

# ROVER NEWS



Vol. 7 No. 1

January, 1967

## MOTOR SHOW IN A BARN!



Inside the barn at isolated Harden Moss Farm, several hundred feet up on moorland near Huddersfield, where a motor show in miniature was laid on in conjunction with the Land-Rover field day held on adjacent land as part of the home market winter sales drive. In the stalls were four Land-Rovers and two Rover cars (3-litre and 2000); accessories were also exhibited; the barn was decorated with coloured lights and heated, and hot coffee was served to visitors as they chatted with Company, distributor and dealer representatives. Not quite Earls Court standards, perhaps, but the show caught visitors' imagination nevertheless.

## Home market winter sales drive—early success

A very impressive Land-Rover winter sales tour is now well under way in the home market. Every week thousands of existing Rover vehicle users and fleet representatives are being invited to demonstrations and exhibitions being held in different areas of England and Wales—and hundreds of people are braving wet, cold weather to satisfy their curiosity about the Land-Rover.

The programme for the sales drive follows the same pattern at each venue: a comprehensive static display of Land-Rovers fitted with specialist equipment for carrying out particular industrial, commercial and farming tasks, and demonstration rides in the new 110" Forward Control Land-Rover and the conventional Long and Regular units.

Company, distributor and dealer representatives are on hand to answer all the technical and sales questions.

The demonstrations are providing a most convincing display of the Land-Rover's 'go-anywhere' ability. Terrain is chosen deliberately to prove the vehicles' toughness and scrambling capability; even so, some of the courses, particularly in the peat lands of Yorkshire and on other heavy ground, severely tested vehicles and drivers alike.

Some first-class examples of practical recovery of vehicles sunk to their axles have been demonstrated and visitors show their keen interest in this particular type of operation by walking forward to examine wheel rut depths after a vehicle has been freed from the embracing mud.

All the 17 demonstration/exhibitions in the sales tour are being organised by the Company in close collaboration with distributors and dealers in the areas selected. Indications so far are that the campaign is being successful, when judged in the light of the present economic situation, and orders for vehicles are being placed in the wake of the touring party. The first demonstration was at Manchester; the last one in March will serve the Leicester area.



Prepared for the rigours of a wet English winter, these visitors from North America hold umbrellas inscribed "We are here because we sold Rovers." With them in front of the main offices at Solihull are Mr. W. Martin-Hurst, Managing Director, and Mr. J. Bruce McWilliams, President of Rover North America.

## This was news in 1966 ...

**JANUARY.** Work to start soon on new Engineering drawing office block at Solihull. Land-Rover assembly to restart in Turkey. Marine gas turbine engine exhibited at New York Boat Show.

**FEBRUARY.** Rover 2000 first British car home in the Monte Carlo Rally. Mr. John Griffiths and Mr. Noel Penny appointed to Board of Directors of Rover Gas Turbines Ltd.

**MARCH.** Land-Rover assembly begins in Zambia. Company withdraws temporarily from international rallies. Air Commodore E. R. Pearce appointed Managing Director of Rover Gas Turbines Ltd., to succeed Mr. G. F. Searle, retired.

**APRIL.** Coventry City footballers to take Rover 2000s on European soccer tour. 500,001st Land-Rover produced. New sales company formed in South Africa. ALVIS NEWS launched.

**MAY.** Retirement at 65 the new staff retirement policy. Company granted the Queen's Award to Industry for Exports.

**JUNE.** Rover 2000 awarded the Automobile

Association gold medal for safety in design. Combined Rover-Alvis military demonstration impresses V.I.P.s.

**JULY.** Work on first Rover gas turbine-powered hovercraft revealed. Queen's Award to Industry presented by the Lord Lieutenant of Warwickshire. Chairman announces exports running at £35,000,000.

**AUGUST.** Intensive Land-Rover export sales drive launched. Gas turbine-powered plane to fly at Farnborough. Tehad buys £500,000 worth of Land-Rovers.

**SEPTEMBER.** New 110" Forward Control Land-Rover introduced. Gas turbine-powered plane proves itself at Farnborough. New dining block opened at Pengam.

**OCTOBER.** Rover 2000 TC and 2000 Automatic join 1966/67 car range. Successful Commercial Show for Rover. Quality and Reliability Year launched throughout the Group.

**NOVEMBER.** Chairman reviews the year in annual statement to shareholders. Many enquiries at the Earls Court Motor Show. First Q.R.Y. competitions judged.

## New Year Greetings

from the Managing Director

Mr. W. MARTIN-HURST

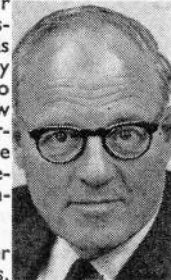
Since the commencement of the Government's squeeze last July the British motor industry has taken some pretty hard knocks, particularly in the home market. But the squeeze applies only in Great Britain so now is our chance to take advantage of the greater availability of both cars and Land-Rovers to increase our sales abroad and thus to keep our factories busy.

We of The Rover Company are fortunate in having introduced at the last London Motor Show two variants of the Rover 2000—the TC and the Automatic—which, like the original car now known as the SC, are each of them winners.

We can rely on our overseas companies and our distributors and dealers abroad to do their utmost but we must support them all the time with punctual deliveries of vehicles which on arrival cannot be faulted.

We must remember that technical hold-ups, lack of material supplies and stoppages

due to labour disputes are domestic matters which should be no concern of our selling organisation overseas although they become so when we allow them to interfere with the punctual delivery of promised supplies.



A customer disenchanted is, as often as not, a customer lost and our customers are the most important part of our business life—in fact, without them we should not have a business life.

So let the New Year resolution of each and every one of us be to make ourselves more customer conscious and to go out of our way to help those whose life is spent in furthering our business overseas.

Success breeds success and if throughout 1967 everyone of us works energetically and unswervingly to the same end, our success could surprise us all.

*W. Martin-Hurst*

## R.N.A. VISITORS SEE IT ALL AT FIRST HAND

In a highly successful and mutually useful concentrated 10-day visit, 35 executives of Rover North America saw at first hand every important facet of the parent Company's operations in England and Wales, and discussed North American problems in great detail with their Solihull opposite numbers.

The visitors were Regional, District Sales, and Parts Managers from all over the United States and Canada, led by Mr. J. Bruce McWilliams, President of RNA. Also in the party were Mrs. G. I. McWilliams, who directs RNA advertising and publicity; Mr. K. C. Howard, accountant, and Mr. A. Adam, assistant to the RNA President.

After spending their first weekend in Britain sight-seeing in London, the RNA visitors were welcomed to Solihull by Mr. W. Martin-Hurst, Managing Director. Then followed a series of discussions on engineering, production and service for both Land-Rovers and 2000s; warranty

and air conditioning; customer complaints; and the new Federal requirements on car safety.

The programme for following days included tours at Solihull of the Land-Rover Assembly Lines, chassis welding and paint shop, and Land-Rover demonstrations over the Jungle Course; tours of the 2000 Assembly Line and paint shop, and a visit to the Acocks Green engine factory.

The party also went by coach into Wales for a tour of the Pengam factory, lunch in a Welsh public house and a visit to places of national interest in Cardiff.

Social occasions in the Midlands included visits to Coventry Cathedral and Motor Museum, and a 'music hall' evening at Solihull Civic Hall.

While the visitors were at Solihull it was announced that RNA sales had risen from 1,435 units in 1962/63 to 3,806 in 1965/66. The prediction for 1966/67 is 5,500. A record 824 units were shipped to North America in November.

Several members of the party remained behind after the 10-day visit to attend a Solihull Service School course.

## 'Excuses help our competitors' — says Mr. E. G. BACON

Members of Solihull Supervisors Discussion Group were told by Mr. E. G. Bacon (Executive Director, Quality Control) at their November meeting that excuses only added to the sales of our competitors.

"We just cannot make excuses if we are to stay in business," said Mr. Bacon, whose theme was Quality and Reliability—the Management Function. "All our competitors want our business."

Quality and Reliability, he said, were the sole responsibility of Management, whose representatives must guide and ensure that operators carried out their functions efficiently and carefully.

Mr. Bacon said volume produced cars were improving in quality all the time and to justify extra cost The Rover Company must maintain its quality. Purchasers demanded quality of finish and reliability for

their money and the first 1,500 miles were vital in forming an owner's opinion.

"If we fail to satisfy the buying public they just will not buy,"

Mr. Bacon added. "It is as simple as that."

Discussing the part supervision must play in the continued success of the Company, Mr. Bacon said the supervisory staff must run the factory floor on all day-to-day problems. This applied to production, inspection and planning.

Others might try, but only supervision could deal quickly and efficiently with all the details which

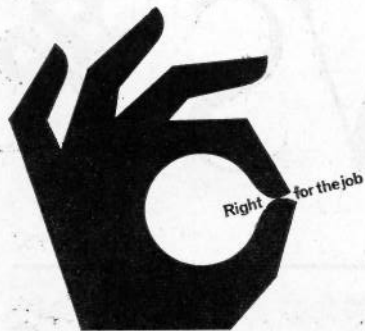
went towards producing well-finished vehicles.

"Every time we say 'that's good enough' or 'oh, let it go', we are helping our competitors," Mr. Bacon said. "And make no mistake, he is helping himself as much as he can without us subscribing to his well-being."

Mr. Bacon discussed how the challenge of quality and reliability could be met, and declared: "I believe that only by completely integrating the efforts of all departments can we achieve any success. The departmental barrier must be removed; all problems should be regarded as Company problems and overcome by the concerted efforts of all. The 'all right Jack' attitude must be ruthlessly eliminated."







## The full circle of quality

The Rover Company's stand in the Q and R exhibition at the Birmingham Engineering and Building Centre in November, was designed to illustrate the inter-relationship between Quality Control Department and the other departments of the Company.

It aroused considerable interest from suppliers, customers and the Departments of Production Engineering of both Birmingham and Aston Universities. All commented very favourably on our stands as a whole and the Rover system of Quality Control in general.

The main feature of our stand was a 'Quality Wheel' illustrating the cyclic motion of design, manufacture and feedback from sales. The 'wheel' exemplified each of the functions of design, planning, purchase, production, sales and service aspects, and showed how the Quality Control Department controls, aids, and liaises with the other departments. Each of the different functions performed by Quality Control Department was illustrated by photographs and/or a short description of the activity performed.

The Reliability Section was chosen to show in greater detail the work of one section of the Quality Control Department. Six colour photographs showed some of the reliability rigs used within the Company, and a working exhibit of an instrument panel used on the 2000 car was also a feature of the Rover display.

Company paper-work was available on the stand for visitors interested, together with copies of a booklet produced specially by the Company for Q and R Year, and showing Q and R functions at the various factories in the group. A visitor is seen in the photograph on the right reading this publication.

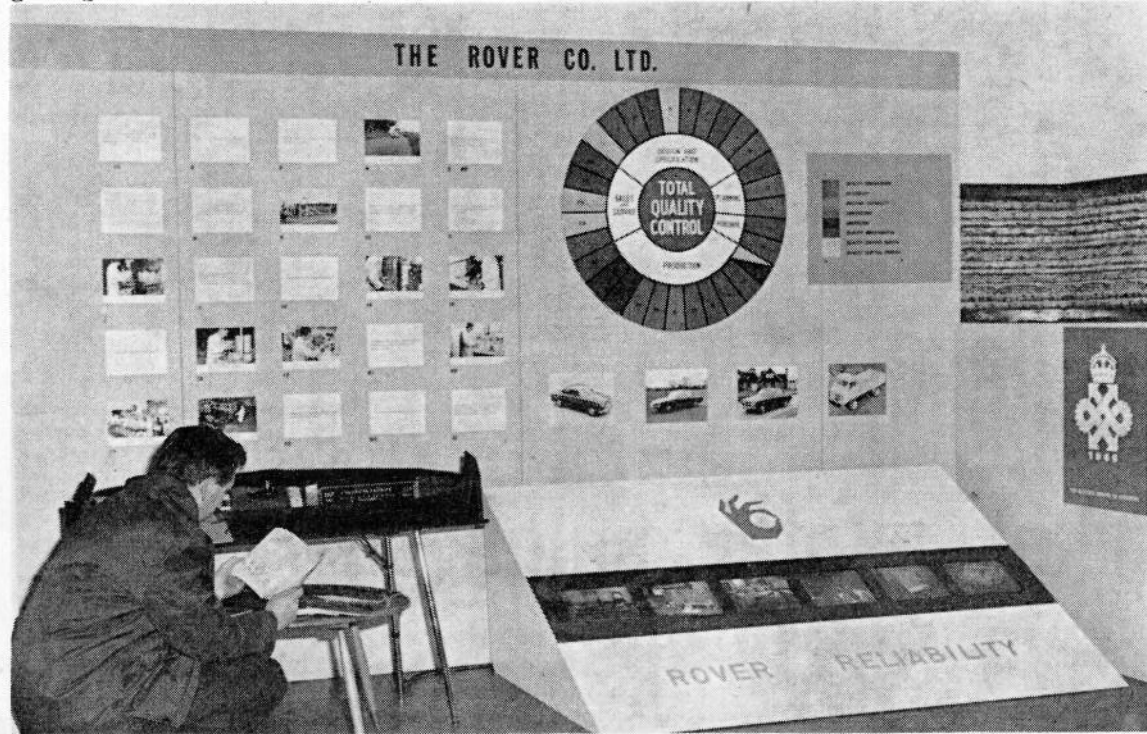
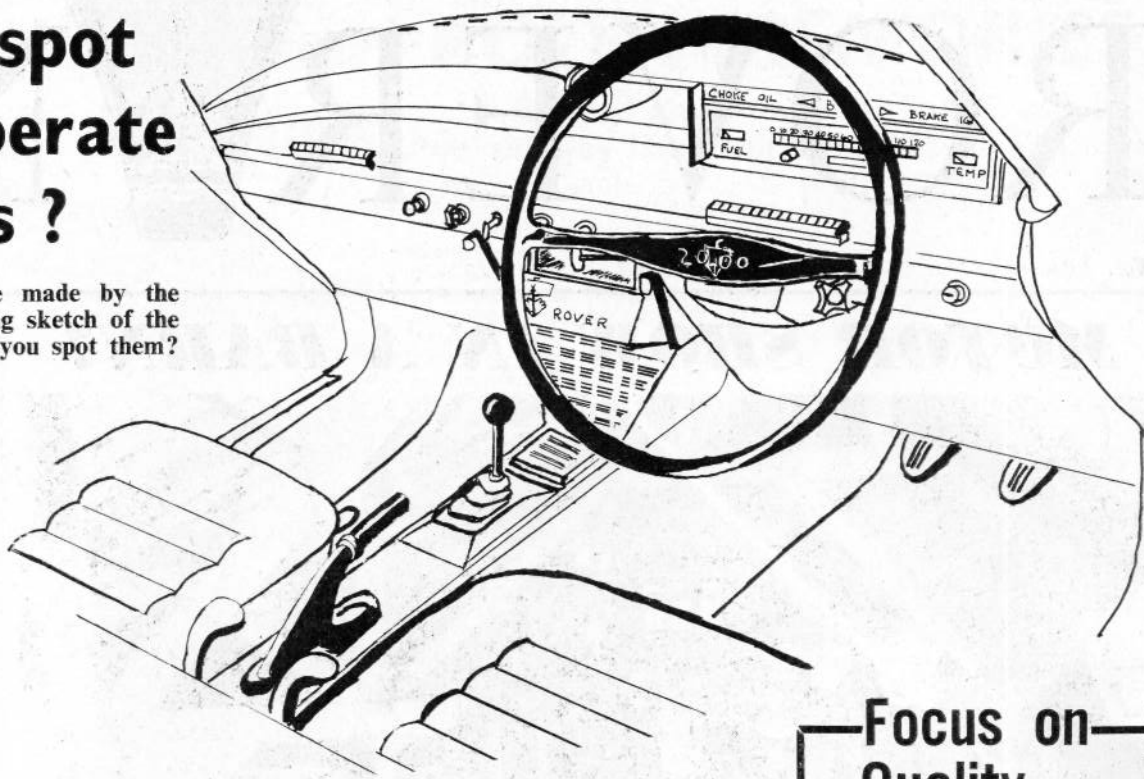
## Can YOU spot the 10 deliberate mistakes?

Ten deliberate mistakes were made by the artist who drew the adjoining sketch of the interior of a Rover 2000. Can you spot them?

Entries for this latest competition in the Company's Quality and Reliability Year Campaign should be sent, in writing, to M. T. Witts, Campaign Co-ordinator, by January 23. All Rover employees are eligible to enter.

Prizes: £5 cash for each of the first five correct answers.

Deliberate mistakes may be listed in any order by competitors, but the ten named must be the same as those on the answer list held by the judging committee. The judges' decisions regarding the awards will be final.



**Focus on Quality Control**  
... an introduction by Mr. E. G. BACON (Executive Director)

During and beyond the present Quality and Reliability Year it is proposed to feature the Quality Control Department in a series of illustrated articles in ROVER NEWS.

The control of quality lies in the complete cycle of activities from a study of what is wanted by the customer to an examination of the performance of the product in the customer's hands.

Most departments are involved in this and their contributions towards the achievement of customer satisfaction are described in our recently issued booklet 'Quality and Reliability.'

Quality Control Department forms an effective link between our Management which, through a study of our customer's needs, decides what our quality standards should be and those departments which lay down and prove the specification, buy in components from nearly 1,000 sources, make, assemble, sell and service the finished vehicle.

### Compatibility

The job of the Quality Control Department is to verify that there is compatibility between all components in a unit and all units in a vehicle and to ensure the reliability of the vehicle in the hands of the customer.

By protecting our customers in this way the department helps to maintain a good Company image before the public.

Obviously the more effective other departments and our suppliers can be in meeting their responsibilities for quality and reliability then the fewer the gaps left for Quality Control to fill. Our aim will always be the minimum of verification to ensure customer satisfaction whether this involves checking the specification or assuring production to the specification. At the same time we shall be active in reducing waste due to scrap, reworking and excess inspection to a minimum and shall continue to strive for the ultimate in refinement and reliability.

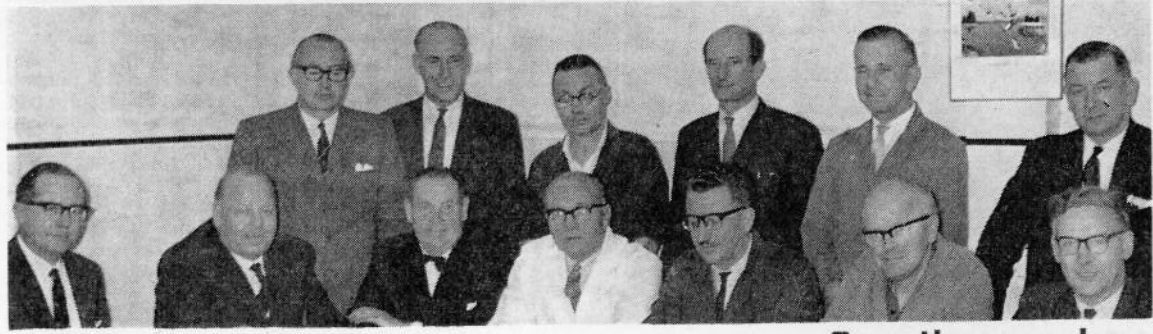
The way in which our department is organised to meet this challenge from the commencement of design to a study of our customers' experience in service will be described in future issues.



The Rover QRY slogan and symbol winners receive their cheques. LEFT: Mr. J. Brookes (Production Progress), the slogan section winner, receives his £15 prize from Mr. W. J. Robinson (Executive Director, Production, Solihull). RIGHT: Smiles from N. Crane (right) and K. Humphries (left) as Mr. J. W. E. Walton (Executive Director, Production, Tyseley) presents them with their awards (£7.10.0 each) for designing the winning symbol (reproduced in the November issue with the winning slogan).



LEFT: The Tyseley Q and R Campaign Committee poses for the photographer before settling down to a working session. Pictured left to right, are (standing) Messrs. S. Goodwin, J. Butlin, H. Sutton, W. H. Mason, R. Twigg, R. Colin (seated) Messrs. M. T. Witts, Company Q and R Campaign Co-ordinator, Acocks Green; T. Brindley, R. Whittaker, T. Shuttle, J. West, P. Nicholas, S. Freeman.



A limited number of 1967 Rover diaries are available from Sales Aids Dept., Solihull, price 4s. 6d. each.



Miss Ann Townsend (left) of Cirencester, receiving the Land-Rover trophy from Mrs. W. Martin-Hurst, wife of the Managing Director, at the end of the Army and Royal Artillery Hunter Trials at Larkhill, Wiltshire. Miss Townsend, best known as a show-jumper, used her ring experience to good effect when taking her five-year-old mare, Snipe, without fault over the open class course—the only clear round in the event—to win against strong opposition. The Rover trophy was presented by the Company for the first time in 1965.

## Questions make a lively meeting

A meeting in the Main Canteen arranged by the Solihull Section of the Institute of Supervisory Management was addressed by Mr. M. T. Witts, Rover Quality and Reliability Engineer and co-ordinator of the Company's QRY campaign. The meeting was well supported by members of the Institute from within the Company and by general supervision. Other Institute members from supplying firms and from industry generally were also present. Mr. Witts spoke about the aims of Quality and Reliability Year and the particular problems as they affected The Rover Company and the motor industry generally. A lively question time made the meeting one of the highlights of the Solihull Section's programme. Mr. A. B. Smith, Director and General Manager of Rover, and vice-president of the Solihull Section, was chairman.

## 3,000 MILES TO BUY LAND-ROVER

3,000 miles may seem a long way to go to buy a vehicle but it wasn't too far for Mr. and Mrs. Raymond M. Radle to travel. The Radles flew that distance from Spenard, Alaska, to Hibbing, Minnesota, to buy their diesel Land-Rover from Hilligoss Chevrolet. Mr. Jerry Hilligoss is pictured on the right of the photograph presenting the vehicle's keys. They drove to Wisconsin to visit Mr. Radle's mother, and then started back to Alaska via Nova Scotia and Canada.





THE COMPANY INVESTS IN THE FUTURE

# First Rover training school opens its doors to pupils

**T**HE Company has opened a training school—its first ever—at its Tyburn Road factory, which Rover acquired in 1965.

Apprentice training has been a strong feature of The Rover Company for many years, and to be a Rover apprentice has long been a much sought after status. Now, however, it is possible for the first time in the Company's history to give first year apprentices full time 'off-the-job' training on Rover premises.

Launching of the school—and it is now functional—has meant a heavy investment by the Company of money and people into a far-sighted project, the fruits of which will be gathered in increasing abundance in the years ahead.

For allied with apprentice training will be the use of the school's well-equipped premises in the pursuit of Management training. Planning for will get under way this year.

Towards the objectives of Management, apprentice and other training, a Company Training Manager has been appointed (Mr. Graham S. Essex see adjoining biography), together with an Apprentice Training Officer (Mr. Arthur Lynch) to succeed Mr. L. S. Shaw (Apprentices Supervisor), who retired at the end of the year; a Chief Instructor (Mr. Edward Shackle) and three instructors, Messrs. T. Carabine, D. Minett and R. Bunn.

The training school occupies some 17,000 sq. ft. of space on four floors at the Tyburn Road factory.

In the basement the sparks fly with practical training in sheet metal work, welding and fabrication (including heat treatment).

Machine shops occupy the ground floor, providing a lathe section and sections for milling, shaping, grinding and fitting. Also on this floor: offices for the Chief Instructor and instructors.

On the first floor are to be found the offices of the Training Manager and Apprentice Training Officer; a lecture theatre seating 100; a lecture room seating 20, a drawing office (and instructor's office), reference library and study room.

The second floor will be developed later according to the school's future requirements.

In addition to the three-storey accommodation, the school has an adjacent clubroom-cum-canteen occupying an area of about 2,700 sq. ft. It is hoped to use this room for apprentices' social events.

At the school, some 40 boys

annually will undertake a first-year, off-the-job basic, integrated craft course as recognised by the Engineering Industrial Training Board. The course will be integrated with day-release technical college studies. In addition to the 40 boys at the school, some ten other Rover apprentices at Pengam will continue to undertake first year integrated courses at the local technical college at Cardiff.

The objectives of the new training school, as detailed to ROVER NEWS by Mr. Essex, are to ensure an adequate supply of properly trained people for the Company, and improve the quality of training.

*(Editor's Note—A picture feature on the new school will appear in the next issue.)*

## He supervised 600 apprentices

Some 600 apprentices have passed through the Rover apprenticeship scheme while Mr. L. S. Shaw has been Apprentice Supervisor for the past 22 years. He retired on December 31.

Mr. Shaw joined the company in 1944 after being invalided out of active service in the Royal Navy with the rank of lieutenant-commander, Royal Naval Reserve. During the earlier war years he had served on convoy escort duties with the Atlantic, North Russian and Mediterranean convoys and was in command of a fleet minesweeper in the 'Med' when it was mined and sunk.

In his early years with Rover, in addition to starting the Apprenticeship Scheme, he was also responsible for assisting in the re-housing of employees returning from the Company's wartime factories in the North and from the forces. Among his many other duties he also started social club facilities at Solihull works, supervised the running of Rover House hostel, arranged for the first presentations of gold watches for employee long service and, more recently, organised courses for supervisory staff and shop stewards.

## RNA's Product Development Engineer

Mr. Dick Green, until recently Rover Service Manager for western U.S.A., has been appointed Rover North America's Product Development Engineer.

Mr. Green's duties will, amongst others, be concerned with the forthcoming U.S. Govt. safety requirements in cars. He will work from the American side of the Atlantic to ensure that Rover products meet regulations.

Succeeding Mr. Green as Service Manager for western U.S.A. is Mr. Roger Taylor, formerly service representative in San Francisco.



Dick Green



●An aerial view of the Rover Tyburn Road works. An arrow, top left, indicates the building housing the new Company training school. It occupies what was the administrative block when the premises belonged to Birlec.

## 'A job worth doing a satisfying experience'— APPRENTICES ARE TOLD

**R**OVER APPRENTICES AND EX-APPRENTICES WERE TOLD BY MR. B. G. L. JACKMAN (PRODUCTION DIRECTOR) AT THEIR ANNUAL DINNER THAT A JOB WORTH DOING WAS ONE OF LIFE'S MOST REWARDING EXPERIENCES.

"While I would not suggest that money is not an important incentive, it cannot be the entire be-all and end-all of our lives," he told his audience of about 150. "A job worth doing is, I think, one of the most rewarding experiences of life.

"In this regard, Quality and Reliability Year has come just at the right time, particularly from a national viewpoint," Mr. Jackman continued. "I hope we shall see the energies of many of our young people directed into producing better quality in all manufactured goods, and providing better quality in the service industries."

Linking the Brighton - London veteran car rally, in which he took part, with Q and R, Mr. Jackman commented: "The fact that some of these vehicles are capable of running about more than 60 years after they were built indicates that the quality and reliability of the units cannot be questioned.

"Some of them have been stacked away in fields and barns and literally forgotten for years, yet when resurrected the basic materials and components have been capable of being renovated to a condition of complete serviceability. I hope you will give this a little thought."

### Back with a 'bang'

Earlier, Mr. Jackman had referred to the national economic situation as it was affecting the motor industry, and declared: "While we are convinced that, as has happened so many times in the past, the vehicle building industry will come right back with a 'bang,' it is obviously going to be many months before we are in a position to use the increased capacity which we have progressively been making available over the past two years.

"This means inevitably that in some directions we may have to prune the overall establishment\*, but any pruning will not affect the apprenticeship scheme operations or the Company's training facilities generally.

"We are bringing into commission improved training facilities at the Tyburn Road factory and we intend to put these very good facilities to maximum use," Mr. Jackman added.

Mr. Jackman was the guest of honour at this year's Rover Apprentices' Association annual dinner. He replied to the toast to The Rover Company proposed by Mr. R. B. Myring (Gas Turbines).

Other guests included Mr. E. G. Bacon, Mr. C. J. Peyton, Mr. E. S. Richards, Mr. W. J. Robinson, and Mr. S. W. Nixon (executive directors); Mr. E. R. Pearce (managing director, Rover Gas Turbines Ltd.), Mr. R. N. Penny, Mr. John Griffiths (Gas Turbine directors), Mr. E.

Scott (General Works Manager, Tyseley Group of Factories), and Mr. A. J. Worster.

Mr. Worster presented his Apprentices Motoring Cup to Nigel Heslop, and the Shaw Snooker Cup was presented on behalf of Mr. L. S. Shaw, the Apprentices Supervisor, who is recovering from an illness, to George Taylor (Tyseley) by Mr. W. J. Robinson.

A letter from Mr. Shaw expressing best wishes for a successful function was read out by Apprentices' Association chairman Peter May, and greetings from the assembled company were telephoned to Mr. Shaw's home during the evening by Mr. Robinson.

Among those present for the first time at this function were 24 Cardiff apprentices, who regaled their Midlands colleagues with some impromptu Welsh harmonising. (\*This pruning has now taken place—Ed.)

**M**r. Lynch, 47, has joined Rover as Apprentice Training Officer from the United Kingdom Atomic Energy Authority where he had been deputy supervisor of apprentice training for the last eight of his 18 years' service.

He began in 1949 as a research and experimental mechanic with the then Ministry of Supply Atomic Energy Division at Windscale, Cumberland. Subsequently, he became a chargehand and then machine shop supervisor before moving to Harwell as an instructor in the apprentice training section within the new Authority. Later, he moved to the new training school at Winfrith, Dorset.

Mr. Lynch is a member of the national industrial advisory committee of the National Association of Boys' Clubs, and was a member of the Dorset executive committee of N.A.B.C. He is also a member of the Institute of Supervisory Management and was elected Chairman of the Bournemouth section in 1965, relinquishing the post upon his move to the Midlands.

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**RIGHT:** Instructors Thomas P. Carabine, Donald W. Minett and Reginald Bunn. Mr. Carabine was for two years an instructor at the Birfield training school before joining Rover; Mr. Minett and Mr. Bunn came from the Lucas training school (2 and 6 years as instructors respectively).

## THE TEAM AT THE HELM

**M**r. Essex, the Company Training Manager, is 35 and a former Rover apprentice. He left the Company in 1962 after 14 years' service to become lecturer in charge of the production section at Hall Green Technical College, Birmingham, and latterly he has been the Senior Training Officer with the Engineering Industry Training Board, responsible for implementing the Board's recommendations in 1,250 companies in the south Birmingham area.



During his earlier 14 years with the Company, Mr. Essex worked at Tyseley, Acocks Green and Solihull, first during his apprenticeship and later on Land-Rover and 2000 design and development work.

In 1959 he won a Savage Memorial Scholarship to Birmingham University where he spent a year in the Department of Engineering Production. He returned from university to Rover Gas Turbines Ltd.

He is a chartered member of the Institution of Production Engineers and a corporate member of the Institute of Plant Engineers.

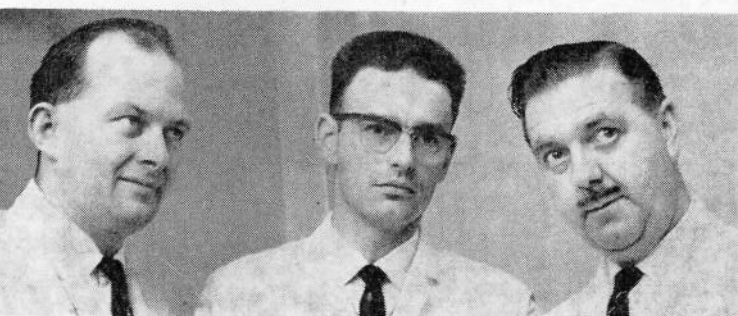
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**M**r. Shackle, aged 42, is also a former Rover apprentice. He has 26 years' Company service to his credit and has a gold watch for long service.

After returning from R.E.M.E. in 1948 (he was a warrant officer), he joined the Toolroom at Tyseley where his work included apprentice training on the universal milling section. Later he went on to machine tool demonstrations.

In November 1965, he moved to Acocks Green Planning Office on current gearbox planning. After a spell on new project planning he was appointed Chief Instructor of the training school last July. The school was then in embryo and Mr. Shackle has taken a leading role in the purchase and installation of equipment and generally seeing that the project rapidly took practical shape.

Mr. Shackle is a part-time lecturer at Hall Green Technical College.



## STAFF PENSION FUND MEMBERSHIP UP AGAIN

**M**embership of the Rover Staff Contributory Pension Fund rose by 132 to 2,305 during the year ended on August 6. This was stated in the annual report of the Fund Committee presented to the annual meeting on December 15.

The report declared that 306 new members had joined the Fund during the year; 141 left the Company's service, 13 withdrew for

other reasons and three had retired and were paid lump sums in commutation of small pensions. There were 17 deaths among members, of whom nine were pensioners. Thirty-six members retired on pension during the year making the total number of pensioners 165, whose pensions in a full year total £30,404," the committee reported. "As a result of the alterations in the Rules, pensioners who retired before August 7, 1965, have had the benefit of improved pensions for the full year while members who retired during the year have had improved pensions

from their date of retirement.

"The total of ordinary contributions again shows a substantial increase from £171,006 last year to £192,940 this year. There has also been an increase in additional voluntary contributions from £7,138 to £7,745.

"An amount of £3,766 contributions was received under the provisions of Rule 20 in respect of members continuing in the Company's service after age 65. Under the new provisions regarding transfers to and from the Fund, £872 has been received from other

funds in respect of new members joining the Fund.

"The improvements in death benefits were operative for the whole year and the dependants of the eight members who died during the year while still in the Company's service were paid a total of £12,770."

Total amount in the Fund account during the year increased by £298,013 to £2,205,807. The report concluded: "The Committee expresses its grateful thanks to the Company for its generous action in meeting the management expenses of the Fund."



## PERSONAL NEWS FROM THE FACTORIES

### BIRTHS

We offer our congratulations to...

**HORNE**—To Mr. and Mrs. W. Horne, a son (David Julian) on October 16. Mr. Horne is a machine operator at Pengam.  
**MYLOTT**—To Mr. and Mrs. Mylott, a son (Simon) on November 29. Mr. Mylott works in Unit Reconditioning, Cardiff.

### MARRIAGES

We offer our congratulations and best wishes to...

**SLOAN-HERBISON**—On October 29 at St. Giles' Church, Sheldon, Mrs. Irene Herbison (Comptometer Department, Solihull) to Mr. John Sloan.  
**EVANS-DE TORRES**—On October 29 at Llanishen Church, Cardiff, Mr. E. Evans (machine operator, Pengam) to Miss Y. de Torres.

**BARKER-CLARKE**—On October 29 at Holy Souls Church, Acocks Green, Mr. Terence Michael Barker to Miss Carol Anne Clarke (Inspection Department, Tyseley).  
**BAKER-HOFTON**—On November 2 at St. Oswald's Church, Chester, Mr. Noel Baker to Miss Linda Hofton (secretary to Mr. J. Swaine, Experimental Department).  
**SMITH-GAYNOR**—On November 12 at St. Francis of Assisi Church, Baddesley Clinton, Mr. Geoffrey Michael Smith (only son of Mr. A. B. Smith, Director and General Manager, and Mrs. Smith) to Miss Lorna Elizabeth Gaynor.  
**CROUCHER-CHAN**—On August 27 at Caxton Hall, Westminster, Mr. Vernon Croucher to Miss Rita Chan (secretary to Mr. R. C. Shand, Works Manager, Cardiff).

### GOLDEN WEDDING

We offer our congratulations and best wishes to...

**JOINER**—Mr. and Mrs. W. Joiner on December 9. Mr. Joiner is a shop labourer, Solihull.

### RETIREMENTS

Mr. George Tillotson on October 31; an Inspection Supt. at Ryland Road, Tyseley Section (38 years' service). Mrs. Hannah Howell on November 17; a cleaner at Solihull (19 years). Mr. Frank Halford Slater on December 30; an inspector at Solihull (12 years). Mrs. E. E. Robison on December 30; forewoman in charge of office cleaners, Solihull (26 years). Mr. E. J. (Peter) Kane on December 30; Parts Liaison, Solihull (26 years).

### DEATHS

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

**BILL**—Mr. Alfred Bill on October 23, aged 68; a machinist at Ryland Road until his retirement in August 1963.  
**BLAKEMAN**—Mr. Victor Blakeman on October 29, aged 51; a shaper in the Tool Room, Solihull (18 years' service).  
**BELCHAMBER**—Mr. James Thomas Belchamber on October 30, aged 57; an inspector in the Service Transit Stores, Solihull (15 years' service).  
**FULFORD**—Mr. Ronald Victor Fulford on November 3, aged 51; a bodymaker (26 years' service).  
**BAGLOW**—Mr. William Ernest Baglow on November 7, aged 58; an inspector at Solihull (11 years' service).  
**KIRBY**—Mr. Bertram C. Kirby on November 9, aged 73; Cashier and Export Credit Controller until his retirement in October 1965.  
**BRIGGS**—Mr. W. Briggs on November 12; a leading hand in the Toolroom Stores, Acocks Green (29 years' service).  
**SMEDLEY**—Mr. Bertram Robert Smedley on November 12, aged 56; an inspector at Solihull (2 years' service).  
**SOUTHEY**—Miss Patricia Violet Southey on November 14, aged 36; a bench hand in P6 Trim Shop (11 years' service).  
**BYGRAVE**—Mr. Thomas William Bygrave on November 15, aged 70; a labourer in the Laboratory, Solihull (26 years' service).  
**GEE**—Mr. Benjamin John Gee on November 16, aged 39; a fitter on P6 (9 years' service).  
**MEREDITH**—Mr. Arthur Meredith on November 20, aged 69; a labourer in the Paint Shop, Solihull (nearly 2 years' service).  
**HALL**—Mr. John Henry Hall on November 16, aged 67; a machinist at Perry Barr (19 years' service).  
**THOMAS**—Mr. Frederick Thomas on November 7, aged 60; a grinder at Percy Road (5 years' service).  
**SWEETMAN**—Mr. Bernard Sweetman on November 25, aged 65; Tool Stores, Tyseley (7 years' service).  
**BURBRIDGE**—Mrs. Sarah Anne Burbridge on November 21, aged 52; Inspection, Perry Barr (13 years' service).  
**JUKES**—Mrs. Elsie Jukes on November 8, aged 57; office cleaner, Springfield (9 months' service).  
**WILDING**—Mr. Alexander Wilding on November 27, aged 65; Progress Department, Tyseley (13 years' service).  
**FULFORD**—Mr. Frank Charles Fulford on December 1, aged 52; staff foreman, Perry Barr (12 years' service).  
**SNEYD**—Mr. W. J. Sneyd on October 21; he was a car road tester until his retirement in February 1964 (32 years' service).

### 2000 popular with the prize winners

The Rover 2000 has been judged the most popular car of the year—by winners of the Win-a-Car Contest organised by the weekly magazine 'Reveille.'

In the past 12 months, fourteen 2000s have been selected as prizes in the competition. This total means that nearly half of the winners who were given the opportunity to own a Rover 2000 took it, despite being offered numerous selections of other models. No other model of any make approached the Rover total.

## NEWS AND PICTURES ABOUT ROVER PEOPLE



Youth gives age a helping hand...

Over 60 years separates the production of these two Rover cars, but assistance is given by the Rover 2000 with a tow when the occasion arises. The two cars take advantage of the early morning calm of a London side street before the start of the London-Brighton veteran car run in which the 1904 Rover (seen above) took part.

## By 2-wheeler veterans to see lights

Several Rover employees proved that the world of the vintage machine does not belong solely to the motor car when they rode their vintage motor cycles from Birmingham to Blackpool.

It was the first run on this route organised by the Midlands Division of the Vintage Motor Cycle Club. Riders travelled from the Parson and Clerk Hotel in Sutton Coldfield via Stafford, Newcastle-under-Lyme, Wigan and Preston, and then on to Blackpool. The participants were able to tour the Blackpool illuminations after the race.

### Non-competitive

Riders moved off in the order of the oldest machine first, the event being a non-competitive run open to riders of machines manufactured before 1931. First of the 13 entrants away was Mr. John Narramore (Turbine Research and Development, Springfield) on his 1921 B.S.A. 557c.c. combination, with all chain drive and a three-speed gearbox. Navigating for him was Martin Clements, an apprentice turner at Springfield.

Other Rover riders were Mr. Bernard Poole (Land-Rover Experimental Shop) on his 1923 Triumph 550 c.c., Mr. John Wragg (Jig Shop, Solihull) and Mrs. Wragg on a 1928 A.J.S. 799 c.c. combination; Mr. Tom Shortland (P6 Assembly) on his 1929 500 c.c. Rudge Replica, and Mr. Derrick Pryke (Rover Gas Turbines Project Engineer) on his 250 c.c. 1930 Ariel.

Most of the riders had trouble-free runs to Blackpool, and had no need of the recovery vehicle, a Land-Rover driven by Mr. Jack Baines (Technical Sales Engineer).

Mr. Gordon Fuller (Chief Planning Engineer, P6) was among the speakers in an informal discussion on "Quality and Reliability of Motor Cars," organised by the Automobile Division of the Institution of Mechanical Engineers at Lanchester College of Technology, Coventry, on November 29.

## Chasing the championship in 2000 TC

With nearly 50 rallying trophies won already this season in their Rover 2000 TC, Dr. and Mrs. J. O'Leary (pictured below) have due cause to ascribe to their car the inscription "I Wanna Win." They have entered the TC in as many events as possible this season in an effort to win the American national championship.

In their car, which they bought from Dick Alderman of Wilmington, Delaware, Jack and Renee have competed in numerous rallies. They recently finished first in the Rose Tree Motor Club Annual Fall Invitation Rally against 94 other vehicles, the largest field of entrants in a United States motoring rally so far this year. The event covered only 135 miles and began and ended in Downingtown, Pennsylvania.

The Rose Tree Rally counts towards the Pennsylvania Rally and Appalachian Trail Championships and the O'Learys are among the top three contending pairs for both of these titles.

They also recently finished in second position in the 500-mile Rip Van Winkle Rally against 58 other drivers, and took second place in the Jersey 500.



## ON THE BRIGHTON RUN (or how the boy found the starting handle)

It is appropriate in National Quality and Reliability Year that not only modern Rover products should receive a thorough testing but that veteran cars should also be put through their paces.

A 1904 Rover entered for November's veteran car run from London to Brighton certainly proved that Rover products last.

Lent by Messrs. Grose Ltd., our Northampton distributors, and driven by Mr. B. G. L. Jackman (Rover Production Director) the vehicle easily covered the 60 miles in about 4½ hours, averaging 14 m.p.h. In fact, the tender vehicle with tool kit on board never caught up the veteran due to traffic congestion, and the run was completed with the only operating tools in Mr. Jackman's pocket, being a plug spanner and a pair of pliers!

Some coaxing at the end of a tow rope from a Rover 2000 was needed before the start of the event, plus the changing of the sparking plug, after which the engine of the old car soon burst into life. Thereafter starting on the handle with suitable manual priming caused no further trouble. Oil consumption on the run—six pints—was rather heavy due to modern oils being of low viscosity.

Coming up to the start inside Hyde Park, a small boy ran alongside the vehicle and handed up the starting handle, so saving Mr. Jackman and his American companion (W. R. Reid Jr. of the

Torrington Co., Connecticut, U.S.A.) from leaving behind a vital piece of equipment.

The handle had become detached due to a broken cotter pin in the 200-yard 'warming up' move towards the starting line. It was re-attached at Redhill during a 'breather' period.

Mr. Jackman's own 1903 Phoenix-Minerva chain-driven tri-car was also entered in the event and was running well as far as Purley when its withdrawal was forced by one of its drivers being taken seriously ill and having to go to hospital.

Traffic congestion all the way to Brighton was heavy and many thanks are due to the various police forces en route whose splendid efforts kept routes and gaps open for the veterans to creep through.

### Practical sympathy with Aberfan

Collections towards the Mayor of Merthyr Tydfil's Aberfan Disaster Fund were taken at Rover Acocks Green and both Cardiff factories. £48 0s. 6d. was collected at Acocks Green by Mr. William Fradgley (Machine Shop foreman) and Mr. W. Taylor and Mr. K. Cross. The Cardiff fund amounted to £152 4s. 3d., which was raised to a total of over £200 by the Company. Collections were made among both works and staff personnel.

### Gone to sea... and 'Down Under'

Leaving the Solihull Planning Department to join the Merchant Navy as a junior engineer is Brian Allcock, who served his apprenticeship at the Tyseley and Percy Road factories.

A father and son who worked on P6 Stage 3 Assembly, Mr. J. R. McTigue and Mr. D. J. McTigue, left Rover recently to emigrate with the remainder of the family to Australia.

### ELECTED PRESIDENT

Mr. Vic Macdonald (Jig Shop) has been elected general president of the United Patternmakers Association and took office on January 1. Mr. Macdonald, who is aged 54, has been a member of the association for 38 years and was elected to the union's national committee in 1959. He will be allowed time off by the Company to attend to the association's business.

## Pengam cricketers acclaim best bat and bowler

Mr. J. Fisher Evans, Assistant to the General Manager, Cardiff, and a vice-president of Rover Pengam Cricket Club, presented the best batsman award to Brian Prance, and the best bowler award to Bernard Sullivan, at a very enjoyable evening held in a local R.A.F.A. club.

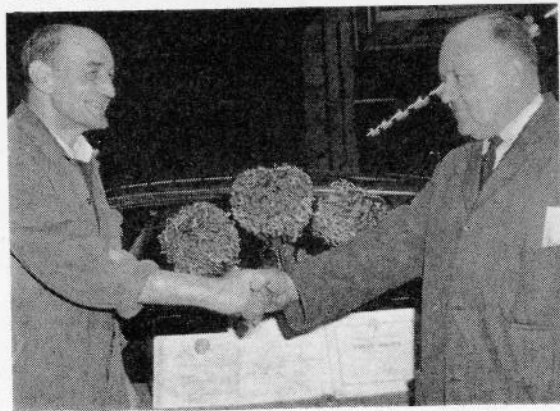
The new cricket club committee members for 1967 have been appointed as follows: Chairman, Mr. S. Beckett; Secretary, Mr. J. Norman; Treasurer, Mr. R. Goode; Organisers, Mr. B. Sullivan and Mr. G. Champ; Club and League Captain, Mr. B. Prance; 1st XI Captain, Mr. T. D. Fox; Vice Captains, Mr. R. J. Evans and Mr. A. Osbourne.

The presidency of the club has again been accepted by Mr. S. W. Nixon (Executive Director and General Manager, Cardiff), and the vice-presidencies again accepted by Mr. J. H. Whitby, Mr. J. Fisher Evans and Mr. R. C. Shand.

## SUCCESS BLOOMS AGAIN FROM HIS GREEN FINGERS

It's congratulations once again for the man who is The Rover Company's champion chrysanthemum grower—Mr. Cyril Eglise (P6 Final Line Rectification), shown below being complimented on another fine display by Mr. T. Davis (foreman, P6 Final Line Rectification).

The chrysanthemums which recently won him further success are shown with their respective certificates. They are (left to right) the blooms which won him the Coventry and District section of the National Chrysanthemum Society Amateur Gardening Award of Merit Certificate, Certificate of Merit and Challenge Trophy First Prize.



Not shown in the photograph are three chrysanthemums which won Mr. Eglise awards at the Bingley Hall show in Birmingham, now considered to be the second top chrysanthemum society show in Great Britain. Next year Mr. Eglise is hoping to enter the country's top chrysanthemum exhibition in London.

## Programming ahead

Mr. D. T. Clayton, who for the past three years has been Company Project Programmer, now becomes Programme Manager, Forward Products, in which position his previous responsibilities and authority are extended to enable him to ensure that the Company's future policies are achieved in the most effective and economical manner.

Mr. Clayton joined Rover in 1957 as a technical assistant on P5 and later became Project Engineer for that vehicle under Mr. R. N. Oxley. He then occupied a similar position on New Vehicle Projects under Mr. C. S. King before transferring from Engineering to form the Company Programming Department under Mr. A. B. Smith.

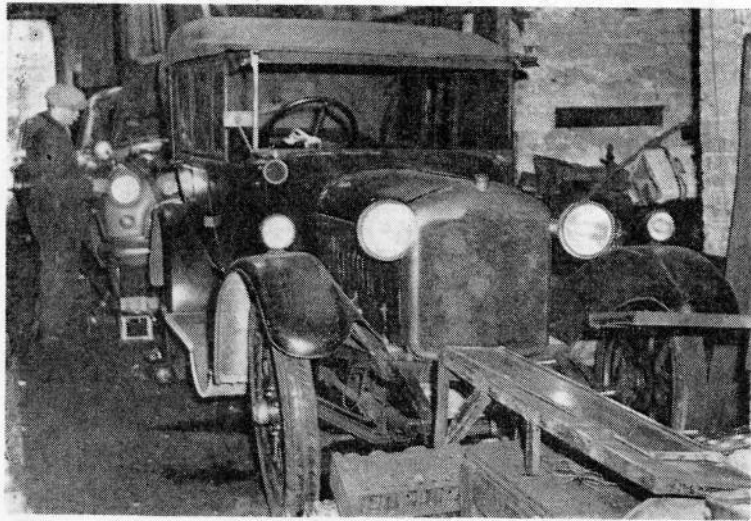
During his service with the Engineering Department, Mr. Clayton organised the first large-scale car proving tests in East Africa, and was also team manager for the first



Mr. CLAYTON



# A 1924 Rover takes to the road again after 30 years a garage recluse



Among the debris of old cars and alongside its more modern counterparts, the veteran Rover is being reborn after its years as a recluse.

**“Old soldiers never die, they just fade away.”** So, it seems, do veteran Rover cars, on the evidence of a recent ROVER NEWS investigation.

It was in 1936 that a 1924 14 h.p. Rover car, the property of a Miss Lilly Phillips, of Selwyn Road, Edgbaston, Birmingham, was driven into a lock-up garage in Mayland Road, Edgbaston. It was destined to stay there for 30 years, gathering dust while remaining untouched and cut off from a world where the whole concept of motor cars was changing.

Late in 1965 Miss Phillips was found dead in the house in Selwyn Road, and the story of the car began again. It was soon discovered that, despite her recluse-like existence, she had kept a large amount of money in the bank. She was also the owner of some property in Dudley Road, Birmingham, including a vacant dress shop, perfectly preserved complete with 1930s-style fashions.

Soon the existence of the lock-up garage was discovered, and a firm of builders called in to secure the property. The car was revealed under a layer of dust and—with the air-tight atmosphere in the garage—in good condition.

It was later bought for £200 by Mr. Douglas Allen, son of the owner of the building firm. He called in Mr. H. M. Stanley and his son, Ray, owners of White's Garage, Birmingham, to remove the vehicle to their premises for overhauling. After a few minutes' work, the engine actually turned over—for the first time in over a quarter of a century.

“I don't think one could wish to find a car in better condition,” said Mr. Allen, who is 23 and has been a vintage car enthusiast for some years.

It has been his ambition to own a car such as this—“if possible, in addition to a Rover 2000,” he added.

There were no effects from rust and corrosion although the colour had become a dull black from the original crimson. Three of the tyres were still pumped up, the clock would still work and the car rugs on the back seat were perfectly preserved. Only the magneto and the windscreen will need replacing, and Mr. Allen will purchase a new set of tyres from a firm of vintage car suppliers. According to the mileometer, the car had done 33,000 miles.

Although the car was licensed until December 31, 1936, it is believed that it was last used in 1931, from the date of some newspapers on the car's back seat.

Why was it left so long? One theory is that Miss Phillips' financed died shortly before their proposed wedding, and the consequent shock left her completely cut off from the outside world until her death.

The veteran Rover is now being overhauled ready for road use, and thus a car which ‘died’ for 30 years will re-emerge on to roads bearing witness to a completely different era of motoring.

## He controlled wartime petrol rations

Presented with a battery-operated transistor radio upon his retirement was Mr. E. J. N. Langford (Solihull Stock Audit Department). He was with the Company for 26 years, having begun his service in the Solihull Welfare Department as secretary of the Benevolent and Air Raid Damage Funds until they were discontinued. He was also adjutant of the Company's A.T.C. during the war and had charge of petrol allocations.

In 1945 he was transferred to the Acocks Green Welfare Department and at the time of the Suez crisis was again in charge of all petrol allocations. He was an official of the Benevolent Fund at Acocks Green before returning to Solihull in 1959 to the Stock Audit Department under Mr. L. B. Hubbard, who made the presentation (pictured below).



## The gas turbine ‘tune’ heard down Mexico way

A trailer-mounted generator set and a portable water pump set were exhibited by Rover Gas Turbines Ltd. in the British Industrial Exhibition at Mexico City.

The generator set was manufactured by P. G. Tyrer (Turbines) Ltd., of Lancing, Sussex, and employs a Rover ‘Myton’ gas turbine as prime mover. The gas turbine driving the water pump was a Rover ‘Myton’ and the pump set was manufactured by F. G. Miles Engineering Ltd., of Shoreham-by-Sea, Sussex.

The exhibition was held in the Auditorio Nacional in Mexico City and opened by Sr. Lic. Octaviano Campos Salas, Minister of Industry and Commerce.

Mr. John Griffiths (Sales Director, Rover Gas Turbines Ltd.) attended the exhibition for seven days, and Mr. Gerald Waight (Service Engineer) manned our stand for the whole period. The exhibition was very well attended and our exhibits attracted a good deal of interest and several serious enquiries.

“We attracted particular attention when, after some three days, we obtained the permission of the organisers to demonstrate our engines,” a Rover Gas Turbines spokesman said. “The whine of our turbine was a distinctive sound, eclipsing the clatter of the machine tools coming from the upper floors, in a building more accustomed to the strains of the opera!”

“As the engine in the generator set was run within the confines of our stand, which was fitted with a temporary wooden floor, it demonstrated to advantage the non-toxic nature of the exhaust gases and the vibration free running.”

During the exhibition period Mr. Griffiths appointed Mr. John Finny, Sonomex, S.A., Ayuntamiento 54, Mexico 1, D.F. as an agent for Mexico.

Two apprenticeships completed recently were those of Peter Byron (Technical Service) and Geoffrey Inker (Pengam). Congratulations.

A trainee from West Cameroons (Customs and Excise Department) has completed a short training period on Land-Rover maintenance, and three Nigerian police officers are here for a similar short training period.

Mr. E. T. Allen (Chief Quality Engineer—Engines) was among the speakers during an informal discussion on the theme ‘National Quality and Reliability Year and the

Internal Combustion Engine’, organised by the Internal Combustion Engine Group of the Institution of Mechanical Engineers in London.

## OTHER RETIREMENTS . .

Saying farewell with a sincere vote of thanks to all those who had helped in his career at Rover was Mr. Stan Kerr, Chief Inspector with Rover Gas Turbines Ltd. since 1961.

Mr. Kerr had completed 17 years' Rover service before leaving to take up a new appointment. He began as an inspection trainee on cars for five years and followed this with three years as a bench inspector with gas turbines. Then, for two years, he was personal assistant to the chief inspector on cars, after which he spent one year as Car Inspection Engineer. He returned to gas turbines in 1960 as Deputy Chief Inspector and took up his post as Chief Inspector the following year.

A complete ‘do-it-yourself’ kit was presented to him by Mr. E. R. Pearce (Managing Director, Rover Gas Turbines Ltd.).

When Mr. George Tillotson, Inspection Supt. at Ryland Road for the past 15 years, retired he was presented with a tankard and a cheque by Mr. Jack Butlin (Inspection Supt. for the Tyseley and Ryland Road group of factories).

Mr. Tillotson began his career with the Company 38 years ago as a chargehand in the tool setting section at Tyseley. After ten years in this position, he became night foreman in the Machine Shop for a short time.

During the war, he became foreman of the Machine Shop, working on Cheetah aero

engines. From 1941 until 1945 he was Chief Inspector on Cheetah and Merlin engines. He then became a foreman on inspection work at Tyseley, until going to Ryland Road in 1951 as a foreman inspector.

Leaving the Company recently, having bought a boarding house in Blackpool, was Mr. J. Williams. He worked in the Land-Rover Paint and Spot Weld Department for 14 years, the last four of them as a foreman. Mr. A. James (Supt. of the Assembly and Paint Shop) made the presentation of a case of cutlery, a meat dish, and a set of carving knives.

When Mr. T. B. Harris left The Rover Company to emigrate to Toronto, Canada, he was presented with a wrist watch and a fountain pen by Mr. H. Holdsworth (Planning Department).

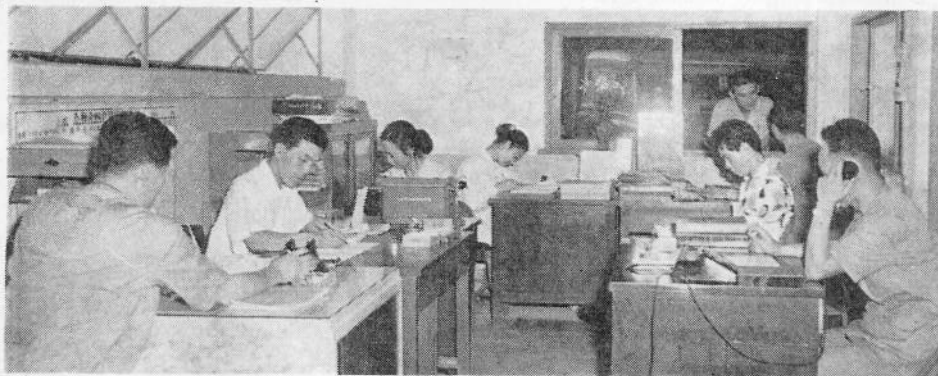
Mr. Harris joined the Company in 1954 and worked in the Chassis Weld Shop until 1957. Transferring to Overseas Planning on its inception, he then joined Rover Gas Turbines Ltd. as Planning Engineer in 1960. Mr. Harris rejoined the main Planning Department under Mr. L. H. Spicer three years ago as Planning Engineer for the Land-Rover Final, W.D. and Test Rectification Lines.

## WALK? RUN? HE CHOSE TO RIDE!

“Walk, Don't Run” is the advice veteran film star Cary Grant offers cinemagoers in his latest film. But Mr. Grant seems to have abandoned both forms of exercise for luxury travel in a Rover 3-litre, according to the photograph RIGHT. With him in the picture is his wife, Dyan. The vehicle was lent by the Company to Windmill & Lewis, our Bristol area distributors, who made it available to Mr. Grant and his wife while they were in England visiting his mother in Bristol.



## FIRST VEHICLE SERVICE SCHOOL OPENED IN SOUTH KOREA



The men and women who are actively concerned with the maintenance and repair of Rover vehicles in South Korea, pictured LEFT outside their garage premises in Seoul. In the centre, seated, is Mr. Shin, the owner of the premises. His company is responsible for Rover service facilities in South Korea under the supervision of our distributor for Korea, Frazar International (Korea) Ltd. Behind the group, in fact, can be seen a Land Rover at the top of a ramp.

Mr. Shin recently opened a service school on the third floor of his premises, the first of its kind to be licensed by the South Korean Government. The school, accommodating 60 students at a time, has six “teachers” to train pupils both in class and workshop. A course lasts some eight weeks and covers instruction on all makes of vehicles operating in South Korea. Several Government officials attended the school's opening ceremony. ABOVE: Mr. Shin's office staff at work. The reception window, with a visitor, is seen in the corner of the office.



# Mansfield dealers' new extensions



New extensions to the premises of James Windsor and Son (Mansfield) Ltd., Rover dealers, are pictured ABOVE. They incorporate a floodlit used-car display area, and petrol forecourt with a large open canopy to aid the sale of petrol in all weathers. The acquisition of an adjacent property provided a large covered car storage area and enabled additions to be made to the garage floor space. This will increase the efficiency of repair and servicing work, especially with the inclusion of four two-level servicing bays which provide for entire under-chassis and top area servicing with the vehicle in one position.

## Bushmen's eye 'hospital' a L/Rover

A Land-Rover sent to Africa by members of the Midland branch of the Royal Commonwealth Society for the Blind has covered over 112,000 miles and is now being used as a dispensary by bushmen in the Kalahari Desert.

The story was told by Mr. John Wilson, founder of the Society, at a reception held recently at the Birmingham Medical Institute to acknowledge the work of helpers during the year.

The vehicle was sent as a result of Kenilworth Carnival in 1962 and has since done two tours of duty of 95,000 and 17,000 miles. During its first three years' service, it was used in the Luapula Valley area. In that period, 42,000 patients' eyes were treated, and whereas 40 went blind in the first year, three years later there were only four.

## Mr. S. W. Nixon gets his watch

While Mr. S. W. Nixon (General Manager and Executive Director, Production, Cardiff), was at Solihull on a routine visit, the opportunity was taken by Mr. A. B. Smith (Director and General Manager) to present Mr. Nixon with his gold watch for 25 years' service to the Company. He is pictured right receiving the watch in its box and a congratulatory handshake. Mr. Nixon went from the Acocks Green/Tyseley Group, where he was Quality Manager, to Cardiff as Factory Manager (Production) in 1964 and was appointed General Manager and Executive Director, Production, of the Welsh factory in 1965.



## Civic party on 2000 Line



It was Civic Day at the Solihull and Acocks Green factories on November 29 when the Lord Mayors of Cardiff and Birmingham and the Mayor of Solihull, accompanied by their respective consorts, paid their annual visit.

From Cardiff came Ald. H. E. Edmonds, M.B.E., and Mrs. Margaret A. Hall (his widowed sister); from Birmingham, Ald. and Mrs. H. E. Tyler, and from Solihull, Mr. and Mrs. W. M. Thomas.

For the Mayor of Solihull it was an unusual occasion, for Mr. Thomas is the Company's Communications Manager and much of what he was shown as Mayor of Solihull he was well aware of as a Rover employee.

After being greeted by members of the Main Board, the civic visitors were taken in 3-litres (Manual and Automatic) and 2000s (TC and Automatic) for a tour of the 2000 Assembly Lines and Paint Shop. A drive round the test track and a trip over the Jungle Course in Land-Rovers followed.

Lunch with Main Board directors and their wives was followed by a drive to Acocks Green for a tour of the factory there. The civic visitors departed after tea at Acocks Green. PICTURED ABOVE: The civic party shows keen interest in a phase on the 2000 Assembly Line. Taking a close-up look is the Mayor of Solihull, with Birmingham's Lord Mayor next to him. The Lord Mayor of Cardiff is on the left in the photograph.

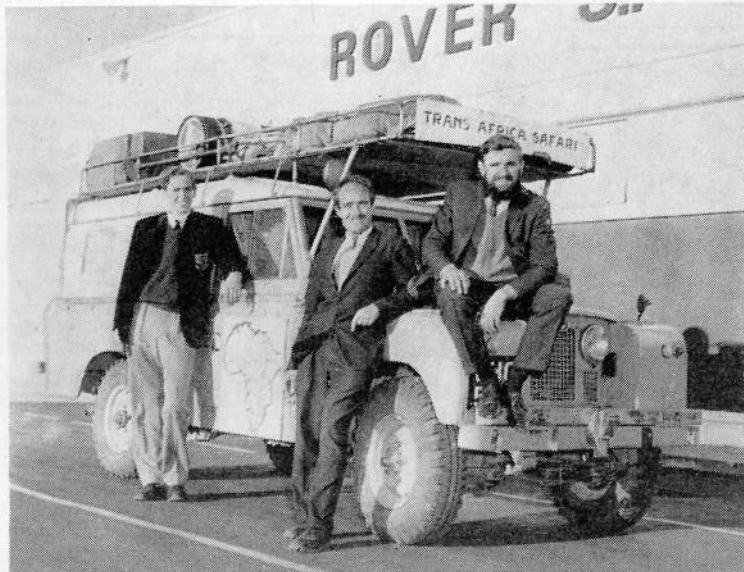
N.B. The Lord Mayor and Lady Mayoress of Coventry (Alderman and Mrs. E. M. Rogers) were unable to be present at the last minute because Alderman Rogers was indisposed.

## Round Africa, via mines, bullets & uprising!

Half-way round Africa, and an eight-year-old second-hand Land-Rover and its crew from Britain drop into the Rover South Africa premises at Port Elizabeth for a service check up. Only minor adjustments were necessary and the vehicle was declared mechanically fit to continue its marathon overland journey.

The vehicle, a 1958 Series II Long petrol model, carried (left to right in adjoining picture) Graham Salter, Jim Barr and Clifford Salter from the North African coast to Cape-town via the West coast of Africa over the Atlas mountains, through the Sahara Desert and across Nigeria. The return was up the eastern side of the continent via Nairobi (Kenya), the Sudan and Egypt. The total mileage when the trip is completed will be 35,000 miles!

The trio and their vehicle left England in October 1965 and made their way to their North African starting point via Europe and Gibraltar. During the eventful trip south—they once drove into a frontier minefield, were fired on when they unwittingly crossed a border and were delayed by an



uprising—the vehicle gave them no mechanical problems, the Land-Rover only needing one spring leaf and its shackle pin replacing. Sales of close-up pictures taken of

African and insect life, together with earnings from a number of commissioned photographic studies, will help to defray the expenses of the overland safari.

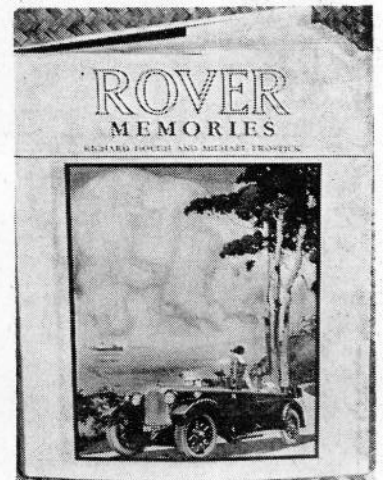
# ROVER MEMORIES

by Richard Hough and Michael Frostick  
Published by Geo. Allen and Unwin Ltd. 30s.

Bearing in mind that The Rover Company's history dates back to 1877 it is somewhat surprising that one has to wait until 1966 before it is possible to pick up a book specially written about the Company. 'Rover Memories' has broken this long period of silence and in reading the book I feel that it can be accepted as a pleasant introduction to other books about Rover which will undoubtedly be published in the near future for the interest and enlightenment of old and young motoring enthusiasts.

The authors have been quite frank in their introduction—'Rover Memories' is not a history of the Company—and as its title implies its pages are designed to stimulate the memory and to create moments of nostalgia for ardent Rover followers.

As with all new books, this effort of Richard Hough and Michael Frostick will be subject to its inevitable share of adverse criticism by the reviewers who will go to great pains to point out that such and such a model is not mentioned, or that there is doubt about the authenticity of this or that. (What perfect books some reviewers could produce!) Even such things as the book size, its general layout, quality of its reproductions and method of printing, etc. will all receive their quota of good and bad opinions from the critics. Allowing for all this, I examined the book through the eyes



of one who can rightly claim to have much more than a fleeting knowledge of the background of The Rover Company.

My first reaction was that the title of the book and the carefully-chosen illustration of the jacket could not have been better conceived. (The illustration is a faithful reproduction of a design shown on page 9 of the 16/50 h.p. model Sales Brochure of 1927).

Throughout the book's 96 pages there is a visual feast of memories—sketches from handbooks, brochures, advertisements, early 'Autocar' road tests, specifications and so on, and all these bits and pieces have been welded together by brief and easy-to-read items of historical interest.

In 1885 when J. K. Starley introduced the 'Rover Safety Bicycle,' Henry Sturmy of the 'Cyclist' made the comment that 'The Rover had set the fashion to the world.' This was used with success as a sales slogan during the cycle days but was not strictly appropriate for use on car sales literature. Just for your edification you will notice on page 30 that Rover's publicity boys used the slogan for the Rover 8 twin air-cooled model of the early twenties.

I am not too happy about the picture on page 32: the photograph of the 'Eight' and the caption are new to me. The authors have, however, without doubt, used the picture in good faith. It reminds me of a Rover advertisement in a prominent Sunday newspaper of 1953 which gave a grandly worded display of 'Rover' qualities but the car proudly illustrated was a Standard Eight.

One reader wrote to us that the advertisement was "one-over-the-eight"! 'Rover Memories' is worthy of a place on your bookshelf and a copy would make an ideal present for a friend. H.B.L.

## Fuchsias win trio top award

A Rover employee is one of a team of three men who have won one of Britain's top horticultural awards. Barry Houldey (Foreman Inspector, P6 Stage 4), with two colleagues, Mr. Ron Winkley and Mr. Horace Hubble, constitute the Warstock Horticultural Society team which won the Viscountess Boyne Perpetual Trophy at Shrewsbury Horticultural Show.

Three years ago, Barry and his friends decided to pool their resources and grow fuchsias as a team. As their stocks grew, they ran out of space and eventually had to house their flowers in four separate greenhouses. Despite bad weather interfering with their preparations for the show, they managed to triumph over such entries as geraniums and glloxinias.

A member of Shirley and Kings Heath Horticultural Societies, Barry hopes to exhibit at the Rover Horticultural Show this year for the first time.

## 100 plus in Rover archery shoot

Competitors came from all over the Midlands to attend the annual autumn field shoot organised by the Rover Archery Section. 104 bowmen competed in the bare bow, cross bow, hunting tackle and free style sections.

Rover archers who met with success were Master D. Russell, who came second in the under 14 section with 235 points, and Mr. F. Steward, fourth in the men's bare bow section with 295 points. LEFT: Sharing a joke—a group of competing archers, suitably warmly dressed for a cold November day.



## GREETINGS FROM WEST BERLIN



The adjoining greetings card has been received by Mr. Hill (Photographic Department, Acocks Green).

It depicts a section of the Berlin wall and has been sent by the Senator for Youth and Sport in West Berlin. This organisation sends underprivileged children to Britain under the auspices of the

International Help for Children Organisation. The inscription on the card reads: "A child from Berlin owes a marvellous holiday to your generous hospitality. Your charge has returned, well rested, to our city. On behalf of the Berlin Senate I thank you most sincerely for having taken this child into your home." Mr. Hill and his family had a five-year-old German boy staying with them at Christmas, 1965, and this Christmas they have had Michael Noack (5), from Spandau, sharing their home. He returns home later this month. Michael has been learning English and singing carols while attending a local school since November with five-year-old Andrew Hill.

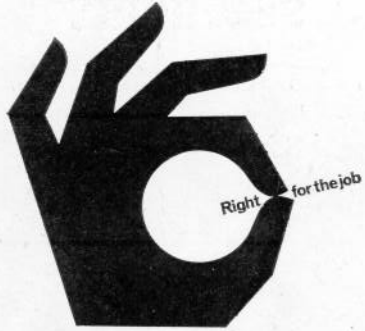
Pengam Parts Department annual skittles knock-out competition was concluded after a series of close and exciting games with a final between 'The Pretty Things' (a misnomer if there ever was one) and the 'Heavy Gang'. Against all predictions and run of play, 'The Pretty Things' came out eventual winners after a closely-fought contest. After the match a social evening and dance was attended by some 220 supporters. The presentations were made by Mr. John Fisher Evans in his inimitable style—shields and cup to the winners and shields to the runners up.



# ALVIS NEWS

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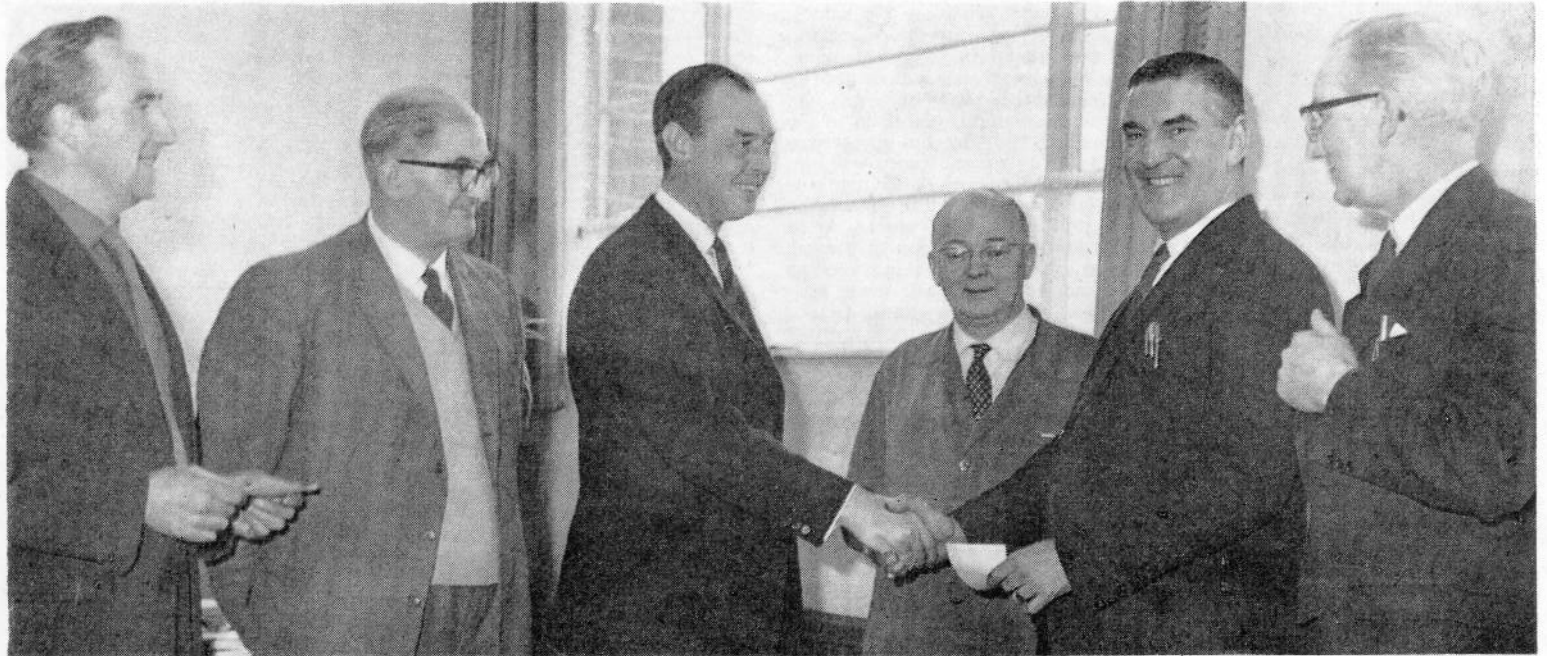


## COMPETITIONS GIVE QRY CAMPAIGN A GOOD START

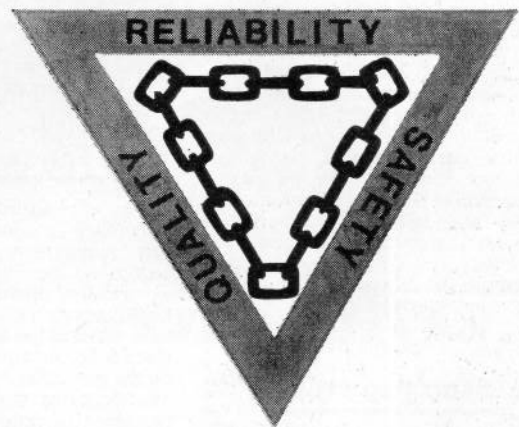
"Good enough is near enough but is near enough good enough?" That's the slogan that has won Mr. W. Hancox (Inspection) £10 in a slogan contest organised as part of the Alvis Quality and Reliability Year Campaign.

Winner of the symbol contest is Mr. W. Murray (Aero Repair Shop), whose design wins him £10. This depicts an Alvis badge containing the words, "The strength of the chain is your link".

Alvis Quality and Reliability Year got off to a good start under the direction of Mr. E. Beattie (Chief Inspector). Committees sit once a month with Mr. R. F. Skidmore (Works Director) as chairman, to decide upon a topic to be examined and specifically investigated. The following month's committee meeting then hears what has been decided and what improvements can be made.



ABOVE: Mr. R. F. Skidmore (Works Director) presents Mr. G. Hancox (Inspection) with his cheque as winner of the QRY slogan contest. Also in the photograph are Mr. W. Murray, left, (Aero Repair Shop), who received a cheque as winner of the symbol contest; Mr. E. Beattie, second from left, (Chief Inspector); Mr. J. Walker, third from right, (Works Convenor) and Mr. E. Camm, right, (Aero Repair Shop Supt.). RIGHT: The winning symbol design.



THE STRENGTH OF THE CHAIN IS YOUR LINK

### New Year Greetings from the Chairman Mr. J. J. Parkes

I welcome the opportunity of sending a New Year message to Alvis employees.

At this time last year the event of the merger with Rover was fresh in our minds and, quite understandably, there were many who wondered how it might affect them as individuals.

I am confident all concerned now fully appreciate the excellent co-operation which has been established, and look forward to continued working as a united team. It is, of course, too early yet to see the results of some of

the developments which are in hand.

Looking outside our immediate affairs but closely associated with them, we must all feel conscious of the national situation and hopeful that a successful outcome will be reached in due course.

Personally, I do not believe politics in the generally understood sense of the word are the major problem. The cold hard facts are that most of us must work in order to live; the better we do so the better we are likely to live, and it is the same for the nation.

In Alvis we are not particularly subject to extreme changes at short notice; our variations in programme come at longer intervals and the best way to keep ourselves in regular work is to ensure that we meet our present commitments in a reliable manner. Our record in this is a good one



of which we can be proud.

To all of you and your families I send my best wishes for the year 1967.

#### CONCERT EVENING

Members of Alvis Monthly Staff Club were entertained to a concert evening by a group of professional entertainers on December 6. A thoroughly enjoyable time was had by all present.

### IN THE NEWS IN 1966 . . .

**APRIL.** The first edition of ALVIS NEWS appears with inaugural messages from Mr. J. J. Parkes (Chairman of Alvis) and Mr. A. B. Smith (Director and General Manager, Rover). New Series IV Alvis car makes debut at Geneva Motor Show.

**MAY.** Reported that the three Alvis fighting vehicles had earned more than £20m. for

Britain in the export field over last six years. Start of Alvis History Series by Mr. Bernard Light.

**JUNE.** Mr. B. Boxall, Deputy Chairman of Alvis, appointed part-time member of the Industrial Re-organisation Corporation, a Government body. West German Government orders £1.4m. worth of Saladins. Crowd of 1,000 at National Alvis Day at Crystal Palace.

**JULY.** British Army buys 400 Stalwarts. Long service testimonials presented by Mr. Parkes to 10 Alvis employees.

**AUGUST.** King Hussein of Jordan drives a Stalwart through a Bovington water splash during his royal visit to Britain. Mr. K. R. Day, General Secretary, Alvis Owner Club, publishes book, 'The Alvis Car—1920-1966' (price 45/-).

**SEPTEMBER.** Alvis vehicles in static exhibition at Farnborough Air Display. Alvis employee at the helm of Coventry Air Pageant. Focus on Mike Parkes, racing driver son of the Chairman.

**OCTOBER.** Eight Alvis apprentices take part in Snowdonia walking race with other apprentices from the Coventry district. A riot of colour at the flower show.

**NOVEMBER.** The royal warrant of the Duke of Edinburgh granted to Alvis. Mr. C. V. Coslett, Company Secretary, retires after 31 years' service.

#### Dinner-dance success

The annual Social Club dinner and dance held in November again proved a great success. Club members were pleased to welcome Mr. J. J. Parkes, their president, but unfortunately Mrs. Parkes was indisposed. Both Mr. G. R. Howell and Mr. R. F. Skidmore were there with their wives. All present were pleased to see Mr. Arthur Skelcher looking so well at nearly 80.

● An Alvis Stalwart being put through its paces in the water trough during the visit to Alvis of General Sir Charles Richardson, Master General of Ordnance. Watching the demonstration with the general are Mr. R. F. Skidmore (Works Director), Mr. J. J. Parkes (Chairman of Alvis) and Major W. D. P. Sullivan (Fighting Vehicles Sales Manager). Sir Charles also toured the Rover factory at Solihull and was shown round the Experimental Shop, the Land-Rover Lines and the Rover 2000 Line. He was accompanied by Mr. John Carpenter (Sales Director), Mr. P. M. Wilks (Technical Director) and Mr. P. Pender-Cudlip (Government Sales) and also lunched with Main Board directors.

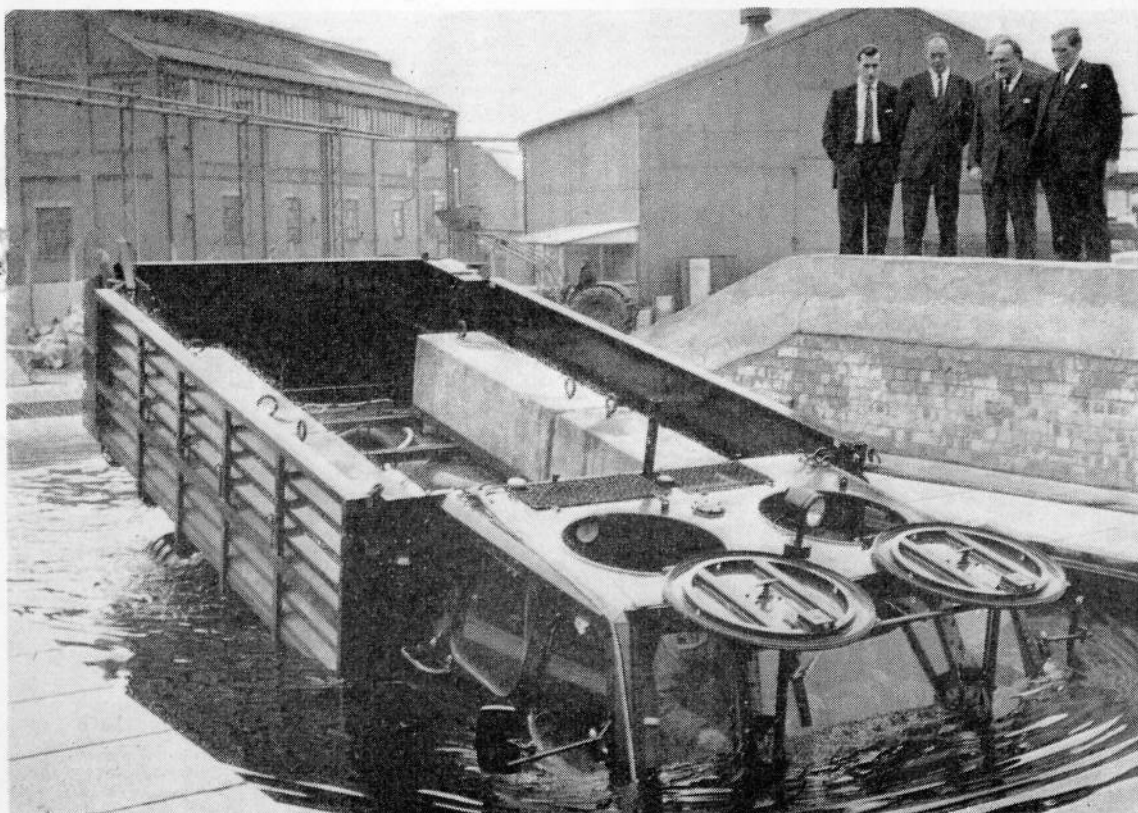
#### IN THE SWIM

The initial venture of the newly-formed Swimming Section of the Coventry Works Sports Association, of which Mr. G. R. Howell (Director and Chief Accountant) is president, proved interesting.

Some of the younger Alvis members did quite well and with further experience and training more may be heard of them, particularly Jackie Stanley, Zoe Andrews, Andrew Sherriff, Philip Andrews and Colin Sherriff.

In the veterans' 55 yards free style, Mr. R. J. Andrews (Supt., Fighting Vehicle Department) was runner-up. Members of the Photographic Section took a cine record of the event.

Mr. Frank Nash easily won the individual honours in the Alvis inter-departmental angling contest, and his spectacular weights brought the 'grinders' a good win in this contest. The Christmas competition was held at Twyford on December 11.





# Fate lends a hand — and Alvis is kept alive

# THE ALVIS STORY

## CHAPTER 7

By Bernard Light

● The finished article: Silver Eagle cars ready for despatch.

Around Motor Show time in 1930, John's future was somewhat uncertain (as mentioned in Chapter VI) and Alvis may well have foundered. It was to be, however, that John should meet Charles Follett at the show. It is strange how fate plays its part in the course of history.

Charles Follett was a well-known Brooklands competitor and a very successful car salesman in the West End. He had cash, knew the specialist market inside out and appreciated the value of attractive coachwork. High quality and first-class finish were essentials in his judgment of a car.

### All night talks

John and Follett got together at a dinner and after all night discussions on the problems facing Alvis they made a fast drive to Coventry, arriving in time for breakfast. Decisions were made to keep the Alvis name alive and thus a new phase in the history of the Company was opened.

In the 1930s the quality of some marques which survived the depression was lowered and in many cases design deteriorated. This was not to be Alvis policy. Alvis led with new technical developments based on experience gained during its racing years, while raising standards of quality and finish to even higher levels. The new designs catered for a public requiring less vintage ruggedness in their motoring and more silence, comfort and driving ease.

### Stop gap steps

The immediate steps taken by John and Follett to keep the Company going were only a stop gap, but Follett contracted to take one third of Alvis production and became the sole concessionaire for London and the Home Counties. Follett knew what customers wanted—an Alvis with traditional quality and handling, excellent performance, with low slung chassis to which he could fit coachwork with long sweeping lines to give an impression, as now, of graceful speed. He also wanted to improve external engine finish.

At this period Smith-Clarke was away ill and during his absence an interesting development was taking place. A new car known as the Ace was designed and erected under the

supervision of W. M. Dunn, the engine and chassis design being the work of A. Kemp and A. F. Varney respectively. The car, a saloon model, weighed a little over one ton and was fitted with a 1½-litre engine, having inclined valves operated by a single overhead camshaft.

Special attention was given to the combustion chamber and port design and at 4,700 r.p.m. some 76 b.h.p. was developed. A dynamotor coupled direct to the front of the crankshaft gave quiet starting. With a full load the top speed of the car was in excess of 80 m.p.h. The car was considered to have great possibilities, but when Smith-Clarke returned to work some three months before the 1931 Motor Show he expressed disapproval of the Ace and the project was abandoned. This decision was considered to be somewhat unfortunate.

The 14.75 h.p. car (which was developed from 1926) formed the basis of the Silver Eagle—one of the most popular of Alvis cars. Production of these cars continued throughout the depression from 1929. The chassis of the 14.75 was lengthened by six inches primarily to take the saloon body known as the 'Atlantic' which then gained some fame as a Concours d'Elegance winner. The engine size was increased to 2,148c.c. (16.95 h.p.) and dual ignition standardised for the first time, using a coil in conjunction with the B.T.H. C.E.D. 6 magneto.

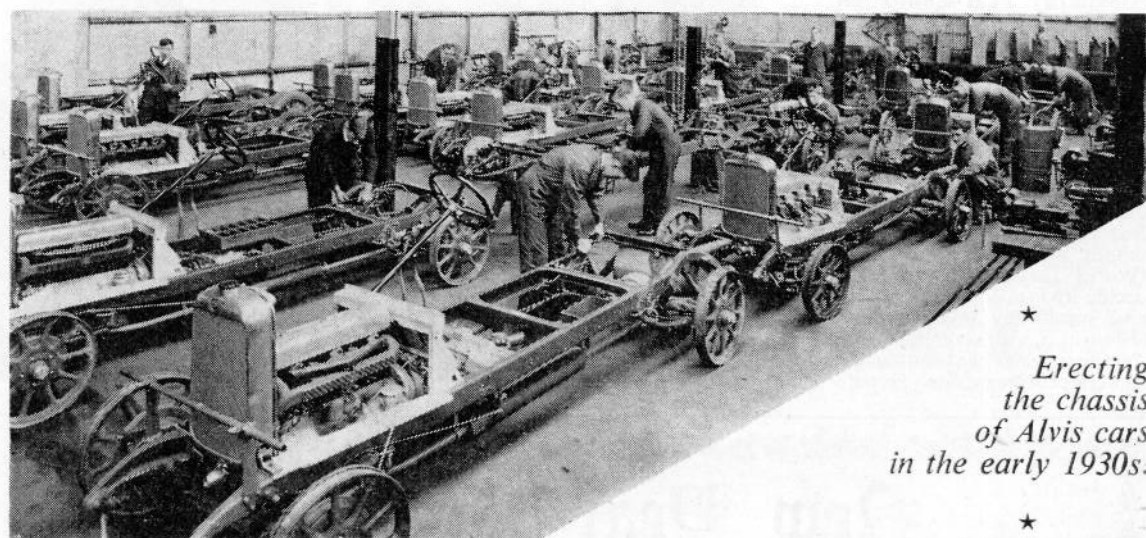
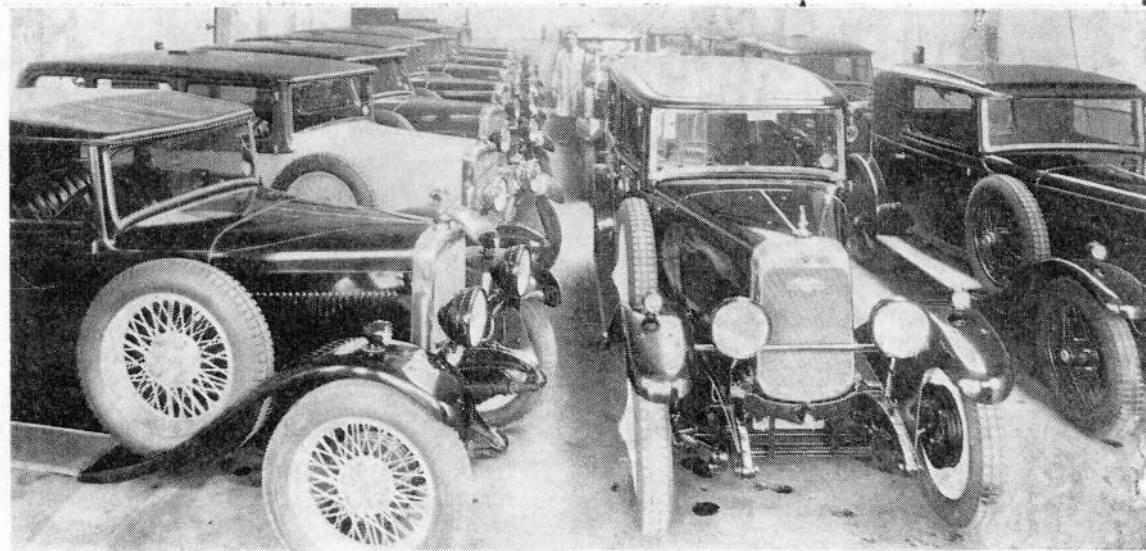
### Tandem drive

The tandem drive arrangements now placed the magneto at the front, then the dynamo, finally the water pump. Headlamp dipping was electrically operated for the first time and centralised chassis lubrication standardised. From late 1929 three S.U. carburettors were supplied on the sports version. With numerous modifications the Silver Eagle cars remained in production up to 1936.

In mid-1931 the Silver Eagle Twenty was announced with a new engine of the same length as the 16.95 h.p. engine but the bore and capacity were increased to 73mm. and 2,511c.c. (19.82 h.p.) respectively. This car was the last of the Alvis models of vintage design with right-hand gear change and separate gearbox.

The final development of the Silver Eagle was in production during 1935 and 1936, when the type letters S.G. were used, and in the last year D.W.S. jacks and front harmonic stabilising bumpers were added. The stroke of the engine was lengthened to 110mm. and the capacity increased to 2,367c.c. Below are brief specifications of Silver Eagle cars 1929-1935/6:

	1929 Tourer (Type S.A.)	1930 Atlantic Saloon (Type S.A.)	1931 Saloon (Type T.B.)	1935 Saloon (Type S.G.)
Capacity and number of cylinders	2,148c.c. 6	2,148c.c. 6	2,511c.c. 6	2,367c.c. 6
Bore/stroke and rating	67.5 x 100 16.95	67.5 x 100 16.95	73 x 100 19.8	67½ x 110 16.95
B.H.P.				66 at 4,200 r.p.m.
Carburettors	3 S.U.s	3 S.U.s	3 S.U.s	3 S.U.s
Gear ratios	5.22 7.3 11.2 16.9	4.77 7.32 11.04 18.47	5 6.75 9.3 17.44	5.22 7.49 10.60 16.45
Wheelbase	9' 4½"	9' 4½"	10' 3"	9' 10½"
Track	4' 2"	4' 2"	4' 8"	4' 4"
Length	13'	13'	13' 10½"	13' 11½"
Width	5' 3"	5' 3"	5' 8"	5' 2½"
Weight	33 cwt. (with two passengers)		33 cwt. empty	30 cwt. empty
Turning circle	L 41' R 43'	43'	L 40' R 42'	37'
Price	£595	£695	£775	£598



★ Erecting the chassis of Alvis cars in the early 1930s. ★

Production of the 12/50 continued until 1932. Body styles altered slightly year by year but chassis modifications were few. Up to 1930 two engines—the touring (1,645c.c.) and the sports (1,496c.c.)—were available but during 1931 and 1932 only the larger engine was manufactured.

A final change in the model was made in March, 1931 when the sports version (type T.K.) became known as the 12/60 with a modified manifold to take twin horizontal S.U. carburettors. The following year, on type T.L., a revolution counter, knock-on hub caps and a water thermometer (taken off the transfer port) were added.

### A sensation

In 1930 when Smith-Clarke returned to work after his illness he put in hand the design and construction of a new car and over a period of about 14 weeks the first Speed Twenty was designed and built to the drawings of A. F. Varney. The car was shown outside the 1931 Motor Show as the existence of only one vehicle prevented it from qualifying for exhibition. The Speed Twenty caused a sensation. A few touring cars of other makes were capable of about 100 m.p.h. with engines of over 4 litres, but 90 m.p.h. from 2½ litres was something new, especially for £650.

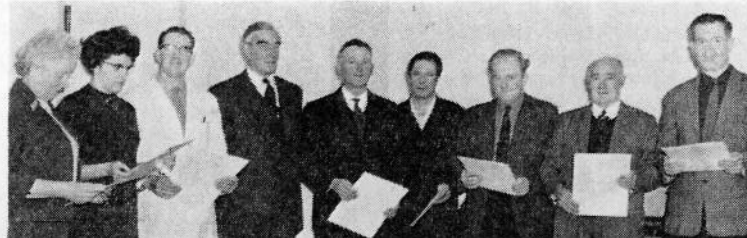
### £24,000 profit

The Speed Twenty was an immediate success and like the 12/50 was to rebuild Alvis finances. In 1931 the net profit was £7,078. Smith-Clarke became a director in 1932 and in that year the net profit had soared to £24,000 and so for the second time in its history the Alvis car was saved from extinction. In this period the 1½-litre four-cylinder Firefly was introduced in August 1932.

This model was similar in many respects to the Speed Twenty (Type SA) which was announced a month or so earlier. In 1933 the Firefly (designated SA 11.9) was modified to permit the fitting of an E.N.V. Wilson 75 preselector gearbox at the cost of an extra £15. In 1934 a heavier type box (Type 110) was available, but in the same year the Firebird (SA 13.22) introduced at the 1934 Motor Show.

(To be continued)

## Long service recognised



A further eight long service testimonials presented by Mr. J. J. Parkes (Chairman) on December 8 brought the number of such certificates issued up to 353—representing a total of 8,825 years' service! In addition to the testimonials, each recipient received £25 worth of National Savings Certificates representing one for each of the 25 years' continuous service.

Seen above with Mr. Parkes with their awards are, left to right, Mrs.

Hilda Jordan (Telephone Exchange), Mrs. Jean Mattocks (Printing Department), Messrs. Sydney Wright (Metrology), Roy William Lee (Cutter Grinding), Frank Eric Stanley (No. 1 Machine Shop), Herbert Gordon Wood (F.V. Dept.), Joseph Malbon (Mech. D.O.) and Eric Wilson (No. 1 Machine Shop).

A ninth recipient, Mr. P. R. Curzons (Aero Engine Test, Baginton) has now left Alvis employ and is not in the above group.



At a social evening on December 2, presentations were made to the season's aggregate winners in the Angling Section. Mr. R. Howes presented trophies to the following:—'A' Section—1, R. Askham; 2, N. Manning; 3, R. Groves. 'B' Section—1, J. West; 2, N. Edwards; 3, J. Kenton. Ballard Cup, S. Keeble. Inter-departmental trophy, F. Nash (Grinding Section).

Eight junior members were presented with boxes of mixed fishing tackle for their efforts in the season. Members and wives were then entertained to a film show on angling and an excellent buffet was provided.

After 15 years in the Ratefixing Department, Mr. Charles Ward retired on December 9 with the gifts of a wrist watch and a sum of money from Mr. R. Higgitt (Chief Works Study Engineer).

The retirement took place on December 9 of Mr. Allan MacDonald, who had been foreman of the coppersmiths' section since joining the Company in 1939. He received a gold watch and a dressing table from fellow foremen and staff friends, and an electric shaver from the coppersmiths' section.

During the second world war, Mr. MacDonald was responsible for organising men and equipment to handle Lancaster bomber engine installations. He also handled a great deal of prototype work on Alvis Leonides engines after the war.

For the past 25 years, his main interest has been healing by manipulation, and he holds the Fellowship Diploma of the S.M.A.E. Institute. He has specialised in spinal treatment and has published his first book on practical theology under the title 'A Path Prepared'.

Mr. MacDonald, who is 69 and has a son working at Alvis, is leaving Coventry to live in Mansfield.