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54/39c

50 YEARS OF QUALITY.

Famous initials of a famous make of car - Rolls Royce.

The name itself has become part of our language, two words that signify the very highest quality. Now at Knutsford some of the earliest members of the breed begin a drive to Manchester. This is to celebrate the historic moment fifty years ago when the two men, Rolls and Royce, first met.

This is a 1905 model, and this a Silver Ghost of 1914, still going as well as ever. In it's day, the 1905 car sold for less than four hundred pounds.

At Cook Street, Manchester, in a little workshop, the first car was built by Henry Royce, a brilliant engineer - and a perfectionist. With the Honourable Charles Rolls, an adventurous businessman, the partnership was formed. Rolls, a motor salesman, gave the advice and Royce built the cars. Now one of the first returns to the place where it was built.

Henry Royce's former-engineer, Fred Bates, has many stories to tell of his employer's immense vigour and his insistence on faultless workmanship. Treasured relics are Royce's first experimental engines. An historic picture shows his partner(at the wheel) driving Orville and Wilbur Wright the first men to fly an aircraft successfully. Advances even beyond the imagination of the two great pioneers have been made in the last half century, yet the aim of the firm they founded is still the same; perfection. It was Henry Royce who said: "Whatever is rightly, done, however humble, is noble".

50 YEARS OF QUALITY:

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UP

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UP

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UP

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