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## Author hopes to learn more about Morris boss Woollard

AN AMERICAN author and historian is appealing to Telegraph readers for information about a man who was a key figure in the development of Coventry's motor industry.

Professor Bob Emiliani of the Central Connecticut State University, wants to know more about the late Frank George Woollard, a former general manager of Coventry's Morris Engines and director of Morris Motors.

Mr Woollard (1883-1957) was also managing director of Coventry motorcycle manufacturers Rudge-Whitworth and director of Midlands engineering company Birmid Industries.

Professor Emiliani says: "We are seeking information from friends and extended family about the life and work of Frank George Woollard.

"This is part of an academic research project begun two years ago to draw attention to Mr Woollard's great contributions to industrial management, flow production and automation."

Born in London, Frank Woollard served a five-year apprenticeship as a mechanical engineer before joining

the Birmingham firm of EG Wrigley and Company, manufacturers of gear boxes, axles and steering components for British automobile companies, first as chief draftsman and later as production engineer.

He went on to join Coventry's Morris Engines as general manager in January 1923 where he is credited with leading the reorganisation of engine production from batch to flow, increasing output from 300 units per week to 600 by December that year and to 1,200 units by December the following year, enabling Morris Motors to grow rapidly and achieve a commanding 34 per cent market share by 1930.

Mr Woollard served as director of Morris Motors from 1926-31, was managing director of Rudge-Whitworth from 1932-36 and director of Birmid Industries from 1936-47.

Regarded as one of the fathers of the British motor industry, he was made a Member of the Order of the British Empire for his work on improving the design and production of tank gearboxes and was president of the In-

stitution of Automobile Engineers from 1945-47. He was also a founding member of the British Institute of Management (Chartered Management Institute).

He had a son who died in infancy and a daughter, Joan Woollard, an artist, who died two years ago.

Mr Woollard wrote numerous papers and articles on his flow production system from the 1920s - 1950s and published a book, Principles of Mass and Flow Production, in 1954.

Prof Emiliani produced a 55th anniversary special edition of Mr Woollard's book last year, including his 1925 paper 'Some Notes on British Methods of Continuous production' and commentary and analysis of his work.

Morris Motors ceased to exist in 1952 when it merged with the Austin Motor Company to form the British Motor Corporation.

■ **Anyone with information about Frank Woollard should email [jane.stirland@coventrytelegraph.net](mailto:jane.stirland@coventrytelegraph.net) or write to the Newsdesk, Coventry Telegraph, Corporation Street, Coventry CV1 1FP.**

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