



**WHITLOCK**

**NEWS**

*No. 2*

VOLUME 6. NO. 2

FEBRUARY 1966

A TRIBUTE



TO OUR LATE CHAIRMAN & MANAGING DIRECTOR  
A. CARLETON WHITLOCK

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NR87*

# A. CARLETON WHITLOCK O.B.E

**Born:** 30th December, 1907 at 'The Grove', Great Yeldham, Essex.

**Address:** 'The Grove', Great Yeldham, Essex, and The Sheepwash Cottage, Ballingham, Herefordshire.

**Married:** To Nancy Duff Hardwicke 17/12/1955 -M-

**Children:** Richard Nevil and Trudie Elizabeth (by former marriage)

**Education:** St. Felix School, Felixstowe and Bedford School.

**Medals and Awards:** Made a Member of the Order of the British Empire for services to export and industry in the Birthday Honours 1963.  
Awarded Long Service Medal for services in Essex Special Constabulary holding rank of Inspector.  
Awarded the Defence Medal 1939 - 45, for services in World War II.

**National Appointments:** By Royal Appointment a Royal Warrant Holder as Supplier of Agricultural Machinery to Her Majesty the Queen since 1955. Elected a Member of the Governing Body of the National Institute of Agricultural Engineering 1.3.1962.  
Council Member representing Essex on the Royal Agricultural Society of England since 1953, and serving on Implement, Showyard Works and Demonstrations Committees.

**Business Activities:** In 1924 joined the partnership firm of Whitlock Bros. Agricultural Engineers, Great Yeldham which was started in 1899 by Thomas Sydney Whitlock, J.P. (father) and Herbert William Whitlock (uncle). When the partnership was turned into a Private Limited Company in 1941, became Chairman and Managing Director. When joining the business only twelve employees were on the payroll. Today a little under six hundred are employed and the products of the company, consisting of Excavators, Shovels, Earthmoving and Agricultural Machinery, are shipped to all parts of the World.  
Chairman and Managing Director of Whitlock (Aust.) Pty Ltd., a subsidiary company which was formed in 1957 with headquarters at Wyong, New South Wales, and also of Australian subsidiary company, Pacific Excavations.

**Business Appointments:** President of the Agricultural Machinery & Tractor Dealers' Association 1957 - 58.  
Council Member of the Institution of Agricultural Engineers 1959 - 62.  
Member of the Council of the Agricultural Engineers' Association Ltd. for many years.  
Member of the Council of the Timber Building Manufacturers Association for 15 years.

**Sporting Activities:** Assisted in the inauguration of Sudbury Rugby Football Club, and a former playing member of Colchester and Rosslyn Park R.F.C.  
Represented Eastern Counties on a number of occasions until having to retire through injuries.  
President of Yeldham Football Club for many years, which appointment was still held at the time of his death.

**Recreations:** Salmon fishing, and shooting

**Local Interests:** Council Member of Essex Agricultural Society 1946 - 51  
Member of Great Yeldham Parish Council since 1937, and Chairman since 1958.  
Chairman of the Governors of Great Yeldham Village Hall.  
Chairman of the Great Yeldham Sports Ground.  
Secretary for many years of both the Working Mens Club and Great Yeldham Horticultural Society.  
Captain of Great Yeldham Voluntary Fire Brigade 1929 - 1940.  
Governor of Great Yeldham United Charities.  
Governor of Great Yeldham Educational Foundation.

**Clubs:** Member of The Farmers' Club, Whitehall Court, London, S.W. 1.  
Member of the Institute of Directors, Belgrave Square, London, S.W. 1.



# MAN OF ACTION



*At the centre of operations - as usual!*

MAN OF ACTION - never one to stand on the side-line - always getting involved. These few words, though totally inadequate, perhaps best describe the individuality of Carleton Whitlock.

Whenever planning or arranging any event 'A.C.' always had his finger on the pulse and would interest himself down to the minutest detail. Whatever one's position or responsibilities in the Whitlock organisation, one could always feel the influence of 'A.C.' Whenever a decision had to be made, the question was always posed 'Is this the way that he would do it'.

Mr. Whitlock's sphere of influence outside the Company was also considerable and whatever Society, Organisation or Body he belonged to or was associated with, his opinions were always sought and more often than not his ideas implemented.

One only has to glance through his very condensed life history appearing on the opposite page to realise that here was a man who died having led an extremely full life. A life cut short, but one that will be remembered for years to come, for it is certain that the influence he wielded during his lifetime will continue to be felt both inside and outside our Company for a long time ahead.



*Topping a tower of pennies collected for charity by Mr. and Mrs. C. Wheeler at the "White Horse," Sible Hedingham.*



*Lending a hand in the early days.*

# LEADER OF

This he certainly was, he led in many ways, with id the early 1930's he introduced the first hydraulic tipping f responsible for developing and producing Britain's first tracto The Company's products have always led in terms of quality- bearing his name have also led the field for many years and



1950. 'A. C.' greets the late King George VI and Princess Margaret at the Royal Show at Sandringham.



A happy interlude at Smithfield with (centre) Mr. David Sawyer Shaw and the late Colonel Frank Ingham Clark.



With members of his family outside Buckingham Palace after



Sharing an umbrella with H.R.H. the Duke of Edingburgh at a ditching demonstration.



Chatting to Sir Harold Wernher, Past Chairman of N.I.A.E. on a Whitlock Show Stand.

# INDUSTRY

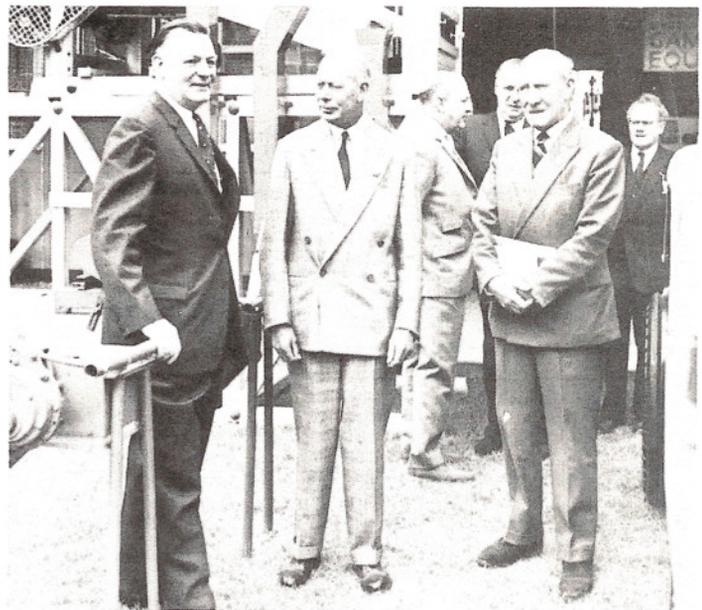
s of how things should be done and should not be done. In m trailer into this country and after the war, in 1951, was mounted hydraulic excavator, the famous 'Dinkum Digger.' d set a standard that is hard to match. Exports of machines ver 60% of our present total production is shipped abroad.



iving his O.B.E. from H.M. the Queen, for services to export.



Receiving a cheque for £250,000 from his old friend Bill Selwood, for Whitlock Earthmoving Equipment.



With H.R.H. the Duke of Gloucester and Colonel Guy Blewitt. In the background. Mr. Dick Edridge. Mr. Geoffrey Smith, and Mr. F. Wycherley, Farm Manager to the Duke.



A happy gathering at the Construction Equipment Exhibition, l. to r. Mr. Gordon L. Poole, Mr. R. N. Whitlock, Sr. D. Manuel Catala, Sr. D. J. Fernandez, Mr. A. C. Whitlock & Sr. D. H. Mugica.



With guests at a Whitlock Open Day l. to r. Sir Patrick Hennesey, Sir John Ruggles Brise, Bart., (Lord Lieutenant of Essex), Sir Reuben Hunt, Sir John Howard and Mr. W. Akester.

# WORLD TRAVELLER

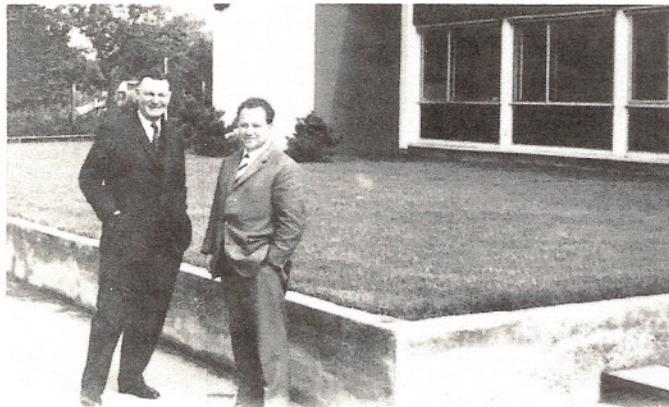
R2240/6



*A greeting from Piper Stuart Sykes as he steps on to Canadian soil accompanied by Mr. Geoffrey E. Smith.*

Never one to sit behind an office desk for long, A.C. Whitlock was certainly not content to wait for orders to come in. Each successive year he would travel to some different part of the world to assist in opening up new markets for the equipment he loved so much.

A true pioneer his travels took him to India, Africa, North America, and all over the Continent of Europe where he made many lasting friends, from whom innumerable messages of condolence have been received.



*With our very successful German Distributor, Herr Wilhelm Schaefer outside the new headquarters of the Schaefer organisation.*



*As Patron and Host, 'A.C.' officially opens the Canada Farm and Industrial Equipment Exhibition at Toronto.*



*Off to the United States.*

# SPORTSMAN



*A day's shooting. Walking to the next drive with Sir Alec Douglas Home and Mr. William Courtauld.*



*'A.C.' in action*



*Relaxing with his Wife on a fishing holiday.*

As a young man Carleton Whitlock was actively interested in sport and assisted in the inauguration of the Sudbury Rugby Football Club and was a playing member of the Colchester and Rosslyn Park R.F.C. He was also capped for Eastern Counties on a number of occasions. He was President of Yeldham Football Club for many years and still held the appointment at the time of his death.

His recreations included salmon fishing and shooting. His shooting was mainly concentrated in the Great Yeldham and Newmarket areas where he organised several shoots of his own during the season. For the past few years, when business allowed, he would depart for his cottage at Ballingham in Herefordshire, where he owned fishing rights on the River Wye.



*One that didn't get away*

R2240/18

# A Tribute From Fellow Directors

The Directors of our Company desire to record, unanimously and with feelings of the greatest sorrow, their sense of grievous loss on the untimely death of their Chairman and Managing Director, Mr. A.C. Whitlock, who died peacefully after a serious operation at the early age of 58, and that they have sent to Mr. Whitlock's widow and family a message of profound sympathy in their sad and great bereavement on behalf of the Directors, the staff, and all the employees and associates of the Company. The Directors are conscious of the great debt, which all owed to Mr. Whitlock for his unselfish and whole hearted devotion to the affairs of the Company since 1924. Throughout a period of over forty years this devotion coupled with his ability to organise and to lead wisely, and his skill, courage, determination and vision had brought the Company great success and prosperity. All those who had had the pleasure of knowing and working with him will miss his genial personality and his unfailing friendship and generous kindness and understanding. He endeared himself to all and was held in the highest esteem and greatest affection and respect.

The Directors have resolved to pledge themselves to carry on the great traditions, which Mr. Whitlock had founded and which had established the renown of 'Whitlock' products and service throughout the world.



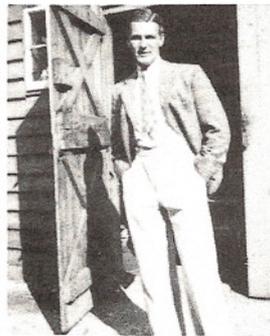
1912



1918



1924



1930



1950



1964



THE LAST TRIBUTE

*Designed and printed by the Public Relations Department, Whitlock Bros. Ltd., Great Yeldham, Essex.*