



ALL 4 AT THE FINISH!

2000s' best-ever rally showing in Alpine event

THE Rover 2000 celebrated its first birthday as a rally car with an outstanding achievement in last month's Alpine Rally. Four 2000s were entered—and all finished an event in which 62 of the original 93 starters became casualties.

The Andrew Cowan/Brian Coyle car won its G.T. category class (1601-2500 cc) and was 3rd overall: the other three 2000s came 4th, 5th and 6th respectively in their Touring category class and were 10th (Roger Clark/Jim Porter), 16th (Logan Morrison/Johnstone Syer) and 22nd (Anne Hall/Pat Spencer) overall.

Anne Hall and her partner were placed second in the Coupe des Dames (Touring) award and the Rover team was 3rd in the Manufacturers Team Award.

It was in the 1964 Alpine Rally that the Rover 2000 made its rallying debut and a 100 per cent finish and such excellent placings a year later is a first-class achievement and a tribute to Rover engineering, driving skill and the untiring efforts of the Competition Section and its fitters. Every 2000 competing finished mechanically sound.

● A correspondent reports . . .

A warm evening in the brightly-lit old port of Marseilles was the scene for the departure of the rally.

Before the crews of the 93 cars from 10 European countries was a 3,600-kilometre drive through the toughest mountain passes in the French Alps, a course which few were destined to finish.

The event, which lasted six days, consisted of three stages with rest periods in between: Marseilles to Grenoble: Grenoble to Grenoble: Grenoble to Monte Carlo.

The first stage to Grenoble proved to be more harrowing than expected, due not only to very fast special stages but also to heavy rain and thunderstorms during the night and most of the morning. Only 53 cars arrived, some crumpled and bent having run off the road or had accidents.

All the Rovers were there running smoothly and looking trim. The crews were tired but pleased with the way the cars had performed. Logan Morrison was the only one to be penalised having had a puncture on a special stage.

The Cowan/Coyle car lay 5th in the G.T. category and 2nd in class. A very creditable performance up against Sunbeam Tigers, the French Alpines and the powerful Porsches.

The three other cars lay 18th, 21st and 29th in the Touring category. Anne Hall was 5th in the class and leading the ladies; Roger Clark was 7th.

After a quick meal and early to bed the team was up at 5 a.m. A clear dawn broke over Grenoble as the 53 remaining crews woke to start the second stage. Ahead were two circuits, one south to Mont



Ventoux and north of Grenoble as far as St. Jean D'Arvey.

Soon the gradients and twisting circuit began to take its toll on the competitors. The night circuits were hard and to add to this the crews, who had missed a lot of sleep, were feeling the strain. The Rovers kept up the pace and elated service crews had time on their hands as all four drivers reported no problems.

Anne Hall and Pat Spencer had brake trouble and lost time running into gravel. The remainder had no trouble. The 38 survivors finished

the stage in the early morning. There was now to be almost 24 hours break.

The position still looked good. The Cowan/Coyle car lay 4th in the G.T. category and led its class. Clark, Morrison and the ladies were 4th, 5th and 6th in their class, with Clark 15th overall in the Touring category. Two-thirds of the rally was over. All Rovers were running with no mechanical problems and the crews had time to recover before the next stage.

The final stage had once more an early start. The run to Chamonix led to few drivers being penalised and only two failed to get there.

From Chamonix few cars lost points during the night. However, Elford in a Ford Cortina, who was leading his category, ran off the road on the final stage and lost the lead.

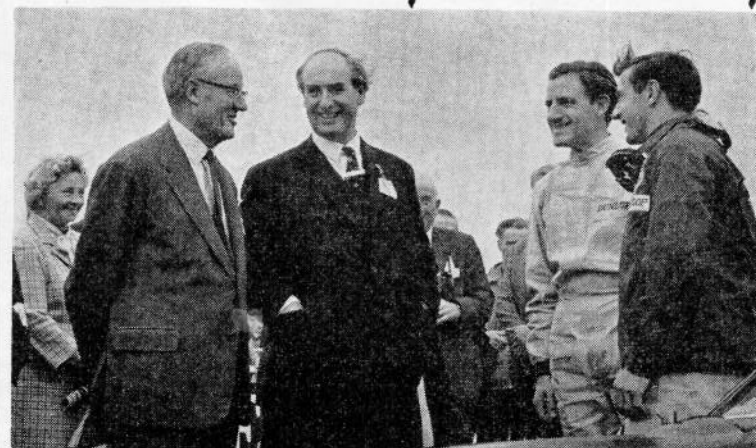
The Cowan/Coyle Rover 2000 takes a hairpin bend on a special stage at Entrevaux during the final stage (Grenoble to Monte Carlo) of the Alpine Rally.

The excitement and tension at Monte Carlo in the Rover camp was terrific as we waited to see how the 2000s would finish. The Anne Hall car had gone down a 40ft. slope during the night but drove out and was continuing. There was, however, doubt as to whether she would finish. But she did, and the Rover 2000 finish was thus 100 per cent.



Three Rover 2000s at a night service point during the Alpine Rally. As the cars were closely numbered (95, 96, 97 and 124) it was quite usual for them all to arrive at servicing points within seconds of each other, thus giving the two duty fitters at each stop quite a frenzied few minutes!

Congratulations at Silverstone



Since successfully competing at Le Mans in June, the Rover-B.R.M. gas turbine car has been in constant demand. It returned to France to appear in the showrooms of the Rover dealer in Claremont Ferrand, M. Lestager, and to complete a demonstration lap before the start of the French Grand Prix on June 27.

Its next public appearance was at the British Grand Prix at Silverstone on July 10 where, before a crowd exceeding 100,000, the car performed three demonstration laps driven by Graham Hill with Jackie Stewart in the passenger seat.

The car received a tremendous ovation from the vast crowd when

it drew to rest after lapping, and Sir Alfred Owen, the Chairman of the Owen Organisation, and Mr. W. Martin-Hurst, the Managing Director of The Rover Company, congratulated the two drivers publicly for their spirited Le Mans effort (pictured above.)

A third public appearance for the car was at Ingleston, Scotland, on July 25 at the Scottish Motor Racing Club's national event. Driven this time by Rover-B.R.M. team manager, Wilkie Wilkinson, the car did several demonstration laps—again to an appreciative audience which quite clearly regarded this car as probably the most interesting racing car seen for many years.

B.E.L.

THE ROVER-ALVIS MERGER

The Rover Company Ltd. and Alvis Ltd. of Coventry, manufacturers of the Alvis car and heavy military vehicles, have merged. Arrangements for the deal were concluded after a special Rover shareholders meeting on July 22 had authorised the creation of 3,960,000 additional 5s. ordinary shares to acquire the issued share capital of Alvis Ltd.

Mr. J. J. Parkes, Chairman of Alvis, has joined the Rover Main Board of Directors, and Mr. A. B. Smith, Director and General Manager of Rover, has been appointed to the Alvis Board. The limit on the number of Rover directors has been increased from eight to 12.

In a statement to ROVER NEWS Mr. Smith said: "We are all very pleased that the merger of these two great companies has been brought about. In many respects we have pursued paths which are either similar or complementary to each other and both companies have the same high standard of engineering and manufacturing philosophy.

"With the increasing sale of Land-Rovers throughout the world for military and government use we find that we are in touch with the same customers and have common problems. Furthermore, we can combine to offer a range of military vehicles from the Regular Land-

Rover to the heavy 6-wheel fighting and personnel carriers of the Alvis cross country range.

"We look forward to the closest association with our Coventry friends in all our joint problems of design and manufacture and to the continuance of the Alvis name alongside our own."

Mr. Parkes said after the special Rover shareholders meeting: "This is a very happy and historic day," adding that the plan for the foreseeable future was to continue the present pattern of production at Alvis.

In the letter to shareholders commending the proposed merger, Mr. L. G. T. Farmer, the Rover Chairman, said the Board believed the merger would benefit Rover by the contribution it would make towards the future expansion of its activities.

"The spare production capacity at present available at Alvis will be of great value in connection with the plans for the expansion of Land-Rover production. By close working between the companies it should be possible to ensure a steadier and more economical utilisation of the Alvis production capacity. By co-operation in such matters as design, development, production, buying, sales and service it is anticipated that economies will also be achieved."

First-class service is essential, says the Rover Chairman

First-class service is essential for the continued success of any motor manufacturer.

This was emphasised by Mr. L. G. T. Farmer, the Rover Chairman, at the opening of a new Service Department at the Coventry Road premises of R. H. Collier & Co. Ltd., our Birmingham distributors.

Conditions had been buoyant in the home market since Purchase Tax was reduced some 2½ years ago, but there was every indication that conditions would become more competitive, and first-class service

arrangements were more important than ever, said the Chairman.

Mr. Farmer made reference to a recent newspaper article suggesting that in times of buoyant demand export customers took second place, and said that this was certainly not true of the Rover Company, and he very much doubted if this was true for the British motor industry generally.

The industry recognised the most important position it occupied in the national economy as the country's principal export industry. It was acutely conscious of the need at all times to satisfy the needs of its overseas customers.

Mr. Farmer, who was introduced by Mr. P. Hamilton-Adams, Collier's managing director, opened the service area by breaking a bottle of champagne against the bumper of a Land-Rover.

The purpose-built service area covers some 12,000 sq. ft. with about 3,000 sq. ft. of reception and test area. All the latest tools and equipment have been installed to increase productivity and assist the staff to do a quicker job but with the same care. Between 200 and 250 cars a week can be handled.



Watched by Mr. P. Hamilton-Adams (left), Managing Director of R. H. Collier and Co. Ltd., Mr. L. G. T. Farmer, the Rover Chairman, breaks a bottle of champagne against the bumper of a Land-Rover to open officially the new Collier service department.

Seven share £54

Seven Solihull employees shared £54 in the latest batch of awards to be made by the works Suggestion Scheme Committee.

Recipients were: Messrs. E. York (Press Shop) £20; T. W. Davies (Press Shop) £10; A. V. Everill (Works Engineers) £10; D. Roach (Inspection) £5; H. Hinett (Works Engineers, Toolroom) £3; C. Francis (Land-Rover W.D.) £3; and A. Lowe (Land-Rover) £3.

Japanese plan for exhibition

Special efforts are being made by Cornes and Co. Ltd., our Japanese distributors, to see that the Company's products are well represented at the British Exhibition being held in Tokyo next month.

Having already ordered certain equipment and conversions from manufacturers who have official Rover approval, the Cornes representatives quite naturally wanted to see the equipment and conversions working during their recent visit to the United Kingdom.

Some 30 units were assembled at Solihull by Land-Rover Special Projects and the Japanese visitors spent two days going thoroughly into all details of each conversion and item of equipment. As well as ordering additional equipment on the spot, the Cornes delegates departed with the firm intention of giving the Japanese market a further survey to assess sales potential of most of the other items they had been able to examine.

The following manufacturers of approved equipment kindly co-operated with Rover in putting on this display: Aeon Products Ltd., Feeny & Johnson Ltd., Normalair Ltd., Evers & Wall Ltd., Allan Fuller Ltd., Gascoignes (Reading) Ltd., Hayters (Sales) Ltd., F. W. McConnel Ltd., R. M. Marples & Son Ltd., Broom & Wade Ltd., Lawrence Edwards & Co. Ltd., Tooley Electro Mechanical Co. Ltd., Carmichael & Sons (Worcester) Ltd., HCB-Angus Ltd., Sun Engineering Ltd., Harvey Frost & Co. Ltd., Simon Engineering Dudley Ltd., Western Engineering (Delabole) Ltd., Pilchers (Merton) Ltd., Herbert Lomas Ltd., Atkinson's of Clitheroe Ltd., B. Dixon-Bate Ltd., J. Brockhouse & Co. Ltd., Scottorn Ltd., Fuller, Lucas & Co. Ltd. (Plumettaz S.A.), British Films Ltd., and Cintec Ltd.

FIRST 2000 IN BORNEO



The first Rover 2000 is delivered in the Borneo States of Malaysia. The photograph shows Mr. Victor Tseu, branch salesman of the Jesselton branch of Champion Motors (M) Ltd., handing over the keys of the 2000 to Mr. B. Lethbridge, of the Education Department, Sabah. The Rover 2000 was introduced to the Borneo States of Sarawak and Sabah during the latter part of June.

AUSTRALIAN M.D. AT SOLIHULL

Mr. J. A. Henderson, Managing Director of Rover Australia, spent a fortnight at Solihull recently. It was his second visit to Solihull since his appointment as Managing Director of Rover Australia at the beginning of last year. He was here at the same time last year.

Mr. Henderson, who was accompanied by his wife, was at Solihull for general discussions on future marketing policy in Australia. He had talks with Mr. L. G. T. Farmer, the Company Chairman, Mr. W. Martin-Hurst, Managing Director, and other directors, and his visit concluded with a tour of the main Solihull factory where the export-winning Rover 2000 and the world-famous Land-Rover are produced.

Mr. Henderson's visit came at a time when the Company is making an all out effort to add to its already impressive export achievements not only in Australia but in other overseas territories.

The Company has a particularly impressive record in Australia, both with cars and Land-Rovers, and one of the country's biggest users of Rover vehicles is the Australian Army which operates a considerable fleet of Land-Rovers.

Australia has for many years been one of the Company's most important overseas markets for all our models, and it is always exploring fresh avenues to increase trade even further. The discussions with Mr. Henderson were aimed at furthering that end.

New S. African Managing Director

A Londoner who emigrated to South Africa 18 years ago and is now a South African citizen, has been appointed Managing Director of Rover South Africa (Pty.) Ltd.

He is Mr. Stanley Charles Toll, a qualified engineer, who has joined Rover South Africa from R. L. Weir and Co., Land-Rover distributors for the eastern Cape, where he was director responsible for sales, service and spares.

He describes himself as essentially a sales, service and spares man, believing wholeheartedly that all three must go together if market competition is to be overcome.

In his spare time, Mr. Toll is a keen radio enthusiast and an aircraft pilot. The latter qualification he finds useful in his business as well as for pleasure, as it enables him to cover the vast expanse of South Africa quickly and in comfort. He flies a Cherokee 235 aircraft.

The first important event for the new South African Managing Director is the official launching of the 2000 in the Republic on September 1.

Arrangements have been made whereby distributors throughout the Republic will present the car to Press and public at the same time on the same day, thus creating maximum impact throughout the whole country.

Receptions will be held in the various large cities to which civic leaders, motoring journalists and others are being invited.

JORDAN BUYS MORE L/ROVERS

An important order for 700 Land-Rovers, worth £500,000 has been received from the Jordan Army.

Production has begun on the order and delivery will start shortly and be completed, it is hoped, by November. The Land-Rovers, of which 400 are long and 300 Regular models, are the latest additions to the large fleet already in use with the Jordan Armed Forces.

Extracts from the Order Book

News has also been released of a new order for a further 70 Long Land-Rovers worth £53,000 for the Iraq Petroleum Company.

During a short visit to the Solihull factory, Colonel le Blanc, the Company's Middle East representative, told ROVER NEWS: "For several years the Iraq Petroleum Company has purchased many Land-Rovers, but this is the largest single order for some time. I have recently seen, at first hand, the chores which these vehicles have to complete in the oil fields of Iraq and they range from prospecting and telecommunications to personnel and goods carrying over some of the most difficult terrain anywhere in the world. This latest order has been captured in the face of fierce competition from overseas."

Work on the production of these vehicles has started and shipment should be completed within the next few months.



Mr. TOLL.

Assembly of the 2000 in enlarged Rover premises at Port Elizabeth is now under way.

Springfield operations

Responsibility for the operation of Springfield has been transferred from Production (Mr. J. W. E. Walton) to Engineering (Mr. P. M. Wilks). Any service which Springfield was providing to other sections of the organisation other than Engineering will be maintained by arrangement with Mr. Wilks.



Mr. Tom Wall, our Far East Factory Representative, details the advantages of a Land-Rover mobile cinema to the Japanese visitors to Solihull.



Mr. J. A. Henderson (right) on the Land-Rover Final Line during his visit to Solihull. Rover employee with him is Mr. D. W. Simkiss.



A ten-passenger Land-Rover provided the ground transport when Trade Minister Mr. Mitchell Sharp (left) arrived by helicopter at the ground-breaking ceremony for the Canadian Government Pavilion at the 1967 Montreal Exposition. Travelling with Mr. Sharp in the helicopter were Mr. May Jean Drapeau of Montreal (third from left), Mr. Robert F. Shaw, Deputy Commissioner General of Expo '67, and M. Guy Lechasseur, M.L.A., representing the Government of the Province of Quebec. Mr. H. Leslie Brown (second from left), Commissioner General of the Canadian Government Pavilion, greeted the official party at the landing point on Ile Notre Dame.

The COUNTY BOROUGH of

Solihull Birthplace of the famous LAND-ROVER

by H.B. Light

Following the Munich crisis of 1938 it was in May, 1939, that the Rover Company was requested by the Government to extend its Shadow Factory production and to build No. 2 Shadow Factory.

The site chosen for this new factory was to be near the northern fringe of the then Urban District of Solihull—a mile from the main Birmingham to Coventry road and lying approximately two miles S.W. of Elmdon Airport. Building of the factory commenced on July 21st, 1939, and throughout the war the Rover Company, under Government control, produced there, aero engines and parts as a vital contribution to the war effort.

Pre-war Solihull

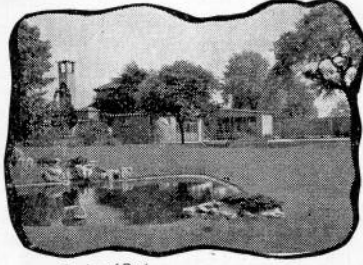
In 1932, the population of the Urban District of Solihull was 25,373—the area being largely agricultural with a considerable number of large residences in various districts. Development was, however, proceeding apace all the time since those parts of the district most accessible to the City of Birmingham—the centre of which was only 6/7 miles from the Solihull boundary—were now beginning to provide homes for the many who spent their working hours in the City. In order to equip the local authority with adequate powers to deal with the new situation, the Solihull Urban District Council was constituted under the Warwickshire Review Order, 1932.

In its new role the population grew at a fast pace and at one stage before the war 2,000 houses per annum were being completed. When building development was stopped because of the war, 24 miles of estate roads were already laid out ready for the erection of houses and in many of the roads all services had been provided. At this stage the population of Solihull had increased to 52,610. Industrial development in Solihull had been confined to two or three main centres, the area remaining largely residential.

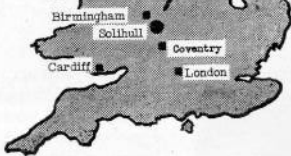
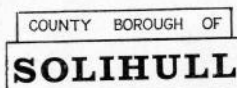
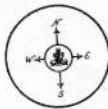
The Government's decision to build a Shadow Factory at Solihull was a major industrial move for Solihull and although the factory was tucked away and surrounded by unspoilt countryside it was inevitable that housing development must take place in the area sooner later.

Forward thinking

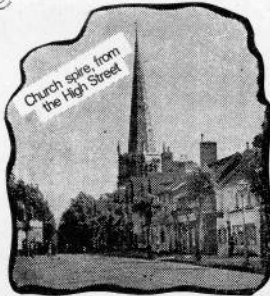
With the cessation of hostilities in 1945 and following severe damage to the Rover Company's factory at Coventry during the blitz in 1940/41 it was no surprise when the Company announced its intention to move its activities to Solihull and take over the Shadow Factory there for the production of Rover cars. This was quite an important occasion for Solihull and it meant, of course, that some forward thinking would be required by



Garden of Rest and Crematorium



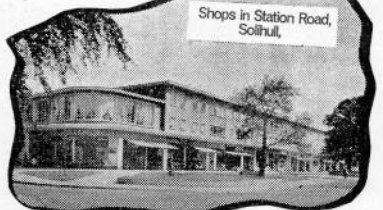
Birmingham Solihull Coventry Cardiff London



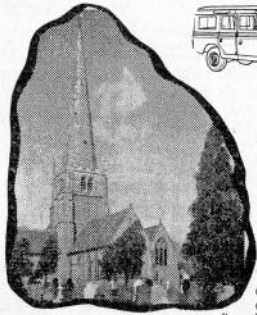
Church spire from the High Street



The Manor House, High Street



Shops in Station Road, Solihull



The Parish Church of St. Alphege is distinguished by its noble spire 168ft. in height

the Council in order to cope with this new situation.

In addition to the establishing of the Rover Company's headquarters, a certain amount of new industry was attracted to Solihull and in recent years small modern factories have been erected on the Council's new industrial sites.

Ever-increasing population

Solihull continued to grow fast and by the time it had achieved municipal borough status in 1954 the population stood at 72,000. Ten years later, in 1964, as "county borough" rank was achieved, the population was estimated to be around 103,000.

Today, in 1965, evidence of the Borough's growth and development can be seen—many projects are in hand and there are two large schemes well under way. A new shopping and commercial centre is being established in the central area where eleven acres of land have been acquired and cleared. This will bring the shopping facilities up to a standard necessary to meet the needs of the growing population. Simultaneously steps are being taken to increase considerably the car parking facilities and to improve traffic movement into

and through the central area.

The Civic Centre scheme is well advanced, the Civic Hall opened by the Queen in 1962 being in full use, and the second stage, comprising an eight-storey office block and new Council House, has been commenced.

A third large scheme, now completed, is a new covered swimming bath, costing over £300,000, built in Tudor Grange Park, adjoining the railway station.

Many old features

With all its modern development Solihull will, however, still retain many of its old and interesting features and perhaps its chief glory will be the lovely Parish Church of St. Alphege with its chancel dating from the thirteenth century. The original spire was blown down in 1757 but it was immediately replaced by the present spire which is 168 feet high and provides an attractive picture as one walks up the High Street towards the church. The tower houses a fine peal of ten bells.

The Manor House, High Street, dates from the end of the fifteenth century and is the most picturesque feature of the street. Many of the buildings between this fine old house and the church are very ancient

with histories dating back hundreds of years and here and there, dotted around the borough, are many other gems of architecture adding grace and dignity to the modern image of Solihull as it is now being planned.

This, then, is but a brief and somewhat inadequate description of the County Borough of Solihull wherein lies the Rover Company's main assembly plant and administrative headquarters.

The rural situation of the works in April, 1948, made it singularly appropriate that from this establishment should emerge a vehicle which was destined to revolutionise farming technique and practice throughout the world and to provide industrial and public services with a new 'Do it yourself' type of vehicle which 'Does it for you.'

Land-Rover is born

Prototypes of the now famous 4-wheel drive "LAND-ROVER" were made at the Rover Company's Solihull works during 1947 and these early models were subjected to months of practical testing on farm land adjacent to the factory.

Within a short while the Land-Rover became a settled design and began to establish

itself as a good example of Rover engineering perfection. The Company was able to announce that the first public appearance of their new "Go Anywhere" type of vehicle would be made at the Amsterdam Motor Show on April 30th, 1948—and this introduction was quickly followed by similar appearances at shows in the U.K.

Following these successful launchings of the Land-Rover, and the world-wide interest shown in the vehicle, the Company planned for quantity production to commence at Solihull early in July, 1948.

As Stratford-upon-Avon is renowned as the birthplace of William Shakespeare, so Solihull must be acknowledged as the birthplace of the famous Land-Rover.

Eighteenth anniversary

Today, in the eighteenth year of Land-Rover production, the County Borough of Solihull is proud of its close association with The Rover Company Limited and of the birth and manufacture within the borough of a unique and world-famed product.

THE LAND-ROVER manufactured by THE ROVER COMPANY LTD. SOLIHULL Warwickshire, England

●Editor's note: One project now absorbing the attention of Mr. H. B. Light (Company Historian) is "The Land-Rover Story" in the script of which is a chapter bearing the title "Solihull—Birthplace of the Land-

Rover." For readers' interest, and also to provide them with a picture of the Company's location and environment, the complete chapter is published above. The article has been approved by Mr. D. W. Chapman,

Town Clerk of the Borough, who suggested only one slight amendment. Grateful acknowledgement and thanks are also given to Geographia Ltd. for permission to use the map of Solihull in the composite picture.

Computer installed at Pengam: A second put in at Solihull

The first stage of the electronic computer for the Pengam Parts Division has been introduced and the mechanical "brain" is now installed and operating.

Functions performed by the Data Processing system—i.e. the automatic production of invoices and associated documentation and the production of statistics and analyses—have been taken over in the first stage of the computer's introduction.

Housed in an air-conditioned room, the computer began working at the beginning of June after two years' intensive preparatory work by a small team of systems analysts, programmers and mathematicians. Two further stages of development are now being planned—the first covering stock records and certain aspects of payroll and financial control, the second stage embracing inventory management.

Stored in the electronic "memory" are all the details of the Department's 26,000 part numbers and hundreds of customers, and with the insertion of simple punched cards the IBM 1440 Computer will automatically produce from a customer's order all the documentation necessary for the picking, packing, despatch and invoicing of parts. While the machine is printing these documents, thousands of extensions, multiplications and additions are being carried out.

The computer also tells the customer details of superseded part numbers, back ordered items and queries wrong part numbers. At the same time, it records details of all transactions and subsequently produces sales and stock movement analyses.

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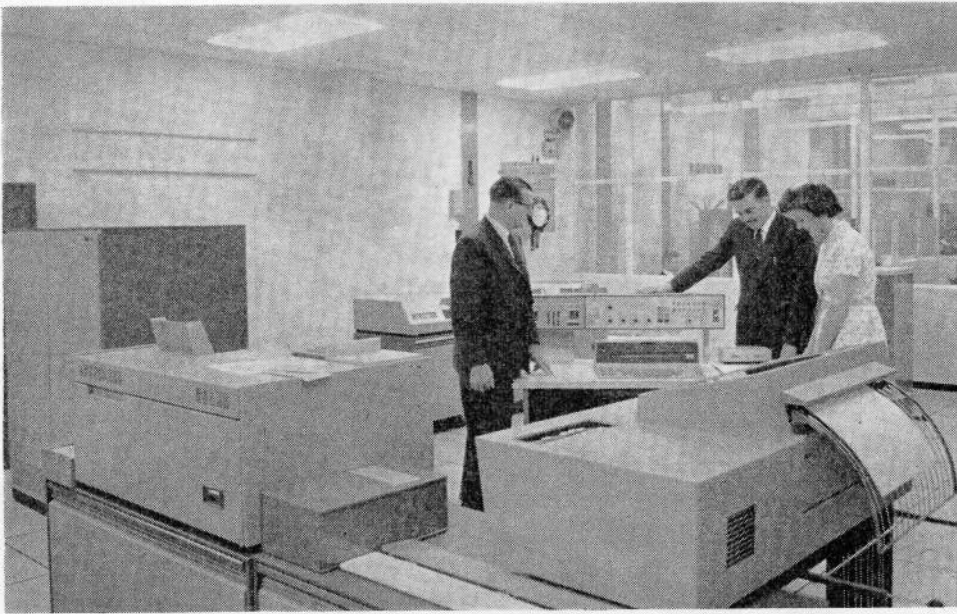
A second computer was also installed at Solihull in June. It is an IBM 1401 card computer to carry out the wages, salaries, accounts and other work previously handled by the Hollerith Department.

This machine, replacing the 555 Electronic Calculator and six tabulators, is sited in the air-conditioned room in the computer block alongside the IBM 1401 Tape/Ramac computer which is mainly engaged on Material Control, Stores Accounting and Order Processing procedures.

Responsibility for the staff and the work of the former Hollerith Department has, at the same time, been transferred to the Computer Department, so as to facilitate a better co-ordination over the data processing activities of the Company and to help with longer term developments. The department will in future be known as the Data Processing Department.



A view of the Pengam computer room from the doorway. Discussing a card before putting it into the card reader are Mr. J. H. Whitby (Parts Manager) and Mr. F. Lea (Commercial Manager). In the centre of the room is the operating console and the read disc storage drive; the main "memory unit" is seen on the right. LEFT: Messrs. Whitby and Lea are joined at the panel of the operating console by Mrs. N. Lomas (Installation Supervisor). The card reader and printer are in the foreground and the processing unit is on the extreme left.



Gold watches for 25 more employees



Twenty-five employees, each with 25 years' continuous service to his or her credit, were presented with gold watches by Mr. A. B. Smith (Director and General Manager) at Solihull, Acocks Green and Tyseley ceremonies.

Recipients were: Solihull—(pictured left)—Messrs. H. V. London (Field Service/Parts Manager); A. L. L. Moody (modification compiler, Engineering Specifications Department); W. A. New (chaser, M.C.D.); C. F. Plackett (stock auditor); H. Whitehead (sweeper), and Mrs. J. Goodman (secretary to Apprentice Supervisor).

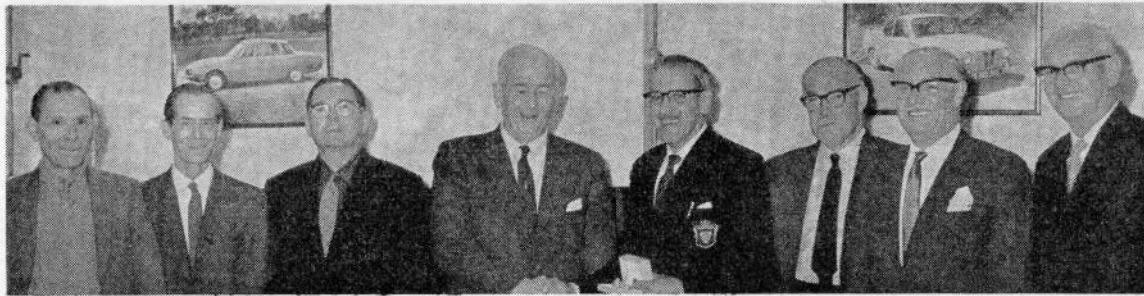
Acocks Green (below)—Messrs. A. E. Haskey (Chief Planning Engineer); W. A. Heritage (Deputy Chief Buyer, Purchase Department); S. H. Clifford (Factory Layout Engineer, Planning Department); W. Neild (Chief Wages Clerk); N. A. Cumberland (Planning/Estimating); G. A. Jones (Planning Engineer, Planning Technical Control); T. J. Primrose (Assistant Efficiency Engineer, Works Efficiency Department); E. Lyons (Chief Time Study, Tyseley Group); W. McCutcheon Jones (Planning Engineer); W. Walker (ratefixer); J. Clark (charge-hand, Heat Treatment); D. W. Hickinbottom (fitter/inspector); A. Vaughan (stoker, Maintenance Department), and Mrs. H. Foley (secretary to Chief Inspector).



Tyseley (left)—Messrs. W. G. Andrews (gauge inspector); F. W. Kennedy (foreman, Periodic Jig Inspection Department); W. H. Dawes (capstan operator, Group 21); C. Gibbons (jig borer, Toolroom, Tyseley); H. Williams (fitter, Group 477, Percy Road).

Trial successes

Two members of Solihull Engineering Department did well with private Land-Rovers in Ware Land-Rover trial on July 18. Mr. J. Tidmarsh was first overall and first in the hill climb and Mr. F. Parks was second in his class.



New President of B. & P. club

Miss A. R. Crease, secretary to Mr. L. G. T. Farmer, the Rover Chairman, has been elected President of Solihull Business and Professional Women's Club for the forthcoming year.



Miss CREASE

The Solihull club is a "daughter" organisation of the Birmingham Central B. and P. Club, of which Miss Crease was a member for about 10 years and president in 1955-57. While she was president the Solihull club was formed in 1957. Miss Crease was a founder-member and has been with the local club since.

Another member of the Solihull club is Miss G. Kelly, secretary to Mr. W. Martin-Hurst, the Managing Director.

ROYAL WARWICKS. WIN ROVER CUP

More than 50 military Land-Rovers took part in the gruelling five-day British Army Motoring Association Exercise Roadmaster III held in Germany. Appropriately the Rover Trophy awarded by the Company for the best Land-Rover was won by a team from the Royal Warwickshire Fusiliers—the county regiment of the "home" of the Land-Rover.

When the final results were announced the Land-Rover manned by Captain C. B. Richards, of Solihull, Fusilier Relph, of Birmingham, and Craftsman Atkinson, of Westcliff-on-Sea had the least number of penalty points out of 241 vehicles. They won the Rover trophy and the British Army Motoring Association award for the best ¼-ton vehicle.

The object of the rally was to test as many aspects of the drivers' skill as possible, and it was held over 1,200 miles of roads, tracks and mountains from Sennelager, the British Army Training Centre which was the start and finish.

Of the 241 vehicles entered only 100 finished the course in the time permitted.

●RIGHT: The Royal Warwickshire Fusiliers crew with their Land-Rover and Rover Trophy. Left to right: Capt. Richards (navigator), Fus. Relph (driver), and Cfn. Atkinson (co-driver).



PERSONAL NEWS FROM FACTORIES

BIRTHS

We offer our congratulations to . . .

GOOD—To Mr. and Mrs. A. D. W. Good, a son (Anthony Martin) on July 2. Mr. Good is Fleet Representative, Solihull.

ORGILL—To Mr. and Mrs. J. E. Orgill, a daughter (Jayne Andrea) on July 19. Mr. Orgill works on Land-Rover Section, Engineering Department, and Mrs. Gill Orgill formerly worked in C.D.O.S.

GREENWAY—To Mr. and Mrs. Howard Greenway, a son (Andrew Howard) on June 26. Mr. Greenway is a Computer Programmer, Solihull.

HANDY—To Mr. and Mrs. Handy, a son (David) on June 17. Mrs. Handy was formerly employed in the Land-Rover Trim Shop, Solihull.

SKIPP—To Mr. and Mrs. Roy Skipp, a son (Andrew David) on July 3. Mrs. Skipp was formerly employed in the Land-Rover Trim Shop, Solihull.

LYDDIATT—To Mr. and Mrs. Roy Lyddiatt, a son (Stephen) on July 1. Mrs. Lyddiatt was formerly employed in the Land-Rover Trim Shop, Solihull.

MARRIAGES

We offer our congratulations and best wishes to . . .

GOSTLING-DAY—On July 10 at St. Nicholas Church, Elmdon, Mr. Lewis Gostling (Trim Planning Department, Solihull) to Miss Rita Day.

JUXON-ELLIS—On July 17 at Curdworth Parish Church, Mr. Leslie Juxon (Works Engineers, Solihull) to Miss Kathy Ellis.

JACKSON-WINDMILL—On July 17 at St. Matthew's Church, Smethwick, Mr. Raymond Jackson (Group 248 Inspection, Ryland Road) to Miss Rita Windmill.

RYDER-HOLLAND—On July 3 at St. Nicholas Church, Elmdon, Mr. Paul Ryder to Miss Marion Holland (Land-Rover Trim Shop, Solihull).

VALE-D'ARCY—On July 10 at St. Anthony's Church, Stafford Road, Wolverhampton, Mr. A. Vale (Metallurgist, Perry Barr Laboratory) to Miss F. D'Arcy (formerly a nurse in Perry Barr Surgery).

SILVER WEDDING

We offer our congratulations and best wishes to . . .

WALKER—Mr. and Mrs. R. F. Walker celebrated their silver wedding on August 3. Mr. Walker is employed in Works Engineers, Solihull.

DEATHS

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

KIMBERLEY—Mr. Albert Edward Kimberley died on June 26, aged 53. He was a storekeeper and internal truck driver, Solihull, and had been with the Company for 12 years.

MASSEY—Mr. Claude Samuel Massey died on June 28, aged 61. He was a welder in the Press/Weld Shop, Solihull, and had been with the Company for 4 years.

STEEL—Mr. Frank Edward Steel died on June 26, aged 69. He was a fitter/mechanic on Test Rectification, Solihull, and had been with the Company for 19 years.

GORMAN—Mr. James Gorman died on July 18, aged 51. He was a viewer at Tyseley and Percy Road, and had been with the Company for 13 years.

MOORE—Mr. Victor Redvers Moore died on July 9, aged 65. He was a storekeeper in Experimental Department, Solihull, and had been with the Company for 4 years.

ELLSON—Mr. John Ellson died on July 17, aged 63. He was a Toolroom grinder at Tyseley, and had been with the Company for 31 years.

A visitor to the home of Mr. H. Ives (Stores Foreman, Perry Barr) is six-year-old Guiseppe Manon, who is in Britain on an eight-week stay from Milan, Italy, under the auspices of the international Help for Children Scheme.

Car design and safety — Rover director's B.M.A. conference paper

Modern cars are extremely safe in terms of manoeuvrability, controlability, visibility and braking, said Mr. Peter Wilks (Technical Director) in a paper entitled "Car design: Is there a conflict between sales appeal and safety?" which he gave at the British Medical Association's conference in Swansea.

Mr. Wilks said that, driven with care, cars were much less likely to have accidents than a few years ago. As far as car design could reduce the possibility of accidents there was perhaps one outstanding technical feature yet to be achieved—that of brakes which could not lock the road wheels.

"This feature is already in existence" Mr. Wilks went on, "but there are problems of cost, complication and reliability."

Discussing the safety harness, Mr. Wilks said while there may be disagreement in respect of the type of seat harness which is the safest, it was generally accepted that some form of shoulder and lap harness did reduce the likelihood of injury in an accident.

"Nearly all modern cars are fitted with safety harness fittings and I believe that as safety harnesses are refined and made easier to use, more and more people will be persuaded to use them.

Once the majority of people could be persuaded to wear safety harness, another safety factor in design and

consideration was the standardisation of laminated rather than toughened windscreens.

"Although there is little or no evidence that the shattering of toughened windscreens causes accidents, we must all agree that to have a windscreen shatter is a frightening experience, and it could undoubtedly lead to loss of control of the vehicle.

"However, so long as most people do not wear safety harnesses, we in the industry believe toughened glass to be the lesser of two evils because of the dreadful lacerations which can be caused when a human being is thrown through a broken laminated screen."

Mr. Wilks also dealt with the need to remove projections from inside and outside the passenger compartment and to provide flat, smooth padded surfaces which collapse on impact.

"I do not believe there is any car made today which does not have some dangerous projections, and most of these should not prove too difficult to deal with," he added. "Whilst tooling costs will prevent any overnight revolution, completely new future models will show a very great improvement in this respect."

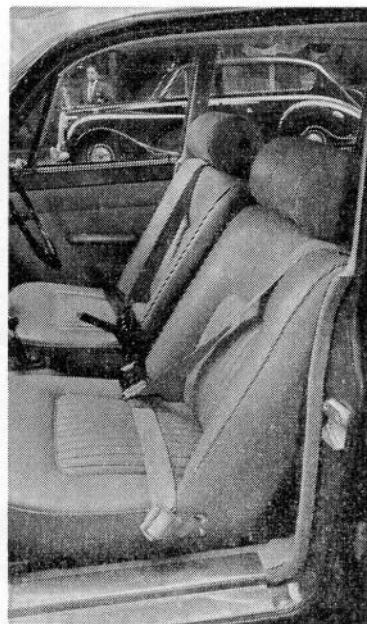
Mr. Wilks stressed that the passenger compartment should be strong, even after some deformation, and there should be the maximum amount of deformable material round this compartment. "Just how much additional size, weight and cost in terms of "excess" structure will be tolerated by the public on our overcrowded roads remains to be seen," he commented.

● Development models of Cox safety seats fitted into special Rover 2000s (pictured right) were shown to delegates at the BMA's annual scientific meeting at Swansea.

Cox of Watford Ltd. has designed and tested seats which remain firmly attached to the floor of the vehicle and structurally unaffected when subjected to heavy forces experienced in collisions. To complete the safe packaging of occupants, a retractable lap and diagonal harness, integral with the seats structure, and tensioned against a sensitive inertia device, is incorporated so preventing all other involuntary and potentially hazardous movement within the driving compartment.

Not only is the Cox seat able to accommodate a wide variety of human body sizes, but it is designed to provide correct support to the occupant with a suspension system complementary to that of the car itself.

The Rover 2000 was selected by Cox because of the many inherent safety features embodied in its structural and mechanical design. Rover agreed to the experimental fitting of the seats, and essential



body shell modifications and testing of the seats within the body were carried out by Pressed Steel at Cowley.

PRESENTATIONS IN PICTURES

● A presentation dance held at Acocks Green for Mr. Charles W. Harrison (20 years' service) and Mr. George Osborne (42 years) who retired on July 16 was attended by some 250 of their Perry Barr workmates. On their behalf, Mr. H. W. Hayer (Works Supt.) gave Mr. Harrison a spin drier, electric razor and cheque, and Mr. Osborne a portable radio and cheque. Bouquets of flowers were given to Mrs. Harrison and to Mr. Osborne's daughter. Left to right below: Mr. Osborne, his daughter, Mr. Hayer, Mrs. Harrison, Mr. Harrison.

was 70-year-old Miss Nellie Smith (right) who joined the Company when it acquired the Tyseley works where she was then an operator. A cheque, transistor radio and a bouquet of flowers were presented to her by Mr. H. Butler (Supplies Manager) on behalf of her colleagues in the Tool Kit Stores, North Block. In her early Rover days she made a filter



spacer from her own idea and this went into production. Subsequently she worked on the master rod and the

finished pocket on aero engines. Miss Smith later moved to Stores at Solihull and was for some years in

charge of Tool Kit Stores until shortly before the premises were moved to North Block.



A husband and wife retired from the Company together recently to live in Guernsey. They were Mr. and Mrs. Vic Coe, who left Service Department at Solihull after 48 years' combined

service. Vic was in Service Repair for 25 years at Coventry, Barnoldswick and Solihull, and his wife, Ethel, was in Service Accounts. Her 23 years' service was spent at Barnoldswick and Solihull. The couple were presented with a radio from Service Department friends. Latterly, Mr. Coe has been concerned with making

instructional engines, a task calling for great skill and patience. BELOW: A long service gold watch was presented to Mr. Coe by Mr. A. B. Smith (Director and General Manager). Among those also present were Mr. R. W. Bromley (Executive Director, Service) and Mr. V. B. Scott.



Mrs. E. M. Franklin (Frankie) retired on July 15 after a total of 23 years' service. She worked for three years on cylinder barrels first tapping and then later inspecting. When she ended she joined Solihull Trim Shop on the door line section and has worked there for 20 years. Mr. P. W. Hall (Car Production Manager) presented 'Frankie' with a clock and a beautiful bouquet of flowers on behalf of her workmates. Her two close friends, Mrs. Peggy Hastings and Miss Jessie Moore, gave her a lovely table lamp.



Mr. Harry West retired after 10 years' service in Engineering Department. He was presented with an electric kettle, a clock and a dozen bottles of beer. The latter was given on account of Harry having worked for a brewery before joining Rover.



Mr. Frank Mew has bid farewell to his many friends at Solihull after 12 years and sailed for Melbourne, Australia, where he is going to settle down with his son, Edward. Mr. Mew, who is 61, said it had taken him two years to make this decision. He started work at Solihull on the old P4 body line, and then spent several years on spring test inspection. Latterly, he has been an inspector on Land-Rover B.O. Supplies. Mr. Harold E. Day (Inspection Supt., B.O. Supplies) presented Mr. Mew with a lighter and a handsome leather wallet on behalf of colleagues. BELOW: Mr. Arthur Mann has retired, aged 68, after 10 years' service. He was a storekeeper and very popular. Latterly, he was concerned with 88" Land-Rover body work. He was presented with a sum of money by Mr. G. V. Wagstaff (Stores Supt.) on behalf of colleagues.



RIGHT: Mr. Walter Lloyd retired at 68 on July 16 after 17 years as a packer in CKD. He joined the Company in 1948 when CKD was first inaugurated. Presentation of a barometer and smoker's outfit was made by Mr. George Hunter (senior foreman, CKD) on behalf of Mr. Lloyd's workmates.





Land-Rover in a seasonal role at the Royal Show

The Royal Show at Stoneleigh attracted record crowds—and the highest number of overseas visitors to the Land-Rover stand ever recorded.

One visitor was Mr. P. W. Hewitt, Director and General Manager of Cornes and Company, our Japanese distributors, who brought with him a group of Japanese salesmen and agricultural experts.

Other visitors to the Land-Rover stand included buyers from Germany, New Zealand, Australia, and many of the African states.

As in previous years, Land-Rovers played a prominent part in the Royal Show. Vehicles were used as "runabouts" by show officials, organisers, and the police, and several station wagons ran a radio-controlled "bus-service" from the showground entrances.

Nearly a score of Land-Rovers took part in the "Daily Express"—sponsored pageant "Four Seasons," presented daily in the main ring before huge crowds. The Land-Rovers' role was in the summer sequence which ended, weather permitting, with the spectacular sight of a Regular petrol Land-Rover demonstration towing eleven other Land-Rovers!

This procession was led by a gold colour painted Land-Rover carrying Miss World (Miss Ann Sidney), whose presence was under the auspices of the Wool Secretariat.

Miss World leads a cavalcade of Land-Rovers round the display area on the Royal Show ground. The vehicle behind the one carrying Miss World is pulling 11 other Land-Rovers—a feat recognised in the prolonged public applause.



Princess Alexandra is greeted on arrival at the Royal Show Pavilion at Stoneleigh. She toured the ground in the royal Land-Rover also seen in the photograph.

Snooker final won on losers' bad misses

The final of the Solihull Snooker Foursomes Handicap between J. Collier (Service), B. Cooper (Experimental Shop) and J. Dunn, J. Butcher (both Land-Rover), proved to be a game in which anything could happen—and did in favour of Collier and Cooper.

This pair played on the bad misses of their opponents and came through easy winners, 87 points to 38.

Prizes were presented by Mr. R. Dixon, the Social Club General Secretary, who thanked the games secretary for organising a competition which had created such interest.

Other results outstanding of the Foursomes were the two semi-

finals which resulted as follows: Hume and Stiling 36, Cooper and Collier 74; J. Butcher and J. Dunn 65, R. S. Taylor and D. Hyman 58.

Billiards handicap results: R. Newbould 92, M. Caralon 60; B. Cooper 48, G. Metcalfe 100; A. Batty 76, W. Greening 100; J. Latham 100, W. McNeal 72; L. Jones 100, J. Collier 88; E. Morris 94, W. Webb 68; F. Harris 86, J. Butcher 50; H. Ryan 97, J. Spittle 54; H. Platt 96, R. Bent 64. —R.S.T.

SIGHT SEEING —BY 2000



Two American Negro stars in the New Zealand Opera Company's production of "Porgy and Bess" were taken on a sightseeing tour by Rover 2000 while the show was at Wellington.

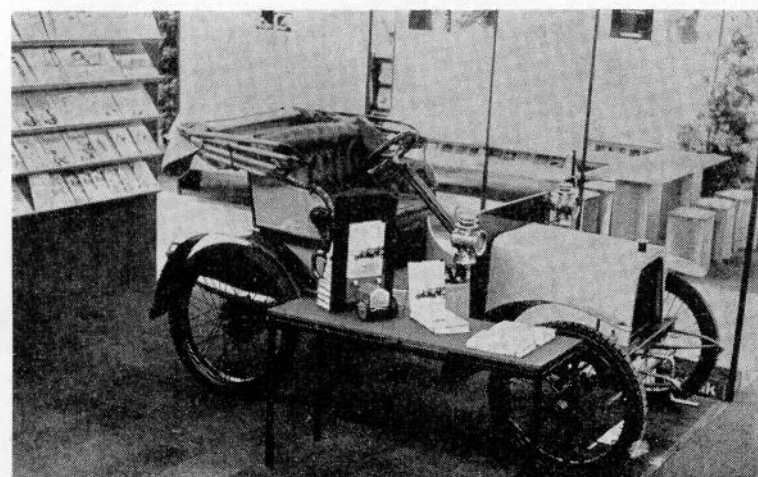
An offer from Rover New Zealand's Managing Director, Mr. P. K. L. Arnold, of a car and driver for a day to enable the three stars of the cast to see some of the sights of Wellington and the surrounding country was gladly accepted.

On the day John McCurry had to rest with a throat infection, but Martha Flowers and Dolores Ivory (Bess and Serena respectively in the opera) went on the trip and thoroughly enjoyed the outing in the comfort of the Rover 2000.

Martha Flowers and Dolores Ivory are pictured above beside the 2000.

RETIREMENTS

Mr. Victor Alfred Daniels on July 16; he joined the Company in 1940, transferred to Barnoldswick in 1941, returning to Tyseley in 1945, where he was a turner and later a toolsetter (25 years' service). Mr. Charles Edward Hemmings on June 28; he was a machine operator at Tyseley and later at Percy Road (16 years). Miss Hilda Smith on July 16; she was a machine operator at Tyseley and Percy Road, and for the past year was a viewer in Inspection Department, Percy Road (36 years). Mr. Frederick Arthur Wall on July 15; he was a viewer at Tyseley (12 years). Miss Doris May Digger on July 15; she was a sewing machinist in the Land-Rover Trim Shop, Solihull (6 years). Mr. Walter Lloyd on July 15; he was a packer in C.K.D., Solihull (17 years). Mr. Ernest Joseph Hubbard on July 15; he was a car electrician, Service Department, Solihull (18 years). Mrs. Ethel Maud Franklin on July 15; she was a trimmer in the Car Trim Shop, Solihull (total of 23 years). Mr. Frank Mew on June 24; he was an inspector on Land-Rover B.O. Supplies (12 years). Miss Nellie Smith on July 16; she joined the Company as an operator at Tyseley, and at the time of her retirement she was in charge of the Tool Kit Stores, Solihull (46 years).



A car is an unorthodox sight at a bookstall, but this 1905 Rover worked its passage at the Amsterdam Book Fair, where it was the centre of a display for "The Mad Motorists," Allen Andrews' story of the Peking-Paris motor race of 1907, published in Britain by Harrap and called in the Dutch edition "De Razende Race." The Rover, still regularly driven by Mr. H. C. L. Steberg, the Rover distributor in Amsterdam, was cheerfully lent to publishers Van Holkema & Warendburg for the occasion, and Allen Andrews used its veteran bonnet as a sturdy desk on which to autograph copies.

NEWSBRIEFS

Two Rover families merged their interests when Mr. Lewis Gostling (Trim Planning, Solihull) was married to Miss Rita Day. The bridegroom, an ex-Rover apprentice, is the son of Production Development chief Mr. W. H. H. Gostling, while the bride's father, Mr. Harold Day, is responsible for inspection of all bought out supplies relating to body components. Lewis' friends and colleagues gave him a luxury dual controlled electric blanket, presented by Mr. Cyril Nichols, and a financial gift was given to him by the head of Trim Planning, Mr.

Bernard Whitehurst.

★ ★ ★

Mr. R. J. Wood (Metallurgist, Solihull Laboratory) has left to take up a similar appointment at Northampton. His departure was dictated by his impending marriage to a Northampton girl, Miss Barbara Lyon, on September 18.

Mr. Wood, joined Rover as a laboratory student in 1957 and completed his training in 1962. A vacuum cleaner subscribed for by colleagues was presented to him by Mr. A. Faulkner (Laboratory Supt.).

Worster Cup taken from Tyseley grip

Congratulations to Solihull bowlers on winning the Worster Cup for the first time, thus ending Tyseley's run of four consecutive years as winners.

The bowling section's night out held annually at The Greville Arms, Solihull, was unfortunately marred by the weather, but despite conditions several matches were played.

Guests at this function were Mr. W. J. Robinson, Mr. H. Butler, Mr. J. Lawrence, Mr. E. Penney, and Mr. J. McKay.

The individual merit competition for the Joe Hughes Cup will be played on Sunday, August 29, at The Fox Hollies bowling green, situated at the corner of Olton Boulevard and Shaftmoor Lane.

Players from the Solihull, Tyseley, Acocks Green and Perry Barr sections will all be competing. Matches commence at 10.30 a.m. and should finish at approximately 12.30 p.m. The Bowling Section Committee extends a cordial invitation to all interested to come along and enjoy a pleasant morning's entertainment. —F.E.S.

Apprenticeships completed

Five apprenticeships were completed last month—Edward Phillips (Works Electricians, Tyseley); Colin Sewell (Machine Tool Repair, Tyseley); William Hughes (P.D.E.D. Shop, Springfield); Graham Cooke (Jig Inspection, Tyseley); and Roger Griffiths (Gas Turbine D.O., Solihull).

Two trainees from the Republic of the Congo, Gaspard Bachain and Joseph Ibarra, are with Rover for six months. At present they are at Tyseley.

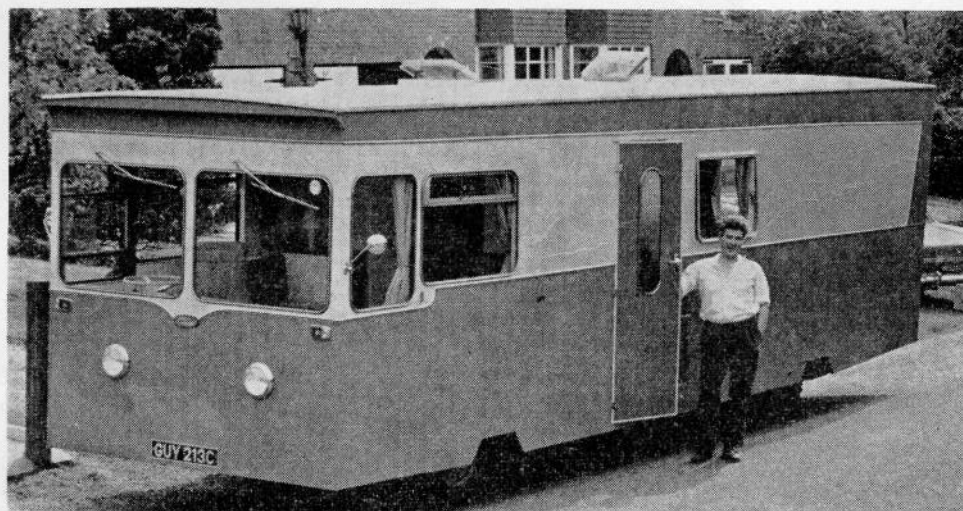
Mr. David J. Bowe (Toolroom, Acocks Green) took a telescope and anorak with him when he emigrated to Australia. The items, gifts from Toolroom workmates, were presented to him on their behalf by Mr. W. Boylan (Toolroom Supt.).

★ ★ ★

Miss Doris Digger retired on July 16 after working in Land-Rover Trim Shop for six years. Mr. Percy Hall presented an eiderdown on behalf of her workmates. Miss Digger has been much admired for the soft toys she has made at Christmas for spastic children.

ROVER ENGINE POWERS HOME-MADE CARAVAN

John (Bob) Greenway, who lives in Solihull, has built himself an unusual vehicle in the shape of a 27 ft. long motorised caravan (left).



Bob, an installation engineer, chose a 2-litre Rover diesel engine as the power unit, which he has positioned in the centre of the caravan, with easy access for servicing under a useful table top working surface.

The chassis he made from angle iron, and 3 cwt. of aluminium was used for the body.

The whole job is professionally finished. It took its owner two years to build and includes seats for five in the front, galley, toilet, twin bunks, table lamps, cupboards and tables.

Testing time for the caravan was to be a holiday in Scotland. With a 2-litre Rover diesel pushing it along, it has a very sound "heart" indeed!

