



## DISTRIBUTORS MEET ROVER EXECUTIVES

# MUTUAL CONFIDENCE ESSENTIAL TO MEET FUTURE COMPETITION

—says Sales Director, John Carpenter

ROVER distributors from all over the country took part in a series of meetings in the Sales Showroom last month as part of a long-term plan to improve even further distributor/Company relationships.

At the meetings Managing Directors of all 86 main franchise holders in the U.K. were given the opportunity to discuss with top Rover executives various aspects of sales, service, spare parts, publicity and advertising procedures.

Commenting on the meetings, Rover Sales and Service Director, Mr. John Carpenter, told *Rover and Alvis News*: "The Rover Company has, over the

years, developed a very close relationship with its distributors and channels of communication between them and the Rover sales, publicity, service and spares departments are well-established and, we believe, working well.

"However, changes which have been carried out to our distributor arrangements over the past three years, together with the much more

competitive atmosphere in the market today, have made it desirable for us to hold formal distributors' meetings at the factory on a regular basis.

"We were greatly encouraged by the response to the first series of meetings last month, and I have every confidence that the wide-ranging discussions we were able to have will prove of tremendous benefit both to the distributors and ourselves and help in our mutual objective of increased sales."

In his opening speech to the distributors, Mr. Carpenter emphasised the importance placed by the Rover Company on personal contact and mutual confidence. "I believe this to be essential," he said, adding that in view of this it was intended to hold these conferences twice a year.

Senior Rover executives

then outlined future plans in brief reports to the conference, after which questions were invited from the distributors and details arising were discussed in depth.

The meetings closed each day at lunchtime when the members were joined by Mr. A. B. Smith, Managing Director.

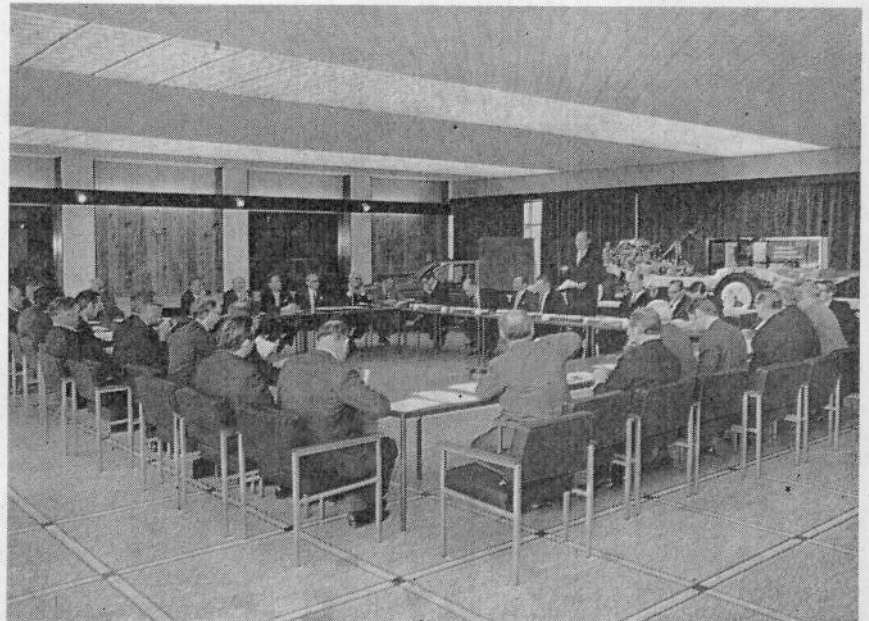
The conference was in no way a 'kid glove' affair, with both sides discussing sensibly and directly, points particularly affecting Rover sales and service. One point which particularly emerged from the meetings was the importance to successful sales of a high standard of quality in Rover products.

In his summing-up after the series of meetings, Mr. Carpenter said that in facing the more competitive times which lie ahead, it was vital that Rover distributors and the Company followed

agreed policies designed to strengthen our position in the UK vehicle market and met regularly to plan strategy. From the general reaction

of distributors, the meetings were successful in their object.

The next series of conferences is scheduled to be held in November.



## It's tough in them thar' hills...



... BUT not tough enough for the Rover entries in the first ever British Hillrally, which was won by a Range Rover.

Land-Rover No. 35 (above) was eventually driven into the night stop service point under its own steam after coming to grief on a tricky sheep track.

Certain proof that even the mighty Welsh mountains cannot deter a Solihull made product.

For full details read the story on pages 4 and 5.

## NEW ADVERTISING CAMPAIGN LAUNCHED

—WITH "TRAVEL" IN MIND...

A NEW sales promotion exercise for Rover's successful 2 litre saloon was launched earlier this month.

Based on a 'travel first class' theme, the campaign will be featured in the advertisement pages of nearly 300 of Britain's provincial papers.

The Press advertising will be fully backed by editorial features and all Rover distributors and dealers will be urged to enter into the spirit of the campaign by running a 'travel theme' in their own showrooms.

The Rover display kit (similar to the photograph right) comprises of six display pictures, six over-prints, two window banners and four sun spots. A set of

listing some very good promotional ideas.

This is a highly original theme, and we feel sure it will be a winner.



ROVER car sales in the UK during the first four months of 1971 were an all-time record.

A total of 12,171 units including Range Rovers, were sold and the Company increased its share of the total UK car market.

Between October 1970 and the end of March this year, sales of the Rover 2000 and 3500 have increased substantially compared with the same

period of 1969/70, and the average market share this year for Rovers (excluding Range Rover) was 2.8%.

Commenting on the figures, Sales Director, Mr. John Carpenter, told the *Rover and Alvis News*: "During recent research into many aspects of the passenger car market, one of the most striking factors to emerge has been the underlying strength of demand for our current product range. This, coupled to the high degree of brand loyalty which we have enjoyed for so many years, enables us to face the future with confidence."

## Orders for Land-Rover ambulances

A DUTCH medical missionary organisation has ordered 12 Land-Rover ambulances for use in the developing countries.

The money for the ambulances was donated to the Medical Mission Action organisation (Memisa) by people in Holland. Memisa has previously bought 17 Land-Rover ambulances, because they are the most suitable vehicle for difficult terrain found in the countries to which they go.



# A Rover film wins an award

**Judged best "Export Promoter"**

**THE Range Rover film *A Car for All Reasons*, has won The Financial Times Export Award in this year's British Industrial Film Festival.**

The award is made by the *Financial Times* to the film best calculated to promote British exports, and is judged by a panel including representatives of the British National Export Council, the Department of Trade and Industry and the Central Office of Information.

*A Car for All Reasons* is all about Range Rover, a vehicle which provides high performance, the rugged capabilities of a Land-Rover and the comfort of a saloon.

The film, in the words of the *Financial Times*—"Shows convincing demonstrations of the vehicle's performance, and certainly should help in overseas markets."

Commenting on the award Mr. H. W. Beresford Rover's Publicity Manager, told *Rover and Alvis News*: "As early as August 1969, the possible requirements for a Range Rover film were discussed with the film producer, whose brief was for a film that highlighted the outstanding technical features of Range Rover. Yet because it would eventually be shown to non-technical members of the general public, it was suggested that shots of these features should be related to the 'in use' benefits.

"At a later meeting with Rover development engineers a list was drawn up itemising specific features, and so that the audiences would be able to see them working it was decided to build completely driveable chassis engine units. These had to have a suitably weighted chassis to compensate for the body structure and incorporated a roll-over bar for safety. The moving parts were picked out in special colours which would register strongly on colour film.

"Because Range Rover

was suitable for all types of terrain and climate it was decided that extremes of both should be covered in the film. Arrangements were made for location shooting deep in the Sahara and for the other extreme snow and mud shots were taken in Wales and in the Midlands.

"In fact, four hours of film were recorded. Some

tight editing plus a good script by Producer-Director, Michael Furlong, resulted in a crisp, 15 minute take, which made every shot and word count.

"Despite the inevitable delays due to weather conditions and other hazards of filming, the film was completed on schedule and shown for the first time at

the presentation of the Range Rover to the Press.

"Since then an additional 40 copies have been sold and sequences used by many television companies. We have also been advised that the Central Office of Information propose to buy a number for world-wide distribution through British Information Services.

## New Course proves to be popular—

WITH OVER FORTY PEOPLE ATTENDING



**THE first of a series of five-day courses for shop stewards, arranged by the Training Department in conjunction with Solihull Technical College was held recently at the college.**

This introductory course, which is part of a wider programme, covered a comprehensive range of subjects dealing with the role of shop

stewards in industry.

The series of linked courses, ranging from introductory talks for newly appointed shop stewards to

in depth lectures for experienced stewards, were devised after consultation between a team of managers from personnel, training and industrial relations and senior shop stewards representing the Midland Rover factories.

The above photograph shows some of the twenty people attending the initial shop stewards' course at Solihull Technical College. This proved to be so successful that a further course was held with over twenty people participating.

### WEEKEND COURSE

The Rover Company and the Department of Business Studies from Solihull Technical College, also held a NEBSS residential weekend course at British Leyland Marketing Centre, Studley.

Rover's Training Officer, Mr. E. J. Walden, reports that this weekend, part of the second year syllabus, covered such subjects as the techniques of group leading, industrial relations and analysis of problems.



## talk with the top

**THE high level of unemployment and its effect on purchasing power and British Leyland's business—that is the key theme which Lord Stokes deals with this month in his 'regular' Rover and Alvis News column.**

**Q: Many employees are getting worried about the amount of unemployment in the country, and are wondering about the future. At this mid-point of the year can you summarise our situation at present and give an indication of what the next six months may be like?**

Lord Stokes: Like them I also am worried about the level of unemployment, because when the country gets to the state that we have nearly three-quarters of a million unemployed it is obviously going to have repercussions on the general purchasing power and the ability to buy motor cars, and the ability to buy goods and services which require our commercial vehicles, quite apart from the serious human problems involved.

We are already worried about the artificial restrictions on the motor car industry due to hire purchase controls and heavy taxation, and while we have had an extremely good reception of the Marina the total overall market is not as buoyant as we would like to see it at this stage. This also applies to commercial vehicles where there have been some heavy cut-backs in purchasing particularly by state-controlled organisations.

We have got fairly good order books for the next six months, particularly on the car side, but we are getting increasingly worried about the rate of inflation which is putting our costs up at home and overseas.

We have to do two things: (1) Get some stability into the wage situation. (2) Make sure that we do not get any interruptions of production, because if we get them we lose business we never get back again; this increases our costs, and in the long run it means that if we have a stoppage it increases the risk of unemployment in the industry itself.

**Q: Some redundancy is likely in Truck and Bus Division, which has been doing so well. What is the significance of this?**

Lord Stokes: There are two reasons for this. One is the recession in the domestic market where the registrations of trucks have dropped dramatically. This is due to uncertainty—companies not being prepared to re-invest in new transport equipment because of the general air of uncertainty.

Also overseas we are finding that competition is increasing at a very active pace which is helped by the fact that people are complaining that our prices have gone up more than they can afford to pay.

I have mentioned this before: I don't want to sound dull and repetitive but it is such a vital issue for all of us to realise that we can only have employment

(and the motor industry certainly not an underpaid industry) if our products can sell. And they can only sell if they are at a competitive price.

The biggest single item in the cost of a vehicle without any question whatever is wages.

**Q: Tractors seem to be doing better with the recent India order for up to 5,000 sets of components a year.**

Lord Stokes: We have signed this contract for India which we hope will keep the tractor plant occupied, but here again although we have this long-term contract it is conditional on our price being competitive throughout the period that we undertake to supply—no open-ended cheque.

**Q: How are Special Products getting on?**

Lord Stokes: Here again like everyone else, the Special Products Division are feeling the pinch because roads are not being constructed and building of new houses is a bit in the doldrums.

But I think we can say we are getting our share of what business is going, and we have got one or two good orders recently.

**Q: What about the car side? Can you say something more about its prospects?**

Lord Stokes: It is a bold man who will forecast anything as far as industry is concerned at the moment, because we are going through a period of very great re-inflation, an era of negotiation as to whether or not we join the Common Market, coupled with the general expansion of capacity by all car manufacturers which makes the competition even more intense.

I think we ought to pay a tribute to everybody who has participated in the reorganisation of the factories and the new products that have made us much stronger than ever we were before.

The new Marina has got off to a very good start but I cannot over-emphasise the fact that people will not wait. There are so many cars waiting to be sold that people won't wait a day for a car that is not in the showroom.

The old days of the work owing us a living and queuing to buy our cars have long passed.

We have streamlined our sales organisation both at home and overseas—but we have got to give them the product to deliver the moment that they get the order.

I believe that there is a new spirit growing throughout our Group. People everywhere, in our factories, are building even more pride and confidence in themselves and their products for the future. We have certainly got some difficult problems ahead of us in many areas, but with the new enthusiasm which is evident everywhere I think we can surmount them.

## LARGE CROWD AT "SOCCER" DINNER

**THE football section of the Rover Social and Athletic Club held their first ever Dinner-Dance at Solihull on the evening of Saturday, April 24 with over 100 people attending.**

After a fine meal, ably prepared by the resident

caterers, secretary, Derek Jones reviewed the season, a report of which appears elsewhere in this issue, and welcomed the guests who included Mr. and Mrs. R. H. Phillips (Executive Director—Production), Mr. and Mrs. A. Greenway (Secretarial

Executive) and Mr. and Mrs. Glover.

Mrs. Glover is the assistant secretary of the league in which all the teams play. She is, incidentally, a qualified referee—one of the few in the country today.

Mr. R. H. Phillips replied on behalf of the guests thanking the Football Section for their kind invitations. With the speeches over the company adjourned to the Ballroom for dancing until midnight to Joe Royal and his Orchestra. During the evening Mr. Phillips presented the prizes shown in the photograph left.

There is little doubt that this initial Dinner-Dance was a complete success and that it will be a fore-runner of many more.



## ANNUAL BARBECUE— ALL ARE WELCOME

The annual Barbecue organised by the Apprentices will be held in the vicinity of the Rover test track on July 10.

Commencing at 8 o'clock there will be music, liquid refreshments and eats. Tickets price 30p can be obtained from the Training Office or from the main gate on the evening of July 10.

Why not join the regular 200 or so people who always enjoy the grand evening out?

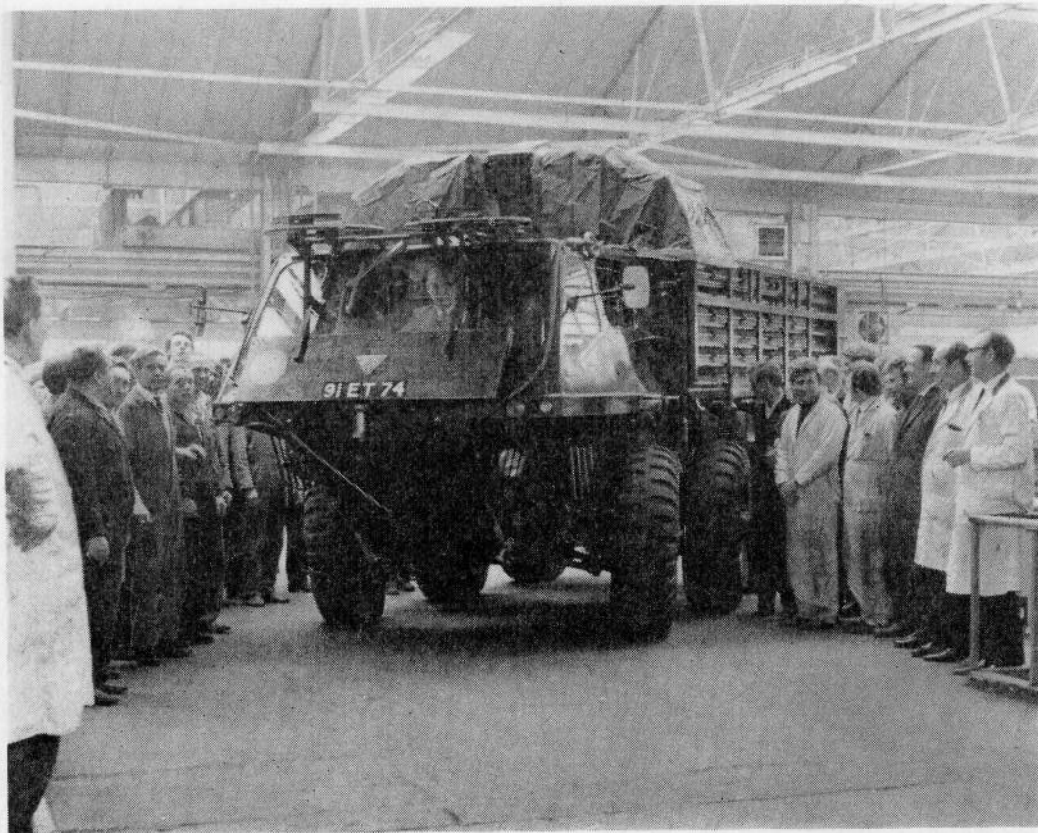
**YOU ARE ASSURED OF A GOOD TIME.**



# The End of the Line—

LAST STALWART LEAVES ALVIS

The last Alvis Stalwart came off the production line at the end of April. It is shown here being driven away by Jock Wilson watched by employees from the Fighting Vehicle Shop at Alvis, Coventry.



# Industry is going metric

TO help industry plan for the changeover to the metric system, and to keep everybody in the picture, the Metrication Board is at the moment presenting an Exhibition in a number of towns and cities throughout the country.

One such Exhibition took place in the Lanchester Polytechnic's Faculty of Art, Coventry, on Wednesday, March 24. Opened by Lord Ritchie-Calder, Chairman of the Metrication Board, he used the Range Rover Gearbox as an example and illustration of a Company

who had made rapid progress in designing and manufacturing an all metric product.

During the period of the Exhibition, the Coventry Junior Chamber of Commerce organised three one-day Seminars.

At one of these, Mr. E. Scott, Executive Director of our Engine and Transmission Factories, was asked to speak on Production Problems in Metrication.

The production of the Range Rover Gearbox at our Tyseley No. 2 Factory, was used as a basis for his talk to numerous industrialists in the Coventry area. A great interest was shown in it, and congratulations were given to the Rover Company for being first to produce a Metricated gearbox.

Dare we say it—Rover leads whilst others follow... The story on the Metric factory at Tyseley, was published in an earlier issue of *Rover and Alvis News*.

## Industrial Security men meet at Rover Pengam

Theft Act, espionage and crime discussed

ROVER Pengam, was recently the venue for an Industrial Security Officers' Training Course organised by the Industrial Police and Security Association (Welsh Region).

The course, which extended over a period of three days, was attended by security officers from industrial establishments throughout Wales.

The Chairman, Major R. D. Meyrick, opened the forum on Monday, April 5, by expressing appreciation to the Rover Company for allowing the course to be held on their premises.

The first day saw lectures on duties of industrial security officers, crime prevention and liaison with the police. How to compile reports and statements and the basic theory of fire and crime prevention.

On Tuesday, industrial relations were covered, as

were the powers of arrest and search.

In the afternoon of the 6th, the lectures included miscellaneous works offences, loss of property and

crime squad activities. Afterwards a tour of the factory took place.

On the final day, the security officers (shown below) dealt with The Theft Act, and safety and espionage in industry.

The course was closed with a forum under the chairmanship of Major Meyrick at 5 o'clock that afternoon.



## ROMANIAN DELEGATION AT ROVER, SOLIHULL

LAST month, two parties from Romania visited Rover. The largest group of over 16 people came to collect some Land-Rovers. A full story will appear in the next issue.

In the supporting photograph (right) Mr. R. L. Richter, European Sales Manager, can be seen discussing Range Rover with Mr. Alexandra Lungu, Deputy General Manager—Ministry of Chemical Industry; Mr. Aurel Ghibutiu, Head of a Department of the Institute for International Market Research in the Ministry of Foreign Trade; Professor Costin Murgescu, Economic Adviser to the Prime Minister; and Mr.

G. Marcu, Deputy Director of the Institute for International Market Research in the Ministry of Foreign

Trade, whilst Mr. A. E. Wilford, Export Sales Manager, can be seen on the extreme right.



## MORE LONG-SERVICE AWARDS AT SOLIHULL

—and one personal presentation

THE last Long Service Award ceremony was a little different to any other. One of the recipients was unable to attend the occasion in the Managing Director's office on Thursday, April 29, so the Managing Director, Mr. A. B. Smith, made a special journey to the gentleman's home and personally made his presentation there.

Long Service Awards went to: Mr. W. H. Beech, a Skilled Fitter; Mr. W. E. Hone, Fire Service; Mr. W. J. Hone, Maintenance Electrician; Mr. D. Kemp, Skilled Electrician; Mr. R. A. Lewis, Paint Rectification; Mr. M. L. Hall, Forward Projects, Quality Control; Mr. H. E. Coombes, Industrial Relations Executive; Mr. A. S. James, Planning Engineer; Mr. R. M. Hughes, Assistant Foreman P6 Finished Units; Mr. A. J. Andrews, Skilled Trimmer; Mr. F. G. Hill, Paint Shop; Mr. R. C. Thompson, Fitter, Land-Rover; Mr. R. K. Worley, Skilled Fitter; Mr. E. L. Bibb, Workshop Controller; Mrs. B. M. Collins, Chargehand Cleaner; Miss A. E. Bluck, Forewoman Land-Rover Trim Shop at Garrison Street; Mrs. H. A. Mitchell, Secretary to Mr. J. B. Rosbrook; Mr. A. E. Harding, Foreman; Mr. G. L. Silo, Assistant Foreman; Mr. W. C. Webb, Foreman Painter; Mr. W. J. S. Kempster, Paint Spraying at Tyseley; Mr. P. Kilty, Toolsetter at Tyseley; Mr. J. W. Allsop, Assistant Foreman; Mr. D. E. Clark, Labourer at Tyseley; and Mr. R. M. Mitchell, Assistant Foreman, P6 Engine Test at Acocks Green.

Mr. F. J. Slocombe, a

Fitter in Experimental Department at Solihull, was the person who was unable to attend due to illness. As reported earlier, Mr. A. B. Smith went to his home and made the presentation there.



(Above) The main party of Long Service Award recipients. (Below) Mr. A. B. Smith (left) visits Mr. F. J. Slocombe at his home...



### OBITUARY

It is with deep regret that we announce the death on May 24th, 1971, of Mr. Stanley W. Nixon, who was Executive Director of Production at Rover Pengam until his retirement in 1969.

A native of Cumberland Mr. Nixon was born in December, 1903. He was educated locally and at the Armstrong College, Newcastle-on-Tyne.

He joined the Rover Company at Tyseley in 1941 and was appointed Executive Director of Production at Cardiff in August, 1965.

On behalf of all his Rover colleagues the Editor offers most sincere condolences to his wife and relatives in their sad loss.





# HILLRALLY

## STORY BY

JOHN CONNOR

## PHOTOGRAPHS BY

ALAN LUCKETT  
KEN TWIST

**A** RANGE ROVER crewed by ex-Rover apprentices 24-year-old Roger Crathorne and 22-year-old Vyrnwy (Taffy) Evans won the first ever British Hillrally held in Wales during the weekend of May 1.

Based on the French Rallye des Cimes, the hillrally was sponsored by Senior Service.

Restricted to four wheel

drive clubs, response to this new event was most encouraging and 45 competitors, with vehicles ranging from Range Rovers and Land-Rovers to Hafingers and Jeeps started from the disused railway station at Llangollen at 8.30 a.m. on Saturday, May 1.

### The first contact

With fine weather on their side, the competitors' first contact with the Welsh mountains was almost without exception clear of any serious hazard.

The exception was Land-Rover No. 35, driven by Peter Sims and navigated by Phillip Cooper which overturned 'nose first' on a nasty stretch of mountain track leading towards Ceiriog.

The crew luckily escaped without serious injury (just a few cuts and bruises) due to a very stout roll-over bar.

### Moonlike desolation

After a lunch and service stop at Machynlleth, Range Rover No. 1 led the field to tackle the afternoon stages across miles of desolate moonlike terrain, ending in a spectacular thrash through six miles of forest and a swim up the centre of the four-foot deep River Wye.

Provisional results given at the Press conference on Saturday evening gave first place to Land-Rover No. 25, driven by Michael Green of the Rover Owners' Association, Peak and Dukeries Club.

### Day two

During Saturday night the service crews worked hard into the early hours getting some of the 'bashed'

pieces of machinery ready for Sunday.

Land-Rover No. 35, which had been towed from its disaster area (see photograph right) by the *Rover and Alvis News* Press vehicle earlier in the day, was eventually driven into the night stop at Llandrindod Wells under its own power. It had, however, to retire due to extensive damage.

After an early Sunday morning start, hustling and bustling with activity, the remaining sections were undertaken with a great dash by all competitors. They culminated in a series of extremely 'steep hill sections' at Newmead Farm, near Builth Wells.

### Spectators abound

These sections were open to the public and over 2,000 spectators cheered the remaining entrants through each phase of the trial.

At this stage about nine or ten of the total entries had withdrawn. In fact, at the final count 34 vehicles completed the Rally.

Roger Crathorne and 'Taffy' Evans were driving with great aplomb, smashing the time record on all sections—winning them easily.

Barring an accident to a Land-Rover, which overturned when trying just a little too hard, everyone else successfully negotiated the course.



ABOVE—No. 35 comes to grief on the very edge of an 80 ft. driver on the left is explaining to the *Rover and Alvis News* just how was to joining the Senior Service official's Land-Rover already the bottom of the ravine.

BELOW—Range Rover No. 1 charging up the centre of the R much to the amazement of the large crowd of spectators.



# 1<sup>ST</sup> PLACE TO



TOP—Roger Crathorne (left) and Vyrnwy (Taffy) Evans (right) immediately after finishing the last section. With all the hard work over they could now relax and wait for the official result.

ABOVE—One of the Army entries waiting for the start of a timed section.

## TWO WINNING THOROUGHBREDS



Fastyr Kay (which translated means Evening Mist) ridden by Vivienne Cain and owned by Mylchreests Motors Ltd., Rover distributors, won the 'All Hack Championships' held on the Isle of Man last year.

Five-year-old Fastyr Kay is a third generation Anglo-Arab horse bred by Mylchreests. It is shown here with Rovers' one-year-old Range Rover—a winner of all classes and competitions entered !!!



# British style



ABOVE—No. 31 in full flight through a mountain water splash.



## Final results

Late Sunday evening at a hotel in Llandrindod Wells, the final results were announced and the first twelve were given as follows: 1st, Range Rover, driven by Roger Crathorne of Solihull; 2nd, Land-Rover, driven by Michael Green of Jacksdale; 3rd, Land-Rover, driven by Keith Kennington of Barnack; and 4th, Range Rover, driven by Jeremy Archdale of Sheffield. 5th Land-Rover—L/Cpl Eric Price of Knighton; 6th Land-Rover, Richard Wainwright, of Derby; 7th, Toyota, Colin Cowley, of Bletchley; 8th, Land-Rover, Richard Howard, of Underwood; 9th, Land-Rover, Roger Stevens, of Soham; 10th, Land-Rover, John Tomlinson of Derby; 11th, Land-Rover, Reg Parker, of Southwell; and 12th, Richard Webber, of Bourn, driving a Land-Rover.

The Class Winners were: Roger Crathorne, L/Cpl Eric Price, Michael Green and Angus Souter.

## Great sport

Both Roger and Vyrnwy acquitted themselves well in the Hillrally. Speaking to *Rover and Alvis News* at the subsequent Press conference, Roger said: "Considering this was the first event of its kind, I thought it was great, and I would certainly like to see the Hillrally developed further in this country."

Speaking about himself and his navigator, he went on to say: "Both of us enjoyed the experience and look forward to the next time. This was in actual fact my first rally, although I have driven in Land-Rover trials.

"Taffy, however, has had past experience in road rally navigation. But I must emphasise that he did a grand job on this Hillrally because the navigation task is far more difficult in this type of event. This is due to the wide expanses of unmarked areas and countless rough riding sections that we had to cover."

## Congratulations

*Rover and Alvis News* congratulates two very capable young men on a fine performance. Additional con-

gratulations go to the service crew of Ken Twist, Jim Bickley-Parton and David Woodcock, who attended to all the Rover made vehicles entered in the event.

## Grand service crew

The service crew were never far away from their charges and always ready to help the instant they were needed.

In the case of Range Rover No. 1 which was going like a bomb, they did not have any serious problems to deal with at all...

BELOW—The successful crew pose with their service colleagues David Woodcock, Jim Bickley-Parton and Ken Twist. The service crew did a grand job looking after all the Rover made vehicles entered in the rally.



That the Range Rover proved itself master of all Welsh mountains is of little doubt. But the success it enjoys must surely reflect upon the event itself.

We sincerely believe that we have seen the birth of a new form of motor sport. A sport that will be with us

for a long time to come.

## Monday display

On Monday, May 3, immediately after the Hillrally, the winning Range Rover was put on show in the Main Canteen at Solihull, where it created a great deal of interest amongst employees.

The event started very early on Saturday morning from the disused railway station (shown above) at Llangollen.

It was so early that the mist had not even moved from the top of the hills. The weather soon cleared and all competitors spent two days in ideal conditions.

## Over 100 entries in the BAMA Southern Command Rally

THE British Army Motoring Association of Southern Command held their Driving Championships of 1971 at Longmoor on April 17 and 18, and a total of 108 vehicles lined up at the start.

Basically a motor driving exercise, the championships are run competitively to stimulate interest and to provide rewards for driving and other skills. The exercise also tests vehicle crew's quick and accurate map reading, reliable driving, both day and night, and handling vehicles on rough terrain.

The Rover Company makes awards each year to various competitors. This year the Best Overall Crew, Sergeant Cushin and Staff Sergeant Potter of the D and M School, RAC Centre, won the Rover tankards. They were also the Best Overall Crew in the night drive and won the Stalwart Trophy.

The third trophy to be presented by the Company, the Land-Rover Trophy, went to the Best Overall Crew in the Cross-Country Section who were, Corporal

Murray and 2nd Lieutenant Nugent of the Royal Military Police Driving School.

As usual this BAMA event

was a huge success and everyone who took part immediately made plans for the next event—Exercise Roadmaster VI held in Germany between May 10 and 15—a report of which we will include in another issue.

## ARE YOU INTERESTED IN A CARAVAN HOLIDAY "RALLY"?

ANYONE interested in a Holiday Rally from July 17 to August 1, should get in touch with Mr. A.

Matthews of Body Shop P6 or telephone him at home on this number: 021-783 9966.

Mr. Matthews tells *Rover and Alvis News* that he is in charge of a Rally run by the Midlands Centre of the Caravan Club. It is being held at St. Bees, Cumberland, and any employee who owns a trailer or caravan and is a member of a Caravan Club is most welcome to attend.

### STOP PRESS ...

The actual Range Rover that won the Hillrally was also placed ninth in the 24 hour International Police Rally held in Belgium during the weekend of May 22nd.

It was one of only two British products to finish in the first ten places.

# RANGE ROVER





## W. LUSTY LEAVES SCG LTD.

MR. W. LUSTY left Self Changing Gears Limited in April after 33 years' service, and Mr. George Jobling, Materials Engineer, the oldest serving member of the Company, presented him with an office armchair and an ash-tray on behalf of all his many friends and colleagues.

Mr. Bill Lusty joined the Company in 1938. After working on the Shop Floor for some months he went into the Drawing Office on gearbox design, in connection with heavy rail car and diesel locomotive transmissions. Many of these units are still in every day use in stock yards and railways throughout the world.

### ANY OLD UMBRELLAS?

Arthur King, our Champion Dahlia grower, would like your old umbrellas. If you have any to spare, please contact the Editor who will pass on your message to Arthur.

# IN YOUR GARDEN

A few more hints by 'Wormseye'

WITH under three months to go to The Rover Horticultural Show on Saturday, August 21, and just over 4 months to go to autumn, it is time to control the flowering of roses.

For really top quality flowers take out the side buds from the flowering shoots, remove suckers and continue to spray against mildew, black spot and aphids.

In the case of Chrysanthemums, stop plants set outside in May and spray to stop leaf miners, aphids etc. Do not let these plants get too dry. A light spray in hot weather is a great benefit to them.

Take out the growing tip of your dahlias to encourage side growth from plants, when they have grown about four pairs of leaves. Mulch with a layer of decayed leaves, garden compost or straw to conserve water and control weeds.

The vegetables are important this time of year. Plant out sprouts and winter cabbage, marrow and tomato plants. Continue to sow salad crops such as lettuce, radish, salad onions etc. But remember if you must spray, use a spray safe for food crops and follow instructions.

Many house plants will benefit from a holiday outside. They should receive

summer rains and a regular feed. But do not leave plants in a hot room with full sun on them.

Talking about sun, shade the greenhouse, keep the atmosphere humid and do not let the plants get too dry. Remove dead flowers and leaves.

Finally a general round-up. Spray against pests and diseases, moulds and mildews. Water in dry spells. Stake and tie plants liable to damage by storms. Sow Primula, Malacoides, Cineraria and Calceolaria seed.

## SCG RETIRED EMPLOYEES SOCIAL EVENING

A SOCIAL evening was enjoyed by 60 retired employees of Self Changing Gears Limited when they were entertained to a Buffet Supper and Social Evening on Wednesday, April 28, 1971 at the Alvis Social Club.

An annual event organised by the Management, the retired people look forward each year to the event. One of the finishing touches to round off this grand affair is that transport is thoughtfully provided both to and from the venue.



## Solihull Bowls Annual Prize Presentation

THE Bowls Section of the Rover Solihull Sports and Athletic Club held their presentation night on Tuesday, May 18.

The evening always commences with a match between a Management Team, and a team drawn from the bowls section.

After the game, players and supporters adjourned to the Rowood Club House for the presentation of trophies. The list of the winners for the 1970 season is as follows: J. Whittaker won the J. B. Wilson Shield;

G. Docker, Ron Pearson Bowls Cup; Mr. A. B. Smith presented the Pairs Cup to D. Currie and J. Pidd, (see picture); B. Withers, Ansell's Bowls Cup (Best Mid-Week Average); C. Breslin, S. Ostler Trophy (Best Saturday Average) and the Land-Rover Paint Dept. took the Peyton Cup (Inter-departmental). Pictures of other winners in next issue.

## RETIREMENTS

**A. LONGBOTTOM**  
A presentation was made by Mr. W. Pereira, Production Control Manager, to Mr. Arthur Longbottom, Stock Checker at Alvis, on the occasion of his retirement after twenty years' service with the Company. His gifts included a wrist-watch, cuff links and cigarette lighter.

**A. C. WORSTER**  
Mr. A. C. Worster retired on April 23 after many years valuable service to the Rover Company. He joined the Company at Tyeley in 1932 and worked for a while in Coventry before the war. During and after the war years, he was at Acocks Green carrying out Ministry work. In 1958 he joined the Overseas Operations Dept., as Tyeley Group Planning Engineer, the position he held until his retirement.

A very popular man with all his colleagues, Mr. Worster has many friends in the company, and on the occasion of his retirement a large section of them attended the ceremony where Mr. E. Scott, Executive Director—Engine and Transmission factories, presented him with a silver plated tea service and conveyed the good wishes of his friends for a long and happy retirement.

**F. MIDDLETON**  
Frank Middleton, a Skilled Fitter, at Acocks Green, retired on April 8 after 32 years' service at Solihull and Acocks Green factories Assembly and Test Superintendent, Mr. S. Goodwin, presented a cheque to him on behalf of his many friends at Acocks Green.

**MRS. C. SIRRELL**  
Mrs. C. Sirrell, Spot Welder, Bulk Spot Weld at Garrison Street, retired on April 22, after 17 years' service. The presentation was made by Mr. G. Chandler and Mr. N. Minnett, Foremen from Bulk Spot Weld, and the presents included flowers, clock, canteen of cutlery, vases and various items from her many friends.

**H. SPIRES**  
Mr. Henry Spires, a Storeman at Solihull, retired on April 1, on his 66th birthday, after more than 20 years' service. He previously worked for a total of 27 years at the Wolseley, Morris Commercial and Austin. He was presented with a gold watch on the occasion of his retirement.

**H. DAVIES**  
Mr. Humphrey Davies, employed as a Machinist at Tyburn Road, retired on April 29 after a total of 19 years' service with the Company. A cheque was presented to him on behalf of his friends by Mr. W. E. Garland, Factory Manager at Tyburn Road.

**D. RADBURN**  
Mr. Dennis Radburn, Progress Clerk in Production Control at Alvis retired on March 17 (his 65th birthday) after 35 years' service. Mr. Pereira, Production Control Manager, presented him with an assortment of gifts including a VHF radio and a wallet containing a sum of money.

**A. BENNETT and B. DURWARD**  
Two stalwart ladies from Percy Road, Amy Bennett and Bella Durward, retired from the Company after 31 years' service each. Mr. R. Haskey, Works Superintendent, presented both ladies with a cheque from their many friends.

**B. BEECH**  
Mr. Ben Beech retired on April 2 after 10 years' service in the Print Room at Self Changing Gears. Ben had also worked at Alvis. Mr. G. F. Farnworth, Works Manager of SCG, presented Ben with an Automatic Teasmade and a Cigarette Lighter, on behalf of his friends and colleagues.



A. LONGBOTTOM



A. C. WORSTER



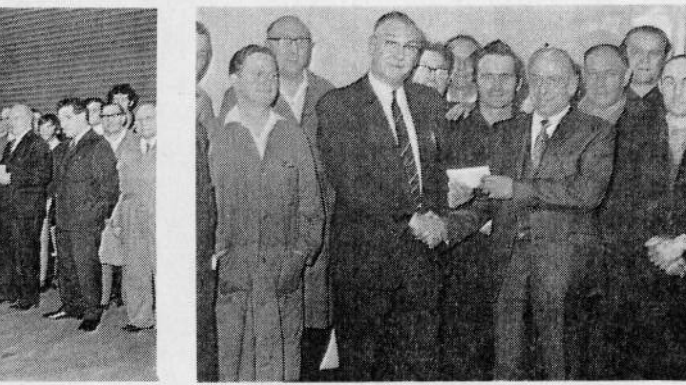
F. MIDDLETON



MRS. C. SIRRELL



H. SPIRES



H. DAVIES



D. RADBURN



A. BENNETT and B. DURWARD



B. BEECH

## A "GOLD" FOR ROVER



Mr. T. A. Barton (right) Chief Engineer (Land and Range Rover) receives the Gold Medal awarded to Range Rover at the last Earls Court Motor Show, from the President of the RAC at a special dinner to mark the occasion.

## BIRTHS

To Mr. and Mrs. Colin Dow a daughter, (Stephanie Elizabeth) on March 22, 1971. Mr. Dow is employed in the Unit Reconditioning Factory at St Mellons, Cardiff. Mrs. Dow used to work in the Cost Dept., Pengam.

To Mr. and Mrs. Malcolm Mahoney a son (Anthony David) on February 19, 1971. Mr. Mahoney is employed in the Unit Reconditioning Factory at St Mellons.

To Malcolm and Barbara Parr a son (Andrew James) on March 23, 1971, a brother for Ian. Malcolm works in the Engineering Department at Solihull.

To David and Joyce Follows a daughter (Michelle Ann) on April 5, 1971. Joyce was formerly employed by P6 Production Control, Solihull.

To Paul and Sandra Godfrey a daughter (Donna Marie) on March 13, 1971. Sandra used to work in Overseas Operations at Solihull.

To Mr. and Mrs. D. Taylor a daughter (Allyson Lesley) on April 16, 1971. Mr. Taylor is a draughtsman in the Current Car Design Drawing Office.

To Mr. and Mrs. F. C. Bryant a son (John) on April 26, 1971. Mr. Bryant is a draughtsman in the Current Car Design Drawing Office.

To Gillian and Eric Barnes a daughter (Mandy Natasha) on March 26, 1971. Eric works in the Drawing Office at SCG and Gillian used to be a typist in Sales Invoice Department.

To Carol and David Brown a son (Andrew) on May 8, 1971. David is a Works Policeman and so is Mr. Rawlins, the baby's grandfather.



## MORE RECORDS FALL TO YVONNE COATS

**YVONNE COATS**, the young swimmer illustrated in the October issue of this paper, is breaking swimming records yet again.

Yvonne, the daughter of Mr. Ron Coats of the Alvis Purchasing Department, won Gold, Silver and Bronze awards in the Warwickshire age group competitions last year—and we said then that a future swimming star had been born.

She started her latest round of record swims after being invited by the ASA to Loughborough Training College for 10 days strenuous training. She swam for Coventry in the 8 Towns Gala on April 17, where she attained her personal best time of 1 min., 27.6 secs. for the 100 metres breaststroke and won her event.

Yvonne followed this success by a further week's training at Crystal Palace.

On the afternoon of May 1, the first of the County Age Group Championships were held, and in the 110 yards freestyle for 12 and 13-year-old girls, Yvonne came third, in one of the most thrilling races of the day.

The first and second places were given the same time of 1 min., 14.4 secs. whilst Yvonne's time was 1 min., 14.6 secs. This is within the Gold Time for this stroke and is the second Gold Time Yvonne has obtained. The first being the breast-stroke at the age of ten.

The evening of May 1, the second County Age Group Championships were held when Yvonne came first in the 12 and 13-year-old girls 110 yards breast-stroke.

The day after, Sunday, May 2, Coventry and District held trials to pick a team to go to Denmark. Yvonne entered the 220 yards breast-stroke and came first in a time of 3 min., 5.6 secs., beating Elaine Ramage, a County champion in the breast-stroke.

We don't apologise for repeating ourselves when we say that on this form alone she is going places. She will without doubt make a name for herself in competitive swimming at both national and international levels.

## TABLE TENNIS BACK AFTER FOUR YEARS

**TABLE TENNIS** has been revived at Alvis after four or five years—if there is anybody interested in joining the section just contact Bob Thompson, secretary of the Social Club. He will then hand your name over to the section secretary.



# Alvis Sports-Social Club in fine form

**ALVIS**, of Coventry, must have one of the most thriving Sports and Social Clubs in that city. Every time the *Rover and Alvis News* visits the club, they find it filled to capacity.

On the sports side there are 19 sections including—Angling, Billiards, Snooker, Darts, Badminton, Shooting, Football, Cricket, Tennis and Ladies' Netball.

It is nice to record that all these sections continue each year to give a very good account of themselves.

## LADIES' DARTS TEAM REACH FINAL

**THERE** is a strong ladies darts team at Alvis. They play every Tuesday in the Works Club league and this year they have, at the time of writing, reached the final of the H. Bowden Cup.

Captained by Mrs. D. Poolton, the team comprises of Mrs. J. Mitchell; Mrs. J.

Deeley; Mrs. J. Hardware; Miss E. Poolton—the captain's daughter; Mrs. J. Edmunds; Mrs. D. Etheridge; Miss V. Parsons and Mrs. I. Douse.

The ladies play darts from September to April and travel within the Coventry City area on a home and away basis.

# Children well catered for at Alvis

**THIS** month sees the Alvis children treated to a day's outing by the Social club. The nine, ten and eleven-year-olds are off to Wicksteed for the day, while the twelve, thirteen and fourteen-year-olds will go to Belle Vue.

On both occasions the children will have lunch, tea and free entertainments. Over 200 children will be in each party which will be supervised by members of the committee and the collectors of the weekly tote, proceeds from which go towards staging these outings.

The babies have not of course been forgotten, they have got their Christmas party already settled, and Father Christmas has also been booked.

All in all, the Alvis employees' children seem to be well catered for during 1971.

### Flower Show

Another highlight in the Alvis social calendar is the annual Flower Show on July 3, which is in turn, followed by an Autumn

Show on September 11.

Both of these create a great amount of interest and entries come from all parts of the Rover and Alvis and SCG plants.

## ALVIS NETBALL—a quiet time

**NETBALL** secretary, Pauline Sturt, reports that both the Alvis 'A' and 'B' netball teams, whilst although holding their own, had for one reason or another rather a quiet season during 1970/71.

The 'B' team finished fourth in their league, and have in fact done better this year than ever before.

The football first team for example, have had a great season. The domino men won the Coombe Abbey Cup, and the ladies' darts team reached the final of the Horace Bowden Cup. The snooker section send three teams to play in the Coventry Works Sports Association, as do the bowls who play one team on mid-week fixtures and two in Saturday matches.

Another ladies' section, the netball girls (see photo above), played in the inter-departmental series of football matches. Playing against first year apprentices they only just managed to lose! Better luck next year girls. You may get in the final!

Further details of some of these sections appear elsewhere on this page.

### IMPORTANT NOTICE

All these Alvis sections are without doubt experts in their particular field. If any other sections within the Rover and Alvis group would like to play them in friendly or challenge matches, we feel sure they would be only too happy to oblige.

Anyone who is interested in an interchange of this kind please contact the Editor, *Rover and Alvis News* or Mr. Bob Thompson, Secretary of the Alvis Social Club at Coventry.

**LET US SEE WHO THE GROUP CHAMPIONS ARE...**

# SCG Team lose two finals...

**SCG** Football team have roared through the past season reaching the finals of two local competitions—the Coventry Works Division III Internal Cup and the Coventry Evening Telegraph Minor Cup.

The first to be played was against the Standard Football Club in the Works Final. SCG were disappointed losing 1-0 in a very competitive game. In view of this every effort was made by all players to capture the second trophy.

Unfortunately fate was still against them and after a well contested game, the superior fitness of Rowleys Green lads told, and in the later stages, SCG wilted giving away two goals, to make the score at the final

whistle, 2-0.

Finally, *Rover and Alvis News* correspondent at SCG, Mrs. Rita Chaplin, mentions P. Ellis—a member of the football section for 15 years.

Mr. Ellis is a player of great ability and he had an outstanding game in the both finals. Of course all the other players, (shown in the photograph below) "played their hearts out" and everyone of them equally earns congratulations.



## Cricket Team's Debut in Higher Division

**THE** cricket team have opened their season in a higher division than in 1970 and they are looking forward to giving themselves and their supporters a record of which to feel proud.

Further news of the Alvis cricketers will appear in due course. Highlights of some of their major games will be recorded in this paper.

## ANYONE FOR MUSIC?

**A** new section in process of being formed at Alvis is a music club. Their first meeting was held on April 29, and by the size of the attendance, it looks like being a very successful addition to the social club.

## NETBALL LADIES WANTED!

**LADIES**, if you would like to keep fit and active here is your chance. Why not join the Rover Netball Team? Irrespective of age you are needed.

Will anybody interested please apply directly either to Miss C. Fletcher or Miss B. Newman, Shipping Department, Rover Solihull. Internal telephone 862 or 426.

## Bowls season well under way

**A**NOTHER section under way, or should we say just starting their season, are the Alvis bowls' team.

These lads will be competing as usual in the high standard of bowling to be found around the Coventry district.

Again further progress will be reported and watched with interest.



# ROVER SOLIHULL SOCCER NOW FIRMLY ESTABLISHED

**D**URING the past season the members of the Rover Solihull football club have been quietly establishing themselves as one of the Birmingham works football league's strongest sides.

Each week all three teams have acquitted themselves well in their respective divisions. The first team are strong contenders for promotion from Division 2a to Division 1. The second team playing in Division 4, and the third in Division 8 have done well enough to be feared by many of their opponents.

In fact, all the teams are cup winners. The first won the Alfred Lucket Victory Cup for the second successive year. The second team captured the Dunlop Empire Shield, and the third won the Jewellers Vase.

## First team win final

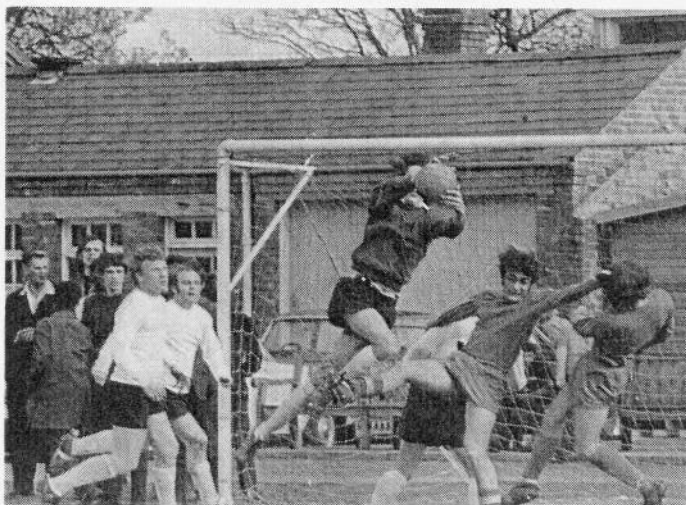
The first team's (photo below) match at the Transport City Stadium against Lucas GKS was an exciting affair, with good football coming from both sides. Lucas pressure resulted in

ten minutes to go J. Gee broke down the right wing, passed to Mike Price who in turn passed to 'Will o' the Wisp' McCappin—and with a first time shot he equalised. Shortly afterwards the final whistle went and extra time had to be played.

Some skilful ball play, and a cross to McCappin led to the second goal and the sting was taken out of the Lucas side. Towards the end of extra time McCappin completed his 'hat-trick' with a rocket header from 20 yards and the Rover first team had beaten Lucas 3 goals to 1.

## Marred by injury

The second team playing for the Empire Shield beat Marsh and Baxters 4-2, again after extra time, whilst the third team who met



come out on top if a match were played around this time next year. Any takers?

All in all Rover Solihull

have had a very successful season and they are out to regain their rightful place in the premier position of the league next year. *Rover and Alvis News* will keep our readers informed from time to time.

# SPORTS PARADE

— EDDIE  
O'HARA



Did you know that there are at least five ex-professional footballers working within the Rover/Alvis group.

We hope to highlight them from time to time in a sports personality series and the first on the list is Eddie O'Hara, an ex outside left for Birmingham City Football Club.

Now working at Solihull, Eddie told *Rover and Alvis News* that he was transferred from Dundalk in 1947 to 'Blues' and played with them on and off until 1952, both in Division 1 and Division 2 football.

In 1953 he was transferred to the Southern League side Hereford United whose team captain was Billy Hughes also an ex 'Blues' player.

After a while he returned home to Eire and played for Dundoura, but a year later returned to this country to play for the works side of Lockheed Leamington as a part-time professional.

Eventually he moved to a local amateur side, on a permit and played for them in a year in which they won everything they entered.

Eddie does not play football any longer, Quiet, unassuming and we suspect a little shy, he informed us that he does from time to time take his children to watch 'The Blues' play.

Asked what he thinks of the present side he said, "I am sure the lads of Birmingham City have got a great future ahead and I wish them well."



their having a one goal lead at half-time, but in the second period of play the game changed round completely and the Rover forwards pushed Lucas back into defence.

With time running out it looked as if the cup was going to Lucas, but with



M.E.M. in the final of the Jewellers Vase won 2-0.

This match was marred by the injury to Chris Small, who broke his leg just after the game had started. As he was being taken off the field he shouted to a disconsolate Rover team, "Come on lads, win it for me." They pulled themselves round and got their two winning goals easily through Buckley and Brown.

Finally the invincible Rover Toby lost 1-0 to Rover Solihull in a friendly game. Both teams are now riding high and it would be interesting to see who would

These photographs by Mike Broughton of Works Engineers, show the Solihull First Team in action. (Top) Solihull's keeper 'cuts out' a high Lucas cross. (Centre) The team with their trophy. (Left) Lucas go one down as this shot from Rover beats their keeper.



# Table Tennis Section —Net more members

**S**INCE our last report the Rover Solihull Table Tennis Club have had a very busy calendar. In only their second season they have grown to become the joint sixth largest club out of 160 in the Birmingham area.

With this growth they have 'netted' some very able table tennis players. Kay Dumbleton of the Buying Department reached the final of the Women's Birmingham Championships, only losing narrowly in a very high class match. George Beesley won the South Birmingham League individual title for Division 3, dropping only three games out of 36. This again was an exciting match,

with his opponent, a young Warwickshire player finishing only one point behind.

Another player, John Higgins, Planning Layout DO, reached the final of the South Birmingham 'Closed' Championships, which were held at Rover, Solihull, in April, only to lose after three hard fought games.

The Birmingham League team (George Beesley, Ray Cobby, Trevor Holdsworth) under the captaincy of Mike Broughton won the final of the Birmingham League Cup playing against a team from Bournville.

In the Harold Butler Trophy competition Me Albutt, Land-Rover line lost to Pete Tedstone, Gas Turbines, in two straight games. At the presentation ceremony afterwards, Mr. H. Butler, Executive Director—Production Control, congratulated the players on their fine performance.

All however is not roses in the table tennis camp. On their recent visit to Cardiff they were defeated by a very strong Welsh side.

A more detailed report in the next issue.



Mr. H. Butler; Executive Director, Production Control (left) presents Pete Tedstone with the winner's trophy.

# JUNIOR BOYS FINAL AT ROWOOD DRIVE

**O**N Sunday, April 18, the final of the Birmingham Junior Boys' Football League was played on the Rover Sports Ground at Rowood Drive between Crosby Hall and the Gilbertstone Colts.

After a very entertaining game which switched from side to side the final score was 3-2 in favour of Gilbertstone Colts.

The skill shown by these

boys was remarkable. Spectators were heard to pass the opinion that here were some Rover players of the future, because quite a few of the boys' parents work for the Rover Company.

Well, we will see, maybe some will even become full time professionals. A lot of them play like it already, and our congratulations go to both sides on the very high standard of their game.

