



## CHANGES IN THE BOARDROOM

### New Chairman and Managing Director

A re-arrangement of responsibilities on the Board of Directors of The Rover Company Ltd. was announced recently.

- Mr. S. B. Wilks vacated the Chairmanship while remaining a member of the Board.
- Mr. M. F. C. Wilks was appointed Chairman and relinquished the post of Managing Director.
- Mr. L. G. T. Farmer is continuing as Executive Vice-Chairman.
- Mr. W. F. F. Martin-Hurst, Deputy Managing Director, was appointed sole Managing Director.

Chairman since 1957, Mr. Spencer B. Wilks joined the Rover Company in 1930 from the Hillman Motor Car Co. Ltd. of which he had been Managing Director since 1919. His appointment as Managing Director to the Rover Company heralded a new era of Rover progress in the motor industry.

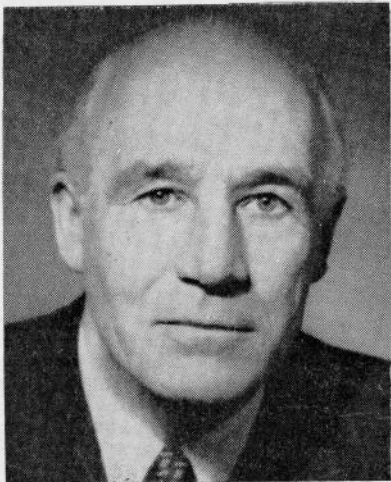
The now famous partnership of Mr. S. B. and Mr. M. F. C. Wilks is fortunately to be continued, for Mr. S. B. Wilks has also made known his intention to remain a director of the Company.

Managing Director since 1960, Mr. M. F. C. Wilks, M.I.Mech.E., was with General Motors, America, from 1926-28; was planning engineer with the Hillman Motor Car Co. Ltd. Coventry, 1928-29 and joined Rover in 1930 as a technical engineer. Subsequently he became Technical Director and then Joint Managing Director.

Mr. William Martin-Hurst, M.I.Mech.E. A.F.R.Ae.S., Deputy Managing Director since 1960, was with the Lightfoot Refrigeration Co. Ltd. from 1925-31 and The Teddington Group from 1931-60. From 1937-46 he was Joint Managing Director of The British Thermostat Co. Ltd. and for 14 years until 1960 he was Managing Director of Teddington Aircraft Controls Ltd.



Mr. M. F. C. WILKS



Mr. S. B. WILKS



Mr. W. F. F. MARTIN-HURST

### Advisory Post

Mr. L. G. T. Farmer, Executive Vice-Chairman of the Rover Company, has been appointed by the President of the Board of Trade to membership of the Export Credits Guarantee Department's Advisory Council.

He and Mr. Frank Cousins replace Mr. W. J. P. Webber and Sir Stanley Harley.

### Prototype for New York Show

The gas turbine saloon car prototype, T.4, will be on the Rover stand at the New York show which opens April 21.

It will be taken straight from its testing programme at Solihull to show in public the lines of realistic development along which the Rover Company is working. Immediately after the show ends on April 29 the prototype will return to Solihull to continue its promising test schedule.

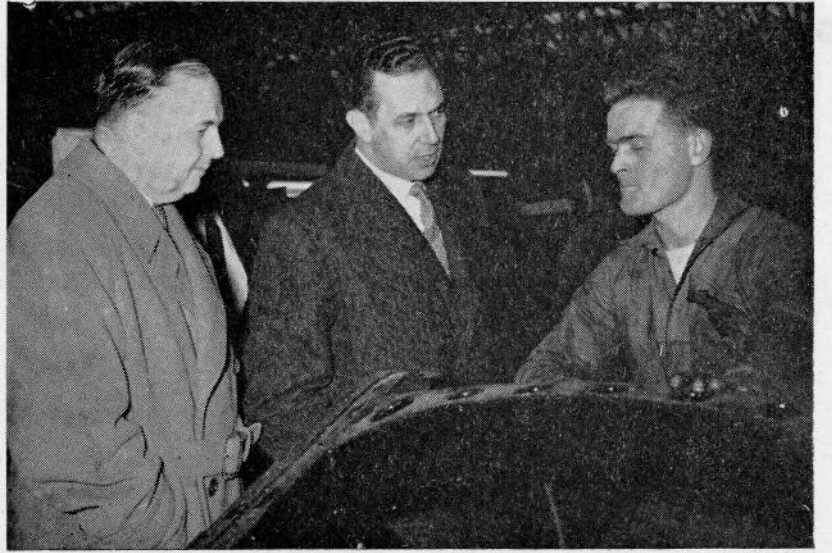
This car, which was put on the road last September as a possible pre-production prototype, has a front-mounted engine of 140 b.h.p.—the equivalent of 200 h.p. from a piston engine—and an advanced specification, including front wheel drive, all-round disc brakes and fully independent suspension.

Considerable progress is being made in reducing noise level and inertia lag.

This problem is being tackled by the introduction of variable nozzles for the compressor turbine which, allowing a high yet economical idling speed, also give a rapid acceleration to full power revolutions.



## Land-Rover exports — Trade minister's Visit to Solihull



Sir Keith Joseph (centre) chatting to one of the men on the P4 line during his tour of the Solihull works. Mr. L. G. T. Farmer listens.

In a lightning tour of the Solihull works on February 8, the Minister of State for the Board of Trade, Sir Keith Joseph, M.P., saw at first-hand the capabilities of the Land-Rover.

The Minister's visit was part of a tour he is making of industries vitally concerned with exports. And as 75 per cent of Land-Rover production goes overseas, the Rover Company was an obvious "port of call". Discussions with heads of concerns visited figured prominently in the Minister's itinerary and at Solihull he met Rover export executives.

Sir Keith was met at Solihull works by Mr. L. G. T. Farmer, Executive Vice-Chairman, and Mr. W. Martin-Hurst, Managing Director. With Sir Keith were Mr. N. S. Belan, private secretary; Mrs. P. B. M. James, assistant secretary, Board of Trade; and Mr. P. J. L. Homan, Midland Region Controller, Board of Trade.

Accompanied by Mr. Farmer, Mr. Martin-Hurst and Mr. W. J. Robin-

son, Executive Director, Production, Sir Keith toured the Solihull factory. His route took in the main office block, soft goods store, Land-Rover trim shop, P.4 chassis line, W.D. line, start/finish P.5 line, Land-Rover receiving deck and assembly line, press shop and press tool stores.

The party was then driven to the Jungle course to see the vehicle's versatility demonstrated. Commenting later about his ride and the sturdiness of the Land-Rover, the Minister observed: "I felt far the weaker animal of the two!"

At a Press conference Sir Keith told ROVER NEWS that he was very impressed indeed with what he had seen during his tour. "I did not realise it was possible to marry mass production with so much individual tailoring", he added.

Referring to exports, the Minister said he was impressed by the efforts being made by British car manufacturers whom he described as being "full of fight and full of opportunity".

## THERE'S HORSE POWER BEHIND A VEHICLE'S NAME

A Land-Rover converted and equipped as a home for a couple now on their way to Katmandu, Nepal, is named Bucephalus, after Alexander the Great's white horse.

The vehicle will carry the couple, Dr. and Mrs. Peter Steele of Chevington, Suffolk, over a route similar to that followed by Alexander nearly 2,300 years ago.

Their destination is about 8,000 miles from home—some of the journey rough going, other parts of it monotonous.

First stage of the trip was to Switzerland where they were to spend a week ski-ing while waiting for a colleague to join them. Then the route was to be

through Istanbul, Jerusalem, Damascus, Bagdad, Teheran, Quetta, Kabul, Lahore, Delhi and on to Katmandu.

Mr. Steele, a keen climber, plans to tackle Mount Katmandu. He and his wife—a nurse—will work locum at a Katmandu hospital. They propose to spend 18 months abroad, probably going on to Hong Kong.

Another Land-Rover with a special name is "The Rose of Persia", which Rear-Admiral and Mrs. J. P. W. Furse, of Hegg Hill, Smarden, Kent, are taking to Turkey and Persia in search of plants and herbarium specimens for the Royal Horticultural Society and Kew Gardens.

The couple plan to travel via France, Germany, Austria, Yugoslavia and Bulgaria to Turkey. They want to be in Persia to collect spring flowers. The overall trip will take 6 to 8 months and cover 15,000 to 20,000 miles.

Much of the area has not been fully explored botanically and use of a Land-Rover will improve chances of getting bulbs and seeds to England in good condition.

### On Safari . . . .

Safari prelude. Mr. P. M. Wilks, Executive Director, Engineering (left) discussing a few points with Messrs. D. Clayton and R. Nash, project engineers who will be accompanying the four Rover 3-litre cars entered in this year's East African Safari. Details of the event were published in ROVER NEWS last month.



# Land-Rover's Icelandic Debut

Though the Land-Rover is recognised as being ideal for use in difficult driving conditions, it has been introduced only recently to Iceland where movement by road poses exceptional difficulties.

Transport across the island is a major problem all the year round. With a small population spread over a large area, an extensive network of trunk roads is not an economic proposition.

Major routes in the interior are constructed of consolidated lava, volcanic ash and mud. These roads are prone to rutting and where they cross the lava plains considerable difficulty can be encountered from the hard, irregular surface with its many deep cracks and crevices.

## Reykjavik Visit

Smaller rivers and streams often have to be waded and vehicles also have to cope with mud, boulder fields, potholes, hairpin bends and gradients of 1-in-3. In remote parts of Iceland roads are no more than pony tracks, which are often subject to landslides, and deep snow makes most roads impassable in winter.

In such conditions the Land-Rover is obviously invaluable to many people—farmers, doctors, veterinary surgeons, etc.—who must be mobile in all weather conditions.

Mr. George Coe of the Rover Company's Service School, went to Reykjavik, the Icelandic capital, in December, 1961, to assist the management and staff of the new distributor firm, Heildverzlunin Hekla Ltd., with the sales promotion of Land-Rovers in the island.

## Press Reception

Heildverzlunin Hekla Ltd. and its associated companies market and service a wide range of products from household electrical appliances to caterpillar tractors. It is ably managed by Mr. Sigfrus Bjarnason, general managing director, whose wide personal knowledge made the task of contacting senior government representatives, members of the legislature and journalists so much easier.

After two weeks' preparation, during which time the first vehicles (all left-hand drive, diesel-engine Regular hardtops) were delivered, a Press reception was held.

Guests inspected the Land-Rovers and were then driven to a site near the local golf course where a demonstration took place over recently excavated land. Pools had to be cleared of ice so that the Land-Rover's wading ability could be exhibited.

## Public Interest

This method of introducing the Land-Rover to members of the Press was a great success despite the intense cold of the day of demonstration. Wide public interest was aroused and the distributor is confident that the Land-Rover will play an important part of the future development of Iceland.



More three-figure Land-Rover orders and a substantial penetration of the Italian home market by 3-litre Rover cars—these are the latest highlights from the export sales department.

From the Exports Order Book . . .

## CAR-CONSCIOUS ITALY'S 25 NEW ROVERS

★ ★ ★ ★

A repeat order for 100 Land-Rovers has come from the Guinea Government. The vehicles will be a "mixed bag" ranging from short and long wheelbase standard Land-Rovers to station wagons. The first batch of 100 vehicles was supplied in 1960-61.

★ ★ ★ ★

Twelve Kensington blue long Land-Rovers going to Nyasaland have been specially built to police requirements.

★ ★ ★ ★

Despite severe competition from foreign competitors, Rover has won a substantial market for Land-Rovers in Iceland. An order for more than 100 vehicles—mostly of the 88" diesel-engine variety—has been received following the sales promotion drive in the island towards the end of 1961. Delivery will be effected in April and May.

★ ★ ★ ★

Morocco was the recipient of a first batch of 88" Regular C.K.D. Land-Rovers. They are for assembly in the North African country.

★ ★ ★ ★

The extremely difficult Italian market has been penetrated in a most promising way. Twenty-five 3-litre cars have been "booked" for distribution in a country where a flourishing car industry makes Italian buyers selective.

★ ★ ★ ★

Fifty vehicles have been ordered for Portugal despite the deterrent of severe importation taxes, and in neighbouring Spain the Government has approved the issue of licences for car imports.



The Land-Rover arrives in Iceland. Watching a left-hand drive, diesel-engine Regular hardtop being unloaded at Reykjavik are, left to right, Mr. George Coe, of the Rover Company Service School, and two members of the distributing firm's staff. BELOW: A vehicle shows its wading ability.



## NEW 'RECRUIT' TO THE PACIFIC MISSION FIELD

A Land-Rover is on its way by sea to the South Pacific mission field. Members of The Boys' Brigade in Congregational churches have raised about £1,100 for a vehicle, which will be used by the London Missionary Society in Tarawa, centre of a 16-island colony in the Gilbert Islands.

The Land-Rover is another addition to the vehicles donated by the Federation of Congregational Companies of

The Boys' Brigade through its London Missionary Society Auxiliary. A mobile ambulance unit is on the road in service with the Kundara Hospital of the Church of South India; another Land-Rover is commissioned with the church in Madagascar for tough travel in the Tanala forest area; and yet another Land-Rover is needed on the site of a new teacher training college in Papua.

Shipped on the "Adelaide Star", which was due to sail on February 1, the Land-Rover bound for the Gilbert Islands is due at Suva, Fiji Islands, on March 8. It will then be transferred to the "John Williams VI" (the children's ship" of the London Missionary Society) and should arrive in Tarawa in early April.

With lads of the Boys' Brigade looking on, Mr. Raymond H. Mills, Hon. Secretary, the London Missionary Society Auxiliary of the Federation of Congregational Companies of The Boys' Brigade, hands to the Rev. Maxwell O. Janes, General Secretary of the London Missionary Society, the presentation plaque which was subsequently fixed to the dashboard of the Land-Rover destined for missionary work on Tarawa, Gilbert Islands. The ceremony took place at Seagrave Road.

As the "John Williams VI" will have to anchor about 100 yards off the beach, getting the Land-Rover ashore will be a tricky job. It will probably be achieved with the use of two whaleboats lashed together, with the vehicle finally going down a ramp of planks into shallow water.

Tarawa is not a single island but a group of islets on a reef about 22 miles long. The land area of Tarawa is only 8½ square miles; the islets, however, may be reached along connecting beaches at low tide, so the tide timetable will be a most important item of equipment for the Land-Rover's driver.

As protection against sea water the vehicle has received special undersealing treatment. Extras include rubber grommets on propelling shaft splines and leather gaiters on the swivel pin housings.

A special feature is the front bumper capstan winch, designed for a maximum pull of 2,500 lb. The winch is driven directly from the engine crankshaft and will be used for hauling whale boats on and up the beach.

Affixed to the vehicle's dashboard is a presentation plaque reading: "Presented by the Congregational Companies of the Boys' Brigade for the use of the London Missionary Society in Tarawa, Gilbert Islands".

## BACK FROM AFRICA

Just back from a six-week African sales tour is Mr. John Warren, Export Sales Manager. He visited Kenya, Nigeria and Ghana.

## You too can be 'in benefit' . . .

Since its introduction in 1956 the Rover Sick Benefit Society has proved to be one of the most popular of our welfare schemes.

The help which the Society has given to employees can be judged by the fact that, in a normal week, benefits of around £500 are paid to employees. In epidemic conditions this amount has exceeded £1,300 a week.

Despite this it is surprising that a large number of eligible employees have not yet joined the Society.

For under 1s. per week you can draw sickness benefit up to £3 per week or a small insurance as death benefit. These generous benefits are only possible because the Company pays the same amount into the fund as the member and also bears all the administrative costs of the Fund.

All hourly paid workers who have not yet joined the scheme, and who are eligible, should contact their Personnel Office or the Sick Benefit Secretary and take advantage of the very real benefits which can be obtained from the Fund.

## A Close, Icy Shave Indeed!

Land-Rovers are used for some pretty unusual jobs in many parts of the world and one of the latest to come to the notice of ROVER NEWS is that of . . . ice-shaving!

When skating begins at Easter at the new £400,000 Silver Blades Ice Rink at Leeds—Yorkshire's first ice rink—the ice will be re-frozen three times a day. It will then be shaved to a glass-like surface by a steel plough drawn across the rink by a Land-Rover.

## ABOVE BOWLING ALLEY

The ice floor across which the vehicle will pull the large-size "razor blade" will be 180 ft. long and 75 ft. wide and resting on 14 miles of steel tubing. Inch-thick ice is frozen in a shallow steel bath resting on a 3 ft. cushion of concrete and bitumen.

Beneath the wheels of the Land-Rover as it does its work will be a bowling alley. As the rink will be directly above the alley, care will need to be taken to ensure that the latter gets no drips!



# The News in Pictures



## An evening with Chopin



Pianist Cecil Austin pictured during the celebrity concert in the Solihull clubroom on February 9.



● A late look at children's events at Tyseley and Acocks Green. TOP LEFT: Waiting for more pleasures to come at a Tyseley tea party in the works canteen. More than 300 youngsters entertained on two separate dates saw a film show and a conjuring act by Mr. Jenson Leng. ABOVE: Though a late caller, Father Christmas was popular with Lynn Evans (left) and Susan Dugmore. LEFT: All ready to see "Aladdin". Several coaches took loads of Acocks Green youngsters to the pantomime at the Alexandra Theatre, Birmingham. The children had a sing-song in the canteen until all latecomers had arrived. Sweets and chocolates were necessary aids to travel and ice cream cooled dry young throats in the theatre. Each child received a gift before going home.

## HIGHLAND SKI FANS GET WELCOME LIFT

Mr. Charles Strakis (Final Line) has for many years skied regularly on the slopes of the Cairngorms. Indeed, he was one of the first pupils to study ski-ing under the tuition of Karl Fuchs, the Austrian ex-Olympic skier, at the Carrbridge Austrian Ski School.

In the past it has been necessary for skiers to climb for up to 3½ hours to reach the better ski slopes. Now a road has been built from Loch Morlich (on A9, four miles from Aviemore) to the bottom of the new chair lift which will take skiers to within 400 ft. of the summit of Cairn Gorm.

During construction of the ski lift—undertaken by a Swiss firm—Land-

Rovers played an important role. The Automobile Association also uses a Land-Rover for its road patrols in this wild part of the Highlands and this vehicle, together with Land-Rovers used by the construction company, was present when the lift was officially opened at the end of 1961.

Mr. Strakis also attended the ceremony and took the accompanying photograph.

Visitors to the Cairngorms will be able to make use of the new lift throughout the year on payment of 4s.

### Panto party

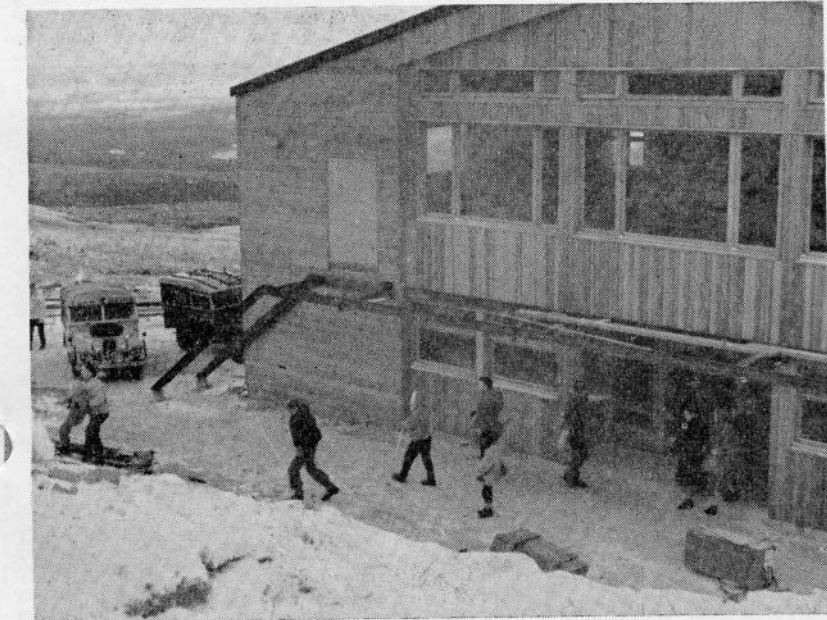
Fourteen coaches took nearly 500 children of Tyseley employees to Birmingham Hippodrome on February 3 to see the matinee performance of "Cinderella".

The show was thoroughly enjoyed by the youngsters. Ice creams were served during the interval.

### growing hobby . . .

A rose grafter in his own right—that's Mr. Jack Yerrold, of Production Stores, Solihull. He grows roses and chrysanthemums as a hobby at Elmdon Heath, and many workmates have had the benefit of his horticultural experience.

Jack has worked with Rover for 21 years, joining the firm in Yorkshire in 1942. He was transferred to Lode Lane in 1946.



A view of the partly-built White Lady ski-ing hut at the foot of the chair lift near the Corrieacas on the Cairngorms. Note the A.A. Land-Rover on the left of the picture.



Two Percy Road, Greet, employees who revived a workmate after he had received an electric shock were presented with Royal Humane Society resuscitation certificates by the Lord Mayor of Birmingham, Alderman E. E. Mole, at a meeting of Birmingham Watch Committee on February 7.

The men were Mr. Thomas E. Wilkes, shop foreman, of 48 Grantham Road, Sparkbrook (left in the above picture) and Mr. Arthur Vincent Wilde, works policeman, of 505 Coventry Road, Small Heath (above right).

Mr. Wilkes heard a shout and found the man unconscious on the floor with the live cable clutched in both hands. He switched off the current, released the cable and moved the injured man so that he could perform artificial respiration.

He continued this for several minutes until the arrival of Mr. Wilde who took over.



## Ready for the 'off'!



All set at the starting line. Since this picture was taken membership of Rover Solihull Kart Club has further increased. Visitors will be welcome at the next track meetings on March 4 and 25, and also to an indoor gathering in the Projection Room on March 15. New club members are welcome; subscription is only 10s. a year.

## Special Land Rover in friendship marathon

A 20,000-mile, three-year marathon tour of Africa as part of a "caravan of friendship" is in prospect for a specially-adapted Land-Rover.

A woman, Miss Jo Munitz, of Cardiff, and 8 men of differing nationalities are taking the Land-Rover and two other vehicles in search of knowledge about Africa. This they will communicate through the Press, radio and television. The aim is to promote better understanding between Africans and the rest of the world.

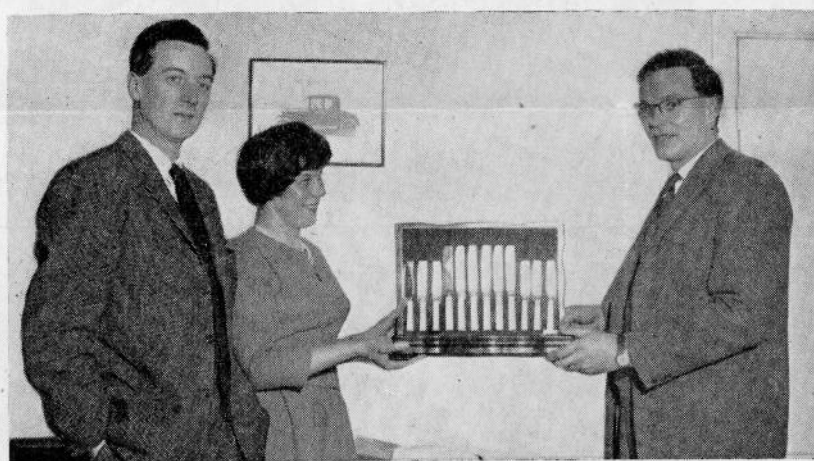
The Land-Rover has a baggage trailer, special screens to protect the occupants from insects, an insulated roof and a winch and touring apparatus.

### Off the Highways

A spokesman for the Caerphilly garage which provided the Land-Rover commented: "We have supplied special vehicles before, but this has excelled all others".

The "caravan of friendship" aims to explore geographically and ethnologically some of the lesser-known regions and will leave the highways to penetrate jungle, deserts and mountains.

Mrs. E. Coverdale, who left the Company at the end of December after more than 7½ years' service, seen receiving a canteen of cutlery from Mr. C. S. King (right), Chief designer, New Vehicle Projects, Engineering Dept., who made the presentation on behalf of Mrs.



Coverdale's departmental colleagues. Looking on is Mr. P. M. Wilks, Executive Director, Engineering.

After joining Rover in April, 1954, Mrs. Coverdale was secretary to Mr. Wilks in Gas Turbine Dept. until January, 1956, when she became

secretary to Mr. King, working for him in both the Gas Turbine and Engineering departments.

In addition to the canteen of cutlery, Mrs. Coverdale received a floor rug, wooden cigarette box and other gifts from Gas Turbine personnel.

# ROVING REPORTS

## Jungle conditions preview for Solihull youngsters

Thirty hopeful Solihull young men and women were given a taste of what they hope will be 'things to come' at the Solihull factory on Sunday, February 4. They were local youth club members who are being short listed for work with the newly-formed Flying Doctor Service of Africa.

Within the next few weeks the lucky few to be selected will be given the go ahead which will take them to places that so far have only been names.

The purpose of the youngsters' visit to the factory was to gain an idea of the conditions under which the new Service will have to operate, and as Land-Rovers are expected to be used the correct handling of the vehicles is essential.

After several trips round the Jungle Course many of the visitors were wondering if there could be worse conditions even in Africa! Heavy rain had turned the track into a quagmire, and the skill of the Company drivers and the reactions of the visitors provided the watching television camera crews with plenty of scope.

The Flying Doctor Service of Africa, with headquarters in London, has been formed as an organisation based on the original Flying Doctor Service of Australia. It has undertaken to operate a service for three years in Nigeria. After this time it will be left to the Nigerian Government to decide whether it is prepared to take over and operate the service.

Dr. Neil Duncan, the Field Director, is preparing to leave for Nigeria to establish radio contact with villages. This is in preparation for the full service it is hoped to operate within a few months' time.

### Further Orders?

Operating the service for three years will cost about £100,000—most of which is being raised by public subscription in this country. The Flying Doctor Service requires from us one Land-Rover for use initially by Dr. Duncan in setting up radio contact.

Should the Service prove successful in Nigeria, then other African countries may set up their own Flying Doctor Services. This, it is hoped, would result in further orders for Land-Rovers.

## Apprenticeships Completed

John Hughes (Jig Shop) and Gordon Moorman (Maintenance Dept.), both of Solihull Works, completed their apprenticeships this month. Congratulations and good luck to them.

★ ★ ★ ★

A young engineer from Ceylon spent a fortnight at Solihull recently learning about Land-Rover production, and two nominees from British agents have begun a six-month stay on the premises to obtain practical experience of production, assembly and service methods.

The pair are John Briggs (from Gordon Armstrong (Hull) Ltd.) and Mark Holloway (C. Holloway and Sons, Worcester).

## Trim Shop toys Replaced Pieces of Wood

Children in the Methodist Hospital, Eastern Nigeria, were overawed by the wonderful toys sent to them by Miss Chris Burns on behalf of the Land-Rover Trim Shop, North Block. Before they arrived the youngsters had been playing with pieces of wood!

The toys, which had to be second-hand as Customs duty is heavy on new ones, were given by many of the girls in the Trim Shop and arrived in Nigeria in time for Christmas.

The children had very few toys before the Trim Shop gifts arrived; indeed, there is still an urgent need for more. A missionary coming to this country in June for a 3 months' holiday hopes to return with many more toys collected by Miss Burns. Any contributions, readers?

## MR. GEORGE CLARKE

It is with regret that ROVER NEWS learns of the illness of Mr. George Clarke, a staff chargehand of Group 303, Perry Barr factory. His many friends throughout the Company extend best wishes for a speedy recovery.

## TYSELEY SOCIAL CLUB WORKER'S SUDDEN DEATH



Mr. P. G. WHITTON

It is with deep regret that ROVER NEWS records the sudden death on January 19 of Mr. Philip Gerald Whitton, Gauge Stores, Tyseley Works, who was widely known for his activities in the social sphere.

He first joined the Company in December, 1939, and shortly after his transfer to the Northern Group in May, 1941, he was elected social club secretary for the Tyseley factories at Earby, organising many successful functions during the war period.

On returning to Tyseley in March 1946, he joined the management committee of Tyseley Social Club and was elected Entertainment Secretary organising club dances, children's Christmas parties and numerous outings. He was founder member and secretary of the Rover-Girling Amateur Dramatic Society and took an active part in the formation of the Rover (Tyseley) Car and Motor Cycle Club, organising several of its rallies.

Despite failing health, Mr. Whitton, who was 66, maintained to the last a lively interest in all aspects of the social club's activities. He will long be remembered by his friends at Tyseley Works.

## UNINVITED (but noisy) PASSENGER

The Mystery of the Unusual Noise about Mr. W. A. Hill's Rover 60 car remained unsolved for 40 miles. And then the 'fault' was discovered to be a very small one indeed!

It all began when Mr. Hill, of 17 New Dudley Road, Wall Heath, Brierley Hill, set out on the 20-mile run from Brierley Hill to Cannock. At first he thought the noise was the wind through the open window.

On the way home it was still there; this time he thought the sound came from schoolchildren he was driving past.

Back home he found the real answer when a kitten ran unharmed from under the car. It was filthy and soaking wet, and Mr. Hill assumes that it must have been the animal making 'the Noise'.

## PERSONAL NEWS FROM THE FACTORIES

### BIRTHS

We offer our congratulations to . . .

**DOWNES**—To Mr. and Mrs. John Downes, a son (Steven) on November 5. Mr. Downes works in the Electrical Section of the Experimental Shop, Engineering Dept.

**DUNNE**—To Mr. and Mrs. Dunne, a daughter (Teresa Jane) on January 12. Mrs. Dunne worked in the Land-Rover Trim Shop.

**JOHNSON**—To Mr. and Mrs. D. Johnson, a son (Gregory) on December 29. Mr. Johnson works in the Planning Estimating Dept.

**LILLY**—To Mr. and Mrs. Lilly, a son by adoption (Craig Trevor). Mrs. Lilly was formerly assistant to Miss Crease, Mr. L. G. T. Farmer's secretary.

**MITCHELL**—To Mr. and Mrs. J. R. Mitchell, a son (Robert Anthony) on January 10. Mr. Mitchell works in the Technical Service Workshop, Solihull, and his wife Barbara was formerly employed in the Works Liaison Office.

**O'KEEFE**—To Mr. and Mrs. O'Keefe, a son (Patrick) on January 9. Mrs. O'Keefe was formerly in the Land-Rover Trim Shop.

**RIEKIE**—To Mr. and Mrs. Colin Riekie, a son on January 19. Mr. Riekie is a Project Engineer in the Engineering, Dept. Solihull.

**SMITH**—To Mr. and Mrs. K. Smith, a daughter (Hilary Jane) on February 3. Mr. Smith works in the Plant Layout D.O.

**WHITEHOUSE**—To Mr. and Mrs. J. Whitehouse, a daughter (Elizabeth Ann) on December 9. Mrs. Whitehouse was formerly assistant to Miss Eld, Mr. S. B. Wilks and Mr. M. C. Wilks secretary.

**WOOLLEY**—To Mr. and Mrs. D. Woolley, a son (Mark Christopher) on December 31. Mr. Woolley works in the Booking Office, Tyseley.

### MARRIAGES

Congratulations and good wishes to . . .

**EGAN-COPPINGER**—On December 28 at the Parish Church, Athenry, Eire, Mr. James Egan to Miss Frances Coppinger. Mr. Egan works in the West Block Paint Shop, Solihull.

**GRAYLAND-STANLEY**—On January 20 at St. Cyprian's Church, Hay Mills, Mr. Bernhard Grayland to Miss Doreen Stanley (Hollerith Department).

**HUGHES-ADAMS**—On January 20 at St. Giles' Church, Sheldon, Mr. B. Hughes to Miss J. M. Adams (Land-Rover Trim Shop).

**HAYWOOD-JACOBS**—On January 27 at St. Peter's Church, Radstock, Nr. Bath, Mr. David Haywood (Plant Layout D.O.) to Miss Jannette E. Jacobs.

**WILLIAMS-MATTHEWS**—On December 23 at St. Giles' Church, Rowley Regis, Mr. H. Williams (Group 450, Percy Road) to Miss Sylvia Matthews.

### DEATHS

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

**CHERRY**—Mr. William C. Cherry died on January 30, aged 60. Mr. Cherry was employed on Group 71, Tyseley, and had been with the Company for 10 years.

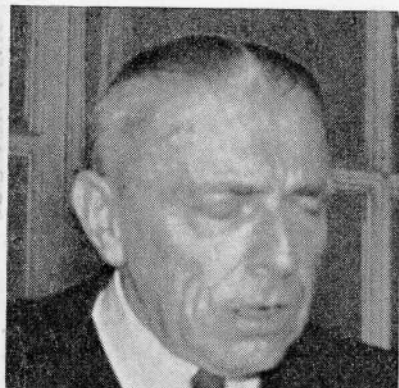
**HARLEY**—Mr. Cyril Harley died on January 3, aged 38. Mr. Harley was employed in B.O.F. Inspection, Perry Barr.

**SLATER**—Mr. William T. Slater died on January 29, aged 67. Mr. Slater was employed in the Inspection Dept., Tyseley, and had been with the Company for 21 years.

**TEAGUE**—Mr. George E. Teague died on January 25, aged 61. Mr. Teague was employed in the Plating Dept., Tyseley, and had been with the Company for 8 years.

**WHITTON**—Mr. Philip G. Whitton died on January 19, aged 66. Mr. Whitton was employed in Gauge Stores, Tyseley, and had been with the Company for 22 years.





● The late Mr. E. RANSOM HARRISON, F.S.A.A.

H. B. LIGHT continues the exciting Rover story . . .

# 1937—a Year of Success and praise

On September 16, 1936, after four years work the Company entertained distributors and dealers to lunch at the new Meteor Works, Coventry, and nearly 800 guests assembled in one of the large new shops which had been decorated and set out for the occasion. This function was held primarily to introduce and 'show off' the full range of the 1937 models.

In addition, several interesting technical exhibits were on view to impress the trade and to emphasise the care and attention exercised in the production of Rover cars. A carefully-prepared programme included an interesting tour of the works, which had been entirely re-organised and equipped in the preceding years with new moving tracks and conveyors of latest design.

Mr. S. B. Wilks, in his speech at the luncheon, declared that the large extension to the works, re-organisation, re-equipment, etc., did not mean the Company was contemplating anything in the nature of mass-production. But it did mean that where better equipment meant increased efficiency and better quality, it was the policy of the Company to install it.

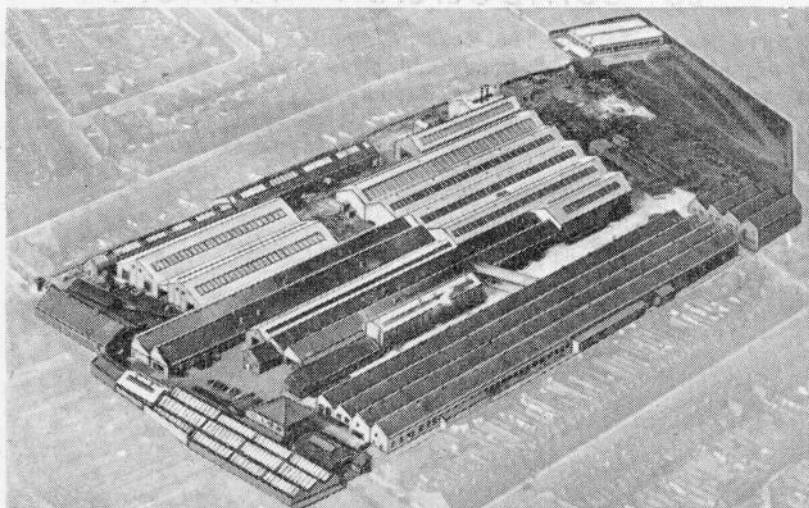
### Addition to range

The 1937 season's manufacturing programme included the successful Ten, Twelve and Fourteen in improved form, and we added to the range a new Sixteen car because we felt that many of our previous 14 h.p. owners would like to have a little more power available.

As it did not seem feasible to obtain this increased power by 'hotting up' the Fourteen engine we decided to make a Sixteen. The speed model was continued, but in place of the 14 h.p. engine with three carburettors it was produced with a 20 h.p. engine with a single carburettor.

Changes in body design were made on the Twelve and Fourteen models, and as will be seen from the photographs there is that definite "air of Rover" characteristic of our products up to 1950 when our cars were completely restyled.

Our last capital increase of £100,000 was made in 1935 and this had been employed in several directions—in consolidating our works at Helen Street; in improving our general equipment and in increasing car output. The Car Despatch Dept. was removed from Parkside Works to Helen Street in the early part of 1937; modernised equipment had been installed at Helen Street Works and machinery replacements made in our Tyseley machine shops.



● An aerial view of the new Meteor Works, Coventry.

The most interesting feature of the factory at Coventry was the way in which it was planned for a limited production of quality cars. The machines were planned to aid the man; there was no attempt to reverse this sequence to obtain a higher rate of

production. The whole atmosphere of the organisation was one of unhurried activity in which a first-class staff was able to give of its best. Visitors to the factory were specially impressed by the keenness of the personnel who seemed to have at heart the reputation of Rover as "one of Britain's fine cars".

### Increase in capital

At this stage it was not the Company's intention to rest and be content with the obvious progress achieved. The motor trade was a very progressive industry and to maintain our position we had to keep abreast of the times and adopt the latest methods in manufacturing Rover cars.

With this in view a further increase in the Company's capital was approved at an extraordinary general meeting on March 15, 1937, when an issue of 260,000 shares of 8s. each at 20s. per share was offered. This extra capital was to be used for further development of our manufacturing facilities to enable us to cope with the increasing demand for our products.

At this period the board of directors consisted of E. Ransom Harrison, F.S.A.A. (Chairman); Spencer B. Wilks (Managing Director); Herman Jennings; H. Howe Graham, F.C.A.; Frank Ward (Secretary) and Geoffrey H. Savage (Works Director). The late Sir Geoffrey Savage had been Production Manager of the Company for several years and was co-opted on to the board early in 1937.

### Regular winners

Our cars were continually meeting with successes in competitions and rallies throughout the country and at the Earls Court Motor Show in 1937 our Fourteen won the First Prize Silver Cup in section 7 for standard bodywork by a British motor manufacturer on cars not exceeding £350. Our new Sixteen met with many successes, too; in fact, all our models were winning prizes with monotonous regularity.

Prices of our productions for 1937 were:—

|                                   |      |
|-----------------------------------|------|
| 10 h.p. saloon                    | £248 |
| 12 h.p. saloon                    | £285 |
| 12 h.p. sports saloon             | £295 |
| 14 h.p. saloon                    | £305 |
| 14 h.p. sports saloon             | £315 |
| 16 h.p. saloon                    | £345 |
| 16 h.p. sports saloon             | £355 |
| Speed model 20 h.p. sports saloon | £415 |

Mr. E. Ransom Harrison was in a happy mood at the 42nd annual general meeting of the Company on October 13, 1937, when he announced a trading profit of approximately £300,000 with a net profit of £200,921—figures which had never been exceeded in the Company's history.

In making this announcement the Chairman paid a tribute to the splendid work done by all employees of the Company, which had enabled the management to carry out its intention of re-organisation and development in its determination to secure a good share of the trade in motor cars.

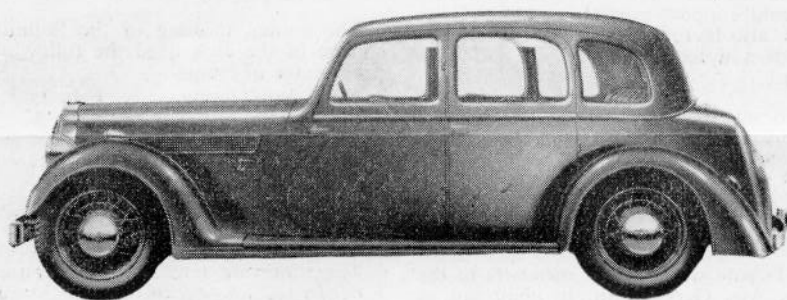
## Foreman Foxley's Retirement After 41 Years Service

Health has forced Mr. Frederick Foxley, foreman of the Mechanical Section, to retire after 41 years' service.

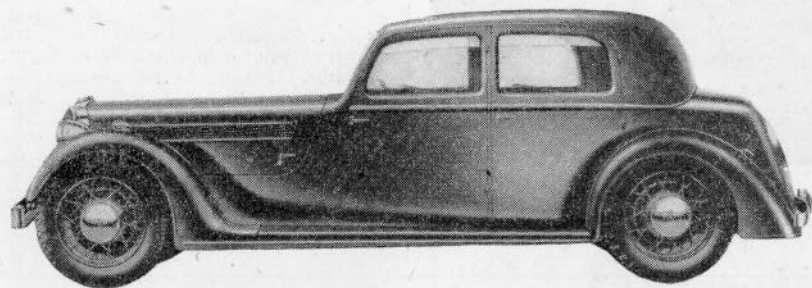
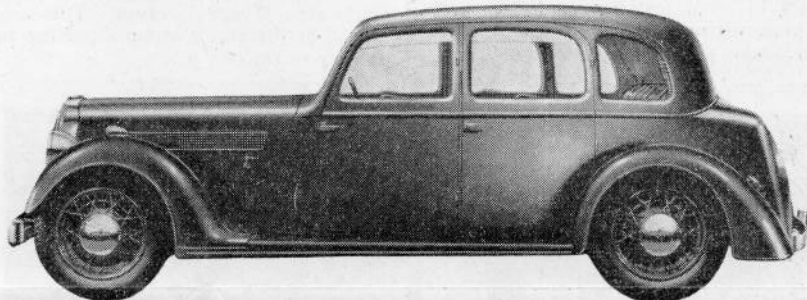
He started at the age of 15 in the Service Repair Shop and worked his way up to chargehand. At one time he was responsible for the repair of chassis frames: that was before the introduction of the present system under which they are repaired by the manufacturers.

In his early days Mr. Foxley was an exceptionally good snooker player, being seldom beaten in match play.

His workmates will all miss him in the Shop and they wish him a very happy retirement.



● Three Rover cars of success year vintage—the Fourteen 6-cylinder saloon (left) which sold in 1937 for £305; the Sixteen (above) costing £345, and the 20 h.p. Speed Model Sports Saloon (below) which retailed at £415.



## Land-Rover honeymoon

An adventurous honeymoon was planned by author Mr. Gavin Maxwell and his bride, Lavinia, daughter of Sir Alan Lascelles. After a visit to Scotland they were to sail to Casablanca, North Africa, and then continue to Rhodesia by Land-Rover by way of the Atlas Mountains.

## TWO-DAYS HOLIDAY IN SEPTEMBER

The Rover management has acceded to a request by representatives of manual workers that the latter should work on Whit Monday and August

Bank Holiday Monday and have two days' holiday in lieu later in the year.

Manual employees will be given a holiday on Monday, September 17 and Tuesday, September 18.

Easter holidays will be in accordance with the local agreement—i.e. Easter Monday, April 23, and Easter Tuesday, April 24.



Long wheelbase Land-Rover station wagons ordered by the French border police (C.R.S.) being loaded aboard a Silver City aircraft at Ferryfield Airport, Kent, for delivery to France. The first border police order for 10 vehicles has been met and a further 75 wagons will be delivered during the next two or three months.

## Arts group plans for the future

Despite restricted facilities, an interesting photographic programme had been arranged for the future and doubling of the average attendance was anticipated.

This was announced at the second annual meeting of Rover Photographic and Art Society in the Senior Staff Dining Room, Solihull, on Wednesday, January 31.

The society is now affiliated to the Midland Counties Photographic Federation and to the Royal Birmingham Society of Artists. It is hoped that benefits will accrue from these affiliations.

Reviewing the past year's activities Chairman Ron Mewett (Press Shop Control) commented on the relatively poor attendances due, he felt, to lack of publicity for the Society. Future meetings would be held fortnightly on Wednesday at 5.45 p.m.

Officers elected: Chairman, Mr. Ron Mewett; hon. secretary, Mr. Norman Butchers (Stock Audit); assistant hon. secretary, Miss Maureen Hill (Secretarial); programme secretary, Mr. Graham Thomas (Test Rectification). Messrs. Walter Smith, Hugh Owen and Frank Teague were appointed to the committee.

## YOUR ROVER NEWS

ROVER NEWS is posted free each month to all employees. It is normally published on the last Friday in each month. Date of our next issue: March 30.



# Prize-giving night for golfers

## President presents awards to competition winners

Forty-six members of The Rover, Solihull, Golf Society attended the organisation's annual dinner and prize presentation at The Barley Mow Hotel, Solihull, on Friday, January 19.

Mr. G. Hexter (Captain) proposed the toast to the Society in a short speech. He dealt with the last season's activities and thanked members for their support in the many events of that year.

Replying, Mr. L. G. T. Farmer (President) complimented the Society on its successes and wished it well in the future. He deprecated the use of caddy carts and the number of clubs used by many modern golfers.

Mr. R. Butterson (Secretary) proposed a toast to the visitors, and Mr. R. Dixon (Social Club Secretary) responded.

Awards won in internal competitions in the 1961-62 season were presented by the President, assisted by Mr. A. Shrimpton (Competition Secretary).

After the presentations members present were entertained by Audrey Harris (soprano) and Tommy Whiteman (comedian).

### 1961 HONOURS

|                               |   |
|-------------------------------|---|
| Farmer Rose Bowl:             | J. Williams                                   |
| Penfold Shield:               | J. Ward.                                      |
| Committee Cup:                | H. Howl.                                      |
| Wagstaffe Cup:                | J. Gilbert.                                   |
| Tyseley Shield:               | G. Beeston.                                   |
| Acocks Green Trophy:          | W. Jasper.                                    |
| Captain's Prize:              | S. Johnson, W. Pope.                          |
| Long Handicap Day Out:        | F. Fisk.                                      |
| Tournament Championship:      | J. Ward.                                      |
| Handicap Championship:        | R. Connolly.                                  |
| Team Championship—Rover 'C':  | K. Temple, R. Connolly, W. Hamilton, H. Tubb. |
| Autumn Four-Ball Alliance:    | W. Hamilton, K. Temple.                       |
| B'ham Golfing Society League: | Runners-up.                                   |
| Solihull v. Rest Match:       | Solihull.                                     |

### Unexpected victory

Tyseley badminton section won the first league match of the season on January 16 by beating G.E.C. 5 games to 4. This was a most unexpected victory as the section had lost 9-0 previously on their opponents' courts.

## Snooker details from Acocks Green

Acocks Green snooker league and cup results for January were:—

'A' Team: Won away to Acocks Green British Legion 'A' 3-2; lost at home to Ravenscroft 'A' 2-3; lost away to Kings Head in the Major Cup 2nd round. Aggregate 249-309.

'B' Team: Lost at home to Friends Institute 2-3; won away to Ravenscroft 3-2; won at home to Sutton Y.M.C.A. in the Minor Cup 1st round. Aggregate 299-250. Won away to P.C.A. 'A' 3-2.

In the second round of the Royal Cripples Hospital Competition Acocks Green beat Walmley Social at home 199-147, but lost against Wednesbury Conservatives 'B' at home with an aggregate of 115-235.



Winning smiles after the presentation of trophies at The Rover, Solihull, Golf Society dinner. Pictured are, left to right, top: Messrs. G. Beeston, J. Ward, H. Howl. Left to right, seated: Messrs. J. Gilbert, Jack Williams, Bill Jasper.

## Evening rallies plan to boost motor club support

Experimental evening rallies are to be held by the Rover Car and Motor Cycle club, Tyseley section. This was agreed at the club's annual meeting in Tyseley works canteen.

Attendances at rallies have been declining and it is felt that many members who do not feel able to offer their leisure time to weekend rallies would support evening events. These can also be turned into social occasions with a welcome pint at the end of a run!

It was reported that membership has increased to more than 100, newcomers outnumbering those who have left the section.

The jamboree being planned for June will be a family affair.

Tribute was paid by members to the late Mr. Gerry Whitton, chairman of the section.

Officers elected: Chairman: Ted Brown (Gauge Inspection, Perry Barr); treasurer, Dennis Averill (Gauge Inspection, Tyseley); Secretary: Ken Broadfield (Laboratory, Tyseley); committee: A. Macara and J. Palmer (Perry Barr); E. Brown and J. Watts (Tyseley); K. Lewis (Springfield); L. Coombes (Percy Road); H. Jones (Acocks Green).



Mr. L. G. T. Farmer (right) President of The Rover, Solihull, Golf Society, presenting Mr. Bill Jasper (left) with the Acocks Green Trophy. Mr. Alan Shrimpton (centre), Competition Secretary, looks on approvingly.

## CRICKETERS LOOK AHEAD TO ANOTHER GOOD INNINGS

Promotion of the first cricket eleven to Division 2 of the Midland Works and Business League and the visit of a Warwickshire County XI led by N. Horner envisaged another good year ahead for players and spectators at Lode Lane.

This was reported to the annual meeting of the Rover (Solihull) Cricket Club held at Meteor Works on January 26.

In the annual report, which was proposed and seconded by Messrs. P. Burrows and B. Womwell, the secretary, Mr. C. A. Studholme, paid tribute to the chairman and committee for their co-operation. He also thanked the groundsman, Mr. T. Horton, for the work he had put in, and the ladies who provided teas during 1961.

Confidence was shown in the retiring committee and officers, who were re-elected. In addition, Mr. C. J. Peyton (Company Secretary and Executive Director Finance), a former Cheshire League player, was elected to the list of Vice-Presidents.

### Officers elected were:

President—S. B. Wilks; Vice-Presidents—M. C. Wilks, L. G. T. Farmer, W. Martin-Hurst, R. Boyle, E. G. Commander, G. Lloyd Dixon, M. W. B. Knight, C. T. Newsome, C. J. Peyton, O. Poppe, W. J. Robinson, C. F. Searle,

A. B. Smith, W. Dowsing, F. Underwood.

Chairman—D. Kemp; Secretary—C. A. Studholme; Asst. Secretary—P. H. Lees; Captains—E. D. Jones, league first eleven; R. H. Robbins, club first eleven; J. Cowley, league second eleven; A. Yorke, club second eleven; Vice-Captains—C. A. Studholme, league first eleven; A. J. Rooke, club first eleven; R. D. Morton, league second eleven; Committee—Messrs. C. F. Davis, J. F. King, R. Pearson, R. W. Ryder, F. Underwood, R. D. Morton.

Selection Committee—R. Ryder, G. Cumella (non-player), L. Burnett, A. Gregory (players). Umpires—G. Cumella (1st XI), D. Kemp (2nd XI). Scorers—D. Robbins (jnr.) 1st XI, J. Cowley, 2nd XI.

FOOTNOTE: Wednesday evening indoor practice commences on February 28 at 5 p.m. in the Solihull canteen. The film show in the Guest Room, Solihull, at 7.30 p.m. on February 28 will be attended by Alan Townsend, Ray Hitchcock and Norman Horner.



Mr. Fred Richman (Solihull Maintenance Dept.), left, was soon in search of fresh laurels following receipt of his award for winning the Solihull Snooker Christmas Handicap. He is here pictured with Mr. F. Lloyd (Services), his opponent in the first match in the Asin Trophy competition. The result? A draw!

## 7-1 Tyseley Victory in Wiggin Cup

Tyseley Seniors maintained their good record with a 6-1 win over G.P.O. Test on January 20, and a 7-1 victory over Capon Heaton in the first round of the Wiggin Victory Cup a week later.

Perry Barr drew 3-3 with E. J. Leek & Co. in the Luckett Trophy on January 27.

The Junior team is suffering from an acute shortage of players and once or twice recently has been turning out with 8 or 9 players. Any young men under 18 interested in a game on Saturday mornings are requested to contact Mr. G. Morris, Football Secretary.

### DIARY DATES

Acocks Green diary dates include Friday whist drives on March 2, 16 and 30, and a modern dance on Saturday, March 24. These are in addition to the usual weekly section activities which include a youth section evening on a Thursday.

### Wanted: Volunteer for the committee

The annual meeting of the Solihull section of the club fixed the following programme of events:—

|                               |             |
|-------------------------------|-------------|
| Norseman Trophy ...           | Feb. 25     |
| Half-day event ...            | April 8     |
| Searle Trophy ...             | May 27      |
| Jamboree ...                  | June 24     |
| Meteor Trophy (all night) ... | Sept. 29/30 |
| Half-day event ...            | Oct. 28     |
| Boxing Day event ...          | Dec. 26.    |

The following remain on committee for their second year of office:—Mr. J. Green (Brochure & Estimates Dept.); Mr. M. Selvey (Technical Publications); Mr. A. Firth (Engineering Dept.); Mr. C. Sanders (Jig Shop); Miss A. Oliver (Organisation and Methods Dept.).

Elected to serve for two years were: Mr. E. A. Lewis (Chassis Drawing Office); Mr. H. Gardner (Model Shop); Mr. C. Halls (Quality Control Dept.).

A vacancy still exists on the committee, and anyone prepared to "have a go" will be most welcome.

### Six goals... and a man short!

With only 10 men on the field, Rover Solihull Res. played a fine game to beat Metropolitan by the odd goal in 11.

The reserves are still improving and stand a good chance of finishing runners-up in their league.

### FIRST TEAM

|                                      |
|--------------------------------------|
| Jan. 20: Dunlop 1, Rover Solihull 5. |
| Jan. 27: Rover 1, B.I.P. Sports 2.   |
| Feb. 3: Rover 2, Morris Cars 2.      |

### SECOND TEAM

|   |
|---|
| Jan. 20: Rover 6, Metropolitan 5.                       |
| Jan. 27: Knapp Cup (Rd. 2): Rover Reserves 11, Delta 4. |
| Feb. 3: Rover 6, B.S.A. Tools 2.                        |

### League success—but cup failure

Tyseley billiards section had three good league wins in January, but was not so fortunate in the Major Cup competition.

Details: Won at home to Grange Social 4-1; won away to Kings Head 3-2; won away to Springfield 3-2; lost at home to Royal 'B' (Major Cup). Aggregate 189-296.

In the individual matches two of the entrants have been eliminated, but Moorcock and Bilston are still battling.