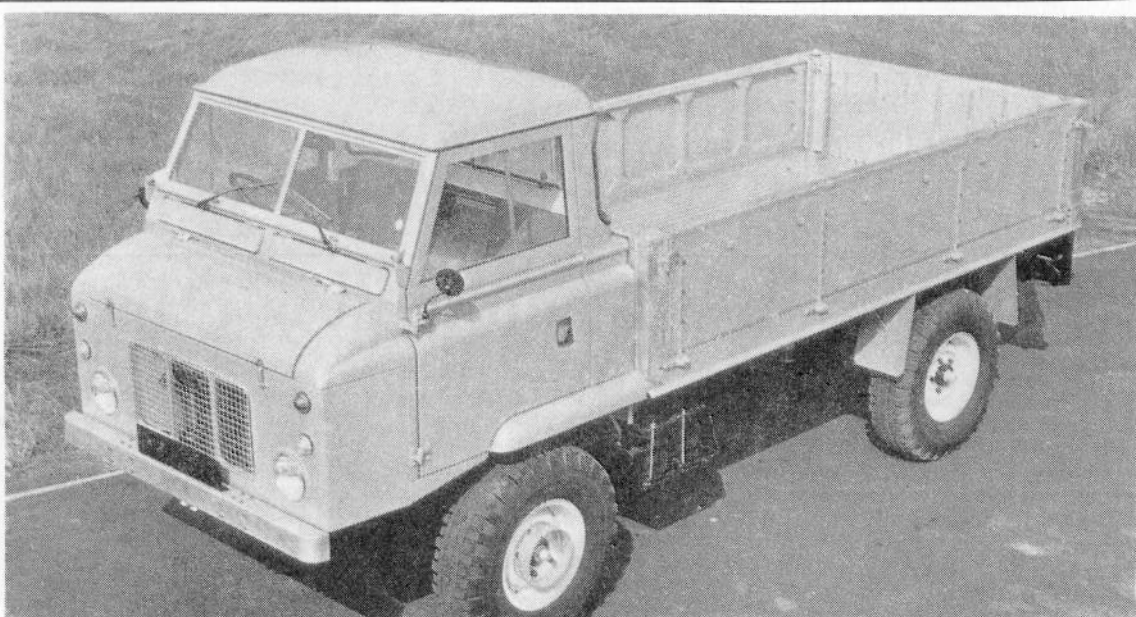
"The way they use this facility will to a large extent determine the satisfaction they get out of it, and also the Company's plans to create further amenities at Pengam."

Personal interest

Mr. Martin-Hurst, who earlier had toured the new block, was welcomed by Mr. S. W. Nixon (Executive Director and General Manager, Cardiff) who said the Managing Director had taken a keen personal interest at all stages of the project.

Also present were Mr. B. G. L. Jackman (Production Director), Mr. E. G. Bacon (Executive Director, Quality Control), Mr. O. Poppe (Executive Director, Planning), Mr. James Turner, principal of the building firm, and Mr. King of Hasker and Hall, architects.

(A photograph of the new Pengam dining block appears on Page 6.)



AND INTRODUCING . . . THE 110 FORWARD CONTROL LAND-ROVER

Demand has been increasing for a more powerful version of the Forward Control Land-Rover since the 109in. model was introduced in 1962. Rover engineers have now found the answer to this demand in the 110in. wheelbase version.

This latest addition to the Land-Rover range (pictured above) is essentially a vehicle of action, which will go virtually anywhere and do almost anything. A vehicle, in fact, which will deservedly bear the name of Land-Rover.

The "110," available with a six cylinder 2.6 litre petrol, 2½ litre petrol (overseas only) or diesel engine, has improved stability by the increasing of the track by four inches, and the addition of a front anti-roll bar and stiffer rear springs mounted on top of the axle eight inches further apart. Both the emergency braking and the gear change systems have also been improved.

The new vehicle will carry a payload of 30 cwt. at a road speed of about 60 m.p.h. with a cross country performance well in keeping with the tradition of the Land-Rover. Included in the cab of the new vehicle is a completely new instrument panel and windscreen wiper system.

The vehicle has a similar speed range to the Long wheelbase Land-Rover, can climb a one in two slope fully laden, and has a side tipping angle of over 40 degrees. Various body styles are available on the "110" chassis.

The new vehicle will not be available in quantity until late this year but undoubtedly it will be a centre of interest to visitors to the London Commercial Motor Show which opens on September 23, where it

will be on display.

First departure from normal control Land-Rovers was in 1962, when the 109in. wheelbase Forward Control vehicle was evolved from the normal control 109 in. wheelbase.

This was achieved by moving the cab centre forwards to a position almost on top of the front wheels, raised on a full length sub frame to accommodate 9.00 x 16 wheels and give clearance over the engine.

It was then possible to add a second new feature to the Land-Rover range in the form of a flat platform rear body which enabled the Forward Control Land-Rover to carry a 50 per cent extra load.

The new "110" Forward Control Land-Rover has been evolved in the light of user experience and continued development testing.

Q & R YEAR PLANS TAKING SHAPE

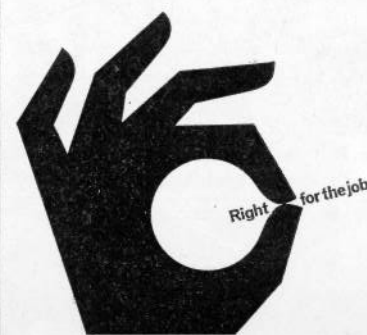
The Rover Company's Quality and Reliability Year, which starts at the end of next month, is to be inaugurated with a conference in the Civic Hall, Solihull, on September 24.

Some 750 supervisors and factory Q.R.Y. committee members from

all the factories within the Rover Group, including Cardiff and Alvis, will be addressed by Mr. W. Martin-Hurst, the Managing Director. They will also see a selection of British Productivity Council films on the subject, and departmental executives will give short talks on their own responsibilities for quality and reliability.

Factory committees have already been formed at all the Group works, large and small, to examine ways of contributing to Q.R.Y. At Cardiff, Acocks Green and Tyseley these committees have taken the next step and set up 'action groups' to investigate certain aspects of Q and R.

A prize of £20 is being offered for the best overall plan of campaign presented by Rover apprentices. Entries should be submitted to Mr. L. S. Shaw by October 21. So, come



This is the emblem for National Quality and Reliability Year. You will be seeing a lot of it during the next year in ROVER NEWS and on posters throughout the Group factories.

Continued on Page 2

Rover family from the States looks up old friends and relatives

A Rover family which went to live and work in North America returned recently to look up old friends at Solihull whom they had not seen since crossing the Atlantic eight years ago.

The visitors were the Adam family—father Mr. Alex Adam, formerly of the Solihull Export Department and now Assistant to Mr. J. Bruce McWilliams, President of Rover North America in New York; mother Irene, formerly Miss Irene Gibbs, secretary to the former Publicity Manager, Mr. S. Phillips; and their four children, Sandra (9½—and born in Britain), Moira (7) and Paul (5)—born in Canada—and Fiona (3), born in the United States. As Alex says, "Our family is quite a United Nations..."

Mr. Adam joined Rover at Solihull in 1950. During his next eight years in the Export Department he was in charge of the overseas delivery programme and later

assistant to the Zone Controller for the United States. He also married the Publicity Manager's secretary!

In 1958, he and his wife and Sandra went to Toronto, Canada where Mr. Adam took up the post of Sales Administrator in the newly-formed Rover North American Company. Three years ago, he moved to New York as assistant to Mr. McWilliams.

Month's holiday

The Adam family came to Britain for a month-long holiday—their first since going overseas. Mr. Adam's parents, who live at Bentley Heath, met their North American grandchildren for the



Farewell on the platform of Solihull railway station before the Adam family left for London and their return flight home to New York at the end of their visit to Britain. From left to right are: Mr. Vernon Cleaver (Regional Sales Manager for North America and Personal Assistant to the Sales Director), Mr. Alec Adam, Sandra, Mr. Arthur Cawte (Manager, Direct Sales), Paul, Fiona, Moira, and Mrs. Adam. Messrs. Cleaver and Adam started their Rover service together on the same day in the sales office at Solihull in 1950.

first time, as did Mrs. Adam's father living in Shirley, Solihull. (Her mother went to the States for a visit when Fiona was born).

Mr. Adam came into the factory several times during his stay over here—mainly to talk over North America sales matters with Solihull Sales Department colleagues, but

also once with his wife and children to look up old friends.

After his first business visit he told ROVER NEWS that Rover Solihull 1966 was "much bigger and much busier" than when he left in 1958. "Everyone seems to be working hard and there is a sense

of urgency and intense activity all around," he said.

Among those Mr. and Mrs. Adam looked up in England were Mrs. Adam's uncle, Mr. Harold Waters (Quality Control) and cousin, Miss Barbara Waters (Technical Service).

All in all quite a Rover Solihull America family occasion...

Management Services re-organised

Management Services Department has been re-organised and now consists of three sections each under the control of a senior manager responsible to Mr. J. R. Christie, the newly-appointed Head of Management Services.

The three sections and their senior managers are Operational Research and Long Term Planning (Mr. H. Jones), Operating Costs Reduction (Mr. J. A. Howell), and Data Processing (Mr. B. J. Claydon).

Mr. F. Hill, Manager of the Data Processing Department, Pengam, is also functionally responsible to Mr. Christie.

POST HASTE!

Land-Rovers are to be used by the Post Office to deliver mail in rural East Anglia. The first, at Downham Market, Norfolk, will cover an area previously served by four postmen on cycles.

PRESIDENTIAL INTEREST



President Kaunda of Zambia took a keen interest in the Rover 2000 which was prominent among the vehicle exhibits in the British pavilion at Zambia Trade Fair held in Ndola. Seen with the President are the British High Commissioner in Zambia, Sir Leslie Monson, and Mr. W. D. Symington, of the British High Commission in Zambia, who was in charge of the British stand. Sounding a topical note, the theme of this year's British display was "Britain sets the pace in world transport",

incorporating sections on aviation, rail and road transport and road construction.

£170,000 contract

During the recent visit to Libya of Mr. E. Wilford (Export Sales Manager), reported in the last issue of ROVER NEWS, he negotiated on behalf of the Company a contract with the Libyan Army for Land-Rovers and spares to the total value of £170,000. The vehicles include W.D. type Land-Rovers, station wagons and ambulances. Delivery of the built-up units will be completed before the end of the year.

THOSE OIL CHANGES . . .

Having a pint of oil put in your car engine? Then take a tip from a booklet recently distributed to the motor trade by Castrol.

The booklet suggests that, although the concept of one grade of oil for summer and another for winter is now dead, many motorists still insist on having two different grades. Drivers, however, should choose one grade for all the year round. For an engine in good condition, use Castrolite, but for an engine past its best or presenting an oil consumption problem, use Castrol XL.

Important chairmanship for Mr. B. G. L. Jackman

Mr. B. G. L. Jackman (Production Director) has been elected Chairman of the Council of the Institution of Production Engineers.

A member of the Institution since 1941, Mr. Jackman was a member of the council for 12 years until 1962 and is a past chairman of the Midland Region of I.P.E. He is also a past chairman of the West Midlands Council of the British Institute of Management, an associate of the Royal Aeronautical Society and is currently a member of the management board of the West Midlands Engineering Employers' Association.

Mr. Jackman joined the Company two years ago as Executive Director Production, and in February last year he succeeded Mr. A. J. Worster as Production Director and joined the Main Board.

Earlier in his career, he was for five years from 1939 a planning engineer on car and airframe assembly with Rover at Coventry, and later Chief Planning Engineer on airframe manufacture at Coventry and Skipton.

A veteran car enthusiast in his

spare time, Mr. Jackman has several times completed the London-Brighton veteran car run with his 1903 Phoenix-Minerva tri-car.



Mr. B. G. L. Jackman.

Q and R Year plans

(Continued from Page One)

on you youngsters; get in the money with some ideas of how you would organise a Q and R campaign!

Details of a poster competition with prizes totalling £60 are also being announced later this month. Designs are to be invited from all interested employees based on the theme of how to encourage Q and R throughout the organisation.

The designer of the winning poster will receive £20 and smaller prizes will also be awarded to those placed

second, third, fourth and fifth. All five selected posters will be printed and distributed throughout the Group during Q and R Year.

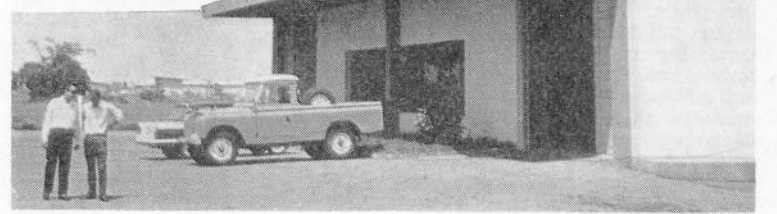
Suggestions for Q.R.Y. symbols and slogans for use on posters, literature and Company correspondence are also invited from employees. Prizes of £15 will be awarded for the most suitable symbol and best slogan submitted. Entries should go to Mr. M. T. Witts Q.R.Y. Co-ordinator at Acocks Green by October 1.



A Land-Rover was in the spotlight on the first floor of F. A. O. Schwarz, the famous toy shop on New York's Fifth Avenue, for the opening in New York of the showing of the Columbia Pictures film "Born Free". A Land-Rover was used throughout the making of the film and Columbia Pictures co-operated in a national advertising and publicity promotion, which included the F. A. O. Schwarz display. The film, in colour, has been adapted from the book of the same title by Mrs. Joy Adamson, wife of Kenya game warden George Adamson. The film is now showing at cinemas in Britain.



Land-Rover assembly is now in operation at the new plant (pictured below and left) at Luanda, Angola, in Portuguese West Africa. Built by Uniao Comercial de Automoveis Lda., our Angolan distributors, the factory is the only vehicle assembly plant in the country. Diesel Land-Rovers, both Regular and Long, make up almost the total output. Sales are mainly to the Government and other large operators such as diamond mining companies.



WITH LAND-ROVER IN THE SERVICE OF YOUTH ...

Young in heart, they carry spastic Scouts on an outing into the Highlands



Excitement mounts as able bodied Scouts help their handicapped colleagues into Land-Rovers in Perth High Street.



LEFT: Journey's end and each vehicle empties rapidly as the Scouts disembark to take in the breathtaking view. Once again the handicapped boys were looked after with consideration and in a spirit of Scout comradeship. BELOW: The hilltop scene as the Scouts enjoy some light refreshment while they take in the view. One of them records the occasion, perhaps for some future Gang Show?

In a world where the plight of a spastic child can very often be a barrier to ordinary social life, happy occasions can be few and far between. However, the Land-Rover recently helped to prove that the life of a handicapped child can occasionally have its brighter moments.

The occasion was a gathering in Perth of some 100 spastic Scouts, each of whom was accompanied by a Scout not physically handicapped to see to his needs. The Scouts were in the district for their 1966 'Angorree', at Belmont Camp in Meigle, Perthshire. This is their annual camp, "angorree" being the Dutch word for meeting.

Some 40 Land-Rovers—one of the few vehicles capable of carrying wheelchair spastics—were assembled in the town, and the handicapped

With Scouts and wheelchairs all aboard, the convoy of Land-Rovers begins its trip, climbing into the hills.

children were lifted into the vehicles. They were then driven a few miles across the river to Kinnoull Hill, where the Land-Rovers made the steep climb to the summit. Each of the Scouts was then able to enjoy an ice cream and a look at the wonderful scenery, once they had been disembarked from the vehicles. Having enjoyed their outing, they then returned to Belmont Camp.

The Land-Rovers were owned and driven by local farmers and businessmen, including Mr. T. Love, from Perth, who used his 12-seater station wagon to transport the Scouts. Rover dealers from the area also assisted: drivers included Mr. Alec Lamb (ex-Rover dealer in Perth) and Mr. John Archibald (manager of Stirtons, Rover dealers in Perth and part of the Rossleigh Group).

Also in attendance and mainly responsible for the organisation of the event was Mr. Alex Masson, O.B.E. Firemaster for Perth, while Officer Duff drove the leading vehicle in the cavalcade. Two vehicles were lent by The Rover Company and driven by Mr. Stan Falconer (Fleet Service Engineer, Technical Service Department) and Mr. Alec Joyce (Field Executive).

(Story and pictures by ROVER NEWS reporter Gerald Kennedy.)

BELOW: A poignant picture that really does not need a caption.



Transit Dept departure

Fourteen years' service with The Rover Company ended recently when Mr. Arthur Wheeldon left the Solihull Service Transit Department, having been a stores assistant in the Company Guarantee Claims Division. Before the Parts Department moved to Cardiff, he was a chargehand in the Service Parts section.

He has two sons working on the Land-Rover assembly line, one of whom, Leslie, has been awarded two amounts of £50 each under the Solihull Suggestions Scheme. A grandson, Terry, is an apprentice with Rover Gas Turbines.

His leaving gift from his Workmates was a clock, presented by Mr. A. E. Ashley (Claims Stores foreman).

THERE'S CHILDREN IN THEM THAR HILLS ... AND THEY HAVE TO GO TO SCHOOL ...



High up in the mountains of Switzerland the Land-Rover serves the community in an eminently practical way. Daily it collects children from the isolated farms and hamlets which dot the landscape hundreds of feet above sea level and deposits its load of chattering humanity, complete with satchels, at the local school. Then at the end of the school day the vehicle takes them home again to their isolated home lives. ABOVE: With the early morning mist still hanging over the valley, the Land-Rover, a Long station wagon, draws up outside a remote mountain farm. The morning's farm work is only just starting as the young schoolboy of the household climbs into the vehicle to join his friends. Destination: school and the three Rs. RIGHT: Journey's end—and the cheerful children arrive in style after their mountain journey. To these boys and girls, going to school is not only bearable but really quite enjoyable—thanks to their Land-Rover transport.



NEWS AND PICTURES ABOUT ROVER PEOPLE

FROM PEACEFUL OLDE . . . to the zest of fast, TYME MOTORING . . . modern-day rallying



This photograph from the early days of motoring—before the first world war shattered the Edwardian world of man, and cars broke the peace and quiet of leafy lanes like the one shown here—was brought into the ROVER NEWS office by Mr. C. R. Hickin (Brochure Section, Planning Department, Solihull). His maternal grandfather, the late Councillor W. B. Goodwin, who held the first Rover agency in Birmingham, is behind the wheel with Mr. Hickin's mother, then a

WORKED AT ROVER HALF HIS LIFE

The death has occurred in hospital at the age of 84 of Mr. William Spurgeon, who served the Company for 42 years until 1949.

He commenced in the Repair Shop of the Coventry factory in June, 1907. From there, he progressed through the Fitting and Experimental shops, becoming superintendent of the Test Rectification section.

During the second world war, he helped to assist in the production of the first jet plane by making the intake grille by hand at the Company's shadow factory at Clitheroe, Lancashire.

When the main Rover factory was transferred from Coventry to Solihull, Mr. Spurgeon became a fitter in the Experimental Department until his retirement in May, 1949.

His son, Bill, has 46 years' service to his credit and is now a mechanical foreman in the Service Repair Shop. Another son of Mr. William Spurgeon, John, served an apprenticeship here. Two brothers-in-law of Bill Spurgeon have also seen service with the Company: one is now retired. The other has been at Rover for 25 years and is now on the Rover 2000 assembly line, and his wife worked here before marriage.

Two of Bill's sons have also worked for the Company: one, Brian, worked for a short time in the Service Repair Shop and the other, Roy, served an apprenticeship and now works in Product Investigation Department.

young girl. The date: around 1911.

In 1900 Councillor Goodwin became manager of a Rover cycle shop in Colmore Row, Birmingham. Five years later, he opened his own business, Goodwin's Garage, in John Bright Street. There he had the sole Birmingham agency for Rover and supplied cycles, motor cycles and the first cars.

Councillor Goodwin was secretary for 21 years of the Midland Cycling and Athletic Club, and editor of its magazine, "Roll Call." He once won the Birmingham-Bristol-Birmingham cycle race on a Rover machine of late 19th century vintage. He sat on Birmingham City Council for several years for Erdington South Ward. His daughter Mrs. M. Hickin, clearly remembers her father's election. "We drove around the streets in a Rover car with a "Vote for Daddy" placard on the back," she recalls.

After Councillor Goodwin's early death in 1916 at the age of 47, the business was sold by his widow and so passed out of the family.

Mr. C. R. Hickin joined Rover in the Brochure Section of Planning Department in May this year.

Midlands—Wales cricket match

Cricket on a summer's afternoon was the reason for a trip to Rover Cardiff by members of Solihull Engineering Department with their families and friends on August 20.

The outing was an outstanding success, with the Solihull XI completing a convincing six-wickets win over the Pengam team. The bowling honours for Solihull were shared by Godfree, Greenfield, Shaw and Boucher, who, with the help of some keen fielding, routed Pengam for 45. Then a spirited knock of 32 by Godfree, proving his versatility, ensured a quick victory for the visiting team.

Among the spectators from Solihull were Mr. A. S. Ostler (Chief Designer, Cars), Mr. R. N. Oxley (Chief Engineer, Cars), Mr. R. J. White (Assistant Chief Draughtsman while Mr. S. W. Nixon (Executive Director and General Manager) and Mr. D. Baxter (Chief Planning Engineer) represented Pengam.



The world of motor rallies applies not only to those famous drivers whose skill is admired during international competitions, but to those young men and women whose names may become household words in the near future. One such person recently was a young Rover employee who, with a friend, pitted his wits against some of Europe's best rally drivers.

Competitions foreman goes into garage business

A man who has travelled tens of thousands of miles for the Company in international rallies and on overseas testing of vehicles, left Rover at the end of August to go into the garage business on his own account.

Mr. Toney Cox, Competitions Section foreman for the last four years, and a Rover employee for many more, has taken over the Warwick Road Service Station at 518, Warwick Road, Ty-seley, Birmingham situated near the Rover Springfield premises.

The garage has a four-car service and tuning bay, five pumps (AMOCO petrol) and large forecourt. Initially, Toney is employing one mechanic and two pump attendants, one full-time and one part-time.

Toney says he will handle "anything on wheels"—and he is well qualified to do so by sheer engineering know-how acquired by experience.

He joined Rover as an apprentice in the Service Dept., Solihull, in 1951. At the end of his apprenticeship he did his National Service in the R.A.F. and then worked for a year in a Knowle, Solihull, garage before returning to Rover in the Engineering Dept. Two years later he was promoted foreman of the newly-formed Competitions Section working under Mr. Ralph Nash, the section manager.

Since then, he has supervised the team of fitters which prepared first Rover 3-litre and later Rover 2000s for international rallies and also supervised the servicing work on the actual rally routes all over Eastern and Western Europe, the Balkans and in Africa.

Rallies and overseas testing of the 2000 before the car was introduced into particular markets has taken him to East Africa, Greece, Yugoslavia, Bulgaria, France, Germany, Belgium, Holland, Switzerland, Italy, Sweden and Denmark.

Through ROVER NEWS, Toney, who is 31, wishes to say thanks and farewell to all those friends in the Rover factories who have helped him in his work and whom he was unable to see personally before his departure.

The Rover man was John Walker (22), of Stock Audit, Solihull, who acted as co-driver with Ray Wilcox (24) on the 2nd International Gulf London Rally. Driving a Mini-Cooper, the pair finished 39th overall and 7th in their class for cars up to 1000 c.c.



John Walker

Modern dance instruction for all grades began on September 5 in the Junior Staff Canteen. Those requiring any further information should contact the Welfare department (Int. Tel. No. 535).

The event covered 1,500 miles of roads from London through Scotland and then back to London and was sponsored by the Gulf Oil Company. The special stages consisted of some 300 miles of unmade roads, some up to 40 miles in length. The whole event, which was organised by the London Motor Club, meant three days of non-stop driving for the competitors.

Forty-four cars were able to finish the gruelling course out of more than 120 starters, who included all the main works teams and Europe's leading crews. Paddy Hopkirk, former Rover rally driver Roger Clark and Pat Moss were some of the other competitors.

The general verdict on their performance? "Very satisfactory," says John. They did not have any breakdowns and were ably assisted by two friends who acted as a service crew.

Will they be appearing in any of the major rallies? "I hope so," says John. He is contemplating the sport as a profession and hopes to take part in this year's R.A.C. Rally.

The judge—a V.I.P. at all athletic events

A way from the glamour of big athletic events, the ceaseless work of training and preparation goes on unaffected. Such may be the beginnings of a major Olympic competitor, or a notable local athlete.

And parallel with training and preparation work is the constant need for precise, accurate judging. It is in this category that Rover man Arthur Farrall (Toolroom fitter) plays an important part.

He took the necessary practical and theoretical examination to become an Amateur Athletics Association judge five years ago after seeing a report in a local newspaper about athletics. Although always interested in the sport, he had never participated in it but felt that there was an urgent need for judges. This is always the case for, although most judges are former athletes, they are still in short supply.

As a field events judge, Arthur, who has worked at the Rover

Company for 14 years, judges such events as the hammer, discus, javelin, putting the shot, and the pole vault. He operates in the Midlands and judges on about 12 occasions every season.

Last season, he failed Lynn Davies, 1964 Olympics gold medalist in the long jump, for five jumps in succession. "Still," said Arthur, "that's athletics—just as unpredictable as any other sport."



Mr. Farrall

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.

PERSONAL NEWS FROM THE FACTORIES

BIRTHS

We offer our congratulations to . . .

MASSEY—To Mr. and Mrs. Peter Massey, a son (Gary Edward) on July 15. Mr. Massey works in Machine Tool Repair, Tyburn Road.

SHEEN—To Mr. and Mrs. Sheen, a daughter on July 31. Mr. Sheen works in Unit Reconditioning, Cardiff.

JENKINS—To Mr. and Mrs. Jenkins, a daughter (Christine Ann) on July 31. Mr. Jenkins works in Unit Reconditioning, Cardiff.

MARRIAGES

We offer our congratulations and best wishes to . . .

ROWLES-DAVIES—On August 6 at Tremorfa Baptist Church, Mr. Anthony Rowles to Miss Patricia Davies (secretary to the Works Engineer, Pengam).

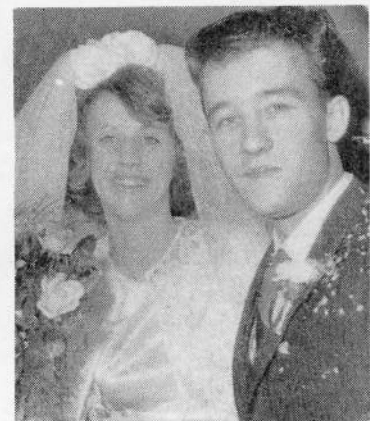
BEAVAN-LEWIS—On September 3 at Colleshill Parish Church, Mr. Clive Beavan to Miss Wendy Lewis (secretary to Mr. J. T. Bradbury, Publicity Department).

JONES-HAWKINS—On September 3, at St. Alphege's Church, Solihull, Mr. Malcolm Jones to Miss Joyce Hawkins (clerk Technical Service, Solihull).

RETIREMENTS

Mr. William Edwin Bowler on August 18; he was a storekeeper at Solihull (21 years' service).

Mr. Edward Cafferty on August 20; he was a night watchman at Clay Lane, Coventry (5 years). Mr. William Haycock on September 1; he was a fitter, Works Engineers (10 years). Mr. Arthur Ernest Wheelod on August 25; he was a Service Transit Stores driver (13 years).



A smiling Miss Patricia Davies after her marriage to Mr. Anthony Rowles.

DEATHS

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

VARLEY—Mr. Ferrand Varley on August 18, aged 54. He was a sergeant in the Works Police, Solihull, and had been with the Company for a total of 14 years.

HANDY—Mr. Alfred Handy on August 5. He worked in the Inspection Department, Acocks Green, and had been with the Company nearly 12 years.

Cricket final

The final of a Perry Barr inter-section cricket competition between Inspection Department and 303 Section resulted in a win for the latter. The score was 37 to 29 runs in an extremely hard fought match dominated by the bowlers.

ENGAGEMENTS: Miss Patricia Burke (Multilith Department, Pengam) to Mr. Paul Hegarty; Miss Judy Bradley to Mr. Raymond Brown. Raymond is a garage mechanic, Solihull, and his father, Vic, is a Works Engineers electrician. Judy's father, Doug Bradley, is a foreman, Land-Rover Paint Shop.

TOGETHERNESS (with a 60 years age difference)

The old and the new. The 1907 Rover is shown beside the T4 Rover gas turbine car at the Museum of Transport and Communication, Lucerne, Switzerland. The old Rover, brought to the exhibition by E. Fehlmann and Company, our Zurich distributors and the gas turbine car represent "Over half a century of progress". The veteran kept its ultra modern sister company in the museum for three months.



World tour Canadian couple had L/Rover parts as wedding presents

Wedding presents have been known to include a very wide range of articles, but none so strange as those which Tony and Terry Penny received at their wedding.

Land-Rover parts were the gifts, and their usefulness has been fully realised. Just a year after their wedding, the couple have travelled over 16,000 miles in their self-contained Land-Rover in Canada and on the east and west coasts of America on the first stages of a round-the-world trip.

They were recently touring in Britain and it was in a lay-by south of Perth, in Scotland, that a ROVER NEWS reporter encountered them quite by accident.

Tony Penny emigrated to Canada from England some 13 years ago and has worked for Rover North America as a motor mechanic. He also once had charge of a fleet of Land-Rovers at a sugar plantation in Florida.

He bought the petrol Land-Rover two years ago in exchange for a truck after the vehicle had been brought out from England. He converted it at a cost of £70: it now has stronger springs and tyres, an electric winch and a special spare tyre fitting at the rear. The canvas construction on the outside of the vehicle contains one half of a double bed, and on the other side is the couple's wardrobe. There is a fuel capacity of 26 gallons.

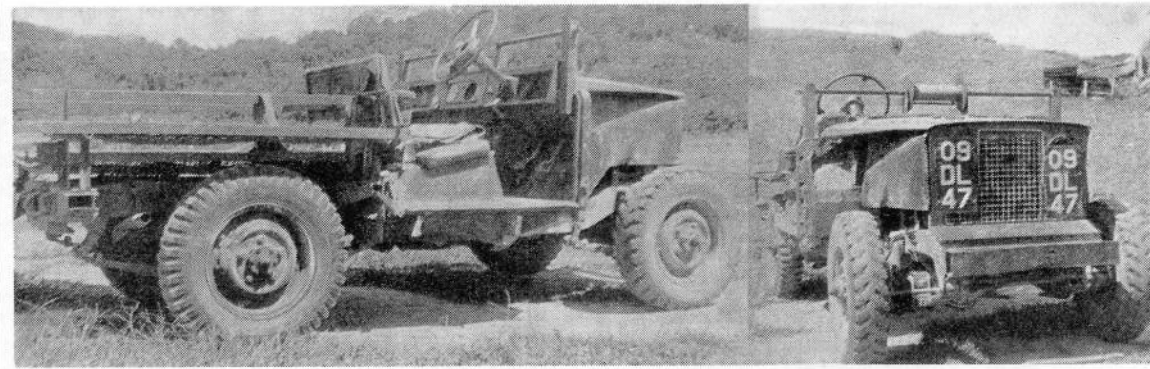
From Britain, Tony and Terry have moved on to southern Europe. Their travels will take them through the Middle East, and, they hope, Asia. Next stop after that is Australia, where Tony hopes to work.

And where will their trip end? Back in Canada, they think, but "settling down" is a nasty phrase to Tony and Terry. Besides, that will only be after another two years and thousands of miles' travelling.

And during that time, their mobile home, the Land-Rover, will be seen all over the world and doubtless once again prove that there is no substitute for versatility.



Tony and Terry Penny with their Land-Rover parked in the Scottish lay-by where a ROVER NEWS reporter discovered them.



KNOCKED ABOUT A BIT!

"Goes like a bomb" was one comment on the Land-Rover pictured above. One might also add that the vehicle looks as if it had also been hit by a bomb, but the modifications were really all in the cause of lightness and speed.

The Land-Rover is in use at a forward company base in Sarawak and is used as a ferry from the nearby dropping zone for aircraft to the base. This area is entirely dependant on air supply, there being no road or river communication. The vehicle itself was para-dropped to the base.



Members of the Rover Inspection and Quality Control Departments played host to some 40 members of the Banbury Institute of Supervisory Management when they visited the factory recently. Their main point of interest was the Rover 2000 line. Among the Rover hosts were Mr. R. H. Phillips (General Production Manager, Solihull), Mr. Colin Elmer (Inspection Supt., P6 Assembly), Mr. C. B. Powell (P6 Supt.), Mr. J. H. Butlin (Inspection Supt., Tyseley and Ryland Road factories) and Mr. J. Davenport (Supt., Land-Rover Inspection). The visitors are pictured above before touring the 2000 line.

LAST TWO BATSMEN WIN SHIELD FOR ROVER IN A DRAMATIC FINAL

A score of 89 for 9 with 17 runs wanted to win in 15 minutes is a situation guaranteed to bring out the best in any cricketer and it certainly brought out the best in two Rover cricketers to give their team a fine win.

The occasion was the final of the Birmingham Works League Reserve Shield between the Rover 2nd XI and the Metropolitan-Cammell 2nd XI, being played at the Metro ground. The visiting team was all out for 105, Reg Carrott taking 3-28 and David Wombwell 2-11. Despite a whirlwind 25 in ten minutes by Carrott, 17 runs were still needed in the final 15 minutes from Rover captain Tony Revill (Market Research) and last man Guy Brown (P6 Assembly). Tony had batted for nearly two hours after opening the innings and

although Brown dropped his bat because he was so nervous, the pair quickly got the runs needed for victory. Tony made the winning run to finish with 36 not out.

Some 50 people watched the game played in tropical-like heat, and saw to it that the Rover team's win did not go uncelebrated. Tony attributes much of the team's success—it has won ten and lost two matches this season—to very keen fielding, and to the excellent wicket-keeping of John Ford (Land-Rover Assembly). Success has also come, to a large extent, from the team's fast bowling resources, because the damp pitches have favoured quick bowlers.

The team will receive its prize—the Works League Reserve Shield—from the Chairman of the League in October.

40 riders compete for Rover cup

Mr. W. Martin-Hurst, the Managing Director, and Mrs. Martin-Hurst were present at the first Warwickshire County Fire Brigade Horse Show held in Sutton Park on August 20, when Mrs. Martin-Hurst presented the Rover Challenge Trophy donated by the Company for annual competition in the open jumping class, the principal event in the whole show.

Prize money totalling £45 for the first five places in the open jumping class has also been donated by the Company together with the trophy, a silver cup.

This year's winner was Miss Sally Parrot, of Acton Hill Farm, Stafford, on Teddy V. As well as the trophy and £15 prize money, she received from Mrs. Martin-Hurst a silver compact for permanent retention. Male winners in future years will receive tankards for keeping.

Other places in the open jumping class went to: 2, P. M. Langton, of Warwick, on Miss Topper (£12); 3, Michael Clarke, of Bloxwich, on Prospero owned by W. News (£10); 4, Peter Scandret, of Birmingham, on Shiralee V owned by L. Parsons (£5); 5, Mrs. Savage, of Stafford, on Lusanda (£3).

Some 5,000 people attended the show and about 40 riders from within a 60-mile radius of Sutton Coldfield competed for the Rover Challenge Trophy and prize money.

A Reader Writes... IN DEFENCE OF YOUTH

There has been a lot of Press and television comment about the "Youth of Today"—usually attached to some outbreak of misunderstood energy, sometimes some violent occurrence, but rarely with reference to the hundreds of normal, 'ordinary' lads and girls who use their spare time usefully and enjoyably in youth clubs and other organisations.

Some of the comment refers to "bored teenagers" roaming around taking on 'Mods and Rockers' attitudes. May I be allowed to refer to the nowadays somewhat forgotten Army Cadet Force, in whose ranks one will not find one cadet or N.C.O. who has time to be bored?

Worthwhile hobby

Many people, young and parents alike, seem to be under the misapprehension that with the cease of National Service, the pre-Service organisations too 'folded-up'. This is not so. The Army Cadet Force, Sea Cadet Corps and Air Training Corps are still functioning very well indeed, and providing a very worthwhile hobby for hundreds of young men for whom some youth clubs are a bit "tame".

These Services offer to lads between 14 and 18 generally an absorbing hobby with a full measure of activity and adventure—all found! I am only qualified to speak on behalf of the Army Cadet Force and in particular the 4/5th (C) Bn. Royal Warwickshire Fusiliers to which I am proud to belong.

In the Warwickshire Cadet Brigade, young men belonging to the age group mentioned have the opportunities to take on training such as drill, weapon training, map reading, night manoeuvres, assault course competitions, small and full bore (.22 and .303) rifle shooting, mock battles, etc. The voluntary training undertaken includes pistol shooting, unarmed combat, climbing, combined operations with Air and Sea Cadets, the Scout Movement and, of course, with Regular Army and Territorial units for weekend camps, etc.

Awards won

In support of my opinion that "the youth of today is all right", I would refer to the record of awards won by all Service (cadet) personnel under the Duke of Edinburgh Award Scheme, not to mention the winning of most of the major (junior) prizes at Bisley rifle range, and, of course the John Guest trophy presented annually by the British Legion for the best Cadet of the Year. This is in memory of Cadet Guest who was killed in an accident in 1954 whilst on duty in Acocks Green TA Centre.

Without exception, the members of the A.C.F. are "tough enough to take it" or they would not be in the movement very long. For any lad with an adventure bent the A.C.F. offers a grand and absorbing hobby, with no obligation to sign up in the Regular Army (contrary to common belief!). In fact, many cadets have no intention of doing so, and say so quite loudly! They joined A.C.F. for a hectic hobby—and have not been disappointed.

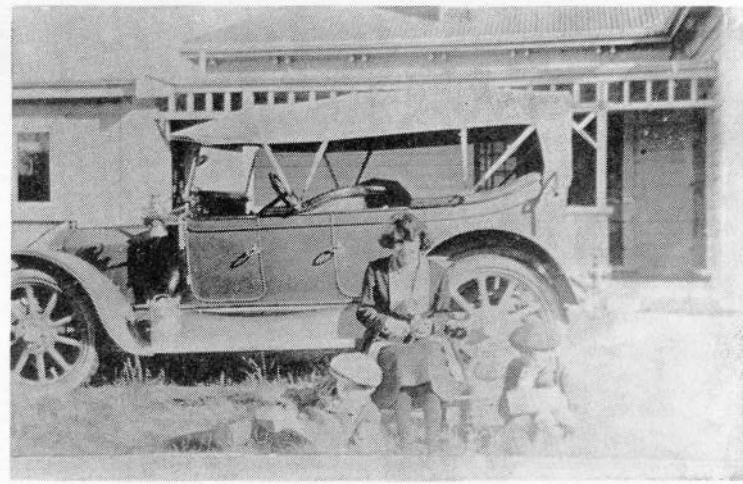
C. R. HICKIN (Brochure Section, Planning, Solihull) (internal tel. 474)
O/C 'C' Det. Barrows Lane TA Centre.
4/5 (C) Bn. Royal Warwickshire Fusiliers.

13 years' service comes to an end

A Land-Rover Final Line labourer for the past nine years, Mr. Charles Pugh, has retired aged 74. Mr. Pugh, who was at Rover Tyseley for four years before coming to Solihull, was presented with a cigarette case and a bouquet of flowers for his wife by Mr. Charles Davis (Senior Foreman, Land-Rover Final Line). See picture below.

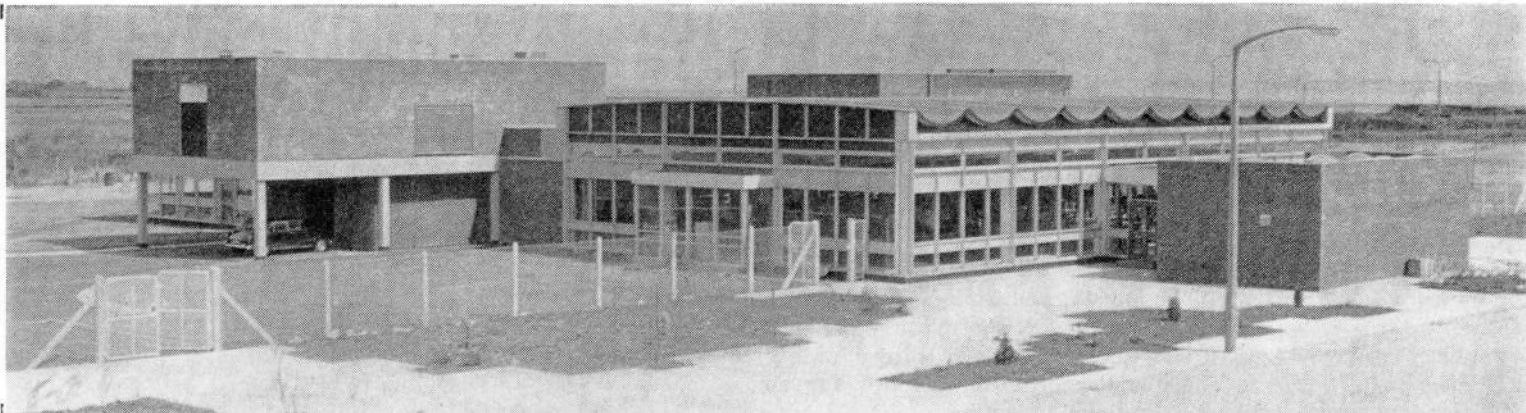
Nearly 50 years on—and the family car is still a Rover. The photograph on the right, taken about 1917, depicts two young boys in front of a Rover car purchased in 1914 by the late Mr. A. Maher, a run holder of Kaituna, Marlborough, in New Zealand. They are with their governess, Miss B. Burton, and in the background is their home. Half a century later, and the photograph below shows that the passage of time has changed only two points. The governess is, of course, no longer with them, and the car is now a Rover 3-litre bought in 1962 by their father. The house is practically unchanged, and the two boys have now grown up into the Reverend Fathers A. D. and P. K. Maher, S.M.

THEN →
AND
NOW ↓



Pengam dining block

● A general view of the new dining block at Pengam as seen from the administrative offices opposite.



That badge on his blue blazer is rather special . . .

If the man wearing the light blue blazer with a badge depicting a red rose and green leaves looks very proud of himself these days, then his pride is justified. For he is Brian Girling, who recently returned to England after participating in two major international athletic events. Now he is 'back in harness' in the Chemical Laboratory at Solihull.

The blazer denotes the fact that Brian made the trip to Kingston, Jamaica, with many English athletes, to compete in the shooting section of the Empire and Commonwealth Games. Before that, he went to

Wiesbaden, West Germany, for the 39th World Shooting Championships.

There he came 28th in the centre fire section and 49th in the rapid fire section, this being his first time in an international match. He was "quite pleased" with the result, but added that European shooting contests are usually dominated by the eastern European countries who devote much more training to the sport.

Following this, he flew thousands of miles across the Atlantic to the

Empire and Commonwealth Games. The matches were played in temperatures of over 90 degrees and this, says Brian, slowed up the reactions of many competitors. "You can never hold a gun perfectly still," he commented, "and it is vital that the marksman chooses exactly the right moment to squeeze the trigger."

He finished 4th in the centre fire and 5th in the rapid fire sections on this occasion. Shooting attracted the highest number of entries—some 21 countries participated in this event—and the English team was the largest.

He received, as all competitors did, a commemorative medal and a five shilling piece minted especially for the games as mementos.

Brian tremendously enjoyed the march past the Duke of Edinburgh during the opening ceremony of the Games. "It was a wonderful feeling," he said, and added that, considering the Jamaicans had very little experience in organising events of this magnitude, they had done very well.

Did he ever get nervous when shooting? "Not usually," was the answer, "but when there are medals to be won, you can feel the tension. The wavering of a hand can make the difference between coming first and coming second."

Now Brian is back at work, but the interest will not die down for a long while. Many people find the distinctive blazer a great talking point. Brian himself is now in training for the Mexico Olympics in 1968—and thus another trip is in prospect for Rover's globe-trotting marksman.



The England shooting team in the Empire and Commonwealth Games. From left to right are (back): A. J. Chivers (free pistol), R. J. Cade (Service rifle), F. G. Little (Service rifle), B. E. Girling, of Rover (centre fire pistol, rapid fire pistol), P. Morgan (smallbore rifle), F. Pacey (smallbore rifle). (Front): C. H. Sexton (free pistol, GOLD medal winner), D. J. Black (team official), H. Evan Price (team manager), and A. J. Clark (centre fire pistol, SILVER; and rapid fire pistol, GOLD).

Blending a Land-Rover into the scenery

Operation Camouflage under way (see picture below) for a Land-Rover supporting a filming platform at the Southerndown Golf Club, Glamorgan, when Shell Oil Company filmed a golf match for showing on television in the United States and to audiences in many other countries.

The Southerndown match was one of 11 being played round the world this year for the 1967 "Shell's Wonderful World of Golf" television series. The matches are played by outstanding golfers from many nations on the world's most beautiful and difficult courses. The series, now in its sixth year, was originated and has been produced by Shell Oil Company in the United States. Films of the matches are made available for showing in other countries and are seen regularly by wide audiences in Britain, mostly through the films being lent to golf clubs.

The Southerndown match, the first of the series to be made in Wales, was played between Dave Thomas and Bob Rossburg. Welsh Canada Cup and British international Thomas is reputed to be one of the longest and straightest drivers in the world and excels in top match play. Rossburg, a 40-year-old American, who turned professional in 1953, won the U.S.A. Professional Golf Championship and played in the U.S. Ryder Cup team in 1963.

Vehicles carrying cameras and equipment were placed at vantage

points on the course and camouflaged to blend in with the scenery to preserve the illusion of a friendly match.

The film, shot in colour, is being processed and edited in the States to form into a one hour programme. It will also include some interesting scenes of local colour to be shown during the 'natural breaks'. The film crew covered virtually the whole of Wales during their stay.

Delivery of copies of the film is expected towards the end of the year and these will then be available to clubs and organisations on loan for showing.

Land-Rovers were used for a similar golf film made in Venezuela.



Weather hits show entries

Bad weather before the event cut the total number of entries in the sixth annual show organised by Rover Solihull Horticultural Society on August 20. Entries totalled 559 against last year's record 740.

The show—now established as quite an event in the Rover social calendar because of the riot of beautiful flowers and fine produce on display—was opened this year by Mrs. B. G. L. Jackman, wife of the Production Director, who was also present.

Also there were the Mayor and Mayoress of Solihull (Mr. and Mrs. Wynne Thomas). Mr. Thomas is the Company's Communications Manager, O & M Solihull.

Main award winners: Worster Rose Bowl, W. H. Bradshaw; A. B. Smith Challenge Cup and Garden News Shield, P. J. Toon; Martin-Hurst Trophy, Mrs. Martin-Hurst; Marson Cup, Mrs. E. Ross; Wilks Challenge Cup, H. Brown; Myton Plate, Miss N. Thomas; Inter-departmental Jackman Cup, P5 Cars; Frank Singer Cup, L. W. Rogers. Blue Ribbon Best Exhibit in Show, and N.D.S. Silver Medal, B. J. Whitehouse; Fuchsia Blue Ribbon, Smallholder Bronze Medallion, and Amateur Gardening Medallion, P. J. Toon; Rose Medal, L. W. Rogers; Sweet Pea Medal, J. L. Daniels; N.D.S. Bronze Medal and N.D.S. Bronze Medal (Novice), R. B. Jones.

R.H.S. Bronze Medals—3 gladioli, S. Jay; one specimen gladioli, A. H. Thacker; 4 onions grown from sets, H. Bradshaw; collection, 4 kinds of vegetables, T. Perrins; 3 distinct varieties, potatoes, A. Thomas; 3 pot plants, P. J. Toon.

First, second or third places in the classes were won by: (Vegetables) P. J. Toon, T. C. Perrins, W. H. Bradshaw, A. Thomas, G. Hoare, A. R. King, A. H. Thacker, L. Hathaway, Mrs. Martin-Hurst, A. G. Davies, A. A. Ross, M. Howse, Mrs. D. Rowley. (Fruit): A. H. Thomas, Mrs. D. Rowley, R. J. T. Davies. (Pot plants): A. Thomas, A. A. Ross, H. Brown, A. H. Thacker, P. J. Toon, W. H. Bradshaw, R. Greenwood, L. W. Rogers, J. L. Daniels, H. F. Lightfoot. (Domestic): Miss N. Thomas, Mrs. D. Rowley, Mrs. E. Ross, Mrs. M. Rogers, L. Webber, M. Webber, Mrs. D. E. Bradshaw, G. Hoare, A. Thomas, J. Bradshaw. (Children): Graham Woodward, B. Bradshaw, Lorraine Webber, Philip Daniels, Helen Daniels. (Ladies): Mrs. Martin-Hurst, Mrs. J. Daniels, Mrs. A. M. Whitehouse, Mrs. L.

Games silver medallist injured his leg only 10 weeks before marathon run

Among the millions of people in England following with interest the results of months of hard training and tremendous effort in last month's Empire and Commonwealth Games was one man for whom the event had a special significance. Rover employee Bert Adcocks, whose son, Bill, was competing in the marathon, was one of the few to know that, only ten weeks before, a back injury had threatened to keep Bill out of the games altogether.

Urgent physiotherapy treatment restored him to fitness, yet the real drama gripped the crowd—and the millions who watched the marathon on T.V. the following day—in the dying seconds of the race. Confusion over the route nearly brought disaster to the marathon—and a glittering gold medal to Bill Adcocks and England.

Both Jim Alder of Scotland and Adcocks had drawn away from the rest of the field as the 26-mile event reached its climax. It had begun at 5.30 a.m. in order to avoid the soaring temperatures so typical of Kingston, Jamaica.

Nearing the stadium, however, Alder found no signposts or marshalls to show him the route and ran on past the entry tunnel before being directed back into the stadium. Following him, Adcocks was directed via a shorter route and found himself 30 yards ahead of the Scot once inside the stadium.

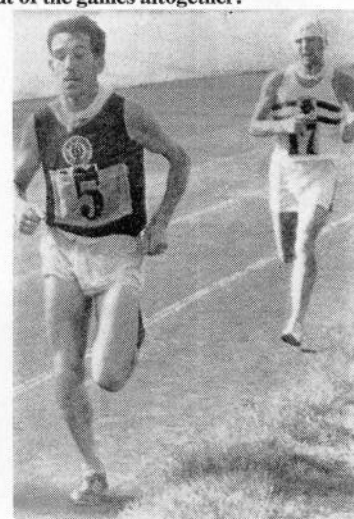
In the blistering 90 degree heat, he was unable to keep the lead, and Alder found the strength to pass him and finish 30 yards ahead.

Fine sportsman

"Quite a finish," commented Mr. Adcocks senior, who is a welder on Land-Rover hardtops at Clay Lane, Coventry, to a ROVER NEWS reporter after the race. He heard the news on a 2.30 p.m. radio bulletin.

"I don't think that there will be any ill feeling between the two men," he added, "because Bill is a very fine sportsman." Indeed, it was Alder whom Bill beat in the qualifying event for the Empire and Commonwealth Games, and the two men are good friends. It was a very proud moment for me and it is something of which to be immensely proud. I always knew he would get to the top."

Bill started athletics seriously when he was 12 and now, at 24, contains his efforts to marathon running and some cross country work. A member of the Coventry Godiva Harriers Club, which provides many other famous athletes, he runs 100 miles a week. To keep in peak condition, he maintains a rigid training schedule of going to



The agony of the long distance runner is shown on the face of Bill Adcocks (right) as, with dampened handkerchief on head to protect him from the blistering heat, he chases Jim Alder on the final lap of the track at Kingston.

bed at 9 p.m. and rising at 6 a.m. to train morning and night in this most gruelling of races. "That means only an occasional drink, too," said his father.

His build-up to international standard began two years ago with victory in the A.A.A. Marathon. He has won several other marathons and has competed abroad. Altogether, he has won over £400 worth of prizes, such as furniture and cutlery. Add to these the many cups, which he keeps at home in Foleshill, Coventry, where he lives with his parents, and there is quite a collection!

A gas fitter by trade, he has also done some outward bound training at Elgin in Morayshire, Scotland.

When Bert Adcocks said that "all Bill lives for is athletics", he was right. Now his son will have a silver medal to add to his collection and to remind him of that dramatic early morning thousands of miles away in Jamaica which nearly brought the glitter of gold back to his Coventry home.



Harris, Mrs. M. R. Carter, Mrs. E. Ross, Mrs. D. Rowley, Mrs. E. M. Thacker. (Flowers): H. Brown, A. H. Thacker, W. H. Bradshaw, H. Webber, P. J. Toon, S. Jay, T. C. Perrins, J. Pike, G. A. Alley, L. W. Rogers, Mrs. Martin-Hurst, P. Burrows, J. L. Daniels, G. Hoare, B. J. Whitehouse, A. A. Ross, A. E. Whitehouse, R. B. Jones, L. Corbett, D. E. Edden, A. R. King, F. Webber, A. G. Davies. Inter-departmental: P5 Cars, P6 Cars, and Land-Rover.

Plates of prize-winning apples form the basis of a group discussion at the Rover Solihull Horticultural Society show. The Mayor of Solihull (Mr. W. Thomas) talks to Mrs. B. G. L. Jackman (right) and listening are Mr. A. C. R. Greenwood, (Secretarial) Chairman of the Society, and Mrs. Greenwood.



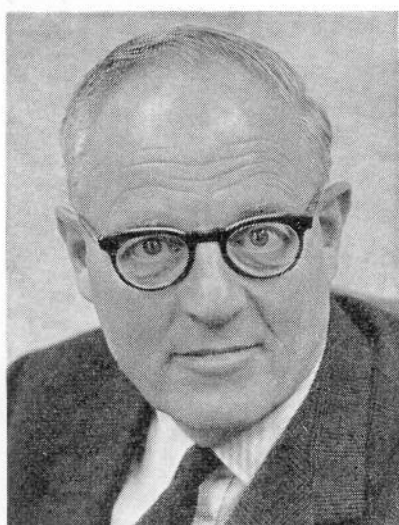
ROVER NEWS



September, 1966

THE FUTURE

A statement by the Managing Director to employees of Rover/Alvis Group and those with allied interests



The following statement by Mr. W. MARTIN-HURST, Managing Director of The Rover Company Ltd., was made to shop stewards of the Company on September 28th. Because of the vital importance of its content to all employed by the Rover/Alvis Group, and its significance to customers, suppliers and the selling organisation worldwide, the statement has been published in full and is circulated to all who normally receive the monthly copies of ROVER and ALVIS NEWS.

When daily we read of hundreds of men and women losing their jobs and thousands more facing the threat of redundancy, you must be deeply concerned, as I am, about what the future holds for this Company and for all those who work here.

Speaking at the National Productivity Conference in London, the Prime Minister said that he could not forecast when the disinflationary process will have worked itself out and it is my belief that this may take longer than most of us expect. We owe much to the unrelenting efforts of our Chairman over many years and the encouragement he has given to our Sales Department to build up a healthy export business. As you probably know, Land-Rovers built in Solihull are sold in no less than 172 different territories throughout the world, are assembled from CKD packs in 23 countries varying from simple assembly as practised in any good service station, to complete manufacture as undertaken by Metalurgica de Santa Ana in Spain.

We assemble in varying degrees in such countries as far apart as Venezuela, Chile, Persia, Australia, New Zealand, Zambia and Rhodesia.

Seventy-one per cent of our Land-Rover production last year was exported and of the remaining 29 per cent, 13 per cent was taken by the Army and Government departments in this country and 16 per cent by fleet owners, farmers and ordinary people in Great Britain.

Sales slowdown

It is unfortunate that the present economic depression in this country coincides with what I hope will be only a temporary slowing up of sales in a number of markets overseas. In some, such as Australia, this is due partly to the very serious drought and partly to very active competition from Japan and the not unnatural desire of Australians to trade with a country which for some years past has been the biggest customer for its wool clip. In other countries, notably

South Africa, government determination to lessen its dependence on imported supplies by insisting on increased local content, has decreased the contents and the value of CKD packs supplied from this Company. In others, such as Rhodesia, the political situation has interfered seriously with trade.

At home, as part of the economy drive, Her Majesty's Government has spread over three years orders originally intended to be delivered in one and there has been exercised a strict economy in the ordering of new vehicles by other Government departments. The restriction on credit to the farmer and private buyer has caused many to defer the purchase of new Land-Rovers and to put up a bit longer with the vehicle they already have.

At a time like this, it is perhaps unfortunate that a feature of the Land-Rover is that it practically never wears out and except perhaps for paintwork, the fitting of reconditioned units will generally make it as good as new. For years past the demand for this vehicle has been greater than the Company's capacity to supply and this has led Management continuously to extend the manufacturing facilities over the last five years. A further extension at Garrison Street is nearing completion and illustrates Management confidence in the future but, as has happened before, world stocks have built up as a result of our increased production.

It is a fact that the men engaged in selling discipline themselves to accept as many orders as they believe they will be able to deliver by the time required. If they break this rule and make a promise of delivery which they are subsequently unable to keep, their reputation for reliability suffers and they may permanently damage their relationship with their customer. Therefore, it takes a little time before a worldwide sales organisation like ours becomes convinced that its rate of selling may be safely increased and it is my belief that the fact that Land-Rovers can now be quickly made available has not yet fully penetrated the network

through which Land-Rovers are sold.

Although this thought may give encouragement, it does not justify the building of large stocks, particularly as Land-Rovers are built to hundreds of different specifications which, as a rule, must be known before a vehicle starts its way down the line. For some little time, therefore, we must expect shortage of Land-Rover orders which means short-time working for the present and could lead to redundancies even if the situation is handled with the maximum of care and skill.

2000 position

With regard to cars, sales of the 3-litre, which is essentially a home market vehicle, have been heavily hit and I see no prospect of improvement here until the national economy improves and restrictions are removed. The position with the 2000 is more encouraging. Following the pattern of the Land-Rover, great efforts have been made to introduce this car overseas and last year 29 per cent of all 2000's built were exported. So far this year we have actually exported 50 per cent of our production of 2000s and hope that this figure will be higher still.

In the home market there is still an unsatisfied demand for the standard 2000 and the Company has announced two models—the 2000 TC and the 2000 Automatic.

The TC has already been enthusiastically received in the United States—a country of large cars where more power than is available in the standard 2000 was urgently required. We are completely confident that sales will increase substantially by the introduction of these two new models into the home market, more particularly as statistics show that many purchasers of Rover 2000's do not have to resort to hire purchase.

We could, of course, continue to build 2000's at the current rate but there is clear evidence that our customers are no longer prepared to wait months for delivery when stocks of other cars are available to choose from

and are being offered well under the list price. For this reason and to absorb what is, I hope, only temporarily surplus labour from the Land-Rover line, it is our intention to start a night shift on the 2000 line and thereby to increase the output of cars to a figure which will ensure full employment for the majority of those who work here and that customers both at home and abroad do not have to wait an unreasonable time for delivery. Meanwhile, our distributors and dealers overseas are stepping up their efforts to sell.

How long it may be possible to work at this increased tempo it is difficult to say with certainty but by building, if necessary for stock, a practice undesirable for many reasons, I believe that we can see our way clear into January next year. By this means, you will note we are following the policy of work sharing for which the trade unions are pressing, while, to a large extent, meeting the Government's wishes that the size of the labour force should be adjusted to avoid short-time working.

We have in the United States of America, an enormous potential market and Rover North America has for two years been working at a killing pace to expand its dealer network, a task which is made immensely more difficult by the fact that the American automobile industry discourages its dealers from handling imported cars. This year, for a number of reasons, some due to technical difficulties, others to labour disputes including a shipping strike, we have delivered to Rover North America only a small part of the vehicles we promised it and apart from the demoralising effect which this has had upon the staff and the not inconsiderable financial loss which has resulted, it has lost a number of hard won dealers who refused to work with a company which failed to keep its delivery promises. As I say, the potential of the American market is immense but Americans are accustomed to their cars being delivered on the day and even at the hour agreed and they just will not

tolerate delays or excuses. We are fortunate to be making a motor car which has an appeal in such a hard-bitten market and we shall be fools if we do not exploit it to the utmost of our capacity.

It is true that the Rover Company has not yet been hit by the credit squeeze as hard as some other companies, but I would not like you to think that I regard the position as anything but exceedingly grave. Thinking back I am reminded of another occasion when the outlook appeared pretty hopeless. The date was 1940 and I think it would be well for us to cast our minds back to what happened in those dreadful days.

Up to the outbreak of war there had been the usual rivalry between political parties—the Tories held a majority in Parliament over Labour and Liberals, but in the emergency the leaders of the country had the good sense to put aside party political issues which were just as fierce then as they are now, and on May 11th, 1940 Winston Churchill invited to join the Government those he considered best fitted for the positions of power regardless of the political convictions of the men concerned.

That Government, as we know, led this country to ultimate victory and during the years of struggle I do not remember a single mention of party politics. The men who led in those stirring days demonstrated their sincerity, their broad-mindedness, indeed their greatness, by sinking completely their political interests for the common good.

I appeal . . .

Gentlemen, I know that you represent organisations with widely different points of view, but at this critical time I appeal to you to show the same broad-mindedness as men just like you did in the years of which I have just spoken and, by sinking domestic differences and by refusing to allow time to be wasted, set an example to the British motor industry of which you, your colleagues, your families and the many, both at home and overseas, who are dependent upon your efforts may be justly proud.



Prominently displayed in the British Aircraft Corporation missile enclosure at the Farnborough Air Display were these Alvis Saladin and Saracen vehicles equipped with the Swingfire second generation anti-tank weapon under development for the Royal Armoured Corps. Taking a close-up look at the units, seen against a background of the tail of a huge R.A.F. Shackleton transport, is Mr. J. J. Parkes, the Alvis Chairman. Swingfire incorporates jet deflection for in-flight manoeuvres and possesses both very good short-range performance and a long maximum range. Good crest clearance capability enables it to be fired from behind ground cover. In all, there were five Alvis and Rover vehicles in the B.A.C. enclosure; in addition to the Saladin and Saracen, a Land-Rover and Shorland armoured car were displayed equipped with the Vigilant anti-tank missile and another Land-Rover was towing vehicle for ET 316, a guided weapon system for defence against low level aircraft.



When Mr. Robert Charles Ward, aged 65 (night supervisor, Machine Shop) retired on September 2, he was presented with a gold half hunter pocket watch from workmates and a Parker pen and pencil set from his foremen. He also received a gold watch for his wife. The presentations were made by Mr. Jack Styles (senior foreman) who is pictured handing over the pen and pencil set while colleagues look on. Mr. Ward joined Alvis 30 years ago and became a foreman in the Machine Shop in 1941.

Alvis man at the helm of air pageant organisation



Councillor Bill McKernan, Chairman of Coventry Airport Committee and fitter, Alvis Fighting Vehicles Department, thanks the record number of visitors for attending the Coventry Air Pageant on August 13. Mr. McKernan was Chairman of the Air Pageant Organising Committee, and also in attendance as a race steward for the Kings Cup Air Race was Mr. J. J. Parkes (Alvis Chairman).

the hedgerows in order to outpace each other over the course.

Although the high winds caused the parachuting events to be cancelled, the onlookers were thrilled by precision flying by the Red Arrows formation team and daring manoeuvres by other solo performers.

ONLY THE BEST IS GOOD ENOUGH!

Storing the engine of a 1928 vintage Alvis car which he is rebuilding posed a bit of a problem for Mr. Barry Cook, of Fifield, near Maidenhead.

Needing, as it does, very great care and a thoroughly dry 'home,' art teacher Mr. Cook decided that the only place for it was... in the living room of his bungalow!

Thus, Mrs. Pam Cook has had the job of dusting and polishing the engine added to her daily household routine.

But she doesn't mind. "I suppose the engine in the house must seem a bit odd to strangers," she says. "But most of our friends are vintage car enthusiasts and accept it without batting an eyelid."

"One or two husbands wish their wives were as understanding. All the men certainly think it is very convenient."

Other parts of the engine, which Mr. Cook has been rebuilding for two years, are stored in the bungalow. And space will soon have to be found for another engine, for he intends to build one good car and keep an engine as a spare!

A tea set was the gift presented to Mrs. Florence Clevely when she left Alvis after some 12 years' service in the Purchase Department. Mr. S. T. Dowall (Chief Buyer) made the presentation.

PRESENTATIONS IN PICTURES



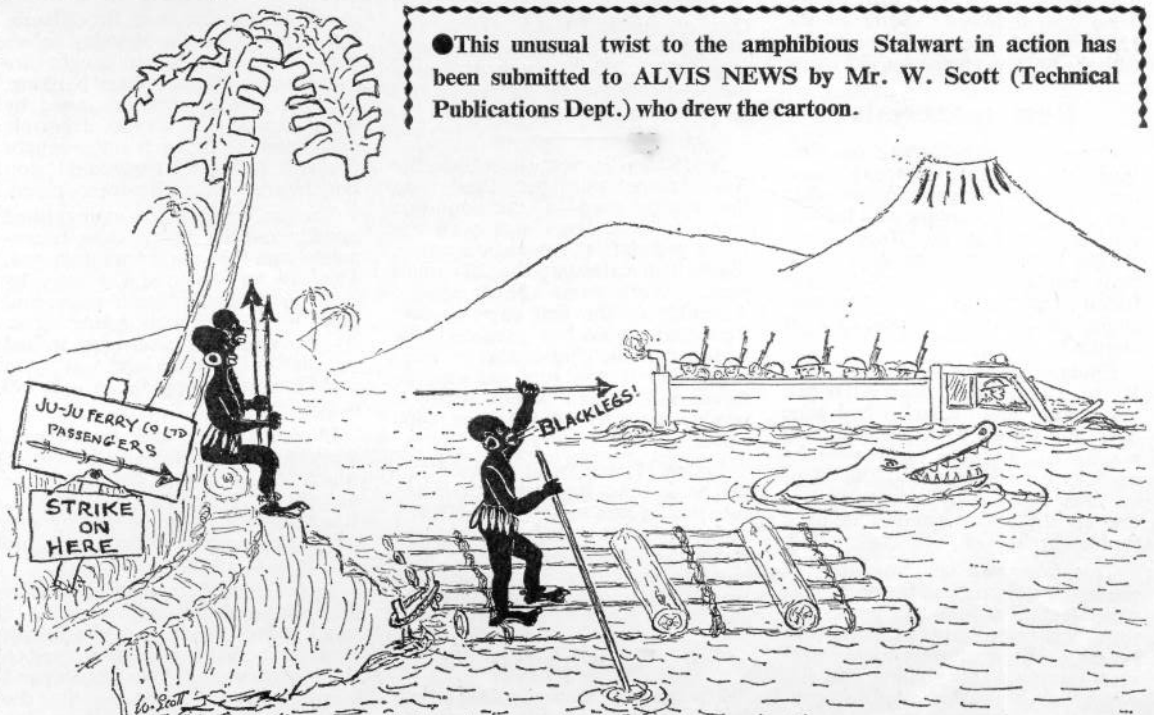
Twenty years' service to Alvis were represented in two departure presentations in the Buying Department recently. Mrs. Betty Light (on the left of the photograph), with 11 years' service, and Mrs. Dorothy Gilham (pictured on the right), with nine years' service, received a table lamp and a cut glass vase respectively. The presentations were made by Mr. S. T. Dowall (Chief Buyer).



A tea set was the gift presented to Mrs. Florence Clevely when she left Alvis after some 12 years' service in the Purchase Department. Mr. S. T. Dowall (Chief Buyer) made the presentation.



Cheerful smiles all round as Mrs. Jean Mattocks (Printing and Stationery Department) receives a bouquet of flowers from Mr. S. T. Dowall (Chief Buyer) to mark her 25 years' service with Alvis. Others in the photograph are (left to right) Mrs. Phyllis Smith, Miss Mavis Durrans and Miss Sylvia Douglas.



This unusual twist to the amphibious Stalwart in action has been submitted to ALVIS NEWS by Mr. W. Scott (Technical Publications Dept.) who drew the cartoon.