



CARDIFF GIRL WINS THE MISS ROVER-ALVIS COMPETITION



(Left to Right) Miss Margaret Hickman of Alvis, Mrs. Linda Osborne of Cardiff and Miss Gillian Ogden of Solihull.

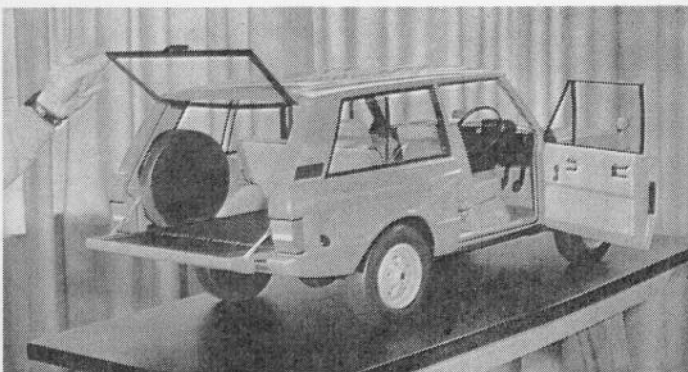
THE Miss Rover-Alvis contest held on March 13 at Solihull was certainly a glittering affair.

Twenty-two finalists were paraded before the judges and the first three places fell to Mrs. Linda Osborne of Rover Cardiff, Miss Gillian Ogden of Rover, Solihull, and Miss Margaret Hickman of Alvis Coventry, in that order.

Everything is now set for the final at the Pressed Steel Fisher Sports and Social Club in June. Our own Mrs. Linda Osborne will be amongst the nine 'final' finalists hoping to become Miss British Leyland 1971. And we wish her the best of luck.

A DETAILED STORY WITH PHOTOGRAPHS

OF THE MARCH 13th EVENT APPEARS ON PAGES 4 AND 5 OF THIS ISSUE.



This (above) is the beautifully prepared scale model Range Rover

BOUQUETS FOR RANGE ROVER



Winner of 'Don Safety' Trophy-

AN outstanding vehicle with a specification which makes a valuable contribution to road safety". That is how the Right Honourable the Lord Chesham, P.C. described our Range Rover after it had been awarded the Don Safety Trophy at a ceremony in London on April 5.

Before a large gathering of British and Continental motoring journalists at London's Royal Lancaster Hotel, Mr. Eldon Griffiths, M.P., Parliamentary Under-Secretary of State at the Department of Environment, who also has a special interest at the Department in matters of road safety, presented the 2 ft. high, solid silver Don Safety Trophy to our Chairman, Sir George Farmer.

The Range Rover is the fifth winner in the Trophy's six-year history won in the face of fierce competition in the largest ever entry of British and foreign cars

and trucks and joins a select company of outstanding vehicles: the Jensen FF (1966) the Bedford KM Heavy Truck (1967) the Vauxhall Victor 2000 (1968) and the Jaguar XJ6 (1969). No award was made last year.

The Don Safety Trophy is a much coveted annual award sponsored by the manufacturers of Don Brake Linings, to encourage and recognise the efforts of vehicle manufacturers and their safety engineers in producing vehicles which make a significant contribution to road safety.

The Range Rover is certainly

an award winning vehicle. As reported in the *Rover and Alvis News* earlier our newest vehicle was equal fourth in the Auto Visie-Continental 'Car of the Year Award' and second in the *Car Magazine*—'Car of the Year

Award' in Britain.

In addition it won a gold medal in the coachwork competition of the 'Institute of British Carriage and Automobile Manufacturers' at the last London Motor Show.

-and the sole representative British vehicle

IN addition to the above, the Range Rover has been chosen, because of its advance design and innovative character, to solely represent the British Motor industry in an exhibition devoted to British design and styling in the Museum of Decorative Art at the Louvre, Paris. The two month long exhibition opened on March 31.

Organised by the C.O.I. on behalf of the Foreign and Commonwealth Office and with the collaboration of the Council of Industrial Design, the exhibition's

purpose is to show the influence design, and designers have on the British way of life.

Although an actual Range Rover will be on display at the approach entrance to the Louvre a specially built scale model will be exhibited inside the museum, complemented by an original artwork and photographic background, providing indication of the various aspects of the design story.

The scale model, over 4 ft. long and nearly 2 ft. wide, has been built by members of the Rover Styling Department and completed in fine detail to a high standard of exterior/interior finish, incorporating fully operative doors, seats and tailgate, complete instrumentation and interior trim.



... seen on motorway patrol

WHAT could be described as the "First Operational Range Rover" was seen recently on patrol along the M1 in Northamptonshire . . .

On duty with the Northamptonshire force this vehicle is ideal for the task of policing this section of the country's busiest motorway.

IT WAS COLD: IT WAS CRISP AND DOWN IN THE PARK —SOMETHING MOVED...

IT was cold and crisp—a typical winter's day and things were pretty quiet in the park. Suddenly the keeper spotted half a dozen hefty young lads dragging something through the main gates.

What had they on the end of the rope? It looked like a car or what was left of it. The keeper went to investigate and found the Higginson brothers and friends with their latest prize possession—the remains of a 1931/32 Alvis 12/60 four door open tourer.

"Cars are not allowed in the park" said the keeper. But after a slight reprimand he let the lads go on their way. The brothers, Maurice, 36, Stuart, 24, and Michael, 23, and their friend Bill Coupe had rescued the old Alvis from its last resting place at Green Hill Farm, off Shaw Brook Road, Leyland, where it had been rotting away in the open for the last ten years.

Bill and Maurice and brothers are hoping to restore the vehicle to some-

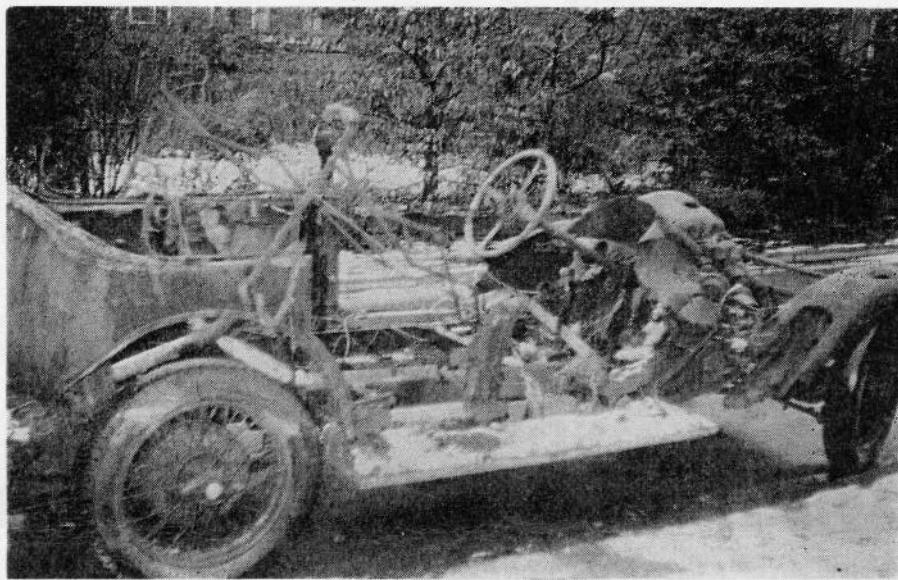
thing like its original condition but it's going to be a long, hard job and will probably take them between two and three years.

quite near to Leyland, he had kept the vehicle for 20 years", Maurice told a *Rover and Alvis News* reporter. "When he sold it ten years

But the Alvis presents a much bigger challenge.

"We have written to the Alvis Club hoping to find someone who can help us with spares", said Bill Coupe, who works in Comet Shop at Leyland Motors. Bill hopes that any

This is what the park keeper saw—an almost unrecognisable shape. It is in fact an Alvis car—and a lot of hard work by dedicated enthusiasts will be put into making it once more a proud one.



SERVICE

ORGANISATION

IT is announced that from April 1, 1971, the following appointments in the Service organisation will become effective.

Mr. M. BREWER is appointed Service Development Manager with responsibilities for the Service School, Workshop Manual, Part Lists, Postal Activities and Repairs Schedules.

Mr. M. H. WYATT is appointed Technical Service Manager responsible for Warranty Claims, Processing Service Correspondence, Product Investigation and Home and Overseas Representatives.

Both these gentlemen will report direct to Mr. A. V. Head, General Service Manager.

Mr. M. J. DICK is promoted from Product Investigation Supervisor to Field Service Co-ordinator and will be responsible to the Technical Service Manager for Co-ordinating activities carried out by any Field Service Representative.

Mr. S. V. ATTWOOD is appointed Product Investigation Supervisor.

The chassis, back axle and gearbox appear fairly sound but the engine has been damaged by vandals. Most of the woodwork is rotten and will have to be replaced and the radiator and bonnet are missing.

"We traced one of the previous owners, who lived

ago it was driven to the barn, but the farmer soon wanted the space and it was put outside and left there", he said.

The brothers have already tried their hand at restoring a vintage vehicle—a 1929 Riley Monaco—and made a most successful job of it.

Rover and Alvis News readers, who can help with any information about the old Alvis or can supply any bits and pieces, will contact him at his home, 2 Balcarres Place, Leyland. The car number is 14274 TL 12/60.

We wish Bill and his friends the best of luck in their restoration work and look forward to seeing them in the Manchester to Blackpool Veteran Car Rally in 1973.

Distributor makes Range Rover centrepiece of display



C. H. Truman & Co. Ltd., Rover Distributors in Nottingham, recently held a special Range Rover display in their Huntingdon Street Showroom. The display created great interest with prospective customers.

A PARTY OF BLIND CHILDREN VISIT ROVER

A PARTY of handicapped young people from Lickey School for the Blind, paid the Solihull factory a visit on the afternoon of Wednesday, February 17.

The party consisting of ten students and two instructors were conducted around the production lines.

Afterwards they were given a Land-Rover demonstration over the Jungle Course and the afternoon concluded with tea in the visitors dining room.



The 'FARMERS WEEKLY' Rover goes to Devon

A DREAM came true for a South Devon farmer, Mr. Richard Thompson, when he, accompanied by his wife received the keys of a Range Rover, which they had won in a *Farmers Weekly* competition.

After the handing over ceremony, by Mr. Travers Legge, the magazine's Editor at the Plympton showrooms of Evans and Cutler, Mr. and Mrs. Thompson tried out their £2,000-plus vehicle on Dartmoor. They were greatly impressed at the ease with which it tackled the difficult terrain.

The Thompsons (shown below) farm 196 acres at

Stokeley Barton Farm, Stokenham, near Kingsbridge, and they feel that the Range Rover will ideally fulfil its role as a dual purpose vehicle on their long, narrow coastal farm, with its steep banks and difficult roads. One of the judges in the competition was Mr. J. K. S. Carpenter, Rover Sales Director.



THE FAMOUS VIENNA BOYS' CHOIR VISIT ROVER

An
impromptu
concert
held
in
main
canteen
at
lunchtime



ON Friday, February 19, a party of 24 members of the world famous Vienna Boys' Choir visited Rover, Solihull, for a conducted tour of the P6 assembly line.

Welcomed on arrival by Rover's Assistant Public Relations Officer, Mr. Clive Currie, the party immediately toured the assembly plant, where they showed a keen technical interest, as boys the world over do, in all phases of vehicle building operations.

The tour was followed by a Land-Rover demonstration over the jungle track. Again interest was 'sky high' and the boys inundated the demonstration drivers with question after question.

IN FULL SONG

Prior to lunch in the Visitors' dining room, adjacent to the works canteen, the boys gave a surprise impromptu concert to the 700 employees who regularly use this canteen for their lunch-breaks.

Commenting on this, Mr. Currie, who deals with countless visitors throughout the year, told a *Rover and Alvis News* reporter:

"This visit was unusual in the respect that it gave us a

BOYS' CHOIR VISIT ROVER

great deal of pleasure because of the kind gesture shown by the boys in staging this short concert completely out of the blue."

FOUR CHOIRS

There are four choirs under the Vienna Boys' banner, and the regular twice a year tour of Britain by this one under the conductorship of Uwe Thiemer was ar-

ranged by the Anglo-Austrian Society.

Finally, as the party departed, a member of the choir told the *Rover and Alvis News* that their next stop was a concert in Winchester Cathedral, followed by a tour of engagements in Spain.

They certainly get around these boys!



(Top) Some of the 'lads' tour the Rover Assembly plant. (Above) At lunchtime they stage an impromptu concert in the Main Canteen at Solihull.

A large Caravan Rally held at Solihull

Well over 1,400 people attend

AN affiliated club of the Rover Owners' Association—the MROC—held a week-end rally at the Rover, Solihull premises from March 5 to 7, 1971.

Run in conjunction with the East Warwickshire Centre CC, over 400 caravans and 1,500 caravanners braved the snow and ice to attend.



(Above) Mrs. A. B. Smith presents the winner with his tankard. (Above right) Mr. A. B. Smith hands over a cheque to one of the officials. (Below right) just a few of the 400 caravans on site...

The participants started arriving on Friday evening, many having driven from as far away as Wales, Yorkshire and Somerset. Most slept in caravans, but a few hardy types pitched tents along the test track.

High Speed Tests were held on Saturday, March 6, on the test track and for those who wished, there were tours of the works laid on.

A Grand Dance was held in the evening at the Rover Canteen Ballroom with music from 'The Dixonians'.

Land-Rover Competitions were arranged for



Sunday and the winners were: First overall—Mr. K. Kennington; First Series II Land-Rover—Mr. M. Clarke and the First Lady—Miss J. Farren.

Mr. A. B. Smith, the Managing Director attended with his wife, who kindly made the presentations to the successful people.



DID YOU KNOW!

The nation-wide French TV network recently reported that all vehicles in GABON are French...

There is however one exception to this rule. The only foreign vehicle to be seen in the area is the Land-Rover.

It appears according to the TV report, that the Land-Rover is the only vehicle really capable of coping with the terrain.

We are not surprised. The French TV station is dead right, and we couldn't agree more...

FOOTBALL ORGANISER WANTED

Church Youth Club (Haymills Area)—requires a person to organise football team. Average age 15 years.

Please contact. Mr. T. Snook—Internal 924.



**MRS. LINDA OSBORNE
OF
ROVER, CARDIFF**

THE winner of the Rover and Alvis Contest for 1971, works in the Data Processing Dept. at Rover, Cardiff, and lists her hobbies as reading, dancing, modern music and swimming.

Twenty-six-year-old Linda is married to Alan Osborne, who also works at Rover Cardiff in the Parts Department. He is a keen member of the Rover Cricket Club.

Speaking to the *Rover and Alvis News* Editor shortly after winning her title, a somewhat excited Linda said, "I am delighted to win this title and I really do look forward to the Grand Final in June."

Asked if this was her first step into the world of beauty competitions, "Oh no," she said. "I won the Miss Rover-Cardiff Contest in 1970 and a few years ago I entered another small contest run by a previous employer."

The final word came from Linda's husband, Alan, who told us, "I am thrilled that she won, but then I always thought she stood a fair chance."

Miss ROVER

Twenty-two girls line-up for our Regional contest and— Mrs. Linda Osborne

AT precisely 10.15 p.m. on Saturday, March 13th Mrs Linda Osborne, from the Data Processing Department at Rover, Cardiff, became Miss Rover-Alvis 1971. She will now go forward as the Rover and Alvis representative to the British Leyland Grand Final at Cowley in June.

The evening at Solihull was from the beginning charged with the same dramatic tension and excitement, normally associated with any national or international beauty competition.

From early in the evening hectic last minute arrangements had been going on. Check, check and double check had been the order of day. Eventually the back-room boffins declared everything O.K. for the off.

Indeed, the 750 people attending from the Rover, Alvis and SCG factories were treated to a spectacular 'night of nights' programme.

The Highlight

The highlight came with the break in the dancing at 9 p.m. when the first of the 22 finalists made her long, lonely walk to the judges' table. Although obviously nervous all the girls were helped by the resounding applause of the audience, who whistled and cheered each contender.

After making very careful deliberations the judges' marks were collated by scrutineers, Mr. Walter

Duffield and Mr. Eric Morse and a final eight recalled to the ballroom.

A Final Eight

Those eight girls were then questioned individually about their hobbies and jobs by Mr. Keith Ackrill, a well known Midlands BBC radio and television announcer.

After these very professional interviews the judges and scrutineers collated the final marks and after a few



BBC Radio and TV announcer Keith Ackrill interviews one of the finalists.

minutes Mr. Ackrill was given the 'go-ahead' to announce the winners of

the first three places in reverse order.

On every word

The large crowd waited with bated breath, hanging on his every word—"The third place girl is Miss Margaret Hickman of the Publicity Department at Alvis," said Mr. Ackrill. "The second place goes to Miss Gillian Ogden of the Works Engineers Department, Rover, Solihull, and the winner of the Miss Rover-Alvis Competition for 1971 is Mrs Linda Osborne of the Data Processing Department, Rover, Cardiff."

This announcement was almost drowned by the

shouts and cheers of the Cardiff contingent, and by the general burst of applause from the capacity crowd.

Managing Director presents

Mr. A. B. Smith, the Managing Director of Rover then came on to the stage to present the sash to Linda along with premium bonds worth £20. He also presented premium bonds to the second and third placed girls.

The rest of the evening was then given back to the dancers...

THE EDITOR SAYS THANK YOU TO—

All the entrants; the Managing Director, Mr. A. B. Smith; Mr. who attended with their wives; the members of the Publicity Department, Mr. James McIntosh, Miss Linda Breakwell, James Gee, Brian Sperring, photographers A. Luckett, D. Taylor; the Welfare Department; all the facilities; Mr. Aubrey Manley and Mr. Keith Ackrill; ladies and gentlemen of the judging panel and the scrutineers; but not least everyone who turned up and

James Gee interviews numbers Two & Three



MISS GILLIAN OGDEN

RUNNER-UP in the competition is Miss Gillian Ogden, who is employed in the Works Engineers Department at Solihull.

Gillian is a local girl, having lived in Solihull all her life. She told me her main interests are swimming, badminton and riding her horse, Biscuit.

This competition is the first she has ever entered, but I would not be at all surprised to see her name among the entrants next time.



MISS MARGARET HICKMAN

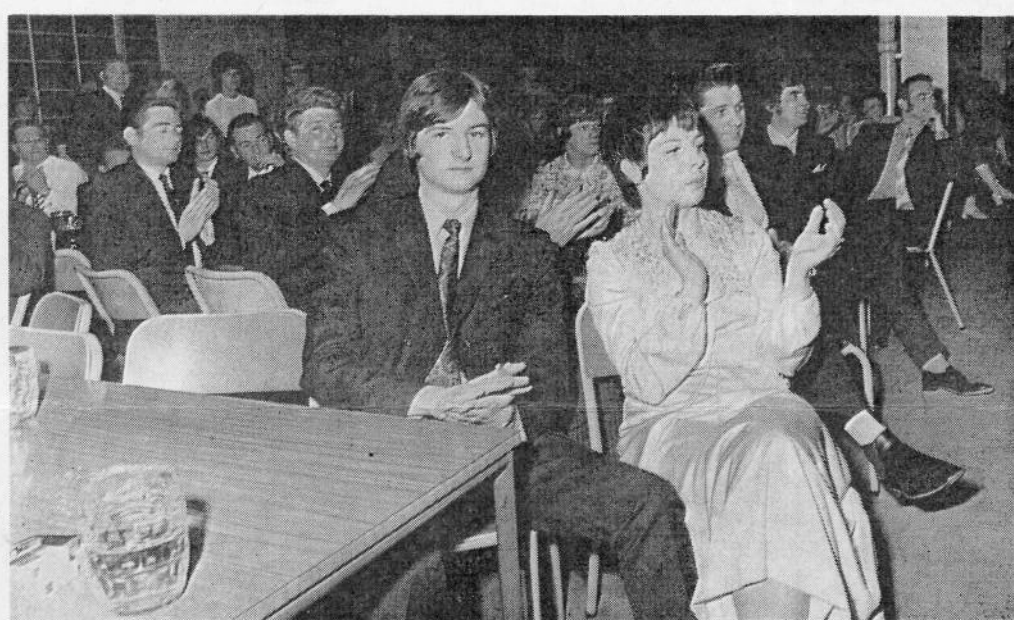
THE third placed girl, Miss Margaret Hickman, lives in Whoberley, Coventry and works as a secretary to Mr. George Wiltsher, Publicity Manager at Alvis.

It was also her first time in competition of this kind, and it was all over a very pleased Margaret told me how thrilled she was to have done so well.

Margaret's hobbies include reading, walking, dancing and stamp collecting.

ROVER - ALVIS 1971

of Rover Cardiff takes the title



eyton; all their fellow directors
ons staff, Keith Kent, Mrs. Pat
live Currie for their help; the
nd Social Club for arranging
eir microphone handling; the
their fair assessment, and last
ed this event.



(Top) The twenty-two finalists lined up for parade around the ballroom. (Centre left and right) Some of the supporters who came to cheer the girls on. (Above far left) Managing Director, Mr. A. B. Smith, presents the sash to the winner. (Above left and right) More supporters . . . and the scrutineers caught in a huddle. (Bottom left) The eminent panel of judges from left to right are—Mr. L. Hare, Mrs. M. R. Peyton, Mr. J. Hardeman (Solihull News), Mrs. A. B. Smith, Mr. J. A. Knibbs (Cardiff), Mrs. J. D. Joy (SCG) and Mr. R. W. Howes of Alvis. Last but not least (Above) the line-up of the Final eight girls prior to the announcement of the winners of the first three places.



talk with the top

THE current state of British Leyland, new payment systems, security for employees, overseas manufacture and its effect on the home factories—these are some of the topics which Lord Stokes, discusses in this article.

Q: The Rolls Royce bankruptcy has shown how vulnerable big business can be. Is British Leyland still in a critical condition.

Lord Stokes: Any company today can be put into a critical condition particularly if it doesn't make profits.

At the present moment, keeping our fingers crossed, we are doing very much better than we did last year but I am worried about the general economic situation in the country.

Our position is improving as we have had a better run of production and because we now have in the pipeline new models which give us some confidence for the future. But I think all of us are worried about the effect of rising costs which are reflected in the prices of all the goods in the shops and in the price increases we have had to impose on our cars and commercial vehicles.

There comes a limit to the amount that people will pay for a new car or truck and while in our company we have the added strength that some 50 per cent of our sales are overseas, this is only an advantage if we can maintain prices which are competitive with those of our rivals.

Some of you may wonder why I keep on talking about profits. The urgent need for them is not merely to pay shareholders, who get relatively little of any profits that are made, but to have money available to buy new plant and equipment to keep ourselves competitive. Last year we spent some £67m on plant, equipment and tooling, which seems a lot until you remember that Volkswagen are spending at the rate of £120m-£130m a year—so you can see the sort of competition we are up against.

Q: Will the new flat-rate payment at Cowley be followed soon by a change to this system throughout the Corporation?

Lord Stokes: We shall always try and introduce any changes in payment systems through negotiation. Obviously there are some areas where it is more suitable to introduce such changes immediately than in others.

We are reviewing with the people concerned all the different systems with a view to trying to find some arrangements which are mutually satisfactory to everybody concerned.

I was walking round Cowley the other day and it seems to me

that people had accepted the new arrangements. I was very pleased with the whole atmosphere in the works and the way that people were obviously trying to keep their side of the agreement.

From the company's point of view it gives us the chance to introduce new models on time which must be of benefit to everybody concerned and will enable us to hold the competition we are getting from imports and the American-based manufacturers.

Q: You are calling for co-operation from the workers. Do you plan to give them more security in the future by various guarantees and even by extending pension schemes to all employees?

Lord Stokes: The biggest security I can give anybody is to keep the firm going as a viable business—that has got to be our number one priority. I think recent events show what can happen to even the most prestigious companies. I recognise that everybody wants security of employment—probably, if they are honest, more than anything else; I know I do and I am sure that applies to most people. But to do this we have to have a soundly-based company which is profitable—and the more profitably we get the more we can discuss other benefits.

New agreements such as the Cowley one do give substantially better security to the people employed there, which must have been one of the major factors in getting their agreement.

Q: You are about to visit Africa. We are producing many vehicles abroad. Will this threaten employment in our factories at home?

Lord Stokes: I do not think it will threaten employment in our factories at home. I think it will increase it but it may change the balance of manufacture a little and therefore we have got to learn to be more flexible in our production methods and to utilise the skills we have got to the best advantage.

Every country overseas is demanding a bigger share of local manufacture. Therefore the only things we can offer them are more highly-sophisticated parts of the car, produced at a price which is cheaper than they can possibly afford to do it themselves. That is why I am always worrying about the cost factor in anything we produce today.

Our sales in Africa amounted to £94m last year and they are growing every year. It is vital that if we are going to keep our foothold in these markets we do not let them down in deliveries from the UK.

This has been one of the major problems in the past; they set up these assembly plants based on the supply of many items from the UK and then find they can't get them because of strikes in Britain, and they look elsewhere for continuity of supplies because they don't like to be out of work any more than we do.

On the other hand we have got to remember that we do make good products. We have a habit in this country of denigrating ourselves but our products are generally speaking good and well accepted. If we can produce more of them more quickly and more efficiently our reputation will improve even further.

BRITISH LEYLAND EUROPE—

Looks forward
with confidence to
a bright future

DRIVE into Lausanne along the lake road from Geneva, turn left at the Hotel d'Angleterre (where a plaque on the wall proclaims—in English!—"Lord Byron lived here"), drive a further two hundred yards, and there is the headquarters of British Leyland Europe.

A converted apartment block, these headquarters house a staff of around 120, who form a sort of miniature United Nations, coming as they do from different countries.

Richard D. Bergesen, the Managing Director, is an American who has previously worked in Holland and Belgium. John Smerdon, Director of Operations, Administration and Finance, is an Englishman who worked in France and Italy for ten years. Juri Muttonen, Marketing Services Manager, comes from Finland. Ernst Groen, Service Manager, was born in Holland. Pat Mannion, Sales Manager, is Irish and J. A. (Kim) Calhamar, Commercial Vehicles Manager, is Portuguese. Alan Grauers is a Swede, Piero Rota comes from Italy, whilst Richard Baxendale and Norman McMunn come from the UK. In addition, there are a number of Swiss holding top jobs in the company.



R. D. BERGESEN

For the past two years it has been Richard Bergesen's job to build a new British Leyland marketing organisation in Europe.

The merger in 1968 revealed a tangled web of agreements, each covering different periods of time, embodying varying terms of business and employing different methods of importation or assembly. In theory, there were thousands of dealers throughout Europe selling British Leyland vehicles. But invariably each dealer had only one line of vehicles—Austin Morris, or Jaguar, or Rover, or Triumph

or AEC or Leyland. Often they also held a competing franchise. The potential was there, but it was spread too thinly.

The same could be said for the model range. More than 100 different models and their derivatives were available for sale in Europe.

The Chairman, Lord Stokes, and the Board of British Leyland decided that if the Corporation was to be able to compete on equal terms with the other big European and American motor manufacturers, British Leyland alone—would have to control its business on the Continent.

The headquarters of British Leyland Europe was established in Lausanne, well

British Leyland sold 170,000 vehicles in Europe last year. The target for 1975 is more than double that figure. This article shows how these sales increases are being achieved—and how much depends on high quality and continuous supplies from the UK factories.

placed geographically in the centre of Europe, and Mr. Filmer Paradise was charged with setting up a coherent and efficient marketing organisation.

When Mr. Paradise was appointed Sales Director of Austin Morris, Mr. Bergesen, previous Finance Manager in Lausanne, succeeded him.

The next two years were to be the toughest of his whole career. Long and arduous negotiations were to be conducted with the scores of independent distributors, bankers and government departments.

What has been achieved since then?

British Leyland sales companies have been established in seven countries—Holland, Spain, Switzerland, Austria, Norway, France and Belgium.

SALES ARE UP

The proof of the pudding is in the eating. The Austrian and Norwegian companies, the first to be set up, have improved sales and their share of the market in their first year. The Spanish company, British Leyland-Authi, has jumped from fifth to third place in the sales league. The rest are quickly moving into gear.



Many dealers throughout Europe, now carry the whole range of British Leyland passenger cars. Others, depending on their facilities, local conditions, proximity to another dealer, etc., have been given a segment of the range—either Rovers, Jaguars, Triumphs, Morris, MGs or Austins.

MORE VARIETY

The effects of this policy are vital to the whole marketing operation. The dealer is protected against the vagaries of the market by having models which cover the whole price range. A bigger variety of cars in his showroom creates more interest from the public. He can invest in his facilities with more confidence, and

eliminating low-volume competing vehicles and creating a 'model mix' to produce the best profits. Other models are available, but this is the hard core of vehicles which get full marketing support.

The streamlined range also enables the Marketing departments to predict the sales more accurately and advise the factories of the requirements for the month ahead.

British Leyland sold 170,000 vehicles in Europe in 1970. The sales target for 1975 is more than double that figure. "We have got to be selling that sort of volume if we are going to survive in Europe as a major manufacturer," says Mr. Bergesen. "This is the most important car market in the world—bigger now than the United States—and this is where the battle for sales is going to be fought."

BETTER THAN BRITISH

"It is not just a sales battle. It belongs just as much, if not more, on the production lines. The real contestants are the people who work in the factories."

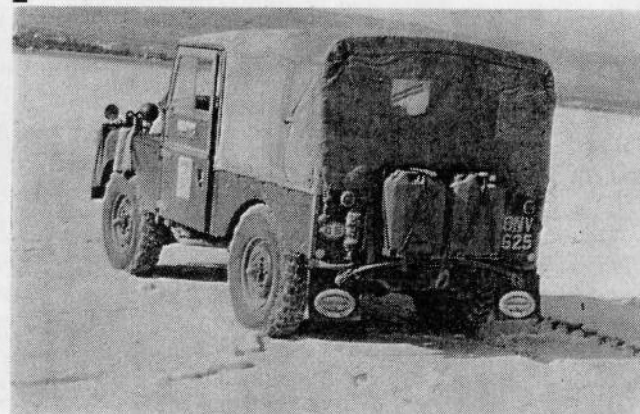
"I doubt whether any Briton will concede that the men who work in our competitors' plants are any better than he is. Well, this is the time to prove it—by making better cars and more of them. "This is the way we have to go if we want stability, security, and prosperity in the future."

"I am confident that we are building a sales operation in Europe which will match the best. All we need are the cars to sell."

THE RIGHT MIX

The model range has been slashed to just over 40 cars,

HOGGAR ROUTE—SUCCESS . . .



Lieutenant Michael Billett of the Royal Military College of Science in Shrivenham in Wiltshire and Flying Officer Michael Moorhead, Royal Air Force, have successfully negotiated the Hoggar Route in the 1956 short wheelbase Land-Rover shown here.

The Hoggar or Slave Trader's Route, 2,300 miles of mountain and desert runs from Algiers to Kano, in Nigeria. It goes over the North Atlas mountains, crosses the Sahara and down to Kano, varying between vast sand "seas", plains and mountains.

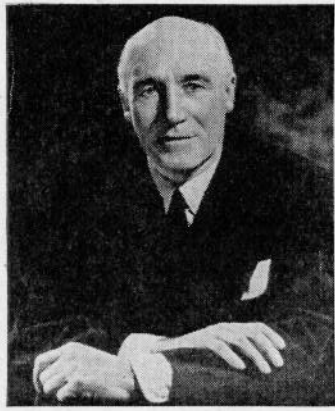
PLEASE NOTE

Rover employee's holding shares in the Corporation should make a note of the following change:—

Effective from the 1st March, the British Leyland Registrars office formerly 49 Berkeley Square, London W1 will have a new address and telephone number which is:—

HAMLIN HOUSE
HIGHGATE HILL
LONDON N1 9

Tel: 01-263 1471



OBITUARY

It is with very deep regret that we record the death of

MR. SPENCER B. WILKS
President Rover Co. Ltd.

SPENCER B. WILKS joined the Rover Company from Hillman in 1929 and became Managing Director 2½ years later.

At that time the Motor Industry, and indeed the whole of the UK, was in a very bad way and it was imperative to get the Company on to a profitable basis as quickly as possible.

By his leadership, and with the co-operation of suppliers, distributors and many members of staff who agreed to work for reduced salaries, he achieved profitability in an amazingly short time.

He then, with the help of his brother, Maurice Wilks, as Chief Engineer, set about designing a new range of Rover cars, the keynote of which was quality. This required great courage at a time when most manufacturers were struggling to make very cheap cars, because of the acute shortage of money in the country generally.

Mr. S. B. Wilk's policy proved highly successful and by 1934 Rover were beginning to build up a reputation for making "One of Britain's Fine Cars".

Throughout the second half of the 30's this reputation grew, with a waiting list for Rover cars and growing prosperity for the Company.

During the war years, Spencer and Maurice Wilks played a leading part in the early development of the Whittle jet engine and were, in fact, largely responsible for the 'straight-through' configuration of the jet engine as we know it today.

Under his direction the Company joined in the Government Shadow Factory scheme for aero engine production, and later for tank engine production, and in post-war years these facilities provided a major impetus to the growth of the Company.

With his brother Maurice, he conceived the Land-Rover—certainly a major landmark in the UK Motor Industry.

He became Chairman in 1957 and retired from the chair in 1962, but continued to serve as a Director of the Company until May 1967. On his resignation from the Board the Company appointed him President in recognition of the outstanding contribution he had made to the Company during his years of service. Since 1962 he has been living on the Isle of Islay in Scotland.

A widower, he leaves two sons and a daughter, to whom we express our deepest sympathy.

Although Mr. Wilks never sought publicity or limelight, his contribution to the Rover Company, and to the Motor Industry, was very great indeed, and those who were privileged to work with, and for him, will remember him with great affection as well as with respect.

Mr. H. V. London, Dealer Parts Manager retires from Solihull

AFTER 47 years' service with the Rover Company, Mr. H. V. London—Manager, Dealer Parts Development—retired on February 26, 1971.

Mr. London joined the company as a clerk in Assembly Department, Tysley in 1922. In 1930 he was put in charge of Finished Parts Stores and then in 1937 he left the company returning at the outbreak of war in 1939 as Assistant Stores Superintendent, Solihull, which was then Rover No. 2 Shadow Factory.

He was made Supplies Manager on the Jet Engine Project at Barnoldswick in 1941 and he subsequently became Chief Buyer. Mr. London returned to the

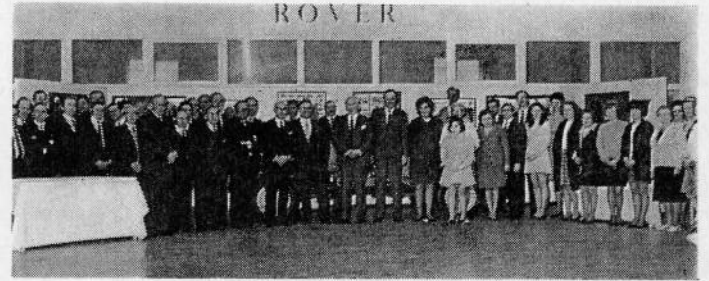
Midlands in 1943 as Supplies Manager Meteor Tank Engine Project, Coventry and at the end of the war joined Service Division as Field Service (Parts) Manager; the department now being called Dealer Parts Development.

The presentation of cutlery and a Rover book of memories was made by Mr. R. W. Bromley—Executive Director—Service, in the presence of Mr. A. B. Smith—Managing Director, on behalf of his many friends at Rover. (See picture top right).

Succeeding Mr. London in his position of Manager, Dealer Parts Development will be Mr. J. B. Joss, who has for some years been the Senior Overseas Service

Representative. Mr. Joss will bring to this appointment considerable experience of the Parts business in all its various aspects, and an enthusiasm for a concentration of his activities on Parts Development work.

Report of a dinner attended by Mr. London and Mr. Bromley will appear in a future issue.



— around and about —



H. C. BAKER



P. E. WHITEHOUSE



Mrs. HILDA JORDAN



J. H. RICHARDS



LONG SERVICE AWARDS



Mrs. ANITA FROST



J. WHITING



G. GIMSON

MARRIAGE

On Saturday, January 9, 1971, at Our Lady of the Wayside Church, Shirley, between Mr. Roger Munro and Miss Bernadette Henry.

Roger is a forklift driver and has been at Solihull for 3 years. His father is foreman of Bulk Fixing Stores at Solihull and has been with the company 23 years.

RETIREMENT

Mr Les Blasdale retired from the company on January 31 after 42 years' service.

He started as a Joiner at Coventry in 1929, and in 1941 he moved to a lighter job because he had been taken ill with arthritis of the spine.

His new job was to start the new Plant Records department, and the system he started is still working today. In 1948 he moved to a staff position which he held until his retirement.

Although Les Blasdale suffered from arthritis he still came to the office. He underwent a serious operation in 1963 and still came back smiling.

All his friends and colleagues from the Rover Company wish him a happy retirement. Some of them visited him at his home to take presents for his retirement and a bouquet of flowers for Mrs Blasdale.

BIRTH

To Elizabeth and John Vigus a son, Mathew Jason, on March 16. Elizabeth was a typist in Works Engineers Dept., Solihull, and John is employed in the Laboratories at Acocks Green.

ANNIVERSARIES

Congratulations to Mr. and Mrs. H. J. Horrobin, who celebrated their Ruby Wedding on April 4, 1971. Mr. Horrobin is employed as a Toolsetter on Group 71 at Tysley.

Congratulations to Mrs. Nellie Tonkinson, who celebrated her 70th birthday on February 21. Mrs. Tonkinson has been employed at Tysley for 23 years.

Congratulations to Mr. and Mrs. G. Hughes who celebrated their Golden Wedding in February. Mr. Hughes who retired in 1968, worked at Rover for 15 years.

DEATH

Mr. William (Bill) Roper died on February 27, aged 51. Mr. Roper had been with the Rover Company for 21 years. For some years he was engaged on P4 Inspection and later on P5. In recent years he was employed on P6 Inspection duties. He leaves a widow and two sons, one aged 20, who is studying at Cambridge University, and the other, aged 13. Our very deepest sympathy is extended to them.

Mr. Henry Clifford Baker, of Cashiers Department, retired on January 31 after 20 years' service. Mr. C. J. Peyton, Financial Director and Company Secretary, made the presentation of a Gold Watch and gift token, on behalf of all his friends.

Mrs. Hilda Jordan, Supervisor of the Alvis Telephone Switchboard, retired on January 29, after nearly 30 years' service. A travelling case was presented to her and a sum of money, with which she says she is going to buy a standard lamp and a pressure cooker.

Mr. John Henry Richards, who worked at Tysley, retired on February 19 after 16 years' service. Mr. A. Hodder, Machine Shop Superintendent, made the presentation of a Transistor Radio on behalf of his many friends.

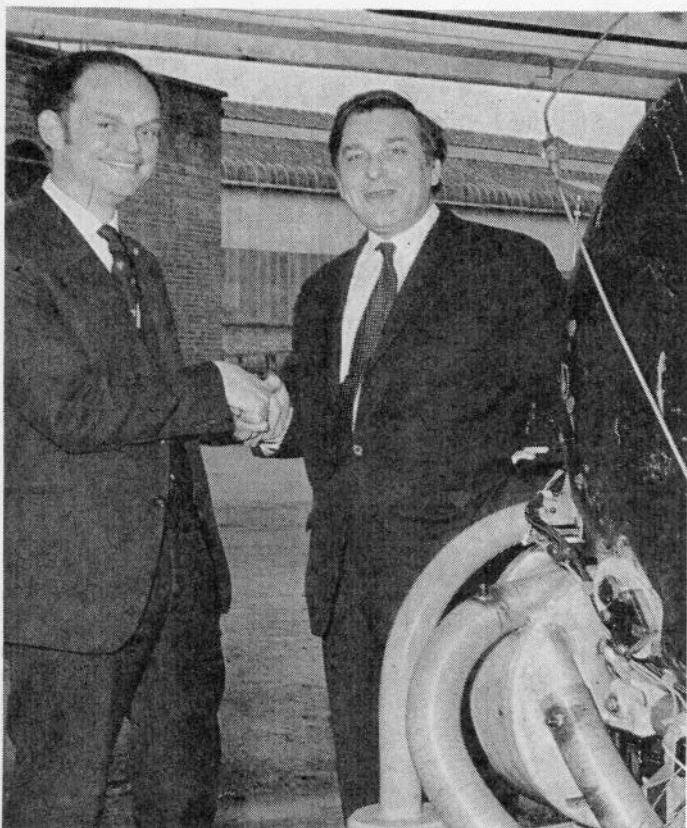
Mrs. Anita Frost left the company on January 1 to await a happy event. Mr. G. Mackie made the presentation of a cot and cheque on behalf of her many friends.—Victoria Jane, was born on Monday February 22; Anita's husband, Brian, works on the P6 Final Line.

Mr. Percy Edgar Whitehouse, Bob to his many friends, retired on February 26 after 20 years' service. He worked as a Planning Engineer at Acocks Green. On leaving he was given a transistor radio from his friends. Mr. and Mrs. Whitehouse are moving to a new home in South Devon.

Long Service Awards were presented to Mr. J. Blackie and Mr. G. W. F. Rogers last October by Mr. J. J. Parkes, Chairman and Managing Director of Alvis Limited. Mr. Blackie works in the Coppersmiths Department and Mr. Rogers is in Works Security Dept.

Mr. Joseph Whiting, L/R Trim Stores at Garrison Street, retired on February 11, after 16 years' service. He was presented with a gift of cash by the Stores Manager, Mr. C. Wolstenholme, and a bouquet of flowers was sent to Mrs. Whiting to mark the occasion.

A presentation was made to Mr. G. Gimson, Pipefitters Department, to bid him farewell on his emigration to Australia. The gift, a cordless razor, was presented by Mr. B. Butler, on behalf of the lads in Works Engineers' Department.



Super Train Engine handed over...

Mr. Michael Newman (left), Assistant Director of British Rail's Advanced Projects Division formally accepts the first Leyland 350 hp gas turbine customer engine on completion of its acceptance test, from Noel Penny (right), Director and General Manager of Leyland Gas Turbines Ltd. British Rail have already taken a six-figure stake in the Leyland gas turbine power plant, the initial batch of which have been selected to power the prototype 150 m.p.h. Advanced Passenger Train now under development at Derby. Delivery of this engine takes place less than two-and-a-half years after the initial running of the first ever 350 hp engine at Solihull.

MISS BRITISH LEYLAND

PRIZES GALORE AT FINAL...

THE Grand Final of the Miss British Leyland Competition will be held on June 5, at the Pressed Steel Fisher Sports and Social Club, Romanway, Cowley, Oxford.

Nine girls, each the winner of her own Local Factory or Divisional contest will compete for the title and for the attractive prizes being offered.

The winner for example, will get a 14-day holiday for two people at Tenerife in the Canary Islands. She will stay at a first class hotel and fly out on any Boeing 707 flight on or before September 26.

These arrangements will be made by Frames Tours Ltd. The lucky winner will also receive a set of Antler suitcases to take with her on her holiday.

The runner-up will receive a Jones Sewing Machine valued at around £70 and the third placed girl will get electrical equipment (hair dryer or record player) to

the value of £30.

All the nine finalists will receive a cosmetic pack from L'Oreal, an Agfa Camera Outfit, including an automatic camera with flash attachment and films, a pack of Lucky Charm tights and LP records from Warner Bros Ltd.

This final certainly promises to be a real 'extra special affair'. The evening will commence with dancing to the music of the Chordets and the judging is scheduled to take place at approximately 9.30 p.m.

Limited tickets will be available in due course and further details, including a full itinerary and information of sale of tickets will appear in a future issue of this paper.

Rover Toby F.C. are all set for TWO CUP FINALS

FOLLOWING last month's report on Rover Toby the team have again gained considerable successes in all competitions entered.

They are now current league leaders of Division 5, by 6 points and need only two points to clinch the title—they are still unbeaten. A record of which they can feel extremely proud.

They are in the finals of two cup competitions, The Sports Argus Cup and the 'Presidents' A.M. Cup. Rover Toby have now reached both finals.

At the time of writing they were looking forward to playing these matches.

In the semi-final of the 'Presidents' A.M. Cup, they played and defeated 'Red Lion Rangers' 1-0 in a hard fought game in which both defences were outstanding.

The goal which came with only five minutes of the game remaining, scored by their 'flying' left winger—A. Woodland—who is the club's leading scorer, with some 28 goals.

In the other semi-final they met Small Health Alliance and in the game Toby always had the upper hand

winning comfortably 3-0. Woodland, Lewis and O.C. the three men scoring the vital goals.

Reports of the final should appear in a future issue.

FOR THE SPRING— a few gardening hints

FROM time to time during the year this newspaper will publish a few gardening hints. Written by one of our 'own experts' the articles will deal only with major points of gardening preparation and care.

The first in the series takes in the Spring period, commencing with April a month of fairly intense activity.

plants in a cool greenhouse they should be spaced fifteen inches apart and provided with support in the form of string, wires or canes.

and vegetables ready for summer bloom, remember the Rover Horticultural Society's Annual Show on AUGUST 21. YOU WILL BE RIGHT FOR ENTERING!!

Having set all these flowers

BY
"WORMSEYE"

LAWNS

Mow established lawns lowering the mower blades a quarter of an inch each time. The grass must not be cut lower than half an inch in length.

Level lumps and hollows by making an H cut; roll the turf back in the two directions from the centre of the H and level the soil as required.

Make a start on a lawn feed and weed programme if you have not already done so.

ROSES

Early pruning should now be completed and feeding started. Don't wait for trouble—spray against green fly, mildew or blackspot.

Established roses should be treated with manure, garden compost or moist peat to a depth of about an inch.

BORDER

Divide clumps of plants that have become large, and mix a fertiliser into the soil before replanting.

Use the outside of the clumps when re-planting as they are the youngest parts of the plant.

Stake and tie tall plants before they are damaged by rain or wind.

Finally all seed buying should be completed and sowing of hardy annuals out of doors can begin if weather is favourable.

In the case of vegetables plant onion sets, seeds of parsley, maincrop carrots and salad crops.

GREENHOUSE

Good ventilation is a must and shading may be required to protect seedlings from strong sun-light.

When growing tomato

FISHING CONTEST SUCCESS

THE Rover Solihull Angling Section are going great guns and their latest competition, a Scramble fished at Knowle Sands—Erdington, on Saturday, March 13, 1971 was highly successful.

The first twenty were led by G. Meredith with 9 lbs. 15 oz. 14 drms., he was closely followed by K. Smith with 8-13-12 and F. Cox with 7-8-14. T. Jackson came next with 7-2-8 and the rest were strung out.

The full list being: K. Eaton with 7-1-4; B. Edwards 6-7-8; C. Birch 5-13-2; A. Jelfs 5-0-4; V. Hill 4-8-2; J. Heath 3-9-0; D. Hague 3-4-4; R. Arnold 3-1-0; S. Jeffs 2-15-12; G. Hodgetts 2-15-8; E. Griffin 2-13-14; A. Bennett 2-10-4; A. Newey 2-4-0; M. Damms 2-0-12; R. Sperry 1-15-12 and D. Docker 1-14-6.

IMPORTANT NOTICE

Will all employees please make a special note of the fact that the Fire Station telephone number 260 is for ordinary calls only.

FOR FIRE EMERGENCIES DIAL 999

REMEMBER— NOT TO FORGET



This is "Miss Jaguar"

ELISE EGLISE, a 22-year-old Print Room Operator at Coventry Climax Engines Limited, Widdington Road, Coventry, was elected 'Miss Jaguar 1971' at the company Social Centre, Radford, on February 12.

The judges were David Hobbs, Richard Attwood, both internationally famous racing drivers and also ex-Jaguar Group apprentices, Miss Janine Wockey (Coventry Evening Telegraph Feature Writer), Superintendent J. Sear, of the Warwickshire and Coventry Police and Mrs. A. W. Thurstans, wife of Jaguar's Financial Director.

Elise will be the Jaguar Group's contender for the 'Miss British Leyland' crown in June, and will go forward to the final along with our own.