



GAS TURBINE ENGINE PRODUCTION TREBLED

Rover Gas Turbines Ltd. is trebling production of its 60 h.p. and 90 h.p. single-shaft engine units to meet an ever-increasing demand. This announcement was made a few days before the opening of the Farnborough Air Show this month, at which Rover exhibited eight 90 h.p. single-shaft engines direct from the production line, in addition to sectioned engines and the rotating parts from the 150 h.p. free power turbine. It was the first time the rotating parts of the twin-shaft engine had been shown publicly.

Theme of the Rover stand was the many uses to which the light, compact and simply constructed gas turbine engines can be put. They are in use all

over the world as pumping engines, standby lighting plants, auxiliary power units for patrol craft, main engine starters for electrical generators and air compressors, and as main engine starters in aircraft, including the Argosy transport plane and Vulcan bomber.

The 60 and 90 h.p. single-shaft engines are now fully developed and well tried units are used in industry and by the armed forces. These engines give the rated power continuously and have a service life of 1,000 hours. They can operate at altitudes up to 35,000 ft. and will start reliably at temperatures down to minus 55°C.

(See "Gas Turbines policy 'streamlined'"—page 2)



1965 RANGE IS UNCHANGED

Land-Rover versatility is Motor Show theme ... only minor car modifications

With motor show season approaching, the Company is preparing to display its products at home and abroad confident that once again public and trade reception and demand will be as enthusiastic as in the past.

The "season" opens with the London Commercial Motor Show from September 24 to October 3. Versatility is the theme for Land-Rover exhibits this year and emphasis is on the extra applications of the vehicle when it operates a power take off and optional extra equipment.

With no changes in specification or design in this year's models, the Company is relying on its existing well-proven range of Land-Rovers, for which there is heavy customer demand.

All the ten Land-Rovers displayed by the Company at the show will be fitted with items of factory-approved special equipment to demonstrate the main uses to which the vehicle can be put and many will be in the colours of internationally-known companies and organisations which use Land-Rovers.

On show will be: **REGULAR PETROL**—displayed in unpainted, polished, aluminium and fitted with a hydraulic winch and Tooley generator mounted on the tailboard and driven from a rear power take off.

REGULAR PETROL—painted light green fitted with a hard top and having a Hayter welder mounted in the centre seat position driven from centre power take off by pulleys and "V" belt. Fitted to the tailboard: a B.E.N. compressor.

REGULAR DIESEL—Painted marine blue and fitted with truck cab and three-quarter hood, and a bonnet spare wheel carrier. This has a powered trailer axle conversion, incorporating a Scottorn Bushmaster trailer and plummet winch over centre seat. The doors of this vehicle are removed to show the winch and the transmission from the transfer box can be seen through the perspex rear floor.

12-SEATER STATION WAGON—Painted bronze green and fitted with bonnet spare wheel carrier.

LONG PICK UP—Painted in UNICEF livery and as supplied to this organisation.

LONG WHEELBASE WITH AMBULANCE CONVERSION—Carried out by Messrs. Pilchers.

REGULAR WHEELBASE—Painted in B.E.A. or B.O.A.C. livery. This Land-Rover is equipped as an Edgehill aircraft baggage loader and is as supplied to B.E.A. and B.O.A.C.

LONG PICK UP DIESEL—As supplied to the Southern Electricity Board and painted in its colours. Fitted with a Simon hydraulic platform.

LONG DIESEL—Fitted with a Broom & Wade compressor unit.

LONG CHASSIS—Fitted with several items of approved equipment, including a front-mounted capstan winch, an air compressor by Westinghouse, refrigerant compressor by Normalair, bottom power take off, a centre power take off and a rear power take off. These items are to demonstrate the various harnessing points of the Land-Rover.

THE ROVER CAR RANGE FOR 1965 WILL COMPRISE THE 2000, 3-LITRE SALOON AND 3-LITRE COUPE.

Six cars—four 2000s, a 3-litre saloon and a 3-litre coupé—will be exhibited by the Company at the London Motor Show from October 21-31.

The 2000's will be coloured as follows: white with tan upholstery; copperleaf red with biscuit upholstery; Wedgwood blue with grey upholstery, and fitted with a Webasto roof and heated rear window; city grey with red upholstery.

The 3-litre saloon will be coloured pine green with stone upholstery and will be fitted with Lyback front seats and automatic transmission. The manual transmission coupé will be steel blue and white with tan upholstery and fitted with a heated rear window.

Other 2000s will be on display in Earls Court with the Pressed Steel Company, Car Coverall Ltd. and Joseph Bradbury Ltd.

The 2000 remains unaltered, apart from minor details, for this year's Motor Show. These cars, in tremendous demand at home and overseas, can be obtained in several

attractive colours, but the most popular shades are white and city grey, with copper-leaf red and Wedgwood blue coming a close second and third.

The 3-litre saloon and coupé are altered only in minor specification. Modification and other changes which have been introduced during

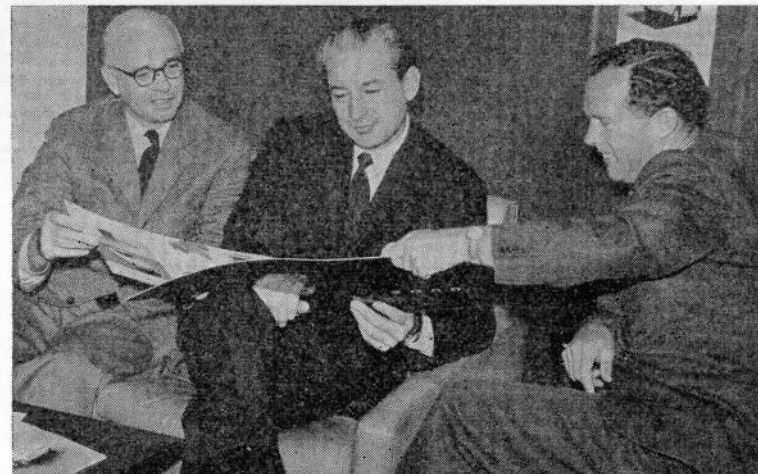
the year have included a larger diameter crankshaft in order to increase the smoothness of the engine; variable speed windscreen wipers; the complete sealing of front suspension ball joints for life (previously checking had to be carried out every 12,000 miles); and improvements to door locks and push buttons. Another interesting development is the provision of an aluminised steel rear silencer which will improve the life of the exhaust system. Rover is the first British manufacturer to use this material, though it is in use in the U.S.A.

AMERICAN YEAR OF PROGRESS

A hundred new dealers appointed, overall sales in the United States and Canada up 31% and overseas deliveries up 85% on last year. This news comes from Rover North America in a review of the past fiscal year by Mr. J. Bruce McWilliams, President of our American company.

Expressing delight with the progress made by the company during

the year Mr. McWilliams says the new year will be one of expansion and growth. A new regional office has been created and arrangements are being made to open new premises in Fort Lauderdale, Florida. New field sales and service staff have been added in the mid-west and north-east and further staff increases are planned for other parts of the country.



Paul Felton Imported Cars is now handling the Rover line of vehicles at two San Francisco locations—1529, Van Ness and 200, Taraval Street. Pictured from left to right are Mr. J. Bruce McWilliams, President of the Rover Motor Company of North America Ltd.; Paul Felton, owner of Paul Felton Imported Cars, and George Glover, Rover's Regional Sales Manager.

Suggestions win £500

More than £500 were paid out by Solihull Suggestion Committee last month for ideas put forward by 12 Rover employees.

Top award—and half the total paid out in the month—went to Mr. G. H. Smith, of Test Rectification. He received £250. Second highest sum of £100 was awarded to Mr. B. S. Womwell, of Land-Rover (W.D.).

Other sums were paid to: Messrs. W. J. Brookes (Test Rectification—£50); D. J. Hadley (Land-Rover Final Line—£25); F. W. Richman (Works Engineers—£25 and £15 awards); G. H. Tennant (Press Shop—£10); L. Brain (Works Engineers—£8); G. H. Perkins (Stores—£5); R. A. Butcher (Land-Rover—£3); D. W. Fullard (Press Shop—£2). Two other awards of £10 and £5 were also made to employees who do not wish their names to be disclosed.



A George III tankard changes hands, and with it and two similar period pieces go the thanks of the Society of Motor Manufacturers and Traders to Mr. L. G. T. Farmer, Chairman of the Rover Company, for his services as President of the Society for two consecutive years.

The presentation was made by Mr. W. Swallow (right) the present President, at the annual council luncheon at the R.A.C. Club, London. The gifts comprised a George III lidded tankard, 1775 by John Payne, (pictured being presented); a George I two-handled cup, 1722 by Robert Green; and a George III tankard 1773 by Thomas Wayne.

Mr. Farmer, who became Deputy President of the S.M.M.T. upon relinquishing the presidency in May, was the first man for 14 years to hold the president's office for two successive years.



CIVIC PRAISE FOR CARDIFF PROJECT

THE Lord Mayor of Cardiff, Ald. W. J. Hartland, J.P., accompanied by the Lady Mayoress, the Deputy Lord Mayor (Coun. R. Richards) and the Deputy Lady Mayoress, paid an official visit to the Pengam factory on August 25.

Mr. D. N. Steed (Executive Director, Production—Cardiff and General Manager) received the civic party at the works and he was also host at a luncheon at which both the Lord Mayor and Deputy Lord Mayor expressed sincere appreciation of the significant progress made by the Rover Company during its brief history in Cardiff.

They also spoke of the valuable contribution which the new Rover industry had made in so many ways to the life of the city and neighbouring areas.

Watching Miss Betty Clapham on gear assembly during the civic visit to Pengam are, left to right, the Lord Mayor of Cardiff, Mr. Steed, the Deputy Lady Mayoress, the Lady Mayoress, Mrs. J. Fisher-Evans, Mrs. Steed and the Deputy Lord Mayor of Cardiff.

LATE NEWS

Liege Rally

A combination of accidents and misfortune prevented Rover cars finishing in the gruelling 3,100-mile Spa-Sofia-Liege Rally at the end of August. Of the 98 starters, only 21 finished and an even higher percentage would have been eliminated if the organisers had not added two extra hours to the original schedule. This year's rally proved to be the toughest European event so far; time schedules were even tighter than in 1963 and the organisers, at the start, did not expect more than half a dozen finishers.

First cars of the Rover contingent of three 2000s and three 3-litres to drop out were the Anne Hall/Denise McCluggage (2000) and Richard Martin-Hurst/Bob Eaves (3-litre) entries. The other four Rovers were highly placed at this stage, but then the Ken James/Mike Hughes 3-litre hit a large rock and retired and the Roger Clarke/Brian Culcheth 2000 also dropped out. The remaining cars of John Cuff/Norman Bagley (3-litre) and Logan Morrison/Johnstone Syer (2000) retired through loss of time following accidents.

Welsh Affairs Minister tours Pengam factory

LORD BRECON, MINISTER OF STATE FOR WELSH AFFAIRS, MADE AN HOUR-LONG TOUR OF THE ROVER COMPANY'S FACTORY AND SPARE PARTS DIVISION AT PENGAM, CARDIFF, ON JULY 31.

It was his first official visit to the works. Afterwards, as he left the factory which faces onto the open countryside—and the sea—he commented: "This is a lovely spot." Lord Brecon was accompanied by his private secretary, Mr. V. C. Davies.

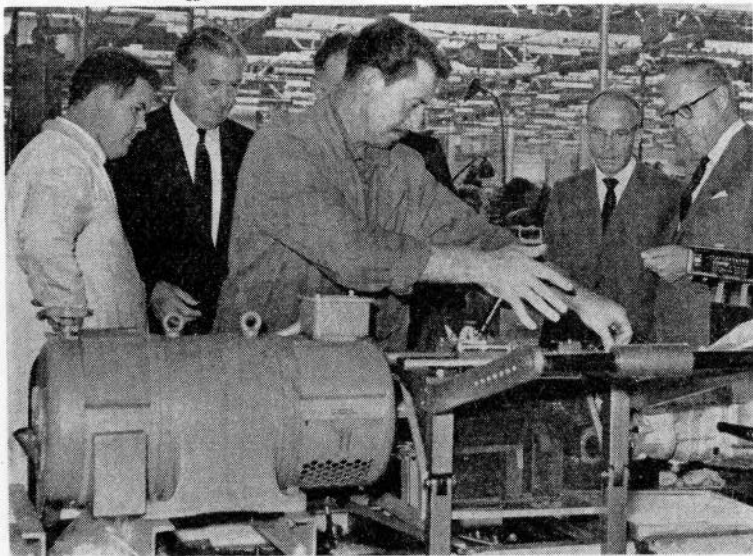
Waiting to greet him were Mr. W. Martin-Hurst, the Managing Director of the Rover Company; Mr. D. N. Steed, Executive Director, Production and General Manager at Cardiff; Mr. R. W. Bromley, Executive Director (Service), and Mr. J. H. Fisher Evans, Assistant to the General Manager at Cardiff.

Others in the official party included Mr. H. N. Jerman, Assistant Secretary, Welsh Office, Ministry of Housing and Local Government, Mr. R. W. Daniel, Contoller, Board of Trade, Wales, Mr. G. S. F. Ritson, Chief Executive, Development Corporation for Wales, and Mr. Idris Evans, Chief Executive, Central Office of Information.

After signing the visitor's book, Lord Brecon, accompanied by the other guests, was escorted round the factory by Mr. Martin-Hurst and Mr. Steed.

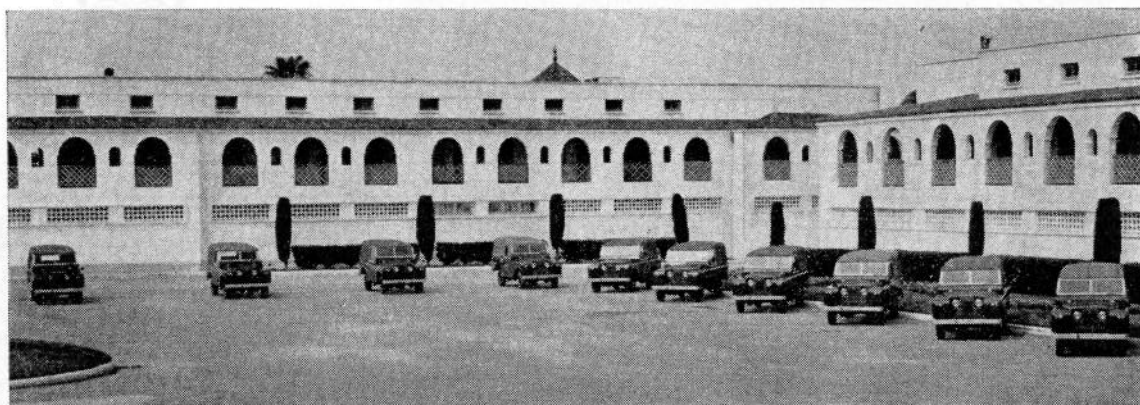
As he inspected the lines of machinery, Lord Brecon showed a keen interest in the latest production techniques in use in the factory, and stopped several times to chat to workpeople, asking them to explain

the particular job they were doing. He also spoke to a number of former Birmingham-based employees who had moved to Cardiff to work in the new factory, and asked them if they enjoyed working in South Wales. Without exception they replied "Yes," although some admitted that they still missed the Midlands. After touring the factory, Lord Brecon was taken round the massive spare parts "warehouse" in which are stored all the spares for the Company's vehicles at home and abroad. Then he visited the Spare Parts Division Offices, and here again he stopped on several occasions to chat to employees. After the visit Lord Brecon lunched with Mr. Martin-Hurst and the other members of the party. During the lunch, Mr. Martin-Hurst proposed a toast to the visitors and Lord Brecon responded. Later a Company official commented "This was one of the most successful visits we have ever had. Everything went off extremely well, and Lord Brecon was obviously very interested in everything he saw." Among future visitors to the Cardiff works will be members of the Fijian Rugby Touring Team, which is visiting Wales in the autumn. The team members are to be taken on a conducted tour of the factory and the spares division on September 23, as part of a sight-seeing programme being arranged for them during their stay in Wales by the Welsh Rugby Union.



LEFT: Lord Brookeborough takes possession of a Rover 2000 purchased by the Ulster Unionist Council as a gift to mark his retirement as Governor of Northern Ireland. The car was supplied through Charles Hurst Ltd., our Belfast distributors.

Land-Rover gift to Morocco



Land-Rovers "on parade" at Rabat. Some of the 25 Land-Rovers which Britain has given to the Moroccan Government for use with the Moroccan Services. The vehicles assembled at the AETCO-MAROC assembly plant in Morocco, were officially handed over by Mr. Ashton Beaumont, British Ambassador to Morocco, to General Dettani, inspector of the armoured division of the Royal Moroccan Forces. **BELOW:** Mr. Beaumont emphasises a point to General Dettani during the handing over ceremony.



EXPANSION

Plans to expand the labour force at the Company's Cardiff works were mentioned during Lord Brecon's visit to Cardiff.

At present the works employ 1,200 but the Company aims to increase this to 2,000 in the near future.

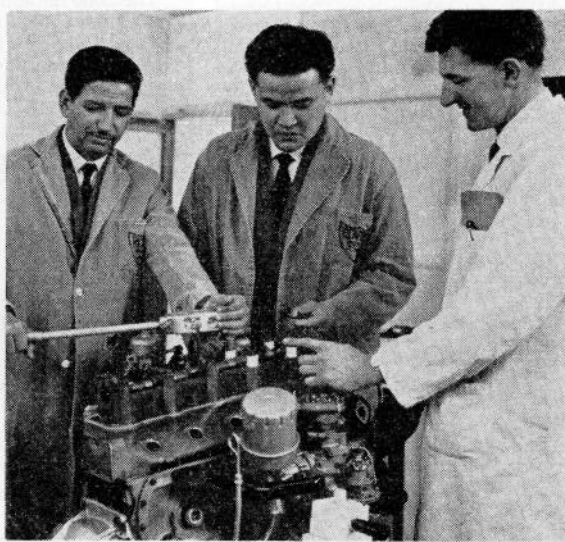
The proposed labour force expansion is expected to take place in the production section which is working round-the-clock providing vital components, including gear boxes, rear axles, front suspension units and steering relays, for the successful Rover 2000 car.

FIRST JAPANESE AND FILIPINO PUPILS AT THE SERVICE SCHOOL

The first Japanese and first Filipino to pass through the Solihull Service School recently completed five-week courses of instruction and returned home to Tokyo and Manila respectively.

Mr. C. Aoki, manager, motor sales department of Cornes and Co. Ltd., Nihonbashi, Tokyo, our Japanese distributors, and Mr. A. M. Perez, senior sales representative of the Equipment Marketing Corporation, our Philippine distributors, were the two pupils to share the honour of being the first from their respective countries to undergo Rover technical training in the school.

The first Japanese and Filipino pupils to go through the Service School at Solihull get down to work on a 2000 engine under the expert and watchful eye of instructor Mr. P. F. Lawrenson. **Left:** Mr. Perez. **Centre:** Mr. Aoki.



Gas Turbines sales policy 'streamlined'

A streamlining of sales policy has taken place in Rover Gas Turbines Ltd. Complete installations are no longer provided by Rover on the basis of customers' individual requirements; only basic gas turbine units are now sold by Rover Gas Turbines and the installation aspect is largely in the hands of qualified agents and sub-contractors, who are experts in particular fields.

There are exceptions to this policy when major installations are developed, but these are mainly for Government agencies, the military, etc.

This rationalisation of sales policy has been decided upon so as to enable Rover Gas Turbines Ltd. to concentrate on what is its own highly-specialised field—the production and marketing of 60 and 90 b.h.p. gas turbine engines for commercial use.

SALES BROCHURE

Hand in hand with this slight shift in policy is the publication of the first fully comprehensive Rover Gas Turbine sales brochure in time for this month's Farnborough Show.

The 46-page, fully illustrated brochure is printed blue, red and black on American quarto paper, and has a handsome blue and white cover and backing.

As a foreword is a potted history of Rover Gas Turbines Ltd., and an explanation of how it came into being following wartime work on the jet engine.

Then follows a complete and detailed description of the 60 and 90 b.h.p. basic engines. Basic performance details are given in graph form, and a complete list of commercially available fuels and lubricating oils is also incorporated in the publication, together with a price list.

1,000 SENT OUT

An initial 1,000 copies were sent out to agents in time for the Farnborough Show, where copies were also available.

The object of the brochure is to enable a prospective customer or agent to see quickly and easily what Rover Gas Turbines can supply from standard production and to enable him, without further assistance, to go most of the way to assessing his own requirement in detail and specifying the engine most suitable to his installation.

Other sections of the brochure enable the reader to establish the operating parameter of his engine under all conditions and in most cases to make a very reasonable job of the installation in his own drawing office.

This will allow Rover Gas Turbines to interest considerably more customers and to handle a greater number of installational enquiries.

Mobile 'lock-up'

Inverness County Police are to have a caravan mobile police station for use in the scattered areas of the county. And pulling it will be a Land-Rover.

The mobile station will provide facilities at agricultural shows and Highland gatherings, and will be a headquarters for police controlling both summer and winter traffic in the Cairngorms.

They had their eyes tested

Some 2,200 Solihull employees in the over-40 age group—well over 90 per cent of the total—had their eyes examined in the recent glaucoma survey carried out at the factory.

The survey was carried out by Mr. W. Martin-Walker, a distinguished surgeon from Birmingham Eye Hospital. Employees who co-operated in the survey not only did a service to themselves and their families, but also aided research being undertaken by Mr. Martin-Walker into the glaucoma eye condition.

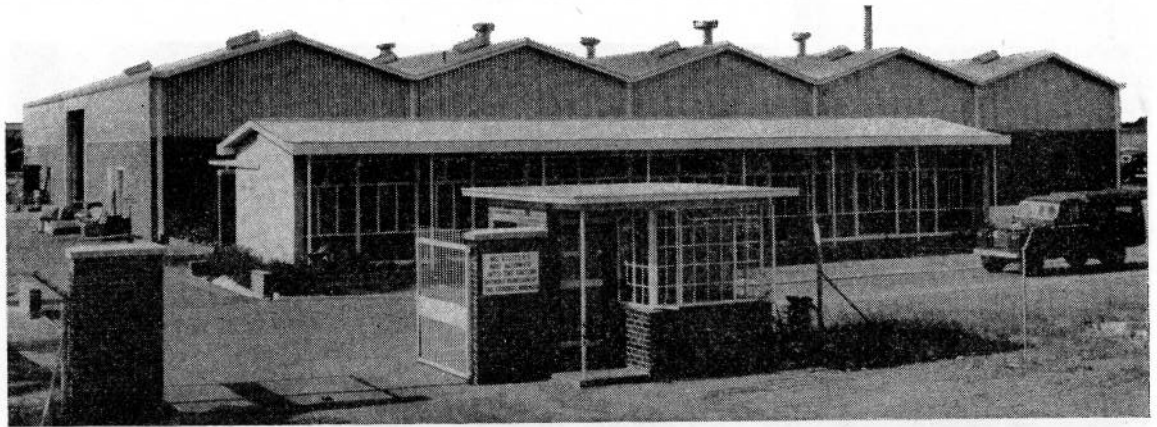
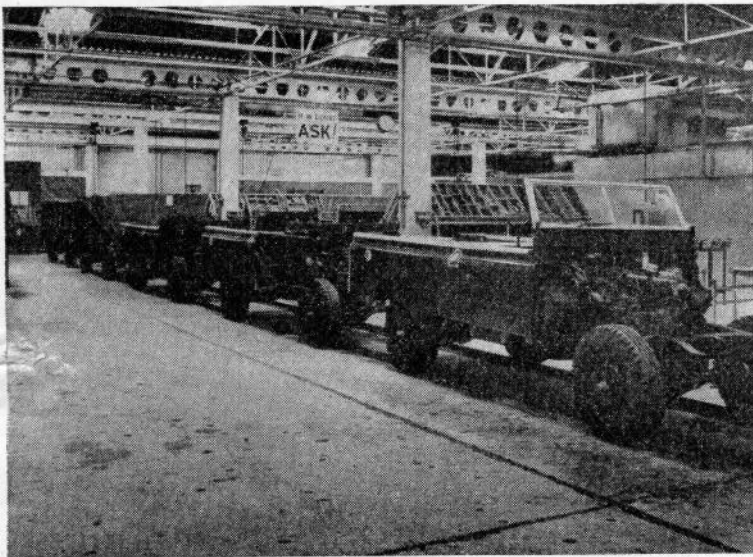
Forty-eight cases of glaucoma were revealed by the Rover survey, and also six other cases of eye condition. Sixteen cases of hypertension and three of diabetes were also discovered.

Rover cars did well in an international concours d'elegance for cars organised by the Italian Firenze Car Club at Fiesole. A 2000 took Premio d'Onore (1st place) in its class for vehicles up to 2,300 c.c., and a 3-litre gained Primo Premio (2nd place) in the 3,000 c.c. class. In the above photograph of the successful 2000 is Mr. T. Bailey, Rover's European representative. Note the big crowd of onlookers.



JOURNEY'S END IN AFRICA

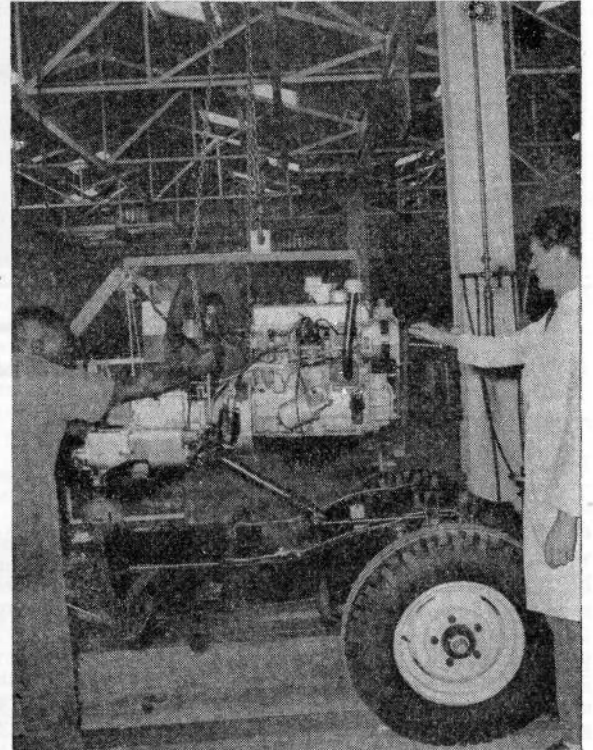
CKD crates feed distant Rover assembly lines



IN RHODESIA . . .

ABOVE: The main entrance to the Rover Rhodesia plant. A security hut adjoins the gate and behind the office block is the assembly area. In all, some 50 Africans and a dozen Europeans work in the plant. LEFT: The assembly track with Land Rovers being phased through. This photograph shows about half the whole track and since being taken a trim shop has been added in the left foreground. A chassis

welding area is at the back behind a "curtain". RIGHT: A European supervisor watches as an African fitter secures an engine unit in a chassis.



What happens to those massive C.K.D. crates on completion of their long journey from Solihull to the many parts of the world where Land-Rovers are assembled?

British Rover employees must often wonder, as they seal down crates of C.K.D. Rover parts, who will open them so many thousands of miles away, in what working environment, and what happens to the parts as they are incorporated with locally-manufactured content to produce fully operational Land-Rovers.

These photographs—the first to be obtained for publication in ROVER NEWS showing C.K.D. assembly overseas—give some idea of Rover operations in two areas of Africa—Salisbury, Rhodesia, and Port Elizabeth, South Africa.

The Rover Rhodesia plant, opened early last year by the then Premier of Southern Rhodesia, Mr. Winston Field, in the presence of Mr. L. G. T. Farmer, the Rover Company Chairman, occupies five acres. It employs some 50 Africans and a dozen or so Europeans. A high degree of local assembly is entailed and 109 in. bodies, together with other items, are produced locally. A feature of Rover Rhodesia output is that vehicles must be ready for handing over to customers upon despatch from the plant and no distributor rectification is carried out.



Rover South Africa employs some 300 coloured and 50 white South Africans, and since its inception has dealt with a progressively increasing volume of Land-Rovers and 3-litre cars.

Assembly of the car commenced some 18 months ago and already a considerable degree of local content is incorporated.

The Land-Rover, originally assembled in South Africa from imported components, has progressively developed and now incorporates a high proportion of local components, including chassis frame and body.

Discussions were recently held at Solihull during a visit of Mr. A. Moffett, the Managing Director, regarding the expansion of the factory to meet the increasing demands of this important market by the incorporation of further local manufacture.

Modern-style Western 'showdown'

A Land-Rover literally "out drew" a truck in a modern style Western showdown in the United States recently.

The place: a little town in Kansas. Scene of the "draw": not the traditional main street outside a Wild West saloon, but the yard outside a truck-stop cafe.

Driver Rod Clemens had stopped for a snack while driving home and he left the cafe to find his vehicle surrounded by "hulking big farmers." Their 14-wheel cattle trucks were parked all along the yard.

A remark by him to the effect that "You can't stop a Land-Rover" brought an immediate challenge of "Oh yeah! Well let's see you pull my cattle truck," from a farmer.

Across the yard

In no time, a tow chain was produced, the cafe emptied as its customers went to watch, and Rod found himself sitting in the Land-Rover attached to a huge truck.

"I let out the clutch and for a moment it seemed nothing happened," Rod recalled later. "Then all four wheels spun, digging a four-inch hole in the gravel. The big cattle truck began to move and I pulled it clear across the yard."

"The farmer jumped from his cab and said "That little so-and-so is all right. Say, I didn't tell you my truck is loaded with cattle!"

Total weight of the truck and its live load is not known, but Rod says one full grown head of beef weighs from 1,500 to 2,000 lb.!

Spaniards on car courses

Two teams of five engineers from Metalurgica de Santa Ana S.A., our Spanish distributors, who also assemble Land-Rovers, each spent a fortnight at the Solihull Service School recently.

Leading the first team was Mr. R. de Ortega, principal of Metalurgica de Santa Ana, and heading the second party was Mr. R. Vignote, Sales and Service Executive.

The courses covered 3-litres and 2000 cars. Rover cars are to be seen in increasing numbers in Spain, as a result both of imports and the influx of Rover-owner tourists.

Apprenticeships completed

Apprenticeships completed: Solihull—Godfrey Davies (Design Research D.O.), John Worth (Engine D.O.), John Baker (Production Design D.O.), John Baker (Gas Turbine Project Shop), Trevor Holland (O. & M.), Chris Barrow (Quality Control), Roy Spurgeon (Technical Service), Tony Allden (Engineering). Tyseley—Geoffrey Payley (Jig and Tool D.O.), Alec Stone (Springfield). Acocks Green—Michael Durham and John Archibald (Quality Control), Colin Nicholls (Machine Tool Repair). Seagrave Road—David Baines, David Plumstead and Trevor Williams. Congratulations to all!

IN SOUTH AFRICA . . .

Pictures from Port Elizabeth, South Africa. ABOVE: Unpacking crates from Solihull. This particular consignment arrived wet, and the South African employees are unpacking the parts, which were undamaged, and placing them into cardboard boxes for taking by fork lift truck into the assembly plant. The usual method of

unpacking is to knock off the wooden tops and sides, thus leaving the consignment exposed ready for removal to the stores area. BELOW: Clearing up after a CKD consignment has been unpacked in the open air and the parts stored prior to being required on the assembly line.



From the Editor

Dear Reader, This is the first issue of a new-style ROVER NEWS. You will note the touch of colour on the front page, the news columns are deeper, the paper whiter, and this issue has eight pages. I hope you like it.

The postal dispute, and the resulting delays to the post, led to the July and August issues being combined, and the joint issue was delivered in August when the Post Office resumed acceptance of printed rate mail.

The opportunity has also been taken to arrange for all future copies of your new-look ROVER NEWS to appear earlier in the month than hitherto. New printing arrangements are such that contents will be topical and more up-to-the-minute and editions will be published about the middle of each month.

But new printers, deeper columns and a splash of colour do not a newspaper make. It's the content that counts and this is where you can help. ROVER NEWS (phone Solihull internal 713) is as near to you as your nearest telephone, and a list of correspondents appears on notice boards. Please help to make ROVER NEWS interesting by sending in news items, particularly about employees and their activities in and out of the factories.

Incidentally, all Rover employed and retired workers are entitled to receive copies of the newspaper. Anyone not receiving one should inform the ROVER NEWS office.

THE WINTER SOCIAL CLUB PROGRAMME TAKES SHAPE

A full range of social events are being arranged for Rover employees and their families and friends during the coming winter months.

Here is the diary of forthcoming attractions compiled so far:

SOLIHULL

Friday, September 18, Olde Tyme

Ball—Wallace Sethna; Friday, September 25, Coventry Clay Lane employees' dinner and dance — Philip Douglas.

Friday, October 2, Concert; Friday, October 9, Tyseley dance—Sidney Lipton; Friday, October 16, Olde Tyme Ball—Sylvians; Saturday, October 17, cripples concert; Friday, October 30, modern dance—

Terry Lightfoot.

Friday November 13, Olde Tyme Ball — Wallace Sethna; Saturday, November 14, Angling Section dinner/concert/dance; Friday, November 27, modern dance — Norman Allan.

Saturday, December 12, children's party; Friday, December 18, staff party; Saturday, December 19,

Olde Tyme Ball — Sylvians; Thursday, December 31, New Year's Eve dance.

Friday, January 1, New Year's Olde Tyme Ball — Wallace Sethna; Saturday, January 30, Coventry employees' children to pantomime.

May, 1965, All England old time dance championship to be held again in the Rover ballroom.

767 WATCHES AWARDED SINCE 1958



Twenty more gold watches (and a handsome clock!) presented to 25-year-service Rover employees last month brought the total number awarded since inception of the gold watch awards six years ago to 767.

This figure represents the staggering total of 19,175 years' service.

Latest batches to be presented by Mr. A. J. Worster (Production Director) are pictured as follows:—

ABOVE LEFT: Tyseley (August 12) left to right: Mr J. W. E. Walton, Executive Director, Production—Tyseley (non-recipient); Messrs. W. Suthons (gear grinder, Percy Road); W. T. Brown (jig borer, Toolroom); T. Brindley (Works Supt. Tyseley—non-recipient); J. Rufford (grinder, Toolroom); E. Whelan (inspector, Toolroom); A. Locke (gear grinder, Percy Road); D. W. Bird (chargehand, Machine Shop, Ryland Road); J. R. Walter (metallurgist); E. L. Bushell (chargehand, Inspection Department); T. A. Tilsley (toolsetter).

ABOVE: Acocks Green (August 11), left to right: Messrs. J. F. Hughes (factory Lay-Out Engineer); J. W. Kirkwood (storekeeper, Stores); R. Wilden (technical correspondence clerk, Inspection Department); G. W. Davies (skilled grinder, Machine Shop); C. F. Lawton (inspector); O. Ward (tool jig and gauge maker, Toolroom); H. L. Dawson (inspector); Mr. E. Scott (General Works Manager, Tyseley Group—non-recipient).

ABOVERIGHT: Solihull (August 13) left to right: Messrs. P. R. Masters (clerk, Press Shop Control Records); A. Faulkner (Laboratory Superintendent); B. C. King (Assistant Overseas Accountant); P. J. Poole (storekeeper, Transit Stores); V. Ettrick (Production Superintendent) who chose a clock as he already has a quality wrist-watch.

The engagement is announced between Mr. Stephen H. Savage (Product Investigation), youngest son of Lady Savage, of Langton Matravers, Dorset, and the late Sir Geoffrey Savage, and Miss Anne Carter (Rover Gas Turbine), only daughter of Mr. and Mrs. Frank Carter, of Solihull.

The maintenance men 'pulled out all the stops'

The 380-men strong Works Engineers Department at Solihull worked flat out during the annual works holiday to complete a programme which was the heaviest ever to be tackled in the 14-day summer shut-down period.

Mr. J. B. Wilson, the Works Engineer, is full of praise for his men. "They really pulled out all the stops, and the amount of work we got through was exceptional."

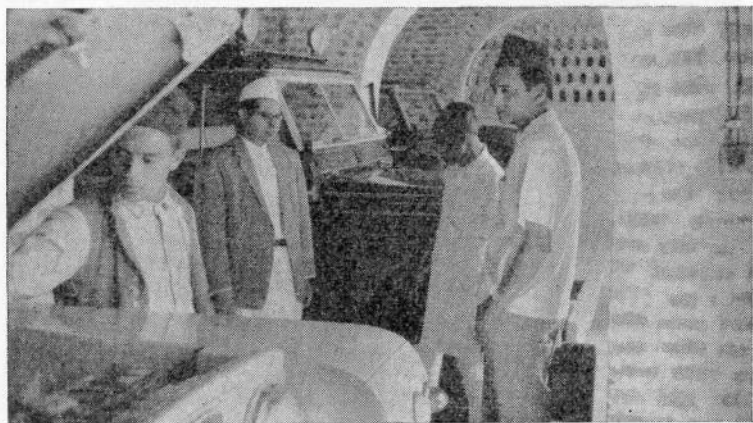
Highlights among a mass of maintenance and renovation jobs completed included:

- stripping, redesigning and rebuilding the 88 in. booth in the Land-Rover Chassis Welding Shop to improve efficiency and working conditions.
- redesigning and rebuilding the fume extraction plant in the Clay Lane, Coventry, Welding Shop.

- moving the old P4/P5 body shop into its new area, and altering the conveyor system in preparation for Land-Rover production expansion.
- all services in the Land-Rover Paint Shop—i.e., air, high pressure hot water, electrics and colour paint circulating mains—repositioned to provide clearance for a new conveyor.
- cleaning and inspection of main process boilers—a task which can only be carried out during the shut down. The need to replace tubes was discovered during the last two or three days of available time and this was done, the boiler tested and got under way with only minutes to spare before the factory was due to reopen.
- rebuilding of two fans in the Sawmill. Result: improved dust extraction.
- new technique employed to repair the phosphate tank in the West Paint Shop. After cleaning and modifying, the tank was relined with a new form of fibreglass lining.
- road taken up near the Jig Shop to install new drainage.
- between 800 and 1,000 tons of earth moved from behind the boiler house by a fleet of vehicles which queued up to be mechanically loaded.
- major repair work on the Brockhouse gas fired boilers serving the Capping Experimental Paintshop and Service Paintshop.

LAST MINUTE CRISIS — A high pressure hot water main burst at 6 a.m. on the Monday the factory re-opened. Men were positioned in case of emergency action during the day, and pressure was increased to allow for loss of water. Repairs were carried out during Monday night—and the Works Engineer and his staff heaved a sigh of relief!

PART OF THE SCENERY ON THE 'ROOF OF THE WORLD'



Pictures from the "roof of the world" land of Nepal, in the Himalayas—and with Land-Rovers very much part of the scenery.

ABOVE: In the Royal garage in Khatmandu, where there are eight Land-Rovers. RIGHT: A smart modern soldier and an equally smart 1964 vehicle against a background of the ancient architectural splendour of a temple in the Nepalese capital.



(Photographs by courtesy of Mr. Tom Wall, Rover Far East Factory Representative).

Cardiff Round-up

Pengam social and sports activities are growing steadily, nurtured by the interest and zeal of a few community-minded leaders and their gradually increasing number of supporters. Cricket has bowled along to the season's close of play, at the end of an interesting fixture list of away and home—home as yet being a pitch in a delightful park bounded by trees and river, and lent by the City Council. The last innings was a knock-out six-a-side inter-departmentally fought and won in another park just outside our own fence.

Football togs are now being examined, mended and got ready for the new season close upon us, with again a good list, or should we say lists, of fixtures. Soon we may have an integrated club, when one list will do for Rover Wales, representing formidably a joint effort by the two departments.

Archery has its adherents and shortly arrows will swish from many bows here at Pengam in friendly conflict with the many companies of archers about us—including perhaps the archers of Llantrisant whence the Black Prince recruited the victorious bowmen of Crecy centuries ago.

There has been a most successful and intriguing car rally and another will happen shortly, in country which lends itself so admirably to this type of activity.

One of the happiest occasions, on August 22, a lovely Saturday afternoon, was the first annual sports day for children classified by age stages from 3 to 12. This was in the new and very attractive public park so conveniently adjacent to our factory. There was racing and jumping, the egg and spoon, the sack, the wheelbarrow, all so wildy



Mrs. D. N. Steed, wife of the Pengam General Manager, presenting prizes at the end of the children's sports day.

enjoyed by the youngsters, and soberly by envious seniors who recalled the days when they too could do these things. We were not without the conventional adjuncts; there was ice-cream and coke and tea and lollies and swings and a roundabout and treasure hunts and guessing. We had everything, in fact, to make a really grand treat, and alongside the factory where fathers and mothers, uncles and aunts spend their



THE TALL S GREW IN S



Mrs. Callaby sizes up the giant hollyhock grown by her husband.

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CARDIFF PARTS DISPLAY DRAWS WIDE INTEREST

A comprehensive display of raw materials and finished parts exhibited in the Rover premises at St. Mellons, Cardiff, during the summer months attracted widespread interest from component manufacturers in South Wales.

Every "bought out" car and Land-Rover component part was on view and approximately 300 visitors, representing about 100 firms, have visited the display since it opened in May.

All visitors expressed considerable interest in what they saw and enthusiastically applauded the Rover Company's imagination in setting up this "shop window" of vehicle parts.

The exhibition was planned by the Company's Supplies Division, and Mr. H. Lamb (Supplies Manager, Cardiff) was responsible for making all the necessary arrangements.

This involved the showing of thousands of engine and chassis items in raw material or finished form. Items were individually

labelled and arranged on platforms which were separated into sections covering the various commodities involved—i.e. castings, forgings, pressings, rubber parts, etc.

The chief purpose of the whole display was to encourage local firms' representatives to come and select parts which they considered most suitable for their manufacture. When such components had been chosen they would then be provided with drawings and invited to submit quotations to the main Production

Purchase Department at Solihull.

The exhibition may well result in locating new sources of supply—possibly from some areas previously "untapped"—which are also con-

veniently situated for despatch, in respect of certain items, direct to Cardiff with obvious all-round advantages.

Commercial negotiations are now taking place at Solihull and it is hoped that the Company may eventually establish additional suppliers capable of efficiently producing goods in South Wales to our standards of requirement and at a competitive price.

A Supplies Division spokesman told ROVER NEWS: "I am quite certain the display has been most worthwhile, and has done the Company a tremendous amount of good in South Wales. We are now analysing the results of the display so far. The exhibition is, of course, open to any prospective suppliers from any part of the U.K. if they would like to come".

Mr. Dennis Davies (Progress Department, Tyseley) left the Company's employment on August 7 for health reasons. He had been with the Company for 2½ years. A presentation was made by Mr. R. Kendrick (Progress Superintendent) on behalf of Tyseley Progress Department staff.

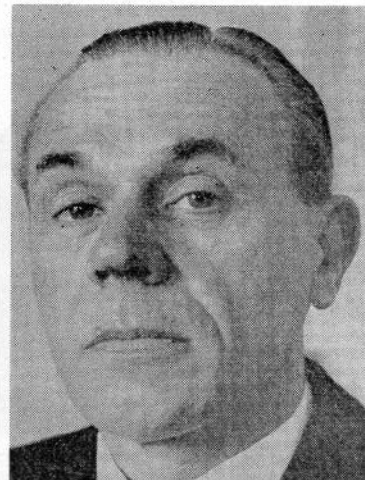


How a visitor sees the display of raw materials and finished parts at St. Mellons. With Mr. Harry Lamb (Supplies Manager, Cardiff), left are Messrs. Arthur Moore (Stores Superintendent), centre, and Henry Lane (Buyer). All three were closely associated with arrangements for the exhibition.

Appointed and Promoted

Mr. V. W. G. Rogers, has joined the Company as Personal Assistant (Technical) to the Managing Director.

His work is largely concerned with investigating and following up design and manufacturing suggestions in conjunction with the established departments and procedures, and to



the Managing Director's instructions.

Mr. Rogers was formerly Chief Engineer, Nuclear Division, Teddington Aircraft Controls, Merthyr Tydfil. As such he was concerned with the design and engineering of valves, rams and allied devices for nuclear application. He was also responsible for the design and manufacture of special purpose production and test machinery for the firm's Stainless Steel Bellows Division at Pontardulais, Carmarthen.



Mr. Maurice J. Lane, has been appointed representative at Cardiff, of Mr. H. R. Hill, Cost Accountant, with the title Area Cost Accountant (Cardiff).

As such, Mr. Lane is empowered to act on Mr. Hill's behalf in all administrative and procedural matters,



and to develop a comprehensive service to Management on costing and allied subjects.

Mr. Lane joined the Company in the Solihull Cost Office in 1955. Subsequently he transferred to Stock Audit and had been in charge of Stock Audit at Pengam since inception of the Cardiff project.

Mr. W. H. V. E. Harris is responsible for Service Department costing at Solihull and at Cardiff as required.



Mr. Eric Thornton, former Commercial Manager, Rover Sales Division, has rejoined the Company as C.K.D. Supervisor.

As such, he is responsible to Mr. R. D. Harington in Programme Control and is concentrating his activities on co-ordinating Rover C.K.D. operations.

His work provides an overall liaison between Production, M.C.D., Specifications, Shipping and outside packers.

Mr. Thornton was formerly with the Company from 1955 to 1962.

A "tramp dance" organised for Cardiff Production Dept. by Miss A. Fry, Miss J. Xuereb and Mr. T. Holmes was a great success. Prize winners were Mrs. Linda Morgan, Mrs. Jean Brown, Mrs. Peggy Anderson and Mr. Bill Brown (Inspection).

A family 'partnership' across the globe

An unusual father and son "partnership" with a strong Rover flavour is to be found in the Lewis family.

While Mr. William Lewis helps to give Land-Rovers their final inspection before they leave the Solihull factory, his son John, a Regular soldier serving with the Green Jackets, is driving military Land-Rovers thousands of miles away in Borneo!

Pte. John, a driver mechanic, has been in the Army for nine years, joining as a boy soldier. Father William has worked for Rover for seven years.

Not to be outdone in the Rover tradition, John's mother, Mrs. Nora Lewis, recently joined the 2000 Inspection Department.



John (left) and a soldier comrade with a couple of Land-Rovers in Borneo.

Our Man in East Canada

Mr. M. G. (Mit) Musgrave, has been appointed Rover's Regional Manager for eastern Canada. He

Navigation Co., based at Calcutta, and serving in the Far East.

He was subsequently inspector in charge, Jig Tool and Gauge Department, The English Electric Company (Hampden and Halifax bombers) for 3 years, and Assistant Chief and then Chief Inspector, Messrs. H. M. Hobsons, at their Knighton, Radnorshire, shadow factory for 3½ years.

He joined Teddington Aircraft Controls Ltd. at the end of the



holds a Bachelor of Commerce degree from Dalhousie University, and has 18 years' experience of industry. Mr. Musgrave lives with his wife and two children in Toronto. He was born in Sydney, Nova Scotia, and grew up in Halifax, Nova Scotia.



Mr. George Walker has joined the Rover Company from Teddington Aircraft Controls Limited, as Quality Manager at Pengam. He is directly responsible to Mr. E. G. Bacon (Executive Director, Quality Control).

After serving his apprenticeship with McCall and Pollock, marine engineers of Sunderland, Mr. Walker was for six years an engineer officer with The British India Steam and



second world war as Assistant Chief Inspector, and during the 19 years with the company held the post of Chief Inspector and finally Executive Chief Inspector of the four factories in the aircraft group.

ENGAGEMENT: Miss Iris Lenton (secretary to Mr. T. Brindley, Works Superintendent, Tyseley) and Mr. John Clarke (Land-Rover Line, Solihull).

By chance ... a trip to Australia

A chance meeting in the street led to a 10,000-mile trip to Australia for a London couple.

Composer John Tubb always wanted to travel, and he bought himself a Land-Rover as a first step towards this dream. Driving in Tottenham one day he stopped for a chat with the driver of another Land-Rover.

The latter proved to be a Melbourne man who was in England on a honeymoon trip with his wife, Shirley.

A chat about travel led to a plan to accompany the Australian couple back to Australia.

With John when he set out in early August was Marion Fetterou, an Enfield secretary, also keen on travel. Each saved £360 for the trip via France, Switzerland, Italy, Yugoslavia, Greece, Turkey, Iraq, Pakistan and India, taking a plane from Bombay to Melbourne.

John and Marion hope to get work in Australia to enable them to save enough money to make their trip a global one, with visits to Canada and the United States.

TORY THAT TATURE ...

I started as one of those senior staff dining on tall stories. Gracie Fields might have had the biggest aspidistra in the world, it said, but Mr. L. N. Callaby (Material and Stores Manager) had the biggest stock on what is popularly termed the 'estate', adjoining the Solihull factory.

The tale went its rounds, until it finally slid through the open door of the ROVER NEWS one hot afternoon.

Then the story took on a twist that replaced looks of genuine surprise on all faces, and put a beaming smile on the face of Mr. Callaby. For the 9 ft. 6 in. high stock was well above average height—to four feet in fact, according to Birmingham-Reference Library. The average height of a hollyhock is 5 ft. to 6 ft.

Mr. Callaby's secret for growing tall-hollyhocks? He hasn't one. "I'm a gardener," he explains. "It just happened."



...orn hope emblazoned on a vehicle re-for its rugged determination to succeed. In the streets of San Francisco during the campaign convention was this Land-campaign vehicle of U.S. presidential candidate Marvin Kitman, from Leonia, New Jersey.

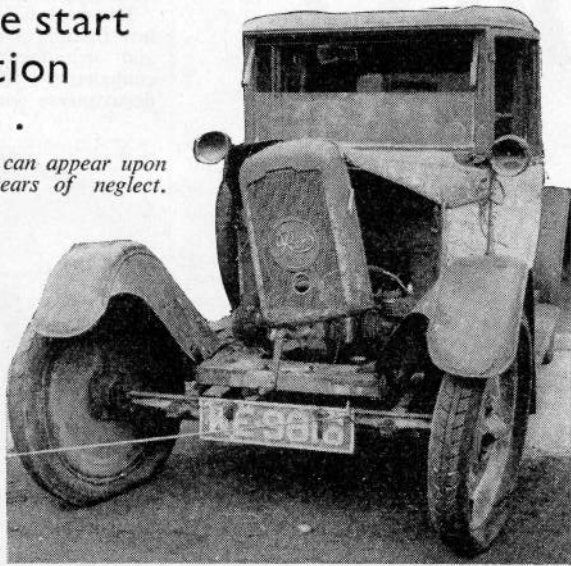
ROVING REPORTS

Veteran car fleet gains a 1927 Rover coupé

Aquisition of a 1927 16/50 coach-built Rover coupé in excellent condition has brought the number of vintage Rover cars now in the possession of the Company up to eight. In addition, it owns two old motor cycles, a Starley tricycle and several ladies' and gents' cycles.

Before the start of Operation Facelift . . .

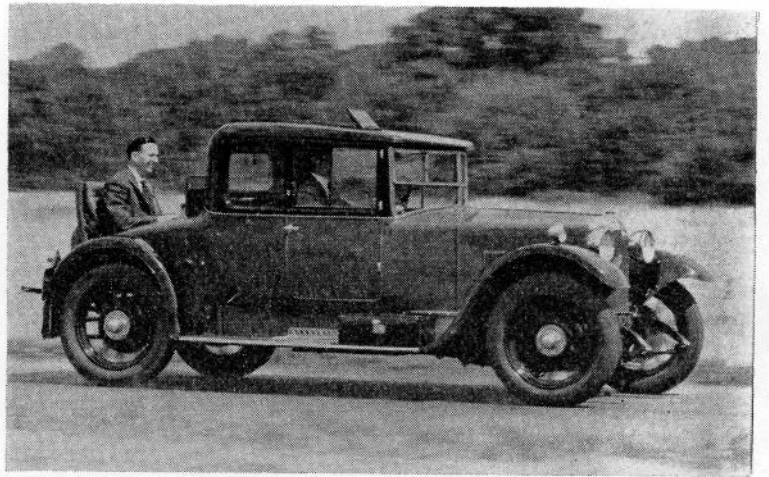
How a vintage car can appear upon "discovery" after years of neglect. This face of decay on the 1922 8 h.p. air-cooled twin Rover coupé is now being removed by Mr. D. Joyce, Rover's expert on vintage car renovation. When work on it is finished, the car will be a smart, renovated vehicle with a future.



This gradual formation of a fleet of vintage and veteran Rover products is going ahead with a view to eventual establishment of a Company museum.

Here is a list of the veterans now in Rover Company hands, together with assessments of individual condition:—

- Starley tricycle (1885 to 1889 era) in good condition and mounted on a board.
- Several 1908 ladies' and gents' cycles in good order.
- 1905 motor cycle—awaiting restoration.
- 1913 motor cycle—fully restored and running.
- 1906 8 h.p. open two-seater—in running order, but needs repainting.
- 1907 8 h.p. open two-seater with hood—fully renovated and in running order. (Both the above cars have water-cooled single cylinders).
- 1907 20 h.p. open 4-seater tourer bought by Mr. W. Martin-Hurst,



The newly-acquired 1927 16/50 Rover shows its paces (maximum 48 m.p.h.) on the Solihull Test Track. Behind the steering wheel—Mr. E. Wishlade. Note the "dicky" for accommodating an extra two passengers.

Managing Director, in the United States and shipped to Solihull—completely original and fully renovated.

- 1922 8 h.p. air-cooled twin coupé—being renovated.
- 1924 14 h.p. four-seater tourer—a non-runner. Has a broken back axle and any suggestions as to where a replacement can be obtained would be welcomed by Publicity Department (Mr. E. Wishlade).

● 1927 16/50—fully renovated and operating.

● 1931 Nizam tourer—fully renovated.

● 1935 16 h.p. saloon—a non-runner. Has cracked cylinder block awaiting attention.

The Publicity Dept. is always on the look out for veteran Rover vehicles and welcomes news of interesting discoveries.



Mr. F. E. Walker (Universal Miller, Toolroom, Acocks Green) being presented with a mirror, kitchen cabinet and electric clock by Mr. W. Boylan (Toolroom Superintendent) when he retired after 17 years' service.

A Reader Writes . . .

I lost my husband recently and the quick response of the Welfare Department, Mr. Dixon and Mrs. Smith has to be experienced to be believed. Both arrived with cash, kindness and unlimited help.

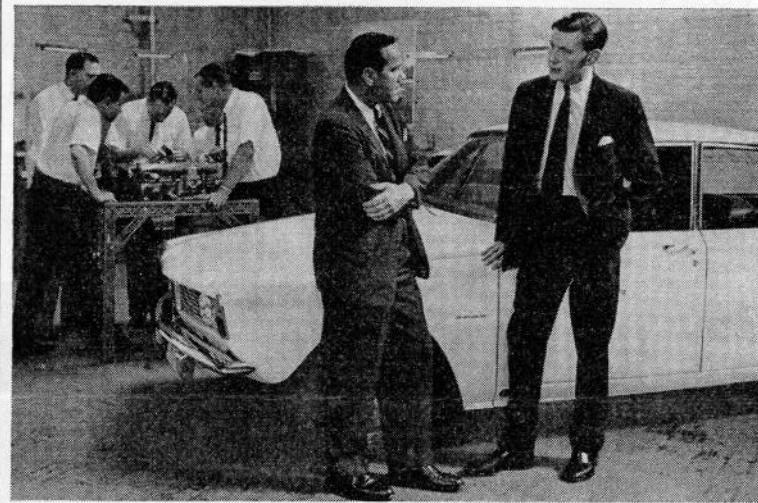
I shall always remember their absolute sincerity in time of loss and strain. I would be grateful if you would let others, who may be in similar circumstances as myself, know that Welfare Department helps at once.

Gratefully,
Elsie Rowley (Mrs.),
1, Watling Street, Kenilworth.

Mrs. Christine Kemp, who left Bought Out Inspection, Solihull, to prepare for a "happy event," was presented with a baby's chair and pram set by Mr. Len Pinner on behalf of her colleagues in P6 Inspection Department. Mrs. Kemp's husband, Ken, works on Land-Rover assembly.

Two Rover youths once again helped to run this year's "holiday camp" at Packington Park, near Solihull, for underprivileged boys. The camp was organised by the W.V.S. and the Outward Bound Association and among the section leaders were ex-apprentice Peter Grinnell (Land-Rover Design D.O.) and apprentice Philip Webb (Research Dept.).

Mr. W. Dugmore (Land-Rover Trim Shop Foreman) found a surprise in store when he returned from lunch on August 5. His Trim Shop girls had not forgotten that it was his silver wedding anniversary. Phyllis Edmunds, one of the oldest hands, presented him with a tea set and a tea maker, while Kathy Bromwich gave him some flowers for his wife. Mr. Dugmore has been with the Company for 16 years.



Some of the eastern regional service representatives of Rover North America receiving instruction on the Rover 2000 engine at the Newark, New Jersey depot, from Mr. John Hopping, Parts and Service Manager (centre of the group). Also on hand are Mr. Henry B. Douglas, Eastern Regional Sales Manager, and Mr. Mark Barratt, the Rover North America Warranty Supervisor.

After engagements in Wales and on the south east coast the Birmingham Renegades Rhythm Group managed by Mr. Ted Brown, of Perry Barr, is extending its activities to Scandinavia. From October 1-25 it will be playing in Finland, followed by a tour of West Germany from November 1-30, starting at Minden. The group returns to England early in December and will play at Manchester University with The Hollies on December 5.

PERSONAL NEWS FROM THE FACTORIES

BIRTHS

We offer our congratulations to . . .

ORTON—To Mr. and Mrs. R. Orton, a son (Darrell John) on July 16. Mrs. Dorothy Orton is employed in Land-Rover Trim Shop, and her husband was formerly a machinist at Acocks Green.

PARKES—To Mr. and Mrs. F. Parkes, a son (Steven Graham) on July 3. Mr. Parkes is employed in Experimental Pattern Shop.

GREATOREX—To Mr. and Mrs. W. Greatorex, a daughter (Susan Jane) on June 30. Mr. Greatorex is employed in the Weld Shop, and Mrs. Greatorex was formerly in Technical Service Department.

PHILLIPS—To Mr. and Mrs. Stewart Phillips, a son (John) on July 5. Mr. Phillips is a fitter in Gearbox Section, Unit Reconditioning, Cardiff.

STANLEY—To Mr. and Mrs. K. Stanley, a son (Ian) on July 5. Mr. Stanley is employed in Service Progress Department, Tyseley.

GAGE—To Mr. and Mrs. A. Gage, a daughter (Sandra) on July 8. Mr. Gage is employed on R.M.V. Inspection, Cardiff.

DAVIES—To Mr. and Mrs. L. Davies, a son (Byron) on July 29. Mr. Davies is employed on R.M.V. Inspection, Cardiff.

ASHFORD—To Mr. and Mrs. A. Ashford, a daughter (Karen Jayne) on August 4. Mr. Ashford is a chargehand, Cutter Grinding, Cardiff.

POW—To Mr. and Mrs. Pow, a daughter (Andrea Jane) on July 4. Mrs. Judy Pow formerly worked in the Land-Rover Trim Shop.

DANKS—To Betty (nee Fitton) and Bob, a daughter (Joanne Elizabeth) by adoption.

MARRIAGES

We offer our congratulations and best wishes to . . .

AINLEY-MOLYNEUX—On July 23 at St. Alphege's Church, Solihull, Mr. Granville Ainley to Miss Ann Molyneux (Planning Department).

O'NEILL-JAMES—On July 20 at St. Martin's Church, Roath, Cardiff, Mr. T. O'Neill to Miss P. James (Export Section/Parts Department, Cardiff).

HOLLAND-HAMER—On August 19 at St. Alphege's Church, Solihull, Mr. Trevor Holland (Computer) to Miss Annette Hamer (Oncost).

GODDARD-RAY—On July 11 at St. Giles' Church, Sheldon, Mr. J. Goddard (Land-Rover line) to Miss A. Ray (Land-Rover Trim Shop).

LOCKE-LEE—On August 8 at Hall Green Church, Mr. Dennis Locke to Miss Mary Lee (Planning Department, Acocks Green).

SILVER WEDDINGS

We offer our congratulations and best wishes to . . .

DUGMORE—Mr. and Mrs. W. Dugmore celebrated their silver wedding on August 5. Mr. Dugmore is Land-Rover Trim Shop Foreman.

WESTWOOD—Mr. and Mrs. J. Westwood celebrated their silver wedding on August 5. Mr. Westwood is employed in Car Despatch.

HIGGS—Mr. and Mrs. R. Higgs celebrated their silver wedding on July 24. Mrs. Mary Higgs is employed in Selection, Parts Department, Pengam.

DYNEVOR—Mr. and Mrs. C. Dynevor celebrated their silver wedding on September 4. Mr. Dynevor is employed in Works Engineers, Solihull.

PLANT—Mr. and Mrs. J. E. Plant celebrated their silver wedding on August 19. Mr. Plant is Spares Manager with Wellington Motors Ltd., our distributors for the Wellington province of New Zealand. He joined the Rover Company in the spares parts division in 1946 and left for New Zealand with his wife and son in November, 1954.

DEATHS

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

GARDINER—Mr. Henry T. Gardiner died on July 7, aged 64. Mr. Gardiner was a polisher at Perry Barr, and had been with the Company for 14 years.

PEARSON—Mr. Frederick Pearson died on July 12, aged 58. Mr. Pearson was employed as a fitter at Tyseley, and had been with the Company for 9½ years.

DZWONKIEWICZ—Mr. George Dzwonkiewicz died on July 26, aged 39. Mr. Dzwonkiewicz was employed as a machinist at Tyseley, and had been with the Company for 13 years.

RETIREMENTS

Mr. Wilfred J. Docker on August 14; he was employed as a labourer at Solihull (24 years' service). Mr. Frederick Burton on July 31; he was a fitter at Perry Barr (20 years). Mr. Cyril C. Dodd on July 7; he was a machinist (24 years). Mr. Harold Hazelhurst on August 21; he was a fitter at Percy Road (33 years). Mr. Arthur Jenkinson on July 31; he was a fitter at Tyseley (14 years). Mr. William McQueen on July 10; he was a machine operator at Tyseley (6 years). Mr. Richard Morris on August 21; he was a labourer at Percy Road (36 years). Mr. William Perry on August 21; he was a turner in the Toolroom at Tyseley and Perry Barr (28 years). Mr. William Stone on July 24; he was employed in the Toolroom at Tyseley (42 years). Mrs. Lily Nevitt on August 17; she was a viewer at Ryland Road and Tyseley (10 years). Mr. W. J. E. Greenway (Machine Shop Superintendent, Acocks Green) on August 14 (8 years).



An embossed silver coffee salver and Parker fountain pen were the gifts of colleagues to Mr. B. Beardshaw (foreman, Engine Test, Acocks Green) when he left after 21 years' service to emigrate to Australia. Mr. A. A. Hughes (Engine Assembly Superintendent) made the presentations on behalf of colleagues. A bouquet of flowers was also delivered to Mrs. Beardshaw before she and her husband embarked at Southampton.



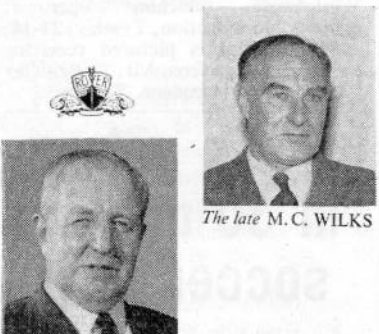
$$\frac{75}{1949/59} + \frac{60}{1953/59} + \frac{90}{1953/59} + \frac{105R}{1956/58} + \frac{105S}{1956/59} + \frac{80}{1959/62} + \frac{100}{1959/62} + \frac{95}{1962/64} + \frac{110}{1962/64} = \frac{P4}{1949/1964}$$

FAREWELL!

By H. B. LIGHT



A TRIBUTE TO P4 AS IT SLIPS INTO THE SHADOWS



W. J. ROBINSON



F. R. S. SEALE



C. NICHOLS



F. SHAW



F. UNDERWOOD



R. DIBBLE



S. SMITH



The late M. C. WILKS



A. S. OSTLER



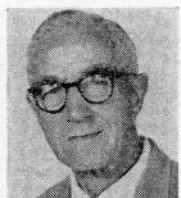
J. SWAINE



P. W. HALL



N. A. WORSTER



C. T. NEWSOME



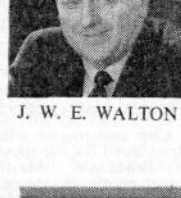
H. J. LOKER



B. SILVESTER



A. J. WORSTER



J. W. E. WALTON



The late L. JACKMAN



E. SCOTT



F. E. A. STEPHENSON



G. SAVAGE



C. A. WARD



C. J. GOODE



G. BASHFORD



F. W. ALLEN



L. BARROW

IT is remarkable but true that whenever a radical change in the design of anything is introduced it invariably has to suffer a cycle of indignation, regret, criticism, and a host of frustrating reactions from the public. And yet, with the passing of time, as the separate generations move forward and become mature in their respective groups, changes are accepted and absorbed in the general pattern of their lives.

Rover's traditional body styling of the period well before the war and up to 1949 had been accepted in the motoring world as the 'marque d'élégance,' and it was undoubtedly something of a shock to Rover enthusiasts everywhere when in September, 1949, the Company introduced the entirely new body styling of the P.4.

Here was a Rover most unlike a Rover. Here was a Rover which was not of the past, neither was it ultra-modern. One could not even say that it was a 'pretty' car, but there was something about its appearance which created an intriguing interest. The more one looked at it—from the front, rear, off-side or near-side—the more one liked and admired it.

From the earliest stages the styling of the P.4 body was carried out by Mr. H. J. Loker (now in retirement) who, for many years, was the Company's Chief Body Designer. Mr. Loker was, of course, working under the direction of the late Mr. M. C. Wilks, whose wishes were interpreted first with the aid of small-scale models and later with a full-size wooden 'mock-up.' In this work the late Mr. L. Jackman was able to give considerable help and advice.

Responsibility for the practical side of the work rested with Mr. F. Underwood who retired in 1963. After many subtle adjustments, the final shape was evolved and the 'lines' of the new car were established. At this stage, the Production Development Department under Mr. H. H. Lloyd and Mr. A. S. Ostler commenced work on the drawings for the detail construction of the body, whilst prototype bodies took shape in the Jig Shop under the control of Mr. C. Nichols and Mr. G. Savage.

Meanwhile, on the chassis side Mr. G. Bashford was at work on the designs for

the suspension systems, steering and brake layouts, and the box section chassis frame began to take shape. Mr. J. Swaine was at work on a new version of the sloping head engine in which an aluminium cylinder head was used in conjunction with two carburettors. The new gear change, which was first mounted on the steering column, was evolved by Mr. F. Shaw. (It is interesting to record here that the sloping head engine fitted into the P.4 chassis was originally designed before 1939, but planning had to be delayed for six years due to the war. After this period, the planning was revised and the tooling manufactured to enable the engine to be produced and fitted in 1948 to the series of cars known as P.3. The engine at that time had a cast-iron cylinder head).

Mr. B. Silvester and Mr. F. Shaw were responsible for the Rover design torque converter which was fitted to the 105R model introduced in 1957.

When the first experimental chassis was built the vehicle was disguised by having a Studebaker body mounted on it and the staff christened it "The Roverbaker." On its first long run it was driven to Torquay and back by Mr. F. R. S. Seale accompanied by Mr. G. Bashford. The development work which followed was under the control of Mr. C. A. Ward, assisted by Mr. C. J. Goode and Mr. N. A. Worster.

Production at Solihull came under the control of Mr. W. J. Robinson (Executive Director, Production, Solihull). Mr. R. Dibble who was in charge of the Body Shop had responsibility for the early assembly of P.4 bodies. Mr. J. Alford, who retired some years ago, supervised the running of the P.4 Paint Shop, and Mr. P. W. Hall (present Car Production Manager) was in charge of the Trim Shop. Mr. S. Smith had responsibility for the car electric; the late Mr. J. McCutcheon for chassis assembly, and Mr. L. Barrow was foreman of the Finishing Line. Stores management and material control fell to the lot of Mr. F. W. Allen, whilst Quality Control and Inspection was in the hands of Mr. C. T. Newsome with Mr. F. E. A. Stephenson as Chief Inspector.

The Tyseley group of factories played an important part in the P.4 story, and from the raw material, through heat treatment,

machining, assembly and test, it can be recorded that every unit turned out upheld Tyseley's reputation for quality work of a very high order.

For a considerable period of the life of the P.4 car, the Tyseley factories were under the control of Mr. A. J. Worster, who was then Works Manager, and the machining side of the work was carried out under the control of Mr. F. C. Holland, Production Manager (now retired). Responsibility for assembly was under the control of Mr. H. E. Davenport, Assembly Superintendent, also retired.

Mr. Worster was appointed to the Board as Production Director for the Company in 1958. Mr. J. W. E. Walton became General Manager of the Tyseley Group of Factories, with Mr. E. Scott as his appointed Deputy and General Works Manager. Later Mr. J. W. E. Walton was appointed Executive Director Production—Tyseley Group.

Bearing all the characteristics of robust dignity, the Rover P.4 car became a model truly distinctive and symbolic of "Rover" during its 15 years' production.

The Company produced 130,342 P.4 cars, and of that figure, 15,161 were fitted with four-cylinder engines and 115,181 with six-cylinder engines. The '75' model, which ran for ten years accounted for over 43,000 whilst the '90' accounted for 36,000 in six years.

The picture below was taken as the very last of a long line of P.4's came off the assembly line on May 27, 1964. Grouped round it is the team that contributed to its success—designers, planners, engineers, salesmen and assembly line men.

Throughout production from the first '75' to the last '95' and '110' models there has been maintained a degree of perfection which has reflected great credit upon all those engaged on the P.4 project and which has, throughout the 15 years, fully merited the high praise given to the range by all sections of the motoring Press at home and overseas.

In offering the toast "ONE OF BRITAIN'S FINE CARS" it is with regret that we say "FAREWELL" to this fine example of Rover skill in engineering and design.



Editor's note:
The arithmetical quotation at the top of the page indicates the sequence in which the various P.4 models were introduced during the 15 years of production. The top figure is the model and the lower one denotes the years of production. The "sum" adds up to the P.4 series which ran from 1949-1964.

Riot of colour greets Mayor

Civic recognition coupled with an extremely high standard of flowers, particularly dahlias, served to make the Rover (Solihull) Horticultural Society's fourth annual show on August 22 a huge success.

The show was opened by the Mayor and Mayoress of Solihull, Ald. and Mrs. H. C. Taylor, who spent the whole afternoon examining exhibits laid out in the main Rover Canteen which was a riot of colour and fragrance.

Some 62 exhibitors entered a total of 432 entries and the main awards were presented at the end of the day by the Mayor and Mayoress. Mrs. W. J. Robinson, wife of the Executive Director, Production—Solihull, presented the Robinson Trophy.

Mr. T. C. Perrins (C.K.D.), show secretary, told ROVER NEWS that the show was the Society's best-ever and that attendance by Rover employees and their families was very good.

While the flower classes were "out of this world," vegetables were down on last year. The centre of the show was occupied by a Birmingham Wine Makers' Circle stand at which visitors could sample the delights of home-made wines.

A special display of fuchsias and pot plants was staged by Mr. P. J. Toon, and a showing of African Violets was especially admired.

Cup and trophy winners were: Worster Rose Bowl for the most points in the show: W. Bradshaw. Martin-Hurst Trophy for most points in the arrangement section: Mrs. J. Daniels. Marson Cup for most points in the ladies' section: Mrs. J. Daniels. Perrins Cup for most points in the vegetable section: W. Bradshaw. Wilks Challenge Cup: H. K. Brown. Robinson Trophy: Mrs. H. C. Gee. "The Gardening News" Shield: P. J. Toon. National Dahlia Society Silver Medal: B. J. Whitehouse. Bronze medal: S. Jay. Bronze medal (novice): J. A. Fraser. "Small-holder" blue ribbon: W. Tinney. "Amateur Gardener" bronze medal: W. Bradshaw. National Rose Society Medal and National Sweet Pea Society Medal: Mrs. J. Daniels.

Strongest flower class at the show was for dahlias and the Rover



Marrow inspection at the Rover (Solihull) Horticultural Society Show. From left to right: Mr. A. C. R. Greenwood, Society vice-chairman; the Mayoress of Solihull, Mrs. H. C. Taylor; the Mayor, Ald. Taylor; Mrs. W. J. Robinson, and Mr. W. J. Robinson (Executive Director, Production—Solihull).

gardeners' high standard this year was emphasised yet again at the Midland Dahlia Society's annual show at Coventry on August 27 and 28.

A Rover team skippered by John Whitehouse gained third place in the class for a collection of four vases of dahlias (limited to societies affiliated to the Midlands society).

Cast-iron catch

Four teams—Land-Rover, Cars, Staff and A.O.D. (any other depts.)—took part in the inter-departmental trophy contest organised by Solihull Angling Section and held in the M.E.M. waters at Alveston, near Stratford-on-Avon, on August 15.

A.O.D. won with a total weight of 10 lb. 8 oz. 6 dr., followed by Cars (9-9-0), Land-Rover (5-14-2) and Staff (3-1-4). Individual winner of the day was Mr. W. Newman, whose fine weight of 3 lb. 4 oz. 4 dr. could not clinch the team award for Cars. His catch consisted of 89 gudgeon and two roach.

Major prize winners were: 1, W. Newman (Cars—3 lb. 4 oz. 6 dr.); 2, R. Checkley (A.O.D.—2-12-0); 3, K. Collis (A.O.D.—2-0-0); 4, A. Batty (Cars—1-11-0); 5, A.

Collister (Staff—1-10-8).

Mr. George Taylor, the Tyseley angling secretary, won the Birmingham Anglers Association committee contest on August 23 with 8 lb. of bream to win one of the longest and heaviest trophies in the world. It is nearly 3 ft. high and weighs about a hundredweight, being made of cast iron. He also received a gold medal.

Percy Rd. angling

Results of a Percy Road Angling Club contest at Hallow: 1—A. Thompson, Grp. 450 (6 lb. 7 oz. 12 drms.); 2—L. Jaynes, Grp. 446 (3 lb. 15 oz. 14 drms.); 3—B. Willetts, Grp. 430 (1 lb. 8 oz.); 4—D. O'Conner (1 lb. 7 oz. 10 drms.).

FIFTH TYSELEY WIN



Tyseley bowlers retained the Worster Cup in the inter-works bowling competition for the fifth successive year. Congratulations to a strong team skippered by Mr. J. B. Dickinson.

Kalamazoo conquered

Rover Tyseley cricketers had won ten games, drawn three, and lost six at the season's half way stage.

In the best game the club has played for many years, it succeeded in beating Kalamazoo in the last over. Kalamazoo batted first and made 165 for 3 declared. Rover replied with 166 for 8 in 2 hours 10 minutes.

Dyke and Suthons made an opening stand of 50; Alan Bannister knocked 52 and B. Hodges made an unbeaten 28.

Results: drew with Lapworth (Dyke 6 for 50); lost to Tanworth-in-Arden; beat Inkberrow (Goode 6-19, Dyke 39 n.o.); beat Kalamazoo (Bannister 52, Suthons 30, Hodges 28 n.o.); lost to Pearsons; beat Newton Regis (Dyke 59 and 5 for 22); lost to Alkammatic (Lovell 43); drew with Quinton (Bannister, 48); lost to Newton Regis (Johnson 5-53, Dyke 32); beat Southalls (Lovell 4-16 and 38 n.o.); lost to Bidford-on-Avon (Dyke 32).

Result of a Perry Barr inter-departmental cricket match on August 4: Toolroom 49 for 4; Section 303, 46 all out. Toolroom won by 6 wickets.

The individual championship was won on the College Arms green at Hall Green on August 16 by Mr. L. Phillips (auto operator, Shop 5, Tyseley), who defeated Mr. L. Whitehouse (machine operator, cylinder block section, Tyseley) 21-14.

Mr. Phillips is pictured receiving the Hughes Cup from Mr. T. Brindley (Works Superintendent, Tyseley).

Goals galore in 30-minute soccer final

A six-a-side football match for the Inter-departmental Jackman Trophy on August 17 produced 12 goals in 30 minutes' play!

This year's final was a six-a-side affair because of shortage of space while the sports ground is being altered. So the match was played on an area about the size of a tennis court between Experimental 'B' and P6 'A', the latter winning 8-4.

After being introduced by Mr. W. J. Robinson (Executive Director, Production—Solihull), Mr. B. G. L. Jackman (Executive Director, Production) presented the Jackman Trophy—originally given by his late father, Mr. L. Jackman, who was Rover Works Manager—to P6 'A' skipper Len Gilbert. Mr. Robinson presented the Sportsman of the Year Cup to Mr. C. Tandy (Land-Rover Line), who has gained this award twice in the last three years.

REMINDER: The new soccer season began on September 5 and players are wanted for the Rover teams. Anyone interested should contact Mr. T. Horton (groundsman and soccer secretary), internal phone Solihull 206. Membership fee: 2s. 6d. per season and a shilling a game entitling members to free kit, tea, laundry, transport etc.

Retires, but not from boxing

A stalwart of boxing in the Midlands for 27 years, Mr. W. J. E. Greenway (Machine Shop Supt., Acocks Green) retired from the Company on August 14.

He rejoined Rover in 1959 after previous service in the Planning Department from 1956 to 1958.

Mr. and Mrs. Greenway are moving house to Teignmouth, South Devon, and Mr. Greenway is hoping to resume his boxing interest with the Western Counties A.B.A. He served the Midlands Counties A.B.A. in various capacities.

A lawn mower and a cheque were presented to him (picture below) by Mr. E. Scott, General Works Manager, Tyseley Group, on behalf of colleagues and friends.

Mr. W. J. Hebblethwaite has been appointed Machine Shop Supt. to succeed Mr. Greenway.

A YOUNG MAN GOING EAST



An appointment in Indonesia was awaiting Mr. Kenneth Dixon (Computer Programmer, Solihull) when this photograph was taken. He left the Company's employ on August 14 after six years to take up a post as consultant computer programmer with an oil company at Palembang, Sumatra.

A handsome suitcase, subscribed for by colleagues, was presented to him (above) by Mr. Howard Jones

(Organisation and Methods and Computer Manager), who referred to Mr. Dixon's "skill, enthusiasm and good humour" in the performance of his duties.

Mr. Dixon, who took his family with him to Indonesia, began his Rover service in Order Processing, Export, and then moved to Hollerith, Organisation and Methods, and finally into the Computer Department.



Mr. Tandy (left) receiving the Sportsman of the Year award from Mr. Robinson. RIGHT: The Jackman Trophy being presented to P6 'A' skipper Len Gilbert by, appropriately, Mr. B. G. L. Jackman, son of the man who gave it.



Mr. John Wallbank (Computer Programming Solihull) took photographs on the occasion when the last Rover '95' came off the P.4 production line at Solihull in May. Members of the group gathered round the car who would like to see these pictures, with a view to ordering copies, should contact Mr. Wallbank, on Solihull Internal telephone 335.

Illegal journey

A second-hand Rover car stolen from a Chesterfield showroom was found—in Durban, South Africa!

Police in Britain and South Africa are investigating a racket whereby stolen cars are being sent from Britain to Durban. A highly-organised gang is suspected.

An order for a Rover 3-litre automatic for the Governor General of New Zealand, Sir Bernard Fergusson, has been placed through Wellington Motors Ltd., New Zealand distributors of Wellington. Delivery is expected in early November.

25 years a sailor ... retires from Rover

Mr. A. N. Jenkinson, an engine fitter at Tyseley, retired on August 12 after 14 years' service with the Company. Mr. F. Goodwin (Superintendent, Engine Test and Assembly Shop, Tyseley) is pictured right making a monetary presentation to him on behalf of friends and colleagues.

Before joining Rover, Mr. Jenkinson had a 25-year career in the Royal Navy. He joined as an artificer apprentice in 1915, and later served on the battleships "Ramillies" and "Marlborough" in the Mediterranean Fleet, though most of his service was in destroyers in the Atlantic and Mediterranean. He also spent four years with the Far East submarine flotilla. His service engagement ended in June 1939, but he was recalled two months later to serve in the light cruiser "Calypso". He was invalided out in 1940 and



became employed by the Air Ministry, attached to the Rover Company shadow factory at Solihull where aircraft engines were being built.

After a spell with another firm as

Chief Inspector of Government Contracts, Mr. Jenkinson joined Rover in 1950, since which time he has been an engine fitter at Tyseley on rectification, etc., in the A.F.C. group.

