



## THE WAY AHEAD

**Quality, Price and Delivery are the keys, says Vice-Chairman**

Just what does the future hold for our industry? Are autumn clouds really the prelude to darker days, or can we at Rover drive forward to a bright and exciting prospect? Certainly the Credit Squeeze, increasing competition and the Common Market present new challenges. How shall we meet and master them?

It is a question that must be in many minds. Rover News went to MR. L. G. T. FARMER, Vice-Chairman of our Company, to seek the answer. Here is his full and frank reply.

Because we have enjoyed a period of almost unparalleled prosperity since the end of the war we are perhaps apt to lose sight of the fact that the motor industry is one which, by its very nature, has its ups and downs.

The industry is at present passing through a difficult period—in many ways the most difficult it has had post-war—and this has been accentuated by the measures the Government have recently taken to restrict the purchase of motor vehicles in the home market by increasing purchase tax, and by making money more difficult to borrow, and more expensive.

### MATCHING OUR COMPETITORS

In planning a business, however, whilst taking full account of current conditions, one must also take the long term view, and I have no doubt that despite present difficulties our industry, and this Company, is going to continue to expand, provided that we can match our competitors, both at home and overseas, in design, price, quality of service, and prompt delivery.

This problem of matching our competitors will be more acute than ever in the years that lie ahead if, as now seems probable, the United Kingdom joins the Common Market, and has to compete on equal terms with continental competition both at home and elsewhere.

As long as we recognise that the problem is there, and are determined to face up to it, there is no need for us to fear it, but it does mean that we must all be conscious, all day and every day, of the need to increase the quality of our work, to be constantly finding ways of doing things more efficiently and economically, and to avoid disruptions in production. Nothing is more calculated to lose the goodwill of our customers—and I have in mind particularly our overseas customers—than failure to deliver on time.

During the financial year just ended we lost over 4,000 vehicles due to production hold-ups, and it is sad to think how many customers we have lost—many probably permanently lost—to our competitors in consequence. But for these production losses we would have sold substantially more vehicles last year than in the year before, although market conditions were admittedly more difficult.

### PRESSING AHEAD

Despite all the difficulties with which we are faced I am sure that if we tackle them vigorously this Company can look forward to the future with confidence, and we are pressing ahead with all speed with our expansion plans.

Our new factory in Cardiff is well under way, and work is about to commence on our factory extensions at Solihull.

Let us all play our part in ensuring that the production which will come out of these new factories can bear comparison with anything our competitors have to offer both in quality and price.

## New Land-Rover engine shows its pull . . .



A striking illustration by a "road-railer" conversion of the new Diesel Land-Rover's pulling power.

## THE 2½-LITRE DIESEL IS INTRODUCED

During the past four years thousands of Land-Rovers equipped with the Rover 2-Litre Diesel engine have been doing yeoman service under arduous conditions in all parts of the world. This rugged unit is now to be replaced by a Rover 2½-Litre Diesel engine, similar in design, but with an appreciable increase in all-round performance by virtue of a 21% increase in b.h.p. and greatly-improved torque range.

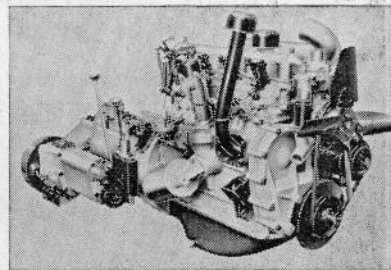
Rover engineers have used the same basic layout and design of the 2-Litre unit. They have increased the cubic capacity, and by incorporating a number of technical improvements, have produced a unit with more pulling power

which caters for the strenuous tasks expected from the Land-Rover. The new 2½-Litre Diesel engine also extends the range of specialised equipment which can be used in profitable partnership with the Land-Rover.

### SPECIAL TRAIN

The new unit was announced to over 150 Press representatives at a reception at Chadwick Manor, Knowle, this week. A special train, the "Land-Rover Diesel Express" was laid on to bring visitors from London, and when the train arrived at Knowle station there was an early demonstration of the new Land-Rover's power. A "road-railer" conversion pulled out of the station towing 20 flat trucks loaded with Land-Rovers for export.

At Chadwick Manor the guests were shown another special vehicle, the road-less traction version. This is fitted with



The 2½-Litre Diesel engine

extra large tyres so that the Land-Rover can cross the most "impossible" ground or water. Another exhibit was the Cuthbertson Tracked Land-Rover, which, as the name implies, is fitted with tank-style tracks which enable the vehicle to surmount severe undulations, fallen trees and the like with ease.

Mr. L. G. T. Farmer, Vice-Chairman of the Rover Company, described the new engine and its great potentialities at the luncheon given to the Press, and afterwards a fleet of Land-Rovers gave practical demonstrations of the pulling power of the new unit.

**Technical notes:** The Rover 2½-Litre Diesel engine incorporates many advanced features. These include: exceptionally efficient Ricardo Comet V combustion chamber, plus Rover modification, which ensures the highest possible degree of air utilisation; integral cylinder bores; a new crankshaft of increased stiffness; a redesigned inlet manifold with a larger bore air cleaner; an advance unit on the injection pump; a camshaft with specially-designed cams to obtain high valve lifts with minimum stress on the valve operating gear; and many other detail design features.

## The New Series 3-Litre

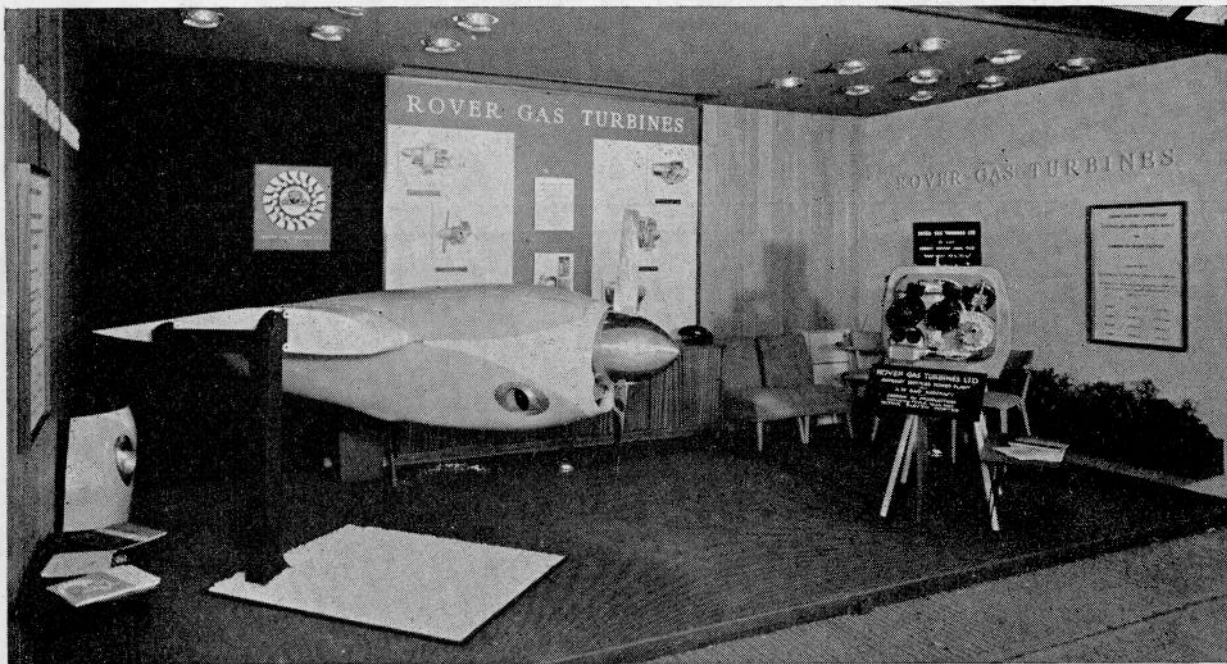
The Rover Car programme for the 1962 season was announced this month. Details of the New Series 3-Litre, pictured here, are on Page Two.



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### AT THE AIR SHOW

This picture shows the Rover Gas Turbines stand, which attracted considerable interest at this month's Farnborough Air Show. On the left is a TP/90 Turbo-prop unit mounted in a mock-up nacelle, showing how it would appear in the wing of a twin-engined aircraft. The exhibit on the right is the auxiliary power plant carried in the Armstrong Whitworth Argosy aircraft, with the outer casing removed and partly sectioned.

### ... AT THE AG. SHOW



Here's a picture that captures the atmosphere of an agricultural show. The horses were left tethered while their riders visited the Land-Rover caravan at the Dalkeith Show. On the right are Mr. R. C. Harris, Rover Home Sales representative for Scotland and Northern Ireland, and Mr. J. A. S. Wood, Sales Manager of Central Motors, Edinburgh, who were exhibiting Land-Rovers at the show.

Photograph by courtesy of the Edinburgh Evening News



"Nip over and find out if they're friendly".

### NEWS FROM THE ORDER BOOK

## Land-Rovers for Sierra Leone

Orders for a total of 66 Land-Rovers have recently been received from our distributors in Sierra Leone, one of the countries to be visited during the Queen's forthcoming tour of West Africa.

Special production arrangements have been made to supply the vehicles—21 Regular and 45 Station Wagons—which will be used by various Government departments. Some of the Station Wagons will be supplied in a special "police blue" finish.

The latest order from the Jordan Arab Army, which has had more than 1,000 Land-Rovers during the past five years, is for 140 vehicles—50 Regular, 50 Long Wheelbase and 40 Station Wagons.

More Land-Rovers are going to Japan. It was in June that we reported that a trade agreement had made possible an import quota for Land-Rovers and that our distributors in Tokio had placed an order for 50 vehicles. Now a further quota has been obtained, and another 50 vehicles are being supplied.

### Two say farewell

Two recent Solihull retirements were those of Mr. A. Thomas (Finisher, P4) who joined the Company in 1950, and Mr. G. A. Peachey (Paint Shop) who has been with Rover since 1954. We wish them a long and happy retirement.

## Behind the glitter of Earls Court . . . busy months of planning

Next month sees another Earls Court Motor Show, and once again the motoring public and the trade will be able to examine the glittering display of the manufacturers' latest models shown on attractive stands, tastefully laid out and equipped at considerable cost.

But long before the doors are opened on the first day of the Motor Show a great many people have been busy to ensure an attractive stand and display. When the motorist is enjoying his summer holiday, our Publicity and Sales Departments are working together, deciding first the theme of the Company's stand and then planning the layout, which must be designed to fit in with the latest models.

### Eye-catcher

This year it has been decided that the centre of attraction on our stand at Earls Court will be a 3-Litre car mounted on a turntable. This has to be eye-catching, and the colour has been chosen accordingly. Bearing in mind the

stand layout and the colour scheme of the centre piece the Sales Department ordered from Production a number of cars in other colours, to enable the public to see a representative range of colour and trim available for the new season's models.

### Fullest details

At the same time arrangements were made for these cars to be fitted with certain optional extras, like radios and rimblishers, and, in the case of one of the 3-Litre Saloons which will be on the stand, a removable division which enables chauffeur-driven limousines to be easily converted to standard saloons for normal use. It is, of course, important when selecting models and colours to be shown on the stand that no particular type of car is repeated in the same specification shown the previous year.

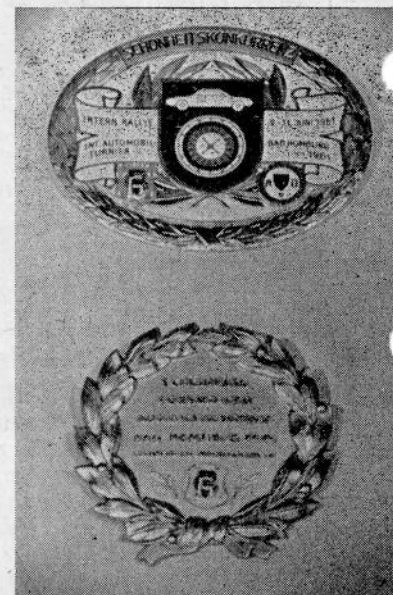
The stand itself is erected by a firm of specialists in exhibition equipment and is designed in conjunction with their experts. Assembly has to be synchronised with the arrival of the stand cars from the works.

# New Series 3-Litre announced for the 1962 season

Details were announced this month of the Rover car programme for the 1962 season. The New Series 3-Litre now introduced represents an advance, due to refinement and engineering modifications, in the reputation of this outstanding international car.

While outwardly there is little change, new features include swivelling front window quarter lights which make the ventilation system still more flexible over a wide range of temperatures, and distinctive one-piece wheel covers, with a Rover badge centre, replace hub covers and rimblishers.

## Gold medal for Rover



The Rover 3-Litre took first place and a gold medal at the Concours d'Elegance held recently at the German spa of Bad Homburg. A range of cars from 11 countries competed. Pictured above are the badge and gold medal awarded to the 3-Litre.

### Refinement

New engine mountings, combined with the seven-bearing crankshaft engine ensure an even higher standard of smoothness and silence, and twin S.U. fuel pumps, alternatively controlled by a switch on the instrument panel, give greater reliability to the fuel system.

A refinement for the Borg Warner automatic transmission available for the 3-Litre is a fingertip switch for the intermediate hold, mounted on the steering column. This control operates a rotary solenoid, exclusive to Rover, mounted on the back of the gear box.

All 3-Litres are now fitted with hand brake warning light. This is combined with the brake fluid light, which indicates when the brake fluid in the reservoir drops below a safe limit.

### Comfort

For the comfort of the passenger, the heater air flow has been improved to give a greater circulation throughout the car. Two ash-trays are now fitted to the front compartment and there are three fixing points for them, enabling the driver to place them in the most convenient position to suit his own and his passengers' requirements. Also for the smoker, the holder for the cigar lighter is now illuminated when the panel lights are turned on.

In addition to the usual Radiomobile radio, Pye radio is now an approved extra on the Rover range.

The Rover 100 six-cylinder and Rover 80 four-cylinder saloons, both well-tried classical cars, remain unchanged and complete the Rover range.

### THEIR GIFT TO THE BISHOP

One of the first efforts of the Christian Stewardship Campaign in the Diocese of Coventry made news this month when the parishioners of Foleshill presented a Land-Rover to the Bishop of Borneo, the Right Reverend Nigel Cornwall.

The Land-Rover, a short wheelbase with hard top, will provide much-needed transport for the Bishop for his journeys.

gether with public relations and publicity officers.

To enable business discussions to be held with these visitors, the Company has erected on the second floor, above the main exhibition hall, a suite of offices in which distributors and other visitors can confer with Company representatives.

### Demonstrations

In addition to the cars on the stand, a fleet of demonstration models of the types displayed is available outside Earls Court, ready to give demonstration runs to anyone who wishes to try out a car seen inside. There is also a complete display of current models, usually in alternative colours to those on view at Earls Court, in our London showrooms at Devonshire House.

The presentation of a stand at the Motor Show calls for much forward planning and organisation by many departments of the Company, and the success of any manufacturer at Earls Court depends to a large extent on the hard work carried out in the preceding months, as well as on the efforts of those actually on duty at the show.

### Overseas visitors

Besides the thousands of home visitors to the show, many of our overseas distributors and others from abroad take the opportunity of visiting England during the show period. Home and overseas personnel from the works are always in attendance on the stand throughout the show to meet them, to



# His wine was a winner at the show



A happy moment at the Solihull Horticultural Section's show as Mr. L. G. T. Farmer, Vice-Chairman of the Rover Company, and Mrs. Farmer sample Mr. Alan Thomas's prize-winning damson wine. On the right is Mr. A. C. R. Greenwood, a member of the Section Committee.

## A SUCCESSFUL DAY FOR THE GROWERS

The first milestone for Solihull's Horticultural Section was successfully passed on August 19 when the annual show was held in the canteen.

There was a good attendance when Mrs. L. G. T. Farmer formally opened the show at 2.30 p.m. and from then on a steady stream of visitors arrived until the auction of most of the exhibits at 6.30 p.m.

Some 400 entries provided the judges, and the Committee, with plenty to do. In the opinion of the judges a very high standard was attained, so that Bill Turney (Press Shop) is to be heartily congratulated on obtaining the highest number of points. The lady judges from the Midlands Electricity Board particularly stressed the quality of the domestic exhibits.

The home-made damson wine, which won a first prize for Alan Thomas (Press Shop) was also highly praised, not least by all those who were fortunate enough to try a drop. Actually the demand was so great that another bottle was sent for to provide for those who couldn't get a crack at the original.

### Took the Eye

Many exhibits, not all winners, took the eye, including an honorary display of sweet-corn, again by Alan Thomas, which was quite unique. The floral display by J. A. Jephcott (Costs) and the begonias shown by Miss Lea (Stationery) must also be mentioned. In all, the number and quality of the exhibits augurs well for the next effort.

A report of the show would not be complete without recording the thanks which are due to the Show Secretary, Mr. T. C. Perrins (CKD). He looked after the allocation of space, the preparation and issue of cards, acted as clerk to the judges, and dealt with the hundred and one inquiries from exhibitors, who, in the main, were showing for the first time. To him must go most of the credit for a very successful and enjoyable day.

The cold frame donated by Mr. F. Singer (Inspection) for a collective display of flowers and vegetables by a newcomer was won by Mr. T. P. Chapman (Finishing Shop).

## A Sales veteran recalls — WHEN INVOICES WERE WRITTEN BY HAND . . . .



Forty-three years ago, almost to the day, a lad not quite 16 started work with the Rover Company as an office junior. Since then, Mr. Ken Thomas has seen the Sales Department grow from a handful of people in a shared office to the large organisation it is today.

The young Ken Thomas began his Rover career in what was called the Car Office at Coventry. His pay was 12s. 6d. per week—but he recalls that this represented a 25% increase on his previous wages. The Car Office, with its staff of 17, covered not only sales but spare parts and service too. Those were the days, just after the first world war, when car output was only about 50 a week and invoices were handwritten in pen and ink. The sales manager was Mr. R. C. Mountfort, and the chief clerk, who retired as Home Sales Manager in 1957, was Mr. E. Jackson.

### The Blitz

It was in 1922 that Mr. Thomas began his long association with Sales when he transferred from the spares section of the Car Office to the sales section. Things were not always easy in the years between the wars, and Mr. Thomas remembers particularly the big depression at the end of the twenties and the acceptance by the staff of pay cuts to help the firm to weather the storm. When the

second war broke out, and car sales virtually ceased, Mr. Thomas turned his hand to other jobs, including government contract work and helping in the Labour Office. In 1940 the Coventry premises were badly hit in the blitz. Next morning the staff helped to pile what was left of their records into lorries for the move to emergency accommodation at Chesford Grange, near Kenilworth. In 1943 Mr. Thomas returned to Coventry and in 1945 came to Solihull to help in the peacetime re-establishment of the Sales Department. By this time he was chief clerk, concerned with financial matters, and in 1959 he was appointed to the position he holds today, personal assistant to Mr. B. H. Liggins, Home Sales Manager. He received his gold watch in 1958 and was among the first recipients of the long service award.

A bachelor, Mr. Thomas still lives in Coventry, and his off-duty interests are reading and music.

## THE ROVER STORY

# The 'Nippy Nine' takes a trip to Monte Carlo

BY H. B. LIGHT

In August 1926 Royal Automobile Club officials were invited to select a 9/20 h.p. Rover—the "Nippy Nine"—Car from stock, for the purpose of entering the vehicle in an R.A.C.-observed trial from Edinburgh to Monte Carlo, a distance of 1,575 miles.

The object of the trial was to demonstrate reliability and to obtain records of fuel and oil consumption at the average speeds of 20 m.p.h. and 30 m.p.h. respectively.

The chosen car left Coventry on its 1,575-mile journey on Monday, 16th August, 1926, first proceeding to Edinburgh and then south to Dover. It was shipped across the Channel to Calais for the run to Monte Carlo, and arrived in the early evening of 26th August.

### 35 m.p.g.

Mr. R. W. Sprague, Chief Observer of The Royal Automobile Club, Mr. C. T. Newsome, Mr. J. K. Starley, Jr. and another were the four passengers and the total loading on the vehicle was 57 stone.

The British section of the route covered 779 miles, at an average speed of 20 m.p.h. From Calais to Monte Carlo the mean speed worked out at



Arrival at Monte Carlo.

29.29 m.p.h., which was considered a fast touring speed to maintain over an 800-mile journey. At these speeds the Rover's petrol consumption was at the rate of no less than 35.85 m.p.g., while its oil consumption averaged 1,327 m.p.g.

A wonderful testimony to the economy and reliability of the 9/20 h.p. Rover had earlier been revealed by an R.A.C. test carried out in June, when a series of runs covering 2,007 miles cost (at retail prices) just under £5.

At the eighteenth Annual Dinner of The Rover Fire Brigade, held on 13th January, 1928, Mr. Alexander Craig, a Director of the Company spoke of the great changes which had taken place in

the Motor Industry. A number of manufacturers—and not one of them more conspicuous than the Rover Company—in past years had enjoyed wonderful success, but of the 36 English motor manufacturers exhibiting at Olympia the previous year, not more than half-a-dozen were able to pay a dividend.

Mr. Craig said that allowing for costs of material and Agents' discounts, only 30% of the price of a car remained, with which the Manufacturers met wages, production expenses and any profit which could be made. He also referred to the Shareholders' Meeting held in the same room a short while previously, when the Statement of Accounts caused much disappointment.

However, the Rover Company were overcoming difficulties and in the not-far-distant future he hoped the Company would be in a greatly improved position.

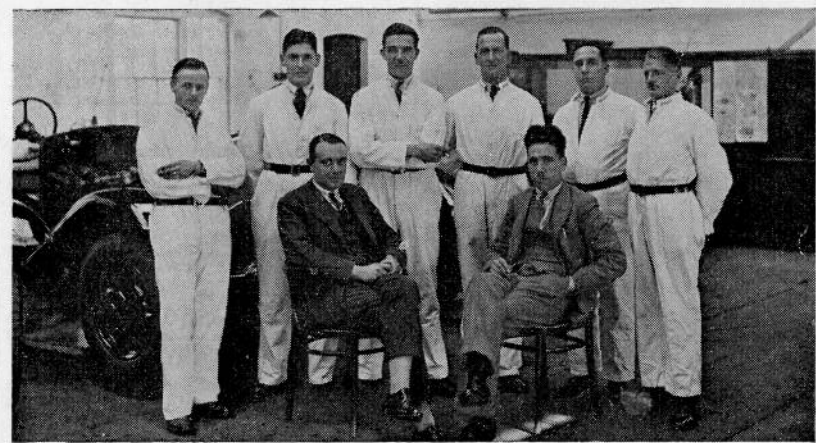
In February, 1929 a change in the Directorship of the Company took place. Mr. J. K. Starley, who had been Managing Director since February, 1923 and who had been with the Company since 1892, retired and his place was taken by Colonel Frank Searle, O.B.E. D.S.O.

### Two models

The 1929 programme included two models only; the two-litre six cylinder (16 h.p.) and the 10/25 h.p. In the two-litre six cylinder range we offered the Sportman's Coupe at £425; the Weymann Saloon at £395; Coach-built Saloon at £435 and the "Regal" Model Weymann Saloon at £445. The 10/25 h.p. Model included a Sports Tourer 2-seater (£250); Sports Tourer 4-seater £250; Sportman's Coupe £269, and the Weymann Saloon £250.

The most up-to-date features of design were incorporated in the cars and production was accelerated to reduce prices to the figure that the public expected to pay.

These two features of a bold production programme filled the works with orders and the Rover factories hummed with activity day and night. Despite this general speed-up, however, the thorough methods which had characterised the products of the Company for 25 years past had not undergone any change. Every operation was carried out with great thoroughness and these methods meant satisfaction to owners—a very strong point with the Company.



The Company's Service School, was started in 1929 for the training of staff from distributors and dealers. This photograph shows the original staff of instructors. Sitting on the right of the picture is Mr. F. G. Hawkins, the present Manager of the Technical Service Department.

ment, who was then in charge of the school. Sitting with him is Mr. G. Wuytes, (Service Manager of the period) and on the extreme left of the photograph is Mr. F. W. Lawrenson, who is now a member of the Technical Service Department.

## SUMMER SNAPS

Judging is now taking place to decide the winners of our Summer Snaps competition. The results and the prize-winning pictures will be published in our next issue.

The Editor thanks the many readers who submitted photographs. They will be returned after judging has been completed.

## QUESTION and ANSWER Corner

Q. I have lost my certificate of membership of the Male Employees Pension Fund. Is it necessary for me to have another?

A. If you are sure, after a careful search that the certificate is lost, apply to the Secretarial Department, Solihull explaining the circumstances and a duplicate certificate will be issued to you.

Q. I have no near relations. Can I nominate someone to receive Death Benefits who, though not a relation, has been dependent upon me for some years?

A. Yes, if the person you nominate is dependent upon you the nomination will be accepted.

Send your queries on Pensions, National Insurance, etc. to ROVER NEWS and we will answer them in this feature.

### Expedition Film-maker

On a trek to remote parts of Syria and the Middle East last month went the famous foreign correspondent, Ralph Izzard. With him in the expedition Land-Rover is his close friend, Tom Stobart, and the climber Joe Brown. Purpose of the trip is to make travel films for B.B.C. television.



# \*\*\* ROVING REPORTS \*\*\*

## A meeting of Miss Rovers . . .



Miss Rover 1951  
Mrs. Thelma Phillips

Miss Rover 1961 met Miss Rover 1951 when both visited the Horticultural Society's show at Solihull factory last month. Attractive Mrs. Thelma Phillips won the title in 1951 when she worked in Stationery Department. Now she is the mother of two children, a boy of nine and a girl of three. Her husband, Mr. P. Phillips, works in the Gas Turbine Technical Office.

Miss Rover 1961 is, of course, Mrs. Patricia Teckoe of the Land-Rover Trim Shop, who won her title at the Fete and Sports Day in July. She was at the Horticultural Show in her "official" capacity.



Miss Rover 1961  
Mrs. Patricia Teckoe

### He's a News-reader — at 90

One of the oldest readers of ROVER NEWS must be Mr. Alfred Davies of Leamington who celebrated his 90th birthday on August 30. Mr. Davies worked for the Company for 25 years mainly at Coventry, and during the war travelled from Leamington to Lutterworth each day.



He retired at the age of 74, but, says his daughter, who wrote to us, he still retains a keen interest in Rover affairs and enjoys reading his "News" each month.

### A silver wedding — and two 'golds'

As well as the two golden weddings reported in the Personal News on this page, there is a silver wedding to record. Mr. Fred Skan and his wife Mary celebrated 25 years of marriage on August 29. Mr. Skan— "Snowy" to his friends and colleagues in the Service Department where he is a tester — has been with the Rover for 33 years, during which time he has worked at Tyseley, Coventry and Solihull. The Skans live in Coniston Avenue, Sheldon.



### Weather foils the climb bid



The climbers and their vehicle. Picture by courtesy Birmingham Post and Mail.

Heavy rain and strong winds thwarted the attempt by three GEC apprentices from Coventry to climb the highest mountains in England, Wales and Scotland. But within hours of their return to Coventry, after a journey of over 1,000 miles there were discussions about a further attempt next June.

The climbers, 19-year-old Tony Clements, Ewan Walker, and Ian Buckler had hoped to beat the existing record of 16½ hours. The party, with three drivers, left Coventry in a Land-Rover and began the ascent of Snowdon four hours later, but the weather conditions beat them 600 feet from the top. They then travelled the 202 miles to Scafell Pike and completed the climb in 2 hours 50 minutes. During the descent Mr. Clements injured his knee.

After driving another 283 miles to Ben Nevis, Mr. Walker and Mr. Buckler went up and down the mountain in 2 hours 42 minutes. Soon afterwards the party began the 456-mile journey back to Coventry, and arrived just 47 minutes behind schedule. Their overall time from the start of the ascent of Snowdon to the completion of the descent of Ben Nevis was 21 hours 37 minutes.

### Apprentices on 'adventure' courses

Four Rover apprentices have just enjoyed Outward Bound courses. Trevor Holland and David Berry spent a month at the Sea School at Aberdovey and Geoffrey Davies and Peter Grinnell went to the Mountain School at Eskdale.

Ex-apprentice Trevor Osborne, of the Planning Department at Solihull, has been further afield—to the Volkswagen plant at Wolfsburg under the International Exchange of Student engineers organised by the Institute of the Motor Industry. Trevor brought back with him Kurt Jentzsch, a VW student who will spend a month with Rover.

Four apprenticeships were completed last month, by D. A. Spiers (Factory Lay-out, Acocks Green), V. Roberts (Body Styling, Solihull), P. B. Candy (Gas Turbines) and D. W. Gibson (Factory Efficiency, Acocks Green).

ROVER NEWS is posted free each month to all employees. If you have an item for the paper let your factory correspondent have it. The Personnel Office will tell you who he or she is. The Editorial Office is in North Block, Solihull.

Date of our next issue : October 27



"Oh yes, she's six cylinders, 115 b.h.p. at 4,500 r.p.m., 2,995 c.c., Borg-Warner automatic transmission, semi-floating with spiral bevel final rear drive axle, re-circulating ball steering, servo-assisted hydraulic brakes, and . . ."

# BLOOD DONORS AT SOLIHULL FACTORY



The National Blood Transfusion unit which made a three-day visit to Solihull factory recently was pleased with the response at the works.

A total of 422 volunteers came forward and 404 were accepted as donors. Blood donations are specially welcome in

August we were told, for it is a month when donors are not always as available as in other months. Our picture shows some of the works donors giving their blood at one of the sessions.

It was no new experience for Mrs. Muriel Millhouse of the Commercial Sec-

tion, Export Sales Department, who was giving her 26th pint of blood and can now wear the silver donor's badge. Mrs. Millhouse began donating her blood during the war and regularly gives it at Coventry where she lives.

## The welders' wedding arch



Colleagues from the Welding Shop at Clay Lane, Coventry, took their equipment along to form a wedding arch for Mr. Patrick J. Murphy and his bride, Miss Nora Dunne, after their marriage at the Church of the Holy Family, Small Heath, Birmingham.

## STAR DATES FOR YOUR DIARY

There are some attractive social functions at Solihull factory next month. On Friday, October 6, there is a grand concert with a sparkling bill which includes jugglers, vocalists, a comedian and dancing and musical items. A night of melody, spectacle and humour is promised, and it is one of the most ambitious programmes ever staged at Solihull. Admission by programme at the door is only 1s. and all members of Rover Social Clubs are welcome.

### Old Tyme and Modern

Tyseley Social Club are holding their grand modern dance in the ballroom at Solihull on Friday, October 13. Dancing will be to Stan White and his Orchestra, and tickets cost 3s. 6d.

The famous Old Tyme broadcast orchestra of Sydney Thompson will be playing at the Old Tyme Ball on Friday, October 20. Tickets for the ball are 7s. 6d.

Finally, a Saturday date—a modern dance on October 27 with another star band, Ivy Benson and her All-Girl Orchestra. Tickets are 7s. 6d.

## PERSONAL NEWS FROM THE FACTORIES

### BIRTHS

We offer our congratulations to . . .

**CLARKE**—To Mr. and Mrs. R. Clarke, twins (Deborah Joy and Gillian Dawn) on August 22. Mr. Clarke is a Toolsetter/Gearboxes, Acocks Green.

**HANSON**—To Mr. and Mrs. M. Hanson, a son (Mark Nicholas) on August 3. Mr. Hanson works in Land-Rover Assembly and Mrs. Hanson was 11 years in the L/R Trim Shop.

**HARVEY**—To Mr. and Mrs. A. Harvey, a daughter on August 27. Mr. Harvey works at Ryland Road (Solihull Section) and his daughter was born on his own birthday.

**HOLT**—To Mr. and Mrs. D. Holt, a son (Andrew) on August 1. Mrs. Holt was employed in the Trim Shop, North Block.

**PARKER**—To Mr. and Mrs. R. Parker, a son (David Graham) on August 31. Mr. Parker works in the Laboratory, Tyseley.

**SHUTTLEWORTH**—To Mr. and Mrs. J. Shuttleworth, a daughter (Elaine Margaret) on August 25. Mrs. Zena Shuttleworth was employed in the Hollerith Department for 18 years and her husband Jack is employed in the Service Packing Department.

**WRIGHT**—To Mr. and Mrs. J. Wright a son (David John) on August 10. Mr. Wright works at Acocks Green and Mrs. Wright was formerly with the Land-Rover Trim Shop.

### MARRIAGES

Congratulations and good wishes to . . .

**ANDERSON-DARLINGTON**—On August 19 at Quinton, Mr. D. A. Anderson (Body Designs) to Miss S. Darlington.

**BERRY-MOORE**—On September 2 at St. Giles' Church, Sheldon, Mr. A. J. Berry to Miss S. Moore. Mr. Berry works on the P.4 Mount Line.

**COOPER-JEANS**—On September 23 at St. Giles' Church, Sheldon, Mr. John Cooper to Miss Irene Jeans (Order Control, Parts Department).

**HEATH-BARRATT**—On August 19 at Sheldon Church, Mr. John Heath (Car Despatch Dept.) to Miss Pauline Barratt (Trim Shop North Block).

**HUBAND-WICKERSON**—On September 2 at the Chapel of Pembroke College, Oxford, Mr. Roger Huband (Method Study Officer, Parts Dept.) to Miss Susanne Wickerson of Hong Kong.

**LIDDIATT-REILLY**—On August 19 at English Martyrs Church, Sparkhill, Mr. Roy Liddiatt to Miss Kathy Reilly. Miss Reilly works in the Land-Rover Trim Shop.

**REANY-DYKE**—On August 26 at St. Thomas-More Church, Sheldon, Mr. John Reany to Miss Rose Dyke. Miss Dyke works in the Land-Rover Trim Shop.

**WILBY-ANDERSON**—On July 25 at Westbourne Presbyterian Church, Belfast, Mr. Arthur Wilby to Miss Essie Anderson. Mr. Wilby works in the Saw Mill, and his bride in the Capping Shop.

**WESTON-LANGSHAW**—On August 26 at St. James' Church, Shirley, Mr. John Weston to Miss Mary Langshaw (Specification Dept.)

### GOLDEN WEDDINGS

**JOHNSON**—Mr. and Mrs. Horace Harold Johnson celebrated their Golden Wedding on August 21. Mr. Johnson, a pensioner spent 17 years with Rover at Acocks Green.

**NEWNES**—Mr. and Mrs. E. A. Newnes celebrated their Golden Wedding on September 2. Mr. 'Ted' Newnes retired last December after 53 years with the Company.

### DEATHS

We record with regret the following death and offer our sympathy to relatives . . .

**MAUN**—Mr. William Charles Maun died on August 1, aged 61. He was employed as labourer in the Service Department and had been with the Company for 12 years.

#### Mr. A. Browne

In reporting the death of Mr. A. Browne, in our July issue, we described him as a leading hand in the Paint Shop. In fact, during his 30 years with the Company Mr. Browne was also foreman on the Paint Final Line for seven years until he relinquished this post for health reasons.





A friendly smile to welcome visitors to Percy Road. Mrs. Ann Sulma is telephonist and receptionist at the factory.

# A top gear works — that's Percy Road

*"Gears have a language of their own. They try to tell you when something is wrong—and the gear expert has to understand that language".*

That is a gear expert talking, and to anyone who thinks of gears as just a collection of cogs between the engine and the back axle, it probably sounds a little fanciful. But at the Rover factory in Percy Road, Greet, where gear-making has been brought to a very fine art indeed, the words of the expert are no exaggeration of the attitude of the men and women who make and assemble the gear boxes for cars and Land-Rovers.

Wherever you go in the Rover organisation the word quality runs like a thread through the processes of manufacture. But nowhere is there greater emphasis on the word than at Percy Road. From the first stage of manufacture, the machining of the metal blanks, to the final assembly and testing, the accent is on quality and accuracy—an accuracy maintained to one-tenth-thousandth of an inch in the final processes.

The intricacies of gear-making are too technical to describe in detail in an article like this, which only sets out to present a general picture of Percy Road and its people. Let's just say that at Percy Road only the best is ever good enough, and that is the golden rule at every stage of manufacture.

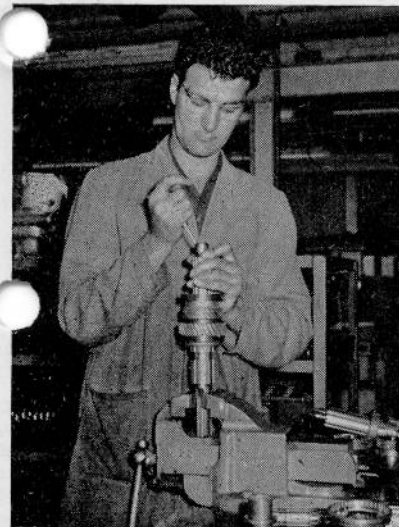
## THE TEAM

About 650 people work at the factory, which is situated between Warwick Road and Formans Road, half-way along Percy Road. It has been a Rover factory for about seven years. Previously gears were made at Tyseley, and many of the people who work at Percy Road are therefore veterans from Tyseley and they formed the backbone of the team which now works under the factory superintendent, Mr. A. MacKellar.

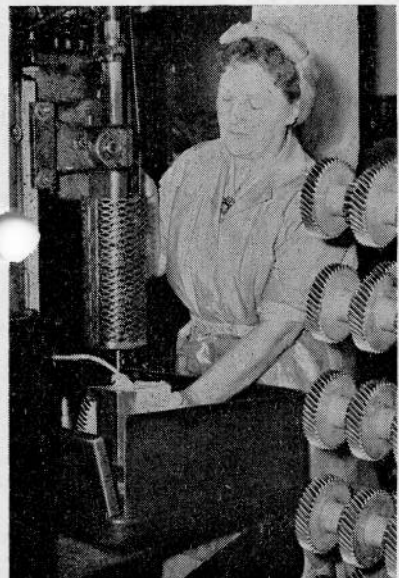
A Scot, as his name suggests, Mr. MacKellar joined the Company from Rolls-Royce in 1943, and he can claim to have worked in six of the Rover factories since then in a supervisory capacity. His deputy is Mr. R. Haskey, Machine Shop Superintendent, while Inspection is controlled by the Chief Inspector, Mr. A. E. West, and Mr. R. Everill, the Plant Engineer, sees that the factory's equipment is kept functioning smoothly.

## 'NO SHORT CUTS'

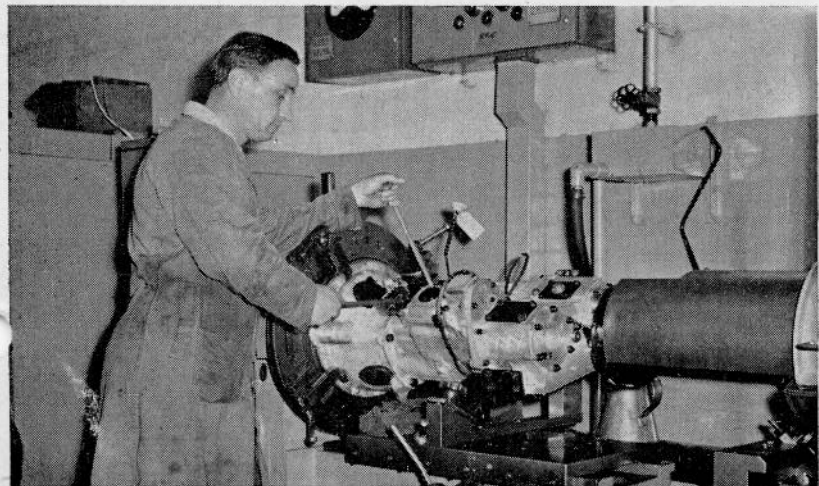
Percy Road is a bright and comparatively spacious factory, with machine shops for gear-cutting and grinding, a large assembly shop and testing bays. It has its canteen, of course, and there is a cheerful works surgery, complete with a goldfish tank in the waiting room, presided over by Nurse M. Keen.



Mr. T. Bevan at work on the assembly line. Tommy is a boxer of repute, having twice fought in the Midland ABA Finals. He also plays cricket for Rover (Tyseley).



Miss Hilda Smith, 32 years with Rover, drills oil holes in cluster gears.



One of the operators in Gear Test is Mr. V. Brown. Here he tests a Land-Rover gearbox.

## FOCUS on a factory

You can't be at Percy Road long before hearing the name of Bill Gregory. Mr. Gregory's official title is Gear Technician, but he is something of a Rover institution where gear-making is concerned, for he has been with the Company for 42 years, having started at the Tyseley factory in the days of Component Munitions in 1919. Bill has made gears his life's interest, and his know-how is recognised outside the Company, too. In 1957, for instance, he had a paper read at an international

conference in London attended by gear experts from all over the world, and his advice has been sought and given on many occasions. A recent journey he made was to Linares, in Spain, to give our associates there the benefit of his experience with Land-Rover gears.

"People who work in gear manufacture must become gear-minded" he says. "There are no short cuts, and there is no easy way".

Gears, he will tell you, are sensitive things requiring careful handling for they can quite easily be bruised.

## THE KEY

A gear wheel can have up to 44 teeth, and there may be 13 wheels in a gear box. Together they produce a fantastic combination of operating angles. The key is accuracy, maintained in every machining operation.

Typical of the care taken to ensure that a Rover gear box will run smoothly and quietly is the job carried out in a small room in the factory known as the Silent House, where the gears are matched up. A group of skilled operators spend their time listening intently as the gears are run at speed and under load. Their experienced ears detect the slightest deviation from the correct running note, and any unwanted noise is eliminated before the gears are passed on for assembly. Even after this, every car gear is scrutinised again, tooth by tooth, under a magnifying glass so that any minute imperfection still remaining can be removed.

## 41 YEARS EACH

Though Mr. Gregory is the longest-serving member at Percy Road, there are many others with impressive Rover records. There is, for example, a trio of foremen, each with 41 years' service—Mr. S. Barby, Gear Box Assembly, Mr. Alma Bailey ("I was named after the battle"), Machine Shop, and Mr. H. Fitton, Tool Room. Night Shift Foreman, Mr. A. ("Nobby") Hall has a family tradition of Rover service. His own dates back to 1924, and his father, the late Mr. Albert Hall, was for many years a machine tool fitter at Tyseley. Now his son, Rodney, is a Rover trade apprentice, at present working in the Drawing Office at Tyseley.

Another night shift veteran is Mr. W. Parkins, a machinist who has been with the Company since 1932, except for his war service.

Mr. A. Stait, of gear inspection, has 31 years to his credit, and there are operators like Miss H. Smith, a driller who has been with Rover for 32 years, and Mr. Bert Cantrill, a grinder with 34 years' service.

Four Percy Road people were among the most recent recipients of gold



Mr. A. MacKellar, Works Superintendent at Percy Road.

watches to mark their long service—Mr. E. Maloney, Gear Cutting Foreman, Mr. C. J. Twigg, Mr. H. Rivers and Mr. E. Wedge.

## AND UPSTAIRS . . .

No report on Percy Road would be complete without reference to another important department which has made its home upstairs there—the Addressograph Department.

The title is something of a misnomer, because maintaining address lists is only a sideline for Mr. J. G. Wheatley and his staff of 14. Their job is mainly concerned with production, and includes the preparation of thousands of "master cards" for the machine shops at all our factories and the Service Division, piece-work tickets, stores requisitions, clock cards and Kardex cards for the Progress Departments. Your pay envelope is also addressed and numbered by the department.

Mr. Wheatley is another with a long service record. He has been with Rover for 26 years, all spent in the Addressograph Department.

## ROVER ON SHOW AT FRANKFURT

At this year's Frankfurt Show, the Rover Company had the largest stand they have ever had on the Continent.

On show was a wide range of the new series 3-Litre Rover, and Land-Rovers, including the new Martin Walter Dormobile conversion.

The centre piece of the stand was a 3-litre mounted on a glass plinth with a working 3-litre sectioned engine, chassis, transmission and rear axle placed along side. This working model has always attracted a great deal of interest whenever it is shown. Another exhibit was a fine example of a 1907 Rover with an 8 h.p. single cylinder engine.

## GAS TURBINES, TOO

Rover Gas Turbines Ltd. was represented on the stand with a sectioned 1S/60 Gas Turbine engine, the unit which has a wide range of uses, including a light aircraft engine, lightweight ground power units, instructional sets etc. A Gas Turbine Pump, one of the most common uses of the 1S/60 Engine, was also shown.

Rover showed at Frankfurt in association with their distributors: Messrs. Kurt Krim Automobilen, Graf Deym and Co., K.G., J. Deppert K.G., Walter Hagen and Co., GMBH., and Vidal and Sohn. The show, which began on September 21, ends on Sunday October 1.

## L-R Dormobile for UNO

A Martin Walter Dormobile four-berth caravan on a long wheelbase Land-Rover chassis has been ordered by the United Nations Food and Agriculture Organisation, Rome. The vehicle will be shipped to Latakia, Syria.



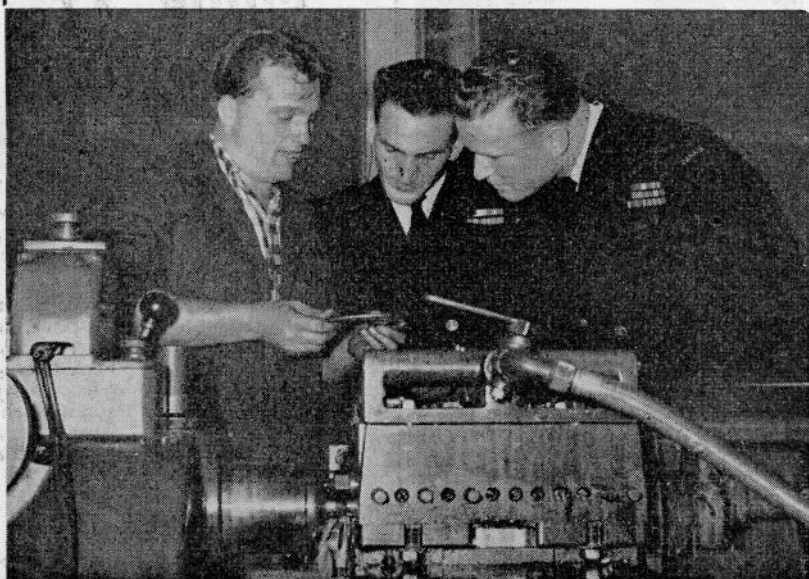
Mr. Bill Gregory (left) and Mr. R. Haskey discuss a technical point.



A view of the gear shaving line. In the foreground is Mr. Jack Dale, a successful golfer and a band leader in his spare time.



## A NAVAL OCCASION . . .



A party of 10 Naval Construction Engineers paid an all day visit to the Company on August 31. The party included Officers from the Royal Australian Navy and the Royal Canadian Navy. The Officers showed great interest in all they saw and were especially interested in the Tyseley Works, where this picture was taken.

## A 45-year veteran retires

Forty-five years' Rover service came to an end this month for Mr. E. Durnell, who has retired at the age of 73 from the Machine Tool Repair, section at Tyseley, where he was chargehand and assistant to Mr. T. Avery. A true Rover man, Ted Durnell was liked and respected as a conscientious worker and good friend by all who worked with him, and his colleagues wish him a long and happy retirement. Ted went on night work just before the war, and continued on nights throughout the war years as chargehand. He returned to day work about six years ago. He is also remembered as a keen cricketer in his younger days, and was for many years a well-known player for the Rover team.

Farewell gifts from his colleagues were being presented at a ceremony later this month, and we hope to include a picture in next month's issue.

Another to retire this month was Mr. Harry Morgan of the Rough Stores, Ryland Road. He spent more than 28 years with Rover, working at Tyseley in the Receiving and Rough Stores before going to Ryland Road in 1951.

## A GOODBYE AT ACOCKS GREEN



Mr. A. R. Atkins of Acocks Green Stores Department, retired on September 1 after 22 years' service with the Company. For most of this time he has been in charge of the Receiving Department. Mr. T. H. Guice, Stores Superintendent, presented him with a watch and barometer on behalf of all his friends at Acocks Green and Tyseley. In the picture, left to right, are: Mr. Guice, Mr. R. Taylor, Mr. C. Petherbridge, Mr. Atkins, Mr. C. Bristow and Mr. F. Fisk.

## Promoted and they hope to keep it up

Rover (Tyseley) football club are again fielding three teams in the Works League this season. Tyseley Seniors are playing in Division 5A, the Juniors in the Welfare Section and Perry Barr Seniors in Division 11.

Following their fine performance last season, Tyseley Seniors have been promoted to Division 5A, and with the help of most of last season's team, hope to maintain their winning ways. The section could do with more players for the Junior side, and if any player aged 18 or under would like a game on Saturday mornings, please contact Mr. G. A. Morris, Secretary. And even if you don't play, adds Mr. Morris, supporters will be welcome at all the Rover games.

Rover (Solihull) first team, playing in Division 2, lost 3-2 to Lucas in one of the first games of the season, and the second team, in Division 5, also suffered defeat, losing 6-3 to Bulpitts.

## A day by the sea

The newly-formed Youth Section at Acocks Green had their first outing on Saturday, September 9, to Rhyl.

A most enjoyable day was the verdict of all.

## 'Scrapyard' bike wins

Another success for Mr. J. Baines, of the Chassis Drawing Office at Solihull, and his 1921 Baby Triumph motorcycle. He took the prize for the best vintage two-stroke at the Vintage Motor Cycle Club's rally at Coventry on Sept. 10. He bought the machine from a scrapyard in Somerset last year.

# ROVER CRICKETERS SHARE THE WORKS CHAMPIONSHIP

Rover (Solihull) League XI beat Wright's Ropes, at Shirley, by eight wickets, on September 9, to become Joint Champions with Walter Somers, Halesowen, in Division 3 of the Midland Works and Business Houses Cricket League. Both teams played 18 games, won 14 and lost 4 for 42 points. Their nearest rivals were Mitchells & Butlers with 31 points.

It is the second season running that Rover have been champions of their division.

Batting first, the Wrights batsmen found L. Burnett in devastating form, taking 7 wickets for 8 runs. He was supported by Harold Dovey (3-15), and Wrights were all out for 42. Rover passed this total with 8 wickets standing. Harry Moule scored 26 n.o.

The previous week Rover bowlers laid the foundation of another good win, by 7 wickets, this time. They bowled out Contractors for 56. Bowling figures were: L. Burnett (4-40), A. Gregory (1-8), C. Payne (2-14) and J. King (2-11). The Rover batsmen passed Contractors' total for the loss of 3 wickets. This success followed wins over Bakelite, by 2 wickets, and Morris Cars by 44 runs.

## SENSATIONAL WIN

The most sensational win was when Rover beat Hopes by 65 runs. Rover declared at 164 for 9 and their bowlers could not move the first 2 opposing batsmen until after 7.15. With only 10 minutes' playing left Rover still required 4 more wickets. Off-spinner Albert Everall was brought back for a final spell with the score at 95 for 6. He took a wicket in his first over, and the remaining 3 wickets in his last over for a hat trick, enabling Rover to win a vital match. Albert finished with figures of 6-24.

B. Evans and S. Johnson figured in a partnership of 80 for Rover (Tyseley) in their drawn game with All Saints Hospital. Rover made 135 and All Saints 101 for 8. The Rover v. Hall Green YMCA match the following week was also drawn. B. Hodges carries his bat for an undefeated 56.

The Tyseley team beat B.S.A. Redditch by 62 runs in a high scoring game on Sept. 3. Rover scored 166 for 2 declared, at a rate of 110 runs per hour, with the highlight a fine partnership of 135 between M. Carter (81) and B. Hodges (63 n.o.).

Congratulations go to R. Green and S. Johnson who have both claimed 50 wickets during the season. Committee and team thank Mesdames Lovell for their catering and scoring duties and groundsman Charlie Hastings for the preparation of the wickets.

## L-R Assembly are the Champions

Land-Rover Assembly finished champions of Division 1 in the Solihull Inter-Departmental Cricket League, with last year's winners, Land-Rover Final Line, runners-up.

North Block are promoted from Division 2. Our cricket reporter writes: This team of "Cinderellas have" always played a hard game, but this year, with all the stops removed and a regular team each week, they have finished at the top of their division. Parts Department were again runners-up.

## FINAL PLACINGS

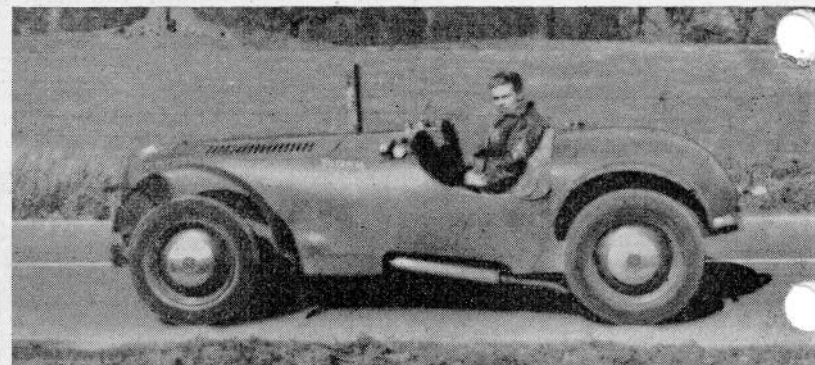
DIVISION 1					
	P	W	L	D	Pts
Land-Rover Assem...	12	8	2	2	26
L-R Final line ...	12	7	4	1	22
Gas Turbine Staff ...	12	6	4	2	20
Gas Turbine Shop ...	12	6	4	2	20
Maintenance Dept ...	12	4	3	5	17
Experimental Dept.	12	2	9	1	7
L-R Scuttle Shop ...	12	2	9	1	7
DIVISION 2					
	P	W	L	D	Pts
North Block...	14	10	1	3	33
Parts Department ...	14	9	4	1	28
Apprentices Assoc.	14	8	4	2	26½
Welding Shop ...	14	7	4	3	24
Sales Department ...	14	3	6	5	14½
Staff (Admin) ...	14	4	9	1	13
Planning Dept. ...	14	3	7	4	13
Service Dept. ...	14	2	11	1	7

\*Tied Match

## If you really want to rally . . .

The Rover Car and Motor Cycle Club plans to run a series of Navigational classes, beginning at the end of October. The "Auto Course", as it will be known, will be held weekly or fortnightly in the Senior Staff Canteen at Solihull. Anyone interested in learning more about rallying is invited to contact Colin Halls (Quality Control, Solihull, or internal telephone 657). The Club will be holding a film show on Wednesday, November 15, in the Guest Room, Solihull.

## 'BLUE FLASH'-A RACING ROVER



Rover cars are not usually acknowledged to be in the forefront of motor racing, but about five years ago there was a Rover on the racing scene. Its owner and driver was Tony Cox, our Spotlight subject this month, who is a chargehand in the development shop at Solihull. At that time Tony was working in the Service Department, and his knowledge of engine tuning and other technical details brought him several notable achievements around the tracks.

The car was built in 1950 by Mr. Tony Worster, (Project Engineer, Gas Turbine Cars) and was based on a 1948 Rover 75 (P3) chassis and engine. In 1956 Tony Cox took it over and fitted a 90 engine, with modifications that increased engine performance and others covering suspension and brakes.

"Blue Flash", as the car was called, became a familiar vehicle on the tracks, and Tony gained much experience (and trophies). "Flash" and Tony have now

## IN THE SPOTLIGHT

parted company, but he has since competed in many other types of cars.

Tony, who is married to a former secretary at Rover, now finds less time for serious competition, but is still seen at many hill climbs around the Midlands.

## THEY LANDED TH PRIZES IN THE ANGLING EVENTS

Thirty-nine anglers took part in the Acocks Green Angling Section's annual contest, fished at Wyre Piddle on September 2. G. Wilson headed the prize-winners with a catch of 1 lb. 14 oz. Second was S. Ingram (1-12-0) and third G. Howle (1-8-0).

Contests held earlier in the season included the 3rd Bye Contest at Buildwas, which was won by T. Benton with a weight of 2-2-0. This was Tom's second win in succession.

Second was H. Berridge (2-1-0); with W. Capp (1-14-8) third and F. Leedham (1-14-4) fourth.

In the Annual Canal Contest held at Woodstock, it was bad luck for Tom Benton who nearly did the hat trick. The winner was E. Jackson, a newcomer to the Acocks Green Club, but well known at Tyseley. His weight was 2 lb. 11 oz. drms. Second was T. Benton (1-0-12) third J. Tatarzyn (1-0-0); and fourth W. Capp (0-11-4).

## Pleasant motoring

The Perry Barr section of the Rover Car and Motor-Cycle Club held an afternoon Rally on August 27 which provided some pleasant motoring in the vicinity of Cannock Chase.

The event was won by Mr. Bert Styles, Perry Barr.

## Some bright Tennis in the Tournament

An excellent afternoon and evening was enjoyed by members and visitors at Mirfield Road on August 26 when the Tennis Section of Acocks Green Sports and Social Club held a Progressive Tournament followed by an evening of musical entertainment in the pavilion.

Winners of the tournament who produced some bright tennis were—LADIES: Mrs. J. Owen, 33 games; runners up: Mrs. J. Waring, 32 games, Mrs. E. Lees,

28 games.

MEN: Mr. J. Avery and Mr. B. Wyatt, joint winners with 33 games each; runners up: Mr. D. Cole, 31 games, Mr. J. Honeywell, 29 games.

The evening began with a mixed doubles table tennis tournament followed by musical games and dancing. Prizes were presented for each event. Once again Mrs. I. Blackwell excelled in providing refreshments.