

ROVER AND ALVIS NEWS



Vol. 8 No. 7 DECEMBER 1969



A BRITISH LEYLAND NEWSPAPER



A Christmas Message from Mr. A. B. SMITH

Managing Director of the Rover Company Limited and
Director of Alvis Limited.

THIS is my first Christmas message to you as Managing Director, and I am writing it during the aftermath of the Trim Shop fire at Solihull. It is still vividly in the memory of all those who witnessed it, and I cannot let this occasion pass without reference to the tremendous spirit of goodwill which was displayed by people everywhere. It was not only shown by those most directly involved but throughout the nation wide supplier network, and our sister companies.

The great thing in common we all possess is being employees of the Rover/Alvis Group, and it is your goodwill, loyalty and pride in our products which are the great assets which hold us together as a community.

Because of our failure to deliver over the past year we have disappointed and lost many customers both at home and overseas. I believe that with your support, and with our expanded facilities, we can put this right, and look forward to a prosperous and satisfactory year. With goodwill everything is possible, and it is worth a great deal to each and everyone of us to maintain it.

The Board join me in sending to you and your families throughout the Rover/Alvis Group, and to all our retired employees, sincere good wishes for a very happy Christmas, good health, peace and prosperity in the year to come.



FIRE!

At Solihull Works Trim Shop ladies help to clear debris after the fire on 6th November, 1969 which destroyed the trim stores and caused heavy damage throughout the Trim Shop.

Positive approach needed from Management, Unions and Government

Lord Stokes Address House of Lords :

My Lords,

I am well aware of that custom of Your Lordships' House whereby maiden speeches crave the indulgence of the House.

This I am more than happy to do.

I am, moreover, aware of two other customs, namely, the desirability of being both brief and non-controversial. Here, however, I think I must ask even more strongly for your indulgence since I have a difficult theme and I am more accustomed to speaking to the Shop floor rather than the floor of the House.

I must also declare a personal interest in industry in general, including the Industrial Reorganization Corporation, and the motor industry in particular.

As an industrialist I welcome the Government's successful efforts to improve our balance of payments and I must applaud their determination in not faltering after a few months' initial success.

There is no doubt that if any economic policy is going to be successful it has to be consistent and one of our big difficulties as manufacturers in the past has been having to cope with the vacillating policies of successive Governments.

Whatever one's views on how the nation's resources are distributed, the fact remains that most of our balance of payments success is due to industry taking up the export challenge and in particular to a relatively small number of companies who are carrying most of the burden in competing in fiercely competitive overseas markets. In fact over half our direct exports are accounted for by a little over 100 companies although I am not under-rating the part played by our many suppliers.

WORLD MARKET

I have always accepted that industry must regard the whole world as its market not just this country and until we do we will never be successful either profit-wise or in developing an aggressive industrial mentality.

At the same time we must not neglect the fact that to export successfully most industries must have a readily available domestic market to absorb some of the overheads of aggressive exporting. This may not necessarily be logical but in many cases is due to the restrictive measures of many of the countries with whom we either trade or compete.

If I may quote an example: much play has been made of the success of the Japanese motor industry in obtaining export markets, but it should always be remembered that they have a virtually restricted home market from which meaningful foreign competition is excluded and from that protected base they export substantially but in total it only amounts to 18% of their output.

Our British motor industry, on the other hand, has succeeded in exporting nearly 50% of its output with a home market de-

pressed by credit squeezes and yet at the same time open to international competitors throughout the world whose mere presence here effectively controls our home selling prices. The Japanese market is protected by import quotas on 120 items, by high tariffs and tight controls on foreign investment.

If we operated under similar conditions to the Japanese, which I do not advocate, we, too, could make even greater inroads into almost any market. As it is, Britain as a country exports more than twice as much per head of the population as Japan and in this respect is second only to Germany.

MUST EXPAND

Independence, individualism and free enterprise have always been cherished words in the industrial sense in this country. If, however, we are going to succeed in the world trading stakes we cannot afford the luxury of small, individualistic firms or of sleepy giants who are not prepared to expand to meet the challenge.

Industrial concentration of our meagre resources in this small country is vital if we are going to compete and this is particularly so in the capital intensive industries.

In this connection, I believe that the Industrial Reorganization Corporation as an industrial catalyst has been the most worthwhile of any of the institutions set up by the present Government. It is vital that it is continued with the same independence under which it currently operates.

Size for the sheer sake of it is no argument. There are, however, obvious and real advantages in so far as economies of scale related to purchasing, research, product rationalization and the ability to mount large scale marketing projects are concerned. Perhaps most important of all is the combined financial strength to enable one to ride out fluctuations caused by market changes or by individual project failures.

Mergers or take-overs, issued sensibly, can unite skills or techniques into one composite competitive whole. They enable scarce managerial talents and expertise—probably the scarcest resource in this or any country—to be more effectively used and thus enable us to stand up to the sheer size of some of our major overseas competitors.

PROBLEMS OF SIZE

It must be admitted that size brings its own problems. Critics of what is sometimes called 'giantism' talk as if the problems of large size were parallel with those of small size. Several of the problems of smaller companies are incurable except by growing bigger. It is, however, axiomatic that successful small firms do grow big unless their owners take positive steps to keep them small either by denying them capital for expansion or merely by being reluctant to take on additional responsibilities in these days of high taxation.

To my mind the problems of large size are basically organizational and they are therefore curable provided that we can find and attract and reward inspired management who in the end must be the key to all business success.

It is, of course, worth remembering in this context that firms which may appear giants to us in this country are, in reality, quite small on the world scene and it is only in the global sense that industry must think today, including the possibilities of many more trans-national associations.

Whilst I think it can be proved that industrially large groups are vital for our international competitiveness, they do contain the seeds of their own destruction. I refer, of course, to the tremendous problems imposed by the sheer numbers of the work force of any large organization.

BEDEVILLED

Large Corporations today tend to pay their employees better, provide better working conditions,

Continued on Page 3



THE 1969 Earls Court Motor Show proved that although 'no-change' was made in our model range, public interest in Rover products was in no way diminished and in fact, throughout the show each day, tremendous public interest was noticeable at the Rover stand.

Attendances at the 1969 Earls Court Motor Show totalled 475,788, an increase of 31,417 over last year's total.

MORE ROVERS FOR POLICE

THE METROPOLITAN POLICE have placed orders with the Rover Company for a further 89 cars and Land-Rovers, adding to the substantial number of Rover vehicles ordered by the Authority in the last 12 months.

Included in the latest orders are an additional eighty-four V8-engined Rover Three Thousand Fives, worth nearly £120,000.

The other models include two Rover 2000 TCs which will

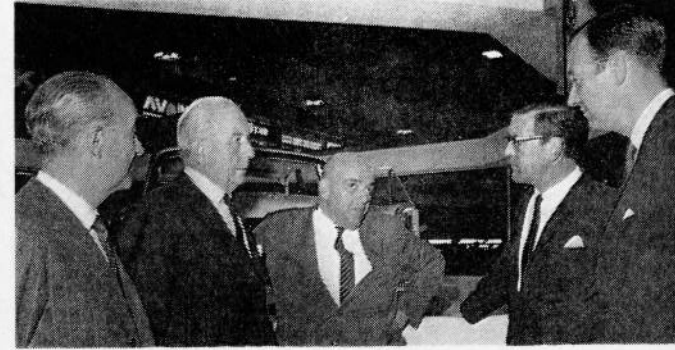
join the fleet of 67 TCs ordered in the last 12 months, and three 12-seater Land-Rover station wagons, bringing the number of Land-Rovers ordered in this period to 25.

All the new vehicles are being specially prepared for police patrol and other duties in the Metropolitan district and are fitted with flashing blue lamps, radio telephones and other equipment.

A GOOD SHOW FOR ROVER



left to right: Mr. Douglas Richards, President of the S.M.M.T., Sir Leslie O'Brien, Governor of the Bank of England, Sir George Farmer, Chairman, The Rover Company Limited.



left to right: Sr. Antonio Saez de Montagut, Mr. A. B. Smith, Alfredo Cassina, Mr. George Turnbull, Mr. J. K. S. Carpenter.

ROVER 3500 S HITS UNITED STATES JACKPOT

AN imported luxury sports sedan, built specifically for the North American market, has hit the sales jackpot according to British Leyland Motors President, Graham Whitehead. The car, the ROVER 3500 S, which made its United States debut on October 10th, has already brought in more than 3500 sales, worth £5 million.

MR. WHITEHEAD said: "This model is a dedicated attempt to combine the best automotive engineering features of European and American cars. The virtues of the THREE THOUSAND FIVE, coupled with power steering, electric windows and other refinements which American motorists expect in their cars, have together produced the ideal compact package for the enthusiastic motorist and there can be no doubt that this car will and has, placed the name of Rover firmly on the American automobile map."

The 3500 S can be readily identified by its fluted bonnet for additional engine breathing, and provides in standard form a complete selection of luxury equipment normally quoted as optional. These include power steering, automatic transmission and fully integrated heating and fresh air system, whilst full air conditioning is available as an optional extra.

Mr. A. B. Smith, Rover's Managing Director said: "Reports

coming back from the Press and Dealer network in the States indicate tremendous enthusiasm and already we are looking for ways to increase the production of this new model. We have tailored a car to a market's specific requirements and we intend to satisfy these firm sales as quickly as possible. Already more than 500 are in the States with many more en route."

The British motorist will not however be able to purchase the 3500 S because its full production is totally committed to filling the North American sales commitments.

500 of the new models were dealer's showrooms throughout the States for the launch on October 10th, and production at Solihull has already passed the 1000 per week mark.

RECORD LAND-ROVER OUTPUT

LAND-ROVER production, now in its 22nd year, has achieved a new all time high.

During the Company's financial year just ended, output of Land-Rovers to meet the boom demand all over the world was greater than in any previous year in the history of this famous 4-wheel drive vehicle.

In the twelve month period a total of 50,561 units were produced—nearly 13% more than in the 1967/68 financial year.

In terms of units produced the increase of 5,633 on the previous year's total is the highest annual volume increase ever recorded.

Of the total output, a record 40,424 units, representing 80% of production, were exported to more than 170 world markets—an increase of over 20% on the previous year's figure. Since the Land-Rover was first introduced in April 1948

a total of nearly 658,000 have been built, of which 75% have gone to export.

Currently the Land-Rover assembly lines at the Solihull plant are at maximum production of over 1,000 vehicles a week to meet the constantly increasing demand from overseas.

The record Land-Rover production and sales figures follow closely the announcement by the Company that during the last financial year total sales of Rover cars at home and overseas rose to an all time record figure of 36,500.

MOTOR SHOW IN SCOTLAND

AT the 47th Scottish Motor Show at the Kelvin Hall, Glasgow, from 7th-15th November, a full range of Rover Cars and Land-Rovers were on show on the stands of six Rover Distributors and Dealers. In the car section of the show a total of ten cars, including the Three Thousand Five and models in the famous Rover 2000 range were

displayed, and in the commercial section the exhibits included ten Land-Rovers ranging from an 88" Regular model to a 109" 12 seater Station Wagon. Covering a wider field the British Leyland Motor Corporation exhibited more than one hundred cars and some 36 vans and commercial vehicles on 40 different stands.

NEW SALES RECORDS FOR ROVER CARS

ROVER car exports during the Financial Year ended 30th September, were the highest in the Company's history.

During the twelve month period, just over 10,000 units were sold overseas, an increase of 12% over the previous year.

Total Rover car sales at home and overseas during the year rose to 36,500—another all-time record. Exports accounted for nearly 30% of the total.

On the home market where there has been a general fall-off in total car sales during the year, Rover is maintaining a firm hold, and during August registrations of Rover cars totalled 2,287 an increase of 17% over the corresponding month last year. At the same time the Company also increased its share of the total domestic market compared with the same period last year.

While a big demand continues for models in the Rover 2000 range, the more powerful

BRITISH LEYLAND RECORD A £45 MILLION INCREASE IN DIRECT EXPORTS FROM U.K.

FOLLOWING a visible national trade surplus of some £48 million for August, British Leyland, the country's largest exporter is proud to announce its contribution to this achievement—record export sales for the first eight months of 1969.

From January to August 1969, the value of British Leyland's direct exports from UK increased by 25 per cent to £225 million—£45 million higher than in the same period last year.

Commenting on these latest figures, Lord Stokes, Chairman and Managing Director of British Leyland said: "Despite a severely depressed home market, these figures are very encouraging for all our 200,000 employees and for Britain.

"We are backing the efforts of our export salesmen with record production for export, and it is having excellent results. I was delighted with the August trade figures which prove that the tide of the balance of payments can be turned in Britain's favour by the concerted efforts of the nation's exporters.

"At British Leyland we are making every effort to increase production, and this, of course, means a heavier concentration on the export quotas."

V8 engined Three Thousand Five, introduced onto the home market in April 1968 and into Europe at the beginning of this year, is proving another sales winner for Rover, particularly in export markets, and during the year nearly 9,500 units were sold, 31% of which went overseas.

Since the Three Thousand Five was introduced, nearly 13,000 units have been built and production is being increased to meet demand.

The Rover 2000 and Three Thousand Five assembly lines are currently at maximum production of approximately 900 units a week. Since the '2000' was launched in 1963, over 139,000 units have been produced.

Sales of the Company's 3½-litre Saloon and Coupe models are also continuing at a high level and during the year more than 5,200 units were sold, an increase of 33% over the previous year.

**LORD STOKES
ADDRESS
CONTINUED
FROM PAGE 1**

and act in the most responsible way possible, yet at the same time merely because of their size they often become more bedevilled by industrial disputes and problems.

At the present time we are getting into a most dangerous situation in this country with the future livelihoods of all of us at stake because of the action of a number of people pressing pay claims, most unofficial, which neither go through the normal procedural channels and, in many cases are completely unrelated to any increase in productivity or efficiency. It is becoming common practice for groups of people to withdraw their labour in breach of normal agreements and to hold to ransom whole industries on which the country's survival depends for the sake of piratical pay claims, which, if granted, merely spark off a whole series of similar leap-frogging demands.

The end result is that the cost of products and servicing goes up to the detriment of all and is rapidly exhausting the gains and sacrifices made by the last devaluation. We all would like perpetual increases but it must be becoming obvious even to the most obtuse that if continuously applied across the board as attempted at the moment, it is self-defeating. All we shall achieve is a rapid rate of inflation and loss of competitiveness.

Because of the complicated and inter-dependent production, processes of the mass producer, the automobile industry is more vulnerable than most but as the largest exporter the loss so caused to the country by this industry alone is incalculable in real terms. British Leyland alone during the last year but for strikes could have manufactured an extra 100,000 cars of which at least 50,000 would have been exported representing some £26 million sterling extra to our balance of payments over and above their existing record export financial contribution.

The extra cash flow generated by this lost continuity of production would have been applied to purchasing more modern plant and equipment to keep ourselves competitive and to paying wages which, in their absence, have been made up by strike pay or National Assistance benefits or, in some cases, one suspects even unprecedented sickness benefits which indirectly are an added burden to the country's overhead costs.

INVESTMENT IMPORTANT

This drain on our investment fund availability is reflected in the fact that 59% of the machine tools in the motor industry in the United Kingdom are over 10 years old compared to 42% in Germany and only 36% in Japan. As a country, we are devoting a lower proportion of our Gross National Product to investment than all our European competitors. Investment is particularly important at the present time in order to ensure that the export led boom is sustained by an investment led recovery in the home market.

We suffer in this country from a legacy of 'we and they' which is a hang-over of Victorian paternalism and prejudice. Memories are sometimes too long and the minds of too many of us stretch backwards rather than looking forwards.

The next few years must see great changes in the relationships between the work force of this country, their Unions and Management. All who have an equal share in the task of running companies at all levels must get proportionate rewards, but rewards carry responsibilities which must equally be shared. This means a positive approach from Management, Unions and Government.

Management must work much harder at communication—par-

RETIREMENT



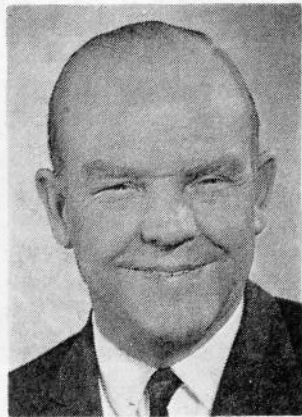
Mr. O. POPPE

WITH a record of 41 years' service with the Rover Company, Mr. O. Poppe retired on 31st October, 1969.

One of Rover's outstanding personalities, Mr. Poppe played an important role in the Company's growth and development, particularly in the spheres of Production and Planning. During the last war, in 1940, as Chief Planning Engineer, he was in charge of the Company's dispersal to factories in the North of England. In 1943 he became Works Manager at the Ministry factory on Turbines, and in 1945 took over in a similar capacity at Barnoldswick factory. Appointed Works Manager at Solihull factory in 1951, Mr. Poppe's responsibilities grew following the successful launching of the Land-Rover and increasing popularity of Rover cars. The need for expansion of production at Solihull became of paramount importance and in 1957 he was appointed Executive Director, Production and later of Planning, in order to widen his control of the developments which lay ahead.

Mr. Poppe, who has suffered ill-health for some time, retires with the best wishes of all who know him.

**New Executive
Director Planning**

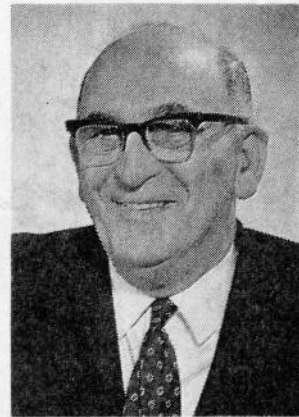


Mr. C. E. FIELD

PROMOTED to fill the vacancy created by the retirement of Mr. O. Poppe, Mr. Charles E. Field (Planning Manager at Acocks Green Factory Group) has been appointed Executive Director, Planning, responsible to the General manager, with effect 1st November, 1969.

Mr. Field is a Coventry man, born and bred, and was educated at Coventry Technical College. He trained as a Machine Tools designer at Alfred Herbert Limited and Coventry Gauge and Tool Co. Limited, and became Chief Planning Engineer with Humber Limited after 17 years' service with them. In 1953 Mr. Field joined Rover at Tyseley as Chief Planning Engineer. A keen golfer with a handicap of seven, Mr. Field is at present Captain of Coventry Golf Club Finham Park. In taking up his new responsibilities Mr. Field will be moving his office to Solihull headquarters.

**TO ASSIST
GENERAL
MANAGER**



Mr. R. G. HARRIS

MR. REGINALD GEORGE HARRIS (Planning Manager, Solihull) who has worked closely with Mr. Poppe for thirty years, is appointed Assistant to the General Manager, also with effect 1st November, 1969. In his new capacity, Mr. Harris will act on behalf of the General Manager on the monitoring of progress on forward projects and revised factory layouts in all areas.

Mr. Harris joined the Rover Company as an electrician on maintenance in October 1924, and joined Mr. Poppe as a Planning Engineer in 1939. He is married, with two children, lives at Coventry and is a keen gardener and do-it-yourself enthusiast.

**OBITUARY
Mr. Geoffrey Lloyd Dixon**

IT is with deep regret that we record the death of Mr. Geoffrey Lloyd Dixon on 1st November at the age of 69. 'L.D.', as he was known to his associates had a charming personality which endeared him to those who knew him and made him many friends. By his sympathetic approach he seldom failed to pacify even the most irate customer and with many such, eventually became firm friends, and he was held in high esteem throughout the British motor industry.

He was in India during the 1920's and the early 1930's and became General Manager responsible for the Standard Motor Company's activities in Bombay and Calcutta.

Returning to this country a short time afterwards he took over responsibility for the Standard Motor Company's London Service Station in North Acton.

From here, at the instigation of Mr. William Rootes (as he then was) he joined the Rootes' organisation and with the approach of war was responsible for numerous contracts with the various Ministries in connection with the Government contracts upon which Rootes were becoming engaged throughout their various organisations, including the production of motor vehicles, aeroplane components, and engines.

In the latter stages of the war, he made a complete review of the selling and servicing organisations of the Rootes Group, from both a manufacturing and retail point of view and prepared recommendations for its post-war structure.

In 1945 he joined the manufacturing side of the Rootes Group and was appointed Sales Director with responsibility for sales and service activities of the Rootes Group Manufacturing Companies in the Home market.

In February, 1954, he joined the Rover Company as General Sales Manager, his responsibilities including the Service and Parts departments. In December, 1957, he was appointed Executive Director and he joined the Board as Sales director in December, 1960. From this appointment he resigned in May, 1962, and to the date of his death acted in a Consultative capacity and as Executive Assistant to the Managing Director.

Prior to his retirement Mr. Lloyd Dixon served on the Council of the Society of Motor Manufacturers and Traders and as a member of many of the committees of the Society, and notably as Chairman of the Consumer Legislation Committee.

He will be greatly missed and we speak for his many friends in extending to Mrs. Lloyd Dixon and her family our deepest sympathy.



ticularly in the large Corporations. Communication is a much abused word today and I do not think there is anyone in industry who is unaware of the necessity to communicate. But what do we communicate and how do we do it? In a small Organization this is no problem. The Manager by his physical presence in walking round the works can know everybody and give a full sense of participation.

As the Organization gets bigger so the Management tends to get remote and therefore much has and is being done by Joint Works Councils, Productivity Committees, Works newspapers and so on to reach directly the men on the shop floor and to prevent, as in the old parlour game, the message getting distorted down the line as the number of ears increases. These are areas for Management to take the initiative.

**BIG AND STRONG
TRADE UNIONS**

In an age of big business and big Government there must also be big and strong Trade Unions. We cannot run factories without strong and efficient trade union organizations and in the same way that industrial concerns must merge and reorganize themselves to meet the changing times so, too, must the Unions review their structures and their own multiplicity in order to enable them to maintain reasonable disciplines over their members and adherence to bargains which have been freely entered into by them on behalf of all their members, taking into account the varying conditions of the individual plants concerned.

The shop steward today has one of the most responsible and difficult tasks in industry. If he confines his activities to the plant in which he is accredited, supports his Union and is given full support by Management he has a tremendous potential power for good insofar as the Company, its workpeople and the country's prosperity in general is concerned.

VALID AGREEMENTS

We live in a permissive society where, perhaps, people are once again seeking to re-assert their individuality beyond the restric-

tions induced by repetitive tasks. If we want high remuneration, shorter working hours and a greater affluence then reasonable disciplines must be accepted, preferably voluntarily, and elected representatives must be able to negotiate on the basis that their agreements once entered into will be maintained for an agreed sufficient period of time to enable the productive machinery to fulfil its purpose.

One of the main aims of the Government's *In Place of Strife* was to ensure that agreements once made, were kept and that proper procedures were adhered to. I am doubtful whether legislation is the sole answer to our problems. Nor do I consider it realistic to think in terms of attaching fines to particular individuals although it could well be that employers and unions should be made more responsible for their collective actions.

Industrial relations have fundamentally to do with attitudes of mind and the purpose of any legislation should be to create an environment in which attitudes can more easily be changed. This has largely been the success for instance of the Race Relations Act and any such legislation is best kept to the minimum necessary. In industrial relations a start could probably best be made by insisting on a secret ballot prior to any major strike. A further considerable improvement would be a move to three year contracts on pay and conditions as they are negotiated in America. Unions must be responsible for their members and poaching from one Union to another must be discouraged otherwise the whole structure of responsibility is damaged.

A concerted effort on these fronts by Management, Unions and Government working together could pull us through these difficult times.

We are, of course, not the only country to suffer from strikes and labour indiscipline. In France, Italy, the U.S. and Japan, for example, industry has been suffering from problems which are in many ways as bad as or worse than ours and their number of days lost through industrial disputes is even greater than our own.

**CHALLENGE AND
OPPORTUNITY**

And it would be quite wrong to leave you with the impression that we in British industry are masochistically obsessed with our difficulties. On the contrary, we are only too conscious of the challenge and opportunity facing us, and impatient of anything which hinders us from responding to them.

Our export record shows that we are rising to the challenge. Our exports this year are over 15% greater than last and for the first year since the war we are holding our share of world trade.

Our need now is to build on the success we have already achieved. To do that we have to learn—all of us, whether in Government or industry or whatever—to cope with change which is occurring at a faster rate than ever before in history. I believe we can do this, probably better than any other people on earth, but we must be aware of the difficulties of trying to solve this urgent and vital problem in the relatively remote atmosphere of Westminster. In the industrial areas of our land feelings run high and it is going to require political acumen and persuasion of the highest order to make a change back from militancy to reasoned negotiations.

*There's a welcome
for you at the new
Rover Clubhouse*

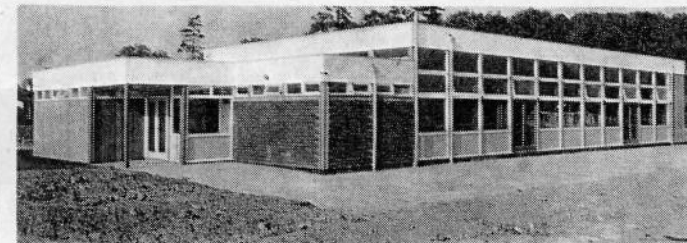
Rowood Drive
SOLIHULL

FULLY LICENSED

SNACKS AVAILABLE

OPEN SEVEN DAYS

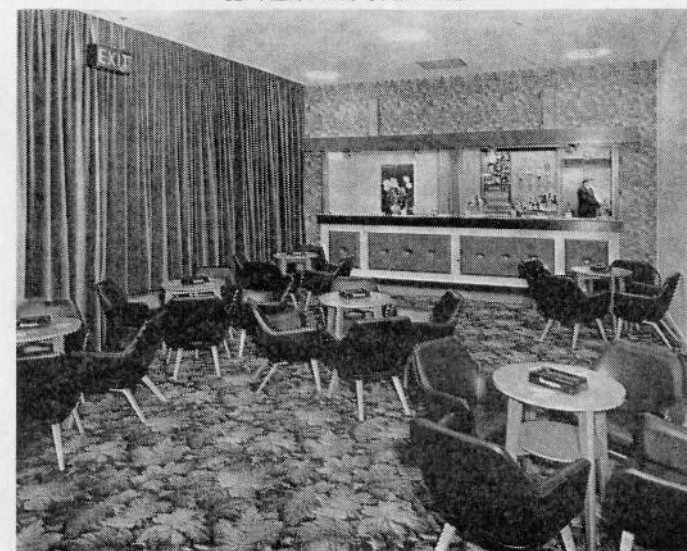
A WEEK	
Mon-Fri	12.30 p.m. — 1.30 p.m. 4.30 p.m. — 10.30 p.m.
Saturdays	12.00 noon — 2.30 p.m. 4.30 p.m. — 10.30 p.m.
Sundays	12.00 noon — 2.00 p.m. 7.00 p.m. — 10.30 p.m.



THE NEW CLUBHOUSE



A VERY ROOMY BAR



PLEASANT LOUNGE

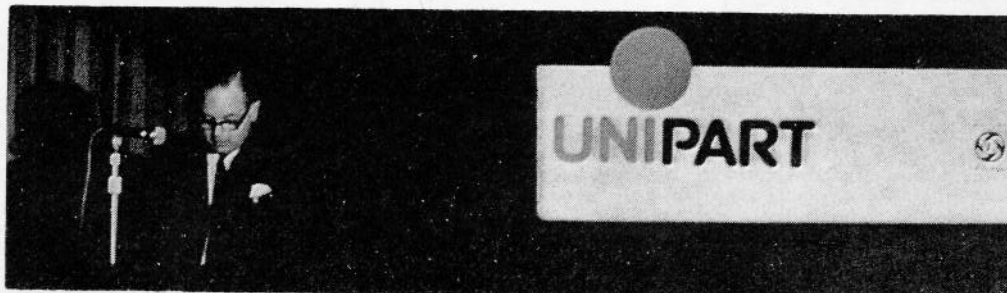
'PLACE THE BALL' JACKPOT FOR TYSELEY MACHINIST



THE *Evening Mail* Place the Ball competition is very popular in the Midlands, and over the years quite a number of Rover employees have figured in the prize lists. For this edition of *Rover and Alvis News* we are delighted to have the opportunity of congratulating MRS. DORA MILLINER, a machine operator at the Rover Company's Tyseley factory, for winning outright the £7,500 Jackpot in a recent 'Place the Ball' competition.

Mrs. Milliner is all smiles as you can see, and no wonder, for as she says, she can now play fairy godmother to her family. There is to be a car for hubby, and a bumper holiday for Mom and Dad and for Keith and Valerie, their two children. Mrs. Milliner, who has been in the service of the Company since October 1960, says she intends to go on working because she enjoys it and the occupation keeps her fit.

A Golden Opportunity for British Leyland Distributors



ROVER Distributors from all over the British Isles met at St. John's Hotel, Solihull, on Monday, 3rd November, 1969 to be briefed on British Leylands UNIPART service. Mr. A. B. Smith, Rover's Managing Director, opened the presentation ceremony and thanked everyone present for the interest they had shown in coming to hear all about UNIPART and the golden opportunity which the new service offers in the field of Parts Supply.

Mr. W. Thomas, Mr. G. Brian, Mr. H. V. London and Mr. A. E. Webster of Rover's Parts Division each spoke in turn explaining the UNIPART scheme in detail and their talks were supported by interesting film shots and stills emphasising the importance and value of UNIPART as a means of securing more trade which could lead to the domination of the parts and accessories business in all areas.

After the presentation the guests were entertained to lunch and the occasion provided opportunity for Distributors and Rover personnel to get together and discuss problems of common interest.

This new British Leyland project officially launched on 1st December, 1969 is receiving nation-wide publicity.

Dinky Production of British Leyland Products

LIKE the real thing, die-cast model cars of today are extremely sophisticated, and if one looks at Dinky Toys produced by Meccano Limited, who are the oldest manufacturers in the field, one notices cars that have practically everything except a working engine. Every year, millions of these model cars are sold to people in all walks of life—serious collectors, young children, schoolboys and to the man in the street who wants a model of his own personal car.

The Dinky Toy era started thirty-two years ago with a range of only six die-cast vehicles—now all valuable collectors' pieces—which had none of the modern refinements. Early Dinky Toys would now be considered quite crude compared with the construction and finish of the present day models of trucks, buses and cars, but many of the 'veterans' fetch very good prices among collectors of die-cast models. A Royal Mail van, made in 1935 and sold for 10d, would now be worth over £5 to an enthusiastic collector.

From humble beginnings Dinky Toys have grown to the present range of more than 160 different models, and are now sold to nearly one hundred countries all over the world—even to the very home of toy making, Germany.

Dinky Toys initially come off a drawing board and are designed and built from drawings and specifications provided by Motor Manufacturers in this country, the Continent and America.

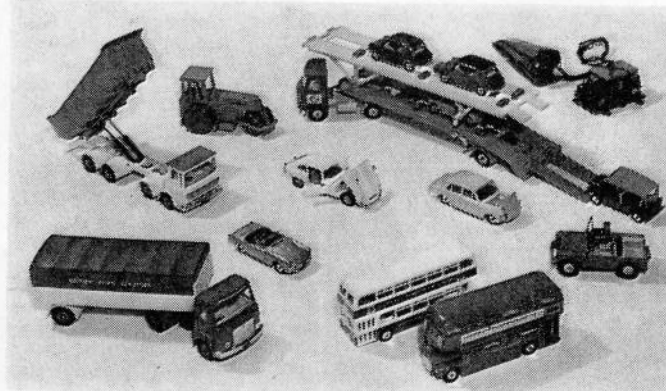


Chassis line.



Assembly line.

There is nothing haphazard about production of Dinky Toys—they are true engineering products made with sophisticated equipment, using systems which turn out thousands of vehicles each hour. If British Leyland could produce trucks, buses and cars as fast as Dinky Toys are made by Meccano Limited of Liverpool production would break world records.



A wide display of Corporation products.



Land-Rover in service with Jaguar

Recently put into service by Jaguar Cars Limited, this Land-Rover is now on its first Continental trip with their Technical Service Engineer/instructor.

Stalwart to the rescue



RECENTLY completed by Alvis Limited, this specially modified 'Stalwart' is ready for use in flood relief and fire fighting work and is destined for operation in the Far East.

Arnhem Pilgrimage Survivor of great battle at Remembrance Ceremony

TWENTY-FIVE years after George Cockayne was dropped by parachute with the First British Airborne Division at Arnhem on 17th September, 1944, he returned with 96 other survivors for a remembrance ceremony in Holland. Sponsored by the Dutch and feted by the Dutch people for four days the pilgrims were overcome by the wonderful reception and generosity shown to them by the Dutch, who have done much to preserve the memory of the great Battle of Arnhem.

Taken prisoner towards the end of the battle, George will never forget his war experiences and it is unfortunate that we are unable to publish the complete story in our newspaper—a story full of interest—which takes us through his harrowing experiences at Arnhem, his capture, his prison life at Nuebrandenburg and the great day when he and his party were handed over by the Russians to the Americans in exchange for some cartons of cigarettes.

George Cockayne left the army as a sergeant in 1947 and joined the Rover Company where he is now employed on Land-Rover assembly at Solihull.



P.O.W. 90268 (1944).



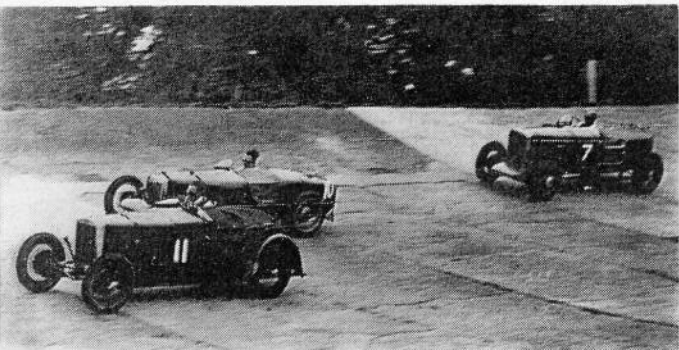
To-day George shows his medals and remembers.

WORLD CUP SOCCER TEAM LINK WITH BRITISH LEYLAND

ENGLAND'S World Cup soccer team and British Leyland have linked for the 1970 London to Mexico World Cup Car Rally. The team of three Triumph 2.5 P.I.'s will be driven by Andrew Cowan, Paddy Hopkirk and Brian Culcheth. Pictured at the London Motor Show left to right, Geoff Hurst, England World Cup footballer, Paddy Hopkirk, Sir Alf Ramsey, England team manager, and Lord Stokes, chairman and managing director of British Leyland. (See also story on page 6).



YEARS AGO



OCTOBER 17th, 1931 is the date when this interesting picture was taken, and it has been submitted to *Rover and Alvis News* by Mr. W. M. Couper a Director of W. M. Couper Limited, the Rover Dealers at St. Albans. Taken at the Brooklands Racing Circuit, the picture shows Mr. Couper at the wheel of a Rover Speed 20 (Car No. 7) in the Cumberland Short Handicap Race, and in one lap his recorded speed was 96.15 m.p.h. Mr. Couper finished 2nd in the race followed by Car No. 10, which was driven by Mr. Whitney Straight who is now Deputy Chairman of Rolls-Royce.

NEW ORGANISATION

RECENTLY British Leyland Motor Corporation Limited and the National Bus Company agreed to form a new organisation under the name LEYLAND NATIONAL LIMITED to be based in Cumberland for the production of single deck buses. At the same time British Leyland agreed to increase their shareholding in Bristol Commercial Vehicles and Eastern Coachworks to 50%. The agreement provided for British Leyland to be responsible for the day-to-day management of all three companies in accordance with the policy laid down by their respective boards.

SIGNIFICANT ADVANCE BY AEC FOR UK ROAD HAULAGE INDUSTRY

ANTICIPATING future trends towards higher UK legal gross weights for articulated vehicles, and taking into account the increasing use of 40 ft. standard containers weighing up to 30 ton, AEC Limited announce a new three-axle tractor unit—the V8 Mammoth Major, plated for 44 ton g.t.w. and powered by a 272 bhp engine to give over 6 bhp/ton. The new unit incorporates many of the design features of the export V8 Mammoth Major which was introduced at the 1968 Commercial Motor Show, and marks a significant move in high-capacity trucking in this country.

LARGE NEW PANDA FLEET FOR THE MANCHESTER AND SALFORD POLICE

THE Austin Morris Division of British Leyland have recently received an order for ninety Mini 850 saloons (of which 30 are at present in service) from the MANCHESTER AND SALFORD POLICE for use on Unit Patrol Duties.

The vehicles are used on many Police duties, ranging from fingerprint and police dog vans—to personnel carriers and road patrol cars.

Over half of Britain's police vehicles come from the Austin Morris Division of British Leyland.

MAXI ENGINE POWERS AUSTRALIAN ENDURANCE RECORD BREAKER

AS a demonstration of durability at sustained highway running pace, the new Morris 1500 saloon, recently announced in Australia, has just completed a unique 15,000 mile high speed endurance test.

The car, a 5-door version of the successful Morris 1100/1300 fitted with the Austin Maxi overhead camshaft engine, is built at British Leyland's A\$60 million factory in Sydney.

In a 10-day endurance test a standard production 1500 covered 15,606 miles on public roads in Australia's Northern Territory between Darwin and Alice Springs. This is the greatest distance ever covered in Australia by one car in a ten-day period.

The car's average speed to the 15,000 mile mark was over 60 miles per hour, and the best one day run was 1,798 miles.

SOLIHULL · PERRY BARR · TYSELEY · TYBURN ROAD LONG SERVICE AWARDS

Presented by Mr. A. B. Smith, Managing Director

WEDNESDAY, 8th OCTOBER, 1969



LEFT TO RIGHT: Mr. P. R. Tedstone (Solihull), Mr. J. G. O'Driscoll (Tyburn Road), Mr. A. B. Smith, Mr. J. G. Vernon (Solihull), Miss R. F. Phillips (Solihull), Mr. F. C. Harris (Tyseley), Mr. H. Woods (Perry Barr), Mr. W. G. Bush (Solihull)

BRIEFS PRESS RELEASE

LORD STOKES TO JOIN MARKETING COUNCIL

FIVE top industrialists are to serve on a new advisory council being set up by the Institute of Marketing. They are Lord Stokes, Henry Lazell, Sir Derek Pritchard, Viscount Caldecote and Sir Edwin Leather.

LEYLANDS TO MAKE PARTS FOR RENAULT

BRITISH LEYLAND have signed a contract estimated at £5 million to make parts for Renault, the French state-controlled car firm. The deal was disclosed by Lord Stokes, head of British Leyland, at the Paris Motor Show.

The parts are underframe and body pressings for the Renault R-8 and R-10 saloons, two family cars sold in many parts of Europe. They are being produced by Pressed Steel Fisher and exported direct to Renault plants in France.

Leyland was chosen for the contract because it can make the parts better and more quickly than French firms.

LEYLAND SIXES IN BIG DEMAND

LEYLAND six-wheel heavy duty trucks are in big demand. The Lancashire company has received orders for 370 six-wheel chassis for UK customers valued at £1,170,000. Largest order is from Amey's the well know Midland aggregate suppliers. They have called for 200 Super Comet 20's and 125 Retrievers. The Super Comet 20, a six-wheel 20-ton gross machine is one of Leyland's specialist chassis designed for tipper/mixer application.

NEW APPOINTMENTS IN THE TRUCK AND BUS DIVISION

MR. ARTHUR FOGG, the former Director and General Manager of AEC Limited has been appointed Director and General Manager of Leyland Motors Limited. He succeeds MR. RONALD ELLIS, who as Managing Director of the Truck and Bus Division of British Leyland, is now concentrating on the wider sphere of operations.

As a result of Mr. Fogg's new appointment at Leyland Motors Limited, Mr. GEORGE BURNSIDE, formerly Director and General Manager of the Maudslay Motor Co. Limited, British Leyland's commercial vehicle axle manufacturing subsidiary, has been appointed Director and General Manager of AEC Limited. Mr. H. T. RUDD, formerly Director and General Works Manager of Leyland Motors (Scotland) Limited, has been appointed Director and General Manager of the Maudslay Motor Co. Limited in succession of Mr. Burnside.

Mr. LESLIE SEWELL, formerly Works Director of AEC Limited has now been appointed Director and Deputy General Manager of the Southall concern.

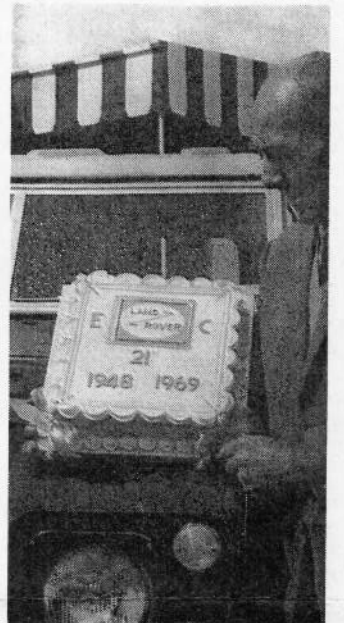
BRITISH LEYLAND ENTER PHILIPPINE MARKET

THE Overseas Division of British Leyland has concluded an agreement for the assembly and progressive manufacture of a wide range of British Leyland commercial vehicles in the Philippines.

This move will make British Leyland the first UK commercial vehicle manufacturer to have a strong interest in this valuable truck market, which is currently dominated by Japanese and American Companies.

A Land-Rover cake for the show

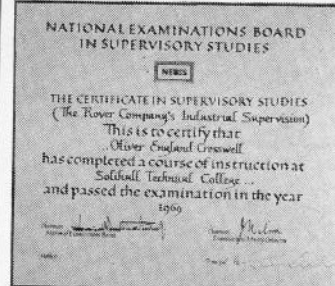
TO celebrate the 21st Anniversary of their association with the Land-Rover and also to celebrate the 21st birthday of the Land-Rover, Messrs. Eyles and Coxeter, formerly J. Coxeter & Co of Oxford, had a cake specially baked and decorated for the



Oxford Agricultural Show. In the picture, Mr. Reg Partridge, Sales Manager, is showing the cake before it was cut by Mr. F. J. Nutt (Rover Home Sales) and needless to say, visitors to the stand enjoyed samples with their refreshment. The cake was baked by Casena and decorated under the direction of their Master Baker, Mr. Bernard Clarke.

Certificates for Supervisors

FOURTEEN Supervisors from the Inspection, Solihull and Tyseley Production Departments have successfully completed the course leading to the award of the 'Certificate in Supervisory Studies' from the National Examinations Board in Supervisory Studies (N.E.B.S.S.).



To qualify for this certificate as illustrated, each person has to satisfactorily complete a course

comprising a minimum of 240 hours of study—including a residential weekend, complete a project based on their job, pass two written papers and one oral examination.

The aim of this National Scheme for Supervisory Studies is that it shall be complementary to, and integrated with, the Company's existing arrangements for the Training of Supervisors.

The N.E.B.S.S. Course was the first of its type to be organised by the Rover Company's Education and Training Centre.

ORIENTAL VIEW FOR PRINCESS



At the opening of the British Trade Fair in Tokyo, Princess Margaret and Lord Snowdon pause to look at a Rover Three Thousand Five.



STANDARD-TRIUMPH OF COVENTRY

1903 1969

AIMING TO PRODUCE OVER 140,000 CARS EACH YEAR

FACED with the momentous problem of having to overnight become the family bread-winner following the death of his father in 1902, a young civil engineer decided to enter the 'horseless carriage' industry. The young man was Reginald Maudslay, who founded the Standard Motor Company in a small Coventry factory on 2nd March, 1903.

During its first year total production was three units—a figure which steadily increased to the 1968 record of 140,000 units.

Maudslay and his Chief Engineer, Scotsman Alex Craig, carried out thorough inspections on other engines in production at the dawn of the motor industry. As a result of their findings they designed a series of new engines within two years of the company's formation. These included one, four and six cylinder formations.

Car production stood at 50 units a week in 1914 when the first World War broke out. Initially, Standard's contribution to the war effort was restricted to the manufacturing of munitions. But, in 1916 the new Canley factory was equipped for the production of the famous RE8 Sopwith plane of which 1,600 were completed before the Armistice. When peace came Standard quickly returned to car production and by 1920 output had risen to well over 200 units a month. The majority of these units were the 9.5 h.p. four-cylinder model SLS, based on a pre-war Standard design.

STANDARDISATION PAYS DIVIDENDS

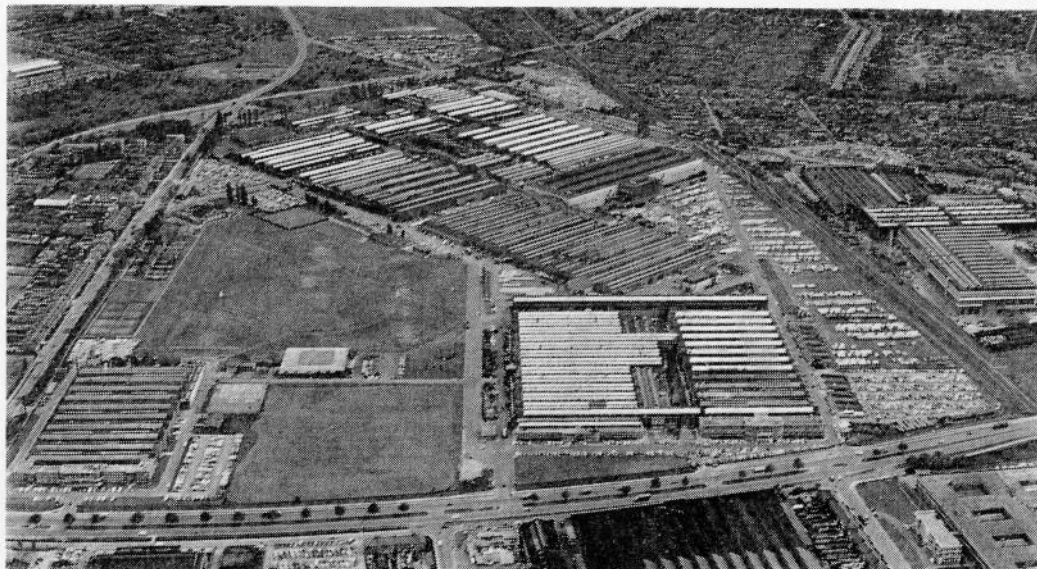
Although the effects of the forthcoming slump were already being felt by other car manufacturers in the mid-20's Maudslay's policy of 'standardisation' was beginning to pay dividends.

In 1927 the fabric bodied Fulham was the only Standard available. However, the Fulham, which sold at £185, could be purchased with either a 9 h.p. engine or a six cylinder unit.

Before the height of the slump the Big Nine Standard was introduced which together with the six cylinder Ensign and Envoy constituted the complete range. The Big Nine was soon followed by the Big Twelve after which the Company went from strength to strength.

Shortly after Maudslay's death in December 1934, production was entirely transferred to Canley and the works were extensively re-organised.

The early 1930's were undoubtedly the years of the 'specials' and Standard chassis and engines proved to be extremely popular with the numerous coachbuilding firms involved in producing their own models. Among those utilising Standard components were Swallow sidecars, later to become Jaguar, now a fellow company in the Specialist Car Division of British Leyland.



Recent aerial photograph of Canley and Fletchamstead factory.

Expansion continued and in 1938 two new shadow factories were opened at Fletchamstead and Banner Lane. Shortly afterwards Standard made motoring history with the introduction of the 8 h.p. car which was the first mass production light car to feature independent suspension. Exactly 21 years later this achievement was repeated with the independent rear suspension on the Herald.

Before the outbreak of the second World War, production had reached 50,000 units a year. But of course, production was once again stopped and Standard played another important role in the war effort. Among the major contributions made was the production of 1,066 Mosquito aircraft as well as 750 Oxford training planes and 200,000 Bristol Hercules aero engines.

After the cessation of hostilities production was resumed in a remarkably short time. Less fortunate than the Standard Motor Co., was the Triumph Company, whose factory was destroyed in the blitz. The assets and the name were acquired by the Standard and a year later in 1946, the first post-war Triumph emerged—the 1800 saloon and roadster.

ENTER THE VANGUARD

In 1947 Standard Motor Co., caused another sensation with the introduction of the first true new post-war car—the Vanguard.

The Vanguard, with its 4-cylinder 1850 c.c. engine, was specifically designed to meet the needs of the home and overseas markets while selling at a competitive price. The Vanguard met with an almost immediate overwhelming success. Before it was phased out in 1960 more than 270,000 had been sold.

At the London Motor Show in 1953 Triumph announced their most exciting sports car ever—the TR2. The new car received world-wide acclaim from both the motoring press and the general public. Almost immediately the little TR's began to earn the company thousands of pounds in foreign exchange.

With very little modification the TR2 proved to be ideally suited for international competition work, and achieved many major awards in rallying until it was superseded by the TR3 in 1955.

In 1959 Standard-Triumph's tractor manufacturing plant at Banner Lane, was sold to Massey-Ferguson of Canada. The money from the sale was ploughed back into the company's car producing facilities, and a new assembly hall with ultra-modern equipment was built at a cost of £2½ million. A new paint plant was erected and the Tile Hill factory was acquired. Manufacturing facilities were also extended as far afield as Liverpool.

EVER POPULAR HERALD

Undoubtedly, 1959 was a milestone in the company's history and was well marked by the introduction of the ever popular Herald. To date more than half-a-million Herald's have been sold.

Two years later Leyland Motor Ltd. acquired the Standard-Triumph group. This made the Leyland Motor Corporation Ltd., as the new company was called, into one of the most powerful combinations in the United Kingdom.

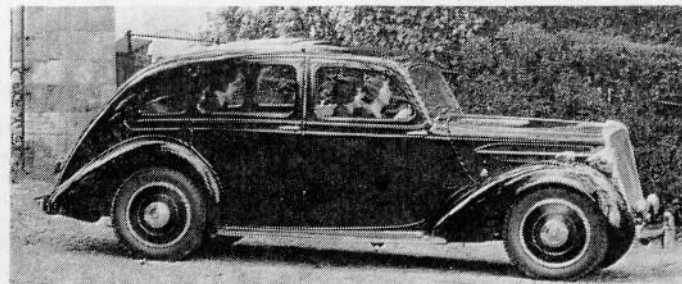
A new model policy, based on the Herald, provided the public with a complete range of cars to suit every taste and pocket from the sporting Spitfire '4' and TR4 to the prestigious 2000.

The Triumph 1300 was introduced at the London Motor Show in 1965, and received the 'Car of the Year' award soon afterwards. Although the 1300 was a completely new design for Triumph, its sophisticated looks and lush interior made it an immediate success.

With the production capacity of the factory breaking records every year so the export proportion increased. Existing models were improved and in some cases given larger engines thus keeping Triumph range competitive. In 1968 the American authorities instigated many new and stringent safety regulations, but despite this Triumph retained their strong hold on the sports car market by immediately modifying the TR5, GT6 and Spitfire to meet the new requirements.

PEAK PRODUCTION

Shortly afterwards the Leyland Motor Corporation merged with British Motor Holdings, and Standard-Triumph became a member of the Specialist Car Division of the new company. The Triumph payroll now stands at 11,000, and international demands are so great for the present range—the latest addition to which is the TR6—that production is still at a peak.



Standard Flying 12



Vanguard

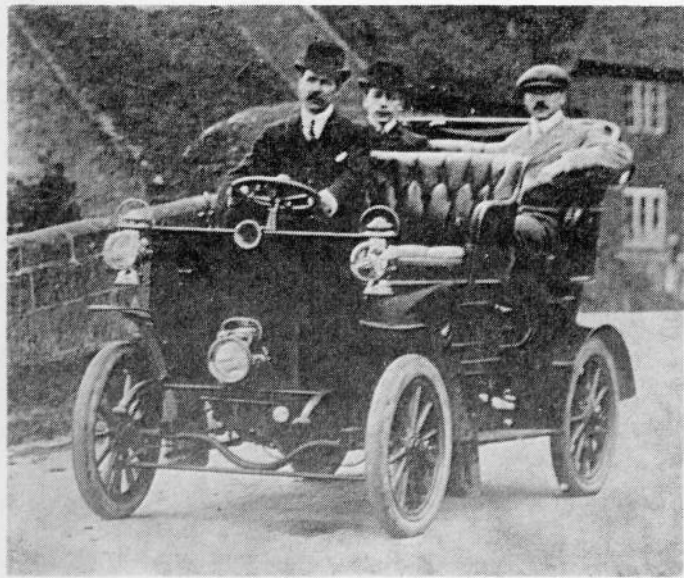


REGINALD WALTER MAUDSLAY
1871-1934

From the outset Maudslay insisted on shaft drive as opposed to the then popular chain drive. This early foresight of Maudslay has been reflected throughout the years in Standard-Triumph policy and design innovations.

Standard's first competition success came in 1905 when Maudslay himself drove a Standard to 11th place in the Tourist Trophy of that year. Another 'first' came in 1905 when the first export sales was made by the company to a visiting Canadian.

As the Standard cars gained a name for reliability, expansion continued rapidly in order to meet the ever-increasing demands. The biggest development was the acquisition of the Canley plant—two miles from Coventry's busy centre—which became, and remains today, the headquarters for Standard's directors and chief executives.



1903 The first Standard car

F.A. TO SPONSOR TRIUMPH 2.5 P.I.'s IN LONDON TO MEXICO WORLD CUP RALLY

BBRITISH LEYLAND announced at the London Motor Show, Earls Court, in October, that its team of three Triumph 2.5 P.I.'s for the London to Mexico World Cup Rally, will be officially sponsored by the Football Association, current holders of the Football World Cup.

Making the announcement at a Press conference attended by Sir Alf Ramsey, the England Team Manager, and members of the England football team, Lord Stokes, Chairman and Managing Director of British Leyland, said:

"We felt that it was essential to have a strong football interest in our entry to link the millions of football fans with this exciting motoring marathon which coincides with the greatest football final in the world.

"Whatever international problems we may have—social, economic or political—every nation admires the qualities of fair play, fitness and loyalty which have made the England team so famous. I am sure that many a British salesman has smoothed out difficult commercial negotiations by bringing English football and its achievements into the conversation to find a little common ground.

"I was delighted by the F.A.'s willingness to link their name and that of the world champions with British Leyland's team for this rally.

"It is a magnificent opportunity for us to show off the quality and reliability of our cars, and carrying the badge of the F.A. will assure us of the greatest possible public attention.

"As well as enhancing Britain's prestige abroad in conjunction with the F.A., at British Leyland we hope naturally, to capitalise on the export sales opportunities and make an even greater contribution to this country's economic stability".



The British Leyland team comprises top rally drivers Paddy Hopkirk, Andrew Cowan and Brian Culcheth. Cowan won last year's London to Sydney Marathon and in October this year won outright the rugged Southern Cross Rally in Australia in which he drove a British Leyland Austin 1800. For the London to Mexico World Cup Rally, the latest Triumph 2.5 P.I. Mk. 2's (petrol injected), announced recently will be used. In standard form, they have a top speed of 110 m.p.h. and 0-50 acceleration of 7.5 seconds.

OUR BEST WISHES FOR A LONG AND HAPPY RETIREMENT

MORGAN
Mr. Charles Henry Morgan on 25th September, 1969. He was employed as an assembler at Perry Barr. (37 years' service).

TONKS
Mr. C. A. Tonks on 23rd October, 1969. He was employed as an inspector in the Inspection Department, Acocks Green. (25 years' service).

GUEST
Mr. John William Ernest Guest on 31st October, 1969. He was employed as a Technician in Overseas Reception at Seagrave Road. (40 years' service).

TYLER
Mr. Louis Tyler on 30th October 1969. He was employed as a Grinder at Tyseley. (14 years' service).

WATTS
Mr. Robert Leslie Watts on 30th October, 1969. He was employed in P6 Solihull. (31 years' service).

MERRY
Mr. W. E. Merry on 30th October, 1969. He was employed in the Alvis Test Dept. at Baginton. (10 years' service).

CASEY
Mr. R. Casey on 30th October, 1969. He was employed in the Inspection Dept. at Alvis (15 years' service).

FLYNN
Mr. E. S. Flynn on 30th October, 1969. He was employed in M/C Progress Dept. Alvis. (16 years' service).

FLYNN
Mr. P. Flynn on 30th October, 1969. He was employed in the Maintenance Dept. Alvis. (16 years' service).

WELL EARNED RETIREMENT TWO ALVIS EMPLOYEES SHARE 100 YEAR RECORD



Photo by courtesy Coventry Evening Telegraph

Mr. J. T. ROBERTS—Mr. T. LAWRENCE (Alvis)

At the Alvis Works, Coventry, two employees each with 50 years' service, retired in September, 1969. Mr. J. T. Roberts (*F.V. Experimental*) and Mr. T. Lawrence (*Capstan Setter Operator in No. 1 Machine Shop*) received their long service certificates at a ceremony held at Coventry and these were presented to them by Mr. R. F. Skidmore, Works Director. In the picture (left to right) Mr. J. T. Roberts, Mr. R. F. Skidmore, Mr. T. Lawrence.



Mr. C. H. STEVENSON (Solihull)

MR. STEVENSON joined the Rover Company at Solihull during September, 1957, as a Progress Clerk in the Shipping Department and retired after 12 years' service on 26th September, 1969. He was responsible for the reporting of vehicle progress through Production until final receipt in Sales Stock, and during the course of these activities he gained an intimate knowledge of the working of production lines and established many contacts who were in a position to expediate vehicles through the assembly processes. Mr. Stevenson was a Minister of the Church, and was in charge of Lees Memorial Hall, Lapworth. His church activities did extend in fact, to the factory in that, with the assistance of Mr. R. Dixon, he provided accommodation and also arranged weekly prayer meetings within the works. Although he has retired from industrial life, his Church activities will be continued as Minister of the Baptist Church at Ewyas Harold, Hereford. In the picture, Mr. Stevenson (right centre) is seen with some of his friends and colleagues receiving a farewell gift from them, presented by Mr. J. E. Beanland.



MRS. D. NUTTALL (Acocks Green)

WITH 22 years Rover service to her credit, Mrs. D. Nuttall retired on 16th October, 1969. A member of the office cleaning staff at Acocks Green factory, Mrs. Nuttall made many friends there, and at a farewell ceremony held at Acocks Green she was presented with a clock by Mr. R. C. Holdsworth (*Personnel Officer*) on their behalf. In the picture Mrs. Nuttall is seen with some of her friends and colleagues receiving her gift from Mr. Holdsworth.



Mr. RAY FORMAN (Solihull)

AFTER eighteen years' service in the Engineering Department at Solihull Mr. Ray Forman retired on 30th September, 1969. His career in pre-war days was civil engineering in the Burton-on-Trent area and during the war years he was a fitter with the Bristol Aeroplane Company designing experimental air frames. He was concerned with the wartime Beaufighter, Bristol Freighter and Brabazon Aircraft.

In 1951 when Mr. Forman joined Rover he was responsible to Mr. A. S. Ostler and took charge of the Land-Rover Body Design Section. During 1960 the Chassis and Body Drawing offices were integrated

under the leadership of Mr. Ben Brown. Ray Forman has been concerned with the design and development of the bodywork of all Land-Rovers and the many variants. The final eighteen months of Mr. Forman's service were spent giving valuable assistance to Mr. V. M. Hanks and Mr. D. L. Johnson in respect of activities and interests directed towards B.L.M.C. standards and Rover metrication.

The presentation of a cheque by Mr. Peter Wilks, Technical Director, on behalf of Ray's colleagues, will be utilised to meet part of the cost of a conservatory which Ray Forman has decided to purchase as a retirement gift. In the picture Mr. Forman is seated centre next to Mr. Wilks on his left.

TRIPLE EVENT AT PERRY BARR

FOR the retirement of three employees at Perry Barr, Mrs. N. Warner and Mr. A. Allen organised a special farewell party and dance at the Punch Bowl Hotel, Lapworth, on Saturday, 4th October, 1969. Over 150 friends and colleagues attended to give their good wishes to Mr. E. Chiles (*Inspection Dept.*) Mr. A. Macara (*G.I.D.*) and Mr. R. Yates (*Plating Shop*) who were retiring after long and valuable service with the Rover Company. During the evening, Mrs. Warner, on behalf of their workmates, presented Mr. E. Chiles with a transistor radio, Mr. A. Macara with cash, and Mr. R. Yates with a full angling kit, and their wives who were with them on this great occasion each received a bouquet of flowers.

The report of this event was submitted by Mr. E. M. Brown and the photographs were taken by Mr. R. W. Madeley.



MR. & MRS. E. CHILES



MR. & MRS. A. MACARA



MR. & MRS. R. YATES



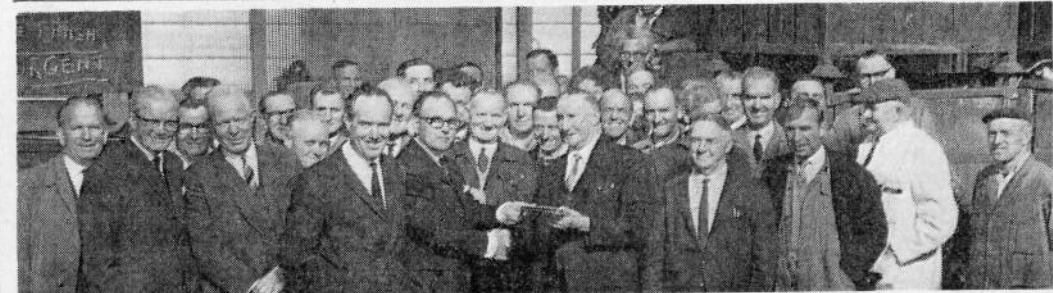
Mr. CHARLES E. MYATT (Solihull)

ON Friday, 31st October, 1969, Mr Charles E. Myatt (MCD) retired after 10 years' service with the Company. At a presentation ceremony held in the Junior Staff Canteen at Solihull, about fifty of his friends and colleagues gathered to wish him well. Mr. L. N. Callaby warmly thanked Mr. Myatt for his valuable service to the Company and presented him with a cheque and a bouquet of flowers for his wife. In the picture Mr. Myatt is seen seated at the front, fifth from the left, with Mr. Callaby next on his right.



MR. V. J. STARR (Springfield)

AT the Rover Company's Springfield Works on Monday, 20th October, 1969 a presentation ceremony was held to mark the retirement of Mr. V. J. Starr (*Experimental Buying*) after 29 years loyal service with the Company. In the picture Mr. Starr is seen receiving good wishes from Mr. A. B. Smith, Managing Director, and one of several gifts subscribed for by his friends. There was also the gift of a brooch and bouquet for Mrs. Starr.



Mr. TOM JONES (Solihull)

AFTER 17 years' service with the Rover Company Mr. Tom Jones (Service Transit Stores) retired on Thursday, 2nd October, 1969. At the presentation ceremony held at Solihull, Mr. A. E. Webster, General Parts Manager, thanked Mr. Jones for his valuable service with the Company and on behalf of his many friends presented him with a wallet and cash with good wishes for a happy retirement. In the picture Mr. Jones is seen receiving his gift from Mr. Webster, with some of his friends and colleagues.

PROUD RECORD OF SERVICE



Mr. SIDNEY EDWARDS (Tyseley)

A LIFETIME of service with Rover is the proud record of Mr. Sidney Edwards, a Toolsetter on the Cylinder Block line at Tyseley works, who retired on Thursday, 2nd October, 1969. Mr. Edwards first joined Rover at Tyseley Works on 18th September, 1918, as an operator. To wish him well in his retirement, fifty of his friends and colleagues attended a farewell ceremony at Tyseley Works when on their behalf, Mr. E. Scott, Executive Director Production, Tyseley Group, presented him with a transistor radio. Picture shows Mr. Edwards receiving his gift and good wishes from Mr. Scott.



MISS F. FIELD (Alvis)

After 17 years service with Alvis, Miss F. Field (*Embodiment Loan Controller*) retired on 29th August, 1969. In the picture Mr. Pereira is seen presenting her with a transistor radio and a nest of tables, subscribed for by friends and colleagues.

NEWS

News items for proposed publication should be sent to:

MR. H. B. LIGHT
ROVER AND ALVIS
NEWS,
THE ROVER
COMPANY LTD.,
Woodcock Lane North,
Acocks Green,
Birmingham, 27.

ALVIS APPRENTICES BEAT DUNLOP IN FINAL

In a contest held between all Works' Apprentices teams in Coventry and District the Alvis team beat the Dunlop Apprentices by two runs in an exciting final.



Front row, left to right: P. Garner, N. Eaves (Capt.), I. Trevelyan, K. Smith. Back row, left to right: N. James, P. Knight, D. Morgan, P. Koperski, D. Anderson, P. Weston, E. Hall.

THE WINNER OF TROPHIES AT SOLIHULL

WINNER of the Aslin Trophy for Snooker earlier in the year Mr. R. Newbould (*Vehicle Progress*) achieved further success when he beat Mr. D. Hyman (*Technical Service*) in the Billiards Final with a score of 200 against 158. Although Hyman put up a good fight he was no match for Newbould whose wider experience and excellent ball control enabled him to forge ahead in comfortable style.

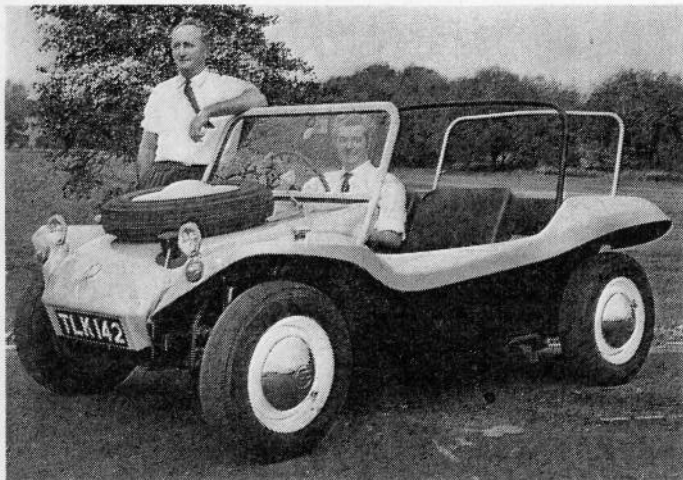
The losing semi-finalists in the competition were Mr. H. H. Lee (*L/R D/O*) and Mr. N. Clay (*Experimental Weld*). Prize for the highest break went to Mr. G. Hicks (*Carpenter's Shop*) with a break of 37.

Mr. A. Manley (*Asst. Welfare Secretary*) presented the Trophy to Mr. Newbould and prizes to the players mentioned above.

QUALITY CONTROL TEAM THROW BEST DART

THE Inter-departmental Darts Tournament at Alvis was won by Quality Control, who beat non-current Spares by four games to three. The winning Quality Control team included J. B. Banks, E. R. Banks, P. Avery, W. Feasey, E. Thompson, D. Kelly and M. Taylor.

THE JAUNCEYS BUILT IT



A ROVER employee, Mr. Hedley Jauncey, of 156, Widney Road, Bentley Heath, Solihull, has built his own car. Hedley, who has worked for the Rover at Solihull for 15 years, is employed on quality investigation. He was assisted by his brother Alan, also a Rover employee, who works on P6 Final line and has been with the Company some five years. The car, which was originally a Volkswagen Beetle, had been on the road since 1955 and was ready for the scrap heap after doing 177,000 miles. He put in one new piston and rings and after much further effort with the engine etc., the vehicle was thoroughly road

tested. The next step was to remove the old body and then shorten the chassis by 16 inches, together with the brake cables, clutch cables and gear lever mechanism, then re-weld it and get everything back into line. A fibre glass body was then mounted, which is more or less in the shape of a boat. The vehicle is known as a 'Beach Buggy' and is probably the first of its kind in the Midlands. It arouses considerable interest wherever it goes. A nephew, Mr. Neale Jauncey, who is an apprentice at the Rover Tyburn Road factory, is a Cyclo-Cross rider, and is already making a name for himself in various championships.

SPORTS AND SOCIAL

NEWS FROM THE FACTORIES



THE JOY OF THE GAME AT ALVIS

BEATEN only by the odd goal in the Final of the Handicap Tournament these attractive girls in the Alvis 'B' team accepted their defeat with a smile. They play the game for the joy of it and although not successful in their League they always give a good account of themselves and show a real sporting spirit in all their matches.

PERSONAL NEWS

ENGAGEMENT

PAGE—RICHARDSON
The engagement was announced between Mr. Derek Page and Miss Janice Richardson, on Saturday, 18th October, 1969. Mr. Page works as a Tool Cutter in the Cutter Grinding Section, Tyseley.

MARRIAGES

SMITH—DANVERS
On Saturday 2nd August, 1969, at All Saints Church, Kings Heath, Mr. R. Smith to Miss J. Danvers. Mr. Smith is a draughtsman in Planning DO, Solihull.

WIGGETT—BAGLEY
On Saturday, 6th September, 1969, at Yardley Old Church, Birmingham, Mr. David Wiggett to Miss Janet Bagley. David is employed as a car tester at Rover, Tyseley where he has been for 4 years, and Janet has worked at Rover, Solihull, and formerly at Tyseley, for the past 4 years as a typist.

RANDLE—GREEN
On Saturday, 27th September, 1969, at St. Alphege Church, Solihull, Mr. Jack Randle to Miss Sandra Green. Sandra has worked for the past 4 1/2 years at Rover, Solihull, and is Secretary to Mr. Duncan Weston in the Land-Rover and P5 MCD.

FLETCHER—BICKLE
On Saturday, 25th October, 1969, at St. Pauls Church, Bordesley Green, Mr. James Fletcher to Miss Linda Bickle. Miss Bickle, who has worked as a clerk-typist in the BOF Inspection Department for 5 years, was presented with an attractive table lamp and other gifts by her many friends at the Rover.

BIRTHS

MILLS
To Mr. & Mrs. R. Mills a son (David John) on 23rd September, 1969. Mr. Mills is employed in the Assembly Shop, Tyseley, and Mrs. Margaret Mills was formerly employed in the Tool Stores Office, Tyseley.

SILVER WEDDINGS

SMITH
Congratulations to Mr. & Mrs. D. Smith of 8, Wharton Avenue, Damsonwood, who celebrated their Silver Wedding on 22nd August, 1969. Mrs. Smith is employed as a typist in CDOS Dept. at Solihull.

WARD
Congratulations to Mr. & Mrs. Frederick Ward, of 29, The Shardway, Birmingham, 34, who will be celebrating their Silver Wedding on 26th December, 1969. Mr. Ward worked at Tyseley and Perry Barr until his retirement in November, 1968 after 25 years' service.

WILSON
Congratulations to Mr. & Mrs. L. H. Wilson, who celebrated their Silver Wedding on 14th October, 1969. Mr. Wilson is a Manager in P6 Production Control at Solihull.

RUBY WEDDING

MYATT
Congratulations to Mr. & Mrs. C. E. Myatt who celebrated their Ruby Wedding on 21st September, 1969. Mr. Myatt (MCD Solihull) retired on Friday 31st October, 1969 after 10 years' service.

GOLDEN WEDDING

SIMPKIN—WESTON
Congratulations to Jack and Ada Simpkin of 12, Parkway Road, Chudleigh, S. Devon, who will be celebrating their Golden Wedding on 20th December, 1969. They were married at St. Marys Church, Welford, Rugby on 20th December, 1919. Mr. Simpkin was employed in the Car Test Department, Solihull until his retirement in March, 1960 after 19 years' service.

DEATHS

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

STEWART
Mr. Ronald Edward Stewart on 6th September, 1969, aged 62. He was employed as an assistant foreman in P6 Department. (24 years' service).

ADAMS
Mr. Richard Adams on 4th September, 1969, aged 60. He was employed as a stores assistant at Tyseley. (19 years' service).

HOWES
Mr. Albert Howes on 9th September, 1969, aged 55. He was employed as a Labourer at Solihull. (2 years' service).

DARLINGTON
Mr. Harry Sidney Darlington on 7th September, 1969, aged 82. He was employed in the Styling Section, Solihull until his retirement in February, 1958 after 45 years' service.

O'GORMAN
Mr. Michael O'Gorman on 11th September, 1969, aged 57. He was employed as a labourer in the Builders Department Solihull. (9 years' service).

JONES
Mr. Walter Jones on 15th September, 1969, aged 63. He was employed as a s/sk. fitter, Sheet Metal Sundries, Solihull. (6 years' service).

NEVILLE
Mr. William Henry Thomas Neville on 21st September, 1969, aged 68. He was employed in the Jig and Tool shop, Solihull until his retirement in July, 1967 after 22 years' service.

BEECH
Mr. William Charles Henry Beech on 22nd September, 1969, aged 61. He was employed as a Chaser in Progress Dep. Acocks Green. (29 years' service).

WHEELDON
Mr. J. V. WheelDON on 20th September, 1969, aged 61. He was employed in the Jig and Tool Drawing Office, Alvis. (19 years' service).

PHILPOTT
Mr. George William Philpott on 25th August, 1969, aged 68. He was employed at Tyseley until his retirement in July, 1966 after 6 years' service.

GARNER
Mr. Arthur Leonard Garner on 1st September, 1969, aged 67. He was employed as a fitter at Tyseley until his retirement in September, 1967, after 19 years' service.

FERKINS
Mr. Edward Ferkins on 6th September, 1969, aged 68. He was employed in the Toolroom at Tyseley until his retirement in October, 1965, after 11 years' service.

SIMMONS
Mr. William Simmons on 20th September, 1969, aged 60. He was employed as an assembler at Perry Barr. (10 years' service).

PRICE
Mr. Joseph Henry Price on 7th October 1969, aged 68. He was employed in the Service Department, Solihull until his retirement in December, 1965, after 12 years' service.

GOODE
Mrs. L. Goode on 2nd October, 1969, aged 50. She was employed in the Time Office at Alvis. (4 years' service).

PAGE
Mr. James Leslie Page on 11th October, 1969, aged 68. He was employed at Tyseley until his retirement in September, 1967 after 17 years' service.

NEILD
Mr. William Neild on 13th October, 1969, aged 54. He was employed as Chief Wages Clerk at Acocks Green. (30 years' service).

DOLAN
Mr. Michael Charles Dolan on 14th October, 1969, aged 66. He was employed in Inspection Dept. Tyseley until his retirement in July, 1967 after 8 years' service.

RILEY
Mr. William Riley on 28th October, 1969, aged 81. He was employed at Tyseley until his retirement on 1st April, 1960 after 29 years' service.

WORTHINGTON
Mr. Francis Noel Worthington on 29th October, 1969, aged 73. He was employed in the Outside Spares Department, Solihull until his retirement in December, 1966 after 15 years' service.

ROVER AND ALVIS NEWS

A BRITISH LEYLAND NEWSPAPER

SOLIHULL ANGLING

ON Saturday, 1st November, Solihull Anglers were the winners of the 1969 Inter-Works Trophy which was fished for at Barton. The winning team weight was 10 lb 14 oz 14 drms. Tyseley were second with 10 lb 8 oz 8 drms. Acocks Green third with 8 lb 14 oz 10 drms.

The winning team:
K. EATON, R. HARZE, A. JELFS, F. BUTLER, E. GRIFFIN, C. KING, A. BENNETT, J. TROTH, J. HEATH, R. HORTON, D. KEMP, N. MOLES, R. HOLLIS, J. SMALLWOOD, N. SIMPSON, R. TAYLOR, A. NEWWEY, J. NEWWEY, R. SMITH.

FIRST 10 results of contest fished Knowle Sands, Erdington on Saturday, 11th October, 1969. 28 prizes in all.

	lb.	oz.	dr.
R. Taylor	14	11	8
N. Moles	5	10	8
K. Eaton	5	9	8
A. Newwey	5	4	8
A. Jells	3	2	8
G. Meredith	2	15	8
N. Simpson	2	11	8
E. Griffin	2	4	8
J. Heath	2	3	8
W. Brown	2	3	8

SILVER WEDDING PRESENTATION AT CARDIFF

MRS. Olive Moore, a viewer at Cardiff, and one of the longest serving employees there, recently celebrated her Silver Wedding. In the picture she is seen being presented with a coffee set by Mr. C. Skermer, Foreman Service Parts Inspection, on behalf of her colleagues.



ROVER APPRENTICES AND EX-APPRENTICES AT 12th ANNUAL DINNER

THE Rover Apprentice and Ex-apprentice Association's 12th Annual Dinner was held on 30th October, 1969 at the Regency Club, Monkspath, Solihull. The occasion was well supported by over 150 apprentices and ex-apprentices and the gathering also included a number of Rover Directors, Executive Directors and Managers. Mr. A. J. Worster (*Retired Director*) and Mr. L. S. Shaw (*former Apprentice Supervisor, now retired*) were also in the party.

Mr. S. J. Harmer (*Chairman of the Association*) spoke briefly of the work of the Association during the past year and then introduced other speakers. Mr. P. R. W. May an ex-apprentice and now Training Officer at

Solihull, compared the old training scheme with the latest scheme and emphasised the point that opportunities to-day are greater than they were.

A toast to "The Rover Company" was proposed by apprentice Mr. G. D. Searle and responded to by Mr. A. B. Smith, Managing Director, who gave encouraging talk to the young apprentices. Mr. Smith proposed a toast to "The Apprentice Association" and this was followed by the presentation of a number of trophies to successful apprentices by Mr. A. B. Smith, Mr. B. G. L. Jackman, Mr. P. Wilks, Mr. J. Rosbrook, Mr. L. Shaw and Mr. A. J. Worster. The evening was voted a most enjoyable one.



Mr. A. B. Smith, Managing Director presents Mr. L. K. Pearson with Watsonian Trophy for best all round 1st year apprentice.



AND A JOLLY GOOD EVENING IT WAS!