



GROUP NEWS

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OUR FUTURE WITH LEYLAND

THE future of Rover as a member of Leyland Motor Corporation was discussed by Sir Donald Stokes, Chairman of the Corporation and a member of the Rover Board of Directors, at a Press reception on August 22.

Seizing what he described as a "first-class opportunity to answer many of the questions which people have been asking," Sir Donald declared: "We at Leyland do not undertake rationalisation for its own sake, and there is no danger whatsoever of the splendid Rover name for quality and reliability being submerged or cheapened in any way—we have never indulged in so-called 'badge engineering' and we do not intend to start.

"I think people should remember that mergers are expansionist moves. Since we took over Triumph some six years ago the company's production and sales have increased by over 50 per cent, and we are currently making substantial capital investments to

Separate identity to be preserved; no danger of quality name submerged or cheapened—says SIR DONALD STOKES

make them an even greater force in the motor industry.

"Rover, too, must get much bigger—we intend that this Company shall become the greatest manufacturer of prestige cars in the world. There is a tremendous and growing market for this type of car and frankly I think that this country has not taken its fair share of it during the past few years.

"Rover's have built up in recent years a very good sales network throughout the world, and now by being able to take advantage of the larger comprehensive sales and service facilities of the Leyland Group, we are confident that Rover can make considerable inroads into even more overseas markets.

"The separate identity of Rover will be preserved. Obviously there will be rationalising of some of the functions of the Company, but it is firmly

intended that the engineering and marketing divisions will continue to function separately.

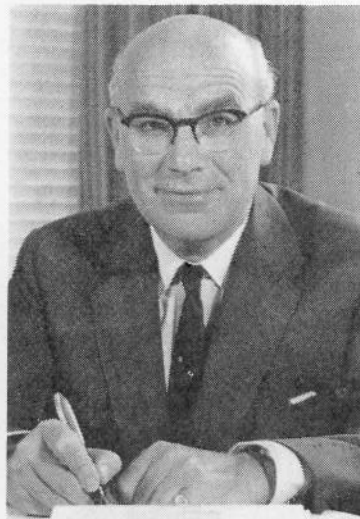
"There is no question whatsoever of us producing a Leyland-type motor car which will have a Triumph badge on it for the middle class version and a Rover badge on it for the leather-seat model! Naturally the best of Rover engineering will go into Triumph cars and vice-versa, but we believe very strongly that the two companies although working closely together should maintain their separate identities.

"I think, too, that other aspects of Rover activities have very exciting possibilities within the context of the Leyland Motor Corporation. No-one doubts that the Land-Rover is the finest vehicle of its type in the world but it has been subjected to a lot of fierce competition from large foreign manufacturers during recent months. The larger and more numerous Leyland sales outlets particularly in developing countries will add immeasurably to the sales potential of this excellent vehicle.

"We have great plans also to utilise Rover's unrivalled know-how in the field of gas turbines. Although we intend to maintain sales of Rover's existing turbine units, we believe that there is an even greater market for larger horse power turbines for use in long distance haulage vehicles. Rover engineers are already co-operating

closely with our research chief, Dr. Fogg, and I think that we are only a few weeks away from seeing a Leyland truck fitted with a gas turbine undergoing tests on the roads of this country."

Sir Donald said Rover had some of the finest engineering brains in the



Sir Donald Stokes

British motor industry and this was one of the main reasons why Leyland considered the Company as its partner for the future.

He paid tribute to Mr. L. G. T. Farmer, the Rover Chairman, Mr. W. Martin-Hurst, Managing Director, and their colleagues for a magnificent job, "not only in capitalising on the revered old Rover reputation for quality and respectability, but also in entirely revitalising the Company's image in marketing in the Rover 2000 one of the most advanced and most exciting quality saloons in the market today."

He went on: "This also gives me an opportunity to tell you quite categorically that we have no intention of rationalising the two 2000s. Both cars are selling very well indeed and the way for this to continue is to preserve their separate identities. This is good for business and we shall keep it that way."

Sir Donald Stokes said Rover and Triumph were the only British car companies which had consistently defied the downward trend of British car sales on the home market during the last twelve months of economic recession.

"Between us we now have 12 per cent of the entire U.K. car market, 40 per cent of the market for all cars selling at over £1,000, and 75 per cent of the 2-litre market.

"It also appears that we are amongst the minority who are making reasonably healthy profits out of making motor cars. All I can say is that it appears from this that we have chosen the right partners for the future, and we have every intention that these trends shall not only continue but intensify, and that we shall obtain an even bigger share of the British market and indeed the world market for motor cars."

2000 UNCHANGED FOR '67/'68 SEASON

THE sales-winning Rover 2000, which made motoring history when it was introduced in 1963, will be exhibited at this year's Earls Court Motor Show unchanged in specification or design—and with a future brighter than ever before. The present models in the 2000 range—the single carburettor, the automatic and the twin-carburettor—will continue throughout the coming season.

While no changes have been introduced, there nevertheless has been a continued programme of improvement and development, which, though not outwardly discernible, has contributed to the maintenance of Rover's lead in this specialised car field.

The 2000 is a fine example of Rover's success story. When it first made its appearance it represented an entirely new concept in motor car engineering and a major milestone in the history of automobile design. Since then, well over 80,000 have been produced.

Last year the Rover 2000 TC and the automatic transmission 2000 were added to the range. These models incorporated additional personal improvements that catered for people wanting that little extra in smooth effort-free motoring or high speed touring.

Such has been the success of all three models in the range that today the 2000 is still one of the world's most sought-after cars and demand continues to outstrip production, so emphasising the faith the Company placed in the car when it was first introduced.

Both at home and overseas the car has been and is still being acclaimed a "winner" and so great has been its success in the world's markets, particularly in North America, that production facilities had to be expanded earlier this year to cope with the constantly increasing demand.

Now in one of the most modern car factories in the world, the Rover 2000, which has won more awards and tributes than perhaps any other car, is coming off the assembly line



at the rate of one every five minutes, day and night.

Since the launch of the Rover 2000, the Company's percentage share of home market car registrations has doubled while its percentage share of U.K. car exports has more than trebled. Furthermore, it has raised Rover car production to a level higher than at any time in the Company's history.

Although there have been a number of minor detail improvements to the 2000 since its inception, it still remains virtually unchanged in specification and design, which is indeed a tribute to the foresight of the Rover engineers and stylists who designed the car.

The basic Rover 2000, which last year became known as the 2000 SC, paved the way for the present success of the 2000 range. Then early last year, the 2000 TC, a more powerful version of the 2000 was introduced into Europe and the United States. Such was its success in both markets that it was decided to introduce it to the British public at the London Motor Show later in the year. At the same time the Company announced the new 2000 Automatic.

The most important aspect of the car's development, which has singled it out as one of the safest cars in the world today, is its inbuilt safety features which have brought awards and praise from all over the world and earned the 2000 a reputation envied by many other motor manufacturers.

1,100 miles across Europe in under 20 hours: a fast

marathon in 2000 TC

ZAGREB to Le Havre—1,100 miles—in under 20 hours: This incredible feat was performed in a Rover 2000 TC by Mr. Tom Barney (Service Dept., Solihull), and all credit is due to both man and car for such fine teamwork.

Tom averaged 50 m.p.h. on his trip from Zagreb (he had organised a 2000 car service school there for Interpromet, Rover's Yugoslav distributors) via northern Italy and across France to Le Havre.

His car, shod with Pirelli Cinturato tyres, and with 15,000 miles on the clock when it began its marathon run, averaged 25 m.p.g. Its oil and water requirements en route: nil.

When he made the trip, during which he tape recorded times of arrival at particular places en route as well as speedometer readings, Tom Barney was European Service Representative. He has since become Repairs Manager at Solihull in

succession to Mr. John Hopping who has left the Company after 10 years, 8½ of them as Parts and Service Manager with Rover North America until October 1965.

Except for a two-year break Mr. Barney has worked for Rover since 1951 and is a former apprentice. He has been European Service Representative since 1960.

He had no intention of attempting a straight-through marathon run when he left Zagreb; he planned to stop overnight in Geneva. But the evening air felt so cool after the heat of the day in northern Italy that he decided to push on all the way to Le



Mr. Barney

Havre, where he had a couple of hours' sleep while waiting to embark on the cross-Channel ferry.

Land-Rovers for Sweden

A £10,000 order to supply 12 regular diesel Land-Rovers has been received from the Stockholm Municipal Council. It was secured by the Company's Swedish distributor, Bil Harry Karlsson A.B.

It is the first order for Land-Rovers to be received from the Stockholm Council and a Rover spokesman said: "This is a significant breakthrough involving a potentially large user of Land-Rovers."

The vehicles are to be used by the City Council's Public Works Department for road cleaning.

TOP OF ITS LEAGUE . . .

THE Rover 2000 was the largest selling model in the over £1,000 car class last year by a very large margin. And it was still maintaining this dominating lead at the half way stage of 1967. Though the total overall British market was down by 9½ per cent in the past three months of this year compared with 1966, Rover 2000 sales were up by 31 per cent. Exports, too, are doing well. In the first five months of this year, the Company's largest export customer, North America, has increased its sales of cars and Land-Rovers by 48 per cent over the comparable 1966 figure. Since the introduction of nightshift working late last year, the Rover 2000 has been rolling off the Solihull assembly line at the rate of 800 a week.

Supervisory training now under way at Alvis

FIFTY FOREMEN 'PUPILS' ON THE FIRST COURSES

MANAGEMENT training is now well under way at Alvis. The Company's 50 or so foremen have undergone initial 'in plant' supervisory training courses spread over a 3-month period.

Half have attended morning 'classes' and the other half afternoon 'sessions'. In this way, the workday functions of the foremen on the shop floor were maintained without detriment to production operations.

The first phase of Management training at Alvis concentrated on the general aspects of supervision, and included such subjects as shopfloor human relations, explaining decisions, etc., Company paperwork procedures, and the place of foremen generally within the supervisory framework of Management.

The next phase, also for the foremen, will be more specialised instruction relating to their particular areas of responsibility, and will certainly deal fully with quality and reliability.

Management training has got off the ground at Alvis with the appointment of Mr. Christopher Charles Griffin, formerly Chief Metallurgist, as Company Training Officer to meet the needs for organised training as now required by the Engineering Industry Training Board (E.I.T.B.). As such he is responsible for all aspects of training, including apprentices, at Alvis, and he is working closely with Mr. Graham Essex, the Rover Company's Training Manager, at Tyburn Road factory.

Mr. Griffin has been with Alvis for 33 years. He trained at Daimler and joined Alvis in the firm's laboratory. For 10 years he has sat on the Alvis Apprentice Advisory Board (concerned with selection and training) and is thus familiar with the problems peculiar to the training and welfare of apprentices. He is an Associate Member of the Institute of Training Officers.

In his new post he is extending this experience and his thorough knowledge of Alvis operations into the realms of training generally to keep Alvis in accord with the aims and required standards of the E.I.T.B.

Of the initial phase of supervisory training for foremen, Mr. Griffin said: "The results have been



Mr. Griffin

quite remarkable. I am delighted with the response from foremen who have all undertaken the course with energy and enthusiasm. They are keen to know where and how they fit into the Management picture.

"The results of three months 'in

plant' supervisory training have been so overwhelmingly successful that we plan to continue in the autumn with a repeat series for those who were not free to attend the first series, and to continue with more advanced courses as and when the need arises. We are, at the same time, strengthening our facilities for apprentice training in order to carry out the fundamental training of our apprentices to the higher standards now demanded by the E.I.T.B."

Certificates are being presented to foremen completing the phase one course as a tangible recognition of their studies.

Apprentice training at Alvis has been strengthened with the appointment of Mr. Brian Gollings as instructor to assist Mr. John Sharples, Apprentice Supervisor, who has hitherto worked single-handed in this field. The appointment enables Mr. Sharples to give more time to administration matters, and apprentice school curriculum in particular.

Mr. Gollings, aged 37, was apprenticed at Rolls-Royce, Crewe, and initially came to Alvis as a resident

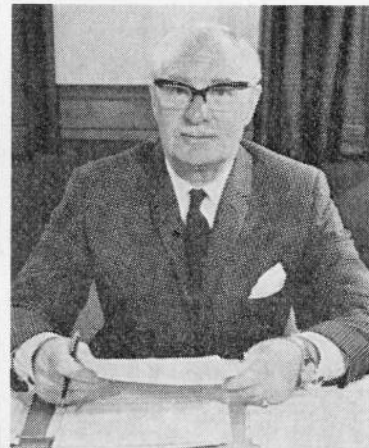
Rolls-Royce engineer associated with aero engine tooling. Five years ago he joined Alvis on Tooling Investigation, from which work he has transferred to the Apprentices School.

He is a former county swimmer for Cheshire, but his principal hobby nowadays is watch-repairing. Mr. Gollings is married with a young son.

NOW AN EXECUTIVE DIRECTOR

MR. ERNEST SCOTT has been appointed Executive Director, Production, Acocks Green and Tyseley Group factories, in succession to Mr. J. W. E. Walton who retired recently.

It was in 1930 that Mr. Scott first joined Rover as a jig and tool draughtsman and planning engineer at Tyseley, after serving an apprenticeship with Laycock Engineering Company, Sheffield. He left in 1939 to gain wider experience and during the war years Mr. Scott was a chief production engineer concerned with



Mr. Scott

the manufacture of aircraft carburettors, tank gear boxes, aero-engine gears and tractors.

In 1945 he joined Singer Motors as chief production engineer and a year later was appointed General Works Manager of the Birmingham and Coventry factories.

Mr. Scott rejoined Rover in 1955 as Works Supt. of the Perry Barr factory and he was also allocated control of budgets and overseas planning for the Rover Tyseley Group. In 1956 he became Assistant Production Manager for the Group and Production Manager three years later.

He has been General Works Manager and Deputy General Manager of the Tyseley Group, including Acocks Green, since 1959. Mr. Scott holds the B.Sc. and associate membership of the Institute of Mechanical Engineers and the Institute of Production Engineers. He is a member of the council of the Production Engineering Research Association of Great Britain.

Mr. R. F. Haskey, formerly Machine Shop Supt., has been appointed Works Supt., Percy Road factory, following the retirement of Mr. A. MacKellar. Mr. J. F. A. Jones is the new Machine Shop Supt.

Appointed and Promoted

MR. R. J. ANDREWS, Supt., Alvis Wheeled Vehicle Division for the last six years, has been promoted Quality Controller for all Alvis products.

This is a new post involving responsibility for laboratory and inspection functions and their integration into a total Quality Control system comparable with the



Mr. Andrews

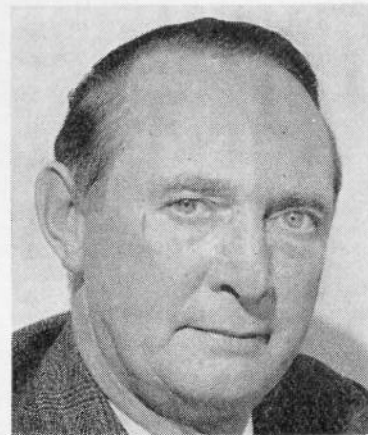
existing one at Rover, though on a smaller scale.

Mr. Andrews, aged 44, who holds Associate Membership of the Institute of Welding and the Institute of Works Managers, joined Alvis as Welding Engineer and Fabrication Foreman when assembly of armoured vehicles began in 1951. From 1953 to 1961 he was Assistant Supt., Fighting Vehicle Department.

In 1964 Mr. Andrews gained the Diploma in Management Studies at Lanchester College of Technology, Coventry.

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He has been succeeded as Supt., Wheeled Vehicle Division, by Mr. William H. Mangham, Production Control Supt., for the last four years. Mr. Mangham linked his career with the Company 12½ years ago. He came as aero engine repair supt. from De Havilland, Lostock, where he had been for 10 years.



Mr. Mangham

He was Aero Engine Repair Supt. for 7½ years before being appointed Production Control Supt.

Mr. Mangham served an engineering apprenticeship in the R.A.F. in the 1930s and was demobilised in 1945 as an engineer warrant officer. He became an Associate Member of the British Institute of Management after six years' evening study at Lanchester College of Technology and Coventry Technical College. He is a keen golfer.

Mr. W. Gannon has been appointed Production Control Supt. in succession to Mr. Mangham.

Old time dance A.G.M.

At the 15th annual meeting of the Rover Solihull Old Time Dance Section the following officers were elected: Chairman—M. Hall; vice-chairman—J. Slocombe; secretary—J. S. Gupwell; treasurer—Mrs. E. Allen; committee—F. Watts, W. Pike, R. Robbins, J. Harper, R. Hutchinson, H. Quincey, Mrs. Collett, and Mrs. L. Ellis.

A dance class is held every Wednesday evening in the Solihull Main Canteen, and a hearty welcome and instruction will be given to all newcomers. A ball is also held monthly, usually on a Friday. M.C.s for the season are Mr. J. Preece and Mrs. E. Hurry.

60 years of Rover Q & R — apprentices' carnival float theme



THIS Rover apprentices entry was one of 11 decorated floats entered in the QRY Carnival Procession in July arranged by the junior section of Birmingham Productivity Association.

The veteran on the Forward Control Land-Rover is the Company's 1907 car and 'riding' on the trailer is a 2000 TC built to North American specifications. Theme of the Rover entry, which was produced by present-day and former apprentices, was the contrast in 60 years of Rover car production, stressing the continuity of quality and reliability over the years.

Some 500 young people from companies in the Birmingham area rode on the 11 floats in the procession through streets in the city centre, where thousands of shoppers watched them go by.

The builders

Associated with the construction of the Rover float, photographed above as it left the Solihull factory with the new engineering drawing office block appropriately in the background, were: A. Sperring (Tool Engineers, Tyseley), J. Service (Transmission D.O., Acocks Green), K. Taylor (Home Sales, Solihull), J. Hughes (Capability Assessment, Acocks Green), R. Davies (P6 Planning), J. Norbury (New Vehicle Projects), A. Brown (Transmission Development, Solihull), R. John and J. Dent (Apprentice Training School, Tyburn Road).

Transport Minister drops in by 'copter

WHEN the Minister of Transport, Mrs. Barbara Castle, M.P., arrived in Wales to open the Cardiff freightliner terminal at Pengam, she landed by helicopter within the confines of the Rover factory only half-a-mile from the terminal.

There, she was met and greeted by Mr. W. Martin-Hurst, Rover Managing Director, Mr. S. W. Nixon, Executive Director and General Manager, Cardiff (see adjoining photograph), and various railway officials.

Mrs. Castle and members of her Ministry party were taken in Rover 3-litre cars to a room at the Company's Pengam factory for a short, private meeting to review the latest position in the London freightliner dispute, then at its height. The Minister and her party then drove, again in the 3-litres, along Rover Way to the new Cardiff freightliner

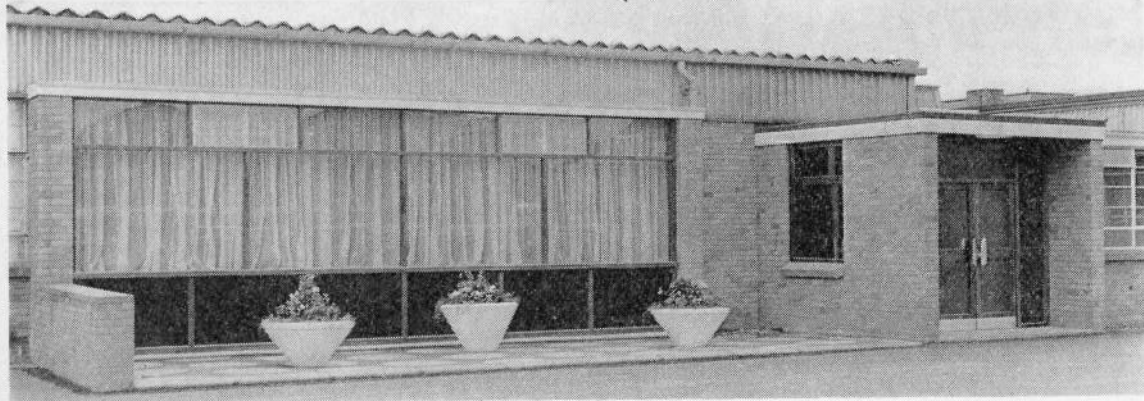
terminal for the official opening ceremony and tour of inspection.

After lunch, Mrs. Castle departed by helicopter from the Rover works.



The Editor is indebted to Mr. D. Clarke (Tool Provisioning, Alvis) for the photographs on this page of Messrs. Griffin, Andrews, Mangham and Gollings. A keen amateur photographer, Mr. Clarke has assisted on several occasions in the past by providing pictures for publication with Alvis News items.

OVERSEAS SALES BOOSTED UNDER THE NEW PERSONAL EXPORT SCHEME



● Inside and outside the Personal Exports Department. A visitor's first eyeview of the building in which personal service is all-important is pictured on the LEFT, while BELOW the warmth and friendliness of the reception lounge is self-evident. The private cubicles in the centre of the photograph are for discussions between visitors and P.E.D. staff and the door on the left leads to the vehicle handing-over area.

THE personal touch is the underlying theme of the operations of the Company's newly-opened Personal Exports Department (P.E.D.) situated in purpose-built premises in North Block at Solihull, and managed by Mr. Vernon Cleaver.

The department replaces the Home Delivery Section of Export Sales. Its need and potential success can be gauged from the fact that in its first month, the new department had some 250 visitors from overseas, including residents of the U.K. contemplating emigration.

During the 1966/67 fiscal year which ended on July 31, 1967, there were 1,517 sales under the personal export scheme—an increase of 46 per cent on 1965/66 when the Home Delivery Section delivered 1,041 vehicles. Mr. Cleaver is confident that the first-class personal facilities offered by the new Department, coupled with the streamlining of its operations now taking place, should bring about a similar, or even greater, increase in the next fiscal year. "Our aim next year is to push sales to 2,000 plus units," he says.

The majority of deliveries under the personal export scheme are undertaken during the summer months. This calendar year the monthly delivery trend has risen as follows: January 79; February 81; March 104; April 120; May 184; June 201; and July 227. More than half of the vehicles delivered under the scheme are for the North American market.

Visitors to the Department come (a) to discuss buying cars while in this country on holiday or on business, (b) to collect vehicles ordered on their behalf from overseas or (c) returning cars previously collected for shipment overseas at the conclusion of holidays or business trips. They bring their children, British relatives they have not seen for years, friends, etc.

In addition to 'personal collections', P.E.D. also exports cars to meet orders placed by individuals in this country, British and other nationalities, who are going overseas.

Every car passing through the Personal Exports Department is classed as an export. Thus the department is playing the vitally important dual role of winning export orders for Rover and foreign exchange to help the nation's balance of payments problem. From the customer's viewpoint, a car bought in this way is classed as a second-hand vehicle on its entry into the overseas market and the customer usually makes a saving on import duty, etc.

"This is the one department in the Company actually selling and delivering directly to the customer and therefore it has to operate on the lines of a retail operation," Mr. Cleaver told *Group News*. "This is why the personal touch is so important from start to finish of each sale.

"Think of the upset and hardship a late delivery could cause when a customer, who has probably fixed up his holidays 12 months in advance, arrives with his family at the factory, airport or docks only to find that his car is not ready. Whatever we did to try to pacify the customer, he would always remember that we had delivered his car late! It is inevitable that stories of late deliveries would get round and too many would be harmful to sales."

Mr. Cleaver continued: "This type of sale must be encouraged and given every encouragement to increase. Apart from the purchase price of the car, there is additional income for Britain as a whole through costs of a customer's road fund licence, driving licence and car insurance. Then after he has taken delivery, money has to be spent in this country buying petrol and oil and the customer also has to eat and sleep somewhere. This brings



LEFT: The staff who keep P.E.D. operating smoothly. All vehicle documentation—and other services required by customers, such as the acquisition of driving licences, insurance etc.—is carried out here and the greatest care called for at all times. Incorrect documents can mean an irate customer! These P.E.D. employees are in direct contact with visitors. BELOW: P.E.D. receptionist Miss Janice Holmes 'signs in' Mr. Khalid Zayani, of our Bahrain distributors. He called to finalise with Mr. Vernon Cleaver (also in the photograph) details concerning the delivery of a Rover 2000 TC for his father.

us back to the importance of this type of sale and the good that it does to the economy of the country and our balance of payments."

The personal service offered by P.E.D. starts from the moment a visitor and his family arrives. This service is given in splendid reception premises built entirely by the Company's Works Engineers Department to match quality vehicles.

Visitors enquiring about delivery, and customers taking over vehicles, are invited into private offices for discussion with members of the P.E.D. staff, and this is quite often followed by an assembly line tour with a works guide who answers, or finds the answers to, all a visitor's questions.

An overseas visitor collecting his car is, of course, at the factory by appointment. His car is ready for the road with its number plates fixed, road fund licence attached, and fuelled ready to drive away. Insurance and an international driving licence can also be arranged if required, and time varying from minutes to hours is spent by P.E.D. staff in explaining details of his or

her new Rover 2000 or Land-Rover to the visitor before he or she finally drives it away.

Approximately 35 per cent of all personal export orders are delivered at the factory. The others are delivered at airports, seaports, home distributors' premises, hotels, homes—and even theatres and golf clubs!

By arrangement with the R.A.C., a visitor can join this motoring organisation while at Rover, and is provided with badge and keys. P.E.D. touches upon the work of a travel agency by assisting with touring documents, route directions,

● BELOW: Three 2000 TCs and a Land-Rover receive a final polish from Mr. Albert Burbidge (P.E.D. Rectification) in the handing-over area. The car he is actually working on is the 2000 TC subsequently placed aboard the Queen Mary (see page eight story). Through the opening on the left of the photograph is where vehicles are prepared after arriving from Production.



hotel and catering information, etc., obtained from a veritable library of maps and other books.

Vehicles are actually taken over by customers in a handing-over area adjoining the P.E.D. reception offices. From Production, the cars earmarked for direct customers are taken over by Production staff attached to P.E.D. and they carry out the finishing work normally done on distributors' premises, undertake the pre-delivery inspection work and generally prepare the cars for driving out by their new owners in immaculate order.

Mr. John Carpenter, Sales Director, comments: "Personal Export Sales is a vital part of our sales programme and one which is not

only rewarding to the Company, but is capable of tremendous growth. It is significant that the foundation of our success to date has been due to the outstanding efforts of our U.S. company."

Austrians buy Stalwarts for disaster relief work

ALVIS has received an order worth £60,000 from the Austrian Government for its Stalwart amphibious vehicles.

These vehicles are to be used for trials during the coming winter to assess their suitability for flood and disaster relief. If the trials are

successful, substantial orders are expected.

Last winter's disastrous floods resulted in extensive damage and loss of life, and after seeing amphibious trials of the Stalwart, the Austrian authorities felt it would be the ideal vehicle for relief and rescue operations.

Racing pair of the 1920s lead cavalcade of vintage cars

A CAVALCADE of more than 80 vintage Alvis cars, all in immaculate condition, made an impressive sight among modern cars on the main road between Coventry and Birmingham recently.

They were all taking part in the annual Midland Alvis Day organised by the Alvis Owner Club. After concours d'elegance judging at the Alvis factory, the cars drove in procession to the Rover works at Solihull where owners put their veteran cars through driving tests.

The honour of leading the cavalcade was given to Mr. and Mrs. W. Urquart-Dykes, a husband and wife racing team well known in the days of Alvis car racing 40 years ago.

They renewed acquaintanceship

with a front-wheel drive racer of the 1920s before driving the model—owned by Alvis—from Coventry to Solihull.

Visitors to the event, which attracted a record number of veteran Alvis cars, included Mr. Peter Wilks (Technical Director, Rover), Mr. George Howell (Director and Chief Accountant, Alvis), and Mr. George Wiltsher (Alvis Publicity Manager). Mr. Howell drove Mr. Wilks in Mr. Purday's Speed 25 saloon from Coventry to the Solihull works and Mr. Wilks was impressed with the car's acceleration.

Results: Best performance of the day—A. R. Buck (TA14), Stoke-on-Trent. Concours d'Elegance, 1920-30 models: 1, M. E. Jacklin (12/50), Louth, Lincs.; 1931-40: 1, R. A. Parker (4.3 short chassis), Nuneaton; 2, Norman Purday (Speed 25 saloon), Balsall Common; post-war: 1, A. R. Buck; 2, C. M. Sayer (TD21), London; novices: S/Ldr. Harcourt-Smith (12/50), Abington. Driving tests, 1920-30 models: 1, K. M. Hill (Silver Eagle), Stourbridge; 2, M. Dunn (front-wheel drive), Coventry; post-war: A. R. Buck.



The old days recalled . . . Mr. and Mrs. Urquart-Dykes relive a few memories as they stand beside the Alvis front-wheel drive racer which they drove from the Alvis factory to Rover Solihull during the Midland Alvis Day event. (Coventry Evening Telegraph photograph).

The Coventry Graduates' and Students' Section of the Automobile Division of the Institution of Mechanical Engineers has arranged the following meetings: Senior Members Address—Dr. J. N. H. Tait, "Automobile Design Parameters", Grosvenor Room, Hotel Leofric, Coventry, 7.30 p.m. September 26. Personality Address—Dr. Barnes N. Wallis, "The Strength of England", Windsor Suite, Hotel Leofric, Coventry, 7.30 p.m. October 3. Visitors will be welcome.

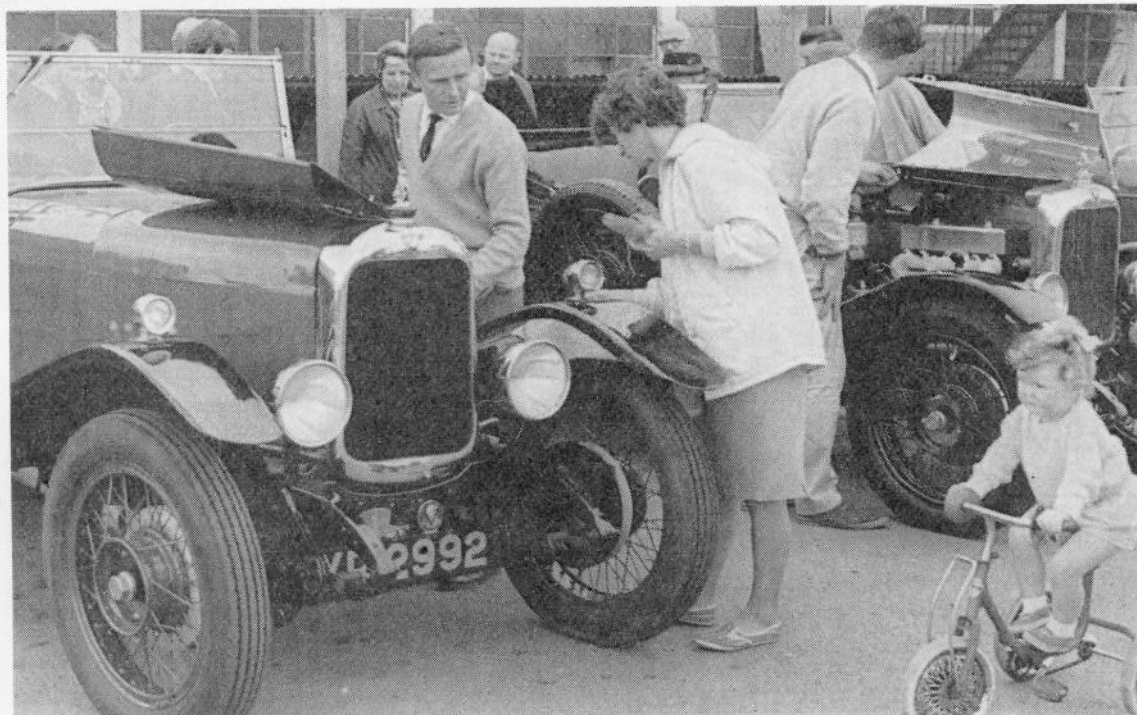
1907 veteran completes run —with 'help'

THE 1907 T.T. replica 20 h.p. veteran Rover was entered in the fifth Daily Telegraph Manchester to Blackpool veteran and vintage car run, which it completed successfully, despite having to be 'helped' for the last 200 yards of the 53-mile route due to carburettor blockage.

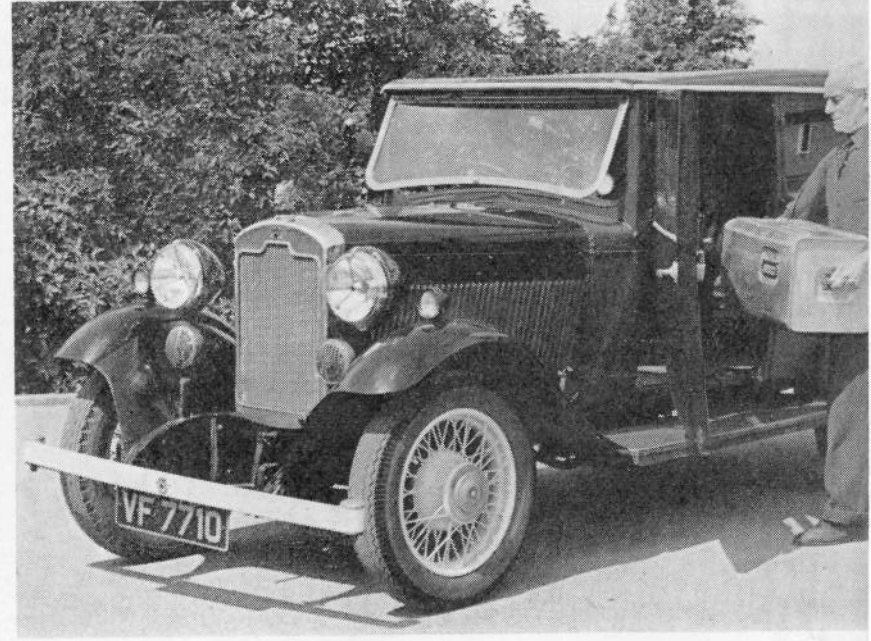
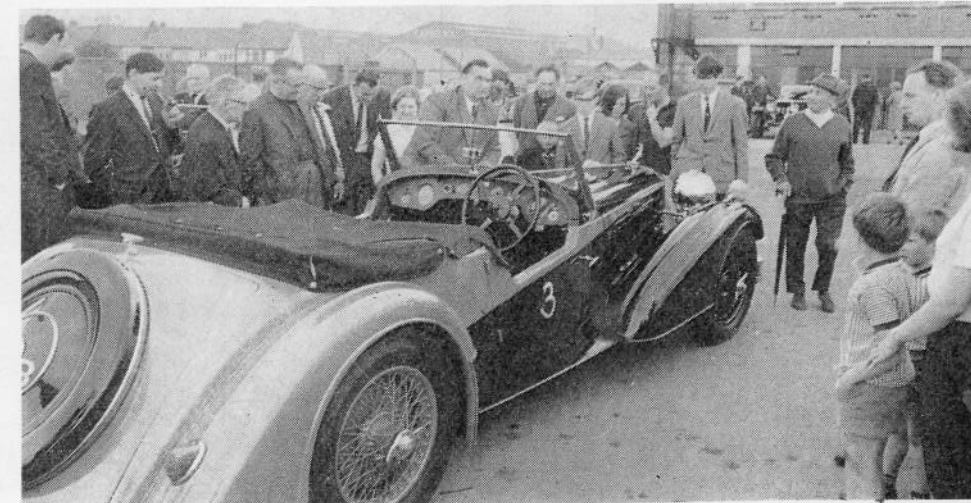
The car was well to the fore from the very wet start in Manchester to the driving test section at the Lancashire Police Driving School at Hutton—and from then onwards the Rover headed the cavalcade through Lytham-St.-Annes almost to the finishing line.

The car was driven by Mr. B. G. L. Jackman (Rover Production Director) and Messrs. C. Birks and D. Lawrence (Publicity Department). Mrs. Jackman was also present with suitable advice and encouragement.

● Standing 'head and shoulders' above other cars, the 1907 Rover waits with other competing vehicles at Hutton before moving off to undergo the driving tests and start the second stage of the run.



Not many memories yet for this young chap. He's primarily concerned with keeping a straight course on his tricycle—a mode of conveyance for the toddler quite as old as the 1926 Alvis being prepared by Squadron Leader D. Harcourt-Smith and his wife. RIGHT: All in line for the concours d'elegance judging by Messrs. D. Michie, W. Daulman and R. Simmons (all Alvis Service Department). Interest in the veteran Alvis cars was considerable as this photograph and the one below of Mr. R. A. Parker's 1938 tourer indicates. (Coventry Evening Telegraph photographs).



SCHOOLCHILDREN FED BY 40-YEAR-OLD ROVER TAXI STILL IN PUBLIC SERVICE

FORTY years young and still in regular use with well over half-a-million on the clock! How's that for Quality and Reliability in a motor car? A Rover of course.

It was in 1927 that Mr. Francis Threadkill, Street, Stoke Golding, near Hinckley, Leics., bought a fabric-bodied Rover 9 for the then princely sum of £100. Since then it has had a remarkable career. Mr. Threadkill, who at 76 is as remarkable as his car, obtained a taxi and hire licence for it in 1928 and he plied his trade until 1955, covering thousands of miles of work, to dances, to stations, and to the coast on dozens of occasions.

To this day, the Rover is performing a useful service—delivering meals to two local schools from a Hinckley school kitchen. Mr. Threadkill has done this under contract with the local authority since 1945 and the car has never let him go hungry by having a breakdown in all its school service. He is seen in the above photograph loading his car with school meals in metal containers.

Mr. Threadkill does all his own servicing and spares can present a problem. He is proud of the fact that since he and his wife were bombed out of their Coventry home in 1940—when the car was literally out through the garage doors, but was undamaged—the Rover 9 has never been under cover. Day in, day out, winter and summer, in sun, frost and sunshine, near Mr. Threadkill's home in Stoke Golding awaiting its owner's pleasure, this period of open air life it has been 'off' only five days—in the 1947 big freeze-up.

In the 1930s Mr. Threadkill was for some time a Rover employee at the then Coventry works and when buying his faithful Rover 9 he owned a twin-cylinder Rover 8 for a few months.

JUGOSLAV BREAKTHROUGH

ROVER has made a significant breakthrough in an important East European market with the supply of 250 Land-Rover station wagons to a firm in Yugoslavia. It is the largest order ever received by the Company from Yugoslavia.

The contract, worth nearly £300,000, has been received from Hrvatska, of Zagreb, through Birfield Ltd. of London, of the GKN group, following negotiations between Rover and representatives of Auto Hrvatska which started at the International Fair earlier this year. The Land-Rovers, with seating petrol and diesel station wagons, are to be shipped to Yugoslavia in the near future.

In recent years only a limited number of Land-Rovers have been sold in Yugoslavia due to Government restrictions, but of an easing of these sales have improved considerably in the last six months. So far this year, excluding the latest order, twice as many Land-Rovers have been sold to Yugoslavia as in the previous six years.

Prime objective—the checking of specification conformance

THE Inspection function has been organised as a separate department in the Company ever since the latter was founded, but we hear much these days of the Quality Department, Reliability Section, Quality Engineering, Quality Assurance Section, etc., that the layman is often left wondering where the Inspection Department fits into the modern pattern of vehicle and unit quality.

This article sets out to explain the role of the Inspection Department within the overall framework of the Total Quality Control concept.

With the arrival of mass production, the craftsman's abilities have been disseminated and analysed, and the numerous specialisations developed. Thus today we have within the manufacturing cycle alone:

1. Design—a specification showing clearly what is required.
2. Planning—the provision of resources to produce to that specification.
3. Manufacture—the actual production of components, assemblies and vehicles to specification.
4. Inspection—checking that items produced conform to specification.

The two world wars highlighted the need for standardisation and complete interchangeability; thus, strict conformance to specification became essential with a consequential increase in the amount of Inspection carried out.



Mr. Harvey

This large volume of Inspection, although necessary at the time, has left many people with a misunderstanding of the Inspection role. Most people firmly believe that Inspection is responsible for Quality whereas, in fact, apart from checking for conformance to specification and rejecting those components which do not conform, Inspection cannot be responsible for Quality.

For example, Inspection cannot have components made better than the specification demands; cannot dispense with inadequate machines and processes; cannot make good those components, or vehicles, manufactured wrongly.

It is this limited role of Inspection which has necessitated the introduction of the various other Quality Sections. It is these more recently developed sections that have to

Rover Co. Ltd. Qual. Control		INSPECTION INSTRUCTION CARD			Sheet 1 Of 1	
Plant TYBURN ROAD	Control Point Group 721	<input checked="" type="checkbox"/> Final Insp.	Part No: 553261	Issue: C		
Layout Insp. Frequency	Lab. Frequency	<input type="checkbox"/> In Process	Part Name: BELL HOUSING			
Prepared by W.G.J.	Date 21. 7. 66.	<input type="checkbox"/> Receiving	c. 95			
Alteration Suffix		Classification Key C = Critical. M = Major				
Code No.	Quality Characteristic	Method of Check	Gauge No.	Class'n	Qual. Con. Acceptance Level	
1	.515" + 1' dia. dowel holes	Plug Gauge	2391P		0.4	
2	.688" - 4 withdrawal race housing face	Gauge	7364X		0.4	
3	.799" - 2 length of 2.440" bore	"	6508G		0.4	

consider the quality involvement of other departments and outside suppliers, offer advice and provide a service as necessary. These services are provided to Design, Planning, Production, Inspection, Service, Purchase etc.

Thus we can state quite simply that the objective of Inspection is to check conformance to specification. This objective is comparatively easy where a specification exists, but problems do arise when a subjective assessment is required. For example the finish on a painted body panel, the acceptable noise level of a gearbox, the degree of porosity in a casting, the extent of a crack in bar material, the number or wire marks in a hide seat, the matching of body trim shades, surface finish, etc.

It will be convenient to divide inspection methods into four broad categories: Machine Shops, Receiving Inspection, Vehicle and Unit Assembly Lines and Road Test.

Machine Shops can be subdivided into two categories—batch and flow production. In batch production the work is produced in batches. After completion by Production, the work is inspected on the Final View benches and if considered to conform to specification, the batch is "passed-off".

With flow production the work cannot be accumulated, but is produced on a continuous basis. Under these conditions Inspection operates on a patrolling basis. Cylinder blocks and heads fall into this category.

More recent developments have seen the introduction of more formalised methods of inspection control. These new methods are being introduced in two of our factories and these are paving the

way for the remaining factories to come into line in the near future. In these methods, the actual characteristic (dimension, finish, fit etc.) to be checked is specified on an Inspection Instruction Card (pictured), the means to carry out the check is stated and also the quantity of components to be checked.

This latter point is most important. The quantity is carefully calculated in advance and it is the inspector's findings on this sample quantity that governs whether he will accept or reject the batch from which the sample was taken. A rejected batch will necessitate a 100% check on the suspect characteristic.

A more recent decision has introduced a new class of inspector, known as an inspection engineer. This is a staff appointment. His function is basically of a patrolling nature, whether his components are produced by either batch or flow methods. In close liaison with the Production foreman involved, their joint responsibilities are to investigate causes for rejects or failures and—so far as is possible on the shop floor—arrange remedial action.

Another recent decision has been to give much of the checking equipment hitherto given to Inspection direct to the Production Department. Apart from assisting Production personnel in consistently meeting the requirements of the specification, this action will, we believe, make Production more aware of its responsibility to produce good work. The inspection engineer will assist production here with advice and co-operation.

Receiving Inspection's task is to check that suppliers are providing material in conformance with the specification. Rover has approximately 1,000 suppliers and about 65% of our vehicles are "bought-out". Controlling incoming quality is a considerable problem.

The Receiving Inspection function has two broad aims. By checking conformance to specifications: to protect our customers' interests, by ensuring they receive good material when they buy one of our vehicles. (For example to check standards of finish, plating thickness, sizes of close limit dimensions etc.); to assist production, by ensuring that material passed into the factory will assemble with the minimum of inconvenience. (For example, that castings have sufficient material to machine up satisfactorily, that mating components will fit when brought together on assembly lines etc.).

It is quite uneconomical of course to check every item delivered and therefore, as with the shop floor method previously mentioned, sampling techniques have to be employed.

The prescribed sample quantity is taken from the bulk delivery and the detail characteristics mentioned on the Inspection Instruction Card are checked. If the sample quantity is considered satisfactory, the bulk delivery is passed-in.

The latest thinking in Receiving Inspection methods is the introduction of inspection engineers who, still working basically on a patrolling basis, will regularly check with the Production Department on the day to day problems being experienced on the assembly-lines, so that subsequent deliveries can be especially checked for these troublesome points.

On the **Vehicle and Unit Assembly Lines**, the inspection brief is to observe the assembly of our various models, and check that the specification as laid down by Design Department is met in practice.

To this end, inspectors are placed at pre-determined positions on assembly lines and sub-assembly stations. Depending on the characteristic being checked, either a sampling check is carried out (i.e. bolt tightness) or a 100% check is made (i.e. panel clearances, door actions etc.).

The inspection engineer, in liaison with the Production foreman, is also now beginning to appear on the assembly-lines, and in his patrolling role can learn of difficulties being found on one part of the line and feed back this information to the area where the cause can be rectified.



Mr. G. Hughes (Receiving Inspector, Solihull) tests a bought out item on a fixture, with the drawing, inspection and record cards on hand for reference.

Mr. R. HARVEY
(Chief Inspector)
discusses Inspection
function in another
Quality Control
article

The cause of the problem could be an earlier track operation, a bought-out component, transportation damage, etc.

It is mainly on the Final Lines, where the vehicle is to be ultimately passed into Sales, that the difficulties due to personal assessment and opinion are usually most prevalent. Here there is much scope for laying down precise requirements at this final stage and Inspection supervision is continually investigating means of removing the subjective aspect of checking the finish of vehicles. For example, rectification of a minor paint defect at this stage could involve the complete re-spraying of a panel, which in time might cause the customer more annoyance than the original defect would have done.

More recently efforts have been made to prescribe actual checks to be carried out, and the means to be adopted to carry out these checks. For example, a photograph helps to emphasise a pipe run, a sample component helps to distinguish a L.H. from a R.H. item (sometimes quite difficult to assess, though very important for correct function), etc.

We have always **Road Tested** each of our vehicles, and on cars this responsibility is carried out by the Inspection Department. We believe that in this manner, we build into our vehicles that degree of refinement we have long since prided ourselves in giving to our customers.

All our vehicles are run on the test track at Solihull and assessed for "feel", noise, function, performance etc. In this way, undesirable characteristics peculiar to an individual vehicle can be eliminated, either by adjustment, or replacement of the offending assembly or component.

In this survey one cannot overlook the economics of Inspection. It is a department which exists only because of failings in the system somewhere; failings in the specification, failure to provide adequate production facilities, carelessness on the part of the operator, oversight on the part of management, failings even with Inspection itself. The more perfect the system becomes and the more conscientious the individual, then the less is Inspection called upon to monitor the job, and—even more important—the more satisfied will our customers become.

In conclusion then, Inspection is one section of the Quality and Reliability Department. Its prime object is to check conformance to specification.

It is involved in detail in the whole of the manufacturing procedure from receipt of bought-out material, through machine shops, unit assembly and test, vehicle build and road test, and ultimately provides a service to the Sales Department when finally "passing-off" a finished vehicle.

Finally, although responsibility for inspection rests with the Inspection Department, responsibility for Quality—and hence customer satisfaction—rests with YOU, the individual.



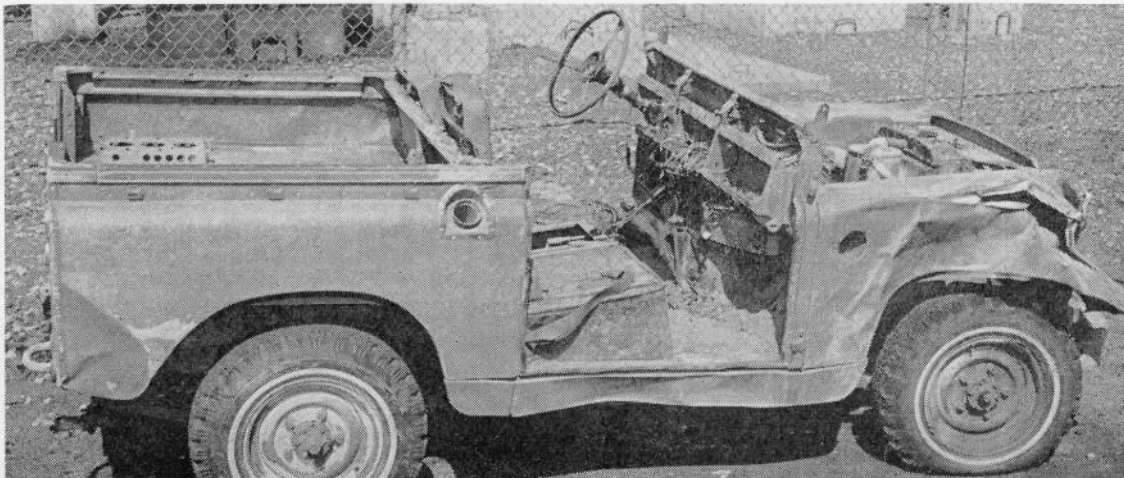
Mr. S. Payne (Machine Shop, Acocks Green) sample inspects with instruments. He is checking datum face correct to angle. The drawing is on hand for guidance.



Mr. S. W. Nixon, Executive Director and General Manager, Cardiff, signs the Visitors' Book while paying a courtesy call on the Lord Mayor of Cardiff, Ald. E. C. Dolman (right) at Cardiff City Hall. The ladies in the photograph are the Lady Mayoress, Mrs. Dolman (left), and Mrs. Nixon.

ON TOP AGAIN... FROM 12 FT. BELOW!

● The result of crash testing? Or blown up in one of the world's trouble spots? Wrong. Wrong. This Land-Rover was submerged in 12 feet of water in the Quesnell River of British Columbia for 12 months. It was recently salvaged after three thieves had dumped it there when they stole it just about a year ago. Its radio and other useful parts had been stolen, but the gear shifts and pedals were still moveable. The two rear tyres were both fully inflated, and although it had a lot of weeds and sand in it the engine showed little sign of corrosion.



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NEWS AND PICTURES ABOUT PEOPLE

Apprentice car designer has another string to his bow - archery

ON the right is reproduced a photograph of the model of the car designed by third-year Rover apprentice James Howell (Body Development, Solihull) which won him £25 worth of carpentry tools and a holiday as a runner-up in the recent national design competition organised by the Vauxhall Craftsman's Guild.

Jimmy's success in the competition was reported in the last issue and this photograph has since been supplied by Vauxhall, Luton.

In addition to his car design and model-making achievement, Jimmy has recently done well in an entirely different field—archery. He has shot for England several times and this summer has won the Staffs. and Lichfield open championships, was third overall in the British championships and top in the country among the under 21s, and 4th in the European Field Archery Championships held in Scotland.

Of the European event, Jimmy writes: "Conditions were mixed. After the first two days of dry



sunny weather two Americans led the field; I was at this stage in 7th position.

"The third day saw gale force winds and torrential rain. The Americans suffered badly and the British competitors closed the gap. I shot badly, dropping to 8th place.

"On the fourth day, there was no rain but gale force winds and the Americans were again badly affected. I shot well obtaining second highest score of the day to move to 4th place by a slender two points.

"On the final day it was anybody's championship with the top six archers all scoring well. At the finish the Americans were first and second, and I secured 4th place by virtue of a good last day."

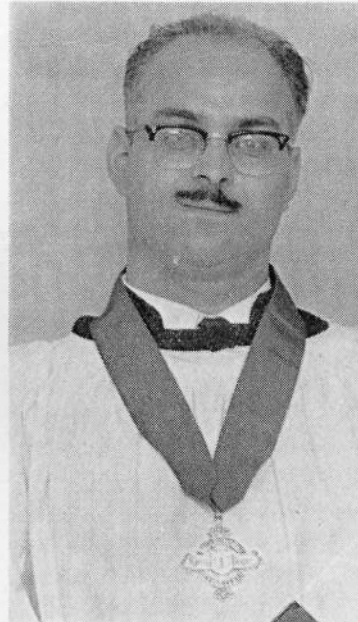


Jimmy Howell

Solihull man licensed as lay reader

A SOLIHULL employee, Mr. Anthony Bennett, was recently licensed by the Bishop of Birmingham, the Rt. Rev. J. L. Wilson, as a lay reader. This followed some 18 months of study during the evenings and at weekends, culminating in success in the final examination held in April.

Mr. Bennett (pictured below), who is supervisor of the scheduling section of M.C.D., Solihull, is now assisting in an honorary capacity in the



(A Solihull News photograph) parishes of Bickenhill and Elmdon, in which parish, incidentally, part of the Solihull factory stands. His duties consist of conducting church services, preaching, and a certain amount of pastoral work.

A Rover employee for 13 years, Mr. Bennett, aged 36, is married with three young children and lives in Shirley, Solihull.

GOLD WATCHES FOR 26 STALWARTS



▲ SOLIHULL ▼

TWENTY-SIX Rover employees received gold-watches to mark their long service to the Company at presentations held by Mr. B. G. L. Jackman (Production Director), at Solihull, Tyseley and Acocks Green in July. Each recipient has completed 25 years' continuous service.

Watches were presented to the following by Mr. Jackman:

At Solihull: Miss E. M. Hannay (secretary to Works Engineer), Miss A. Wood (Machine Room supervisor), Miss J. Pulley (secretary to Mr. Jackman), Mrs. L. M. Connelly (Cost clerk), Mrs. V. R. Deller (forewoman, P6 and P5 Detail Trim), Miss J. M. Whitehead (booking clerk, Land-Rover Final Line office), Messrs. S. F. Mills (B.O. Progress clerk), J. Yerrord (Scheduling clerk), T. F. H. Stiling (sales ledger clerk), C. Stott (retired, formerly invoice register clerk, Shipping Department), W. D. Saint (assistant foreman, Salvage Department), K. Mitchell (planning engineer), H. Hirst (supervisor, Overall Service), W. A. Jones (fitter, Land-Rover).

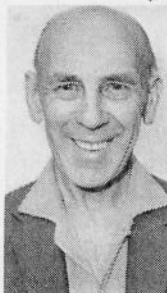
At Tyseley: Messrs. T. Hickey (Toolroom, Perry Barr), K. N. Rogers (mill, Research and Development Department), K. W. Rees (toolsetter, Group 450), N. Buckley (toolsetter, Perry Barr), H. E. Dugmore (Transport, Tyseley), T. I. Temple (staff foreman, Machine Shop, Perry Barr).

At Acocks Green: Messrs. D. Turner (Planning Department demonstrator), R. J. E. Parker (planning engineer, Heat Treatment and Process), S. W. Boswell (Planning Department clerk), N. R. Lewis (draughtsman, Jig and Tool D.O., Factory Lay-Out), W. Price (Stores leading hand), P. White (Chief Reliability Engineer, Acocks Green).



▲ ACOCKS GREEN TYSELEY ▼

RIGHT: Mr. H. E. Dugmore (Transport, Tyseley), who missed the Group presentation photograph at Tyseley, he received our cameraman's individual attention.



PERSONAL NEWS FROM FACTORIES

BIRTHS

We offer our congratulations to...

HAWKINS—To Mr. and Mrs. Reg Hawkins, a daughter (Julie) on June 20. Mr. Hawkins is employed in I.F.V. Department, Solihull.

WHEEL—To Mr. and Mrs. Joe Wheel, a son (Andrew Charles) on July 2. Mr. Wheel works on 82 Group, and his wife, Glens, formerly worked on P6 Final Line.

STEEL—To Mr. and Mrs. Lionel Steel, a son (Konrad) on July 12. Mr. Steel is a Rover senior quality engineer now working at Alvis.

LAMPREY—To Mr. and Mrs. Robert Lamprey, a daughter (Alison) on August 6. Mr. Lamprey is a fitter, Unit Reconditioning, Cardiff.

KITCHING—To Mr. and Mrs. Terry Kitching, a son (Andrew John) on August 9. Mr. Kitching is employed in the Inspection Department, Pengan.

SILVER WEDDINGS

We offer our congratulations and best wishes to...

WEST—Mr. and Mrs. Arnold West on July 25. Mr. West is a maintenance electrician, P6.

ROBINSON—Mr. and Mrs. J. A. Robinson on September 1. Mr. Robinson works on Land-Rover Assembly, Solihull.

RUBY WEDDING

We offer our congratulations and best wishes to...

GOODRIDGE—Mr. and Mrs. H. Goodridge on August 1. Mr. Goodridge works in the Heat Treatment Department, Tyseley.

GOLDEN WEDDINGS

We offer our congratulations and best wishes to...

KELLY—Mr. and Mrs. Robert Kelly on August 4. Mr. Kelly worked in the Toolroom, Tyseley, until his retirement in 1960.

HORNE—Mr. and Mrs. John Horne on August 6. Mr. Horne works in Postal Department, Solihull.

DEATHS

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

PLUMMER—Miss Kathleen Plummer on July 4, aged 58, after a short illness; she was Chief Cashier and Wages Clerk at Seagrave Road, and had been with the Company for 11 years.

ANDREWS—Mr. Alfred Andrews on July 9, aged 51; he was a fitter, Land-Rover Test Rectification (4 years' service).

MORRIS—Mr. Harry Morris on July 27, aged 37; he was a fitter mechanic, Test Rectification (4 years' service).

FLEMING—Mr. Ernest Fleming on July 29, aged 64; he was a finisher, P6 (17 years' service).

LARNER—Mr. Edward Larner on July 30, aged 63; he was in charge of M.C.D. Service Section, Solihull (21 years' service).

RETIREMENTS

Mr. Walter Wedge on June 29; tester and inspector, Solihull (26 years' service). Mr. Harry Fish on June 23; operator, Unit Reconditioning, St. Mellons (4 years). Mr. Tom Bennett on June 23; operator, Unit Reconditioning, St. Mellons (4 years). Mr. Richard Jones on July 14; clerk, Unit Reconditioning, St. Mellons (2 years). Mr. Arthur Broadhurst on July 14; foreman, P5 Inspection (12 years). Mr. W. E. Brooks on July 31; Tyseley Group assembly planning engineer (28 years). Mr. Alfred Marshall on August 3; assistant storekeeper, Service Transit Stores, Solihull (12 years). Mr. Stanley Clough on July 27; painter, Alvis Maintenance Department (27 years).

Sales man emigrates

A DESIRE to emigrate held by Mr. Peter Boyd Brent (Overseas Operations Manager) for several years was fulfilled this month when he sailed with his wife and two sons, aged 15 and 13, for South Africa.

There, he will take up the post of general manager of Barnes Garage Ltd., our distributors in East London.

Mr. Boyd Brent first joined Rover in 1948 as a post-war student apprentice. During the following 18 months he was concerned with experimental gas turbine work and also worked at Tyseley and on car development work.

After a five-year break, he returned to the Company in 1955 as CKD Supervisor providing a technical service on CKD to zone managers; in 1960 he became Technical Manager, Overseas Operations, and in 1964 was promoted Overseas Operations Manager.

Come dancing...

Professional instruction is given in all grades of modern ballroom dancing from beginners to the gold bar every Monday evening in the Solihull Staff Canteen commencing at 7.30 p.m.

All are welcome, and further information can be obtained either from Mr. S. Morris (West Block Paint Shop, internal telephone 482), or the Social Club secretary's office (535).



THE STORY

By **Bernard Light**
Chapter 11

A new spirit to cope with the new post-war situation

Development of the Leonides aero engine, which had been in cold-storage since 1939, was quickly resumed and production of this excellent engine commenced shortly after the end of the war. Alvis held this field of engineering almost exclusively to itself and in the following years manufacture of the Leonides aero engine played a large part in the Company's activities.

In 1946, Mr. J. J. Parkes joined the Company as Managing Director, after a distinguished career as test pilot and subsequently as general manager of De Havilland Ltd.

At this time great emphasis was being placed on the country's need to export and Government policy directed that since luxury cars were being exported only in very small numbers, the Alvis Company must manufacture a more exportable product. As a consequence Alvis undertook the manufacture of the Thompson Auto Platen printing press. It can well be imagined, some of the less enlightened car owners were shocked to think that Alvis, manufacturers of quality performance vehicles, should be delegated to do this type of work.

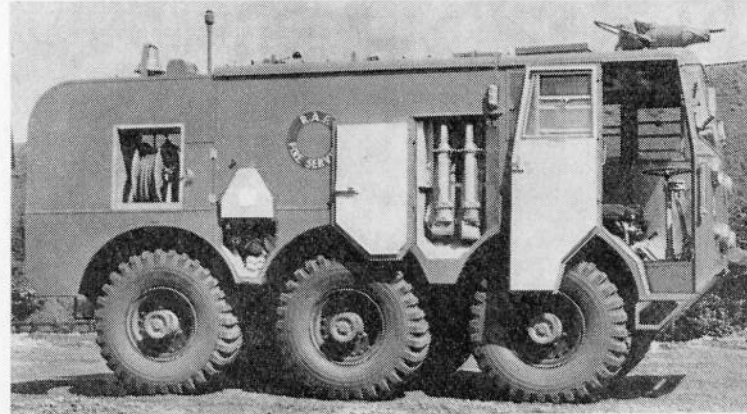
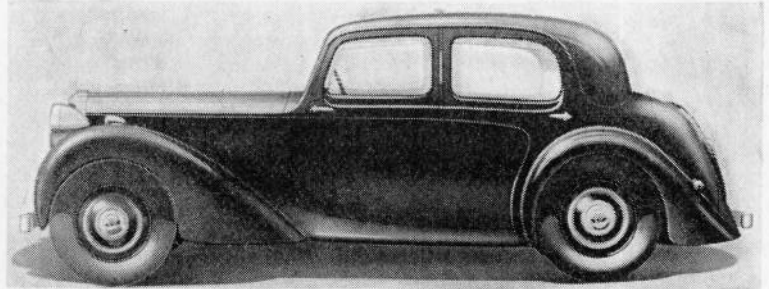
Helicopter record

In the meantime, however, the Company's Leonides engine was becoming well known and in 1948 a 500 h.p. version powered a Fairey Gyrodyne which established a new international helicopter speed record. The Bristol Aeroplane Company and Westland Ltd., were both using the Leonides in helicopters.

Car production was proceeding quietly with the Fourteen (TA 14), but in an effort to attract exports a roadster version of the car—TB 14—was manufactured in small numbers. Alvis enthusiasts who retained pre-war ideas of what Alvis should look like were not impressed or enthusiastic about the body design of the roadster.

The Fourteen models remained in production until 1950 and the TA 14 particularly upheld Alvis reputation during a period when

● A contrast in post-war Alvis products. **RIGHT:** The Fourteen (T.A.14) car in production until 1950. **BELOW:** A more recent product—the Salamander fire crash tender



quality and car design generally in the industry was sometimes rather poor. The Fourteen has, even today, many staunch supporters who consider it to be a fine all-round car, and there are many TA 14's still in daily use.

In the Mechanisation Division (Alvis Mechanisation Ltd. had been formed in 1941) development of vehicles for the fighting Services was in progress and work on armoured vehicles increased.

In 1949 Mr. Parkes became Chairman of the Company but still retained his authority as Managing Director. In the following year, Capt. George Thomas Smith-Clarke, one of the Company's most outstanding personalities, passed into retirement after having completed 28 years of very valuable service to the Company. He remained active to the very end of his life—he died on February 28, 1960 at the age of 76.

Mr. A. Varney was appointed Chief Engineer of the Aero Engine Division and the Leonides aero engine project continued to progress. Five aircraft firms were installing the engine in their machines which were operating not only in the U.K.

but also in Europe, North and South America.

Printing machines were still being produced in 1950, but the car side of the business was still keeping its place and at the Geneva Motor Show in March, 1950, Alvis introduced the 3-litre (Type TA 21)—an entirely new design which replaced the popular TA & TB Fourteen models.

In 1951, Mr. Alec Issigonis joined Alvis to work upon a new car of outstanding technical merit but the project failed to materialise. During the years of design and development the cost of new capital equipment and factory space required nearly doubled when compared with the original estimate and this finally killed the project. Anticipated sales of less than 10,000 cars were insufficient to bear the extra costs and probably the only people who derived pleasure from this failure were those with no wish to see the traditional, individually-built Alvis replaced by a quantity-produced Pressed Steel-bodied car. (An announcement made in December, 1955, stated that Mr. Issigonis would be returning to B.M.C.)

The manufacture of printing machinery began to tail off in 1951 and orders for the 3-litre car fell too. But aero engine and armoured car vehicle sales were very satisfactory. In the financial year ending mid-1952 the Company made its highest post-war net profit to-date—£108,806.

Considerable advances in development of fighting vehicles had been made by this time. Contracts for the Saracen were running to schedule and further orders for Saracen chassis were being considered. Progress with the Saladin and the Salamander fire crash tender was also going well.

At this period, too, Alvis was entrusted with the design and development of a new 14-cylinder radial engine in the 800/900 h.p. range—this was to be the Leonides Major—and the Company was encouraged to put into operation a helicopter engine test bed, believed to be the first of its kind.

1,000 lives saved

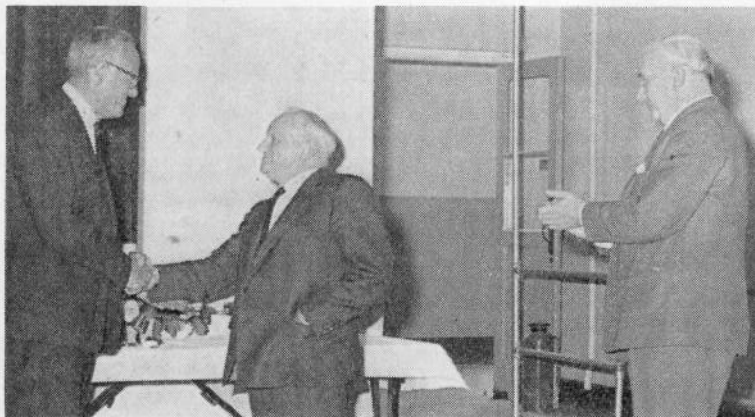
During the disastrous floods in Holland in 1953 helicopters fitted with Leonides engines saved more than 1,000 lives. (Early in 1967 an Alvis-made Leonides Major air-cooled radial aero engine was presented to the Herbert Art Gallery and Museum, Coventry, by the Ministry of Aviation.)

The Leonides Major engine was first run on July 11, 1953, and first flown in a modified Handley Page Marathon. Later, four of these engines powered the original version of the Handley Page Herald which made its first flight on August 25, 1955, and similar engines are used in Westland Whirlwind helicopters.

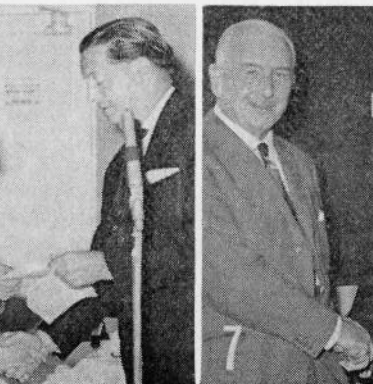
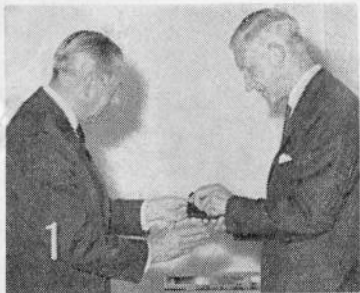
Car production was disturbed once more when Standard took over the firm of Mulliners which had been building the saloon bodies. Just how small a part car production took in the Company's activities are seen by the results of the 1954/55 year—a record profit of over £150,000, with almost no cars made.

(To be continued)

PRESENTATIONS IN PICTURES



Mr. W. Martin-Hurst, the Managing Director, says farewell to Mr. J. W. E. Walton, whose retirement from the post of Executive Director, Production—Tyseley, was reported in the last issue. Mr. A. B. Smith (Director and General Manager) presented Mr. Walton with a camera, exposure meter, slide viewer, films and a basket of flowers for Mrs. Walton—all gifts from the recipient's colleagues within the Company.



(The figures in brackets before names denote key to adjoining photographs).

(1) Mr. Cliff Ward, Quality Control, Solihull, retired after 35½ years' service; presented with transistor radio and lighter by Mr. E. G. Bacon (Executive Director, Quality and Reliability). (2) Mrs. L. Newton, supervisor, office cleaners, Acocks Green (29½ years); presented with cheque by Mr. W. J. Cooper, (Personnel Officer, Acocks Green). (3) Messrs. Arthur Now, left of picture, (28 years) and Jack Yerrolld (25½ years) both of M.C.D., Solihull; presented with cheques by Mr. B. G. L. Jackman (Production Director). (4) Mr. A. Monnington, Supt., Service Repair Shop (46 years); presented with framed painting and record tokens by Mr. R. W. Bromley (Executive Director, Service). Mrs. Monnington received a bouquet from Miss Beryl Wilcox, Time Study Office, Repair Shop. (5) Mr. A. C. Payne, Project Cost and Value Analysis Department (30 years); presented with 400-day clock by Mr. V. M. Hanks (Engineering Operations Manager). (6) Mr. C. C. Blackwell, Vehicle Invoice Department (46 years); presented with binoculars and photographic screen by Mr. C. J. Peyton (Executive Director, Financial). (7) Mr. Ken Thomas, personal assistant to the Home Sales Manager (49 years); presented with cheque by Mr. A. B. Smith (Director and General Manager). (8) Presentation by Mr. A. B. Smith to Messrs. J. Swain (27½ years)—cheque; J. Ramsey (27½ years)—Premium Bonds; A. C. Brown (16 years)—watch (all of Service Buying Department). Mr. T. Bickley, Tool and Cutter Grinding Section, Tyseley (13 years); presented with cheque by Mr. E. Wingrove (section foreman). Messrs. J. Beech (17 years) and W. Farnell (12 years), both of Machine Tool Repair Section, Tyseley; presented with gold watches by Mr. T. Avery, section foreman. Presentation by Mr. J. H. Whitby (General Parts Manager) to Messrs. Cecil Studholme (27 years)—toolbox and woodwork tools; Frank Village (40 years)—power drill; T. Liggins (27 years)—power drill and stand; Frank Hood (15 years)—clock (all of Parts Department, Solihull). Miss Edith C. Lea, Stationery Supervisor and Buyer (30 years); presented with cheque by Mr. C. J. Peyton. Mr. A. MacKellar, Works Supt.



Percy Road (total of 22 years); presented with a gold watch by Mr. R. F. Haskey (Machine Shop Supt. and Mr. MacKellar's successor as Works Supt.).



THE 2000 TC GOES TO SEA

3 months on show in tourist liner

THE Rover 2000 TC has emulated Bobby Shaftoe and gone to sea—exhibited in the luxury shopping centre on the promenade deck of the 81,000-ton liner Queen Mary which carries thousands of tourists and business people across the Atlantic between Southampton, Cherbourg and New York.

A North American specification 2000 TC is taking pride of place in the liner's shopping precinct for the final three months of the Queen Mary's official life before she is sold to a United States concern to become a hotel. It is the first time that a car has been exhibited in this way on the 33-year-old liner.

During its stay on board, the 2000 is having four round trips across the Atlantic to New York and back and two cruises. If a passenger decides

Mr. B. E. Llewelyn, formerly Press Officer, has been appointed Rover Public Relations Officer responsible to Mr. John Carpenter (Sales Director). In his new post he is responsible for Press and Public Relations. Mr. K. H. Kent, formerly Assistant Press Officer, has been appointed Press Officer responsible to Mr. Llewelyn.

4 share £100 at Alvis

FOUR Alvis employees equally shared £100 in a QRY competition calling for suggestions to prevent damage during the manufacture of components. There were 21 suggestions submitted in all, of



Mr. Cooper

which just over a dozen were selected for final judging by the Company's Q & R Committee. Joint first prize winners were Messrs. Les Stanley and Harry Shakespeare (both Road Test fitters, Fighting Vehicle Dept.), who suggested using a detachable ladder during the assembly of Stalwart amphibious load carriers to prevent damage to the sliding windows. They received £25 each.

Second place and £25 went to Mr. Walter Cooper (Internal Transport) and third and fourth places, and a total of £25 to Mr. James Gunter (deputy foreman, Inspection Dept.)



Mr. Gunter



Mr. R. F. Skidmore (Works Director, Alvis), second from right, and Mr. R. J. Andrews (Quality Controller), right, study the detachable ladder idea which won Messrs. Stanley (left) and Shakespeare £25 each in the Alvis QRY suggestion competition.



Gripped firmly in a rope net, the Rover 2000 TC is hoisted up the side of the Queen Mary to the platform from which the car was manhandled into the liner. Body panels and doors have been removed for the operation.

on a voyage that he or she would like to buy a Rover 2000, a trans-Atlantic telephone call from the liner to the Personal Exports Dept. at Solihull or to Rover North America will set the wheels in motion to make a car available in this country, in Europe or the United States. Literature on the car is available on the liner.

Accommodation on the Queen Mary is virtually sold out for her last voyages and about 62 per cent of the total passengers are Americans.

The major problem facing officials organising the exhibition of the car on the liner was: How do we get a 5ft 6ins wide car through a 5ft 3ins opening in the ship's side? And the answer? Remove the body panels

from the car and widen the entrance into the liner.

Because of the advanced construction methods used in the production of the 2000 it was possible to remove the body panels and doors and replace them after the car was inside the liner. This work was carried out by three Rover Solihull Jig Shop employees, Messrs. H. Dovey (Jig Shop Supt.), Ray Westwood and John Mortimer (bodybuilders), who went to Southampton for the purpose.

With the co-operation of Mr. Albert Hall, the Cunard Line's Technical Supervisor, two heavy steel doors leading to the promenade deck were removed to enable the car to be manoeuvred through the



LAST-MINUTE instructions for glider pilot Peter Partridge (Land-Rover Test Rectification, Solihull) from Phil Banks (New Vehicle Projects, Solihull). A few minutes later, he was airborne and soon soaring through a silent sky as only glider enthusiasts know it. Peter, a fitter, was one of the 25 enthusiasts taking part in the first Central Regional Gliding Championships held from Husbands Bosworth airfield in Leicestershire. It was organised by the Coventry and Leicestershire Gliding Clubs, and Phil Banks, like Peter a Coventry club member, was

organising secretary for the week-long competition.

Shortly after the above photograph was taken, Peter Partridge was towed to the starting area by Land-Rover to wait his turn to be taken aloft by light aircraft.

Gliding enthusiasts, including Peter and Phil, invariably belong to syndicates of four or five people. This is necessary for several reasons—cost of the hobby as a whole, vehicle recovery arrangements when gliders come down some distance from base, 'ground crew' duties related to take off and landing, and repair and renovation work during non-flying weeks.

Plenty of interest at Motorcade '67

FATHERS—your children would enjoy a visit to the Main Canteen at Solihull this weekend. Rover Model Car Racing Club is holding its Motorcade '67 there on Saturday from 2 p.m. to 9 p.m.

Exhibits include full-size racing cars, veteran cars and motor cycles, rally cars, trade stands, a model race track and model stands. Other attractions include a continuous film show.

The club's first Motorcade last November attracted some 1,500 onlookers. An attendance of more than 2,000 this year is hoped for by the organisers, given good weather to go with the earlier time of the year.



widened opening into the liner.

Before this operation got under way, the 2000 was hoisted in a net by crane from the dockside and placed on to a special platform laid on a ship's lifeboat specially swung out for the operation and hanging from its davits alongside the opening. It was then eased off the platform, through the widened entrance and manhandled along the covered promenade through two further sets of doors to the shopping area.

Hundreds of holidaymakers gathered in the visitors' viewing

gallery on the dockside at Southampton to watch the hoisting operation which was completed quickly and efficiently. The 2000 TC, supplied by the Company from Solihull, was towed to the docks by a Land-Rover from the premises of Steels (Southampton) Ltd., the local Rover distributors.

With body panels and doors refitted, and the whole vehicle having been cleaned and polished, the Rover 2000 TC rests gleaming in its showplace in the liner's shopping precinct.

ROYAL SHOW BRINGS IN BRISK BUSINESS

ELEVEN Land-Rovers together with a range of special agricultural and industrial equipment approved for use with the Land-Rover, were displayed on the Company's stand at the Royal Show.

Highlight of the Rover exhibits was a working display by Regular Land-Rovers fitted with an hydraulic power pack, a 110v generator and a rear power take-off, from which was operated a snow blade, tree pruners, tipping trailer, fertiliser distributor trailer, rock drills and hand tools, and a saw bench.

The static display included a full range of Land-Rovers including a new 110 ins. Forward Control model, hard top and truck cab versions of the recently-announced 109 ins. Long Land-Rover fitted with the new 6-cylinder, 2.6 litre engine, and 8 petrol and diesel 88 ins. Land-Rovers in Regular, truck cab and hard top form. Two of the vehicles were mounted as usual on the roof of the Rover pavilion.

In addition to the display of Land-

Rovers, a comprehensive range of special equipment approved for use with the Land-Rover was on show.

Brisk business was reported from the Rover stand during the four days of the Royal Show and a record number of overseas users of Land-Rovers, together with many prospective buyers, visited the stand to talk to Rover officials.

The first tangible result of this interest was shown by the placing of an order worth £25,000 by a West German firm.

Announcing this at the Rover pavilion, a Deutsche Rover executive, Mr. D. Poole, said: "This order, which is for 20 Long pick-up and four Long station wagon Land-Rovers, has been placed by Krupps Stahlexport for use in Angola, where they will take part in the building of a new mineral project. There is no tougher market than West Germany, and this contract has been secured in the face of fierce overseas competition from other manufacturers of cross-country vehicles."

46-stroke rally in tennis singles championship

THE 1967 ladies' and gents' tennis singles champions at Solihull are Mrs. B. King, whose husband works in Overseas Accounts, and Mr. R. Rimmington (Works Engineers).

Mr. and Mrs. King are mixed doubles champions and Messrs. A. Hume and A. Woodland (both Financial) are men's doubles title holders.

These championships were decided at the Rover Solihull Tennis Club finals held on the Lode Lane sports ground on a gloriously hot day in July.

Mr. R. Plenderleith (Works Engineers), club chairman, reported the matches for *Group News*. He writes:

"The ladies singles match was a hard fought one, the first set going to Mrs. King, 14-12. Despite Mrs. R. Clifton's wonderful play she just could not make it all square in the second set and Mrs. King ran out the winner by 6-4.

"The men's singles was a very tough match and it was a question of age versus youth inasmuch as R. Rimmington is twice the age of his final opponent A. Hume. Although this match only went to two sets I feel sure these two men had had enough and were both glad to get to the showers. The winning point of this match was made after a rally of 46 strokes and R. Rimmington ran out the winner 6-4, 7-5.

"The mixed doubles was a match where we again saw R. Rimmington, this time partnered by Miss J. Squires (Managing Director's office). They played well together, the experienced Rimmington helping and coaxing the less-experienced Jill. Despite this the long experience of doubles play of Mr. and Mrs. King was too much for them, and the latter ran out the winners by 6-2, 6-4.

"The last match of the day was the men's doubles when we again saw R. Rimmington on court, this time partnered by R. Clifton (Inspection). They took on the young partnership of A. Hume and A. Woodland. This time the agility and speed of the younger men were too much for them; Hume and Woodland volleyed well and their forehand drives and backhand chips were good enough to earn them victory by 6-3, 6-2.

"Although all the matches were won in two sets, there were six hours of good entertaining tennis for the onlookers.

"In conclusion, I would thank the ladies of the club for their stalwart work in preparing refreshments for players and spectators, line judges for a wonderful job (some had not done this before), and Mr. A. Manley and our groundsman for their co-operation in providing the necessary equipment for the day. I presented the trophies and also umpired the four matches concerned, making, I must add, one or two little mistakes which were soon rectified thanks to the well meaning shouts of the spectators and the players!"

COURTS UNDER WATER 3 HOURS BEFORE FINALS

WITH only three hours in hand and two courts under water after the morning's heavy rain, Acocks Green tennis club members thank their part-time groundsman, Mr. Pat Barkey, for his efforts at Mirfield Road when he had both courts playable in time for the start of the 1967 championships.

Mr. R. G. Keeble, club secretary, writes: "Play began with the men's singles, in which T. Lovett and A. Horsler, both finalists for the first time, showed early signs of mutual respect. But Lovett, a strong attacking net player, failed to produce form against the precision-like lobs and volleys from Horsler who won in two straight sets.

"The ladies' singles provided the Horsler family with its second trophy when Wendy, wife of Alan, beat Sheila Morgan by two sets to one. Wendy furthered her success to make it a hat trick when she and her singles opponent beat Mrs. Ray Smith and Mrs. Margaret Hughes in the ladies' doubles."

Other results: Men's doubles—T. Lovett and D. Newbold beat P. Masters and J. Smith. Mixed doubles—Mrs. E. Lees and P. Masters beat Mrs. J. Lovett and J. Baker. After a sit down tea Mr. E. Scott, President of the Acocks Green Sports and Social Club, spoke of the section's successful annual event which he and his wife had been happy to attend. Mr. and Mrs. Scott then made presentations of cups and vouchers.