



YEAR IN RETROSPECT

Chairman surveys results, looks ahead to rewards of expansion

Firm belief in the future is the underlying theme of the annual statement to shareholders made by Mr. M. F. C. Wilks, Chairman of The Rover Company Ltd. He welcomes the reduction in Purchase Tax on cars as a "much needed stimulus" in the home market, and expresses the view that increasing business and profit will result when the Company's present expansion programme comes to fruition.

In his statement, Mr. Wilks said: "Trading conditions during the year under review have not been easy. The home market has been far from buoyant, and competition in export markets has become more intense. Despite this our turnover was only marginally below the record achieved last year. Lower profit margins as a result of rising costs and increased pressure on selling prices have, to a certain extent, been offset by economies achieved by improving the efficiency of our organisation, but the overall result is a reduced trading profit."

Purchase Tax cut 'a needed stimulus'

to join the European Common Market. We now have arrangements for the assembly of our vehicles, with varying degrees of local manufacture in twenty countries.

"Our new range of car models—the '95', '110', 3 Litre and Coupe, have been very well received both by the Press and at Earls Court. With increasingly crowded traffic conditions on

the one hand, and the new motorways on the other, the trend today is towards more power and performance. Each of our new models has appreciably better performance than its predecessor, without sacrificing anything of the luxury, comfort and finish which has always been associated with Rover cars.

"For the first time since the war we have taken part in international rallies. We chose what are generally considered to be two of the most gruelling in the world—the famous East African Safari, and the Liege-Sofia-Liege Rally. Ordinary production cars were entered and the successes we achieved amply support our claim that the Rover is one of the best engineered cars in the world.

"At the Commercial Vehicle Show we announced an entirely new model to our famous range of Land-Rovers—the forward control Land-Rover, with a 30 cwt. carrying capacity. In addition, a twelve seater model was introduced during the year. The interest that is being shown in these vehicles indicates that they should command a satisfactory market.

Expansion Scheme

"There is little that I can usefully add at this stage to what was said last year about our Gas Turbine car. Work on this project is proceeding satisfactorily, and much interest was aroused when the car was shown in the United States, in France and to the Press in England.

"Considerable progress has been made with our expansion scheme, the main portion of which is due for completion in the first part of 1963. The buildings at Cardiff and Solihull are nearly finished, and the new plant is in course of being installed. The cost of the scheme to date is reflected in the Accounts, where it will be seen that the

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An economist who has been working for O.E.E.C. in Paris for the last two years rejoined the Rover Company in mid-November.

He is Mr. Graham Bannock, who has returned to England to become advisor to the Managing Director on economic affairs with particular regard to future development of the Company's business in countries of the European Economic Community.

Before going to France Mr. Bannock was Manager of Rover's Market Research and Statistical Dept. from June, 1959, to October, 1960.

Putting over the T 4

Gas Turbine personnel this month began an extensive winter programme of lectures on the prototype T4. Three talks were given to B.P. Refinery personnel at Llandarcy, near Neath, Glamorgan; at St. Albans College of Further Education and to members of the Institute of the Motor Industry at Liverpool. The remainder of the winter programme is—

January 1—Institute of the Motor Industry, Bristol; January or February—North Devon Technical College, Barnstaple; February 26—the Institution of Mechanical Engineers, James Watt Institute, Great Charles Street, Birmingham (6.30 p.m.); March 8—Institute of the Motor Industry, Reading; April 17—the Marconi Auto Club, Chelmsford.

Lecturers are Mr. Noel Penny (Chief Engineer, Gas Turbines), who, as reported last month, is also speaking in the United States in the New Year, and Messrs. H. C. Cox and P. A. Phillips.



Mr. COX



Mr. PHILLIPS

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: December 28.

Rover Rhodesia—New Year opening planned

Building of the assembly plant at Salisbury for the newly-formed Rover Rhodesia Ltd. is well under way and it is expected that the Company will be assembling vehicles for the Central African market by the end of the year or early in 1963.

Mr. L. G. T. Farmer, Executive Vice Chairman, will be attending the opening ceremony in the New Year. While in Africa he will also be visiting Rover South Africa at Port Elizabeth.

100% FINISH IN TOUGH R.A.C. RALLY

A 100 per cent finish, an exceptionally light maintenance bill and Rover the only make of car not to suffer a casualty, having completed all the sections... these were the prime features of the R.A.C. rally as far as the four competing 3-litres were concerned.

All our cars were among the 102 finishers to cruise into Bournemouth after a gruelling, five-day, 2,200 mile run which took the 158 starters from Blackpool into the Scottish Highlands and down through Wales.

Our team was third in the Manufacturer's Team Award and the James/Hughes Rover finished third in its class and 11th overall. Other than punctures and minor body dents, the total cost of replacement parts on all four cars comprised £1. 10s. 6d. for a speedo cable and £2. 7s. 3d. for a rear hub bearing. Repairs to an oil pump damaged in a rocky section were made by the drivers.

Changes in Engineering Dept. responsibilities



Messrs. WILKS (above left), POGMORE (above) and BOYLE (left).

A re-arrangement of responsibilities in the Engineering Department at Solihull was announced on November 1.

Mr. P. M. Wilks is now responsible for the technical direction of the department—both cars and Land-Rovers—with the designation of Executive Director (Technical).

Executive control of personnel, organisation and administration has been vested in Mr. J. H. Pogmore and his appointment is that of Executive Director, Chief Executive Engineer.

Technical authority in as far as engines, transmissions, research and certain special developments are concerned is in the hands of Mr. W. R. Boyle, whose designation is Executive Director (Engines, Transmissions and Research).

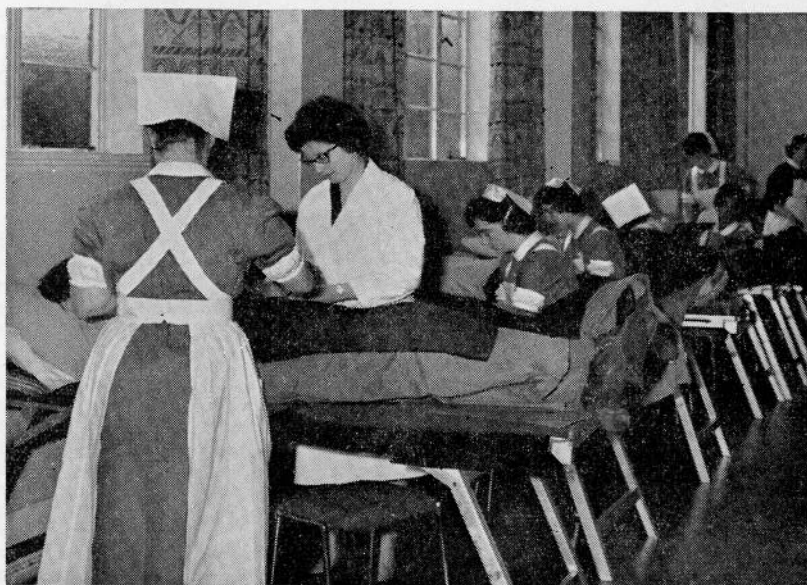
Day-to-day technical questions on current cars and Land-Rovers are being handled respectively by Mr. R. N. Oxley, Assistant Chief Engineer (Cars) and Mr. T. A. Barton, Assistant Chief Engineer (Land-Rovers).

500 employees gave blood

Total of Rover personnel to give blood during the four-day visit by a unit of the Midland Region, National Blood Transfusion Service early this month, was more than 100 up on last year. Over 500 Solihull employees each gave a pint of blood this year compared with slightly over 400 in 1961.

During the unit's visit the Guest Room at Solihull had the appearance of a hospital ward in which 16 nurses and a doctor went about the skilled operation of taking donated blood. Among donors was Mrs. Betty Mousley (Market Research), who gave her 25th pint of blood to the Service.

The Service has been sending a unit to the Solihull factory for about five years. About two years ago blood donated at Solihull was given to a seriously ill Rover employee. A truly 'personal Service', indeed.



Hospital ward scene in the Guest Room, Solihull, as members of the National Blood Transfusion Service take blood donated by Rover employees.

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Mr. G. C. Ridout.

Scandinavia gets a 'rep' of its own

Increasing business now being developed by the Company in Europe and the prospect of Britain's entry into the Common Market are factors behind the appointment of an additional sales and service representative in Europe.

Scandinavia, formerly in the vast area which came under Mr. T. Bailey, is now transferred to Mr. Geoffrey C. Ridout, a newcomer to Rover.

Mr. Bailey continues to cover France, Germany, the Benelux countries, Italy, Spain, Portugal, Austria and Switzerland. This group includes the all-important six existing Common Market countries with whom Britain may be linked economically.

Mr. Ridout is married with 3 children and speaks Danish, Norwegian and Swedish. For four years he was Scandinavian representative in Copenhagen for the Massey-Harris organisation and is thus well experienced in the market conditions of Scandinavia.

He is an Associate Member of the Institute of Agricultural Engineers. At present, Mr. Ridout, who will work from Solihull, is undertaking a tour of distributors after completing a Service School course.

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Bingo sessions are helping to buy 10 Long station wagons for the Peruvian police at the port of Callao. Their purchase is also being financed by collections and voluntary donations from members of the Civil Guard and local commercial interests.

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Ex-President Camille Chamoun of the Lebanon toured the Solihull factory on October 31. He has ordered a Rover car.

In South America . . . Mr. D. Gower Johnson. He began a tour of sales prospects in late October and his itinerary until his return on December 7 includes calls at Caracas, Venezuela; Bogota, Colombia; Guayaquil, Ecuador; Lima, Peru; Santiago, Chile; British Guiana and Port of Spain, Trinidad.

The French contractor organisation of Dumez has become a Land-Rover fleet owner. It now has some 28 vehicles.

A Danish Army contract for 21 Land-Rovers represents a first order for such vehicles from this particular source.



Suggestion Scheme awards top £1,500 mark in 2½ years

Eight employees shared £168 as a result of awards made at the October meeting of Solihull Suggestion Scheme Committee. Largest awards were two of £50 each and one of £35.

Recipients were Messrs. J. L. Davis (Test Rectification), £50 each; E. J. Flavell (Inspection), £50 each; G. B. Perks (Chassis Line), £35; G. Thomas (Test Rectification) and J. Bedford (Press Shop), £10 each; J. Drew (formerly Press/Welding Shop) and B. A. Copestake (Chassis Line), £5 each and A. J. Beach (Test Rectification) £3.

More than £1,500 has been paid to employees for suggestions in the last 2½ years. A study of the detailed figures show that while the number of suggestions submitted and monies paid out have increased considerably the number of employees receiving awards has not increased proportionately.

Thus, on average, more money is being paid for accepted suggestions, and an idea which is accepted is now worth more in hard cash to the suggestor than it would have been, say, a year ago. So come on—put those ideas down on paper and 'have a go'!

There were 172 suggestions put forward in the year ending March, 1961, and £368 was paid in 34 awards. In the year ended March this year suggestions jumped to 337 and £737 was paid to 41 employees.

Indications are that the present year will also be just as profitable for many employees, for in the last 6 months 20 awards to the value of £385 have been paid.

Procedure is standard for handling suggestions. Boxes are emptied twice a week and suggestions—but not suggestors' names—are sent by the scheme secretary to the departmental heads concerned. If the suggestions are not returned to the scheme secretary within 2 weeks, reminders are sent out.

Once they have been returned the suggestions go before the suggestion sub-committee whose members either



recommend adoption or rejection. Doubtful ones are submitted to the full committee, the main function of which is to decide value of suggestions in terms of award money.

In advising suggestors of unadopted suggestions, the secretary takes special care to see that the reasons for rejection are given and understood. Any sugges-

tor who is dissatisfied with the sub-committee's ruling—after hearing the secretary's explanation—will have his suggestion considered by the full committee.

Sometimes a suggestion has to 'hang fire' for various reasons for quite considerable time and in such cases it is the secretary's practice to give the suggestors concerned a 'progress report' at 2-monthly intervals.

Through mud and water without fault

Proof of the vehicle was in the driving for six officers and 20 officer cadets from the Federation of Malaya Military College. A 2,400-mile drive from Kuala Lumpur

to the Thai capital of Bangkok and back was accomplished without a single mechanical failure in the five Land-Rovers used.

The cadets were undertaking a 14-day adventure training course and their Land-Rover transport comprised a Regular Series I 1954 model and two Series I and two Series II Long petrol vehicles.

Captain C. J. Marsh, who led the party, told Champion Motors Ltd., our Kuala Lumpur distributors, how the vehicles forded rivers 3 ft. deep—the picture on the right shows one Land-Rover doing it—and crossed some of the most rugged terrain in the Far East.

Mud was the great obstacle, as the photograph on the left clearly shows, and everyone was impressed when a Series II Long Land-Rover was pushed out of difficulty in Thailand by the older Series I Regular vehicle.



Sales Dept. News briefs

Twenty Coupes and an appreciable number of saloons were ordered from the Paris Show.

Having completed tests with a short wheelbase Land-Rover, the Royal Netherlands Navy has passed the vehicle on to the Dutch Army for trials.

Further orders received from Iceland indicate the continuing popularity of the Land-Rover in that country.

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Swiss Army visitors meet Mr. A. B. Smith (Director and General Manager) at Solihull. From left to right are Mr. R. L. Richter (Export Regional Manager), Lieut. Storrer, Assistant Swiss Military Attache, London, Mr. G. Dupree (Publicity), Mr. A. B. Smith, Captain Lanz, Swiss Army Chief Technical Officer and Mr. E. G. Bacon (Executive Director, Quality Control).

Chairman's Annual Statement

From Page One

Fixed Assets after depreciation have increased by approximately £4½ million. This heavy capital expenditure has, of course, reduced the liquid resources of the Company. In addition there were outstanding commitments of £2½ million at the end of the year mainly in connection with this expansion which have still to be financed. You will recall, however, that at the time of the rights issue in May 1961, it was stated that our resources would be supplemented by temporary use of bank facilities and we anticipate that we will be using them during the current year. The bulk of the Capital expenditure will qualify immediately for Investment Allowances, with the result that the portion of the profit absorbed by Taxation is only 35% this year.

Employees' Shares

"In December of last year the Shareholders approved the conversion of 250,000 Ordinary Shares of 5/- each into Employees Shares, and 61,616 of these shares have already been issued, which has increased the issued capital to £5,112,438.

"The Surplus on Trading and Investment Income is £1,725,781, a reduction of £508,659 on the previous year. I have already told you earlier in this report some of the principal reasons for this decrease, the other major factor is the increase in the charge for depreciation which exceeds that of the previous year by £328,289 as a result of the heavy capital expenditure incurred during the year. In view of all the circumstances I am sure you will agree that the results as shown are highly satisfactory.

"After deducting the provision for Taxation, and an adjustment for Minority interests in Subsidiary Companies, there is a Group Net Profit of £1,117,825 of which £1,071,115 is dealt with in the Accounts of The Rover Company Ltd.

"After adding £35,000 in respect of Provisions for Taxation no longer required, and the balance on Profit and Loss Account brought forward from the previous year, there is a total of £1,380,542 available for distribution. The Board recommend a dividend of 9½d. per share, less income tax, the same as last year and which will absorb £495,438. It is also recommended that £363,527 be transferred to General Reserve, £25,000 to the Provision for Staff Pensions and Welfare, and £100,000 to the Reserve towards the Cost of Replacement of Body Dies, leaving £396,577 to carry forward to the next Account.

"The General Capital Reserve has been transferred to the General Reserve and this, together with the transfer of £363,527 from this year's profits, makes the General Reserve £5,920,000.

"The Industry has been passing through difficult times recently, particularly as sales at home have tended to decline during the last eighteen months or so. It is essential that exports be supported by a strong home market for without it we cannot reduce prices to the level that will attract the buyer from overseas. We are, therefore, particularly pleased that the Chancellor of the Exchequer has acceded to the Industry's request to reduce the rate of Purchase Tax on motor cars to a level more com-

parable to that which applies in the home markets of our Continental competitors. I am confident that this will give a much needed stimulus.

"During the current year we shall be completing our expansion programme when there will be a further considerable increase in the provision for depreciation and other standing charges to be met before these new factories can be put into full production. Under the circumstances it is difficult to make a reliable forecast as to the current year's results. However, we believe that when our plans come to fruition, we can look to the increasing business and profit that will stem from this.

"Our thanks are due to all our employees for the excellent work they have done during the year."

INSURANCE SCHEME CLAIMS REMINDER

Members of the Group Personal Accident Insurance Scheme should note that to avoid delays in dealing with claims a report of any accident resulting in absence from work, together with a medical certificate (separate from any other and stating the nature of the injury), should be sent as soon as possible to Secretarial (Group Insurance) Department, Solihull.

The accident report should detail the time, date and nature of the incident. A further medical certificate should be sent at the end of the first week and thereafter at weekly intervals, unless the certificate covers a longer period.

Stimulating Motor Show points the way ahead for new cars

A renewed march forward by the Company was heralded at the Motor Show at Earls Court last month. The event was, in the words of Mr. A. G. S. Herbert (Executive Director, Sales), "one of the best shows the Company has ever had".

He told ROVER NEWS: "It was very successful in that we took numerous retail enquiries—50 per cent more than last year. There is a great deal of interest in the Coupé and also in the '95".

"Orders received during and after the show have indicated a very healthy demand for our vehicles and we have asked for car production on a fuller working week as soon as possible".

Distinguished visitors to the Rover stand included Princess Margaret and Lord Snowdon. From overseas were Rover distributors and nearly all our Continental distributors visited the show. The well-known film, stage and television star, Sidney James, who ordered a 3-litre car, was another visitor

Production statement

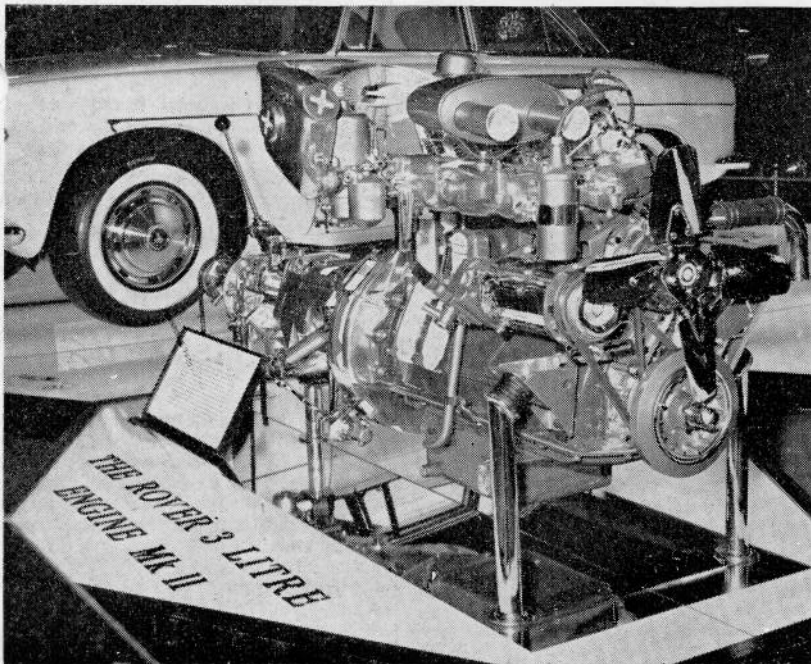
In a statement issued to ROVER NEWS, Mr. W. Winters (Executive Director, Production) said that due to increased business since the Motor Show, car production was being increased and fuller employment was envisaged in the near future.



● A general floor-level view of the Rover stand at Earls Court showing the enquiry counter in the centre. LEFT: Former racing driver Tony Brooks, now a Rover dealer at Weybridge, was an interested visitor. BELOW: Centre of attraction. A - bird's eye shot of the crowd round the Coupé on its illuminated revolving plinth.



Television personality David Jacobs was another celebrity visitor to the stand. BELOW: The tastefully-created reception hall through which callers passed to the Rover offices and lounge at Earls Court. Re-arranging flowers is telephonist Mrs. P. Elliman.



Close-up of the 3-litre Mark II engine which drew keen inspection from car enthusiasts.



★ LEFT: Mr. F. Smith, Sales Aids Supervisor, puts the finishing layout touches to his signs and sales aids "shop" in a corner of the Rover lounge.

★ RIGHT: Mr. W. Martin-Hurst, Managing Director, with Lord Derwent, Minister of State, Board of Trade in the House of Lords, who opened the Motor Show.



'OPENED' TO THE PUBLIC GAZE

Much forethought goes into the preparation of an engine, gearbox and other ancillary parts for show purposes.

The cut-away sections have to be carefully executed to expose the working parts; super quality must be maintained, especially where the model is motorised to show the internal parts actually moving. The cylinder block, head, sump, etc., is half-sectioned to expose gas, oil and water-ways to cylinder bore, pistons, connecting rods, valves, rockers and all other working parts.

Where chromium plating is called for, great care has to be taken to ensure a free-running fit after assembly. The gearbox, overdrive, remote

control and other fittings are inter-sectioned to expose fully the working of change-speed, clutch gears, etc. Again, great care must be maintained with fits, bearing in mind that the units are actually more or less in half sections.

The object of all this preparation is public examination and it must not be overlooked that critical eyes will be upon the engine on view. The excellence of the finished product is a tribute to the enthusiasm of supervision in the Tyseley Group of Factories, backed by competent teamwork. Incidentally, one of these models was exhibited in St. Phillip's Church, Birmingham, as a contribution to the church's Industrial Harvest Festival.

His diary of a mobile column's 27,000 mile

drive ended abruptly in Turkey



Mr. Stan Johnson

Twenty-seven thousand miles of Land-Rover driving over the roads of Europe and through the hot sands and steaming jungles of Africa were assiduously recorded in a diary kept by Mr. Stanley R. Johnson. Then it was stolen in Turkey by children — young Turks, indeed!

This is just one of many reminiscences recalled by Stan Johnson as he relives in his mind the thousands of miles he travelled on the Company's behalf before his promotion last February to the rather more chair-borne post of Chief Instructor, Service School at Solihull.

The trip when the diary was stolen was one of two African marathons undertaken by Mr. Johnson when accompanying Col. A. P. Le Blanc, Rover's Middle East representative.

The pair, and Mr. H. Lenton (Technical Sales) and Mr. L. Sherrat (Seagrave Rd.), took four Long Land-Rovers on a publicity and proving journey in 1954 through France and Morocco, across the Sahara Desert to the French Niger, the Cameroons, Nigeria, the Belgian Congo and Kenya. The party returned via Ethiopia, Egypt, the Middle East, Turkey and Europe.

The second trip of 8,000 miles in 1959 took Col. Le Blanc and Mr. Johnson in two vehicles to Tunis and thence to Tripoli, across the Sahara to French Equatorial Africa and to Khartoum in the Sudan where the journey ended for Stan Johnson.

He also has the distinction of having twice undertaken trips behind the Iron Curtain to Yugoslavia and Rumania. Both were overland drives in short wheelbase station wagons, the objects of each of the four-month visits being instruction on handling, maintenance and service problems in Yugoslavia and the supervision in Rumania of partial assembly and subsequent inspection linked with maintenance and service instruction.

Mr. Johnson has been a 'Rover man' for 18 years. He commenced his apprenticeship with the Company upon joining in 1944 and returned as an instructor in the Service School after two years' National Service in the R.A.F.

At present, Mr. Johnson and his four instructor colleagues are looking forward to moving into the new Service School being built near Gazeley No. 2. Improved facilities for pupils of many languages will include a mock-up showroom larger than the existing one and bigger instruction rooms. "Everything, in fact, will be on a bigger and better scale—and quieter," Mr. Johnson says.

Mr. Alan Jones and Miss Brenda Brownley, both of Acocks Green, who were married on October 6. Colleagues gave Miss Brownley a canteen of cutlery and Mr. Jones an ottoman with a pair of blankets. Mr. Jones has had 18 years with Rover; Miss Brownley seven years.

Successful curtain-raiser

Rita Ellis, John Wallbank and Alec Finney in a scene from "On Monday Next".



Congratulations are due to members of Rover Theatre Club for the accomplished manner in which they presented "On Monday Next", a Philip King comedy, on the Rover theatre stage at Tyseley on November 2 and 3.

A cast of 11 tackled this three-act play with enthusiasm and considerable polish achieved by hours of patient rehearsal. The presentation—an ambitious one for a

new-formed drama section—received a good local Press and nearly 200 people who saw the comedy on the two evenings it was given, must have felt that this was justly deserved.

Theme of the play was a rehearsal by professionals on the stage of the mythical Theatre Royal, Drossmouth, and in the cast were John Bradney (Cashiers), Alec Finney (Turbine Buying), Ellen Spencer (Transmission D/O), John Spencer (Experimental), Leslie Coombes (Percy Rd.), Liz Osborne, Rita Ellis (Turbine Buying), John Wallbank (O & M), Beryl Sharpe, Audrey Taylor (Main Buying) and Chris Greatorex (Stock Audit). Producers were John Bradney and John Sharpe (Land-Rover Test).

"FACE-LIFT" FOR THEATRE

Mention must be made of the Rover theatre which was used by the company for the first time since renovation. Much hard work has gone into its "face-lift" and Rover Theatre Club now has a venue which must be the envy of many dramatic societies.

Next production, in January, will be "Night Was Our Friend", a drama by Michael Pertwee. John Sharpe will produce and the cast will number seven. The production may be a three-evening affair following the success of the comedy. An enthusiastic company and an excellent theatre are ingredients for another success; only YOUR support is needed to assure it.—D.W.

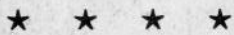
LARGE GATHERING AT APPRENTICES' DINNER

A double record was created at the annual dinner of Rover Apprentices Association held at the Regency Club, Shirley, on November 8. Present were 14 members of Management—a record; and 130 past and present-day apprentices—also a record number. Toast to the Company was proposed by Mr. R. Curtis, an ex-apprentice, and Mr. A. J. Worster responded by outlining future Company developments and hopes. Other speakers were Mr. L. S. Shaw (Apprentice Supervisor), who particularly praised the work of the Association committee, and Mr. J. N. Randle, Association chairman, who spoke of the organisation's development and thanked the Management and Mr. Shaw for all the help given.

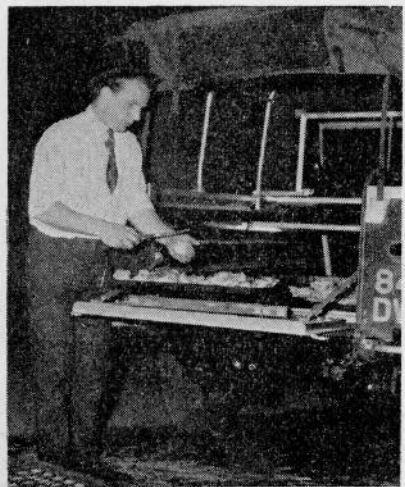
During the evening two trophies were presented—the Apprentice Motorist of the Year Cup to Mr. Stanley Bramley by Mr. Worster and the Snooker Cup to Mr. McPherson (Tyseley) by Mr. Shaw.



Mr. H. Jones (Progress Dept. foreman, Percy Rd.) presents a portable radio to Miss F. Haynes, Kardex Dept., Percy Rd. to mark her retirement from the Company after 19 years' service.



The Association held a successful Jazz Barbecue on the Test Track on September 22. Swinging music was provided by Ken Ingram and his Eagle Jazzmen, and the Satellites Rhythm Group.



Apprentices Association treasurer Trevor Holland cooking chicken portions in his makeshift Land-Rover "kitchen" during the Jazz Barbecue.

STAFF PARTY

The annual Rover staff party will take place on December 14. Dancing will be to Eric Delaney's band and the Festas Rhythm Group. During the evening there will be a cabaret. Tickets and details of transport are available from any member of the Staff Party Committee.

PERSONAL NEWS FROM THE FACTORIES

BIRTHS

We offer our congratulations to . . .

BEDFORD—To Mr. and Mrs. R. Bedford, a daughter (Marie Elizabeth) on September 25. Mr. Bedford works in Service Dept.

BULMER—To Mr. and Mrs. Gordon Bulmer, a son (Kevin) on October 5. Mr. Bulmer is in Time Study Dept., and Mrs. Constance Bulmer was formerly in the Car Trim Shop.

CORFIELD—To Mr. and Mrs. Corfield, a daughter (Karen Jane) on October 7. Mrs. Corfield, nee Miss Barbara Knott, formerly worked in M.C.D., Perry Barr, and Mr. Corfield was formerly a driver at Tyseley.

GRAYSTON—To Mr. and Mrs. P. Grayston, a son (Daryl Charles) on August 24. Mr. Grayston works on Group 315, Machine Shop, Perry Barr.

HERBERT—To Mr. and Mrs. M. Herbert, a son (John Francis) on October 20. Mrs. Joan Herbert was formerly telephone supervisor at Solihull.

JONES—To Mr. and Mrs. Derek Jones, a son (Bryn) on October 17. Mr. Jones is in the Specification Dept., and Mrs. Jean Jones (nee Stilling) was formerly in the Hollerith Dept.

ORTON—To Mr. and Mrs. H. Orton, a daughter (Gillian) on November 5. Mr. Orton is a fitter in the Land-Rover hardtop section at Coventry.

PADDOCK—To Mr. and Mrs. R. Paddock, a son (Stephen Robert) on October 9. Mrs. Mary Paddock was formerly a telephonist at Solihull.

PLOWS—To Mr. and Mrs. M. Plows, a son (Warren Nigel) on October 5. Mrs. Sheila Plows was formerly employed in the Land-Rover Trim Shop, Solihull.

REYNOLDS—To Mr. and Mrs. H. Reynolds, a daughter (Linda) on October 19. Mr. Reynolds is in the Design Research D.O. Engineering Dept.

STABLES—To Mr. and Mrs. Ian Stables, a son on October 24. Mrs. Peggy Stables was formerly a telephonist at Solihull.

TANNER—To Mr. and Mrs. F. Tanner, a daughter (Lynne Marie) on October 22. Mr. Tanner works on Group 24, Tyseley.

MARRIAGES

Congratulations and good wishes to . . .

BEEBY-SAUNDERS—On October 6 at Birmingham Register Office, Mr. Stanley Beby to Miss Rita Saunders (Works Superintendent's office, Ryland Road).

BRAGG-WEBBER—On October 6 at St. Alphege Church, Solihull, Mr. T. M. Bragg to Miss M. A. Webber (Buying Management).

JONES-BROWNLEY—On October 6 at Yardley Old Church, Mr. Alan Jones (Planning Dept., Acocks Green) to Miss Brenda Brownley (Buying Office, Acocks Green).

JONES-RADFORD—On October 20 at St. Dingat's Church, New Tredegar, Mon., Mr. David Jones to Miss Mildred Radford. (Mr. Jones is a transport fitter at Pengam.)

MCCOY-BRIGGS—On September 8 at Holy Souls' Catholic Church, Acocks Green, Mr. Kenneth McCoy (Percy Rd. Laboratory) to Miss Margaret Briggs.

OLDITCH-WESTON—On October 20 at St. Andrew's Church, Limsfield, Surrey, Mr. Ian Olditch (Publicity Dept.) to Miss Elizabeth Weston.

PHILLIPS-TANDY—On October 6 at St. Giles' Church, Sheldon, Mr. Brian Phillips (Engine Development Section) to Miss Gillian Tandy (Engineering Dept.).

WALTON-LAMBERT—On October 27 at St. Gregory's Church, Small Heath, Mr. Stephen Walton to Miss Barbara Lambert (Hollerith Dept., Solihull).

DEATHS

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

ALLCOCK—Mr. Robert Allcock died on October 20, aged 77. He was employed in the Toolroom, Tyseley, for 19 years, retiring in 1955.

BALL—Mr. Richard William Ball died on October 28, aged 56. He was a body moulder and fitter on cars and Land-Rovers and had been with the Company since 1946.

BLAKE—Mr. John Frederick Blake died on October 18, aged 71. He was employed in M.C.D., Tyseley, and had been with the Company for 11 years.

CLINTON—Mr. A. Clinton died on October 21, aged 63. Mr. Clinton was employed on the Land-Rover Final Line and had been with the Company for 9 years.

GOSSAGE—Mr. George Gossage died on October 13, aged 52. He was a turner in the Toolroom, Solihull, and had been with the Company since 1949.

HAMER—Miss Olive Hamer died on October 6, aged 46. She was canteen manageress at Acocks Green for Peter Merchant Ltd.

HEALEY—Mr. William Healey died on October 20, aged 55. He was a fitter at Perry Barr and had been with the Company for 22 years.

SIMMONS—Mr. William Henry Simmons died on October 15, aged 63. He worked on Group 450 at Percy Rd. and had been with the Company for 23 years.

WILLIAMS—Mr. F. Williams died on October 6, aged 77. Mr. Williams was employed in the Service Stores, Solihull, and had been with the Company since 1952.

YATES—Mr. John Yates died on October 29, aged 72. He was a gauge inspector in the Standards Room, Tyseley, and had been with the Company for 24 years.

St. John Ambulance man dies at work

Mr. W. H. Simmons, who died suddenly at his work at Percy Rd. on October 15, had been employed by the Company for 23 years as a skilled turner. He was 63. For 30 years he was an enthusiastic member of the St. John Ambulance Brigade and was also an active member of the Rover First-Aid Section during the war years.



Mr Simmons

He did meritorious work in conveying wounded Servicemen from Selly Oak railway sidings to the Queen Elizabeth Hospital; much of this work was done immediately after a full night's work at the Rover Company. Mr. Simmons received a war service medal and the St. John Ambulance Brigade medal for 25 years' service.

For the past six years Mr. Simmons had been employed at Percy Rd. and he will be remembered and missed by his many friends there and at Tyseley.

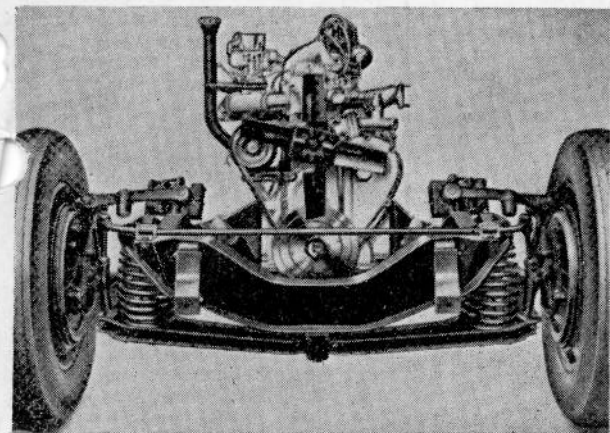
The Rover Story
by H. B. LIGHT

Backroom work on new vehicles while P3 sells

POST-WAR STEEL SUPPLIES DEPENDED ON EXPORTS

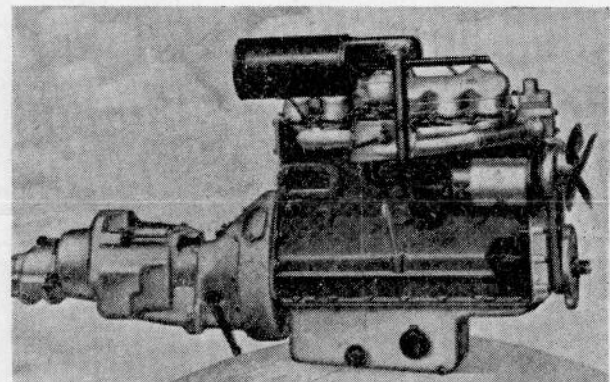
As mentioned earlier in this story, the building of cars for private use at home was very severely restricted in the early post-war years due to a world shortage of essential raw materials and it became necessary to direct available quantities of steel, coal, timber, leather, etc., to where the need was greatest.

A fuel crisis in February, 1947, closed the factory for 2½ weeks and production was resumed on a restricted basis for 3 weeks, subject to the Company's coal allocation being satisfactory. Such was the way of things at this time.



The new Rover independent front suspension—an indisputable advance over any other type of independent suspension.

BELOW: The inclined head engine of the Rover '75'—an example of advanced design in automobile engineering.



step in this direction was controlled largely by the necessity to gear production to the national need for economy.

Accordingly, production of the 10 h.p. and 14 h.p. models was closed, and for the 1948 season's manufacturing programme we produced and introduced the '60' and '75' models, giving a choice of 4-cylinder or 6-cylinder engines with a common chassis.

The four light and six light saloon bodywork, whilst retaining the popular traditional style, had been altered in several ways to appeal to the motoring public. The engine and chassis were of completely new design. An immense amount of thought and experimental work, followed by thousands of miles of road testing, was necessary before the design of these new cars was finalised.

The prototype engine was actually nearing production stage at the outbreak of war, and the amount of testing to which it had been subjected since completion was an indication of the care exercised in its design and construction. Test records revealed that a total of test-bed and road running equivalent to 600,000 engine miles had been built up—a distance equal to nearly 25 times round the earth.

Both the new 4-cylinder and 6-cylinder engines were of completely new design in which the cylinder head joint was inclined at an angle to the cylinder block and the side exhaust valve disposed at a considerable angle to the cylinder centre line, permitting ample water flow to the valve seat. Shape of the patented combustion chamber allowed for a very short flame travel from the sparking plug which permitted the use of an exceptionally high compression ratio. This new design resulted in outstanding performance combined with economy of fuel consumption.

Incredible Smoothness

A new meaning to motoring was created by the introduction of independent front suspension which gave incredible smoothness combined with the effortless power of the new engine.

It can be recorded that the new '60' and '75' cars (known as P.3) were destined for a short production life since changes in body design throughout the industry were becoming more noticeable, and the Company realised only too well that Rover's traditional body style would eventually have to give way to more streamlined design to meet up-to-date trends.

Around this period in the Company's history employees at Solihull saw most extraordinary contraptions running around the factory—obviously crude prototypes of 'the shape of things to come'—and there were many rumours afloat regarding the Company's future products.

The need to export was of vital importance since steel was rationed by the Ministry. It had been made quite clear to the Company that unless it increased its exports it would not receive much steel and as luxury motor cars were then the Company's sole product, and not very exportable, something new had to be produced quickly which could be exported.

With such thoughts in mind this episode of The Rover Story can be closed. It was becoming increasingly evident that the Rover Company was on the eve of launching an entirely new product in its efforts to fight a way into the export market of the world.

Disrupted production on these lines added to costs and, in addition, the Company's suppliers' prices increased; as a consequence, our prices became subject to a 10 per cent surcharge on and after March 1, 1947.

The entire resources of the Rover factory had to be mainly occupied in building cars for the export market. The Company had, of necessity, to export in order to carry on its business of car manufacture. At the end of 1945, Mr. R. E. Butcher was brought in to organise the Company's export business and in this work he was assisted by Mr. Eric Wilford.

We shipped our first cars to Belgium and Denmark in March 1946, and from then on new markets for our products became established in most parts of the world. It is interesting to note that Mr. Butcher is today a director and general manager of Champion Motors Ltd., our distributors in Singapore, whilst Eric Wilford is, of course, still with us at Solihull as Export Marketing Manager.

Not only had the Company to find markets for its cars but it was obvious that something new had to be designed and produced to attract overseas buyers. Behind the scenes our 'backroom boys' were busy planning and designing future Rover products and the Company's first

first cars to Belgium and Denmark in



**25 (employees) × 25 (years each)
= 625 (years' service at Rover)**



A total of 625 years' service to the Company was recognised when 25 employees at Acocks Green, Tyseley and Solihull received gold watches from Mr. A. J. Worster. Each of the 25 has completed 25 years with Rover.

Recipients were:—ACOCKS GREEN (pictured above). Miss B. M. Orrell (Works Engineers), Messrs. H. F. Wale (Buying), H. Healey (Inspection Liaison), C. Oak (Toolroom), F. S. Edlin (Toolroom), L. Lowe (Inspection), F. G. Moore (Electrician), L. E. Wells (Storekeeper, Toolroom), W. Briggs (Toolroom Stores), F. G. Rudd (Machine Shop).

TYSELEY (pictured left). Miss A. Bramwell (Toolroom), Messrs. E. E. Penny (M.C.D.), A. O'Brien (M.C.D.), A. Boland (Machine Shop), C. T. Pugh (Works Engineers), W. Tennant (Toolroom), H. B. Austin (Machine Shop), T. Benger (Machine Shop), A. E. Dalby (Toolroom), W. Dutton (Toolroom), F. L. Hobbins (Machine Shop, Percy Road), P. H. L. Richards (Machine Shop, Perry Barr).

SOLIHULL (pictured below). Messrs. R. A. Wrighton (Works Engineers Dept.), A. S. Manley (Works Liaison), A. Butler (Service Stores).

Aden officer on Solihull course

Roy Ettrick (Land-Rover Development) completed his apprenticeship in October. Congratulations, Roy, and good luck in the future.

A young officer from the Aden Federal Guard, Omer Al Ban, has been accepted for a short practical training course on Land-Rovers.

Four apprentices were on stand duty at the Earls Court Motor Show.



IS YOUR EYE OPEN TO DANGER?

Every sensible person realises the importance of protecting the lens of a camera from possible damage and would agree that to expose it deliberately to any risk would be foolish.

People will accept the necessity for such protection simply because a



by W. G. KANE
Safety Officer, Tyseley Group

damaged camera is of little use to anyone. But if one suggests that the human eye, because of its similarity to the lens of the camera, requires protection under certain conditions, some people doubt, or even ridicule, the suggestion.

Our eyes operate in a similar manner to the camera lens. They take thousands of pictures every day and these are immediately developed and stored away for reference. The delicate mechanism that provides one's eyesight—our most precious possession—is easily damaged.

It is really strange how people will value and take care of articles they have purchased, even though they can always be replaced, and yet take all manner of risks with eyesight which, when once lost, can never be replaced.

Perhaps the answer lies in the simple fact that we all tend to take so much for granted. Far too many people are visiting our surgeries having 'foreign bodies' removed from their eyes. Many such visits can be avoided if those working where the risk of eye injury is predominant would only accept that there is sense and reason in making full use of the eye protection provided.

It is wrong to be under the impression that one has to be surrounded by flying particles before one risks losing one's sight. That occasional visit to the tool grinder to trim up the drill or tool has accounted for many people losing their sight; the eye protection is there, is it really worth the risk not to use it?

Protection available in our factories is kept to a high standard and considerable effort is taken to ensure that it will offer the maximum amount of comfort, as well as safety, to the wearer.

Anyone wishing to dispute the theme of this month's article should try a simple test. Smokers should try lighting a cigarette with their eyes shut; non-smokers should attempt to pour a cup of tea in the same manner.

I am sure the message will register and all will agree that "Your eyes are worth it—let's see".

Wood machinist (71) "cuts" 40-year link

More than 40 years with the Rover Company ended on October 26 for Mr. John Thomas Aish when he retired at the age of 71. He was a wood machinist at Solihull and commenced his service in 1918. Since that time he has had two short breaks of approximately two years in his service.

Other recent retirements included those of 60-year-old Miss Fanny Haynes (Kardex Dept., Percy Rd.), who left on September 14 after 19 years in the Tyseley Group; Mr. Edward John Davis (Test Shop, Acocks Green) on November 2 aged 71 after 21 years' service; and Mr. John Nickless (Universal Toolroom grinder, Acocks Green) on October 5 after 25 years with the Company. Mr. Nickless received his gold watch last May.

Sports Shorts

ONE SEASON IN GOAL — AND HE'S 'SPORTSMAN OF THE YEAR'

Sportsman of the year of Sheldon Heath Social Club . . . that's the proud title held by 18-year-old Kenneth Turner (Woodmill, Solihull) after his first season as goalkeeper for two local football teams—Elms Close Rangers (Solihull and Dist. YFL) and Sheldon Heath F.C. under 18s.

Kenneth has also been awarded the Bill Osborne Trophy and league colours for representing Solihull and District YFL. In all, his season "netted" him four awards—a cup, plaques and medals. Kenneth's mother, Mrs. K. Turner, is also at Rover in the Styling Office.

Tyseley Badminton Section opened its league programme against Central Y.M.C.A. on October 30 by losing a closely-contested match 5-4. Redfern and Temple won two games, Evans and Gardner won one and Collins and Bannister won one.

Percy Road anglers held their annual contest on October 28. Twenty-one prizewinners shared £50. The first six were: J. Attwood (Group 446), P. Roberts (Group 446), A. Thompson (Group 450), D. Ashton (Group 444), C. Allen and F. Kempson (Plating Shop).

Ten different players shared the first 13 goals netted this season by Perry Barr footballers. One player had four to his credit.

Expert tuition for fencers

Rover Fencing Section has been fortunate enough to obtain the services of a fencing master, Professor J. E. Harding.

Tuition is between 5.30 and 6.30 on Wednesday evenings. Equipment is available for sabre and foil fencing; beginners are welcome and they should contact Mrs. S. J. Benford. (Internal phone Solihull 203.)

A fine collection of Pyrex dishes was awarded to Mr. H. W. S. Watts (Inspection, Perry Barr), losing finalist this year in the Birmingham British Legion Cribbage League. The dishes were given to him on Presentation Night held at the British Legion Club, Yardley Wood.

Mr. Watts has been in five league finals, winning three of them. He was also this year's losing finalist of his own club, the Perry Common British Legion. Better luck next year, Mr. Watts!

Solihull darts players have pinned their "News of the World" cup hopes this year on Mr. Billy Gorst (Car Trim). He is representing the team in this national competition and hopes are high as Billy has been throwing some good darts recently.



This "five-fingered" carrot grown by Mr. Tom MacPearson created great interest among his workmates on Group 446, Percy Road. It was about the size of an average hand, too!

Archers' third field shoot hit a bull's-eye



Graham Ray receives his prize for fourth place from Mrs. A. B. Smith.

Excellent shooting, a fine day and an attendance of more than 90 archers all contributed to make an enjoyable event at the Rover sports ground on October 7 when Rover archers held their third field shoot.

The men's event was won by Mr. P. Pardoe, of S.V.F.A., with Rover bowman Graham Ray coming a very good fourth. Well done, Graham. Prizes and trophies were presented by Mrs. A. B. Smith.

Weather permitting, Rover bowmen were to stage the British Field Archery Association combined regional championship shoot last weekend. Archers from all over the West Midlands were to compete for the Grand National Archery Society County of Warwick Ulysses Trophy and in the B.F.A.A. open event. News of this event will appear next month.

Anyone interested in joining the Archery Section should attend at the Works Canteen on Tuesday nights at 8 o'clock.

New premises for oldest N. Zealand distributor

Rover's oldest distributor firm in New Zealand, Broadway Parking Ltd. celebrated its 30th anniversary in August by opening new ultra-modern, 3-storey premises in High Street, Dunedin.

The concern was begun on £20 capital in 1932 as a petrol station and parking area. Two years later it was granted the Rover agency and the first Land-Rover arrived in 1950.

Each one was sold only after a comprehensive series of demonstrations of the vehicle's capabilities and it was some months before there was a waiting list. But as the Land-Rover did all that its name implied interest soon rose and orders flowed in. Now there are more than 1,200 Land-Rovers in the area.

The firm's Rover link figured prominently in a 7-page newspaper supplement published to mark the opening of the new premises.

Goal Greedy

Tyseley footballers went abundantly on November 2. The first team beat J. Laing F.C. away to the tune of 16-2 (Osborne scoring 7), while at home the Reserves trounced Chamberlain and Hookham 14-0. That's the quick way to improve goal averages!

Rover golfers lose to 'The Rest'

Rover Golfing Society October results: Solihull v The Rest at North Worcester. Hexter and Gregory lost 4 and 3 to Thorrington and Temple; Woolley and Longstaffe all square with Hamilton and Tubb; Sharp and Pope won 2 and 1 against Harty and Richards; Howl and S. Baker won 6 and 4 against Nash and Ashmore; J. Davies and Clements lost 2 and 1 to Fisk and Lewis; V. Wright and R. Butterton lost 3 and 2 to Connelly and Messenger. The Rest won by 3½ to 2½.

The Captain's Prize at Fulford Heath proved very popular and 44 members participated. But early morning fog delayed the start and members were late coming in.

Results: W. Messenger and D. Norse 65; S. Johnson and S. Baker 68; K. Lewis and W. Pope 69. The Society champion is F. Fisk who returned a 72 at Handsworth.



120 SHOWS VISITED BY MOBILE UNITS

With about 120 shows covered last "season", Mr. A. Joyce (Agricultural Field Executive, Publicity) and the staff who man the Rover Agricultural Mobile Units, are already looking ahead to 1963.

"We've got quite a few bookings for next year's shows and arrangements are being made for the 'Royal,'" says Mr. Joyce, who has personally covered some 30,000 miles in the last 12 months.

The mobile unit's "season" is principally from April to October during which period the staff often work long hours and weekends to ensure that Rover is represented at agricultural events from Inverness to Cornwall.

'Shopping' date

The date, December 4—the time, 12.30 to 1.30 p.m.—the place, Main Canteen, Solihull.

Keep these facts in mind if you want to buy Christmas toys for children and gifts for wives and girl friends at special prices. It will be your last chance before Christmas to buy sales aid items.

650 at dance

Tyseley members and friends gave good support to the club dance held at Solihull on October 12, the attendance being in the region of 650. The star attraction was Ted Heath and his Band.

Former Tyseley shop steward retires at 70

Thirty-eight years as a grinder at Tyseley ended for Mr. H. (Bert) Wood on October 5 when he retired at the age of 70. Mr. Wood began in 1924 as a production grinder and later moved into the toolroom. For 25 years he was a shop steward, a position he relinquished only a few years ago.

On behalf of workmates, Mr. H. Hougham (Toolroom Supervisor) presented Mr. Wood with a Westminster chiming clock, a tea service and a bottle of brandy.

Left to right in the above photograph are Messrs. L. Morris, F. Nelson, L. Lewis, H. Hougham, W. Southan, Bert Wood, R. Croyford and T. Avery.



ROVER (SOLIHULL) A.F.C.

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Land-Rovers "on duty" at the World Ploughing Championships in Holland.