



# ROVER AND ALVIS NEWS



1966  
THE QUEEN'S AWARD  
TO INDUSTRY



Vol. 8 No. 3

April, 1969

A BRITISH LEYLAND NEWSPAPER



SEE SOUVENIR  
FEATURE ON  
PAGE 4

## Holding a record of service unequalled in the field of 4-wheel drive vehicles

### 21 YEARS OF LAND-ROVER

**T**HE internationally famous Land-Rover which has become a world-beater in the sphere of 4-wheel drive vehicles and taken the famous marque to the furthestmost corners of the globe, is 21-years-old this month.

Over the years the Land-Rover has become synonymous with the best in British Engineering and a universally known form of durable and reliable transport, and there is scarcely a country in the world—from China to Costa Rica—to which the vehicle has not been exported.

In fact, since its introduction in 1948, over 630,000 have been produced for the world's markets, earning for this country well over £300 million in foreign exchange, and demand is currently greater than at any previous time in the vehicle's remarkable history.

#### Peak production

Assembly lines are running at peak production to meet demand both on the home market and from overseas and hopes are high that production this year will exceed the 1968 output of more than 46,000 vehicles which was 19% up on the previous year's figure and only a fraction below the highest recorded total in 1965.

Land-Rovers are now sold in 182 markets throughout the world and exports currently represent 80% of total production.

The story of this Solihull-made "MASTER OF THE IMPOSSIBLE" goes back to the immediate post-war two years, when the Rover Company was experiencing serious difficulties following the Government's decision to ration steel to the motor industry in proportion to the value of their exports. At the time Rover luxury cars were not selling particularly well

abroad and something revolutionary was needed—such as a working type vehicle which would attract buyers from agricultural and industrial markets of the world.

And so, early in 1947, following lengthy discussions, Mr. S. B. Wilks, the then Managing Director (now President of the Rover Company), and his brother, the late Mr. Maurice Wilks, hit on the idea of developing a work-type vehicle on a commercial scale.

A few months later, in the autumn of that year, after a hectic period of engineering preparation, several sturdy working-type prototypes could be seen around the factory grounds at Solihull and on nearby agricultural land.

The then rural situation of the Rover factory made it singularly appropriate that from this establishment should emerge a "go anywhere, do anything" vehicle which was destined to revolutionise farming technique and practice throughout the world, to provide industrial and public services with a new means of undertaking a variety of tasks both on and off the road, and to open up parts of the world which hitherto had been impassable to ordinary vehicles.

#### 'Go ahead'

The prototypes were subjected to months of rigorous testing in all types of conditions before the production 'go ahead' was given and a decision taken to name the new 4-wheel drive vehicle 'Land-Rover'—a name which years later was to become

## WORLD-BEATER COMES OF AGE



Two minds  
with but  
a single  
thought



1948

Mr. S. B. Wilks, and his brother the late M. C. Wilks.

almost a household word throughout the world.

And so, a little more than a year after the idea was born, Britain's new "maid of all work" was introduced to the public for the first time at the Amsterdam Motor Show on 30th April, 1948.

The vehicle, which was quickly shown throughout the United Kingdom after its Amsterdam debut, was without hesitation acclaimed a winner and another example of Rover engineering perfection, and quantity production started at Solihull in July 1948. As overseas countries began to realise the immense versatility of the Land-Rover, orders started pouring in and production was gradually stepped up to meet the demand.

#### Success story

That was the start of the success story. Today with demand and production still increasing, the story continues . . . and the future of "the world's most versatile vehicle" looks as bright as ever.

Since its introduction many detailed changes have been made to the vehicle to improve even further its strength, reliability and efficiency, new models have been added to the range and hundreds of variants on the basic vehicle are now available to meet the hosts of tasks it is required to perform under the vastly differing conditions existing throughout the world.

Today Land-Rovers in their various forms and in the colours of many world organisations, governments, police forces, armies and industrial concerns, can be seen in nearly every

country in the world performing a multiplicity of work in conditions ranging from the Arctic wastes to jungles and sunbaked deserts.

Of all the Land-Rovers produced since 1948, about 75% have been exported and over the last few years local assembly plants have been set up in many parts of the world to supplement the output from the Solihull factory. During its 21 years of uninterrupted operations on and off the roads of the world, the Land-Rover has gained for itself a remarkable place in the story of the British Motor Industry and its record of service remains unequalled in the field of 4-wheel drive vehicles.

#### Most versatile

In addition to its many uses in the farming world and in the service of governments, police forces, armies, forestry departments, mountain rescue units and missionaries, it has a reputation second to none among the private owners, and through the years many of these enthusiasts have set off in search of adventure to all parts of the world on journeys ranging from large-scale safaris to two-man expeditions into the 'unknown'.

On the five basic models in production today—the Regular 88 in., the Regular Station Wagon, the Long 109 in., the Long Station Wagon and 110 in. Forward Control—can be built an endless variety of modifications and extras to satisfy the particular requirements of governments and fleet owners. In addition there is a considerable range of machines and equipment approved for use with the various models, and there is also a range of Rover approved special conversions such as ambulances, fire fighting vehicles, film units and many others.

## RECORD BREAKING ROVER

**D**URING 1968 The Rover Company broke all previous car production and sales records.

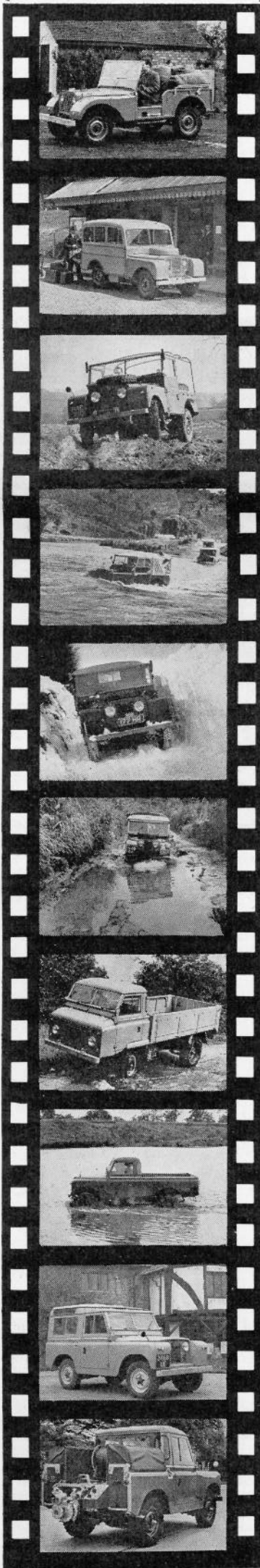
A total of 36,673 Rover cars were produced, an increase of 5% over the previous year's total which was the existing record, and at the same time Land-Rover production rose sharply by 19% over the 1967 figures to a new high of 46,187.

The number of cars exported during 1968 (9,355) was an all time record figure and was 11% up on 1967, while Land-Rover exports (35,685) were also the highest ever—a 22% increase over 1967.

In the United Kingdom registrations of Rover cars and Land-Rovers during 1968 were also an all time record.

Car registrations totalled 26,930 while Land-Rover registrations were 8,847 more than 11% higher than the 1967 figure.

Commenting on the record figures Rover Sales Director John Carpenter said: "This is tremendously encouraging news and will give even more momentum to our sales efforts both at home and overseas in the coming year."



## Two new Executive Directors Appointed

THE Rover Company announces the appointment of two new Executive Directors, Mr. Jack Rosbrook, Director of Personnel at Wilmot Breeden Limited, becomes Executive Director of Industrial Relations, and Mr. Ronald Phillips, General Production Manager with Rover since 1966, is appointed Executive Director of Production at the Company's main assembly plant in Solihull.



Mr. JACK ROSBROOK  
EXECUTIVE DIRECTOR, INDUSTRIAL RELATIONS

Mr. Rosbrook (47) succeeds Mr. E. S. Richards, who after six years as Rover's Industrial Relations Director, has been appointed Director/Secretary of the Federation of Bank Employers in London (see farewell picture on page 4).

Educated at Chester and Birmingham grammar schools and Birmingham Technical College, Mr. Rosbrook has had considerable experience in the field of industrial relations.

He started his career on the shop floor with the Incandescent Heat Company where he became an assistant foreman in the machine shop. From 1945-1948 he served in the Royal Warwickshire Regiment becoming Personnel Selection Officer.

After demobilisation he was appointed Education and Training Officer with M.E.M. and two years later became Personnel Manager with Tube Investments Cycle Division. In 1955 he was appointed Personnel Manager with the Material Handling Division of BMC, moving to his present position with Wilmot Breeden Limited in 1959.

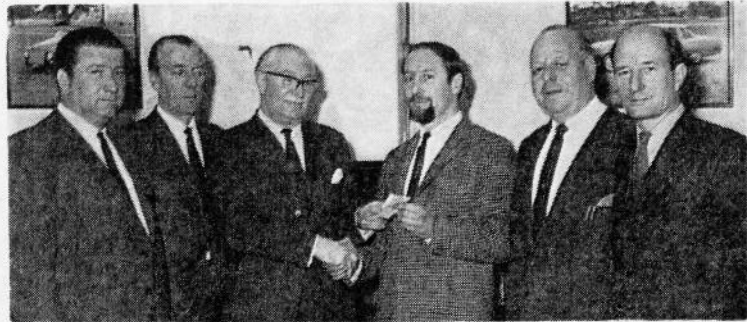
Married with three children and living in Sutton Coldfield, Warwickshire, Mr. Rosbrook is a member of the British Institute of Management and of the Institute of Personnel Management, and is Immediate Past Chairman of the Birmingham branch of the I.P.M.



Mr. RONALD PHILLIPS  
EXECUTIVE DIRECTOR, PRODUCTION

Mr. Phillips (48) was born in Sussex and educated at Redhill Technical School, Surrey. During the war he served in the R.A.F., joining the Rover Company as a Service School Instructor in 1947. Subsequently he held positions as Service Repair Manager, Engine Test Superintendent and Chief Inspector Quality Control before being appointed General Production Manager in 1966.

## Tyseley Group employee lands £120 suggestion prize



A Suggestion Award of £120 was recently made to Mr. R. Woodall, a Tyseley Group employee on Engine Rectification at Solihull Works.

The suggestion concerned the replacement of a knurled nut securing the P6 '2000' Rocker cover breather by a wing nut, which would result in a cost reduction.

Photograph shows presentation of a cheque to Mr. Woodall, by Mr. E. Scott, Executive Director, Production, Tyseley Group.

## A 'GOLD' for Rover 2000 SC

IN the face of fierce competition the award of the Coachwork Gold Medal—a coveted prize of any London Motor Show—was won by the Rover 2000 SC model at the show last October. At an informal luncheon held at the R.A.C. in London on Tuesday, 18th February, 1969, Mr. Wilfrid Andrews, Chairman of the Royal Automobile Club presented the awards.

In the picture Mr. Andrews is seen



presenting the Gold Medal won by the Rover Company to their Representative Mr. A. S. Ostler (Chief Designer, Cars) who is also National President of the Institute of British Carriage and Automobile Manufacturers.

## Solihull Purchasing Department Appointments

FROM Solihull, Mr. C. G. Brown (Executive Director, Purchasing) announces three new appointments within the Purchasing Department Organisation. Mr. D. P. Hodgkinson is appointed Chief Buyer—Body Section and Raw Materials; Mr. G. E. Taylor becomes Chief Buyer—Chassis Section, and Mr. H. F. Wale becomes Chief Buyer—Plant and Consumable. The following continue to be directly responsible to the Executive Director: Mr. G. S. Parkin—Assistant to Executive Director; Mr. J. Drew—Service Buyer and Mr. H. Lamb, Buyer (Cardiff).

## MR. E. S. RICHARDS LEAVES ROVER



At an informal gathering at Solihull Mr. A. B. Smith, Director and General Manager wishes Mr. Richards good luck in his new appointment.

## 50th Year of service

## Lord Stokes congratulates Alvis lifetime server

Mr. Trevor Roberts of Alvis Experimental Department has a wonderful record of employment with Alvis Limited, and is now in his 50th year of service. During a recent visit by Lord Stokes to the Alvis Works at Coventry, Mr. Roberts was introduced to him, and in the picture he is seen being congratulated by Lord Stokes.



## Abandoned Land-Rover grinds rice in Borneo

THE villagers of Long Banga, a remote spot in the upper reaches of the Baram River of Borneo found an abandoned Land-Rover overgrown with jungle creepers beside a temporary air-strip in the mountains. Today the engine is doing yeoman service for the villagers as a rice mill and Mr. I. Crayre, who writes to us from Twyford in Hampshire, is a member of the Borneo Evangelical Mission and is busily engaged in a translation of the bible into one of the tribal languages of Sarawak. He tells us that when they found the Land-Rover they floated the main chassis down-river to the village and found to their amazement that in stripping down it was mechanically in amazingly good order. The military authorities wanted nothing to do with the remains so Mr. Crayre and his helpers broke up the chassis for parts to make a rice mill, and from Champion Motors, our Distributors in Singapore, they obtained spares which enabled them to put their project in service. Fitted with an oil cooler the engine runs for about three hours in third gear, and in this time grinds enough rice for the whole village for one week. Mr. Crayre enclosed a picture of the mill being operated by the villagers, but unfortunately it was not clear enough for reproduction. In his letter to us he concludes by saying "You may be glad to know that one of your products has been rugged enough to outlive its military requirements and end its days, if not as a ploughshare, at least as a rice-mill in Borneo."

## Land-Rovers specially equipped for month-long crossings of the Sahara

LAND-ROVER conversion specialists Carawagon International Ltd. of Sunbury-on-Thames have recently supplied seven new long wheelbase models extensively equipped for rough desert work, to Minitrek Expeditions.

The seven vehicles, each costing more than £1500, are already in North Africa under the command of two ex-Army officers experienced in desert patrol work, taking the first two of four parties of American and British men and women on month-long double crossings of the Sahara.



Following these treks, which include several hundred miles of the fierce and unmapped Tenere Desert, they will be employed throughout the summer and next winter on fortnightly and three-week minitreks in the northern deserts of the Sahara, and in the passes and heights of southern Moroccan mountains reaching up to 10,000 ft.

### SPECIALLY EQUIPPED

So Carawagon have fitted the Land-Rovers with heavy-duty springs and shock absorbers, and have designed the vehicle interiors to afford passengers the maximum space and comfort.

Tyres, by request from Minitrek, after assessing performance of several makes in desert use over six years, are Firestone Radial H 7.50 x 16.

Tents, sleeping bags, and most of the food supplies and baggage are

accommodated on Carawagon standard deep-sided roof racks running three-quarters the length of the Land-Rovers' roofs; and fuel, oil and water are carried in batteries of jerrycans in brackets on the front, sides and rears of the vehicles.

### FOR MAXIMUM COMFORT

Carawagon's deeply upholstered contoured seating is employed to give good support over rough terrain, over long distances, and in high temperatures. Interchangeable rear seat arrangements have been provided for different types of trek. For the trans-Sahara hauls a second row of forward-facing seats has been provided, and these can be rapidly replaced for Minitrek's subsequent programme of shorter-duration safaris, by rear seats for six persons facing inwards. This last arrangement gives the Land-Rovers a 12-seat capacity.

Netting is fitted behind the second row seats when they are in position, to protect passengers from airborne rear contents during such hectic moments as those encountered in high-speed negotiation of corrugated surfaces.

### EVERY CONVENIENCE

The Minitrek Land-Rovers have no need for the usual Carawagon 'kitchen sink', but two of the vehicles have been fitted with refrigerators for the Sahara crossings, and two have gas ovens fed by Calor Gas which is piped from cylinders installed beneath the drivers' seats.

One vehicle on each expedition also carries an awning specially produced by Carawagon International. It stretches the full length of the roof rack, stows alongside it in a zipped bag, and can be erected on its telescopic poles in a matter of seconds.

## A Million Vehicles from BLM

BRITISH LEYLAND the UK's largest exporter announces details of its 1968 production during which over a million vehicles were produced—the first time a British manufacturer has passed this landmark.

Total vehicle production was 1,001,105 units. This included 807,067 cars from the Corporation's Austin Morris and Specialist Car Divisions, 178,204 commercial vehicles, 15,834 tractors.

### Mini Export Leader

Production of the Austin Morris 1100/1300—currently the best selling model in Britain with over 14% of the total market—amounted to 229,703 of which 89,706 were exported. Austin Morris Mini production totalled 210,203 more than 68% (143,165) of the Minis produced were for export making the Mini the export leader over any car in Britain. Both the export volume and the export percentage far outdistanced the Mini's nearest rival.

Commenting on the news today, Lord Stokes, Chairman and Managing Director of British Leyland said: "These are three great records—more than a million vehicles in our first year; we have the best selling car in Great Britain and the country's top selling car overseas. We are particularly delighted about the Mini—it is now in its tenth year and the two-millionth unit will roll off the assembly lines this year. I believe that we have only just started to tap the export potential of this unique little car, which incidentally has won more major international rallies than any other car in the world despite

what others may claim. I believe also that its sales will be even better in 1969. The way it's going now it's good for another ten years although obviously we shall add improvements and refinements through the years to keep pace with automotive trends."

### Specialist Car Successes

Car production in the Specialist Car Division totalled 199,046 units which was an 11.2% increase over 1967—this DIVISION ALSO PRODUCED 46,083 LAND-ROVERS WHICH WAS AN 18.3% INCREASE OVER THE PREVIOUS YEAR, AN ALL-TIME RECORD. Other production figures in the Specialist range included 18,401 Jaguars, 26,965 ROVER 2000s, 19,264 Triumph 2000s, 36,915 Triumph 1300s, and 19,599 Triumph Spitfire Sports Cars.

British Leyland's overseas production, not included in the total of 1,001,105 vehicles, amounted to 87,169 of which 70,696 were cars, 15,407 commercial vehicles, and 1,066 were tractors.

The company's total direct vehicle exports amounted to 464,192 (382,081 cars, 72,658 commercial vehicles, 9,453 tractors).

British Leyland increased its total world exports in 1968 by 38.5 per cent.

# ROVER OWNERS' CLUB TO THE RESCUE

**C**HIEF SUPERINTENDENT DONALD HORTON, head of the Mid-Anglia Police, traffic and communications, has been delighted to accept an offer from 24 members of the Anglian Rover Owners' Club to make their Land-Rovers available when called upon in an emergency. With the Civil Defence movement officially killed it became increasingly evident that there was an urgent need for some sort of body which could cope with disaster.

Chairman of the Anglian Rover Owners' Club, Mr. Derek Walker of Wrestlingworth said that members were dotted all over East Anglia and their Land-Rovers, equipped in most cases with axes, chains, ropes, saws and spades, could be on the spot very soon in an emergency. Some of the vehicles are fitted with winches. Chief Supt. Horton said that the

club had been put on the list of voluntary emergency organisations, and bearing in mind that a rail crash or plane crash could happen well away from main roads the Land-Rover was the ideal vehicle for getting to the incident. The Mid-Anglia Police have themselves four Land-Rovers but they could be badly located in an emergency and this is where members of the Rover Owners' Club could quickly provide valuable help.

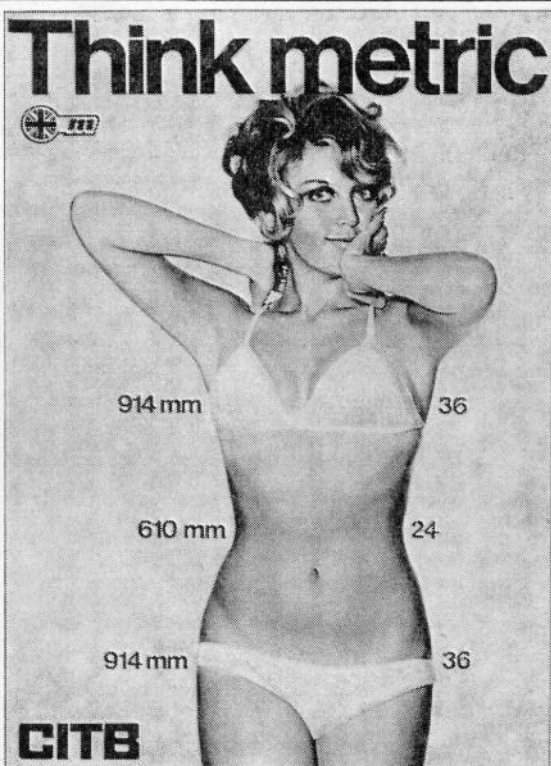
# MISS METRIC GIVES US ENCOURAGEMENT



**T**HE Government decision—prompted by industry—to encourage metrication is beginning to make itself felt in Rover Engineering. Inspection staff from Quality and Reliability Department have been attending a half-day introductory course at the Education and Training Centre, Tyburn Road, during which they have the opportunity of making simple measurements using

equipment calibrated in metric units. On this course the background to the decision to 'go metric' is considered, together with the proposed timetable for conversion. Alternative metric systems are reviewed and the S.I. system—the one which Britain has decided to adopt—explained in detail. Conversion from metric to Imperial units and vice-versa is explained but discouraged. To this end

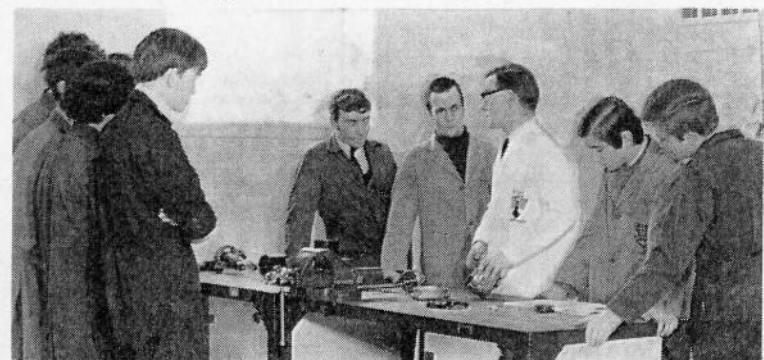
members of the course are enjoined to 'Think Metric' by way of an introduction to Miss Metric! The engineering implications of the change-over are underlined during discussions of drawing and workshop practice. The course tuition is a combined operation between members of the Quality and Reliability Training departments.



Reproduced by courtesy of Construction Industry Training Board

# GETTING TO KNOW THE PRODUCT NEW OPPORTUNITY FOR ROVER APPRENTICES

**R**OVER apprentices in the past, with few exceptions, have been missing out on an aspect of training which could be of immense importance in their future work, and at the same time extremely useful when they become car owners. A new scheme, which is believed to be unique within the motor industry, has been introduced at Solihull, whereby all second year apprentices will be given a twelve-week period in the Rover service school where they complete a programme of instruction in basic automobile knowledge, and what is more important, they get to know and understand Rover products.



The scheme started to operate on Monday, 18th November, 1968, and it will form an integral part of the training of Company apprentices in the future. Considerable importance is attached to the training of these future technicians and in order to vary the individual teaching approach, four senior instructors, Geoff Pitt, Denis Newey, Tim Matthews and Roy Marshall have been appointed. Mr. Stan Johnson, chief instructor at the school, has been responsible for organisation of the scheme.

are mounted on special stands. Each apprentice has the opportunity to dismantle and assemble just about every part of a motor vehicle.

Apart from answering a weekly test paper, a final examination is set at the end of the twelve weeks and an assessment of each apprentice is then passed to the Apprentice Training Officer.

The apprentices participating in the first of these courses, which ended on 14th February, 1969, were Messrs. F. J. Bishop, R. A. Bland, R. J. Burt, S. F. Carter, D. A. Furnival, S. J. Harmer, N. S. Ray, N. G. Shipman, G. P. Skidmore, M. W. Taylor and C. Davies.

A special lecture room incorporating a practical working area has been provided in the service school, and much thought has gone into the layout and furnishing of the room with pleasing modern colours and 'built-in' writing desks. For the practical work six work benches have been installed and all major vehicle components on which practical instruction is given

There's little doubt that the introduction of this 'KNOW YOUR PRODUCT' training will prove to be of great value within the Apprentice Training Curriculum.

# Long and faithful Rover Service in Hong Kong

**W**E are frequently hearing of the retirement of long-service employees within the orbit of our organisation in the U.K. but we must not forget that we have Distributors abroad who sell our products who also have employees with long and faithful service devoted to the interests of our Company. Only on rare occasions do we hear of these happenings, but a special one has recently been brought to our notice, and the news comes to us from Hong Kong. Rover Distributors there, Messrs. Reiss Bradley & Co. Ltd., recently held a small office party to say goodbye to Miss Maria Diniz who was for 17 years personal secretary to Mr. Paul Watkinson, the Director of Reiss



Bradley & Co. Ltd., in charge of Rover Cars and Land-Rovers. In

1967 Miss Diniz became manageress of the Rover Department, and she retires not only with the best wishes of her employers in Hong Kong but also with best wishes of the Rover Company who acknowledge and appreciate the loyalty of the many employees within Rover Sales and Service Organisations at home and overseas who help to keep the Rover Flag flying.

Taking over from Miss Diniz is Mr. Yang Yu-Wai, (seen in the picture with Miss Diniz). Mr. Yang has attended several engineering courses in this country, and in 1968 completed a three months comprehensive training course at Solihull headquarters.

# Off to the Isle of Wight

**A**FTER 25 years' service with the well known Rover Dealers, J. W. Gethin Ltd., of Warwick Road, Tyseley, Miss Gwendoline Glover is leaving the Midlands to



MISS G. GLOVER

take up residence on the Isle of Wight. Miss Glover joined the late Mr. J. W. Gethin in October, 1944, and over the years she has seen the business develop into a first-class Sales and Service organisation. In her capacity as personal assistant to Mr. Gethin she shouldered the administration work and also did considerable reception duty becoming extremely well known to Rover personnel and to many Rover owners. The Rover Company wishes her well in the future.

In this extract from a recent advertisement it is interesting to note that manufacturers of precision equipment are proud to use "Land-Rover" as their "hallmark."

**If it had four-wheel drive it would be a Landrover.**

It's a working photographer's camera. It's built for the man who has a wedding in the morning, an appointment with the Lady Mayor at lunch time, and a village fête (or worse than death) in the afternoon. The Mamiya Super 23 is priced for him too (no tax).

Long wheelbase—2 1/2 metres (6'6 1/2")—21 lenses from 28mm down to the new 10mm. Available, optionally coupled to rangefinder. Or you can focus on the ground glass screen. Back can be fitted with roll film, plates, or Graflok; there is a trigger hand grip and on the Super 23 you get 92° of swing-back—which is about the nearest a camera can get to four-wheel drive.

Use it for rough work, tough work, precise work, neat work. Make it work for you. It will earn its keep.

The Man who knows all about Mamiya is your Mamiya franchisee dealer. Ask him to tell you—and show you more.

# YEARS AGO

**THIRTY-TWO YEARS AGO, 1937**—This was Rovers Diamond Jubilee Year. We produced 10,183 cars in 1937—double the production figure for 1934.

**THIRTY THREE YEARS AGO, 1936**—The Air Ministry of the Government invited the Company to assist in the manufacture of Aero Engines. Building of No. 1 Shadow Factory at Acocks Green commenced during the year. We produced 8,335 cars in 1936.

# LAND-ROVERS GALORE FOR YUGOSLAVIA



**ONE HUNDRED** Land-Rovers awaiting Customs clearance in Belgrade, Yugoslavia, after arrival from Solihull by rail. These are part of the order for 452 Land-Rovers which Rover and their distributors INTERPROMET have contracted to supply to the Yugoslav Enterprise Slovenia Promet. Yugoslavia has in the past two years become one of our major world markets and the largest purchaser of Land-Rovers in Europe.

# COLOURED ROVERS FOR FLEET OF AUXILIARY TANKERS

**O**N Thursday, 19th December, 1968 Swan, Hunter & Tyne Shipbuilders Ltd., of Wallsend, Northumberland, launched the first of three Royal Fleet Auxiliary Tankers which are being built for the Ministry of Defence. They are to be named *Green Rover*, *Grey Rover* and *Blue Rover*, and the first one to be launched was the *Green Rover*. The ceremony was carried out by Mrs. Shipway, wife of the Director of Fuel Movements and Transport. The Deputy Chairman of Swan Hunter, Mr. T. McIver, in his speech thanking Mrs. Shipway

for so competently launching *Green Rover* said: "Before this ship was named, the only 'Green Rover' I had ever heard of was a motor car. Now, as Rover cars are very popular with this Group, and we possess at least one 'Green Rover' we thought it would be nice, Mrs. Shipway, if you would accept for your husband this *Green Rover* model from us as a small memento of this occasion. You might also be interested to know that the Rover Company Limited kindly provided the model and send their best wishes to *Green Rover* for a long and happy life."



# The Pride of Solihull and 'The world's most versatile vehicle'



## celebrates its coming of age

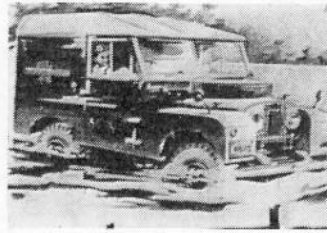
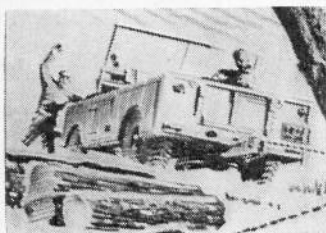


### 1948 - 1969



**Internationally Famous**

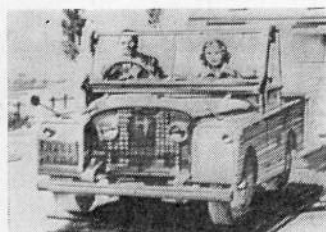
**World Beater**



35,685 Land-Rovers exported in 1968

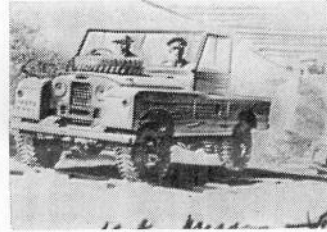
**No. 1 Land-Rover 1948 THE VERY FIRST OF THE VERY MANY**

Now sold in 182 MARKETS throughout the world



THIS is a picture of the very first production Land-Rover ever to see the light of day, HUE 166. Unlike many of her sisters HUE 166 was destined to lead a very gentle life and like the heroines of all good fairy stories to live happily ever after. Not for her the blistering heat and waterless deserts of Araby, the sulphurous gloom of the mines of Spain, the searing cold of the Antarctic. HUE 166 has never had to worry about minefields and guided missiles and company orders, not for her the glamour of carrying very important persons, of having Royal crests inscribed on her side, of parading through the principal streets of half

the capitals of the world, all of which her sisters have done and more besides. The first of all the Land-Rovers, has in fact, spent most of her life trundling up and down the leafy Warwickshire lanes breathing the mild English air and perhaps, who knows, dreaming of far away places and great events. In 1956 she was loaned to the Birmingham Museum of Science and Industry and although little HUE 166 may not be the most distinguished of all the Land-Rovers, or the most adventurous, or the most glamorous she deserves to be honoured because she was the first.



SINCE IT'S INTRODUCTION IN 1948 OVER 630,000 LAND-ROVERS HAVE BEEN PRODUCED FOR WORLD MARKETS

Exports currently represent 80% of total production



BRITISH ROVER LEYLAND

THE ROVER COMPANY LIMITED  
SOLIHULL  
WARWICKSHIRE  
ENGLAND



Over £300 MILLION earned for Britain in foreign exchange



Since 1948 75% of all Land-Rovers produced have been exported



Over 46,000 Land-Rovers produced in 1968

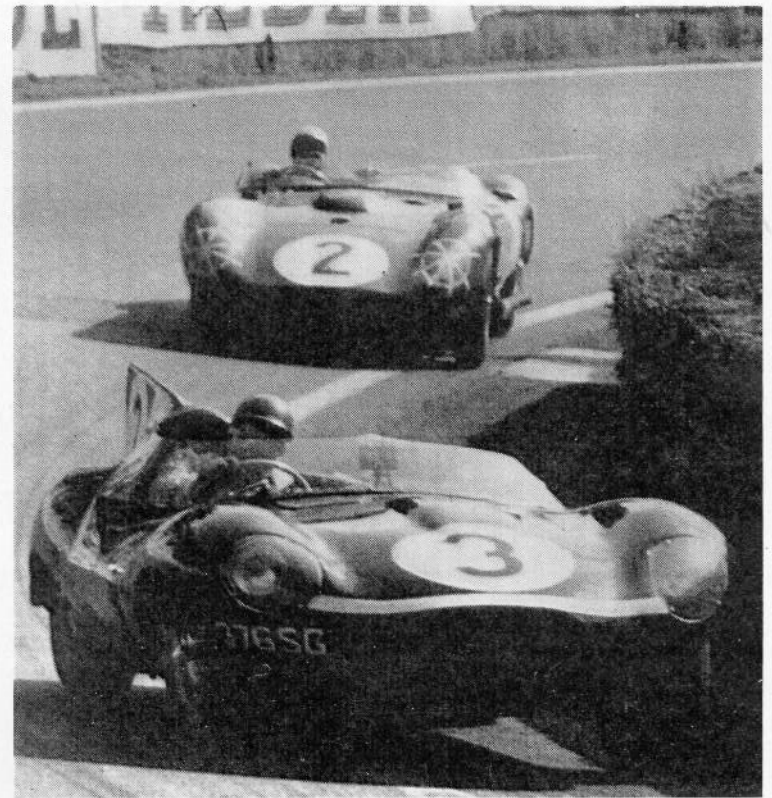




**SIR WILLIAM LYONS**  
Jaguar's Chairman (and founder) and a Deputy Chairman of the British Leyland Motor Corporation.

**THIS IS YOUR GROUP**

**JAGUAR CARS LTD.**  
ALLESLEY  
COVENTRY



**The Jaguar D-type**  
Following the C-type as Jaguar's competition car, the D-type was highly successful in International sports car racing from 1954 to 1957, and continues to give private owners a great deal of pleasure to this day. In this picture, Ivor Bueb hustles the Ecurie Ecosse ex-works 'long nose' D-type through the Esses en route to Jaguar's fifth victory at Le Mans (1957). Bueb's co-driver was Ron Flockhart. Further examples of the D-type finished in 2nd, 3rd 4th and 6th positions.

**FIRST SWALLOW SIDECARS**

A SMALL sidecar-manufacturing plant opened for business in 1922—the heyday of the motor-bike and sidecar. It occupied premises consisting of two of the three storeys of an old building in Bloomfield Road, Blackpool. The total manpower was eight; the capital was a mere £1000. The firm was called the Swallow Sidecar Company.

From the outset, Swallow sidecars were noted for their sporting appearance, their quality of construction, and their outstanding value for money. Within a year the company had acquired its own stand at the motor-cycle show, and its wares were also put on display by four motor-cycle manufacturers.

Lack of factory space soon became an acute problem, and two further Blackpool sites were acquired.

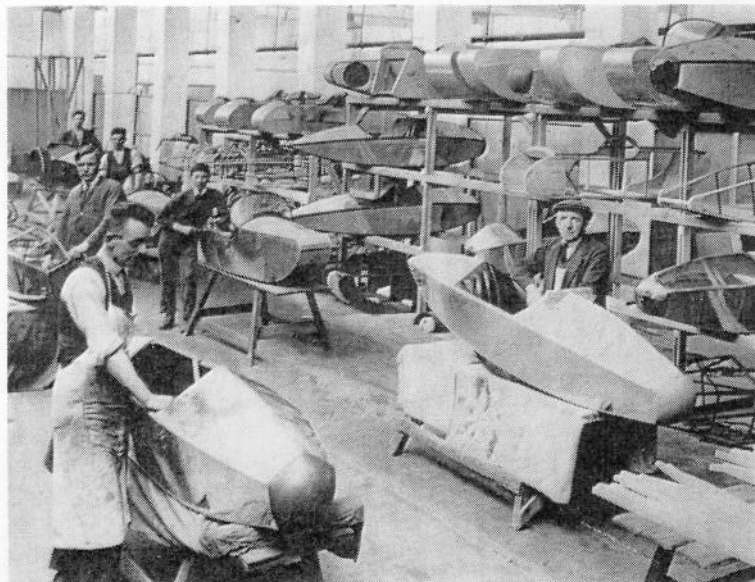
**NEXT SWALLOW CAR BODIES**

In mid-1926, plans for producing motor-car bodies were well under way, and this—together with the year-by-year increase in production of sidecars—made it necessary for Swallow to move into larger manufacturing premises. The entire removal to the Cocker Street, Blackpool, works took just two days, with no assistance from outside sources other than one pantechnic and driver. By this time, mind you, Swallow boasted a grand total of over thirty employees!

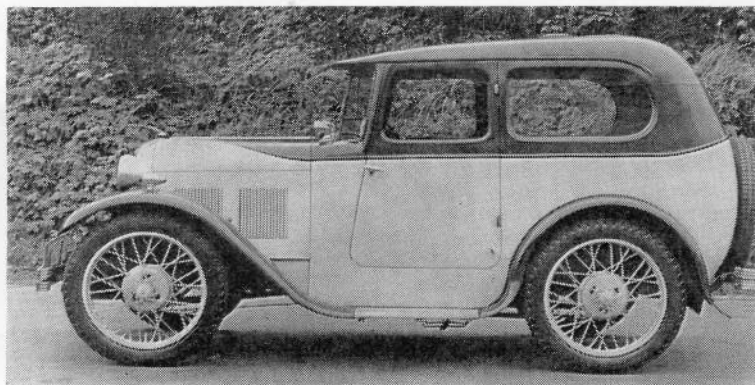
The first Swallow-bodied car was a rakish 2-seater based on the Austin Seven chassis. It appeared in 1927 (when the concern became the Swallow Sidecar and Coachbuilding Company), and in 1928 a saloon version was launched. Such was the demand for Swallow-bodied vehicles that, towards the end of the year, the firm moved lock stock and barrel to Coventry, which was rapidly becoming the heart of Britain's motor industry. From 1929, Swallow offered special bodywork for other marques besides Austin—including Standard and Wolseley; the company also built several bodies on Morris chassis.

**FOLLOWED BY S.S. CARS**

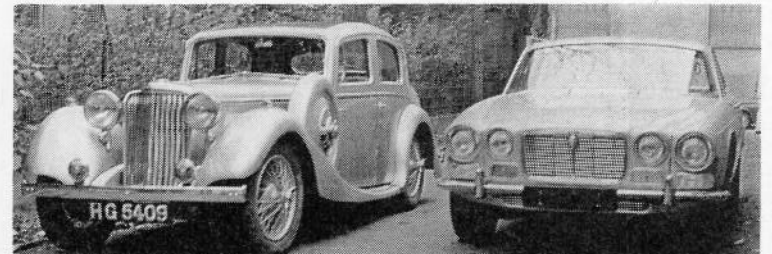
In 1931, a specially lowered and lengthened chassis was produced by the Standard company to Swallow's requirements. The result was the long, low and sporting S.S. car. During its five years of production (in which period S.S. Cars Ltd. was formed) the S.S. was built in a variety of forms—coupé (fixed-head and drophead), saloons (including the 'Airline' fastback), and tourers. The final 'pre-Jaguar' S.S. model was the two-seater S.S.90—the company's first true sports car.



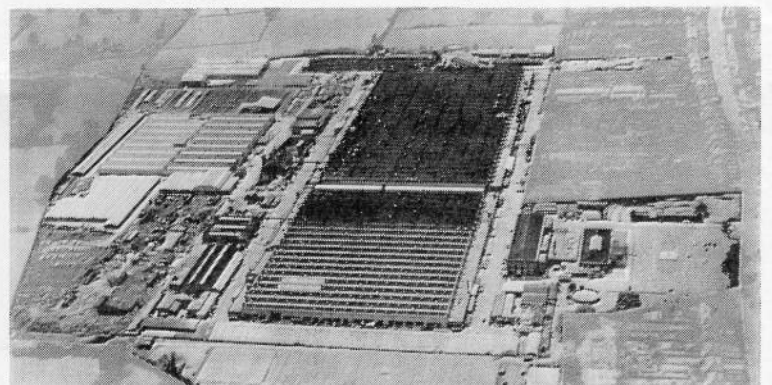
The Swallow sidecar panelling shop at Foleshill works, Coventry, in 1929—shortly after the move from Blackpool.



The Austin Seven Swallow saloon model was introduced in 1928. This picture shows a 1930/31 model.



The Jaguar XJ6—recently voted 'Car of the Year'—is seen here with an S.S. Jaguar saloon of the type which was introduced in 1935. Thirty-three years of progress in Jaguar's individual styling.



Aerial view of Jaguar's main assembly plant at Allesley, on Coventry's western fringe.

**AND S.S. JAGUARS**

For the company 1935 was a momentous year, for it was in that autumn that the first 'Jaguars' were announced. The new range of S.S. Jaguars included saloon, tourer, and sports models—the latter being the classic S.S. Jaguar 100, derived from the S.S. 90 and an immediate winner in competitive motoring events.

The 'S.S.' prefix was dropped in 1945, when the firm became Jaguar Cars Ltd. The Foleshill, Coventry, works was much improved after the war (following air-raid damage) but with new models on the way another move was inevitable; so, soon after the announcement of the legendary twin-o.h.c. XK 120 super-sports and the Mark VII luxury saloon, Jaguar moved to the site of its present main works at Allesley, on the western outskirts of Coventry.

**THE RACING YEARS**

Jaguar's success over the last twenty years is well-known. Innumerable victories in races and rallies have helped greatly in creating world-wide prestige and business for Jaguar, and have also contributed to the advanced specification of today's range of cars; brakes, steering, suspension, aerodynamics, and structure—all have gained from practical experience in international competitions. Today's roadgoing 'E' type, for example, is a direct development of the sports cars which have won countless races all over the world—including five outright victories at Le Mans.

**JAGUAR ORGANISATION SPREADS ITS WINGS**

In recent years the Jaguar organisation has spread its wings. Major acquisitions have included the long-established Daimler company (1960), Guy Motors of Wolverhampton (1961), and Coventry Climax (1963)—an organisation now comprising 10,000 employees.

Through the formation in 1966 of B.M.H., and the establishment last year of British Leyland Motor Corporation—by the amalgamation of British Motor Holdings and the Leyland Motor Corporation—Jaguar and Daimler cars now represent the top prestige products of one of the world's largest industrial empires. As

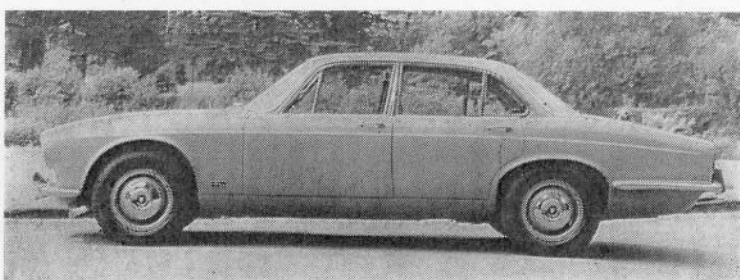
if proof of the Jaguar group's significance as a member of British Leyland were needed, the new XJ6 has just been voted 'Car of the Year' by an international group of independent experts appointed by *Car* magazine.

**A FAMOUS TEAM**

The XJ6 is the latest expression of the highly individual and essentially British characteristics of style, security, refinement, performance, and good value, for which the Jaguar team—led, as it has always been, by Sir William Lyons—has been famous since that day in 1922 when eight men set to work building sidecars in Blackpool... which is where we came in.

Footnote: Readers wishing to learn more about the background to Jaguar may do so by applying for the company's 65-page book *Case History* to: Public Relations Department, Jaguar Cars Limited, Coventry. CV5 9DR.

**'CAR OF THE YEAR'**



**THE JAGUAR XJ6**

IN London on 27th February the advanced and exciting new Jaguar XJ6 saloon was pro-

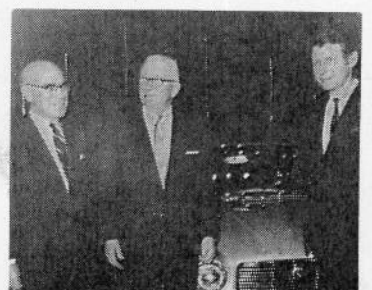
claimed 'Car of the Year' by a panel of international motoring experts. The 'Car of the Year'

award is sponsored by the monthly magazine *Car*, and the trophy was handed over at the reception by the Rt. Hon. Richard Marsh, M.P., Britain's Minister of Transport, to Sir William Lyons, Chairman and Founder of Jaguar Cars Limited and a Deputy Chairman of the British Leyland Motor Corporation.

Since its inception several years ago, the 'Car of the Year' award has become one of the most significant yardsticks by which progress in the world's motor industry may be assessed. Over seventy new cars, from every major manu-

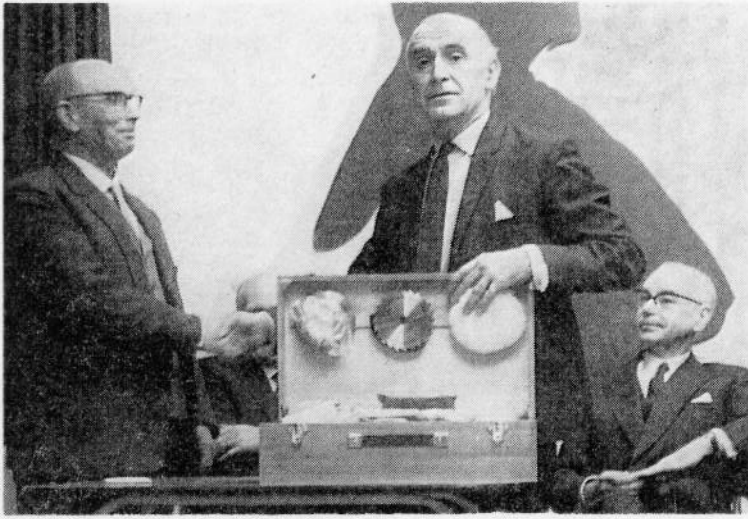
facturing country of the world, were introduced during 1968 and therefore eligible for the award. The jury's voting is based upon the selection of a combination of virtues, the most important of these being originality, safety, performance, appearance, and value for money. Runner-up to the Jaguar was the Peugeot 504 (French), followed by the BMW 2002, the BMW 2500 (German), the Ford Escort (British) and the Fiat 124 Special (Italian). "The Jaguar XJ6 impresses not just by what it is, but by the value for money which it offers in its class," said Mr. Doug Blain,

Editor of *Car* magazine. "I am very pleased that a British car has won this award."



Lord Stokes with Sir William Lyons and The Rt. Hon. Richard Marsh, M.P., Britain's Minister of Transport.

## A LIFETIME OF SERVICE WITH ROVER



Mr. A. HOOPER (Seagrave Road)

After 50 years' service with the Rover Company, Mr. A. Hooper, Shop Foreman, Seagrave Road, London, retired on 31st January, 1969. He started with the Company at the age of 15 in 1919, at Brewery Street Works, Islington, moving to Seagrave Road in 1923. At that time the Company was not only servicing and repairing cars but also Rover bicycles and motor-cycles, and over the years Mr. Hooper gained a wide knowledge of all Rover products. His wonderful record of a life-time of service with the Company was acknowledged at a farewell party held at Seagrave Road when Mr. H. G. Cornish (*General Manager, Seagrave Road*) presented Mr. Hooper with a tool kit and cheque subscribed for by his friends and colleagues. Also present at the ceremony were Mr. R. W. Bromley *Executive Director—Service*, and Mr. W. C. 'Bill' Mason, (*ex General Manager, Seagrave Road, now retired*). In the picture Mr. Cornish is seen making the presentation to Mr. Hooper. (left).



Mr. JAMES GIBSON (Alvis)

With 26 years Alvis service to his credit, James Gibson retired on 30th January, 1969. Mr. Gibson was a Machine Tool Fitter and worked in the Machine Tool Repair Section. He received the farewell gift of a transistor radio from his workmates, and our picture shows Mr. E. Chare (Foreman) making the presentation.



SERGEANT A. CHURN (Seagrave Road, London)

After 12 years' service with Rover at Seagrave Road, London, Sergeant A. Churn (*Security*) retired on 31st January, 1969. In the picture Mr. H. G. Cornish (*General Manager, Seagrave Road*) is seen presenting Sergeant Churn with a cheque, subscribed by friends and colleagues.



Mr. W. F. 'TINY' WAITE (Seagrave Road, London)

At Seagrave Road, London, on 14th February, 1969, Mr. W. F. 'Tiny' Waite retired after 40 years' service with the Company. He was in charge of the Machine Shop, and at a farewell ceremony Mr. L. Munn, (*Works Manager*), presented him with a cheque and a box of chocolates for Mrs. Waite. Our picture shows Mr. Munn making the presentation whilst Mr. H. G. Cornish, (*General Manager, Seagrave Road*) looks on.



Mr. G. E. PLATER (Tyseley)

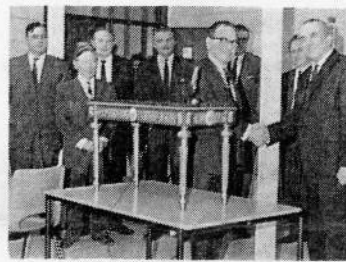
Mr G. E. Plater, Group 26, Tyseley Works, retired on 13th February after nearly 17 years' service with the Company. Photograph shows presentation being made by Mr. A. Hodder, Machine Shop Superintendent, on behalf of Mr. Plater's many friends and colleagues in the Machine Shop.

## OUR BEST WISHES FOR A LONG AND HAPPY RETIREMENT



Mr. D. ALLEN (Pengam)

On 6th February, 1969, after four years' service at Pengam, Mr. D. Allen, Labourer, retired, and our picture shows Mr. R. C. Shand (*General Manager / Executive Director, Cardiff*) presenting Mr. Allen (*right*) with a table lamp and a sum of money as a farewell gift from his friends.



Mr. S. W. NIXON

As reported in the February issue of the *News*, Mr. S. W. Nixon, General Manager/Executive Director, Cardiff, retired on 31st January, 1969. In the picture, Mr. Nixon is seen being presented with a gift table by Mr. A. E. Webster (*General Parts Manager*) on behalf of friends and colleagues at Cardiff.

**GILBERT**  
Mr. Alfred Gilbert on the 27th February, 1969. He was a machine oiler (16 years' service).

**MOULTRIE**  
Mr. H. Moultrie on the 28th February, 1969. He worked in the coppersmiths department, Alvis. (29 years' service).

**AUSTIN**  
Mrs. H. E. Austin on the 27th February, 1969. She worked in the Stores, Alvis. (24 years' service).

**ADDINGTON**  
Mrs. K. M. Addington on the 27th February, 1969. She worked in the Canteen, Alvis. (10 years' service).

**BARLOW**  
Mr. C. H. Barlow on the 27th February, 1969. He worked in the Maintenance Dept., Alvis. (17 years' service).

**EVANS**  
Mrs. L. A. Evans on the 27th February, 1969. She worked in the Maintenance Dept., Alvis. (8 years' service).

**HIGGINS**  
Mr. P. Higgins on the 27th February, 1969. He worked in M/C Progress Dept., Alvis. (10 years' service).

**HIGGINS**  
Mr. E. H. Higgins on the 27th February, 1969. He worked in the Inspection Dept., Alvis. (17 years' service).

**JONES**  
Mr. F. C. Jones on the 27th February, 1969. He worked in the Stores/Progress, Alvis. (16 years' service).

**LEEK**  
Mr. W. L. Leek on the 27th February, 1969. He worked in the Pattern Shop, Alvis. (8 years' service).

**OSBORNE**  
Mr. P. Osborne on the 27th February, 1969. He worked in the M/C Shop, Alvis. (32 years' service).

**OXLEY**  
Mr. S. D. Oxley on the 27th February, 1969. He worked in the Transport Dept., Alvis. (33 years' service).

**POND**  
Mr. K. R. Pond on the 27th February, 1969. He worked in the Vehicle Dept., Alvis. (45 years' service).

**SHAW**  
Mrs. E. R. Shaw on the 27th February, 1969. She worked in the Canteen at Alvis. (8 years' service).

**STANSFIELD**  
Mr. W. H. Stansfield on 27th February, 1969. He worked in the Stores at Alvis. (15 years' service).

**THOMAS**  
Mr. E. Thomas on the 27th February, 1969. He worked in the Inspection Dept., Alvis. (30 years' service).

**WATSON**  
Mr. C. R. Watson on the 27th February, 1969. He worked in the Inspection Dept., Alvis. (10 years' service).

**WARD**  
Mr. C. E. Ward on the 27th February, 1969. He worked in the Pattern Shop at Alvis. (18 years' service).

**WARD**  
Mr. Frederick Ward on the 28th November Machine Operator, Perry Barr (25 years' service).

**COOK**  
Mr. Arthur Cook on the 28th November; Viewer, Percy Road. (13 years' service).

**GREEN**  
Mr. C. J. Green, on the 24th December; Viewer, Tyseley (19 years' service).

**FEATHERSTONE**  
Mr. A. Featherstone on the 24th December; S/Sk. Operator, Tyseley. (17 years' service).

**RICHARDS**  
Mr. Arthur Richards on the 6th January; Labourer, P.6 Paint Shop. (2 years' service).

**WHITEHEAD**  
Mr. George Whitehead on the 9th January; S.S. Fitter, Tyseley (18 years' service).

**PEASLEY**  
Mr. Frank Peasley on the 16th January; Operator, Tyseley. (11 years' service).

**SMITH**  
Mr. David Smith on the 17th January; T/Setter, Perry Barr (23 years' service).

**VICK**  
Mr. Benjamin Charles Vick on the 17th January; Fitter, Land-Rover Assembly. (20 years' service).

**WATTS**  
Mr. C. Watts on the 23rd January; Labourer, Machine Shop, Alvis. (16 years' service).

**BAKER**  
Mr. Albert Edward Baker on the 23rd January; employed in the Service Transit Stores. (14 years' service).

**SHEPPARD**  
Mr. Walter Sheppard on the 23rd January; Sk. Grinder, Percy Road. (23 years' service).

**BOYLE**  
Mr. Joseph Boyle on the 23rd January; 1969; Degreaser, Tyseley. (5 years' service).

**SPERRY**  
On Thursday 16th January, 1969 (his 65th birthday) Mr. Harry Sperry, Conveyor Loader P6 Trim Shop. (8 years' service). Presented with a battery operated clock and Rover cigarette case by Mr. Harold Clinton (Foreman, P6 Trim Shop).

**JUKES**  
Mr. Ernest Jukes on the 31st January, 1969; He was employed as a Storekeeper, Tyseley. (19 years' service).

**HOUGH**  
On Friday 14th February, 1969, Miss D. Hough, Progress Department. (26 years' service).

**HARVEY**  
On 27th February, 1969, Mr. Albert Harvey. He was employed as a Shop Labourer, Land-Rover Dept. (5 years' service).

**GRAHAM**  
On the 15th February, 1969, Mr. Julius Graham. He was employed as a Driver/Labourer, Car Despatch Dept. (18 years' service).

**BODEN**  
Mr. F. S. Boden on the 6th February, 1969. He worked in the Tool Stores, Acocks Green. (6 years' service).

**FLANAGAN**  
Mr. Patrick Flanagan on the 6th February, 1969. He worked in the progress Department, Acocks Green. (14 years' service).



Mr. J. E. WOODS (Solihull)

Mr. J. E. Woods, 'Tony' to his many friends, of Quality Assurance Equipment Section, left the Company on 7th February, 1969, after 18 years' service, to take up a new appointment. Mr. Woods served for ten years with Rolls-Royce at Barnoldswick before re-joining the Rover Company in 1955. In the picture above, taken at the presentation ceremony, Mr. Woods is seated, third from the left. Next to him is Mr. G. B. Marsh who made the presentation of an electric blanket on behalf of friends and colleagues.



Mr. R. R. HILLEN (Solihull)

After 28 years' service with Rover Mr. R. R. Hillen retired on Thursday, 30th January, 1969. He joined the Company at Tyseley in 1941 as Wages Manager and in 1959 was appointed Group Personnel Manager with offices at Solihull. Bob Hillen's fine record of service with the Company was appreciated by all those who had contact with him, and at a presentation ceremony held at Solihull, Mr. A. B. Smith (Director and General Manager) paid tribute to his work and loyalty. Presenting a beautiful radiogram to Mr. Hillen, on behalf of friends and colleagues, Mr. Smith concluded his speech by saying "It would be an understatement to say that Personnel Management was not the easiest of jobs for it required patience, tolerance and understanding, and the need to generate a great deal of respect. Bob Hillen possessed all of these and had an outstanding record of service to the welfare of Rover employees far beyond the call of duty and representing the work of a lifetime."

The Management Committee of the Rover Sick Benefit Society, on behalf of all members, also thanked Mr. Hillen for his work as Secretary of the Society since its inception and for all the wonderful service given over the last 13 years up to his retirement when the total membership exceeded 8850.

Our picture shows a few of the many who attended Mr. Hillen's farewell party, and he is seen seated (*centre*) between Sir George Farmer on his left and Mr. A. B. Smith on his right.



Mr. N. COLLETT (Solihull)

After eleven years' service with the Rover Company at Solihull, Mr. N. Collett (Foreman, Pattern Maker) Engineering Department, retired on Friday, 13th December, 1968. Mr. R. Nash presented him with a Barometer and other gifts on behalf of his friends and colleagues and wished him well in his retirement. In the picture Mr. Collett (dark suit, centre) is seen with some of his many friends who attended the presentation ceremony.

## PERSONAL NEWS FROM ALVIS AND ROVER FACTORIES

### BIRTHS

**SMITH**  
A grandson, Richard Andrew, to Mr. A. B. Smith, Director and General Manager, on the 25th January, 1969.

**BLOOMFIELD**  
To Kay (nee O'Regan) ex Surgery and David (Fire Station) a daughter, Fiona Mary.

**HOWES**  
To Graham and Rosemary Howes a son, (Stephen John) on the 14th February, 1969. Mr. Howes is an Assembly Operative (Reconditioning Department) at Cardiff.

**HINCKLEY**  
To Mr. & Mrs. R. Hinckley a son, (Nigel) on 21st February, 1969. Mr. Hinckley is employed in the Stores at Acocks Green as a Fork Lift Driver.

### MARRIAGES

**DEWS—NICHOLL**  
On 8th March, 1969, at Our Lady Help of Christians Church, Tile Cross, Birmingham, Mr. John Dews (P6 Paint Shop, Solihull) to Miss Marie Nicholl, (Tool Kit Stores).  
The bridegroom has worked in the Paint Shop for nearly five years and the bride in the Tool Kit Stores for nearly 18 months.

**DEELEY-FINCH**  
On 1st March 1969 at Knowle Parish Church Mr. Anthony Terence Deeley (Works Study Engineer, G.K.N.) to Miss Diana Finch (Secretary in Export Sales Dept., Solihull).

**SILVERS-WATT**  
On Saturday 8th March, 1969, at St. Giles Church, Sheldon, Mr. Graham Silvers (Chassis Design Section) to Miss Brenda Watt.  
Graham has been employed at Solihull for the past 9 years.

### SILVER WEDDING

**BURNARD**  
Congratulations to Eric and Lilian married at Rumney Church, Cardiff, 25 years ago. Mr. Burnard is employed as an electrician at Pengam.

**TRIMNELL**  
Congratulations to Mr. and Mrs. Trimmell married at Yardley Wood Church on 25th March, 1944. Mrs. Muriel Trimmell is employed on Inspection at Percy Road.

**BAILEY**  
Congratulations to Mr. and Mrs. R. Bailey who celebrated their Silver Wedding on the 23rd February 1969. Mr. Bailey is a Machine Operator at Tyseley.

### RUBY WEDDING

**LLOYD**  
Congratulations to Mr. and Mrs. A. J. Lloyd who celebrated their Ruby Wedding on 25th December, 1968. Mr. Lloyd, now retired after 10 years Rover service, was employed in the S/Weld Section at Solihull.

**MINARIK**  
Congratulations to John Franz and Emily married at St. Georges Church, Great Hampton Row, Birmingham on the 23rd March, 1929. Mr. Minarik is employed in the Tool Room Steel Stores, Acocks Green.

## A child's safety is important

WE are all concerned with the question of Safety for children, particularly with the hazards which are ever with us on the roads today, and the least we can do is to train our children to become safety conscious. Duckhams Oils have recently published an excellent little book *Pierre the Clown's Road Safety Book for Children*, which they have sponsored and produced with the co-operation of Pierre the Clown. The book, which runs to 32 pages and is



in colour, selects a number of important road signs and illustrates their message by means of children's rhymes and pictures. A section of the book also gives details of the safety check points on a bicycle. Distribution of the book will be through Road Safety Officers, Police Lecturers and Garages. Copies are also available on request to Duckhams Oils, Summit House, Glebe Way, West Wickham, Kent.

### DEATHS

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

**GIBBS**  
Mr. G. R. Gibbs on the 3rd January, 1969 Formerly Cost Accountant, Rover, from 1932 until 1959.  
In 1932, when the Company's fortunes were at a very low ebb, the Directors, being fully aware of the need for a drastic re-organisation, co-opted Mr. Howe Graham of Gibson and Ashford, Chartered Accountants, as Financial Advisor and Director. Mr. Howe Graham brought with him Mr. Gibbs, also of Gibson and Ashford for the specific purpose of re-organising the costing and Stock Control System.  
The success of the scheme resulted in Mr. Gibbs being appointed Cost Accountant to the Company, and the system started and developed by him remained virtually unchanged until the advent of the Computer, in recent years. Mr. Gibbs relinquished his position as Cost Accountant in 1959 mainly for health reasons but continued with the Company in a consultative capacity until 1964 when he officially retired. He continued to show a keen interest in the fortunes of the company and made regular visits until shortly before his death.

**MUNRO**  
On the 4th February, 1969, Mr. A. J. Munro, aged 61; Machine Shop Labourer, Alvis (15 years' service).

**PHILLIPS**  
The death occurred on 27th January, 1969, at the age of 83, of Sidney Willoughby Phillips who was for many years, until his retirement in 1959, Publicity and Advertising Manager with The Rover Company. Sid Phillips joined the Company in the early 30's and became well known throughout the Motor Car Industry.

**REYNOLDS**  
Mr. A. F. Reynolds on the 15th January, 1969, aged 66. He retired in September 1967 after 26 years' service. He was formerly in the Service Department, Solihull.

**SARGEANT**  
Mr. J. Sargeant on the 13th January, 1969, aged 70. He retired in 1966 after 44 years' service. He was formerly in the Service Department, Coventry.

**MORRIS**  
Mr. H. Morris on the 4th January, 1969, aged 69. He retired in 1964 after 16 years' service. He was formerly in the Assembly Department.

**MORGAN**  
Mr. Leslie Morgan on the 10th January, 1969, aged 59. He was employed in the Booking Department, Tyseley. (38 years' service).

**KIBBLE**  
Mr. James Kibble on the 17th December, aged 58; he was a Labourer in the Experimental Paint Shop (1 year's service).

**MANN**  
Mr. William Mann on the 3rd February, 1969, aged 64. He worked in the Inspection Department, Acocks Green. (8 years' service).

**SLATER**  
Mrs. R. M. Slater on the 23rd January, aged 46; she was Sewing Machinist in the L.R. Trim at Garrison Street. (2 years' service).

**WALKER**  
Mr. Stanley Walker on the 7th January, aged 64; he was a General Machinist at Perry Barr. (17 years' service).

**HARRISON**  
Mr. William Harrison on the 10th January, aged 62; he was a Bricklayer's Mate at Tyseley. (17 years' service).

**HARGEST**  
Mrs. Jessie Wallace Hargest (late of I.F.V. and Progress, Acocks Green) on 1st January, 1969. Dear wife of Mr. E. A. Hargest (retired) Works Police, Acocks Green and Springfield.

**DAVIS**  
Mr. William Davis on the 10th January, 1969, aged 56. Toolsetter, Tyseley. (32 years' service)

**GREGORY**  
Mr. A. Gregory on the 14th December, aged 45; he was a Pipefitter at Tyseley. (3 years' service).

**FLOYD**  
Mr. Thomas George Floyd on the 4th January, aged 57; he was a fitter in the Works Engineers Department (20 years' service).

**BROWN**  
Mr. Andrew Charles Brown on the 17th December, aged 68; he was in the Service Buying Department before his retirement on 28th July 1967 (16 years' service).

**LE-BRUN**  
Mr. Frank Le-Brun on the 10th January, aged 57; he was an Inspector at Springfield. (11 years' service).

**FRY**  
Mr. Sidney Alfred Fry on the 9th January, aged 57; he was a fitter in the Welding Shop. (11 years' service).

**GEORGE**  
Mr. Claude George on the 11th January, aged 36; he was a Conveyor Hand, Land-Rover Assembly. (3 years' service).

**TOMLINSON**  
Mr. Terence William Tomlinson on the 13th January, aged 32; he was a Spot Welder, Land-Rover Paint Shop. (11 years' service).

**KANE**  
Mr. Ernest James (Peter) Kane on the 14th February, 1969, aged 71 years. He worked in the Parts Department until his retirement in July 1966. (26 years' service)

**HOLLOWAY**  
Mr. Roland Granville Holloway on the 14th February, 1969, aged 57 years. He worked as a Fitter in the Land-Rover Paint Department. (17 years' service).

**PRENDERGAST**  
Mr. William Bernard Predergast on the 16th February 1969, aged 48 years. He was employed as a Sander in the P.6 Department. (4 years' service).

**ROBINSON**  
Mr. William Robinson on the 13th February, 1969, aged 61. He was employed as a boilerman. (4 years' service).

**ASHFORD**  
Mr. Roy Graham Ashford on the 5th March 1969, aged 22. He was employed in the Land-Rover Paint Shop. (18 month's service).

**HARE**  
Mr. Frank William Hare on the 6th March, 1969, aged 30. He was employed on the P5 Finishing Line (10 years' service).

**BULLIVANT**  
Mr. H. Bullivant on the 13th February, 1969 aged 71. He retired in May 1963. (30 years' service).

## Something to be proud of

### LAND-ROVER'S ANNIVERSARY DEMONSTRATION

BY the time you receive this copy of the *News* nearly 80 Land-Rovers, ranging from the first ever production unit HUE 166 of 1948 to the latest de-luxe model, and from a refuse collection conversion to a mobile cinema, will have lined up for the most ambitious Land-Rover working demonstration ever staged by the Rover Company.

The demonstration was arranged to mark the twenty-first anniversary of the Land-Rover to show home and overseas buyers the versatility of this world-famous vehicle.

More than 1,000 home and overseas distributors and dealers, representatives of large industrial concerns, transport undertakings, the nationalised industries, local authorities, fire brigades and police forces, and many private Land-Rover owners, were invited to the 3-day event which opened on Tuesday 1st April.

Venue for the show was a military site at Tiffeld, adjacent to the main Northampton-Towcester road.

Land-Rovers fitted with a wide range of equipment were dispersed in small groups sited at six different stations along a 1½-mile rough demonstration course and at each station visitors were able to see working demonstrations of all the vehicles and their equipment.

A Land-Rover 'bus' service operated continuously around the course providing transport between stations and at the same time demonstrating the vehicle's capabilities on rough ground.

The range of vehicles and equipment on display covered virtually every task which the Land-Rover is capable

of undertaking in the field of industry, in agriculture, and in the service of armies, local authorities, fire brigades, police forces, and in other spheres.

Nearly every known Land-Rover conversion could be seen including a rescue tender, a mobile workshop, a cross-country ambulance, fire engines, a special air port rescue fire appliance, an armoured car, a breakdown recovery vehicle, a mobile cinema and a refuse collection vehicle. Equipment demonstrated ranged from an agricultural crop sprayer to a hydraulic platform, and from a snow plough to an earth borer.

A special display of military Land-Rovers was on show and weather permitting a helicopter air lift of a Land-Rover was due to take place.

A film has been made of the 3-day event from start to finish and this will eventually be distributed for showing in overseas countries, 14 of which were represented at the demonstration. In our next edition we hope to include some 'Highlights' of the event.

## Solihull Angling Results

First 10 results of Scramble fished at Symonds Yat on Saturday, 8th March, 1969.

	lbs	oz	drms
1 R. Seabourne	13	6	0
2 M. Clements	11	1	0
3 N. Simpson	10	2	4
4 D. Kemp	9	3	0
5 J. Heath	6	6	8
6 J. Newey	5	7	4
7 F. Cox	5	4	0
8 R. Horton	4	2	14
9 C. King	3	9	8
10 H. Hague	3	2	0

For the 21 members who weighed in at the match a total of 81 lbs 8 oz 4 drms. was registered.

## Antique and modern weapons at Alvis



THE annual social evening of the Rifle Club was held in the Club Lounge at the Alvis Works on 18th December, 1968. Mr. Scott and Mr. Dyson provided an exhibition of antique and modern weapons, as shown in the photograph, and these created considerable interest. Following usual practice at these functions, the prizes for the Summer Shoot and the Christmas Shoot were presented

by this year's chairman, Mr. F. Sewell.

The Smith Clark Trophy was won by Mr. D. Walden (an Associate Member of the Alvis Social Club); Mr. G. Cooper (also an Associate Member) won a silver tankard in the Christmas Rifle Shoot, and Mr. G. Bate (No. 1 Machine Shop) won a travelling clock in the Christmas Pistol Shoot.

## Pengam man bound for South Africa



Tom Clegg, a machine tool setter on the Gear Blank Turning Section at Pengam recently left Southampton bound for South Africa. Tom had been with the Company for five years, and at his farewell he was presented with an inscribed Silver Tankard by his workmates at Pengam, with all good wishes for his future in a sunnier climate.

## Happy event for Alvis 'Sister'



In charge of the surgery at Alvis, Sister Christine Manager recently left the Company to prepare for a happy event. Our picture shows her being presented with gifts from her friends by Mr. B. E. Medlicott, (Assistant Personnel Manager, Alvis).

## Taking to the sea



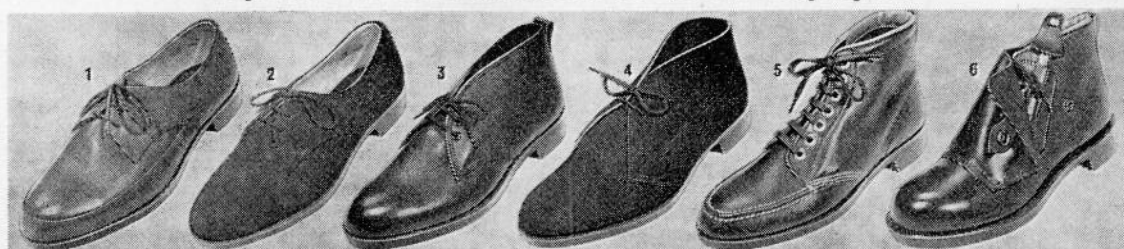
On the eve of St. David's day, colleagues of Viv Catterson (Assistant Gear Technician—Pengam) gathered to wish him 'Bon Voyage' on his inaugural trip as a Junior Officer for the B.P. Steamship Company.

Viv, one of the first apprentices of the Rover Company at Cardiff, is leaving after 7½ years, to broaden his experience in the Engineering Field, and his first trip takes him to the Persian Gulf and Australia.

Many of his friends at Pengam gathered to present him with an engraved tankard and leather writing set with a Rover motif. In the picture Mr. Catterson is seen holding the tankard presented to him by Mr. Albert Howlings (Gear Technician—Pengam) on behalf of his friends and colleagues.

## Protect your feet the 'Rentashoe' way

Special facilities available to works employees



MANY readers will already have seen the *Rentashoe* display of safety footwear at the factories, and will agree that for an outlay of 2/8d per week for men and 2/-d per week for women, the *Rentashoe* scheme is worth considering. There is little doubt that works employees are conscious of the fact that it is

important to protect the feet. In industry last year there were over 100,000 accidents to feet, and the *Rentashoe* safety footwear scheme offers protection the easy way. The facilities are available only to employees on the works payroll and payments are deducted directly from

the weekly pay-packet. Two pairs of safety shoes are guaranteed each year and there is a wide range of smart suede and leather boots and shoes for men and women to choose from. A leaflet giving details of the scheme can be obtained from your Welfare Department.

## SPORTS AND SOCIAL NEWS FROM THE FACTORIES

## A MATCH FOR ITV

## ROVER APPRENTICES 'TOP FLIGHT' FOOTBALLERS

A RECENT football match between apprentice teams from The Rover Company and Joseph Lucas Ltd. was televised for inclusion in Independent Television's *This Week*, and appeared as part of a programme commissioned by the Ministry of Sport.

These two teams were selected as being in the top flight of junior football in the Birmingham area, and provided a most thrilling, sportsmanlike game.

The Lucas boys were winners by 1-0, and both teams received the highest congratulations from the Secretary of the Works League for their performance.



Left to right, back row: R. D. Skinner (Sec.) D. Matthews, A. Courtney, D. Bromilow, I. Gregory, D. Wood, M. Taylor, S. Tattam, B. K. Burke (Trainer), R. Bunn. Front Row: V. Davis, P. Lilley, B. Morgan, B. Robinson, C. Sanderson.

## A GOOD 'BREAK'

FOR

## ALVIS SNOOKER HANDICAP WINNER



Bob Davies, Winner of the Alvis Christmas Snooker Handicap.

In the final of the Alvis Sports and Social Christmas Snooker handicap, Bob Davies (*Maintenance*) beat T. Branagh by two games to nil, and in the first game he made a break of 44. The losing semi-finalists were J. Crawford and P. Bates. The Alvis Snooker Section have two teams operating in the Coventry Works League—in Divisions 2 and 3 respectively—and both teams hold respectable positions in their leagues. R. Settle of the Alvis 2nd Team has made the highest break to date—45.

## BBC No. 1 LAND-ROVER TO STAR IN TELEVISION SERIAL

THE BBC are busily engaged in the production of a 14-part Welsh serial, based on two volumes of a popular Welsh novel, to be transmitted later this year in the Welsh language. The play which is being televised concerns life around the late forties and early fifties, and in an interview, Mr. H. J. Evans—co-producer—said: "we have tried to create the right atmosphere of the

period, not only with dress, make-up etc., and we were delighted to have the use of Rover's No. 1 Land-Rover (HUE 166) which has played an important part in the various episodes.

We were particularly pleased with the 'newness' of the vehicle and this added considerably to the atmosphere of the period which we have attempted to capture."



BBC-TV cameraman prepares to 'shoot' No. 1 Land-Rover in one of the scenes.

Photo by Don Joyce.

## ARE YOU THINKING ABOUT RETIREMENT?

Mr. Norman Leaker, the 72-year-old secretary of the six-year-old Birmingham Retirement Council, announces the publication of a 32-page book written by a group of retired people with experience of what they are

writing about. With the title *The Creative Approach to Retirement* the book could be of help nationally to those getting ready for retirement, and it is now on sale throughout the country.

## BRITISH LEYLAND WEIGHT-LIFTING CHAMPIONSHIPS

### ALL WORKS INVITED TO ENTER TEAMS

THE Championships will be held on Saturday, 10th May, 1969, at Pressed Steel Fisher, Castle Bromwich. Weigh-in at Midday. Commence 1 p.m. Open to all British Leyland employees, the championships will be lifted off in International class-weights, i.e. Bantam, Feather, etc., under BAWLA rules. The works with the highest number of points at the end of the championships will be declared British Leyland Champions for the Year and will retain the team trophy for the ensuing twelve months. After the championships, a meal will be provided for all visitors, followed by a social evening in the clubhouse.

See your notice boards for full details or get in touch with your Sports and Social Club Secretary.

KEN TWIST, Foreman of the Land-Rover Experimental Department, Solihull, was voted Chairman of the Midland Rover Owners' Club at their A.G.M. held on Tuesday, 21st January, 1969.

He would like anyone owning a Rover car or Land-Rover and wishing to join this Club to contact him direct, or one of the three following Committee members:

Mr. G. Miller—*New Vehicle Projects*; Mr. B. Turner—*Electrical Development*; Mr. P. Swannie—*Computer Programming* or at 26 Mayfield Road, Hurst Green, Halesowen, Wores.

The activities of the Club include a monthly evening meeting covering many interesting subjects with film shows, Land Trials, Caravanning, Camping, Safaris, and outdoor activities, not forgetting the National Rally to be held at Eastnor Castle in June.

## LAND-ROVERS IDEALLY SUITED TO ANGOLA'S RUGGED CONDITIONS

With about 1,000 Land-Rovers, worth nearly £1 million, due to be shipped to Angola (Portuguese West Africa) during the coming year, The Rover Company now has 99% of the 4 x 4 market in the territory despite competition from other manufacturers of 4-wheel drive vehicles, the company announced today.

The world famous Land-Rover is also the best selling light commercial vehicle in the province. During 1967 and last year more than half of the total shipments of this class of vehicle to Angola were Land-Rovers.

Angola has for many years been an exceptionally good market for the Solihull-made Land-Rover but over the last few years demand has increased considerably and now an average of 1,000 vehicles a year are shipped there in CKD form for assembly by Uniao Comercial de Automoveis Lda, Rover's distributor for the territory, at their assembly plant in Luanda.

Uniao have built up an extremely efficient sales and service organisation in Angola and recently the Society of Motor Manufacturers and Traders in a report on commercial vehicle sales in the province, commented: "The British motor industry is sometimes criticised for the type of service provided and the quality of the dealers, but certainly in Angola The Rover Company and their dealer have built up something that may be referred to with justifiable pride."

Land-Rovers are ideally suited to Angola's rugged conditions and among the main users in the province are government departments and mining companies, as well as many private individuals.

## 'ANDY CAPP' NO PROBLEM FOR SOLIHULL BAR STEWARD

WATCHING Coppersmiths and Silversmiths at work in Colombo, Dennis Elliker, Bar Steward at Solihull, became interested in Repoussé work, and over the years he has hammered out several unusual pieces of artwork in metal. You cannot fail to recognise Andy Capp in



the specimens of his handiwork shown in the illustration. These figures were produced from two pieces of a brass curtain rail, and in odd moments over a period of five weeks Dennis hammered them into pretty good shape, as you will agree.

A collection recently organised at Rover, on behalf of the Nigerian/Biafran Fund, amounted to the sum of £50 18s. 0d.

## HIGH ROAD MAGAZINE

A SPECIAL COUPON WHICH WILL ENABLE BRITISH LEYLAND EMPLOYEES TO OBTAIN 'HIGH ROAD' AT A REDUCED PRICE WILL BE AVAILABLE IN THE NEXT ISSUE

THE Tenth National Standard Register Invitation Rally will take place on Sunday, 25th May, 1969 at R.A.F. Gaydon, Nr. Leamington Spa, Warwickshire.

This event is open to any pre-war car or commercial vehicle by invitation, but as in previous years the emphasis will be on Coventry-made cars such as Standard, Triumph, Daimler, S.S., Alvis, etc., etc., and over 150 vehicles are expected to take part. Certain interesting and technically outstanding post-war vehicles will also be invited to attend. The cars will take part in a series of driving tests and concours d'elegance competition from 12 noon onwards. They will also be competing for long distance awards and cars are expected from as far afield as the West Country and Scotland.

For full details send a stamped, addressed envelope to:

J. R. DAVY,  
HONORARY REGISTRAR,  
THE STANDARD REGISTER,  
c/o STANDARD TRIUMPH  
SALES LTD.,  
FLETCHAMPSTEAD,  
COVENTRY. CV4 9DB.

## A MODEL ENGINEER AT ACOCKS GREEN



Here is a picture showing a working model of an Avon Dock Shunter which has been built in a little over two years by Mr. Ken Toone of Planning Department at Acocks Green factory. Ken is a member of the Birmingham Society of Model Engineers and this particular model, which has been built to a scale of 3/4 in. to 1 ft. and runs on 3 1/2 in. gauge track, will pull 3-4 adults. The model weighs 56 lb., is 22 in. in length and 7 in. wide and there are two cylinders 1 in. bore, 1 1/2 in. stroke with a working pressure of 80 p.s.i. Model engineering is a creative and intriguing hobby and Mr. Toone will be happy to advise any interested employee. He can be contacted at Acocks Green Factory on internal phone extension No. 355.

## 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 interesting 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.

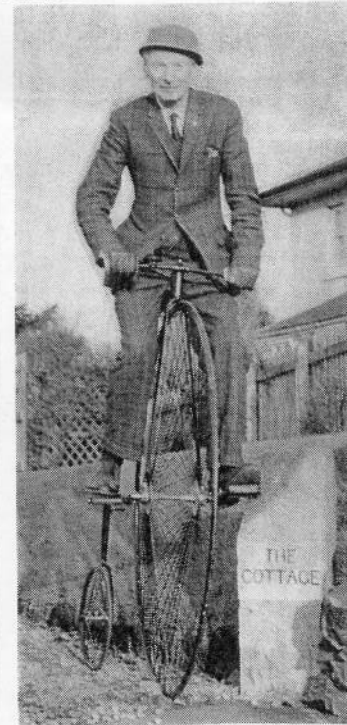
All news items and matters for attention of the Editor should be sent to:—

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.

Mr. Jack Lumsden of Inverness is well known to The Rover Company as a Rover owner and veteran car enthusiast. Apart from a modern Rover he also owns 'Jennifer' a 6 hp Rover of 1906. Our picture below, taken from his Christmas card shows Jack riding a penny-farthing cycle because, as he says, the price of petrol has reduced him to this mode of transport.



JACK LUMSDEN