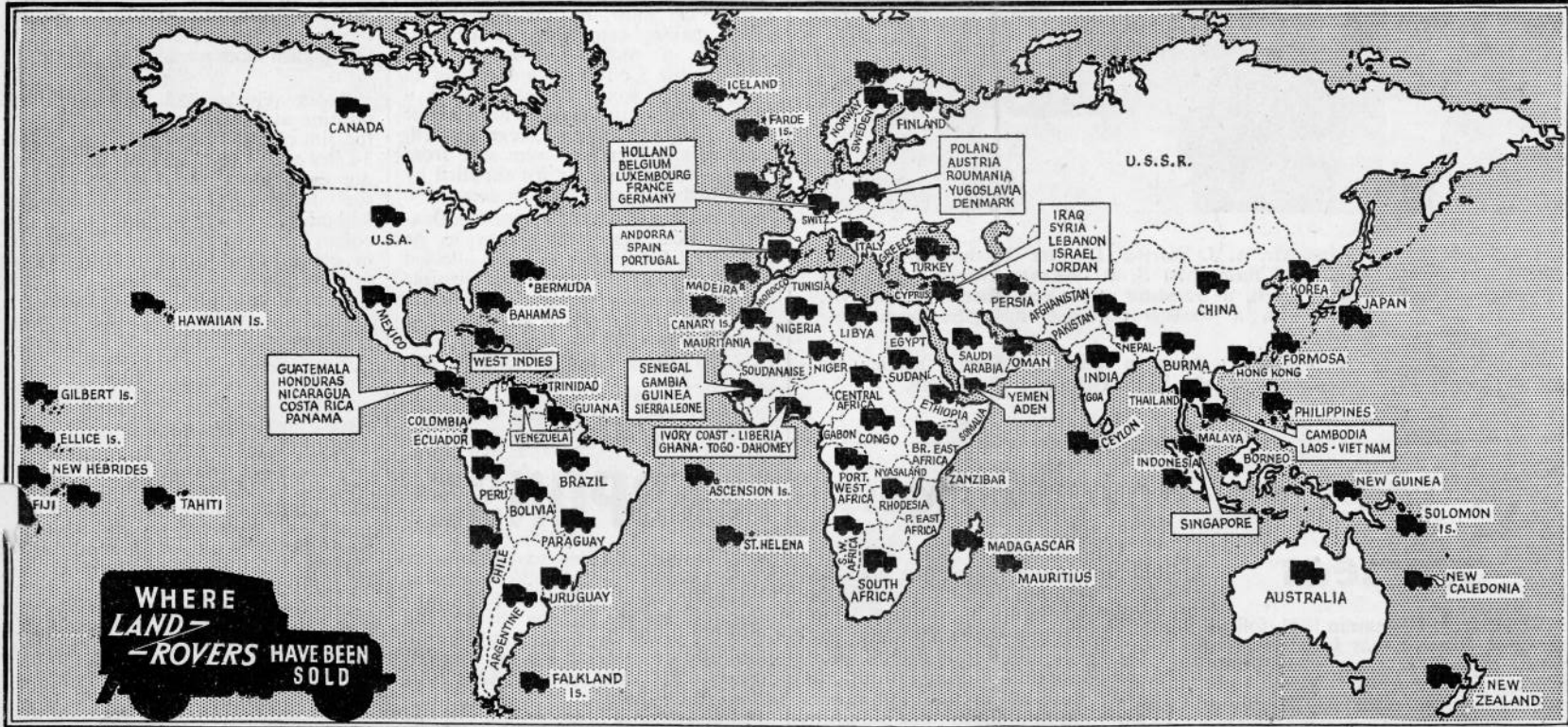




A WORLD WINNER . . .



Land-Rover exports — a £100m. success story

“Sell or Sink” . . . “Export and Thrive” . . . headlines like these have put Britain’s export efforts in the news again — sometimes in a critical light. But for an export success story there can be none as remarkable as the Land-Rover’s in the years since the vehicles were first produced in 1948.

Playing its part for Britain

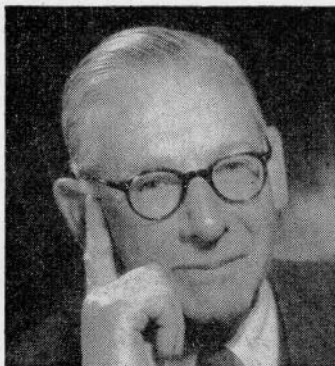
Mr. G. LLOYD DIXON, Sales Director of the Company, commenting on the Land-Rover export success story for ROVER NEWS, writes :

The adjoining article does no more than justice to the achievements of the Land-Rover in the field of exports. It has made a notable contribution to the nation's economy and hence to a standard of living which can be maintained or improved only so long as we can continue to earn it by our efforts in this field.

Steady Flow

It is an interesting illustration of this truism that while, in common with those of other vehicles, Land-Rover sales have somewhat declined in the Home market during the recent recession in the industry, we have nevertheless been able so far to maintain a steady flow of production thanks to Export demand and to substantial contracts which have been gained overseas in the face of severe competition.

While many factors have contributed to the Land-Rover's success, it can be said quite positively that among the most important of these is the high standard of quality in engineering, design and production which has been built up over the years, and that the maintenance of this



Mr. G. LLOYD DIXON

quality in the future will be of the utmost importance in meeting competition from other and perhaps cheaper vehicles manufactured in this country or abroad.

To date, more than 212,000 have gone overseas, representing 74 per cent of total despatches. Their sale to 150 different countries, and their use in as many roles, has earned well over £100,000,000 abroad.

It is just 13 years since the first Land-Rover made its debut abroad, on the Rover stand at the Amsterdam Motor Show. Then the Land-Rover export story had not begun : this month the Land-Rover has again been seen at the Amsterdam Show, but now with a record of achievement which has made it a household name throughout the world.

Just five . . .

Soon after that Amsterdam Show of 1948 the first Land-Rovers were exported. The consignment was just five vehicles. The destination : Tanganyika. The date : July 23, 1948. The user : the Overseas Food Corporation, then developing the groundnuts scheme.

The financial year 1947/48 showed these five vehicles as the total Land-Rover exports. Within a year the five had become over 5,000. The year 1949/50 saw that figure doubled and still rising. While factory capacity was limited it was sometimes necessary to send 90 per cent of output abroad.

In 1956/57 Land-Rover exports topped 20,000 during the year, and this figure has been substantially exceeded since.

● Continued on Page Two

The world-wide extent of Land-Rover exports can be seen from this map, which shows most of the principal territories to which they have been sold.

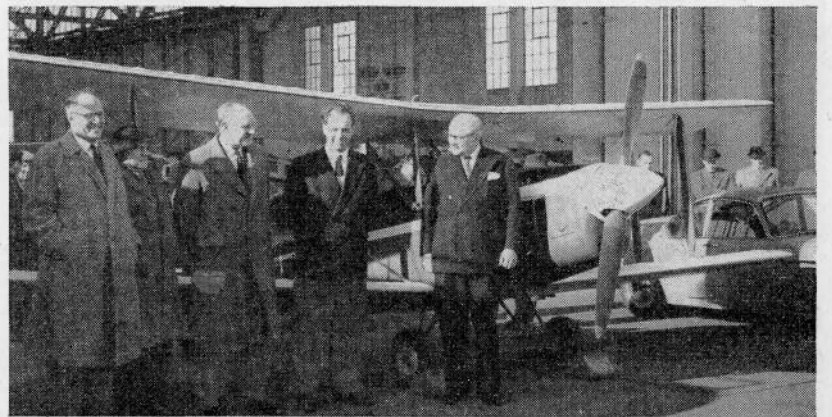
ORDER FROM PORTUGAL

News of the latest Land-Rover order from overseas was received as ROVER NEWS went to press. It is a contract for 150 88" Diesel vehicles for the Portuguese Army, the first bulk order from this source and the result of long negotiations.

T3 THERE

Mr. M. C. Wilks, Rover's Managing Director, and Mr. W. Martin-Hurst, Deputy Managing Director, drove to Birmingham Airport in the Rover gas turbine car T3, for the turbo-prop demonstration. The car drew up alongside the turbo-prop plane.

During his speech at the reception Mr. Wilks said development of the car was going very satisfactorily and he hoped before long we should have a car running which would be a further big advance on the present one.



Pictured by the turbo-prop demonstration plane are (left to right) : Mr. W. Martin-Hurst, Mr. A. J. Worster, Mr. M. C. Wilks, Mr. V. H. Bellamy (pilot) and Mr. G. F. Searle. The gas turbine car T3 can just be seen on the right.

Turbo-prop Engine Takes the Air

Another Rover achievement—a turbo-propeller engine for light aircraft—was recently demonstrated in flight at Birmingham Airport.

Rover Gas Turbines Ltd. have developed the turbo-prop power plant from their single-shaft engines, and the basic units are the well-known industrial engines of 60 and 90 b.h.p. output, driving variable pitch propellers. The turbo-props are designated TP/60 and TP/90, and they are undoubtedly the most compact small turbo-props in production in the world today.

They can be used for existing light aircraft without large airframe modifications, and are obviously suitable for the new range of club and executive planes under development.

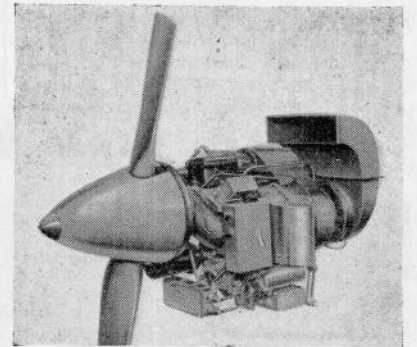
Solid future

At the reception at the airport on February 7, Mr. M. C. Wilks, Managing Director of the Rover Company Ltd., told more than 50 Press representatives that while the first and major object of the Rover Gas Turbine team continued to be the development of a turbine-driven car, the process of development had brought certain very useful “by-products”, of which the turbo-prop was the latest. He said it was based on solid achievement, with a solid future in prospect, and he paid a tribute to those at Rover Gas Turbines who had put so much effort and enthusiasm into this work.

Afterwards the journalists saw a brilliant flying demonstration of the TP/60 which powered a Currie Wot aircraft, piloted by Mr. V. H. Bellamy, of the Hampshire Aero Club.

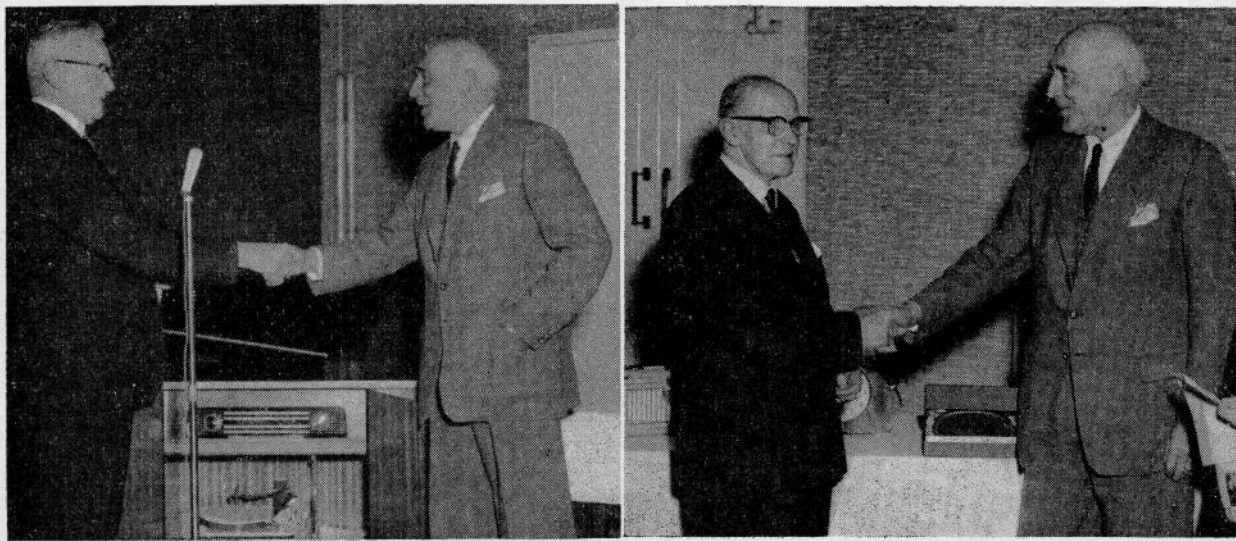
The Rover turbo-props run on kerosene or diesel fuel—a further step forward in safety, coupled with economic performance and vibration-free operation.

★ Gas Turbine Pioneering — See Page 3



The TP/60 turbo-prop engine.

THEIR FAREWELL PRESENTATIONS



A large gathering, which included Directors and past and present colleagues, saw Mr. S. B. Wilks, Chairman of the Company, make presentations to Mr. Cyril Smith and Mr. A. E. Booth at Solihull on February 8.

Mr. Smith, Secretary of the Company since 1953, and Mr. Booth, Registrar of the Company, who first joined Rover in 1903, retired at the end of January, as reported in last month's ROVER NEWS.

After Mr. A. J. Worster, Director (Production) had paid tributes to them, Mr. S. B. Wilks presented Mr. Booth with a clock, a transistor radio and binoculars, and Mr. Smith with a stereogramophone, the gifts from their colleagues.

Mr. Wilks is shown in these two pictures making the presentations to Mr. Smith (left) and Mr. Booth.

1948 to 1961 . . . the Land-Rover success

Continued from Page One

The list of countries where the Land-Rover has become almost part of the scenery reads like a world gazetteer . . . from Australia to Zanzibar, from Ascension Island to the Ivory Coast, Austria to Eritrea—the list seems unending. Even the Iron Curtain has been pierced. Land-Rovers have gone to Rumania, China—and even Russia. In the United States, home of the Jeep, 2,400 Land-Rovers are being used today.

Army orders

Originally designed against a post-war background of engineering reconstruction and agricultural and development schemes, the Land-Rover's go-anywhere, do-anything performance has brought a host of other uses. Here are some of them, taken at random from the list:

*Mountain rescue *Irrigation control
*Fire services *Towing trams
*Oil surveys *Rounding-up cattle.

New uses are constantly being found or suggested by operators.

The armies of the world have been quick to realise the value of the Land-Rover. The first substantial military

overseas

order was from Belgium in 1951, following competitive tests. In a series of orders over three years some 11,000 vehicles were bought. Another early military user was the Malay Regiment, whose black-finished vehicles have long been a familiar sight in their jungle territory.

Land-Rovers are now in service with the armed forces of more than 20 countries. The most recent to adopt them is the Swiss Army, whose latest order is for 280 88" vehicles, to be supplied between May and August.

Police forces have also found the Land-Rover an ideal patrol vehicle, and more than 30 countries use them for this purpose. Crown Agents, buying for overseas administrations, public works departments, health authorities and so on, are also an important source of export orders.

By barter

In some countries where the Land-Rover scored quick success, difficulties followed when restrictions on the imports of vehicles were imposed for economic or political reasons. Some

countries only permitted the manufacture of approved makes. Brazil, India, Pakistan and Turkey, all good Land-Rover markets were affected in this way.

The answer has sometimes been barter arrangements—coffee, fruit and potatoes have all helped Land-Rovers to overcome restrictions—and elsewhere CKD despatches have been the solution.

There is also the cash problem in countries which are short of sterling or dollars and where the only way business can be continued is by providing credits. More and more business is being done on a credit basis where in the past it has been on a cash basis.

Subsidiary companies have also been formed overseas to assemble and partly-manufacture.

The task

But often the task has been to find other markets and to improve distribution in unrestricted areas. Last year, for example, Mr. L. G. T. Farmer, Vice-Chairman of the Company, and Mr. G. Lloyd Dixon, Sales Director, covered over 10,000 miles by air, car and Land-Rover in a tour of South Africa, the Central African Federation, and the West Coast, to examine and deal with the new conditions of trading on the African continent. At this moment, Mr. Farmer is on a 20,000-mile world business tour, as reported in last month's ROVER NEWS.

The ever-widening variety of the Land-Rover—the introduction of the long wheelbase model, the diesel engine, and the Series II range which was brought out in 1958—has also helped to maintain and develop its overseas success. The Series II has played a vital part in many major engineering feats like the Kariba Dam and the development of the Sahara oilfields.

Competition

While the Land-Rover has led the world in the four-wheel drive field, the task of staying in the forefront has become increasingly strenuous, for Britain is not the only country with an export problem.

The Jeep, the Japanese Toyota and Nissan, the Italian Fiat, the German D.K.W. and Mercedes Unimog, and the Russian Gaz are all competing in world markets and the Russians, for example, sometimes offer credit terms with which we cannot compete. There is a new rival on the horizon, too, a four-wheel drive vehicle which is to be produced by the American International Harvester firm.

So far the Land-Rover has proved its superiority in quality and performance against all comers. The testing ground in the future may be on prices. But whatever problems the future may hold, the Land-Rover goes forward to meet them with a record second to none.

★ THE RAINMAKERS . . . ★



Here's an unusual Land-Rover job—helping the rainmakers of East Africa.

A fleet of Land-Rovers, like the vehicle in this photograph, is being used for 'cloud bursting' operations.

Each vehicle is fitted with a battery of rockets which are fired into suitable cumulus clouds. Salt in the rocket heads

induces the clouds to give out their moisture.

When the Meteorological Office in Nairobi gets news of a suitable cloud formation, the details are sent to the nearest Land-Rover by means of a Marconi two-way radio in the vehicle.

Photo by courtesy of Marconi Ltd.

A 'PERSONAL TOUCH' AT THE SHOWS

The emphasis was on the 'personal touch' in the Company's efforts for the Brussels Motor Show, which began the 1961 international show season last month.

As well as a strong team from the Company to assist our Belgian distributors at the show, for the first time a direct mailing campaign was used to establish a more personal contact between the Company and people in Belgium who would be interested in a car of the 3-Litre's class. Hundreds of letters, written in French, together with pictures and literature were sent from Solihull to people on a list supplied by the distributors and their dealers.

Because of the Belgian strike situation—which caused the show to be postponed for a week and also affected postal services—it has not been possible

to assess accurately the full effect of the campaign, but already there has been favourable comment, particularly about the use of French language instead of the English more usually used by British firms.

Rover vehicles had an eye-catching position at the show salon, which is on the site of the 1958 World Fair. Two 3-Litre cars, a '100' and an '80' were on our distributors' stand in the patio of the salon, with the Land-Rover display adjoining. On a plinth which had large colour transparencies of Land-Rovers in action was a regular Land-Rover fitted with a snowplough—and complete with imported 'snow' (a plastic variety).

One of the distinguished visitors to the Rover display was the British Ambassador to Belgium, Sir John Nicholls, who already owns a Rover 105S and who expressed great interest in a 3-Litre after a demonstration run.

There to greet visitors on behalf of the Company during the show were Mr. J. H. Weaver, Export Sales Manager, assisted by Mr. R. Rich, European Regional Sales Manager, Mr. T. Bailey, European Representative, and Mr. B. Gilbert-Smith. Mr. J. H. Baldwin, Publicity Manager, and members of his department also attended the show, and the Company sent several demonstration cars to augment those of the distributors.

PENSION FUND RESPONSE

At the time of going to press, more than 6,000 of the 6,750 employees eligible to enter the Company's new Pension Fund for men on the opening date, February 1, 1961, had sent in application forms, so that the required figure of 75% has been exceeded by a considerable margin.

Any employee who is eligible and wishes to join and has not yet sent in his form is urged to do so at once.

From February 1 all male employees between the ages of 18 and 64, whether they have joined the Fund or not, are covered for the Life Assurance Benefit of £300 during their service with the Company. Anyone who was absent from work through illness on February 1 is covered from the date of his return to work.

Encouraging

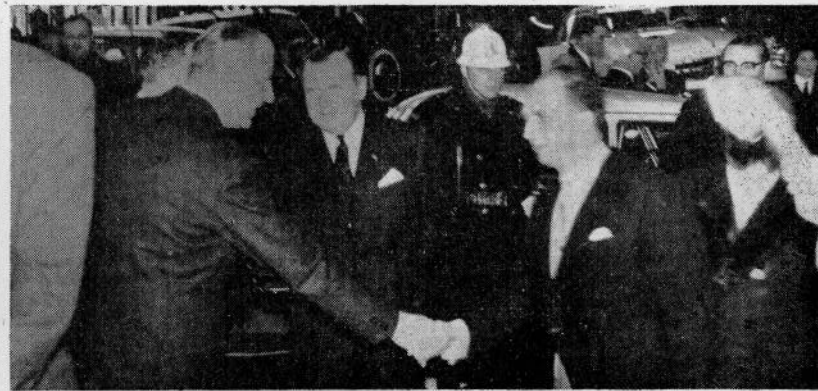
Besides the immediate sales 'off the stand' at the show, the signs were encouraging for the follow-up business which is such an important aspect of these shows.

The direct mailing campaign was also used for this month's Dutch International Motor Show, held in a magnificent new exhibition hall in Amsterdam.

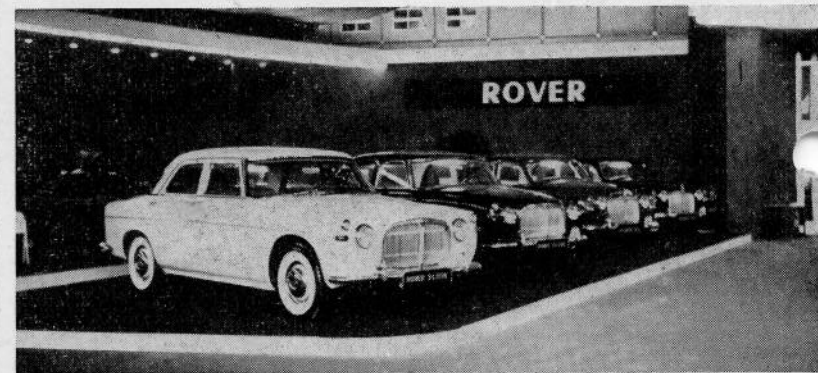
Brussels footnote: A Belgian visitor to the Brussels show was taken for a demonstration run in a 3-Litre by the distributors, and the car was unfortunately involved in an accident and badly damaged. The customer remained sufficiently impressed to place an immediate order for a 3-Litre, commenting that the incident had proved the strength of the car.

3-LITRE ORDER

Five 3-Litre Rover cars have been supplied to the Metropolitan Police, who took delivery of the cars early this month.



Mr. J. H. Weaver (left), Export Sales Manager, greets M. Desgain, President of the Brussels Show, at the Rover stand.



The Rover car display at Brussels.

Background to the Page One News of
an Airborne Achievement

PIONEERING IN GAS TURBINES AT SOLIHULL



Mr. G. F. Searle Mr. R. N. Penny

It was in 1950 that the Rover gas turbine car, Jet 1, made headlines and history—the world's first 'jet' car which later achieved speeds of over 150 m.p.h. Then, at the 1956 Motor Show, its experimental successor, T3, made its debut, and development is still going on vigorously.

But that is far from being all the story. Rover pioneering has continued in other, though perhaps less publicised, fields of gas turbine equipment. Prospects are bright with a new engine order book worth over £1,250,000 and almost 300 gas turbine engines already in service.

Rover's gas turbine work is carried out by two groups.

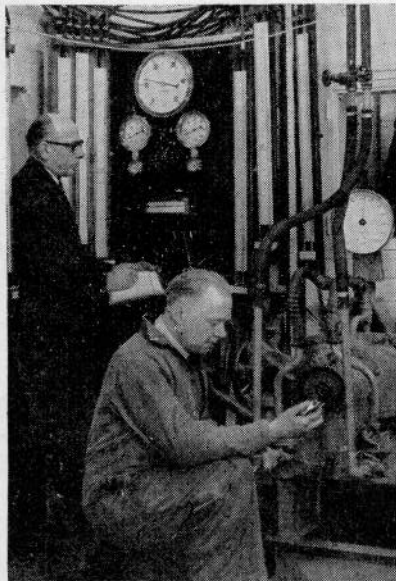
One is the Company's Project Department, under its Chief Project Engineer, Mr. R. N. Penny.

Mr. Penny recently took over from Mr. C. S. King, now Chief Designer, Future Vehicles. While Mr. King was Chief Project Engineer, the foundations were laid for much of the Department's current programme. Mr. King is still responsible for technical guidance on gas turbine projects.

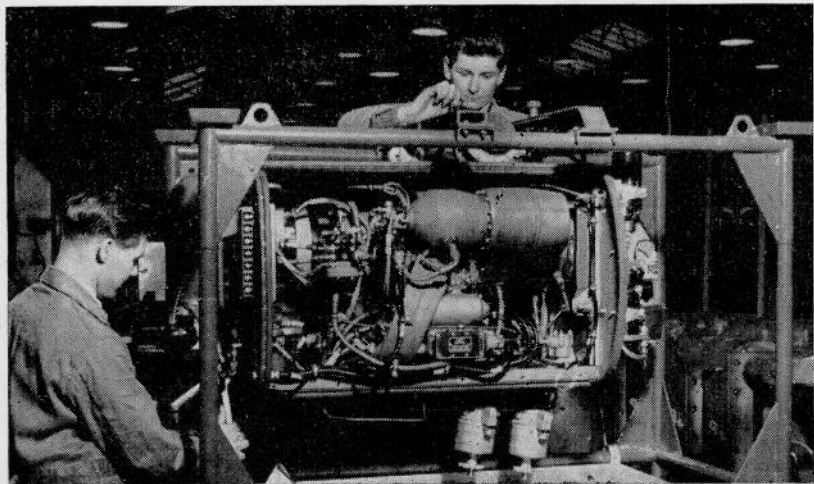
The Departments tasks are threefold.

Firstly, it is responsible for the design and development of small gas turbines and ancillary equipment for automotive purposes. Within this programme, special accent is being placed on the development of high efficiency compressors and compact and efficient heat exchangers, which will endow the turbine with the added advantage of fuel economy.

The Department is very conscious of the effort being devoted to the development of turbine cars by the great American empires of Ford, Chrysler and



Mr. Sid Hill (left), Project Department's Chief Tester, and Mr. Sam Kitchen, keep watch on instruments outside a test cell in which a gas turbine is being put through its paces.



Inside the R.G.T. Production Shop Mr. Jerry Boardman (left) and Mr. D. Wells make final adjustments to an auxiliary aircraft power plant.

A Percy Road retirement

Mr. Charles Palmer, Chargehand of Group 445, Percy Road, retired recently after 34 years' service with the Company.

He first started at Tyseley in 1926, working as a turner on the crank section. His son, Mr. Charles Palmer Junior, is Chargehand Inspector at Percy Road.

Mr. Palmer Senior is a keen pigeon fancier and has won the Championship of Great Britain three times.

Training Completed

Four apprentices completed their apprenticeships last month—R. W. Huxley (Gas Turbine Tech. Office), D. L. Allen (Tool Engineer's Dept., Tyseley), D. Cordelle (Standards Room, Tyseley), and R. A. Jones (Machine Tool Repair, Acocks Green).

General Motors, and endeavours to keep abreast of their developments and attainments in this field.

Secondly, the Project Department is responsible for the development of the numerous types of specialist gas turbine equipment required by the commercial user, which are ultimately produced and distributed by Rover Gas Turbines Limited.

Major contracts

This aspect of the work of Project Department is carried out in close liaison with Rover Gas Turbines, who themselves undertake the design development of installation features.

Of particular note in this commercial field are two major engine development contracts for the Government on which Project Department is currently engaged. These two contracts cover the development of single shaft turbine units for use as auxiliary power plants in the Avro Vulcan and the military version of the Coventry-built Argosy aircraft. As many readers will know, the former unit has already commenced service with the Royal Air Force.

Thirdly, a small section has been engaged for many years on special domestic and Government research and development projects not directly connected with gas turbines.

Varied ground

This section has covered very varied ground, and has produced equipment ranging from special propulsion equipment for weapons systems to nuclear reactor control gear and research apparatus for the Atomic Energy Authority. Most recently this section has been investigating the problem of turbocharging small diesel engines.

Rover Gas Turbines Limited, a subsidiary of The Rover Company Limited, was formed in 1953, to promote the sale of gas turbines and to manufacture them on a production line basis. Since 1954 it has been under the direction of Mr. G. F. Searle.

At the outset, while great interest was shown in small gas turbines for industrial applications, there was naturally no ready-made market, and considerable market research had to be undertaken before gas turbine equipment could be formulated which would have international customer appeal.

In many instances potential customers had to develop their own equipment for use with our small turbines. The time taken amounted to between two and three years before these ideas were translated into actual orders.

Search goes on

Rover Gas Turbines have also played their part alongside the parent company in developing production manufacturing and assembly techniques. It is largely due to this production research that there has been no significant increase in the price of Rover Gas Turbines products over the last five years, and this work will pay a second dividend when full-scale production of automotive gas turbines is commenced.

The search for new applications and markets continues and it is apparent that this Company has become recognised as being amongst the foremost manufacturers of small gas turbines in the world.

Main lines

At present main production lines include:—**Instructional Sets** for technical colleges and laboratories, which are already in use throughout the world; **Water Pump Sets**: 500 gallon/min. at 100 lb./sq. in. for an all-up weight of only 225 lb. This equipment is operating with the British & Allied armed services; **Generating Sets**: 40 kw units which are now standard equipment in the Navy's new "Brave" class fast patrol boats, and the "Ferocity", which is the prototype of a new high speed boat; **Aircraft Auxiliary Power Plants**: Two types, of slightly differing application, are already in production for the Vulcan and Armstrong Whitworth '660' aircraft. The Vulcan unit, already in R.A.F. service, can start the aircraft's huge main engines and operate up to an altitude of 40,000 feet. **Special Process Plant**: Utilising exhaust heat as part of the process applications, overall thermal efficiencies of over 50% have been obtained, and new equipment will reach 70%. Some process units are now being returned for overhaul for further service after continuous operation exceeding 3,000 hours.



Mr. T. A. Jones



Mr. Aldwyn Jones



Mr. Allen Jones

Keeping up with the Joneses!

Meet the Jones family—who can claim over 100 years' service with the Company.

The senior member of the family is Mr. T. A. Jones, who joined Rover in 1938 and is now working in the Photographic Department at Acocks Green.

Others in the family who have worked, or are working with the Company are:

His wife, Mrs. Florence Jones, with three years' service, and three sons, Mr. Aldwyn Jones, Mr. Allen Jones, and Mr. Byron Jones. Aldwyn, an inspector on the Land-Rover line, who has been at Solihull since 1945, has 23 years' service. Allen, who also works on the Land-Rover line and has been at Solihull since 1948, has 13 years to his credit. Byron's total is ten years. He works in the Paint Shop and has been at Solihull since 1958.

Daughter Margaret has two years' service at Acocks Green to her credit, while son-in-law Mr. W. L. Pritchard, who is in the Inspection Dept. at Acocks Green, can claim 23 years with the Company.

Finally, there is grandson Tony Pritchard, whose seven years' service includes a five-year apprenticeship at Acocks Green. He transferred to Solihull in 1958.



Mr. Byron Jones

Polio 'Shots' Scheme for Employees

Arrangements are being made for Solihull employees who wish to take advantage of the polio vaccination scheme to receive their injections during working hours.

Vaccination is available to everyone under the age of 40.

Millions have been given the vaccine without mishap, and the rate of the disease in those inoculated has been much less than in those who were not inoculated.

The procedure consists of two injections into the upper arm at an interval of not less than three weeks, followed by a third injection later on.

The age limits are 15 years to 39 years inclusive. Parents' consent is required for anyone under 21.

Forms can be obtained from the Works and Staff Canteens or the Works Liaison Office. When completed they should be returned immediately to Mr. R. Dixon, Works Liaison Officer. Individual appointments will be made for each employee volunteer. Closing date for applications is next Tuesday, February 28.

Remember: Polio can cripple even the fittest.

VETERANS ABROAD

One often reads about expeditions in Land-Rovers, but here is news of two trips in veteran Rover cars.

The first is a 1,000 miles trip across the Continent in a 1911 Rover by an 18-year-old girl, Miss Margaret Oakden of Poynton, Cheshire. Margaret is taking part in the 10-day rally from Brussels to Madrid.

Mr. Brian Wells, a scientific worker from Dollis Hill Post Office research station, and three companions have recently returned from a 6,000 mile round trip to Turkey in a 1934 Rover 10. Though their trip was mainly over rough tracks, the repair bill for the whole journey came to just under £2—the cost of repairing six punctures!

IT'S NOT AS EASY AS IT LOOKS No. 1

Ask Mrs. Joan Prestidge of the Ryland Road factory what her line is and the answer is . . . a straight one. Mrs. Prestidge and two other women spend their working day just straightening engine push rods. Simple, you may say, but IT'S NOT AS EASY AS IT LOOKS.

Because of the varying operations carried out on the rather thin push rods—machining, heat treatment and eventually shot-blasting—distortion can occur. But owing to the springiness of the metal used, even a badly bent rod can be straightened. 'Straightened' is a mild way of explaining that these operators work so skilfully that a maximum tolerance of only .010" run out is allowed!

Mrs. Prestidge, who lives in Ladywood, started this job seven years ago, and it took about six months before she managed to conquer the art. Now she can perfect a push rod in a matter of seconds. The picture on the right shows her at work.

A technical note about the straightening procedure. The rod is mounted on rollers, and a clock gauge is pushed against the rod, which is turned by hand. Distortion is located by the gauge, and a hand-operated press remedies the run-out.



Singer Shirley goes back to school

—FOR L-R LESSONS

A glamorous pupil at the Land-Rover Service School at Solihull this month was American singer-entertainer Shirley Deane.

She came to the school on a three-day course to learn as much as possible about the Land-Rover before leaving on a three-year working tour which will take her through Europe to Turkey, Iran, India, Burma, Thailand, Cambodia, Malaya, Hong Kong, Japan, some of the Pacific islands, the United States—where she will visit her home—and Central and South America. Miss Deane may also take her Land-Rover to Australia.



Shirley with her Service School instructor, Mr. G. Pitt.

She chose a Land-Rover for her travels, she said, because she knew it would take her anywhere in the world—and after a demonstration run over the Solihull 'jungle' course she was even more convinced.



Shirley Deane... out of overalls.

Miss Deane's instructor at the Service School was Mr. G. Pitt, and under his tuition she studied the servicing of the vehicle, its mechanical functions and many other details of the Land-Rover.

Said Miss Deane: "There is a slight chance of my getting into difficulties while in out-of-the-way places and that is when this instruction will be specially useful".

Her journey began from Solihull. First stop was Dover and then across the Channel. Most of Miss Deane's appearances will be for the U.S. forces and the rest will be television, theatres and night clubs.

**Since the Service School was set up in North Block at Solihull about 2,500 pupils have been trained there.

DATES FOR YOUR DIARY

Friday night events at Solihull next month include:

- March 3 Works Engineers Department Social and Dance.
- March 10 Grand Concert.
- March 17 Old Time Ball.
- March 24 Dance—with Cyril Stapleton and the Show Band.

Honeymoon with a difference

A honeymoon journey with a difference—and it was an 8,100-mile trip in a Land-Rover from England to India.

The journey was made by a Mr. and Mrs. Potter, now living in Rajasthan, India.

Immediately after the wedding they set off in a 1949 Land-Rover from New Milton, Hampshire, to New Delhi.

No special preparations were made for the vehicle, except to change two tyres. They set off with a spare fan belt, spare hosing and a screwdriver. When they reached Istanbul they bought a wrench and went on through Turkey and Persia, Afghanistan and Pakistan and finally through the Khyber Pass into India and down to New Delhi.

Their journey cost them little in the way of repairs, the most serious breakdowns being a broken exhaust pipe and two punctures.

Since arriving in India they have covered a further 4,500 miles, without needing further repairs.

Mrs. Jennifer Potter, in a letter to the factory relating her experiences, says: "The Land-Rover appears indestructible—indeed our problem is now that it will not die. We entered India on an international carnet, and are not allowed to sell it here, and we do not have time to drive it back to England".

Cost Office Dinner

Acocks Green Cost Office held their annual dinner at 'The Boat', Catherine de Barnes.

An excellent dinner was followed by an informal sing-song and concert, contributions being made by both old and new members.



An exciting moment during the entertainment at the Acocks Green children's party was reflected in the faces of the children pictured above. The party, for children between five and eight, was held in the canteen and was a great success.

A sing-song, Punch and Judy and magic was followed by tea, and the entertainment afterwards included a clown and a ventriloquist who also

A PARTY AND PANTO TRIP

provided fun with balloons.

Just before 6 p.m. Father Christmas arrived to crown an enjoyable afternoon. Each child was given a present, some

chocolate and sweets before they were met by their parents.

The older children (ages 9 to 14 years) visited the Alexandra Theatre on January 14 to see the pantomime 'Sinbad the Sailor'. Ice cream was distributed during the interval and they all returned to Acocks Green canteen, having, as they said, enjoyed it very much. Again each child had a present. One of the panto coach parties is pictured below.



SAFETY AWARD

Mr. W. H. Parkes of the Machine Shop, Acocks Green, has been awarded £6 for a suggestion modifying the chuck key on a Bullard Machine with a safety device, thus permitting safer operation.

AT TYSELEY'S DANCE

Dancing time—for the Tyseley Group. The floor was crowded when this picture was taken during the dance at Solihull on February 3.

900 ENJOY A CIRCUS TREAT

Twenty-four coaches, bringing Tyseley employees' children from numerous pick-up points in the Birmingham area, converged on Bingley Hall on January 14 for the matinee visit to Chipperfield's Circus.

The party was in the region of 900.

The circus was well up to expectations, and to add to the enjoyment, ice creams were served to the children during the interval.

Thanks are due to all coach stewards and helpers who so willingly gave up their time to assist in making the party success.

About 1,200 children of Solihull employees were taken to the Alexandra Theatre pantomime 'Sinbad the Sailor' on January 28.

IF YOU ARE BUYING PARTS...

Employees of The Rover Company wishing to purchase parts for Rover cars or Land-Rovers owned by them, are requested to place orders with the Parts Department between the hours of 8.30 a.m. and 10 a.m. on the mornings of Tuesday, Wednesday or Thursday. The vehicle log book must be presented at the time of ordering.

It has been necessary to make these arrangements to minimise delay and at the same time ensure that such requests interfere as little as possible with the normal function of the Department.

Parts required will be available for collection from the Parts Department Despatch Deck on the day following the placing of any order.

For the Orphans

The collection at Acocks Green on behalf of the Firemen's Orphans Christmas Stocking Appeal realised £5,17.11. Mrs. Dorothy Dunn of the Tool Room was responsible for the collection.

PERSONAL NEWS FROM THE FACTORIES

BIRTHS

We offer our congratulations to...

MILLER—To Mr. and Mrs. A. Miller, a son on January 23. Mr. Alf Miller, a Dunkirk survivor, has been with Rover 24 years and is with Group 212, Ryland Road.

LUNGLY—To Mr. and Mrs. Arthur Lungly, a daughter, Vanessa, on December 27. Mr. Lungly is a fitter in the Assembly Shop at Perry Barr.

MARRIAGES

Congratulations and good wishes to...

ALLEN-STEVENSON—On January 28 at Solihull, Mr. Norman Allen to Miss Jean Stevenson (both of Group 248, Ryland Road).

The bride's late father was an old employee of the Company and Mr. Allen's father, Mr. A. Allen, still works at Perry Barr.

BARNARD-KRESSIG—On January 7 at Chilworth Priory, Guildford, Mr. Mark Barnard (Gas Turbine Project Dept.) to Miss Diana Kressig.

ROBERTS-DIXON—On January 14 at Selly Park Baptist Church, Mr. Desmond H. Roberts (Service School Instructor) to Miss Margaret Dixon.

DEATHS

We record with regret the following deaths—and offer our sympathy to relatives:

BUTLER—Mr. William Henry Butler (Machine Shop, Percy Road) died on December

22 aged 62. He had been with the Company 14 years.

BROWN—Mr. R. Brown (Inspection, Solihull) died on January 11 aged 55. He had been with the Company since 1950.

DUROSE—Mr. Albert Durose (Machine Shop, Percy Road) died on January 13, aged 38.

GREEN—Mr. J. W. Green (Shop Labourer, Solihull) died on January 17, aged 58.

JONES—Mr. George Arthur Jones (Foreman, No. 6 Machine Shop, Tyseley) died on January 14, aged 54. Mr. Jones had 23 years' service with the Company.

TATTAM—Mr. Thomas Tattam (Transport Dept., Tyseley) died on January 21, aged 62. He had been with the Company nine years.



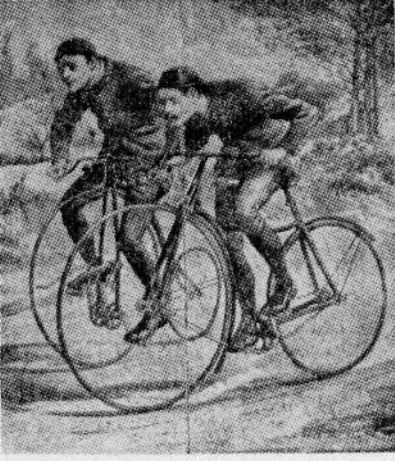
"Get this lot to break it up—tea break finished ten minutes ago"

Beginning . . . THE ROVER STORY

A 100-mile race—on the Rovers of 1885!

During the Coventry blitz many of the Company's early records were destroyed. Since the war, with the help of many old employees, much material has been gathered to restore the picture of the early Rover days. This serial history of the Company has been written for ROVER NEWS by Mr. H. B. Light, Technical Service Guarantee Supervisor, who is well-known as an authority on The Rover Story.

In 1878 at the dawn of the cycling movement, John Kemp Starley laid the foundations of The Rover Company. At that time he was in partnership with a man named Sutton, trading as Starley & Sutton, with premises at Meteor Works, West Orchard, Coventry.



'Safety' v. 'Meteor' penny-farthing . . . an 1886 illustration of a battle between rival 'Rover' models.

John Kemp Starley was a nephew of James Starley, who died on June 17, 1881, and who was rightly described as the "Father of the Cycle Trade". His memory is perpetuated by a monument which stands on The Green, Queens Road, Coventry. J.K.S., who eventually became our first managing director, worked for a number of years with his uncle James and acquired from him a flair for invention.

No record of the achievements of The Rover Company Limited would be complete without some reference to the life of James Starley, even though he himself was not directly associated with the birth of the Company.

He was a remarkable man and his inventive genius in connection with the early bicycles, at a time when the watch and silk trades in Coventry were more or less ruined, brought new life and prosperity to the city.

Famous names

Some wonderful mechanics worked under Starley at the Coventry Machinists Company in King Street, which was formed to manufacture a sewing machine Starley had produced. They included George Singer, William Hillman, Thomas Bayliss and J. T. Warman. These men later started firms of their



JOHN KEMP STARLEY

own—The Singer Company, Herbert & Cooper, and Warman, Laxon & Company—all famous names in the cycle industry.

In 1868 a French bicycle was sent to the Coventry works. This was the "Boneshaker" which had created considerable interest in Paris.

Starley at once realised the possibilities of this crude and cumbersome machine. He lost no time in mastering it, and then set about improving it.

In 1868 Starley and William Hillman rode one from London to Coventry in a day, probably the first ride of its kind ever attempted.

The trip kept the riders to their beds for several days.

Closed works

The inventive Starley soon converted that "Boneshaker" into a more practical machine with spider wheels and springing.

After producing the forerunner of the Ariel bicycles, Starley persevered with his inventions. One was the first women's cycle. It was not a complete success at first but it revolutionised the trade. Then came his successful "Coventry" tricycle, which brought cycling thousands of new riders.

To kill this criticism Starley & Sutton arranged a 100-mile road race from Norman Cross, near Peterborough, to one mile beyond Twyford in Berkshire.

The course was advertised as being from London to Shoreham and back to hoodwink the police, and the first prize was a £50 gold watch.

Sixteen eggs!

Fourteen riders set off and the winner was George Smith who, according to a contemporary report, "seemed to have been fairly baked towards the end", having walked up two hills and down part of another, as there was no brake on his machine.

Smith's time was 7 hrs. 5 min. 16 seconds, beating the 100-mile record by 5 min. 54 seconds.

The second rider home, a man named Hale, had a fall after the 50 miles' point, and spent over a quarter of an hour in a blacksmith's getting his machine repaired, but he only finished 12 minutes behind Smith.

It is recorded that one of the competitors ate 16 eggs during the journey!

Fatal accident

The remaining years of the Starley & Sutton partnership saw the development and improvement of the "Rover" Safety model which was becoming nearer and nearer to the design of present-day cycles.

In 1888 Sutton withdrew from the partnership and shortly afterwards he was killed in a trap accident. John Kemp Starley then formed a limited liability company under the title 'J. K. Starley & Company Limited'.

NEXT MONTH: Motor-cycles—and the first Rover cars.



THE POPULAR MACHINE FOR 1884. This was the first 'Rover' machine.

The first time . . .

At the time of his uncle's death, John Kemp Starley had been carrying on in true Starley tradition with his partner Sutton.

In Starley & Sutton's illustrated price list for 1884 we see the name "Rover" for the first time.

The machine bearing this name was a three-wheeler—two large wheels at the front and a small rear wheel.

A special feature was that the rider could easily and quickly dismount from behind while going downhill at 10 miles an hour!

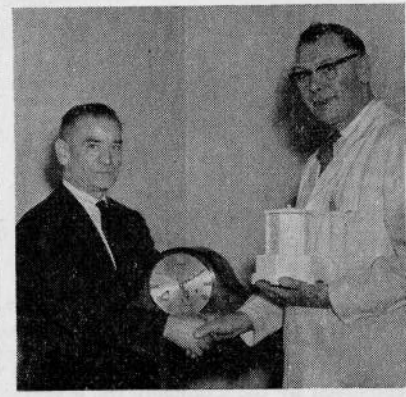
The "Rover" machine sold at £21.10.0 for 42" wheels with 1/2" tyres—with 50" wheels the price was £22.0.0d.

A landmark

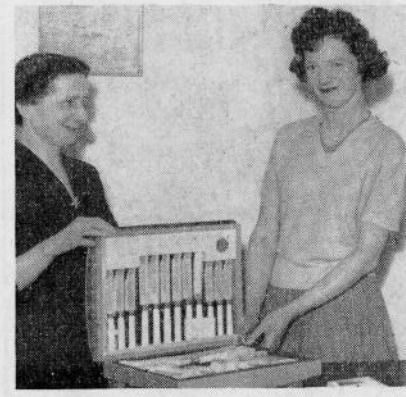
The year 1885 was a landmark in the history of cycling and saw the introduction of the "Rover" safety bicycle which stands out as the model which "Set the fashion to the world", and was the pattern on which the modern bicycle has been built and improved.

The new Rover 'Safety', was called 'Beetle' and 'Crawler' by its detractors, who claimed that though the new machine might appeal to old men and invalids, manly men would always prefer the pennyfarthing.

GIFTS FROM THEIR COLLEAGUES



Mr. A. E. Stone (left), Machine Shop Foreman at Ryland Road, whose retirement after 41 years' service was reported in ROVER NEWS last month, receives his colleagues' gifts of a clock and musical cigarette box from Mr. B. Garland.



A wedding presentation in the Engineering Department. Miss M. A. Jelfs (left) presents a canteen of cutlery on behalf of the department to the former Miss Dorothy Pound, secretary to Mr. P. Wilks. Dorothy was married to Mr. R. Hunt last month.



He was at Tyseley in 1915 . . .

From time to time we hope to introduce in these pages people who have long been on the Rover scene. One who certainly qualifies in this respect is Mr. Arthur Brooks, Belt man at Tyseley.

A cockney, Arthur first went to the factory in April 1915, working for Component Munitions Limited, as a millwright.

It was in 1919 that the premises were taken over by the Rover Company for the production of the Rover 8 horizontally-opposed air-cooled engine. The first engine was made and tested in the Millwrights Shop.

Mr. Brooks has many recollections of the early Rover days. One of the highlights was the moving of the Machine Shop activities from Coventry to Tyseley where Arthur, as a millwright, was on the 'receiving end'.

From its formation he has always been an active member of the Tyseley football section, and resigned from the post of secretary only a year or so ago. He played his last game at the age of 65, turning out as goalkeeper when the team were a man short.

Now nearing 74, Arthur is a sprightly figure, belying his years.

TRIBUTE FROM OVERSEAS TRAINEES

Appreciation of the help given them on the shop floors during their time with the Rover Company has been expressed by trainees from overseas.

Mr. L. S. Shaw, Apprentice Supervisor, says that without exception the overseas trainees who completed their courses last year said the care and attention they received from those they worked with was far better than at other companies.

They are all concerned with Rover products in their own countries and it is good to know that they are taking back with them such a favourable impression.

173 Apprentices

The trainees included two from Burma, a Chinese from Malaya, one trainee from Ghana, two from Holland and one from Mauritius.

The number of apprentices with the Company in 1960 was 173, of whom 41 completed their apprenticeship during the year.

Three parties of apprentices visited other firms, four apprentices went on Outward Bound courses and two went on a 10-day tour of Western Europe. One spent a month with the Volkswagen Company on an exchange basis.

Fifty-nine adult training courses were run during 1960.

Dinner and Dance

About 100 members and friends from the Service Stores attended the annual dinner and dance of the 5/357 (Rover) Branch of the Transport and General Workers' Union, held at the Wheat-sheaf Hotel.

The event was organised by Mr. J. Bartley and the Social Committee. Mr. J. L. Jones, Regional Secretary, and Mr. Moss Evans, Trade Group Secretary, were present.

ROVING REPORTS

An SOS . . . and a Land-Rover answers. A British serviceman in Western Aden Protectorate developed acute appendicitis and it was necessary for an aeroplane to land at Mukeiras, which is surrounded by ridges 800 ft. high.

When the plane arrived a 'flarepath' was marked out by the headlights of several Land-Rovers parked in two lines, facing each other.

Everything went well and the patient is recovering in hospital.

★ ★ ★ ★

After various wartime tasks for the Company he resumed this work, covering territories in the North. In 1953 Mr. Coe came back to the factory and took over as Superintendent of the Service School—a position he held for just over four years until his son George (the present Supervisor) took over.

★ ★ ★ ★

Eighteen-year-old Alistair Commins, from Rover North America, is now at Solihull. After his two-year training course Alistair will return to Markham, Ontario, to continue his work with the Company.

Another new trainee is See Wei Lam, the 19-year-old son of the Company's agent in Ipoh, Malaya. After his nine-month course he will go to Loughborough College. On his return to Malaya he will work with his father at Eastern Motors Ltd., Malaya.

★ ★ ★ ★

Roger Lawden, who is 17 and works in the Progress Department at Perry Barr, is a successful composer and dance band arranger, and has had some of his music published in Ireland, called 'My Wayward Heart'.

Roger, who plays alto-saxophone and clarinet, started playing with bands when he was only 12. He has been a 'discovery' on TV.

★ ★ ★ ★

Miss Pat Hunt, who works in the Laboratory at Perry Barr, has won all the amateur ballroom dancing awards as a lady—and two awards dancing as the gentleman.

Pat has all six gold bars which is the maximum possible, and has won cups for the best all-round dancer, the latest one being the Frank Ford award for ballroom dancing.

★ ★ ★ ★

A member of the Technical Service Department celebrated his 69th birthday last month, and at the same time completed just over 30 years' service with the Company. He is Mr. Ernest Coe, Technical Correspondent.

Mr. Coe joined the Company at Coventry in 1929 as an instructor in the Service School. Later he went to New Zealand, to superintend car assembly and service. In 1933 he returned and was appointed outside Service Engineer—a position he held until the outbreak of war in 1939.

Mr. Noel Crane, one of our reporters at Perry Barr factory, sent in a story last month featuring Miss Jenifer Gidwell, Perry Barr's squash champion. Noel and Jenifer are 'in the News' again this month—for they have announced their engagement.

GOALMOUTH THRILL



A goalmouth thrill during the Rover (Solihull) v. Metropolitan game. Rover left-back Charlie Tandy clears off the line with goalkeeper Ron Okey 'grounded'.

A Ray of 'sunshine' for the losers!

After losing to Lucas (Great King Street) 3 - 1 in the second round of the 'Sports Final' Cup, Solihull Seniors were talking about the game, when Ray Ferris, the former Birmingham City stalwart and Irish international, broke the gloom.

Ray, who now coaches Lucas's, said the Rover team's football was some of the finest he had seen this season and was worthy of the first division of the Works A.F.A.

This softened the blow of losing a little, and in fact, this match was much closer than the score suggests, for with the score 0 - 2, Charlie Timmins shot wide from the penalty spot.

Only two minutes after this miss, outside-right Ray Gunter scored to give the Solihull team a chance. However, the First Division Lucas team held out and increased their lead a few minutes before the end.

Striding on

Meanwhile, Tyseley go striding on. Their lead at the top of Division 12 is lengthening, and though they dropped a point to T. D. Cross on January 14, they gained their revenge the following week with a convincing 8 - 1 away win against Smith, Stone and Knight.

The Tyseley Juniors are also coming back into form and their 11 - 1 away victory over G.E.C. Colts spotlighted their improvement.

Winning ways

At the beginning of the season, two or three Treble Chance syndicates were formed at Springfield Works, and the first to win the jackpot was Mr. Howard Osborne's 'little ten', with a first dividend of £236. Two weeks later Mr. Bob Wilson's 'Nightshift Starlets' popped up with a top dividend of £986. Who will be lucky No. 3 for the jackpot?

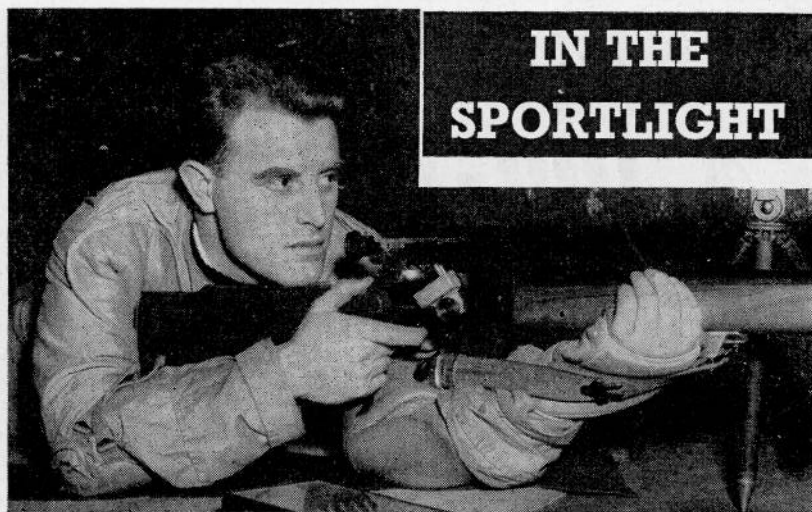
Fishing contest

A fishing bye contest will be held for the Percy Road Angling Club next Sunday, February 26, at Wyre Piddle. The sum of £45 will make up the prize list.

The coach will call at the following points. Mermaid Hotel 7.50 a.m.; Percy Rd. Works 8.0; College Rd.-Stratford Rd. 8.15; Yardley Wood Rd.-Wake Green Rd. 8.20; Moseley Village 8.25; Alcester Rd.-Vicarage Rd. 8.30. Arrive at venue app. 9.30.

Contestants are reminded that a Severn Board licence is required.

IN THE SPORTLIGHT



A county marksman

Mr. Brian Struggles (above), who works in Group 312 at Perry Barr is a marksman who has shot to the top.

He joined the Rover (Solihull) Rifle Club in 1957, and qualified for a place in the 'C' team in 1958. He was soon promoted to the 'B' team and he won the 'B' class club championship in 1959.

Last year Brian was promoted to the 'A' team where he is still showing excellent form. At the Warwickshire Open Meeting he won the 'D' class aggregate and in the 1960 Bisley competitions he won the 'C' class competition and was beaten by only one point in the 'D' class.

★ ★ ★ ★

Among his prizes were The Times Challenge Trophy, the Sir Charles Walker Cup, the 'C' class Aggregate Plaque and a canteen of cutlery.

Following his success at Bisley he entered the Scottish Open and while he did not win any major prizes, he was still in the first 12 of his class.

In club competition, he was the 'A' class champion in 1960 after a close contest. This year he has shot for the County reserve team, but has now qualified for the County 'A' team, where he certainly seems to be holding his own.

On current form Brian seems set for a very successful year.

SPORT

in SHORT

An expert angler at Springfield is Mr. Albert Thomas. He has won various prizes in his local club's by-contests, and finished a successful season by winning the 'annual', for which he received a handsome dinner service. He also won the Best Aggregate Shield.

The Parts Department have a club flourishing in the dinner break, and would welcome games with other players. Anyone interested should get in touch with Mr. R. J. Evans (Service Supply).

The Land-Rover Trim Shop darts team have just completed a successful season, finishing runners-up in the League. Molly Brookes with the highest score, 98; Mary Watkins with the highest game shot, 66; and Betty Pope with most games won, took the honours.

Tyseley table tennis teams' records to date are: Rover 'A'—played 12, won 5, drawn 4, lost 3. Rover 'B'—played 11, won 5, drawn 1, lost 5.

In the second round of the Callaghan Cup, the 'B' team beat Blue Triangle 15 - 12.

It is shortly intended to start a fencing club at Solihull, and the Secretary, Mr. R. Bickle of Secretarial Dept., extends a cordial invitation to anyone interested in joining to get in touch with him.

CRICKET CLUB CHOOSE OFFICERS

The Rover (Solihull) Cricket Club held their annual general meeting last month and Mr. David Kemp was elected Chairman for 1961, in succession to Mr. W. Dowsing.

The following officers were also elected for 1961:

President: Mr. S. B. Wilks. Vice-Presidents: Messrs. M. F. C. Wilks, L. G. T. Farmer, W. F. F. Martin-Hurst, A. B. Smith, G. Lloyd Dixon, E. G. Commander, G. F. Searle, R. Boyle, M. W. B. Knight, O. Poppe, W. J. Robinson, W. Dowsing, C. T. Newsome, F. Underwood.

Hon. Secretary & Treasurer: C. A. Studholme; Assistant Secretary: P. H. Lees; Captains: League 1st XI—E. D. Jones; Club 1st XI—R. Robbins; League 2nd XI—J. Cowley; Club 2nd XI—A. Yorke. Vice-Captains: League 1st XI—C. A. Studholme; Club 1st XI—P. Martin; League 2nd XI—P. Martin; Club 2nd XI—E. Blucke.

General Committee: Messrs. C. F. Davis, J. King, R. Morton, R. Pearson, R. Ryder, F. Underwood. Selection Committee: Messrs. G. Cumella, J. Hart, R. Ryder (non-player) and L. Burnett, A. Gregory (playing).

The annual report showed a very creditable season during 1960. The League 1st XI played 18, won 11 and drew 3, and was first in Division 4 of the Midlands Works & Business Houses League. The League 2nd XI played 12, won 6, drew 4 and was third in the Midland Works and Business Houses League, Reserve Division. The Club XI played 18, and won 9, with 3 games drawn or abandoned.

Members of the section are asked to note that indoor net practice has already commenced and will continue each Wednesday evening from 5.30 p.m.

Snooker team in thrilling battle

In the Efficiency Snooker League, the 'Acocks Green' 'A' team had a thrilling encounter with top-of-the-league Kings Head, losing 2 - 3 although J. Lester beat the well-known Midlands player, J. Goodwin, 59 - 48. 'B' team were entertained by the Grenville Club in Solihull, and they, too, lost 2 - 3.

The following week 'A' team lost to Singleton and Cole away, but 'B' team beat Brooke Tool, the last game deciding the match.

Cup matches

The week beginning January 16 marked the Major and Minor Cup matches. 'A' team were at home to Kings Head again and though J. Goodwin was beaten for the second time in a fortnight and 'A' team won the games 4 - 1, the Cup matches are on an aggregate basis and the side lost by 18. 'B' team, playing away in the Minor Cup to P.C.A. 'C' were more fortunate, winning this aggregate match by 51. F. Williams played well and was ably supported by F. Fisk and F. Seymour.

Tyseley report the following Efficiency League results. v. Rover Solihull (away) won 3 - 2; v. Small Heath Co-ops (away) won 4 - 1; v. Kings Head, Bearwood (away) lost 3 - 2; v. L. H. Newtons (Major Cup), (home) won 291 pts. to 227 pts.

Three players, H. Bilston, A. Wilding and A. Moorcock, all won their rounds in the Individual Snooker Championships.

Supervisors see Film Show

At a meeting of the Supervisors' Discussion Group, Tyseley, on January 9, which was attended by 165 members, two films were shown, by courtesy of Shell Mex & B.P. Ltd.

The films were Rig 20—'Fire at Well in Persia' and 'An introduction to Modern Gears'.

They were well received by the Group, and the representative attending answered questions put to him.



This Norman Edwards cartoon appears by courtesy of the B'ham Evening Despatch.

The Rover rifle teams are well placed

With the Winter Leagues now in full swing, the Rover (Solihull) Rifle Club is doing reasonably well. The club have three teams shooting at the moment.

The team shooting in Division 2 of the Midland League are in third place at the time of writing, having shot three matches, winning two and losing one. They have four points and an aggregate of 1,473.

In Division 5 of the Industrial League the Rover team is in first place. Their record reads: shot 5, won 4, lost 1, points 8, aggregate 2,440. The team in Division 43 of the National Short Range are lying second and their figures are: shot 3, won 3, points 6, aggregate 1,420.

G. Mascall is shooting in the County reserve team, and showing excellent form, and the club look forward to seeing him getting his place in the County team.

Australia - Bound

Mr. Arthur Greaves, who has been employed by the Company for 8 years as an operator in No. 5 Machine Shop, Tyseley, has been accepted by the Australian immigration authority, and accompanied by his wife and two sons aged four and eight years, will be sailing for Australia in May. Mr. Greaves intends to settle in Adelaide.

77 CLASSES IN GARDEN SHOW

Highlight of 1961 for the Rover (Solihull) Horticultural Society will be the Annual Show in the Canteen on Saturday, August 19. There will be a total of 77 classes for fruit, vegetables, flowers, plants and domestic exhibits and a wild flower section for children. There are many prizes and trophies to be won. Exhibits may be staged by members only—so why not join the section?

★ ★ ★

ROVER NEWS is posted free each month to all employees. Communications should be sent to The Editor, Rover News, North Block, Meteor Works, Solihull, who will be glad to receive comments and contributions.

The paper will normally be published on the last Friday each month. Date of our next issue: March 30.