

ROVER AND ALVIS NEWS



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A BRITISH LEYLAND NEWSPAPER



RECORD EXPORT SALES FOR ROVER

DESPITE the general fall-off in car sales in the United Kingdom this year, Rover has increased its home market penetration and at the same time boosted its car exports to a record level.

In the first ten months of the company's current financial year, total car sales are up compared with the corresponding period of 1967/68, and present indications are that the total number of cars produced for all markets by the end of the financial year will be an all-time record.

Rover car exports during the ten month period are up by 12%, compared with the same period in 1967/68 and currently represent nearly 30% of all car sales, and company executives are confident that total exports for the year will reach a new all-time high.

In the ten month period, 31,000 cars have been produced for home and overseas and it is expected that the total for the year could top the 38,000 mark—a new record.

In the first six months of this year the most significant export increases have been in EFTA countries (up from 716 in the first half of last year to 1,549—an increase of 116%), the EEC (from 858 to 1,212—an increase of 41%) and in Australia (up from 363 to 585—an increase of 61%).

Particularly popular among the Rover range of models are the now well-proven Rover 2000 TC and the more recently introduced V8 engined Rover Three Thousand Five, both of which, together with the 2000 Automatic, the 2000 SC and the 3½-litre Saloon and Coupe models remain basically unchanged for the new season.

Since the Rover 2000 was introduced in October 1963, close on 138,000 have been built of which nearly 30% have gone to export; since the Rover Three

Thousand Five was launched in April 1968, more than 11,000 have been produced for home and overseas, and production is being boosted to meet increasing demand for this more powerful addition to the range.

In the higher price range, the company's 3½-litre V8 Saloon and Coupe models, introduced in October 1967, are proving more popular than ever before and between January 1st and the end of June this year sales of both models totalled 2,774, an increase of 42% over the corresponding six months of 1968.

Since 1965, sales of Rover cars in overseas markets have risen by 38% while in the last three years total car production has increased by 23% to its present record level.

New Clubhouse opened at Solihull

"A DREAM COMES TRUE"

AT 12.45 p.m. on Monday 15th September, 1969 a very special event in the history of Rover's Social Club took place when Mr. A. B. Smith (*managing director*) officially opened the magnificent new licensed Club House at the Rover Sports Ground, Rowood Drive, Solihull. Over eighty guests attended the opening ceremony and in his speech Mr. Smith said, "The provision of this magnificent new Club House is the culmination of many years of endeavour by the Company following requests at the Annual General Meetings of the Social Club through the Chairman, Sir George Farmer, who has always been keen for this facility to be provided for our sportsmen and sportswomen who use the sports ground, and to enable them to properly entertain their visitors and friends. What is perhaps more important,—the Club is provided for all Rover employees in the Midlands who can now claim to have their own 'local' in truly rural surroundings." The atmosphere of the Club House is certainly most refreshing with its long and attractive bar adjoining a smaller tastefully furnished and comfortable lounge.

Mr. Smith acknowledged and thanked all those who had made contributions towards the realisation of what had been a dream for very many years,—Mr. J. B. Wilson (*Works Engineer*), whose staff have conceived the whole project; Mr. Les Edwards, the Rover Architect who with his immediate chief Mr. Ron Wrighton designed and planned the complete layout: the Works Engineers staff generally who worked beyond the line of duty to provide the Club, and Bill Williamson, original chief of the Works Engineers, now in retirement, who was there to see the modified version and fruition of the scheme he launched for the Club so many years ago. Mr. Smith also thanked contractors and the licensed trade generally for their splendid help and co-operation. In declaring the building open Mr. Smith handed over to Mr. Robert Dixon, the general secretary of the Social Club, who spoke on behalf of the Social Club Management Committee and Members, and expressed thanks to Sir George Farmer and the Board of Directors for this generous gift to employees of the Rover Company—the building and contents having been given to the club, entirely without strings. He thanked the Social Club Committee and the



Sir Leslie and Lady O'Brien prepare to leave Solihull. With them in the picture Mr. C. J. Peyton (*left*) Financial Director, and Mr. B. G. L. Jackman (*right*) Director and General Manager.

Governor of the Bank of England at Solihull

Sir Leslie and Lady O'Brien pay informal visit

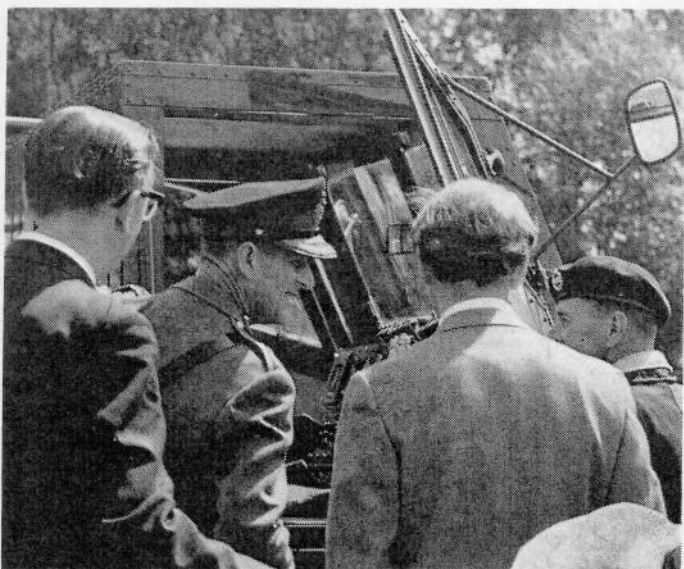
THE Governor of The Bank of England, Sir Leslie O'Brien with Lady O'Brien, paid an informal visit to the Rover Company's Headquarters at Solihull on Wednesday, 13th August. Mr. G. Lloyd-Dixon greeted the visitors on their arrival at the works and they were joined by Mr. Bernard Jackman, Director and General Manager, Mrs. Jackman, Mr. C. J. Peyton, Financial Director and Mr. Peter Wilks, Technical Director. Before lunch with the Directors, Sir Leslie and Lady O'Brien were conducted round the works and toured the Land-Rover jungle course. They showed particular interest in the Rover Three Thousand Five, seeing the various stages in its production. Sir Leslie has been an enthusiastic Rover owner for many years.

section secretaries for their excellent work in keeping the club running so successfully, and remembered to the old stalwarts with special reference to Ron Pearson who died so tragically a few years ago. With thanks to the Social Club Chairman Mr. Les Hare for his efforts over the years and with a welcome to a retired employee Mrs. Lil Ellis whose heart and soul were always with Rover's Social activities. Mr. Dixon asked Mr. Smith to draw the first beers and invited Mr. Ron Wrighton, Mr. Les Edwards and Mr. Bill Williamson to join in a toast to the Club.

The new club will be open to employees seven days a week. Monday to Friday 12.30—1.30 p.m. and 4.30 p.m.—10.30 p.m. Saturdays 12 noon—2.30 p.m. and 4.30 p.m.—10.30 p.m. Sundays 12 noon—2.00 p.m. 7.00 p.m.—10.30 p.m.



At the invitation of Mr. Robert Dixon, General Secretary of the Social Club, Bill Williamson, Ron Wrighton and Les Edwards join Mr. A. B. Smith in a toast to the club.



The Duke of Edinburgh has a chat before boarding the Rover Gas Turbine engined experimental FV 432.

Rover Gas Turbine attracts Duke

DURING a recent visit to the Fighting Vehicle Research and Development Establishment (FVRDE) at Chobham, the Duke of Edinburgh showed considerable interest in the Rover Gas Turbine engined experimental Personnel carrier FV432 and took over the controls for a short run.

HARD WORK FOR TOP JOBS says Lord Stokes

The way will always be open for anyone of ability in British Leyland to work his way up from the shop floor to the top, Lord Stokes, Chairman and Managing Director, said last month.

He was addressing a Graduate Induction Course held by the Austin Morris Division at Birmingham University, and said:

"We encourage graduates but we also want the others. In all our organisations we provide opportunities for young people to come from the shop floor and work their way up."

It was necessary, however, to increase the recruitment of graduates, simply because—with the greater opportunities now available for higher education—more and more bright young people were going on to universities.

But Lord Stokes warned graduates:

"Just because you have got a degree don't think that it is the key to automatically taking over the top jobs in this organisation, because it is not."

"You have got to work hard—that is the basis of the whole thing. You have got the brains and the natural advantages otherwise you would not have gone to university, and we are very glad to have you."

"But we are still running comprehensive apprentice courses and sandwich courses—part-time in industry and part-time at a college of technology."

"All these are an integral part of our training programme and give the opportunity for people at all levels to get to the top."

(See also page 4)

EARLS COURT MOTOR SHOW NO CHANGE FOR 1970 ROVERS

WITH demand for its models continuing at a high level, particularly from overseas, the Rover Company has decided on a "no change" policy for the new Season.

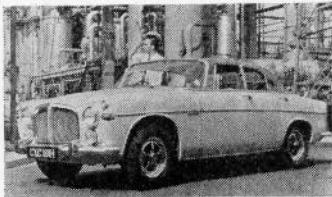
The Company will be exhibiting its full range of cars, unchanged in appearance and specification, but with the addition of a number of specially selected optional extras, at the Earls Court Motor Show this month.



Three Thousand Five



Rover 2000 TC



3 1/2 Litre Coupe

The centrepiece of the Rover exhibits will be the Company's latest export winner, the Rover Three Thousand Five, which was first seen at Earls Court last year. Since the introduction of this more powerful addition to the range in April 1968 demand for it has been considerable and production is being gradually increased to cope with the order intake.

Initially available only on the home market, the Three Thousand Five, powered by a 3.5 litre V8 engine, has added to the Company's export achievements since it was introduced into Europe at the beginning of this year. Nearly 12,000 Three Thousand Fives have been produced so far.

Also on show will be the now famous Rover 2000, Britain's most successful 2-litre car, from which the Three Thousand Five was developed, and which has won world-wide acclaim and numerous awards for its unique engineering and safety features and its performance, road-holding, handling and styling.

The three models in the '2000' range—the SC, TC and Automatic—will all be exhibited on the Rover stand.

Since this model was launched in October 1963, more than 138,000 have been produced, of which nearly 30% have gone to export, and assembly lines are continuing at full output to meet demand.

Visitors to the Rover stand will also be able to see the Company's 3 1/2-litre V8 Coupe model, which, with the 3 1/2-litre Saloon, has sold consistently well since introduction in October 1967. Between 1st January and the end of June this year, sales of both these models totalled 2,774, an increase of 42% over the figure for the corresponding six months of 1968.

Of the optional extras which will be on display, the tinted

SEE THEM ON THE STAND

1 ROVER THREE THOUSAND FIVE ON PLINTH

Davos White with Ebony trim, fitted with heated rear window, headrests on both front seats, safety harnesses, radio, fog and spot lamps and spare wheel mounting on boot lid.

2 ROVER THREE THOUSAND FIVE

Sage Green with Sandalwood trim, and fitted as above with addition of Coenan Steel Sliding Roof Panel.

3 ROVER 2000 AUTOMATIC

Zircon Blue with Buckskin trim, and fitted as plinth car but with addition of overriders front and rear.

4 ROVER 2000 SC

Tobacco Leaf with Ebony trim, fitted as above.

5 ROVER 2000 TC

Brigade Red with Sandalwood trim, fitted as above but with addition of Triplex Glass Roof, Delaney-Gallay Air Conditioning Unit and Sundym screens and windows.

6 ROVER 3 1/2-LITRE COUPE

Silver Birch roof/Admiralty Blue Body with Buckskin trim, and fitted with heated rear window, headrests on both front seats, radio and inertia reel safety harnesses on front seats.

In addition to these exhibits, Rover Three Thousand Fives will be displayed on the stands of Tudor Webasto Sun Roofs Ltd. and Joseph Bradbury & Sons Ltd., and there will be a 3 1/2-litre Saloon on the Pressed Steel Fisher stand.

Triplex glass roof fitted to the Rover 2000 TC is expected to attract a considerable amount of attention particularly as this is the first time that a roof of this type has been available as a factory-approved optional extra on a Rover car.

The 2000 TC will also be equipped with a Delaney Gallay air conditioning unit which is new to the British market on Rover cars, having been previously available only on cars sold in the United States. This unit, which has proved particularly popular in the American market, can now be fitted to new models in the Rover 2000 range for the British and European markets as a factory-fitted

optional extra.

Another optional extra on display will be a Coenan steel sliding roof panel fitted to one of the Three Thousand Fives on the stand.

Because of customer demand for an inertia reel safety harness, the Company's 3 1/2-litre Saloon and Coupe models have now been modified to take this type of harness instead of the static belts, and the new arrangement will be displayed on the 3 1/2-litre Coupe Show car.

Two new exterior paint colours, Davos White and Sage Green, have also been added to the 2000 and Three Thousand Five range for the 1969/70 season. Interior trim colours remain unchanged.

Mr. A. B. SMITH JOINS S.T.I. BOARD

Several changes have been announced to the Rover and Standard-Triumph Main Boards.

Sir George Farmer and Mr. W. Martin-Hurst have relinquished their seats on the Standard-Triumph Board and Mr. A. B. Smith, Rover's newly appointed Managing Director, has been invited to join the Standard-Triumph Board. Mr. W. Boardman, Director of Finance Austin Morris Division, has relinquished his seat on the Rover Board.

UNUSUAL LAND-ROVER EXHIBITION AT NEW FOREST SHOW



AT the New Forest Agricultural Show held on 30th July, 1969, Fisher's Garage (H.M.A. Garages Ltd.) of Brockenhurst, Hants., the New Forest Land-Rover dealers, staged a somewhat unusual Land-Rover exhibition. Instead of the orthodox display of a line of vehicles, they had a stripped-down 88 in. Land-Rover with a separate display of all parts and accessories which could be fitted to the vehicle. In support, there were also two Land-Rovers completed to the popular local specifications. Comments made at the stand proved that many visitors little realised the versatility of the Land-Rover and to what extent the basic vehicle could be built up to suit individual requirements.

Hydraulic Platforms for Overseas

SEEN leaving the Simon Engineering Dudley Factory for shipment overseas are nine hydraulic platforms each mounted on long wheel-base Land-

Rover vehicles.

For overhead work on Electrification and Construction schemes four of them are going to Ceylon and five to Nigeria.



SIGNIFICANT CHANGES IN ROVER SERVICE REPRESENTATION

FROM 1st September, 1969, significant changes in Service Representation are announced. The United Kingdom has been divided into seven zones which closely approximate to those of the Sales Department. This has the advantage of reducing the territory coverage for each service representative and also enables closer liaison to be maintained between the representatives of the two departments. Full

details of the changes with map of the United Kingdom showing the re-arranged Service Division Zones have been issued to distributors and dealers under Service News Letter Vol. 3, No. 7A.

Service representatives appointed to the seven zones are as follows:

Zone No. 1, Mr. J. L. Harris; Zone No. 2, Mr. J. Collins; Zone No. 3, Mr. G. T. Bunclie; Zone

No. 4, Mr. J. R. B. Waight; Zone No. 5, Mr. L. H. Goodwin; Zone No. 6, Mr. R. E. Scott and Zone No. 7, Mr. B. W. Turner.

Mr. S. H. Falconer, who was previously responsible for Fleet Operator Service representation in the North of England, is promoted to the position of Fleet Service Supervisor, and has overall co-ordinating responsibility with the Territory representatives for the whole of the United Kingdom.

NEW BOURNEMOUTH SHOWROOMS



Rover cars prominently displayed at the new Showrooms of Stanbourne Motor Company Limited, 16 Poole Road, Bournemouth, which were officially opened on 14th May, 1969, by Mr. G. H. Turnbull, Deputy Managing Director of the British Leyland Motor Corporation. Stanbourne have been Standard Triumph Distributors for forty-six years and were recently appointed Rover Dealers.

MOBILE LUBRICATION SERVICE FOR REMOTE AREAS



KISMET LIMITED, leading garage equipment manufacturers, have recently introduced a new edition to their range of mobile lubrication equipment. This is a skid-mounted version of their 'Trailaluber' which is being called the Kismet 'Rovaluber' model number KMS 1234 and has been designed to fit into the back of a Land-Rover, as seen in the picture. For on the spot servicing for vehicles and equipment on road construction work it is especially suitable to the export market in areas where there is a shortage of service stations and lubrication space.

SMOMOT WINS £350 PRIZE FOR ROVER

Shown for the first time at the National Grassland Demonstration on 20/21 May 1969, an ex-M.O.D. prototype Land-Rover, suitably modified, was entered for the conservation competition by Rover and it won for the Company a £350 prize presented by Shellstar Ltd.



The vehicle has been given the name of SMOMOT (Specialist Machine—One Man, One Team) and construction of this 'strictly one-off' unit came about due to a need for a large high speed grass cutter for internal factory use which coincided with the submission of the SMOMOT ideas to the Company by the inventor, Mr M. Fisher. It is fitted with a front mounted forage harvester specially adapted for the purpose and supplied by New Holland Machines Ltd. This is powered by a hydraulic drive system from Dowty Hydraulics Limited, while the self-unloading lorry body is manufactured by Farmhand U.K. Ltd., and operated from the

power take-off point at the transfer box.

An entry in the Shellstar Competition was seen as a good opportunity to have the system evaluated by an expert panel of judges.

The greatest advantage of the unit is the scope it allows for high-speed one man operation of tasks like silage making, which usually required a fleet of men, Tractors and equipment with a combined capital cost equal if not greater than the vehicle. Silage making usually forms by far the greatest labour peak on intensive stock farms, so that output/man hour is the prime consideration.

VERY SPECIAL ALVIS IN THRILLING DASH FOR FREEDOM

EAST GERMAN SWEETHEART SMUGGLED TO THE WEST IN PETROL TANK

As reported on Radio and in the National Press a daring 200 mile East to West dash to freedom was successfully accomplished in August when a 27 year old Swiss engineer Rolf Baldenweg fitted his 19-years-old East German sweetheart Freidl Linke into the modified petrol tank of his car and smuggled her safely across the world's most rigidly guarded frontiers—Hungary, Yugoslavia, Austria.

For the adventure Rolf bought a 1964 Alvis "special" for £400 and fitted a 22-gallon petrol tank. He divided the tank leaving one part sufficient for approx. 4 gallons of petrol and the remainder for his sweetheart with a small tube for breathing. After passing the Hungarian and Yugoslav frontiers Rolf pulled Freidl from her cramped quarters, unconscious and turning blue but all is well now and although the journey was terrifying for the young lovers it has turned out to be the happiest journey of their lives—and wedding bells will soon be sounding somewhere in Switzerland.

THE Rover Company Limited regrets to report the death of Colonel A. P. Le Blanc, Rover's Middle East and North Africa Representative who died on Sunday, 27th July, 1969, at Lausanne, Switzerland.

Born in 1891 in Boston, U.S.A., with a French-Canadian father and an English mother, Colonel Le Blanc was taken to France soon after his birth and was brought up there. On the outbreak of the 1914 war he volunteered for the British Army and became a Private in the London Scottish, seeing service in the trenches in the Ypres area. He later joined the Royal Flying Corps as a pilot until the end of the war, when after a brief spell of commercial flying between London and Paris, he joined the engineering staff of Renault Limited in France. For nearly 20 years he was responsible for testing their new cars and commercial vehicles in Africa. It was during this period that he made the acquaintance of practically every Ruler from Turkey to the Equator and Teheran to Morocco, and made friends with all of them. In 1939 he joined the

OBITUARY



Colonel A. P. Le BLANC

Sudan Defence Force, and one of his greatest achievements was in organising supplies and transport in support of Colonel Orde-

Wingate's campaign to recapture Ethiopia.

Making expeditions around Africa and the Middle East, became Colonel Le Blanc's life, and in 1949 he purchased a Land-Rover and an old army jeep and proceeded on an Expedition from Cairo to Addis Ababa to renew old acquaintances in the capital, including Emperor Haile Selassie.

It was this trip that convinced the Colonel that the qualities of the Land-Rover were ideal for Africa. After negotiations with the Rover Company he was appointed the Company's Middle East and North Africa Representative. Every variation of the Land-Rover had to be sent to Africa for a testing expedition by the Colonel, sometimes for a few weeks, sometimes for months. Rover staff had to be tested too, and men from Engineering, Service and Sales Departments, and Directors also, were subjected to scorching sun, blinding deserts and flooded jungles.

Colonel Le Blanc certainly put the Land-Rover on the map in Africa and the Middle East.

It is with regret that we have to report the sudden death, on 31st August, 1969, of Arnold G. Wilson, founder and chairman of the Arnold G. Wilson Group of Companies of Leeds. Mr. Wilson, who was in his 71st year, had a long and honoured association with the Rover Company dating from 1938,—his Company becoming important Rover Distributors for Leeds and Northern Areas.

Mr. Arnold G. Wilson commenced business as a Motor Engineer in Leeds in 1921—his wife joined him shortly afterwards and his brother Wilfrid (Deputy Chairman of the Group) in 1929. In that year too, the present senior Managing Director Mr. James E. Yates, also joined the Company. In 1938, the year they became associated with Rover, they were also appointed Alvis Distributors and in 1967 when Alvis ceased production of cars, they were one of their longest established Distributors in this country. The last Alvis 3-litre Mk. IV TF 21 from the production line was sold by Arnold G. Wilson to a special order.



Arnold G. Wilson

Mr. Arnold Wilson had only two hobbies, business and flying. He joined the Royal Flying Corps at 17 and became a Life Member of the Guild of Air Pilots and Air Navigators. He also held from 1926 a private air pilot's licence,

was Life Member of the Royal Aero Club of Great Britain, member of the Leeds Chamber of Commerce Air Transport Committee, member of the Leeds/Bradford Airport Committee and Founder Member of the Yorkshire Aeroplane Club in 1925. In 1957 he was made a freeman of the City of London. Owner of a Piper Apache aircraft, Mr. Wilson used his machine when making visits to factories in the Midlands and also for business trips abroad.

Mr. Wilson leaves a widow, Kathleen, who is an active Director of the Holding Company, his brother J. W. Wilson ("Wilf") who is Deputy Chairman of the Group, and his brother Eric who lives in London.

At a Memorial Service held in the Leeds Parish Church on Saturday 13th September, the Rover Company was represented by Mr. B. H. Liggins (HomeSales Manager), Mr. J. Poole (Sales Representative), Mr. H. V. London (Dealer Parts Development Manager) and Mr. H. B. Light (Editor, Rover and Alvis News, and Company Historian).

Accident Rescue Vehicles Land-Rovers chosen by Derby County and Borough Constabulary



DERBY COUNTY and Borough Constabulary's new accident rescue vehicles, the first of their type to be operated by the force, were handed over recently in readiness for 'H' day, by Lemand Machinery Ltd., the Clay Cross Land-Rover retail dealers.

The two units have been commissioned and equipped to deal more efficiently with serious accidents that occur in the area covered by the constabulary. More than thirty-six items of equipment including a portable generator and a six ton hydraulic jack have been included in each rescue kit. The Land-Rovers are based on the phase II 109 in., long wheelbase model, powered by 2.6 litre six-cylinder petrol engines.

LAND-ROVING IN FLORIDA



THE 'Voyager Train' seen in the picture is in reality a Land-Rover disguised as a steamboat, pulling Trailers. These passenger carrying 'Voyager Trains' operate at Fort Lauderdale, near Miami, Florida, and Mr. Francis Wayne who sent us the picture says that he travelled in a 3-trailer

set (up to 48 passengers) at about 35 mph on the main road and it was a most comfortable ride with none of the pitching which one might have expected from a series of two-wheel trailers. Each trailer carries 16 passengers in four bench seats—two facing forward and two facing aft. Passengers

can get on and off very easily and three or four trailers (each weighing 1,000 lb. unladen) can be used as required. The whole set will turn on full Land-Rover lock, each trailer following the next. Other types of vehicles have been tried but the Land-Rover has proved to be greatly superior.

REFRESHED AT SEAGRAVE ROAD—NOW FOR ZAMBIA



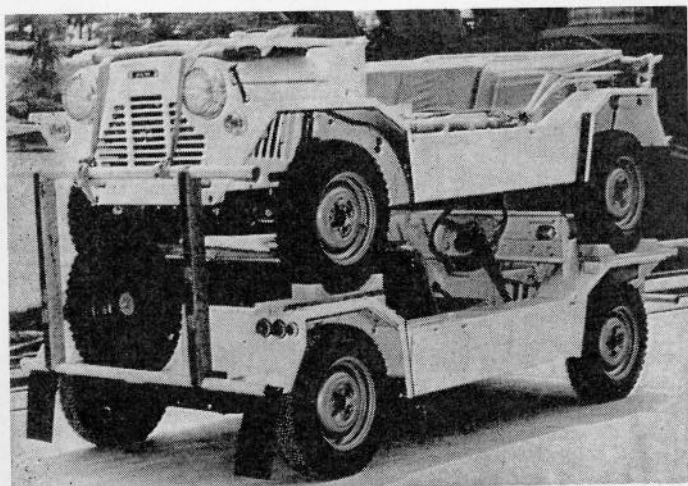
TO maintain the Zambian Governments' Transport Fleet Scottish Technical Services Limited are sending out this team of vehicle maintenance engineers. The team with their leader Mr. Norman Caldwell (far left in the picture) has recently attended a Land-Rover refresher course at the Seagrave Road Service School, London.

ROVER DEALERS MEET AT DENVER COLORADO



Rover dealers from several northwestern states recently attended a dealer meeting in Denver, Colorado. Pictured here are Ralph Schomp, the Rover/Land Rover dealer in Denver, and J. Bruce McWilliams, Rover/Triumph Marketing Vice-President of British Leyland in the United States.

GOLD MEDAL FOR MINI-MOKE PACKING



THE Australian National Packing Association has awarded the gold medal for export packing to British Leyland Motor Corporation Australia. The annual competition drew over 1000 entries. The gold medal is the most coveted prize in the Australian packing industry. The unique pack, devised by British Leyland's Export Department, consists of two Mini-Mokes stacked one on top of the

other. Freight costs per vehicle are considerably lower using the new system. Savings of \$65 Aust. are made on shipments to the Caribbean ports, for example. The resultant price reductions enable the Moke to break into many new export markets. British Leyland Australia now manufacture the Moke at their Victoria Park, Sydney, factory and last year exports to 53 countries totalled more than \$1 million.

LAND-ROVERS IN THAILAND SURVEY

IN July 1968 an agreement was signed by the Thailand Government and BP granting the company exploration rights in the Gulf of Thailand. The agreement gives BP the right to explore for and produce petroleum in four offshore blocks covering nearly 42,000 square kilometres. One of the first stages in evaluating this offshore area was to conduct a geological survey over the adjacent land acreage. BP is also participating with other companies in an aero-magnetic survey of the Gulf of Thailand. The onshore area

to be surveyed was extensive, stretching eight hundred miles from the Cambodian border in the east, round the Gulf, down to the border with Malaysia.

A mobile survey party, consisting of two BP geologists, a Thailand Government geologist, and two Thai field assistants, using two Land-Rovers, was able to complete its survey in the relatively dry season.

Seismic surveys will follow in BP's evaluation of the Gulf of Thailand and then, if the indications are hopeful, exploratory holes will be drilled.



Near the Cambodian border, one of the survey party's Land-Rovers inches its way over a log bridge.

ALVIS ENTHUSIAST IN N.Z.



THE 15-year-old Alvis TC21 No. 25220 shown in the picture is owned by Mr. E. John Knot of Wellington, New Zealand, and it is seen on the notorious Queenstown-Skippers road in New Zealand. Visitors are discouraged from using the road which is considered to be one of the worst roads anywhere and in the background of the picture the road is seen faintly as a narrow ledge on a cliff face without any parapet. The surface is atrocious and gradients very severe. Mr. Knot, who is District Mechanical Engineer, N.Z. Railways, Wellington, is a real Alvis enthusiast and trusts his vehicle to safely negotiate such hazardous conditions.

British Leyland expansion provides more training opportunities

OVER a million vehicles a year by 1973/74—that is the target for the Austin Morris Division. And to provide more managers for the expanded organisation, British Leyland is embarking on an intensified training programme—including more graduate recruitment as well as more opportunities for young people joining the company straight from school.

Giving these facts to the national Press last month, Mr. George Turnbull, Managing Director of the Austin Morris Division said:

"Austin Morris employs 60,000 people in 13 factories and in the early 1970s we will have the capacity in this division alone to produce well over a million cars and light commercial vehicles a year. We have formulated detailed plans which I am confident will result in the achievement of the 'magic million' vehicles by 1973/74.

"From October 1968 to July this year we have increased our production by 15.5% compared with the same period in the previous year. We have boosted our exports by 24.5%. Our share of the UK market from October 1967 to July 1968 was 29.2%—we have increased this by nearly 1% to 30% for the period October 1968—July 1969. This may not sound very dramatic, but we increased 1% whilst the total car market dropped 13.9%.

"In the future we want to be producing 1 million vehicles, but we must have the right people to control the expansion and progress of the division if we are to do this. We are, therefore, looking critically at our method of recruitment because we are determined to attract the right sort of people, right from the very start.

"Out of a total of nearly 200 graduates being engaged by British Leyland this year, we shall be employing 135.

"In fact during the last few months we have run a special course for our senior and middle Management giving some basic advice on how to interview graduates, because there is considerable competition for the best people from university and we must project an attractive image to them.

"We want positive, enthusiastic and aggressive young men and women, capable of running the Austin Morris Division in the years to come and of strengthening our position as the leader of the British motor industry.

"We do not believe that all our Management material need come from the universities. Ex-apprentices have had exciting careers in the organisation, and are now in senior and middle Management. Nevertheless, the present educational system leads most of the bright young people to universities and I am sure we must now look to the universities for more of our future managers.

"We need engineers, but we welcome arts men and linguists

as well as the pure scientists. Out of this year's graduate intake of 135, the greatest number will be working in Sales and Marketing (34), the next in Production and Productivity Services (31), 20 in Design and General Engineering and 17 in Management Services. The remainder will be working in Finance and Accounting, Personnel, Product Planning and other similar functions.

"As you know we have recently purchased Studley College, to set up as a British Leyland Marketing Training Centre. In the New Year we will start training managers and salesmen from our franchise holders business management techniques. We will start by training up to 100 people immediately, and by the end of next year over 1,000 students will have undergone training and the College will be able to accommodate approximately 100 at any one time.

"Training will be in all aspects of marketing, sales, service, spare parts and used cars."

Mr. Turnbull pointed out that British Leyland's recruitment policies must follow changes that had taken place in the educational pattern.

"Previously many bright boys left school at 15 and went straight into industry; they became apprentices and took their ordinary National Certificate and Higher National Certificate and went into the management ladder that way."

"They are no longer all going by that route. Because of changes in the educational system they are being encouraged to stay on at school and get to levels and then with the help of Local Authority grants to go to universities. So they come into industry later. As for the level boys who don't go straight to university—we want them to come into industry on sandwich courses combining practical technical training and leading to a Dip.Tech., which is all degree level.

"There are many ways to get on top, and a really able person always get on, whether he is an apprentice or starts on the floor or in the office. But because more bright boys are going to universities these days we inevitably find more of our management material from graduates."

DISCUSSION GROUP AT LONGLEAT

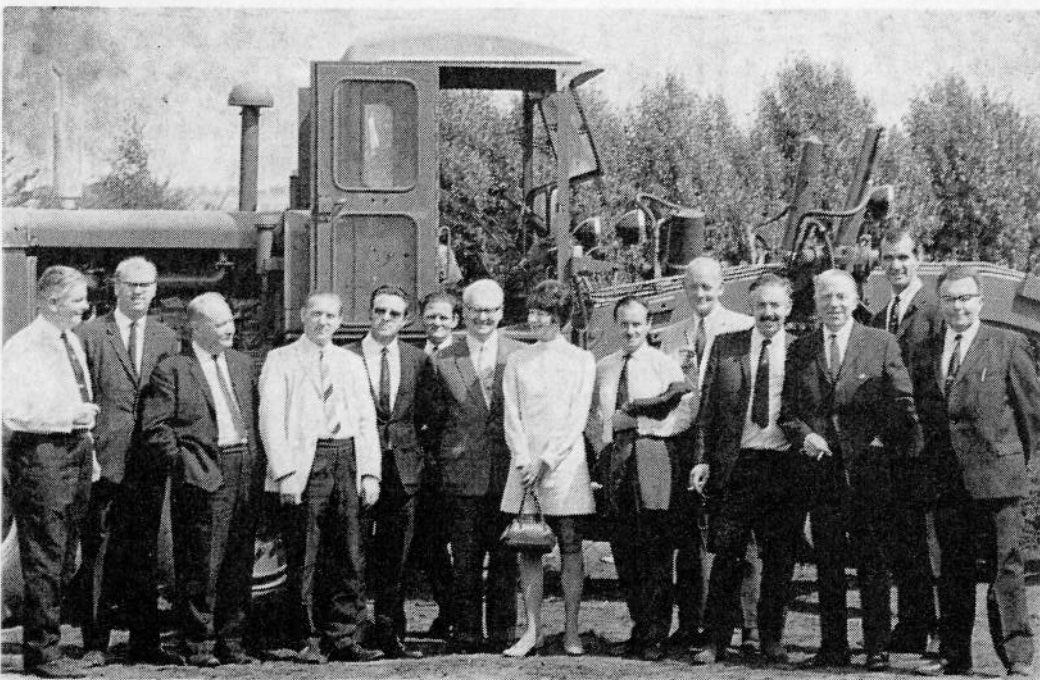
MEMBERS of Tyseley Factories Supervisors Discussion Group, eighty of them, took part in the outing to Longleat on Saturday, 28th June. Lunch was taken at Cheney Court Hotel and was followed by a visit to the Longleat Game

Surround. Unfortunately it did not allow the planned to Longleat House. Dinner was taken at the Giffard Hotel, Worcester and favoured extremely fine weather the outing was a great success, thoroughly enjoyed by the party.



In the picture Mr. E. Scott, Executive Director, Production, Tyseley, is seen addressing the party at dinner. Left to right: Mr. Brindley, Mr. L. S. Shaw (Past Chairman of the Group) Mr. E. S. Heslop.

GROUP NEWSPAPERMEN HOLD FIRST MEETING



ON Wednesday, 23rd July, 1969, Editors of all works newspapers published by British Leyland Companies met to discuss editorial subjects and policy. The venue for this first meeting was at the Invicta Works of Aveling-Barford Ltd., Grantham. Under the chairmanship of Mr. Brian Turner, Director of Publicity (centre in the picture) the party also included representatives from Companies intending shortly to start new papers. After lunch, an opportunity was given to see Aveling-Barford products in action.

TROPHY FOR THE FISHER'S LAND-ROVER STAKES

FISHER'S GARAGE at Brockenhurst (H.M.A. Garages Ltd.), the New Forest Land-Rover dealers, have presented the New Forest Agricultural Show Society with a silver challenge trophy in perpetuity together with annual prize money of £30. The Rover Company Limited have agreed to the trophy being called The Fisher's Land-Rover Trophy, and the event for which it will be awarded The Fisher's Land-Rover Stakes.

The event is a 'take your own line' horse jumping competition, over medium-sized obstacles which may be jumped in any order and from either direction. Each obstacle can be jumped once only and there are to be time penalties, the winner being the rider who completes the course in the fastest time.

Children delighted with Rover man as camp cook

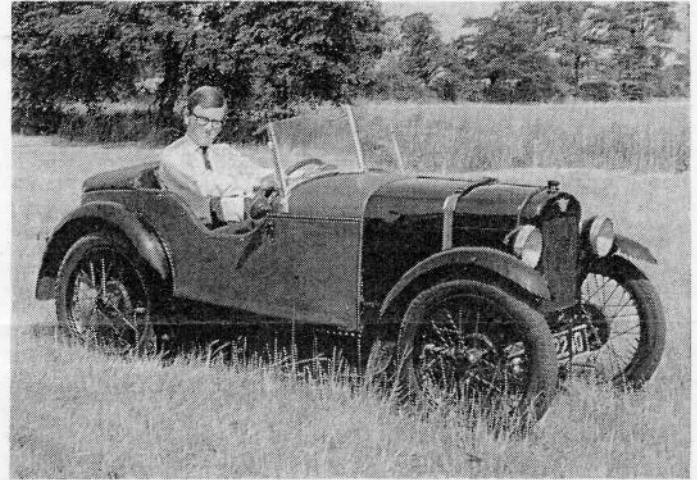
MR. ANTHONY BENNETT, Scheduling Supervisor, M.C.D., Solihull, recently spent a week as an officer at a boys' camp run by the Church Pastoral-Aid Society. These camps are run throughout the summer at various sites in England and are staffed by volunteer officers from all walks of life. The main idea is to give a good holiday to girls and boys from underprivileged homes who would not otherwise have a holiday at all.

Mr. Bennett assisted at the camp at Pirbright, Surrey, and acted as camp cook. As he had never done this sort of thing before he was a little apprehensive at first, but is pleased to report that by the end of the week no-one had any ill-effects! The week's activities included sports and competitions, rambles, a tour of the Coldstream Guards' Training Depot at Pirbright, a day by the sea at Littlehampton, and finished with the traditional sing-song round the camp fire on the last night.

A lay preacher at Elmdon Parish Church, Mr. Bennett is also the leader of the Workers' Christian Fellowship group which meets regularly at the Solihull factory.

ROVER EMPLOYEE ADOPTS AUSTIN BABY

Robin Boyce of Rover Publicity Department is now the proud owner of a 1929 Austin 7 two-seater, with a fabric body by Mulliner. There are very few specimens of this model to be seen today. Robin says its performance is 'sparkling'—it has a 3-speed gate change gearbox—and he bought it in Surbiton, Surrey, from a fellow-member of the Austin Seven Register.



Robin and his 40-year old baby.

COUNT TEN BEFORE YOU OVERTAKE

OVERTAKING. A simple manoeuvre you might think. Do it every day, many, many times. But it's the manoeuvre that plays a part in more accidents on the road than any other. This is not to say that overtaking is the cause of all these accidents—merely that someone was overtaking when an accident happened.

When you overtake you are inevitably in a more dangerous situation than when you are just driving straight ahead in the normal way. You are almost bound to be stuck out in the middle of the road and you will probably be accelerating to get past the overtaken car quickly. If someone else, coming the other way, is doing the same thing—also in the middle of the road—you have the classic ingredients of the overtaking accident. Both cars, until someone takes avoiding action, are accelerating towards each other.

The ingredients of safe overtaking are common sense, skill, and good judgement. Most drivers, unfortunately, imagine they are endowed with all these qualities. But many are not.

The golden rule about overtaking in the Highway Code is "If in doubt—Hold back." This is advice that cannot be bettered but is all too seldom followed. How often do you see people overtaking when they are approaching a pedestrian crossing, or a road junction, or a bend, or the brow of a hill, or a hump-back bridge? How often have you done it yourself? All these are blind situations when a driver cannot possibly know what lies on the road ahead.

But we're all human and even while we watch some chancer take a silly risk we still have to see that the pot is not calling the kettle black, that we don't go and do the same thing tomorrow. Perhaps with disastrous results.

We're a long way from curing people of frustration when they get caught in a slow-moving queue, of impatience with the heavy load that blocks the road in front, of anger at the man who has just overtaken and cut in, of motoring against the clock. These are the things they have to guard against.

They must count up to ten slowly. They must quell their anger. They must fight the irrational desire to retaliate. They must consciously drive

with clear thinking, cool logic, and lack of emotion. No-one can do these things for them. No-one can do them for you either.

The Highway Code doesn't mention anger, emotion, frustration. Nor should it. With all the precision that is required of the driver to whom it is addressed it simply says "Never overtake unless you KNOW that you can do so without danger to yourself or others."

If that simple and positive advice were followed the roads would be a good deal safer for us all and many nasty accidents would be avoided.

Dose of Rover History for Young Conservatives

SUPPORTED by slides and a colour film of the Land-Rover, an interesting talk about the world's most versatile vehicle was recently given to members of the Solihull branch of the Young Conservatives by Mr. Frank Shaw, Rover's deputy chief engineer in the transmissions department.

Mr. Shaw explained the conditions which prevailed in the

motor industry immediately after the war and how the Land-Rover idea was conceived by the Wilks brothers in 1947. He touched on the developments which had taken place during the last 21 years of Land-Rover production and how the vehicle had become world famous, being sold in 182 markets throughout the world earning for Britain over £300 million in foreign exchange.

ALVIS WEDDING



The wedding took place at St. Thomas Church, Keresley, Coventry on 28th June, 1969 between Mr. Terry Lucas of Alvis Jig and Tool Drawing Office and Miss Susan Davies who is employed in the Architects Department of Coventry Corporation. Terry served his Apprenticeship at Alvis Ltd., and completed this in November, 1968.

MAKING A CHANGE



AFTER 17 years' service with Rover, Mr. Geoffrey Lane, a project engineer on O.H.C. engines at Solihull, left the Company on Friday, 22nd August, 1969, to take another post with the Esso Company. He leaves with the good wishes of his many friends at Rover and at his farewell party, gifts from them were presented to him by Mr. Eric Wright, chief engineer—Engines and Transmissions. In the picture Mr. Lane is seen holding his gifts, surrounded by his well-wishers.

ON THE FRINGE OF STAGE SUCCESS

YOUNG Toby Duffield, seen in the picture, is only eight, but he has been chosen for a part in Waiting for Godot by Beckett, as a member of Icarus—a group of young actors from Henley-on-Thames, who are presenting the play as part of the Edinburgh Festival in St Paul's and St George's Church Hall, York Place.

Toby is the grandson of Walter G. Duffield in the secretarial department at Solihull and needless to say, Walter is very proud. The Edinburgh Press suggests that if anyone invented a trophy for the youngest artist in the Festival, Toby Duffield of Edinburgh would be a strong contender. He was chosen for the part from members of the Edinburgh Theatre Workshop, of which he has been a member since he was six years of age. A pupil of London Street Primary School, Toby was born in London and spent three years in Ethiopia before his father decided to take up a post as lecturer in African History at Edinburgh University. Walter's grandson is certainly on the fringe of stage success.



TOBY DUFFIELD

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SOLE REPRESENTATIVE OF ALFORD & ALDER

Alford & Alder Ltd. have the longest history of any British Leyland Company—a 150-year saga leading from harness-making and coach-building up to the present-day manufacture of steering gears and front suspension for Standard Triumph and many other cars, and axle units for commercial vehicles.

Now the company—which was taken over by Standard Triumph International in 1959—employs over 1,000 people in a 250,000 sq. ft. plant at Hemel Hempstead.

THE GOOD OLD DAYS

A far cry from the modest beginning in 1818 when Thomas Alford set up in business as a harness maker at 9 King's Row, Newington, Surrey, near the famous Elephant and Castle—now within the boundaries of London. He was a man of drive and ambition, and it was not long before he started coach building as well.

He married a very able wife, and it was fortunate that, when he died in 1842, she had such a grasp of the business that she was able to continue and even expand it, with the assistance of Thomas Packwood Alder, who later became a partner—hence the title Alford & Alder.

At the beginning of the 20th century, the business was divided between coach building and the hiring-out of vehicles, mainly travellers' broughams. The company was quick to see the great possibilities in motor vehicles and soon became renowned for its coach-built bodies—which, in those days, were made by the coach builders, not by the vehicle manufacturers.

For a time, they also built complete cars—the Clement Talbot—and in 1905 they offered the Newington car at the Olympia Motor Show. The car was based on a chassis made by Chambers Cars, in Ireland, but with substantial modifications including a longer wheel-base, enabling a special body to be fitted. Alford & Alder were probably the first concern to introduce mechanically-propelled travellers' vehicles. They do not appear to have been too successful; only three of the Newington types were made, and put on contract hire work.

1914-1918 WAR EFFORT

In the 1914-18 War the company manufactured ambulance stretchers and many other items needed for the war effort. To meet the increasing demand for engineering products, a small machine shop was started in 1916 at Winch Place, Deacon Street, Walworth, a quarter

of a mile from the main premises; it was the birth of Alford & Alder (Engineers) Ltd. Many varied jobs were undertaken, including major components for the Green Engine Company who were supplying petrol engines for submarine chasers.

Alford & Alder received a growing amount of work from the fast-developing motor industry, as innumerable concerns, large and small, started to build their own vehicles. The company did not plan to be specialists in front axle manufacture—it simply seized an opportunity. A large order was received for 1,500 front axle assemblies, but unfortunately the customer stopped manufacturing vehicles and many partly-machined components were left in the company's hands. But it was from these components, with small additions and adaptations, that a product range of axle assemblies was now created; suitable for many different makes of vehicles. Customers included Barford & Martin (later Aston Martin), Bayliss Thomas, Mathis, Palladium, Stroud, Swift and Whitlock, and many other well-known names of the period.

FRONT WHEEL BRAKES

Always looking to the future, the management felt that—despite a general prejudice against them—front wheel brakes would be an improvement on the rear-wheel ones then favoured. Arrangements were made with a Captain Rubery, who had a patent for brakes, and in a few years Rubery-Alford & Alder front-wheel brakes were being fitted to many makes, including Morris, Standard, Wolseley, Armstrong Siddeley, and Lagonda. In the Twenties, Alford & Alder were virtually the only supplier of them in Great Britain.

In April 1925, two private companies were formed—Alford & Alder (Engineers) Ltd., specialising in front-wheel-brake axles.

In 1929 the company agreed with the late Mr. C. F. Gardener, then Buyer of the Stan-

ard Motor Company, to supply Standard with front axle assemblies—after their existing source of supply had dried up.

"But for this action on the part of your company, Standard would have gone out of business," he wrote later. "We could not possibly make cars without axles, and there was no possibility of our getting them anywhere else."

The Standard Motor Company soon afterwards introduced their 9-horse-power Teignmouth saloon—fore-runner of a long line of cars built by Standard Triumph and fitted with Alford & Alder axles.

DURING AND AFTER WORLD WAR II

Once again in the second World War the company—despite bomb damage in the blitz—produced many components and assemblies for the war effort—among them 40 mm Bofor Shells (of which approximately 2½m. were made), horn switches for mines, trailer axles for SS Cars Ltd. (now Jaguar Cars), and components and assemblies for the famous Mosquito aircraft.

After the war, front axles and then front suspensions became the main source of business, with two main customers—Standard Motor Company and Jaguar Cars, both now members of British Leyland, like Alford & Alder itself. Besides axles for cars, the company now supplied heavy commercial vehicle axles as well.

Expansion was necessary, but unfortunately was not possible at any of the four existing factories in London, and the Management had to seek space for expansion elsewhere outside London. Moreover, any expansion had to include the provision of houses for those of the existing labour force of highly-trained workers who would form the nucleus of the new team.

The final choice was made to move the company 22 miles from London to Hemel Hempstead in Hertfordshire—a new town offering space for industrial development, and willing to provide houses for workpeople. The move was completed in 1953, to a site of five acres, on which a 100,000 sq. ft. factory was built.

The opportunities for housing and the new working conditions were so attractive that approximately 92% of the labour force moved with the company to Hemel Hempstead.

With the constant expansion since, the factory has been extended to 250,000 sq. ft. and now employs over 1,000 people.

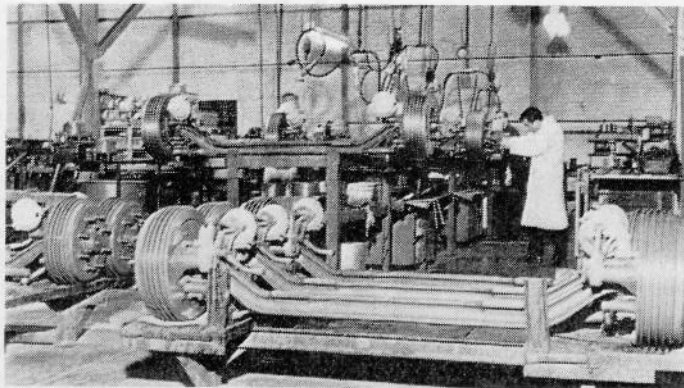
In 1959/60, Alford & Alder (Engineers) Ltd. ceased to be a private company, and were taken over as a wholly-owned subsidiary of Standard Triumph, so cementing a relationship extending back to 1929.

With the introduction of the Triumph Herald in 1959 the company extended its product range to the manufacture of rack-and-pinion steering gears, and is now the sole supplier of them to Standard Triumph, besides front suspension and front axle assemblies.

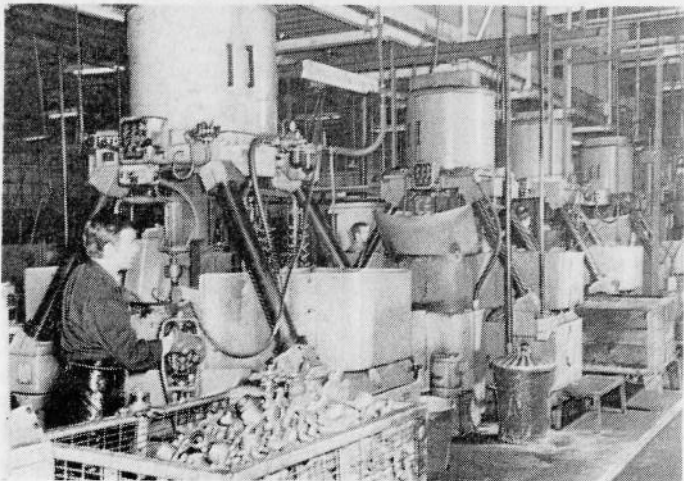
GROUP SUPPLIERS

Alford & Alder also supply front suspensions and steering gears to Jaguar Cars, as well as commercial vehicle front axle assemblies to British Leyland companies: Leyland Motors, AEC, Albion, Scammell, Leyland Motors (Scotland), Guy and Austin Crompton Parkinson. Customers outside the Group include Dodge (now Rootes Motors), Smith's Delivery Vehicles, Lotus cars, Reliant and Saab.

And still—as always—looking ahead, the company is now engaged in the development of power steering, for which it foresees a promising new market.



Commercial Vehicle Axle Assembly Track



Suspension Component Machining Group (Triumph 1300)

SERVICE FOR BRITISH TOURISTS IN ITALY

SEVEN BMC J4 vans carrying maintenance equipment and stock of service parts are being operated on Italian motorways during the holiday season by Innocenti of Milan, the big engineering firm who build British Leyland Austin Morris cars. The vans are on duty from early morning until late at night, to give assistance to cars of any make or nationality. They are of course of particular value to owners of Innocenti/Austin Morris cars, or Austin Morris cars driven by British tourists on holiday in Italy, who can always be sure that the manufacturers of their vehicle is watching over their welfare.

MANAGEMENT TRAINING MANAGER

MR. ERIC NEWBIGGING has been appointed Management Training Manager for British Leyland with effect from 1 September, 1969. Mr. Newbigging will be responsible for assisting the divisions of British Leyland to develop their training of managerial and professional staff. In addition, he will advise on, and co-ordinate the use of outside management training resources and also organise central conferences and courses.

SECONDED TO THE MINISTRY OF DEFENCE

THE Directors of British Leyland Motor Corporation announced in August that they have agreed to the seconding of Mr. LESTER SUFFIELD, the Company's London Sales Director, to the Ministry of Defence for a period of two years. Mr. Suffield will take up the post of head of Defence Sales.

ULSTER ORDERS 300 LEYLAND BUSES

ULSTERBUS, the Northern Ireland State Transport undertaking, has placed an order with Leyland Motors for 300 buses worth nearly £1 million—the largest order Leyland has ever received from Ulster.

The order calls for 260 Leopard single deckers and 40 Atlantea double deckers. The buses will form part of a new programme to completely up-date the Ulsterbus fleet.

Of the 260 Leopards on order, 140 will be built as 36 ft. long 53-seater single deck service buses, 100 will be built as 36 ft. long semi-luxury buses seating 49 and 20 will be built as 36 ft. long full luxury express coaches with seats for 49 passengers.

The double deck Atlanteans—the first of this model to be operated by Ulsterbus—will have 33 ft. bodies capable of seating over 80 passengers.

All the bodywork will be of the forward entrance type. Leyland buses are already widely used by Ulsterbus and some similar Leopard vehicles were put into service last year. In total Ulsterbus are currently running more than 800 Leyland buses.

NEW BUS FACTORY FOR CUMBERLAND

BRITISH LEYLAND and the National Bus Company announced in July that they are to build a completely new bus factory in Cumberland costing £8 million. The factory will be operated by a new company, LEYLAND NATIONAL COMPANY LIMITED, which will be jointly owned on a 50-50 basis by British Leyland Motor Corporation and the National Bus Company.

The new plant, which will be managed by executives of British Leyland's Truck and Bus Division, will cover 10 acres of a 40-acre site on the Liddyhall Trading Estate at Workington. It will provide new employment for 400 men in the area by 1971, with the prospect of this rising to 525 after five years. Construction will start in the very near future.

ORDERS VALUED AT OVER £1 MILLION

DESPITE the severe restrictions on capital equipment spending in the UK market for construction equipment, the continuing popularity of AVELING-BARFORD 30 and 35-tons payload Dump trucks has resulted in orders valued at over £1 million being placed for these machines during the past five months.

A NEW WOLSELEY

ON 20th August, 1969, the British Leyland Motor Corporation announced the WOLSELEY 18/85 MK. II 'S'—A high performance version affording rapid acceleration and high speed cruising combined with the traditional Wolseley standard of interior appointment. This new model, an addition to the range, follows the successful introduction of the Morris 1800 'S' in October 1968 and has attractive silver side flashes streamlining the centre body line and an 'S' motif on the boot lid.

MINI THE CHAMP

A MINI driven by Irishman Alec Poole has won outright the 1969 BRITISH SALOON CAR CHAMPIONSHIP, one of the world's most coveted titles in saloon car racing. The 999 cc Mini Cooper, prepared and entered by Equipe Arden, a private racing team, clinched the title at Oulton Park on Saturday 16th August, 1969. There are two races still to be contested in the 12 rounds of the championship, but the Mini is in an unbeatable position with over seven class wins to its credit.

STUDLEY COLLEGE FOR TRAINING

BRITISH LEYLAND announced on 21st August 1969, the purchase of Studley College, near Redditch, a former ladies' agricultural training college.

The college will be used to extend the Corporation's training and advisory facilities, including those for distributors and dealers.

TRIUMPH GT6 JOINS ACROBATIC TEAM

FOR the first time the world-famous White Helmets (Royal Corps of Signals) Acrobatic Team will use a four-wheel vehicle in their 1969 exhibitions. The team equipped with Coventry-made motor-cycles, will have a Triumph GT6 as part of their daring timed-to-the-second display which has long been acknowledged as the foremost two-wheeled acrobatic display in the world. The GT6, a white Mk II version, has been loaned by STANDARD TRIUMPH for the duration of the team's season, and will be featured in hair-raising, airborne feats by the crack White Helmets motor-cyclists.

OUR BEST WISHES FOR A LONG AND HAPPY RETIREMENT

WATKINS
Mr. Ernest Edward Watkins on 9th July, 1969. He was employed as a Stores Assistant, Solihull. (15 years' service).

MACARA
Mr. Andrew Macara on 17th July, 1969. He was employed as a Gauge Inspector at Perry Barr. (14 years' service).

BECKETT
Mr. Cornelius Beckett on 11th July, 1969. He was employed as a Handyman by the Welfare Department, Solihull. (8 months' service).

REES
Mr. David John Rees on 17th July, 1969. He was employed in the Maintenance Dept., Acocks Green. (14 years' service).

WORTLEY
Mr. George Wortley on 18th July, 1969. He was employed as Head Groundsman. (3 years' service).

GORDON
Mrs. Elizabeth Ann Gordon on 18th July, 1969. She was employed in the Wages Dept., Solihull. (15 years' service).

AYERS
Mr. R. B. Ayers on 18th July, 1969. He was employed in the Toolroom, Alvis. (35 years' service).

DUNTON
Mr. W. Dunton on 7th August, 1969. He was employed in the Maintenance Department, Alvis. (20 years' service).

ELKINGTON
Mr. F. Elkington on 26th June, 1969. He was employed in M/C Labrs. Alvis. (20 years' service).

CLARKE
Mr. H. R. Clarke on 26th June, 1969. He was employed in Aero Dev. Alvis. (19 years' service).

O'KEEFE
Mr. J. O'Keefe on 26th June, 1969. He was employed in the M/C Shop, Alvis. (2 years' service).

YATES
Mr. Richard Yates on 26th June, 1969. He was employed at Perry Barr as a Tinplater. (23 years' service).



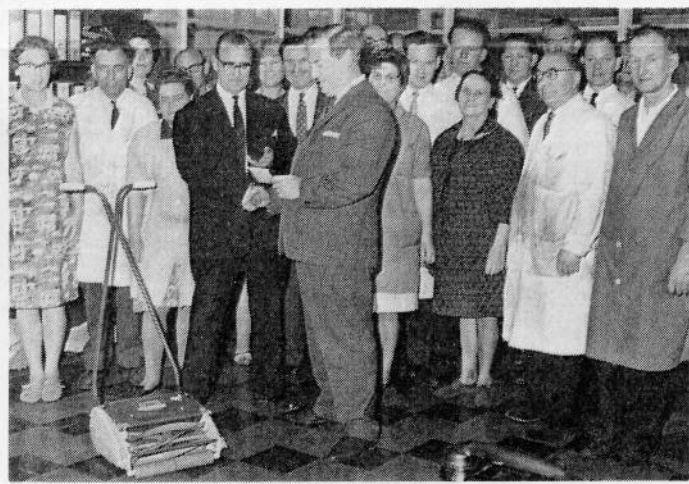
MR. J. HALL (Solihull)
With 29 years' Rover service to his credit Mr. J. Hall (*View Room Inspector*) retired on 17th July, 1969. At a presentation ceremony held at Solihull he was presented with gifts from his many friends and colleagues by Mr. M. Thorne (*Inspection Superintendent*). The picture shows Mr. Hall surrounded by friends receiving his gifts and good wishes from Mr. Thorne (*Dark suit*).



MR. TIM HANNAN (Solihull)
After 15 years' service with Rover Mr. Tim Hannan, guillotine operator, retired in July 1969. In the picture he is seen receiving gifts from Mr. A. G. Barnett (*foreman, Press Shop*) on behalf of his many friends and colleagues in the Press Shop.



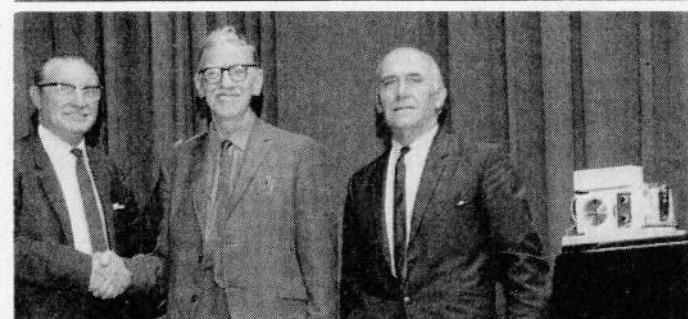
MR. C. W. MASON (Tyseley)
Mr. Charles William Mason, retired on 28th August, his 65th birthday, after 49 years' continuous service with the Company. Mr. Mason joined the Company on 15th June, 1920, and worked on various sections at Tyseley Works as a grinder until being transferred to the toolroom in 1939. In May, 1941, he was transferred to the dispersal factory in Soughbridge, Yorkshire, returning to Tyseley Works in September, 1945, where he has since been employed. Photograph shows Mr. Mason with his Toolroom colleagues, and Mr. Scott presenting a portable radio, this being a retirement gift from his many friends at Tyseley.



Mr. FRED COLE (Tyburn Road)
With 19 years' Rover service to his credit, Mr. Fred Cole (*Assistant Foreman, Inspection, Tyburn Rd.*), officially retired on 1st August, 1969, but a farewell ceremony took place on 4th July, when Mr. S. Ayre, (*Senior Inspection Superintendent*), presented Mr. Cole with a lawn-mower and cash gift from his friends and colleagues. In the picture Mr. Cole (*dark suit*), is seen with his friends about to receive the gifts and good wishes from Mr. Ayre.



Mr. CYRIL MADDOX (Percy Road)
After 27 years' Rover service, the last 14 years at Percy Road, Mr. Cyril Maddox retired on 30th May, 1969. In the picture he is seen (*centre left*) receiving a cheque presented to him by Mr. G. Ramsay (*Progress Foreman*) on behalf of his many friends and colleagues.



Mr. G. GADSEN (Seagrave Road)
After nine years' service at Seagrave Road Mr. G. Gadsen, Reception Office Clerk, retired on 30th May, 1969. In the picture Mr. L. C. Munn (*Works Manager*) is seen presenting Mr. Gadsen (*centre*) with an Automatic Tea-Maker, subscribed for by his friends and colleagues at Seagrave Road. Mr. H. G. Cornish (*General Manager, Seagrave Road*) is on the right of the picture.



MR. J. T. HERRIGAN (Seagrave Road)
After 24 years' service with Rover Jim Horrigan (*Stores Dept.*) retired on 31st July, 1969. Our picture shows a group of his friends and colleagues from the Stores Department who attended the presentation ceremony. Mr. Horrigan is in the front row (4th from the left), Mr. L. C. Munn (2nd from left) Works Manager made the presentation of a pipe, table lighter and cutlery.

JUST A THOUGHT!

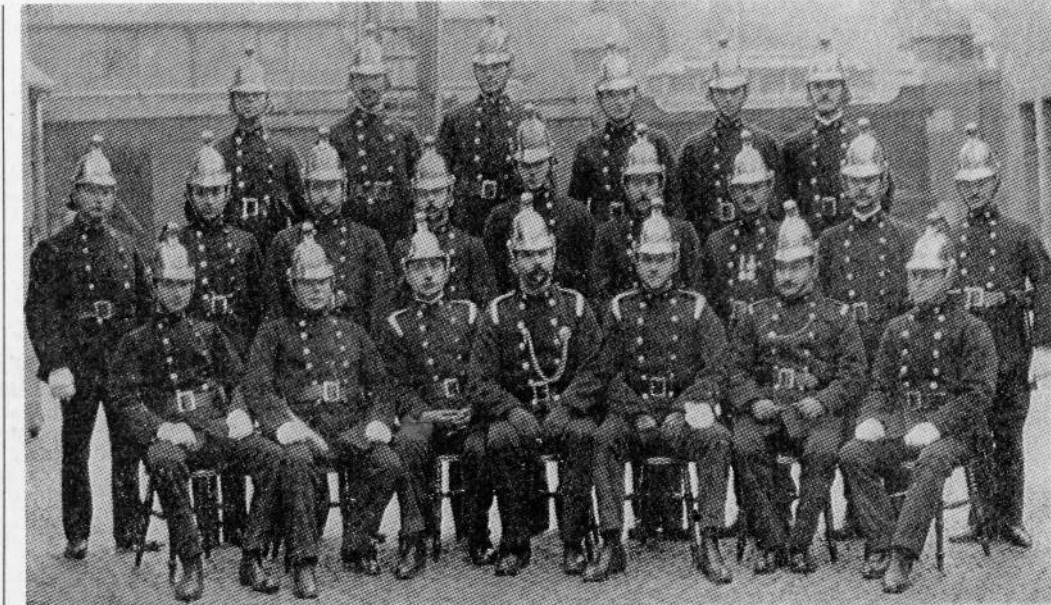
SOMETIME when you're feeling important
Sometime when your ego's in bloom
Sometime when you take it for granted
You're the best qualified person in the room
Sometime when you think that your going
Would leave an unfillable hole
Just follow these simple instructions
And see how they humble your soul.

Take a bucket and fill it with water
Put your hands in up to the wrists
Pull them out—and the hole that remains
Is the measure of how you'll be missed
You may splash as you please when you enter
You may stir up the waters galore
But stop—and you'll find in a minute
That it looks just the same as before.

The moral of this is quite simple
Do just the best that you can
Be proud of yourself—but remember
There is NO indispensable man.

Self-Drive Hire at special terms for British Leyland Employees

ROVERHIRE Ltd. of London, offers employees of the British Leyland Motor Corporation beneficial terms for Self Drive hire of Group products. The Triumph 1300 can be hired with a 25% discount from the standard Roverhire tariff. Rover and Land-Rover models can be hired with a 15% discount from the standard Roverhire tariff. Austin and Morris models can be supplied with a 15% discount from the standard tariff of a selected hire company. Reservations for these models can be made anywhere in the United Kingdom and Europe. All enquiries should be addressed to Roverhire Ltd. (Group Employees Hires) Seagrave Road, London SW6. (Phone 01-385 5291).



THE ROVER FIRE BRIGADE, COVENTRY.
Photograph taken in yard of City of Coventry Fire Station about 1917. Norman Stoneham, Chief Fire Officer at Solihull has identified a number of these old stalwarts and it is possible that some of our retired employees will recognise old colleagues in the picture. Picture sent in by Mr. E. C. Bennett of Wilmslow.

YEARS AGO

ALVIS REPORT

SOCIAL activities at Alvis have been confined mostly to Saturday evenings and in spite of strong competition created by counter-attractions sponsored by local authorities, Alvis Old Tyme Dances and Family Nights, were reasonably well supported. The new venture—'Steak Supper and Dance' was most successful and 252 guests attended. Members' Dances have not proved too successful, but there are plans to make them more attractive for the coming autumn and winter season. In addition to the usual Christmas parties and events there will be a New Years' Ball. In the Sports arena, successes are recorded for some of the

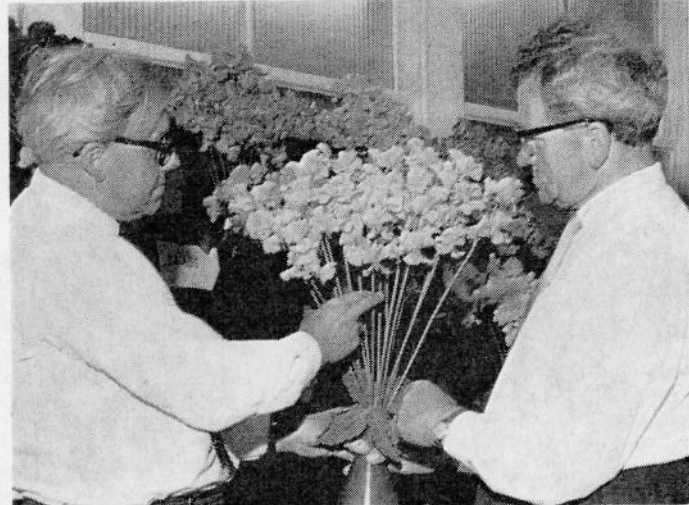
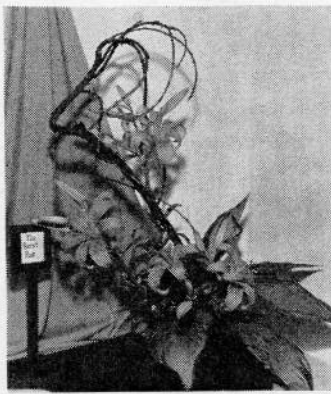
sections. The Netball Section became C.W.S.A. League Champions and also won the League Handicap Cup. The Football Section won the Southam Junior Charity Cup and Dominoes Section became winners of the Works League Division 'B'. The Inter-Departmental Competitions are proving popular and support given to them has been very encouraging. Most departments—even small ones—have mustered teams, and keen rivalry is evident in the various competitions: Football, Cricket, Snooker, Darts and Dominoes. The Staff team won the Football Competition and the other contests are reaching points of decision.



ALVIS DOMINOES SECTION 'B' TEAM
Winners of the Coventry Works 'B' Division
Left to right: R. W. Howes, V. Smythe, H. Giles, P. Ilsley (Capt.), G. Cheetham, G. Lister, R. Settle.

Alvis Summer Show

At the Alvis Summer Show the 'Best in the Show' Diploma for Floral Art was awarded to Mrs. Woollacot for her entry *The Burnt Post* which depicted an English Inn sign.



Mr. Gower and Mr. Morris judging Sweet Peas at the Alvis Horticultural Section's Summer Show held on Saturday, 28th June, 1969.



Back row, left to right: W. Dodd (Capt.), T. Cutler, E. Chare, R. Coates, A. Gibson, J. Goodacre, A. Jones. Front row, left to right: P. Sayers (Sub), R. Smith, T. Welsh, C. Reay, E. Richardson.

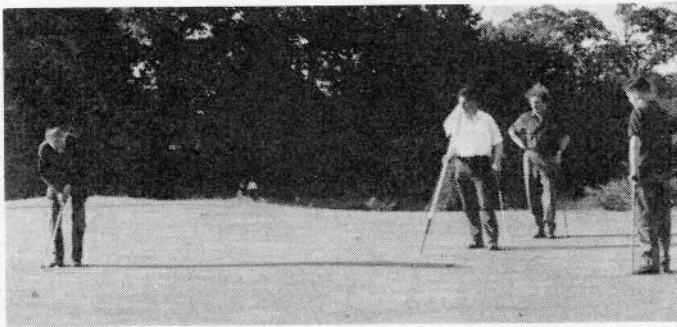
ABOVE is the Staff Team which won the Inter-Departmental Football Cup for the first time, by beating the strong apprentice side 3-1 in the final. Richardson and Dodd scored for the staff, while Walsh pulled one back for the apprentices. A feature of the game was the strong defensive play of the staff team. Ernie Chare at centre half and Tom Vale (who came into goal for R. Coates who was unable to play) were outstanding. The apprentices missed a penalty when only a goal down. To reach the final the staff team had beaten Quality Control 5-1, Tool Room 2-1 and the Machine Shop 2-1 after extra time.

SPORTS AND SOCIAL

NEWS

FROM THE FACTORIES

FRIENDLY RIVALRY AT FINHAM



IN a Rover versus Alvis Golf contest held on 4th July, at Finham Golf Club, the Rover team came out winners. In the picture Jim Godwin (Alvis) is about to make his putt, watched by Peter Masters (Rover), George Hughes (Rover) and Bill Rawson (Alvis).

Forthcoming Events at Solihull

- Friday, 10th October, 1969—Modern Dance/Cabaret.
- Friday, 17th October, 1969—Old Time Ball.
- Saturday, 8th November, 1969—Angling Section Dinner, Concert and Dance.
- Friday, 21st November, 1969—Old Time Ball.
- Saturday, 13th December, 1969—Children's Party.
- Saturday, 20th December, 1969—Rover Owners Club Function.
- Wednesday, 31st December, 1969—New Year's Eve Ball.

FROM THE POSTBAG

MR. F. G. HARRISON
c/o MR. HOPKINS
FLAT 117, 235 NELSON PLACE
VICTORIA, AUSTRALIA.
4th August, 1969

Dear Sir,
May I thank you for sending the 'Rover and Alvis News'. I assure you that I really enjoy reading it, not only about my friends and workmates but also about the accomplishments of the Company, of which I still feel a part.

Of my new life here, I have enjoyed every minute of it. It is a hard working country, but for leisure hours there is practically every sport one can mention. Since I have been here I have travelled to Sydney, Brisbane, Canberra, to the top of Mt. Kosciuski which is 6,500 ft. high and the view from there is most inspiring. Some of the feats of engineering up in the Snowy mountains when building the Tumut Dam has to be seen to be believed. The Land-Rover has played its part and is highly praised by Forest Patrols negotiating most inaccessible parts. I read the message by Lord Stokes and it really should be digested for Japanese and American cars around here and their numbers are growing every month. The Jap has learnt very quickly how to copy the Western methods and in many cases improve upon them.

Will you please pass on my good wishes to everyone in the Service Dept. at Solihull, and my best wishes to the Company and its products.
Yours sincerely,
F. G. HARRISON

ONE of the most interesting letters which the Editor has received comes from a long retired Alvis employee now 84 years of age who lives at 18 Brookdale Avenue, Anchorholme, Cleveleys, Blackpool. Mr. R. F. Frith retired on 1st February 1946 and in his letter, which unfortunately is too lengthy for publication in our paper, he recalls his experiences at Alvis from the early days in 1919. He mentions Trevor Roberts, Frank Ward, Len Bradley, H. Nettleton, Sammy Davies, Dr. Bengierfield and others of the old school and he recalls his interest in the Alvis Social Club when he was Chairman of the Football Club, Cricket Club, Sports Club, Benevolent Fund and Sick and Dividend Club. He says that over £6,000 was paid out to employees in 1939 from the Thrift Club which he had started at Alvis.

During his retirement Mr. Frith has been living a very full and interesting life and in 1965 he celebrated his 80th birthday on the ocean during a Caribbean trip. To quote from his letter he says, "I have now been retired for 23 years and I am not fed up yet. Some men wonder how they will pass their time away when they retire—I can say that they must only be using their heads for hanging their hats on."

Editor's note: A copy of Mr. Frith's letter has been sent to the Personnel Dept. at Alvis.

Horticultural Show at Solihull

IN spite of adverse weather conditions on Saturday 23 August the Rover Horticultural Show held at Solihull was well attended and entries were of a high standard. The show was opened by Mr. and Mrs. W. Martin-Hurst who later presented Trophies to the winning entrants. Main winners were as follows:

The Worcester Rose Bowl	MR. W. M. BRADSHAW
Garden New Shield	MR. G. H. HOARE
Perrins Cup	MR. W. H. BRADSHAW
Martin-Hurst Trophy	MRS. E. ROSS
Marson Cup	MRS. E. ROSS
Wilks Challenge Cup	MR. W. H. BRADSHAW
Myton Plate	MRS. D. ROWLEY
A. B. Smith Cup	MR. A. A. THOMAS
Nicholls Shield	MR. A. R. KING
F. Singer Trophy	MR. G. H. HOARE
B. Jackman Trophy	P. S. FINAL LINE
G. S. Richards Trophy	MR. B. J. WHITEHOUSE
Committee Trophy	MISS CHRISTINE BRADSHAW
Banksian Medal	MRS. D. ROWLEY



At the Rover Horticultural Show In the picture, (left to right), Mrs. A. Thomas, Mrs. D. Rowley (Sec.), Mr. and Mrs. W. Martin-Hurst, Mr. A. Thomas (Chairman).

ROVER AND ALVIS NEWS

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

ENGAGEMENT

GROSVENOR—MOULDEN
On 1st August, 1969, Mr. E. G. Grosvenor to Miss Susan J. Moulden. Mr. Grosvenor is an Inspection Apprentice.

BIRTHS

MYLOTT
To Tom and Pat Mylott a son (Justin) on 30th July, 1969. Mr. Mylott is a Motor Fitter in the Re-conditioning Department at Cardiff.

PRESTLETON
To Mr. and Mrs. B. F. Prestleton a daughter (Lisa Ann) on 4th August, 1969. Mr. Prestleton is employed at Garrison Street works in the Chassis Finishing Department.

BAKER
To Mr. and Mrs. John C. Baker a daughter (Dawn Lisa) on 14th August, 1969. Mr. Baker is an Instrumentation Fitter within Leyland Gas Turbines.

MARRIAGES

BLISS—MOUNTFORD
On Saturday 21st June, 1969, at Church of the Sacred Heart and Theresa, Coventry Road, Cole Mr. Derek A. Bliss to Miss Rach Mountford. Mr. Bliss has worked Solihull Stock Audit for 12 months and Miss Mountford in Export for 8 months.

KING—VAUGHAN
On Saturday, 12th July, 1969, at Alphege Church, Solihull, Mr. H. Frederick King to Miss Elizabeth Vaughan, a theatre nurse at St. Hospital. Mr. King, who is a Material Controller at Solihull, presented with an attractive table by his many friends at the Reception.

ROPER—LUDFORD
On Saturday, 9th August, 1969, at Alphege Church, Solihull, Lawrence Roper to Miss Kay Ludford. Miss Ludford of M.C.D. South Solihull has been with the Company years and Mr. Roper with Ve Invoicing, Solihull for 2 years.

WHITE—JONES
On Saturday, 16th August, 1969, at Saints Church, Stretton-on-Dunsm Mr. D. White to Miss B. Jones retary to Mr. Dowall, Chief B Alvis Ltd.).

DEATHS

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

KILROY
Mr. Bernard Michael Kilroy on July, 1969, aged 58. He was employed in the Planning Department, Solihull, (23 years' service).

BROWN
Mr. John Brown on 13th June, aged 69. He was employed as Inspector at Tyeley until his retirement in August, 1967 after 31 years' service.

FIELDING
Miss Winifred Kathleen Fielding on 7th July, 1969, aged 70. She was employed as a Secretary at Solihull until her retirement in October, after 43 years' service.

PURDEN
Mr. Austen Noel Purden on 7th July, 1969, aged 72. He was employed Material Control Stores, Solihull until his retirement in August, after 22 years' service.

BOWN
Mr. Horace George Bown on July, 1969, aged 57. He was employed as a Trimmer in Final Rectification, Solihull, (16 years' service)

TUTCHER
Mr. Arthur Frederick Tutchter on July, 1969, aged 61. He was employed as a Ferry Driver in Vehicle Despatch, Solihull, (14 years' service).

BRISCOE
Mr. Henry James Briscoe on July, 1969, aged 67. He was employed in Gas Turbines, Solihull, his retirement in August, 1967 after 22 years' service.

YORK
Mr. Frederick William York on July, 1969, aged 82. He was employed in the Service Department, Solihull, until his retirement in January, after 24 years' service.

ASHTON
Mr. Ernest Howard Ashton on August, 1969, aged 64. He was employed in the Machine Shop at Tyeley (12 years' service).

WAKEMAN
Mr. Norman Henry Wakeman on August, 1969, aged 55. He was employed in the Finished Stores, Tyeley (26 years' service).

PESTRIDGE
Mr. Arthur Pestrige on 9th August, 1969, aged 58. He was employed Service Department, Solihull, (6 years' service).

JELFS
Mr. Frank Jelfs on 26th August, aged 58. He was employed in the Machine Shop, Tyeley (18 years' service).

GREATOREX
Mr. William Arthur Greatorex on August, 1969, aged 58. He was employed in the Machine Shop, Tyeley Road, (35 years' broken service).

FORRESTER
Mr. William T. Forrester on August, 1969, aged 74. He was employed in the Inspection Department, Tyeley until his retirement on April, 1961, after 16 years' service.

HERBERT
Mr. John Henry Herbert on August, 1969, aged 55. He was employed as a Gas Welder, G Street, (3 years' broken service).

ANGLING

THE Rover Angling Section gives the following results in the Inter-Departmental Contest fished at Atcham on Saturday, 9th August, 1969. The twelve prizes were won by the following:

	lb.	oz.	drs.
1 A. Jelfs	12	5	4
2 K. Eaton	6	15	4
3 S. Jelfs	6	11	10
4 R. Markham	4	12	0
5 W. Brown	4	10	6
6 R. Harze	3	15	0
7 A. Bennett	3	8	6
8 S. Styles	3	1	0
9 R. Field	3	0	12
10 J. Davies	3	0	8
11 R. Seaborne	2	12	5
12 J. Heath	2	10	0

The winning team was Land-Rover assembly with a total catch of 25 lb., 3 ozs., 4 drs.

1 A. Jelfs	4 S. Styles
2 W. Brown	5 P. Heath
3 A. Bennett	6 A. Newey

First 10 results of the Angling Sections Annual Contest fished at Buildwas 6/9/69.

	lb.	oz.	drs.
1 R. Hollis	11	3	8
2 K. Eaton	5	8	4
3 R. Smith	3	5	12
4 R. Markham	3	5	4
5 F. Butler	3	1	12
6 L. Foster	2	13	0
7 R. Harze	2	11	8
8 A. Jelfs	1	12	0
9 J. Newey	1	7	0
10 F. Cox	1	7	0

The winners catch included a Pike of 6 1/2 lbs.