



# GROUP NEWS

Vol. 7 No. 2

March, 1967

## PROPOSED MERGER WITH LEYLAND

**As you will have read, a merger between The Rover Company Ltd. and The Leyland Motor Corporation Ltd. has been proposed and the legal processes to bring this about are now being undertaken. It is expected that the merger will become effective towards the end of this month.**

In a letter to Rover shareholders, Mr. L. G. T. Farmer, the Rover Chairman, said:

"The consistent pattern in the motor industry not only in this country but in most other major motor vehicle producing countries is towards the concentration of manufacturing facilities into larger units.

"The reasons for this trend are well known. Competition continues to increase and as the industry's products become more and more sophisticated the necessity to achieve increased efficiency and

economies in engineering, tooling, production, buying, marketing and servicing becomes increasingly apparent. Moreover, the industry is dependent on world wide markets which today necessitate foreign assembly and manufacturing plants which can only reach their true potential when units are large.

"The reputation of the Rover Company and the acceptability of its products are higher today than at any time in its history. Nevertheless, it would be quite contrary to the consistent pattern to which I have referred to assume that we could continue indefinitely as an independent manufacturer.

"Leyland has always enjoyed a very high reputation for the excellence of its engineering and of its products which has enabled it to send a very large proportion of its production all over the world. In 1961 Leyland acquired Standard-Triumph International and you will be aware of the high regard in which that company's products are also held.

"It was with these thoughts in mind that I welcomed the approach by Leyland. The amalgamation of Leyland and Rover will result in a group with great financial and technical strength, manufacturing a comprehensive range of products fully competitive in world markets.

Your directors firmly believe that the future of the Company and its employees and the interests of the shareholders will be best served if the proposed merger is carried through.

"The present difficulties of the industry in this country are common knowledge and I feel that I must repeat the warning I gave in the statement which accompanied the 1966 annual report that we must face the prospect of an appreciable reduction in profits in the current year. Output lost as a result of labour disputes during the period since I made this statement has worsened the outlook."

In his letter to Leyland stockholders, Sir William Black, the Chairman, says: "If the scheme becomes operative, it is intended to invite Mr. L. G. T. Farmer, Chairman of Rover, to join the Board of The Leyland Motor Corporation Ltd., and with a view to achieving the co-ordination of future policy and the benefits which it is confidently believed will stem from the proposed merger, it is intended that Mr. L. G. T. Farmer and Mr. W. Martin-Hurst (Managing Director of Rover) will join the Board of Standard-Triumph International Ltd. and that Sir Donald Stokes (Deputy Chairman and Managing Director of Leyland), and Mr. G. H. Turnbull (General Manager of Standard-

Triumph International) will join the Board of Rover."

In an explanatory statement concerning the proposed merger sent to all Rover shareholders, it is stated that, if the merger is approved, it is the intention that the separate identity of Rover, its products and its management shall be retained; that both Rover and Standard-Triumph International Ltd. shall continue to manufacture and sell as separate entities, and that the present Rover distribution arrangements shall continue and remain the responsibility of the Rover Sales Division.

The business of Leyland began more than 60 years ago, providing the foundation of the present Leyland group of companies which is now the largest single manufacturer of heavy commercial vehicles in the Commonwealth and also the largest exporter of heavy duty vehicles in the world. As a result of the acquisition in 1961 of Standard-Triumph International Ltd. the range of vehicles produced by the group was extended to include passenger cars and light commercial vehicles.

In addition to the production of complete vehicles an important part of Leyland's business today is the manufacture of automotive,

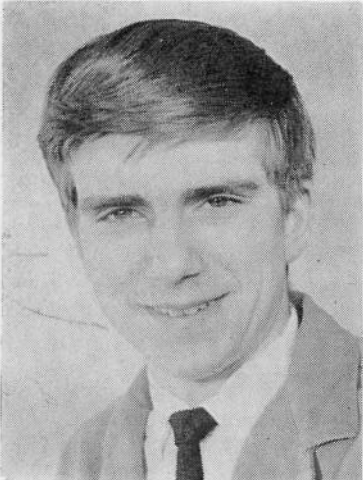
industrial and marine engines, gear-boxes, axles and other transmission units for sale to other vehicle manufacturers at home and overseas and for various industrial and marine applications.

The group forms one of the largest fully-integrated motor manufacturing units in the world, and carries out almost every process and operation to convert raw materials into the finished products of trucks, buses, cars, and fighting and special purpose vehicles.

The group now comprises the parent company, The Leyland Motor Corporation Ltd., and over 100 subsidiary and associated companies throughout the world, the principal United Kingdom members including:—Leyland Motors Ltd., Leyland; Standard-Triumph International Ltd., Coventry; Albion Motors Ltd., Glasgow; A.E.C. Ltd., Southall; Scammell Lorries Ltd., Watford and West Yorkshire Foundries Ltd., Leeds.

Leyland has over 70,000 stockholders, and more than 56,000 people are employed by the Group in the United Kingdom and overseas. Of the turnover of £220 million achieved by the group in the year ended September 30, 1966, £112 million represented sales in overseas markets, of which £72.4 million were direct export sales by the group's United Kingdom companies.

### Apprentice for U.S. Scout jamboree



Malcolm Blakemore

Malcolm Blakemore, a second year trade apprentice employed in the Acocks Green Laboratory, has been chosen to represent West Warwickshire Boy Scouts at the World Jamboree to be held at Faragut State Park, Idaho, U.S.A. in July/August this year.

He has recently been awarded the Queen's Scout Badge which was presented to him on February 10 by Sir William Lawrence, President of West Warwickshire Scout Council.

Malcolm is a senior patrol leader in the 1st Henley-in-Arden troop, the scoutmaster of which is Graham Doggett (P6 Time Study). Mr. Doggett is also District Commissioner, West Warwickshire.

Apprenticeships completed: Michael Tustin (Inspection Department); David Cottam (Gas Turbine Department) who left to join the Merchant Navy; D. W. Johnson and K. Jenkins (Pengam).

### £1m. Land-Rover orders aid the export drive

Export orders for Land-Rovers worth more than £1 million, including 462 for Zambia, 334 for East Africa, more than 200 for Nigeria, and 228 for New Zealand, have been announced.

Many of the Land-Rovers are for Government use, while those for New Zealand have been ordered by the Army.

"Following a world wide sales campaign there has been a significant improvement in Land-Rover sales overseas and while the future is as yet uncertain we are reasonably confident that this improvement will be maintained during the next few months," a company spokesman said.

"Delivery of orders to promised dates is of vital importance in helping to maintain this position, and we are confident that given real team effort we can fulfil our obligations and deliver on time," he said.

The New Zealand Army order is for 99 Regular Land-Rovers, and 129 Long models. Equipped for military purposes, these vehicles are identical to Land-Rovers being supplied to the British War Department and other military authorities.

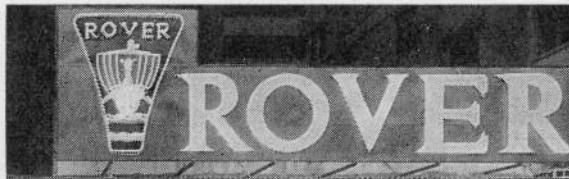
They have been sent to New Zealand in C.K.D. form where they

are currently being assembled with the incorporation of a considerable degree of local components and locally-manufactured items.

During the last five years sales of Land-Rovers and cars to New Zealand have increased by more than 50 per cent.

An order for 58 Regular and Long Land-Rovers has been received from an Italian contracting company, E.N.I., a subsidiary of the Agip Oil Company, for use in the building of an oil pipe line between Tanzania and Zambia.

There's a Rover 2000 to every three miles of road in Hong Kong—every one supplied through our distributors in the colony, Reiss Bradley & Co. Ltd., which firm now has new premises housing a service department and showroom (pictured below). Since the 2000 was introduced into Hong Kong in mid-1965, a total of 128 cars have been ordered through Reiss Bradley. The colony has 400 miles of road, including built up areas.



### MAGAZINE READERS VOTE 2000 'THE TOPS'

Australia's top motoring magazine, "Modern Motor," has just released the results of its 1967 Readers' Poll for the outstanding car of the year. The winner by a large majority was the Rover 2000.

Readers thus selected the 2000 as being the one car they would choose, irrespective of price, for personal enjoyment, family use, touring and everyday transport. In addition, the 2000 was also voted the best luxury compact available.

In the results issued, the Rover resoundingly beat

German, American, Australian, French, Italian and Japanese cars for the 'Car of the Year' award, which rates as Australia's highest for motor cars.

In a Press release Mr. A. B. Smith (Director and General Manager) said: "The Company is especially proud of the 2000's newest award. Australia is a fast growing, new country, where rapid increases in trade can be expected in the next few years, and what better proof could there be of our claim that the 2000 takes motoring years ahead?"

### Meet Nobby Springfield...



Introducing "Nobby" Springfield, a mythical bookie who offers very good odds for backing the Rover Quality and Reliability Year Campaign at the Company's Springfield factory—the smallest in the Group with only some 95 employees.

Cartoon-character "Nobby" is the product of Mr. Alexander Stone's imagination. He has drawn a dozen different "Nobby" cartoons, each with a QRY theme, and these are exhibited around the Springfield works with other QRY matter.

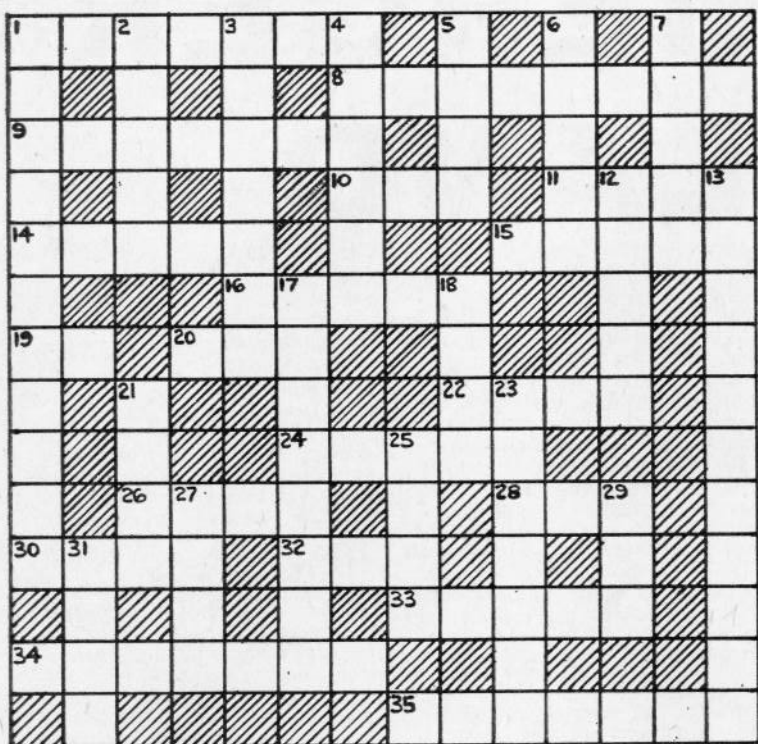
### Ideas paid off

Six Solihull employees shared £43 recently awarded for suggestions. They are: J. H. Williams (Stores) £15; A. A. Le-Roy (Works Engineers) £10; E. J. Fellows (P6) £5; W. Motion (Vehicle Progressing) £5; G. Thomas (Land-Rover Test Rectification) £5; G. Mahoney (P6) £3.



# Competitions put Rover employees in the money

**LEFT:** The official Rover Company symbol for the current Quality and Reliability Year Campaign. It has been adapted from the winning QRY Symbols entry by Perry Barr's K. Humphries and N. Crane.



**CLUES ACROSS—**

- 1. Vague forms of investigation.
- 8. A conveyance prior to topping.
- 9. Get on. 10. Applied to anything.
- 11. Shed or ripped. 14. Girls name.
- 15. Applies to the third dimension.
- 16. In front of mint. 19. Can be used in front of luck or clover. 20. Dollar territory. 22. Hot and dry. 24. Coloured gentleman. 26. A spare does complete the circuit. 29. Windscreen washers needed? 30. Observed in the past tense. 32. Sailor. 33. Sixtieth of a drachm. 34. A detailed list. 35. Only achieved by effort.

**CLUES DOWN—**

- 1. Managers with masks on top?
- 2. Easily changed on P6. 3. Enlist. Some jokers try to. 4. A lance-corporal has it. 5. Measures of consumption. 6. \_\_\_\_\_ will out. 7. Implore. 12. Relaxed. 13. A state of sound and consistent

Entered by.....

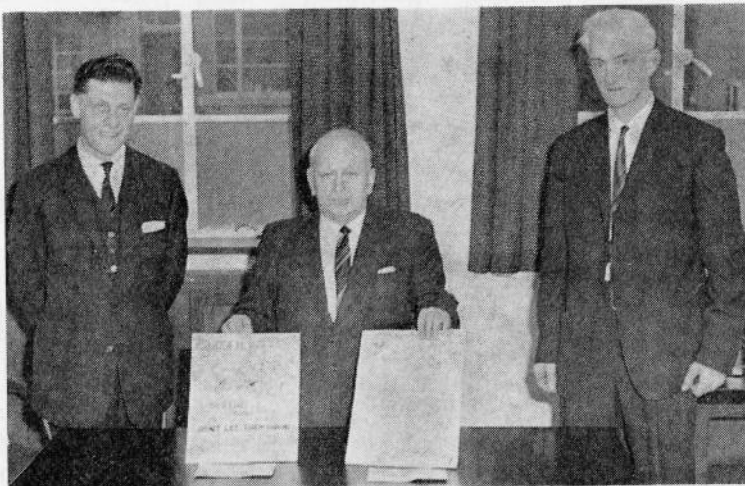
Check No.....

Dept. ....

Factory .....

character. 17. Describes a condition brought about by self pity. To interpret mentally. 21. No danger here. 23. European country. 25. A unit for comparison. 27. To reverse. 29. Vague. 31. Known to explode.

Prizes: £5 each for first three correct entries received by M. T. Wits, Acocks Green. Latest date: March 31.



Mr. L. J. Roberts, left, (Inspection, Solihull), winner of the ROVER NEWS Competition for Foremen (£20), and Mr. N. Garner (Reliability Department, Acocks Green), who won first prize of £20 in the QRY "plan of campaign" competition open to apprentices.

**THE** money has been pouring out in QRY awards at the various Rover factories. On this page and page 4 appear photographs of those employees whose efforts have been rewarded with hard cash. Why not try to add your name to the QRY prize list; there's a crossword competition on this page and you may have a lucky streak...

**ABOVE:** Mr. J. W. E. Walton (Executive Director, Production—Tyseley) with, left, Mr. B. Taylor (Perry Barr), who received £50 by winning the Company poster competition (£25) and submitting the best poster from his factory (another £25). Right in the photograph: Mr. W. Hughes (Group 34, Tyseley). He collected £35 for the best poster from Tyseley works (£25) and a £10 runner up award in the Company poster competition.

**ABOVE LEFT:** Mr. R. E. Sharp (Plant Layout D.O., Solihull) receives a cheque for £45 from Mr. E. G. Bacon (Executive Director, Quality and Reliability—a recently amended title) for second place in the Company poster competition (£20) and best poster entry from Solihull (£25).

Prizewinners in the Ten Deliberate Mistakes competition published in the January edition: Mr. A. D. Shaw (Chassis D.O., Solihull); Mr. G. Nash (Reliability Dept., Acocks Green); Mrs. P. Claytor (Service Reception, Solihull); Mr. M. Durham (Reliability Dept., Acocks Green); Mr. P. J. Claytor (Transmission D.O., Acocks Green). Each wins £5.

## Appointed and Promoted

**Mr. J. R. Christie**, who joined the Company last August as Head of Management Services, has been appointed to the Executive Board with the title Executive Director, Management Services.



Mr. Christie

In a re-organisation within the Company's Service Division, Mr. James H. Whitby has been appointed General Parts manager responsible to the Executive Director, Service, and Mr. M. Brewer and Mr. M. H. Wyatt have been appointed Assistant Service Managers responsible to the General Service Manager.



Mr. Whitby

**Mr. H. V. London** will assist and be responsible to Mr. Whitby as Manager of the dealer parts development function.



Mr. London

The appointments of Mr. Brewer and Mr. Wyatt are in anticipation of the retirement later this year of Mr. F. G. Hawkins (Technical Service Manager).

Mr. Whitby joined Rover as Parts Manager 10½ years ago from another motor manufacturer. Since 1961 he has divided his working week between Solihull and Pengam, where the main Parts activity is centred.

In his new post, Mr. Brewer (formerly Technical Editor, Technical Publications Department), a Company employee for more than 20 years, is responsible to Mr. A. V. Head (General Service Manager) for the Service School, technical publications, distributor and dealer technical and workshop development, and Service Department postal arrangements.



Mr. Brewer

Mr. Wyatt (formerly Warranty Supervisor and in charge of Product Investigation), an ex-apprentice with 16 years' service, is now responsible for product investigation, warranty, technical correspondence and Home service representatives.

Miss M. Roberts (20 years' service) is appointed Administrative Assistant to the General Service Manager.

Miss J. Peplow (19½ years' service) has been similarly appointed Administrative Assistant to the General Parts Manager.

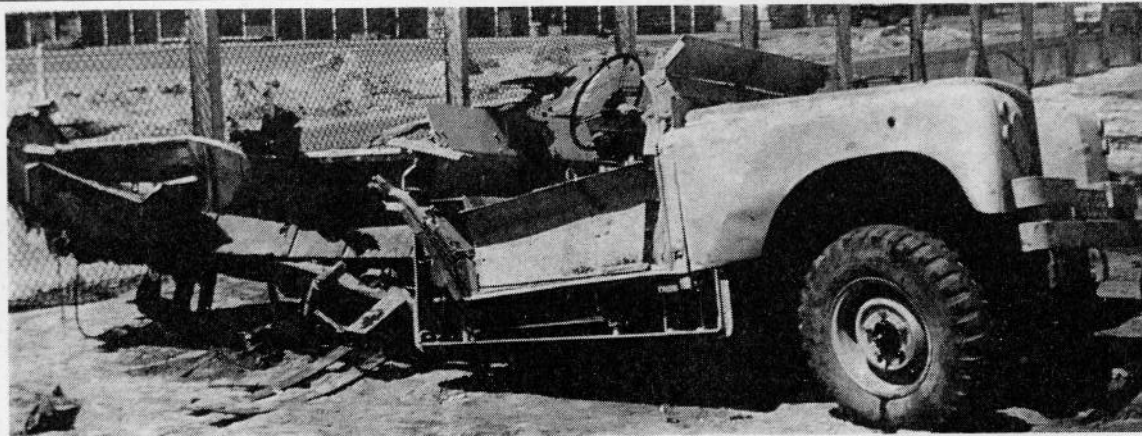
All overseas Service representatives are directly responsible to Mr Head.

Mr. E. Bibb has been appointed Solihull Workshop Controller in which capacity he will also assist the Workshop Supt.

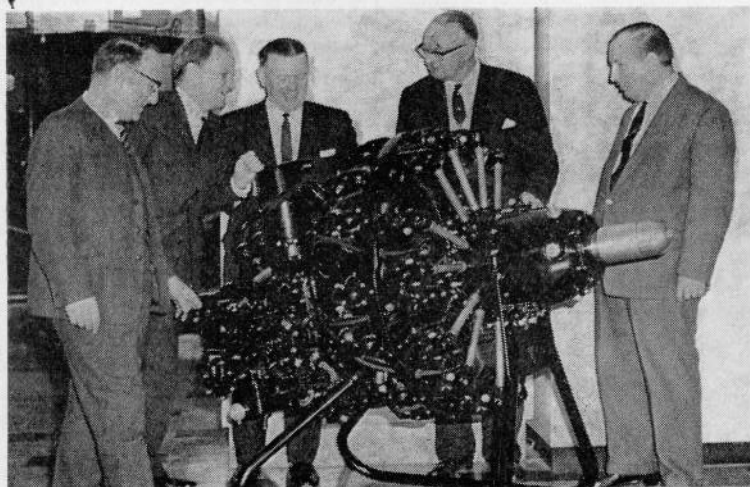
Mr. L. A. Nicholls has been appointed Reception Engineer primarily dealing with Company cars. He can be contacted on Solihull extension 266 by anyone requiring his services.

## Mined, but the crew survived

A sorry sight indeed, but the driver and passenger of this Long Army Land-Rover mined in the 1965 Radfan operations escaped injury—thanks to the basic strength of the Land-Rover, coupled with a spot of locally carried out "mine plating." The latter consists of strengthening the vehicle's underside with steel plates—an anti-mine operation carried out by R.E.M.E. mechanics. This particular Land-Rover went over a Mark 7 anti-tank mine—with messy but not fatal consequences.



## ALVIS AERO ENGINE 'LANDS' IN COVENTRY MUSEUM: AVIATION MINISTRY GIFT



The Leonides Major air-cooled radial aero engine which has been presented to the Herbert Museum, Coventry. In the group, left to right, are Messrs. Scott, Lawrence, Field, Harvey and Varney.

An Alvis-made Leonides Major air-cooled radial aero engine has been presented to the Herbert Art Gallery and Museum, Coventry, by the Ministry of Aviation. The engine was formally handed over to Mr. C. J. Scott, the museum Curator, by Mr. T. F. Lawrence, the Ministry's resident technical officer at Alvis, in the presence of Mr. A. F. Varney (Chief Engineer, Aero Division), Mr. A. E. Harvey (Supt., Aero Division), Mr. R. A. Field (Technical Publications) and Mr. B. H. Waters, keeper of the museum's Department of Industrial Technology.

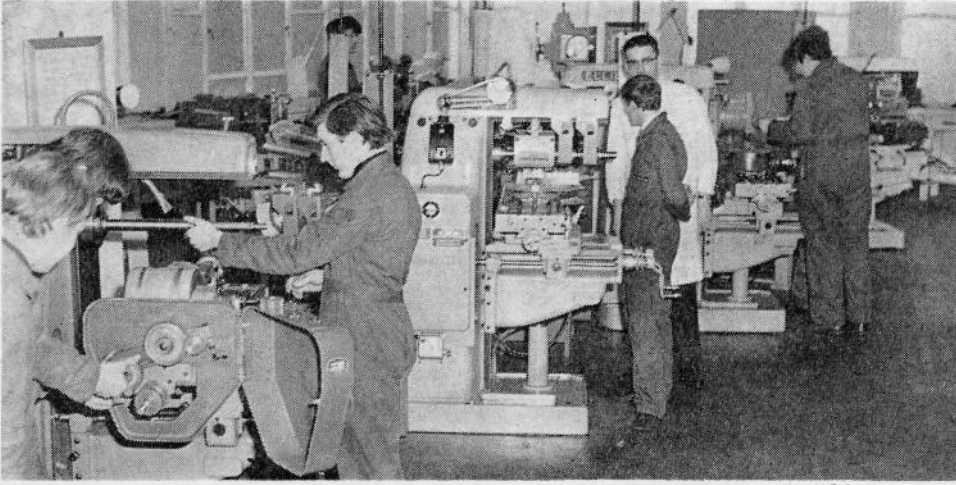
Mr. Field is vice-chairman of the Coventry branch of the Royal Aeronautical Society and it was after the branch's exhibition last June that the museum authorities showed keen interest in acquiring an aero engine as permanent property. It has others on loan.

When Coventry eventually has an industrial museum, the Alvis engine will be moved there as part of an aeronautical exhibition.

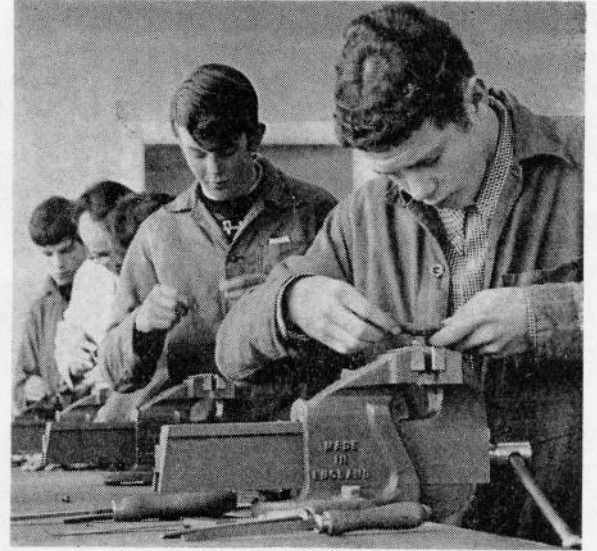
The 1,200 lb. Leonides Major engine was designed and manufac-

tured by Alvis as a power unit for both fixed wing aircraft and helicopters. It was first run on July 11, 1953, and first flown in a modified Handley Page Marathon. Later, four of these engines powered the original version of the Handley Page Herald which made its first flight on August 25th, 1955, and similar engines are used in Westland Whirlwind helicopters.

# Inside the new Training School with a camera . . .



The Editor of GROUP NEWS, accompanied by a photographer, visited the Company's new Training School at the Tyburn Road factory for the specific purpose of recording in pictures for readers some of the aspects of instruction which go into the practical training of Rover apprentices.



In first-class instructional conditions, and using brand new machinery and other equipment, the full-time training of first year apprentices is now well under way under the Training School's recently appointed Management team, members of which were introduced in the last issue. In due course, Management training courses will also get under way at the school.

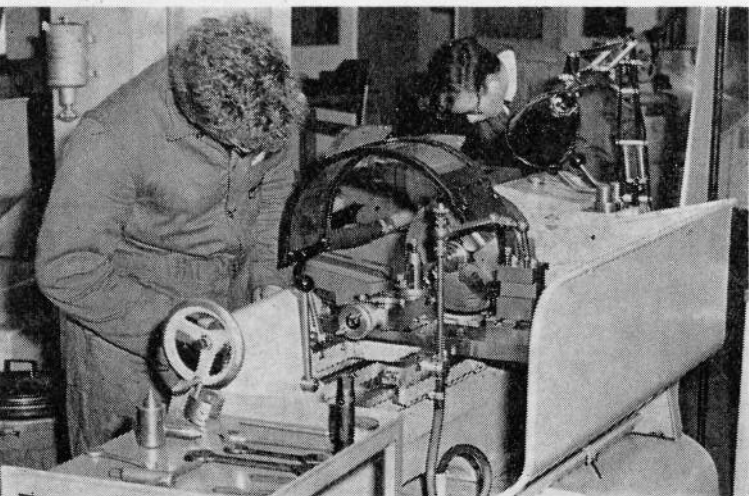


engrossed in hand filing in the fitting section where there are 12 benches, marking-out tables and surface plates, five pedestal drilling machines and two grinding machines. LEFT: New-comer to the instruction team, Mr. R. Skinner, gives a group of apprentices a practical demonstration on the safe use of a surface grinder. Mr. Skinner has joined the school from Gas Turbines, Solihull, where he was a fitter.

ten lathes in the lathe section, a colleague in the background grinds a lathe tool on a pedestal grinder. Mr. R. Bunn is the instructor in charge of this section.

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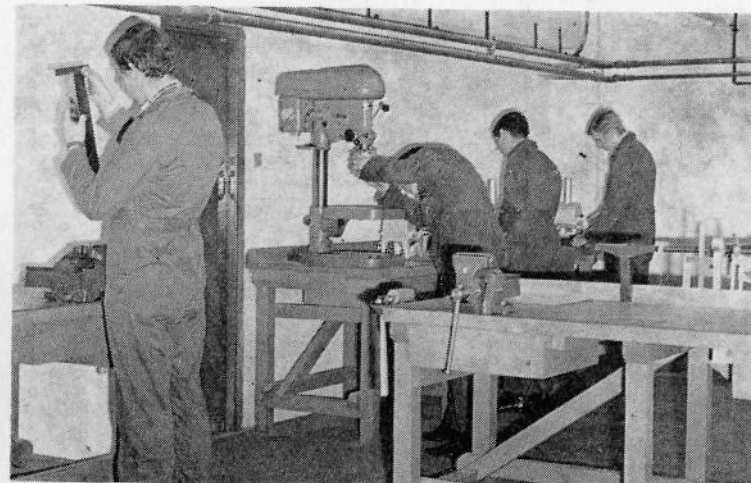
Down in the basement something stirred—several "things", in fact, and all vitally important to the training of Rover apprentices.



ABOVE LEFT: Boys at work on the milling/shaping section with instructor Mr. D. Minett in charge. The section has five milling machines, four shapers and a copying machine—all new.

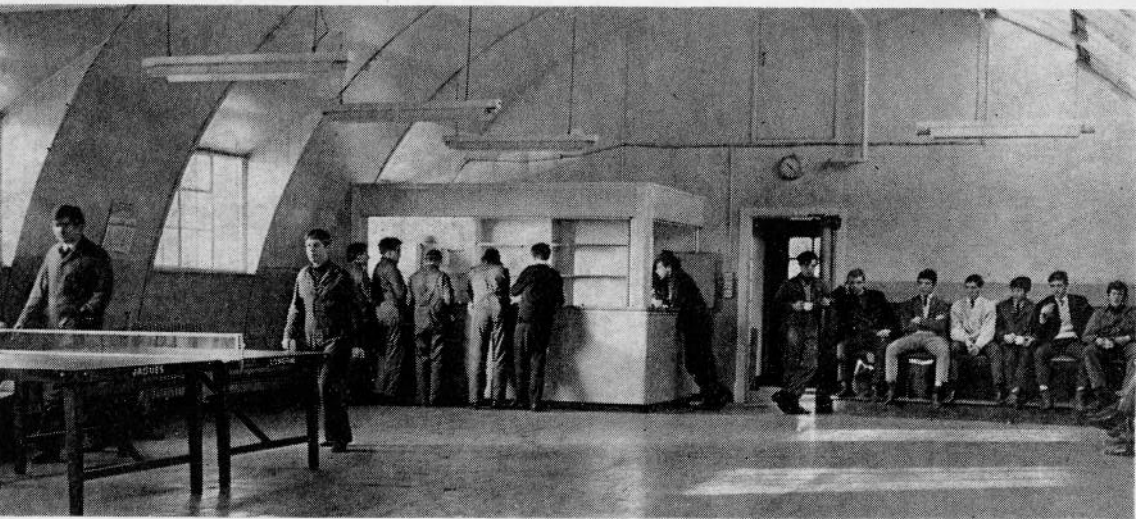
BELOW LEFT: While one youngster operates one of the

LEFT: A general picture taken in the sheet metal workshop (instructor Mr. T. Carrabine), where practical instruction is concerned with general sheet metal and pipe work, heat treatment and gas and electric welding.

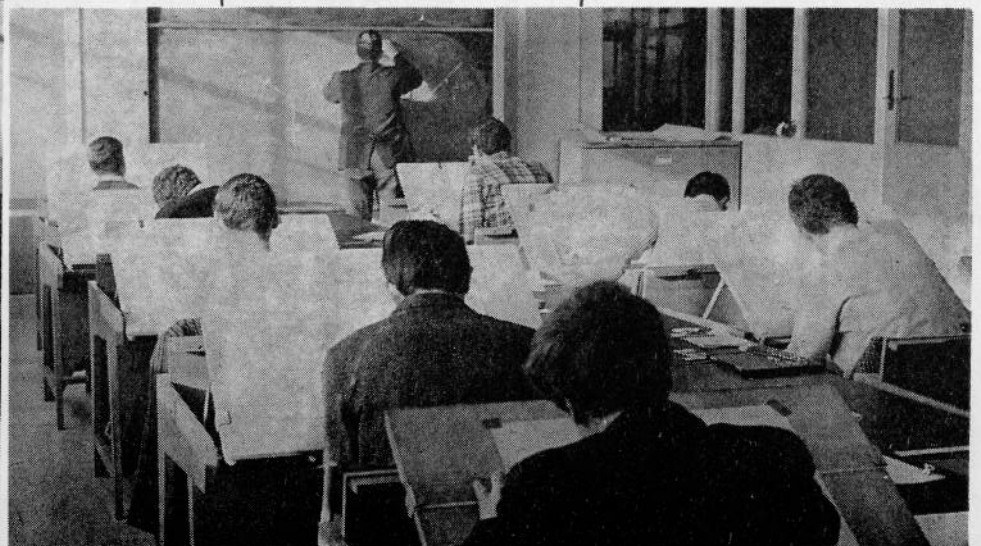
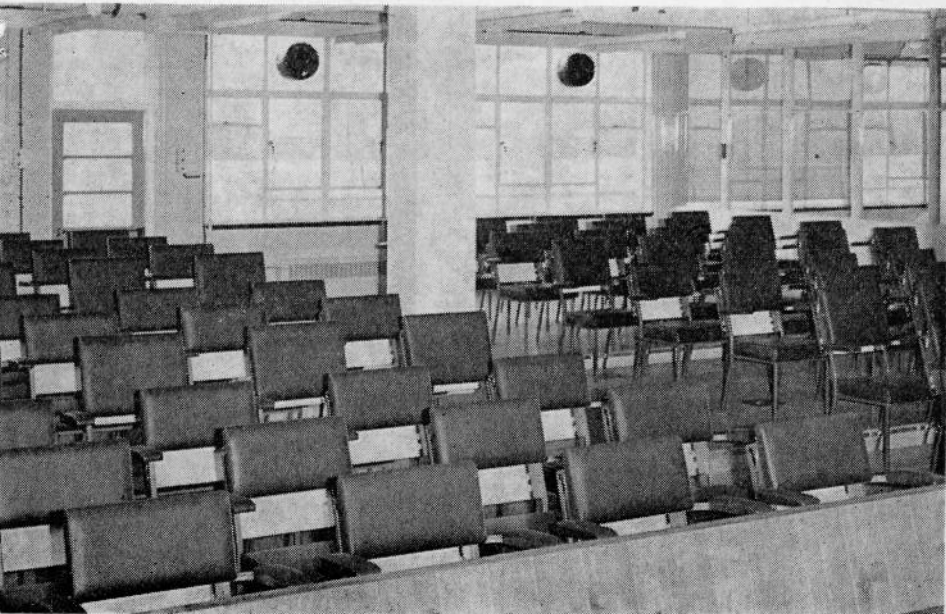


BELOW: His face and hands properly protected, an apprentice operates the electric welding equipment, while BELOW LEFT, a colleague, also suitably protected, tries his hand at some practical gas welding.

Stored elsewhere in the basement of the Training School are numerous Rover vehicle engines—gathered from various sources within the Company in furtherance of practical apprentice training.



BELOW: In the well-equipped Drawing Office lecture room on the first floor, the tranquility is in sharp contrast to the noise of machinery elsewhere in the school. The D.O. has ten boards and maximum light is achieved from large windows. BELOW LEFT: A view of part of the school's lecture theatre seating 100.



It's not all work and no play being a Rover apprentice. Breaks and lunchtime relaxation is taken by the boys in their spacious clubroom, which has a tea bar, table tennis and darts facilities. Tables and chairs are being added. The clubroom is gradually being brought more and more into use as a social centre for the youngsters outside school hours, and members of the instruction team go along for occasional evening games of table tennis and darts and chats with the boys.

FIRST ARTICLE IN A NEW SERIES DEALING WITH THE ACTIVITIES OF QUALITY CONTROL DEPT.



# The laboratories' never-ending concern with all material matters

The Company's seven materials laboratories have always been concerned with quality and reliability and many of the procedures now in force were considered essential before the general acceptance of total control. Materials and process people are involved from concept to desired-life-termination and success largely depends on their capability. If we do not do a zero-defects job, then we re-inherit the problem but with added difficulties.

Rover has its principal metals laboratory situated at Acocks Green and its main non-metals laboratory at Solihull. Tyseley, Percy Road, Perry Barr, Ryland Road and Pengam all have "labs" directly concerned with production at these particular factories. Throughout the Rover Company, 77 employees either staff the laboratories or handle the attendant administrative and machining work.

A fundamental truth being gradually learned is that it is cheaper in the long run to build a good product than a poor one, however simple or complicated it may be, but the judgment as to the standard required is sometimes a more difficult task. The governing principles should not be "Will a part fail?" But "Can a satisfactory and sufficient life be assured, which would exceed the needed life?"

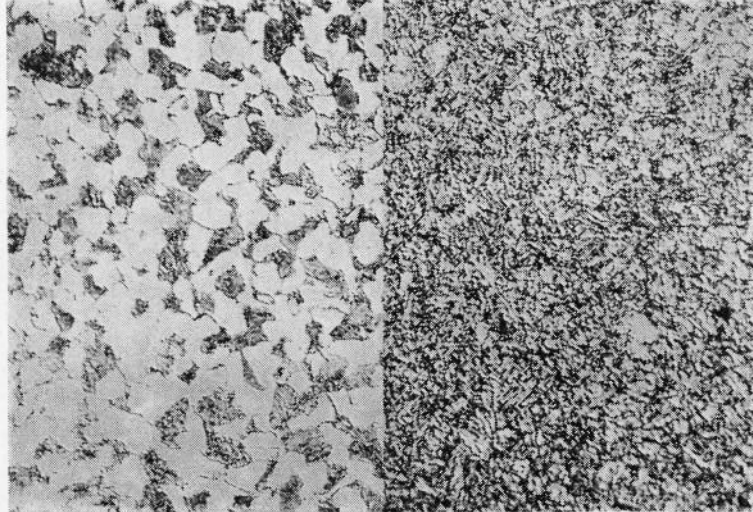
In the past it was the duty of design engineers to have sufficient appreciation of the properties of the various materials available to enable them not only to select the material most suitable for any particular part, but also to arrive at such a disposition, shape and proportioning as to make good economic use of the material employed. Today, the situation is such as to demand a materials specialist since the developing complexity of materials makes this necessary.

Thus the design engineer and the materials specialist complement each other and this is the first stage towards "design-in" quality. Most forward-thinking companies have long realised that they must design and build quality into a product. The first point is very important—"quality must be designed into a product"—for this is the first stage of 'debugging' in advance. The natural result of getting all weaknesses out of a job is 'designed-in' quality.

The metallurgist in a works, who must be a prime mover in building quality into metal products, should be responsible for "metallurgical design," i.e. he must have the responsibility for passing the component, sub-assembly or assembly drawings from the metallurgical viewpoints.

His object must be to look at the drawing from every possible metallurgical angle. Will the material provide the desired mechanical properties? Has a stress concentration been designed into the part? Is it subject to fatigue? Will the assembly be carried out by welding? If so, will the materials weld without difficulty? Is high sulphur free-cutting steel used and if so, is a special welding rod specified? Is there a grain flow requirement? Does it require crack detection and what amperage should be specified?

The design engineer cannot be expected to know that certain steels can be manipulated, worked and heat-treated more easily than others



Two conditions of carbon steel as seen under the microscope. LEFT: Its normalised condition, with low hardness and strength. RIGHT: In a hardened and tempered condition offering high strength.

in the plant available; that some are more prone to crack or to distort, and others to allow more latitude during heat treatment.

Building quality into a product goes hand in hand with total design to ensure that a product sold at a fair profit by the manufacturer becomes a good investment for a satisfied customer. Materials make the difference in the selling market.

The one certain way to assure good quality in all items in any batch, is to test every one. Since this must be done without destroying the part, the only answer is some sort of non-destructive test. The next step is to consider the application of this test as early as possible, i.e. in the design stage. Certain parts may be produced using a method of manufacture which is self-inspecting.

Likewise, the materials specialist deals with the drawings for non-metallic parts like rubber, plastics, adhesives, hides and leathercloths. The effects of contact with oils and fuels, of ozone and solar radiation upon rubber and plastics; of moisture on adhesives, all must receive due consideration. Will materials suitable for temperate areas be satisfactory when built into vehicles exported to tropical zones, and will they be without loss of appearance and quality?

In all these tasks, cost is a vital factor and in some cases the answer is a compromise. An initially higher cost of a material of improved characteristics is sometimes offset by the cost of the rejects, salvage operations and extra inspection being substantially reduced with a net saving; to say nothing about making life easier for all concerned, including the materials laboratories!

It is worth remembering that the sweetness of low costs never equals the bitterness of poor quality.

The aims of the materials laboratories have now been established. They are to ensure that all parts made by, or supplied to, the Company are correct in relation to their materials specifications and performance specifications. The objectives are to produce vehicles which will perform entirely to the engineering specification and to the complete satisfaction of the customer. In controlling these aims and objectives the materials laboratories are responsible for the following:—

- (a) Technical responsibility for all materials used in construction of cars and Land-Rovers (and gas turbine engines) etc.
- (b) The examination of new and modified drawings for material and process clarification through the Q.A.F. and M.E.F. systems.
- (c) The examination and ap-

proval of suppliers, prospective suppliers and the like. The provision of an advisory and practical service to Engineering, Production, Inspection, Buying, Planning and other departments, in relation to materials and processes.

- (d) The provision of materials specifications.
- (e) The provision of technical instructions appertaining to metallurgical and non-metallurgical materials and chemical processes and procedures, e.g. heat-treatment, rust-proofing, plating, antifreeze mixtures, lubricating oils, etc., etc.
- (f) Technical control of all metallurgical, chemical processes carried out in the factories of the Company; this includes release after processing, functioning of equipment, etc. Processes include heat-treatment, welding, etc., etc.
- (g) The testing of bought-out finished components and units, i.e. steering boxes, steering and braking components and assemblies, shafts, springs, etc., to ensure material quality.
- (h) The chemical analysis, mechanical testing, microscopical examination and metallurgical testing of all metallic materials; the examination of all non-metallic materials and textiles submitted to the materials laboratories.
- (i) The approval of all incoming paints and enamels for protection and decoration of components, assemblies and vehicles.
- (j) I.F.V. and A.I.D. testing and control as specified in the I.F.V. and A.I.D. laboratory approval. The supervision of non-destructive testing as required by I.F.V. and A.I.D. Other activities involving our overseas organisations are also carried out.

### Forging drawings

In selecting a few points from the many facets of a material specialist's work let me start with forging drawings, for at this stage it is very important that the job should be right. First decide the important requirement. This is very necessary for all aspects of the maintenance of quality.

It is far better to have the approximate solution of the right problem than the exact solution of the wrong one, and whilst it is better to do the important work in one's own factory, it may be impossible to do everything owing to limitations in plant or for economic reasons. The specific stipulation of the exact requirements on a forging drawing will help to ensure a correct start being made.

When hardened and tempered with a 100 per cent hardness check and finish machined, flash lines can then be carefully dressed and the fillets polished fine and smooth; such parts are then crack detected again before final acceptance. The majority of users may not fully appreciate what has been done because after black enamelling these parts may look much like others of a similar nature. The facts are that they have bought quality.

The technical control of metallurgical and chemical processes by the materials laboratories ensures that the correct process, for example heat treatment, is applied at all times and that suitable controlling and recording equipment is available and functioning correctly. The modern trend is to have operatives supervised by an experienced heat treater who, in turn, is given technical control through the laboratories.

Clean working in cool, light shops is the modern trend and fairly complex gas analysis apparatus and dewpoint instruments are employed to maintain a much higher degree of control. The managerial expectation of the necessary expenditure to provide this equipment is "better work—more quickly" and in this context, better work means more uniform and consistent work of uniformly high quality.

Since the mechanical properties of steels do not just happen but are produced by the formation of the correct metallurgical structure or phase (see photograph), better methods of control and more advanced developments ensure satisfactory materials of a standard which, over the years, has been gradually increasing in quality. This is reflected in an exceptionally low rate of return of components which have

failed on the road excluding, of course, rank accident damage.

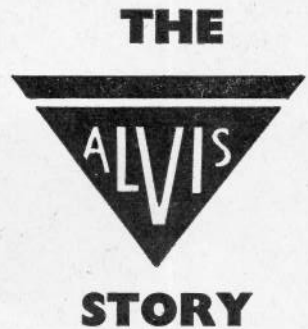
A system in current use, known as F.S. or "Fit approval"—the next step after approval of supplying facilities—enables a detailed examination sub-contract part or assembly to be carried out delivery. At this stage the components or assemblies are examined for their material properties as an as well as individual parts.

One of the largest torsion testing machines Midlands enables us to "wring the neck" of any and prove its torsional qualities, particularly since the driving forces of most vehicles are for the same time, rubber seals and rust-proof finish likewise examined for agreement with the performance specification. Improvements in manufacturing processes are constantly under review, in development of better properties at the same price development of equivalent properties at lower cost.

This multi-pronged attack on the maintenance of quality and reliability of all materials used in construction of our products must, of necessity, link with other departments of Quality Control, whose object is to get it right at the start and, by detailed control, maintain the quality to the customer, whose complete satisfaction is a continuous objective.

### Carnival float competition

The Junior Section of Birmingham Productivity Association Q.R.Y. Carnival on July 8 and the Company has provided a Q and R float for the procession. A competition is being promoted to find the best design for the Q.R.Y. Committee will award a prize of £25 to the Rover employees under 25 are eligible to enter and conditions are available from Mr. A. Sperring (Tool Engineers, Tyseley, Birmingham). The competition will close on March 31 so that entries and arrangements made for the construction of the float in the carnival. It is intended that the float should occupy the space available in the rear of a 5-7 ton lorry and that the exhibition a strong Quality and Reliability 'flavour'.



## Aero engine development off the ground

The Firebird model was, externally, very similar to the Firefly, except that the radiator honeycombing and shell were slightly pointed and the spare wheel was recessed into the nearside front wing instead of being mounted on the tail as in the case of Firefly saloons.

The luggage boot was also a slightly different shape and the mechanical specification of the Firebird differed from that of the Firefly in six respects:—

1. The engine capacity was raised to 1,842 c.c. by increasing the bore from 69 mm. to 73 mm.
2. A water pump was fitted to, and formed the front of, the dynamo casting.
3. The Alvis clutch was replaced by a Borg and Beck unit.
4. The Alvis all synchromesh gearbox was standardised and, to make room for it, the brake cross-shaft was moved forward. A 'V' shaped channel section bracing rivetted to the chassis on both sides ran forward to the cross member immediately behind the engine.
5. Hardy Spicer flexible couplings and a short splined shaft connected clutch and gearbox, while a Hardy Spicer propeller shaft with needle roller bearings replaced that of Alvis manufacture.
6. The main bearing size was increased to 55 mm. and the crank pins to 50 mm.

The Firefly sold at £495 and the Firebird at £510.

The Crested Eagle was another model in the Alvis range which had its place in production during the same period. Introduced in May, 1933, it continued in production up to the outbreak of war in 1939.

The Crested Eagle was designed to compete in the luxury class and carried heavier and roomier bodies with four and six-light saloon type bodies, drop-head coupés, two-seaters or special bodies fitted.

When first announced the Crested Eagle's specifications aroused considerable interest as the first British car to have independent front suspension. It was the first Alvis car to be sold with a four-speed gearbox.

Two engine sizes and two chassis lengths were offered: the short chassis with 10 ft. 3 in. wheelbase and 2148 c.c. engine (Type TE) and the long chassis with 11 ft. 0 in. wheelbase and 19.82 h.p. 2511 c.c. (Type TD), or 16.95 h.p. engine (Type TE). The Crested Eagle differed little from those used in the current SE (16.95 h.p.) and Speed 20 (19.82 h.p.) cars, but the wheel was open and there was no clutch. It was deeper than that used on the Speed 20 higher bonnet line. Additionally, the radiator shutters thermostatically controlled.

During the years of Crested Eagle production 1933-39 several modifications were made and of type letters were used to identify the cars as they took place.

The brief specifications details in columns 9 at some of the changes but there were, of course, minor technical alterations and changes made auxiliary equipment and instruments, etc.

### QRY WINNERS' GALLERY

More QRY prize winners: (1) F. Ward (Perry Barr) £10, runner up (poster competition); (2) D. Thomas (Solihull) £10, second prize foreman competition; (3) R. Smith (Springfield) £5, best Springfield poster; (4) C. P. Stephenson (New Vehicle Projects Solihull) £5, poster of merit; (5) W. L. Pritchard (Body Shop Inspection, Solihull) £1, foreman poster competition prize; (6) Miss Newey (Springfield) £2, second best Springfield poster; (7) Lawrence (Public Relations, Solihull) £10, runner up Company poster competition; (8) R. Buckle (Office, Solihull) £5, poster merit award; (9) P. (Stock Audit, Pengam) £10 for best Cardiff poster; (10) J. M. Pinner (New Vehicle Projects Solihull) £10, third in Company poster competition.



## Indoor and Outdoor work at South African sales conference



Mr. Came discusses the Rover 2000 gearbox with an attentive audience in the well-equipped Atkinson Oates training centre where the "schooling session" of the South African conference was held. RIGHT: Reminiscent of an angry monster bursting its way out of the ground, this Land-Rover demonstrated how to climb a steep incline on the mine dump in one surge. BELOW: A more peaceful shot of the same vehicle, but deceptive. The slope was very acute and the wheel grip difficult.



## LAND-ROVER 'GLITTERS' ON A GOLD MINE SLAG HEAP

A Land-Rover demonstration on a gold mine dump 6,000 feet above sea level outside Johannesburg provided a thrilling climax to a two-day sales conference given by Rover Sales (SA) (Pty) Ltd. for more than 40 members of the Atkinson-Oates organisation, Rover distributors of Johannesburg.

The conference itself covered every aspect of the Land-Rover and Rover 2000, both from technical and marketing viewpoints.

Lecturing on the technical side was undertaken by Mr. T. L. Came (Technical Service Manager, Rosam), while Mr. R. I. Meatchem (Rover

### HEAP

Sales) handled marketing and the 2000 selling programme.

Mr. S. C. Toll (Managing Director of both Rosam and Rover Sales) travelled across the Republic from Port Elizabeth especially to attend.

On the second day, a Land-Rover in the hands of Mr. Denis Moffat excelled itself by demonstrating its wonderful capabilities on the gold mine dump at Wemmer Pan. The 40 or more spectators were tremendously impressed by the vehicle's capability. The adjoining photographs show that their admiration was well-deserved.



LEFT: Creating a bow wave of which many a ship's captain would be proud, the Land-Rover cleans itself with a swim in Wemmer Pan after its mine dump sliding and slithering. ABOVE: Another classroom picture. Answering questions about the forward marketing plans for Rover vehicles in South Africa.

Peter Eggleton and Brenda Winslade, the world champion exhibition dancers, will give a demonstration of ballroom dancing at a strict tempo modern dance to be held in the Rover Ballroom on Friday, April 7. Tickets are available from Mr. S. Morris (West Block Paint Shop, Solihull).



## Equipment gets round...

During 1934/35 car sales were at a record level and the largest number of cars ever (1,110) left the factory in 1934, while the net profit of £41,107 was also a record. John did not, however, see any possibility of expanding sales and of further increasing profit while Alvis cars remained high in price and were confined to a limited market.

Although the Company has succeeded in the quality/performance car market where many others had failed, the financial position since 1919 had been one of constant difficulties and these must have weighed heavily on John's mind. From the earliest days he had been willing to consider engineering projects other than car manufacture, and the experience which he and Smith-Clarke had in the aero engine field inevitably turned his thoughts in this direction, though Smith-Clarke was not in favour of this.

John was one of the few in this country to foresee another war. He had been closely involved in the events of 1914-18 when, through our lack of foresight, we had failed to realise the importance of aerial warfare.

It was decided to start a new project for the production of aero engines and in 1935 the issued capital was increased to £370,000. John personally undertook the negotiations connected with the scheme of expansion, the eventual success being dependent upon the placing by the Government of contracts for a new range of aero engines.

But these were never forthcoming. The Government did, however, place a contract for the development of a wholly Alvis-designed engine which was type-tested and put into

## ... but Govt. contracts do not materialise

cold storage until after the war.

Building of the new factory, adjacent to the existing works, was commenced three months after the decision to build and eight months later modern machinery was being installed for quantity production of aero engines. (As events proved, the steps taken ensured the post-war survival of the Company and the new factory was kept going by contract work for the aircraft industry).

In searching for a suitable aero engine to build, attention centred on the Gnome-Rhone Company which had been selling licenses to manu-

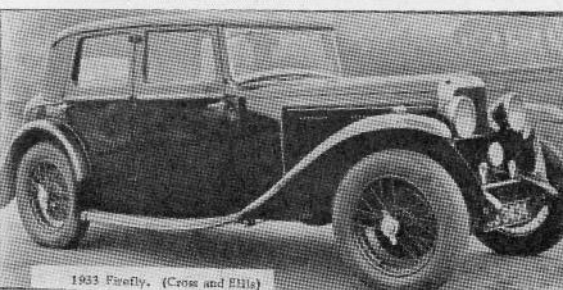
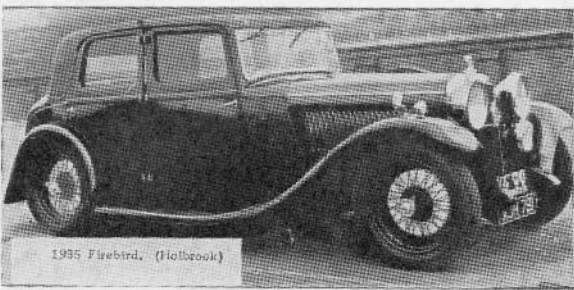
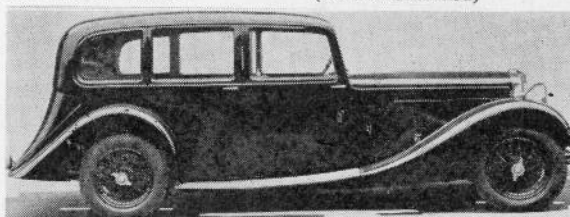
facture their radial engines on the Continent. This Company was well-established in the French industry and in August, 1935, Alvis entered into an agreement whereby an exclusive licence to manufacture and sell Gnome-Rhone engines was obtained.

Subsequently, Government policy was changed to encourage British aero engine makers but this did not include placing contracts where manufacture was under foreign licence.

The agreement between Alvis and Gnome-Rhone was cancelled by mutual agreement in 1939.

(To be continued)

Right: The 1936 Crested Eagle (Mayfair).



### The Crested Eagle Specification.

	Type TD & TE	Type TF & TG	Type TA
Capacity and number of Cylinders .. .. .	6. 2511 c.c. or 6. 2148 c.c.	6. 2762 c.c.	6. 3571 c.c.
Bore/Stroke and rating	73 x 100 mm 19.82 h.p. or 67.5mm x 100 16.95 h.p.	73x 110 mm 19.82 h.p.	83 x 110 mm 25.63 h.p.
Compression Ratio and B.H.P. .. .. .	5.75	5.85 77 at 3920 r.p.m.	6.35 106 at 3800 r.p.m.
Carburettor .. .. .	Triple S.U.s	One Solex	Triple S.U.s
Gearbox ratios .. .. .	5.22 7.00 10.17 17.28	5.22 7.49 10.60 16.45	4.55 6.53 9.24 14.33
Wheelbase .. .. .	10' 3" or 11'	10' 3" or 11'	10' 3" or 11'
Track .. .. .	4' 8"	4' 8"	4' 8"
Length .. .. .	15' or 15' 9"	15' or 15' 9"	15' or 15' 9"
Height .. .. .	5' 9"	5' 9"	5' 8"
Width .. .. .	5' 8"	5' 6 1/2"	5' 10"
Weight .. .. .	34 cwt. 2 qrs (Saloon) 23 1/2 cwt. (Chassis)	23 3/4 cwt. (Chassis) 36 1/2 cwt. (Saloon)	37 cwt. 1 qr. (Saloon)
Turning Circle .. .. .	38'	40' 42' (Long W. B.)	40'
Price .. .. .	£750 £830 Limousine	£800 4-light saloon £900 Limousine	£825 4-light saloon

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## NEWS AND PICTURES ABOUT ROVER PEOPLE



**P**engam employees whose business takes them to the office of the Works Manager, Mr. R. C. Shand, during the working day find themselves greeted by a petite Oriental with the widest of ready smiles.

Mrs. Rita Croucher, 30-year-old secretary to Mr. Shand, is Chinese, and as Rita Chan she was one of some 2,000 immigrants to come to Britain from Hong Kong four years ago.

Fluent in Chinese and English, Rita (pictured above), a trained and efficient secretary, worked first in London, then Bristol. She has worked for Rover at Pengam for the last year. Last August she married, and she and her husband Vernon live in a new flat in Rumney. Rita has four sisters and a brother in Hong Kong. Two other sisters are at present studying in the United States. Eventually Rita and her English husband hope to revisit the colony, where, she says, the summer is more reliable and lasts longer, taxes are lower, and life generally is lived in an easier manner.

In the meantime, however, Rita lives a life like thousands of other British wives—out at work during the day, doing the housework in the evening and relaxing at weekends when she and her husband tour Scotland, the Lake District, North Wales or elsewhere.

A £1 note bearing two different sets of serial numbers was received in change by Mr. D. Simkiss (P6 Assembly, Solihull). He was told at three banks that the note was genuine and legal currency. Any interested collector can contact Mr. Simkiss at 171, Poolfarm Road, Acocks Green, B'ham, 27.

Some 100 people thoroughly enjoyed themselves at the Seagrave Road Christmas Dance.

### CLUBROOM OPENED



Mr. E. Scott, General Works Manager, Tyseley Group, breaks off in the first frame on the billiards and snooker table installed in the newly-equipped Tyburn Road works clubroom. Mr. Scott had previously declared the clubroom officially "open for use."

With Mr. Scott in the photograph are Mr. J. Faller (Works Supt., Tyburn Road), with whom he was playing a frame; Mr. S. Ayre (Chief Inspector) and Mr. T. Wilson (Club Committee member).

## Adventure holidays open to Rover and Alvis apprentices

**A**pprentices—how adventurous are you? Vacancies are available on the following activities being organised by the National Association of Boys' Clubs:—

- (a) July 28—August 12—A 15 days coaching camping tour of France and Spain, with eight days being spent on the Mediterranean coast, and the final night in Paris. Cost: £22 10s. 0d., which includes a refund of 10/- per day for rations, camping costs, etc.
- (b) A sailing holiday at St. Mawes, Cornwall. Week No. 1: July 29—August 5. Week No. 2: August 5-12. This includes the use of dinghies, expert instruction, and accommodation. Cost: one week—£7, two weeks £13 10s. 0d.

- (c) Adventurous holidays on Drake's Island, in Plymouth Sound, with expert tuition in sailing, canoeing, skin diving, rock climbing, mountain rescue, abseiling.\* Adventurous holidays based on Poole and Dorset. Adventure centre on Poole Harbour with expert tuition in sailing, canoeing and skin diving.

Further information on these events is available from Mr. A. P. Lynch, Apprentice Training Officer, extension 577 (internal).

\*Quickest way down a mountain short of falling!

### NEW CHAIRMAN

**S**ome 30 members of Rover Apprentices and Ex-Apprentices Association were told at the association's annual meeting by Chairman Peter May that encouragement had been derived from increased attendances at events during the year.

### When a man meets himself, he finds the name's the same . . . .

**M**eeting a namesake gives a man an odd feeling; rather as if he's met him before somewhere, such as in the shaving mirror or while brushing his hair, or adjusting his tie!

He hasn't of course. He's quite a different person really. Nevertheless, a chap just can't escape that funny feeling that here's someone else walking about with his name. And the other man's feelings are probably exactly the same.

So when Don Wilson (Editor, *Group News*) met Don Wilson (Sales Administration, Windmill and Lewis Ltd., our Bristol distributors) the pair eyed one another over with a friendly, curious gaze.

Neither D. W. could recall ever before having met another namesake. The Christian and surname individually, yes, but never the complete Don Wilson. Strange, too, when you think what a commonplace name both carry. . .

Not during 30 years in the R.A.F. had D.W. (Bristol) met one; and 20 years in journalism, where the meeting of people is a full-time business, hasn't brought D. W. (Rover) into contact with one either.

"But this is only a beginning," he said in his annual report. "The efforts of the committee far outweighed the effort of members."

The meeting, held in the Solihull Projection Room, heard from Treasurer G. Sandford that the year's balance was the same as in the previous 12 months. Losses on dances had been balanced by income from more profitable functions.

Mr. May announced his retirement after seven years as a committee member and two years as chairman. He proposed Mr. A. Sperring (Tyseley) as his successor and Mr. Sandford (Acocks Green) was re-elected treasurer.

Committee members: Solihull—M. Clarke, C. Wade, J. Norbury, J. Service, R. Davies; Tyseley—A. Brown; Acocks Green—W. Glastonbury, N. Garner; Apprentice School Tyburn Road—C. Timbrell.

The evening ended informally with films of general interest.

### WIDER HORIZONS

**A**lvis apprentices were told at their 11th annual dinner that the proposed Rover-Leyland merger had much that would be of interest to them.

Mr. J. J. Parkes, Chairman of Alvis and President of Alvis Apprentices Association, said that last year's dinner was held in the early days of the merger with Rover.

"Now we are in the exciting period of another merger," he con-

tinued. "We have much in common with both Rover and Leyland. Don't think that these mergers are any disadvantage; from the apprentices' point of view you have the advantage of being in a relatively small unit and at the same time you will soon have some far wider horizons."

Earlier, Mr. Parkes said he was particularly pleased to see among those present many of the younger apprentices who had recently joined Alvis.

Prizes were presented by Captain G. C. Blundell, of Birfield, and Mr. J. E. Brownbridge, President of Alvis Owners Club (in the case of the Alvis Owners Club Silver Cup).

Recipients were: Engineering—Danny O'Connell and Bernard Harrison; Trade—Vince Howard and Alan Stocks; Ireson Memorial Shield for first year apprentice—Peter Gore; Alvis Owner Club Cup for best all rounder—John Baker; Darts award—Graham Loach; Snooker—Dennis Morgan.

Mr. B. Nash, acting chairman of the Association, presided over the dinner which was attended by more than 80 apprentices, and Mr. J. Cole proposed the vote of thanks.

Among the guests were Mr. P. M. Wilks (Technical Director, Rover), Mr. R. F. Skidmore (Works Director, Alvis) and Mr. G. R. Howell (Director and Chief Accountant, Alvis).



Exchanging visiting cards—Don Wilson (Windmill and Lewis) left, and his Rover namesake.

The Bristol and Rover versions met almost by accident at the Windmill and Lewis premises. There, Mr. Wilson is concerned with trade sales and fleet orders. He has been with Windmill and Lewis for 2½ years after a career in the R.A.F. which began in 1934 and ended in 1964, when he retired as a squadron leader (technical branch).

He is 53 and married with a 13-year-old son at Weston-super-Mare Grammar School. His hobby: fresh water angling. The D.W. at Solihull is 38, married with a son

11 and a daughter 3½. He has edited the Company newspaper for five years.

While the Bristol D.W. is half Scottish with many relatives over the border, the Rover D.W. is thoroughly English with no known relative in Scotland.

And in addition to the double coincidence of bearing the same name and both working in the Rover Company's interest, the two Don Wilsons share a third coincidence. Both have wives with the same Christian name. . . .



"Very nice," Mr. Albert Howlings would seem to be saying after receiving his gold watch for 25 years' Rover service from Mr. S. W. Nixon (General Manager and Executive Director, Production—Cardiff). Mr. Howlings is a senior Machine Shop foreman at Pengam, to which factory he was transferred from the Midlands in August 1963.

## PERSONAL PARAGRAPHS

### BIRTHS

*We offer our congratulations to . . .*

**FARR**—To Mr. and Mrs. Les Farr, a son (David James) on October 8. Mr. Farr is a storekeeper, Parts Stores, Pengam.

**MILLER**—To Mr. and Mrs. A. C. Miller, a son (Anthony Steven) on November 28. Mr. Miller is an operator on Group 212, Ryland Road.

**FORD**—To Mr. and Mrs. John Ford, a daughter (Rachel Frances) on December 6. Mrs. Frances Ford formerly worked in Welfare Department, Solihull.

**CHAMP**—To Mr. and Mrs. Graham Champ, twin boys (Stephen and Jonathan) on December 31. Mr. Champ works in the Parts Department, Pengam.

**PERKS**—To Mr. and Mrs. Tom Perks, a daughter (Sara) on January 1. Mrs. Perks formerly worked in Parts Stores Receiving Office, Pengam.

**ISON**—To Mr. and Mrs. Brian Ison, a son (Christopher Brian) on January 24. Mr. Ison is an inspector in the Parts Stores, Pengam.

### MARRIAGES

*We offer our congratulations and best wishes to . . .*

**CHANDLER-SHAW**—On January 14 at Olton Friary, Mr. John William R. Chandler (Works Efficiency Department, Acocks Green) to Miss Geraldine Ann Shaw (daughter of Mr. S. Shaw, Works Efficiency Department).

**LINLEY-WILSON**—On March 18 at St. Alphege's Church, Solihull, Mr. Walter Linley to Miss Pauline Wilson (Salaries Department, Solihull).

### RUBY WEDDING

*We offer our congratulations and best wishes to . . .*

**YATES**—Mr. and Mrs. R. Yates on December 25. Mr. Yates is chargehand of the Parkering and Plating Department, Perry Barr.

### GOLDEN WEDDING

*We offer our congratulations and best wishes to . . .*

**IRELAND**—Mr. and Mrs. J. W. Ireland on December 9. Mr. Ireland was a staff chargehand at Tyseley until his retirement in 1961 after 42 years' service.

**COE**—Mr. and Mrs. Ernest Coe on February 3. Mr. Coe was in charge of the Service School until his retirement in 1963 after 34 years' service.

### DEATHS

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

**FISHER EVANS**—suddenly on February 4, Emma (Amy) wife of Mr. John Fisher Evans, Assistant to General Manager and Executive Director, Cardiff.

**TREEN**—Mr. George John Treen on December 9, aged 43; a shaper in the Toolroom, Solihull (14 years' service).

**GISBOURN**—Mr. Albert George Gisbourn on December 10, aged 46; storekeeper, Gas Turbine Stores (3½ years' service).

**JACKSON**—Mr. F. A. Jackson on December 16, aged 54; office administrator, Seagrave Road (37 years' service).

**MACLEOD**—Miss M. W. MacLeod on December 24, aged 61; a nurse at Seagrave Road (8 years' service).

**JONES**—Mr. Albert Jones on December 3, aged 78; he worked in the Body Stores, Solihull, until his retirement in 1961 (20 years' service).

**LOKER**—Mr. Herbert Joseph Loker on December 13, aged 78; he was Chief Body Designer until his retirement in December 1952.

**MCKEOWN**—Mr. David McKeown on December 31, aged 65; Service Department, Solihull (22 years' service).

**KNOWLES**—Mr. Edgar John Knowles on January 2, aged 44; Stores assistant, Solihull (10 years' service).

**WATKINS**—Mr. Walter Watkins on January 17, aged 62; a labourer, Engineering Department (2 years' service).

**BROWN**—Mr. Clifford Brown on January 25, aged 51; employed in Press Shop, Solihull (20 years' service).

**NICHOLLS**—Mr. Harold Nicholls on January 20; Machine Shop, Acocks Green (27 years' service).

**NEWS**—Mr. Edward Arthur News on February 3, aged 80; retired from the Company in December 1960, after 53 years' service.

**MORGAN**—Mr. Colin Morgan on February 3, aged 48; Machine Shop Supt., Tyseley (30 years' service).

**PUGH**—Mr. George Pugh on February 4, aged 75; retired from the Land-Rover Final Line last year (13 years' service).

### Mr. H. J. LOKER

**M**r. Herbert Joseph Loker—better known to all his friends at Solihull as 'Ben'—was buried in his native village of Ingatestone in Essex after his death a few days before his 79th birthday.

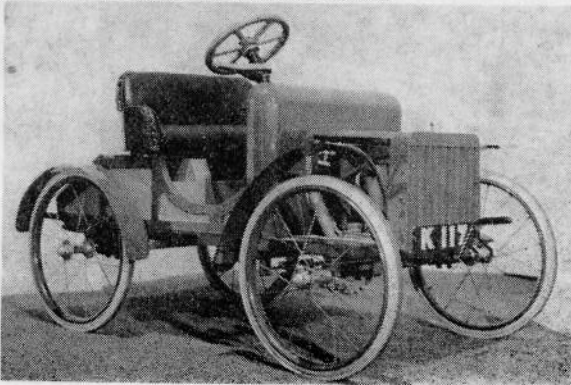
For many years, as Rover Chief Body Designer, Ben played a major part in setting the style and standards of elegance and comfort epitomised in the slogan "One of Britain's fine cars." The last car he designed was the P.4.

Ben had lived in happy retirement for 12 years opposite the village school he had attended as a boy. He had designed his village home for his retirement.

Mr. A. G. Savage (Jig Shop Supt.) was presented with a coffee table when he retired after 41 years' service. Mr. J. Collins, oldest employee in the Jig Shop, made the presentation on behalf of shop personnel, all of whom wished him good health and a long and happy retirement.

### He made 4ft. model for £1

●A Rover '8' for £1 might seem a very low price to pay these days, but veteran car enthusiasts need not excite themselves. The 'car,' in fact, is a four-foot long model (pictured right) and built from materials costing less than £1 by Mr. Derek Archer, of Forest Gate, London. The remarkably lifelike model was built from scraps of wood and an old pram for Mr. Archer's two-year-old son. The engine contains ½in. plywood cogs which can be turned by the starting handle, and the model also has many other working parts.



# RETIREMENT PRESENTATIONS

**AT COVENTRY . . .** When the Rover and Alvis workmates of Joe Sargeant at the Broad lane, Coventry, service depot heard that the latter was to retire after nearly 45 years' Rover service, they decided to make his departure presentation a combined operation in the truest sense.

The 40 Rover/Alvis employees at the depot joined together in contributing sufficient money to buy Joe, as leaving gifts, a fishing basket with tackle, a tea trolley, bottle of sherry and cigarettes. The gifts were presented by Rover Service Manager Mr. H. Gardner. He and Mr. P. Moss (Supt., Alvis Service), left centre in the photograph above right, are seen giving Mr. Sargeant a double handshake of



farewell, watched by a group of Rover/Alvis friends. Mr. D. Michie, the Alvis Service Manager, was unfortunately away from the depot when the presentation was made, so Mr. Moss represented him.

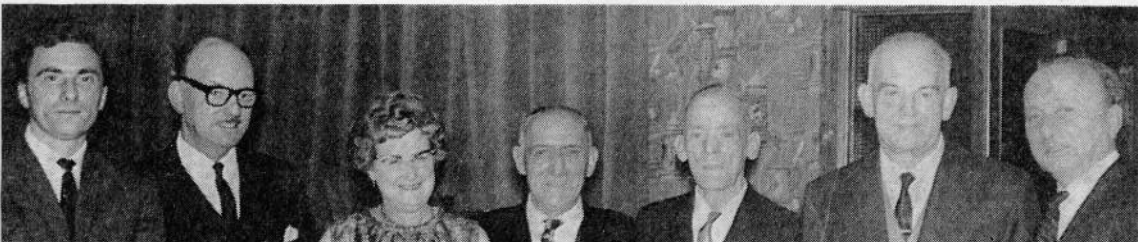
IT WAS THE FIRST TIME SINCE THE ROVER AND ALVIS MERGER THAT EMPLOYEES OF THE TWO COMPANIES HAD CONTRIBUTED JOINTLY TO A RETIREMENT PRESENTATION TO A LONGSTANDING EMPLOYEE OF ONE OF THE TWO COMPANIES.

Mr. Sargeant, aged 69, began his service at Tyseley and moved to Helen Street, Coventry, in 1928. During the war he worked for a spell

on Cheetah engines at the Baginton test sheds and subsequently moved to Clay Lane when Rover Coventry Service was moved there. He transferred with the section to Broad Lane last year when Rover Service moved in with Alvis Service to create more Land-Rover production space at Clay Lane.

During his long Rover employment, Mr. Sargeant has serviced every type of Rover vehicle from the Rover 8 h.p. in 1922 to the Land-Rover and Rover 2000. His son, Robert, works in the depot Rover stores and has 28 years' service to his credit.

Between them, father and son have nearly 73 years' service.



**AT ACOCKS GREEN . . .** Toolroom foreman Mr. W. C. Walker was presented with a cheque (above) by Mr. W. Boylan (Toolroom Supt.) on behalf of workmates, when he retired after 26½ years' service. Another foreman, Mr. G. J. Hollyer (Progress, Acocks Green) retired after a total of 21 years' service and was presented (below) with a portable typewriter by Mr. R. Kendrick (Assistant Production Controller).

**PERRY BARR** employees said farewell to a group of retiring workmates at a convivial occasion arranged in a Birmingham hotel. Presentation of gifts were made by Mr. H. W. Hayer (Works Supt.) on behalf of workmates. Long service men among the leavers were Mr. W. Goode, aged 66, a gear cutting foreman with 30 years to his credit, and Mr. T.

Weal, aged 68 a gear apper (20 years' service).

Mr. Goode began at Tyseley in 1936 as a gear cutter and lapper. He moved to Perry Barr in 1954 and was promoted foreman four years later. He received a Black and Decker drill with hedge cutting attachment, and an electric blanket. Mr. Weal also com

menced at Tyseley in 1946, transferring to Perry Barr in 1954. He was unable to attend the farewell party because of ill-health, and a Westminster clock was taken to his home with the good wishes of his friends for a speedy recovery.

Other presentations: Mr. C. Grey, aged 65 a gear cleaner—an electric clock; Mr. S. Lewis aged 67 (Inspection Department)—electric blanket and wrist watch; and Mrs. L. Meeks (Progress Department)—dressing table set. Each of the last named had eight years' service.

Pictured above, left to right, are Messrs. L. Pipe (Inspection), Hayer, Mrs. Meeks, Messrs. Grey, Lewis, Goode and T. Hayward (Inspection Supt.)



**AT ALVIS . . .** Mr. S. E. Wharton, a draughtsman/checker in the Alvis Jig and Tool Drawing Office, retired after 21 years' service with the Company. He is 66 and his hobbies include traditional painting. He was presented (above) with a picture frame for one of his many oil paintings by Mr. J. Barfield (Assistant Chief Planning Engineer).

(pictured right) by Mr. A. F. Varney (Chief Engineer, Aero Division). He had completed more than 30 years' Alvis service.

In 1936 Mr. Burden took charge of the Drawing Office Print Room. During the war, the Photostat and Photographic sections, with Mr. Burden in charge, were moved to the Machine Shop basement. From there, the works passes were produced. These comprised signed photographs of the holders affixed between two pieces of transparent plastic. Holders were required to carry them at all times in accordance with war-time regulations.



When the war ended, Mr. Burden and his staff emerged from their basement and the Photostat and Print Rooms were subsequently moved to their present position in the Toolroom block.



**AT TYSELEY . . .** When Mrs. Hilda May Wood, a booking clerk at Tyseley, retired after 33 years' service, which first began in 1920, she received gifts from colleagues not only to mark her retirement, but also her forthcoming wedding. On January 28 she married another Rover employee, Mr. Ellis Richard Knowles, a surface grinder on Group 35. Mr. Knowles joined the Company in 1955 and plans to retire next August. The photograph, left, shows Mrs. Wood being presented with a travel case, a fitted picnic case, and mixing bowl by Mr. A. E. Wood (Supervisor, Tyseley Group Booking Offices) on behalf of colleagues. ABOVE: Mrs. Mary Watts (Inspection Department, Tyseley) retired after 26 years. She was presented with an automatic teamaker and a bouquet of flowers by Mr. J. Butlin (Inspection Supt.) on behalf of workmates.



More than 50 years' Rover service has been recorded by the two men pictured above on either side of Mr. J. H. Whitty (General Parts Manager), who made presentations to the pair on behalf of friends and workmates to commemorate their retirement. Mr. William Caldicott (Solihull Transit Stores—26 years), right, received money, and Mr. Peter Kane (Service Liaison—27 years), left, a canteen of cutlery. An engraved silver cigarette box and autographed card were presented to Mr. F. N. Worthington (Field Parts Department) when he retired after 15½ years' service.



When foreman electrician Mr. Wilfred George Holt retired from Solihull Works Engineers after 26 years' service he was presented with a cheque by Mr. J. B. Wilson (Works Engineer) on behalf of friends and workmates. Mr. Holt joined Rover at No. 2 Shadow Factory in 1940, transferring to the parent company in 1945. He was promoted chargehand in 1954 and a staff foreman in 1964.



**AT SOLIHULL . . .** When Mr. George Richardson retired from the Production Development Office at Solihull after 27 years' Company service, he was presented with two reproduction paintings of hunt scenes and a two-tier iced cake surmounted by a miniature figure of himself. The cake was cut by Mr. Richardson and pieces distributed to friends and colleagues in the department. Mr. D. A. Perks, assistant to Mr. W. H. Gostling (Production Development Supt.), who was also present, made the presentations. Mr. Richardson began on Inspection at Acocks Green and his Rover service has included test work on aero and W.D. engines both at Acocks Green and Solihull.

## AUTHOR-CUM-WOODWORKER

The man who had been the Company's Chief Designer for 13 of his 44 years' service—and an author-cum-practical woodworker in his spare time—retired on December 31. At a presentation ceremony in the Junior Staff Canteen at Solihull, Mr. F. R. S. Seale heard Mr. P. M. Wilks (Technical Director) refer warmly to his "high skill and tremendous loyalty."

Among Mr. Seale's many colleagues and friends present were the Managing Director, the General Manager, Production Director, executive directors and many senior executives. Gifts presented to Mr. Seale by Mr. Wilks on behalf of the former's colleagues within the Company were a radiator, tape recorder and film projector.



Mr. Seale joined Rover in 1922 with Mr. P. A. Poppe, father of Mr. O. Poppe (Executive Director, Planning). Mr. Poppe senior was chief engineer with a keen interest in design and Mr. Seale was his assistant. All Mr. Seale's Rover service has been in design and he was appointed Chief Designer in 1953.

In his workshop at his Coventry home, Mr. Seale has for more than 20 years followed his practical interest in wood-turning and many beautiful household items bear witness to his skill at this spare-time occupation. He has also written a book on the subject—"Practical Designs for Wood Turning"—and a second publication from Mr. Seale's pen linked poetry with physics in "The Rhyming Physicist."

## Final produces new snooker champion from the Jig Shop

A new holder of the Ron Pearson Memorial Trophy emerged from the final of this annual snooker competition. Mr. R. Hutson (Jig Shop) defeated last year's winner, Mr. E. Froggatt (Experimental Shop), in an outstanding final.

A correspondent reports: "With good potting and gamesmanship on both sides this was an outstanding final in so much that at one game all it was assumed that last year's winner would again take the honours. But R. Hutson never missed a chance to push his score along towards taking the trophy. The scores were Hutson 62-31, Froggatt 59-27 and Hutson 75-42.

The losing semi-finalists were Mr. J. Warburton (Maintenance) and G. Furby (P6 Quality Inspection). The highest break was won by E.

Froggatt with 35 and 23.

"Prizes were presented by Mr. J. R. Christie (Executive Director, Management Services). This brought to an end a closely-contested competition in which several players were outstanding in the early rounds. A marked improvement was shown towards a better standard of snooker in the games room generally."

In the photograph below, Mr. Christie (left) is seen presenting the Pearson Trophy to Mr. Hutson.



## ANY MORE FOR TENNIS DINNER?

Prizes won by Rover Solihull tennis players last year will be presented at the section's annual dinner dance on April 28. Recipients will be: Men's singles: winner—R. Rimmington; runner-up—T. Hume. Ladies' singles: winner—Mrs. E. Broadhead; runner-up—Mrs. A. Clifton. Mixed doubles: winners—P. Wilks and Miss C. Bruton; runners up—Mr. and Mrs. B. C. King.

After a private dinner at which the awards will be presented, those present will join in the normal Rover monthly dance. Members who cannot attend the dinner may go to the

dance. Details from committee members.

The annual meeting of the section will be held in the Main Canteen at 5.5 p.m. on March 20. Members, please note. Visitors too, are welcome.

## RETIREMENTS

Mr. John Ward on December 12; an inspector at Solihull (11½ years). Mr. Robert Edwards on December 8; a welder/fitter in the Press and Welding Shops, Solihull (15 years). Mr. William Stone on December 23; a driver/inspector, Solihull (21 years). Mr. Augustus Anderson on December 22; a fitter, Test Rectification, Solihull (total of 18 years). Mr. Herbert Barnett on December 22; a labourer, Land-Rover Paint Department (nearly 5 years). Mr. Alfred Price on December 22; a fitter/labourer, Service Department, Solihull (20 years). Mr. Percy Rabin on December 22; a progress driver, Service Department (6 years). Mr. William Riley on December 22; a chargehand fitter, Service Department (26½ years). Mr. William Hawkes on December 23; a storekeeper, Service Stores (7½ years). Mr. Carl Clarke on December 30; Cost Department, Acocks Green, and latterly Solihull (25 years). Mr. James Spencer on December 29; Stores assistant, Solihull (11 years). Mr. Joseph Calcutt on December 30; Assistant Storekeeper, Service Transit Stores, Solihull (25½ years). Mr. Robert Yorke on December 30; Bodymaker, Service Department, Solihull (36 years). Mr. G. S. Kaye on February 2; a fitter, Clay Lane, Coventry (15 years). Nurse Mary Keen on December 30; Works Surgery, Percy Road (9 years). Mr. Harold Heath on December 30; Time Study, Tyseley (10 years). Mr. William Goode on January 20; Machine Shop foreman, Perry Barr (30 years). Mr. Sydney Barby on December 30; Assembly foreman, Percy Road (46 years). Miss Mable Normansill on December 30; Inspection Office, Tyseley, (33 years). Mr. A. R. Phenis on December 30; Assistant Personnel Officer, Pengam (5½ years).

## ALVIS RETIREMENT

Mr. H. MacDonald on January 26; copersmith (total of 22 years' service).

## ALVIS ANGLING

An Alvis angling contest held at Twyford Canal yielded low weights, but a good morning was had by all. Seventeen bottle prizes were provided by the Social Club. Results: 1st, W. Turner; 2nd, D. Chillingworth, 3rd, R. Askham.



Two retirement presentations at Seagrave Road. BELOW: Mr. G. W. R. Ramsay (Paint Shop foreman, 45 years' service) received a carpet and money from Mr. H. G. Cornish, the London Depot Manager. Mr. F. Lane (Tool Storekeeper) received a pipe and money from Mr. Cornish in recognition of 12 years' service. The gifts in each case were from Seagrave Road workmates. A third London retirement was that of Mr. W. Greenwood (Gate Security, 21 years' Rover service).

The annual dinner of the Stock Audit Department was held at the Punch Bowl Inn, Lapworth. Members, wives and husbands were joined by guests from several other

departments. Entertainment provided by several of the Stock Audit staff contributed towards a very enjoyable evening.

## Inter-dept. darts

The final of the inter-departmental darts knock-out competition was staged in the Games Room between P6 Deadseal and P6 Body Shop 'A'. The former proved worthy winners with a four games to one margin. Plaques to both teams were presented by Mr. J. R. Christie (Executive Director, Management Services).

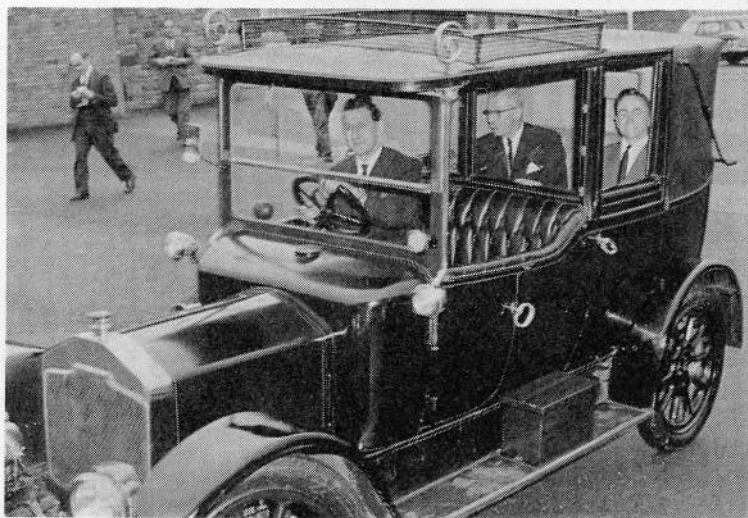


## Alvis, Rover children have fun together

The annual children's party conducted by the general committee of Alvis Sports and Social Club was once again enjoyed by the younger children of members and this year included the children of more than 50 Rover employees living in Coventry.

Unfortunately, Mr. and Mrs. J. J. Parkes were unable to attend on this occasion, but Mr. and Mrs. G. R. Howell, and Mr. and Mrs. R. F. Skidmore, together with Dr. and Mrs. Varley among others, assisted the committee members and their wives.

After the usual tea and entertainment, and following a cosy talk by Mr. Jim Clark (Father Christmas), seen left, each child received a present.



When Mr. A. E. M. Dury (Technical Writer, Solihull) retired after a total of 37 years' service, he was driven from his office to a presentation in the Service School in a 1912 Rover car. He is seen in the rear passenger seat in the above photograph with (right) Mr. M. Brewer (Assistant Service Manager). At the wheel: Mr. D. Joyce, who is responsible for maintaining the Company's fleet of old cars.

Mr. Dury was presented with an inscribed gold watch, clock, camping stove and a pull-over by Mr. R. W. Bromley (Executive Director, Service), on behalf of his many friends throughout the Company.

He began with the Company in 1927 in the Test Rectification Section where he worked until the start of the war in 1939. During the war years he was in charge of the section working on the undercarriage for Bristol aircraft. He left the Company in 1945 but recommenced as an instructor in the Service School in 1947 and was for a period in charge of the School. Latterly, he has been technical writer in the Publication Section of Technical Service Department.



Mr. L. S. Shaw, former Apprentices Supervisor, returned to the Solihull factory on January 27 for a presentation ceremony. On behalf of Mr. Shaw's colleagues, Mr. A. B. Smith (Director and General Manager) presented him with a petrol-driven rotary lawnmower, and another gift, a garden shed, is being delivered direct to Mr. Shaw's home. Mrs. Jean Goodman, who was Mr.

Shaw's secretary, has also retired after 27 years' service, and she was presented with a skin handbag by Mr. Smith, on behalf of her friends. Rover apprentices chairman A. Sperring gave her a food mixer as a gift from apprentices. In the group above are, from left, Mr. Smith, Mr. Shaw, Mrs. Goodman and Mr. Sperring.

## PARTY TIME FOR THE KIDDIES



Party time for Rover children in London and Cardiff. They may be miles apart but the fun was just the same. ABOVE: Some of the 100 youngsters who were entertained at Seagrave Road by a clown (Mr. J. Greenwood) and a film show. Father Christmas (Mr. L. Messenger) came by sleigh to distribute presents and the occasion ended in an excited scramble as a net of balloons was released from the ceiling. BELOW: Months of preparation was well rewarded at St. Mellons where the children had a magnificent time. The programme

included singing, a cartoon film showing the arrival of Father Christmas complete with gifts, and a spot of magic from Mr. R. Harris Randall, a member of the Magic Circle. He is seen drawing a loud "Ooooh" as he produces a real live rabbit to the sheer amazement of his audience.

