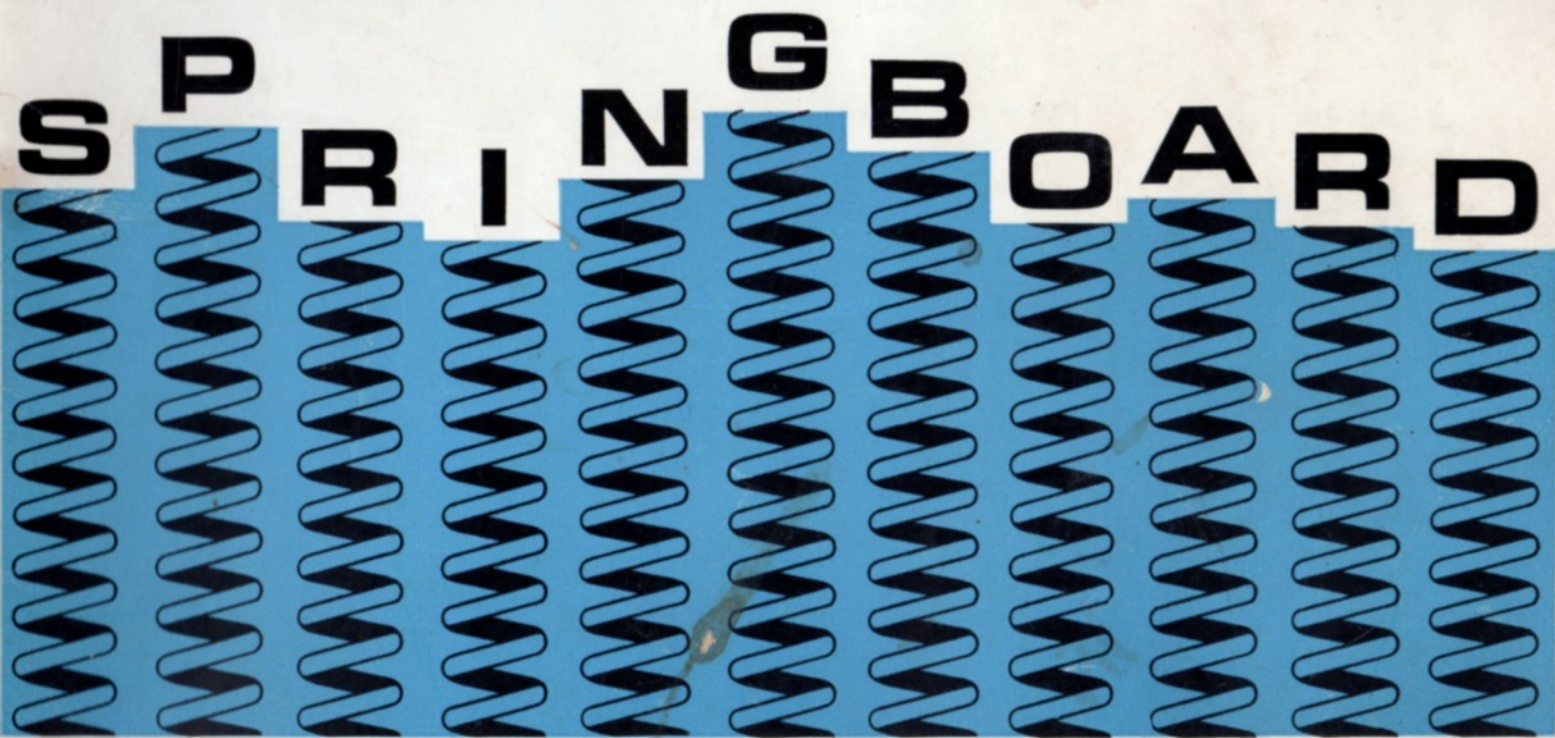


AUTUMN 1969

The title 'SPRINGBOARD' is rendered in a bold, black, sans-serif font. Each letter is positioned on top of a blue rectangular block. The background of these blocks is a repeating pattern of white, wavy, spring-like lines. The letters are: S, P, R, I, N, G, B, O, A, R, D.

**SPRINGBOARD**

The House Magazine of Herbert Terry & Sons Limited · Redditch

Copyright Reserved  
Printed by Cradley Printing Co Ltd., Cradley Heath and London  
Typefaces used: Monotype Grottesque Series 215 and 216  
and Univers Series 689 and 693.

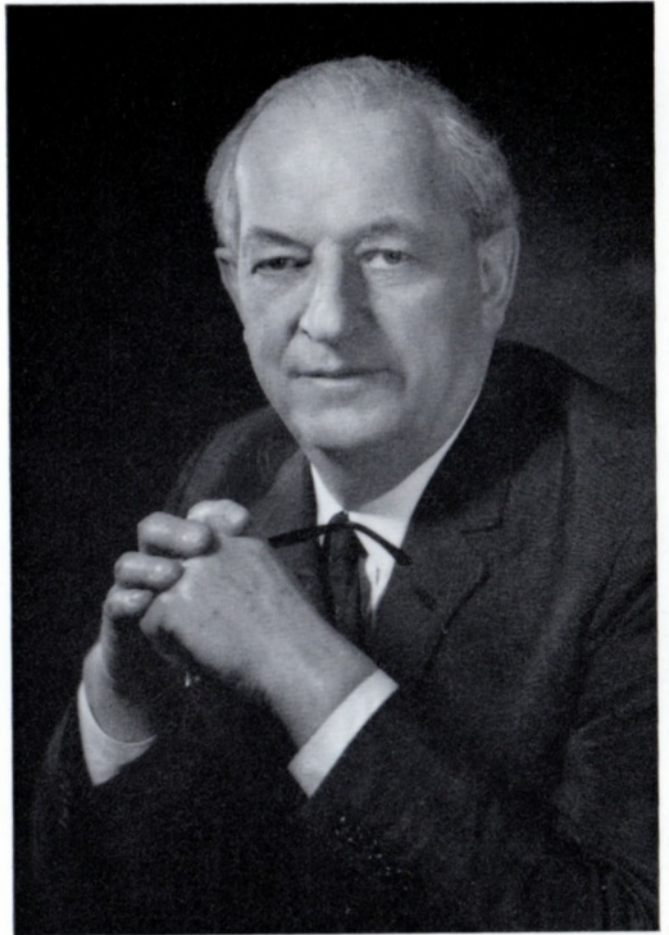


## A message from the Chairman

Welcome to Springboard! I have wanted a house magazine for many years but felt that it would not be effective unless someone could devote plenty of time to its production. Now that we have Mrs. Kaye on our staff we have lost no time and I am sure that this first number will be the forerunner of a great deal of fun and understanding for everyone at Terry's.

Most of us live in a community of one sort or another. It may be our town, Women's Institute, club, or our local. Naturally we like to know what goes on, so the local newspaper is always popular. News of the smaller communities is its life blood, as it is passed round verbally when folks enjoy a get-together or a pint.

When one is part of a large industrial organisation it is a good thing to know about the



Norman V. Terry

people in it, the various day-to-day happenings in the factory and also to have up-to-date news of its products. This helps to engender a better team spirit which is so vital in modern industry. Everyone should feel he is part of a growing concern rather than just an individual doing a job in order to live.

Springboard will be able to help foster the feelings of co-operation and faith in the future to which we can all look forward.

Good luck to Springboard!

A handwritten signature in black ink that reads "Norman V. Terry". The signature is written in a cursive style with a long, sweeping underline that extends to the right.





John V. Terry, *Managing Director*

## **A look at the future**

### **Company aims and their achievement**

It is extremely important that everyone in our organisation should understand the goals of the company and how it is intended to achieve them. It is also important that every employee should be able to see how his personal efforts can affect the fortunes of the company as a whole. Together we must create a real team spirit aimed at promoting success in all we plan for the future.

With these ends in view a Works Committee has been formed with the object of providing real communication between shop floor and management. This will be an ideal forum for the exchange of new ideas, comments and suggestions from both sides, and its effectiveness will be increased by the passing on of its deliberations all the way down the line.

The House Magazine will be a most valuable extension of these principles; I shall be telling you of significant events and shall be most interested to read the contributions of others, particularly from the shop floor.

The company is at present going through a major phase of transition, bringing to light many problems and difficulties which will have to be overcome. When our present position is consolidated and reorganisation is complete, we shall have a firm basis for considerable expansion in the future.

Our name is well known and respected throughout industry and we have many products with considerable potential for development. Continued growth in development and production will restore our company to its former prominence in British industry as a whole.

During the past twelve months we have adopted many new measures which I am sure will lead towards the achievement of our objectives. We have strengthened our management team by combining new ideas from outside with the considerable experience of existing personnel and I have noticed the beginnings of a new enthusiasm which must be encouraged and developed.

We are evolving new systems of management control and documentation which are enabling us to make more effective use of present facilities. This has led to a more efficient use of our space at Redditch and we have now been able to incorporate the Plymouth plant and equipment into our existing buildings.

We have many plans for improved marketing and promotion of our 'Anglepoise' lamp. You will read of these elsewhere in the magazine.

Our production staff is convinced that there is great potential for increased output from the factory. This is essential if we are to meet the growing demand for our products and to give good service to customers.

Much remains to be done, but I feel we are moving in the right direction. As a company we have invaluable skills and knowledge. The quality of our products is recognisably second to none. If we each make a real contribution in our own field I am confident we have every reason to expect the name of TERRY to make its individual mark in the highly competitive world markets of today.





Tony Wood, *Sales Manager*

### Action in sales

Sales policy is now directed at concentrating on major product groups and our first task has been to streamline our range of products by deleting all small volume and value products from our catalogue.

In the early part of the year production was geared to produce valve springs in order to meet the rapidly rising demand resulting from further hire purchase restrictions levelled at the motor trade. It was necessary to give the distributive trades a very quick off-the-shelf service for replacement valve springs—and this we succeeded in doing. A 97% replacement service has been maintained.

There is now an ever growing number of motoring enthusiasts among the general public, and to meet their demands for that little bit extra from their engines we are introducing at the Motor Show in October, the new Performance Pack Valve Springs. At the same time the new Hose Clip Dispenser Board will be featured very prominently—as it is elsewhere in the magazine!

Effective marketing and distribution are essential factors in modern business. In this context a big new promotion is under way for the 'Anglepoise' lamp. New promotional and point-of-sale material has been prepared, together with special selling aids for our own sales force. To get full national coverage, we

have appointed selected main distributors in key towns all over the country. This will considerably streamline our distribution system, resulting in a better service to customers.

Our outside sales force has been expanded in order to get concentration and selling in depth to the many outlets to which our products can go. In addition, two technical salesmen have been appointed and their expertise in dealing with the many technical problems arising from spring and presswork enquiries will be of great benefit to present and future customers.

We are always looking for good new selling lines. If anyone has any ideas, don't hesitate in coming forward—there could be money in it for you!



*The new '77' lamp is designed for both office and home use. Its pleasing lines should prove acceptable to those who appreciate having a useful and good-looking lamp—plus the TERRY quality and reputation.*





Ron Becker, *Production Manager*

## Some Problems of Production

The aim of the production departments is the manufacture of our customers' requirements at the right time, with the right quality and at the right price. The changes that have been and still are being made are all directed at furthering this aim, despite what some of you may think. Unfortunately most changes have some disadvantages but we are sure that the advantages will outweigh these.

Competition in industry has become so intensified over the past few years that it has become imperative that we improve our methods of planning and controlling our work load and delivery scheduling. Towards this end a new system was introduced several months ago—it is still creating some problems and we must ensure that it does not become too cumbersome—but we believe the overall advantages are there.

Similar problems arise in producing at the right quality. This company has a good reputation to maintain, but quality control costs money and in a competitive situation we must strike the balance between maintaining quality and not introducing unnecessary additional costs.

To produce at the right price, the problems of balancing the pros and cons of different methods become even more complicated. We

must make efficient use of existing resources in manpower, materials and machines. We have a reasonably flexible labour force which is of considerable assistance in making the best use of our labour. The utilisation of our material resources is always a cause for controversy. High stocks cost money and need storage space, but low stocks can cause problems in delivery and work flow. Again we must seek the best balance.

The costs incurred in our plant and buildings continue whether we produce or not. Therefore the more effectively we utilise them the lower the cost per item. This economic fact was one of the main reasons for the closure of the Plymouth Works and every opportunity must be taken to utilize our plant more effectively.

The common theme in all I have said is that many of our problems involve the balancing of conflicting considerations. We must all be prepared to question the way things are done. Why do it that way? Is there a better way? Will it benefit the Company as a whole even if it doesn't apparently benefit individual departments? We cannot rest on past successes. We must move forward. If I can coin my own Chinese proverb: "He who stands still is going backwards!"

---

## Bridging the communication gap

### First Meeting of Works Committee

The first meeting of the newly formed Works Committee was held on Thursday, 28th August. This Committee has been formed to help bridge the communication gap between Management and the Works and to introduce for discussion any matters affecting the operation of the Company. The only subject taboo is wages, for which there is a separate procedure.

The Chairman is Mr. John V. Terry, Managing Director. Members of the Committee include the management executive, Mr. H. E. Burton, Mr. S. E. P. Eydmann, Mr. A. Wood, Mr. R. E. Becker, and other members cover a cross section of the works as a whole. To include representatives from every department would have made the Committee too big, and present members are:



Miss P. Haynes—Accounts Dept.  
Mr. F. Moss—Estimating Dept.  
Mr. G. Baker—Production Control  
Mr. J. Davison—Warehouse  
Mr. L. McManus—Maintenance Dept.  
Mr. M. Chester—Spring Manufacture (02)  
Miss H. Bennett—Press Dept.  
Mr. J. Styler—Finishing Dept.  
Mr. P. Quinney—Electricians Dept.  
Mr. B. Burns—Grinding Section

In his opening remarks at this first meeting Mr. John Terry expressed the Company's determination to move forward to success, and his personal confidence in the ability of all personnel to work together towards this end.

Some of the subjects discussed at this meeting concerned arrangements for car parking; problems of organisation in the Warehouse; difficulties in the system of handling orders; delays in obtaining additional material; and the length of time taken to develop production of new items.

Notes on the items discussed will be on the notice boards and will be widely circulated. Subjects for future discussion can be brought to members of the Committee and sent preferably to Mr. R. Becker, Production Manager, at least one week before the monthly meetings. Meetings will be held on the last Thursday of each month.

The Management feel sure that this Committee will be of considerable help in letting personnel at all levels know what is happening within the Company.

---

An intelligence test given to a sixteen-year-old applicant for a factory job included: "Complete the saying 'More haste less \_\_\_\_\_'." After some thought he wrote: "Overtime".

---

Salesman: "Can I help you, sir".

"Yes" replied the male customer who was wandering about the store looking a bit lost. "I want to buy a stick".

Salesman: "Certainly, sir. Shooting, sugar, shaving, walking, candle or lip?"



Any information leading to the recovery of Fred's van will be gratefully received—he's a bit of a menace on horseback!





By Barry James,  
P.A. to Sales Manager

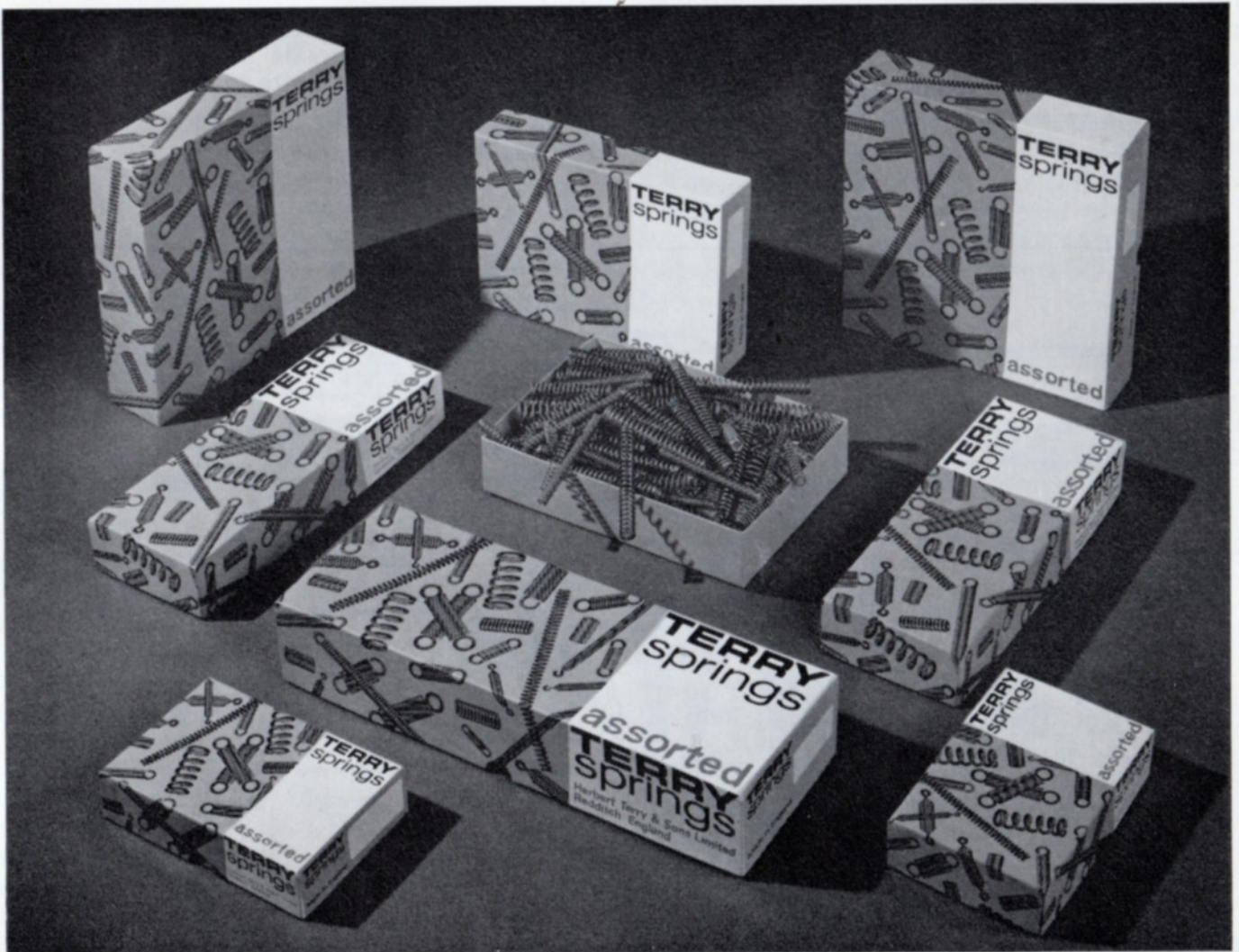
## Packaging Design News

The importance of attractive and functional package design cannot be overstressed when competing in today's markets.

We do not regard a pack simply as a method of protection or as a point-of-sale display unit, but chiefly as a means of promoting our company's image to its best advantage.

The company has devoted much time and effort to the development and improvement of our existing packaging design and the two following illustrations give some idea of what can be achieved in this field.

It is difficult to establish immediate uniformity of design over our complete range of packaging without a large degree of wastage. It has therefore been decided to effect changes gradually and phase out the old as we bring in the new.



These boxes of assorted springs are printed in black on a divided yellow and white background.





*Stop Watch Clips display carton, containing ten individual boxes, printed in Terry blue on a white ground.*

## What's happened to the Apostrophe?

In case you hadn't noticed it, the brand name is now **TERRY**—the man responsible, **Robert Cantor, Consultant Designer**, gives a brief account of the apostrophic demise.

It's all my fault. I alone am to blame. It's not that I've anything against apostrophes in general, but when I saw that one suspended over Terry's, I told myself it had to go.

I was redesigning the packaging and found myself unable to pronounce "Terry's Springs" without buzzing like a bee. In any case that "s" didn't fit into my design so I started wondering whether anyone would miss it. It had been around for a pretty long time, even

decorating the sides of the vans. The problem was whether to get a Board decision to drop it, or whether just to leave it off and see if anyone noticed.

Normally, tampering with long standing customs is a risky business. You can upset a surprising number of people. For all I know there could have been a hard core of militant apostrophe supporters and as I'm all for the quiet life, the last thing I wanted was to provoke a protest march in favour of hanging on to it. Fortunately for me, it seems the use of the apostrophe in company names is fast dying—though there are still pockets of resistance here and there—so I decided to risk the consequences and leave it off.

Finally the day came to submit my proposed designs, and controlling my fears and trembling, I showed them to the Management. Much to my surprise the operation was painless. The apostrophe was no more. Solemnly I was granted permission to omit it on all future packs and printed matter.

So in a relatively short while the apostrophe will be nothing but a memory.

---

An Irishman visiting America for the first time was taken by his host to see Niagara Falls. They stood together on the brink of the Falls and watched the enormous volume of water cascading down.

"Well Paddy, don't you think that's wonderful?"

Paddy said nothing.

"Don't you think that's really wonderful Paddy; you won't see anything like that anywhere else".

Paddy appeared to study the Falls for a few moments and then replied, "No, I don't think that's wonderful. The water comes along, there is nothing to hold it up so it falls down. Nothing wonderful about that. Now, if the water came along and, when there was nothing to hold it up it fell upwards, that I would call wonderful".

---

Advertisement in sporting journal: "This fully fashioned shooting cape has been specifically designed by a shooting man for shooting people".





A. Duggins, *Technical Salesman, Midland Area*

## What do our Salesmen Sell?

I can hear many of you saying: "Of course we know what they sell—our springs, clips, lamps and pressings". But is that really *all* we sell?

Selling the Company's products is of course the ultimate aim, but in my view a salesman first has to sell very much more. In general terms he has to sell the company's 'image', and this embraces a very wide field.

The more obvious aspects of this image are technical know-how, financial stability of the company, capital equipment for production, efficient organisation to ensure prompt delivery, and so on. Indeed, the list would be endless if all the factors relevant to a company's image were detailed. But what of its less highlighted facets? Is it realised that a salesman also sells the company's mistakes and fallibilities?

Every production job carries a risk of something going wrong and experienced buyers are aware of this. But in the long term, if a supplier does his best to put things right when they do go wrong, then a good relationship between buyer and seller can be preserved.

To translate this into everyday terms—if Joe Bloggs has a bit of bad luck and scraps a job on the shop floor, or if Sally Smith mislays the customer's order, or the manager pushes another job in front of the queue—providing the customer is kept in the picture concerning possible repercussions, there is less risk of the business relationship deteriorating.

Another very important aspect of a company's image is the impression the customer gets when he visits the works. Criticism is often levelled at management for spending large sums on furnishing reception and office areas. But this is just as much an investment as the purchase of modern equipment and machinery.

Very often before placing an order a customer likes to see for himself the company's potential and a walk round the factory is usually included in his schedule. This is where the labourer on the shop floor contributes to the 'image' by keeping his department clean and tidy. Someone once said: "Cleanliness is next to Godliness", but I think it would be even truer to say that: "Cleanliness is next to Efficiency".

When a potential customer sees modern equipment that is carefully looked after, materials neatly stacked, efficient lighting and layout, his confidence in the company is bound to increase and the likelihood of his placing an order becomes more certain.

All these things are selling aids in themselves and make the salesman's task easier when it comes down to talking about specific products, either in answer to direct enquiries or when he is trying to promote interest where none has existed before.

What, then, are the main personal tools of the salesman in achieving his objective—that of selling his company's products?

At the top of the list I would place *integrity*. Whatever the salesman promises the customer, he has a personal obligation to see it is fulfilled. All other aspects of the company's image are lost without honour and integrity on his part. He is Shakespeare's Shylock in *The Merchant of Venice*, whose "word was his bond", and the fetters of a man's bonds are more binding than legal documents.

Second on my list I would place *confidence*—confidence in the knowledge and skills of his fellow workers within the company, as well as confidence in his company's ability and resources to fulfil all the obligations, both real and implied.

Lastly, I would place *presentation*—the salesman's ability to present the mundane facts of business in an interesting manner, in the Queen's English, coupled with his own personal presentation.

Elementary psychology teaches the buyer that a man who doesn't attend to details like



cleaning his shoes, probably neglects the finer details of his job also.

Some readers may have turned over the page after reading the title; others may have looked at the end first. Quite a few, I hope, have patiently borne with me to the last paragraph. But to all readers I hope that this brief personal survey of the salesman's job has shown that the smallest happening on the shop floor, office, or boardroom, travels like a ripple across a pond and finally has some repercussion on the customer—and on the salesman's ability to sell our products.



## Letter from Holland

### **A Dutch welcome to the Terry House Magazine from Jo Meyer, our agent in Amsterdam.**

"As Terry's agent for Holland, I welcome a House Magazine as a means of communication within Terry's works and offices, but also on behalf of myself and others on the Continent and beyond. The widespread interests of Herbert Terry & Sons Ltd. fully justify the appearance of the magazine.

"With regard to Holland, my co-operation with Terry, and vice versa, have been spread over many years; much work and effort have

made Terry products popular in this small country with approximately twelve million inhabitants. With both pleasure and pride I may say that we have booked satisfactory results. However, one should never be satisfied with a status quo in business.

"Established progress needs two parties when we are thinking in terms of producing and selling. The supply should at least cover the demand, and problems should be dealt with efficiently. Problems will arise always.

"Without wishing to be unfriendly in any way, I must state, however, that British industry in general often lacks a successful approach in the eyes of its Dutch customers. It is known on the Continent that British firms are of a high and reliable standing, which is true. It is also a current opinion that from the delivery angle the attitude is expressed as: "If we cannot deliver today, it may be tomorrow", sometimes even later. Customers mostly want the impossible and for the sake of success one should sometimes try to achieve the impossible. Competition is so fierce that prompt deliveries are of vital importance to hold the market. This is especially so in my territory, Holland, which is a member of the European Market.

"Will Britain join the European Market? In Britain many are in favour, some against the idea. Who is right and who is wrong remains to be seen. One thing is certain, and that is the fact that isolation in business is a contradiction! British markets have deteriorated in certain fields where efficiency and competitive strength could have held them. What Britain really could achieve was shown during the last war. This was admired and will not be forgotten. If only a part of that effort and strength could be achieved now, Britain could recover economically the position she certainly deserves.

"Let us all, you in Britain and we on the Continent, as well as in other territories, aim at that success, and may your House Magazine acknowledge and proclaim such progress now, and for many years to come. May it bring us all closer together in full and successful co-operation".

---

**Advertisement in gardening magazine: "Don't kill your husband off with hard work in the garden. Let us do it for you. Estimates free of charge".**





Motor Show  
October  
1968



Light Show  
January  
1969





Hardware  
Show  
January  
1969

## TERRY ON SHOW

In this first issue we make no apology for reproducing photographs of Terry stands at three major exhibitions during the past year, as very few personnel will have been able to visit them personally. Here are some brief notes on those featured.

**Motor Show, October 1968.** This was a very successful show and we were honoured by a visit to our stand from H.R.H. Princess Alexandra. We also got a mention in the Motor Show Bulletin, whose comment on our gorgeous pin-up read: "Frustrated old men should visit Terry's stand, No. 392. For the real thing, don't miss Stand No. XXX!"

**Light Show, January 1969.** Another successful exhibition, and our stand attracted many interested visitors.

**Hardware Show, January 1969.** Maureen, our curvaceous demonstrator on the sculler,

was besieged by amorous males—some of whom were customers!

### Forthcoming Shows

**Motor Show, October 15th-25th.** Our stand will feature Performance Pack Valve Springs, the new Hose Clip Dispenser Board, and our full range of products for the motor trade.

**British Week** in Vienna, 10th-18th October. Our full range of sports equipment and hardware ranges will be shown here.

**SPOGA,** Cologne, 19th-21st October. We shall be exhibiting all our exerciser and sports equipment.

**Light Show, January 1970.** The full range of 'Anglepoise' lamps, for industrial, home, office and hospital use will be shown.

**Hardware Show, February 1970.** Everything we produce under this heading will be exhibited.



## REPRESENTATIVE FACES

### Northern Area



*Reg Green  
Manager, Northern Area*



*Jim Martin Scotland*

*John Lewis North East England*



*Gerry Taylor  
Technical, Northern Area*

*John Young North West England*

*Tony Croxall East Midlands*



### Midland Area



*Ken Clark Midland Area*



*John Adams Manager,  
Midland Area*

*Bert Duggins  
Technical, Midland Area*



### London Area



*Alan Malcolm  
Manager, London Area*



*Jim Self South London*

*David Scotcher Eastern Counties*



*Barrie Billings North London*



*Rollo Ward South East England*







## Profile

### John Roberts, M.Inst.B.E.

When Jack Roberts first joined Terry's in 1922, at the age of fifteen, his salary was 14/-d. per week. A very junior draughtsman, his first day was filled with trepidation in this strange new world of industry, where discipline was strict and the boss justified his title in every way. Coffee and tea breaks were unknown, and smoking was prohibited.

Born in Redditch in 1906, the eldest of three children, Jack was forced to leave grammar school early in order to help the family finances. Though his grandfather had been a qualified engineer, a pioneer of the sewing machine, his father was only a cycle worker and work was hard to find, and very poorly paid.

Jack stayed seven years in the drawing office—a pretty primitive place by modern standards—and then left to become a draughtsman in the development branch of S. Smith Motor Accessories (now Smith's Clocks) in Birmingham. After three months he was appointed Assistant Chief Draughtsman.

Two years later, a Research Department was formed at Terry's, under Mr. Harold Roberts, and he wanted Jack back as his assistant. The

new department started operations in an odd corner of a shop on the top floor, with only two desks, a telephone and no equipment of any kind. In those days if an enquiry came in for a spring to do a certain job, its dimensions were worked out mostly by guesswork by experienced craftsmen. It was very much a case of trial and error.

Jack can claim to have pioneered spring design from a purely mathematical angle, pre-determining size and strength by exact calculations and eliminating the hit-or-miss methods previously employed. He designed everything to specification and gradually amassed an enormous amount of data which culminated eventually in the publication by the Company of *Spring Design and Calculation*, in 1947. Written entirely in longhand, at home, and taking nine months in all to complete, the book is now in its 12th edition, some 20,000 copies having been sold to date. First in its field, the book has now become a standard textbook on springs.

Before things became so documented and precise, a lot of peculiar enquiries were received by the Company. Jack is still amused by a letter from India enclosing a short piece of indiarubber, and asking for a replacement spring in it—"but this time in brass steel instead of rubber steel". Another enquiry from an elderly cycling enthusiast requested a spring that would coil up as he rode along the flat, and unwind to help him up the hills. When the calculations were completed, it was discovered that he would need a spring weighing at least one hundredweight.

A brainteaser from another inventor involved the elimination of mustard wastage. He had designed a sort of pepper pot with a spring loaded piston which would eject only the required amount of mustard when the trigger was pressed. Jack had no idea of the strength of spring needed, so he fitted a small conical spring and hoped for the best. When the gentleman arrived for the official demonstration, the trigger was duly pressed and a large patch of mustard appeared on the showroom ceiling. "The only thing to get off the ground was the mustard".

Research is very much taken for granted nowadays, but when Jack started in this field Terry's was probably the only spring company to boast a research department.



In 1945 Jack joined the Technical Committee of the Coil Spring Federation, which later became the Research Committee of the Spring Research Association. He served on this committee continually for twenty-one years, was Deputy Chairman from 1958-1963 and Chairman from 1963 to 1966. In 1948 he was elected a Member of the Institution of British Engineers for his thesis on Permissible Stress Ranges of Helical Compression Springs and since then has lectured in many parts of the country, to factories as well as engineering bodies. He has also lectured at what is now the University of Aston, at a residential course organised by the Spring Research Organisation. He writes regularly for technical publications and has contributed to the *Automobile Engineers' Reference Book*, the *Electronic Engineers' Reference Book*, *Kempe Engineers' Year Book*, and his name appears on the editorial panel of *Spring Manual*, published by the Spring Research Association in 1968. He has also had an article published in the U.S.A., on spring design and manufacture.

In his late teens Jack was very much torn between following a career in engineering and a more lucrative one as pianist in a dance band. Those were the days of the famous Jack Payne and dance bands were all the rage. He'd had

an offer of £6 per week, a lot of money then, but he finally decided that unless he was top rank and got the breaks, he would be finished at thirty. If on the other hand he went for engineering, by the time he was thirty there was a chance he would have a real future—which in fact turned out to be true.

"I'm very glad now that I chose engineering, and kept music as a hobby—it's been a wonderful outlet". He first played in public in 1919 and has been playing on and off ever since, a record of which he is very proud. He used to play at dances in the Welfare Hall, with his own dance band, and is accompanist for the Redditch Operatic Society. He hasn't had much time for other hobbies. He does a little rose growing, but admits that his wife does the real gardening. He has one daughter, a granddaughter and grandson, of whom he is immensely proud. He considers age to be merely a state of mind—and music has kept him young.

"I've enjoyed a quiet life. I've had challenges in all directions, engineering and musical, and challenges and overcoming difficulties are important in any life. I've always had a great interest in my job. It touches so many branches of engineering, covering a very wide field, and the question of boredom never enters into it—even after thirty-eight years".



A lunch stop at the bottom of the Pordoi Pass. Photo: Lewis Morley. (see facing matter)





*Descending the Falzarego Pass. Photo: Lewis Morley.*

## Frazer Nash raid to the Alps

### Terry Valve Springs make the gradient!

*David Thirlby, Registrar of the Frazer Nash Section of the Vintage Sports Car Club, who buy all their replacement springs from us, sends us this account of his recent adventure in the Italian Alps.*

The Frazer Nash, made between 1924 and 1939, was a unique car featuring four forward speeds by chain drive, and no differential. A party of 100 people from this country, now know the Italian expression 'trasmissione con quattro catene e senza differenziale'.

Thirty-four Frazer Nashes, the youngest being of 1937 and the oldest of 1924, drive, this summer, a round trip of 2,500 miles to Italy and back, to the Italian Alps to celebrate the 35th anniversary of Frazer Nash participation in the Alpine Trials of 1932, '33 and '34.

The whole province of Bolzano was 'en fete'

for the Frazer Nashes. Receptions in five Italian towns including Bolzano itself; a Class of ten cars in the Classic Mendola Hill Climb (9 miles long, 14 hairpin bends and 40 other bends rising 3,000 feet) and every day the Frazer Nashes ascended and descended Alpine Passes in the Dolomites and also for one whole day the unbelievable Stelvio Pass, 9,000 feet at its summit.

There was complete Police co-operation with the Police Alfa cornering on its door handles, waving all approaching traffic off the road as it headed the high speed convoy of Frazer Nashes attacking passes. To be behind a Police Car with its siren wailing, blue light flashing, was an experience the Frazer Nash section of the Vintage Sports Car Club will never forget!

On the very first minor Pass, the Giovo, a Frazer Nash overtook the police Giulia T.I. and this manoeuvre was banned from then onwards—however on the last day on the Falzarego Pass, the same 'crime' was committed.



## The tomb of "Babs" springs a few surprises

This extract of a letter from A. P. Jones of Bromsgrove, tells its own dramatic story.

" . . . . . I have enclosed with this letter a pair of valve springs from 'Babs', Parry Thomas's speed car that we spoke of last week.

"These springs, which are Terry 'Aero' springs, were used for the successful record attempt in 1926 when 'Babs' raised the Land Speed record to 171 m.p.h. In 1927 the springs were still in use on the unsuccessful attempt which ended in a fatal accident.

"After being buried in the sands at Pendine for forty-two years, the springs are as you see them now and appear to have still maintained most of their tension. Both inlet and exhaust valves use identical springs, which is contrary to the original 'Liberty' engine specification. This had stronger springs on the exhaust valves.

"It seems likely that Parry Thomas used identical springs because he found them more suitable for his speed attempts.

"Mr. Owen Wyn Owen, who is now restoring the car, proposes to have it running again by 1972. If you can help by finding him suitable valve springs he will be very grateful.

"I hope this request is of interest to you, as the restoration of this car is already creating

*Parry Thomas drives down on to Pendine Sands shortly before his fatal record breaking attempt which ended in his death.*

great pleasure and excitement among motoring enthusiasts, especially those of us in the Midlands where many of the car's components were made . . ."

**FOOTNOTE.** These springs, after being buried for forty-two years in the sands at Pendine, were in exceptionally good condition. We were able to measure them accurately enough to produce a manufacturing specification. **J. A. Roberts.**

*The racing car in which Jeffrey Parry Thomas, the speed pioneer, was killed in 1927 whilst trying to beat the World Land Record of 174 m.p.h. was lifted from the "Grave" in which it was buried at Pendine, Carmarthenshire. Photo shows: The racing car shortly before being lifted from its "Grave" in the sands.*





# The Name of the Game

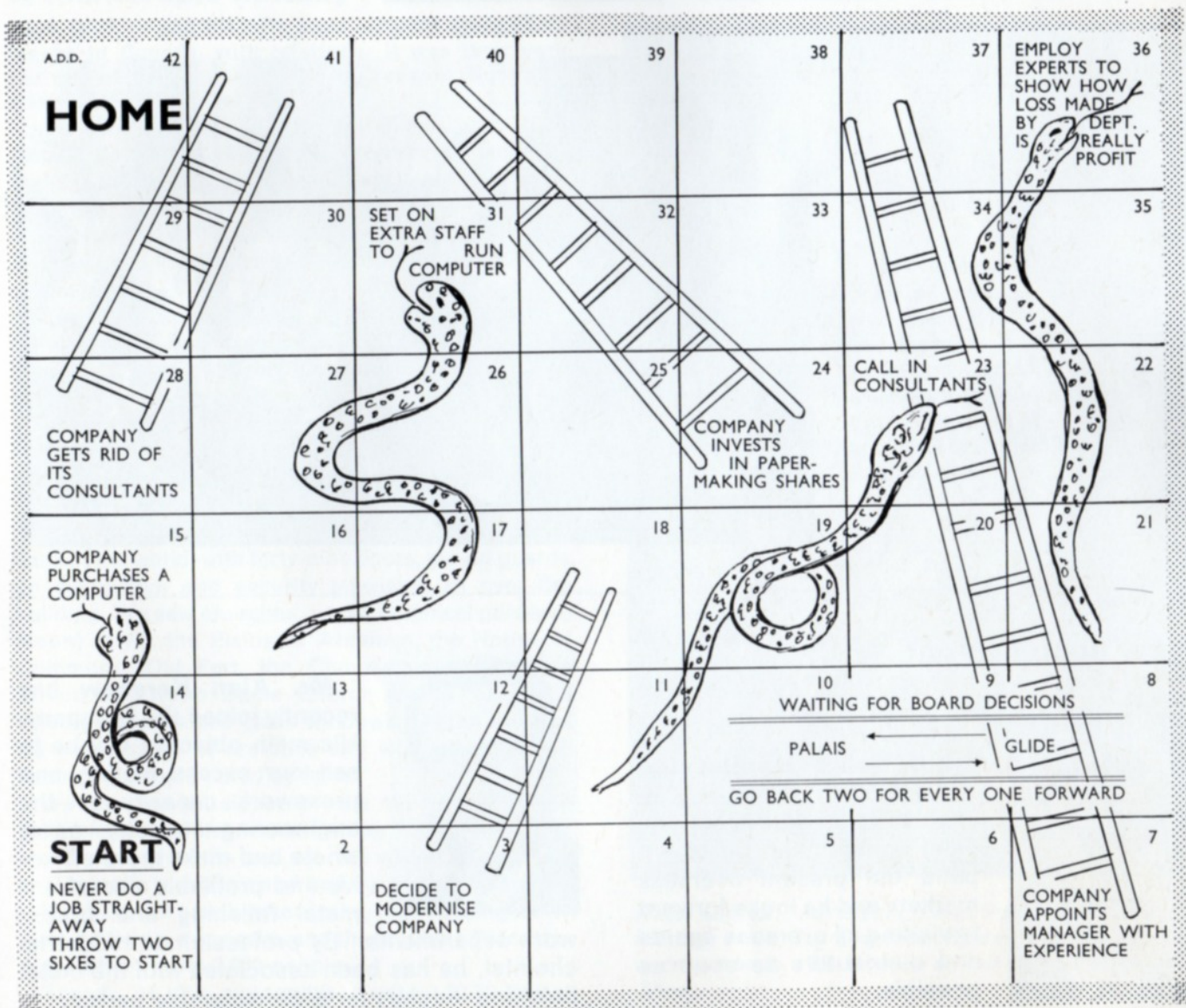
## Dicing with the profits!

The ever versatile BERT DUGGINS has contrived something novel to fill the long winter evenings. He says it's devised especially for executives and accountants.

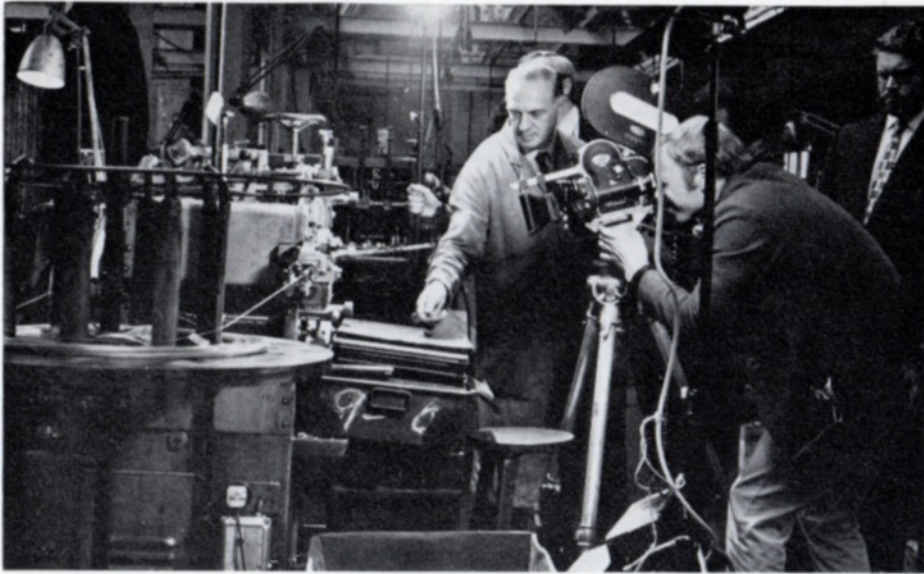
There are few rules; it doesn't require any particular skill or knowledge and apparently is best played solo. Should three or four people wish to play, he recommends appointing a leader to do all the shaking—the others can then offer advice or criticism and generally help to confuse the issue.

There are many interesting variations to the game, one of which is to hold the board in front of a mirror. The game can then be played in reverse, the player eventually arriving back at square one—a place he is not unused to occupying!

In the public interest the inventor feels it's his duty to warn directors from indulging in the game in the boardroom for fear of its possible absorption into existing plans. Where the temptation is irresistible the mirror method is fully recommended.







*ATV TODAY  
team filming  
in the works  
for their projected  
feature on spring  
making.*

*Bearded producer,  
Donald Shingler,  
directs operations,  
while Eric Bassett and  
Mrs. Nora Patten  
demonstrate their skills  
in the Light Spring  
Coiling and Finishing  
Department.*



## New appointments



**Mr. Robin H. Elsander** has joined the Company as Export Sales Manager. His chief concern will be to expand our present overseas markets and he looks forward to visiting all overseas agents and distributors as soon as possible.



**Mr. Alan Kershaw** has recently joined the Company. His main objective will be to sell our excess plating and presswork capacity to the engineering industry as a whole and make more effective and profitable use of our metal finishing and presswork departments. By profession an industrial chemist, he has been associated with the metal finishing industry for a considerable period.





*Jack Wilkins,  
Warehouse Section  
Supervisor.*

## A memorable holiday

**Jack Wilkins and his wife have recently spent three weeks in Canada, with relatives. It was their very first trip abroad and the following account illustrates a few of their experiences.**

We left Manchester Airport at 8.55 a.m. on a VC10 jet and flew the 3,200 miles to Montreal in just five-and-a-half hours. Flying above the clouds in brilliant sunshine, we felt as comfortable as if we were in our own fireside chairs at home. The food and drink were excellent and the Captain gave a running commentary all the way.

A large crowd of relatives met us at the airport and we were whisked off by car to a celebration tea, which included a large iced cake with the words "Welcome to Canada, Uncle and Auntie" written across it.

During our stay we visited innumerable places of interest and travelled hundreds of miles. Everywhere seemed spotless, and decked out with lights, flowers and shrubs.

We visited the Royal Bank of Canada, the largest bank in the world, with forty-nine floors, armed guards on every floor and security television all over the building. We saw churches, parks, botanical gardens, Mount Royal, the Plains of Abraham, the House of Commons, Old Fort, the Chinese quarter, Hippie Street, and Notre Dame Church with its beautiful carvings and stained glass windows. At the Basilica we saw dozens of crutches and walking sticks left behind by people cured by faith.

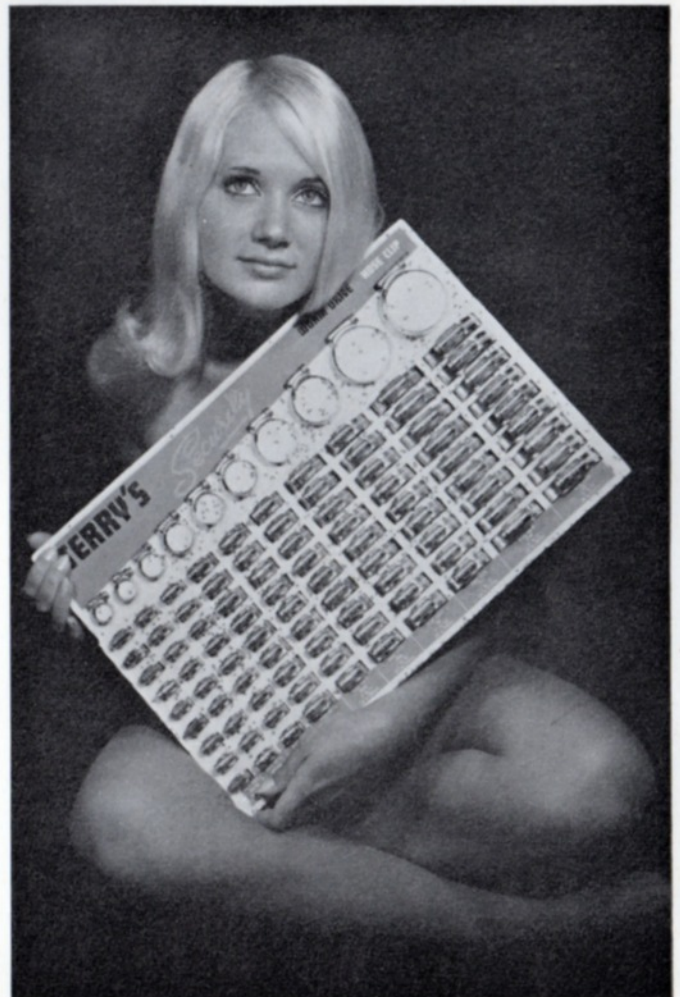
We saw the ski slopes on the mountains, Indian settlements and the winter fishing huts which slide on the river when it's iced up. We visited the Governor General's residence and had our picture taken with a Mountie; we saw lumber jacks, logs floating down river, oil fields, dye works, and the fabulous Place des Arts, which seats 3,000 people.

Speeds on the motorways average 50/80 m.p.h.

(four lanes), and on the expressways 85/100 m.p.h. (8-16 lanes). All the houses are built four or five feet above the ground to allow for snow. The people are very friendly. They work hard and play hard. They all seem to have large cars, houses, colour television, mammoth deep freezers and caravans (trailers). One we saw contained two double beds, four single, TV, fridge, complete bathroom suite, flush toilet, heating and lighting.

Petrol (gaz) is cheap, about 2/6d. per gallon. A man's hair cut costs 21/-d., a ladies' coat £72 (our price £21); and a plate of fish and chips costs anything from 10/6d. to 35/-d.

Our wonderful holiday ended with a farewell party at which we were presented with a beautiful hand-carved table lamp and numerous other gifts to add to our host of photographs and lovely memories.



*Hazel Cleeton, Advertising Department, demonstrates the new Hose Clip Dispenser Board—her next appearance will be in a 7ft. blow-up on our stand at the Motor Show.*



## News of old friends

**John Brown**, formerly our North London salesman, recently emigrated to Australia, with his wife and two sons. He has joined his parents, who are already settled there. We all wish him good fortune 'down under'.

**Rollo Ward**, of our London sales force, sends news of old friends and also relates an amusing experience.

"Mr. Albert Ball, who retired in 1966 after fifty-eight years with the Company—mostly as London Office Manager—celebrated his 84th birthday early in August. He is in excellent health despite having undergone three operation for hernia before last Christmas. Unfortunately he will most likely have to undergo another, this time for prostate gland trouble, but is facing it with his usual courage. He is always most interested in all the Terry talk and wishes to be remembered to everyone.

"I have news of another Terry man, Mr. Leslie Stanton, who retired in 1954 on account of ill health. He has been much better since his retirement and is reported to look first class. Now in his mid-seventies, he still lives at 174 Nevill Road, Hove, Sussex.

"Your readers may be interested in hearing about the day I was knighted.

"Many years ago I called on a large shop where I was not known. A charming little girl came forward to see me and whether she did not hear what I said—or whether I did not give my name but just said "Herbert Terry"—I don't recall. However, with all eagerness she hurried away to the proprietor and must have said "Sir Herbert Terry to see you." The owner of the shop, with the Englishman's usual delight in meeting anyone with a title, hurried forward to greet me and called me "Sir Herbert" for the rest of the interview. I—feeling the honour was long overdue—did not have the heart to correct him."

---

*Albert Gould, Sales Estimating Department, tending his prize-winning sweet peas in his garden at home. ▶*

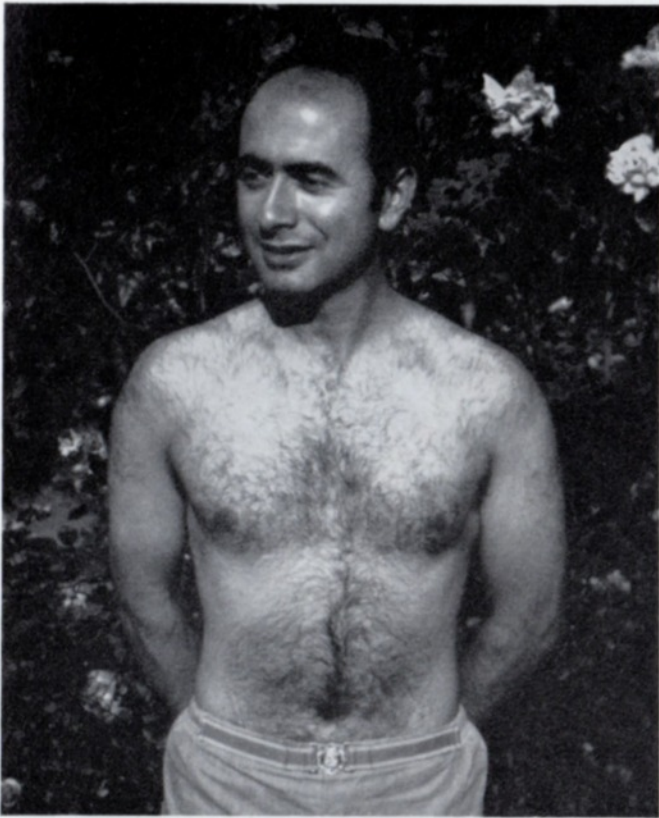
## Other peoples' hobbies



*Jacqueline Cook, aged 17, of our Invoice Department, practising the martial art of karate during a demonstration by the Sei Do Kan Karate Club at H.D.A. Sports and Social Club. After an evening out, her boy friend is rumoured to have commented: "She had to struggle, but I gave in in the end!"*







*This charming entry for our hairy male contest was sent in by Jim Self, of our London sales force. The original was in gorgeous technicolour, which unfortunately we are unable to reproduce here. His own comment was: "I wasn't born, I was trapped."*

## Social Club News

by W. Onions

The Social Club founded in February 1965, is still offering its monthly dances, with licensed bar and refreshments. Secretary Mrs. M. Johnson.

It also runs Bingo sessions on Thursdays of each week, but so far not enough Terry people are attending to make it the success it should be.

All Terry employees are welcome to join the Rifle Club (Secy. T. Bray) and Dominoes Club (Secy. W. Onions). The Fishing section is also open to all Terry employees (Secy. G. Cund, Electricians Dept.)

The Bowling team has just finished its fixtures but will welcome new members for next season, 1970, (Secy. Mr. J. Simons).

Why not form a Ladies' Dart Team? If anyone's interested, please contact the Club's General Secretary.

Apart from taking part in the above activities, the Club management is always glad to see new faces. Come and have a drink and a chat in the comfortable surroundings of the Lounge Bar.

### FOR SALE

**Kodak Bantam Colorsnap camera, complete with case and fittings for flash.**

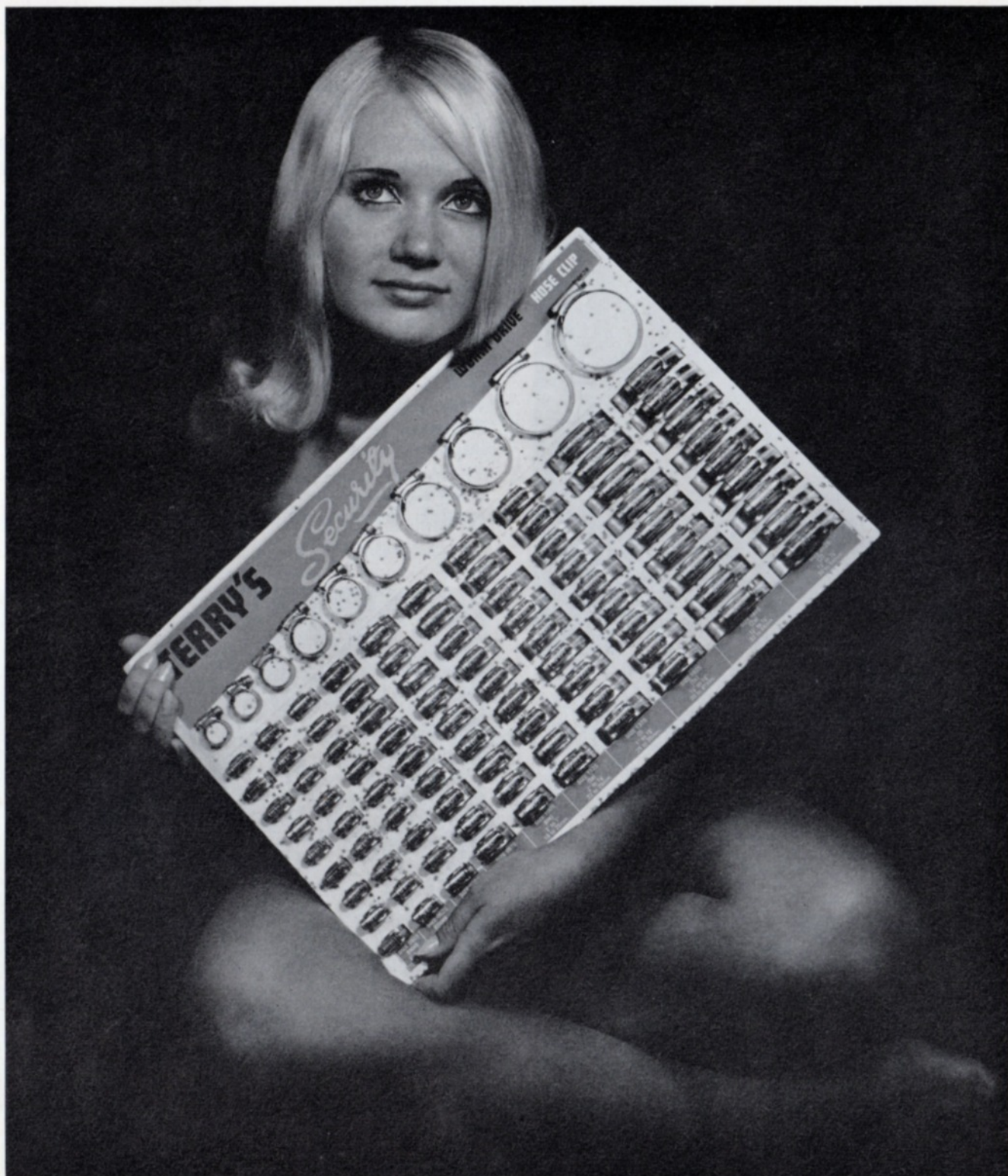
**One set of Bri-nylon covers suitable for Austin/Morris 1000/1100, dark green, hardly used. Stretch, with foam lined seating areas. Apply F. M. Scriven, Invoice Department.**

**Underwood typewriter for sale. Standard model. Apply J. Thurston, Invoice Department.**



*Carole Green, eighteen-month-old granddaughter of Reg Green, our Manchester Area Manager, who says: "A real "Dolly" type, don't you agree?" We do, most heartily.*





## Sales assistant from Terry

A handy new dispenser to show Security Hose Clips to their best advantage. And to yours. Customers see them at a glance and you have made a sale, no trouble, no time wasting. Terry have another winner – performance proved valve springs in a special pack. See them all on Stand 381. Motor Show October 15th – 25th.

HERBERT TERRY & SONS LTD. REDDITCH WORCESTERSHIRE







