



## Africa—Continent of Opportunity

By Mr. L. G. T. FARMER  
Executive Vice Chairman of the Rover Company

I have recently returned from a visit to South Africa and Southern Rhodesia, in both of which countries we now have a factory for the assembly and partial manufacture of our products.

The decision to manufacture in South Africa was made at the time of the famous "Wind of Change" speech, and the factory was completed, and commenced production, at the time South Africa withdrew from the Commonwealth.

Despite the problems which face South Africa we as a Company have never been in any doubt about the soundness of starting up a plant there, and it is most encouraging to see the progress we have made in the two years since we started operations. Indeed, an extension of our Port Elizabeth factory has already proved necessary and this is well on the way towards completion.

We shall shortly be making 42½ per cent of the Land-Rover locally, and shall then be showing a bigger local content than any other vehicle manufacturer. From the discussions I had with several Cabinet Ministers and senior officials I am sure that the Government is very pleased with the progress we have made, and the steadily increasing business we are doing with Government departments and the Services is ample proof of this. As I was leaving for home the biggest South African Government contract for Land-Rovers that we have ever received—comprising 150 Land-Rovers for the police—had just been placed with us.

We have recently taken over the assembly and partial manufacture of our motor-cars in our Port Elizabeth factory, and I am hopeful that we are going to achieve increased car sales in the future.

South Africa has again been very much in the news recently, and some people in high places have seen fit to be very critical of the way they manage their country. As a business man I would only say this—that there is a very real danger that the South Africans will turn elsewhere for the things they have to buy

from abroad and there are plenty of other countries who would be very happy to satisfy their needs.

During my visit to Southern Rhodesia the new factory in Salisbury for the assembly and part-manufacture of Land-Rovers was officially opened by the Prime Minister, Mr. Winston Field. Both the Northern and Southern Rhodesian Governments are very big users of our products—cars and Land-Rovers. The Prime Minister in his opening address, pointed out that the Central Mechanical Equipment Department of the Southern Rhodesian Government owns the largest fleet of Land-Rovers in Africa. I am sure that this new venture will do much to ensure continuity of our business in this territory.



Mr. Farmer

The Central African Federation also has been very much in the news recently and it seems to me that whatever political changes may take place there ought to be an arrangement for the two territories to continue to trade freely with one another. This is what we hope will emerge, as it would be greatly to our advantage to be able to serve the two territories from the one factory.

### E. AFRICAN SAFARI

## 3-litre wins class —only seven finish

A Rover 3-litre was one of only seven cars to finish in the East African Safari over the Easter weekend. Pouring rain turned the 3,200-mile course into a quagmire of mud and rocks which the remainder of the 84 starters failed to complete.

The 3-litre which finished was driven by Messrs. A. E. Bengry and G. E. Goby. It won its class, being the only car over 2,500 c.c. to finish in the most appalling conditions ever known for the Safari. Mr. Bengry also had the distinction of being the only United Kingdom driver to finish.

The three other 3-litres entered became casualties in this toughest-ever Safari. The car driven by Messrs. J. Cuff and M. Brooks was forced off the road into a ditch by a lorry early on the Northern leg and the four hours it took to recover the vehicle proved to be too much lost time.

The K. James/M. T. Hughes car dropped out on the Southern leg after it had hit a bank; the P. Brochner/S. H. Gill car was recovered after a 60 ft. roadside drop on the Northern run, but had to retire on the Southern leg near Dar es Salaam.

### Editorial office

The editorial office of ROVER NEWS has now been moved from North Block, Solihull, into Hut 6, near Service petrol pumps, Solihull. The internal telephone number is still Solihull 713 and employees with items of news for publication should continue to telephone, use the internal post or call personally at the office as hitherto.

### Royal Land-Rover

Prince Michael of Greece has ordered a standard Regular Land-Rover through our Greek distributor, John Phostiro-poulo, of Athens. It will be for personal use.

### 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: May 31.

## New Zealand interest in Royal Land-Rover

A Land-Rover specially converted by New Zealand Motor Bodies Ltd. for use by the Queen and Prince Philip during the Royal tour of New Zealand attracted particular interest.

In a special radio programme about the vehicle—its coachwork was swept up to make standing space for the Royal couple in the rear—local manufacture was stressed. Some of the craftsmen who built the coachwork were also interviewed.

The Land-Rover was used by the Royal couple on twelve occasions during the tour and it was seen many times on three television channels and in newspapers.



A silver medal awarded to a Rover 95 in a coachwork competition organised by the Institute of British Carriage and Automobile Manufacturers at last year's London Motor Show was received by Mr. A. S. Ostler (Chief Designer, Cars), on behalf of the Company, at a presentation ceremony in London on February 28. Mr. Ostler (left) is pictured receiving the medal from Lord Camden at the R.A.C. Club in Pall Mall.

The Rover B.R.M. gas turbine powered sports car which will run at Le Mans in June. Behind the wheel is Richie Ginther, team mate to world champion Graham Hill, and the group round the racing car includes Rover personnel Messrs. M. Barnard (Deputy Chief Engineer, Gas Turbines), C. S. King (Chief Designer, New Vehicle Projects, Rover), and P. Candy (Gas Turbine car shop fitter). This picture was taken during trials.



Further details have been released about the Rover B.R.M. gas turbine powered sports car which will be running in the 24-hour Le Mans event in June. The car is based on the very successful B.R.M. Grand Prix chassis of tubular construction with independent suspension on all four wheels. Mounted at the rear of the car will be a 2S-150 Rover gas turbine unit, a development of the engine in the Rover gas turbine prototype car, T4. The engine and gearbox of the Rover B.R.M. is considerably lighter than the conventional racing engine and gearbox unit—the gas turbine unit is only 2 ft. 6 ins. long and weighs about 200 lb.

The car will run without a heat exchanger—a decision taken because the overall weight of the car with larger fuel tanks, necessary to compensate for the loss of heat exchanger, is less than if a heat exchanger were fitted together with smaller tanks.

The lightweight gearbox made specially for the car by B.R.M. has only one forward and reverse gear and the car will not have a clutch. The vehicle has disc brakes.

The Rover B.R.M. car was seen in public for the first time at the Le Mans practice earlier this month when the vehicle reached 150 m.p.h. and achieved several lap averages of just under 112 m.p.h.

**FOOTNOTE:** The Rover-B.R.M. car, with its small gas turbine engine of 150 h.p. and rating as a 2-litre, is only half the power of the biggest cars in the race. The car is not competing in the race itself but only for the special prize offered for the first gas turbine car to complete the 24-hour event at a minimum speed of 150 k.p.h.



The Queen and Prince Philip acknowledge the cheers of a New Zealand crowd from the specially-converted Land-Rover used during the Royal visit.

# Sightseeing discovery resulted in a F/C demonstration



A futuristic display case for the model of the T4 gas turbine car at the second Melbourne International Trade Fair last month. The model, made in the modelling shop, Solihull, was exhibited on the Central Office of Information stand and attracted considerable interest from Australian and foreign visitors.

An impromptu demonstration was laid on at Monrovia, Liberia, after two visiting Rover employees had unexpectedly discovered three Forward Control Land-Rovers standing outside the dockyard warehouse of our Liberian distributors, Rasamny Brothers Incorporated.

Messrs. B. Gilbert-Smith (Factory Representative, Africa) and H. V. London (Field Parts Manager), who had linked up for visits in West Africa in their own particular spheres, were on a Sunday morning sightseeing tour of the Liberian capital when they spotted the vehicles in the port—the first Forward Control models to arrive in Liberia. They knew the Land-Rovers were expected, but not their arrival date.

Mr. Gilbert-Smith's immediate reaction was: "We must have a demonstration". Invitations were hastily issued through our distributors to potential buyers in the country and the event was a huge success, with the Factory Representative acting as demonstrator under appropriately difficult conditions. One vehicle exhibited in the main street of Monrovia was lit up after dark.

The two men had linked up in the Republic of Guinea and did joint work there and in Liberia. Mr. Gilbert-Smith was on one of his tours of his territory—he spends six weeks abroad and then the same period at Solihull, alternately—and Mr. London's business took him a fortnight.

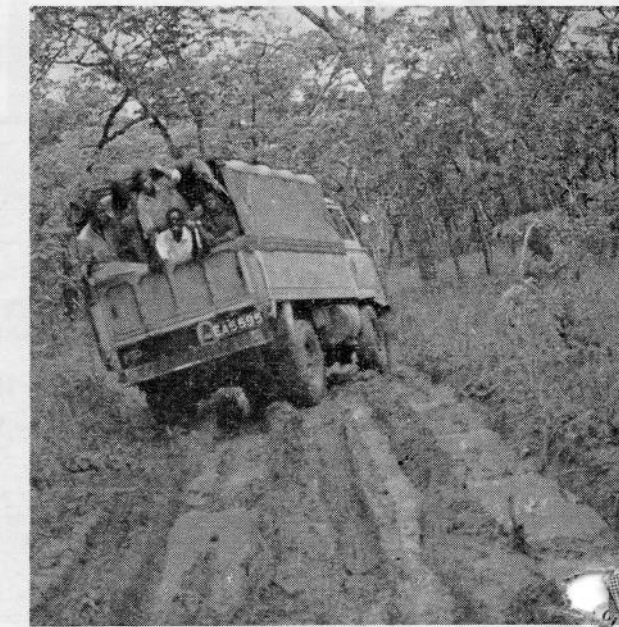
Mr. Gilbert-Smith averages 5,000 miles of travelling in Africa on each tour and Rover sales and service in this vast continent have been his speciality for the last 18 months. He told ROVER NEWS that the Land-Rover has an "incredibly high reputation in Africa". On this occasion his tour



Mr. Gilbert-Smith



Mr. London



began at Bamako, near Timbuktoo, and he returned via Guinea, Liberia, Senegal and Mauritania.

Mr. London visited Guinea to assist the Government there in ensuring that there was an adequate range of parts consistently available for the servicing of vehicles in the country. Assistance and advice on parts organisation also formed the basis of his visit to Liberia.

First picture to be received in the ROVER NEWS office of a Forward Control Land-Rover in the African bush. It has been provided through Central African Motors Ltd., our distributors in Northern Rhodesia and was taken at Marundwe, a bush road between Solwezi and Mwinilunga in the north west province of Northern Rhodesia. The vehicle's operator, Mr. C. Moses, of C. & J. Surveys, is most impressed by its performance in difficult terrain.

Many Land-Rovers are in use in Liberia in connection with a vast project being carried out by the Liberian Agricultural Company, which is clearing virgin bush and forest and planting rubber trees. Messrs. London and Gilbert-Smith visited the area to ensure that parts and service facilities were constantly available.

Mr. London has also redesigned the stock control card for our Liberian distributor firm, the parts manager of which, Mr. Farouk Rasamny, is to attend the Rover Parts School at Solihull. Mr. London also paid a quick call on our Dakar representatives.

## News from the order book...

South Africa's police force is to add another 150 Long petrol Land-Rovers with A.C. alternators to its already considerable fleet of Land-Rovers. An order for this number of CKD units has been received and assembly will be at the Port Elizabeth plant.

The order is the largest received at one time for the South African police.

Also for South Africa—the first CKD order from that country for 42 Forward Controls.

★ ★ ★

Fifty CKD Land-Rover units—40 Long and 10 Regular station wagons—are on order for the Somalia Government.

A total of 618 CKD Land-Rover units are on order for the assembly plant of our Persian distributors. The units will be going forward on a planned monthly programme.

★ ★ ★

Eighteen Forward Control CKD units are on the order book for Morocco.

Ninety-three Regular petrol Land-Rovers have been ordered by the Shell Petroleum Company for use at its installations in Indonesia.

More Land-Rovers for the Jordan public security forces—11 Regular station wagons and five Long station wagons.

Two station wagons—one Regular and one Long—are on order for the Barbados police force.

★ ★ ★

Mr. G. C. Ridout (Factory Representative, Scandinavia), recently returned from a tour of Finland, was scheduled to open the first Land-Rover service school in Iceland after Easter. It was to be organised in conjunction with our Reykjavik distributors, Heildverzlunin Hekla Ltd., who recently opened new premises.

Car sales were up in Holland in February and March following the Amsterdam Show. More than 30 3-litres were ordered.

An extensive tour of French dealers is planned by Mr. T. Bailey, our European representative. Several newly-appointed dealers are on the list for visiting.

## WE ARE ALL OUR OWN SAFETY OFFICERS

says W. G. KANE, in 'Safety Corner'

Despite progress in the development of processes and the continual efforts by Management to eliminate hazards, we still have far too many instances where the cause of accidents has been found to be due to individuals disregarding their own personal safety.

With every move you make—not only at work, but at home, in the street or anywhere else—you have to decide upon the best method to adopt to carry out a

certain operation or function. It could be that your judgment will not only decide the destiny of yourself or colleague, but also that of your own family.

In your home you have to be your own safety officer, for it is you who is

responsible for selecting and buying articles which you consider are the safest for the family. It is you who sets down certain rules for their safest use. It is you who decides where to place the television set, so that the children cannot get their fingers around the back. Thus, the first responsibility for safety is yours!

However much Management co-operates to make safe working conditions, or try out new schemes to improve safety, all these efforts will be wasted without your help. It is your duty to yourself and those around you to work and act safely. If you see situations arising at work where there is any likelihood of danger, you are urged to tell your supervisor of the hazard or your suggestion for safer working.

It is always good to remember that one of the main contributions to any accident prevention programme is helping people to help themselves, remembering that there is a safe and unsafe way of doing every job. It should be realised, therefore, that accidents can be avoided by a little more thought applied to the job.

That most precious and important commodity—time—is not so scarce that we cannot make a reappraisal of set ways to see whether we are being positive or negative in our approach to our daily tasks.

Do try to reserve more thought to the importance of one's responsibility towards safety; at no time can we afford to disregard it.

### Police talk

Inspector Barr, of the Warwickshire Constabulary, spoke on police work at the March meeting of Solihull Supervisors' Discussion Group.



### Queen's new car

On return from her tour of Australia and New Zealand, Her Majesty the Queen took delivery of the above Rover 3-Litre Automatic. It is for the Queen's personal use and in its external appearance, trim and appointments generally resembles the one it replaces. All the latest advances in P.5 engineering and bodywork introduced since the last car was delivered two years ago are, of course, incorporated in Her Majesty's new 3-Litre.

The vehicle is finished in dark green with silver grey interior trim. In addition to the normal carpeting, there is a detachable thick pile carpet in matching grey covering the rear floor and the boot is also carpeted in grey.

Interior fittings include a radio set with rear loud speaker, recess in the rear centre armrest for mirror, notebook and pencil, pouch for books and papers on the back of the front seat and tinted rear window glass and wing mirrors.

### The unconventional traveller

Reaching London by train from Europe, an Aden businessman concluded that the conventional methods of travel gave him little time to study the "way of life" of people.

So he bought a Long Land-Rover station wagon and decided that he would make the 6,400-mile journey home by road.

The road trip for Saeed Ahmed Bahaj proved to be hazardous but satisfying. It began at Calais after an air ferry trip across the Channel and Mr. Bahaj, a Land-Rover sub-agent in Mukalla, and friends drove through France, Belgium, West Germany, Switzerland, Italy, Czechoslovakia, Bulgaria, Turkey, Syria, the Lebanon, Jordan and Saudi Arabia.

Because of trouble on the Yemen frontier, he completed the journey from Jeddah to Aden by sea. Mr. Bahaj met only one visa problem; he had to wait ten days in Jordan before he could enter Saudi Arabia.

## SUGGESTIONS SPEED UP

All ideas submitted to Solihull Suggestion Scheme Committee are now acknowledged within seven days. Announcing this arrangement, Mr. W. Ethell, Scheme secretary, says that every endeavour is being made to deal with each suggestion within a month, with two months as the 'dead line' unless circumstances are exceptional.

Though there were no real 'money-spinners' put forward at the March meeting of the Scheme Committee, eight ideas were adopted and the following awards made: £5 each to Messrs. R. D. Farrell (Final Polish Line), L. N. Steed, A. Jones (Inspection); £2. 10s. and £2 to Mr. T. E. Black (Stores); £2 each to Mrs. E. M. Lawrence (Press Shop) and Messrs. W. H. Bevan and G. Thomas (Test Rectification).

If you have an idea which you think is useful, just fill in the appropriate form and drop it into the suggestion box. It may mean money in your pocket.

## A change in horse-power!

A horse was traded in at Kitwe, Northern Rhodesia, in part exchange for a second-hand Land-Rover. Allowance on the 1 h.p. 'vehicle'—£37.

The man who did the deal at the Kitwe branch of Central African Motors Ltd. was Mr. Gino Mancetti, who reluctantly parted with his horse, Foresight, upon concluding that a motor vehicle was essential these days, especially for his hunting trips.

The trade-in was done in the correct manner. The horse was carefully examined and an appraisal form made out. Particulars of the horse entered on the form were:

Model—stallion; make—horse; year—1958; body—requires grooming; top—ridged; upholstery—requires saddle soaping; radiator—sound.

Tyres—unshod; spare tyres—none; engine—gallops well; clutch—erratic; transmission—humped; battery—well charged; generator—lacks oats; starter—sometimes audible after a big feed.

Universal joint—spavined; axles—creaky; steering gear—depends on driver; springs—sometimes; brakes—hopeful; chassis—good if kinks ignored.

Footnote.—Mr. Mancetti acquired Foresight as a trade-in for... a rifle!

# Launching a prelude to marine turbine trials

A boat was named and launched in the time-honoured tradition within the Company confines last month.

After Miss Shirley Jeffries, secretary to Mr. D. H. Llewellyn (Production Manager and Chief Installation Engineer, Gas Turbines) had broken a bottle of Baby Cham (small size!) against the bow and spoken the traditional phrase, "I name this ship . . .", the 21 ft. launch, Turbinia II, slid from its slipway on wheels into the pond situated behind Gas Turbine Division!

The high performance, fibre-glass launch has been acquired by the Company from the United States for development testing of the marinised version of the 2S150 gas turbine engine. This unit is a development of the now famous Rover gas turbine car engine.

Shortly after becoming the first ship in the "Rover Navy", the launch was taken to Gosport where a team under Mr. Llewellyn thoroughly tested the vessel and the capacity of its existing American power unit and stern driver. Then, after the Le Mans event, it will be fitted with its gas turbine unit and further testing will take place.

The decision to acquire the launch and test in it the marinised version of the 2S150 gas turbine unit follows introduction of the unit at this year's International Boat Show in London.



Miss Shirley Jeffries launches Turbinia II in the usual manner, substituting Baby Cham for champagne.

## Service in Aden was warm work

It was warm work for Mr. A. S. Oliver (Service Engineer, Gas Turbines) during the eight days he spent at Aden recently. The temperature was 85 to 90 degrees F. during his visit.

Mr. Oliver was in the Protectorate to service Rover auxiliary gas turbine engines contained in Argosy freight aircraft based at RAF Khormaksar.

He told ROVER NEWS that fairly good sights in Aden are Land-Rovers covered with highly-coloured embroidered material and driven by Yemenis who go into Aden to do their shopping.

The Land-Rover is popular for the hard terrain. "I think they went from camels to Land-Rovers", Mr. Oliver says.

Mr. Oliver, a former Rover apprentice, has been with Gas Turbines for three years. During that time he has been to the Canary Islands, Denmark and France, as well as Aden, on Company business.

## Tyseley dance

Tyseley Social Club held its second dance of the season in the Solihull Canteen on March 15. Main attraction was Eric Winstone and his Orchestra, and while the attendance fell below expectations the band's performance was enthusiastically received. Supporting band was The Renegades Rhythm Group, managed by Mr. Ted Brown (Gauge Inspection, Perry Barr).

## By coach to Kew

A coach trip to Kew Gardens and London organised by Rover Photographic Society has been fixed for May 18. Fare: £1 for adults and 15s. for children. A talk on Kew Gardens will be given in the Senior Staff Dining Room at 5.30 p.m. on May 15.

## Apprenticeships completed

Four apprenticeships completed in March were those of Ronald Davis (Shop Floor Planning, Acocoks Green), Graham Nash (Quality Control Dept., Solihull), Robert Maddocks (Body D.O. Solihull) and Brian Brasenell (Jig & Tool D.O., Acocoks Green). Congratulations to all four.

Klaus Deppert, a trainee from Germany, has completed his training course of 10 months and returned home, and so has Phillip Hodgkinson, a trainee from our distributors in Stockholm. He has been here for six months.

## £5 collected

Dr. Barnardo's Homes benefitted by £5 as a result of a collection in March among staff of Export Dept., Solihull. Similar monthly collections are to be devoted to other worthy causes.



A 4½-hour visit to the Rover Company premises by Prince Chantharangi of Laos on March 21 began with coffee with the Managing Director, Mr. W. Martin-Hurst. The Prince is provincial governor of Luang Prabang, and half brother to the King of Laos and of the Laotian Ambassador-designate to London. The Royal party, which also included Mr. Toujeu Lyfoung, of the Laos Ministry of Justice, arrived with a police escort.

After meeting Mr. Martin-Hurst, Mr. A. G. S. Herbert (Executive Director, Sales) and Mr. W. J. R. Warren (Export Sales Manager), the Prince and his party were taken for a drive in a Land-Rover round the Jungle Course and round the test track in a 3-litre car. He also saw the T.4 gas turbine car and visited the gas turbine service school.

Lunch in the Directors' Dining Room was followed by a tour of the Land-Rover and car finishing and assembly lines.

In the above picture, Prince Chantharangi is seen with Mr. M. Alford (P.R.O.)

## £76 to feed the hungry

Rover employees contributed £76 19s. 10d. to the Freedom from Hunger Campaign on March 22 when collectors stood with boxes outside the main exits at Solihull. Through ROVER NEWS the Campaign collectors extend their thanks to donors for their generosity.



## Visitors to Volkswagen

'All aboard' for Rover executives at Elmdon Airport, Birmingham, en route to Germany for a two-day visit to the Volkswagen works. In the Rover party were Messrs. G. Bashford, J. Butlin, G. Elkington, C. E. Field, P. Hall, R. Harris, J. Lawrence, R. Phillips, E. Scott, J. Swaine, D. N. Steed and E. S. Richards.

The visit on April 2 and 3 was organised by Birmingham Productivity Association

in connection with National Productivity Year and more than 50 people from the Midlands took advantage of the opportunity to tour the Volkswagen car works at Wolfsburg and commercial vehicle factory at Hanover.

In addition to touring the works, the Midland party took part in discussions with members of the Volkswagen management and works councils.

# N.P.Y.: £25 FOR BEST TYSELEY GP. IDEA

NATIONAL PRODUCTIVITY YEAR. 1963. SUGGESTION SCHEME. TYSELEY GROUP.



SUBMIT YOUR ENTRY PRODUCTIVITY BRINGS PROSPERITY TO ALL.

If you work in the Tyseley Group of Factories here is your chance to be in the money. Tyseley Group Suggestion Scheme Committee is offering a minimum of £25 for the best idea adopted during May. The offer is in conjunction with National Productivity Year.

To publicise the scheme, posters prepared in the Tyseley Drawing Office have been posted at every factory in the Group. Ideas are wanted relating to improving machinery, tools and design methods or equipment. The saving of material and the prevention of accidents are also subjects which lend themselves to helpful suggestions.

A cartoon has also been prepared by Mr. D. Whitehouse (Drawing Office, Tyseley) and copies of this bearing suitable captions are also being displayed in conjunction with the posters offering the £25 award. So come on, you ideas men (and women)—Now Produce Your suggestions; they may be worth hard cash.

## OPERATION EYESIGHT

Head up and eyes wide open for the doctor in Rhodesia. Against the background of one of the two Land-Rovers bought by the Royal Commonwealth Society for the Blind with £2,000 raised by Kenilworth Carnival in 1961, Dr. Ben Cobb, an eye surgeon from St. Thomas' Hospital, London, examines an African boy's eyes.

The 2-vehicle unit is based at Luapula, N. Rhodesia, where the incidence of blindness is greater than anywhere else in the world. Much blindness is caused by small-pox, trachoma and measles—a lot of the last named being due to malnutrition. In the first seven months that the Kenilworth Land-Rovers were in Rhodesia, they covered some 20,000 miles. Since then, of course, they have travelled thousands more miles in their immense task of prevention and cure of blindness.

The Society has at least 12 Land-Rovers being used by its personnel in Northern and Southern Rhodesia, Tanganyika, Kenya, Uganda, Nigeria, the



Aden Protectorate, North Borneo and Sarawak. Many more units are used by local governments carrying out work connected with the Society. Some of these Land-Rovers have been operating five or six years.

For work with its own personnel the Society urgently requires a minimum of three more Land-Rovers in Sarawak, North Borneo and Aden.

## Rover man seeks officer rescued 46 years ago

An act of bravery during the Battle of Arras in 1917 is being investigated 46 years afterwards by Mr. Leslie Powers (Works Engineer's fitter welder section, Solihull) of 32 Shefford Road, Aston.

His late father, Mr. Robert ('Titch') Powers, never talked about the time he went over a trench top to rescue a wounded officer. The incident has intrigued his son for some time and Leslie is now trying to find the officer so that he can hear the full story for himself—and for his wife, Doreen, (formerly of the Land-Rover Trim Shop) and 5-year-old son Mark.

The officer's name was Graham Seaton Hutchison, of the Argyll and Sutherland Highlanders, who was attached to 'Titch' Powers' regiment, The Worcesters, at the time of the

rescue. He later became a lieutenant-colonel and won the D.S.O. and M.C. If alive, he is aged about 70.

"I want to find him to hear the full story of what happened", Mr. Powers told ROVER NEWS. "Call it human interest, if you like".

One mystery has already been cleared up by Mr. Powers' inquiries. A painting occupying a place of honour in The Worcestershire Regt. Museum at Norton Barracks, Worcester, has been identified as that of . . . 'Titch' Powers.

## RHYTHM GROUP THIRD

The Renegades rhythm group managed by Mr. Ted Brown (Gauge Inspection, Perry Barr) gained third place in the final of a Midland competi-

tion held at the Locarno Ballroom, Birmingham, on March 11. There were originally 36 entrants in the competition which had been running since Christmas.

## Began at 13 ... retired at 76

A man with a desire to run his own hardware business retired on March 22 aged 76—and 62 years since he first joined the Rover Company at a time when the firm was making motor cycles!

Mr. Ernest Coltman (Experimental Dept. Machine Shop) was a lad aged 13 when he began at Coventry. Despite broken service he has 'clocked' some 35 years since then in the Company's employ.

**BELOW:** Workmates watch as Mr. P. M. Wilks (Executive Director, Technical) presents Mr. Coltman with a fan heater, tobacco jar, pipe and tobacco, a bottle of brandy, four brandy glasses and cash on their behalf.

## ROVING REPORTS 3,000 years of service at one sitting

Some 3,000 years of service to the Rover Company were represented by the 130 retired employees who came to Solihull on April 5 for the first dinner and concert sponsored by the Company for its veterans.

An evening of exchanged reminiscences began with the meal and every retired man found a gift from the Management at his place at table. It took the form of a pair of Rover cuff links and tie clip in a handsome case. Each of the handful of retired woman employees present received a leather-bound writing pad.

Proposing the toast to the pensioners, Mr. A. J. Worster told them that their work had been unstinted without thought of the rewards received today. "You gave your service to make the Company what it is today," he said. "Many of you came through the very dark days before and during the war. Today, if you go round you can see extensions to the works and the shape of things to come".

Mr. A. B. Smith, replying to the toast to the Company proposed by Mr. S. E. B. Evett, said the Company owed a great deal to its retired employees. He referred to the fact that the Company was still independent after being started in the 19th century and said it was now engaged on an expansion programme greater than ever undertaken before and, as far as was known, in relation to its size, greater than that undertaken by any motor company.



Rover Theatre Club ended its in fine style on March 30, April 6 with a comedy, "The White Sheep of the Family" by L. duGarde Peach and Ian Hay.

Consternation struck a respectably lawless family when it was discovered that one of its members wished to 'go straight'. The cast of nine tackled a difficult 3-act play competently and particular mention must be made of Les Coombes (Percy Road), as Father, who had a lengthy dialogue to learn. Nearly 200 people saw the play on its three nights, including the club's president, Mr. L. G. T. Farmer, and Mrs. Farmer.

● Pictured above: a 'family' conference between Les Coombes, Ellen Spencer, Doreen Bolton and John Spencer who were cast in "The White Sheep of the Family".



## RETIREMENTS

Thirty-two years as Cashier, Service Dept., ended for Mr. E. T. Oxford on March 29 when he retired after a total of 38 years with the Company. He is pictured above receiving an electric fire and automatic clock from Mr. J. Whitby (Parts Manager) who presented the gifts on behalf of friends and colleagues in the Company.

Mr. Oxford joined Rover in March, 1925, at Fleet Works, Coventry, as repair shop accounts and wages clerk under the late Mr. W. Hitchens. He moved in the late twenties to the Oliver Street works where the repair shop and spares department were merged to form Service Dept. with Mr. L. S. Atkins in charge. Mr. Oxford became department cashier in 1931.

Another recent presentation was to Mr. G. L. (Bert) Kings, who retired at the end of last year as chargehand, Valve Rockers Line, Tyseley. He returned to his old place of employment to receive a Queen Anne type fireside chair and fan heater from Mr. T. Brindley (Works Supt., Tyseley) who presented the gifts on behalf of old friends and workmates.

In the picture (left) watching as Mr. Brindley (right) gives Mr. Kings a farewell handshake are also Mr. P. Wright (assistant to Mr. Brindley), Mr. C. Morgan (Shop Supt.) and Mr. F. Hill (foreman, Nos. 5 and 6 shops). Mr. Kings was with the Company for 32 years and his wide experience as a modelling engineer proved valuable in his early days at Tyseley when jigs and tools were urgently needed.



## BIRTHS

We offer our congratulations to...

**CARLIN**—To Mr. and Mrs. P. F. Carlin, a son (Kevin) on February 10. Mr. Carlin works on Group 28, Tyseley.

**KEEN**—To Mr. and Mrs. Ron Keen, a daughter (Susan) on March 28. Mr. Keen works in Tool and Cutter Grinding Dept., Tyseley.

**LEWIS**—To Mr. and Mrs. M. Lewis, a daughter (Jennifer Ann) on March 17. Mrs. Lewis formerly worked in the Typing Pool, Solihull.

**MILLER**—To Mr. and Mrs. Alfred Miller, a son (Kevin Charles) on March 10. Mr. Miller works on Group 212 at Ryland Road.

**O'BYRNE**—To Mr. and Mrs. G. O'Byrne, a son (Peter Michael) on March 10. Mrs. O'Byrne formerly worked in the Typing Pool, Solihull.

## MARRIAGES

We offer our congratulations and best wishes to...

**ALLAN-CLEVERLEY**—On March 30 at Olton Congregational Church, Mr. Tony Allan to Miss Edna Cleverley (Land-Rover Special Projects).

**BEARD-COX**—On March 16 at All Saints' Church, Llandaff North, Mr. Raymond Beard to Miss Elaine Cox (Parts Dept., Cardiff).

**BRITT-LEWIS**—On March 23 at St. Giles' Church, Sheldon, Mr. David Britt to Miss Diane Lewis (Inspection Office, Acocks Green).

**GORMAN-BUTTS**—On March 2 at St. John's Church, Monument Road, Mr. John Gorman to Miss Sylvia Butts. Mr. Gorman works on Group 236, Ryland Road.

**HARRIS-SAWYER**—On March 16 at St. James' Church, Shirley, Mr. A. T. Harris to Miss Pat Sawyer (Publicity Dept.).

**MILES-SHAW**—On March 9 at St. James' Church, Handsworth, Mr. Brynley G. Miles to Miss J. A. Shaw. Mr. Miles works on Group 212, Ryland Road.

**SANDERS-BELL**—On March 16 at Castle Bromwich Church, Mr. Stanley G. Sanders to Miss Margaret Bell. Mr. Sanders works in the Chemical Laboratory, Solihull.

**TARR-RICKARD**—On February 23 at St. Joseph's R.C. Church, Cardiff, Mr. Brian Tarr (Receiving Section Parts Stores, Pengam) to Miss Bridie M. Rickard (Stock Records, Parts Dept., Pengam).

## PERSONAL NEWS FROM THE FACTORIES

**TWINING-BROWN**—On March 23 at St. Nicholas's Church, Elmdon, Mr. Peter Twining to Miss Judith G. Brown (Comptometer Dept., Solihull).

**WRIGHT-ALDRICH**—On March 30 at Harlston Methodist Church, Norfolk, Mr. John Wright (Experimental Dept., Solihull) to Miss Joy Aldrich.

**WRIGHT-FOWLER**—On March 16 at Birmingham Register Office, Mr. Trevor A. Wright (Group 446, Percy Road) to Miss Irene Fowler (Machine Superintendent's Office, Percy Road).



Mr. Brian Tarr (Receiving section, Parts Stores, Pengam) with his bride, formerly Miss Bridie M. Rickard (Stock Records, Parts Dept., Pengam) after their marriage at St. Joseph's Roman Catholic Church, Cardiff, on February 23.

## SILVER WEDDINGS

We offer our congratulations and best wishes to...

**PUGH**—Mr. and Mrs. W. H. Pugh celebrated their silver wedding anniversary on April 2. Mr. Pugh joined the Company in 1941 in Works Engineers Dept., and is now on Bought Out Inspection (Cars).

**THATCHER**—Mr. and Mrs. J. A. Thatcher celebrated their silver wedding anniversary on April 16. Mr. Thatcher works for Internal Transport Dept., Tyseley.

## DEATHS

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

**BRADLEY**—Mr. A. J. Bradley died on March 8, aged 67. Mr. Bradley was employed at Seagrave Road, and had been with the Company for 31 years before he retired in 1960.

**BROWN**—Mr. William Brown died on March 6, aged 59. Mr. Brown had been with the Company for 17 years and was employed on Bought Out Inspection, Solihull.

**DIXON**—Mr. W. Dixon died on February 22, aged 73. Mr. Dixon joined the Company in 1937 and was employed at Seagrave Road until he retired in 1958.

**EMERY**—Mr. J. Emery died on February 16, aged 74. Mr. Emery was employed at Seagrave Road until he retired in 1960 after 32 years' service.

**INGRAM**—Mr. J. Ingram died on March 7, aged 73. Mr. Ingram retired in 1962 after 11 years with the Company at Ryland Road.

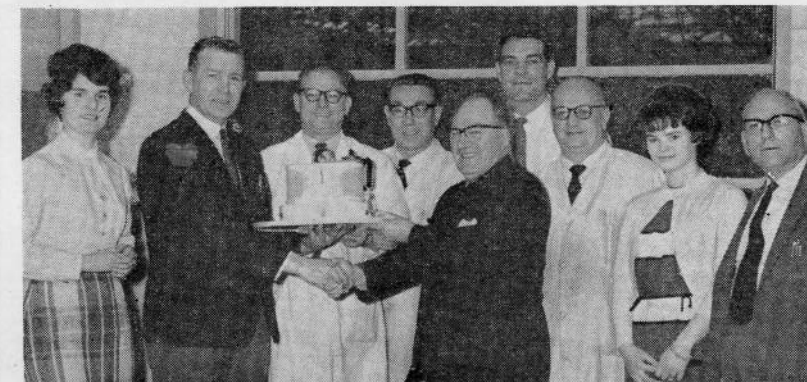
**JONES**—Mr. Jack Jones died on April 2, aged 63. Mr. Jones was employed at Tyseley as a stacker driver and had been with the Company for nine years.

**LAIGHT**—Mr. W. H. Laight died on March 21, aged 50. Mr. Laight was employed in the Paint Shop and had been with the Company for 15 years.

**ROBERTS**—Mr. Joseph W. A. Roberts died on March 30, aged 62. Mr. Roberts was in Home Sales Department, Solihull, and had been with the Company since 1960.

**WILLIAMS**—Mrs. Phyllis Mary Williams died on March 29, aged 54. Mrs. Williams was employed in Hollerith Department, Solihull, and had been with the Company for 8 years.

● A wedding present from colleagues and friends at Percy Rd. and other factories in the Tyseley group for Mr. A. MacKellar, Works Supt., Percy Rd. Two days before his marriage on March 21, Mr. MacKellar was presented with an automatic tea-maker by Mr. R. Haskey (Machine Shop Supt., Percy Rd.). Pictured left to right are: Mrs. A. Sulma (receptionist), Mr. Haskey, Mr. A. Bailey (Machine Shop foreman), Mr. T. Wilkes (Hardening Shop foreman), Mr. MacKellar, Mr. J. Jones (Machine Shop foreman), Mr. L. Coombes (Inspection), Mrs. M. Carroll (Works Supt's office), and Mr. J. Smalley (Planning).



Rover's longest-serving woman employee, Miss Katie Fielder, Cashier at Seagrave Road, retired on March 29 after 51 years' service.

The end of such a magnificent record of service was marked by a presentation ceremony in the London clubroom at which Mr. W. C. Mason, the depot manager, presented Miss Fielder with a portable typewriter from her colleagues, a cheque from the Management, and flowers. Mr. Mason is pictured above presenting the bouquet of flowers.

Miss Fielder joined the Company as a junior clerk in London in 1911 when the premises were in Brewery Road, Islington. Two brothers subsequently also joined the Company.

Reproductions on glossy paper of the adjoining pictorial page can be ordered by post or personally from the ROVER NEWS office at Solihull. Price: 1s. each enclosed with order.

# 86 YEARS OF ROVER PROGRESS



## 1877—A Message from the Chairman—1963

The history of industry is rich with stories of the activities of leading personalities whose achievements or failures have been reflected in the march of progress, and I have followed with considerable interest the monthly episodes in the story of our Company. It seems appropriate, therefore, that we should provide this pictorial page as a souvenir, depicting in a small way

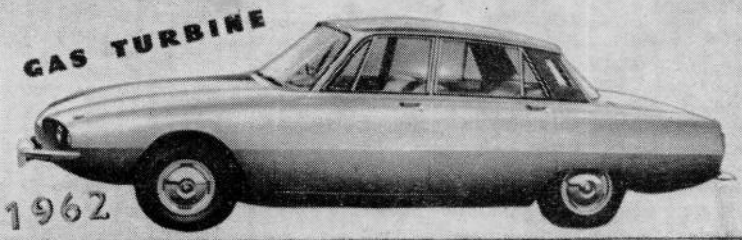
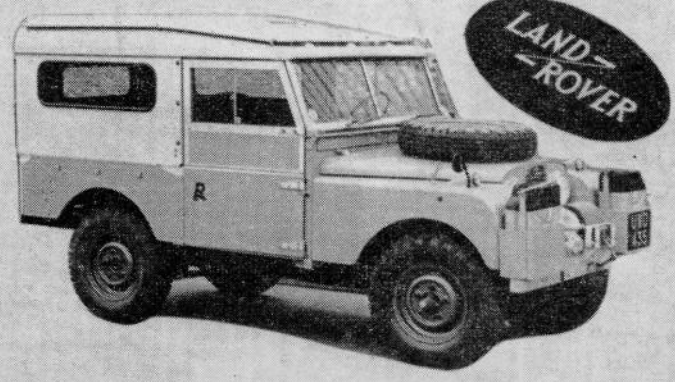
the Rover Company's engineering ingenuity throughout the years from 1877 when, with tricycles and Penny-farthing cycles, the Starley and Sutton partnership first introduced "ROVER" to the cycle industry in Coventry.

This fine Company of ours can look back with pride on its achievements and on its determined policy to maintain the highest possible standard of quality in its production.

The future is full of challenge and opportunity and the friendly spirit prevailing within the Company, and the excellent relationship which exists between Management and employees, will undoubtedly lead us onwards through the years ahead to even greater success.

It is appropriate for me to express on behalf of the Directors our sincere thanks to all who have helped in the building up of our present organisation; our Executives, members of the staff and employees past and present for whom "ROVER" has meant far more than a purely industrial designation.

*H. Chilton*



# Lucas Cup goes to Tyseley: 9-3 victory after two-goal deficit

Tyseley Seniors had a convincing 9-3 win over Lucas (Chester St.) to win the Lucas Challenge Cup on March 30. The Rover team was two goals down after only 15 minutes, but great work by the forwards brought two goals before the interval and a crop of seven more in the second half.

Scorers were Davis P. (4), Osbourne (2), Davis J. (2) and Coldicott (1). The Tyseley win was particularly admirable because the side did not recommence play until March 9 after the long, hard winter.

The Seniors celebrated the restart by beating Post Office Stores 8-0 and then carried on the good work by beating Lucas G.K.S. 5-0 on March 16 and James Booth Res. 5-1 on March 26.

In League 3A, Tyseley Seniors are now well in the lead and comfortably placed to be league champions for the third successive year.

Tyseley 'A' team drew 5-5 with Post Office Res. on March 16 and on March 26 beat James Booth Res. 5-1. The team still has a chance of league honours.

Perry Barr footballers have at last got a good side together and have drawn two games and won one in three weeks.

Solihull Reserves lost 4-3 to City Transport in the final of the Central Challenge Cup played on March 30. Rover scorers were Womwell (2) and Lees.

Before Easter, the Senior team was five points ahead in Division II of the Birmingham Works League and only needed two points from remaining games to win the championship.

Reserves, too, had a chance of championship honours, but their task was tougher—they needed to win all their remaining games to snatch honours.

Recent results: April 6, 1st XI beat Bellis and Morcom 3-1 (Cox and Moseley, 2), 2nd XI lost 3-1 to Birmid after fielding an understrength side. Scorer: King. April 9 (evening match), 1st XI beat A.E.I. Birlec 4-1 (Brown, Cramer, Cox and Moseley).

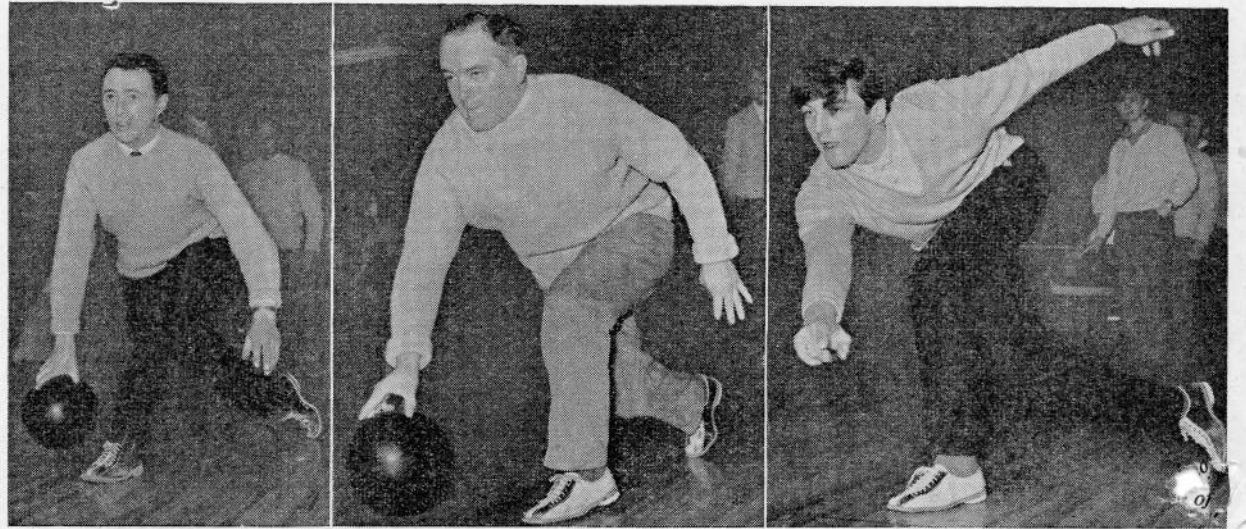
## Expert advice

Mr. F. G. Potter, of Suttons Seeds Ltd., will give an illustrated lecture on "The preparation and showing of vegetables" in the Senior Staff Dining Room on May 7 at 7.30 p.m. The speaker is an expert and everyone interested in growing vegetables is welcome. Price of admission: 1/-.



Trophy winners who received their awards from Mrs. A. Manley at the annual dinner of Rover Horticultural Society on March 1. Left to right: Mr. W. Bradshaw (Tom Perrin's Cup), Mr. P. Toon (Worster Rose Bowl) and Mrs. E. Ross (Farmer Silver Vase). Another of these vases went to Mrs. Gee who was unable to attend the dinner. Mr. A. Ross (right) received the Wilks Cup on behalf of Mr. J. Weir (Perry Barr) who was also unable to attend. (Photo by Mr. C. Mobley, a member of Rover Solihull Photographic Society.)

# GOING... GOING... GONE!



## L.R.O.C. triumphs in popular tenpin bowling match

A tenpin bowling match between a Rover team led by Mr. J. H. Arnold and a Land-Rover Owners' Club side

Messrs. J. Quinton (member, Land-Rover Owners' Club) left, Ken Twist (Experimental) and M. D. King (member L.R.O.C.) in action during the tenpin bowling match between Rover and L.R.O.C. teams.

under the captaincy of Mr. G. Collins proved to be a popular event at the Pavilion Bowling Centre, Wylde Green, Erdington, on March 17.

The club side triumphed by a margin of 232 points and a trophy, when presented, will thus be held by the Midland area L.R.O.C.—unless and until another Rover team can capture it in a challenge match!

Anyone successful in getting a team together should contact Mr. E. C. F. Harding (L.R.O.C. Hon-Secretary) and issue a challenge.

A correspondent who saw the game on March 17 writes:—

"In the first game the standards were fairly even; in the second game rapid fatigue set in amongst the Rover team, and in the third game the fatigue was so intense that eventually we were beaten by a score of 232 points. Scorers were Mr. T. A. Barton and Mr. P. H. Lees.

"Six tenpin replicas were presented by Mr. Arnold to the five members of the Land-Rover Owners' Club and the non-playing captain who, I think, was the wisest man at the Pavilion Bowl. Their outstanding player was Mr. J. Roath who scored 180 points in the third game, an exceptional

score even for a regular team player in the many leagues which now exist in the Midland area.

"Refreshments were available and approximately 30 club members applauded the club and booed the Rover results."

Details:

	First Game	Second Game	Third Game	Total & Average
<b>ROVER</b>				
J. H. Arnold (Capt.)	98	100	105	303-101
E. Morse	78	65	57	200-67
P. Swannie	91	123	114	328-109
P. Prescott	105	103	122	330-110
K. Twist	64	71	67	202-67
<b>Total</b>	<b>436</b>	<b>462</b>	<b>465</b>	<b>1363</b>
<b>L.R.O.C.</b>				
M. Newman	90	138	88	316-105
J. Quinton	93	107	118	318-106
J. Rcath	104	114	180	398-133
M. D. King	112	109	106	327-109
T. Barnard	84	80	72	236-79
G. Collins (Capt. & non-player)				
<b>Total</b>	<b>483</b>	<b>548</b>	<b>564</b>	<b>1595</b>

# Anglers catch it cold and wet on their last outing

Solihull anglers fished their last contest before the start of the coarse fish close season in appalling weather conditions at Pensham, near Pershore, on March 9.

Everyone was looking forward to a good day's fishing as this was the first weekend for many weeks that the Avon had been entirely ice free, but by the time the venue was reached pouring rain was being driven by a bitterly cold fierce wind.

Contest announcements about the draw, etc., had to be made in the coach, with some of the members listening from

the shelter of their cars. It was decided that a three-hour contest would suffice under such conditions instead of the usual 4 or 5 hours.

After the first hour many of the members had beaten a retreat to the shelter of coach or car; among them was Albert Johnson who had returned a 4 oz. perch to the water. If he had fished on it would have won him fourth prize!

At the final whistle only 13 members had fish and weights were very low. Ken Collins won with one roach of 13 oz. 12 dr., this being his first fish in his last four contests. Other major prize-winners were: 2nd S. Adams (9 oz.-1 fish); 3rd A. Davies (6 oz.-4 fish); 4th F. Haywood (3 oz. 14 dr.-1 fish); 5th W. Jones (3 oz.-3 fish). The 10th and last prize was taken with a weight of 1 oz.

Rover Clay Lane anglers, whom the Solihull members met earlier in the day on their way to Mythe Farm, lower downstream on the opposite bank, must have fished under still worse conditions with wind and rain in their faces.

The Solihull section is now looking forward to its bye contest on June 22 at Newbridge-on-Thames. This will be the first size limit contest the club has had for 14 years; "all-in" contests are barred by the River Thames Conservancy Board.

First round of a knock-out contest on the Sports Ground pool will be fished on June 17, 5.45 to 8.45 p.m. Entrance fee: 2/6d. Closing date for entries: June 3.

The inter-departmental contest, which was such a success last year, takes place on August 17 at Alveston, near Stratford. This contest is open to all members of the Solihull Sports & Social Club, and is limited to 80 competitors. Entrance fee: 5/-. Closing date for entrance: August 12.

Mr. C. King has kindly given a trophy for the individual winner in this event.

## Archers well on the target

Rover archers did well in an open field day shoot at Bristol on March 24. Mr. and Mrs. A. Howell won second place, gents free style, and first place, ladies' free style, respectively.

Fourteen people went with the Rover team to compete among 80 archers from all over the country.

A week later, on March 31, Mrs. Howell had another success when she took third prize in the ladies event at a Kidderminster shoot.

## Tyseley cricket

The cricket season has commenced for Tyseley players and practices are held every Thursday evening at the Sports Ground, Greenleigh Road, Yardley Wood, from 5.45 onwards. New members are cordially invited.

## Free gift of judo mat

Solihull Judo Section has now taken possession of its new mat from Messrs. Sorbo Ltd., of Woking, the directors of which have presented the item as a gift.

The mat has been accepted with thanks by Mr. R. Dixon on behalf of the Social Club. This item of equipment will enormously improve the club's facilities and help to increase an expanding section's membership.

## Chargehand retires

Mr. Harold John Henshaw, a Chargehand Progress Chaser, retired from Tyseley on March 29 after 27 years' service.

## Solihull retirement

Mr. George Minshall retired on March 8 aged 66. He worked at Rover for 17 years, first in the Paint Shop and latterly in the Capping Shop, Solihull.



All set for a procession of Land-Rovers in Caracas, Venezuela. It was organised by our distributors, Auto Agro C.A., in aid of the Fundacion Venezolana Contra la Paralisis Infantil, an organisation maintaining a children's hospital.

A general view of the new premises opened by Heildverzlunin Hekla Ltd., our Iceland distributors (See P.2 Sales News). The opening was attended by Mr. R. L. Richter (Regional Sales Manager).

