

THE VACU-LUG TYRE ORGANISATION'S



INTERNATIONAL REVIEW



**INDIA
~RETURN ON
DURAMOLDS
Pages 6 & 7**

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Art Editor, Mark Unsworth
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Pages 4 and 5

Motorway Spectacular

Reaching out across the roof of Britain, the M62 motorway will link the greater Manchester area with the M1 just south of Leeds and will later be extended to link Liverpool and Hull. We report on the building of the spectacular 6½ mile Pennine section.

Pages 6 and 7

India/ return on Duramolds

A group of young people have made a highly successful business out of organising overland trips to India.

Thanks to their local branch of Briggs National Tyre Service and a little co-operation from Vacu-Lug their summer expedition leaves on time fully shod on Duramold 'L' pattern radial remoulds.

Pages 8 and 9

Tyre News, Tyre People, Tyre Places, Tyre Talk

A run down on tyre things in general.

Page 10

U.K. launch for Shredded Wire

Vacu-Lug's revolutionary new steel-reinforced lug can dramatically lengthen tyre life on rocky, flinty, boulder strewn sites. November will see the launch of this new development onto the U.K. market.

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Line drawing

A 1903 Panhard Levassor shod with Diehard retreads – the first of a series of line drawings, in which our art editor, Mark Unsworth, illustrates some of the many applications of tyres reconditioned by Vacu-Lug.

New boy...



Hello there! To those of you who don't know me already, let me introduce myself, the name's Jim Lees. At the beginning of June this year I joined the Vacu-Lug Tyre Organisation, taking over from Barry Hook as advertising and public relations manager and now, for my sins, I find myself in the editor's chair of this illustrious journal.

Born on the 2nd May 1935, I am married with one eleven year old son and, subject to planning approval, hope shortly to be building a house within a few miles of Grantham. Educated at Loughborough Grammar School and Loughborough College of Art and Technology I am an associate of the Incorporated Advertising Managers' Association. I hold a couple of photographic qualifications, and have, for a number of years taught photography on a part-time basis, at various evening colleges and institutes. My interests also include sailing, aero modelling and amateur dramatics.

Prior to joining the Vacu-Lug Tyre Organisation, I was with the giant G.E.C.-A.E.I.-English Electric combine, as a publicity officer working in the field of electronics and automation. After spending some 10 years with AEI, I find this change to the tyre industry, an interesting and stimulating challenge: nevertheless, I intend to take full advantage of any sympathy which you, dear reader, may have for a newcomer. My *cri du coeur* is for editorial information, whether in the form of a simple story lead, a tit-bit of tyre news, or a fully fledged article complete with illustrations. No matter what you have, if you think it of interest, please drop me a line or give me a ring on Grantham 2424. I shall be delighted to hear from you and to consider for future publication any item of news connected with the tyre world.

A TRIP TO REMEMBER



Mr & Mrs Norman Peek of Sydney, New South Wales, Australia, are spending part of their retirement touring the world in "Wilpy", their Fiat 1100 T motorised caravan. On their arrival in the United Kingdom, they drove all the way up to Grantham, to have three of the tyres on their vehicle re-treaded by Vacu-Lug.

Arriving in England with a set of almost bald tyres, the Peek's found that the 670-14's fitted to their vehicle were virtually unobtainable here. After many enquiries and numerous fruitless phone calls, two new tyres were located and fitted in London. No more were to be had anywhere. What about remoulds? Again, more fruitless enquiries. Then someone suggested Vacu-Lug at Grantham. The trail led north.

Rita and Norman Peek arriving at Grantham Works at about 5 p.m. on a Monday evening, were not to know that the factory was already overloaded and working at full capacity; in any case they had quite expected to have to wait until the next morning to make their request. But luck was on their side. Sales director Tony Podesta was on hand and the story of the problems of our visitors, now almost 13,000 miles from home, softened his heart. A few strings were pulled! The Peeks were directed to our local tyre distributor in Grantham.

The vehicle was propped up on stands for the night and the offending wheels removed. The tyres were taken from the rims and sent up to the Vacu-Lug Works where arrangements had already been made for the night shift to process the tyres with "Diehard". At lunch time on Tuesday, "Wilpy" was once again well shod and ready for the road. A surprised and delighted Peek family set out to see more of the United Kingdom, before embarking on the next leg of their World Tour - Canada and the Americas.

TWO SENIOR SALES APPOINTMENTS



Mr. Ben Kinchin

The Vacu-Lug Tyre Organisation have appointed two sales managers to control a re-organised sales network. With effect from the 1st October 1969 Mr. Ben Kinchin becomes Southern Sales Manager and Mr.



Mr. Fred Easton

Fred Easton will be Northern Sales Manager.

Ben Kinchin has been with the Vacu-Lug Tyre Organisation since 1957, firstly as representative for Yorkshire, then as area

manager for Lancashire, Yorkshire, Cheshire and North Stafford. Since 1957 he has held the post of national sales promotion manager.

Fred Easton, joined Vacu-Lug in 1958 as representative based at the company's Newcastle depot. In 1962 he was appointed area sales manager for the counties of Durham, Northumberland, Westmorland and Cumberland. Latterly he has held the post of northern regional manager, which included sales responsibility for the whole of Scotland.

For the purpose of administration, the United Kingdom has been divided by a line drawn roughly from the Mersey to the Humber.

Mr. Tony Podesta sales director of Vacu-Lug, commenting on these new appointments, said that they had been made necessary as a result of a continuing expansion in the company's level of business. The sales re-organisation now in hand, will enable the Vacu-Lug Tyre Organisation to improve the standard of service offered to its many customers.

INDIA

return on Duramolds

Adventure unlimited — might well be the slogan of a group of young people who organise long distance overland expeditions from their base at Wren Park, a large Victorian house at Shefford, Bedfordshire. Operating under the name 'Encounter Overland', the group, in its present form now two years old, specialises in organising long range expeditions largely to India, Kashmir and Nepal.

A small fleet, of four wheel drive 30 cwt. Austin K9's powered by 3.8 litre British Leyland diesel engines, provide the transport. The vehicles are extensively modified and specially equipped to cope with the very exacting conditions they will meet. They are rugged and dependable, yet fast and spacious.

The overland journey to India has been described as one of the last great adventures still open to those with a thirst for travel. It is a basic principle that any 'Encounter Overland' expedition, should be self contained and independent, with time for people to see and learn something of the countries through which they pass. With this in mind the itineraries are planned to cover the most interesting and usually the more arduous route, rather than sticking to the often easier, but certainly less inspiring, beaten track.

Heading out across Europe, through Belgium, Germany, Austria, Yugoslavia, Serbia and Macedonia, the group soon finds itself at Istanbul, the gateway to Asia. Once across the Bosphorus, the route leads on round southern Turkey, through Iran, Afghanistan, Pakistan and thence across northern India, to the eastern terminus at Calcutta. The expedition takes in three special detours en route. The first of some 700 miles, leads down from Teheran across a high scorching arid plateau, through Quom to Isfahan and Shiraz, taking in Persepolis, the ancient heart of the Persian empire, now

situated in the midst of a desert wilderness. A second excursion, visits the lush breathtaking beauty of the vale of Kashmir, whilst a third digression to Nepal, affords an opportunity for the group to view the overpowering splendour of the Himalayas.

The return trip covers some 22,000 miles, through extremes of altitude and temperature, over some of the most punishing terrain in the world. A road which through Western Europe is a fast highway, in the East soon deteriorates into little more than a rutted track, meandering through a temperate valley, minutes later that same road is clinging precariously to the side of a snow capped peak, as it edges its way gingerly through a rugged mountain pass; only to peter out 50 miles further on, into an arid boulder strewn desert plain. Conditions like these, provide a challenge to the adventurous, and a test for their vehicles and equipment, but for the tyres upon which they ride and on which their lives depend, it is a hard vicious unrelenting slog, the cruelest, most challenging test of all.

Partners in the enterprise are 27 year old Tony Lindsay Jones and his two friends Stuart Jenkins (29) and Robert Rumball (22), the company also employs six driver/expedition leaders. 'Encounter Overland' can certainly claim to be well qualified to lead the expeditions and has a wide field of experience to draw upon. Numbered among their ranks, are an ex-infantry officer with service in North Africa, a parachutist, Himalayan tracker and climber, photographer with experience in Vietnam and an instructor at the Royal Society for the Prevention of Accidents. All are experienced drivers and mechanics.

When 'International Review' visited Wren Park in June this year, Robert Rumball partner in charge of the transport side of the operation, told us of the difficulties they had had with tyres in the early days. Several

of the vehicles were already fitted with new cross-ply standard road tread tyres, when purchased, and they just did not stand up to the sort of treatment meted out on their overland trips. Apart from poor life, these tyres gave a hard uncomfortable ride, and bad traction on rough terrain. It soon became obvious that 'L' pattern radials were going to be the answer.

As early as February this year, an order was placed with another manufacturer, for a supply of these radial remoulds to be delivered early in May, in time to re-equip five vehicles due to depart during June. In spite of frequent urging there was still no sign of any tyres by the middle of the first week in June. Things began to look black! The first two vehicles were due to go off on the 18th June. In desperation Robert contacted his friend Peter Mobbs, manager of 'Briggs National Tyre Service' at Bedford. Could he help? Peter had six 'L' pattern Duramold 9.00 x 20's in stock — a further 19? The only chance was Vacu-lug at Grantham. A quick call, and in seconds a promise that 19 Duramold 'L' pattern remoulds would be with him within 14 days. A promise that was kept. Peter and his tyre fitting crew, fitted 10 tyres in 4 hours and the first two vehicles were ready on time, by the next day, all 5 vehicles were freshly shod on 9.00-20 Duramold 'L' pattern radial remoulds. Encounter Overland was ready for the road, tyre problems solved.

Just prior to going to press, 'International Review' has again been in touch with 'Encounter Overland' for a progress report, Robert Rumball tells us that they are very pleased with the 'L' pattern Duramold, "the grip and ride over rough terrain is really excellent and the tyres appear to be wearing well". The remaining three vehicles of the Encounter Overland fleet have now been fitted with Duramold 'L' pattern remoulds, supplied through 'Briggs National Tyre Service' at Bedford of course!



Left. Toni Weldon, expedition leader with Encounter Overland fits a new headlamp unit to a 30cwt. Austin K.9 shod with 'Duramold' pattern 'L' remoulds.

Right. The final touches - with the paint brush, Martin Hayes, expedition leader - with the wheel brace Peter Mobbs.

Below. 'Encounter Overland' almost ready for the road Robert Rumball and Stuart Jenkins discuss the route ahead.

