



A New Year message from the Managing Director

MR. M. C. WILKS, our Managing Director, sends this New Year message to employees :

I would like to take this opportunity to thank all members of the Company for their contribution to our success during the year which is closing.

There are signs that the coming year may be a difficult one for the Motor Industry generally and it is important to every one of us that production should not be held up for any reason.

For the future we have considerable

new developments in our products which are well under way, and there can be no better proof of the confidence that your Directors have in the future of the Company than the building programme which you see in hand both at Solihull and Cardiff.

In the sure knowledge that I can count on your continued loyalty and support, may I wish you all happiness and prosperity in the coming year.



MARINE UNITS CONTRACT SIGNED

The Rover Company has recently announced the signing of an agreement with the Lincoln marine engineering firm of Ruston and Hornsby Limited.

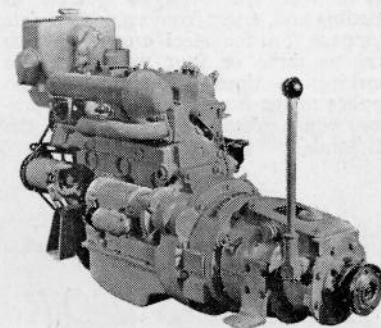
Under the terms of the agreement, the present Land-Rover 2½-litre diesel engine will be fitted with special marine transmission equipment by Ruston and Hornsby. These units known as the "Ruston Rover Power Units" will be ideally suitable for many different types of pleasure craft.

The first public showing of the Ruston Rover Units will be at the International Boat Show at Earls Court in January, where units will be shown fitted with a choice of transmission systems including hydraulically or manually-operated reversing gear with direct drive or 2:1 reduction gear, variable pitch propeller, and fresh water or keel cooling.

Facilities

Although, as stated, the standard version giving 52 b.h.p. at 3,600 r.p.m. is designed for the rapidly expanding pleasure craft market, for the purpose of use in work boats it is rated at 40 b.h.p. at 3,000 r.p.m.

This new venture by the Rover Company and Ruston and Hornsby will have the advantage of offering to users the highly organised after-sales facilities founded throughout the world by these two old-established companies.



The 2½ Rover Diesel fitted with RUSTON transmission.

Looking back 12 months

The year 1961 has been in many ways a memorable one for the Company. To refresh your memory here are a few of the items that made news during the past 12 months.

January—20,000 mile world business tour by the Vice-Chairman, Mr. L. G. T. Farmer. The first issue of ROVER NEWS!

February—the launching of the Company's new Pension Fund for Men and Life Assurance Scheme. Later in the month came the announcement of the Rover gas-turbine engine for light aircraft, providing the world's most compact small turbo-prop unit.

★ ★ ★ ★

March—saw the start of Land-Rover production at the new South African Rover factory at Port Elizabeth.

April—a big order hit the headlines—the £1,000,000 Land-Rover order from Indonesia.

May—Another overseas Land-Rover plant was announced for Rhodesia.

June—600 years' service to the Company by 24 men and women was marked at gold watch ceremonies at Tyseley and Solihull.

July—the first appointments for the Cardiff factory were announced, together with details of the Solihull factory extensions. Another photograph that appeared at the same time also caught the eye—the 1961 'Miss Rover' elected at the successful Fete and Sports Day.

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August—"Sputniks at Solihull". A party of Russian engineers who visited the factory presented the Company with a model Sputnik.

September—the new 2½ litre diesel engine for Land-Rovers was announced, as well as the new series 3-Litre car.

October—Motor Show month and the exciting announcement of the new Rover gas turbine prototype car—T.4.

November—The annual statement to shareholders in which the chairman expressed confidence in the future and the continuing expansion of the Company. Details of the Company's computer were also announced.

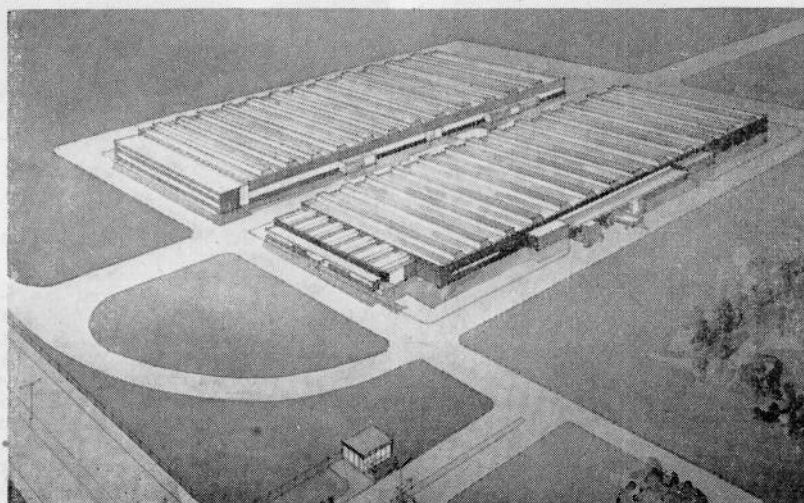
December—see this issue!

CARDIFF WORKS PROJECT 'A HAPPY PARTNERSHIP'

As briefly reported in our last issue, the foundation stone for the new Rover factory at Pengam Moor, Cardiff, was laid on November 23. The ceremony was attended by Aldermen of the City of Cardiff, officials of the Development Corporation of Wales and Directors of The Rover Company. The stone was laid by the Lord Mayor of Cardiff, Alderman E. Ewart Pearce, M.B.E., J.P., F.C.A., and later consecrated by the Bishop of Llandaff.



The Lord Mayor of Cardiff lays the foundation stone. Also in the picture, left to right, are Mr. L. G. T. Farmer, the Bishop of Llandaff and Mr. W. Martin-Hurst. Below: an artist's impression of the Pengam Moor factory.



After the ceremony the guests went to the Park Hotel in Cardiff for luncheon.

Mr. W. Martin-Hurst, Deputy Managing Director of the Rover Company, proposed the toast of "The City of Cardiff" and spoke of his association with industry in Wales. He added: "Not a few of us here have experienced the bland persuasiveness of Her Majesty's Board of Trade, the amiable arm-twisting in the form of cunningly contrived regulations which left us no alternative but to expand our industries, if expand them we would, in places which we certainly would not have chosen and which at the time not infrequently appeared unattractive to us."

A symbol

"To the Government, their due—but I venture to suggest that the measure of success which attended their efforts would have been small but for the remarkable adaptability shown by the people of Wales."

"It is against this background of thriving development that I am confident that this happy partnership of the Rover Company and the people of Wales, of which the growing works on Pengam Moor is the symbol, will add yet another chapter to the industrial success story of this beautiful country, the "Land of Opportunity", of which the City of Cardiff is the proud capital".

The Minister of State for Welsh Affairs, Lord Brecon, spoke of his association with this project from the first stage. He said "Early in 1958, with Mr. Gillie, our Welsh Secretary, and with Mr. Daniel of the Board of Trade, I went to Birmingham to tell businessmen there of the exceptional advantages which Wales can offer to industrial firms wishing to develop and progress."

● Continued on Page Two

INSIDE THIS MONTH'S NEWS...

ON PAGE 2 . . . News from the overseas order book: new Land-Rovers for Birmingham Police.

ON PAGE 3 . . . Scenes at the Solihull factory children's party.

ON PAGE 4 . . . Roving Reports, Births, Marriages & Deaths.

ON PAGE 5 . . . Another chapter in the Rover Story: Trim Shop's sunshine holiday plan.

ON PAGE 6 . . . Sporting news from the factories.

NEWS FROM THE OVERSEAS ORDER BOOK

100 Land-Rovers for fire fighting in Austria

On sales 'safari'

A busy tour of many thousands of miles throughout the African continent in less than 3 months is currently being made by Mr. Bruce Gilbert-Smith of the Export Sales Department. His journey will take him through Senegal, Guinea, Sierra Leone, Liberia, the Ivory Coast, the Upper Volta, Niger, Chad, Dahomey, South Africa, the Federation of Rhodesia and Nyasaland, Tanganyika, Kenya and Uganda.

THE CARDIFF CEREMONY

Continued from Page One

"Mr. Farmer was in my audience on that occasion. I am sure you will all realise how happy and delighted I am today to see him again, and this time in Cardiff, on an occasion so important for the Rover Company and for Wales.

"In Birmingham I made considerable claims for Wales, but I can assure you, Mr. Farmer, that as your Company establishes itself in the Principality you will find all my claims on behalf of Wales more than fulfilled".

Pressing ahead

Mr. L. G. T. Farmer, Vice-Chairman of the Rover Company added the thanks of the Company to Cardiff City Council for making the new venture possible.

He went on to say that by 1963 2,000 people would be employed at the new factory, and added "We are pressing ahead with the work as quickly as possible and, apart from an unfortunate stoppage on the steel erection which cost us three or four weeks, we are working to timetable, and this also applies to the extensive building operations which we are carrying out in the Midlands".

LIFE SAVING AWARDS FOR ROVER MEN

Two employees at the Rover works in Percy Road, Greet, who saved a man when he received an electric shock, have been awarded resuscitation certificates by the Royal Humane Society.

They are Mr. Thomas E. Wilkes, shop foreman, of 48 Grantham Road, Sparkbrook, and Mr. Arthur Vincent Wilde, works policeman, of 505 Coventry Road, Small Heath.

The man who received the electric shock was connecting a cable to an electric fan. He was burned and became unconscious.

Mr. Wilkes switched off what he thought was the current but as he tried to free the man, received a shock. He managed to switch off correctly and drag the man clear.

He and Mr. Wilde gave artificial respiration until the man was taken to the works surgery.

Badminton

Rover (Tyseley) Badminton Club were beaten in their first three matches in Division 2 of the Birmingham and District League.

They were beaten 7-2 in both the home and away fixture with Dunlop and lost 9-0 away to G.E.C.

An order for 100 Land-Rover Station Wagons by the Austrian Fire Brigade and Flood Prevention Authorities is the highlight of this month's overseas sales news. The vehicles, of which 75 are long wheelbase models, are due to be delivered shortly.

The French Border Police (C.R.S.) have ordered an initial supply of 10 short wheelbase Land-Rover Station Wagons. This order is the first by the C.R.S. to the Company.

After demonstrations by the Company in Germany, in face of keen competition by other manufacturers, we have gained an important order for short wheelbase Land-Rover Station Wagons from the Bavarian State Mining Company. Though the final figure of vehicles is not yet known, it represents a major breakthrough in a territory in which competition is very strong.

Airline order

There are few airports where one cannot see a Land-Rover doing some job, whether it be transporting baggage or towing planes.

A further important link has now been forged by the placing of an order for Land-Rovers by a large international airlines corporation.

The Italian oil company, Agip Minera, have recently placed further orders for Land-Rovers to supplement the fleet they already have in use.

Intensive activity throughout the African continent is also reported. An order for 24 Land-Rover Station

Wagons, 10 109" W.B. and 14 S.W.B., has been placed on behalf of the Ethiopian Army.

Flood relief

From Kenya comes news of an order for 90 C.K.D. Land-Rovers for the Police authorities in Nairobi. The vehicles are to be used for famine and flood relief work.

As Tanganyika celebrates its Independence, Land-Rovers are playing their part in many ceremonies.

Destined for the Swaziland railway departments are 11 Land-Rover 109" models.

ARMY OFFICERS SEE WORKS

On Wednesday, December 6, a party of overseas students and an Instructor from the Staff College, Camberley, visited the factory.

The officers came from the following armies: Canadian, Australian, United States, Pakistan, Indian, Malayan, Ghana, Ceylon and Rhodesia.

This visit was part of their tour of industries in the Midlands, which concluded their year-long Staff Course.

ON POLICE DUTY



The line-up of Land-Rovers at the official handing over ceremony at The Birmingham Police sports ground at Edgbaston.

THEY WILL HELP PATROL CITY'S OUTER AREAS

Six new Land-Rovers, fitted with radios and other special equipment, were recently put into action by the Birmingham City Police. They will form a completely new system of police patrols and are designed to give better coverage of the city's outer areas and to strengthen the public's co-operation with the force.

The new vehicles will be used to patrol the five outer divisions of the city, paying particular attention to the large housing estates and outlying areas.

A police statement said "The Land-Rovers are to be used for dealing with incidents for which their special equipment make them suitable. It is also hoped that members of the public will take the opportunity of seeking advice on any subject with which the crews may be able to assist. In this way it is hoped to effect a better police coverage of the areas concerned and to establish closer

relations and greater co-operation between the police and the public in these districts".

Under the new system, the vehicles will remain for short periods at selected sites in their divisions so that members of the public have an opportunity of reporting any incidents to the crews. Their use will increase the existing strength of uniform police in each area, and will also supplement present car patrols.

The sales of the vehicles was negotiated by Messrs. R. H. Collier Ltd., the Birmingham Rover Distributor.

A South African Rover—and 'Big Chief' Land-Rover in New York



A first from South Africa. This picture shows the first Rover 3-Litre to be assembled in South Africa.

Although it is a 1961 season model, as were all the first six produced, all future production will be to 1962 season design.

From Solihull

Pictured with the car is a well-known figure from the Solihull factory, Mr. Vic Ettrick. He personally supervised the inspection processes through which the car passed during its assembly in South Africa.

TRAVELLERS' TALES

There are few more widely travelled women in the world today than Miss Barbara Toy, the famous Australian authoress.

In her latest book "In Search of Sheba", Miss Toy tells of her recent trip to Ethiopia in her Land-Rover.

In fact almost all of her many trips to various corners of the earth have been made in Land-Rovers. The highlight of her trip was setting foot on the top of Wahn which was once the Prison Mountain of the Princess of Ethiopia.

To get there she had to be dropped on the summit by helicopter.

Another "fair sex" traveller is 25-year-old Margaret Spinks who has recently finished a trans-world trip of over 55,000 miles. Margaret, who comes from Letchworth, made her trip accompanied by another girl friend and two men, taking only 11 months to complete the trip in their Land-Rover. Although everyone had plenty of practice mending punctures, the trip was accomplished on the same set of tyres.

A Land-Rover 'buffalo hunt'—in the heart of New York. The Land-Rover, complete with Red Indians and 'buffalo' took part in New York's Annual Thanksgiving Day Parade.

A Wizard treat

More than 120 employees' children from Seagrave Road are booked for a treat on January 20. They are being taken to the Wembley Ice Stadium to see the "Wizard of Oz on Ice", which is taking the place of the usual children's party this year.



FUN FOR 500 AT THE CHILDREN'S PARTY



The serious business of eating and drinking, with no doubt a little thought to what is to follow.



The children of the Solihull party settle down to join in with Uncle Leo, etc.



No doubt this young boy is telling Santa what he wants for Christmas.

Over 500 children related to Rover employees attended this year's Christmas party which was held in the Solihull canteen on Saturday, December 9. The children, who were aged from 5 to 7 years, made short work of the good things to eat and drink that were available in plenty, and were entertained by various employees.

The other children from the Solihull factory, those aged from 8 to 13, are to be taken to the Alexandra Theatre on January 27 to see "Aladdin".



This pretty young Miss entertained with songs and top-dancing.



Highlight for the children, of course, was the unwrapping of the gifts.



High on the popularity poll at the children's party was Uncle Leo—seen here with two willing helpers.



After the cakes and jellies, a coy smile for the photographers by this young lady.

TYSELEY'S PARTIES FOR THE KIDDIES

The Rover (Tyseley) Social & Athletic Club children's parties will take place in January and February.

The Social Club will be catering for approximately 850 children between the ages of 5 and 12.

The younger children will be entertained at parties on Saturdays, January 20 and 27 at the Acocks Green canteen.

The older children will be visiting the pantomime 'Cinderella' at the Birmingham Hippodrome on Saturday, February 3 for the matinee performance.



They had dinner by candlelight

The Staff of the Press Shop Control Office together with their wives, husbands and friends held their Annual Christmas Party on Friday, December 1 in the Senior Staff Canteen at Solihull.

Some 50 people enjoyed an excellent turkey dinner by candlelight, followed by a showing of the full-length comedy film "The Night We Dropped a Clanger".

During the interval refreshments were quickly disposed of, and unquestionably a wonderful time was had by all. The general comment was — "Here's to the next time".

ROVING REPORTS

'Al' Keen wins 1961 Talent Contest



'Al' Keen

The winner of the 1961 Rover Talent Contest was Walter 'Al' Keen, who works in the Solihull Press Shop. 'Al', a popular winner, had a hard struggle in the final on December 1 when he competed against Miss Ellen Spencer from the Solihull Transmission Drawing Office.



Miss Ellen Spencer

Both finalists are keen amateur singers, having appeared at various concerts and charity performances.

Although beaten on this occasion, Ellen Spencer has appeared on both radio and television. Since gaining wonderful experience while training at the College of Music in Sienna, Ellen has also passed auditions to appear at the Milan Opera House. A keen drama enthusiast Ellen holds a L.A.M.D.A., although she still does not disguise the fact that Grand Opera is her particular favourite.

Congratulations to 'Al' and better luck next time to Ellen.

By Scooter

Mr. Ken Pitcher, who has been a commercial apprentice with the Company for four years and is at present in the Hollerith Dept. at Lode Lane, has travelled 4,000 miles across eight countries in the last two years—by scooter.

In 1960, with an ex-school pal from Shirley, then studying at St. Andrew's University, he crossed from Harwich to Esbjerg, Denmark, to spend a week with a pen-friend at Gilledeje, North Zealand.

During that week he toured Denmark, and included a day visit to Sweden 'to do some shopping'.

In the second week of his holidays he travelled down to Germany, and

through Holland and Belgium to Ostend.

This year, with his sister on the pillion, he crossed Belgium, went down the Rhine Valley and through the Black Forest, round Switzerland, and back home through France, Luxemburg and Belgium.

Ken recommends it as a cheap and enjoyable form of holiday (less than £25 per head inclusive each time) and one which gives the opportunity of meeting young people of all nationalities.

Ken's other interests include youth work (he is Chairman of Solihull Youth Council), music (especially trad jazz), the theatre and hockey.

Michael's Prize

While in Cardiff for the foundation stone ceremony at Pengam Moor, Mr. L. G. T. Farmer accepted an invitation to speak at the prize distribution at Llandaff Technical College. In his address, Mr. Farmer referred to the prize received by Michael Phenis, a 24-year-old toolmaker at the Rover factory at St. Mellons, Cardiff.

During his National Service with the Welsh Guards, Michael was a member of the regimental team which won the trophy in the Duke of Edinburgh's Competition in which British and Commonwealth regiments took part.

He is a part-time student at Llandaff Technical College and his prize was for gaining success in the National Certificate Examination. Mrs. Farmer presented the prizes at the ceremony.

Mr. D. N. Steed, General Manager, the Rover Company, Cardiff, was principal guest at another prize-giving—at the Barry College of Further Education. Mrs. Steed presented the prizes to the successful students.

Surprise Party

A pleasant surprise for Mr. Harry Allen who, as reported in the last edition of ROVER NEWS, is in the Queen Elizabeth hospital.

When his Ward Sister heard that Saturday, December 1, was his Silver Wedding day, she organised a small tea-party for Mr. and Mrs. Allen and their daughter in the ward.

Dinner Dance

On Saturday, December 2, the Experimental Social Club held their third annual Dinner and Dance in the Windsor Suite, Leofric Hotel, Coventry.

Guests of honour for the evening were Mr. and Mrs. M. C. Wilks, Mr. and Mrs. W. Martin-Hurst, Mr. and Mrs. P. M. Wilks and Mr. and Mrs. J. H. Pogmore.



THEIR FAREWELL GIFT

A retirement presentation at Acocks Green. Mr. Bob Griffiths, of the Inspection Department, is pictured here with his colleagues who presented him with an album of gramophone records to mark his retirement after 31 years with the Company. Mr. Griffiths, who is 70, is also well known at Tyseley and Claxton Lane, Coventry, where he has also worked.

At Service Department Dinner



Three hundred members of the Service Department, with their wives and friends, attended the Annual Dinner and Dance at Penn's Hall Hotel, Walmley, on Saturday, December 2. Guests included representatives of Messrs. R. H. Collier & Co. Ltd. (Mr. L. S. Sadler and party) and Messrs. J. W. Gethin Ltd. (Mr. A. Harrison and party). Mr. J. H. Whitty (Parts Manager) welcomed the guests and Mr. Sadler replied on their behalf.

Seen in the centre of this photograph are Mr. Whitty, Mrs. Whitty, Mr. R. Dixon (Works Liaison Executive) and Mrs. Dixon.

YOUR ROVER NEWS

ROVER NEWS is posted free each month to all employees. It is normally published on the last Friday in each month. Next issue: January 26th.

SOME DATES FOR YOUR DIARY...

A Celebrity Concert on Friday, February 9 at Solihull is a date to note. Booked to appear is the famous concert pianist Cecil Austin, who will play a programme 'An Evening with Chopin'. Several other artists are booked for the same concert.

Other dates for your social diary:—
Friday, Jan. 5 — Grand Concert.
Friday, Jan. 12 — Service Dept. Social.
Friday, Jan. 19 — Old Tyme Ball.
Friday, Jan. 26 — Modern Dance.

All the above will be held in the Solihull Canteen. Tickets are available from the Works Liaison Department.

'TWO IN A PUNT' TOOK PRIZE

At the Print Competition held recently by the Rover (Solihull) Photographic and Arts Society, Hugh Owen of Planning took first place with an entry entitled "Two in a punt".

The judge, Frank Bateman, of Engineering, considered four other prints to be outstanding and all of equal merit. These runners-up were L. Clark, C. A. Strakis (both of car final line), Cyril Mobley (of L-R chassis welding), and Hugh Owen.

The judge was pleased to see two night shots among the award winners and commented on an abstract submitted by L. Clark. Though this did not win an award it showed what effects could be gained with a little ingenuity.

Apprentice news

Dennis Poole (Gas Turbine Technical Office) recently completed his apprenticeship.

Back from National Service is ex-apprentice Stephen Savage (Engineering Dept.).

SANTA WENT BY ROVER



Santa swapped his sleigh for a Rover (1905 model) for his journey to a Birmingham store. At the wheel: Paul Rutter of Publicity Department.

PERSONAL NEWS FROM THE FACTORIES

BIRTHS

We offer our congratulations to...

HUNT—To Mr. and Mrs. Albert Hunt, a second daughter (Donna Beverley). Mr. Hunt works in the Service Parts Stores, Solihull.

MOLE—To Mr. and Mrs. R. Mole, a son (Andrew). Mr. Mole has been with the Company for 10 years and is now in the Land-Rover section. His wife Leila, was formerly employed in M.C.D. Solihull.

MARRIAGES

We offer our congratulations and best wishes to...

DINEEN-REILLY—On December 2 at the Holy Family, Small Heath, Mr. Sean Dineen to Miss Margaret Reilly (Land-Rover Trim Shop).

EDEN-SENIOR—On November 4, Mr. Graham Eden to Miss Judy Senior (Publicity Dept., Solihull).

FARROW-BELL—On December 16, Mr. Douglas Farrow to Miss Ada Bell (Group 24, Tyseley).

GRIFFITHS-GLENHOLMES—On November 25 at Sparkhill Congregational Church, Mr. Anthony Griffiths to Miss Margaret Glenholmes. Mr. Griffiths works in the Stock Audit Department.

JONES-EVANS—On November 11 at St. Mellons Church, Cardiff, Mr. David Jones to Miss Frances Evans (St. Mellons, Cardiff).

SILVER WEDDING

We offer our congratulations and best wishes to...

BOYLE—Mr. and Mrs. Dennis Boyle celebrated their silver wedding on Christmas Day. Mr. Boyle is a Material Controller at Solihull and is a member of the committee of the Rover Horticultural Society. His wife has been an Auto Press operator at Solihull for 7 years. Their son, Dennis, is now working for the Company at Tyseley in the Tool Room.

DEATHS

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

BENTHAM—Mr. R. H. Bentham died on November 10, aged 82. Mr. Bentham joined the Company in 1930 in the Service Department and when he retired in 1959 was in charge of the Repair Shop Stores, Solihull.

BIRCHLEY—Mr. William Birchley died on December 3, aged 65. Mr. Birchley was a Safety Officer (Tyseley Group) and had been with the Company for 6 years.

BUTTERS—Mr. Alfred John Butters died on November 30, aged 50. Mr. Butters was in the Production Development Department (Springfield Works) and had been with the Company for 15 years.

LILLEY—Mr. Peter Lilley died on November 10, aged 38. Mr. Lilley was a Machinist at Ryland Road, and had been with the Company for 8 years.

PARKER—Mr. Donald Bailey Parker died on November 2, aged 67. Mr. Parker was in the Progress Department, Tyseley.

H. B. LIGHT CONTINUES . . . THE ROVER STORY

We ride out the storm in the early thirties

The years which followed the Great War of 1914-18 saw some hard times for the motor industry and as a consequence the trading results of the Company saw-sawed considerably during the 34 years up to 1933.

We managed to make a profit in no less than 27 of these years but there were losses in the other seven. Rover has always been an optimistic Company—quietly going ahead with our ideas and always holding something in reserve—and even during the years of real depression we seemed to have a 'something' which stimulated public interest in our products and enabled us to ride the storm when other companies were falling by the wayside.

However, around 1923 when we seemed all set for a prosperous run of indefinite length the British motor manufacturing business entered a new phase which was to take years to work out.

An Obstacle

It was to become one of the leading industries in the country attracting an increasing amount of public interest, achieving wonderful improvements in the efficiency and general design of its products and effecting remarkable reductions in selling prices.

At the same time it was to become decidedly 'chancey' in its operation as this or that manufacturer gained sway. Producing a 'programme' of cars involves the laying down of a great deal

of costly machinery and tools and it follows that a range of models not achieving adequate sales leaves the manufacturer to face a huge and wholly disproportionate charge for capital depreciation. This had meant the downfall of more than one company, and the Rover Company too, took some hard knocks also.

Reputation

Through all this the Company carried on and was backed by the splendid reputation which had been connected with the name Rover over so many years. There is little doubt that a 'Rover', even in those days, was held in high esteem by the motoring public and our present-day slogan 'One of Britain's Fine Cars' applied then as now. It was purely the economic situation in the country which retarded the Company's progress. Our designs and quality remained of the highest order but despite this by 1931 we were in pretty serious trouble.

New Era

Early in 1932, Mr. Spencer B. Wilks (General Manager) and Mr. Frank Ward (Secretary) were appointed to the Board, and a virile management set about putting our affairs in order. That same year we sold the Meteor Works at Queen Victoria Road, Coventry, to Coventry Corporation and we concentrated our activities at Helen Street Works, Coventry, and at Tyseley.

In 1933, Mr. S. B. Wilks was appointed Managing Director and he confirmed that the Company's future policy would be based on the production of a limited number of cars of the highest possible standard in comfort, refinement and performance.

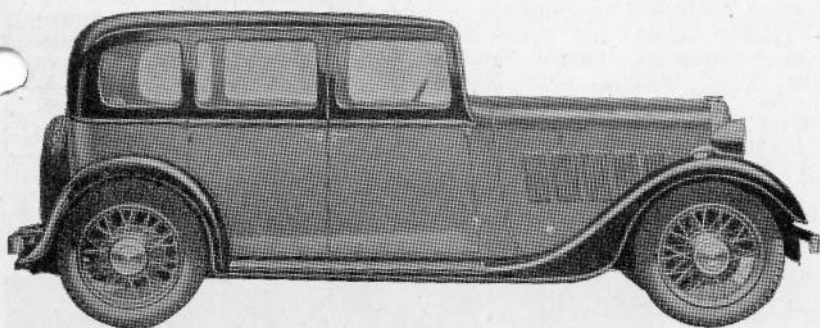
Already in 1933 the trading results were improving—and up our sleeves we had the 1934 models which were to prove such an outstanding success. Readers who can recall the period will undoubtedly confirm that 1934 was a landmark in the Rover story and was the beginning of a new era in the history of the Company. The season's manufacturing programme included two 4-cylinder models (the Ten and the Twelve) and four 6-cylinder models (the Fourteen, Sixteen, 'Speed Fourteen' and the 'Speed Twenty').

It was no surprise to our distributors when in April 1934 the Company had to announce that the exceptional popularity of the 1934 models had resulted in a demand which exceeded maximum production capacity, and that the Company would have to be consulted before further orders were accepted. We had turned the corner.

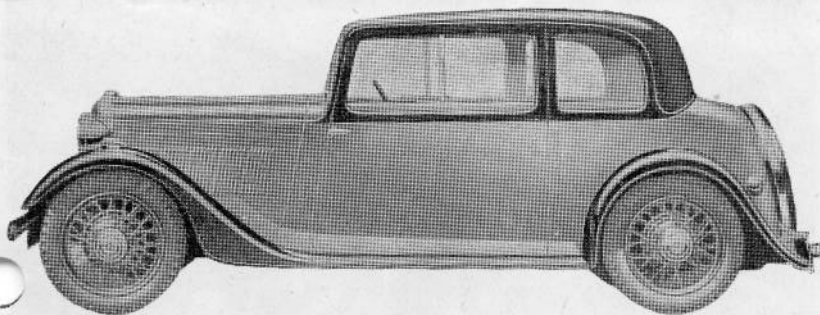
Dancing Dates

Tyseley Social Club announce the following dances:—Friday, January 12, at St. John's Restaurant, Deritend; Friday, March 16, at the Works Canteen, Solihull.

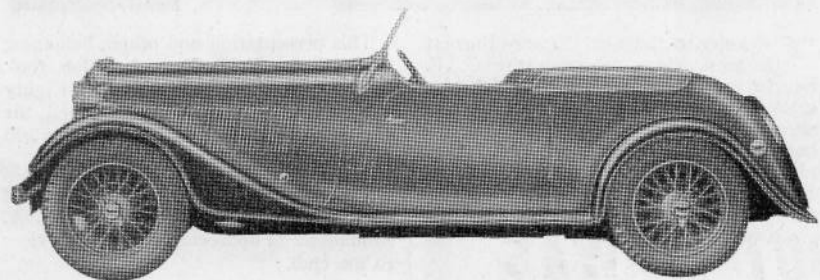
Cars in the landmark year of 1934



The Ten Saloon.



The Twelve Coupe.



The 'Speed Fourteen' Sports 4-seater.

A LINK WITH 1907

An ex-Rover employee, Mr. W. Riley, with 58 years' service with the Company, writes from 44 Oldfield Road, Coventry: "Having read about the Blue Train race, I am reminded of another famous Rover win—that of the 1907 Tourist Trophy race in the Isle of Man.

Boiled Potatoes

"The horn on the car entered for the race was not particularly effective, and so a supply of boiled potatoes were taken along to throw at people who got in the way!

"That year the Rover employees had their annual outing to Brighton and everyone who went was given a silk pennant to celebrate the Rover T.T. win".

The pennant is pictured on the right.



TO MARK HIS 25 YEARS WITH THE COMPANY



Seen above receiving a clock from Mr. A. J. Worster (Production Director) is Mr. H. R. Hill, Solihull Works On-Cost Controller. The clock commemorated Mr. Hill's 25 years' service with the Company.

A year after he joined Rover in 1936 he was asked by Sir Geoffrey Savage, the

then Works Director, to form the On-Costs Department—which he duly did—and married Sir Geoffrey's secretary.

Also in the picture is Mr. C. Berry, Chief Accountant, to whom Mr. Hill will be responsible when he assumes his new position of Cost Accountant on January 1.

ITALIAN SUNSHINE IS THEIR PLAN

After a successful Easter Holiday in Paris, members of the L.R. Trim Shop at Solihull are organising a fortnight's summer holiday in Italy.

The proposed itinerary is:—Saturday July 14 1962. Fly from Elmdon to Pisa (Italy), motor to Viareggio. Stay at Viareggio for 2/3 days with local coach and sightseeing trips. By coach to Rome, two days sight-seeing, then drive to Sorrento. By Steamer to Capri, 1-1½ days on Capri. Return to Naples and by coach to Rimini, 2/3 days at Rimini then return by coach via Florence to Pisa.

Fly home to Elmdon.

The all-inclusive cost will be between £45-£50 per person and weekly contributions are being collected by Miss A. Bluck and Mr. W. Dugmore of the Trim Shop.

How to apply

Any Rover employee who may be interested in joining the party (max. 70 seats—Viscount Airliner) should contact one of the following as soon as possible: Miss A. Bluck, L.R. Trim Shop; Mr. W. Dugmore, L.R. Trim Shop; Mr. R. W. Mewett, Press Shop Control. Remember: First come—first served!

Goodbye gift from Supervisors

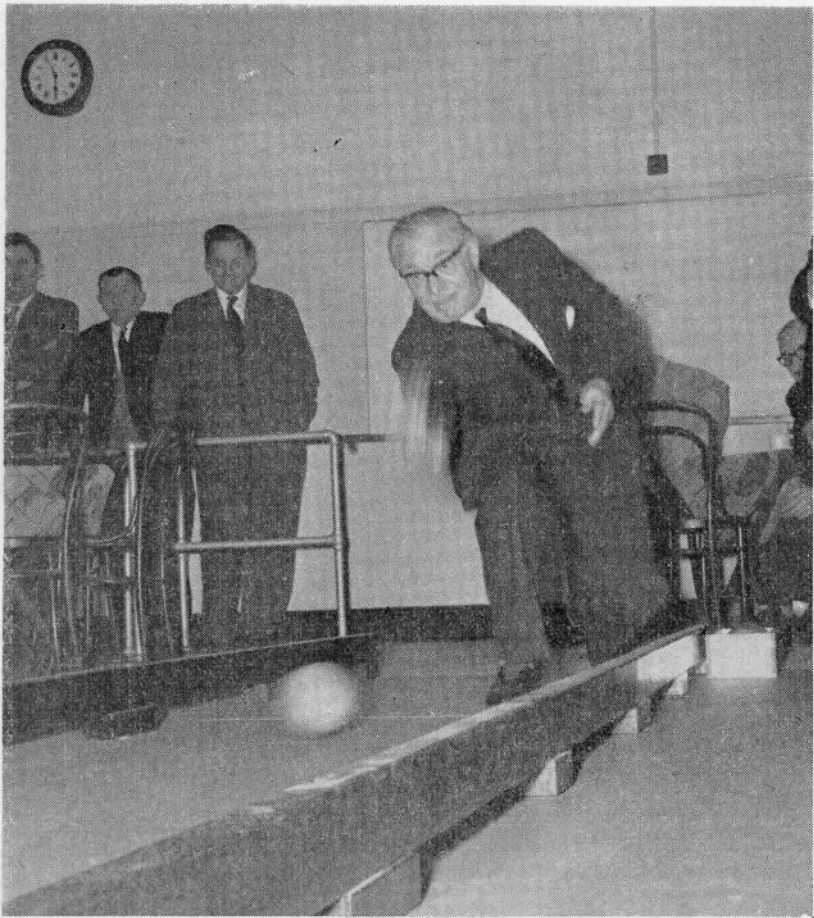
A presentation to Mr. W. A. G. ('Bill') Braddock of Solihull College of Further Education was recently made by Mr. T. Brindley, Works Superintendent at Tyseley.

The gift was subscribed for by the Tyseley Group students of the Rover supervision courses. To mark the occasion Mr. Stan Goodwin organised a supper at the Barley Mow Hotel, Solihull.

Although Mr. Braddock is not a member of the Rover Company, he is leaving behind a considerable amount of knowledge to a good number of Rover Supervisors. The many friends he has gained in the Rover Company will wish him good luck with his new appointment as Senior Lecturer at Portsmouth College of Technology.

The picture below shows Mr. Brindley (right) making the presentation.





Tyseley win inter-works angling

This year's inter-works angling contest was held at Hampton Lucy on November 4. The winning team was Tyseley with a weight of 11 lb. 14 oz. 10 dr. from 12 of their 15-man team.

Acocks Green were second, 12 members of the team weighing in 8 lb. 6 oz. 12 dr. Third were last year's winners, Solihull, with 6-5-4.

It was a lovely day, spoilt only by a fairly strong wind. Fishing was patchy, with the individual winner weighing in 5 lb. 1 oz. 8 dr., while several anglers didn't have a bite.

The eight prizes went to the following: 1. G. Taylor 5-1-8 (Tyseley); 2. S. Adams 2-4-8 (Solihull); 3. R. Burden 2-1-0 (Solihull); 4. F. Leedham 2-0-8 (Acocks Green); 5. T. Benton 1-15-0 (Acocks Green); 6. G. Wilson 1-11-8 (Acocks Green); 7. W. Hadfield 1-9-8 (Tyseley); 8. A. Thomson 1-6-0 (Tyseley).

The weights of the Tyseley team were: C. Dickinson (Capt.) 0-13-0; G. Taylor 5-1-8; H. Cutts 0-6-2; W. Hadfield 1-9-8; E. Henderson 0-9-12; W. Smith 0-2-8; E. Harris 0-14-2; A. Thomson 1-6-0; W. Bampton 0-12-0; H. Whitehouse 0-4-2.

Bowling the first 'Cheese'

Mr. E. Scott, General Works Manager, Tyseley, officially opens the Acocks Green Skittle Alley by bowling the first 'Cheese'.

During the evening's entertainment Mr. Scott's team narrowly defeated the Acocks Green Ladies' team by 41 strikes against 35. Mr. C. C. Blackwell's team were also beaten by 45 strikes to 26.

Members of the Acocks Green skittle section extend to Mr. Scott and his colleagues their appreciation and thanks in providing the assistance that made possible a delightful evening's entertainment.

Cricket Annual General Meeting

The Annual General Meeting of the Rover (Solihull) Cricket Section is due to be held on Thursday, January 25 at 5.30 p.m. in the Solihull Staff Canteen. Everyone is asked to attend.

Karters' Dance

The Go-Kart Club have organised a dance at the Royal Oak, Hockley Heath, for Friday, January 12. Tickets, 5s. each, are obtainable from club members.

BROOKS' FOUR GOALS HELP TOP-DOGS TYSELEY TO THE FINAL

Cock-a-hoop Tyseley—Top of Division 5A in the Birmingham Works A.F.A. They stormed into the final of the Central Challenge Cup by virtue of a 6-2 victory over Rootes Athletics.

Hero of the day was J. Brooks, who scored 4 great goals from the centre-forward position.

Now with a settled team, the side's football is getting better and better, with promise of even better things to come.

Not to be outdone, Solihull Reserves coasted through to the final of the Silver Jubilee Shield by beating Triplex 5-1 in the semi-final.

Solihull's architect of this game was F. Whitehouse, who, besides scoring 2 goals, played an outstanding game.

Unfortunately, in the League matches, Rover teams, with the exception of Tyseley, are finding it hard going.

Tyseley Youths and Perry Barr, though playing good football, have lost the 'killer' instinct, while Solihull Seniors after a good start lost four recent matches, against B.S.A. (1-3), Cincinnati (2-4), Tubes Limited (1-5) and Newtons (4-6).

Maybe the New Year will bring better luck to go with the better football!

The last two colours clinched it

Here are the latest reports from the snooker sections.

The results of Tyseley's matches last month were: v. Ravenscroft—won 3-2; v. Wolseley 'B'—won 3-2; v. Women's Circle—won 274 pts. to 263 pts.; v. Rover (A. Green)—lost 4-1.

In the match against Wolseley an ex-employee, W. Buet, made a break of 42 to win his game against Tyseley's Mr. Bilston.

Tyseley were lucky to win the cup match against the 'Women's Circle'. After being given a lead of 62 by Mr. Bilston, last player A. Moorcock started 2 in arrears. But he potted the last 2 colours to win on aggregate by 11 pts.

Acocks Green 'A' team results for the month: Won away to Stechford Social, 4-1; won at home to Morris Commercial 'B' in the 'Major Cup'. Aggregate 339-180; won at home to Rover Tyseley, 4-1; won at home to Wolseley 'B', 3-2.

The 'B' team lost away to Grenville, 2-3; lost at home on aggregate to Rover Solihull in the 'Major Cup', 218-274; won away to Brooke Tool, 4-1; and lost away to Yardley Ex-Service, 2-3.

In the Royal Cripples Hospital snooker competition against Albright and Wilson 'B' at home on November 9. Acocks Green won on aggregate by 15.

This competition is open to all teams in the Midlands and each home team is expected to make a collection on behalf of the hospital. Last year Acocks Green were well ahead of their nearest rivals by over £4. This year £12,15.0 has already been collected so the club are hoping to top the Midlands again.

MONDAY NIGHT IS JUDO NIGHT...

The Judo Club at Solihull Works has been re-established after a lapse of some 18 months. Monday evening, December 11 saw the first club night in the main canteen, and it will be held each Monday (7 till 9.30 p.m.).

At present there are about 20 members who will have the use of good quality equipment, and showers and refreshments will also be available.

Qualified, learner, and lady members are welcome and interested parties should get in touch with any of the following for further information: G. Smith, Chairman (343); J. Cash, Secretary (650); Committee members A. Brown, A. Hiley, V. de-Greg, Miss P. England.

Larry again!



'Cricketer of the Year' Larry Burnett is seen above receiving the G. F. Searle Trophy from Warwickshire cricketer Ray Hitchcock. This is the second year in succession that Larry has been awarded this Trophy. Congratulating him in the picture is Mr. W. J. Robinson, Executive Director Production—Solihull.

This presentation and others belonging to the Rover (Solihull) cricket club, took place on Friday, December 8. Eighty members and their wives attended the dinner, and were joined by a further 200 at a dance later.

Prominent among the awards was that of a solid silver cigarette box to C. A. Studholme in appreciation of his services to the club.

DRIVERS ENJOY A RALLY—BUT IT WAS INDOORS THIS TIME

The Car and Motor Cycle Club recently held a varied social evening, at which dancing, games, competitions and a film show were all enjoyed.

The main event of the evening was the presentation of the trophies to this year's successful competitors by racing driver Don Willson.

During the evening films of two international motor racing meetings were shown, one of Le Mans and the other of the Indianapolis 500-mile race. Another popular item was a competition, set by Phil Gardener, in the form of an indoor rally—on paper.

This evening was organised by Mr. C. Sanders, a member of the club committee.



Don Willson presents Ken Broadfield with his trophy.



Mrs. J. Shuttleworth receives her cup from Mr. Willson.