



ROVER



THE QUEEN'S AWARD
TO INDUSTRY

AND ALVIS

NEWS



Vol. 7 No. 8

February, 1968

'FOR THEIR SERVICES TO EXPORT'



SIR GEORGE FARMER

FOR their services to export" the Chairman of The Rover Company and one of the Company's Overseas Sales and Service representatives, received awards in the New Year's Honours List.

The Chairman received a Knighthood and has now become Sir George Farmer, whilst Mr. Robert Mitchell received the M.B.E.

Sir George, on hearing the news, paid a handsome tribute to the part which all the Company's employees from the shop floor to the Board Room have played in bringing these honours to The Rover Company Limited.

He told *Rover News*—"My Knighthood, I am sure is far more than a personal award. I look on it as a tribute paid by Her Majesty the Queen and the Government to the achievements of the Rover Company of which I am proud to be Chairman."

THE Rover Company has a fine record of export achievement; starting from scratch immediately after the war, we now sell to over 172 different countries. Land-Rover has become a household name abroad and the Rover 2000 in its various forms has earned high praise, and in six countries has been voted "The best car of the year." Last year the Company's total exports exceeded £32 million.

Our merger with the powerful Leyland Group twelve months ago greatly enhanced the opportunities for increasing our export business. More recently there have been added the

opportunities which devaluation has brought about, and in addition to all this the still further opportunities which will undoubtedly come from the proposed merger of the Leyland Corporation with British Motor Holdings. All these factors added together will enable us to play our part in solving the country's balance of payments problem by achieving still greater export business, and this we are determined to do."

In addition to his work for Rover exports Sir George plays an important part in industry affairs. He was President of the Society of Motor Manufacturers and Traders from 1962

1964, and Deputy President in 1964/65, and is currently Chairman of the S.M.M.T. Executive Committee. As a member of the Export Council for Europe, he played a big part as Brussels Team Leader in the recent highly successful export promotion—"The British Week in Brussels".

As Chairman of the Royal Shakespeare Theatre he can also claim credit for helping the country's exports, for the home of Shakespeare, and the theatre are outstanding attractions to overseas visitors.

As Pro-Chancellor of Birmingham University he is well aware of the

Merger of the Leyland Motor Corporation Limited and British Motor Holdings Limited

A Message from the Chairman of The Rover Company Limited—Sir George Farmer.

"By the time this issue of *Rover News* is in your hands, you will all know the facts about the proposed merger between The Leyland Motor Corporation Ltd., and British Motor Holdings Ltd.

Both at home and overseas this merger can do nothing but benefit The Rover Company and its employees, bringing as it does a vast increase in both manufacturing and selling facilities.

Keen competition within the new Group will undoubtedly be encouraged and here is the chance for every employee to play his or her part to ensure that the quality of Rover products is higher than that of any others produced within the Group."

need for proper co-operation between industry and the Universities to assist industry in the competitive era that lies ahead.

Mr. Robert Mitchell joined The Rover Company as an Overseas Sales and Service representative in 1965 and has travelled many thousands of miles since then in quest of overseas orders and during 1967 travelled more than 100,000 miles in this pursuit.

Married, with a son and daughter, Mr. Mitchell lives in Solihull, and speaking directly after hearing the news of his award of the M.B.E., he commented, "To achieve such recognition is a tremendous compliment, but I must admit it came as a great surprise. Awards of this nature do not tend to make you complacent, but quite the reverse, because now I shall try to live up to my medal and there is no doubt that this will spur me on to even greater efforts overseas."

During my two years with The Rover Company my travels have taken me throughout the African Continent and at times I have had to face problems ranging from local

political riots to long wearisome journeys by road, track and air to remote areas following up sales or service leads. The award of the M.B.E. has made all of this more than worthwhile."



Mr. ROBERT MITCHELL, M.B.E.

New Drawing Office opened by Sir George Farmer

THE new Engineering Drawing Office Block was officially opened on December 6, by the Chairman of The Rover Company, Sir George Farmer. To mark this occasion a portrait of the late Mr. Maurice Wilks, a former Chairman and Managing Director of the Company, was unveiled by his wife, Mrs. M. C. Wilks.

The new offices have been designed to accommodate more than 300 draughtsmen, designers, clerks and other staff from various drawing offices and central drawing office services which previously were housed in separate offices at Solihull and Acocks Green. Covering an area of 58,000 sq. ft., the three-storey building has been so designed and constructed as to give the best possible working facilities for draughtsmen and designers. The top-to-bottom glass curtain walling is all double-glazed and sealed, with individually operated venetian blinds built-in between the double layer of glass.

The building has its own heating and air conditioning plant to ensure a constant, all-the-year-round working temperature of 70°F. The plant

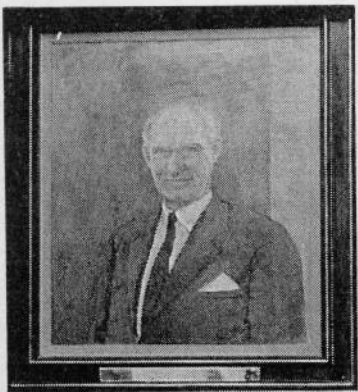
is housed out of sight below ground level. Pedestrian access to the new building from the Company's main offices and Engineering Department is via a glass-sided covered way.

At the opening ceremony, Sir George paid tribute to the late Mr. M. C. Wilks, and the plaque beneath the portrait, which will permanently hang in the entrance hall of the new block, reflects the Chairman's address with the inscription "Mr. Maurice Wilks was responsible for the technical direction of The Rover Company from April 1931 until his death in September 1963. To his imagination, foresight and engineering skill the Company owes in no small measure its present pre-eminent position in the field of high quality cars."

The other guests at the opening ceremony included the President of the Company, Mr. S. B. Wilks, Lady Farmer, Mrs. Martin-Hurst and representatives from the architects responsible for the design of the new building, together with the Directors and Executive Directors of the Company and representatives from the Engineering Department who were closely associated with the late Mr. M. C. Wilks.



Sir George Farmer pays a tribute to the late Mr. M. C. Wilks. Standing next to Mr. S. B. Wilks, the President of the Company, is Mrs. Wilks who unveiled the portrait (below) of her late husband. On the right, Mrs. M. C. Wilks and Lady Farmer listen with interest as Mr. P. M. Wilks, Technical Director, explains the function of special equipment.



New premises for Glasgow distributors



James Gibbon (Motors) Ltd., Rover distributors for Glasgow, have opened new premises at 47 Kirklee Road, Glasgow. The opening ceremony, which was performed by the Chairman of The Rover Company, Sir George Farmer, was attended by several Rover representatives including Mr. P. M. Wilks and Mr. J. K. S. Carpenter. The new development, which is on the outskirts of the city, covers showrooms, workshops and offices and has been described by the Scottish Press as "one of the most attractive and imaginative motor trade developments in Scotland in recent years." Costing £200,000, the new premises are expected to accommodate about 100 staff shortly.

At the opening ceremony, Sir George Farmer presented a coppered sculptural relief of the founder of The Rover Company, Mr. J. K. Starley, to Mr. Harold Gibbon Senior who is shown above with his sons, James (left) and Harold Junior (second from left).



The above photograph was taken during a recent visit of the Japanese Mission to the Alvis Fighting Vehicle Shop.

The picture shows, left to right, Major W. D. P. Sullivan, Sales Manager, Fighting Vehicles, Colonel Hirabayashi and Lt. Col. Okaniwa of the Japanese Ground Self Defence Force.

Overseas visitors to ALVIS and ROVER factories



Five members of South Korea's National Assembly on a general fact-finding mission in Britain visited the Solihull factory to see how Land Rovers are built.

They were led by Mr. Tchi-Young Yun, a Seoul University Professor and former Home Affairs Minister, and the party included a former Prime Minister, Mr. Too-Chin Paik.

After touring the Land Rover production line, the visitors were taken round the Land Rover "jungle" demonstration centre. They were welcomed to the factory by Mr. A. B. Smith, Director and General Manager.

Members of the party said afterwards how impressed they had been with the performance of the Land Rover. "It is a very fine vehicle", said Mr. Yun.

WELL SAVED!

Sir Miles Thomas awards Certificate of Merit



To mark the Rover Company's support for the National Savings Movement over the past 50 years, a Certificate of Merit was presented to the Company by Sir Miles Thomas, President and Chairman of the National Savings Committee.

The Certificate was received on behalf of the Company by the Managing Director, Mr. W. Martin-Hurst.

Guests at the ceremony included the Mayor and Mayoress of Solihull, Councillor and Mrs. W. E. Cox, Mr. D. J. Cresswell, Regional Commissioner (National Savings), Mr. M. A. Romilly, District Commissioner (National Savings), Mr. G. H. Budd, Solihull Borough Treasurer (Chairman of the Local Voluntary Committee for National Savings), Mrs. B. M. Foster, District Representative for North Warwickshire Voluntary Committee for National

Savings, and representatives of the Company.

Presenting the Certificate, Sir Miles paid tribute to the efforts of the Company on behalf of the Savings Movement.

In his reply, Mr. Martin-Hurst said that the Company was now collecting savings from employees at the rate of about £8,500 a week and that since 1957 weekly savings have increased by 600% "which is in itself most gratifying and must be positive proof of the value of the National Savings Movement and the faith which Rover employees have in your organisation".

He added that employees at the Company's relatively new factory at Cardiff alone were collecting almost £800 each week.

After the presentation Sir Miles and the guests were entertained to lunch by the Directors.

Mr. W. H. BOARDMAN APPOINTED TO ROVER BOARD



Mr. W. H. Boardman, Group Chief Accountant of the Leyland Motor Corporation and Financial Director of Standard-Triumph International Ltd., joined the Board of the Rover Company on January 5th.

Mr. Boardman joined Standard-Triumph in 1948 and was appointed to the Board in 1964. He has been Group Chief Accountant since January, 1960.

SEEN ON THE BACK OF A ROVER VEHICLE IN SOLIHULL

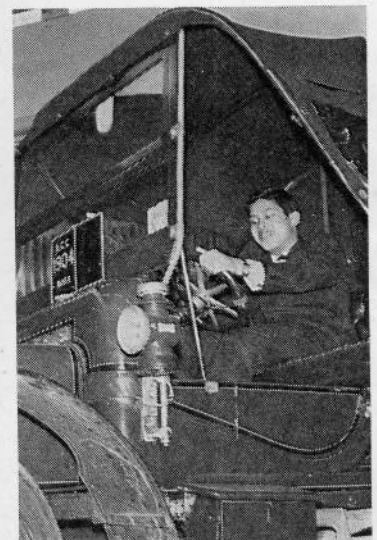


ROVER 2000 TRIM SHOP HELP TO 'GIVE A GIRL HEALTH'

For the *Sunday Mercury* 'Give a Girl Health' fund, a total of £200 was raised during 1967 by Valerie Panton and her friends in the Rover 2000 Trim Shop.

To reach this splendid figure just before Christmas, the girls raffled an 18-lb turkey which had been sent to them as a gift in recognition of their efforts on behalf of the fund. The raffle realised £21. Well done!

CROWN PRINCE OF THAILAND AT SOLIHULL



THE Crown Prince of Thailand, H.R.H. Prince Vajiralongkorn Mahidol, visited the Rover Solihull factory on 14th December.

The Prince, who is aged 15, is at present studying in England and was accompanied by his English guardians, Colonel and Mrs. T. A. Hall.

During his visit Prince Mahidol showed considerable interest in the production of the Rover 2000 especially as he has the use of a 2000 when at home in Thailand.

The highlight of his visit came when he was driven in the Rover B.R.M. gas turbine sports car around the road testing ground.

BBC

DOWN SOLIHULL WAY

BBC

VISITORS from overseas are no strangers to the ROVER factory at Solihull, but more and more in recent months, you may have noticed the increase of these visitors especially those who are carrying B.B.C. microphones.



In the photograph above, a reporter from the Indonesian Service records a commentary on the Rover 2000 assembly lines whilst (right) the hazards of the Solihull jungle course are explained to listeners by a reporter from the "Trademark Britain—Destination Africa" programme which is broadcast throughout Africa.

They are members of the B.B.C.'s External Service and their brief is to tell the world what is going on in this country. In Birmingham, the B.B.C.'s External Service Unit is headed by producer, David Shute, and the Rover Company's activities, especially with the world-wide interest in Land Rovers, means that he is a very regular visitor to the factory.

"What's happening in Africa? How about that order for Thailand? Who's visiting this week?"

B.B.C. broadcast to the world, mainly on short wave, 700 hours a week in 40 languages—one of which is English, and one of the reasons for their high level of activity at Solihull is our record of selling in more than 170 different overseas countries. Broadcasts vary from personal interviews with executives of the Company to sound recordings made by B.B.C. reporters on the assembly lines.

Recently a new Industrial Unit from the African Service of the B.B.C. recorded an entire programme on the sounds of Rover cars and Land Rovers being made, tested and being put through their paces on the notorious jungle track. This programme went out within hours to most parts of Africa, not only in English but Swahili, Somali and Hausa.

Within two days the External Services Unit were back again, this time recording a trip round the jungle track in a Land Rover for the Indonesian Service. The reporter, only a few weeks in this country, was impressed by the jungle course—particularly as it was thick with ice!

Producer Shute explains, "We are always on the lookout for a hard industrial story which can be broadcast to our listeners overseas. I am always surprised how intently people

listen to us. In most overseas countries any industrialist worth his salary, makes a point of listening to our transmissions dealing with industrial topics. We find too, that newspapers monitor our programmes and very often carry translations of what we have been talking about in their business pages.

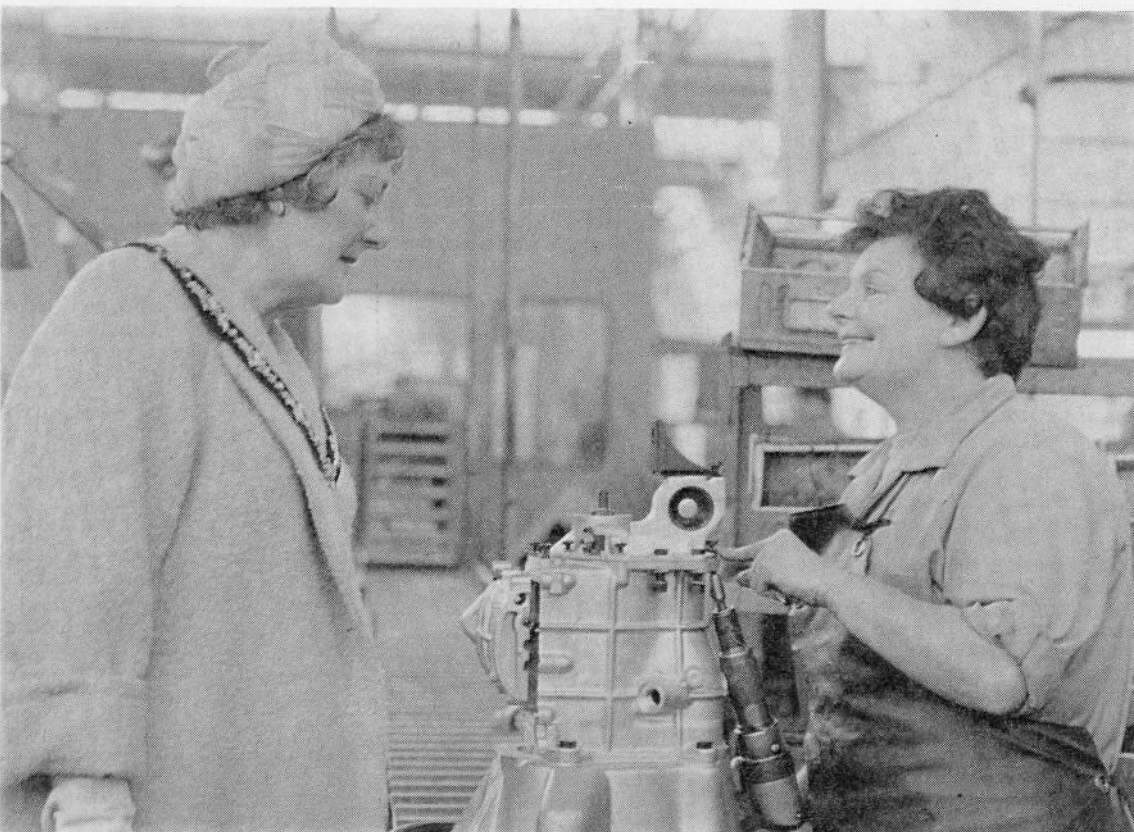
"Of course Rovers, exporting to over 170 countries, are frequently featured in our broadcasts, certainly more than most other branches of the British Motor Industry, either in the form of a news item about an export order of particular interest, or in features about the firm and its methods of manufacture both here and overseas."

Broadcasting in 40 languages means a constant search by the Company's Press and Public Relations Department for people who have a good command of more than one language.

Anyone speak Mandarin?



THE LADY MAYORESS OF CARDIFF FINDS THE ANSWER



On Thursday, 2 November, 1967 the Lord Mayor and Lady Mayoress of Cardiff visited the Rover works at Cardiff. They were welcomed by Mr. S. W. Nixon, Executive Director and General Manager.

The Lord Mayor, Alderman E. C. Dolman, J.P., was extremely satisfied

with all he saw and was particularly impressed with the high degree of skills achieved since the plant came to Cardiff.

The photograph shows the Lady Mayoress talking with Mrs. Iris Moss who is assembling a gearbox. The Lady Mayoress was particu-

larly impressed with the skills shown by the female operatives in this intricate job and is no doubt getting a 'Right First Time' answer to her question. Mrs. Moss has been employed on gearbox assembly at Pengam for the past three years.

ROVER ADVERTISEMENTS RECEIVE TOP AWARD

THE publishers of "International Management" make a readership study of each magazine and readers are asked, two weeks after the issue appears, to record which advertisements they remembered seeing. The certificates were presented by the publishers to Rover in recognition of the fact that advertisements for the Rover 2000 scored the highest

figures. An exceptional fact was that two different Rover 2000 advertisements achieved this distinction within a period of six months and in each case scored over 70%. In addition to advertisements for a variety of goods the Rover advertisements were competing against those for most of the American and European car manufacturers.



The picture shows Rover's Publicity Manager proudly accepting the certificates from "International Management".

Left to right: Mr. C. Ling ("International Management"), Mr. H. W. Beresford (Rover Publicity Manager), and Mr. Wallace Ponder (Managing Director, "International Management").



THE QUALITY AND RELIABILITY

A Review of the Past Year with



MR. M. T. WITTS
Company QRY Co-ordinator

THE COMPANY QRY CO-ORDINATOR SUMS UP

THE QUALITY AND RELIABILITY YEAR HAS NOW ENDED AND IT IS APPROPRIATE FOR US TO TAKE A LOOK AT OUR ACHIEVEMENTS AND TO MAKE RECOMMENDATIONS FOR THE FUTURE.

Motor Corporation. All these factors have presented a greater than usual challenge to us all. The situation has been far from stable and as such it has not been possible to measure directly the effect of our campaign in financial terms—at least not yet.

Perhaps the most striking feature of the campaign, despite forced economies in time and labour during this period, has been the large amount of voluntary work and effort that has been put in by individuals and small groups determined to make the year a success. As QRY Co-ordinator I am very conscious of the considerable help I have received throughout the year from numerous people who have been keen and willing to participate and who have never refused their time. Without this effort, the campaign would never have been launched let alone sustained throughout the year.

Of course more could have been done and if we have failed to make the necessary impact in some areas it is because just doing our job properly has left us with little time for all the extra activities that are required if the maximum number of people are to be involved.

When we have succeeded in getting the message across through special conferences, displays, competitions,

exhibitions and Open Days, the response has fully justified the effort.

We stated at the outset that for Rover the QRY would be a period for intensifying principles already well established, for improving and refining our products for even greater customer satisfaction. We have not lost sight of this aim and the year has seen a steady development of quality control techniques in the factories and the introduction of a formalised procedure for dealing with customer complaints and manufacturing defects at the highest level of Management. We have involved our suppliers by asking them to associate themselves with our campaign and we have rationalised our Bought Out Inspection function. Most suppliers have reacted favourably to our request for their co-operation and have identified themselves not only with our aims and objects but with those of our customers.

During the past year we have also co-operated with many other firms in the exchange of Q & R experiences. Some of these companies have sent representatives along to our factories to examine our methods of reliability assurance and quality control. The Rover Company's reputation is high in this respect and we have received

many requests from associations and groups throughout the country for Rover specialists to speak on the principles and practices of Q & R. We also assisted in the making of the very successful British Productivity Council film "Reliability—an Introduction." All these commitments have been fulfilled and the widest interest has been shown both in our products and in our Q & R methods.

For the future it is clear that we must continue to provide our customers with value for money or, in other words, with the standards of quality and reliability they will insist on for the price they will have to pay. These standards are rising all the time and we can never be satisfied with our present performance.

Perhaps the general feeling of those who have been actively involved during the past year can best be summed up by the slogan coined by the chairman of the Engineering Department QRY sub-committee: "Don't let it die with QRY".

The QRY has shown what can be done with a little effort. If ways can now be found to sustain and improve this effort by an even greater involvement at all levels the results will probably surprise us all.

The Managing

of

The Rover

MR. W. MAR

SENDS THIS 'END C

"**A**T the beginning of the (wrote to you asking that to ensure the success of th now like to take this opportunity to thank all of you who have g make this success possible.

I believe that the value of this and that more people now appreciate depend upon everyone making a and improve our standards.

I am sure that all members of we shall only remain in business customers with products which specification, but are in addition

With this thought in mind I of QRY be maintained and cons

In this country, generally, there is no doubt of the success achieved by the 8,000 firms throughout Britain who have become involved in the QRY. Total savings on quality costs, scrap, rework and so on, have been impressive and the national campaign has been fully justified financially.

There have also been other benefits not least of which is that through personal participation in the QRY more and more people in industry are beginning to appreciate that Quality and Reliability is everybody's business.

This pattern has been followed at Rover where all departments have been brought into the campaign resulting in a better understanding of departmental and individual responsibilities for Q & R and an increasing interest in the job.

During QRY we have seen the introduction of several new models into production, the effects of the "squeeze" and the "freeze", and of course our merger with the Leyland

HIGHLIGHTS FROM THE FACTORIES

The QRY campaign has not been lacking in works publicity, but with the end of the Quality and Reliability Year, it is felt that some interest would be provided by giving a brief resume of a few of the outstanding events which have taken place throughout the organization.

SOLIHULL

There's little doubt that inter-departmental co-operation at Solihull was noticeably improved during QRY. A genuine effort to increase efficiency and to co-operate more effectively with each other appeared to have been inspired by the call of the Quality and Reliability Campaign.

The Engineering Department has introduced changes to improve communications and to reduce delays in producing drawings and finalizing modifications; Production Department has concentrated on reducing A.F.C.; Publicity Department has given invaluable aid to QRY both internally and externally; Service Department has reorganized the Repair Shop to improve efficiency; Purchase Department has helped to involve our Suppliers in our aims and objects—and the Quality and Reliability Department has put in a considerable amount of effort in the steady development of Q and R techniques and in servicing the campaign generally.

Do you know why some coil spring washers tangle and others don't?

The Engineering Department Working Committee report that the above problem was one of many small but irritating ones solved by members of a Solihull QRY Working Committee.

Organized by the Engineering Department and with members from Production, Inspection, Engineering, Service, Supervision and Clerical Staff, fifteen teams got to grips with this and similar problems—e.g. why does seat trim show up with cuts in it? Why do carpets ride up?—and so on.

The results of these investigations have been very rewarding, even when, on occasions, the problem was found to no longer exist.

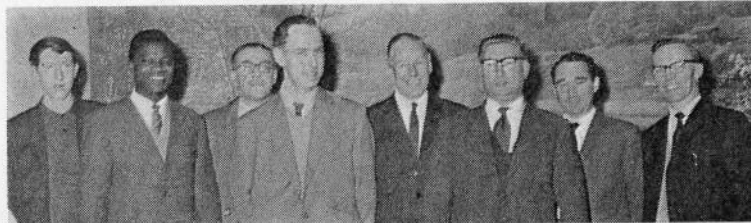
A valuable bonus from this exercise was that team members learned a lot about costing systems, departmental organization, and especially management difficulties which they had not previously realised. All team members have appreciated this activity and hope that the scheme can be widened and continued.

The QRY zoning scheme

To encourage a spirit of competition in the Solihull factory, the Committee zoned the works for Q and R purposes and awarded points for ideas on improved quality and for contributions towards the Q and R Year.

The factory was divided into ten zones on a broad geographical basis and suggestions invited for the competition had to be on the Q and R concept. Apart from the main prize of £100 to the winning zone there were several consolation prizes totalling £140.

The zone with the most points at the final count was Zone 2 (P6 Building, Stage 3, Rectification, etc.) and a ballot to find the lucky winner of £100 was held by Mr. E. G. Bacon, Executive Director, (Quality and Reliability) on January 5. Mr. E. HALL (17032) (P6 Test Rectification) was the lucky £100 winner and he also drew a £25 prize for a QR suggestion. Other winners were:—
W. S. HANDS (1173) £25; R. DAWSON (17024) £25; A. A. THOMAS (15089) £10; R. J. STENSON £10; G. THOMAS (6309) £25; K. W. LINDSAY (385) £10; MISS WELFORD £10.



SOLIHULL ZONING QRY WINNERS. The photograph shows the lucky winners, Mr. E. Hall, Mr. W. S. Hands, Mr. A. A. Thomas, Mr. R. J. Stenson, Mr. G. Thomas and Mr. K. W. Lindsay. Also in the picture, Mr. E. G. Bacon, Executive Director (Quality and Reliability) and Mr. R. Phillips, Production Manager and Chairman of Solihull QRY Committee. Miss Welford and Mr. R. Dawson, the other two winners were away sick.

TYSELEY GROUP

In the manufacturing areas the most rewarding project has been the "GOOD HOUSEKEEPING" Campaign. Initiated by the Tyseley factory and quickly followed by Acocks Green, Percy Road and Perry Barr, the factories were zoned and major prizes were offered to the areas with the best record of good housekeeping, shop floor cleanliness and care of machine tools, over a specified period. Points were allocated on a weekly basis by inspection teams drawn from production management and personnel, and competition increased as progress was charted for all to see.

The campaign created an enormous amount of interest and involvement. The general condition of the production areas improved beyond measure and the effort and interest shown has done much to emphasise the connection between the general tidiness and cleanliness of production equipment and the maintenance of quality.

Results of the "Good Housekeeping" competition were as follows:—

TYSELEY: 1st, 2nd and 3rd prizes amounted to £350. £200 first prize won by No. 6 Machine Shop. The prize was divided. The Stores area won the 2nd prize of £100 and this amount was also divided. (The Finished Stores area gave their share to Charity).
No. 5 Machine Shop won the 3rd prize of £50 and this was balloted for.

PERRY BARR: The prize money of £150 was shared between Group 315, Machine section £100, with £50 to the Stores Department and Diff. Assembly Track.

ACOCKS GREEN: Prize money £250. 1st prize £200 won by Group 3, comprising the following sections: Camshafts, Cam Bearing Blocks, Chain-wheels and P6 Cylinder Heads. 2nd prize of £50 won by Group 9, comprising Millwrights Shop, Pipefitters Shop, Carpenters Shop, Electricians Department, Boiler House, Compressor House and the Garage.

At PERCY ROAD, the "Good Housekeeping" competition continues until March, 1968, but a Darts competition organized there was keenly contested.



Picture shows Mr. M. T. Witts congratulating 'Tony' Parsons winner of the Darts Competition at Percy Road.



Tyseley "GOOD HOUSEKEEPING" picture shows representatives of the group.



Acocks Green "GOOD HOUSEKEEPING" prize of £200 being presented to the Group T. Newey and E. Harrison—by Mr. R. J. Stenson.

SEAGRAVE

SEAGRAVE ROAD reported that improvements in shop cleanliness and time-keeping, and a reduction in the number of works accidents are some of the benefits which resulted from an enthusiastic appreciation of the factors involved during the Quality and Reliability Campaign.

Competitions to stimulate interest in QRY were held from July to October and prizes to the value of £95 were keenly competed for.

A first prize of £60 was won by sections 4 and 17 with 1457 points awarded for shop cleanliness, good time-keeping etc. A second prize of £15 went to sections 16 and 9 with

YEAR IN RETROSPECT

a look to the Future

QRY NEWS

g Director
Company
IN-HURST
F QRY MESSAGE

Quality and Reliability Year I
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Campaign is beginning to show
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this Company will accept that
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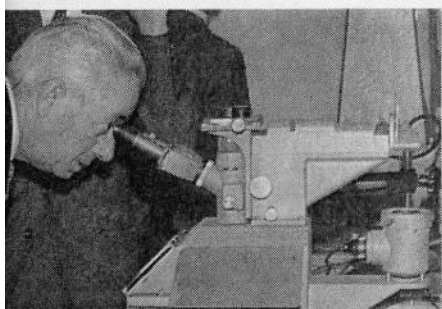
HOUSEKEEPING"
Mr. E. Scott,
Director,
prize-winning sections.



NG". The photograph shows the first
representatives—Messrs. H. Tirebuck,
Williamson, Works Superintendent.

SE ROAD
1454 points, and a third prize of £10
to sections 2 and 8 with 1425 points.
These results show the keenness of
the competition. Maintenance
Department won £5 for good time-
keeping and Mr. G. HUDSON
benefited by £5 for his newsboy
slogan, "ROVERS FOR RALLY
GOOD VEHICLES".

Quite apart from the main aims of
Quality and Reliability there have
been beneficial side-issues as a result
of QRY competitions, involving
operational methods and systems of
control, and at Seagrave Road there
has been a considerable improvement
in vehicle mobility in the area of
the depot.



Mayor of Cardiff takes a closer look at
Rover quality.

PRIZE-WINNING ESSAY BY MR. J. WINMILL

SPRINGFIELD WORKS

QR Year October 1966—September 1967

The Year's Achievements
Some Hints and Ideas for the Future

ALTHOUGH the effects and results of the Quality and Reliability campaign at Springfield seem difficult to pinpoint, there have been quite a few outstanding achievements. Undoubtedly the most significant improvement has been a far better relationship between different departments, such as Management, Drawing Office, Inspection, Shop Floor, Progress and Stores. Gone, it appears, (forever, we hope) is the attitude of "holier than thou" and "don't tell them, they'll do nothing about it", that for far too long has been one of the basic causes of frustration and, therefore, lower than 100% achievement in all sections and departments of industry, including our own Springfield works. Had this alone been achieved then the Quality and Reliability Year would have been successful; but other items can be added to the list.

The poster campaign and slogan ideas had the effect of making people interested in what is being done and why. Now no one hesitates to get a drawing changed or clarified if there is any doubt about dimensions, etc. Instruments are checked and cor-

rected without delay. Material defects are now being reported as soon as possible, and operators are also reporting immediately their own "slip-ups" (which occur to even the best of us!) so that no time is lost or extra waste made in subsequent work on faulty material. Worn or less efficient parts of machines are now being brought to the notice of Machine Tool Maintenance so that repairs are expedited. Equipment for various operations has been either obtained or made in the shop, the air of "If it's needed for the job, get it" is now prevalent and, of course, brings the job along more quickly and effectively.

With more containers being used for individual items of manufactured pieces there is less chance of finished, or even partly finished, products being damaged during moving or "in progress" periods. This also helps to improve the tidiness and safety in the shop which is as much a part of Quality and Reliability as any of the foregoing items.

These achievements can be sustained if we maintain the inter-departmental co-operation achieved

with such success this last year. The following ideas are also suggested:

The showcase board in the foreman's office should be retained and used to keep everyone (staff and works) informed of Springfield's use and achievements in the Group, e.g. any cars, Land-Rovers, buses, trucks, etc., that have any public success could have its picture put there with emphasis on any parts made at Springfield. Make sure everyone knows they are as important as anyone else in the Company.

A few posters placed up occasionally to remind us of the necessity of safety and to jog the memory about keeping instruments, etc., up to scratch may prove of great use, although saturation with too many posters could bring the opposite effect of "Oh! we've seen all this before".

What I think would have the greatest effect on sustaining the Quality and Reliability at these works, which after all is composed of skilled men, is to rid ourselves of the dogma that insists that "We've always done it this way so this is how it must be done". Let us change to the more

efficient idea of "use your own initiative", this often brings new ideas and ways of improving methods that would otherwise have lain dormant.

Don't let us hide our light under a bushel, encourage each and everyone to have a go at thinking for themselves. This applies especially to any apprentices we have here for training. Make them know that our motto is "Use your own initiative". We can still guide them, but we should encourage them to decide how to do the job for themselves, then correct them if they are going wrong. Make sure that when they leave us they can think how to do a job and not just do it because "that's how it's always done". Keep this up until wherever they go people will recognise them and say "Ah, he's been to Springfield, he thinks for himself".

In this way, QRY will go on and on and Springfield will be held in high esteem, not only throughout our own Company, but by any other company who may be lucky enough in the future to employ any of our Springfield-trained personnel.

SPRINGFIELD

SPRINGFIELD personnel marked the completion of their splendid efforts during Quality and Reliability Year by organizing two competitions—an essay summarising the achievements of QRY and a test of skill in placing ten selections in order of importance.

An excellent essay by Mr. J. WINMILL won the prize of £15 and the Company QRY Co-ordinator decided that it was worthy of publication in this edition of Rover and Alvis News. The first prize of £5 for the second competition was won by Mr. A. STONE and a second prize of £2 was another bonus for Mr. J. WINMILL.

The prizes were presented at Springfield by Mr. P. M. Wilks, Technical Director, and our picture shows Mr. Wilks with the prize-winners, together with Mr. G. B. Robinson, Manager Springfield, who welcomed Mr. Wilks and thanked him on behalf of all personnel at the factory.



CARDIFF

THE Cardiff report confirms that QRY aroused considerable interest and enthusiasm and within the areas of production the named campaigns, such as 'RIGHT FIRST TIME' and 'TOP OF THE OPS' were particularly successful. It is estimated that during QRY scrap had been reduced by over 11% per production unit.

Within the Parts Department the words 'QUALITY' and 'RELIABILITY' became household words and all aspects of parts control came under the influence of the Q and R message. Extra care has been taken in the handling of parts, showing a marked improvement in the reduction of incidents concerning damage and neglect and there has been a noticeable drop in wastage figures.

The introduction of wall-charting brought to light significant costing figures, which revealed to employees the savings which could be made to improve trading figures. Savings for the year are estimated to exceed 10%.

At the half-way stage a Q and R Exhibition was held at the premises of "MORSMITH MOTORS" in Cardiff to illustrate "ROVER QUALITY THROUGH THE YEARS". Over 1,400 people attended the Exhibition, which was opened by the Lord Mayor of Cardiff. The display included all aspects of the Cardiff group and incorporated displays of parts manufactured at Cardiff, rebuilt assemblies, packing and issue of service parts, together with a display of Rover

products from 1877 to present day. This was a highly successful event.

To conclude the QRY, it was decided to hold an 'AT HOME' which afforded an opportunity for employees to show their families and friends around the Works. At this event displays of products from all parts of the Leyland Group were shown, together with a variety of vehicles, films, children's amusements, factory tours, and so on. This event, too, was most successful, with over 3,000 people attending.

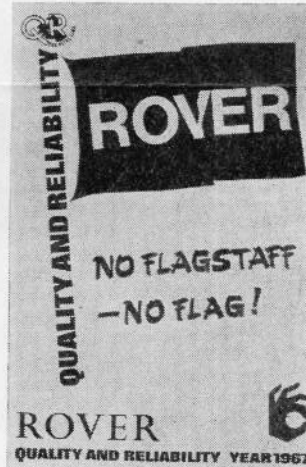
QUALITY QUADS . . .



. . . AND ONE OF THEM IS EXPECTING A "HAPPY EVENT"

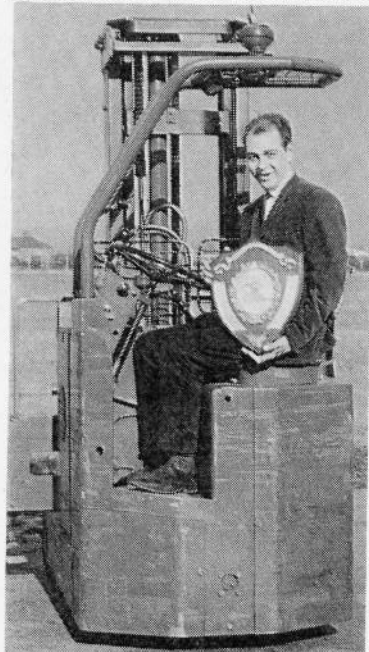


Late March, 1968, is the time Mrs. Maureen Guy is looking forward to and judging by the gifts she received when she left the Company last month, it looks like being a 'Happy Event'. Maureen was a ferry driver attached to P6, Solihull, and was one of Rovers four 'Quality Quads' during QRY. The gifts of a cot, baby bath, baby clothes, etc., from her many friends and fellow ferry drivers, were presented to her by Mr. E. Titmus, ferry driver foreman.

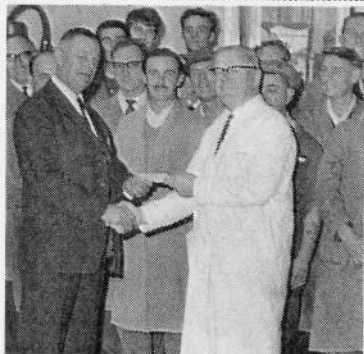


Q and R exhibition "Rover quality through the years" at Morsmith Motors, Cardiff.

NEWS AND PICTURES ABOUT PEOPLE



Mr. J. C. Hancock (Parts Department, Pengam), the Rover Fork Truck Driver of the Year 1967, proudly displays the shield he so ably won.



Mr. F. L. Barker (Shop Supt., Springfield) left the Company at the end of October to take up a business venture outside of engineering. Mr. Barker, who joined the Company in 1938, had the double distinction of being the first Rover apprentice to receive his Diploma and the first apprentice to attain Superintendent status.

Mr. Barker is seen receiving from Mr. H. Brown (foreman) a cheque subscribed to by his fellow workers and staff at Springfield.



Mr. Donald Wilson, who was for five years Editor of Rover and Alvis News, left the Company in November. At a farewell gathering Mr. Wilson was presented with glasses and a bottle of wine by his colleagues.

ALVIS FAREWELL TO SISTER OSBOURNE



A presentation on December 1, to Sister Osbourne marked her retirement after nearly 27 years' of loyal service with The Alvis Company. Sister Osbourne's life has been dedicated to nursing and during her long service with the Company made many friends. Her popularity and the very high regard which all at Alvis had for her were clearly demonstrated at the crowded farewell party. The Chairman, Mr. J. J. Parkes, presented Sister Osbourne with a gold watch, 'Teasmaid', stainless steel meat dish and a cheque. The picture shows Mr. Parkes making the presentation of these gifts from her friends and colleagues at Alvis.

THE SINGING SECRETARY OF SOLIHULL



(Photo by courtesy of Mr. Cliff Joiner).

Mrs. ELLEN HEMMING, secretary to Mr. B. Brown, Chief Designer of the Land-Rover division, started singing at the age of seven. Since then she has had a full and varied career as a professional soprano and although she has taken up a business career since moving to Solihull nine years ago, her interest in the arts is still very much alive.

Mrs. Hemmings has trained in England and Italy, studying at The Sienna College of Music for two years and passing an audition at La Scala in Milan. She has also featured in Leider recitals and orchestral concerts singing arias from the operas and performing duets with Edmund Goffron, the well known tenor, on television and radio.

During her service with The Rover Company, Mrs. Hemmings has produced plays for the drama section and her recent performance as Margeurite in the Knowle Operatic Society's production of Gounod's Faust was thoroughly enjoyed and appreciated by the audience.

GONE!

'DOWN UNDER'

TO fulfill an ambition, Mrs. I. D. Osborne left the Company on November 3 last in order to join her married son in New Zealand.

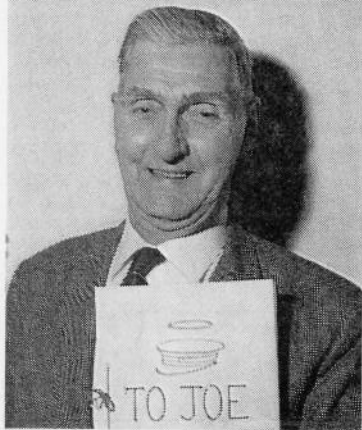
Mrs. Osborne was one of the senior shorthand typists in the Solihull Buying Department and had been in the Company's employ for a period of 14 years.

Gifts from colleagues were presented to her by the Company's Chief Buyer, Mr. C. G. Brown, with wishes for her success and happiness in the future.

'JOE' BROWN

The Rover Company's popular commissionaire, Albert Ernest Brown, retired on September 1, 1967. Known to everyone as 'Joe', Mr. Brown joined the Company as a commissionaire in November, 1929. For 38 years 'Joe' Brown welcomed visitors to the Company's headquarters at Coventry and then at Solihull and provided an efficient and valuable service to all comers. Management, employees and friends wish 'Joe' a long and happy retirement.

RETIREMENT PRESENTATIONS



Mr. Ernest Thomas Wingrove, foreman of the Cutter Grinding Department, Tyseley, retired on November 30 after 48 years' service with the Company. His many friends at Tyseley contributed towards the retirement gift of a Goblin Tea Maid.

Photograph shows the presentation being made by Mr. T. Brindley (Works Supt.). Included in the photograph are (left to right) Mr. E. Brown, Mr. P. Tracey, Mr. T. Bottrill, Mr. C. Woods and Mr. H. Hougham.



The retirement last year of three Percy Road employees, with a combined service of 66 years, was marked by the presentation of a gold watch to Mr. A. MacKellar (Works Supt.) 21 years' service, a cheque to Mr. V. Lane (Staff foreman, Inspection Department) 27 years' service, and a cheque to Mr. E. Bridgens (Staff foreman, Inspection Department) 18 years' service. The presentations were made by Mr. A. Stait and Mr. R. F. Haskey and the picture shows the three 'pensioners' with a gathering of well-wishers.

425 YEARS SERVICE RECOGNISED

SEVENTEEN Rover employees, each with 25 years' service behind them, received their gold watches under the long service awards scheme.

In successive ceremonies recently held at Solihull, Acocks Green and Tyseley, the undermentioned received their awards from Mr. A. B. Smith (Director and General Manager):



ACOCKS GREEN: Messrs A. Baker (Planning Engineer—now retired), A. St. Clair Taylor (Chief Security Officer), A. E. Pardoe (Personnel Department—now retired), R. Butcher (Machine Shop), Mrs. E. M. Ralph (typist, Planning Department)—now retired.



TYSELEY: Messrs. S. H. Goodridge (grinder), G. J. Collins (toolsetter, Percy Road), W. G. Parsonage (grinder, Springfield), C. Maddox (Progress, Percy Road).

DEATHS

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

JOHNS—Mr. Eddie Johns in December, aged 59; he was Pressed Steel outside representative, working at Rover for 30 years.

PARTRIDGE—Mr. Lawrence Reed Partridge on November 29, aged 61; he worked in Test Rectification Department, Solihull (18 years' service).

WHITEHOUSE—Mr. Albert Edward Whitehouse on December 29; he was a welder in Experimental Weld Department (21 years' service).

Many readers will regret to learn of the death of **ARTHUR ALLSOPP**, the quiet and unassuming Foreman of Land-Rover Test Rectification at Solihull. Aged 63 Mr. Allsopp had been ill for the past twelve months and died on Dec. 7, 1967. He had been in the service of the Company for 16 years.



A Mechanist Sergeant Major in the R.A.S.C. during the Normandy Campaign Mr. Allsopp was mentioned in Despatches and was also awarded the United States Bronze Star with the citation that described his efforts as 'tireless and consistently of the highest nature'. He leaves a widow, one son and two daughters all married.

BIRTHS

We offer our congratulations to...

CHANDLER—To Mr. and Mrs. J. W. R. Chandler, a son (Mark Shaw) on October 31. Mr. Chandler is a methods engineer, Works Efficiency Department, Acocks Green.

STOKES—To Mr. and Mrs. Melvyn Stokes, a daughter (Marie Theresa) on November 3. Mr. Stokes is leading storekeeper, Unit Reconditioning, Cardiff.

MULLINS—To Mr. and Mrs. Roy Mullins, a son (Kevin Roy) on November 7. Mr. Mullins works on P6 Road Test.

BENNETT—To Mr. and Mrs. Anthony Bennett, a son (Neil Anthony) on December 9. Mr. Bennett is supervisor, MCD Scheduling Section, Solihull.

WALE—To Mr. and Mrs. Ron Wale, a daughter (Claire Lindsey) on December 10. Mr. Ron Wale is employed in the Cost Office, Solihull, and Mrs. Wale was formerly in C.D.O.S.

MARRIAGES

We offer our congratulations and best wishes to...

CUFFLIN-RAVEN—On December 16 at St. Thomas Moore Church, Sheldon, Mr. Ken Cufflin (Planning Layout D.O., Solihull) to Miss D. H. Raven.

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.



SOLIHULL: Messrs. H. G. Douglas (representative M.C.D.), G. R. Forward (Budget Controller, Quality Control), J. A. Littlewood (Saw Mill—now retired), Mrs. B. M. Matthews (Postal/Stationery Department), Mrs. G. F. Taylor (clerk/typist), Mrs. D. Q. Blews (Accounts Department), Miss K. M. Bromwich (Trim Shop), Mrs. D. K. Stephens (cleaner).



H·B·L i g h t

ROVER

The Name and Emblems

PART ONE



FOR the past 84 years the name 'ROVER' has, in this country, been associated with bicycles, motor-cycles and cars, and it would be reasonable to state that the present generation instinctively acknowledges that a 'ROVER' is 'ONE OF BRITAIN'S FINE CARS'—a product of THE ROVER COMPANY LIMITED. One can say, too, that outside these islands as a result of the intensive export drive since 1946, and to the fact that The Rover Company has itself exported to 170 different countries, the 'ROVER' or the letters 'R-O-V-E-R' are becoming world renowned. The Company's predominant title word is carving for itself an indelible image on the minds of the peoples overseas who are learning to appreciate the fine engineering and high quality of 'R-O-V-E-R' products.

When and why was a decision made to use the name 'ROVER'?

To find the answer one has to go back in years to 1884 when JOHN KEMP STARLEY & WILLIAM SUTTON were trading as STARLEY & SUTTON, manufacturing penny-farthing cycles and tricycles in a small factory at Coventry.

It was in 1884 that they decided to give one of their special tricycle designs a distinctive designation and they chose the name 'ROVER'. They decided upon this word because it was felt that this new machine was ideal for 'roving' or 'wandering' around the countryside—and that is the recorded reason.

The name was not in any way associated with the Vikings or Rovers of Scandinavia.

THE "ROVER".



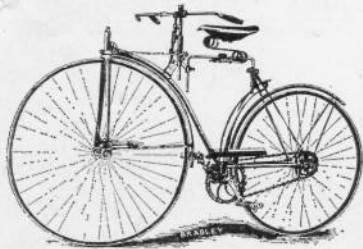
THE POPULAR MACHINE FOR 1884.

Once the designation had been given to that tricycle in 1884 Starley & Sutton quickly agreed to call all their machines by the name of 'ROVER'. We had the Imperial Rover Racer, the Socket-Steering Rover, the 'New Light Rover' Safety, the Ladies' Popular Rover, the Special Rover, Universal Diamond Rover, and so on. There was also the Rover Safety Luggage Carrier and other accessories with the Rover name.

The "Popular Rover" Safety.



THE PATENT "ROVER" SAFETY BICYCLE.



When William Sutton broke away from the partnership in 1888, J. K. STARLEY carried on the business as J. K. STARLEY & CO. LTD., and he continued to use 'ROVER' as the key name for the various machines which he designed and manufactured.

Later, in 1896 THE ROVER CYCLE COMPANY LIMITED came into being and it was reasonable enough to expect the name ROVER to be predominant in the title of the newly formed Company.

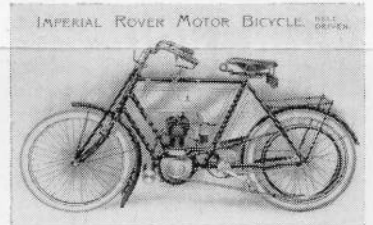
IT is certainly an intriguing and interesting pastime trying to determine logically the reason for, and the meaning of, TRADE NAMES and TRADE MARKS of some industrial concerns. At first sight many of them do not appear to have the slightest connection with the product but generally speaking one finds that there are good and sound reasons for adopting certain emblems or names even when they may be coined or invented ones.

From early records it does not appear that the Company made any special effort to create a particular Rover emblem for their products. ROVER was just a name, and this attitude remained until the early twenties.

Name plates must have been used by Starley and with the formation of The Rover Cycle Company Limited various plain shield type designs were created and used as transfers and metal plates on the various machines. These were not really emblematical but perhaps there was a suggestion of an emblem in the 'Imperial Rover' trade mark which sported a Royal Crown on top of the shield.



When THE ROVER CYCLE COMPANY LIMITED introduced its first motor cycle—the Imperial Rover Motor Cycle—in 1902 the transfer design on the sides of the petrol tank displayed a monogram incorporating the letters I.R., topped by a Royal Crown and underneath the monogram a simple scroll design.



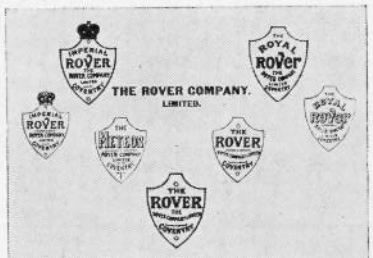
THE FIRST ROVER MOTOR CYCLE

Unfortunately our records do not show a clear reproduction of the design, or details of any lettering on the scroll.

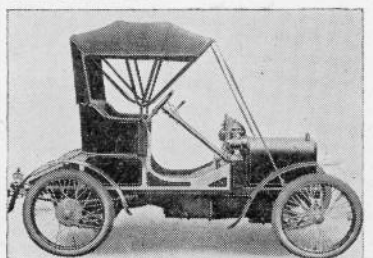
On the front forks of these early machines there was also a transfer or metal plate of the Imperial Rover trade mark.

Towards the end of the 1902-1905 period of motor cycle production some machines displayed the monogram design on the tank and some a transfer of Imperial Rover design with the Royal Crown.

Motor cycle production stopped in 1905 and in the same year the title of the Company changed—dropping the word CYCLE to become: THE ROVER COMPANY LIMITED and the reworded shield trade marks came into being as illustrated.

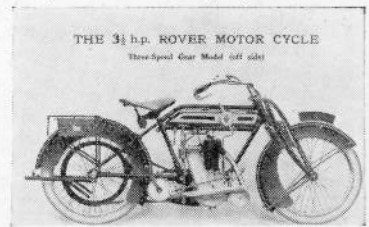


In 1904 when the Rover Cycle Company Limited designed and produced its first automobile—the single cylinder 8 h.p. Rover car—there was still no special emblem or mascot displayed on the vehicles and apparently Rover officials seemed satisfied that the use of a manufacturer's name plate was sufficient in itself.



THE FIRST ROVER CAR

In 1911 production of motor cycles was resumed with the introduction of the famous 3 1/2 h.p. model and in that year a mixture of trade mark designs were used—the monogram design and the Imperial Rover design with the Company's new title.



Even in the sales brochures and other publicity material in the years up to the outbreak of World War I, there is no evidence at all that the Company had any thoughts about, or intention of, using a distinctive Rover emblem or in fact of even giving their different models distinguishing names. The models were known merely as the Rover 8 h.p. car, the Rover 10/12 h.p. car, the Rover 18 h.p. car—and so on.

Publicity matter was confined to type-face only and the printed name ROVER remained as the key word in all advertising.

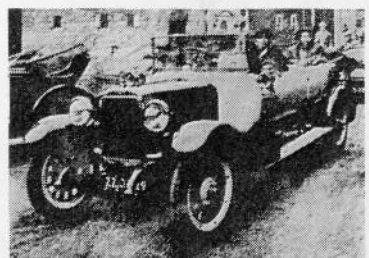
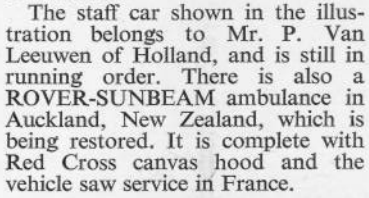
On the 15th June 1912, the cycle business of The Rover Company Limited was sold to a new Company with the title: THE NEW ROVER CYCLE COMPANY LIMITED. This

Company operated as a separate concern for the manufacture of Rover cycles.

In 1917 the parent Company sold its motor cycle business to the same Company. In November 1923 THE NEW ROVER CYCLE COMPANY LIMITED ceased to operate when The Rover Company Limited decided to stop manufacturing cycles and motor-cycles and to concentrate all its energies on the production of motor cars.

During the First World War 1914-1918 the Company built ROVER-SUNBEAM staff cars and ambulances for the Government and a name plate with the chassis number was fixed on the front of the radiator.

The staff car shown in the illustration belongs to Mr. P. Van Leeuwen of Holland, and is still in running order. There is also a ROVER-SUNBEAM ambulance in Auckland, New Zealand, which is being restored. It is complete with Red Cross canvas hood and the vehicle saw service in France.

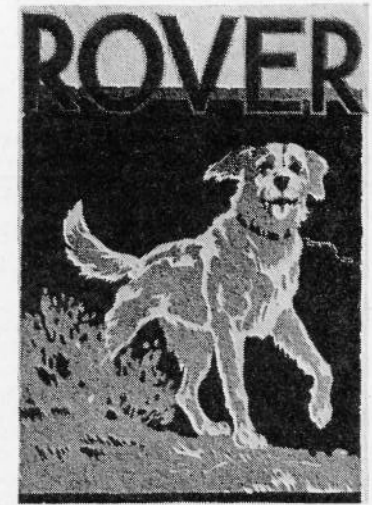


The rubbing of the name plate shown here was taken from the ambulance in New Zealand.

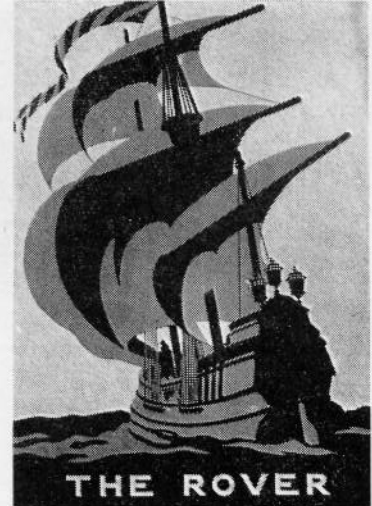
After the resumption of normal car production in 1919 when the Company introduced the new Rover 12 h.p. car and 8 h.p. twin air-cooled model we began to sense a slight tendency towards the idea of associating the name ROVER with something other than just 'Roving the Countryside'.

Today, after ninety years since the foundation of the Company in 1877, the question is often asked "How, why and when did the Rover Company get its name?" It is quite an interesting question. This article will endeavour to explain how the Company's name originated and how eventually it was symbolised by a design emblem which created a very different image to that originally intended by Starley and Sutton in 1884.

In a sales brochure for the 12 h.p. car of 1921 there was a veiled suggestion that 'ROVER' should be associated with a DOG. This idea was suggested in the illustration as shown—it was printed in colour, full page on the inside front and back covers of the brochure.



Also, in the same year, and to show how ideas were running, in an export edition of the brochure for the 8 h.p. twin air-cooled car there was a suggestion that ROVER could be associated with a VIKING SHIP as used by the Vikings or Rovers of Scandinavia in the 8th, 9th and 10th centuries.



It was becoming evident that some thought was being given to the idea that Rover could be linked up with a subject which could provide a design inspiration for an emblem which would suitably symbolize the Company's name and products.

Was this to be a DOG, a VIKING SHIP, or something else?

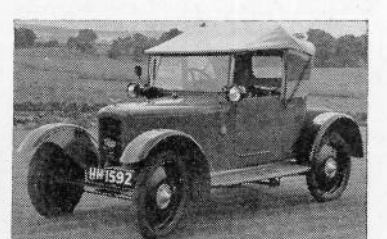
The first real clue came in 1922 when a Rover talisman was designed and offered to Rover car owners as an 'extra' for £1.



From the Viking Ship idea we now had the figure of a standing Viking warrior and this mascot was introduced and illustrated in an article in the Autocar of 4th March, 1922.

The Viking mascot became popular with Rover enthusiasts but the Company had still to settle on a design as a permanent one for trade use.

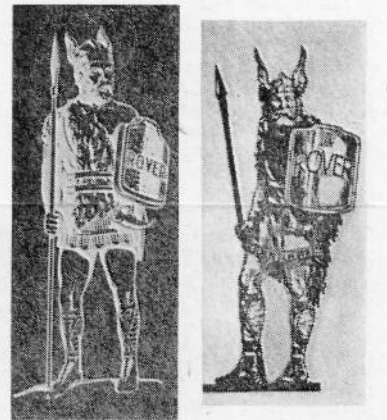
On all models of the 8 h.p. twin air-cooled cars 1919-1925 a round black metal disc was fitted on the front of the radiator with the name ROVER outstanding in white, as illustrated.



A similar idea was adopted for the export models of the Rover 12 h.p. car in 1923 but no disc was used, the lettering being fixed directly on to the radiator.

The Standing Viking mascot idea was catching on and it began to form the basis for design in publicity.

Various drawings were made from the full length figure from which line blocks were produced.



From these drawings artists began to concentrate on the head of the VIKING.



In 1929 the Company introduced the VIKING HEAD RADIATOR MASCOT.



This mascot was a standard fitment on all models for the 1929 manufacturing season.

(In 1946 these mascots were eagerly sought after by Rover enthusiasts and the Company had 2,000 of them manufactured complete with radiator cap and they sold for £2 2s. 0d. through the Parts Department. Needless to say they were quickly disposed of and today in 1968 these mascots are valued as collectors' pieces.)

TO BE CONTINUED

SOLIHULL CAMERAMEN

'Shoot'
Young
Ladies



ROVER Photographic and Arts Society held a practical evening at the Solihull factory on December 6, devoted entirely to portraiture.

Three young ladies from the Solihull factory acted as volunteer models and they proved to be extremely attractive and most adept in their new roles.

Mr. Frank Smith, chairman of the Society, acted as guide and instructor to the 20 members who attended. He explained the best arrangement for the lighting available, advised upon type of films, poses, etc., and the

results produced by the members proved to be really excellent.

The attractive models whose pictures are produced here are Miss Christine Brown (above) and Mrs. Kay

Jane Stirling (left) (both from the Telephone Exchange) and Nurse Pearlene Stirling (Surgery) (on the right).

By special request this practical evening is to be repeated shortly when it is hoped to have extra floodlights and also a spot lamp available for the use of members. Arrangements are also in hand for practical demonstration of developing and printing of black and white films. Any employee is most cordially invited to join the Photographic Society and take advantage of the excellent facilities available.

THE 'Robin Hoods' COME TO SOLIHULL

THE annual Rover Bowmen field shoot was held on Sunday, December 3, at the Solihull sports ground.

This event proved to be the most successful yet, as it attracted nearly 180 archers from all over England, some travelling from the Peak district in the north and from Kent in the south.

Also there were four American archers from the Air Force base at Upper Hayford in Oxfordshire. This event was also covered by the B.B.C.

The highest score of the day was by Mr. K. Dendell, from Richmond in Surrey, shooting a crossbow with a score of 765. The highest junior under 14 was Master D. Russell (Rover Bowmen), son of Mr. Bill Russell, Rover member.

Results:—
Ladies—Class B.B. 1st S. Gordon (Centura) 165; 2nd H. Mason (S.V.Y.F.) 135; 3rd V. G. Hewitt (Perry) 105; 4th Mrs. Cuell (Lawton) 90; 5th D. Malin (Perry) 85. Class F.S. 1st G. Colmer (Notts) 370; 2nd M. Jenkins (Lichfield) 350; 3rd B. D. Howells (Lichfield) 235. Class C.B. 1st L. Jenkins (Lichfield) 240.
Gents—Class B.B. 1st B. Waite (Black & Gold) 450; 2nd H. Howells (Lichfield) 360; 3rd R. Matthews (W.F.A.S.) 350; 4th T. L. Bramley (S.Sin) 330; 5th A. Campbell (Universal) 320. Class F.S. 1st J. Colmer (Notts) 530; 2nd Mr. Eveson (Stourbridge) 505; 3rd J. Howell (S.A.G.) 490. Class H.T. 1st J. Whitmore



(S.V.Y.F.) 330; 2nd G. Davis (S.V.Y.F.) 295; 3rd R. Bone (S.Sin) 265. Class C.B.K. Dendell 765.

Junior—1st D. Jones (S.V.Y.F.) 370; 2nd A. Millward (S.V.Y.F.) 325; 3rd S. Bland (Centura) 165.

Under 15—1st D. Russell (Rover) 410; 2nd K. Bunting (Derby) 390; 3rd E. Howells (Lichfield) 290.

Junior girl—P. Bland (Centura) 105.

Under 15 girl—B. Russell (Rover) 125.

FIRST-AID CERTIFICATES FOR ROVER MEN

FOLLOWING a comprehensive First Aid Course at the Solihull factory organised by St. John County Staff Officer, Mr. L. J. Rose (Toolroom, Acocks Green), with lectures given by Dr. V. A. Lloyd and Mr. L. J. Rose, 22 Rover employees, mainly Security Officers and Firemen from all factories, succeeded in passing the examination and will receive First Aid Certificates. Their names are:

Messrs. J. A. Kirby, P. Vigar, M. Shaw, R. W. E. Mouzer, R. Harrison, D. Bloomfield (Fire Station, Solihull); C. A. Rose, H. T. Cantelo, R. J. Samways, A. W. Carter, T. J. Boyle, S. Matthews (Security, Solihull); J. Reid, K. Mulgrue, V. Ballinger (Solihull); R. T. North (Security, Acocks Green); K. D. Bennett (Machine Shop, Acocks Green); W. G. Kane (Safety Officer, Tyseley); A. Draper, A. V. Wilde (Security, Tyseley); A. Dunn, E. Porter (Security, Garrison Street).

EXCITING PLAY AT SOLIHULL SNOOKER FINAL

THE final of the 1967 Christmas snooker handicap, played at Solihull on Wednesday, December 20, provided plenty of excitement for the contestants and spectators.

Last year's runner-up, Mr. E. Froggatt (Experimental Shop) was this time determined to win through against his team mate in the Rover Solihull 'A' team Mr. G. Hicks (Carpenters Shop), but he had to fight hard for his victory.

Honours were shared after the first two frames. The final game was

full of exciting play with E. Froggatt behind at a crucial point in the game, but he concentrated and rallied well to win by 56-51. The runner-up, G. Hicks, won the prize for the highest break.

The two losing semi-finalists were A. Batty (Car Trim) and C. Walker (P6).

Mr. V. Hanks, who has shown considerable interest in the social activities of the games room, presented the winner's cup and prizes to the other players.



Mr. V. Hanks with the two finalists: Mr. E. Froggatt, the winner, left and Mr. G. Hicks, right.

Social & Athletic Club Section Secretaries:

SOLIHULL

- Angling Mr. R. Harze, Land-Rover Rectification (110)
- Apprentices' Section Mr. I. J. Hoole, P6B Development. (766)
- Archery Mr. N. Bedford, Jig Shop. (292)
- Billiards & Snooker Mr. R. Taylor, Land-Rover Drawing Office. (635)
- Bowling Mr. L. Lawrence, Land-Rover Store.
- Cricket Mr. A. Gregory, Stage 3, P6.
- Domino Mr. T. Diamond, Internal Transport. (710)
- Fencing Mrs. M. O'Sullivan, Schedule Department. (677)
- Football Mr. D. Jones, Specification C.D.O.S. (884)
- Darts Mr. F. Richman, Fitters Department. (455)
- Golf Mr. G. Hexter, Jig Shop. (292)
- Horticultural Mr. A. K. Brown, Land-Rover Final Line.
- Judo Mr. P. George, P6 Gauge Inspection. (623)
- Karting Mr. S. Thomas, Spot Welding Stores. (389)
- Model Car Racing Mr. C. J. Lock, Export Sales. (430)
- Modern Dance Mr. R. Plenderleith, Plant Recorder. (412)
- Motor Car/Cycle Mr. C. Halls, Quality Control. (645)
- Old Time Dance Mr. S. Gupwell, Experimental Department. (287)
- Photographic Mr. F. Smith, Sales Aid Supervisor. (592)
- Rifle Mr. R. F. Bateman, Engineering Department. (767)
- Tennis Mr. E. Walden, Engineering Department. (814)
- Badminton Mr. J. Smith, Cost Office. (337)

ACOCKS GREEN

SHOCK FOR MIDLAND SNOOKER ENTHUSIASTS

Brilliant come-back
by Acocks Green team

ROVER Acocks Green 'A' team on Monday, November 6 last, came into the limelight when they caused one of the biggest upsets in Midland snooker circles. In the preliminary round of the Cripples Hospital Shield they were playing Royal 'B' team from Kingstanding and although they were playing at home, Rover A.G. were not expected to be in with a chance.

The three players in the team rose to the occasion splendidly. Knowing they had only one frame each to play, they really had to 'have a go'—and they did.

Wally Blackburn started it when, by good positional play and potting, he was the winner over J. Sheppard, the clever London amateur, by the

margin 58-23. In the second frame, H. Ashford was less fortunate and was beaten by A. Stringer 34-62. At this stage Rover A.G. went into the last frame with a lead of only seven with Mark Lewis playing the great Graham Miles. Due to the advice given him by H. Ashford and his own calmness and good potting Lewis, in his first season of competition snooker, ran out the winner 74-27 giving Rover A.G. the winning aggregate 166-112.

The sportsmanship and fine effort by the players made this an enjoyable evening and was a good performance which has put Rover snooker back where it used to be.

Mr. N. Westbury also did a fine job officiating as referee.

ACOCKS GREEN SHOOTING SECTION REPORT

RICHARD HOARE, secretary of the Acocks Green Shooting Section, gives the following report covering the season's activities:

In the 1966/67 season we had a total of 34 members. We had three teams shooting in the Warwickshire Summer League, but unfortunately we were not shooting well enough to get into the honours list.

The Section competition winners were as follows:

Club Champion, Vic Eeles; Runner-up, Dave Holmes. Highest aggregate, Dave Holmes; Runner-up, Dick Hoare. Dropped points Handicap, Frank Minett. Novices Cup, Maurice Boulton. Ladies Cup, 'Quality Quad' Miss Susan Bliss, who combines beauty with a keen eye and a steady aim. This trophy will adorn her sideboard when she gets married next year.

SUCCESS FOR PENGAM SOCIAL COMMITTEE

Members of the newly formed Sports and Social Committee at Pengam are to be congratulated on the success of the annual dance which was held at the Top Rank Suite, Cardiff, on November 20. Over 600 members and guests attended and the convivial spirit of the occasion is fairly expressed in this picture of Pengam personalities.



The photograph shows (left to right): Mr. R. C. Shand (Works Manager), Mr. S. W. Nixon (Executive Director and General Manager), Mr. B. Emmott (chairman of the committee), Mr. D. Hodges (treasurer), Mrs. Shand, Mr. L. Miles (committee member), Miss H. Roberts (committee member), Mr. J. Norman (committee member), Mr. P. Mullane (committee member), Mr. B. Prance (vice-chairman), Mr. T. Richards (committee member), Mr. P. R. Blackmore (Personnel Officer).



HAPPY DANCERS
AT THE
STAFF PARTY
SOLIHULL
DECEMBER 15, 1967

