



ROVER AND ALVIS NEWS



Vol. 8 No. 2

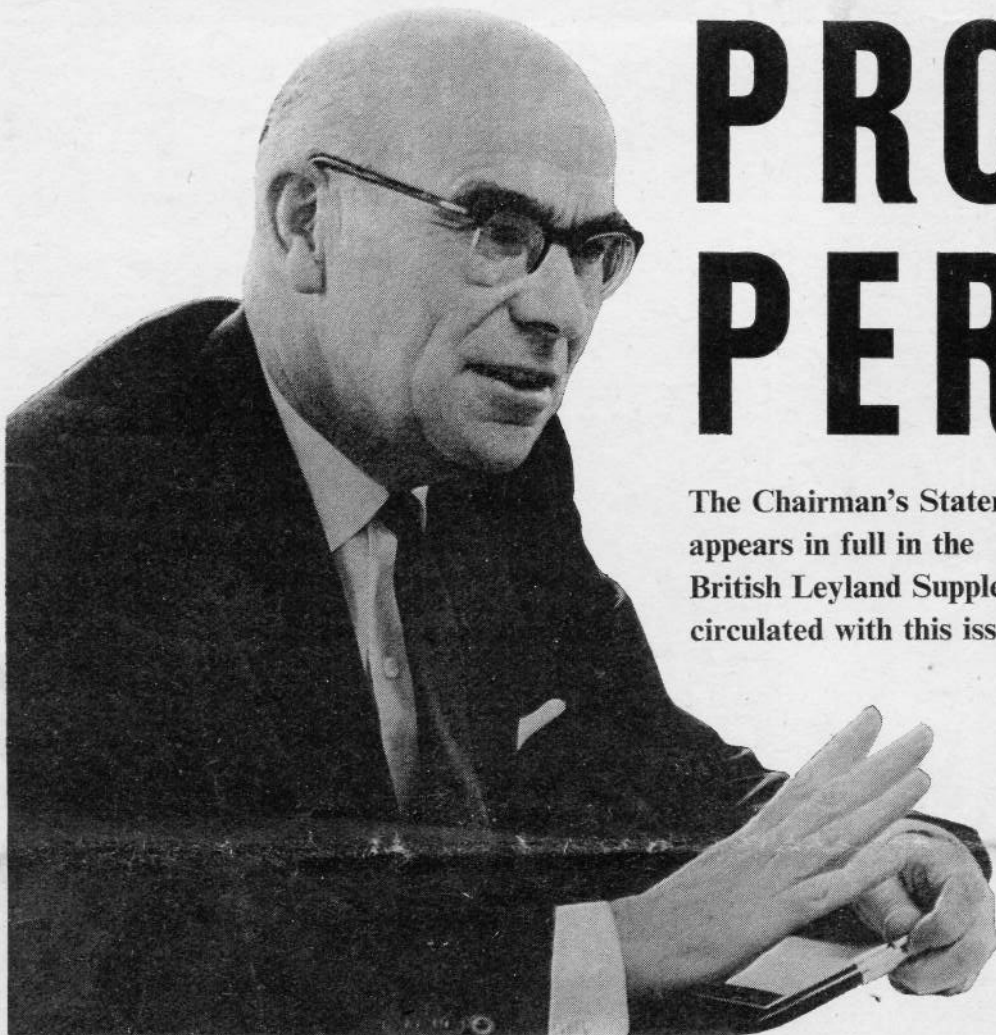


February, 1969

A BRITISH LEYLAND NEWSPAPER

LORD STOKES INTRODUCES HIS ANNUAL STATEMENT

PROFITS IN PERSPECTIVE



The Chairman's Statement appears in full in the British Leyland Supplement circulated with this issue

HOW MUCH IS ENOUGH?

HOW much is £38 million? That was our profit for the year 1967/68, but how do we judge whether it's good or bad? We know it's better than last year—astonishingly better, much more than anyone expected—but it is still not equal to the average of the profits of our constituent companies over the last five years. It's very difficult to tell much about a company just by looking at its trading profits. What interests a company is very much the same as what interests an individual. When all the tumult and the shouting has died, how much cash is there left and what are we going to do with it? So, is our profit good or bad? What does it mean in terms we can understand? And anyway, what are we going to do with it now we've got it?

HOW TO MEASURE

We have two sets of measurement. The first is against other figures in our own business, such as what percentage is of turnover, how much on total assets employed in the business and so on. The second is against what our competitors do.

Our total sales for the twelve-month period were £907 million, so that profit before tax represents just over 4% of turnover. A margin of 10d. on every £1 of sales. This is not nearly as good as some of our major U.K. and European competitors. To keep with the best we need to generate something twice as much, which sounds ambitious but which we could achieve if we could avoid production interruptions. We estimate that we lost eighty thousand vehicles in 1967/68 through such interruptions somewhere in the industry. If we had made those vehicles we should have been very much closer to our major competitors' performance.

HOW DO WE USE THE MONEY?

We do not earn profits simply to put them in an old sock, so what do we propose to do with the money? The largest proportion, as you might expect, goes in tax—some £17½ million out of the total of £38 million. Another £1 million goes to our partners who have minority interests in our subsidiary companies. This leaves £19 million—or 5d. in every £1 of sales which we can call our own.

To this £19 million, we can add the £41 million we provided for replacement and modernization of our plant before calculating the profit. This means that we have about £60 million to divide between modernization, expansion and our shareholders.

Dividends, as a topic of conversation, usually generate more heat than light. The amount that we shall be paying to the ordinary shareholder is £14.7 million—about 4d. in every £1 of sales. It is less than the company pays to the Government every year for National Insurance and other social service benefits for its employees. The main attraction of British Leyland for a shareholder is not the income, but the protection which his shares give against inflation. To do this, and not disappoint his expectations, we need to ensure an adequate supply of cash.

CAPITAL INVESTMENT

The most important use of our funds is wise investment in modern productive methods—to put at least as much earning potential in the hands of each employee as our major competitors do. We can't do this overnight. It takes time to prepare plans and to implement them. But this is the target we must set ourselves.

We come back to the original question. How good is £38 million of profits? In the circumstances of 1967/68 it is a wonderful achievement and we should all be proud of it. In the context of what we have to finance over the next few years it is not good enough by half. We shall not be doing our job until every one of our workers has at his disposal and uses as much capital equipment as efficiently as his foreign counterpart. The only way we shall get there is by generating cash—and confidence ourselves.

FOLLOWING the Queen's intention announced in the New Year Honours to confer a peerage on Sir Donald Stokes, Letters Patent were sealed on 9th January, 1969, granting him a Barony with the title of Lord Stokes of Leyland in the County Palatine of Lancaster. (See also picture on page 3.)

Sales £973,586,000
This covers fourteen months trading of British Motor Holdings and twelve months of the British Leyland Corporation.
Sales in the twelve months to September, 1968, were: £907,000,000

Profit before tax £37,946,000
Taxation £17,612,000
Profit after tax £20,334,000
Minority interests in subsidiaries: £1,141,000
Profit after tax attributable to shareholders £19,193,000
Profit before tax is after charging depreciation (£26,542,000)
Amortisation (£14,237,000)
Interest payable (£12,329,000)
and after crediting investment income and interest receivable £5,890,000



A RURAL PROBLEM SOLVED

THE collection of refuse in rural districts always presents a problem and it certainly provided the Barnstaple Rural District Council with one. A dustcart which could travel reliably over the narrow, steep roads and rugged tracks of the country roads was essential if an efficient dust-collecting service was to be provided. The Chief Public Health Inspector, Mr. T. Kemp, decided to design his own dustcart and he succeeded in finding an answer to the problem by basing his design on a 110 inch Diesel Land-Rover chassis

fitted with the 8-cubic yard power operated hydraulic tipping refuse body built by the Tiverton Body and Container Company. Mr. Kemp said that none of the manufacturers could supply a suitable dustcart for collecting rubbish from homes remotely situated in the Rural Council's area and it was the Land-Rover which was the only possible answer. Writing to the News, The County Garage of Barnstaple, who supplied the chassis, report that the vehicle is proving satisfactory and that further business of this kind is anticipated.

BUILDING UP A GROUP SPIRIT

A special series of articles on the different companies of British Leyland are to be published in all the company newspapers under the heading THIS IS YOUR GROUP.

One particular company will be featured in each issue and it is felt that all employees will appreciate these short informative articles about our associates in The British Leyland Motor Corporation which is now the biggest motor vehicle manufacturing company in the United Kingdom and the third largest in Europe.

In this issue we are featuring AVELING-BARFORD LTD., of Grantham, specialists in the production of construction equipment for road making, quarrying, mining, tunnelling, earth-moving, airfield and dam construction etc. You will find the article most interesting.

BRUSSELS MOTOR SHOW

ROVER'S EXPERIMENTAL SPORTS CAR ATTRACTS LARGE CROWDS

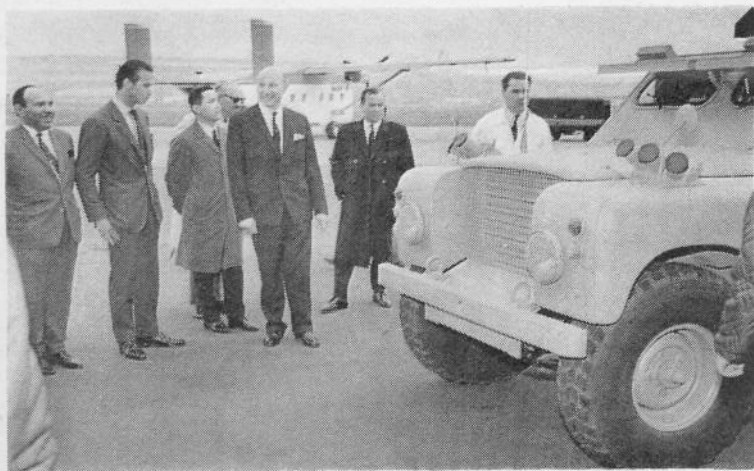


THE centre of attraction at the recent Brussels Motor Show was the Rover experimental prototype mid-engined sports car. The car, which was displayed on the Rover section of the British Leyland stand, attracted large crowds and was featured prominently on Belgian television and in the press. In the photograph above, the Deputy Managing Director of the British Leyland Motor

Corporation and Rover Director, Mr. George Turnbull, takes a close look at the car, which is claimed to have a top speed of 140 m.p.h.

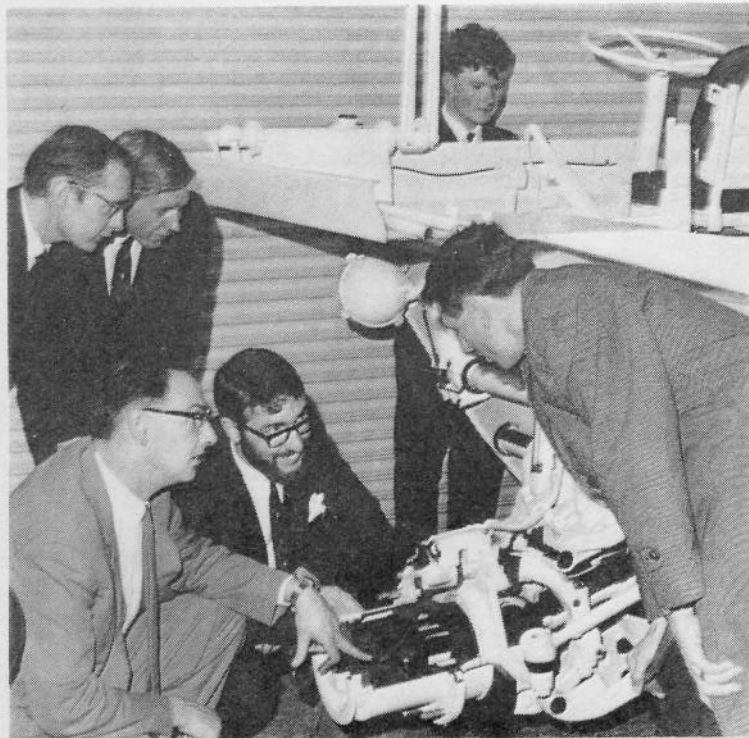
The Brussels Show, the first international motor show of 1969, proved to be a good pointer for Rover and Land-Rover sales, as our car sales have improved in Belgium during the last eleven months by 29% and Land-Rovers by 43%.

Prince Michael drives the Shorland



A PARTY of Military Attaches, escorted by Lt. Col. N. H. Pakenham Mahon and Cap. H.R.H. Prince Michael of Kent, recently visited Short Brothers & Harland Limited at Belfast and a demonstration by two Shorland Armoured Patrol Cars aroused great interest. Most of the visitors tried their hands at driving the vehicles, including Prince Michael. The Shorland Armoured Patrol Cars are built on 109" Land-Rover Chassis.

Keen interest in 'STALWART'



Photograph taken during visit of members of Coventry Section of the Institute of Mechanical Engineers to the Alvis Factory in October, 1968. Some of the visitors are shown grouped around a cut-away model of the 'STALWART' and Mr. Chris Cernes (with beard) is explaining the Hub Reduction Gears.

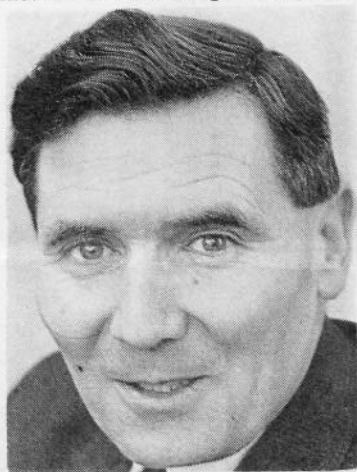
APPOINTMENTS

Three Executive Directorships have recently been announced. Mr. C. G. Brown, Chief Buyer, is appointed Executive Director, Purchasing; Mr. H. Butler, Group Production Control Manager, becomes Executive Director, Production Control; and Mr. R. C. Shand, Works Manager, Cardiff, takes over as General Manager and Executive Director, Production (Cardiff) on 31st January, 1969, on the retirement of Mr. S. W. Nixon (See page 5).



MR. C. G. BROWN
Executive Director—Purchasing

IN 1936 when Acocks Green Factory (known as No. 1 Shadow Factory) was being built Mr. C. G. Brown joined the Rover Company and occupied a temporary office at Tyseley for purchasing requirements for the Shadow Factory on behalf of the Ministry of Aircraft Production. He became Senior Buyer at Acocks Green but had to leave this work when called up for military service in the 8th Army Signals. Upon demobilisation in 1947 he rejoined the Company at Acocks Green where he remained until 1954 when he was transferred to Solihull to take over buying for the Land-Rover chassis section. Promotion followed quickly—in 1958 he became Assistant Chief Buyer and in 1959 he was appointed Chief Buyer for Rover Group. Age 53, Mr. Brown is married and resides in Kenilworth. He is a member of the Institute of Purchasing and Supply.



MR. H. BUTLER

Executive Director, Production Control
MR. H. BUTLER joined the Rover Company at Tyseley in 1937 as a member of the Buying Department, and was transferred to MCD in 1939. He saw six years service with the RAF during the war and after demobilisation, rejoined Rover at Tyseley, leaving there in the late 1950's to become assistant to Mr. F. W. Allen. Following Mr. Allen's retirement, Mr. Butler was appointed MCD and Stores Manager and in 1966 he became Group Production Control Manager. Mr. Butler is aged 49 and is a Member of the Institute of Materials Handling. For 14 years Mr. Butler has been a Group Scout Leader and is keenly interested in Youth work particularly in connection with training for the Duke of Edinburgh Award Scheme.



MR. R. C. SHAND

Executive Director and General Manager
Production (Cardiff)
MR. SHAND joined the Rover Company in June, 1961 to take over as Production Manager at Pengam, Cardiff. He was formerly Plant Manager at the Ford Factory, Doncaster. His new appointment becomes effective from 31st January, 1969 when he succeeds Mr. S. W. Nixon who retires on that date. Age 43, Mr. Shand is married and has two children, a son (18) and a daughter (14) and the family reside in Llanblethian. Mr. Shand is a caravan enthusiast, using his Rover 2000 for holiday and week-end towing.

Perfect 'Pack' for Lord Mayor

A POPULAR event at Pengam is the annual visit of the Lord Mayor and Lady Mayoress of the City of Cardiff, which took place on Tuesday, 12th November, 1968. On this occasion, Alderman J. R. Lyons and Mrs. Lyons were received by Mr. S. W. Nixon (Executive Director and General Manager, Cardiff) with Mrs. Nixon, Mr. R. C. Shand, Mr. A. E. Webster and Mr. R. Huband.

The Lord Mayor and Lady Mayoress were very interested in all they saw during their tour of the Production factory and Parts department, following which they were entertained at lunch in the Canteen. Our picture shows Mrs. Phyllis Williams of the Cartoning Dept., Pengam Parts Division, demonstrating the packing of a fog lamp assembly kit to the Lord Mayor, Alderman J. R. Lyons, Mr. Nixon and Mr. A. E. Webster (General Parts Manager).



Suggestion scheme pays off

Two £100 awards at Solihull

THURSDAY, 19th December, 1968. It was a happy day for two former fitters on the P6 line at Solihull when Mr. B. G. L. Jackman (Director of Manufacture and Deputy General Manager), on behalf of the Company, presented each of them with a cheque for £100 awarded by the Solihull Suggestion Committee for similar suggestions submitted at almost the same time. As a result of their suggestion, a saving of wire and ultimately a new body harness for the Rover 2000 was evolved at a lower cost. The two award winners are seen in the picture, after receiving their cheques from Mr. Jackman. Mr.

J. E. Evans (now on Land-Rover Assembly) is shaking hands with Mr. Jackman, whilst Mr. A. J. Large (now a foreman on P6) in the centre, is seen cheerfully holding on to his cheque.

In presenting the cheques, Mr. Jackman said that the Suggestion Scheme was being looked at to make it more effective, pointing out that a good suggestion often involved a considerable amount of work and sometimes an unavoidable time-lag. Nevertheless, the Company hoped that the number of suggestions submitted would increase and urged employees to make full use of the scheme.



OBITUARY

Executive director dies suddenly

IT is with deep regret that we have to record the sudden death, on Friday, 17th January, 1969, of Mr. W. J. Robinson, Executive Director, Production. He was aged 64 and leaves a widow and two daughters.

The whole of Mr. Robinson's working life has been spent in the employ of the Rover Company, and in August this year he would have completed 50 years' service. In August, 1919, he commenced his employment as a body maker at Parkside, Coventry, later moving to the Jig Shop at Helen Street Works. In June, 1939, he became assistant to the late Mr. L. Jackman, who was Works' Manager at that time.

After the Coventry factory had been damaged during the blitz of 1940/41, Mr. Robinson went to Carlton Mill Works as Production Manager and he returned to the Midlands in 1945. Following the retirement of Mr. L. Jackman in 1948, he became Production Manager at Solihull factory and in October, 1960, was made Works' Manager and later the



Mr. Walter James Robinson

same year appointed Executive Director—Production.

Mr. Robinson—or 'Robo' as he was known to his many friends—made a great contribution to the progress of the Company. He will long be remembered not only for this but for his personality, friendliness, and the many good works which he did so unobtrusively in many directions.

LONDON TO SYDNEY MARATHON



**MASS
SUCCESS**



FOR

BRITISH LEYLAND

Two Rover 2000's and a lone Land-Rover complete course

EVEN though the 'Greatest Ever Rally' is all over, there is no reason why we should not sing our own praises a little.

British Leyland cars were 2nd and 5th overall in the London-Sydney Marathon. Paddy Hopkirk, driving an 1800 was 2nd and only six minutes behind the actual winner. His team mate, Rauno Aaltonen was 5th in a similar car. British Leyland was the only manufacturer to have two teams to complete the rugged course. The two teams of Austin Morris 1800's were second and third overall and the highest placed European teams.

British Leyland was also higher in overall placings than any of the locally-manufactured and highly-fancied Australian cars. The Austin Morris 1800 has approximately 4½ per cent of the highly-competitive Australian market.

The only two Rover 2000's to start in the Marathon completed the course together with a two-wheel-drive Land-Rover.

Also among the British Leyland finishers was an MGB sports car driven by Mrs. Jean Denton, one of Britain's most successful women racing drivers. She was only nine points behind the car that won the Ladies' Prize.



Sir Donald Stokes, (Now Lord Stokes) Chairman and Managing Director of British Leyland sees off the official British Leyland team.

One of the most outstanding efforts was by three Australian women journalists in a Morris 1300. None of them had ever competed in a rally before and the car was completely standard.

The top speed of the four 1800's which British Leyland entered was just over 90 m.p.h. British Leyland's Competitions Manager, Peter Browning, decided that reliability was a greater priority than top speed and chose a state of engine tune equivalent to that of the basic 1800 which is on sale to the general public.

Every British Leyland car to finish the event qualified for a special

prize of £300 plus a silver trophy which was offered by the Corporation's Chairman, Sir Donald Stokes, when he waved the cars off at Crystal Palace start on 24th November, 1968.

Sir Donald commented: "This is an outstanding result for British Leyland and outstanding proof of the value of our engineering. I am particularly delighted at the large number of private entrants who have finished, using standard vehicles and without any special servicing arrangements. Our special prizes for British Leyland finishers will cost us nearly £4,000 and we shall be delighted to pay up."

Here is a list of British Leyland Finishers :

Car No.	Model	Position
51	1800	2
61	1800	5
64	1800	19
31	1800	21
4	1800	23
71	1800	27
17	1800	30
70	1800	33
77	1800	35
54	Rover 2000	36
47	MGB	41
44	Rover 2000	43
99	Land-Rover	48
41	1300	49

Team Prize

2nd Place Car No's. 4, 51, 61 Austin Morris 1800's
3rd Place Car No's. 31, 64, 70 Austin Morris 1800's

LORD STOKES AT THE HOUSE OF LORDS

In the House of Lords on Wednesday, 22nd January, 1969, Lord Stokes was introduced as a Life Peer and signed the roll as Baron Stokes of Leyland. His sponsors were Lord Shackleton, Leader of the House, and Lord Black.

APPOINTED DEPOT TRAINING OFFICER



MR. R. SYKES

Mr R. Sykes, Training Officer, Rover Service Depot, Seagrave Road, London, was appointed Depot Training Officer as from 1st October, 1968.

Mr. Sykes will be responsible for advising management in depots on training matters, with particular reference to the requirements of the Road Transport Industry Training Board. He is responsible to Mr. J. A. Bate, Group Training Manager, Leyland.

For all Alvis Employees

THE 14 chapters of *The Alvis Story* written for *Rover and Alvis News* by Mr. H. B. Light have been published by Alvis Limited as a complete short history of the Company. Produced in newspaper form there are eight pages full of interest and the story ends with a farewell picture of the last Alvis car completed at Holyhead Road Works on 20th August, 1967.

The Directors of Alvis Limited have been pleased to send to each one of their employees and retired employees, a copy of the history with their compliments, enclosed with the current edition of *Rover and Alvis News*.

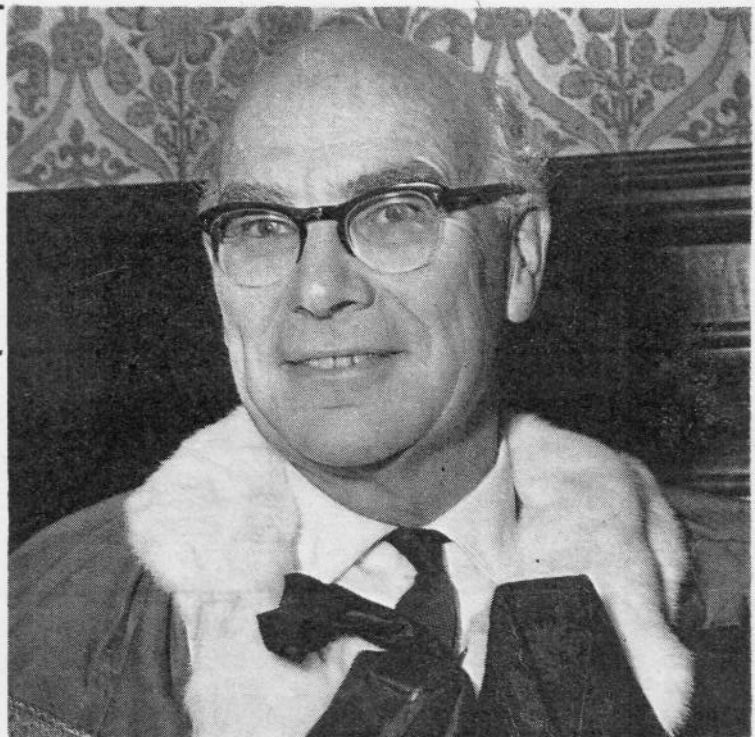
Mr. E. S. Richards joins bankers

ROVER'S Executive Director, Industrial Relations and Welfare, is taking over a new post as director-secretary of the newly-formed Federation of Bank Employers. He will be top trouble-shooter for Britain's clearing banks and starts his new job on 3rd March.

In the car industry, Mr. Richards is acknowledged as a leading expert on Labour problems, and his appointment as director-secretary to the Federation of Bank Employers is made at a time when banking is facing turmoil.

The Bankers' Federation, the equivalent of the Engineering Employers' Federation, has been formed to speak for the employers' side following the recognition of the National Union of Bank Employees and staff associations.

Ted Richards joined Rover on 1st January, 1963, as Industrial Relations Manager and in September of that year was appointed Executive Director, Industrial Relations and Welfare. Age 50, he is a member of the Institute of Personnel Management and of the Institute of Office Management. Before joining Rover Mr. Richards was Group Personnel Manager with the British Thermostat Co. Limited, Sunbury-on-Thames, and is one of the founder-members of the Motor Industry Joint Industrial Labour Council.



At the Brussels Show

John Carpenter (Sales Director) talks to Prince Albert (Centre in striped suit) with J. Beherman (Rover distributor in Belgium) and Mr. George Turnbull (Deputy Managing Director, British Leyland) on Rover stand at the Brussels Motor Show.



Land-Rover or Sleigh?

WHETHER or not Messrs Loxhams Garages (Preston) Ltd. succeed in their attempt to persuade Father Christmas to change his mode of transport, from the traditional sleigh and reindeer to the modern Land-Rover, they certainly had a good try to do so.

For their Christmas Display they covered the showroom floor with grass matting, brambles, twigs, etc., and fixed about twenty Christmas trees of different sizes to give a pine forest effect. A S.W.B. Land-Rover was displayed plunging through the trees loaded with presents and a cheerful Father Christmas at the wheel. The display created considerable local interest and our picture, reproduced by kind permission of the *Lancashire Evening Post*, shows 25 year old Sonia Anderson, a Loxhams employee, obviously enjoying being a passenger with Father Christmas. Recently appointed as Rover Dealers, Messrs Loxhams report that their salesmen are full of enthusiasm and their Rover sales drive is, most successfully, well under way.

Leading Motor Distributors in West Wales sell 1,000th Land Rover

THE 1,000th Land-Rover to be sold by Rover Distributors Messrs. Green's Motors Ltd., since the vehicle was introduced in 1948, was delivered in December, 1968, to Col. J. H. V. Higgon, J.P. of Scolton, Haverfordwest. Handing over the vehicle is Mr. Malcolm Green, Managing Director of Green's Motors Ltd., the West Wales leading motor distributors, who have been meeting the transport requirements of the county for over 60 years.



Paddy Hopkirk together with co-drivers Alec Poole and Tony Nash arrive at London Airport after their success in the Rally with a BMC 1800.



**THIS
IS
YOUR GROUP**



AVELING-BARFORD OF GRANTHAM

'BRINGING ORDER OUT OF CHAOS ON THE ROADS'

If British Leyland did not make so many cars and trucks and buses, road users would not find themselves in traffic jams quite so often. We need not feel guilty about this, however, for other Corporation products are playing a very large part in building the motorways and improved roads that are slowly bringing order out of chaos. So, next time you come across the unmistakable mud-coloured gash across the green countryside that betrays a new motorway construction, have a look at the machines at work there—and not only at the ones on wheels. Any machine bearing somewhere on it, a Rampant White Horse on a red shield is "one of ours".

Two machines always to be found are the road roller and the motor grader. The former in its two- and three-wheeled versions, has been a familiar sight all our lives and its purpose is clear. Nowadays, however, quite small single-wheel rollers, usually towed, supplement the traditional types, their compactive effort depending upon vibration instead of sheer weight. There is also the unconventional-looking pneumatic-tyred roller with five wheels forward and four aft, each equipped with plain tread tyre, the air pressure in which can be varied to suit job requirements by a valve in the driver's cab. This machine compacts by 'kneading', a method that eliminates even a hair-line crack in a road surface through which moisture could penetrate and, by freezing, create an incipient pothole.

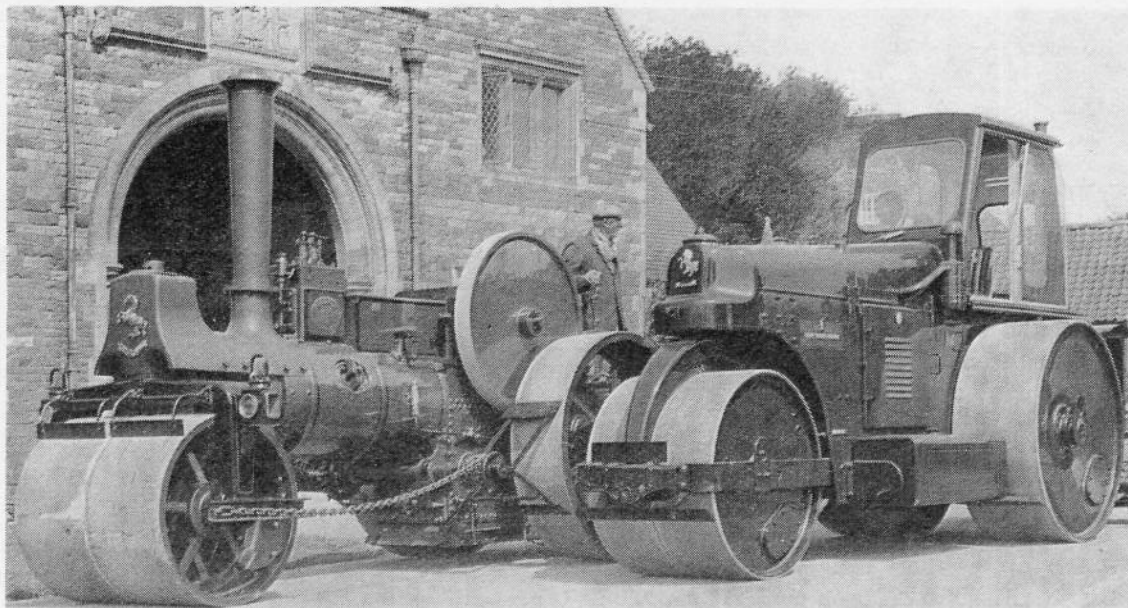
The motor grader is invariably one of the first machines on site and one of the last to leave. In our up-hill-and-down-dale countryside where cut-and-fill is the commonest method of road construction, involving removal of large quantities of earth from one part of the roadline to another, the grader's role is largely ancillary, but it is designed to build a complete road from initial stripping of sod through cutting roadside ditches, shaping the camber, trimming the slopes of embankments and cuttings, to spreading the surface stone. All these operations are achieved by the curved steel blade, underslung from the frame (see photograph), that by hydraulic controls can be set to any desired position both horizontally and vertically. Assisting absolutely precise control of blade setting are the provisions for front and rear wheels to be both driven and steered.

Once the road formation has been completed to specification, the road itself is built up, usually by courses of stone some of which are coated with tar, asphalt or bitumen, or mixed with sand and cement to form concrete. In the production of these,

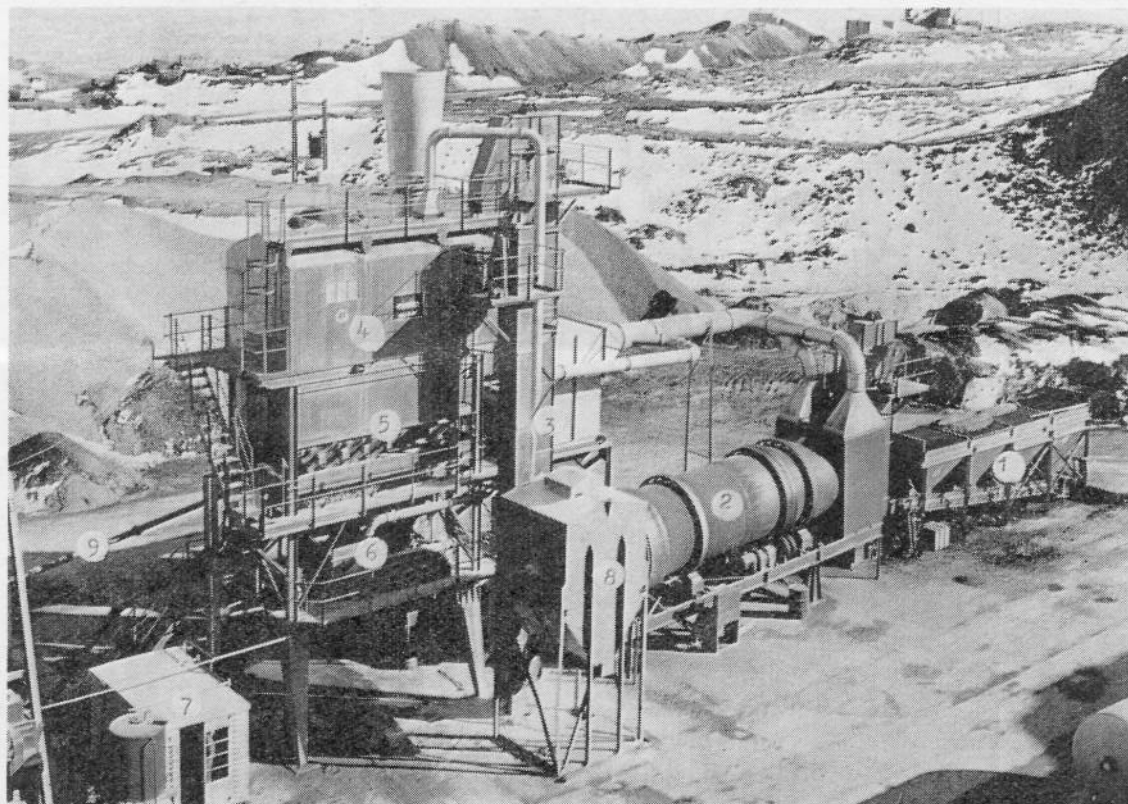
machines made by Aveling-Barford companies are to be found in large numbers. Tractor Shovels—the pneumatic-tyred diggers that in many quarries have replaced the slow moving crawler mounted excavators that are as long established as road rollers—load stone from the quarry face into Dumptrucks that carry it to a fixed or mobile plant where there may be a grizzly to scalp off dross and dirt before it drops on to one of several types of Feeder. The Feeder ensures a steady flow of stone into a Crusher—again one of several types—that breaks down the largest rocks to predetermined limits after which vibratory or rotary screens separate the different sized stones into stockpiles or storage bins, remaining oversize stones being rejected and probably fed back for re-crushing. Depending on the nature of the stone and the final range of sizes required, a secondary crushing through smaller breakers, and even sometimes a third, may be needed before stockpiling. Sand and gravel are processed with much the same machinery, with the addition of equipment for washing the gravel and dewatering the sand.

A thick column of smoke like dust belching forth from a motorway project probably signals the presence of an Asphalt plant that, despite its size, is designed for ready transportation between jobs. As with all construction equipment, a whole range of such plants is made to one basic design, to meet different output requirements, and the one illustrated is typical.

These are just some of the principal products of the five manufacturing companies of the Aveling-Barford Group that now comprises the greater part of the Construction Equipment Division of British Leyland. Their applications, of course, go far beyond roadmaking and quarrying—into earthmoving, tunnelling, mining, building, airfield and dam construction, even farming and agriculture.



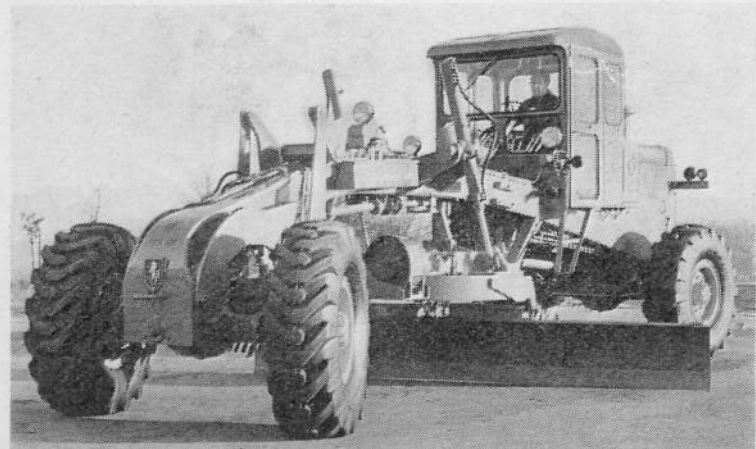
Rollers ancient and modern. The Steamroller was built by Aveling in 1882 and worked until 1960, one of its last jobs being on the London-Birmingham motorway. Now preserved at Grantham, it is the oldest roller in the country and second oldest in the world, the oldest being an 1878 Aveling preserved in Oslo Museum, Norway. Aveling started building rollers in 1865, developing them from his steam traction engines that he began to produce in 1860. The modern Diesel is not one of the latest design but is typical of the post war three-wheeled machines. Both weigh about 10 tons.



Semi-mobile Asphalt plant. Stone and sand from the hoppers (1) are drawn in measured quantities into the rotary drier (2) which is oil-fired, and then is lifted in the hot stone bucket elevator (3) to vibrating screens (4) which separate into different sizes that drop into temperature controlled bins (5). From here stone drops as required into a batch weigher and then into the paddle mixer (6) where filler from silo (8) and binder (tar, asphalt or bitumen) pumped through pipe (9) are added. Mixing takes less than a minute and the coated stone, still under controlled temperature, is ready to drop into a truck stationed below (6). Every operation is push-button controlled from cabin (7) where the exact quantity of each size of stone, sand, filler and binder is set. The operator can set the plant to produce batches to a set specification either singly or repetitively until it is desired to alter the specification.



The nine wheeled pneumatic-tyred roller. Wheels are mounted in pairs, the rear four covering the gaps between the front five.



A four-wheeled motor grader. Operation is fully hydraulic, front and rear wheels are both driven and steered and the thirteen feet long curved steel blade can be set in any required position horizontally and vertically from the driver's cab. The array of levers in front of the driver looks complex but the machine is in fact, extremely easy to operate. Six-wheeled machines are also made.

THE Aveling and Barford Companies were both founded in 1850, and amalgamated in 1933. Aveling-Barford Ltd., has its headquarters at Grantham and has five other U.K. factories—four in the East Midlands and one near Newcastle-upon-Tyne—besides subsidiary companies in Australia, South Africa, New Zealand, Canada, France and Zambia. The Company employs 2,500 people.



A quarry installation with Aveling-Barford Dumptrucks and Tractor Shovel in the foreground. The near building houses crushers and the far building taller screens and storage bins. Smaller of two far buildings is part of an asphalt plant working alongside the quarry plant.

TYBURN ROAD TRAINING CENTRE NEWS



Mr. G. S. ESSEX
(Tel: Internal 302 Tyburn Road)
Former Training Manager, appointed Training Administration Manager, BLMC, with office situated at Tyburn Road.



Mr. A. P. LYNCH
(Tel: Internal 302 Tyburn Road)
Appointed Training Manager, Rover Company Ltd., to succeed Mr. Essex.



Mr. J. W. PERKINS
(Tel: Internal 203 Tyburn Road)
Appointed Training Officer with initial responsibility for Skills Analysis.



Mr. P. R. W. MAY
(Tel: Internal 577 Solihull)
Appointed Training Officer responsible for Apprentice Training other than First-Year and for the remainder of the training function based at Solihull.



Mr. R. BUNN
(Tel: Internal 300 Tyburn Road)
Appointed Training Officer with responsibility for recruitment and training of First-Year Apprentices and for all technical training facilities at the Tyburn Road School.



Mr. E. J. WALDEN
(Tel: Internal 235 Tyburn Road)
Continues as Training Officer responsible for all Supervisory, Shop Stewards and specialist training.

LONG SERVICE AWARDS

ACOCKS GREEN

TO EMPLOYEES

SOLIHULL

PRESENTED BY

MR. A. B. SMITH

TYBURN ROAD

(Director and General Manager)

TYSELEY

Monday, 23rd December, 1968



Left to Right: Mr. P. E. Nephin (Solihull); Mr. N. E. Chedham (Tyseley); Mr. A. B. Smith; Mr. V. J. T. Bate (Solihull); Mrs. E. A. Simmonds (Acocks Green); Mr. B. K. Burke (Tyburn Road); Miss D. Hough (Acocks Green); Mr. F. J. Hartwell (Solihull); Mr. R. S. B. Aston (Solihull).

SEAGRAVE ROAD

MR. H. PORTER, Maintenance Fitter, Seagrave Road, was presented with his 25 year service watch by Mr. R. W. Bromley (Executive Director, Service) on 20th December, 1968 at Seagrave Road.

CARDIFF FAREWELL

Mr. S. W. NIXON retires



Looking forward to a good holiday as a start to his retirement Mr. Stanley W. Nixon, General Manager and Executive Director, Production (Cardiff) handed over his responsibilities to his successor Mr. R. C. Shand on Friday, 31st January. (see page 2). With 27 years Rover service to his credit Mr. Nixon first joined the Company in 1941 as a production engineer under Mr. A. J. Worster and since the war held various posts connected with inspection until being appointed Quality Manager of the Acocks Green/Tyseley Group in 1960. Four years later he was transferred to Cardiff as Factory Manager (Production) and in July 1965 succeeded Mr. D. N. Steed as General Manager and Executive Director, Production (Cardiff). Mr. Nixon is a member of both the Institutions of Mechanical and Production Engineers and he holds the M.Sc. degree in Mechanical Engineering. Mr. Nixon has been engaged in the Motor Industry all his working life and in a chat with the News editor he said that although he will miss daily contact with friends and colleagues at Rover he will always remember the happy association which he has enjoyed in the service of the Company.

'Thanks' to Rover Blood Donors

EACH year since 1956, the Rover Company at Solihull have held Blood Transfusion Sessions, the most recent being held on Monday to Thursday, 11th to 15th November, 1968, when the Guest Room at Solihull was converted to what appeared to be a hospital Ward for the occasion.

Mr. Robert Dixon, Welfare Manager at Solihull, has received a "Thank you" letter from the Regional Donor Organiser of the National Blood Transfusion Service and it is published here to show appreciation to all Rover volunteers in this most valuable service.

NATIONAL BLOOD TRANSFUSION SERVICE

Vincent Drive, Birmingham, 15.
19th November, 1968

Dear Mr. Dixon,

Thank you for such a successful four days at Rover last week. On the four days 480 volunteers came along of whom 464 were able to make a donation and I do hope you will be as delighted as I am with the response. Please convey my thanks to Mrs. Hovey for the excellent work she did on our behalf and also for ensuring the appointments ran smoothly.

The Doctors and Teams were delighted with the excellent lunches you provided and as I too was a guest one day I felt I must mention your kindness and generosity as not only did we have blood from the donors but you looked after our girls so very well.

Enclosed are a few "Thank you" posters for display as we do like the volunteers to know how much we appreciate their donation. I shall look forward to being in touch with you again to arrange further sessions and I do hope this will be in the not too distant future.

Kindest regards,
Yours sincerely,

ALICIA SHIRLEY
Regional Donor Organiser

Urgent Need For More Commonsense

MR. ALEC DURIE, Director General of the Automobile Association, speaking at Birmingham recently said that whether British Standard Time is retained or not the one good thing that has come out of the experiment so far is the long-overdue introduction of safety elements into school dress.

Speaking at Lordswood Boys' Technical School prize-giving, Mr. Durie said:

"Other countries, particularly Germany and Austria, have for years equipped their schoolchildren with fluorescent or reflective clothing—caps, satchels and the like. Now we are turning to them and whether BST remains or is discontinued this movement must be retained and enlarged in scope. It is sensible, the cost is negligible and in the past we have paid far too little attention to it.



Issued by the Birmingham Dipped Headlights Committee

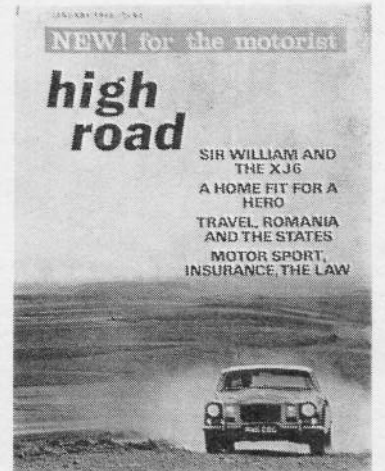
"There is also an urgent need for motorists generally to display more commonsense when visibility is poor. Far too many drivers are using inadequate lights not only when visibility is restricted in the mornings, but during the evening rush period as well.

"In contrast with continental motorists the British driver seems to have an aversion to using headlights when visibility is impaired. He is too prone to switch on his lights only when the lighting-up table says he must, instead

TAKE THE HIGH ROAD

You cannot be 'With it' Without it!

BRITAIN'S newest motoring magazine HIGH ROAD—a 72-page monthly—published by British Leyland, appeared on the bookstalls on 1st January, 1969. It replaces all the former motoring magazines in the Group—Rover Review, Standard-Triumph Review, Motoring (covering MG and Wolseley) and Austin Magazine.



Aimed at the broadest section of the motoring public in Great Britain and overseas, HIGH ROAD will have an estimated initial readership of well over a quarter of a million people. It will aim to set new standards for striking presentation and readership, covering the whole motoring scene—and will offer advice and information on a wide range of topics of interest to every motorist.

The magazine, price 2/6d., will be available at bookstalls, or by post from its Advertising and Circulation Department at British Leyland, Cowley Oxford. Employees of British Leyland will have the opportunity of purchasing it at a reduced price—15/- for a full year's subscription—and details concerning this will be published later.

of using lights when commonsense dictates it is safer to do so.

"In the United States and in Sweden there is a growing recognition, for example, of the value of using headlights in daytime!

"It makes me wonder whether we do not place too much emphasis on lighting-up time in our daily habits. It is equally important for a road user to be seen as it is for him to see. Let no one feel that it is clever and 'with it' to drive a camouflaged motor vehicle in conditions of poor visibility.

"There is a tremendous amount individuals can do themselves towards greater safety. Much of it is commonsense and a sharp appreciation of situations."

Earlier Mr. Durie had said that today the car is just as much a part of the family scene as the refrigerator, the television set or the vacuum cleaner and its growth in numbers has been one of the most significant sociological features of life in post-war Britain.

"The motor car is a social asset which is so desired that it is the immediate target of everybody old enough to possess it. It provides pleasure and comfort to a great mass of people; people who, were they without one, would live their lives in more restricted, more confined, surroundings," said Mr. Durie.

Referring to the fact that by the time today's senior school pupils are aged 30, there will be some 22 million cars in Britain, Mr Durie said:

"Congestion is the main consequence of our failure to build modern roads, to plan city centres and to provide adequate off-street parking facilities to meet the explosion of the Motor Car Age.

"It is a condemnation of that political thinking which seeks to ignore the facts of motor car ownership, and which blindly imagines that if our city centres become choked motorists will leave their cars at home."

Our best wishes for a long and happy retirement

HARWOOD
On 29th November; Mr. J. W. Harwood, Publicity, (13 years' service).

NUGENT
On 29th November; Mrs. K. Nugent, Service Management (9 years' service).

WALSH
On 2nd January, 1969; Mr. M. Walsh, Labourer Alvis Machine Shop. (14 years' service).

TWISS
On 29th November; Mr. J. C. Twiss, Rec. Stores. (17 years' service).

SMITH
On 29th November; Mr. J. H. Smith, Machine Shop (23 years' service).

ROBERTS
On 12th November; Mr. C. Roberts, Land-Rover Main Assembly. (20 years' service).

COLE
On 28th June; Mrs. E. F. Cole, Cost Department, Acocks Green. (13 years' service).

BURROWS
On 28th November; Mr. Harry Burrows, Works Police, Tyburn Road. (2 years' service).

KENNY
On the 14th November; Mr. Thomas Kenny, Storekeeper, Perry Barr. (14 years' service).

ROBERTS
On the 12th December; Mr. Alfred Roberts, Labourer, Tyseley. (14 years' service).

ALLEN
On the 5th December; Mr. Arthur Allen, Storekeeper, Springfield. (16 years' service).

VEALE
On the 1st November; Mrs. P. M. Veale, Typing Pool. (13 years' service).

JACKSON
On the 30th December; Mrs. B. Jackson, Cleaner, Welfare Dept. (22 months' service).

TURTON
On the 2nd January; Mr. L. Turton, Timekeeper. (8 years' service).



ALFRED WILLIAM CHAPMAN

AFTER 23 years' service with the Rover Company at Solihull, Mr. A. W. Chapman retired on Friday, 29th November, 1968. He commenced work at Solihull on body repair work in the Service Department and became Senior Foreman in January, 1955. At a presentation and farewell ceremony held in the Service Repair Shop a great gathering of friends and colleagues joined in wishing 'Alf' a long and happy retirement. In our picture, taken at the farewell party Mr. Chapman is seen in the centre group shaking hands with Mr. R. W. Bromley (*Executive Director, Service*) who presented him with gifts from his colleagues. Mr. T. Barney (*Repairs Manager*) is in the middle of the group holding some of the gifts.



MR. JOHN CONNELLY

WITH 32 years' Rover service to his credit Mr. John Connelly (*P6 Stores Supervisor*) retired on 29th November, 1968. He started with the Rover Company in 1936 at Meteor Works, Coventry and during the war he was engaged on the secret storage of Rover jigs and tools in various parts of the country. He was also engaged in salvaging Rover material following enemy raids on the works. After the war Mr. Connelly was amongst the first batch of men to be transferred to Solihull. At a farewell party held in the Junior Staff Canteen, a large number of friends and colleagues gathered to wish him well in his retirement and Mr. Harold Butler (*Supply Manager*) presented him with a Power Drill and tools on behalf of his friends and spoke of the excellent work carried out by Mr. Connelly during his 32 years' service with the Company. In the picture Mr. Connelly is seated at the front (*third from the right*) next to Mrs. Connelly who has been with the Company 27 years and is still employed at Solihull, and Mr. Harold Butler who made the presentation is next on her right.



Mr. WILLIAM JACKSON

Friday, 29th November, 1968 was retirement day for Mr. W. Jackson (*assistant foreman, chassis weld*) after completing 18 years service with the Rover Company. At Garrison Street Works a good crowd of colleagues and friends gathered together to wish "BILL" a happy retirement and on their behalf an inscribed gold watch was presented to him by Mr. A. Heald. Our picture taken at the farewell party shows Mr. Jackson (left) receiving his gift from Mr. Heald.



Mr. H. R. ADAMS

In the Junior Staff Canteen, on the 16th November, 1968, a retirement presentation was made to Mr. H. R. Adams on completion of nearly 26 years service with The Rover Company. Presented by Mr. P. M. Wilks (*Technical Director*) Mr. Adams received from his friends a pair of cut glass decanters and an electrically warmed plate and food cabinet.

Harry Adams commenced with the Company as draughtsman in the Body Drawing Office at the Meteor Works, Coventry, in 1942, working on engine nacelles for the Bristol Aero Engines. He transferred in mid-1943 to Planning under Mr. B. G. L. Jackman and in March 1945 he joined Mr. Eddie Davis who was responsible for the Coventry Specification Department. In September 1945, Specification was moved to Solihull and the Messrs. Davis, Baldwin and Adams team was formed to work on the re-commencement of car production.

Harry Adams has primarily been concerned with the compilation of car specifications and this activity was perpetuated when the specification Department was integrated with Engineering in November 1962 under the Controller of Central Drawing Office Services, Mr. D. L. Johnson.

Mr. Peter Wilks expressed on behalf of the Company his grateful thanks for the excellent meticulous service rendered and conveyed the good wishes of the many friends and colleagues who attended the presentation. In the picture Mr. Adams is seen fourth from the left sitting between his old colleagues Mr. E. Davis (*Retired*) on his right and Mr. R. D. Baldwin on his left, with Directors and friends.



Mrs. DORIS HIGSON

A very popular tea lady in the Drawing Offices and also Waitress in the Staff Room at Alvis, Mrs. Doris Higson, retired after 20 years' service. In the picture, Mrs. Higson (*centre in blue overall*) is seen admiring the stainless steel meat dish and carving set presented to her by Mr. S. C. Hall, Catering Manager, on behalf of her many friends and colleagues.

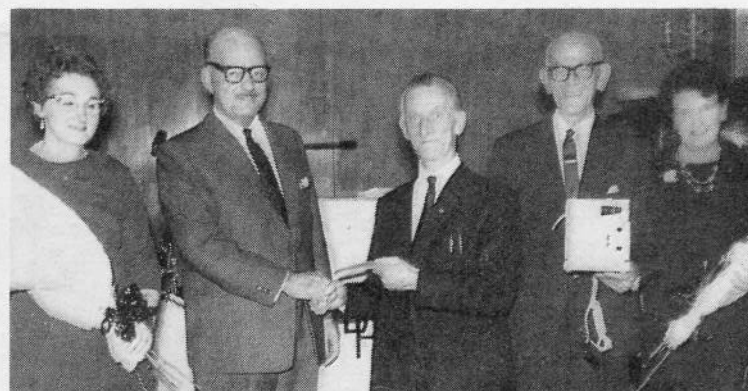


Photo: A. Macara

**Mr. JOE SMITH
Mr. PADDY WARD**

A double retirement at Perry Barr called for a specially organised presentation and farewell party and members of the staff and works clubbed together and hired the Lucerne Ballroom for the occasion. Friday, 29th November, 1968 was retirement day for Mr. Joe Smith (*foreman*) who had completed 32 years service with the Company and for Mr. Paddy Ward (*machinist*) with 25 years service to his credit. At the ceremony Mr. H. W. Hayer (*Works Superintendent*) presented gifts on behalf of their friends and colleagues—to Mr. and Mrs. J. Smith a teamaker and bouquet of flowers and to Mr. and Mrs. P. Ward a cash gift and bouquet of flowers. Our picture shows, left to right: Mrs. F. Ward; Mr. H. W. Hayer; Mr. F. Ward; Mr. J. Smith and Mrs. Smith.



Mr. REG BROWN

After 32 years Toolroom service with Alvis, Mr. Reg Brown retired on 19th December, 1968, he is seen receiving an electric clock from Mr. R. S. Lucas, (*Superintendent Tool Room*) on behalf of friends and colleagues.



HARRY JONES FRANK WATKINS WILLIAM HAMBLEY

A combined total of 125 years' service with Alvis Ltd. is the record of three Alvis employees who retired in January. In the picture, with an Alvis Vintage Model, Mr. William Hambley (*left*) with 43 years' service, Mr. Harry Jones (*at the wheel*) 46 years' service, and his passenger Mr. Frank Watkins, 36 years' service. Each received gifts from their friends and colleagues with best wishes for their happiness in retirement.

PENGAM PENSIONERS CHRISTMAS REUNION

THE Parts Division at Pengam, Cardiff, has been operating from there since 1963 and during the years only 7 male employees have retired, but they were not forgotten at Christmas.

All seven were invited to Pengam on Friday, 20th December, 1968, and they are seen in the picture, taken in the stores, with Mr. S. Clare

(*Head of Stores Operations*) having a drop of Christmas spirit.

Each one received a cash gift presented by Mr. Clare on behalf of Pengam employees, and a Christmas Lunch in the Staff Canteen was provided by the management.

The party thoroughly enjoyed and appreciated their visit.



Left to right: G. Pitman, R. G. Moore, S. Clare (*Head of Stores Operations*), A. A. Reakes, E. L. Dunster, G. H. Phillips, C. Backhouse, H. E. Hill.

GARRISON STREET EFFORT BRINGS JOY TO CHILDREN



TOYS! TOYS! TOYS! A grand effort by employees in the Land-Rover trim shop at Garrison Street resulted in the sum of £27 being collected to buy Christmas presents for 42 sick children at the Wilson Stuart School, Erdington. Here are the gifts displayed at Garrison Street before delivery to the school. You can imagine the happiness which these toys brought to the children on Christmas Day.

SPORTS AND SOCIAL NEWS FROM THE FACTORIES

PERRY BARR FOOTBALLERS GIVE HELPING HAND

A FOOTBALL match held at Ellisons' Sports Ground, Aston Lane, B'ham, on Sunday, 8th December, 1968 was no ordinary match and in spite of the cold a good crowd gathered to see two teams from Perry Barr—'Old Boys' versus 'Youths'—in an interesting game which ended in a 6-6 draw. Proceeds from the event were given to dependants of the late Albert Gauder. The 'Old Boys' played in black and white gear lent by Lodge Cottrell F.C., and the 'Youths' played in claret and blue gear lent by Rover F.C. Fred Turnbull of Aston Villa refereed the match and two ex-Villa men, Messrs. Lunn and Witheld acted as linesmen.

The game was quite a sporting one in spite of there being five penalties awarded against the 'Old Boys' and a highlight in the game was a magnificent goal scored by a 39 year old 'Youth' from 20 yards out.

Altogether a good effort by Perry Barr who wish to thank the following for their help in making the game possible:

George Ellisons—Lodge Cottrell F.C.—Rover F.C.—Allen Deakin, Fred Turnbull and George Lunn, Aston Villa F.C.—Spartac F.C. who lent the ball and Miss Tepa from from Finland who started the match at the kick off.

Aiding Youth and the Community SOLIHULL MAN'S GOOD WORK

MR. TOM SNOOK (based at Solihull) who is in charge of Cost 99 accounts for all Rover factories, devotes his spare time in the evenings and at weekends, helping young people in the Hay Mills district of Birmingham. Having felt the need for a youth club, he managed to start one there on 21st June, 1968, with the blessing of the local Congregational Church. A loan of £20 was forthcoming from the Church and he was able to purchase a fairly good second-hand billiard table and some wood, which enabled Mr. Snook and the lads to make two table tennis tables.

In the early stages it was difficult to hold members and the promoter quickly realised that if he was to maintain their interest it was necessary to get fund-raising ideas going as quickly as possible. A successful jumble sale was held and it was then suggested to Mr. Snook that as he had organised very successful annual competitions at The Rover Co. in aid of OXFAM he should now arrange raffles in aid of the Youth Club funds. As a result of two efforts he managed to raise £46 8s 6d and he is very grateful to everyone who supported these competitions. Their hopes of replacing the 'under par' tables for new ones should soon be realised.

Prizewinners in the raffles in-

cluded Mr. R. Silvester (MCD Solihull) transistor radio; Mrs. Davies (Financial) and Miss S. Iles (Salaries) boxes of chocolates; Mrs. Rowley (Secretarial) Philishaver; Mrs. L. Francis (Chief Buyer's Secretary) cake; Miss P. Cox (Buying Department) cake; Mr. C. Carrol (Financial) box of chocolates; Mr. M. Knott (Service Liaison) Christmas Pudding; Mr. Leek (Service Progress) gents hairbrush and comb; Mrs. C. Carrol (MCD) liquor chocolates and Mrs. A. Hassall (CDOS) mystery prize.

Mr. Snook was formerly Scoutmaster of a Small Heath (Birmingham) troop of scouts and he has always taken a great interest in youth work. Present membership of the new club is as follows: Juniors, 9-14 years, 25 and seniors, from 14 years onwards, 20.

The Church schoolroom has been loaned for meetings and although it is rather small it is ideal as a starting point.

At Christmas the Club organised food parcels for old-aged pensioners in the area and at the moment efforts are being made to promote a Club Concert. It is also hoped to form a football section next season.

Mr. Snook says "Our objective is to aid youth and the community whenever we can."



Father Christmas arrives for the Children's Party at Alvis.

THE Children's Party held on Saturday, 14th December, 1968 was, as usual, a great success and 450 children between the ages of 5 and 10 inclusive, thoroughly enjoyed themselves. For entertainment (apart from a 'smashing tea') they

had a Punch and Judy show and a Magician, with music provided by Bert Fennell, organist. To crown the event Father Christmas arrived with his sleigh and presents for each child were distributed by helpers.

ALL Saturday nights in 1969 have now been booked to provide members with Modern and Old Tyme Dances, 'Family Nights' and Section Dinner/Dances.

A FULL programme of dances and social evenings were organised for Christmas and the New Year, and two particularly successful events were the 'Family Nights' held on Boxing Day and on Saturday, 4th January, in the new year.

THE Christmas Snooker Competition Final won by Mr. B. A. Davies, playing against Mr. T. Branagh.

A 'FULL HOUSE' FOR ALVIS SOCIAL EVENTS



Mr. Waller, National Chrysanthemum Judge, viewing a fine vase of reflex Chrysanthemums at the Alvis Autumn Flower Show, organised by the Horticultural Section of Alvis Sports and Social Club.

CARDIFF'S CHRISTMAS PARTY A GREAT CROWD

A GREAT crowd of over 900 club members and guests attended the Rover Cardiff Buffet Supper and Dance at the Top Rank Suite, Cardiff, on Friday, 20th December, 1968. Among those attending were The Club President Mr. S. W. Nixon and Mrs. Nixon, Vice-President Mr. A. E. Webster and Mrs. Webster, and Vice-President Mr. R. C. Shand

and Mrs. Shand. Dancing until 1 a.m. the Company were entertained by RONNIE KEEN AND HIS MUSIC, supported by a local group CANES MUTINY, and a great number of spot prizes were won during the evening. Mr. and Mrs. Nixon carried off a major prize with their rendering of *Jingle Bells* to an appreciative audience.



We are having a great time!

HAPPY CHILDREN AT SEAGRAVE ROAD PARTY



ROVER Sports and Social Club at Seagrave Road gave a Grand Christmas Party to 120 children on 7th December, 1968.

The children's afternoon began with the traditional tea party of cakes, jelly and ice cream, and they settled down to a cartoon film show.

Some were then invited by Mr. George Greenwood, specially dressed for the occasion as a clown, to sing and perform on the stage, and prizes were awarded for the best efforts.

The children later joined together for a grand sing-song, before Father Christmas, in the person of Mr. Len Messenger, arrived on his sleigh to present each child with a gift.

SEND IN YOUR SECTION REPORTS TO THE EDITOR

SOLIHULL SNOOKER FINAL 'ON THE BLACK'

THE Finals of the above competition were played on 20th December, before a packed room of spectators in the Games Room at Solihull, the two finalists being Mr. F. Harris (P.5 Assy. cars) and Mr. R. Dixon (Welfare Manager). The games finished two frames to one in Mr. F. Harris's favour, but not before the fight for supremacy in the final frame which finished on the black. Both players potted well and used all the gamesmanship in the book for this event.

The two losing semi-finalists were Mr. J. Duddy (Elect. Design D/O) and Mr. A. Batty (P.5 Final Line Trim) and the highest break was made by Mr. J. Adams (P.5 Car Assy.) Mr. A. E. Wilford (Export Sales Manager) presented the cup and prizes to the finalists. The standard of snooker in this competition was outstanding and proves that lunchtime competitions are well worth all the effort that goes into them.

THERE'S MORE SPORT AND SOCIAL NEWS ON NEXT PAGE

PANTOMIME FOR THE CHILDREN AT CARDIFF

AT Cardiff over 400 children attended the Cardiff New Theatre Production of *Puss in Boots* on Friday, 27th December, 1968. An enraptured audience certainly enjoyed every minute of the Pantomime—not to mention the sweets and ice-cream which members of the Committee distributed during the interval.



A BRITISH LEYLAND NEWSPAPER

Editorial Office

The Editor of Rover and Alvis News, Mr. H. B. Light, wishes to advise you that the Editorial Office is now established at Acocks Green Factory.

All news items and matters for attention of the Editor should be sent to :-

The Editor
Rover and Alvis News
The Rover Company
Limited
Woodcock Lane North
Acocks Green
Birmingham 27.

G.P.O. Phone: 021-706 6161.
Internal Phone: Ext 383.

PERSONAL NEWS FROM ALVIS AND ROVER FACORIES

BIRTHS

HEMMING
To Mr. and Mrs. Roger Hemming, a son (Stefan Roger) on 9th December. Elaine was for several years Secretary to Mr. L. N. Callaby, Supplies Planning Manager at Solihull MCD.

SAMUEL
To Mr. and Mrs. F. Samuel, a daughter (Alison). Mrs. Samuel formerly worked in the Works Engineering Department, Solihull.

HANCOCK
To Mr. and Mrs. J. Hancock, a daughter, on 16th November. Mr. Hancock is employed in the Parts Stores Department at Pngam.

MARRIAGES

AVEERY-WALSH
On 7th December, 1968, at the Sacred Heart Church, Mr. Philip Avey (Alvis Apprentice) to Miss Julia Walsh (Rate Fixing, Alvis).

STACEY-TABBNER
On 28th December at St. Alphege, Solihull Parish Church, Flying Officer A. J. Stacey to Miss Valerie Taberner (Laboratory, Solihull). The couple are now residing in Elgin, Morayshire, Scotland.

SILVER WEDDING

COX
Mr. and Mrs. D. M. Cox celebrated their silver wedding on 18th December, 1968. Mr. Cox has worked for the Rover for many years and is now a Cutter/Grinder at Percy Road. Mrs. Cox also worked in the Raw Materials Dept., Solihull, before she was married.

RUBY WEDDING

DELL
Mr. and Mrs. E. H. Dell celebrated their 40th wedding anniversary on the 11th December, 1968. Mr. Dell is a driver at Seagrave Road.

DEATHS

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

GORE
Mr. F. Gore on 20th November, aged 70; he was a Storekeeper at Alvis (18 years' service).

INGRAM
Mr. John Ingram on 15th November, aged 59; he was employed as a Painter with Works Engineers, Solihull. (25 years' service).

MANTON
Miss Mary Gwendoline Manton on 26th November, aged 57 years; she was a Bench Hand in the Trim Shop. (6 years' service).

BRAIN
Mr. Percy James Brain on 3rd December, aged 63 years; he was employed as Stores Assistant. (18 years' service).

McLAUGHLIN
Mr. John McLaughlin on 22nd November, aged 42; he was employed as a Sweeper in the Land-Rover Department. (1 year's service).

KNIGHT
Mr. F. G. Knight on 11th November, aged 43; he was a S/Ldr. Design Engineer, Engineering/New Vehicle Projects D.O. (13 years' service).

GOLDRICK
Miss Margaret Goldrick on 6th December, aged 45 years; she was a Bench Hand at Garrison Street. (1 year's service).

KING
Mr. C. G. King on 3rd December, aged 54; he was a stock audit clerk in the Stores at Seagrave Road. (18 months' service).

STALLARD
Mr. James Arthur Stallard on 2nd November, aged 49; he was a lorry driver, Tyseley Stores. (7 years' service).

SUMMERS
Mr. William Beasley Summers on 2nd November, he worked at Solihull until his retirement on 23rd February, 1965. (20 years' service).

TOBIN
Mrs. L. M. Tobin on 5th December, aged 53; she worked in the Wages/Booking Department, Tyburn Road. (14 years' service).

COOKE
Mr. G. H. Cooke on the 25th October, aged 71; He worked in the Service Stores Dept. until his retirement. (19 years' service).

HAYNES
Mr. B. H. Haynes on the 27th October, aged 71; He worked at Tyseley until his retirement. (28 years' service).

PARKER
Mr. J. E. Parker on the 3rd December, aged 66; he was a Jig Maker before his retirement. (14 years' service).

BRYAN
Mr. A. J. Bryan on the 10th November, aged 75; he was in the Service/Spares Department until his retirement. (50 years' service).

FURNISS
Mr. J. C. Furniss on the 1st December, aged 67; he was in the Service Dept.; Coventry until his retirement. (7 years' service).

THOMAS
Mr. K. A. Thomas on the 7th December, aged 65; he was in the Sales Department until his retirement. (49 years' service).

HOLLEY
Mr. Thomas Holley on the 28th December, aged 54; he was employed as an Inspector. (9 years' service).

FOR the first time in 22 years, the Rover Staff Party for 1968 had a change of venue. The party held on Friday, 20th December, 1968, was held at the Solihull Civic Hall instead of at the large canteen and ballroom at Solihull works. That the committee's experiment in this connection was successful there was little doubt, since a crowd of nearly 700 revellers danced merrily to the music provided by Fred Mercer and his orchestra, and a great time was had by all.

LOVELY LEGS ON PARADE SUCCESSFUL STAFF PARTY AT SOLIHULL

To add a little zest to the evening's entertainment, a *Lovely Legs* contest was held in the ballroom and there were so many pairs of beautiful Rover legs on parade the judges task was pleasant, but certainly not an easy one. However, with a final four pairs of lovely legs to choose from, the judges awarded the title *Miss Lovely Legs* to Mrs. S. Abrahall and she is seen in the picture receiving her prize from Madam Nignon, a leading hair stylist and beauty specialist in Solihull. Madam Nignon also kindly presented prizes to the three other finalists. During the evening a prize draw also took place and holders of lucky numbers were able to take home a drop of the Christmas spirit.

The committee worked hard to make the party a success and all credit is due to them for revitalising this annual event which is always looked forward to by members of Rover Staff. Chairman of the new committee is Mr. G. C. Luker, with Miss D. Finch (Secretary), Mr.



STAFF PARTY COMMITTEE

Left to right, Back row: D. Woolley, W. H. Mason, R. Keeble, A. M. Hume. Front row: G. C. Luker (Chairman), Miss D. Finch (Secretary), P. W. Baverstock (Treasurer), R. Greenwood (Late Chairman). (Not in picture: H. J. Morson and A. Hume).

P. W. Baverstock (Treasurer) and committeemen Messrs. W. H. Mason H. J. Morson, D. Woolley, R. Keeble A. M. Hume and A. F. Hume.

In a chat with Mr. H. B. Light (Editor of *Rover and Alvis News*), who attended the party with Mrs. Light, the chairman of the committee paid tribute to all members of the committee for their wonderful support in ensuring success for this first staff party at the Civic Hall and he asked the *News* to announce that a provisional booking for the 1969 party at the Civic Hall has been made for Friday, 19th December, 1969.

All departments in the Rover Organisation were well represented at the party, including Mr. B. G. L. Jackman (Director and Deputy General Manager) with Mrs. Jackman and daughter, Mr. J. K. S. Carpenter (Sales Director) and Mrs. Carpenter, Mr. E. S. Richards (Executive Director, Industrial Relations) and Mr. C. Berry (Chief Accountant) with Mrs. Berry.



Madam Nignon (left) presents prize to 'Miss Lovely Legs' (Mrs. S. Abrahall).

HAPPY CHILDREN AT CARDIFF

THE Children's Christmas Party at Cardiff in the works canteen on Saturday, 14th December, 1968, was attended by 357 employee's children and they had a great time, thanks to the wonderful help given by the Committee, Canteen Staff and Volunteers from the Office and Shop Floors. A superb magic act performed by *Uncle Mac* of the Magic Circle really thrilled the children and this was followed by a tea and cartoon film. To crown the event Father Christmas arrived to distribute toys and sweets to all the children. Happy days!

ALL FINALS NIGHT AT ACOCKS GREEN

EXCITING Semi-finals and a good final in the Christmas Snooker Handicap saw Norman Westbury win the cup at the Finals night held at Acocks Green on Friday, 20th December, 1968. Being close to Christmas and with so many other outside attractions only a small crowd attended to witness the struggle between keen contestants and in the first semi-final the eventual winner of the contest made a remarkable recovery playing against J. Galloway, when at one point he was 44 behind, finishing to win at 61-59. In the second semi-final there was a surprise when W. Blackburn was beaten by J. Guy 70-44.

In the final Norman Westbury beat J. Guy in two straight frames 46-37 and 46-29.

Prize for the highest snooker break went to D. Wilson with a break of 36. Crazy billiards contest was won by W. Blackburn and in other games the Crib final winner was Mr. F. Baker and the Domino final winner was Mr. J. Webb.

At the close of the evening prizes were presented to the winners by Mr. R. Williamson (Works Superintendent).

ALVIS RETIRED EMPLOYEES START FESTIVE SEASON EARLY

THE ALVIS RETIRED EMPLOYEES ASSOCIATION'S ANNUAL CHRISTMAS DINNER was held on Thursday, 5th December, 1968, in the Alvis Canteen. The gathering of retired employees and their wives numbered 220. The guests were welcomed by the Association's

Chairman, Mr. R. Thompson, who gave a resume of forthcoming events. The Association and the retired employees were toasted by Mr. R. F. Skidmore (Works Director of Alvis Limited) who spoke of the growth of the Association in the four years since its formation.

ROVER CLAY LANE GETS 'WITH IT' AT COVENTRY

The Rover (Solihull) Social and Athletic Club organised a Christmas Function for the Coventry employees who are employed at Rover, Clay Lane, Coventry.

This was held at the Railway Men's Club, Spon End, Coventry on Tuesday, 19th December, 1968 and was attended by approximately 200 people.

The evening consisted of Dancing

and Cabaret Spots by talented artistes, also a running Buffet.

Mr. W. J. Robinson, Executive Director, Production, Mr. Robert Dixon, Welfare Manager and Social Club Secretary, and Mr. Eric Hawkins the Clay Lane Coventry Superintendent among many other well known personalities were present and a most enjoyable evening ensued.



THE CHRISTMAS SPIRIT AT COVENTRY PARTY



ROVER AND ALVIS NEWS

A BRITISH LEYLAND NEWSPAPER

Published for all employees and retired workers of both Companies.

This newspaper is posted free to all homes and if you are not receiving a copy or if you know of any errors in our mailing lists, please inform either the Rover Editorial Office at Acocks Green or Alvis Publicity Department.

Items for inclusion in the newspaper are welcome. We are interested in news about people and we are particularly interested in YOU. Let us know about your leisure pursuits, your hobbies, unusual activities, successes and experiences. Remember, all people are interested and all people are interested in people—SO, do please keep in touch with us.

You can submit your contribution direct to the Editor, Mr. H. B. LIGHT, through the various works correspondents or via factory Personnel Departments.

ANGLING INTER-FACORY CONTEST

AN inter-factory Angling Contest took place at Atcham near Shrewsbury on 2nd November, 1968 and this was won by the Acocks Green team with a catch of 1lb. 9ozs. 2 drms. Factory totals and the first ten results are given below:

	lbs.	ozs.	drms.
1st Acocks Green	1	9	2
2nd Tyseley	1	5	2
3rd Solihull	..	14	10

THE ABOVE ARE OVERALL WEIGHTS

	ozs.	drms.
1 E. Bushell	A.G.	8 0
2 E. Henderson	TYS.	6 6
3 M. Hawkins	A.G.	5 2
4 E. Harris	TYS.	4 12
5 B. Bishop	A.G.	4 10
6 R. Field	SOL.	4 4
7 H. Berridge	A.G.	3 8
8 J. Taylor	TYS.	3 2
9 R. Baker	TYS.	3 0
10 W. Hatfield	TYS.	2 12

NEWS FROM ALL FACTORIES IS WELCOMED BY THE EDITOR

SOLIHULL ANGLING SECTION REPORTS

At the end of another successful season the Angling section held their Annual General Meeting at the works on Tuesday, 10th December, 1968, at which the following officers were elected:

CHAIRMAN	Mr. L. Hare	P5
VICE-CHAIRMAN	Mr. D. Kemp	L/R Assy
SECRETARY	Mr. J. B. Heath	MCD
ASSISTANT SECRETARY	Mr. R. Harze	L/R
COMMITTEE		
	Mr. E. Griffin	P6
	Mr. R. Burden	P6
	Mr. F. Butler	P6
	Mr. R. Markham	L/R
	Mr. J. Newey	Gas Turbine
	Mr. S. Workman	L/R
	Mr. K. Eaton	P6 Trim
	Mr. R. Checkley	Woodmill
	Mr. A. Allebon	Woodmill
	Mr. E. Simmons	Experimental
	Mr. A. Bennett	L/R Assy
	Mr. M. Trolan	P6

Solihull employees who may be interested in joining the Angling Section are invited to do so; New members are very welcome. Membership cards may be obtained from the secretary, Mr. J. B. Heath, Internal Telephone 514.

FIRST 10 RESULTS OF FUR AND FEATHER FISHED AT SYMONDS YAT ON SATURDAY 23rd NOVEMBER 1968

	WEIGHT	lbs.	ozs.	drms.
1 G. Meredith	10	0	0	
2 N. Simpson	7	14	6	
3 R. Harze	6	13	4	
4 K. Eaton	5	9	8	
5 J. Newey	3	12	8	
6 E. Griffin	3	3	10	
7 H. Hanson	2	6	0	
8 R. Seabourne	2	5	8	
9 W. Jones	2	4	14	
10 A. Chalmers	2	2	8	



BRITISH LEYLAND SUPPLEMENT

A Special
four-page extra
to
British Leyland
Newspapers

FEBRUARY 1969

‘To have produced and sold over one million vehicles in a year with world sales of £907 million is no mean achievement. It could not have been accomplished without tremendous sustained efforts by everybody at all levels at home and overseas, and to all concerned I would like to extend our sincere appreciation of, and pride in, their efforts.’

Orders at record level

CONSTRUCTION Equipment Division comprises Aveling-Barford and subsidiary companies together with Scammell Lorries and Thornycroft, says the report.

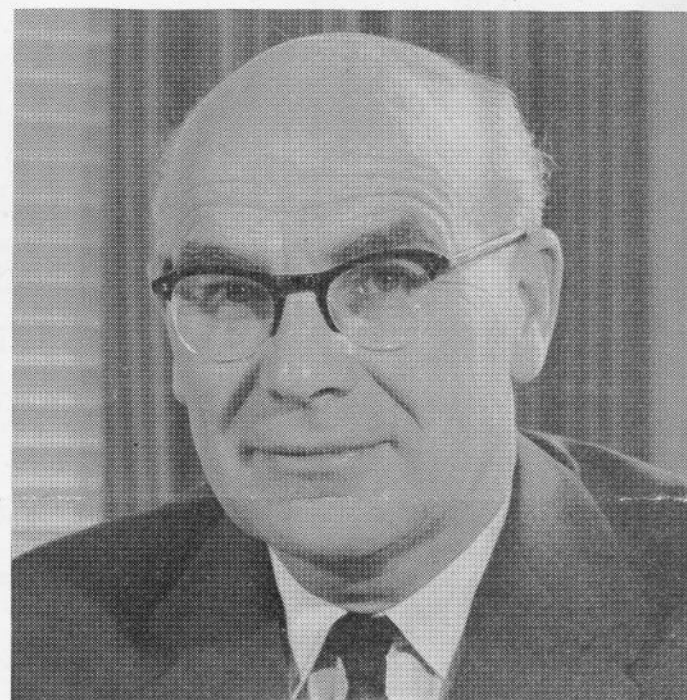
The improvement in business which was experienced in the early part of the year continues at a substantial rate both in the home and overseas markets. Intake of orders for earth moving and compaction equipment increased by over 40% principally from overseas. Sales to the quarrying industry of asphalt plants also showed a satisfactory increase. The structural steel and electrical sections were occupied to full capacity for most of the year.

The order book is currently at a record level and new and improved machines are being developed and introduced to the market. Given reasonable stability in world trade the improvement in the activity of this Division should continue.

BETTER RESULTS THAN WE DARED ANTICIPATE —LORD STOKES

LORD STOKES, Chairman of British Leyland, in his first report to shareholders on the Corporation's first year of working says that this first difficult year has been accomplished 'with better results than we dared anticipate—the outlook for the future is promising. The world is looking to see whether British Leyland can match up to the international challenge.' He continues:

‘I believe it can—the future potential of the Corporation is enormous. We can exploit it to the full only if we get complete co-operation from all our people at home and overseas but if we fail we shall all suffer.’



LORD STOKES

EXPERIMENTAL ROVER



Special exhibit on the Rover Company stand at the Brussels was this experimental, prototype, mid-engined sports car. This car was being examined by Mr. George Turnbull, Deputy Managing Director, British Leyland, who was acting as an engineering exercise in design and performance, and was making only its second appearance—the first was at the New York Motor Show. Powered by a V8 3.5-litre engine, this prototype is capable of speeds in excess of 160 m.p.h. and has a de Dion rear suspension. The car has been built as a prototype only and there is no prospect of producing it at present. The Belgian market is an important one for Jaguar and Daimler and, following the deliveries of these cars to Belgium have increased by 10% in the period from January to November compared with the figure for that period of 1967.

Lord Stokes dealing with the future, says:

‘I have never felt it desirable in a report of this nature to indulge in political commentary but it is inescapable, in such a large organization as ours now is, that we are increasingly susceptible to the influences of political decisions and to our national and world economic circumstances.’

INTERNATIONAL COMPETITION

‘We are the only wholly owned British motor vehicle manufacturer left of any substantial size, and our ability to survive in world markets depends entirely upon our own efforts. We do not have any overseas affiliations upon which we can rely for assistance technically or otherwise. We are not afraid of international competition and we are confident that we can hold our own. In common with others, however, we must be given a stable labour environment within which we can operate with an assurance that negotiations and conditions freely entered into will be honoured by all concerned. If this is lacking then Government in its own interests,

and in the interests of all our people, will have to take a firmer stand in these matters than it has done in the past.’

‘During the year we have been bedevilled by labour disputes not only in certain of our own plants but to a much larger extent in those of outside suppliers. These mostly unofficial actions by a relatively small number of people outside the recognized procedures have had a most disturbing effect upon our production of cars and commercial vehicles. The repercussions amongst our customers, particularly overseas, because of their lack of confidence in our ability to give continuity of supply, will be felt for some time to come.’

‘Such disputes do no one any real good in the long run and I believe they are greatly regretted by the majority of our employees who have supported us well and have been equally impatient with us at the disruption to which we have all been subjected.’

‘It is a long and hard task to get management and men to change customs and practices which have been built up over many, many years. It is, however, well to remember at the

same time the enormous amount of co-operation that has consistently been achieved in all our factories between workpeople, shop stewards, union officials and management. In a complex Corporation such as ours, employing nearly 200,000 people in our own plants alone, there are many problems that are daily being solved with goodwill on both sides. These are often overlooked by the extended publicity unfortunately given to a minority.’

‘To have produced and sold over one million vehicles in a year with world sales of £907 million is no mean achievement. It could not have been accomplished without tremendous sustained efforts by everybody at all levels at home and overseas, and to all concerned I would like to extend our sincere appreciation of, and pride in, their efforts.’

DEMAND CONTINUES

‘Demand for automotive products continues to expand throughout the world and I see no prospects for many years to come of this process ending or of saturation developing. I believe that in our Corporation we have an exceptionally comprehensive product range coupled with excellent sales

outlets and this, together with our investments in all the main markets of the world, should place us well to take advantage of the anticipated growth in demand.’

‘We have a capital expenditure programme well in excess of £200 million over the next four years but the future really lies in the men and women who work with us now and who will work with us in the years to come. We are particularly gratified at the high standards and the immense enthusiasm we have found in all parts of the new Corporation. We are going to maintain and expand our comprehensive training programmes so that we continue to attract the best type of person to this organization in the future.’

‘The first difficult year has been accomplished with better results than we dared anticipate—the outlook for the future is promising.’

‘The world is looking to see whether British Leyland can match up to the international challenge. I believe it can—the future potential of the Corporation is enormous. We can exploit it to the full only if we get complete co-operation from all our people at home and overseas but if we fail we shall all suffer.’

Benefits says

DEVALUATION GAVE US A RECORD YEAR IN EUROPE

Review of the activities in the Overseas division

Corporation, makes per share or a rate of cent. This indicates our ence in the future of the ration and the country. recommended rate of nd has received the assent M. Treasury who have that under current legis- the maximum rate per- le for the year ending ptember 1969, would per cent. The inherent ainties of the automotive ry in the short term make e impossible at this stage ecast the rate of dividend e coming year which will

of course depend on the actual profits earned.

'The figures for the first three months of the current year show a satisfactory increase over the same period for the previous year but the effects of recent restrictions on the home market have yet to be felt. In spite of our natural optimism about future prospects it must be remembered that the motor industry operates in an intensely competitive market which is particularly susceptible to changes in the economic climate and to the vagaries of public taste.'

LORD STOKES says the advances gained from devaluation have given us a record year in Europe. Passenger car sales have shown a most remarkable increase but commercial vehicle prospects are clouded by the exclusion of these units from the Kennedy Round of duty reductions.

'In Finland we were continuing our collaboration with SISU. In Sweden we had combined the BMC and Triumph activities. Our factories in Denmark, Holland and Belgium continue to operate profitably. Our association with ENASA in Spain continued to our mutual satisfaction and we had transferred our shareholding in SAVA to ENASA following the integration of the two companies.'

SALES INHIBITED

'In the United States of America and Canada we merged the whole of the Corporation's activities into new wholly owned companies which will provide us with a much improved sales and service organization. Sales in these two areas had been inhibited by our inability to meet the demand for our products.'

'We had a record year in Africa both for commercial vehicles and cars. The BMC, Jaguar and Aveling-Barford activities have been merged with The Leyland Motor Corporation of South Africa, which enormously strengthens its potential and now gives British Leyland a 57% holding in this subsidiary. The Triumph 2000 is already in production at the former BMC Cape Town plant and all the other car assembly facilities are being concentrated there.'

IMPROVED RESULTS

'As part of our dealer rationalization programme we sold our controlling interest in Leykor Motors (Johannesburg) Limited to Atkinson Oates. With commercial vehicles we are continuing our policy of increasing the locally manufactured content and the new Leyland engine plant at Johannesburg is just coming into production.'

'In Australia we formed the British Leyland Motor Corporation of Australia Pty. Ltd., comprising the former BMC, Leyland, Rover, and Aveling-Barford activities. The major part of our investment in Australia is now in the BMC manufacturing plant in Sydney and we have three Australian models entered into the Government scheme for progressive local manufacture. Considerable efforts are being made to get the maximum utilization from this plant not only for the Australian market but for adjacent territories. While we are working for improved results in Australia it must be remembered that we are committed

to substantial capital expenditure in the next few years which will have a temporary effect on profits.'

'Standard-Triumph products were assembled by Australian Motor Industries. British Leyland has a substantial investment in this company which was increased during the year.'

'We also acquired all the share capital of Pressed Metal Corporation in which we formerly held only a 30% interest. Pressed Metal carries out assembly of Rover and other vehicles and through two of its subsidiary companies is the largest builder of bus bodies in the Commonwealth overseas.'

'Our activities in New Zealand were integrated into one British Leyland Company and plans were made to improve our assembly arrangements. New Zealand continues to be a good market for our products.'

'Our Indian investment in Ashok Leyland, Ennore Foundries and the Standard Motor Products of India continues satisfactorily despite the economic difficulties which that country has been facing. They were continuing to develop a heavier range of vehicles to meet the demand which we foresee in the future but the car factory's performance was depressed, because of the inability to obtain import licences.'

AGGRESSIVE SELLING

'Negotiations with the Ceylon Government were completed and arrangements went ahead for the erection of an assembly and manufacturing plant for commercial vehicles.'

'Throughout the rest of the world we were actively pursuing our policy of aggressive selling coupled with efficient after-sales service. We had a world-wide distribution service, much of it wholly or partly owned by us, and the benefit of the integration of the two companies is already being felt in many parts of the world. We are, of course, considerably influenced not only by intense competition from other manufacturers but by local economic conditions and trading restrictions of one kind or another. We believe that the good reputation which we have for our products, coupled with our marketing activities, should enable us to expand on the firm foundation which has been laid in the past.'

'We should like to place on record the help and encouragement we received from the Government, the Ministry of Technology, the Board of Trade, Civil Servants at home and our Diplomatic staffs in various overseas territories. To them all we are grateful for their encouragement particularly in our export efforts.'



1100 Saloons coming off the assembly lines at Longbridge

FORWARD PROGRAMME OF NEW MODELS BY AUSTIN MORRIS

A CONSIDERABLE effort had gone into restructuring the Austin Morris Division says Lord Stokes. A forward programme of new models had been planned in detail and development work is already well advanced, production control had been strengthened and the sales organization was being completely reorientated to provide much more aggressive marketing at home and overseas. Other internal reforms had been made which will lead to considerably higher efficiency in the future.

The truck factory at Bathgate, together with the agricultural tractor activities, had been transferred to the Truck and Bus Division and the Wellingborough Foundry to the Foundry and General Engineering Division. Overseas the American, Australian, Canadian and South African subsidiaries had been integrated into the new British Leyland organizations for those countries.

New models introduced during the year included an improved version of the 1800 which did so well in the London-Sydney marathon, the Austin America which met with a great reception in the United States, and a new type of easy access van. The demand for the products of this Division remains good both at home and overseas.

Austin Morris Division consists of the car and van activities which formerly traded as BMC.



The new Jaguar XJ6 saloon



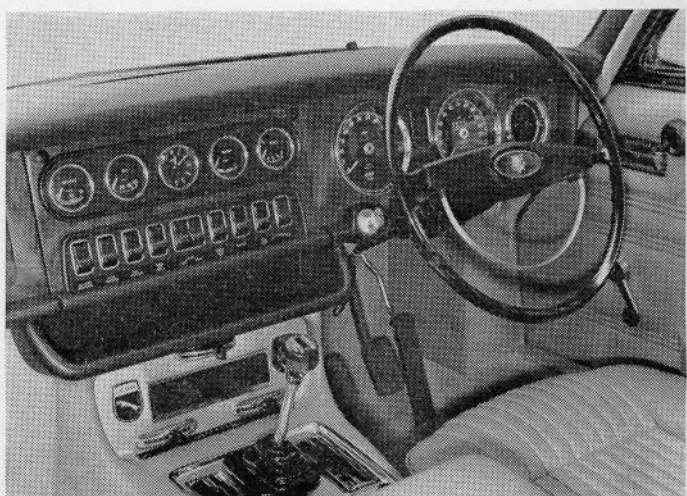
British Leyland overseas—the factory at Sydney, Australia



LD packs for overseas soon had the new on their sides as they left British plants



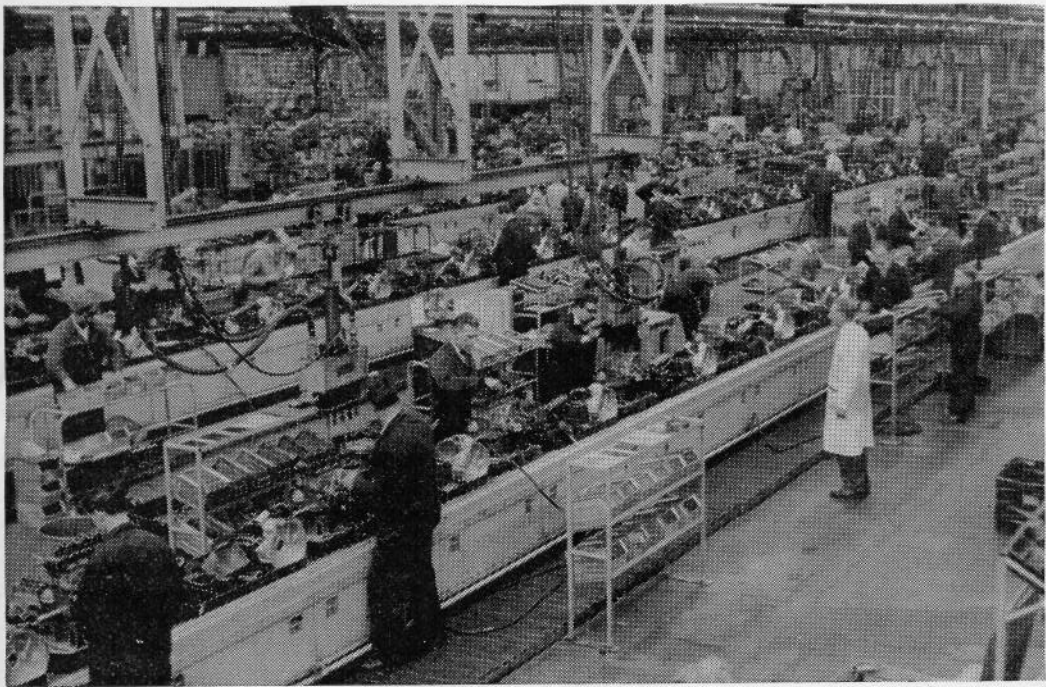
Triumph announced their new TR6 PI, with fuel injection, only last month



Interior of the new Jaguar XJ6

First report of British Leyland Motor Corporation

Lord Stokes on the merger—b already, he



Engine production in East works at Longbridge

RETIREMENT OF SIR GEORGE HARRIMAN

SINCE the end of our financial year Sir George Harriman, who was Chairman of the Corporation during the vital initial months, announced his intention of retiring both as Chairman and as a member of the Board with effect from 1 November, 1968, says Lord Stokes.

'Sir George has contributed much over the past 40 years to the British motor industry in general and to BMC in particular. We are grateful for his wisdom during the merger discussions and the

express our appreciation of his past services. He has been associated with BMC for 40 years and has contributed much to the Company's activities. We wish him well for the future and look forward to retaining the benefit of his advice on professional matters.

DEPUTY CHAIRMEN

'Mr. Joe Edwards retired from the Board by mutual agreement in April 1968. He has made a valuable contribution over many years to the growth of Pressed Steel and BMC.

'On Sir George Harriman's retirement from 1 November

1968, I had the honour of being appointed as Chairman and Managing Director. Sir William Lyons and Mr. Lewis Whyte were appointed Deputy Chairmen, Dr. Albert Fogg, Mr. Jack Plane and Mr. George Turnbull, Deputy Managing Directors, Mr. John Barber, Director of Finance and Planning and Mr. Ronald Lucas, Treasurer. From the same date the new organizational structure of seven operating divisions and a small central staff was formally established. Since the merger satisfactory progress has been made in each of the seven divisions.'

LORD STOKES opening his Chairman's Statement, explains that it is the first report of the British Leyland Motor Corporation which came into effective existence on 14 May, 1968, with the agreed merger between British Motor Holdings and The Leyland Motor Corporation. The merger had taken place so smoothly and with such goodwill that the original parent companies had already lost their separate identities and we are now all one British Leyland.

'The excellent spirit between the two companies made it possible for us to set about preliminary planning operations immediately after the first announcement of the proposed merger in January. This had led to much faster progress than originally anticipated and already the benefits were beginning to materialize.

ALL ASPECTS

'The first task was to examine in detail the operations of the new Corporation so that we could establish priorities for tackling the problems that lay before us, particularly in the fields of organization and forward planning. All aspects of the business were examined by 50 study groups comprising senior executives from both companies who were asked to establish the facts and to make recommendations for the future. As a result of their enthusiastic efforts we had available as early as April a comprehensive analysis of all activities and we were able to proceed with our planning on the basis of detailed facts. I think it shows the underlying strength of the new Corporation that we were able to undertake this massive study in so short a time from within our own resources.

'Although much had been accomplished as a result of this study, we still have a long way to go if we are to achieve all the economies and improvements in efficiency which the merger has made possible. We

could have moved ahead more quickly with rationalization measures but we have gone out of our way to avoid large scale redundancies and I am sure that in the long run it is right as far as we can to balance the interests of the employees and shareholders in this way.

'This report on the progress of the merger would be incomplete without a reference to the part which the Industrial Reorganization Corporation played in the original discussions. They made a particularly valuable contribution to the negotiations preceding the merger.

'The British Leyland financial year ended on 30 September and therefore this first report and accounts cover 14 months for the activities previously carried on by British Motor Holdings and 12 months for those of the former Leyland Motor Corporation. The two companies have been reorganized so substantially since the merger and so many internal changes have been made that no purpose would be served in showing their results separately and indeed any attempt to do so now would be meaningless.

CASH BALANCE

'Accounting principles have been made consistent throughout the Corporation. In general, these present a more conservative approach to the depreciation of fixed assets, amortisation of special tools and the valuation of stocks and work-in-progress. The treatment of Investment Grants has been standardized as a deduction from the cost of the asset concerned. These principles have been adopted in the accounts for the whole period to 30 September 1968, and the necessary adjustments in respect of prior years have been made in the balance sheet.

'Our net cash balance at 30 September 1968, after deducting bank overdrafts, short term loans and purchase tax, was just over £½ million. Over the next four years we expect to spend more than £200 million on modernization and expansion of production facilities and on tooling for new models. In addition substantial amounts of cash will be required in winter months to assist in the financing of

Distributors' stocks. However, taking into account the balance of the loan from the Industrial Reorganization Corporation which we plan to draw in April, other available borrowings, and our likely cash flow, we do not foresee any major difficulty in financing these requirements.

'Sales for the period to 30 September 1968 were £974 million and profit before tax was £37.9 million. If the sales of British Motor Holdings in August and September 1967 are excluded, the annual sales of the Corporation to 30 September 1968 were £907 million. The effect on profit of including the results of British Motor Holdings in these two months is negligible as they covered the holiday period.

ANNUAL SALES

'The annual sales of £907 million to 30 September, 1968, included £501 million home sales and £406 million overseas sales of which £276 million were direct exports from the U.K. Vehicle sales in these twelve months totalled 1,050,000 units including 843,000 cars, 191,000 trucks, buses, vans and other commercial vehicles and 16,000 agricultural tractors.

'It is particularly gratifying to be able to report that overseas companies have contributed over a quarter of the Corporation's total profits. Specially good figures were achieved by South Africa, Australia, India, U.S.A. and the European assembly plants. In part these reflect the benefits of the devaluation of sterling. A non-recurring realized gain of £1.8 million arising from devaluation has been included in profit before tax.

'Profits have proved to be considerably better than expected at the time the merger was announced partly because markets remained buoyant right through to the end of financial year and partly because the merger had progressed so quickly and so

'In these circumstances Directors have recommended a dividend of 4.35% for the period to 30 September 1968, which, together with the interim dividend per share paid to shareholders of British Motor Holdings and The

The President of British Leyland



Sir George Harriman, Chairman of British Leyland 'during the vital initial months', who accepted the office of President

subsequent integration of the two businesses. It is good to be able to report that he has accepted the position of President of the Corporation and that his advice and experience will still be available to us.

'Mr. Alec Laybourn having reached retiring age, has decided not to offer himself for re-election, and I would like to

'GREAT RECEPTION IN THE U.S.'



Austin America assembly at Cowley

Reorganization aimed at improved output and profitability in Truck and Bus



One of the six major factories of Pressed Steel Fisher—their modern and highly automated plant at Swindon

and Bus

CONSIDERABLE reorganization had taken place within the year in the Truck and Bus Division which now comprises all truck, bus and tractor design, manufacture and sales, aimed at much better control in the future and consequent improvement in output and profitability, says the report.

'A new range of trucks incorporating the recently announced V8 diesel engine and the new fixed head 500 cubic inch engine was successfully launched and production should increase considerably during the coming year.

'The highlight of the Commercial Vehicle Show last September was the gas turbine truck completely designed and built by British Leyland. This is the first such vehicle to be

shown in Europe and is undoubtedly a major step forward in commercial vehicle technology. All subsequent proving of these gas turbine units had been most encouraging and a number of orders for prototypes have already been received.

'Production of electrical equipment for use in the products of the Truck and Bus Division and for outside sale was proceeding satisfactorily.

'The demand for the Corporation's commercial vehicles both at home and overseas remains high and the heavy capital expenditure on plant for the new range of heavy trucks should stand us well for the future. Expansion plans are in hand for our plants in Scotland.

'We are expanding our efforts in the agricultural tractor field but this is a highly competitive business and considerable effort will be required before we can capture what we consider a reasonable market penetration.'

PSF: TOTAL OUTPUT BETTER

PRESSED Steel Fisher Division operates six major factories and employs over 33,000 people designing and manufacturing bodies, steel stampings and assemblies and press tools. It supplies the bulk of the car body requirements of our passenger car divisions and also produces for other manufacturers at home and overseas, says Lord Stokes.

NEW MODELS

'Although impeded by labour problems which beset the motor car industry during the year, the Division made considerable progress towards the rationalization of its wages structure, and the total output was an improvement over the previous year's performance.

'Major production changes, resulting from the introduction of new models and other additional work for the Corporation, are planned for the coming years. In anticipation of these changes some 700,000 square feet of factory space were already in the process of modernization and re-equipment with up-to-date press and body lines. Further expansion and modernization was planned for this coming year.

SALES EXPAND

'The Division's subsidiary, Prestcold, manufactures and sells a wide range of refrigeration and air conditioning equipment for commercial, industrial, medical and other special purposes. Sales of these products continued to expand during the year at home and overseas.

'In the latter part of 1968 Prestcold acquired for approximately £3½ million the entire issued ordinary share capital of L. Sterne & Company which had complementary interests in refrigeration. The combination of these companies creates one of the largest organizations engaged in the manufacturing and installation of refrigeration equipment. As a result of the acquisition we are confident that Prestcold will be an expanding and profitable business.'

RECORD YEAR AT STANDARD-TRIUMPH AND ROVER PLANTS

DEALING with the Specialist Car Division, which consists of the Standard-Triumph, Rover and Jaguar companies, Lord Stokes says:

'Standard-Triumph have had an exceptionally good year both at home and overseas. All the new models have been well received and production has been a record for the company.

NEW PLANT

'Construction of an additional new plant at Liverpool is proceeding according to plan and we hope to commence production of cars there by the end of the current year. Arrangements have been made to expand our assembly plant at Malines in Belgium to cater for the record demand now being experienced for Triumph cars on the Continent.

'Rover has also had a record year. The 3500 model had been an outstanding success and sales of the two popular 2000 models continue unabated. In view of the continuing high demand for the Land Rover, plans are in hand to make a substantial increase in the productive capacity as quickly as possible.

GOOD RECEPTION

'The Motor Show in October saw the introduction of the new Jaguar XJ6 and it has met with a terrific response at home and overseas. Difficulty has been experienced in getting the output up as quickly as required but the position is now improving. The demand for Jaguar cars remains high at home and overseas, particularly in the United States of

America. The new Daimler limousine introduced during the year has met with a good reception.

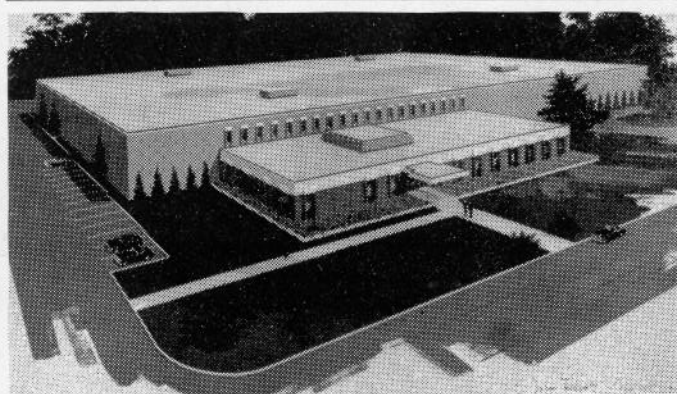
'Coventry Climax, which is a subsidiary of Jaguar, has introduced a new range of fork lift trucks, in petrol, diesel and electric powered versions, and currently have a substantial backlog of orders.'

'Did so well in marathon'

Below: A Morris 1800 Mk. II 'S'



A Triumph Herald 13/60



An artist's impression of the new headquarters in Leonia, New Jersey, for British Leyland



Efficiency in the foundry

LORD STOKES in his report says the Foundry and General Engineering Division comprised West Yorkshire Foundries, Beans Industries, Wellingborough Foundry, Alford & Alder and Power Jacks. 'By co-ordinating production at the three foundries we shall be able to achieve considerable economies and efficiencies in the future.

'The Wellingborough foundry is one of the most efficient in the country for the production of cylinder castings. At Beans Industries one of the most modern Hot Blast Cupola Melting plants in the UK is being installed and should be in commission by the end of 1969. West Yorkshire Foundries had been working below capacity due to internal reorganization and a lack of demand in certain areas. The position is now improving.'