



ROVER AND ALVIS NEWS

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October, 1967



FASTER AND LIGHTER

New 3.5-litre car has zip—and it's lost weight too!

AN aluminium V8 engine, 200 lb. lighter than its 3-litre predecessor and providing 30 per cent more power with an equally impressive increase in acceleration. Such are the exciting main features of the new 3.5-litre saloon and coupé cars, which replace the existing range of Mark III Rover 3-litres.

Since its introduction in 1958, the Rover 3-litre has probably been the most successful British car in the luxury class. In keeping with the Rover policy of introducing progressive engineering advances and because of the growing demand for more power and acceleration, it was decided that the compact and efficient V8 engine configuration was the best choice to meet these requirements.

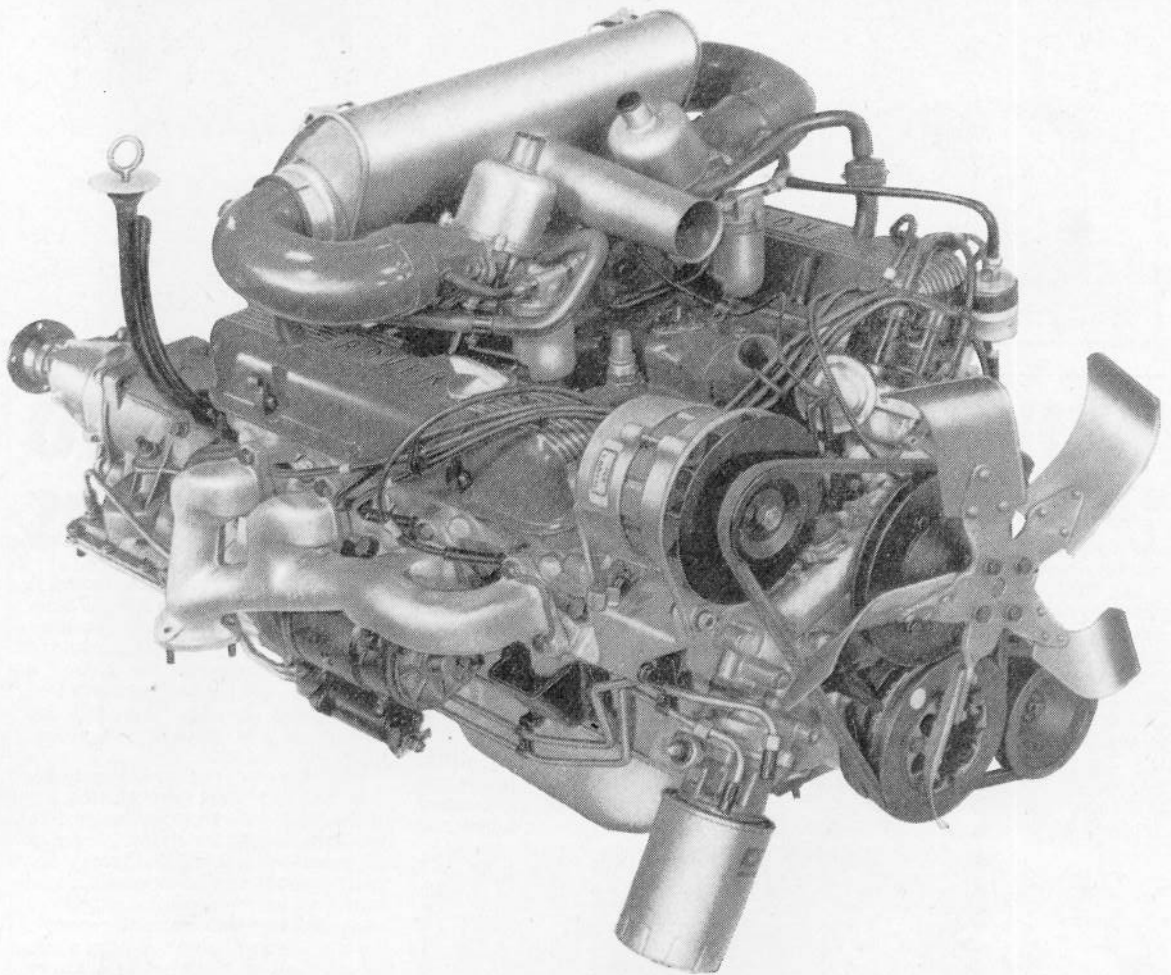
Rover engineers chose an all-aluminium V8, and three years' development followed to match this engine to Rover requirements.

This smoother and more powerful engine was coupled to an automatic

gearbox, as sales statistics show that by far the largest demand in this class of car is for automatic transmission.

The 3.5-litre saloon and coupé are easily recognised by their new type road wheels, full-length body side mouldings with 'repeater' flasher lamps and a painted coach line underneath; matt black painted body sill; stainless steel sill mouldings; deeper front lower body panel and wings, with depressions for fog lamps in front wings; a new radiator grille with slimmer spine and Rover motif in gilt; and '3.5-litre' motif on the boot lid.

Inside the car, the most noticeable feature is the new console unit housing the gear lever, ash tray, trinket tray, leather trimmed switch panel with cigar lighter, fog lamp switch, and provision for extra switches.



Specifications of the Rover V8 engine (pictured above) are as follows :
Position: Front.

Type: V.8, 8 cylinders, O.H.V.
Bore: 3.50 ins. 88.9 mm.
Stroke: 2.80 ins. 71.12 mm.
Cylinder capacity: 215.0 cu. ins. 3528.0 c.c.
Compression ratio: 10.5:1
B.H.P.: 160.5 at 5,200 r.p.m. Installed. 184 at 5,200 r.p.m. Gross.
Maximum torque (Installed): 210 lb. ft. at 2,600 r.p.m. 226 lb. ft. at 3,000 r.p.m. Gross.
Maximum r.p.m.: 5,200 r.p.m.
B.M.E.P.: 148 p.s.i. at 2,600 r.p.m.
Compression pressure: 180/190 p.s.i.
Piston speed: 2,425 ft./min. at 5,200 r.p.m.
Firing order: 1.8.4.3.6.5.7.2.
Sparking plugs: Champion L87Y or A.C. 43 F.S.
Sparking plugs points gap: .025 ins.
Ignition timing: 6° B.T.D.C.
Ignition control: Centrifugal and vacuum advance.

Cylinder block: Aluminium alloy.
Cylinder sleeve: Dry.
Cylinder head: Aluminium alloy.
Crankshaft bearings: Overlay plated Copper/lead shell.
Number of bearings: Five.
Pistons: Aluminium alloy, full skirt.
Engine installation angle: 4½°.
Oil Pressure: 30/40 p.s.i. at 2,400 r.p.m.
Oil filter system: Full flow.
Camshaft: Central, cast iron.



The 3.5 litre Rover saloon

INSIDE INFORMATION . . .

Front and rear seat cushions and squabs are individually contoured and upholstered in prime quality hide. The front seats have armrests, adjustable for height, mounted on the doors and the driver's seat is fitted with a centre armrest adjustable for rake. Front seats are adjustable fore and aft and also for height and rake. Rear seats have a wide central armrest.

Heavy-pile floor carpets with felt underlays are fitted. African cherry wood is used for the fascia panel and door garnishings. Interior equipment includes front and rear courtesy lights operated either by opening the door or independent switches; ashtrays fitted on the console unit and in the rear side armrests (saloon)

and between rear seats (coupé). The central rear armrest incorporates a pull-down picnic tray and there is a trinket box under the centre pad between the rear seats (saloon).

A combined tool tray and picnic tray is positioned in front, centrally installed under the parcel shelf. There is a new console unit with gear lever finisher incorporating an ash tray, trinket tray, leather trimmed switch panel with cigar lighter, fog

lamp switch and provision for extra switches (e.g. heated backlight). An electric clock is housed in the fascia panel on the passenger's side.

Other features—twin-sun visors; full width parcel shelf, front and rear; spacious glove box under separate lock and key, and fitted with pull-down door for map reading, etc.; provision for Radiomobile or Pye radio; safety catches on interior rear door handles to prevent acci-

dental opening. A heated rear window is an optional extra.

A laminated glass windscreen in place of the zone toughened glass screen normally fitted and front and rear headrests can also be supplied as optional extras. The front headrests incorporate reading lights for the rear passengers. The saloon model can be fitted with a bench type rear seat in place of the standard individual seats.

WHY ROVER WILL CONTINUE TO MAKE LUXURY CARS

THE reason why Rover intends to continue in the specialised luxury car market, from which some of our competitors have gradually withdrawn, was explained by Mr. W. Martin-Hurst, the Managing Director, at a Press reception held to launch the new 3.5-litre Rover car.

He told journalists: "Since the

introduction of the Rover 3-litre in 1958, we have enjoyed a growing share of the market that we can justifiably claim to have helped to create—that is for the luxury

car costing between £1,500 and £2,000. Although this market is relatively small, it still accounts for some 40,000 British-made cars each year, and despite

the fact that the 3-litre is nearing its tenth birthday we still have a large share of this market. We believe that the demand for this type of car will continue and that our plans to modernise the 3-litre by engineering

● Continued on page 2.

SPRINGFIELD QRY CAMPAIGN

THE SPRINGFIELD LOOK

HER AIM IS

TOP OF THE POPS

OUR AIM IS TOPS IN
QUALITY AND RELIABILITYLET THE SPRINGFIELD LOOK
MAKE ITS IMPACT THROUGHOUT
THE LEYLAND GROUP

WHY ROVER WILL CONTINUE TO MAKE LUXURY CARS

Continued from page 1.

and styling changes will increase our market penetration."

Mr. Martin-Hurst went on: "As year by year traffic has become more dense, good acceleration has become increasingly important and some three years ago we decided that we needed a larger engine, preferably an 8-cylinder. We made preparations to develop such an engine ourselves but the opportunity occurred to acquire a successful design and based on this Rover has produced the present engine, which, with the

exception of proprietary parts, castings, etc., is manufactured completely at Rover and Alvis factories.

"This engine not only provides a 30 per cent increase in power, but also gives a saving in weight of 200 lb. with resultant benefits to ride and handling.

"Our market research people at Solihull have made it abundantly clear that by far the largest demand in this type of car is for automatic

transmission and the new model is fitted exclusively with a Borg Warner Type 35 gearbox specially modified to suit the new engine. The result of this combination you can judge for yourselves—but I think you will find the power, the flexibility and the quality of the gearchanges to be quite outstanding.

"We have not neglected the styling and changes have enabled the car to keep up with modern designs. In fact, although the basic shape is 10 years old, I think it is fair to say that the new Rover 3.5-litre looks more modern than some of its competitors introduced much more recently. Styling changes have not been made merely for the sake of change. Every new feature is the result of a close watch on market trend and styling advances."

Mr. Martin-Hurst said that Rover reputation in the quality car field had been based upon a high degree of luxury and refinement, but he well remembered the rather contemptuous grins and gibes which greeted the beautifully turned out, but rather out-of-place looking, Rover 3-litre at the start of the 1962 East African Safari. "Better still, I remember the comments of our Press friends at the end of the Safari, when some 3,000 miles later they returned in good order to finish well," he added.

"I am confident . . ."

"This excursion into rallying, which was to be followed by the Monte Carlo, the Liège and the R.A.C., opened many eyes to the strength and reliability of the 3-litre in addition to its traditional refinement. I am confident that the 3.5-litre Rover will open even more eyes, not only in this country but in some overseas markets and that this will be reflected in the Company's sales record."

£2³/₄ m. plant installed

PLANT TO THE VALUE OF SOME £2³/₄m. HAS BEEN INSTALLED AT THE ALVIS COVENTRY AND ROVER COCKS GREEN FACTORIES SPECIALLY FOR THE PRODUCTION OF THE NEW 3.5-LITRE V8 ENGINE.

The majority of the engine components are machined at Alvis, where £1¹/₂m. worth of plant has been installed for the purpose.

Rover employees at Acocks Green machine cylinder blocks and pistons on new automated plant. They also assemble and then test the completed engines before the latter are brought to the Solihull car assembly line.

Cost of the V8 engine plant in use at Acocks Green was around the £1¹/₂m. mark.

Springfield may be the smallest factory within the Rover orbit, with about 100 employees, but it has had big ideas for its QRY campaign. The "Springfield Look", pictured above, drew a parallel between singer Dusty Springfield and the Rover works of the same name; group photographs of the day and nightshift employees gave the theme a personal involvement for everyone and pictures of components manufactured in the factory helped to pinpoint the QRY objective. These photographs were changed at intervals. Other pictures making up the "Springfield Look" were of the Rover Quality Quads; the winners of the Birmingham Quality Quads competition and a competition "finals night" scene.

Discussion Group drawn into Training orbit

THE Solihull Supervisors Discussion Group has been placed under the policy and programme guidance of the Company's Training Manager, Mr. G. Essex, who will draw the activities of the Group into the general framework of supervisory training within the Company.

This was revealed by the Group's chairman, Mr. G. Fuller (P6 Planning), at the Solihull supervisors' annual dinner held at the Regency Club, Shirley, Solihull, on September 8. Some 190 were present.

With the retirement earlier this year of Mr. L. S. Shaw, chairman since 1953, Mr. Fuller has been appointed to succeed him. Mr. R. Dixon (Welfare Manager) has expressed a wish to be relieved of the secretaryship after seven years' service and Mr. A. P. Lynch (Apprentice Training Officer) has been appointed acting secretary.

Others on the committee are Messrs. Essex, E. J. Walden (Supervisory Training Officer), H. E. Coombes (Chief Time Study Engineer), J. Lawrence (Land-Rover Production Manager) and R. Dixon.

Great incentive

In his chairman's remarks at the dinner, Mr. Fuller said the recent statement by Sir Donald Stokes that Rover was to become the greatest manufacturer of prestige cars in the world was a great incentive for the future for supervision.

Mr. R. H. Phillips (General Production Manager), proposing the toast to the Company, said Rover engineering was still among the best in the world and the Company was one of the few British firms which had sold more cars in the United States this year.

A "bright and promising" future for Rover within the Leyland organisation was foreseen by Mr. W. J. Robinson (Executive Director, Production—Solihull). Leyland, he said, had a name as equally high in the heavy vehicle world as was the Rover name in the car and 4x4 vehicle worlds.

Mr. W. Martin-Hurst, Managing Director, also discussed the future and the Company's ability to deal with the problems that lay ahead in a very competitive world.

The principal award in the Midland regional competition for Civil Defence units—a Land-Rover on a plinth presented by The Rover Company—was won this year by Birmingham. Twenty-two teams competed in the competition, known as "Navre"—navigation reconnaissance.

New European Service 'Rep'



MR. J. H. M. (Jos) Delemarre, (pictured above), has been appointed the Company's European Service Representative in succession to Mr. Tom Barney, recently appointed Repairs Manager at Solihull. Mr. Delemarre (aged 33), who speaks English, French and German as well as his native Dutch, has joined Rover from Brussels, where for two years he was workshop manager for Beherman Dermo SA, our Belgian distributors.

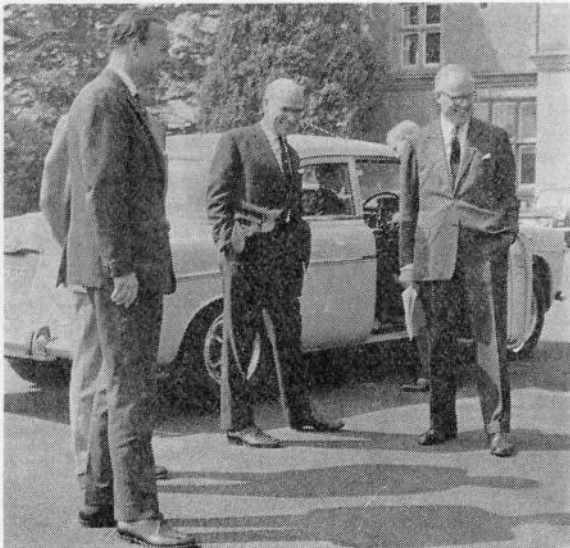
In 1957, he completed a four-year course at Holland's only higher technical college for automobile engineering at Apeldoorn and started his career at the Fokker Aircraft Company at Amsterdam.

After four years with Fokker, he joined Pewan N.V., Rover dealer in The Hague, as technical manager, and stayed there for 3¹/₂ years.

At present, Mr. Delemarre is undergoing a period of training at Solihull to familiarise himself with Rover policies and products. He is to visit Pengam and also the Earls Court Motor Show to meet continental distributors and dealers during this familiarisation period, after which he will take up service responsibilities in Europe working from Solihull.

Mr. Delemarre has been married for four years. Setting up home in Britain will not present any problems for his wife, for she is English. The couple met when she was secretary to the Australian Ambassador to The Hague.

★
Sharing a joke at the Press reception held at Chadwick Manor, near Solihull, to launch the new Rover 3.5-litre saloon and coupé are, left to right, Mr. John Carpenter (Sales Director), Sir Donald Stokes and Mr. W. Martin-Hurst (Managing Director).



Luxury seating now a Land-Rover extra

NEW luxury front seats are now available as a factory fitted optional extra for all Land-Rover models.

The seats, providing a much greater degree of comfort and support than standard Land-Rover seats, have been designed by a team of Rover development and styling engineers and are introduced after two years' development tests.

The seating has been designed to provide driver and passengers with additional comfort and safety, particularly for the type of rough cross-country journeys for which Land-Rovers are so famous.

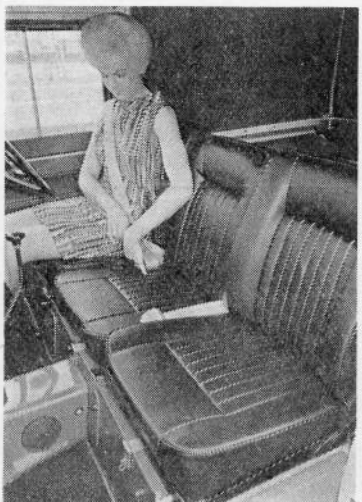
Finished in black, with fluted centre panel cushion and backrest, these de-luxe seats provide lateral support and positive location by means of thigh and backrest side rolls. Both the driving and the outer passenger seats incorporate fore and aft adjustment. The centre seat in normal control Land-Rovers is in matching trim but is not adjustable.

The centre sections of the new seating consist of foam latex rubber and the sides of moulded polyether foam.

"We believe that the new seats will provide considerably more comfort for driver and passengers and at the same time, because of the extra support given and the non-slip design of the trim, add to their safety, particularly on cross-country

journeys," said a Company spokesman.

The de-luxe seats (see photograph) will be available as an optional extra for all new Land-Rovers and will be fitted during production. It is hoped that eventually the seats will be available for fitting to existing Land-Rovers.



THE 4th ARTICLE IN THE QUALITY CONTROL SERIES SPOTLIGHTS SOLIHULL'S BODY AND FITMENTS INSPECTION.

Quality Engineering—such a vital keystone in modern mass production

BEFORE manufacturing can commence final decisions must be taken to establish the quality standard of the many components necessary to build a vehicle.

During production these quality standards must be held steady by policies which will give optimum protection of incoming materials, without going to the expense of 100% inspection. The Quality Control Body and Fitments Department is responsible for seeing that this function is carried out. In broad terms the department can be divided into six main sections:—

- (a) Dimensional inspection jigs and fixtures.
- (b) Sample approval of new components.
- (c) Acceptance of body units.
- (d) Acceptance of bought out finished components.
- (e) Press Shop and Land-Rover made-in Inspection.
- (f) Quality Investigation.

The name of Rover stands very high in the motor world and is automatically associated with high quality and expert engineering. This excellent reputation must at all costs be maintained as it is our bread and butter for the years to come. To do its job correctly by maintaining this high quality, Body and Fitment Inspection is involved from the initial design right through to the completed vehicle.

As will be appreciated, there is great diversity in component design and this must be matched by inspection procedure taking into account the varying characteristics which must be controlled in each individual item. Wherever possible the latest methods and techniques are employed, such as statistical quality control sampling schemes and special test rigs. In some isolated cases we find it expedient to revert back to the "rule of the thumb" methods, backed by many years of hard and sometimes very bitter experience.

I should now like to cover in more detail the individual sections to show how they fit into the Quality Control pattern.

Jig and Tool Inspection Department

Dimensional accuracy is the concern of this department; there can be no room for misunderstanding, misinterpretation of drawing or checking errors when dealing with important and expensive equipment. This section is the clearing house for all jigs and fixtures which must receive an O.K. from the inspector before release for production or inspection purposes. Most of these fixtures must be made to within thousands of an inch before they can be accepted.

The inspection equipment is such that checks can be carried out on any product which we manufacture—one day there could be a Land-Rover chassis undergoing a dimensional check; the next a completed saloon. At all times this section must be ready to tackle any dimensional problem adversely affecting production.

Sample Approval—Solihull

"Right first time" is easy to say but it is not so easy to ensure that some 400 outside suppliers deliver consistently to specification. In spite of this, the task of the section is to see that all new parts are carefully checked to drawing. Where ever possible a component will be checked *in situ* to establish that it will match and function correctly.

Checking to drawing tolerances is straightforward; it is either right or wrong, but all too often on body items the inspector finds himself calling upon his knowledge to determine whether a particular characteristic is acceptable on a Rover product. Rejection is another tricky problem where decisions are delicately balanced by the prevailing situation.

Many factors must be taken into account; will it mean big tooling changes, putting back production schedules, design modifications, costly rework programmes or maybe asking for a concession until the supplier can fulfil his obligations.

Body Shell and Panel Set Inspection

Anyone who has worked on body shells or panel assembly will know what is meant when I say these units



Inspectors at work on bought out materials on stage three of Rover 2000 assembly. The man in the foreground is checking a door frame.

are so unpredictable that they defy all logic. One minute the job can be running smoothly and the next there can be serious trouble. This makes departmental communications vitally important because the body shell or base unit is the foundation of all Rover assembly. It must also be prompt as there could be up to 50 units already in the pipeline between suppliers and ourselves.

Gradually we are mastering the techniques of quality controlling panel-assemblies and we have introduced a sampling scheme on the Rover 2000 panel sets which has already proved itself to be a worthwhile factor in reporting deviations from quality standards. To list all the items which we check would indeed fill this page but the following will give you a guide: all welding; metal finish; panel clearance; panel profiling; aperture fits; damage; missed brackets; incorrect specifications; etc.

Everything is most important, as even a small insignificant bracket or hole misplaced could give rise to rectification somewhere in the system. If rectification is carried out on a completed vehicle and stripping and

rebuilding is necessary then the cost can be extremely high.

Bought Out Finished Inspection

This is by far the largest section of the department covering three main areas—2000, 3.5-litre and Land-Rover incoming supplies. There are both male and female inspectors who work strictly to carefully compiled inspection programme cards. All incoming supplies are held in the inspection area or on the receiving decks until cleared by Inspection. The material ranges from washers, which come in batches of thousands, to refrigeration kits which could number only ten. Do you know that we receive approximately 1½m. items a day?

For inspection purposes, material is divided into three groups: Safety items—suspension, steering, brakes etc. Functional items—windscreen wipers, instruments panels, door locks, etc., and inert items—brackets, seals, trim finisher etc.

The type of inspection given depends largely in which group the item is placed. Safety items would receive special inspection. A good example would be the 100 per cent inspection of 3.5-litre power steering in test rigs. Samples of functional items are selected for physical testing whereas some finishers may only undergo a dimensional and visual test.

Only a few items are 100 per cent inspected as the majority of materials is inspected to the British Sampling Scheme D.E.F. 131. The advantage of statistical sampling schemes have been clearly outlined in previous articles. When used correctly by tightening or lowering the sampling tables to suit the suppliers' records then they really do give maximum protection with minimum inspection.

How do we go about "sample inspection?" is a common question asked. It is basically this—a batch of material is received of known quantity and from the sampling tables the Inspection allocator will know how many to take from the batch. I would add here that it is essential when taking the samples from the batch, that it must be done at random, i.e. from different areas and containers.

The samples are then passed to the inspector, who carries out checks to the Inspection programme. The number of rejects, if any, are referred to the acceptance or rejection section of the sampling tables. This is clearly marked by the sheets allocated on every set of samples selected. If acceptable, the complete batch is cleared to Stores. If rejected, one of three things would happen.

1. The whole batch would be returned to the supplier for 100 per cent re-inspection. This can be done only when we have adequate stocks to keep production going.
2. The supplier carries out a 100 per cent inspection at the Rover works; or
3. As a last resort Rover Inspection must 100 per cent inspect and sort the good from the bad, hence ensuring that our production lines do not grind to a halt.

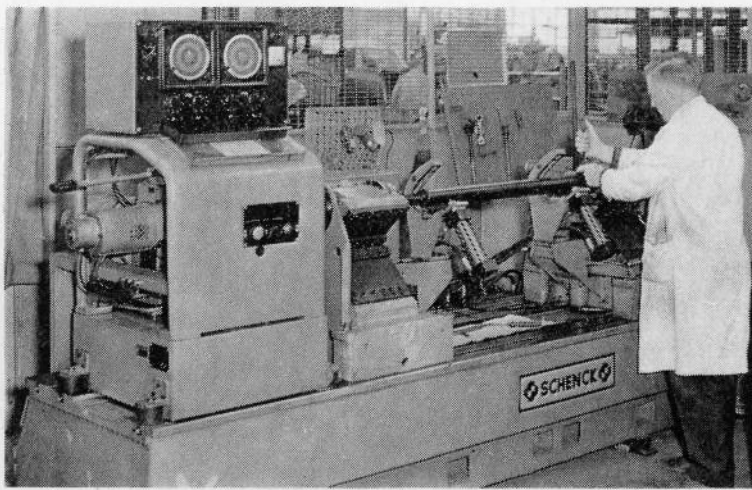
Land-Rover Press Shop Inspection

Before a press run can be made a sample must be submitted for first-off inspection. This is carefully checked in the inspection cage and if correct retained as master sample. During the production runs the quality is controlled by inspectors working a patrol system. Spot checks

by
R. J. CLOSE



Chief Quality Engineer, Bodies and Fitments



The Schenck prop shaft balancer/tester used on stage one of the 2000 bought out inspection at Solihull. Inspector is Mr. D. Collins.

Prime Minister rides in T4

THE Prime Minister, Mr. Wilson, and the Minister of Technology, Mr. Wedgwood Benn, were driven round in the Rover T4 gas turbine saloon car when they visited the National Gas Turbine Establishment

at Pyestock. Mr. Wilson and Mr. Wedgwood Benn were at the Establishment for the opening of Cell 4 engine test facility which is able to test the Olympus 593 jet engine for the Concord. Both the Prime Minister

and the Minister spent several hours at N.G.T.E. and viewed some of the support work for gas turbine vehicles supplied by Rover. Mr. Noel Penny, General Manager of the newly-reformed Leyland-Rover gas turbine unit was also present and arranged for the Ministerial ride in T4. With the P.M. and Minister in the adjoining photograph is Mr. R. H. Weir, Director of N.G.T.E. In his address, Mr. Wedgwood Benn said N.G.T.E. "would play a very useful part in gas turbine engines for future commercial projects". He mentioned in particular gas turbine engines for heavy road vehicles.



400 L/Rovers ordered CKD for Venezuela

AN order received by Rover for 396 Land-Rovers in CKD form for assembly and sale in Venezuela is indicative of the increasing popularity of the Land-Rover in South America.

The Land-Rovers, consisting of short wheelbase Regular, Long wheelbase pick-up and 110 ins. wheelbase Forward Control models, have been ordered by Mack de Venezuela C.A., Rover assemblers in Venezuela.

Worth more than £300,000, the order is the largest single CKD contract to be negotiated with the Venezuelan assembler. A spokesman said: "This is yet another indication of the popularity of the Land-Rover in Venezuela where many hundreds are already in use, and in view of the competitiveness of this market we consider the order to be most encouraging."

The CKD kits are to be shipped to Venezuela during 1968.



OUT AND ABOUT IN THE OPEN:—A FAMILY DAY

While the adults toured the works, the children (like the band) played on

It proved to be quite a gala day when the gates of the Pengam factory at Cardiff opened to employees and their families from Wales and the Midlands recently. While the adults toured the production and parts areas of the works, the youngsters played on roundabouts and swings, had horse rides, ate ice-cream and drank 'pop'.

And to the music of an A.T.C. band playing in the sunshine, adults and children wandered around looking at the range of Rover, Standard-Triumph and Leyland vehicles on display (including Rover 'veteran' cars), watched Rover films in a tented cinema and looked keenly over a display of components made and reconditioned at the Pengam and St. Mellons factories.

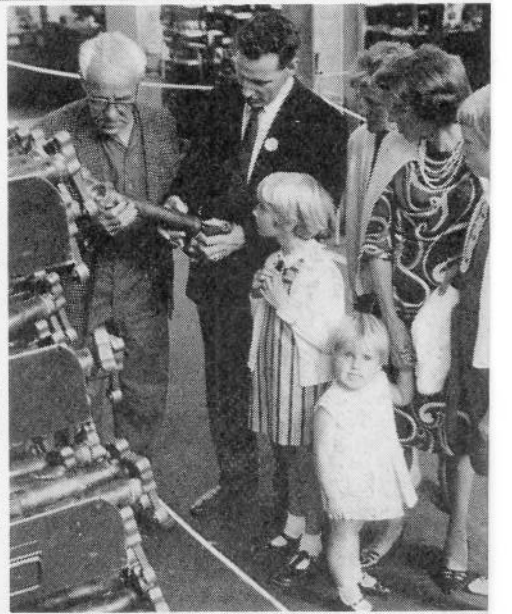
The 'open-day' was organised as a QRY venture by the Cardiff committee under the chairmanship of Mr. R. Goode. Over 5,000 employees, their wives and children took full advantage of the 'gala day', and six coaches took more than 300 adults from Midlands factories.

Among the crowd were Mr. W. Martin-Hurst, Managing Director, Mr. B. G. L. Jackman (Production Director), Mr. S. W. Nixon (Executive Director and General Manager, Cardiff) and Mr. M. T. Witts (Company QRY Co-ordinator), who was full of praise both for the organisation of the 'open-day' itself under Mr. Goode's direction, and for the catering arrangements for the Midland visitors.

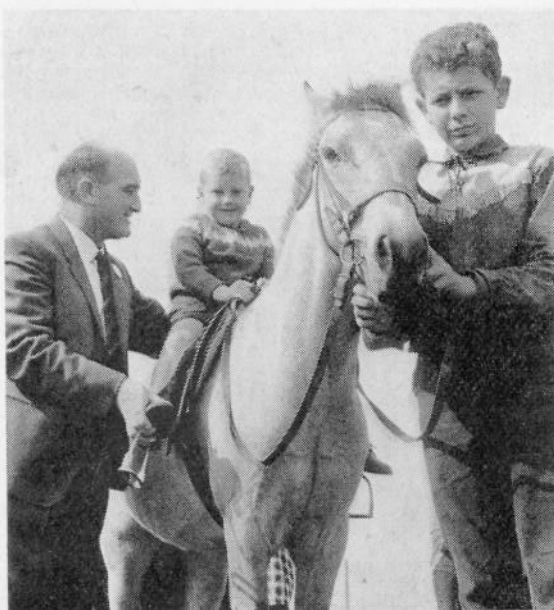
(Pictures by Rover photographer NIGEL ISKANDER)



Warm sunshine helped considerably towards creating the gala day atmosphere which existed from start to finish of the Cardiff QRY open day. It certainly contributed to a leisurely examination of vehicles old and new, and the smaller children were kept out of mischief in the miniature fair-ground in the background of the above photograph. **LEFT:** What's this—four attractive girls, and males turn their backs on them?! But the bandmaster had a first-class view! Looking over the shoulders of A.T.C. bandmen are the Rover Quality Quads, who were much in evidence during the day. **RIGHT:** Family interest in Pengam-produced Rover 2000 components during the works tour. **BELOW:** All aboard for the Principality as Midlands employees and wives set off by coach from Solihull.



... AND ALL THE FUN OF THE FAIR ...



After a hectic time on the roundabouts and horses (above), it's naturally refreshments time. While three young Welshmen (right), demolish apples while testing the seating of a Land-Rover, the little Miss (left) demurely disposes of a cooling, if messy, ice-cream.



Alvis foremen receive training



CERTIFICATES indicating their successful completion of the first phase of the Alvis Management Training Course (reported in the last issue) were presented to a score of Alvis foremen at a social evening on September 4.

Alvis Management was represented by Mr. R. F. Skidmore (Works Director), who presented the certificates; Mr. G. R. Howell (Director and Chief Accountant), and Mr. C. C. Griffin (Training Officer).

Guests included Mr. N. Worrall of the Economic League, who advised on the supervisory training classes; Mr. G. Brown of the Engineering Training Board and Mr. E. Baker and associates, representing visiting lecturers.

Mr. Griffin introduced the visitors and thanked all the course participants for their co-operation.

Before presenting the certificates Mr. Skidmore said that the Management was pleased that the training

the f... were... in fir... instill... standi... and p... Du... follow... ment... Bevan... superi... a wide... whose

AT PENGAM... APPRENTICES TAKE TO THE HILLS

NEW TROPHY FOR OUTDOOR ACTIVITIES

Camping treks offer adventure

... and toughened sinews

AN offer by Mr. B. G. L. Jackman (Production Director) of an individual trophy for adventurous activity is drawing Rover apprentices to the wide open spaces on camping-trekking expeditions.

Two parties, each about a dozen apprentices strong, have already been on weekend excursions into Wales and Derbyshire. And more groups are to follow as the novelty catches the imagination of more and more Rover apprentices.

With the second party which ventured into Derbyshire early in September went 18-year-old Michael Paget (Photographic Dept., Acocks Green). His assignment: to capture in pictures some of the apprentices' spirit of adventure for readers of *ROVER AND ALVIS NEWS*. His pictures on this page do just that. To get them, Michael joined fully in the weekend expedition and his previous experience as a Scout came in very handy for the camping!

The boys left Solihull after factory hours on a Friday in two Land-Rovers—a Forward Control and 12-seater Station Wagon. They pitched camp a few miles from Matlock and the following day did a 15-mile walk across the hills using ordnance survey maps. A mist which came down and made navigation more difficult added spice to this particular trek.

Second night's camp was near Glossop and after a shorter walk on the Sunday, the party returned to Solihull in the late evening.

Leader of the two ventures under-

taken so far was John Service (P.6 Development, Solihull), who says that canoeing and rock climbing are to be added to apprentices' outdoor activities as soon as suitable expert instructors are found. Any offers from readers?

Team points awarded for adventurous activity of this kind are carried forward from venture to venture by the individual apprentices in the teams, and the boy heading the 'league' by the end of the season will win the Jackman Trophy.

But the trophy apart, all the boys taking part are rewarded by the fun and companionship of outdoor adventure with big 'fry ups' for campfire supper coupled with a morning wash and shave in a nearby cold, cold stream!

Postscript—Other new trophies to be won by Rover apprentices are: **THE WATSONIAN TROPHY** for the best first-year apprentice for all-round achievement; **THE WILKS TROPHY** for outstanding craft ability shown by a first-year apprentice; **THE RICHARDS TROPHY** for the best effort shown by a first-year apprentice; **THE INSTRUCTORS' TROPHY** to the most improved first-year apprentice; and **THE ALVIS OWNER CLUB TROPHY** for activities connected with car trials etc.



"Where are we and where do we go from wherever we are?!" Barry Westmoreland and Ivan Hall consult an ordnance survey map before setting off on a trek. **BELOW**: Expedition leader John Service conducts a briefing before the trek parties move out.

RIGHT: The Rover apprentices' camp in Derbyshire. This photograph was taken early in the morning before the camp became active. **BELOW**: Up and about and time to freshen up at a nearby stream. Alan Floyd (right) is obviously commenting on the water temperature! **BELOW RIGHT**: Breakfast time. A welcome 'cuppa' while apprentices awake to the odour of what's cooking.



RIGHT: The boys have broken camp, loaded the gear into the Land-Rovers and are now ready to tackle the hills. **LEFT**: End of a long, tiring but exhilarating day. Hot soup goes down well before Alan Floyd, John Hughes and Malcolm Blake more climb thankfully into their sleeping bags.



ing certificates



men had undergone, and their undergoing, had resulted in class team work, and had in everyone a deeper understanding of Management's functions and policies. The social evening which included the presentation (entertainment provided by Mrs. P. on the piano) departmental tendents informally discussed a range of topics with foremen, comments left no doubt that

APPOINTED TO THE MAIN BOARD

MR. C. J. PEYTON, Secretary of The Rover Company, has been appointed a Rover Main Board Director. Mr. Peyton, who is a chartered accountant, has been Executive Director, Finance, since joining the Company in December 1960, being appointed Secretary in January, 1961.

Before joining Rover, Mr Peyton was Financial Comptroller of Fodens Ltd., the heavy commercial vehicle manufacturers, with which firm he had spent 24 years. Prior to his appointment as Financial Comptroller, he was Chief Accountant.

In 1959-60, he was President of the Liverpool Society of Chartered Accountants, and he is a member of the technical advisory committee of the Institute of Chartered Accountants in England and Wales.

Mr. Peyton, who is 55, is also a member of the Worshipful Company of Coachmakers and Coach Harness Makers.



Mr. PEYTON

Alvis, Rover get-together for Broad Lane farewells



A double occasion at the Broad Lane, Coventry Service Depot for the Alvis and Rover employees there. They gathered to bid farewell to Rover men Mr. George Shakespeare (chargehand mechanic), who retired after 22 years' service, and mechanic Mr. Charles Thompson, who left with 42 years' service to his credit. In the above photograph Mr. D. Michie (Alvis Service Manager), left, presents Mr. Shakespeare with a bottle of whisky and a wrist watch from workmates, while Mr. H. Gardner (Rover Service Manager at Broad Lane), second from right, gives Mr. Thompson a slide projector and cigarettes. (Picture by Mr. D. Clark, Tool Provisioning, Alvis).

the courses were appreciated. This was expressed on their behalf to Management by Mr. F. Hall.

The social evening is the forerunner of many, and from it a Supervisory Discussion Group is to be formed to advance Management training and for social gatherings.

Pictured above are (left to right) **Back Row**: Messrs. F. Hall, B. Yardley, I. Beck, B. Shreeve, W. Taylor, R. F. Skidmore, A. Sargeant, R. Lucas, J. Atherton, J. Allsopp, R. Cook, F. King, J. Clarke, J. Kimberley and D. Hammond. **Front Row**: Messrs. W. Sly, W. Price, C. Stefani, N. Worrall (Economic League), J. Hirons, R. Oliver W. McKenzie and W. Coleman.

NEWS AND PICTURES ABOUT PEOPLE

13 days under sail—but first boxer Alan had to fight sea-sickness



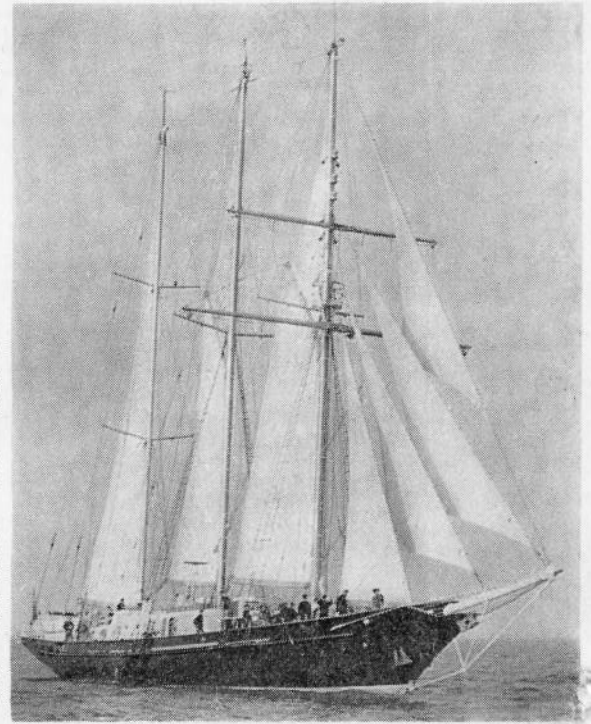
LEFT: Alan Hughes (arrowed) with other members of his watch on the schooner Sir Winston Churchill.

APPRENTICE Alan Hughes (Transmission D.O., Solihull) is not a natural sailor, as his stomach soon told him during the first few days of a recent 800-mile cruise in the Sail Training Association schooner, the Sir Winston Churchill.

But just as he fights with his fists as an amateur boxer on dry land, so he fought his sea-sickness—and won. Then his enjoyment of the 13-day adventure really began — “A wonderful experience,” he calls it.

From Southampton the schooner, crewed by 39 youths like Alan (he is 20) and officered by veteran sailors, sailed into the English Channel and along the French coast to Cherbourg, where the lads went ashore. Then the schooner moved on into the Irish Sea calling at Dun Laoghaire, the port of Dublin, and Bangor before the boys disembarked at Belfast. Alan then flew back to Birmingham.

Last year, a Pengam apprentice, Bob Mitchell, filled the berth allocated to Rover (and paid for by the Company) on the schooner, which is financed by public subscription and many firms.



The schooner Sir Winston Churchill under sail.

The ups and downs of a 14-year-old L/Rover...

THIS is Pashman Lama with his 1953 SWB Land-Rover in the Teeste gorge of the Himalaya foothills. Pashman Lama works for Siddique Motor Service in Darjeeling, India, and he has been driving this vehicle for 14 years on the tortuous hill routes connecting the world-famous mountain resort with Kalimpong and Gantok, the capital of Sikkim.



A correspondent writes: “The Land-Rover has travelled several hundred thousand miles and as we travelled three days together I saw the care which Pashman Lama showed for the vehicle, such as the shining brass rims on the instrument panel, which he polished like a locomotive driver.

“Our route profile looked like a fever chart—over Darjeeling’s Tiger Hill, 8,000 ft. down to the Teeste River, up again to Gantok and to the Tashi lookout at 6,000 ft. altitude with its wonderful view of the Kachenjunga massif. On the return trip, we travelled again down to the river crossing, up to Kalimpong at 4,000 ft., and once more down to the plains at Bagdogra airport to catch our return flight to Calcutta. All the way, the car performed youthfully.

“Although Pashman Lama claims

to be a Buddhist, his vehicle carried a St. Christopher on the windscreen frame; and at one point in the gorges where landslides are frequent, he slowed the car to throw a respectful look in the direction of a Hindu Hanuman shrine—for a safe journey, he explained.”

Won the M.M. at 18

Mr. James Tams, who retired recently from Land-Rover Paint Shop, Solihull, after nearly 18 years’ service, left with a secret. He held the Military Medal, awarded to him in the first world war before he was 19. He was also Mentioned in Despatches for bravery. Mr. Tams joined the Army before his 17th birthday (he added a year to enlist) and was serving in the trenches before he was 18.

Readers Write...

WHILST we all hold free speech as a fundamental freedom, very few people are prepared to exercise this privilege in front of an audience.

The International Organisation of Toastmasters’ Clubs, active in the U.S.A., Canada, South Africa, Australia, Britain and 40 other countries, exists to stimulate and encourage the art of speaking in public.

A toastmasters’ club is an organised group of men who seek to improve themselves in public speaking and chairmanship, as a means of increasing their usefulness in business, civic and social relationships. The fundamental purposes of a toastmasters’ club are: (a) to aid its members to master the difficult art of public speaking; (b) to teach them to appear effectively before any audience; (c) to train them for chairmanship of meetings of all kinds; (d) to encourage them to listen appreciatively to others; (e) to bring them into friendly and helpful contact with men in other occupations. These purposes are accomplished through the standard club procedure, which includes speech practice, speech evaluation and experience in control and conduct of meetings.

We have a club here in Solihull in existence since 1962, when it was presented with its charter No. 3450. There are about 20 members, including five Rover employees.

Meetings are every fortnight from late September to April, and with our new club year now upon us I extend a warm invitation to any Rover employee to join us in a most interesting and rewarding leisure activity.

Please contact either myself, our past president Mr. L. Grover of Engineering Department (telephone Solihull 536) or our secretary and treasurer Mr. G. Holbeche of M.C.D. (Solihull 678).

There is a membership subscription but the speech is free!

H. J. Topping,
President.
(Technical Sales Manager).



A good line in potatoes was in evidence at this year’s horticultural show. Having a closer look are, left to right, Mr. Alan Thomas, society committeeman, Mr. Richards, his daughter Jean, Mrs. Greenwood and Mr. A. C. R. Greenwood, society chairman.

500 ENTRIES DESPITE THE DRY WEATHER

THE dry season had its effect on entries in the seventh annual show organised by Rover Solihull Horticultural Society and which provided a riot of colour and variety in the Main Canteen on August 19.

Entries exceeded 500—against 559 last year and the 1965 record of 740—and the judges commented on the high standard in view of the dry summer.

The show was opened by Mr. E. S. Richards (Executive Director, Industrial Relations and Welfare), who was accompanied by his elder daughter, Jean. Mrs. Richards was unwell and unable to attend.

A highlight of the day was a 20ft. x 6ft. display of dahlias by nurseryman W. G. Daffern, of Haseley Knob Nurseries, Warwick.

There was keen competition in the inter-sectional competition which called for a display of flowers and/or

vegetables in a space 4ft. x 4ft. P6 Body Shop put up a wonderful display to win the Bernard Jackman Trophy and also the best exhibit in the show.

Principal trophy winners were: Banksian Medal and Garden News Shield—G. H. Hoare; Worcester Rose Bowl; A. B. Smith Challenge Cup and Perrins Cup—W. H. Bradshaw; Martin-Hurst Trophy and Marson Cup—Mrs. E. Ross; Wilks Challenge Cup—A. Thacker; Myton Plate—Mrs. D. Rowley; Nicholls Challenge Shield—A. Ross; Frank Singer Trophy—L. W. Rogers; Bernard Jackman Trophy—P6 Body Shop.

Mr. R. W. Bromley (Executive Director, Service) presents long service gold watches to two Seagrave Road employees, Miss O. Robey (Cost Control clerk, Stores) and Mr. G. Allsop (foreman store-keeper). Miss Robey began her Rover service in November 1941 and Mr. Allsop in September 1942. (Photo by David Raison).



PRODUCTION ACTIVITY!

There was cause for some mutual congratulations in Production D. O., Solihull, recently. Within the period of one week, three members of the department became fathers, two became grandfathers, and one got himself engaged to be married!

The new fathers were Messrs. Barry Hughes (assistant designer—a daughter, Rachel Louise); Anthony D. Shaw (assistant designer—a son, Christopher James), and Ronald Gibson (senior draughtsman—a daughter, Ann Caroline).

Mr. A. S. Ostler (Chief Designer, Cars) and Mr. W. E. McNeil (senior draughtsman) became grandfathers, and Mr. G. Silvers (draughtsman) announced his engagement.

Rover 5 in fund raising walk

Five Solihull employees were among 148 people who took part in a fund-raising walk recently. They were: Messrs. H. Hoare (Chief Storekeeper P6), N. J. Butchers, G. Chesshire (both of Stock Audit), G. Towse, and Eric Raven (Storekeeper).

The 20-mile walk, beginning and ending at Coleshill Memorial Park, was organised by Coleshill Carnival Committee, and raised £724 for the Heart of England Fellowship of the Handicapped towards providing a specially-equipped vehicle.

PERSONAL NEWS FROM THE FACTORIES

BIRTHS

We offer our congratulations to...

HUGHES—To Mr. and Mrs. Barry Hughes, a daughter (Rachel Louise) on August 18. Mr. Hughes is assistant designer, Production D.O., Solihull.

SHAW—To Mr. and Mrs. Anthony Shaw, a son (Christopher James) on August 25. Mr. Shaw is assistant designer, Production D.O., Solihull.

GIBSON—To Mr. and Mrs. Ron Gibson, a daughter (Ann Caroline) on August 26. Mr. Gibson is senior draughtsman, Production D.O., Solihull.

YOUNG—To Mr. and Mrs. Jim Young, a son (Mark) on August 29. Mr. Young is a fitter in Unit Reconditioning, St. Mellons.

MARRIAGES

We offer our congratulations and best wishes to...

ARCHIBALD-PROBERT—On September 2 at Corpus Christi Church, Stechford, Mr. John Archibald (Standards Room, Acocks Green) to Miss Maureen Probert.

A.B.A. featherweight boxing champion Ken Cooper (Land-Rover Paint, Solihull) has decided to turn professional. He has his first fight as a ‘pro’ this month.

DEATHS

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

BATES—Mr. Joseph Bates on August 23, aged 43; he was an internal truck driver, Solihull (7 years’ service).

HAYES—Mr. Arthur Reuben Hayes on June 12, aged 58; he was a machinist at Tyseley (25 years’ service).

RETIREMENTS

SOLIHULL—Stores: Messrs. E. H. Morgan (26 years); A. E. Clinton (13 years); J. E. Preece (6 years); H. Bullock (6 years); L. Franklin (16 years); F. W. Edginton (12 years). Inspection: Messrs. S. R. Beavon (19 years); H. Stone (12 years); G. Hill (18 years); T. Adams (21 years); W. J. Edginton (15 years); J. W. MacLaren (16 years); W. G. Beech (15 years). Works Engineers: Messrs. C. Bayliss (15 years); G. Hughes (9 years); J. Gibbs (27 years); W. F. Churchill (10 years); D. R. Morgan (16 years); R. W. Woffinden (12 years); T. Hughes (21 years); F. Blundell (32 years); E. J. Fisk (22 years); J. O. Letts (15 years); J. F. Perrio (9 years); R. Neal (27 years); C. E. Harvey (8 years); Rover Gas Turbines: Messrs. C. Douse (17 years); G. Dovey (8 years); W. Norcross (27 years); H. J. Briscoe (27 years); J. Morrison (24 years). Land-Rover Assembly:

Messrs. W. E. Rogers (14 years); F. W. Greenhill (17 years); J. P. Smyth (5 years); J. Stevens (12 years); F. Tattam (6 years); Press Shop: W. Gibson (7 years); A. E. Lancaster (18 years); G. C. Girling (13 years). Shop labourers: Messrs. A. D. Morse (3 years); E. Heywood (12 years); W. Slater (11 years); G. H. Brown (17 years); J. Jarvis (9 years); J. A. Cook (7 years); G. W. Nason (7 years); W. J. Stanley (7 years).

Messrs. W. James, Welfare Dept. (31 years); S. G. Lee, Test Rectification (17 years); H. Quincey, Test Rectification (21 years); A. Hutchinson, P6 (21 years); D. Neale, Chassis Weld (17 years); F. E. Westwood, Chassis Weld (12 years); W. Battison, Paint Shop (27 years); J. Tams, M.M., Land-Rover Paint (17 years); H. P. Smith, P5 Assembly (9 years); H. J. Wheeler, Land-Rover Paint (16 years); L. V. Baker, Transport Dept. (16 years); B. H. Martin, Transport Dept. (12 years); H. S. Mumford, Service Dept. (27 years); W. T. Jones, Service Dept. (14 years); F. S. Currier, P6 (15 years); Miss E. M. Dalton, Trim Shop (39 years); Mrs. L. Ellis, Trim Shop (17 years); Miss L. B. Blackham, packer, CKD (9 years).

Messrs. W. Tookey, Machine Shop, Acocks Green (23 years); P. Cullen (17 years) and W. Simmons (14 years), both of Clay Lane, Coventry; A. Mead, foreman body builder (38 years) and D. Woodhall, Technical Services and Production Investigation Dept. (39 years), both Seagrave Road.

You are now looking at 262 years' Rover service



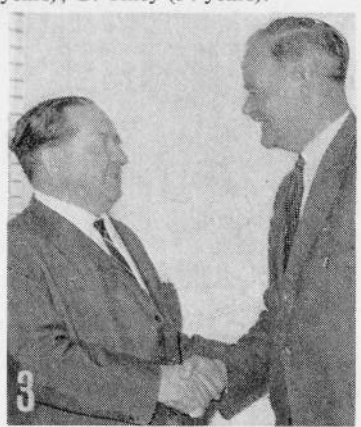
● The six Tyseley foremen pictured above have between them a grand total of 262½ years' service with the Company. All have now retired. They are, left to right (back row first): Mr. V. Cole (assistant foreman, Group 21—46 years' service); Mr. W. Gooding (assistant foreman, Group 28—46½ years); Mr. T. Spittle (foreman, Internal Transport—43 years); Mr. A. Forrester (foreman, Crankshaft Section—33 years); Mr. F. Avery

(assistant foreman, Crankshaft Section—46 years); and his brother, Mr. T. Avery (foreman, Machine Tool Repair—48 years). Congratulations on such long service and happy retirements to all six.

RETIREMENT PRESENTATIONS

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

(1) Mr. Walter Dillott, internal transport driver, Solihull, retired after 38 years' service; presented with lighter and cigarettes by Mr. G. V. Wagstaff (Stores Supt.) Mr. Dillott's sister, Nellie, retired about 2 years ago, and between them they had completed 80 years with the Company. (2) Mr. T. Hayward, chief inspector, Percy Road and Perry Barr (37 years); presented with binoculars by Mr. E. G. Bacon (Executive Director, Quality and Reliability). (3) Mr. Jack Ready, coachwork inspector, Alvis (total of 25 years). (4) Presentation by Mr. J. Lawrence (Land-Rover Production Manager) to Solihull Sawmill employees, Messrs. G. E. Andrews (21 years)—clock; G. Sears (total of 34 years), J. Littlewood (25 years), C. Westbury (17 years) and T. Symons (13 years)—barometers. (5) Mr. Harry Cooper, Vehicle Invoice Department (27 years); presented with teaset and items of china by Mr. J. Buckley (Vehicle Invoice Department Manager). (6) Service and Sales Department colleagues presented Mr. George Tilley, Service Department commissioner, with a transistor radio and glass vase (54 years). (7) Presentation by Mr. J. Johnson (senior foreman, P5 Trim Shop) to Trim Shop employees, Messrs. W. Pike (27 years)—battery shaver; E. Jones (18 years)—wallet and money; H. Franklin (6½ years)—cash. (8) Mr. John Fisher Evans, assistant to the General Manager, Cardiff (6 years); presented with clock and silver tankard by Mr. H. Thomas A.E.U. works convenor. Mr. George Shakespeare, chargehand mechanic, Coventry Service Department (22 years), presented with bottle of whisky and wrist watch by Mr. D. Michie (Alvis Service Manager, Broad Lane), and Mr. Charles Thompson, mechanic, Coventry Service Department (42 years), presented with slide projector and cigarettes by Mr. H. Gardner (Rover Service



The trend towards larger production units overtakes Alvis

IN short articles of this kind it has not been easy to highlight the Company's fluctuating fortunes during the past 48 years and to keep within the editor's allocation of space.

However, since the first episode published in May 1966, a chain of events has been unfolded embracing T. G. John's determination in 1919 to start his own business, his interest in the 'Electra' engine, the Buckingham car, and the first Alvis car, the 10/30, introduced in 1920.

From then we followed through the years taking a quick look at a variety of Alvis cars produced up to the outbreak of World War II. We have passed through financial crises, have examined the famous F.W.D. cars with interest and enjoyed moments of racing glory.

We have touched on the stupendous Alvis war effort during 1939-45 and then came back to the troubles and trials of post-war rehabilitation—a few cars, printing machinery, aero engines and the development of fighting vehicles.

The past is not easily forgotten and of course it is the failures and successes of the past which moulds the future. In the case of Alvis one can truly say that it has been a spirit of determination which today reflects the Company's prestige in the field of engineering in industry.

In the previous chapter I was able to touch on the successful Leonides aero engine and on the developments taking place with the Company's interest in vehicles for the Fighting Services—and we noted too the falling off in car production around 1955. Events since then are to a certain extent still fresh in our memory and it is therefore felt that this chapter could quite appropriately conclude the series which, it is hoped, has provided interest for past and present employees of both the Alvis and Rover companies.

Progress continued very satisfactorily and during 1956/1957 the Company earned its highest profit to date—over £207,000.

Full productivity

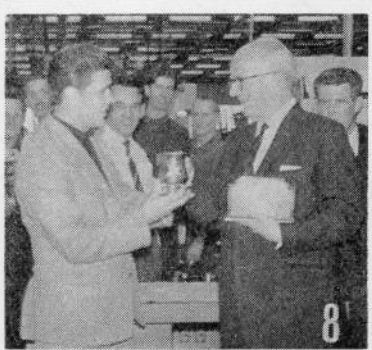
From about 1950, for a few years, Carrosserie Graber, of Berne, Switzerland, fitted their own bodies to the 3-litre chassis for sale in small numbers to Swiss customers and for exhibition at the Geneva Show. In 1955 the Alvis Company purchased the manufacturing rights, patterns and jigs, to build the body at Coventry and the actual work was carried out by Willowbrook Ltd., of Loughborough. During the next three years the 3-litre was sold with this body as the TC. 108G. By 1957, however, the car news was not at all encouraging and only a handful of 3-litre cars fitted with Graber bodies were sold at £3,500 each.

With the disposal of the London service station following fuel and petrol rationing, many people felt that the end of the Alvis car was drawing near. However, although car production did almost cease, Mr. Parkes later made it clear that this was not the end of the Alvis car.

Towards the end of 1958 arrangements were completed whereby Park Ward undertook to make the Graber bodies, with certain modifications, at a price which enabled the TD. 21 to be marketed at a considerably lower figure. The car had a good reception and it was evident that a market existed for the quality, medium-sized specialist car of individual character.

Around this time the Company was enjoying full productivity with Saladins, Salamanders and the new version of Leonides—and for the financial year ending July 1960, the highest net profit was recorded, £267,488.

The Leonides was in service in 33 countries and much work was in-



involved in overhauling and spares supply, while conversion programmes were undertaken to increase the power of some engines. These engines were increasingly used by the air forces of Malaya, Jordan and the Sudan, while Alvis was still able to take advantage of the numerous flying conditions for which no suitable jet engine yet existed. It is interesting to record, too, that a Leonides engine powered the first hovercraft and the Alvis name was therefore connected with this revolutionary step forward in transport.

Changes inevitable

A statement made earlier by Mr. Parkes hinted that there could be a reduction in orders for the piston type aero engine and changes were inevitable. The Company therefore began to direct its major efforts in the military and commercial vehicle fields, The Mechanisation Division was fully employed with military vehicle construction, while repeat orders for fire crash tenders were received and the Salamander further developed.

By the end of 1960 the Company introduced the Stalwart, the new 'go anywhere' military vehicle. Designed to carry a load of five tons it was capable of climbing steep gradients, crossing wide ditches and was also amphibious—with a water speed of five knots and a road speed of 54 m.p.h.

1963 saw car production and sales remaining fairly constant—3-litre sales had benefited from the reduction in purchase tax and a five-speed gearbox became available. A large number of orders were on hand for the Saracen, Saladin and Salamander and the Stalwart went into production for the Swedish Government. The Stalwart was later accepted by the British Government for the Army and a £2,000,000 contract was placed with the Company. In 1964 the German Government ordered 80 Saladin armoured cars—the contract being worth £2,750,000.

Profits had been somewhat lower since 1960 due in some measure to the decrease in aero engine work, but the Company remained actively productive with its varied interests. Alvis was appointed Overhaul Facility in the U.K. for the piston engines manufactured by the Lycoming Division of the Avco Corporation—which were being installed in the Bell helicopters going into service with the Army.

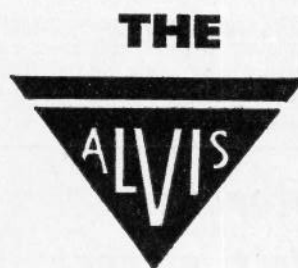
High reputation

The Alvis name was certainly linked to a very impressive list of specialised projects and over the years the Company had firmly established itself as a firm with a very high reputation in engineering circles. In six years Alvis had exported armoured cars, military troop and load-carriers worth more than £20,000,000—quite an achievement!

At this period in history the question of Britain's entry into the European Common Market was a very live one and industry generally was bracing itself to meet the new trading conditions inevitably to be faced if Britain joined the European community. Many of the smaller undertakings were being taken over by more powerful concerns and one could see how a gradual pooling of the country's industry was taking place.

Small independent companies were finding it difficult to preserve independence and in the interest of commercial efficiency it became increasingly obvious that a streamlining of Britain's industry would be essential if we were to withstand the trading onslaught and powerful influence of some great, highly efficient and well-organised European industrial concerns.

In the case of the British motor industry this attitude to streamlining is important and in the not too distant future we may have one huge British motor manufacturing business absorbing the two giants and all those smaller companies which cling



THE STORY By Bernard Light Chapter 12

precariouly to their present independence.

The Alvis position around this period of thought was somewhat vulnerable and many factors had to be considered wisely and examined.

In the aero engine field the demand for piston type engines continued for a longer period than many expected, but the Government was sponsoring jet engine development through the larger companies. There were also difficulties in supporting a manufacturing operation on small scale production of quality cars.

Then the building of cross-country vehicles was dependent on Government policy (British and others) which was liable to considerable fluctuation, while years could intervene between prototype design, testing and modifications, to the actual placing of an order.

Rover merger

All these factors were leading to an event in line with the trend towards larger production units and a merger between Alvis and another company seemed fairly certain.

To those not in the know it was a surprise when an announcement was made that a merger was taking place between Alvis and Rover. This was finalised on July 22, 1965, when Rover bought the whole of the share capital of Alvis Ltd.

After the latter's 46 years as an independent and proud Company, past and present Alvis car owners no doubt carry feelings of regret that this should have happened but they and the many loyal employees of Alvis can look back with considerable pride in the achievements of the Company and the excellent reputation of the products which have carried the Alvis name.

Writing this chapter in 1967, two years after the Rover/Alvis merger, the concluding paragraph must of course record another important event in the history of both companies. I refer to the takeover offer made by the Leyland Motor Corporation in December 1966.

As is well known, the offer was accepted unanimously by Leyland and Rover shareholders and the takeover was finalised in March 1967 when Mr. Justice Pennycuik, in the Chancery Division, sanctioned a scheme of arrangement which made The Rover Company a wholly-owned subsidiary of Leyland.

(The end)

(FOOTNOTE—On behalf of readers I thank Mr. Light for his enlightening and fact-filled Alvis history series, now concluded. Few people are aware of the considerable time and effort involved in the research for and writing a series of this kind; this makes Mr. Light's very interesting chapters all the more commendable—Editor).

Over the million mark

Alvis employees have put more than £1,000,000 into National Savings in the last 27 years. The million pound total was passed on August 19 last. The scheme was inaugurated in March 1940, in the early days of the second world war.

ONE YOUNGSTER AT THE TOP . . . ANOTHER ON THE WAY?

Meet the new field archery champ—he's 19!

ROVER'S own bulls-eye archer has done it again. Third year apprentice Jimmy Howell (Body Development, Solihull) has rapidly followed up his fourth place success in the European Field Archery Championships by winning the British Field Archery Championship.

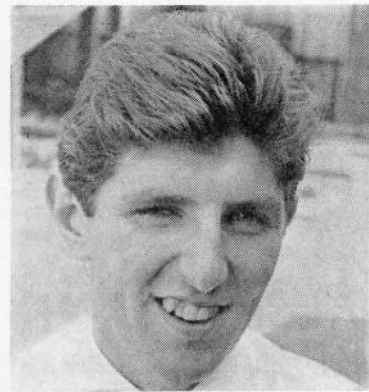
At 19, Jimmy is the youngest archer ever to win the title—by a margin of some six years. The previous youngest winner was approaching 25.

Jimmy also won the under 21s title at the same British championship winning shoot in Llantrissant Forest, near Cardiff.

He won from more than 300 competitors, who included several American servicemen stationed in this country. For the last two years,

Jimmy has won the British junior field title and this year was the first occasion he was eligible to enter the senior event.

An elated Jimmy now plans some county target shooting—and perhaps another attempt at the European field title next year?



Jimmy Howell

ROVER AND ALVIS NEWS is posted free to the homes of employees and retired workers of both Companies. Anyone not receiving a copy should inform either the Rover Editorial Office at Solihull (internal phone 713), or Alvis Publicity Department. Items for inclusion in the newspaper can be submitted direct to the Editor, through the various works correspondents or via factory Personnel Depts.

Motorcade didn't attract like in '66

ALTHOUGH Motorcade '67 on September 9 displayed many models of interest to the public as well as to the enthusiast, the attendance was somewhat disappointing for the organisers who estimated that between 400 and 500 people attended the event, compared with some 1,500 last year.

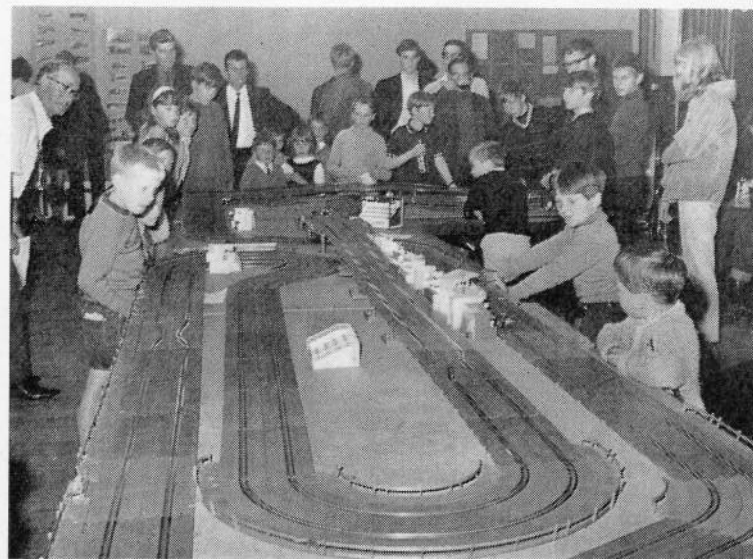
Nevertheless, those who did come along seemed to enjoy themselves and found plenty to hold their attention. Exhibits included the B.M.C. Mini-Cooper driven by Paddy Hopkirk in this year's Monte Carlo Rally, a 4½-litre vintage Bentley, a 1928 front-wheel-drive Alvis, a Formula Vee racing car, a fine array of vintage and veteran motor cycles, an ambulance with full emergency equipment being demonstrated and a police crime prevention caravan, alongside which were a patrol car and motor cycle. A model race track, too, caused a great deal of interest.

Another popular attraction was the film show which included in its programme: "Tribute to Stirling Moss", "Sebring 1965"; "Road Sense"; and "Death on the Highway". The latter was an American road safety film.

The Rover Model Car Racing Club, which organised Motorcade '67, is hoping to organise an event next year with a wider appeal and probably incorporating a more mobile aspect of motoring rather than only a static exhibition.

DINNER DATE

The annual dinner of Rover Apprentices' Association will take place on Thursday, November 9 at the Regency Club, Shirley, Solihull. Details from Association officers or Apprentice Training offices at Solihull and Tyburn Road.



Rapt attention from the youngsters as they watch (eyes not missing a twist or a turn) model cars race round a track at Motorcade '67 held at Solihull.

TO GIVE TALK ON VEHICLE SAFETY ENGINEERING

THE Coventry Graduates and Students' Section of the Automobile Division of the Institution of Mechanical Engineers has arranged the following meetings, at which visitors will be welcome:—

November 14, 7.30 p.m. at M.I.R.A., Nuneaton—'Metal Fatigue

in Automobiles and Laboratory Testing Techniques', by Mr. D. H. Wright, Senior Research Engineer of M.I.R.A. The lecture will be followed by a tour and demonstrations.

December 12, 7.30 p.m., Grosvenor Room, Hotel Leofric, Coventry—'Vehicle Safety Engineering' by Mr. P. H. H. Gough (Assistant Project Engineer, Regulations, Land-Rover). His work concerns the engineering aspects of vehicle compliance with international regulations.



Mr. Gough

45 YEARS AGO THERE WAS AN ORCHESTRA . . .

Once upon a time—about 45 years ago to be less vague—Rover had an orchestra. It's a fact and the old photograph reproduced below proves it. The picture is lent by Mr. George Sears, who recently retired from Works Engineers Department, Solihull. He's in the group, and so (he says) is Mr. Ken Thomas, now retired from Home Sales. The conductor was a Mr. Clarke. The Editor would be interested to hear from other "survivors" of this tuneful era and also any interesting orchestral reminiscences.



And a potential table tennis player for England . . . she's 15

A POTENTIAL England player. That's the experts' confident assessment of table tennis player, 15-year-old Jennifer Cornock, daughter of Mr. Reg Cornock (P6 Progress and Supplies Co-ordination).

Jennifer won the title of 'Girl of the Week' at Butlin's Bognor Regis holiday camp during her summer holidays—and then it was back to school in Birmingham.

This "unusually talented girl" (an expert's words) had only played home 'ping-pong' until taking up the game more seriously three years ago. Since then she has made tremendous progress. She favours attack, but has all-round ability which is hard to fault in any particular department of her game.

Jennifer plays regularly at Birmingham's Central Y.M.C.A. club, and is also keen on tennis and athletics. So remember the name—and watch for its inclusion in England team lists of the future.

She is already on the way, for on September 10 she and another well-known table-tennis player (Mr. Paul Judd) won the mixed doubles championship at the Essex Junior Open Tournament at Harlow.



Jennifer Cornock

BILLIARDS CUP GOES TO STOCK AUDIT MAN



Mr. Blackburn with the Commander billiards trophy after it had been presented to him by Mr. Richter (right). Others in the group are Messrs. R. S. Taylor (left), Newbould (third from left), Froggatt (third from right) and R. Dixon (second from right), Social Club secretary.

POSITIVE, attacking gamesmanship by W. Blackburn (Stock Audit) paved the way to him winning the Commander Cup in the 1967 billiards handicap final on September 15.

Mr. R. S. Taylor, hon. secretary, billiards and snooker section, reports: "Here was a game which had everything to make it a classic because both players, Blackburn and E. Froggatt (Experimental Shop), had played extremely well up to the final. I am sure none of the crowd of onlookers was disappointed with the result which eventually was W. Blackburn, winner.

"Froggatt tried hard to pull the game in his favour after being 40 behind in the middle stages, but he could not hold the slight lead advantage and conceded the match with the scores Blackburn 198, Froggatt 182.

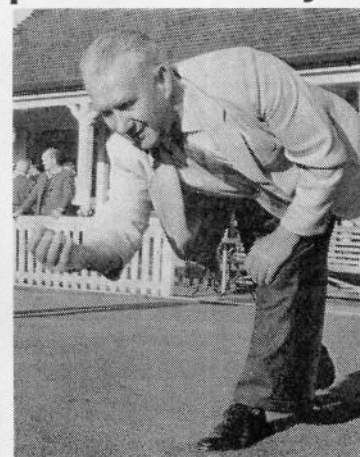
"The losing semi-finalists were R. Newbould (Vehicle Progress) and R. S. Taylor (Land-Rover Design). The highest break prize was won by Mr. R. Dixon (Welfare Manager)

with a score of 47.

"Mr. R. L. Richter (Export Sales) presented the cup to the winner and the other prizes to the losing players.

"Once again this competition provided good material for the keen enthusiast and is well worth being kept alive."

In national semi-final at 1st try



MR. PERCY HALL, (Production Manager, Cars, Solihull), pictured above, a member of Worcester County Ground Bowls Club, made a very successful debut in the English Bowling Association Championships held in London recently.

He competed in the triples and pairs championships and in the latter—in partnership with Mr. Jim Coates, also of Worcester County Ground—reached the semi-finals by defeating the 1964 champions. But in the semi-finals they were defeated 18-26.

Mr. Hall plays regularly for Worcester County. (Photograph by Mr. W. J. Robinson).