

ROVER NEWS



Vol. 6 No. 11

November, 1966

Chairman reviews the year

Mr. L. G. T. Farmer, Chairman of the Company, in his annual statement to shareholders, which accompanied the Directors' Report and Accounts for the year ended 30th July, 1966, says:

"In my annual statement last year I said that we were looking to an expansion in sales during the year now under review, but that we were concerned about rising costs, and I again referred to this in my interim statement dated March 31st last when I forecast a lower group surplus for the year. The Company's results have in the event been much in line with these statements. Group sales have reached an all-time record but the group surplus is lower than last year's record figure, increased sales having failed to counter-balance increased costs. In view of the difficult circumstances under which we have been working the results can be considered satisfactory.

"Group sales in the year were £78m. as compared with £70m. last year, which was itself a record. I am also pleased to tell you that we have again had a successful export year. Sales to overseas markets from our United Kingdom factories accounted for 45 per cent of production, and amounted to £32½m, as compared with £30½m. last year. Our export business is still widely spread throughout the world and we sell our products in no less than 172 markets. A broad geographical analysis shows that 32 per cent went to Africa, 12 per cent to Australia and New Zealand, 23 per cent to Europe, 17 per cent to Asia and 16 per cent to North and South America.

"Sales of the Rover '2000' during the year under review were 37 per cent higher than the previous year. Despite the present difficult trading conditions in the home market demand continues at a satisfactory level. This has been greatly assisted by the recent introduction of the two new versions of this car—the '2000' T.C. and the '2000' Automatic—both of which attracted considerable interest at the Earls Court Motor Show, where the '2000' T.C. was awarded the first prize of a gold medal in its class for coachwork. In spite of the fact that the 3-litre Saloon and Coupé continue to enjoy a satisfactory share of the market for cars in their price range, sales of these models, particularly since the introduction of the Government's latest economic measures, have declined.

"During the year we passed another milestone in the long history of success of the Land-Rover when we produced the half-millionth vehicle. Since it was introduced in 1948 it has earned over £245m. in foreign currency. Both home and export sales during the year were a record. In recent months, however, our Land-Rover capacity has not been used to the full. Sales at home, both to Government departments and to civilian customers, have been affected by the various measures which have been taken by the Government to solve the country's present economic difficulties. At the same time our overseas business, which is facing increasing competition, has been affected in some markets where the level of demand has been influenced by their own economic problems. Local assembly of Land-Rovers is now undertaken in 29 overseas countries and negotiations are in progress to commence assembly in Ethiopia, Peru and Trinidad. Exports of Land-Rovers in C.K.D. form now account for over 30 per cent of the total. The continuing trend towards export of Land-Rovers in 'knocked down' form for assembly overseas necessarily affects the volume of sales from this country. In the light of all these factors, the plans for expanding our Land-Rover 'built-up' capacity to which I referred in my report last year, have been partially deferred. I am confident that this down-turn in our Land-Rover business is only temporary, and that in due course the additional production capacity that we have provided will be required.

"Our work in the export field was recognised during the year by the presentation to us of the Queen's Award to Industry. We are justly proud to have been numbered among the firms who qualified for the first conferment of this much-prized recognition for outstanding service to the economy. In May of this year, the Automobile Association instituted a gold medal for the most valuable contribution to safety, comfort, economy, enjoyment or utility of motoring in Great Britain during the year. We are proud that the Rover '2000' car was chosen unanimously by the panel of experts to receive this important award. Safety in the design and manufacture of motor vehicles is becoming a matter of increasing importance both at home and abroad, and is a subject which is receiving our constant attention."

QRY campaign: Volunteers return to school—to learn maths!

Twice a week a group of about 40 inspectors from the Company's Inspection Department gather in a room off the main canteen at Solihull. Their object—mathematics!

The inspectors are all voluntary pupils in a class started by Mr. Terry Harding (Research Department), the object of which is to contribute to the Company QRY Campaign by improving the pupils' maths and thereby their ability as inspectors.

The pupils target is 'O' level in a year—and even higher sights, if support and enthusiasm warrants it. Formation of the mathematics class is but one report of how the Rover QRY Campaign is swinging into action now that the official year has been launched.

The first competitions calling for suggestions for Rover QRY symbols and slogans have been judged (see picture). Slogan competition winner of £15 was J. Brookes (Production Progress, Solihull) and symbol competition joint winners (£7 10s. each) were K. Humphries (wording) and N. Crane (drawing), both of Perry Barr.

Consolation prizes were awarded as follows: SLOGANS—"Quality and Reliability puts Rovers miles ahead," M. L. Thorne, (Inspection, Solihull); "Quality is Contagious—Let us start an epidemic," T. Brindley (Tyseley); "Quality and Reliability Everyone's Responsibility," M. Costello (Reliability Acocks Green); "Pride in your job brings Quality and Reliability," T. Pickles (Percy Road); "Quality and Reliability means pride of workmanship," N. Crane (Perry Barr); "Rover Owners Value Extra Reliability," F. Adams (Inspection, Solihull); "Rovers are sold on Quality and Reliability," M. L. Thorne (Inspection, Solihull); "Don't think it Might—Make sure it's Right," J. Thorne (Toolroom, Perry Barr); "Quality and Reliability Year after Year," "Quality and Reliability The Best Salesmen," "There is NO substitute for Quality and Reliability," all three by J. Pearson and D. Richardson (Gas Turbines Publications).



Judging in progress on entries for the Rover QRY symbols and slogans competitions. Those selected will be used on posters to be displayed throughout the Rover Group's factories during the coming months. The judges, selected to represent the shop floor as well as for artistic know-how, were, left to right, Mr. H. Billingham (Tyseley Group representative), Mr. E. C. Borst-Smith (Assistant Publicity Manager), Mrs. Marie Cheslin (Solihull Trim Shop) and Mr. Frank Smith (Chairman, Rover Photographic and Arts Society).

SYMBOLS—F. J. Talou (Laboratory, Acocks Green); F. Griffiths (Toolroom, Tyseley); R. Harvey (Chief Inspector, Solihull); G. Nash (Reliability, Acocks Green); B. Hughes (Gas Turbines Inspection, Solihull-2); J. Rowley (Planning Department, Acocks Green); P. Cowley (Production and Parts, Pengam-2); H. B. Light (Company Historian, Acocks Green); R. Buckle (Labour Office, Solihull).
The following symbol entries were held over as being more applicable to the poster competition, which closes on December 9: D. Walsh (Parts Department, Pengam); N. Crane (Perry Barr); R. Buckle (Solihull); P. Cowley (Pengam).

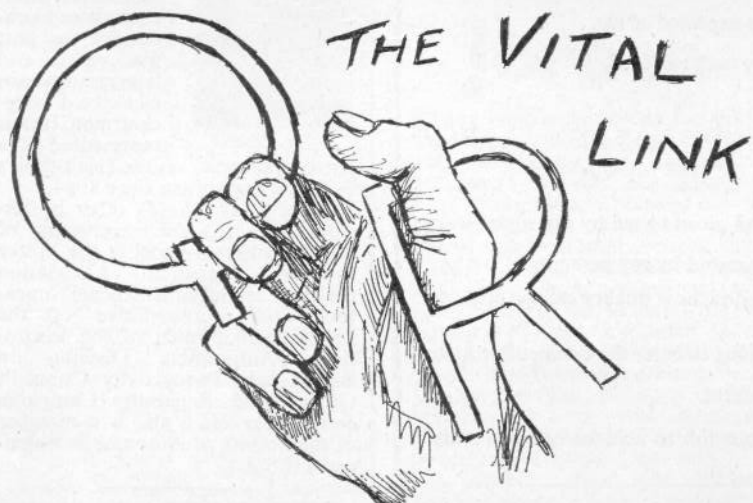
All consolation prize winners

received vouchers which can be exchanged for sales aids.

The winning slogan and the 11 "consolations" selected by the judges are to be used one a month during Q&R year. The first, the prize-winning contribution of Mr. Brookes, is published on this page with the winning symbol.

Mr. M. T. Witts, Rover QRY campaign co-ordinator, told ROVER NEWS that about 60 symbol

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Slogan of the month: "Let us produce the quality we would like to buy". (J. Brookes, Production Progress, Solihull).

ALVIS

Referring to Alvis, the Chairman says: "It is gratifying to report a year which was in several ways better than had been anticipated. New orders for military vehicles were obtained from British and foreign governments which should provide a steady level of production in this section of the business for more than two years ahead. Further contracts are under negotiation.

"Aero engine re-builds and service continue to provide a considerable proportion of the turnover. Passenger car sales were lower than expected but such a condition was generally the case with vehicles in the higher price range. As part of the integration policy resulting from the merger, various factory re-arrangements were carried out during the year and the benefits of these will be forthcoming in future programmes.

ROVER GAS TURBINES

"Gas Turbine engine sales of various types continue over a wide commercial and industrial range of applications, and further limited contracts have been received for aircraft auxiliary power units, and in association with Rotax Ltd., for direct cranking starters. Engineering development continues on design and cost saving improvements. At the S.B.A.C. flying display at Farnborough in September, a demonstration was given of a Chipmunk light aeroplane powered by a Rover gas turbine engine. This and other prospective applications are under constant review.

OVERSEAS

"The sales by our overseas subsidiaries have increased by 19 per cent over the previous year. In North America, where the Rover '2000' has been launched so successfully, sales have increased by 34 per cent, and we are looking to further increases in sales in future. In the past our headquarters arrangements have been dispersed in various locations in the New York area, and plans are in hand to bring them together under one roof, in a new building adapted to meet our needs. This will enable us to handle and service more efficiently the increasing volume of sales which we are expecting in the U.S.A.

"During the year we established a new selling company in South Africa in conjunction with a subsidiary of the well-known South African public company—The Bonus Investment Corporation of South Africa Ltd. We particularly welcome this new association and are sure that it will have a beneficial effect on our future in this market, which is so important not only to us but to the United Kingdom economy generally.

"In France we are negotiating with our distributors with a view to handling the distribution of our products in that market through our own subsidiary company.

"In Australia we are feeling the effects of increasing competition from overseas competitors. Following a visit which I made to this market in January last the organisation, particularly in connection with sales and service has been improved and expanded. As a result, the establishment of the central spare parts depot to which I referred in my report last year has proved not to be necessary at present.

"The future of our assembly operation in Rhodesia is uncertain following the unilateral declaration of independence by that country, and it is not possible to predict the future role of our subsidiary in the group's affairs until the present constitutional problems are resolved. In the meantime, the available capacity is being used as far as possible on local assembly and repair work.

"Our subsidiaries in New Zealand and Zambia have each had a successful year, as did Metalurgica de Santa Ana, S.A., our associated company in Spain.

"The group surplus for the year is £3,007,658 which compares with £3,636,195 for last year. After deducting taxation, there is a net profit of £2,022,283 of which £1,822,933 has been dealt with in the accounts of the Rover Company Ltd. Adding the balance brought forward from last year and the provision for taxation no longer required, there is £2,685,767 available for allocation. The Directors have transferred £500,000 to General Reserve. A final dividend of 7d per share for the year is recommended which, together with the interim dividend of 2d per share already paid, is equal to the 9d per share paid in respect of the previous financial year.

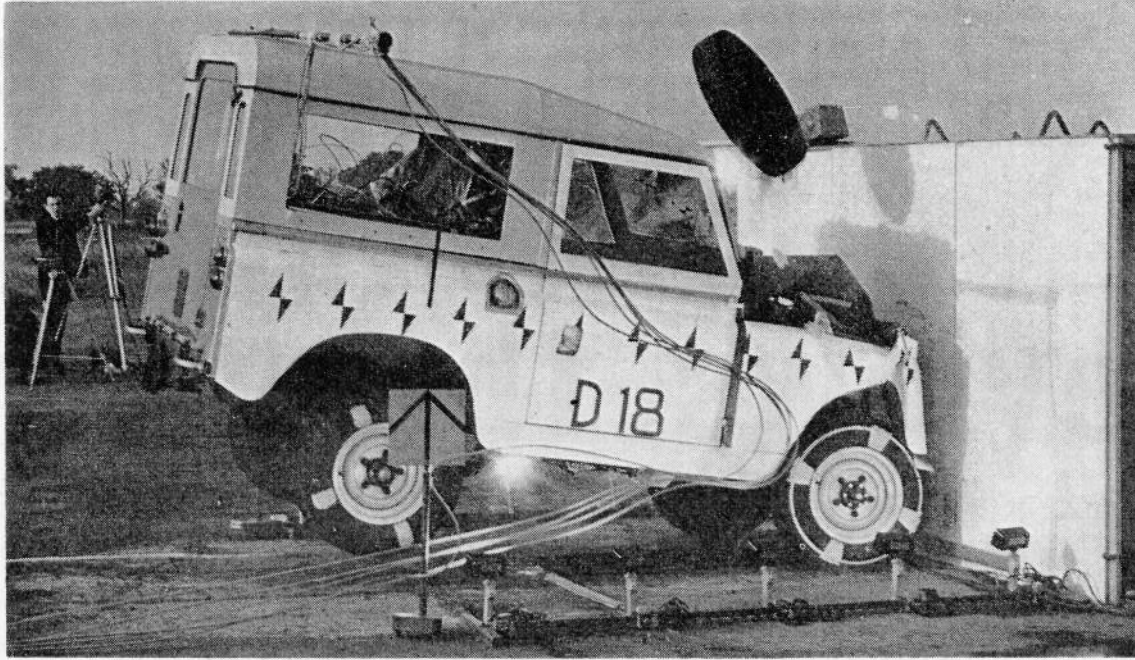
TAXATION

"Under the new taxation legislation, income tax on dividends has to be paid to the Inland Revenue in addition to Corporation Tax, and it is important to realise the heavy burden of taxation now placed on companies as a result of this change. In the case of our group, had the previous legislation been in force, the total tax payable would have been approximately £200,000 less and this amount would have been available for re-investment in the business.

"Since the employees' share scheme was introduced in 1942 there has been a steady demand for these

Editions of the Company newspaper are to be temporarily reduced in number for the next few months. The next edition will be published in January, and will be a new eight-page GROUP NEWS, incorporating the existing ROVER NEWS and ALVIS NEWS.

(Continued on page 6)



CRUNCH...and two Rover vehicles 'die' in the cause of passenger safety

As part of the Company's research programme into the ways and means of constantly improving the built-in safety standards of its products, further crash tests have been carried out with a Rover 2000 (below) and a Land-Rover (left) at the Motor Industry Research Association (MIRA) testing ground near Nuneaton. More tests are scheduled. The two photographs show the moments of impact when the vehicles "died" in the cause of research into passenger safety.

Both vehicles and the dummies they carried were fully electronically instrumented to obtain every scrap of potentially useful information. They crashed into a solid concrete block while travelling at 44 feet per second, this being equivalent to a head-on collision between two vehicles at an approach speed of 60 m.p.h. Analysis of photographic, instrumented and physical test data will provide a basis for future safety improvements on the Rover 2000 car and Land-Rover.

The 2000 was subsequently placed on show for a few days at several Rover factories where it attracted considerable interest. With it was a display of photographs of 2000s concerned in actual severe road crashes and from which the drivers had escaped with only moderate injuries. Facts highlighted on the crashed car in the canteen were (1) the fuel tank was undamaged, (2) the steering wheel was not forced back to penetrate the passenger compartment, (3) there was little bulkhead distortion, (4) impact was absorbed by the wheel arches, and (5) the safety harness fixings were still secure.



Extra vehicle purchase facilities for employees

Arrangements have been made with two local distributors whereby all Rover Group employees can purchase used vehicles at a discount of 5 per cent off the offered prices, provided that no part exchange is involved.

Rover personnel should apply to the Secretarial Department at Solihull for further information, or inquire from Secretarial personnel who are on duty in the Solihull Main Canteen on Wednesdays from 12.30 p.m. to 1.30 p.m.

Alvis employees should apply to their Personnel Department.

(3) Finance for a customer of a Rover employee selling a used vehicle up to three years old (minimum deposit 40 per cent). All hire purchase inquiries should be made to the Solihull Secretarial Department, or to Secretarial personnel in the Main Canteen on Wednesdays (12.30 to 1.30 p.m.).

★ ★ ★

In addition to the existing arrangements with certain finance companies for hire purchase facilities to enable purchase of new Rover or B.M.C. vehicles under the provisions of the employees vehicle purchase scheme, further facilities have now been arranged for :-

- (1) Purchase of other new vehicles.
- (2) Purchase of used vehicles up to three years old (minimum deposit 40 per cent).

Exhibition of military vehicles

Mr. L. G. T. Farmer, Chairman of the Rover Company, and Mr. J. J. Parkes, Chairman of Alvis Ltd., were present among other leading industrialists at an exhibition of British military vehicles held recently at Chertsey, Surrey.

On display were 16 Land-Rovers adapted for military use and four Alvis vehicles, the Saracen, the Saladin, the Stalwart and a fire crash tender.

● This well-fitting combination (below) has been devised and built for use by the G.P.O. for filming at outside television broadcast events. The cab-type Long Land-Rover, which has had special towing fixtures attached, takes the caravan to the proposed filming location—often in places difficult for any vehicle but a Land-Rover to reach—and the van section is then disconnected for the period of the job in hand. The Land-Rover can then be used as a mobile runabout. The operators in the caravan are self-sufficient for a day's filming, having cooking and storage facilities inside the van. The collapsible rails afford safety for the film crew working from the strengthened, non-slip caravan roof.



18 share £236 for good ideas: Have YOU got one?

Good ideas continue to earn solid, hard cash for Rover employees. Eighteen of them shared £236 in the latest batch of

awards announced by the Solihull Suggestion Scheme Committee.

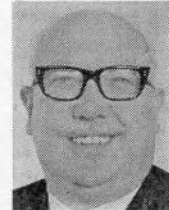
Details: Messrs. E. Tasker (Land Rover Final Line, £60 and £2); A. H. Weaver (Land-Rover Final Line, £40); D. J. Withers (Works Engineers, £30); J. H. Slater (Inspection, £25); J. E. Evans (P.6., £20); W. E. Rogers (Land-Rover Test Rectification, £10); R. L. Brown (Land-Rover Final Line, £10); B. S. Wright (Press Welding Shop, £5); G. Mahoney (P.6., £5); P. Burrows (Land-Rover Final Line, £5); G. Kingscott (P.6., £3); L. E. Chilvers (Inspection, £3); H. P. Hicken (Press Welding Shop, £3); E. J. Flavell (Inspection, £3); R. G. Everitt (P.6., £3); T. A. Jones (Land-Rover Test Rectification, £2); G. Thomas (Land-Rover Test Rectification, £3, £2 and £1); W. H. Bevan (Land-Rover Test Rectification, £1).

Think hard! Have YOU got an idea which might earn you good money? After all, Christmas is a-coming on...

(Above photograph by courtesy of H.M. Postmaster General).

Elected to national council

Mr. Frank Shaw (Chief Designer and Deputy Chief Engineer, Transmissions) has been elected to the national council for the Automotive Division of the Institution of Mechanical Engineers.

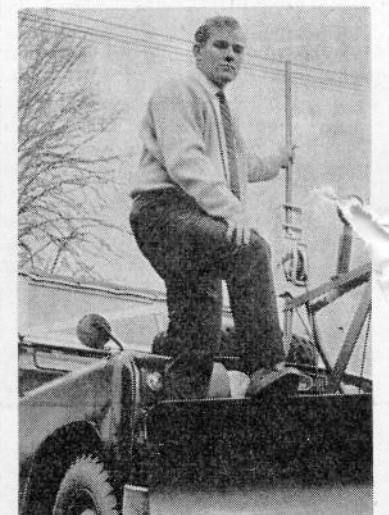


Mr. Shaw

He has been a Birmingham branch (Automotive Division) committee member for the past five years, and has recently been elected vice-chairman. He has represented The Rover Company on the Institution's technical committee since 1964.

Among Mr. Shaw's other professional activities are membership of the transmission panel at the Motor Industry Research Association (MIRA) establishment near Nuneaton, and representative of the Birmingham branch of the Institution's Automotive Division on Birmingham Productivity Council's Quality and Reliability Campaign committee. He is also a member of the Society of Automobile Engineers (U.S.A.).

ENGAGEMENT: Mr. Andrew Brown (P6 Engineering) to Miss Maureen Titmus.



Standing on a new snowplough developed in Christchurch, New Zealand, and attached to the front of a Land-Rover, is Mr. Bob Radley, joint developer of the plough with Mr. Wayne Sutton. It proved to be 100 per cent efficient when used for the first time at a local ski club. Cost of making the plough: £10, compared with the £120 for a commercially-made one. (Christchurch Star photograph).



A QRY COMPETITION FOR FOREMEN ONLY

If shop-floor quality can be said to be in the hands of any one man, that man is the foreman (and through the foreman to his personnel). To emphasise this point, the QRY Co-ordinating Committee, through ROVER NEWS, is organising a Company-wide competition for the foremen ONLY. Each foreman is limited to one entry and he should place in the order of his choice (by numbering from 1-12 in the appropriate boxes) the following 12 factors, each of which is of considerable importance in the Company's QRY campaign. Entries should be submitted by December 9th to M. T. Witts, Rover Company QRY Co-ordinator, Acocks Green. Prizes: 1st £20; 2nd £10; 3rd £5 and five £1 consolations.

- Ensure my section is kept clean and tidy.
- Ensure that all people under my control receive adequate instructions to perform their job satisfactorily.
- Ensure that I am aware of my own responsibilities and know what is expected of me.
- Ensure equipment is adequate, is operating correctly and is correctly maintained.
- Be constantly on the look out for means of improving the job.
- Systematically "spot-check" the work carried out by my personnel.
- Ensure adequate liaison with other foremen.
- Ensure that people under my control are made aware of information given to me by my supervisors.
- Put forward, for Management consideration, constructive ideas suggested by my personnel.
- Arrange show boards, diagrams, or illustrations on my section, to show how quality can be achieved and improved by my personnel.
- Draw attention to QRY posters and activities. Encourage my personnel to enter the competitions, etc.
- Investigate all scrap and rejects and ensure they are kept to a minimum.

? What one additional item would you add to this list as part of your job to achieve better quality?

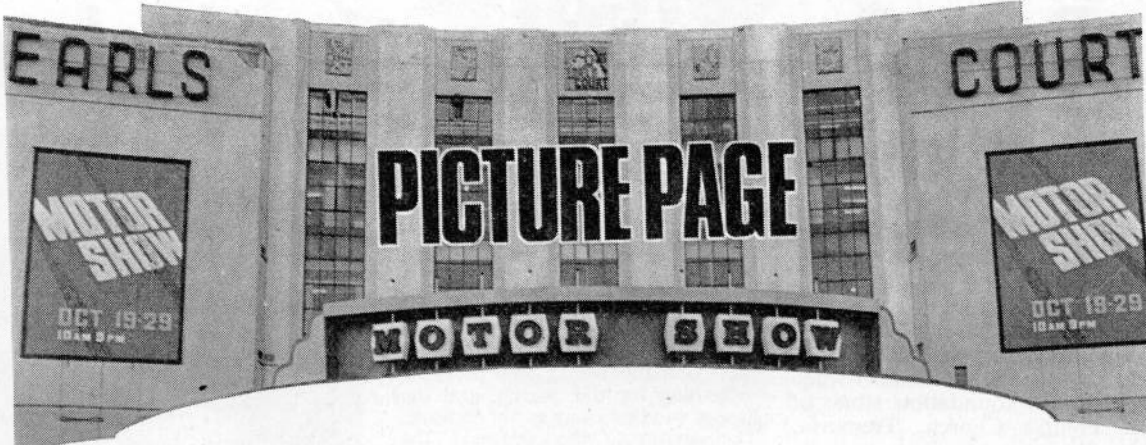
Entry submitted by (name and dept.).....

A GOOD SHOW FOR ROVER

The 1966 Earls Court Motor Show in London was a very good one for The Rover Company, Mr. John Carpenter (Sales Director) told ROVER NEWS at the conclusion of the 10-day event.

"Although the British market is difficult at the present time, we had a lot of home market inquiries, particularly for the 2000 Automatic and TC, and this interest confirmed the Company's decision to increase production of the 2000," he said.

European distributors, too, indicated their confidence in the car by placing some excellent orders for the months ahead. During the period of the show, Rover announced that £5m. worth of orders, mainly for 2000s, were received through distributors from Switzerland (£1.1m),



France, Germany, Belgium, Holland, Austria and Sweden.

Mr. Carpenter commented: "This is encouraging not only because these orders have been achieved in the face of fierce competition but also it augurs well for the continued success of the Rover 2000 and its derivatives. We must not let down our customers with drawn out delivery dates; now that we have increased production we are actively promoting all markets to the fullest extent."

While overall attendance at this year's show was down on last year,

inquiries on the Rover stand compared favourably with 1965 and inquiry figures were well up on last year for the first eight days.

Stand inquiries for the 2000 showed a remarkable jump of 40 per cent on 1965, a fact indicative of the tremendous interest aroused by the appearance of the automatic and TC.

The Company repeated its 1965 success by winning a gold medal—for the 2000 TC—in the annual coachwork competition organised by the Institute of British Carriage and Automobile Manufacturers.

During the motor show an exhibition of Land-Rovers was mounted by Henlys Ltd., our London distributors. Held in Henly House, Euston Road, the exhibition had 27 Land-Rover conversions, together with various items of optional extra equipment, on view.

"The most successful show ever held," was the Henly comment on this fourth bi-annual Land-Rover event.

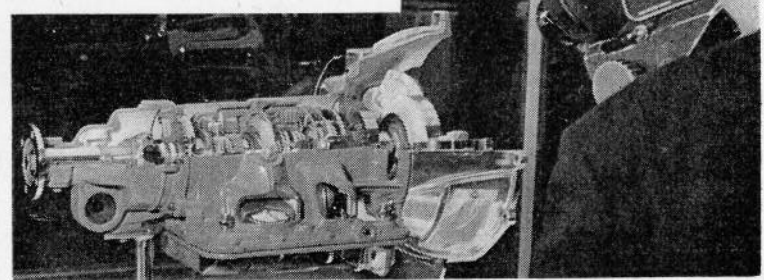


Sir Gerald Nabarro, the well-known Midlands M.P., gets the 'feel' of the 2000 TC's simulated wooden steering wheel and gear shift knob. On hand with all the answers to questions is Mr. Jack Poole, a Home Sales representative.

PUZZLE-PIC: Why the rapt attention?



STOP. Read no further if you want to try and guess the answer... which is that there's a television programme being screened. Television? On the Rover stand at Earls Court? Correct. A film taken of the 2000 crash test at MIRA was shown constantly during the show period, and all day the 'box' drew large crowds of very impressed onlookers. BELOW: A television cameraman does close-up filming of the 2000 Automatic gearbox on exhibition.



Royalty and politicians among stand visitors

The thousands of people who thronged the Rover stand during the period of the 1966 Earls Court Motor Show, inspecting the cars on display and examining in detail the engines exhibited, came from all walks of life. All enquiries and questions received the same courteous consideration from the Company's personnel on stand duty.

Adjoining photographs record some of the moments when V.I.P. visitors showed direct interest in Rover products. ABOVE LEFT: The Duke of Kent and Mr. W. Martin-Hurst, our Managing Director, are absorbed in under-the-bonnet details of the 2000 TC. ABOVE: Mr. Edward Heath, M.P., Leader of the Opposition, who opened the show, has points about the new 2000 Automatic explained by Mr. L. G. T. Farmer, the Rover Chairman. LEFT: Another royal visitor, Princess Margaret, discussed the 2000 TC—winner of a gold medal in this year's motor show coachwork competition—with Mr. B. H. Liggins (Home Sales Manager). With the Princess was Lord Snowdon. RIGHT: Mr. A. B. Smith (Director and General Manager) receives on behalf of the Company the plaque awarded to the 2000 TC for winning first place in its section of the annual coachwork competition, which is organised by the Institute of British Carriage and Automobile Manufacturers in conjunction with the Earls Court Motor Show. The medal will be presented at a later date. The Institute's President, Mr. J. W. Shirley, handed over the plaque. Other stand visitors included the King and Queen of Nepal, and the Minister of Transport, Mrs. Barbara Castle, M.P.



QRY: Rover represents motor industry at major conference

(Continued from page 1)

entries and more than 100 slogans were received. "We consider these figures to be quite a good start considering that competitions are pretty new to Rover employees.

"We hope for an even bigger response to the poster competition which closes on December 9. £25 will be awarded for the best poster submitted from each factory and all posters will be submitted to the main Company competition and will compete for further prizes. A number of posters will be selected and will be professionally printed and distributed to all factories during the QRY."

The competition for the best overall plan of campaign presented by a Rover apprentice has been extended to December 31. So come on apprentices, entries please.

A special competition for foremen only is also being launched through the columns of ROVER NEWS. Details and entry form are to be found on Page 2 of this issue.

Some 200 Pengam and St. Mellons supervisors attended a QRY conference in a Cardiff hotel on October 29, the pattern of which broadly followed the conference held at Solihull in September.

Mr. B. G. L. Jackman (Production Director) represented Mr. W. Martin-Hurst, the Managing Director, and Mr. S. W. Nixon (Executive Director

and General Manager, Cardiff) was in the chair.

Speakers were the same as at the Solihull function, with the addition of Mr. R. W. Bromley (Executive Director, Service), who is responsible for the Pengam Parts Department, and a Sales Department representative, Mr. A. Williams (Market Research, Solihull).

The Company also took space in the Birmingham Q & R exhibition held this month at the Birmingham Engineering and Building Centre.

The Rover Company also had the honour of being chosen to represent the motor industry at the first major inter-industry conference of the national Q & R year held at Blackpool this month.

The conference covered Q & R activities in the three major areas of manufacturing industry—process, distribution and services—and Rover presented a case study at the manufacturing group discussions.

Membership of the Solihull steering committee for Q & R year has been named as follows: Messrs. J. G. Bowater (Land-Rover Final Line), R. J. Blackman (P6 Final Line), L. N. Callaby (M.C.D. Manager), H. G. Dutton (Works Engineers), G. Fuller (P6 Planning), A. V. Head (Service General Manager), T. J. Harris (Land-Rover Final Line), R. Harvey (Chief Inspector), D. Hodgkinson (Buying), J. G. Morris (P5 Paint Shop), R. H. Phillips, chairman (Production General Manager), F. W. Richards (P5 Assembly Line), J. R. Russell (Land-Rover Assembly Line), F. Shaw (Designs), E. Salmon (Sales), M. L. Thorne (Inspection), R. White (Works Engineers).

2000 TC for King Hussein of Jordan

King Hussein of Jordan has taken possession of a Rover 2000 TC with air conditioning, and also a TC special rally car. His Majesty is a car enthusiast and plans to use the rally vehicle for competing in hill climbs and local motor rallies.

He is pictured right inspecting the 2000 TC with a professional eye. With him are, left to right, Mr. M. Rayner, of the Jordanian royal garage; Mr. Hugh Stowell (Assistant Middle East Factory Representative); Mr. Said Malhas, principal of Said Malhas and Sons, our Jordanian distributors; and Mr. H. A. Lenton (Middle East Service Engineer).

A letter has since been received by the Company from the manager of the Jordanian royal garage saying how pleased King Hussein is with the cars.



... ABOUT ROVER PEOPLE ...

A new church was consecrated by the Bishop of Llandaff in Cardiff last month with the work of nine young Rover apprentices on view.

The boys, all from the Company's Pengam factory, specially made four contemporary-style, aluminium candlesticks after a

Pengam apprentices' handiwork in use at new Cardiff church

suggestion from Mr. W. Martin-Hurst (Managing Director) when he laid the foundation stone of St. Philip's Church, Tremorfa, last year.

Mr. Martin-Hurst suggested that the Company would like to make something for the church, and the idea of candlesticks was put forward. The architect who designed the church submitted the designs from which the boys worked.

Led by Vivian Catterson (21), who works in the Production Department, they took two weeks to make the objects, all of which have a satin finish, under the supervision of Mr. Ivor Evans (Production Superintendent).

Two of the candlesticks will be used on the main altar which will be in the middle of the church with the congregation grouped on three sides. The other pair are for the smaller Lady Chapel.

The apprentices were represented at the consecration service by Malcolm Patterson and Anthony



Taking a close look at the skilled workmanship put into the candlesticks by the Cardiff apprentices are, left to right, Mr. A. Howlings (a senior foreman), Mr. Ivor Evans, Mr. W. Martin-Hurst, the Managing Director, and Mr. S. W. Nixon, the Pengam General Manager.

Rowlands, and the Rover Company by Mr. J. Fisher Evans (Assistant to the General Manager, Pengam) and Mrs. Fisher Evans.



A job well done—the apprentices examine their handiwork outside St. Philip's Church, Tremorfa. They are (left to right): Malcolm Patterson, Geoff Inker, Anthony Rowlands, Vivian Catterson, Graham Morris, Robert Parkhouse, Lawrence Camilleri, Jeffrey Williams, and Bob Owen.

SHE DARED...AND ENTERED A MAN'S WORLD

The Rover test track at Solihull provides the opportunity for Janet Coates to demonstrate that the world of motor cycling does not belong exclusively to men. For Janet, 21-year-old daughter of Mr. Leslie Coates (Land-Rover Chassis Weld), is a senior instructor with the R.A.C. Motorcycle Union Training Scheme.

She is the only girl instructor dealing specifically with motor cycles at Solihull, and she teaches 12 male pupils in motor cycling every Sunday morning. She first became interested in fast machines from her father, who used to let her ride pillion on his motor cycle. Three years ago he presented her with a machine of her own.

"He gave me the bike on condition I entered the R.A.C. scheme. I enjoyed it so much that I became a junior instructor and things have just gone on from there," she explained.

She added: "The men just don't believe I really can ride a motor cycle until they see for themselves."



Jack Heath and his feathered friend, 'Diggy' the kestrel, have a lunchtime tête à tête face to face.

A BIRD IN THE HAND IS WORTH A DOZEN IN FLIGHT TO JACK

"Adieu! Adieu! thy plaintive anthem fades
Past the near meadows, over the still stream,
Up the hill side; and now 'tis buried deep
In the next valley-glades:
Was it a vision, or a waking dream?
Fled is that music: Do I wake or sleep?"
(Keats: "Ode to a Nightingale").

Not the sort of quotation one would readily associate with the Rover depot at St. Mellons, you might think. However, the sight of a kestrel winging its way into the canteen block around lunchtime does lend an air of poetic ruralism to St. Mellons.

Although one could not exactly describe the kestrel's squawk as a "plaintive anthem" it is certainly music in the ears of Mr. Jack Heath (Works Engineers), to whom the bird comes for food.

The kestrel, male and coloured brown and blue, first appeared last June, and Jack was soon able to tame him. When 'Diggy,' as he calls him, arrives for food, Jack gives him beef, rabbit or chicken, while the kestrel itself hunts such things as mice.

"On some occasions, I won't see him for several days," commented Jack. "During that time, Diggy will travel over a large area." There are many kestrels in the locality, and they abound in the nearby marshy ground.

Mr. Heath has always been interested in falconry and fond of birds but has never previously tamed them. Patience is the most important asset, he says. But despite his success in taming Diggy, he still thinks it is best for the kestrels to remain wild. "After all," he says "then they are much safer from humans."

Duke of Edinburgh Award for girl, 18

Recently informed that she had been successful under the Duke of Edinburgh's Award Scheme: Mavis Bedford daughter of Mr. Neville Bedford (Jig Shop, Solihull). The award will be presented by the Duke at Buckingham Palace next year.

It was four years ago that Mavis began studying for the award along with nine other members at Solihull Youth Headquarters, mainly for



MAVIS BEDFORD

"something to do during the evenings," and to widen her knowledge.

She studied archery, at which she has often competed at Rover archery shoots, woodwork, local history, and first aid. She also went on an Outward Bound course, did cycling, helped spastic children and went to lectures.

Mavis, who is aged 18, has now left school and is attending a college where she is learning to teach physical education.

PERSONAL NEWS FROM THE FACTORIES

BIRTHS

We offer our congratulations to...

CARABINE—To Mr. and Mrs. Thomas Carabine, a son (Thomas Joseph) on October 12. Mr. Carabine is an instructor in the Apprentices Training School, Tyburn Road.

DUTTON—To Mr. and Mrs. Brian Dutton, a son (Guy) on September 29. Adrienne was formerly secretary to Mr. F. J. Nutt, Home Sales.

EDWARDS—To Mr. and Mrs. George Edwards, a daughter (Susan) on September 22. Dorothy was formerly secretary to Mr. Clive Bowen, Sales Budget Controller.

EVANS—To Mr. and Mrs. R. Evans, a son (Ceri Andrew) on September 12. Mr. Evans is a machine operator at Pengam.

MARRIAGES

We offer our congratulations and best wishes to...

GAMBLE-GILL—On September 4 at The Church of the English Martyrs, Coventry Road, Mr. Michael Gamble to Miss Mary Gill (Spotwelder, Ryland Road).

SMYTHE-WHITEHORN—On October 1 at Lyndon Methodist Church, Mr. D. Smythe (P6 Inspection) to Miss C. Whitehorn (secretary to Mr. J. Hopping).

SEARLES-BARBER—On October 1 at St. Mary's Church, Wythall, Mr. D. V. Searles (Factory Layout Department, Acocks Green) to Miss C. M. Barber.

JACKSON-CATTELL—On September 10 at Yardley Old Church, Mr. Peter Jackson to Miss Violet Cattell (Land-Rover Trim).

CRUMP-BAILEY—On September 17 at Yardley Wood Church, Mr. Harry Crump to Miss Diana Bailey (Land-Rover Trim).

SKINNER-FOX—On September 24 at The Church of the Holy Family, Small Heath, Mr. Roy Skinner to Miss Marie Fox (Land-Rover Trim).

BUTTERWORTH-MCNEILL—On September 24 at Birmingham Register Office, Mr. P. Butterworth to Miss Patricia McNeill (Gas Turbine Service Office, Solihull).

GOULD-DENNIS—On September 24 at St. James' Church, Shirley, Mr. Peter Gould (Publicity Department) to Miss Ann Dennis.

PRITCHARD-BROUGHTON—On October 15 at St. Nicolas Church, Elmdon, Mr. Tony Pritchard (Staff Employment Officer, Solihull) to Miss Susan Broughton.

DEATHS

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

SINGER—Mr. Frank Edward Singer on October 6, aged 68. He was an inspector at Solihull, and had been with the Company for a total of 15 years.

SHERRATT—Mr. L. Sherratt on October 14, aged 67. He retired from Seagrave Road two years ago, after 35 years' service.

GRINNELL—Mr. George Grinnell on October 20, aged 49. He was a machine mechanic, and had been with the Company for 17 years.

COOPER—Mr. James Daniel Cooper on October 3, aged 60. He worked in Technical Sales Department, Solihull, and had been with the Company for 22 years.

RETIREMENTS

Mr. Percy Ockenden on September 23; he was an estimator at Seagrave Road (46 years' service). Mr. A. L. Thornhill on September 20; he worked in the General Office at Seagrave Road (13 years). Mr. F. Holland on August 19; he was a storekeeper at Seagrave Road (37 years). Mr. Thomas Ernest Jacques on September 30; he worked in Wages Department, Tyeley (25 years). Mr. Arthur Edward Best on October 7; he was a machinist at Tyeley (35 years). Mr. Bob Goodall on October 15; he worked on Sub-assembly, Ryland Road (37 years). Mr. Alec Reather on October 15; he was an operator in the Service Department, Ryland Road (25 years). Mrs. Ann Bullers on September 29; she was a Stores assistant, Solihull (15 years). Mr. Joseph Hopkins on September 29; he was a sweeper in Land-Rover Paint Department (7 years). Mr. Walter Henry Barnes on October 6; he was a finisher on P5 (total of 18 years). Mr. Harry Edward Hadley on October 6; he was a sprayer on P6 (16 years).

SOLIHULL COMPUTER REPLACEMENT

A new computer, known as an I.B.M. System 360, has recently been installed in the Data Processing Department at Solihull. This machine will replace the I.B.M. 1401 Magnetic Tape/Disk computer installed 3½ years ago and which is now working for more than 70 hours each week on jobs such as material scheduling, vehicle invoicing, sales analysis and cost centre accounting.

The 360, in its present form, has a working storage of 32,768 bytes ('byte' means an alphabetic character or two numeric digits), a card

reader with a speed of 1,000 cards a minute, a card reader/punch, a printer capable of 600 lines a minute and three disk drives. On the disk drives can be mounted exchangeable disk packs on which are magnetically recorded files of information, each pack having a capacity of up to 7½ million bytes.

Information can be transferred between a disk pack and the working storage at 156,000 bytes a second and used in calculations at a speed of 1.5 microseconds (1½ millionths of a second) a byte.

It has taken about 12 months to plan, write the programs of detailed computer instructions and test the 120 jobs which the new machine has to take over from the 1401 computer. The changeover has to take place, of course, without interruption to the flow of work to other departments.

Mr. B. J. Claydon (Data Processing Manager) says that the greatly increased speed and flexibility of the 360 will enable the current work load to be processed more efficiently at less cost and will create capacity for further computer applications now being planned.

1967 works holiday

The annual works holiday in 1967 will be from July 14 until July 31.

GOLDEN WEDDINGS

We offer our congratulations and best wishes to...

MATTOCKS—Mr. and Mrs. S. F. Mattocks on November 2. Mr. Mattocks was formerly Financial Department head.

STANYARD—Mr. and Mrs. Arthur Stanyard on October 21. Mr. Stanyard was a grinder at Tyeley until his retirement two years ago.

CHRISTMAS CLOSING

The Company's factories will close for Christmas on December 23 and re-open on December 28.

Taking the hardship out of big game hunting

TAKING POSSESSION

Is the traditional image of the big game hunter, hacking his way through dense jungle and away from home for many months, a thing of the past? Two Frenchmen who recently collected two Land-Rovers from Rover Solihull hope to prove so.

For the past ten years, M. Jerome Nadaud and M. Jacques Breton have been running an organisation—Orchape—for arranging shooting and fishing trips throughout Europe and also in Britain. Last year, they decided to extend the company's

activities to big game hunting in the Republic of Tchad, Central Africa.

In a 20,000 square-mile concession stretching from the Congo north to the edge of the Sahara desert, granted to the company by the Government, hunters can pursue elephants, buffaloes and the like, using Land-Rovers for transport.

M. Nadaud and M. Breton ship the vehicles from their headquarters in Paris. The ease of travelling

enables hunters to shoot as much game as they want in a much shorter time than before, usually about ten or twelve days. Many hunters come from France, and the remainder are either Europeans or Americans.

Orchape now owns six Land-Rovers. Safaris are at present arranged at the rate of one a month, but the two men hope to increase this number to 100 people a month in the near future.



A last-minute inspection for one of the Land-Rovers from M. Jacques Breton (left) and M. Jerome Nadaud, before it leaves on the first stage of its journey.



Mr. Harold Hadley (paint rectifier, P.6 Final Line) retired on October 6 after nearly 40 years in the motor industry, 17 of them with The Rover Company. Mr. Hadley began his working life in the bicycle trade but in 1927 joined Wolseley Motors. He joined Rover in 1949 and subsequently worked on P.4, P.5 and P.6 cars in turn. He was a membership fee collector for the National Union of Vehicle Builders and his spare-time interests include 'pop' and serious music. The day after retiring, Mr. Hadley (second from left, front row in picture above) returned to the P.6 Final Line with his wife for presentations of an electric blanket, a set of towels and a bouquet subscribed for by his workmates.

EVERY PICTURE TELLS A STORY OF SERVICE



LEFT: Mr. Arthur Edward Best retired on October 7 after 35 years' service with the Company. He was employed as a machinist at Tyseley throughout his service. Photograph shows presentation of a clock, a parting gift from his work friends, being made by Mr. H. Lees (Machine Shop foreman). BELOW: Mr. Thomas Ernest Jacques retired on September 30 after 25 years' service with the Company. He was employed in Wages Department, Tyseley, during the whole of his service. Photograph shows presentation of a cheque by Mr. F. Wilde (Chief Wages Cashier), being the proceeds of a collection by his many friends at Tyseley.

BELOW: When Mr. Walter Barnes retired from the P5 Assembly Line recently, he was presented with a clock from Mr. Charles Jay (foreman, P5 finishers). During his 20 years' service, Mr. Barnes worked on the assembly of most of the Rover cars produced during that period.



ABOVE: A recent presentation ceremony represented some 62 years' combined service for two Ryland Road employees. Mr. W. Garland (senior foreman) made presentations to Mr. Bob Goodall (on the left of the picture) and Mr. Alec Reather. Mr. Goodall had 37 years' service to his credit when he retired, having worked in the Sub-assembly Shop. He received a chiming clock. Mr. Reather, aged 65, was an operator in the Service Department, and completed 25 years' service with the Company. A travelling clock and a wallet were his retirement gifts.



A total of 55 years' service was represented in two presentations held at Acocks Green. Shown ABOVE is Mr. C. Oak who retired as Toolroom foreman after 29 years with the Company. Mr. W. Boyden (Toolroom Supt.) made the presentation of a cheque. Mr. A. B. Smith (Director and General Manager) presented a cheque to Mr. R. F. Partridge, pictured BELOW, to mark his 26 years' service. Mr. Partridge, aged 78, was employed in the Purchase Department at Acocks Green.



A man who started his career with The Rover Company in 1920 has now retired after 46 years' service. He is Mr. Frank Boyce (pictured below), Tool Engineer at Acocks Green and the Tyseley group of factories.

Mr. Boyce started as a skilled lathe hand producing component parts for the Rover 8 h.p. car, but was soon promoted to supervise the

centre lathe section. Subsequently, he was transferred to the Service Machine Shop.

In 1938, Mr. Boyce was appointed a Time Study engineer and before the start of the second world war he volunteered for the National Fire Service. He became leading fireman for the Rover Tyseley works and was later promoted to company officer, being responsible for the supervision and training of all fire fighting crews for factories in the Tyseley district.

Holding this post until the end of the war, he spent a further period on time study and was then concerned with the reconversion of the Tyseley factory to car manufacture. He became Tool Engineer for the Tyseley Group in 1946, a post he held until his retirement.

During his Rover service, Mr. Boyce devoted much of his spare time to Tyseley Social Club. He captained the cricket team for 21 years, organised many boxing events and was on the management committee for 15 years.



ABOVE: Two long service employees retired on the same day at Percy Road and naturally the occasion was celebrated with a double presentation ceremony at which Mr. A. McKellar (Works Supt.), presented the two men with cheques subscribed for by their workmates. The recipients were Mr. Horace Fitton (Toolroom foreman, 46 years' service) and Mr. Cecil George Simmonds (Gearbox Assembly staff chargehand, 32 years' service); Both men retired on September 30.

46 years' service in London

When Mr. Percy Ockendon retired from Seagrave Road on September 23 after more than 46 years' service, he was presented with a tea service and radio by Mr. L. C. Munn (Works Manager), on behalf of his London workmates.

Mr. Ockendon, who is 70, joined Rover in February 1920 as a fitter; subsequently he became a foreman and in recent years he has been an estimator.

PEDALLING TO THE TOP IN CYCLE RACING IS A TOUGH, UPHILL CLIMB

While most of us are experiencing the nuisance of traffic congestion these days, Rover draughtsman Barry Moss is busy proving that two wheels can be better than four. But for Barry, who works in the Jig and Tool Drawing Office, cycling is not merely a form of exercise or a means of getting to work. He is becoming one of Britain's top amateur racing cyclists and rides regularly in national and international events.

Barry, aged 23, has been racing for six years and is one of the 180 members of Solihull Cycling Club, which is one of Britain's best known clubs. He finished 23rd out of 60 competitors in the Vaux International Race around Northumberland, racing against Russian, Swedish and Polish riders.

Riding in the Isle of Man contests, he finished ninth out of 100 riders, and was also one of the four cyclists who helped Solihull C.C. keep its national club team 4,000 metres Pursuit Championship in August.

He thinks continental riders are the world's best because cycling abroad is a national sport and therefore 'big business' in such countries as France and Belgium. Most of the

contestants are professionals and Barry thinks that more professionals would give a big boost to cycling in England.

His own ambition is to ride for England in the World Cycling Championships and, of course, to take part as a professional in the Tour de France.

Journeys of 40 miles or more four

evenings a week and an 80-mile race every Sunday during the season from March to September are normal activities to Barry. He admits, however, that the sport is very tiring and that he is often tempted to give up when the going becomes difficult.

Barry ignores those who say that cycling is a "mug's game" and he looks to the future to see what years of hard training and exhausting effort bring in the way of reward.

Cricketer of the Year



A warm smile from Mr. Albert Gregory as he receives the Cricketer of the Year Trophy from Mrs. W. J. Robinson, the wife of Mr. W. J. Robinson (Executive Director, Production—Solihull). Other award winners also received their trophies from Mrs. Robinson at the Rover Cricket Section's annual dinner in the Solihull senior staff dining room on September 30. Mr. B. G. L. Jackman (Production Director) and Mr. Robinson were also present, while the guest speaker was Mr. Ray Hitchcock, a former Warwickshire County Cricket Club first team player.

Inter-dept. cricket's welcome comeback

After an absence of one season, Rover inter-departmental cricket had a tremendous following this year, reports Rover Cricket Club Chairman A. Gregory. The league finished as follows: Land-Rover W.D. 32 points; Works Engineers 24; Land-Rover Scuttle 24; Experimental Dept. 22; Gas Turbine 19; P6 Paint 17; P6 Assembly 14; Land-Rover 'A' 14; Land-Rover 'B' 12; P6 Stage 3 12; P6 Test Rectification 10; Sales 9½; P6 Sub-Assembly 5½.

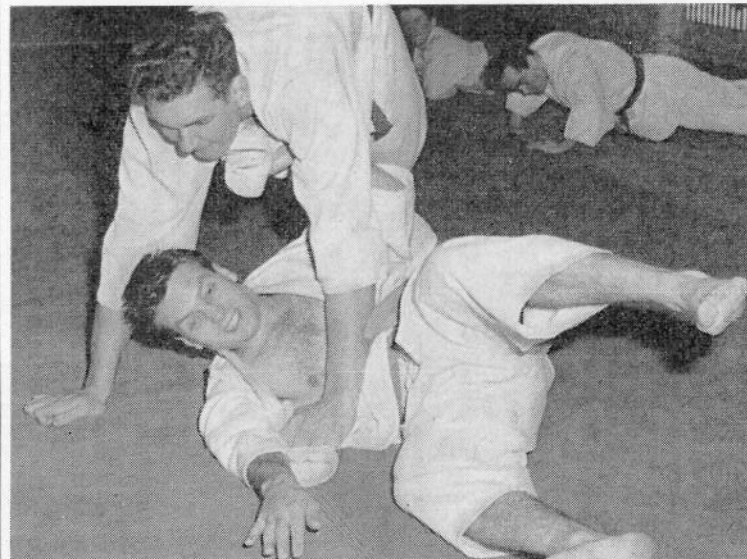
Other points: the Rover 1st XI was unable to make big scores and finished in fourth position in its league. The 2nd XI, however, finished top of its division, repeating its performance of last year. Interest was maintained throughout the season by a keen struggle with Wilmot Breedon.

The trophy winners for 1966 were as follows: Best batsman, 1st XI—A. Rooke; Best bowler 1st XI—

L. Burnett; Best batsman, 2nd XI—A. Revill; Best batsman, 2nd XI—R. Carrott; Inter-departmental champions—Land-Rover W.D.; Runners-up—Works Engineers.

'ON THE MAT' FOR BRITAIN

ON HIS 21st BIRTHDAY



David Southall throws an opponent during practice.

It's not very often that a young man celebrates his 21st birthday by participating in a major international sporting event on the same day. But that is exactly what Rover Springfield skilled fitter David Southall did recently, and he had the satisfaction of being on the winning side.

The occasion was an amateur judo match between Great Britain and West Germany at Crystal Palace Sports Centre in London. David, who had completed his apprenticeship the previous day, drew his match in the heavyweight division and thus helped his team to a fine win.

This was the first time he had represented Great Britain at judo, at which he has now been competing for over two years. Deriving from the ancient Japanese art of self-defence, the sport is currently gaining much popularity in England. Although it looks comparatively dangerous, it rarely leads to injuries.

David gained his brown belt last December and is now training hard—four nights a week—for his black belt.

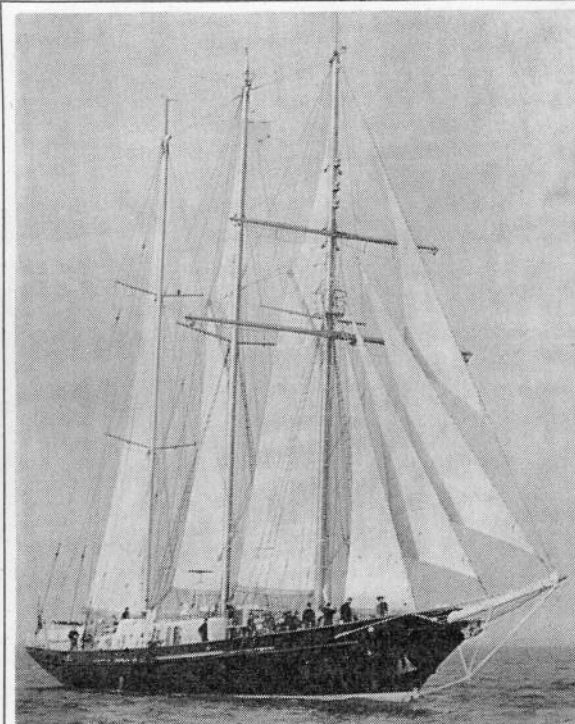
With his great height of 6 foot 6 inches, getting clothes to fit can be something of a problem for David. But using his height to win judo matches certainly makes up for this inconvenience!

PENGAM SOCCER NEW LEASE OF LIFE

Soccer at Pengam has in the past not attracted much attention or enthusiasm from Rover employees. After the second attempt at forming a works side had ended with withdrawal from the local league after only six games all seemed lost, until it was given a new lease of life by the formation of a small inter-departmental league playing evening games only.

After weeks of close and interesting games the Assembly side proved to be unbeatable heading the league with the Toolroom run-

ners up, the latter having dropped a point against Tool Stores which was third. With this renewed enthusiasm, there is a confident feeling that next season will see a successful Rover soccer club in a local league.



Fine weather, calm sea—and a fine ship to sail upon it. She is the Sail Training Association schooner, the "Sir Winston Churchill" in which Rover Cardiff apprentice Bob Mitchell sets sail this month. (See story in October ROVER NEWS). The photograph was taken by Mr. Philip Matthews, of the Pengam Photographic Society, while the vessel was off Barry on her way to Cardiff.



A Rover occasion—Barry Moss receives the Solihull Road Race trophy from the Mayor of Solihull, Mr. Wynne Thomas, who is Rover Communications Manager. (Photograph: J. Chambers, Solihull Toolroom).

From page 1

CHAIRMAN'S ANNUAL REPORT

shares from employees, who by length of service are eligible to apply for them. Shareholders have been asked from time to time to increase the number of shares allocated for this purpose, and the total at present authorised is two million. Almost all of these have been taken up, and whilst there is clearly a limit to the number of shares which should properly be allocated for this purpose it is recommended that a further 200,000 employees' shares be authorised by the conversion of an equivalent number of the 1,243,876 unissued Ordinary Shares of 5s. each.

"During these difficult times every effort is being made to increase our efficiency and work out a forward product policy which will enable us to take full advantage of the up-turn in the economy when it comes. At the present time it is even more difficult to forecast the future than it was last year, but as we see matters at the moment we must face the prospect of an appreciable reduction in profits."

Mr. Farmer concludes his report: "Once more I extend on your behalf our thanks to all those working for us, both at home and overseas, who have served the Company loyally and enthusiastically during the year."

STRIDING OUT FOR OXFAM

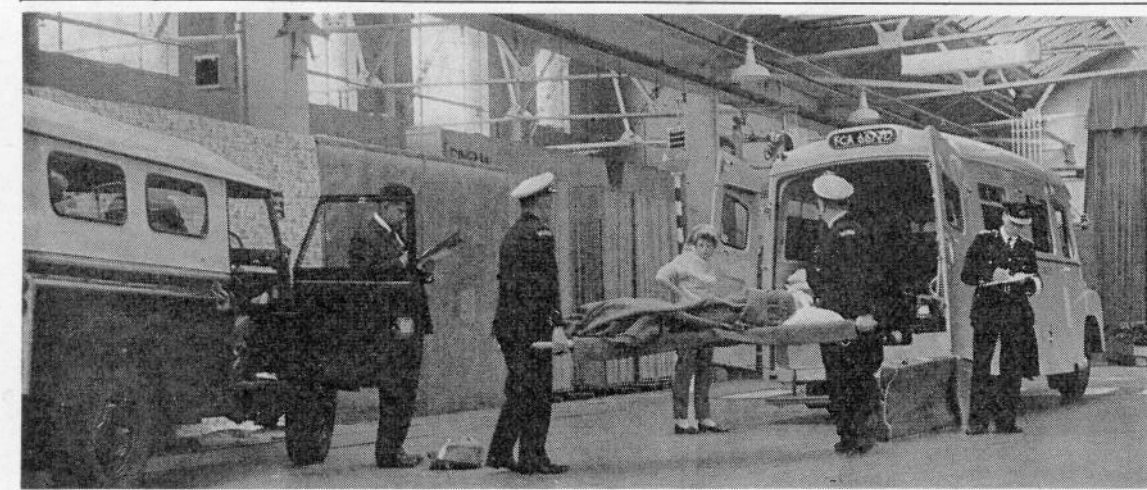
Several Pengam apprentices took part in the "Young Oxfam Walk" on October 16 from Cardiff city centre to Coney Beach at Porthcawl, a distance of 26 miles.

Each apprentice was sponsored by 20 members of the public at the minimum rate of 3d. per mile walked.

Almost 7,000 girls and boys from various factories, schools and youth organisations took part raising £7,500—a new British record for any single charity event. Members of the Rover contingent to complete the walk were Brian Rickards, Brian Nicholas, Paul Slatter, Bob Owen, and Mike Talbot, who between them contributed £58.

The three-year-old R.M.V. Gardening Club received a record number of exhibits in competitions held throughout the summer season. This club will next year be known as the Rover (Pengam) Horticultural Society and will come under the jurisdiction of the Sports and Social Club.

Winners of the various exhibitions were: Sweet peas, roses, dahlia pom-pom, dahlia decorative—1st D. L. Davies. Gladioli—1st A. Byrd. Dahlia cactus—1st L. Jones. Chrysanthemums—1st J. Roberts. The Ninian Vase presented by Mr. A. F. Gage to the exhibitor gaining most points was won for the second successive year by D. L. Davies.



A Land-Rover was a central "character" in the 12th national competition for local authority ambulance services, held in the Solihull Main Canteen on October 2 under the auspices of the National Association of Ambulance Officers. It played the part of a vehicle which had crashed into a wall. Competitors had to extract with maximum care the "injured" driver from his cab and ultimately convey him to a waiting ambulance. (Photograph by Mr. W. J. ROBINSON).



A general picture of the joint Alvis and Rover stand at this year's Earls Court Motor Show in London. Two Alvis cars were on display.

BOWLS CLUB PRIZE PRESENTATION

Many members and friends were present when Alvis Bowls Club held its annual dinner and prize presentation on October 15 in the canteen. A successful evening was enjoyed by all.

Chief guests were Mr. R. F. Skidmore (Works Director) and Mrs. Skidmore, and Mr. R. Howes (Chairman, Alvis Sports and Social Club) and Mrs. Howes.

In proposing the toast of "Our Guests and the Bowls Club," the Secretary (Mr. E. Elson) remarked that he was pleased to see so many present which showed interest in the affairs of the section and augured well for the future. Although they had not won any major trophies, the

teams had done well in leagues and competitions.

Replying on behalf of the guests, Mr. Howes said he had always watched the progress of the section with keen interest and was pleased to note the enthusiasm shown. He went on to pay tribute to the ground staff and the officers and committee for their hard work throughout the year, and wished them every success for the future.

Prizes were presented by Mrs. R. F. Skidmore as follows:—Saturday Averages—"A" team, G. Jesson; "B" team, J. Edwards; Midweek Averages—"A" team, E. Elson; "B" team, P. Osborne; "C" team, J. Clayton; Livesey Cup (Handicap), I. Dyer; Isely Cup (Pairs), R. Horbury and F. Montgomery; Harrison-Wallace Cup, C. Bordley.



Pictured above is the Alvis apprentices football team, which won the first round of the Wickman Cup against G.E.C., Coventry, 3-0. The photograph shows, (left to right) standing: D. Morgan, J. Baker, E. Richardson, D. O'Connell, V. Howard (captain), J. Kenny. Kneeling: W. Davies, P. Blissett, C. Reay, B. Harrison, R. Walton.



Gears win inter-dept. soccer cup

A hard fought football final between 'Gears' and 'Capstans' resulted in a win for the former in the Alvis Inter-Departmental Football Knock-out Tournament.

Gears won by six goals to three to prevent Capstans from collecting both the football and the cricket cups. The H. J. Nixon Trophy was presented by Mr. R. F. Skidmore (Works Director), and both teams and the referee, Mr. R. Taylor, received souvenirs of the occasion.

The photograph above shows (left to right), back row: W. Waring (trainer), R. Farden, N. Waldock, J. O'Toole, T. Ayres, R. Lowe, B. Mander. Front row: P. Bates, T. Feltham, D. Williams, T. Power, P. O'Sullivan.

Mr. D. J. Watkins, of Watkins Roses Ltd., Hampton-in-Arden, gave a talk on rose growing at the Monthly Staff Club meeting on October 25.



Farewell to the Company Secretary

Alvis employees recently said farewell to Mr. Cyril V. Coslett, who has been Company Secretary since joining the firm in 1935. He has seen the firm's activities grow from the production of quality cars to extensive work in the field of aero engines and fighting vehicles.

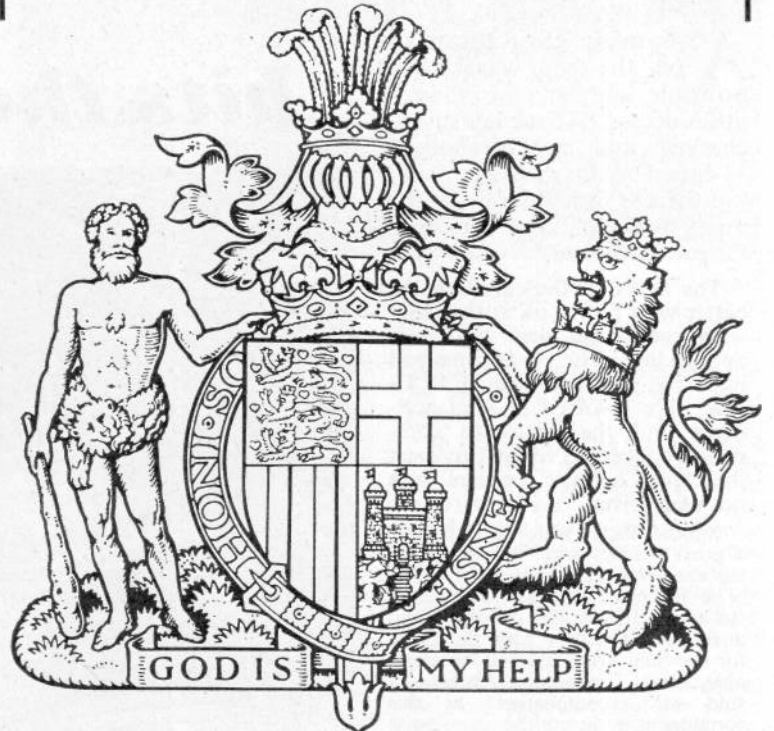
Mr. Coslett joined the Company from Hillman, where he was the accountant. He is a married man with two sons: one is a farmer in Worcestershire and the other, who recently gained his B.Sc. degree, is to spend two years with the British Antarctic Survey.

Mr. Coslett received a battery-operated wall clock and a pair of gold cuff-links from Sister E. Osborne (Surgery), on behalf of the weekly staff personnel. (See picture below). Mr. J. J. Parkes, Chairman of the Company, is also shown presenting him with a gold watch on behalf of the monthly staff personnel.

He has been succeeded as Company Secretary by Mr. W. Day, formerly Chief Cost Accountant, who has been with the Company for 12 years.



ROYAL RECOGNITION



By Appointment to His Royal Highness, the Duke of Edinburgh.

The royal warrant of the Duke of Edinburgh has been granted to Alvis. The warrant styles the Company as 'automobile engineers' to the Duke.

Alvis will be entitled to use the Duke's coat-of-arms on notepaper, and to display it externally on the main offices of the factory.

"The Company is very proud to receive the warrant," a spokesman said.



"A Box of Tricks" was the apt title of this winning entry in this year's Holiday Snapshot Competition, submitted by J. Bennett (Accounts). (See news item, column 5 overleaf).

BROKEN LINK

Twenty-seven years' service with Alvis came to an end on October 27 when Mr. William Muir retired, having been a planer and shaper in the Toolroom. He has a son and a grand-daughter who are employed with the Company, and two daughters who have worked for Alvis in the past.

XMAS PARTY

A dance was held by Alvis Sports and Social Club in the main canteen on November 12.

A future social club event is the children's Christmas Party, which takes place this year on December 17. Those Alvis employees living near to the Rover Company's premises at Solihull may send their children to the Rover children's Christmas party on application to the Alvis Social Club. Similar arrangements exist for Rover employees living close to the Alvis factory.

Members of both Alvis and Rover Lawn Tennis Clubs met in a friendly match at Alvis on October 9, the result of the contest being a win for the Alvis team.

Mr. W. Young retired on September 29; he worked in Transport Department (total of 17 years).

Miss Sylvia Douglas (Alvis Printing Department) and Mr. David Hixon, pictured after their wedding (left) at St. Thomas's Church, Keresley, Coventry. Sylvia was presented with a coffee set to mark her wedding from friends at Alvis.

Car Despatch retirement

When Mr. Bill Young retired from the Car Despatch Department, he was presented (see picture below) with a sum of money by Mr. E. R. Whittindale (Sales Manager, Car Division). Mr. Young first joined Alvis in 1947 and, with various breaks of service, worked for the Company for a total of 17 years.



THE STORY

Economic blizzard CHAPTER 6

By Bernard Light

hits the 1920s

Alvis made great efforts to sell the front wheel drive principle but met with very little success. About 120 supercharged and unsupercharged 1½-litre F.W.D. cars were sold but there is little doubt that for many motorists these cars were far too advanced.

The fact that the cars handled better with power on at the front when cornering was not fully appreciated. There was some bad publicity, too, when two F.W.D. cars were involved in fatal accidents and the insurance companies concerned refused to meet the claims because the cars were not rear driven.

Another factor which proved to be a great liability when trying to sell the cars was the problem of noise. (The five gear wheels with straight cut teeth driving the camshaft and auxiliaries, together with the gears for the final drive, created considerable noise). The saloons were usually sold with superchargers as this component reduced the gear noise to some extent.

Dunn and Smith-Clarke begged John to redesign what was essentially a competition engine into a refined touring unit, but time and money were against them.

It was somewhat of a tragedy that such an important advance in automobile design should have to be abandoned because insurance companies were not ready to accept the idea. (Recently introduced on the BMC Mini, it has become a saleable proposition on a large scale). Smith-Clarke's name will always be linked with F.W.D. and it seemed ironical that this unsuccessful venture did in some places receive more prominence than many of his other achievements.

Space does not permit a detailed discourse on the Alvis F.W.D. episode—it is quite a lengthy story—but in furtherance of Alvis racing enthusiasm Smith-Clarke, in 1926, designed a supercharged straight eight 1½-litre engine for the F.W.D. sports cars. This engine was developed successfully, and although production of F.W.D. cars for sale ceased in 1930, it was decided to build a team for the Tourist Trophy Race of that year.

Last Alvis entry

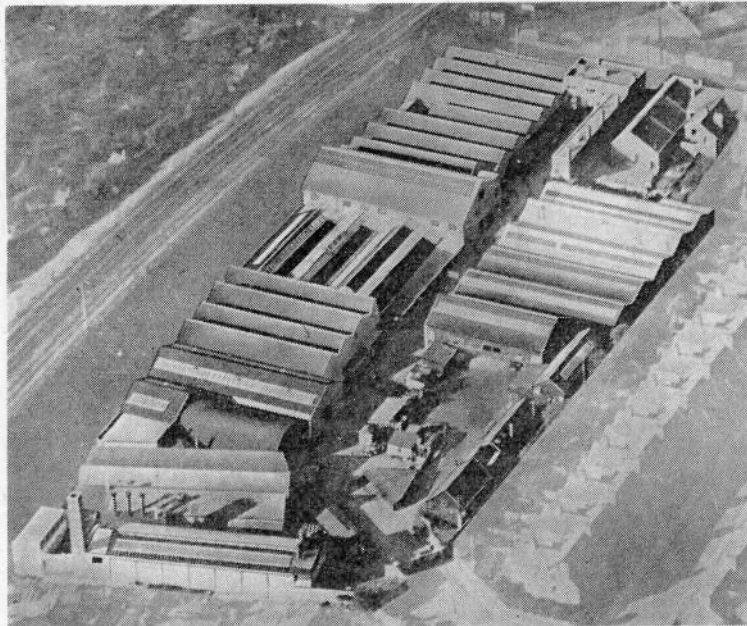
The 1930 Tourist Trophy Race was the last major sports car event of the last year of the "vintage" period and was also the last of works entries from the Alvis and Bentley factories. It was perhaps fitting, therefore, that the four straight-eight Alvis cars, which were to race only once as a team, should have proved to be the best the Company built.

The Alfa Romeo factory gained a sweeping 1, 2, 3, victory. The Alvis team ran throughout the race without the slightest mechanical trouble and the cars were reported to have handled beautifully. Harvey's car was out of the race when the tail was badly damaged as a result of front wheel lock on a fast corner, but the rest of the team ran steadily and finished 4th (Paul), 6th (Purdey) and 7th (Cushman)—taking the first three places in its class.

The 1930 T.T. Alvis team achieved greater success than its placings in the results indicate. It proved that the 1½-litre supercharged eight-cylinder power unit was reliable, and that front wheel drive was at least the equal of rear drive. The slightly smaller engines of the Alvis cars and the handicap system may have robbed them of an outright win.

In 1928 the works were operating at full pressure—it was an excellent year. A net profit of £32,000 was earned from the sales of the 12/50 and the new six-cylinder car.

Whether business was good or bad, John and Smith-Clarke were always thinking in advance, modifying their cars and obtaining patents for improvements of numerous features. Here are extracts from a writing by T. G. John in the Alvis catalogue for 1929.



An aerial photograph of the Alvis works as they were in 1930.

"The making of Alvis cars has become very largely a labour of love on the part of all those employed, whilst thousands of Alvis owners esteem their cars in a personal way that, I really believe, does not exist in any other class of motorists or with any other make of car. This happy state of affairs is due to one circumstance only—the ideal inspiring the design and construction of Alvis cars, which from the very beginning of the enterprise has been to make a car as good as humanly possible . . . Such characteristics as those possessed by all Alvis cars naturally cannot be achieved cheaply or easily. Quite apart from the very high technical knowledge required to design such a car, it is essential to pay the most scrupulous attention to accuracy of workmanship, to employ the very best materials that metallurgists can create and to exercise the most painstaking tests and supervision at all stages of manufacture."

The wearing qualities of the 12/50 became legendary, but in 1930 a shareholder who had been told that no Alvis car had been taken off the road because it had worn out, considered this to be a bad feature when sales were falling. It is recorded that one owner covered more than 50,000 miles without an involuntary stop and another whose 1922 car had been given no attention to gear box and back axle covered 100,000 miles and won 30 awards in speed trials.

As recently as June 4th, 1966 a mention is made in the motor trade journal "Garage" of a "Duck's back" Alvis 12/50 built in 1924 which is still going strong and which still does a regular 25 m.p.g. or more. This car was apparently the subject of a case history recently published by the Aluminium Federation as part of its current international survey of aluminium in service.

Aluminium body

The body of the 12/50 is aluminium on an ash frame, the bonnet sheet aluminium and the running boards are wood covered with aluminium. Headlights and fog lamp are also constructed of the metal. Only the mudguards are steel. None of the aluminium components had ever been replaced; these included the crankcase, sump, tappet cover, rocker cover, radiator connection pipes, water transfer port, clutch cone, gearbox casing, rear axle casing and steering box.

Testimonials of this kind are very interesting, but perhaps there was a point in the comments of that shareholder.

The General Election of 1929 had

returned Labour to office, but Mr. MacDonald's new Government was again a minority one. Labour took office in that blaze of watery sunshine that had followed the post-war blues, but within three months the Government was up to its neck in troubles.

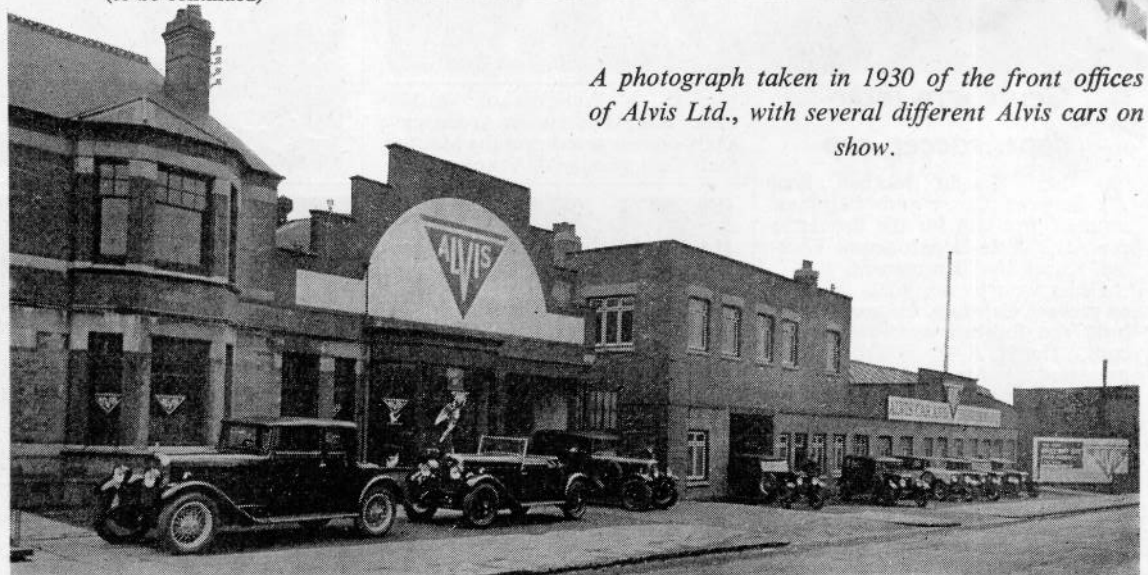
In September 1929 the stock market boom ended with the collapse of the Hatry companies, involving about £14,000,000. Then in October and November greater trouble came—the Wall Street crash which ended the great American boom. Slump hit markets everywhere and in all countries unemployment soared. In Britain during 1930 the figure soared from 1½ million in January to 2½ million in December—20 per cent of the insured population—and was still rising.

Depression period

The depression period brought numerous car firms to the bankruptcy courts and The Alvis Car & Engineering Co. Ltd. was taking its share of the burden. One or two firms sought to survive by building cheaper versions of their quality cars, and some by making even larger and more expensive vehicles. Such attempts merely quickened the end of some of the finest names in the industry.

In 1929 the net profit dropped by £10,000 to £22,000 and for 1930 the year's net profit was a mere £1,600. John was once more facing an uncertain future. By motor show time he needed £8,000, the bank loan was approaching £60,000 and creditors stood at £85,000. Change in policy became inevitable. The Company's current models were lagging behind in styling and the future for quality sports cars indeed looked bleak. Alvis was not alone in announcing its withdrawal of factory-supported racing teams.

(to be continued)



A photograph taken in 1930 of the front offices of Alvis Ltd., with several different Alvis cars on show.



Sleek and fast is the Lotus Elite which may bring success for Martin Rigby. Note the holes cut in the driver's window and the racing stripes on the roof and bonnet.—Photograph by Mr. P. Crowley (Fighting Vehicle Rectification).

WENT TO WATCH, HE CAME AWAY A WINNER!

It was as a spectator that Martin Rigby went in to Santapod Raceway, Wellingborough, one Sunday. It was, however, as the competitor recording the fastest time of the day and also holder of the British National Dragster record for 1300 c.c. cars that he emerged later on.

When Martin, who is an apprentice and now works in the Fighting Vehicles Test Rectification Shop, found that he could afford the entry fee for the 1300 c.c. race, he decided to compete in his Lotus Elite. The car has been modified slightly for dragster racing but was originally built at a cost of £3,000 for the Le Mans 24-hour race of four years ago.

Dragster racing entails racing cars at high speeds over short distances—in this case, a quarter of a mile. However, not only did he win the race but he finished in the time of 15.9 seconds (91.9 m.p.h.) and also broke the record for this event.

After this success, he will enter for motor racing events at such places as Mallory Park and Brands Hatch, as he has done in the past. He has, so far, had only a few "minor" accidents.

"Car mad" was how he described himself—he has owned some 20 cars and is still only 22. He does all his own car maintenance but stresses that parts for his car are very expensive. His passion for cars takes up all his time and he doesn't see his girl friend very often.

The next step? To drive for a manufacturer, he hopes. If he repeats his latest success, that ambition may not be far away.

● A career with Alvis which began with testing Merlin engines at Holyhead Road 25 years ago ended with a presentation at the Company's Baginton Test Department. Mr. Reg Curzon received a cheque, which was subscribed to by colleagues, from Mr. A. Goodwin (Test Supt.). Mr. Curzon went to Baginton in 1946 and has spent the last 20 years as a fitter tester on aircraft engines. He is leaving to take on eventually the managership of a London garage.



CINE CLUB MAY FILM GALA

Alvis cine-photographers have recently carried out a survey of the new Olympic-standard swimming baths in Coventry. Their object has been to examine the possibilities of making a film of the forthcoming Coventry Works Sports Association swimming gala.

Events expected in the gala programme range from the swimming finals to a diving display and an

exhibition of canoeing. Work is also proceeding on the film of the Alvis Photographic Club's activities, a netball practice game having been filmed recently.

Results of the Holiday Snapshot Competition were as follows: 1st. Mr. J. Bennett (Accounts), 2nd. Mr. C. Lucas (Toolroom), 3rd. Mr. G. W. F. Rogers (Works Security).

(See picture on preceding page)