

SPOT LIGHT



PROFILE ON HIGH WYCOMBE

A BRIEF HISTORY

The company of H. A. Saunders Ltd. opened a branch at High Wycombe—at the request of the Austin Motor Co.—at Mill End Road, in 1946. At this time this important town had no Austin main dealer. In the same year the site of the present branch in London Road was purchased. However, owing to post-war building restrictions, it was not until 1952 that building was possible. In the meantime under “extreme difficulties” business was carried on at Mill End Road.

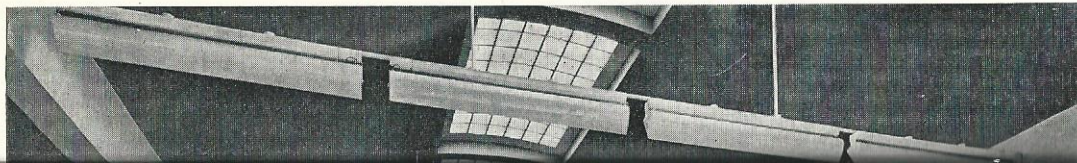
It was in March, 1952, following the death of the former manager Mr. C. Newsholme, that Mr. H. S. Beal was promoted to fill his position and in December of the same year that work was started on building the new premises.

When it was built, the new building at London Road was regarded as one of the most advanced designs in the country. “The barrel vault form of construction allows large uninterrupted floor areas,” says a brochure. It is interesting to note that in construction 1,036 tons of cement, 4,006 cubic yards of sand and ballast were used.

For a period, the premises at Mill End Road were used to rebuild tractors.



High Wycombe branch at London Road. Its barrel vault form of construction was one of the first in the country, allowing large uninterrupted floor areas.



I liked High Wycombe branch. I liked the way it looked (impressively gleaming—and obviously this was its normal state). I liked the efficiency. And, most important, I liked the people there.

General manager, Roy Taplin, is one of those big expansive men to

out in April, 1973. This little piece of re-organisation has proved “very satisfactory”, said Mr. Taplin. No longer does the public wonder whether or not High Wycombe branch sells cars!

Prosperous Area

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The showroom is quite sizeable as can be seen from this photograph. Customers can see at a glance the complete range of cars for sale.

The cars on show are both new and used. At the time this story was researched the new M.G.B. V8 was creating tremendous interest—so much so that the model on display had already been sold. There is tremendous interest in sports cars in the area, particularly from the American servicemen stationed nearby. It seems they like to buy at British prices, and at the same time take advantage of special concessions.

SOME LONG SERVICE EMPLOYEES

High Wycombe is a branch that's pleasant to be in. These chaps think so too. They've been around there for the past 91 years—between them that is. From left to right: Mr. Jim Church, c.v. foreman (19 years), Mr. Phil Bradshaw, c.v. mechanic (22 years), Mr. Joe Harman, tester, (23 years), Mr. Mike Brakley (18 years), Mr. Stan Smith (19 years).

High Wycombe branch is justifiably proud of its long service employees. It is a fact that the branch has an outstanding record in this respect and judging by the way things are going the record is one which is going to be maintained for years to come.

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General manager, Roy Taplin, is one of those big expansive men to whom everything appears a joy. Nothing was too much trouble and he was pleased to show me every nook and cranny.

New Forecourt Display

The first thing you notice as you approach the branch is the line-up of sparkling used cars. (Sparkle they really do—and it's a fact that R.O.T. has made it a rule that all used cars are given new number plates. It's strange what a difference those two new pieces of metal make to the car's overall appearance). They've been able to get the cars on to the forecourt simply because the petrol pumps were taken

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High Wycombe branch, situated at London Road, is in the heart of a prosperous area. Many people work in London—Paddington is just 35 minutes away—and they all appear to be car owners! The actual borough of High Wycombe consists of 65,000 people, and there is exactly the same number in the immediate rural district. Furniture manufacture is still an important industry, although the days of furniture-and-nothing-else are far away. (But the days when 'Bucks Bodgers' used to make chair legs on a lathe made with the spring of a bent-over sapling out in the woods, are not as remote as all that!)

However, today you'll find much new light industry which is helping to add to the prosperity of the area.



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