

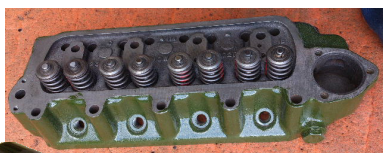
## Rear View

Home security In the light of recent police announcements that they no longer consider it necessary to attend the scene of domestic burglaries, I have taken down the St. George's flag from beside the house and peeled the burglar alarm sticker off the front door. We've disconnected our home alarm system and quit our Neighbourhood Watch. I've bought two Pakistani flags on eBay and raised them in the front garden, one at each corner, plus a black flag of ISIS in the centre. Now the local police, CID, MI5, SAS and other UK Counter Terrorism agencies are all watching the house 24/7. We've never felt safer and we're saving £24.95 a month.

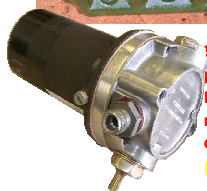
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Our Branch Regalia stock is managed by **Dave & Jackie Walker** and is available at clubnights and our outdoor events. (The illustrated stock list is shown on the website [www.dorsetmmoc.co.uk](http://www.dorsetmmoc.co.uk))

Model small cars	£3.75	Playing cards	£1.00
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Greeting cards each	£1.35	Hoodie fleece	£20.00
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Same as above with 2 cars	£15.00	Caps with LED in peak	£12.50
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# MORRIS MINOR OWNERS CLUB Dorset Branch NEWSLETTER



© Dorset Branch MMOC 2015

November 2015  
Volume 19  
Issue 1

## The MMOC Dorset Branch

was founded in 1977 by Graham Melly and chaired in the early days by Aubrey Batt. It is a Branch of the National Morris Minor Owners Club but has its own accounts and organisation (see Constitution for further details) **We meet on the first Wednesday of every month (7:30 for 8:00)** at the **Bournemouth Electric Club, Broadway Lane, BH8 0AA**. We have an active calendar of events throughout the year – particularly in the Summer months when we attend many rallies and other shows. The monthly Clubnight is an opportunity to meet the other enthusiasts and enjoy a presentation or other activity organised by the Committee. Please note that the Dorset Branch MMOC will accept no liability in respect of goods or services provided by advertisers. No recommendation is implied.

**Membership currently costs £10 per year, £12.50 for joint membership.**

Please ask Branch Secretary if you require a copy of the Dorset Branch Constitution. (Also available on website.) For more details contact Laurie Blewer on 01202 522673 or John Jenkinson on 01202 576690

Advertising: Cars or spares for sale or wanted £5 per entry (Free to members).  
Traders advertisements: £30 per year.

### COMMITTEE MEMBERS 2014-2015

(01425 476634)

Newsletter / Website Editor: Brian Wood

(01202 573501)

( brian@dorsetmmoc.co.uk )

President: Graham Jarvis (07914 637429)

Chairman: John Jenkinson (01202 576690)

Secretary: Laurie Blewer (01202 522673,

07947 525884)

Treasurer: Jacky Wood (01202 573501).

Membership Secretary – Des Waller (01202

573403)

Events Organiser/H&S Supervisor – Neville

Gerry (01202 747687)

Product Development Mgr: Brian Ford

Welfare/Technical Adviser: Eddie Pateman

Non Committee posts:

Raffle Coordinators: Chris Tilly and Margaret

Pateman

Spares Manager: Brian Wood

(07411 116336)

Regalia : Dave & Jackie Walker

Catering Executives: -Sue Blewer, Lyn Gerry

### FRONT COVER

3 shades of blue -Trafalgar, Clipper and Smoke (OK, the last one is technically-Grey). This was the Burley Steam Fair held on 11th October. We wanted to see what Morris Minors looked like on this site - in preparation for next year's rally.

**Dorset Branch of the Morris Minor Owners Club**  
**Helping to preserve the post war Morris Minor in the Dorset**  
**area and beyond**

## ORIGINAL CLASSIC PLATES FOR YOUR MORRIS MINOR

Front Plate

JEP 123L

Rear Plate

JEP 123L

*"It's nice to know that someone does a plate that fits the back of a Morris Minor. It's a lovely plate and the service was very prompt. I'm very pleased with the finished result"*

John Jenkinson, Chairman  
Morris Minor Owners Club, Dorset Branch

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### **Forthcoming Events** (see also [www.dorsetmmoc.co.uk](http://www.dorsetmmoc.co.uk))

4th November Clubnight—Reverend Timbrell  
2nd December—Clubnight—'Noggin and Natter'  
28th December —Mistletoe Meander

### **2016**

January 6th—Clubnight—Wimborne Town Crier  
January 9th—Dinner and Dance, Liston Hotel, Boscombe  
February 3rd—Clubnight—Blind Auction  
March 2nd—Clubnight—Feely Bag competition  
April 6th—Clubnight Talk on 'History of Bournemouth Gardens'  
May 4th—Clubnight—Call my Bluff  
29th May—Pecorama Rally  
June 1st—Clubnight—Cake Competition  
July 6th—Clubnight—Out and About  
July 10th—'CLASSICS IN THE FOREST' (incorporating Annual Branch Rally)  
3rd August—Clubnight—Gardening Competition  
7th September—Clubnight—Speaker (TBA)  
5th October—Clubnight—AGM

## For Sale & Wanted & Club Notices

Please mention where you saw the ad when you respond, thanks



**FOR SALE:** Ford based disc brake conversion c/w kingpin and braided hoses. £425  
Front anti-roll bar c/w brackets £75  
Pair telescopic front shock absorbers c/w brackets



PAIR OF SAAB 9000 LEATHER SEATS IN DARK GREY ( ALMOST BLACK ) ON JLH MOTOR-SPORT SEAT FRAMES, READY TO BOLT STRAIGHT IN TO ANY MINOR - £325 (Steve Loder)



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## New Morris Minor Spares

are available through the club. The current list is posted on the website under the 'New Spares' tab. *We can also order other items for you— usually saving the postage cost.*  
**Brian. 07411 116336**



BLACK DOUBLE DUCK CANVAS HOOD AND HOODBAG ( COST OVER £600 ), HAS JUST BEEN FITTED BUT CUSTOMER WANTS RED HOOD INSTEAD NOW! STILL IN AS NEW CONDITION - £425. NEW HOODFRAME ALSO AVAILABLE £225 (Steve Loder)

Steve Loder 01202 694828 07748 154474

# Dorset Branch Newsletter

November 2015

**MORRIS MINOR OWNERS CLUB**

**Volume 19 Issue 1**

**CLUBNIGHT ACTIVITY:**

Talk by Rev Timbrell



## Inside this issue....

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**NEXT CLUBNIGHT— Noggin and Natter**

The Dorset Branch Newsletter is published on the first Wednesday of the month and sent by post to paid-up members. It is also available for download from the Internet usually about 10 days before the clubnight.

## Editorial

Hello everyone and welcome to 'Volume 19'. Winter draws on, clocks gone back, Christmas stuff starting to appear in the shops. (Someone even wished me 'Happy Christmas' a couple of weeks back!). With not so many car shows to go to, I suppose the winter months are better for getting those little jobs done on the car which you keep putting off in the summer. In my case, I suppose that will be getting a colour coat on the convertible (not such a 'little' job). Despite appearances, progress is being made—hampered only slightly by me being tempted back into the world of work. I succumbed to an offer of some 'contract' work from my last job, from which I retired in 2010. It was in the wonderful world of insurance, more specifically Loss Adjusting domestic damage claims (mostly the peril of 'subsidence'). So hopefully, that will go well—I don't expect to spend a lot of time on that, so should be able to keep the pressure up on the 'project'.



Spares sales seem to be fairly brisk recently, helped, no doubt, by the new discount of 10% to Branch members. So don't forget to give me a shout if you want to order anything. I can get larger items sent directly to you if you like.

We went to a Steam Fair at Burley a few weeks ago. It was an opportunity to have a look at how the show was set out and chat with some of the traders in preparation for our new 'Classics in the Forest' there next July. It is quite a big site and will take a bit more filling up than we were used to at Avon Heath. So if you have any suggestions, please let us know.

Did you see the 'Building Cars Live' on BBC2 in October? I thought it was fascinating to see how the Cowley plant (where most Minors were built) has evolved into the super efficient operation making the BMW 'Mini' They turn out, would you believe? 1000 units a day but amazingly, each one is built to special order and no two cars are alike. As they come along the assembly line, the components are brought along at just the right time and even though it was live, they got a red bumper fitted to the correct coloured red car! Of course, James May managed to foul up the fixing connections of a tail gate not once, but twice! The panels are pressed out on descendants of the Fisher and Ludlow (latterly Pressed Steel Fisher) presses and put together into body shells by an army of about 1000 robots—which are absolutely fascinating to watch. Which brings me to Roger's superb article on the story of Fisher and Ludlow for his next in the series of Industrial Legacies. Please do take the time to read it, since I know Roger puts a lot of effort into these articles—they are not just cut and paste jobs. See you next month.

**BRANCH SPARES DEPARTMENT:** For the benefit of newer members who may not be aware of it, the Branch operates a Morris Minor New Spares service. From the year 2015-16, we are introducing a discount scheme whereby all purchases by paid up Branch Members will get **10%** discount applied to the price (unless already on discounted offer). We usually have some spares at the monthly branch clubnights and we have a presence at some shows (particularly the Branch Rally and the Beaulieu Autojumbles). Spares are available most other times from Brian on 07411 116336. The spares are mostly sourced from ESM (East Sussex Minors—who support our branch rally also) and the prices charged generally reflect their prices. The advantages are availability of parts and *usually* no postage charges. Some locally made and reconditioned items are also available, such as bonnet props, fuel pumps, carburettors and radiators.

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morris.minor@charleswaresmmc.co.uk



We have obtained some new Minor 1000 door pulls for sale to Branch Members at the favourable introductory price of only **£7.50** each. These are available in four colours: Green, Blue, Black and Red (as shown). (Branch Spares) (\*Currently £11.88 from ESM and £10.78 from Bull Motif)

**Little Canford Garage Ltd.** BOSCH SERVICING CENTRE

\*Servicing (classic and modern) 98 Wimborne Road West, Wimborne, Dorset, BH21 2DS, littlecanford@yahoo.co.uk (discount on MOT's for Club Members)

\*MOT's (inc. Class IV & VII)  
\*Car Repairs  
\*Car Diagnostics

Tel: 01202 883243 or 01202 886980  
We specialise in all aspects of car repairs (ask for Colin)

The Branch Website has a '**Spares Shop**' which advertises (mostly second hand) spares. Why not browse the bargains or send me an ad or two with a picture.

**PCC Precision Clutch Components**

Sales: Simon Davis, Shaftesbury Road, Henstridge, Templecombe, Somerset, BA8 0PP

Tel: 01963 362484 Fax: 01963 364146  
E: precisionclutch@aol.com  
www.precisionclutch.co.uk

SAMPLE PRICES: Rebuilt/Exchange clutches for Minor  
£65 (948cc) £65 (1098cc)

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Old Factory Buildings, Battenhurst Road, Stonegate, Wadhurst E.Sussex, TN5 7DU. Parts: 01580 200203

## Chairman's Report

Good evening and welcome to November clubnight. I would like to thank all the members for voting myself and the committee in for another year. We are looking for new ideas/stalls etc for the rally at Burley Park in the New Forest, where we have a lot more room so we are hoping for car clubs, au-tojumble, car boot sale and entertainment just to mention a few. Also, it is a 2 day event so if any of the members can help out over the weekend, please let the committed know or put your name on the notice board a club night. Also we may need some extra gazebos—so if any of you could lend your gazebos to the club, we would be grateful. You should have received your slips for the Mitstetoe Me-ander run on the 28th December with fish and chips, sweet, and tea or coffee. Also the Dinner and Dance on the 9th January at the Liston Hotel in Boscombe. Get your slips in soon because both of these events are filling up quickly as they are so popular.

I hope you will enjoy the talk by the friend of the club the Rev Stuart Trimbell. December clubnight will be the usual Noggin and Natter with a free glass of wine. Don't forget to let us know of any members that are not too well so that we can send a card. It was nice to see that Laurie has bought back his old Morris Minor Traveller (previously owned by Ron Newman for many years—Ron was our Membership Secretary).

Happy Motoring, John.



### BRANCH REBATE SCHEME

You may be aware that the branch receives a financial rebate according to the numbers of national MMOC members who attend the monthly clubnights. We therefore need to update our records so that we can take advantage of this scheme. Please would you advise Des Waller (or any Committee Member) of your **MMOC membership number** and renewal date and make sure that you sign the attendance sheet at the clubnights. Thanks.

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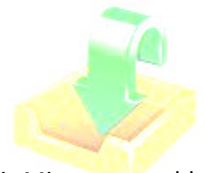
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(Proprietor, Steve Foreman)  
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"At Woodies we specialise in the Morris Traveller but we can fabricate timber frames for all classic cars. We have completed many Morris Travellers over 30 years, as well as many other wood framed vehicles."

**New Morris Minor Spares**  
 are available through the club. The current list is posted on the website under the 'New Spares' tab. **We can also order other items for you—usually saving the postage cost.**  
**Brian. 07411 116336**

## Editor's In-Box



*Dave Walker has had a few problems in taxing his 'tax free' vehicles..*  
 Three road tax reminders arrived in three separate envelopes.

I tried to re-tax them on line. Results:-PAC 632 registered 1955, Morris Minor: no problem does not have an M.O.T. 772 UXO registered 1955, Ford Consul: can't be taxed until I get an M.O.T. HX 3913 registered 1931, Morris Cowley: can't be taxed it until it has an M.O.T. All have been taxed without M.O.T. certificates in the past. Each reminder shows that it needs an M.O.T. I will try the Post Office tomorrow to see what happens.

*This account was followed up by Dave with a continuation saga...*

I went into St. Ives Post Office and saw the Postmistress. I go in there quite a lot so she does recognize me. Explaining the situation she had an attempt at licencing both cars but without any luck.

Apparently the Post Office have a phone contact line, NOT SWANSEA, this is their own set up and she phoned them. After waiting for nearly 20 minutes she managed to talk to someone. They talked her through getting round the problem of the M.O.T. I was asked to fill in forms V112 for each vehicle which is a declaration of exemption from M.O.T. Apparently they don't do anything with the form just hand it back to you.

She then processed both applications even though one of the cars was registered in Jackie's name and it clearly wasn't her signature on the V112. It is strange that this problem arose as both cars have been licenced without M.O.T. certificates in the past. It seems that even if your vehicle is M.O.T. exempt it may still have the requirement for a certificate on the reminder form V11. If it has and you don't have an M.O.T. then you will have a problem. If all else fails then go to St Ives Post Office as there is rarely a queue, they are

very helpful and more important know how to solve the problem.

I will try writing to the D.V.L.A. to see if they can remove the requirement and will let you know the outcome.

p.s. the Federation are aware of the problem. (Info from Sandy Hamilton.)

## Secretary's Report

Good evening and welcome to the November clubnight – the first of the 2015/2016 club year. Tonight we welcome back our old friend Stewart Timbrell for another of his entertaining talks. Next month will be the traditional Christmas noggin and natter and there will be a talk in January by Chris Brown, the town crier of Wimborne.

Please get your bookings in for the Mistletoe Meander and the Annual Dinner and Dance, both are filling up quickly.

Last month we popped into the Burley Show on our way back from Legoland. Quite a few of our members were there with their cars and there was a lot to see and do. Having looked at the field again that day we have realised that we have a lot of work to do to fill the field over the weekend for Classics in the Forest next July. We will need lots of stalls and we are planning to have an autojumble on the Sunday with a car boot sale on the Saturday. We will be having our usual branch stalls, cakes, bric-a-brac etc and a new one – the "New to You" stall. If anybody has any new clothes with the labels still attached in their wardrobes at home that they know they will never wear please let me have them for this stall. It's early days in the planning of this exciting event but it should be a good one if everything goes according to plan.

The events diary is already starting for 2016 so keep an eye on it for monthly updates. One new event I have discovered is the Pecorama Vintage and Classic Vehicle Rally which we hope to attend in May next year.

On the car front – the Convertible has sold already to a chap from Salisbury who has bought it as a birthday present for his wife. The Traveller is back home with us and safely installed in the garage. I've given it a good clean and polish and have fitted a new rear parcel shelf in place as well as a nice pair of Morris mud flaps which I bought on Ebay. The next jobs to be done are the fitting of a new exhaust as the baffles seem to have come adrift in the silencer and are rattling like mad and to install a decent stereo in place of the old Motorola radio currently fitted. I'm also planning to clean the underneath and the wheelarches and give them a nice, shiny new coat of Waxoyl black underseal and give the wheels a coat of silver paint. I'm also planning on installing a few extra gauges in the dash and plan to make a panel to go in the glovebox aperture in front of the driver. She's still running very well though as she always has. Louise has told me that the Traveller is hers though and that as soon as she is old enough to drive she'll be having it!

I think that's about all from me for this month so until December,

Happy Minoring, Laurie.





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## 2016 Dinner Dance

The date for your diaries is Saturday 9th January 2016. The venue is:

### The LISTON Hotel,

Wollstonecraft Road, Boscombe Spa, BH5 1JQ

For Room bookings £30.00 (£35 superior) pppn (inc Breakfast) Phone 01202 394588

The meal will be served in Gilbey's Restaurant with wine purchased by the Branch and the party will go on until midnight with live entertainment provided.

#### Here are the menu choices:

**Minestrone Soup**  
**Salmon and Smoked Salmon tian with a hint of horseradish with mixed leaves**  
**Melon and Orange Platter with home-made Raspberry Sorbet and Fruit Cou-**

**lis**  
-0-0-0-

**Roast Turkey and all the trimmings**  
**Beef Bourguignon**  
**Plaice fillet with white wine sauce**  
**Vegetarian Frittata with Salad Garnish**

-0-0-0-

**Christmas Pudding with Custard Sauce**

**Fresh Fruit Salad**  
**Trio of Baby Desserts**  
**Selection of Cheese with Biscuits, Grapes and Celery**

-0-0-0-

**Coffee and Petite Fours**

**Wine included: Sauvignon Blanc and Merlot**

**7.00 for 7.30 function to finish at midnight**

**Places are £28 (DMMOC members) £30 other guests.**

**YOU ARE INVITED TO:**



ORGANISED BY THE DORSET  
BRANCH OF THE MORRIS MINOR  
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**SUNDAY 10th JULY 2016**

**At their new classic  
car show venue:  
BURLEY PARK, Bur-  
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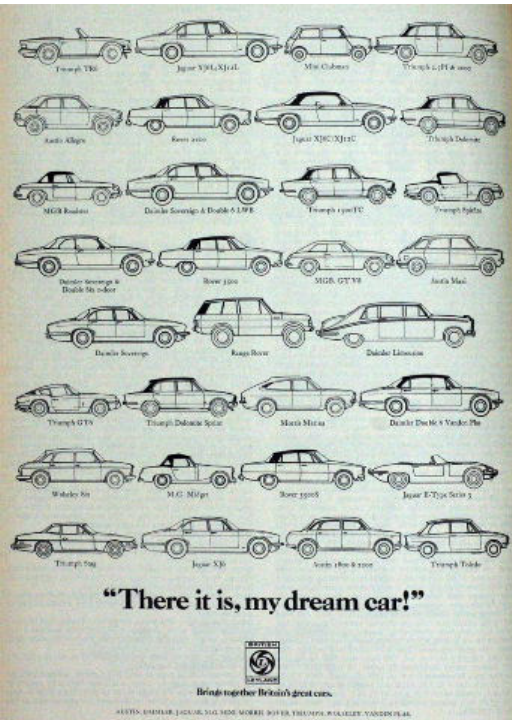
**SAVE THE  
DATE!**

Further details:

[www.dorsetmmoc.co.uk](http://www.dorsetmmoc.co.uk)

Email enquires to: [brian@dorsetmmoc.co.uk](mailto:brian@dorsetmmoc.co.uk)

Phone: 01202 576690



having been discontinued previously and conceded to an increased popularity of the two later Alec Issigonis masterpieces of design - the Mini and the 1100 (both of these particular cars actually with comparatively successful sales figures at the time). Most vehicles had model variation choices and then imagine all the different designs of body panels that had been 'tooled up' for production by the then Pressed Steel Fisher Co, combined with all the other multitude of after market spares and components needed !. This was a very wide range offered from one British vehicle manufacturing organisation to be sales viable during such a restrained economic period. Some British Leyland dealerships apparently strongly complained of a casual disregard by B.L.dealership management of this wide range leading to internal cross competition and confusion. We can only briefly sketch the surface here on the demise of this once major 'British' owned motor manufacturing organisation. Adequate volumes elsewhere by many more academic minds have provided various analysis of a combination of reasons how and why this eventually happened (with the circumstances of British Rover MG Group, finally being 'THE END' in 2005)

However through all this change the old site that was once the giant Pressed Steel Fisher division at Cowley (that had incorporated the earlier experiences and industrial history of the Fisher & Ludlow's Birmingham steel body shell plant) is still performing the same similar basic function, producing body pressings and employing British workers - The modern re-incarnation of the original pressing unit is still on the old Pressed Steel Fisher site and is now simply called 'Plant Oxford' by its present owners, it is fulfilling a key role as part of what is now referred to as the new Mini vehicle 'brand'. The now, state of the art production facilities at Cowley is now owned by BMW - 'Head office' (or more precisely 'BMW World Operations Centre') being located in Munich.

(General article research and illustrations courtesy - Graces Industrial History.  
Body Plate Photo - John Stares/Brian Wood)



## A-Z Industrial Legacies 'F'—Roger Kellow

Following 'E' for Ekco Radio last time and looking once again under the component and accessory names, A-Z listed, in our copy of an early 1960's Earls Court London Motor Show guide, this time under 'F', we discover a company name that is at least one company that had regular connections with Morris Motors, and then BMC - You may in fact, possibly compared to the more widely advertised 'trade mark' names looked at so far in the series, not identify this name so immediately from the past, whether as an original every day owner of a Morris Minor 'back then' in the 50's & 60's or as a present proud owner with your own Morris Minor now that each surviving model now deservedly enjoys that 'classic' status.

This large scale operation Birmingham based company was named FISHER & LUDLOW and from late 1948 and then onwards into the 50's, was in fact, supplying the single largest Morris Minor component from any outside supplier, it was a most essential item, particularly for those early Morris Minor saloons, and produced in quantity. Without this particular component the identity and character of the Morris Minor saloon we all know so well could not possibly have been defined.

(If ever available as a replacement part, 'most' Dorset Morris Minor Club Members might justifiably agree with spares manager Mr Brian Wood, who may possibly not want to stock it as an 'off the shelf' club spare. This excuse probably due to it's 'slightly' bulky nature and weight - although you never know !!

This component was the 'complete' Morris Minor car body shell unit -William Morris, of course initially could not bring himself to actually like the brand new Minor's somewhat revolutionary shape at the time, describing it's shape as "being more like a poached egg" - it is also recorded that he very much preferred its predecessor, the Morris 8 "that looked more like a car".

The body shells were delivered by the Fisher & Ludlow road fleet transporters to the Morris plant at Cowley. They were already metal finished, each with a trade mark/ identity number plate affixed, and even had basic interior trimming, prepared ready for all 'mechanicals', then seats etc. to be installed for 'pre-delivery completion' by Morris workers at the Cowley plant. This all started during the late 40's and early 50's post war austerity rationing period, when the government's push towards the 'British Recovery Export Drive', then expected the Nuffield Organisation to produce an astounding 75% of all its vehicle and parts production for the export market. The 'Nuffield Exports' division exported large numbers of Morris Minors, many in 'kit' form, with the Fisher & Ludlow trade marked pressed body components, all in wooden crates, for shipping to several countries for re assembly.



Fisher & Ludlow was then also suppliers of Wolseley bodies and components. Standard Motors were another of their customers, with complete body shells of their own particular characteristically 'rounded' shape of body shell for the Standard Vanguard saloon.

"Fisholow" was the trademark abbreviated name of Fisher & Ludlow, and it had, previously in the 1920's and 30's, become 'the' major supplier to Morris Motors of the essential steel pressings for the earlier ranges of Morris vehicles (as illustrated by the 1936 and 1939 trade adverts)

It all began (perhaps not surprisingly) when a 'Mr Fisher', in 1880, who was already in business supplying Industrial Midlands 'tin men's' supplies and tools (a traditional metal trade in the Birmingham area) went into partnership with a Mr Henry Ludlow in Birmingham. Their expertise very soon became well known for producing specialist shaped soldered and pressed metal wares, buckets, lids, pans, etc. to order including perfecting the quality and quantity special production of

## A-Z Industrial Legacies 'F'—Roger Kellow

a slightly complicated metal item - assorted styles and sizes of swan neck shaped kettle spouts. Very soon, larger production space was needed and skilled tradesmen were increasingly employed to meet a demand for an ever increasing range of purpose made complicated shaped metal panel units 'supplied on' to complete the assembly of an increasing number of motor car companies models.

Then the British military at this time, due to the Boer War, enabled Fisher & Ludlow's very rapid early expansion. The company was invited to provide a huge number of mess tins, to be designed, and completed to an acceptable quality, within a very short time scale. The company immediately made up special presses and fulfilled the initial order in good time.

Regular repeat orders followed together with all manner of other essential metal wares required for military camp and kitchen use in the field. WW1 followed with even greater numbers and variety of metal wares for the military. This included a pressed metal toilet bucket that was considered a remarkable industry achievement at the time, due to the large deep formed item being metal pressed perfectly with a single one piece rapid process.

By the late 1920's Fisher & Ludlow were well established as the prominent supplier to car and vehicle makers with a rapidly growing range of individually made pattern pressings of motor car body components. At this time Arthur Keats a key operations manager with the company was sent on a

**FISHLOW**  
STEEL BODY PANELS,  
WINGS, VALANCES, ETC.

As supplied to . . . . .

**MORRIS**

**FISHER & LUDLOW LTD B'HAM**  
The 100% British Organisation

mission to America to study their volume methods of large component and complete body shell production. It appears he was more than impressed and was convinced that a similar process was urgently needed to serve the increasing demands of the trend for larger piece components for the rapidly expanding home car industry. He immediately recommended plans to install the first American giant body presses and ancillary conveying equipment in their suitably enlarged Birmingham factory. (The 1950 photos illustrate - Minor saloon body shells in the metal finishing shop - One of the large American metal forming presses - Aerial view of the factory)

Later on in 1928, William Morris was in discussions with Edward Budd of Philadelphia U.S.A. concerning the future expansion for his own metal component production needs to fulfil an increasing retail demand for cars. He was negotiating a joint venture with E. Budd's American steel component manufacturer. The Budd Corporation, early pioneers in America of complete car body fabrication and rapid 'flash welding' methods. With the Anglo American Bank, Henry Schroder & Co to provide a crucial role as financial backers, the intention was to begin a significant scale of 'in house' car body and component pressing directly alongside the existing Morris Motors plant at Cowley. This new company was then formed and named 'The Pressed Steel Company of Great Britain'. Use of all the American Budd Corporation existing patents to operate in the U.K. was amicably agreed helping to make a 'trouble free' start to a more efficient 'rolling assembly', volume steel fabrication production. William Morris later soon transferred all his own personal financial interests in the new Pressed Steel Company to his own company Morris Motors. (\*We re-visit mention of this company later).

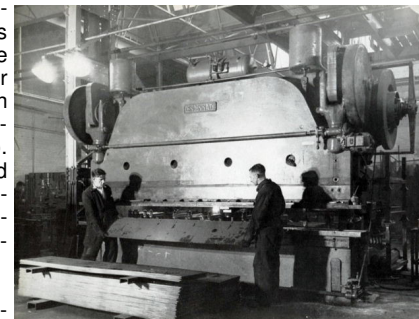
In 1939, at the very start of WW2 Hitler personally pronounced that the Birmingham Fisher & Ludlow sites were to be identified as his first urgent 'code A targets' - "To be utterly and completely destroyed", was the order at the time to his Luftwaffe commanders, and that this 'must' be carried out with all urgency. 1940 saw an increase in the relentless regular night bombing raids on the factories that were producing all manner of essential items needed for the war effort. This included floating

pontoon units, shell cases, military vehicle parts and Lancaster Bomber wings to name but a very few. The German raids destroyed buildings, machines and tools. However through all this it was reported that the steadfast spirit of the 'Fisholow' worker was never broken or destroyed in any way, such was the loyalty to the company (and of course in turn to the country). It was then that great numbers of women workers answered the 'call to duty' to carry out essential war materials work, particularly in the Castle Bromwich site. For the great majority of the Birmingham employees it had always been more a way of life than just a job. All of the main tool shop had appeared to be completely destroyed one fateful night in the early 1940's, but it was made to be 'up and running' again within 7 days. This wonderful effort was acknowledged with a special visit by the King who personally thanked members of the workforce as he witnessed all busy again nearing full production commenting that he "hoped a replacement roof will be over their heads again soon"



In 1953 when Morris Motors finally merged with their historic rivals Austin, 'The British Motor Corporation' was formed and it was somewhat expected, due to the industrial climate, that Fisher & Ludlow was so quickly absorbed into B.M.C. as a key subsidiary company (one of 35 subsidiaries later listed in 1961 within B.M.C.). Fisher & Ludlow had in fact already been making Austin car bodies and dispatching them the short distance to Longbridge, A diversification had also been the manufacture of the first truly 'fully automatic' washing machine

named under licence 'The Bendix' intended for domestic sale but also at the time sold in good numbers adapted for commercial use. It was then the only machine that passed the required regulations to be accepted for commercial use. (This directly led to a new phenomenon in towns across the country during the early 1950's, - 'Launderettes', all with Bendix machines installed). There was also the pioneering and famous single pressed 'Fisholow' stainless steel sink tops, part of a much desired change to the 'ultra modern kitchen' concept launched in the early 1950's Ideal Home Exhibitions.



1966 saw the merger with Jaguar and B.M.C. and followed formation of British Leyland Motor Company (B.L.M.C.). In 1968, under BLMC, the large Fisher Ludlow subsidiary was merged with The Pressed Steel Co. (Started by William Morris' 1928 initiative) and became 'Pressed Steel Fisher'. By 1973/4 the site once owned by Fisher & Ludlow at Castle Bromwich, Birmingham was making body panels for Mini's and Jaguars. The Birmingham Bordesley site was concentrating mainly on the then popular Triumph Spitfire, body. Other assorted models were being made at the Pressed Steel site at Cowley. 'Prestcold' refrigerators, washing machines, and household appliances, were also manufactured by Pressed Steel Fisher. There soon followed B.L.M.C.'s severe and then total financial problems and it inevitably gave way to a 'nationalised' British Leyland and B.L. was formed during 1974/5 There was an immediate agenda for urgent rationalisation for yet another transition of the remaining parts of such a complex major British Industrial Organisation. The 1974 British Leyland advert exclaims "My Dream Car" offering no less than 31 British car models still with assorted and recognised old independent car names, Morris Minor