



# GROUP NEWS

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## Introducing—the six cylinder Land-Rover



**H**ow do you improve a vehicle which has already proved itself by (a) selling to almost 200 countries since its introduction nearly 19 years ago; (b) being in use from the North to the South Poles; (c) being assembled in more than 20 overseas countries; and (d) earning a record £250 million in foreign exchange?

The subject of this comprehensive question: the world renowned Land-Rover. And Rover engineers' answer to it: by bringing design and development up to today's advanced level, and improving only where necessary on performance, safety and comfort.

The result is the introduction of

a six-cylinder, 2.6-litre petrol engine, for fitting in the 109" wheelbase range as an alternative, not a replacement, to the existing four-cylinder 2½-litre petrol engine which remains in production.

With the introduction of the new 2.6-litre engine, Land-Rover purchasers are now offered the choice of three engines, 38 body styles and three wheelbase lengths which, when combined with the host of approved optional equipment, give the widest possible choice of variants.

Although the basic design of the Land-Rover and its appearance has remained virtually unchanged

in its 19 years of life, the Company's policy of progressive development has resulted in over 4,000 detail improvements since the introduction of the Series II Land-Rover in 1958.

In addition to the new engine—providing a significant increase in power and flexibility, increased economy and the now accepted high standard of Rover durability—the 2.6-litre engined Long Land-Rovers will benefit from improvements made for the safety and comfort of both drivers and passengers.

Wider front brakes are fitted to give an increase of about 12 per

cent to the lining area. This and the addition of a servo unit increases braking power, and reduces driver fatigue. These improvements will especially assist women drivers and add greatly to the name already achieved by the Company as a leader in the field of automotive safety.

Other improvements to the 2.6-litre Land-Rover include: the housing of the battery under the left hand seat (the toolbox having been re-located under the centre seat); a dynamo providing a higher rate of charge; a carburettor air cleaner of the same improved design as used on the 110" Forward Control model; and a 90 m.p.h. (140 k.p.h.) speedometer.

The standard specification of the new engine will incorporate a compression ratio of 7.8:1, necessitating the use of fuel with a minimum octane rating of 85. For those areas having a lower octane availability only, a 7:1 compression ratio is available.

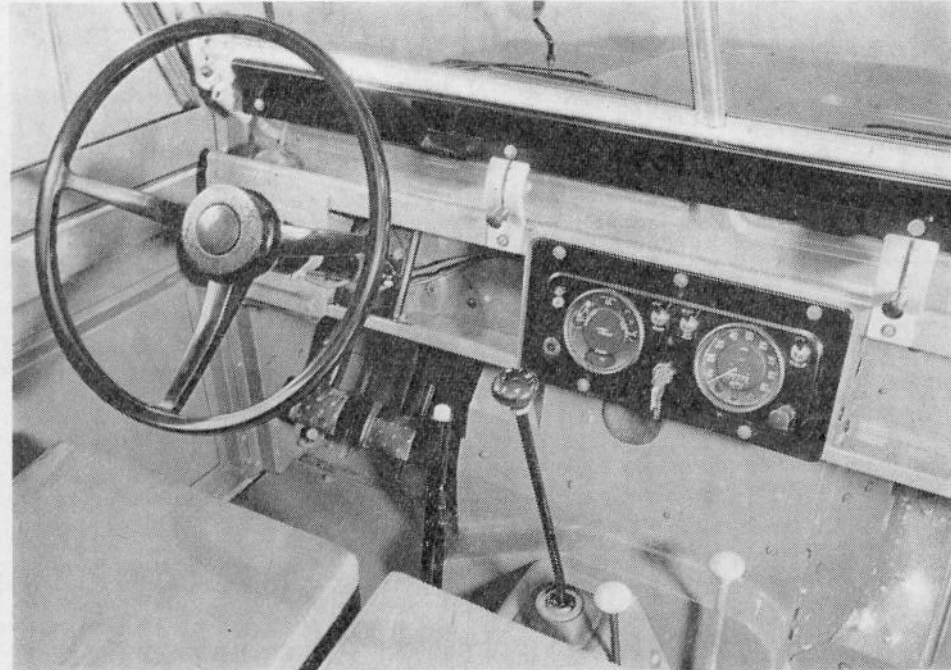
The new six-cylinder Land-Rover was recently taken on an introductory sales tour of the

Middle East by Colonel A. P. Le Blanc (Rover Middle East Factory Representative), his assistant, Mr. H. Stowell, Mr. John Carpenter (Sales Director) and Mr. J. Tidmarsh (Land-Rover Experimental).

From April 12, all Land-Rovers, including the new 2.6-litre Long models, incorporate new interior refinements. These include restyled instruments, re-grouped minor controls, a water temperature gauge, and a combined ignition/starter switch.

The handbrake has been extended to give more ease of application by a driver wearing a seat harness. A revised windscreen wiper layout is used and a single wiper motor concealed behind the facia panel drives twin wiper blades through a concealed rack and pinion. A negative earth electric system is also incorporated.

More than 540,000 Land-Rovers have been produced since the vehicle's introduction in 1948 and over 70 per cent have been exported throughout the world. A total of 65 countries use the vehicle in their military and police forces, and Rover is the largest manufacturer of four-wheel drive vehicles in Europe.



**LEFT:** New interior refinements to all Land-Rovers include restyled instruments, re-grouped minor controls, a water temperature gauge, and an ignition switch which activates the starter solenoid. The handbrake has been extended to give more ease of application by a driver wearing a seat harness, whilst a revised windscreen wiper layout is used, with a single wiper motor concealed behind the facia panel.



This one and only Rover 3-litre to compete in this year's East African Safari rally was doing well until it hit a bank, damaged its radiator, and so had to drop out of the competition. At that time the 3-litre (G. Goby driving with D. Vincent navigating) was lying second in its class.

## Vehicle design: International

**T**he urgent need for the international standardisation of vehicle design regulations was stressed by Mr. P. M. Wilks (Technical Director) in a paper presented to the British Standards Institution's 1967 Standards Conference in London on April 13.

"With America taking a dramatic new part in framing vehicle legislation, there is an urgent need for standardisation of the rules governing vehicle design on a worldwide basis," Mr. Wilks said.

He suggested the following broad aims:

- (a) All major governments and standards bodies to initiate urgent action to unify and simplify vehicle regulations.
- (b) Where agreement on detail proves impossible, agreement to be sought on basic essentials. From these international 'Vehicle Approval Standards' to be formulated.
- (c) Certificates of conformity to these standards to be issued by an internationally-approved testing centre in the country of manufacture.
- (d) Vehicles bearing this certificate to be allowed to enter and be sold in other countries without further certification, and
- (e) Intended action by any government to introduce or modify

regulations to be notified in advance to all countries and standards bodies to give opportunity for agreement and formulation of new or revised Approval Standard.

Mr. Wilks said there was little doubt that government support for unification would be necessary and it was encouraging that the Ministers of Technology and Transport were aware of the need and were actively investigating means of securing greater international agreement.

"It has become not only desirable but essential for the efficiency of the industry that with expanding world trade and increasing government regulation, vehicle construction standards are unified to an extent that will permit manufacturers to eliminate the many versions of vehicle which deviate from the home market version, and will allow vehicles to enter foreign markets without complicated test and approval procedures," he declared.

"The motor industry is being suffocated and mutilated by legislation applied from all sides and affecting its vital organs; research, design, development, planning, tooling, cost reduction, production, quality control—all are being hampered.

"Hampered, not so much by the legislative requirements in a technical sense—most of these are morally right and technically feasible—but by the timing and by variation in detail between one country and another, neither factors being in the

## standards of rules urgent

interests of safety and sometimes to the detriment of reliability."

Mr. Wilks said that up to the second world war motor vehicle legislation was mostly confined to the essential precautions, such as the carrying of lights and rear reflectors and the provision of adequate brakes and horns.

Since 1946 the rapid growth of motor traffic had led to the equally rapid growth of legislation in greater and greater detail. In the past decade the pace of rule-making had accelerated and the complexity of the rules increased to the point where manufacturers and rule enforcement officers alike were at times literally bewildered and special staffs had to be employed by the manufacturers and others to interpret and advise on the regulations.

"It must be remembered here that these problems cannot be divorced from the extremely complex nature of the modern motor car and the very high standards to which it must now be engineered. The two problems must be added together," Mr. Wilks went on.

With the growth of international trade and the export of vehicles from country to country, the added complexities of different rules in different countries and the language problem had increased the difficulties.

"The vehicle construction and licensing regulations of one country

alone run to well over 500 closely printed pages. Analysis of various countries' regulations show there are at least four different requirements for noise level, five for service brake efficiency and six for parking brake efficiency. Differences in lighting and number plate requirements are too numerous to quote.

"It is now necessary for those exporting vehicles to Europe, the U.S.A. and other countries, to produce many different versions of each vehicle to comply with the different regulations in force. This increases the cost to manufacturers and hence to the customer. And let us remember that in the end it is the customer who pays," he said.

In addition, the work involved in the application of vehicle approval schemes cost manufacturers, distributors and official staffs a great deal of money and time, and it was sometimes questionable whether the resultant contribution to safety was proportionate.

"It is noteworthy that the vehicle regulations of the British Commonwealth countries are considerably less detailed, and in some cases less stringent, than those of some European countries, yet it could hardly be argued that British or Commonwealth-produced vehicles are less safe than European."

Mr. Wilks said one was led to wonder whether, in fact, the danger

**Says Mr. P. M. WILKS**

from vehicles themselves was as great as the precautions taken would seem to imply.

Quality control was becoming more and more a control of the process these days and if, in addition to the complexity of the product, wide variations of specification were also required, then clearly it became more difficult to operate through a controlled process and the possibility of human error therefore became greater.

Even safe design itself was endangered when governments hurried the manufacturer into complying with new legislation without giving him time to develop and prove the newly-required features.

"The increase in road deaths and injuries is painfully evident and one sympathises with governments in their responsibilities to the people, yet one wonders if legislators, powerless to prevent people themselves from committing their fatal indiscretions on the roads, have not in their great anxiety shifted too much of the blame on to the vehicle," Mr. Wilks declared.

"Perhaps the time has come for vehicle manufacturers and independent organisations, accepting the widespread desire and anxiety to have comprehensive rules controlling the design of vehicles for safety, to take a greater part in advising and, indeed, in leading governments."



# Land-Rovers help Nigeria develop its great potential wealth

Nigeria has for many years been one of the Company's largest markets for Land-Rovers. My brief ten-day tour took me first to Kano by air from London. Kano used to be the starting point for camel trains across the Sahara and inside the walls of this crowded Muslim city, life is very much the same as it was when camels were the only available means of long-distance transport.

Outside the city walls, modern Kano is growing up with tarred roads, multi-storey buildings, oil depots and railway sidings. Enormous pyramids of ground-nut sacks wait for transportation to the coast.

From Kano, I drove south by Land-Rover to Kaduna, avoiding the single track tarred road and taking laterite tracks across the bush.

In Kaduna, as in Kano and all the eight major cities of Nigeria, there is a BEWAC depot.

These depots maintain stores of parts for cars and Land-Rovers and for Leyland and Triumph vehicles which are also included in the BEWAC franchise. Each depot has a service workshop, a showroom, offices and a vehicle storage com-



Mr. BANNOCK

ound. There are very few new vehicle dealers in Nigeria and all the Rover business is done through these depots.

From Kaduna I flew to Lagos, the capital of the Independent Federation of Nigeria. Lagos was hot and humid in contrast to the dry heat of the north but equally colourful.

by  
**GRAHAM BANNOCK**  
Head of the Company's Economics and Market Research Department, who recently visited Nigeria to obtain personal impressions of this important market and its potential, together with first-hand customer reaction to Rover products.

Nigerians love notices and the buildings and small shops are covered with signs like 'God save us and our customers', or 'Welshman splits atom'. The drive into the city from the airport is very entertaining both from this point of view and for the enormous good humour with which Lagosians put up with human and vehicle congestion, noise and heat.

After two days' discussions at BEWAC's headquarters at the port of Apapa with Mr. Phillips, the Managing Director of BEWAC in Nigeria, and his staff, I was driven up to Ibadan, the largest African city in the continent. The road leads through the jungle with screeching birds and clearings with grass huts. In the jungle, not far back from the road, you can see banana trees and further on cocoa plantations.

Not far out of Lagos is a swamp village on stilts whose inhabitants objected most strongly to being photographed. I was afterwards told that this was because they like first to be given the opportunity of putting on their best clothes!

After returning to Lagos, I flew on to the BEWAC assembly plant at Port Harcourt in the Eastern Region. Land-Rovers are now being assembled there in increasing numbers. Port Harcourt has a 'boom-town' atmosphere, vast reserves of oil are being exploited in its hinterland and oil is now Nigeria's most important import and export commodity.

Land-Rovers are playing a useful role in the development of the Nigerian economy. I talked to Government fleet users—the police who alone have a fleet of 550 Land-Rovers, the Army, Ministry of Works, Ministry of Agriculture and National Resources—and all spoke highly of the vehicle and its suitability for the varied conditions in this country that is four times the size of Great Britain.

I also talked to oil company men, forestry inspectors and others who must have a vehicle that will enable them to get about the country in the wet or the dry season, on or off the road. One of them, a veterinary surgeon, had done 130,000 miles in his five-year-old Land-Rover, largely off the road, often in appalling conditions.

## Last link in the teleprinter chain...

The Company's communications services have been supplemented by the installation of a teleprinter at Seagrave Rd. This means that full inter-factory communication via the teleprinter is now possible and all concerned are urged to make the fullest use of these facilities.

Teleprinters are situated at Solihull Tyseley, Acocks Green, Pengam and Seagrave Rd. Users at Ryland Rd., Percy Rd., Garrison St., Perry Barr, Springfield and Tyburn Rd. works should telephone inter-factory messages to the teleprinter terminals at either Tyseley or Acocks Green factories.

## PARATROOPS WIN ROVER TROPHY

The Rover Trophy presented for the best Land-Rover in the annual Eastern Command Motor Rally was won this year by a paratroop unit, Airhead Sig. Tp. (Para) 55 Sig. Sqn. (V), of the 44 Para Brigade.

Lady Peel Yates, wife of Lieut. Gen. Sir David Peel Yates, G.O.C.-in-C. Eastern Command, presented the cup, one of eight top awards won in the event, to the Land-Rover crew, Sgt. Good and L/Cpl. G. D. Seal.

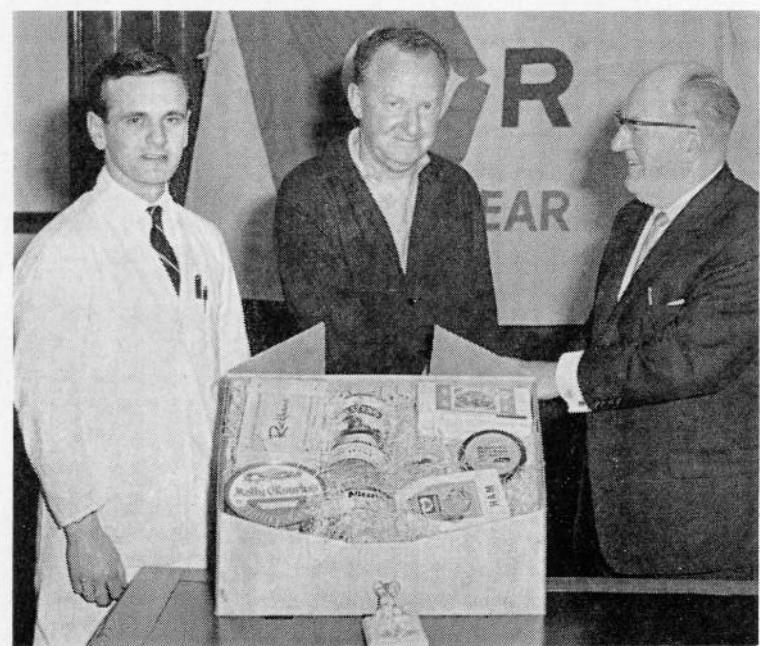
## Big drop in blood donations

The number of Solihull employees to give blood when the National Blood Transfusion Service unit paid its periodical visit to the Solihull factory in February dropped by almost a third on the previous visit's record figure.

Of 583 volunteers (those who filled in forms indicating willingness to donate blood), some 461 came forward and 443 were able to make a donation to the blood bank. In November, 1965, when the unit last came to the factory, 650 employees gave blood.

One of the reasons for this year's drastic reduction in the number of donors was that a large percentage of P6 employees were absent due to production work being at a standstill during the week the unit was at Solihull. However, the National Blood Transfusion Service was most grateful for the response for this vital service and sincere thanks are sent to all volunteers.

BELOW: Three Solihull employees giving blood.



A knack for composing a spot of appropriate verse gained Mr. P. Roberts (Group 446, Percy Road), centre, this 10 gns. food hamper. He won a works competition to find the best piece of Q.R.Y. verse, and he is seen receiving his reward from Mr. A. MacKellar (Works Supt., Percy Rd.). Looking on is Mr. C. Benger (secretary, Percy Rd. Q.R.Y. committee), left.

## Sick Benefit Society —changes in the rules

Amendments to the rules of The Rover Sick Benefit Society were approved at an extraordinary general meeting held at Solihull on April, 13th. Members who were not present are advised to read carefully the amendments as circulated, particularly those affecting future benefits. Full details of the amendments are being posted on the notice boards following approval by the Registrar of Friendly Societies.

## Gold medal presented

At what has become an annual event for him, Mr. A. S. Ostler (Chief Designer, Cars) was presented with the gold medal won by the Rover 2000 TC in the Coachwork Competition at the 1966 Earls Court Motor Show. Mr. Ostler who received the medal from Mr. W. Andrews, President of the R.A.C., has accepted similar medals awarded to Rover cars for the last 15 years.

A hard day's work in wintry conditions—all in the worthy cause of electronic research. A Long Land-Rover with hard top was lent to G.E.C. (Electronics) Ltd., of Coventry, for special trials in connection with radio frequency measuring. The vehicle served the purpose admirably.



## DROPPING IN OUT OF THE BLUE



The Army's here—and out of the sky, too. A group of R.E.M.E. and R.C.T. N.C.O.s came to the Solihull factory by helicopter to collect two 110' Forward Control Land-Rovers lent by the Company to HQ 3rd Division, Bulford Camp, near Salisbury, for military assessment.

3rd Division, the Army's strategic reserve unit which has to be ready at all times to fly from Britain to troublespots in any part of the world, is testing all kinds of vehicles for their suitability for the sort of 'airporting' operations carried out by the division when called upon for duty.

The Scout helicopter which brought the N.C.O.s to Solihull landed in the Land-Rover Field Centre adjoining the Test Track at Solihull. It was the second time the Centre had been used as a temporary 'heliport'—the previous occasion was when the Minister of Defence for the Army flew in for last year's combined Rover and Alvis military demonstration.



# THE ARMY TAKES OVER

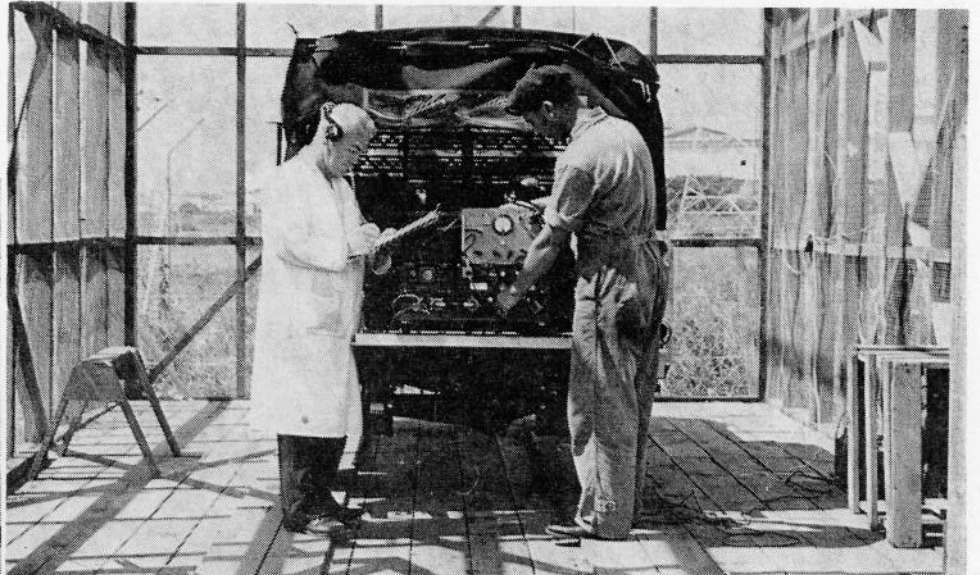
It's the same the world over in any self-respecting Army. The first order new recruits are called upon to obey is the equivalent to what in British Army parlance is "Get fell in". And it was the same for these brand new Land-Rovers when they "joined" the New Zealand Army on a long-term engagement.

The vehicles were part of the New Zealand Army purchase announced in the last issue of GROUP NEWS. They were shipped CKD to New Zealand and assembled for Rover New Zealand at the New Zealand Motor Bodies plant at Auckland. A considerable number of local-made components are incorporated.

**RIGHT:** On parade for inspection. A line of impeccably turned out vehicles, bonnet lids at the "present", remain rigidly at attention while engines are checked over by Cpl. G. J. Lonie, of Christchurch, a Regular Force vehicle mechanic attached to the 1st Composite Ordnance Company, and Cfn. N. Ward, of Ashburton (rear), an auto electrician. Most of these Land-Rovers saw their first Army service on a brigade exercise at Waiouru.

**BELOW:** "Sign here, please". Warrant Officer W. Morfat takes over a batch of "Regulars" from Mr. Jack Grimmett, New Zealand Motor Bodies Assembly Division Manager.

**BELOW RIGHT:** In the "suppression cage", Mr. Garry Sharpe, New Zealand Motor Bodies chief inspector, and an Army N.C.O., test radio equipment for interference.



## Certificates presented to 23 ex-apprentices

Twenty-three former apprentices gathered in the Junior Staff Canteen at Solihull recently to receive Apprenticeship Certificates from Mr. P. M. Wilks (Technical Director). It was the third successive year that certificates had been presented informally in this way by Mr. Wilks.

In making the presentation, he congratulated the recipients on the high standards gained during their apprenticeships, both at work and at technical college, and went on to stress the value of continued study in adult life.

Mr. Wilks said that he had the utmost admiration for the family man who was prepared to go back to college to obtain a qualification which he thought necessary to the fulfilment of his future hopes.

After the presentations Mr. Wilks who was accompanied by Mr. E. S. Richards (Executive Director, Industrial Relations and Welfare) and Mr. A. P. Lynch (Apprentice Training Officer), joined the ex-apprentices for tea and informal discussions about their past training and future plans.

Recipients were: I. A. Atkins, D. R. Bushell, A. R. Cooper, J. A. Edkins, N. J. Garner, P. M. Gilbert, G. Gossage, P. O. Harrison, P. G. Hunt, P. Jones, R. P. Kent, R. J. Lewis, D. V. Jelfs, D. McLeish, G. R. Richman, S. Seymour, D. Southall, M. D. Staley, J. Tester, K. G. Thomas, M. E. Tustin, T. W. Wall, and D. P. J. Watson.

Those unable to attend were: M. P. Broome, J. H. Butler, P. G. Byron and R. S. Winfield.

Twenty-six Land-Rovers worth £33,000 have been ordered by the Swiss General Post Office. The order was secured by the Rover distributor in Zurich, Emil Fehlmann and Company, and it brings the total of Land-Rovers in use with the Swiss G.P.O. to 52. The vehicles are to be painted a special T.T. grey.

## THE WINNING DOUBLE...

The Rover 2000 SC and TC cars have won two important awards in the United States. In the annual reader survey carried out by the magazine "Car and Driver", the SC won top billing in the compact sedan category and the TC in the sports sedan under 300 cu. ins. category.

The poll of readers' preferences carried out by "Car and Driver" has become an important annual event, winners being announced at the opening of the New York Automobile Show in April. The voting began in 1964 and since then the number of readers casting ballots has risen to over 30,000. This year was the first time that two models from one British manufacturer had won the top awards in two categories.

The last three years have seen Rover sales make a spectacular advance in North America. According to the latest registration figures in Canada the 2000 SC and TC are now the best selling imported cars in their class, while Rover sales in the United States have been increasing at the rate of approximately 30 per cent each year. As a result, North America has become the Company's biggest export customer.

## £20 prize offered for industrial safety essay

A £20 prize is being offered by the Management Committee of the Birmingham and District Industrial Safety Group for the best 2,000-3,000 word essay on any aspect of industrial safety.

Employees of all member firms of the Group—and The Rover Company is one—are eligible to enter.

Closing date for the receipt of entries is Friday, 30th June. These should be sent in a sealed, foolscap envelope, endorsed "Safety Essay", to: The Group Secretary, Birmingham and District Industrial Safety Group, Industrial Training Safety Centre, 22, Summer Road, Acocks Green, Birmingham, 27.

The decision of the Group Management Committee or its nominees will be final and the committee reserves the right to withhold the prize in the event of entries falling below a reasonable standard.

Entrants should be prepared (a) for presentation of the winning paper to a Group meeting, and (b) to allow publication of the paper.

## AMBASSADOR ON BRUSSELS STAND

Sir Roderick Barclay, British Ambassador to Belgium, visiting the Rover stand at the recent Brussels Motor Show. There to welcome him and explain features of the Rover 2000 seen in the photograph were Mr. John Carpenter (Sales Director) and Mr. J. Beherman, of our Belgian distributors, Beherman Demeo S.A.

## 40 entries in 1967 Fork Truck Driver competition

The Company Fork Truck Driver of the Year competition is to be held again this year after a one-year break. Forty entries have been received and the event takes place at Solihull on Sunday, 21st May.

Last year the competition was not held because of commitments with the factory re-organisation programme. The competition began in 1964 and was last held in 1965.

In addition to an oral examination on safety aspects of truck operation, three practical tests from the 1966 national competition will be used in this year's Rover event. They are:

### competition

- (1) Pallet stacking and truck manoeuvring;
- (2) Using a load beam to test distance judging;
- (3) Using a netball to judge spotting accuracy.

In line with the national competition, three classes of electric trucks will be used. Each competitor will drive the truck of his own choice in the eliminating heats in the morning.

The two drivers in each class with the lowest total penalty points take part in the finals in the afternoon. The six drivers will then take the tests twice, (a) on a truck of their

own choice, (b) on a truck nominated by the organisers.

The first prize winner will receive The Rover Company Shield, and the second the Lansing Bagnall Trophy. As this will be the first time the latter will have been awarded, the presentation will be made by Mr. R. S. Odd, Managing Director of Lansing Bagnall Ltd. The remaining awards will be presented by Mr. B. G. L. Jackman (Production Director, Rover).

First and second prize winners will be subsequently entered for the national competition, which this year takes place in Birmingham during October.

The Prince of Wales, who is 18, has passed his driving test. He took it recently in his red Rover 2000.

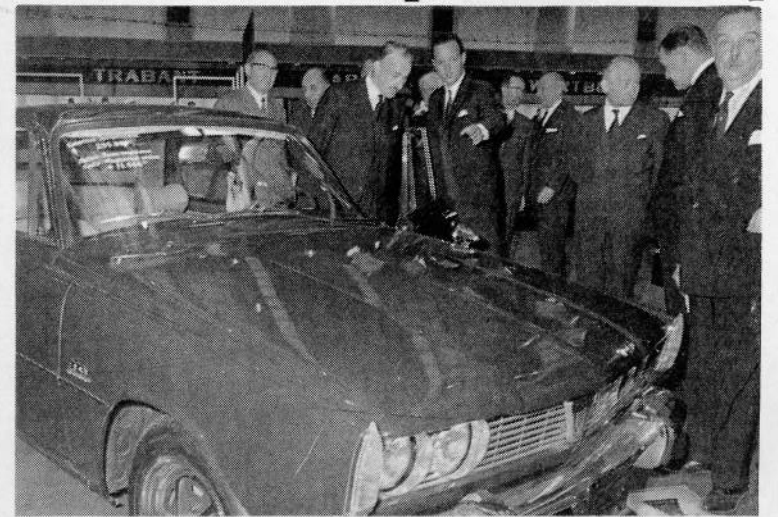
## SERVICE COURSES IN JAPAN

Mr. Jim Joss (Far East Service Representative) with members of Japanese management and pupils who took part in one of four short Rover 2000 service school courses directed by Mr. Joss during a concentrated three-week tour of southern Japan recently. The schools were held in Tokyo, Osaka, Nagoya and Fukuoka, Kyushu, where the adjoining photo was taken at the premises of the Yoshimatsu Motor Car Co., a dealer firm for Cornes and Co. Ltd., the Japanese Rover distributors. Approximately 60 mechanics attended



the four schools which concentrated principally on service work carried out to customer and demonstration vehicles. Mr. Joss is shortly under-

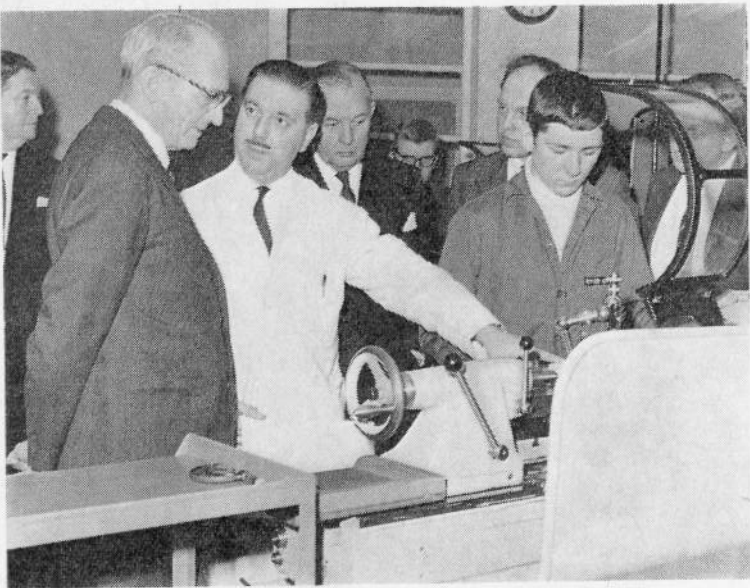
taking another service tour in a different part of the globe—the Caribbean area, including the West Indies.





## ROVER EDUCATION AND TRAINING CENTRE OFFICIALLY OPENED

# 'First class,' says Chairman of the Engineering Training Board



Sir Arnold Lindley tours the Rover Education and Training Centre with Mr. L. G. T. Farmer, the Rover Chairman. ABOVE: Instructor R. Bunn explains the work being done on a lathe by Apprentice R. K. Sleigh. BELOW: Further information for Sir Arnold from D.O. and sheet metal instructor T. P. Carabine. Apprentice filing in the foreground is R. J. Phillips.

## L/Rovers stand by for fresh Italian floods

If floods again hit the mountain villages of the Belluno province of northern Italy as the snow melts, help will be raced to the scene in four Long Land-Rovers, at present on permanent stand-by.

The vehicles form a vital 'battle unit' within an emergency service network set up in the province following the November floods which caused such terrible havoc to mountain villagers and their homes.

Set up through the joint efforts of the Save the Children Fund and the Italian local authorities, the eyes and ears of the emergency service are 20 two-way radios strategically situated in isolated mountain villages most damaged in the winter flooding, and which would be in the path of any fresh torrents of water.

Tons of concentrated foods have been stockpiled and these would be carried by the Land-Rovers to needy areas, together with protective clothing, rescue workers and necessary equipment.

The emergency service is the nucleus of a 'civil defence' organisation for the province initiated three months ago by a British couple, James and Giovanna Mourtou. Mrs. Mourtou is the Italian representative of the Save the Children Fund which works in 27 countries, including Vietnam. Mr. and Mrs. Mourtou are pictured below handing over the four Land-Rovers to the Belluno provincial civic representatives on behalf of S.C.F.

Within hours of the winter flooding, the Mourtous had organised, at the request of the Italian Ministry of the Interior, the transportation of many tons of foodstuffs, medical supplies and water pumps.



## RETIREMENTS

Mr. Jesse Lardner on February 9; internal driver, Stores, Solihull (7½ years' service). Mr. Horace Edwards on February 9; storekeeper, Solihull (12 years). Mr. Robert McErean on February 24; Rough Stores, Perry Barr (16 years). Mr. Albert Cooke on March 10; finisher, P6 (17 years). Mr. William Merry on March 23; Stores assistant, Solihull (12 years). Mr. Edward Woolaston on March 30; Stores assistant, Solihull (9 years). Mr. John Poole on March 30; Shop labourer, Land-Rover Final Line (10 years). Mr. Joe Smith on March 23; Group 212 operator, Ryland Road (35 years). Mrs. Susanne Adams on March 31; clerk, Finish

Stores, Tyseley (26 years). Mrs. Violet Webb on March 31; clerk, Rough Stores, Tyseley (26 years). Mr. Dennis Fennelly on January 19; labourer, Ryland Road (18 years). Mr. Charles Onions on January 27; viewer, Tyseley (19½ years). Mr. Alfred Hayes on January 27; viewer, Tyseley (15½ years). Mr. Frank Davis on February 9; viewer, Percy Road (15 years). Mr. Arthur Hancock on February 9; labourer, Tyseley (6½ years). Mr. Cyril Chattoe on February 21; miller, Springfield (8½ years). Mr. Frederick Bromhall on February 24; cutter grinder, Tyseley (24 years). Mr. Norman Crook on February 24; viewer, Tyseley (16½ years). Mr. George Lee on February 24; inspector, Tyburn Road (6½ years). Mr. David Teague on March 2; machine oiler, Tyseley

Congratulating The Rover Company on its wisdom in bringing into being its new Education and Training Centre at the Tyburn Road, Birmingham, factory, Sir Arnold Lindley, Chairman of the Engineering Industry Training Board, said at the opening ceremony that the Centre reflected great credit on all responsible and illustrated what the Industrial Training Act was attempting to do within industry.

Sir Arnold, who officially opened the Centre at the invitation of Mr. L. T. G. Farmer, the Rover Chairman, stressed the importance of having properly skilled men in growing numbers and commented: "The facilities I have seen today are absolutely first class."

Supervisory and management training would also take place at the Centre, Sir Arnold said, and further recommendations would doubtless be made as time progressed.

Sir Arnold said that industry was at present facing a chronic shortage of skilled men. "Machines stand idle for want of men," he continued. "These machines are not small ones, some are very heavy, such as boring and heavy milling machines, and special types of lathes, and as units cost many thousands of pounds. A costly bill for any company to foot."

First-class training was particularly necessary in the first year of apprentice training. "It is then that

the good habits are formed," Sir Arnold went on, "self-discipline is taught and absorbed, and hygiene, tidiness and cleanliness in the workshop are taught to be important if good work is to be a characteristic of a person throughout life."

Sir Arnold said trainees from the Rover Centre would take their skills all over the world. "This is recognition of the fact that people who receive the proper basic training can apply their skills satisfactorily in any part of the world."

## Increased dependence

Apprenticeship and engineering training had a special significance in the modern world because dependence on engineering was increasing. There was hardly a thing we touched today which did not contain an engineering content, and this engineering was continually making contributions to a better way of life.

Mr. Farmer welcomed the guests to the opening ceremony, including Mr. G. H. Turnbull, Director and General Manager of Standard-Triumph International and a member of the Training Board; Mr. T. H. Kelsey, the Board's Midlands Region training officer, and Mr. R. F. Skidmore, Works Director, Alvis.

He said the country was fortunate in having Sir Arnold heading the Training Board, for he was dedicated to the subject with which it was concerned. Sir Arnold's close interest in the Centre was evidence of his concern for important shop-floor detail.

"We are proud of the fact that apprenticeships in this Company have always been much sought after and are much prized," Mr. Farmer said. "This gathering is a manifestation of the training we have always carried on in this organisation."

## Vulnerability

Mr. Farmer stressed the importance of training at all levels in relation to future prosperity. The vulnerability of the competitive motor industry was only too apparent when trade slackened. "It is only if we succeed in making ourselves as efficient as our highly efficient overseas competitors that we shall succeed in maintaining the motor industry's place as Britain's principal exporter," he said.

Mr. E. S. Richards (Executive Director, Industrial Relations and Welfare), to whom the Centre Training Manager, Mr. G. S. Essex, is directly responsible, told the gathering that the Centre had been brought into being by the increasing need for more and better trained engineers and craftsmen, and particularly to aid the Company's future efforts. It was indicative of the efforts being made to maintain the Company's recognised place within the quality manufacturing sphere of this country's products.

## A new phase

Mr. B. G. L. Jackman (Production Director), who thanked Sir Arnold Lindley, said the Training Centre marked the beginning of a new phase. He spoke of management and commercial training in the future: Mr. A. B. Smith (Director and General Manager) was particularly interested in developing this area of instruction, while Mr. P. M. Wilks (Technical Director) was specially interested in research and design for minimum manufacturing cost.

Before the opening ceremony, Sir Arnold Lindley, other visitors and their Rover hosts, toured the Centre and saw first year apprentices at work.

After lunch, with Mr. Kelsey and other members of senior management, Sir Arnold visited the Rover 2000 plant at Solihull.



## 2000 adds plaques to its collection

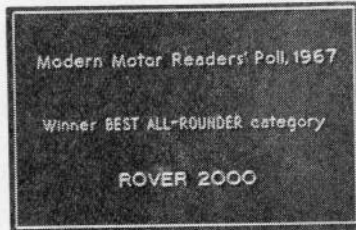
The plaque presented to Rover Australia by Australia's top motoring magazine, "Modern Motor" in recognition of the Rover 2000 being voted by its readers as the "best all-rounder" car of the year is pictured on the right. A report on the winning of this prized Australian award appeared in the last issue.

The magazine's readers also selected the 2000 as the "best luxury compact" of the year and a second similar wall plaque in respect of this award also hangs in a place of honour in the Rover Australia premises in Melbourne.

The Rover 2000 was the only vehicle to gain two awards from among the several categories for which readers voted.

Rover Australia has also been presented with the 1966 award given

by the Australian Association of National Advertisers in recognition of the effectiveness and outstanding quality in design and production of a specific direct mail campaign undertaken last year.



## 2 apprentices at jamboree

There will be two Rover apprentices at the World Scout Jamboree to be held in Faragut State Park, Idaho, U.S.A., in July and August.

In addition to Malcolm Blakemore, the second year Acocks Green trade apprentice who is to represent West Warwickshire Boy Scouts, Anthony Keith John, a Pengam first year apprentice, will represent Cardiff scouts.

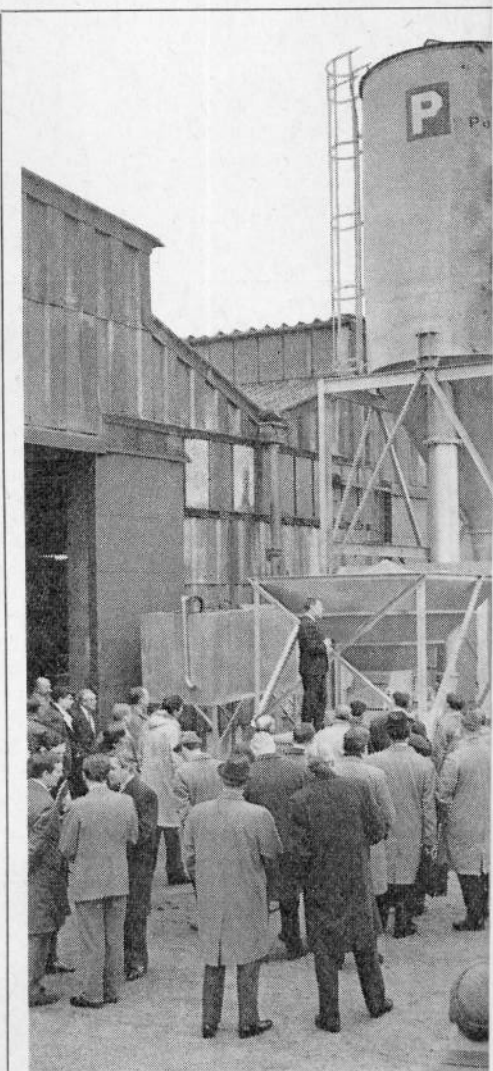
He is a senior scout with the 62nd Cardiff Troop and is at present acting assistant scoutmaster. He hopes to gain the Queen's Scout Badge in the near future.

Although Malcolm and Anthony do not as yet know one another, Apprentice Training Officer Mr. Arthur Lynch plans to bring the two lads into contact before they leave for the States.

(16½ years.) Mr. George Watson on March 9; operator, Tyseley (17 years). Mr. Harold Smith on March 15; labourer, Tyseley (17 years). Mr. Thomas Bailey on March 17; operator, Tyseley (17 years). Mr. Reginald Finney on March 31; liaison engineer, Tyseley (46 years). Mr. Leonard Giles on March 31; staff chargehand, Tyseley (40 years). Mr. Frederick Kennedy on March 31; staff foreman, Jig and Tool Inspection, Tyseley (27 years). Mr. Jack Coop on March 31; Progress Department, Tyseley (36 years). Mr. Frank Montgomery on March 9; Machine Shop grinder, Alvis (30 years). Mr. Ernest Brown on March 31; inspector, Perry Barr (15 years). Mr. Charles Hill on April 6; storekeeper (total of 28 years' service at Tyseley and Solihull).



A smiling Sir Arnold Lindley receiving a surprise miniature solid brass cannon mounted on an inscribed base from apprentices Colin Timbrell and Richard Jones, turned by apprentices on a lathe, was a mark of Sir Arnold from the boys to mark his opening of the Education and Training Centre.



## GAS TURBINE SAND DRIER

A sand drying machine powered by a Rover gas turbine was demonstrated to some 120 senior executives of process industries at Heywood, Lancs.

Capable of producing 18 tons of dried sand developed by Mobile Grease and Polish (MGP) Turbines Ltd., to meet increasing demand for the same time, new thinking has been brought to existing plant machinery.

In the 'Drierific', the sand is dried while being engine through a conveying pipe into the storage hopper operating cost which is cheaper than existing machines.

The 'Drierific' machine consists of four basic parts: a bin and Podmore plate feeder; the machine casing; the conveying pipe and a storage silo. The exhaust is clamped to the exhaust duct of the Rover gas turbine.

Material is fed into the hopper exducer from above it a surge bin with a maximum capacity of 10 tons, fed by a mechanical shovel or a band feeder.

The material drawn into the hopper exducer is mixed with the exhaust stream from the gas turbine. It is here, within the 8" diameter conveying pipe, before entering the silo.

The material is ejected from the silo is equipped with a 'Mucon' valve to control the trucks. The roof of the silo has apertures for inspection with an inspection manhole.

The turbine, which is the prime mover to the machine, is completely self-contained.

In the above photograph Mr. H. Smith, Managing Director, answers questions from visitors after an introductory demonstration, held at a site at Brierley Hurst (Managing Director), Mr. A. B. Smith (Managing Director, Rover Gas Turbines), Mr. A. B. Smith (Managing Director, Rover Gas Turbines).



SECOND ARTICLE SPOTLIGHTING ACTIVITIES OF QUALITY CONTROL DEPT.

# Quality Assurance gives a start-to-finish service

In the past quality control was concentrated purely on the manufacturing phase of operations and directed towards the prevention of defects, but in recent years the trend of quality control throughout the world has been moving towards quality assurance and reliability. The result of this is that it has been necessary to expand the traditional quality control approach to cover design, supplies, manufacture, rig and field test, in order to assure a continuous proper performance of the vehicle in the hands of the customer.

It therefore becomes the ultimate responsibility of the Quality Control Department to take all reasonable steps to ensure that the design requirements will be satisfied and that the quality of our vehicles will be in keeping with the known standards of the Company and will achieve customer satisfaction.

The Quality Assurance section of Quality Control is in turn responsible for a system of control that will ensure a satisfactory quality level in engineering drawings, supplies and manufacture and also to provide information to the other functions of the Company on all aspects of manufacture which will assist them in discharging their quality responsibilities.

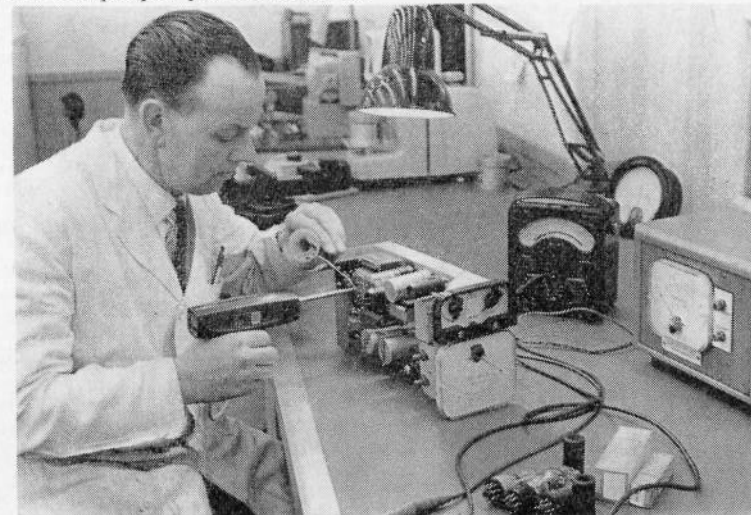
The influence of quality assurance on design will be exerted towards a clear and complete specification on the engineering drawing. Every new or modified drawing is examined with

the assistance of the other sections of Quality Control to ensure that the quality requirements are clearly stated and catered for.

Any lack of information on the drawing or deficiency in dimensional, material or test specifications will require to be rectified via the department's "Request for Modification" procedure. In certain instances where the maximum protection for a part is deemed desirable, e.g. 100% inspection and testing of connecting rod nuts or 100% crack detection of steering levers, these special test requirements will be negotiated into the specification and especially if the part is a "bought-out" commitment. In production, it does also happen that practice does not always follow the theory and if the former is acceptable, a request will be made for the drawing to be amended and brought into accord.

The Engineering drawing is the first link in the production chain and on the quality of the information it contains, in total regard to the function of the part, depends the high quality which is required of engineering products today. In this connection also, quality assurance is responsible for a measurement service to Engineering Department which can be directed towards creating the dimensional specification of a part or assembly, or for the information derived, so that it knows the state of the part it is testing.

Since quality can only be controlled at the point of manufacture, it is obvious that a supplier must be responsible for and capable of



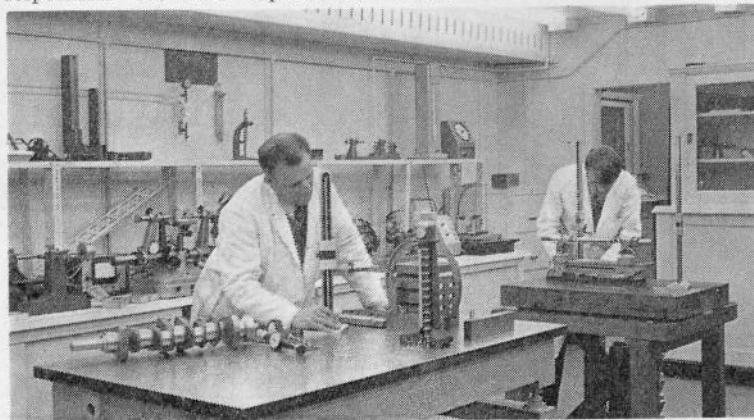
Repairing a machine "stop-cut" instrument in the Standards Room at Acocks Green. The electronics engineer pictured is Mr. W. Tidmarsh.

controlling the quality of his production. To assist Purchasing in its responsibility for selecting suppliers who are able to satisfy these requirements, a supplier quality assurance scheme is operated.

Suppliers are visited by a quality engineer together with the specialised assistance of laboratory or other technicians of Quality Control, when this is required, and a formal questionnaire is completed. The quality engineer is responsible for assessing the effectiveness of each element of performance in the questionnaire.

At the time of the survey, the quality engineer will ensure a complete understanding with the prospective supplier on all dimensional material or test specifications called for on the drawing directly or by reference to supplementary engineering or quality control technical

Another photograph of activity in the Standards Room. Mr. R. C. Lang and Mr. M. Tustin (rear) are taking measurements on starter rings.



instructions.

The survey is based primarily on general quality control principles but also covers an agreement with the supplier on the precise disposition of any supplies which fall below the acceptable quality level.

The assessment should not be regarded as purely an appraisal of the supplier, but as an opportunity for co-operation, and the liaison established can be of advantage to the supplier in clearing any problems related to the specification and also supporting any legitimate moves for drawing changes, e.g. where tolerances are not compatible with the process.

### Grade nominated

The supplier will be nominated a grade on the quality engineer's judgment, and this will depend primarily on the supplier's organisation for quality.

Every supplier is required to submit production type samples and have these approved before supplies can be released. Quality Assurance is responsible for this first piece sample approval involving castings, forgings, fabrications, components and assemblies. The investigation of samples covers every dimensional material and test requirement of the specification, and on certain units the investigation will also include reliability testing.

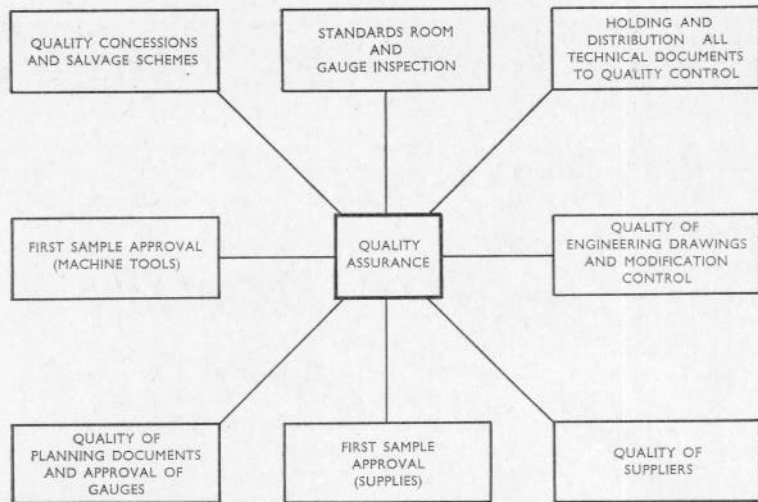
The results of testing compile the official sample report and Quality Assurance will approve or reject the sample according to the circumstance, communicating with the supplier directly and keeping the other functions informed on the state of the sample.

Verifying the quality of production supplies belongs to the Inspection Department and another function of Quality Assurance will be to ensure that adequate checking equipment is made available via Planning Department for this work to be done.

In its responsibility for the provision of tooling, equipment and processes compatible with the specification of the product, Production Planning has all its planning documents vetted by Quality Assurance to ensure that the quality requirements have been satisfied, that adequate checking equipment has been provided for the manufacture and final inspection of the product and that this quality check will also include approval of gauge design.

### Measuring service

Quality Assurance is also responsible for an accurate measuring service to Planning, in verifying samples of a machining operation performed on new machine tools, for the approval of same, prior to their introduction for production. At this stage it should be noted that we are only assured that a new machine is capable of producing a sample in line with the Production Planning specification; establishing the reliability of those machines in



The structure of operations within the Quality Assurance Section of Quality Control Dept.

production usage is a function of Quality Control Engineering.

In the sphere of production, Quality Assurance is responsible for the systematic calibration and maintenance of all gauges and measuring equipment, and whether these are separate or integrated in machine tools, etc., Gauges are auxiliary means of precision for production. On their accuracy and reliability depends to a high degree the quality of manufacture.

In practical use each gauge is exposed to the influence of its environment, in the matter of wear damage and corrosion, which can make the gauge unsuitable for the intended purpose and if not detected will lead to considerable production losses, caused by turning out rejects. It is therefore an indispensable necessity to keep all gauges in constant surveillance and for this purpose each gauge has its own history card upon which is fixed the required checking frequency.

### On-spot inspection

Gauge inspectors operate throughout the factory, locating the gauges and wherever possible inspecting them carefully on the spot, but otherwise withdrawing to the Standards Room. The gauge inspectors' sphere of activity covers standard plug and gap gauges, air and electronic gauges including machine "stop-cuts", hardness testing machines, crack detectors, thread gauges, dial indicators measuring instruments, torque spanners, pressure and temperature gauges.

The principal Standards Room is at Acocks Green, air conditioned and temperature controlled, and a most important link in the production chain. Its prime function is to establish and maintain the metrology standards for the Company.

The standard measures are gauge blocks and it is on their precision and reliability that depends the quality of practically all workpieces manufactured, since gauge blocks are the basis for most procedures for measuring lengths and are indispensable for comparing gauges. It is therefore of utmost importance to have gauge blocks which fully meet the requirements, which have the necessary precision of their length and supervising their accuracy is a necessity.

The Standards Room with its comprehensive range of measuring instruments and optimum facilities for projection is also there to provide a measuring service to all functions of the Company. There is also a Standards Room at Tyseley and Gauge Inspection Rooms at Solihull, Percy Rd., Perry Barr, Tyburn Rd. and Ryland Rd. that are directly concerned with production at these particular factories.

### CONCLUSION

This article has attempted to convey the most significant areas of responsibility for this section of the Rover Quality Control Department and its contribution to the overall control of quality within the Company. Rover has always been synonymous with quality but in the past the control of quality was inclined to be regarded as the exclusive concern of Quality Control. Today a new attitude is being generated, that quality is "everybody's business", not merely that of inspection, quality engineers or some other specialist, but a common purpose approach that will advance the cause of "quality assured".

Peter May, former chairman of Rover Apprentices Association, has left the Company upon his appointment at Wilmot Breedon as assistant apprentice training officer. Peter was R.A.A. chairman for two years until the annual meeting earlier this year, and had been a member of the committee for seven years.

gift of a plaque, in. The gift to Sir Education



## IE-POWERED IMPRESSED

Wolston 107 h.p. industrial gas turbine engine cutives from the sand and gravel and selected

an hour the machine, the 'Drierific', has been (chester) Ltd., in conjunction with Rover Gas (lica sand at a more useable temperature. At the ear on the ever-increasing maintenance costs of

ng blow by the exhaust from the gas turbine ge silo. The 'Drierific' offers a drier sand at an chinery.

assemblies: the feed assembly comprising a surge inet containing a turbine and exducer assembly; er principal assembly is the hopper exducer which on industrial turbine.

n a Podmore plate feeder, which has mounted 10 tons of material. The surge bin can be easily

together with a large volume of air at ambient m the turbine and conveyed through a conveying ng pipe, that the drying process takes place,

s, increases to 16" diameter and extends 10 ft. is pipe and falls to the bottom of the silo. The ol the supply of dried material into tankers or ist control and other similar equipment, together

machine, is mounted directly on the main frame

gging Director of Mobile Grease and Polish Ltd., ctory talk about the 'Drierific' machine. Rover A.F. Station, Heywood, included Mr. W. Martin- (Director and General Manager), Mr. E. R. s) and Mr. John Griffiths (Sales Director, Rover

## Thai distributors had a best-ever sales year

Mr. Jim Joss (Far East Representative) is seen below with Mr. Pinit Chanpinit and Mr. Udom Subhakol, the two salesmen with Butler and Webster Ltd., our Thailand distributors, who had a "best-ever" sales year in 1966 with a total of more than 1,000 units.



A 1967 record has already been achieved with January sales totalling 123 units.

Some three-quarters of last year's sales comprised Land-Rovers to Government departments, including the Ministry of Defence, police and highways departments.

Since obtaining the Rover franchise in 1963, Butler and Webster's Rover sales have progressed annually. Recently the company moved into new, larger premises in Bangkok, from where the sales expansion plans of the future are being energetically directed by the company's general manager, Mr. G. Percival.



## NEWS AND PICTURES ABOUT ROVER PEOPLE

# Home-built six wheeler heads for S. Africa

It was 'all aboard the Sandtrekker' for four local young men in March when they left Britain in their specially-built six-wheel Land-Rover en route for South Africa.

A story about the world's first six-wheel Land-Rover and the two Rover men who built it in their spare time—John Baker and Graham Trueman of Production Development, Solihull—appeared in the August 1966 edition of ROVER NEWS.

Since then, two others have joined in the venture—Roy Wheale, a building surveyor, and Tony Brown, an electronics engineer—and the vehicle has had various visible additions of a practical nature.

For instance, a large cow catcher has been mounted on an extension from the chassis at the front to protect four petrol cans holding 20 gallons in all. The roof carries two spare wheels, a tent, 100 ft. of rope and a roof rack for light equipment reached by a ladder at the back of the vehicle.

The Sandtrekker itself was "born" out of an ex-War Department Regular Land-Rover bought in March, 1965. Subsequently an extended chassis was fitted and body parts from scrapped vehicles added when the party grew to four.

Route being taken by the party to South Africa, where Rover South Africa engineers are awaiting the Sandtrekker's arrival with keen interest, is via France, Spain, Tangiers, Algeria, Tunisia, Libya, Egypt, Sudan, Ethiopia, Kenya, Zambia, Rhodesia and across South Africa.

The travellers—three are aged 23, the fourth is 24—acknowledge gratefully the generous help received from many component manufacturers, and other concerns. They estimate that their 12,000-mile trip will cost them more than £900 and that they have received items free to the value of over £500.

It's a long way to South Africa from the back garden of John Baker's home in Hodge Hill, Birmingham, where the six-wheeler was built—so jolly good luck to a venturesome quartet!

A Solihull employee, Mr. Trevor Thompson (Land-Rover Special Projects) is seeking an Abbey Ward seat on Kenilworth Town Council in the municipal elections on May 11. He is standing as a Liberal.

It is 'end of term' for the whole council and there are 18 seats to be filled in six wards (three seats per ward).

### SOLIHULL ▶

42 x 25  
= 1,050

(years' service)

One thousand and fifty years' service to The Rover Company: such was the total span of employment to the credit of the 42 employees who each received a congratulatory handshake and a gold watch from Mr. A. B. Smith (Director and General Manager) at presentation ceremonies at Solihull, Acocks Green and Tyseley.

Recipients, each of whom has completed 25 years' uninterrupted employment with the Company, were as follows:—

**SOLIHULL:** Messrs. C. V. Bedford (New Product Development), J. M. Newsome (Chief Paint Technologist), R. F. Bateman (Project Engineer, Land-Rover petrol engines), C. A. Studholme (Service Parts Stores Supt.), R. W. W. Mewett (Stock Controller), R. Buckle (Assistant Personnel Officer, Employment Office), C. B. Clarke (Cost Office—retired), R. S. Brown (foreman, Transport Department), W. E. James (Field Parts), W. H. Pugh (Inspection), R. K. Thomas (Service Department), H. Tradewell (Maintenance Department), W. T. Wedge (Inspection), W. J. Calcutt (Transit Stores—retired), W. E. Eggleston (Vehicle Progressing), H. S. Gover (Gas Turbine Experimental), J. A. Hall (Inspection), G. W. Flowers (Body Assembly), Mrs. M. Broome (Employment Office), Miss B. Wilcox (Time Study), Miss M. C. L. Walker (Punch Room Supervisor), Mrs. D. M. Greenslade (Stores and Supply Liaison), Mrs. F. Lilwall (Trimmer).

## JOHN'S HOBBY LED HIM TO ABERFAN...

John Cole (Aero Design Drawing Office, Alvis) is only 22 years old, but as an enthusiastic member of the British Red Cross he follows a hobby which has already brought him into contact with happenings of immense interest—and dreadful tragedy.

For John—an Alvis apprentice until towards the end of February—was one of ten members of the Coventry Division, British Red Cross, to be sent to Aberfan within 48 hours of the tragedy which killed so many schoolchildren.

### A Reader Writes...

May I say how attractive and most interesting I find the ROVER NEWS. It is a most enjoyable magazine, and is always so well printed—I have never found one printing error, which is rather unusual nowadays.

F. E. Haswell,  
116, Summerfield Road, Solihull.



Securing equipment to the roof of the Sandtrekker before the privately-made six-wheel Land-Rover left Solihull and Britain en route for South Africa. Up aloft: John Baker (centre), Graham Trueman (right) and Roy Wheale.

"Terrible" is John's recollection of the ten days the Coventry party spent in the stricken Welsh village.

An officer of cadets, John has been in the Red Cross for 11 years and as leader of a group of 25 youngsters aged between 11 and 15, he instructs and examines on first aid, nursing, drill and rescue, and emergency training.

In 1963, when only 19, he was one of five British Red Cross delegates to the Red Cross Centenary celebrations in Switzerland. There, he spoke—in German learned at school—on the methods used by the British Red Cross. He did a similar talk later in West Germany.

At the time of the Skopje earthquake disaster in Yugoslavia, in the following year, John was selected to go with a British Red Cross party and air tickets for the group were obtained. But at the last moment, it was decided that their help was not needed. Thus, John was spared his first sight of human tragedy—until Aberfan.



John Cole, bag packed and all ready to go. This photograph was taken outside British Red Cross headquarters in Grosvenor Crescent, London, before he flew to Geneva for the centenary celebrations.



### ▲ ACOCKS GREEN TYSELEY ▶

**ACOCKS GREEN:** Messrs. R. Whitaker (Planning Engineer), A. W. Patterson (Planning Engineer), H. J. Morson (Chief Electrical Engineer, Works Engineer's Department), J. C. Howell (foreman, Transport Department), F. S. Cox (Planning—retired), E. H. Owen (Machine Shop), S. Watkins (Labourer), L. B. Burley (Stores), H. Butler (Labourer), Mrs. M. Fern (Rates Control), Mrs. M. Howse (Tool Stores).

**TYSELEY:** Messrs. H. H. Smith (Springfield), T. G. Miller (Inspection), S. A. Ingram (Springfield), R. W. Birch (Group 91), R. A. Adams (Group 351), W. H. Richards (Group 67), Mrs. J. N. McKay (Despatch Department), Mrs. E. M. Ottignon (Booking Office).



## BIRTHS

We offer our congratulations to...

**SEARLE**—To Mr. and Mrs. David Searle, a son (Duncan) on March 9. Mr. Searle is Assistant Project Engineer, P6, and his wife, Susan, was formerly secretary to Mr. Graham Bannock.

**HARRIS**—To Mr. and Mrs. Peter Harris, a daughter (Marie) on March 19. Mr. Harris is a Laboratory assistant, Perry Barr.

**JONES**—To Mr. and Mrs. John Jones, a son (Garry Raymond) on March 29. Mr. Jones is foreman, Machine Shop, Acocks Green.

## MARRIAGES

We offer our congratulations and best wishes to...

**WILKINS-NOBLE**—On March 27 at Albany Road Baptist Church, Cardiff, Mr. John Wilkins (Unit Reconditioning) to Miss Barbara Noble.

**ASTON-BOLWELL**—On March 4 at St. Michael and All Angels Church, Yardley, Mr. B. E. Aston (Factory Layout, Acocks Green) to Miss C. Bolwell (Planning Department).

**PARFITT-HORTON**—On March 4 at St. James' Church, Cardiff, Mr. Alan Parfitt (Unit Reconditioning) to Miss Valerie Horton.

**VANSTONE-HAYCOCK**—On March 25 at Bethel Baptist Church, Baesaleg, Mr. Clive Vanstone (Unit Reconditioning, Cardiff) to Miss Elizabeth Haycock.

**MASON-BISHOP**—On March 25 at Birmingham Register Office, Mr. Colin Mason (Chemical Laboratory, Solihull) to Miss June Bishop.

**KENT-PRESTON**—On March 25 at St. Thomas' Church, Garretts Green Lane, Mr. Richard Kent (Jig Shop, Solihull) to Miss Janet Preston (secretary to Mr. B.E. Powell).

**BURGESS-GRADDON**—On April 1 at Kingsbury Parish Church, Mr. Malcolm Burgess (35 Stores, North Block, Solihull) to Miss Janet Graddon (Booking Office, Tyburn Road).

**DUNN-PAPPS**—On March 11 at St. Stephen's Church, Selly Hill, Birmingham, Mr. Michael Dunn (Chief Engineer, Vehicle Section, Alvis) to Miss Elizabeth Papps.

**PITT-TALBOT**—On March 4 at St. Giles' Church, Sheldon, Mr. Malcolm Pitt to Miss Valerie Talbot (Market Research, Solihull).

**McLOUGHLIN-CUNNEEN**—On March 27 at The English Martyrs R.C. Church, Sparkhill, Mr. Frank McLoughlin to Miss Mary Cunneen (Surgery, North Block, Solihull).

**GWINN-MILLS**—On April 1 at All Saints Church, Allesley, Mr. Allen Gwinn to Miss Rita Mills (Metrology Department, Alvis).

## DEATHS

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

**BAKER**—Mr. George Baker on February 4, aged 58; arc welder, Press/Weld Department, Solihull (9 years' service).

**ROUSE**—Mr. John Rouse on February 14, aged 55; labourer, P6 Paint Shop (2 years' service).

**EVANS**—Mr. Frederick Evans on February 23, aged 49; press operator, fitter and panel cleaner, Solihull (8½ years' service).

**DRAPER**—Miss B. Draper on February 15; she was secretary to Mr. Booth until her retirement in February 1961, after 21 years' service.

**CHECKLEY**—Mr. William Checkley on February 5, aged 59; Stores chargehand, Solihull (12 years' service).

**WILLIAMS**—Mr. Charles Williams on February 9; labourer, Perry Barr (16½ years' service).

**CASTLE**—Mr. Albert Castle on February 19; viewier, Ryland Road (12 years' service).

**JONES**—Mr. John Jones on March 3; labourer, Tyseley (8 years' service).

**COLLINS**—Mr. Alfred Collins on March 12; storeman, Percy Road (9½ years' service).

**BARRETT**—Mr. Frederick Barrett on March 17; degreaser, Tyseley (7 years' service).

**CHEARY**—Mr. Kenneth Cheary on April 3, aged 54; Service Engineer, Rover Gas Turbines (12½ years' service).

**LIGGINS**—Mr. C. E. (Jim) Liggins on April 6, aged 68, after a long illness. He retired from Transport Department, Acocks Green, in April 1965.

**JURNA**—Mr. Karl Jurna on April 2, aged 42; power press operator, Solihull (13 years' service).

**DAVIES**—Mr. David Davies, on April 2, aged 61; Transport Department driver (6 years' service).

### Mr. A. ALLDEN

The tragic death in hospital of Mr. Anthony Allden after being struck by lightning whilst playing football for Highgate United in the F.A. Amateur Cup Quarter Final was a great shock to his workmates in the Engineering Department at Solihull, where he was a technical assistant.

Twenty-three year-old Anthony began his indentured apprenticeship with Rover on February 1, 1960, and completed his training on July 15, 1964, during which time he served at Percy Road, Tyseley and Solihull. He then joined the Engineering Department (Steering and Suspension) under Mr. M. C. Newell, and latterly under Mr. J. A. Rees (Project Engineer).

During his early days of football he played for the Rover Youth team, and later as an amateur with Aston Villa, and also for Hall Green Amateurs, Alvechurch and Moor Green. He also played cricket for Rover Tyseley Apprentices.—F.A.F.

(Photograph by courtesy of "The Birmingham Evening Mail and Despatch").



Mr. A. Allden





By  
**Bernard Light**  
Chapter 9

# Armoured cars roll into the picture as war clouds gather

**ALVIS SKILL AT WORK**

In 1936 when Alvis was becoming more and more involved in its new project—the production of aero engines—the title of the Company was changed from the Alvis Car and Engineering Ltd. to Alvis Ltd., as it is today.

The issued capital was increased to £700,000 and this new financial injection enabled the Company not only to build and complete the new factory and acquire a service station, but also gave opportunity for further development—the creation of a Mechan-

isation Division housed in three extra bays added to the service block of the new factory.

At this period a Hungarian designer, Mr. Nicholas Straussler, comes into the picture. Mr. Straussler specialised in schemes and equipment for the fighting services, including floating tanks, tractors, armoured cars and collapsible barges. One of his earliest armoured vehicles had been built in Budapest in 1933 and it was well in advance of British design. It had rear engines, four-wheel drive, transverse suspension and few vertical external surfaces.

Straussler's vehicles attracted Air Ministry interest and a prototype armoured car was tested in Iraq in 1935. In 1936 some of Straussler's directors contacted John and suggested that Straussler's business would be a profitable acquisition with Alvis resources and control of design.

A new company was formed with the title Alvis-Straussler Ltd., with

Mr. Straussler as a director and W. M. Dunn in charge of the new division under Smith-Clarke.

A variety of experimental cross-country vehicles were built and the Air Ministry placed orders for Straussler's type A.C.3.D armoured car in 1939 for subsequent service with the R.A.F. armoured car company in Aden. The seven-ton vehicles were driven by dry sump versions of the Alvis 4.3-litre engine with a special camshaft, and the all-synchromesh gearbox was also used. Steering and drive was on all four wheels and the drive to the front and the steering of the rear wheels could be disengaged by movement of a single lever. Cooling was through side radiators.

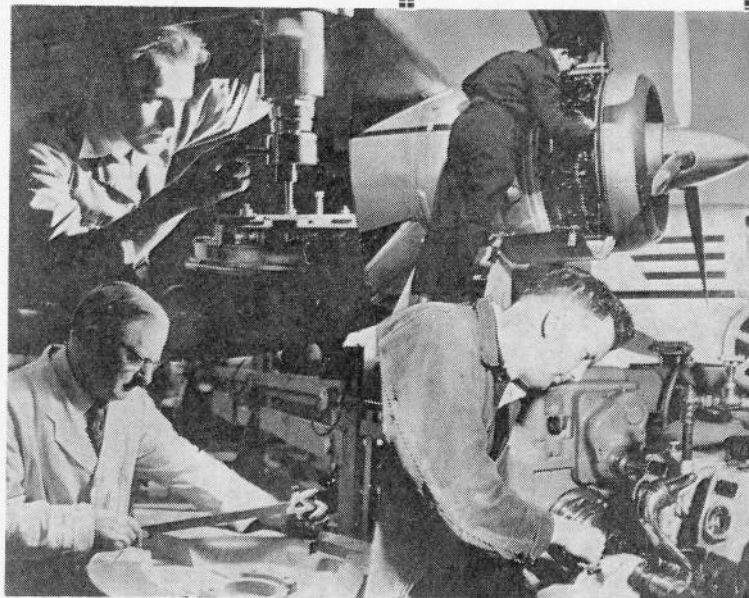
About 50 dry sump 4.3-litre engines were built and besides the dozen vehicles sold to the Air Ministry a similar number were exported to the Dutch East Indies in 1938/39 (with a machine gun as well as a turret gun) and were still in use after the war. Some of the vehicles saw action in Palestine. A very small number of prototype 12/13-ton tanks went to Poland, Russia and Japan. The only other tank project was the large V12 water-cooled engine designed by Mr. A. Kemp which was never produced as Alvis built no more tanks.

## Parted company

By July 1938 Alvis was again facing a financial crisis with a trading loss of nearly £80,000, creditors and bills payable of £120,000 and a bank loan of over £300,000. Nearly £500,000 had been expended on the aero engine project and only a development contract received. Deterioration in international affairs continued to depress car sales. The annual general meeting that year was a stormy one and with decreasing confidence in their future relationship Mr. John and Mr. Straussler parted company.

Alvis-Straussler Ltd. became Alvis Mechanisation Ltd. Mr. G. Lanchester joined the Mechanisations Division in connection with armoured car and tank production where he remained until his contract expired in 1939.

On the aero engine front at this time the Alvis power units, which were based on the French Gnome-Rhone designs, extended the range



of British-made radials from 1,000 b.h.p. to 1,500 b.h.p., but it became clear in 1938 that there was a gap in the range of British aero engines at the lower end of the scale. As a result, Alvis designed and built a nine-cylinder radial rated at 450 b.h.p.—the Leonides.

The civil prototype of this engine was type-tested in 1938 and flight-tested in 1939, installed in a specially-converted two-seater Bristol Bulldog frame. This engine was an excellent proposition and after the war it was a main product of the Aero Division, proving itself all over the world.

The Pelides 14-cylinder engine had by 1937 passed its Air Ministry type-testing and Alvis considered this to be the ideal power unit for bombers, but the Government did not order it even though it was the most powerful engine in Europe. Fifteen of this type were built and extensive improvements and modifications were made by Alvis engineers to the original design.

Work was also being concentrated on the Alcides 18-cylinder engine. Another engine being given much thought was the 14-cylinder Maeonides, but at this period it was only at the drawing board stage. The Maeonides was considered to be a suitable power unit for installation in twin-engined fighters.

Although this was a period of falling car sales, Alvis continued to produce models of quality and high performance. The 3½-litre, the Speed 25, the 4.3-litre and the Silver Crest all found a place in the manufacturing programme of Alvis up to the outbreak of war in 1939.

The last new design to be introduced before the war was the 12/70

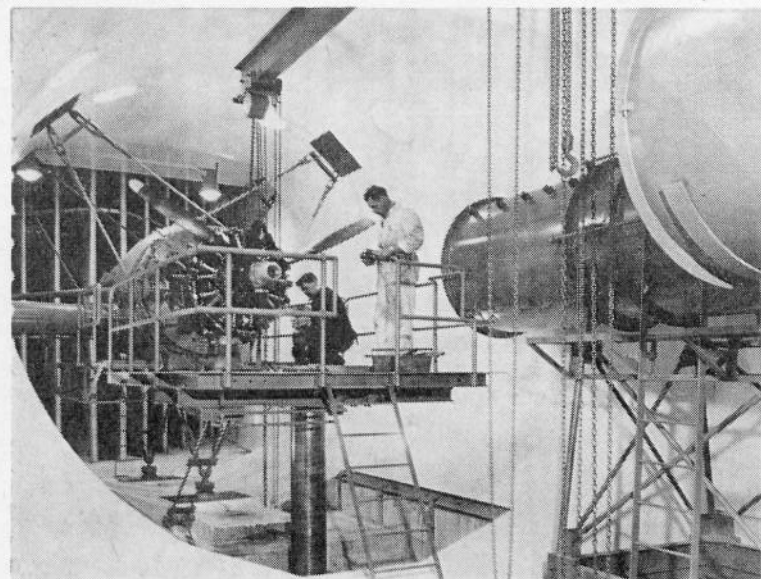
announced in September 1937. The motoring Press regarded it as the modern version of the 12/50. The 1940 version of the 12/70 was announced just before war was declared. Altogether Alvis built 738 12/70 chassis, i.e. 277 in the year ending July 31, 1938; 337 in the year ending July 31, 1939, and 124 in the period August, 1939 to November, 1940.

In short articles of this kind the reader will appreciate that it is impossible to go into details about the numerous projects undertaken by Alvis. A genuine attempt has, however, been made to convey in skeleton form a story which will give readers a fleeting picture of events covering the ups and downs of the Company over the years.

We have followed the events which led up to the formation of John's company and we have touched upon his early 'bread and butter' projects, his first Alvis car, his financial worries, his racing interests and the various Alvis cars produced through the years. We have touched upon the Alvis interest in aero engine development and in the projects undertaken by Alvis Mechanisation Ltd., and we are now at a point of time in history when the whole world was conscious of impending disaster.

Even though the Company had announced its 1940 version of the 12/70 model there was no doubt in anyone's mind about the nature of future activities after the Prime Minister, Mr. Neville Chamberlain, announced Great Britain's declaration of war against Germany on September 3, 1939.

(To be continued)



Inside the aero engine test house adjacent to the flight hangars at Baginton Aerodrome.

## AT ALVIS...

A link between Alvis and the hurly-burly days of the Company's car racing activities in the late 1920s was broken in February when Mr. Ernest Mark Cann (Aero Engine Supt., Alvis) left the Company after nearly 45 years' service.

Mr. Cann was a mechanic with the Alvis racing "stable" in the Roaring Twenties. In those days, mechanics were carried in the speeding cars, and Mr. Cann drove with Major Harvey, a well-known driver in the '20s, in the Ulster Grand Prix and in the Brooklands "Double 12" once or twice.

In Alvis-built racing cars which he himself had helped to build, Mr. Cann thus shared in the 100 m.p.h. Alvis race triumphs of 40 years ago. (The era of Alvis racing has been described by Mr. Bernard Light in the serialised Alvis Story. The name of Major Harvey figured prominently in the relevant chapters—Ed.)

Sixty-four-year-old Mr. Cann joined Alvis at its old Holyhead Road works in April 1922 as a fitter on the car section. From there he graduated to the racing "stable" and returned to ordinary car work

## RETIREMENT PRESENTATIONS

after Alvis finished racing activities in the early 1930s.

In 1937, he was promoted a chargehand in the then newly-developing aero engine section; in 1941 he became a foreman and in 1951 Aero Engine Supt.

A gold watch subscribed for by monthly staff colleagues was presented to Mr. Cann by Mr. R. F. Skidmore (Works' Director), and Mr. J. Allsop, a foreman and one of the oldest hands on the aero engine section, gave him a stainless steel tea service and electric clock on behalf of shopfloor friends.

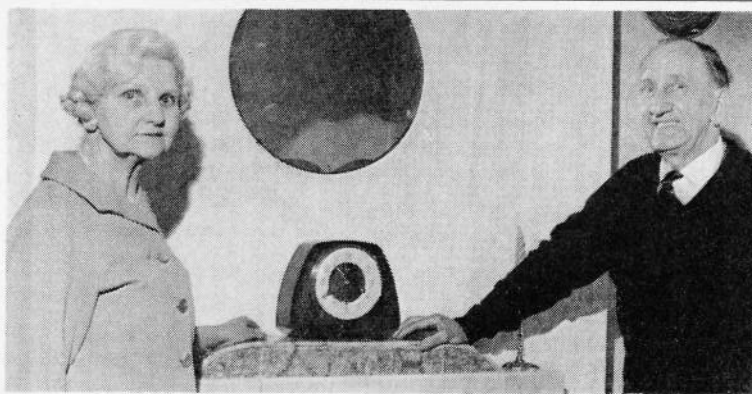
A surprise for Mr. Cann was the presence of his wife, brought along to the works specially for the presentation ceremonies. The couple live at 32, Rosaville Crescent, Allesley, Coventry.

BELOW: Mr. Cann looks on approvingly while his wife receives a bouquet of flowers from Mrs. Pauline Iluk (Inspection Records, Aero Shop). Photograph by D. F. Clark (Tool Provisioning Dept.).

★ ★ ★



Eleven years time for Mr. and Mrs. Frank W. Montgomery (above right) at their home in 6, Batsford Road Coventry. They knew it was beverage time by a good clock—the one seen in the photograph, presented to Mr. Montgomery from his workmates when he retired in March after 30 years' service with Alvis as a Machine Shop grinder.



The clock was presented by Mr. J. Walker (shop convenor) on behalf of contributors. Now that he has retired, Mr. Montgomery who at 68 is in good health, intends to continue his long standing hobbies of crown green bowling, St. John Ambulance Brigade work and rose growing. He also hopes to take part in the activities of the Alvis Retired Employees' Association.

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## AT SOLIHULL...

Welsh-born Mr. Jack Wilsher retired at the end of March after 27 years' service with the Works Engineers Department at

Solihull. Jack must be one of the most well-known characters at the factory; anything to move or alter then foreman J. Wilsher of the Millwrights Section was first on the spot.

After 24 years as a miner in Welsh coal pits, Jack decided to move into industry, joining Reynolds Tube Co. as a tube inspector before coming to Rover. He is a married man with three sons and a daughter who lives in California with her Birmingham-born husband.

Mr. J. B. Wilson (Works Engineer) on behalf of the department and numerous other colleagues of Jack, presented Mr. and Mrs. Wilsher with a china cabinet and transistor radio. Jack and Mrs. Wilsher are

returning to Wales having bought a bungalow near Abergavenny.

Mr. F. G. Pritchard (Purchase Department, Solihull) retired on March 31 after 30½ years with the Company. He had been a buyer since 1919, when he was then only 17 years old.

He joined Rover at Acocks Green in November 1936, and during the war years was in charge of the Purchase Department there. This was at the time when the Air Ministry "Shadow" scheme was in operation.

After nine years at Acocks Green he was transferred to Solihull, where he carried out the duties of steel buyer. He was presented (below) with a garden chair, steel hoe and a cheque by Mr. A. B. Smith (Director and General Manager).

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## AT PERRY BARR...

Mr. Robert McErlean who retired after 16 years' service with the Company—15 years of which was spent in charge of the Rough Stores at Perry Barr—was presented with a tea service and clock by Mr. H. Ives (Stores Supt.) on behalf of works personnel.

(More presentations on Page 8)





## THE CAR MAKERS OF TOMORROW SEE HOW IT'S DONE TODAY . . .



Some 35 Pengam apprentices paid an educational visit to Solihull recently. Here is a group of them showing keen interest in work on the P6 assembly line. Components for the 2000 are made at Pengam.

## TENNIS SECTION SEEKS NEW BLOOD

The Solihull Tennis Section welcomes newcomers to its activities in the coming season. Tournaments will be organised for the ladies' singles, men's singles and mixed doubles, and it is hoped to run men's doubles. A men's team has been entered in the League.

"We should like to see a lot of members this year, especially juniors", says Tennis Section chairman Mr. R. A. Plenderleith.

The fees are 10/- a year for seniors, and wives and husbands of employee members can also join for the same fee. Juniors under 21 pay only 5/- a year, and visitors 2/- (seniors) and 1/- (juniors) per day. Visitors must be accompanied by a member.

Please contact any of the following if you wish to join:—R. A. Plenderleith (Chairman—internal phone 241, Works Engineers), Mrs. I. E. Plenderleith (treasurer—214, Cashiers), T. Hume (match secretary—315, Financial), R. Clifton (Inspection, Land-Rover Final Rectification), M. Broadhead (368, Land-Rover Engineering), M. Whitehouse (763, Engineering), G. Hill (466, Land-Rover D.O.), T. Woodland (315, Financial) B. King (824/5 Overseas Accounts).

Club nights are Tuesday and Thursday.

## Model car club moves into new headquarters

The 30-strong Rover Model Car Racing Club has transferred its headquarters from the Solihull Main Canteen to an upstairs room at the Ring O'Bells public house, Yardley, Birmingham.

Ambitious plans are in hand now that club members no longer have to erect and dismantle the track as they did every time they used it in the canteen.

Members have a 100 ft. "Grand Prix" circuit in their new headquarters. The track took six months to build and a month to install. Finishing touches have now been put to the four-lane, twisting circuit and the various scale size "props" which go with it.

The club intends to take part in inter-club races sponsored by the Electric Car Racing Association, the governing body for model car competition. Most of the cars run are home-made and authentic in every detail.

Four classes of model cars speed round the Ring O'Bells track—production saloons, G.T. and sports, Grand Prix and vintage. All are built to a scale of 1/32nd of actual size.

## Snooker men 'pocket' the honours first try

The junior section of the Rover Solihull snooker teams ('C') has topped the South East Section of the local Efficiency League at its first attempt.

This is a noteworthy performance by a team comprising A. Woodland (captain, Financial Department), A. Hume (Financial Department), R. B. Pearson (Purchase Invoice), M. Maher (Purchase Invoice), M. Hume (M.C.D.) and B. Cooper (Experimental Shop).

R. B. Pearson won all his games in the league and two other players who ran close to this achievement were A. Woodland and B. Cooper. I put this success down to good team strategy by skipper A. Woodland who worked hard to raise the team standard to achieve this result.

R.S.T.



The Rover Solihull 'C' team which has won the South East Section of the local Snooker Efficiency League. Left to right: M. Hume; R. B. Pearson; A. Woodland (capt.); M. Maher; A. Hume; and R. Cooper.

## ASPIRATIONS TAKE A K.O.

The first round of the Coventry Works Sports Association knock-out competition between G.E.C., Dunlop and Alvis, held at Alvis in February, saw the end of what aspirations Alvis Photographic Society may have had of proceeding to the semi-final. The society did, however, manage to get a second place behind G.E.C. in the colour slide section.

To develop the competition spirit

the Society is holding monthly black and white competitions on different aspects of photography. These should go some way towards inspiring technique.

## 2 gold watches presented at Seagrave Rd.

Mr. R. W. Bromley (Executive Director, Service) presented, long service gold watches to two Seagrave Road employees on March 22. The recipients were Mr. John Sparrowhawk (Service fitter) and Mr. Leonard Sherratt (foreman tester).

Both began their Rover service early in 1941, Mr. Sparrowhawk on Ministry of Aircraft Production work as a test bed fitter, and Mr. Sherratt in the toolroom at Lutterworth.

After service in the Forces, Mr. Sherratt was reinstated in 1948 at Seagrave Road as a fitter, becoming a tester two years later.

Prince Alexander of Yugoslavia, an officer serving with the 4th Royal Tank Regt. in Germany, has bought a Rover 2000.



Model car club enthusiasts with their 'Grand Prix' circuit situated in the new headquarters. (Photo by courtesy of 'The Birmingham Evening Mail'.)

## 370 come out of retirement to recall old times

More than 370 retired Rover employees gathered in the Solihull Main Canteen on April 14 for an occasion that has become firmly established as their Event of the Year.

Many of the veterans travelled considerable distances and stayed with relatives so as to attend the fourth annual dinner and concert given by the Company in honour of its retired employees. One came from Margate in Kent.

They came anticipating an evening reminiscing with old colleagues. And they spent several thoroughly enjoyable hours doing just that over an excellent meal, good wine and pleasant entertainment.

Chairman for the evening was Mr. A. B. Smith (Director and General Manager) who, proposing the health of the Company's retired

employees, recalled the valuable role they had played in building up Rover to its present world eminence. Mr. Smith said he looked forward to seeing all those present at similar functions for many years to come.



Mr. E. Scott (General Works Manager, Tyseley Group) proposed the health of the retired ladies present, and Mr. A. J. Worster, former Production Director, proposed the toast to the Company.

Replying, Mr. W. J. Robinson (Executive Director, Production—Solihull) referred to the new Education and Training Centre at Tyburn Road and spoke of the tremendous opportunities now open to Rover apprentices. He hoped they would take full advantage of these opportunities and also show the

same grit and determination as those present had shown in their working years.

## Solihull presentations . . .

Mr. Gerry Gilmore (Service Buying, Solihull) retired after 27 years' service, and was presented with a cheque by Mr. A. B. Smith (Director and General Manager) on behalf of colleagues.

He began in the Buying Office at Drakelow during the war years and subsequently did similar work at Acocks Green for approximately 10 years, before being transferred to Mr. H. Butler (Supplies Manager) doing outside progressing for P6 tooling.

For the past 18 months Mr. Gilmore has worked in Service Buying.

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Mr. H. Healey retired on March 31st after nearly 30 years' with the Company, and was presented with a lawnmower by Mr. E. G. Bacon (Executive Director, Quality and Reliability) on behalf of colleagues.

## TERRY SIGHTS HIS TARGET . . . AND SHOOTS FOR WALES

The man setting the sights of his .22 rifle on the camera in the photograph below is Mr. Terry Cheney (Stock Audit, Pengam), who took part in his first overseas international shooting competition at Easter as a member of the Wales



small bore team which shot against Belgium at Liege.

His first international, that is, if you don't count the fact that Terry has represented Wales in the 'Four Countries' tournament at Bisley—the four countries being England, Scotland, Wales and Ireland.

The Welsh team to go to Belgium numbered 10 in three sections: pistol (two); prone rifle (six); and three-positional rifle—standing, kneeling and prone (two). Terry was in the last named section.

Though Wales lost to a much more experienced Belgian team, Terry was not one little bit downhearted about the result. "It helped to give us confidence and the experience of top-class match play," he said. "And you know what it is like to be up against really good shots."

A member of Cardiff Rifle Club, Terry has shot at Bisley every year since 1961. He's not had notable success yet, but he'll keep shooting away and hoping . . .

The following officials were elected at the annual meeting of Alvis Cricket Section. President, Mr. J. J. Parkes; Chairman, Mr. R. Griffiths; Hon. Secretary, Mr. D. J. Keene; Committee, Messrs. P. Allum; K. Willacy, M. McKenna and W. Davies; Captain 1st XI, T. Brown; Vice-Captain 1st XI, A. Bunting; Captain 2nd XI, J. Stanley; Captain Mid-Week XI, V. Howard; Captain Sunday XI, J. Stanley.

The section will field three teams in the re-constituted Coventry Works League with the first and second XIs appearing in sections A and B of Division 2 and the mid-week team playing in Division A of the mid-week league.

New members are welcome and should contact any of the above.

Mr. R. Thompson, hon. secretary of Alvis Horticulture Section, reminds Rover members that 1967 subscriptions (2/6d. each) are now due. Summer show date: June 24th. Autumn show date: September 9th. Schedules will be sent out as soon as possible.





# REAFFIRMATION DAY—

“This is Reaffirmation Day as far as The Rover Company is concerned.” With these words, the Lord Mayor of Cardiff, Alderman H. E. Edmonds, M.B.E., officially opened the Cardiff factory's very comprehensive Quality and Reliability Year exhibition staged in the Frederick Street premises of Morsmith Motors Ltd., the Rover distributors in Cardiff.



“I spy . . . .” by Cardiff's Lord Mayor, Ald. H. E. Edmonds, down an inspection viewer. Explaining its uses: Mr. J. Sutton. BELOW: Mr. S. A. Dixon and his daughter Nicky find the Rover 3-litre engine a subject for closer examination.

The Lord Mayor, who was welcomed by Mr. S. W. Nixon (Executive Director and General Manager, Cardiff) and invited by him to open the event, said the name of Rover had always been synonymous with Quality and Reliability.

He had exercised his mind as to the reason for the exhibition, and he had concluded that perhaps the Company believed in reaffirmation, even with the craftsmanship that went into making its products.

“Perhaps it is just as well in Quality and Reliability Year to pinpoint, and remind ourselves, of the tremendous importance of Q and R, even though Rover has performed this service throughout its long history,” said Alderman Edmonds.

In welcoming the Lord Mayor and other guests, Mr. Nixon recalled that the national Quality and Reliability Year campaign was inaugurated last October and sponsored by the British Productivity Council under the patronage of the Duke of Edinburgh. “It was launched to stimulate our efforts for improved Quality and Reliability as a manufacturing and exporting nation,” he added.

He continued: “It is a short step from Quality and Reliability to Rover. For more years than I have been with the Company, the policy has been to produce quality vehicles, as currently exemplified in the world famous Land-Rover and equally famous Rover 2000 car. I think everyone will agree that these vehicles adequately support the Rover tradition for quality.”

Mr. Nixon said there were Quality and Reliability aspects to design in the interpretation of customer requirements; to production as relative to precision and finish and conformance to specification; and to performance in regard to what a vehicle did and how it did it.

“The aim of this exhibition is to pinpoint these aspects in regard to Rover products generally, and the contribution of the Cardiff factories to these. This contribution includes units and components for the 2000, the worldwide distribution of Rover spares and the production of factory

says the Lord Mayor of Cardiff

**ROVER**  
QUALITY & RELIABILITY YEAR 1966-67

reconditioned units for service exchange,” Mr. Nixon said.

The opening ceremony began with Mr. R. Goode, Head of Services, Pengam, and co-ordinator of the Q.R.Y. activities at the Rover Cardiff factories, welcoming all present on behalf of the Cardiff Q.R.Y. committee.

The Lord Mayor was thanked by Mr. R. Shand (Works Manager, Cardiff), who referred to the happy association between the Company and Cardiff Corporation.

Mr. Shand had special praise for “our hosts”, Morsmith Motors Ltd., and particularly for Mr. I. L. C. Blackwell and Mr. W. L. Howell, works director and sales director respectively of Morsmith Motors. He thanked them for the “very considerable efforts they have put in to help our day become such a success.”



Mr. S. W. Nixon (Executive Director and General Manager, Cardiff) and the Lord Mayor of Cardiff pause during their tour of inspection to admire the very earliest examples of Rover quality and reliability — an 1876 Starley Coventry lever tricycle and an 1898 Rover ladies' bicycle.

## Q & R year—a mid term report

by M. T. WITTS  
COMPANY QRY CO-ORDINATOR

Nationally based. Works committees are also active at Sea-Road and at Cardiff.

Towards the constant objective of involvement there have been numerous well-supported competitions with monetary prizes, and posters, car stickers and news sheets have been published. Shop floor displays pinpointing waste due to scrap, and the amount of paperwork associated with bad work, have, it is hoped, given employees a pretty good insight into what poor quality and unreliability can cost the Company. Charts and graphs detailing scrap costs, tooling and consumable materials, bought out parts, etc., are helping in this direction, and emphasise over and over again the importance of getting a job right first time.

The campaign is controlled by a central co-ordinating committee which meets regularly in the Board room at Solihull, and is usually a pretty crowded affair with all the factories sending delegates. These representatives which, in turn, control action groups either departmentally or func-



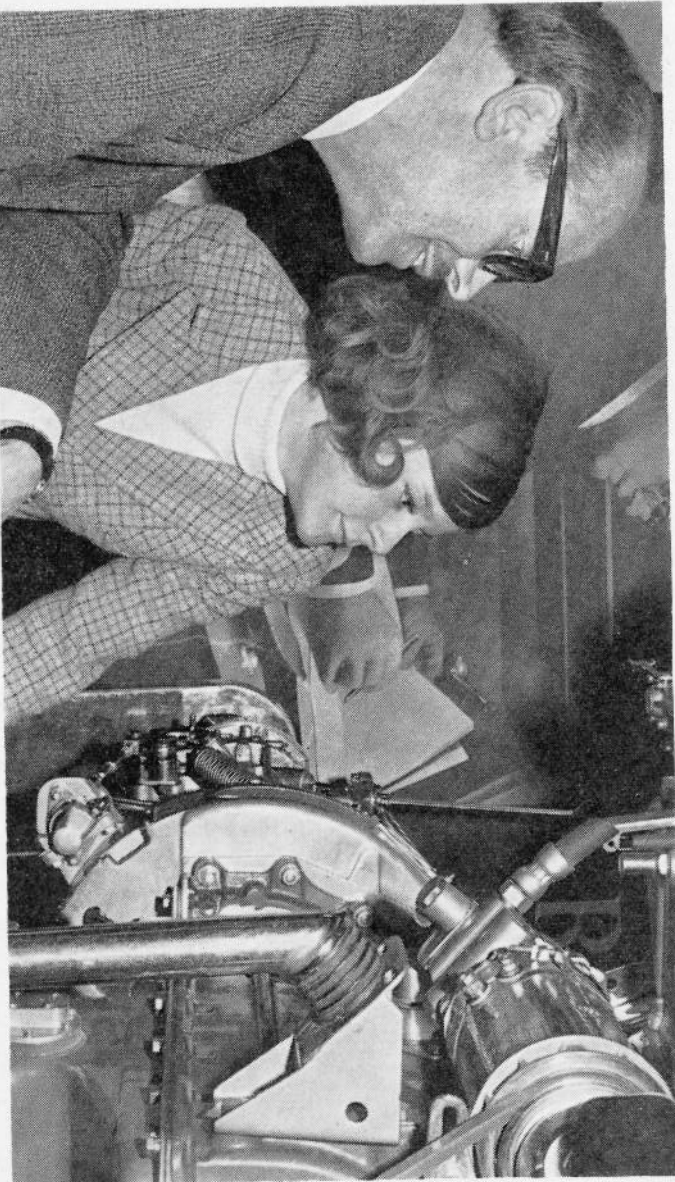
A brief lesson on the workings of a Rover 2000 gearbox for Genevieve and Christopher Shand, children of the Pengam Works Manager, from Mr. D. E. Gillard. (But no practising on Daddy's car, please!) BELOW: Eric and Elinor Evans, children of Mrs. O. M. Evans, secretary to Mr. R. Hubbard (Stores Manager), become Graham Hill and Jackie Stewart in the imagination while they sit in the Rover-B.R.M. gas turbine racing car.



A free flow of information about Rover products has been encouraged through exhibitions and demonstrations, and our suppliers have been drawn into the orbit of the campaign by being sent “Right First Time” letters together with copies of the Rover Q and R booklet.

Naturally our campaign is an introverted affair, but we are also conscious that QRY is a national event, and consequently we are co-operating with several external institutions, associations and local productivity groups which mount exhibitions. We are also acting as hosts to other companies in the area wishing to examine our Q and R systems.

There are now six months left in this campaign and I should like to see an extension of the activities of the factory and departmental action groups with a view to concentrating on specific problems. This concentration, I am sure, can only bring increased efficiency to our manufacturing operations and result in tangible results being obtained by the Company from this special year.

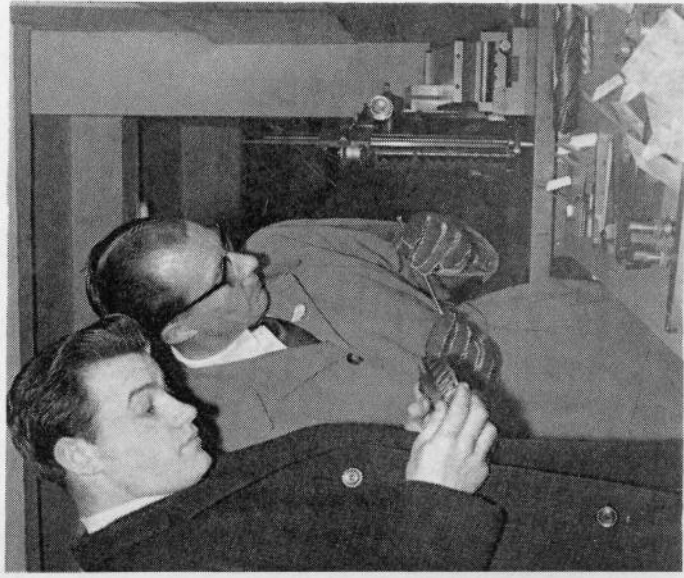






SLOGAN OF THE MONTH:

**Quality and Reliability  
Everyone's Responsibility**



● A close-up examination of some machined parts by Mr. Ron Harwood (Aluminium Section, Production Division) and his son-in-law, Mr. John Owen. BELOW: The ground floor as visitors saw it, with the crash test 2000 and replica of the AA gold medal in the background.

# THE HALF-WAY STAGE

## ... and Cardiff goes to town with a 'bring the family' Q & R exhibition

**Q**uality and Reliability Year reached out and drew Mum and the children into its orbit of interest when an exhibition on the theme "ROVER QUALITY THROUGH THE YEARS", held in Cardiff on April 8, lived up to its promise to be a thoroughly popular venture.

Hundreds of Pengam and St. Mellons employees, with their wives and children, as well as scores of Rover owners and other specially invited guests, went along to see the exhibition held on the ground and first floor premises in Frederick Street of Morsmith Motors Ltd., the Company's Cardiff distributors.

Morsmith Motors temporarily vacated 7,000 sq. ft. of its premises to accommodate the exhibition mounted by the Cardiff QRY Committee, headed by its co-ordinator, Mr. R. Goode (Head of Services, Cardiff). At the end of the day Mr. Goode sent special thanks to colleagues at Solihull and the other factories in the Birmingham area who had assisted by lending exhibits, photographs, etc., and also to the management of Morsmith Motors.

The ground floor was given over mainly to the display of Rover vehicles down the ages to the present day, represented by a Rover 2000 TC to North American specifications, a six-cylinder hardtop Land-Rover and a Rover 3-litre supplied by Morsmith Motors Ltd. The past was represented by an 1876 Stanley Coventry lever tricycle, an 1898 Rover ladies' bicycle, and 1905, 1907 and 1922 Rover cars. Also shown was the Rover-B.R.M. gas turbine car which ran at Le Mans in 1965, and this was a special attraction to the many boys who accompanied their fathers round the exhibition.

The Rover Company's constant keen interest in passenger safety in its vehicles was emphasised by its public display of a Rover 2000 car deliberately crashed at the Motor Industry Research Association's testing ground at Nuneaton. Linked with this was a display of photographs of actual road crashes; these demonstrated how drivers and passengers of Rover 2000s had escaped more serious injuries because of the safety factors built into the 2000 car.

On the first floor were displays of spares and accessories packed for export in the Pengam Paris Department; gearboxes, rear axles and front suspensions manufactured in the



● Some of the Pengam employees whose hard work made the exhibition possible. Left to right (front): Messrs. R. Greenwood, R. Shand (Works Manager), J. Cowley, W. Evans, R. E. Woodfield, J. White, R. Goode (Cardiff QRY Co-ordinator), M. T. Writts (Company QRY Co-ordinator); (rear) H. Bulpin, J. Sutton, A. V. Howlings, W. Ems, C. Griffiths, D. E. Gillard, R. Jones, M. Lane, P. Cowley.

### Three ideas into one float

**N**ine designs were submitted in the competition to find the best suggestion for a float to be entered as the Company's entry in the QRY Carnival Procession being planned for July 8th by the Junior Section of Birmingham Productivity Association.

Entries were judged by Mr. D. Bache (Chief Styling Engineer) and Mr. E. C. Borst-Smith (Assistant Publicity Manager) who considered that no single design was entirely suitable to be the Rover entry. They selected three, however, from which useful ideas will be drawn for incorporation into a float being designed by Mr. Bache.

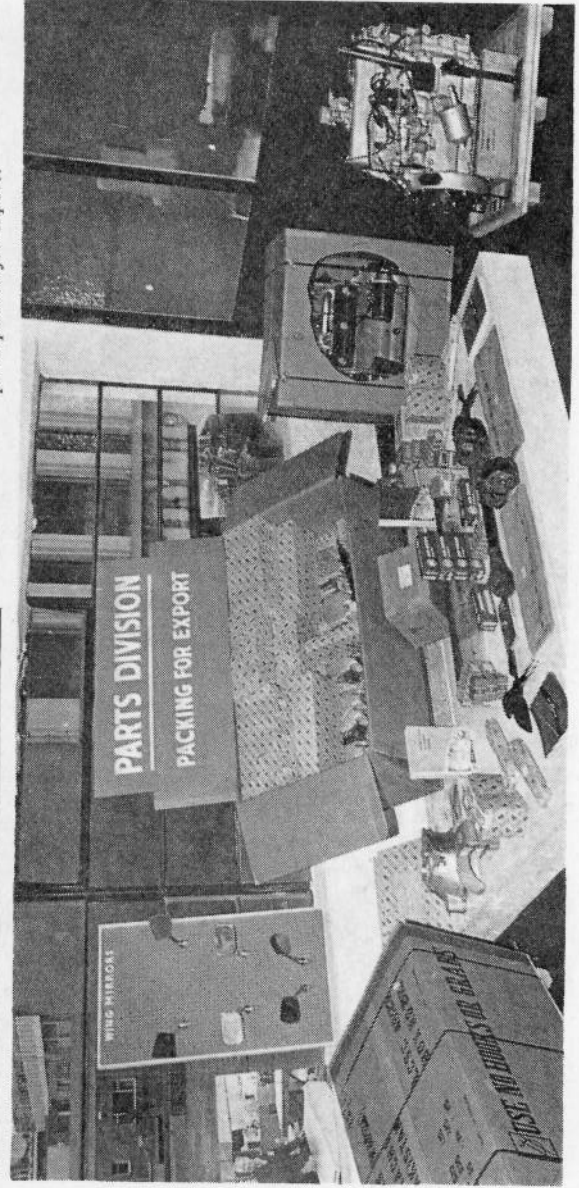
The £25 offered in the Company competition has been divided as follows between the designers of the three entries found useful: £10 each to apprentices A. Floyd (Laboratory, Acocks Green) and B. Holt (Quality Assurance, Acocks Green) and £5 to former apprentice D. Ryman (Quality Assurance, Acocks Green).

# QRY NEWS

MAY, 1967



● ABOVE: Family interest. Mr. and Mrs. G. C. Hardy and their children, Martin and Geraldine, study the Rover 2000 rear axle assembly which was among the exhibits on the upper floor. BELOW: Another section of the first floor display - parts packed for export.



Production Division at Pengam for incorporation into vehicles on the 2000 assembly line at Solihull; engine units reconditioned and rebuilt at the St. Mellons factory; accessories and Land-Rover extras; and a Rover 3-litre engine.

The Quality and Reliability theme was strongly emphasised by a selection of scrap components and inspection equipment, and wall charts gave in graph form such information as component machining performance, weekly scrap returns, tooling and consumable materials costs, and the costs of bought out parts.

A section of this upper floor was set aside as a cinema where leg-weary visitors could rest aching limbs and at the same time see films supplied by Publicity Department and also a British Productivity Council release. The Rover films dwelt on the "birth" of the Rover 2000 and the Land-Rover "at work", and films made at Le Mans of the 1963 and 1965 Rover-B.R.M. gas turbine cars provided an exciting race track atmosphere that went well with a cup of tea.

The exhibition on the upper floor was rounded off with a photographic display of the range of Rover vehicles down the years from 1878, and the Total Quality Control "wheel" and ancillary exhibits which were on public view last November at the Q and R exhibition in the Birmingham Engineering and Building Centre. (A photograph of this appeared in the January issue of ROVER NEWS).

The doors of Morsmith Motors Ltd. opened to visitors at 10 o'clock and except for the lunchtime period the premises were thronged until the exhibition closed around 6 p.m.

Mr. M. T. Writts, the Company's QRY co-ordinator, told GROUP NEWS that it is hoped to mount a similar exhibition at Solihull in conjunction with the "open days" already announced for August 19 (Solihull employees) and September 2 (Tyseley Group employees).

● see overleaf