



Parts add weight to the export drive

With the rapidly increasing Rover vehicle population in all areas of the world, sales of Rover spare parts to distributors and fleet operators are rising at a parallel rate. A record figure of more than £5,000,000 worth of spares, including over £3,000,000 as exports, were sold by the Company in the last twelve months.

All these parts were despatched from the Parts Department at Pengam, the export market receiving more than 6,000 consignments in 21,000 cases, to 156 countries. Parts sold by the Company vary in size from the smallest self-tapping screws to complete bodies for the Land-Rover Forward Control, and the Parts Department stock covers 26,000 different part numbers.

Twenty-three foreign governments are supplied with spare parts, either directly or through distributors, and sales outlets include such organisations as the Crown Agents, United Nations (including UNICEF), most oil companies, and many other large fleet operators throughout the world.

Record sales year from rising world distribution

Rover spare parts for Land-Rovers and cars enter the export market through more than 800 ports of entry. Recent large orders have come from the Congo, Iraq, New Zealand, Burma, Ghana, Turkey, Saudi Arabia and Jordan.

Exports are packed at Pengam and the cases stored in the Parts Department shipping warehouse at St. Mellons to await shipping call-off. Lorries take the cases to the port of export. The volume of parts going out through Cardiff docks is increasing, and every effort is made by the Company to use the Welsh port so near the Rover Pengam premises.

In the home market, parts distribution is arranged through some 80 distributors, whose main supply is through the medium of a monthly stock order.

Mr. J. H. Whitby (Manager, Parts Department) told ROVER NEWS: "With the enormous increase of vehicle population in the world generally, very heavy demands are made upon the vehicle manufacturers for spare parts. This is particularly so in the case of the Land-Rover, where it is vitally important for fleet operators to keep their vehicles working and they do not look kindly upon the idea of having vehicles off the road awaiting spare parts."

"Coupled with this growth of business has been a parallel increase in the number of problems associated with export, such as availability of currency in particular countries at the relevant time, granting of import licences, local manufacture, etc."

In addition, said Mr. Whitby, sales promotion is now a vital necessity overseas in order to combat the activities of competitive parts manufacturers and to ensure that genuine Rover parts are available to owners of Rover vehicles.



● The scene in the packing area (left) at Pengam where Rover parts are crated for export to all over the world. From Pengam the packed crates go to St. Mellons where they await collection by British Road Services vehicles for transit to the docks.



BELOW LEFT: Crates being loaded by fork lift truck on to a B.R.S. trailer in the St. Mellons warehouse.

NEW CANTINEEN TAKES SHAPE AT PENGAM

Construction of a £150,000 dining block for Pengam employees is now under way and the new facilities are expected to be in use by the summer of next year. In the meantime, Cardiff employees will continue to use the temporary dining accommodation.

Piling for the new block to an average depth of 55 ft. has been completed and the actual premises laid out on 17,500 sq. ft. of land facing the main Production building are now being erected.

The block is mainly of single-storey design. It includes a works dining room (measuring 80 ft. by 50 ft.) catering for 336 people at a single sitting, and a staff dining room (88 ft. by 30 ft.) seating 112. The latter incorporates a separate area for accommodating executives and visitors.

Both dining areas have their own entrances and cloakroom facilities and are served from a central kitchen alongside two sides of which are 30 ft. long self-service counters.

The two dining areas have been designed with possible future extensions in mind and each can be extended independently of the other, if necessary. Account has also been taken of the potential social use of the building and interior adaptations to meet social needs can be made as necessary.

The whole project has been designed by the architects, Hasker and Hall, of Knowle, Solihull, as a prestige building.

Contractors for the project are E. Turner and Sons Ltd., of Cardiff, and the quantity surveyors are Crosher and James, of Kingsway, London.

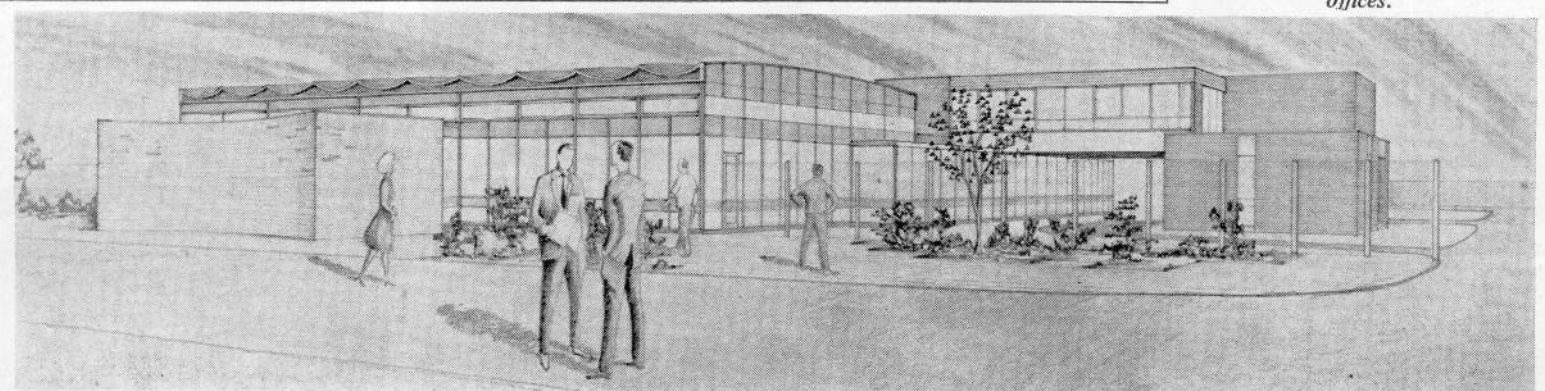
ACCOMMODATION REQUIRED

Would anyone willing to provide accommodation for one or more Rover apprentices please write to, or telephone, Mr. L. S. Shaw (Apprentices Supervisor) at the Solihull factory (internal phone—577).

More complete apprenticeships

Apprenticeships completed last month: Kenneth Hartley (Gear Cutting, Percy Road), Richard Woodcock (Quality Control, Acocks Green), Colin Neal (Laboratory, Solihull), David Lee (Home Sales, Solihull), Gordon Baker (Works Engineers, Solihull), Peter MacPearson (Toolroom, Solihull), Trevor Holdsworth (Body Drawing Office), Geoffrey Cook, Graham Parkes, Roderick Gill, Patrick Watson, Thomas Richards, and Peter Storrice (Engineering).

● An artist's impression of the new Pengam dining block as it will be seen from the corner of the Production offices.



U.S. magazine names 2000 'best designed and engineered car'

The Rover 2000 has been named "The Best Designed and Engineered Car of the Year" by the American magazine ROAD TEST, published in California and sold to a subscription list and on news-stands. It does not accept advertising.

Here are some of the comments about the car which appeared in an article reviewing the car:

"ROAD TEST, which considers a car not only from the industrial achievement standpoint, but for its safety, dependability, economy and driving pleasure values as well, has found the Rover to be of considerable merit.

"In fact, the unanimous consensus of the magazine's staff is that the Rover 2000 is an outstanding example of automobile design and construction emphasising safety, economy and roadability. It offers driving comfort and aesthetic appeal as well and must be regarded as a close approach to the ideal in transportation for many families . . .

Quality car

" . . . there is no car in the world which competes directly with the 2000 in all its features and the one which comes the closest to it in benefits is almost 1,000 dollars higher in price. Some of the Rover's attributes are wholly unique, being unavailable at any cost on any machine . . .

" . . . it has emerged as a family sedan capable of carrying four

adults in supreme comfort at high speeds over all kinds of roads with outstanding economy at a price which the great bulk of moderate income families expect to pay for a new car. This, plus the fact that it is a quality car, built to high standards by prideful craftsmen, makes it something special . . .

" . . . never before have there been automobile seats which give such proper support in the small of the back . . .

" . . . although it is usual for our testers to break road reports down into town, freeway and touring categories, this procedure is some-

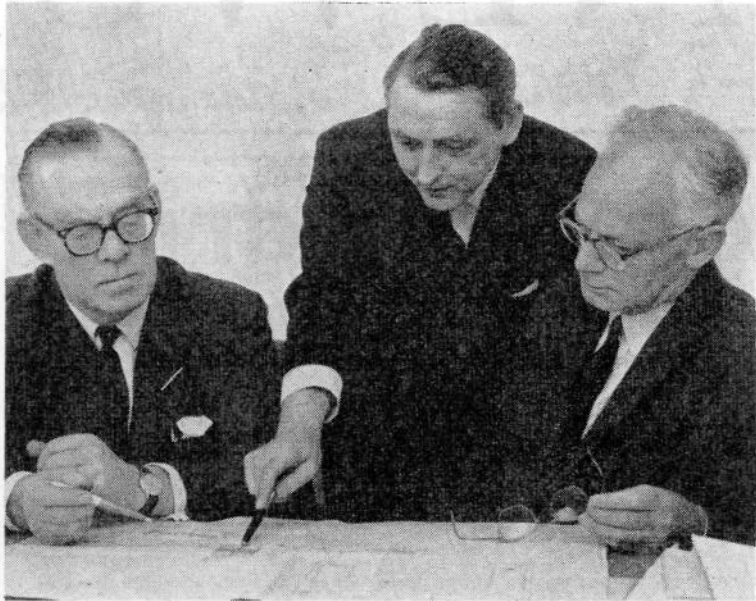
thing of a waste of space in an article about the Rover. This car is equally at home in any situation . . .

" . . . ROAD TEST commends Rover especially in an area which is becoming of more public concern and has always been a concern of this publication: passenger safety. Door locks, for example, have been made child-difficult, if not child-proof . . . Internal projections that could be hazardous in an accident have conscientiously been reduced or kept as far away as possible. Dash padding is soft and well distributed and tops of the front

seats, where rear seat passengers might be hurled, have been padded. The interior design contrasts sharply with that found in most domestic cars which are styled for eye appeal with seemingly no regard for the possibility of a crash . . .

" . . . we have received many letters from Rover owners with 90 per cent expressing delight over the car. The 10 per cent who had any complaints could largely be traced to early production cars which had some gearbox troubles or to minor items which were cleared up satisfactorily. All letters of this sort were turned over to Rover and we are pleased to report that the customers received individual attention, not the form letter cranked out by most manufacturers . . ."

ROVER CURTAIN-RAISER IN THE LAND OF THE RISING SUN



Planning Operation Tokyo. Getting down to details in preparation for the British Trade Exhibition in Japan are, left to right, Messrs. Wall, Peter Clough (Sales Promotion Manager) and Armitage. Mr. Clough has been concerned with the layout of the Rover stand.

At a time when the Japanese motor industry is infiltrating into the European car market, The Rover Company is making an intensive drive to introduce its cars and Land-Rovers into Japan. The drive is being made during the British Trade Exhibition in Tokyo (from September 17 to October 3). The Company is showing cars and Land-Rovers at the exhibition in conjunction with its new Japanese distributor, Cornes and Company.

On show on the Rover stand are three Rover 2000s, a Rover 3-litre, Regular and Long Land-Rovers complete with a large range of approved optional extra equipment.

It is the first time the Rover 2000 has been shown publicly in Japan.

Spearheading the Rover drive are Mr. J. K. S. Carpenter (Executive Director), Mr. Eric Armitage (Regional Sales Manager, Middle and Far East) and Mr. Tom Wall (Far Eastern Factory Representative).

After the exhibition Rover executives will visit Japanese dealers for sales discussions, and special courses will be arranged on car and Land-Rover service and repairs.

Particular emphasis is being placed on the need for a first-class after-sales service both for cars and Land-Rovers.

The Company believes there is an undeveloped sales potential in Japan for the Rover 2000 as well as for the versatile Land-Rover which has already aroused interest there.

"The main object of our participation in the British Trade Exhibition is to introduce our new distributor in Japan and to make known the range of vehicles we have to offer. It is also our intention to lay the foundations for a country-wide dealer organisation, capable of giving good after-sales service. This is part of a

Technical Manager of Rover New Zealand for only some six months, he is no stranger to the Land-Rover. He was for five years closely associated with the assembly of CKD Land-Rovers in New Zealand as an engineer with the company which previously carried out Land-Rover assembly.

Indeed, so keen was Mr. Harding to learn all about Land-Rovers that he assembled the first New Zealand CKD vehicle himself during his summer holidays!

Before coming to Britain, Mr. Harding had "never been further than Australia"—a strange expression to be heard in Britain so far away from Australia, but quite understandable when coming from a New Zealander. His visit fulfilled a long-felt yearning to visit Britain and he considers Warwickshire, "birthplace" of the Land-Rover, to be a beautiful county at this time of the year.

Emigrant: Les Powers to Canada in September from the Works Engineer's Dept. (Welders), Solihull. He was at Rover for 8½ years. In Canada, he is engaged on steel construction work. Good luck, Les.

N.Z. technical manager on fact-finding visit

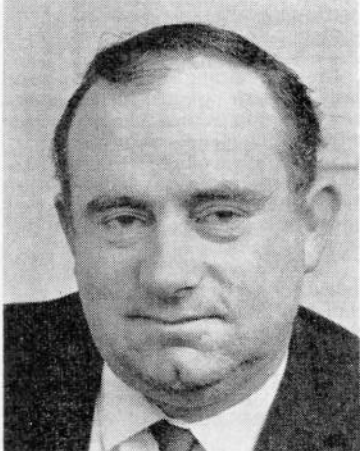
Mr. Roger Harding, Rover New Zealand's new Technical Manager, and a fourth generation New Zealander, made his first-ever visit to Britain recently. He spent eight weeks at the parent company's premises at Solihull and Cardiff and visited factories in the Tyseley Group.

His visit, sponsored by the Overseas Operations Dept., of Export Sales, was to enable him to acquaint himself thoroughly with Rover production and assembly operations and to have as many technical discussions as possible in the various Rover factories.

Mr. Harding was particularly interested in the assembly of the Rover 2000 in case CKD assembly of the car in New Zealand becomes a possibility and he also studied War Dept. Land-Rovers in relation to New Zealand Army requirements.

Component manufacture also came under his technical eye in view of the desire in New Zealand to increase local content in New Zealand-assembled CKD vehicles.

Although Mr. Harding has been



Mr. HARDING.

And now—a computer in a Land-Rover! Elliott-Automation Ltd., of London, have installed a mobile computing system in a Long Land-Rover and students are seen in the picture below examining the system during a recent tour of educational establishments in Britain. Earlier the machine did a 2,500-mile tour of British Service units and Nato headquarters in Germany and France. Though small, the computer has the full working capacity of much larger machines and makes available the power of the computer to a whole new range of applications. For instance, it makes possible "on-the-spot" calculations without the need for data being sent away for processing, and it can be used at schools for teaching purposes.



FROM THE ORDER BOOK

long term plan to develop the sales potential that is known to exist there," says Mr. Armitage.

An order for 423 Land-Rovers—142 Forward Control and 281 Long and worth nearly £500,000—has been received from Malaysian Government.

This latest order brings the total number of Land-Rovers ordered by Malaysia since 1950 to 10,000, the majority of which are in use with the various Government departments.

Shipments are about to commence against a contract concluded with Copro Niger, the purchasing agents for the Government of the Republic of Niger. This contract is for the supply of Long Land-Rovers and is valued at more than £250,000.

The Niger Government will be using many of these vehicles for agricultural and land development purposes.

The Government of Uganda, through the Crown Agents in London, has ordered 130 Land-Rovers to supplement its existing large fleet.

This order, worth £160,000, is for the supply of 75 Regular and 55 Long Land-Rovers. With these vehicles will go a considerable amount of spare parts for their maintenance.

Two hundred and fifty Land Rovers have been ordered by The Compagnie Algerienne de Tracteurs on behalf of the Algerian Popular Army. This order worth over £150,000 will bring the total number of Land-Rovers supplied to the A.N.P. to over 1,000.

Of the latest order, 100 are Long and 150 Regular models, and they will be painted in yellow Sahara and desert matt khaki.

Over the last 10 years almost 3,000 Land-Rovers have been exported to Algeria, where the desert conditions and terrain are fit for only the strongest vehicles.



Carnival atmosphere in South America with Land-Rovers a central attraction. Some 65 vehicles were used by Auto-Agro C.A., our Caracas, Venezuela, distributors, for a parade they organised to raise money for a local orthopaedic children's hospital. The Land-Rovers are pictured being marshalled before setting off through the streets of Caracas.

In support of saving ...

A message from Sir Miles Thomas, D.F.C., Chairman of the National Savings Committee.

For the last 100 years products in use in every part of the world have borne the tag—"Made in

Birmingham." This proud industrial reputation has been built on know-how, drive, and wise investment.

Because of the latter quality, Birmingham for many years has had an excellent record in investment in National Savings.

The city today has nearly 1,400 savings groups in industry alone. 111,000 members collectively put by an annual sum fast approaching

£7,000,000 gross in Savings Certificates, Development or Premium Bonds or deposits in the Birmingham Municipal or Post Office Savings Banks.

The average savings in these groups now runs at no less than £1 3s. 4d. per week, I am told.

Certainly this is one case where one can not only say "Well made" but "Well saved, Birmingham."

Keep this vital work going.

... and from Ald. J. H. Lewis, O.B.E., J.P. Chairman, Birmingham Savings Committee, and Mr. E. J. Buckley, Chairman, Industrial Sub-Committee.

Next year the National Savings Committee celebrates its 50th anniversary.

The committee was formed to help finance the first world war. It remained in being during the inter-war years and achieved its greatest fame during the 1939-45 war.

The movement is still helping to pay for such Government projects as new roads, hospitals, schools, etc., but its main purpose is now to provide a useful investment for the individual.

The savings of the wage and salary earner are becoming much more important in providing capital for the nation. There are no longer enough very rich people to provide all the investment money. Unit trusts, banks and similar organisations are looking to employees for new supplies of money.



Sir Miles Thomas

The National Savings securities include Savings Certificates, Premium Bonds, National Development Bonds and the Post Office Savings Bank are now only one of the means of investment available to the small saver, but they have some special advantages. They are backed by the security of the Government, are easily encashed when necessary and are available in many forms by deduction from pay.

We are in a fortunate position in the city in being able to work closely with the Birmingham Municipal Bank in providing savings facilities.

Your works savings scheme is a convenient method of budgeting for all your needs—such as holidays, Christmas and long-term savings.

In this way you are also making a contribution to the prosperity of the country.

Some facts of Rover life in North America

Visiting North America for the first time is an experience on a grand scale. The visitor struggles to find words to describe the vastness and variety of the country and the lavish material achievements of its people.

The English visitor who remembers the things American servicemen used to say about their country during the war, who has seen American films and television programmes and who got some dazed letters from Aunt Maud who emigrated to Canada a few years ago, is still totally unprepared for the size of everything and the vitality and restlessness of life there when he actually sees it.

My own visit included a ten-day 8,000-mile trip around the six R.N.A. regions (see map) with Mr. J. B. McWilliams, the President of Rover North America. In each region we talked to as many dealers as possible and this involved quite a lot of motoring as well as the air journeys.

by **GRAHAM BANNOCK**, Head of the Economics and Market Research Department at Solihull,

who recently toured North America to obtain first-hand impressions of the market and customers' reactions to Rover cars and Land-Rovers.

Seeing much of the country in a short time in this way heightens the sense of the contrast between one part of North America and another and emphasises the sheer size of the continent.

A journey of this kind, with its time changes, temperature and humidity changes, might be a gruelling experience in more familiar surroundings in Europe. I found the tour too interesting and stimulating to be really tiring, however. Also American domestic airlines and transportation generally are very efficient and require fewer formalities and less walking than in most European countries.

Most hotels also have no inhibitions about serving meals or doing laundry at short notice and at any hour of the night, while the effect of temperature changes are mini-

mised by air conditioned cars and buildings.

Over half of all the cars sold in the world each year are sold in North America. All the major international car manufacturers market some of their products in North America and for some of them this market accounts for a sizeable proportion of their output. Yet, so vast is the market that all imported cars taken together account for only five per cent of cars sold in the U.S.A. and about 10 per cent in Canada.

Competition between both domestic and foreign manufacturers is very fierce indeed and success requires an excellent product suited to American requirements at the right price, first class after-sales service and aggressive salesmanship.

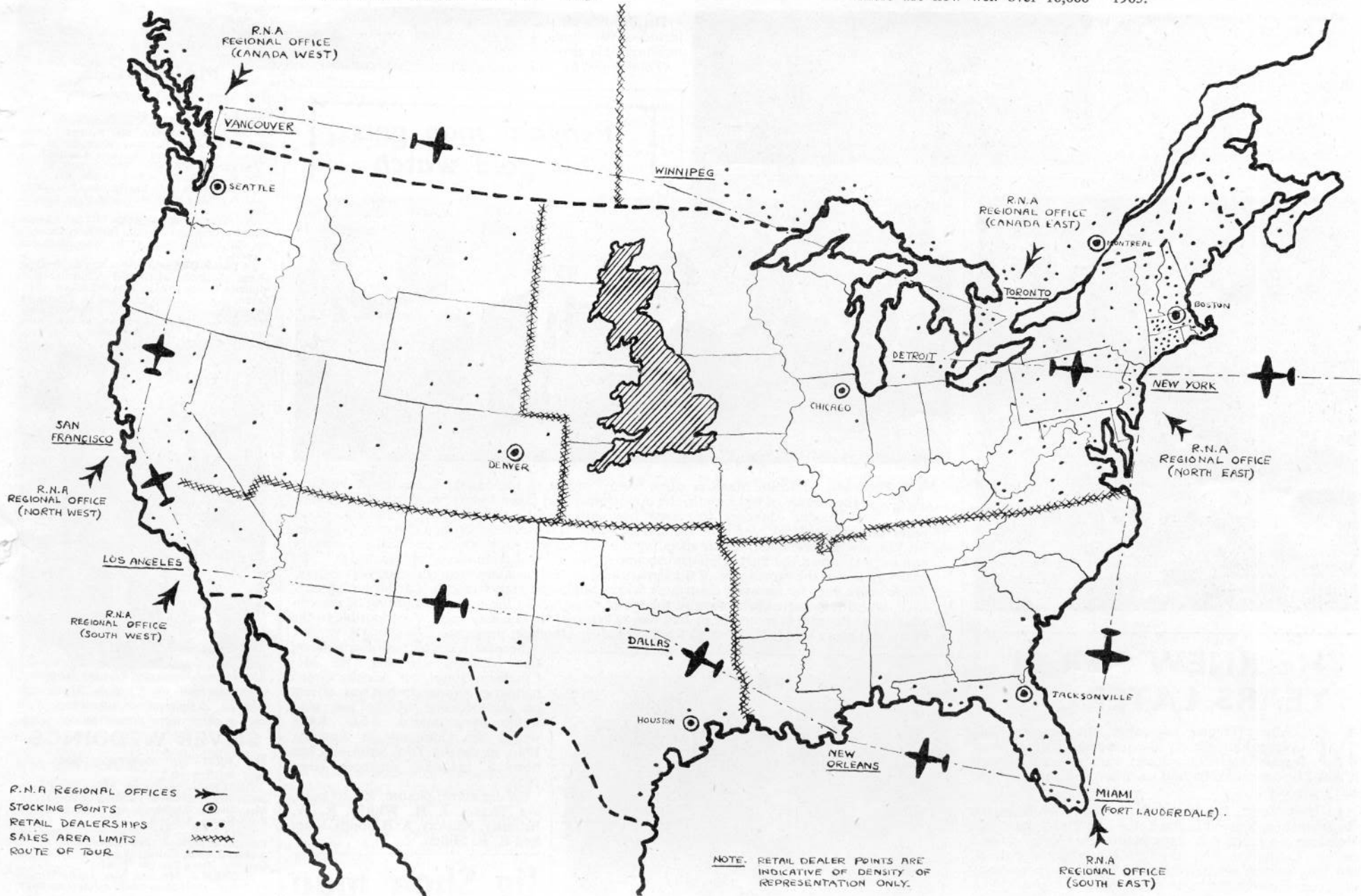
In 1958, the Rover Company set up its own subsidiary company in Toronto, Canada, to import our products and provide a sales and service organisation to back up Rover dealers throughout North America. Today, there are over 300 dealers supported by six regional offices, with at least one parts depot and vehicle stocking centre in each of the six regions, including the central parts and service facilities in Newark, New Jersey, and the head office, now situated in New York City.

The enormous distances between centres of population are illustrated on the map which shows the U.K. drawn on the same scale as the rest of North America. These distances are the reason why regional offices and depots are required to give the necessary service to dealers. There are now well over 10,000

Land-Rovers in use in North America—far more than all the other imported four wheel drive vehicles combined. Some of them are owned by people in New England who use them for beachcombing in the summer and clearing the snow from their drives in the winter and as a second car for shopping all the year round.

Others are used by farmers in the orange groves in Florida, by State Forest patrolmen in Nevada, wealthy cattlemen in Texas, and by hunters in the Rocky Mountains. In Canada, Land-Rovers are used by lumbermen, mining engineers, by the Canadian Government and the railways.

The Rover 2000 has had a considerable success amongst car enthusiasts and has had extremely good reports in motoring magazines (see page one). The U.S.A. is, in fact, now the largest export market for this car. Our exports of cars to North America rose considerably in 1964 after the introduction of the 2000 and again by nearly 500 per cent in the first seven months of 1965.



Snippets from here and there...

Still collecting Green Shield trading stamps to exchange for Christmas presents for old people is Mr. D. H. (Mick) Simkiss (Works Engineers, Solihull). His scheme has the blessing of the Green Shield Stamp Company which sent him 1,000 stamps last year to launch the plan. Mr. Simkiss's appeal to readers: "Please send me your stamps if you don't collect them yourself."

More than 200 farmers in 100 Land-Rovers held a rally in the Buckhurst Hill area of suburban London last month in furtherance of their campaign to publicise efforts to get what the National Farmers' Union terms a "fair deal" for the farming industry. Farmers from all over the country attended and some delivered leaflets from their Land-Rovers in urban areas.

Roger Freeman, first apprentice body repairer in Service Body Repair Shop at Solihull for as long as old hands there can recall, was 21 on September 9—the day he completed his "time." The following morning he resumed work in the shop—as a qualified body repairer. Senior foreman Mr. Alf Chapman presented Roger with a travelling clock.

FAMILY AFFAIR

A recent automobile show in a huge shopping centre in Orlando, Florida, provided Rover dealer Monty Hood with an unusual opportunity to use his family in the cause of Rover sales. His six children dressed in cowboy and cowgirl outfits handed out literature to passers-by on the show floor, and they attracted considerable attention and comment.

The Miss Land-Rover in the photograph (Sandra Burgess) was a contestant in the Miss Orlando beauty contest.

From left to right on the vehicles (below) are Mary Hood (10), Louise Hood (17), Robin Hood (18), John Hood (7), Sandra Burgess, Libby Hood (15) and Charles Hood (16).



Lt.-Cmdr. G. W. Wells, High Sheriff of Lincs., and Lady Quibell of Scunthorpe, with Mr. R. A. Stoodley (right), the Managing Director of D. H. Bloomer Ltd., our Grimsby distributors, inspecting a Rover car at the combined charity and Rover Week cocktail party held in Grimsby in aid of a new Cheshire home at Barnetby, near Scunthorpe.



NEWS AND PICTURES ABOUT ROVER PEOPLE

HUSBAND AND WIFE BORN MINUTES OF EACH OTHER

Not many companies in Britain can claim to employ a husband and wife who were born within 30 minutes of each other on the same day; had the same surnames before marriage, and yet were not related to one another.

But the Rover Company employs such a couple. They are Mr. Arthur Smith (son of Mr. and Mrs. A. Smith of Tysley), who has been employed in the Guillotine Shop at Solihull for the past ten years, and Mrs. Elsie Smith (daughter of Mr. and Mrs. W. Smith, of Sparkhill, Birmingham) who has been employed in Tool Kit Stores for over eight years.

Arthur was born at 1 a.m. on September 10, 1920, and Elsie was born at 1.30 a.m. on the same day. They have one son, Geoffrey, who is 18.

The couple are pictured below on their joint birthday.

Old racing driver wins yet another Brooklands award!

Forty years after racing his last race on the old pre-war Brooklands circuit, 75-year-old Rover employee George Bedford was last month awarded yet one more "trophy"—a pipkin of beer for being the oldest successful Brooklands racing driver at this year's Brooklands Reunion.



He is pictured (left) receiving his award (Friary Meux beer) from Miss Carlisle, licensee of the "Hand and Spear" where so many Brooklands drivers and onlookers used to quench their tremendous thirsts in the heydays of the Brooklands track before it closed in 1936.

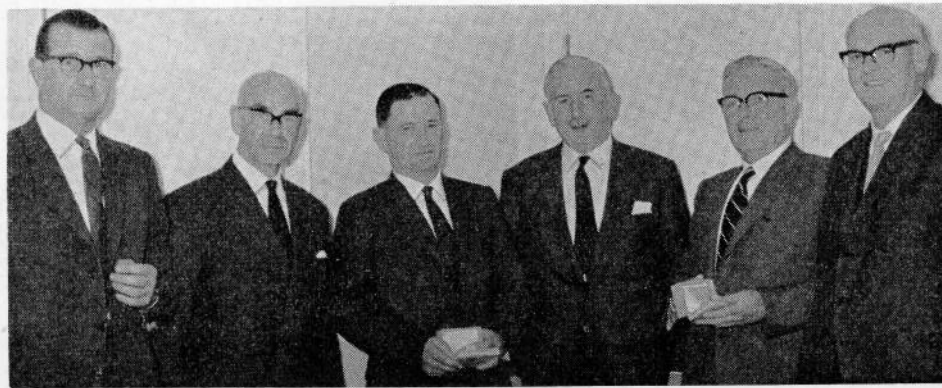
George Bedford (Road Test, Quality Control, Solihull), whose career was featured in ROVER NEWS three years ago, was one of nearly 200 former Brooklands drivers at the re-union. Most of them raced in the 1930s, but George, racing as he did in the 1920-23 era, easily qualified as No. 1 in this particular "race."

The Brooklands Reunion is held periodically, the last one being two or three years ago. George applied for a ticket after seeing the event advertised and it was from the details he supplied with his application that the organisers decided that he qualified for the pipkin of beer. A worthy award for a worthy winner!

His Brooklands successes in those days of so long ago included two firsts, two seconds and a third at one meeting. He drove Hillmans.

(Photograph by courtesy of Friary/Meux publicity).

Pengam man gets his gold watch



When Mr. Malcolm MacKay came from Pengam to the Midlands on Rover business in the middle of last month, the opportunity was taken by Mr. A. B. Smith (Director and General Manager) to present him with a gold watch to mark Mr. MacKay's 25 years' service with the Company. His service began in November, 1939, at Coventry with Mr. M. Wilks in Experimental. After spending the war years at Clitheroe he returned to Coventry and in 1945 joined the Parts Department under Mr. H. V. London as a representative. Mr. MacKay joined the Stores side of the department in 1950 as assistant to the then Stores Supt. Three years later he assumed control as Stores Supt. and transferred to Cardiff in January, 1963, with the department's move to the Welsh factory. In the recent reshuffling of responsibilities at Pengam (announced in July ROVER NEWS) Mr. MacKay became responsible to the Parts Manager (Mr. J. H. Whitby) for specified development projects.

Second recipient of a watch on this occasion was Mr. W. McCutcheon Jones, an Acocks Green planning engineer who was absent on the occasion of the last gold watch presentations. Mr. Jones joined the Company in January, 1940, in the Jig Tool Shop and has been a planning engineer since 1953.

In the above picture, left to right, are Messrs. J. H. Whitby, R. W. Bromley, Mackay, A. B. Smith, Jones and R. R. Hillen.

Jig Shop man restores 1919 motor cycle

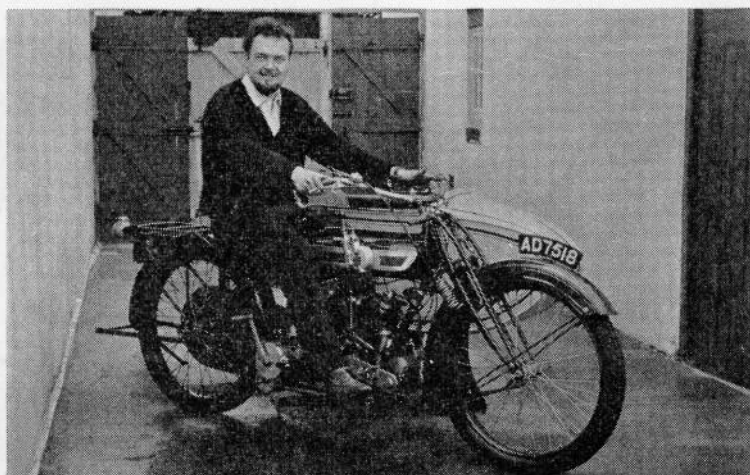
An ex-Rover apprentice employed in the Jig Shop at Solihull had a keen desire to find an early Rover motor cycle in order to restore it in his spare time.

The employee, Mr. C. J. Wragg (18 years' Rover service) certainly took on a tough assignment because the machine he obtained in Ledbury two years ago was in a completely dismantled state with the bits and pieces in a box. This did not deter him, however, and he has spent much time and a little money on his task.

The machine is one of Rover's 5/6 h.p. twin models of the period around 1919 and as it was painted khaki colour with W.D. markings it must have been one of the machines supplied to the Government during the first world war.

The restored machine reflects great credit to the work of Mr. Wragg, since it looks particularly smart and, complete with sidecar, is certainly an outfit of which to be proud.

Mr. Wragg has had the support of his wife in his hobby and she shares with him the thrill of an occasional run in the machine.



Mr. Wragg astride his renovated Rover motor cycle.

PERSONAL NEWS FROM FACTORIES

BIRTHS

We offer our congratulations to . . .

BROADHEAD — To Mr. and Mrs. D. Broadhead, a son (Jamie) on August 4. Mr. Broadhead works on sub-assembly at Ryland Road.

HELLARD — To Mr. and Mrs. John Hellard, a son (Christopher) on July 13. Mr. Hellard is a fitter at St. Mellons.

FOURACRE — To Mr. and Mrs. Brian Fouracre, a son (Paul) on July 25. Mr. Fouracre is a fitter at St. Mellons.

JULLIEN — To Mr. and Mrs. M. Jullien, a son (Robert Stephen) on August 3. Mr. Jullien is employed in Stock Audit, and Mrs. Jullien was formerly in Technical Sales Typing Pool.

LLEWELYN — To Mr. and Mrs. Brian Llewelyn, a daughter (Shelley) on September 1. Mr. Llewelyn is Press Officer.

GORLE — To Mr. and Mrs. T. Gorle, a son (Darren Anthony) on July 31. Mr. Gorle works in the Toolroom, Percy Road, and Mrs. Gorle was formerly in B.O.F., Tysley.

FRAZIER — To Mr. and Mrs. R. Frazier, a daughter (Helen Amanda) on August 10. Mr. Frazier works in Planning Department, Percy Road.

LIMPITLAW — To Mr. and Mrs. A. Limpitlaw, a son (Paul) on August 4. Mr. Limpitlaw works in Heat Treatment Department, Percy Road.

MARRIAGES

We offer our congratulations and best wishes to . . .

BARTON-MORGAN — On August 7 at Cardiff Register Office, Mr. Robert Barton to Miss Pauline Morgan (secretary to the Director and General Manager, Cardiff).

JONES-HOPKINS — On August 21 at Lyndon Methodist Church, Sheldon, Mr. Harry Jones (Factory Layout, Acocks Green) to Miss Gladys Hopkins (Inspection, Acocks Green).

THOMPSON-FREEMAN — On August 28 at Yardley Old Church, Mr. Ron Thompson (P6 Sealing Section) to Miss Margaret Freeman.

TAYLOR-BRADSHAW — On September 11 at Solihull Methodist Church, Mr. Maurice Taylor to Miss Ann Bradshaw. Mr. Taylor is a technical assistant in Electrical Development, Engineering Department, Solihull, and Miss Bradshaw at one time worked for Mr. W. J. Robinson.



Mr. Harry Jones and Gladys Hopkins, who married at Lyndon Methodist Church. A food mixer, an electric iron and a clock were presented to them.

SILVER WEDDINGS

We offer our congratulations and best wishes to . . .

DEELEY — Mr. and Mrs. F. Deeley celebrated their silver wedding on August 10. Mrs. Beattie Deeley is an operator in the Print Room, Solihull.

CALCUTT — Mr. and Mrs. Frederick Calcutt celebrated their silver wedding on August 3. Mr. Calcutt is a tool setter on the Cylinder Block Section, Tysley.

HICKEN — Mr. and Mrs. Leslie Hicken celebrated their silver wedding on August 17. Mr. Hicken works in Cutter-Grinding Section, Tysley.

KEELEY — Mr. and Mrs. Charles Keeley celebrated their silver wedding on August 24. Mr. Keeley works on Sub-Assembly, Ryland Road.

GOLDEN WEDDING

We offer our congratulations and best wishes to . . .

FIELDER — Mr. and Mrs. A. J. Fielder celebrated their golden wedding on August 28. Mr. Fielder worked at Seagrave Road until his retirement in June, 1963.

DEATHS

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

HARRIS — Mr. Walter Harris died on July 31, aged 58. He was a stoker, Works Engineers, Solihull, and had been with the Company for 14 years.

SMITH — Mr. James Charles Smith died on August 12, aged 40. He was a fitter in the Press/Weld Department, Solihull, and had been with the Company for 11 years.

WRIGHT — Mr. George William Wright died on August 18, aged 77. He was a shop labourer, Solihull, and had been with the Company for 10 years.

GUTTRIDGE — Mr. John Ernest Guttridge died on July 22, aged 35. He was a fitter on Land-Rovers, and had been with the Company for 10 years.

ROBB — Mr. John Robb died on August 12, aged 67. He was a turner in the Tysley Toolroom, and had been with the Company for 29 years.

THOMPSON — Mr. David Thompson died on July 31, aged 44. He was a machine operator at Ryland Road, and had been with the Company for 14 years.

TOONE — Mr. William Toone died on August 13, aged 63. He was a universal miller at Springfield, and had been with the Company for 16 years.

POPE — Mr. Richard Pope died on August 16, aged 59. He was a machine operator at Perry Barr until his retirement in June of this year.

Seeks toys for child patients

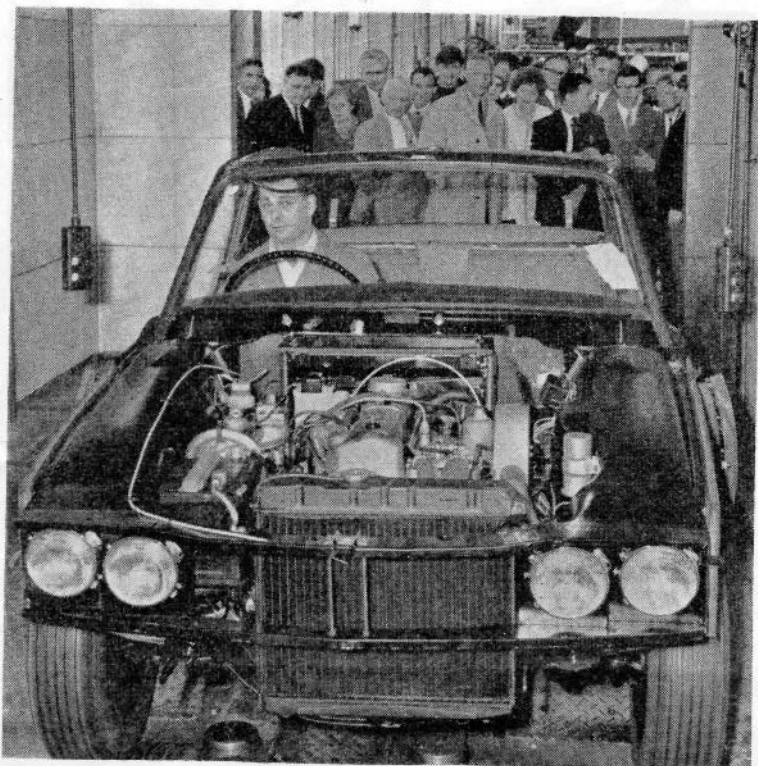
WANTED—old outdoor toys, such as pedal cars, tricycles, swings, etc., for child patients in Moseley Hall Hospital, Birmingham.

The appeal for these outdoor play items, which he is prepared to mend, renovate, paint and otherwise put into good order, is made by Mr. H. (Bert) Sheldon (Transport Dept., Sheldon).

Bert got the idea when his own child was in the hospital. On visiting days he saw the dilapidated state of some of the children's playthings, so he took home from the hospital a pedal car, tricycle, slide and two see-saws which he spent two weeks doing up and painting in bright colours.

The delight of the youngsters in their "new" toys was such that Bert decided that it would be very nice to give a repeat performance. Hence his appeal. Anyone with unwanted outdoor toys specified as above should contact Bert Sheldon through the Transport Office at Solihull. He is prepared to collect.

'OPEN DAYS' BY REQUEST ON THE 2000 LINE



The visitors watch with deep interest as a 2000 undergoes the static road test under which a car is "driven while standing still."

Our new Swedish distributor, Mr. H. Karlsson, and his commercial manager, Mrs. M. H. Bjorn, on the Land-Rover Line at Solihull. It was Mr. Karlsson's first visit since taking up the franchise in April, and as well as seeing the 2000 and 3-litre lines he and Mrs. Bjorn also toured Pengam during their four-day working visit. Left in the picture is Mr. G. Ridout (Sales Representative, Scandinavia).

He helped . . .

As in previous years, a Rover apprentice assisted at the annual week's holiday camp for under-privileged boys, arranged by the Outward Bound Association and the W.V.S., and held in Packington Park. Peter Jones (Gas Turbine Project Build Shop) was a section leader.



Employees, families and friends tour car assembly plant

More than 2,000 employees, their families and friends took advantage of the opportunity to see for themselves what workers do, and how they do it, on the Rover 2000 assembly line at Solihull.

Two Saturday "open days," mooted to stimulate interest in Company products, and to satisfy many requests from employees to see for themselves where the famous 2000 is produced, provided the opportunity.

On each occasion some 1,000 employees, relatives and friends (from the Tyseley group of factories on August 21 and from Solihull on September 4) were taken round the 2000 plant to see methods and machinery which are some of the most modern in the motor industry.

Twenty volunteer guides drawn from Planning, Production and Time Study took the visitors round in parties.

During their tour they saw production techniques from the start of the assembly process to the finished product, and were given working demonstrations on sections of the line by operators specially brought in for the occasion.

These demonstrations included the drilling and tapping of the base unit; the setting of front wheel 'toe in' and lamp focussing, and cars on the roller test, shaker rig and in the storm test booth.

The "open days" were the first of their kind for many years and they enabled Rover employees associated with the production of vehicle parts to see the end product.

Comments from visitors as they were entertained to tea after the tour indicated that the venture was a huge success.



On Stage One where a base unit, upside down and complete with all suspension units, was on view. The unit is then turned over for the start of its journey along the assembly line. BELOW: Visitors on the actual line show keen interest in everything.



Note: A third "open day" is to be arranged on Saturday, October 2, as demand for the two recent visits was greater than could be accommodated. Tickets will be available from the Welfare Office and in the Works Canteen.

Mrs. Maureen Hudson, secretary to Mr. F. Robinson (Parts Liaison Supt.), left the Company's employ after nearly eight years' service. She is expecting a baby. Many gifts, including a pram blanket, quilt set and a basket of toilet requisites, were presented to her by departmental colleagues and friends.

Work study students exhibit their spare-time work

The results of three years' spare-time study by ten Rover employees were placed on exhibition in the Main Canteen at Solihull on August 23/24 to enable members of senior management to assess achievements.

On view were project reports and demonstration models submitted by the 10 students—members of Time Study, Planning and a Production foreman—in support of their efforts to gain City and Guilds Work Study Certificates.

Six passed. They were Messrs. G. Farquhar, C. Freeman, D. Gorst, R. Roberts (Time Study, Solihull), P. Jennings (Jig and Tool Drawing Office, Solihull), and W. McIntyre (Time Study, Tyseley).

Taking of the examination this year was the culmination of a three-year work study course which began in 1962.

Discovering that the Coventry Lanchester College of Technology, the recognised Midlands centre for the subject, was full, the ten formed their own class under the auspices of Mr. A. J. Parkinson, principal of the Solihull College of Further Education, and with Mr. L. R. Owen (P6 Time Study), a member of the Institute of Work Study and a City and Guild certificate holder, as lecturer. The course demanded two evenings a week at "school."

The Company encouraged the scheme by granting £200 to the College for the purchase of equipment.

Part of the examination taken recently consisted of full scale work study investigations into problems at students' places of work and the submission of reports on the investigations.

Six projects embracing P5, P6 and Land-Rover were submitted, and these were exhibited to Management at Solihull to indicate savings to be made through work study and to stimulate the students' interest in their jobs.

The six project reports on display comprised investigations into design and assembly of Land-Rover hard top roofs; into the layout and movement of material required for producing C.K.D. units; into Land-Rover 109 ins. body spotwelding assembly; into P6 electrical switch rail assembly; into methods of packing and layout in the Tool Kit Stores; and into P5 cylinder head, manifold and carburettor assembly at Tyseley.

The display of projects and work

study training equipment was arranged by Mr. L. R. Owen, while Mr. G. Fuller (P6 Planning Department) exhibited the results of applied method study within the Company. These illustrated savings already made and the scope for further savings by the use of method study techniques applied to designs.

Mr. L. R. Owen points out features on a work study three-dimensional factory layout to visitors to the work study exhibition at Solihull.



Land-Rover trial aids cancer research

A weekend in the Hertfordshire countryside for car and Land-Rover enthusiasts raised £600 for the Imperial Cancer Research Fund. A Land-Rover trial drew 65 entries, including 15 Dutchmen paying a return visit after members of the British Land-Rover Owners' Club had visited Holland earlier this year.

They brought five vehicles and competed in a special class, the winner of which was Mr. A. Van Morsell. Overall winner of the trial was Mr. J. Tidmarsh, of Rover Solihull Engineering Dept. He also won the hill climb (Land-Rover).

There was considerable interest in the hill climb and water splash. At one point in the latter four Land-Rovers became bogged and the sight of drivers and passengers wading around in the mud and water added a water carnival atmosphere to the proceedings which the crowd much enjoyed.



When 76-year-old Miss Nellie Dilnott retired on August 13 after 46 years' Rover service she was presented with two ladies' twin sets, a nightdress, handbag and bouquet of flowers by Mr. J. Lawrence (Land-Rover Production Manager), on behalf of friends and work-mates in the Trim Shop and on the Land-Rover Final Line. Until 1946, Nellie worked in the Trim Shop at Coventry. For most of the time since then she has been a polisher on the Land-Rover Final Line.

Readers Write . . .

It may be of interest to you to know that the speedometer of my 1951 Rover 75 has turned 25,000 miles for the second time; that is, it turned 125,000 miles.

Since we were last in communication I have had a new camshaft fitted and all the trimmings that go with it. I recollect this was about 11 months ago.

The car is still running well.
Leslie V. Hurd, J.P.,
Johannesburg, South Africa.

Editor's note: It is nice to hear again from Mr. Hurd, who is a former Mayor of Johannesburg. A photograph of him at the wheel of his '75' appeared in the May, 1962 issue of ROVER NEWS after Mr. Hurd had reported 100,000 miles on the clock with the car running well and in excellent condition. It is good to know that his vehicle continues to give him such true Rover service.

Horticultural show 'blooms' with new success : record 740 entries

Every one a prizewinner!

Rover gardeners go from strength to strength with their annual show. The fifth event held in the Main Canteen at Solihull on August 21 attracted a record 740 entries—some 240 more than last year—from 70 exhibitors.



While Mr. Martin-Hurst and Mr. Greenwood discuss pot plants at Rover Solihull Horticultural Show, Mrs. Martin-Hurst (right) and Mrs. Greenwood talk about a vegetable which brings tears to the eyes of many housewives—the onion!

Mr. P. J. Toon, the Show Secretary, told ROVER NEWS: "Each year we have made progress and this year's was our best ever. All classes showed a very high standard indeed."

As usual, the canteen was a riot of colour for the official opening by Mrs. W. Martin-Hurst, wife of the Managing Director. Mr. Martin-Hurst accompanied his wife and show officials on a detailed tour of the display tables.

Competitors kept their fingers crossed with an anxious eye on the weather in the days preceding the show and luck held for most of the entries. These were brought in from the Friday evening onwards and Mr. A. C. R. Greenwood (Secretarial), chairman of Rover Solihull Horticultural Society, did his usual all-night duty to be on hand to admit late-night and early morning competitors bringing their exhibits.

One competitor, Mr. W. Bradshaw, visited his allotment garden a few hours before the show to find that vandals had tramped over his vegetables and uprooted some of them.

But he did not despair, and with his wife worked through the night to prepare exhibits. The effort was well rewarded, for Mr. Bradshaw collected a handful of awards and prizes, including the Worcester Rose Bowl for most points in the show.

Mrs. Martin-Hurst also won prizes for flower arrangement, floribunda roses, and sweet peas.

Special awards: Banksian Medal (most prize money in show), Worcester Rose Bowl (most points in show), and Perrins Cup



(highest points in vegetable classes)—Mr. W. Bradshaw. Garden News Shield (second highest points in show), and runner-up in vegetable classes—Mr. W. Tinney. Martin-Hurst Trophy—Mrs. J. Daniels, runner-up—Mr. L. Harris. Marson Cup—Mrs. L. Harris, runner-up—Mr. E. Ross. Wilks Challenge Cup—Mr. B. J. Whitehouse, runner-up—Mr. H. K. Brown. Myton Plate—Mrs. Gee, runner-up—Mr. Allan Thomas. A. B. Smith Challenge Cup (most points in pot plants)—Mr. P. J. Toon, runner-up—Mark McTigue.

Award winners with their trophies. In the group are, left to right: Front—G. Hoare, Mrs. C. H. Gee, Mrs. L. Harris, Mrs. J. Daniels. Middle—Mrs. E. Ross, Mr. W. Tinney, Mr. A. Thomas, Mr. W. Bradshaw. Back—Mr. T. Perrins, Mr. R. W. Rogers, Mr. B. J. Whitehouse, Mr. P. J. Toon, Mark McTigue, Mr. A. A. Ross.

Ross, M. Rogers, D. Bradshaw, A. R. Crease, D. I. Baker, F. George, K. Perrins, A. Thomas, G. Hoare, J. Bradshaw, F. E. Toon, M. L. Hovey. (Children), Caroline George, Heather George, Helen Daniels, L. Webber, Philip Daniels, Michael Thomas. (Ladies) J. Daniels, D. I. Baker, F. George, J. R. Brown, L. Harris, E. Ross, Mrs. W. Martin-Hurst, Mrs. A. Whitehouse, E. M. Thacker, Mrs. Phillips, F. E. Toon. (Flowers), H. K. Brown, W. H. Bradshaw, T. Perrins, C. Richards, A. Thomas, B. J. Whitehouse, A. Thacker, L. W. Rogers, W. L. Rogers, T. Chapman, W. Tinney, Mrs. W. Martin-Hurst, Mark McTigue, P. Toon, F. E. Toon, G. Hoare, J. L. Daniels, A. C. Davies, S. Jay, A. A. Ross, L. W. Harris, C. H. Gee, D. E. Edden, G. A. Alley.

Youth and experience a winning combination for Tyseley C.C.

Tyseley cricketers have had a successful season against some excellent club teams. A team of youth mixed with experience has been captained superbly on Saturdays by Sam Johnson, and Sundays by Alan Bannister. A few new faces have replaced one or two of the former stalwarts.

In several instances revenge was executed in return matches against teams which inflicted defeat in the first meeting.

Notable success throughout the season was the batting of K. Lovell, who topped several 50s and 60s with a beautiful innings of 110 not out against Reynolds Tubes. Consistent batting also came from Alan Bannister, while bowling was undertaken by S. Johnson, C. Dyke, M. Price and D. Goode.

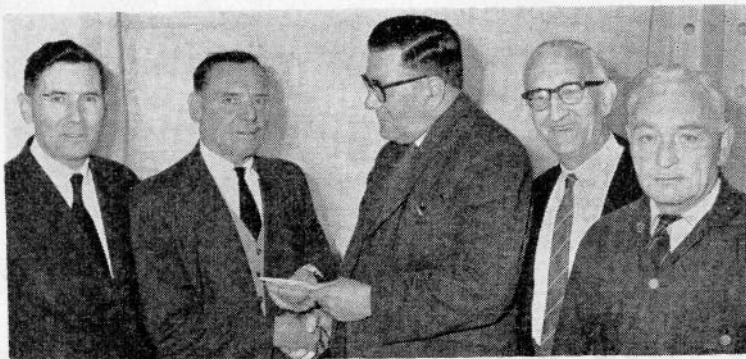
Season results: lost to Tamworth, beat Inland Revenue, beat Reynolds Tubes, beat Elmdon & Bickenhill, lost to Alkamatic, beat Inkberrow, lost to Stirling, drew with Selly Oak, lost to Fosco, beat All Saints Hospital, beat Friends Hall C.C., beat Kings Norton, drew with Kalamazoo, beat All Saints Hospital, beat Newton Regus, beat Elmdon & Bickenhill, lost to Dudley Y.M.F., beat Alkamatic, beat Reynolds Tubes, beat Kalamazoo, lost to Bidford-on-Avon, beat Tamworth.

Photographers' annual meeting

Officers elected at the annual meeting of Rover Pengam Photographic Society: President, Mr. S. W. Nixon (Director and General Manager, Cardiff); Vice-President, Mr. R. Shand (Works Manager); Chairman, Mr. F. Adams (foreman, Standards Room); Vice-Chairman, Mr. E. Holmes (Standards Room); hon. secretary, Mr. D. Scott (Planning Department); assistant to hon. sec., Miss M. Driver (Personnel); hon. treasurer, Mr. T. Williams (Quality Control). Committee: Messrs. J. Lawson, J. McLucas and N. Tibbatts. Recent outings: Cardiff docks and Nantgarw colliery.



Two cheque presentations at Percy Road. ABOVE—Miss Hilda Smith, an Inspection Viewer, retired after 36 years' Rover service and received her gift from Mr. A. Stait (Inspection Supt.) on behalf of workmates. BELOW—When Mr. Charles E. Hemmings, a machine operator, retired after 16 years' service he received his farewell gift from Mr. A. MacKellar (Works Supt.), also on behalf of friends. Looking on—Messrs. E. Weage, W. Eage, A. Bailey, Haskey and L. Coombes.



When Mr. Charles Thompson, a Stores hand at Acocks Green, retired on August 12 after 15 years' service, he was presented with cash by Mr. A. G. Higgins (Stores Supt.), on behalf of workmates. In the picture, from left, are Messrs. H. Butler, Thompson, Higgins, L. Burley and A. Underwood.

PERCY RD. MAN INDIVIDUAL BOWLING CHAMPION

The individual merit competition of the inter-factories bowling sections for the Joe Hughes Cup was played at The Fox Hollies Hotel Bowling Green on August 29, and won by A. Gough (Percy Road) who defeated B. Harwood (Solihull) 21-13.

Results: (key—PR, Percy Road; PB, Perry Barr; T, Tyseley; S, Solihull; AG, Acocks Green). Round one (15 up)—D. Peacock (PB) 15, B. Humphries (PR) 14; A. Gough (PR) 15,

A. Harding (T) 6; B. Dickinson (T) 7, C. Courtney (AG) 15; L. Edwards (S) 15, C. Carpenter (T) 13; H. Silvers (AG) 15, B. Taylor (PB) 9; C. Docker (S) 14, B. Harwood (S) 15; L. Baker (AG) 13, L. Whithouse (T) 15; A. Moreland (AG) 8, W. Stubbs (S) 15. Round two (15 up)—A. Gough 15, L. Edwards 9; B. Harwood 15, H. Silvers 8; W. Stubbs 9, L. Whithouse 15; D. Peacock 15, C. Courtney 9. Semi-final (21 up)—A. Gough 21, D. Peacock 11; B. Harwood 21, L. Whithouse 16.

Mr. T. Brindley (Works Supt., Tyseley) presented the cup to the winner.

The competition produced some excellent bowling throughout and was enjoyed by quite a large number of spectators who took advantage of a nice sunny morning.

Guests included Mr. J. B. Wilson (president of Rover Solihull Bowling Club), Mr. H. Butler (Solihull), and Mr. H. Hayer (Perry Barr).—F.E.S.

TENCH TUSSLES

An all too rare experience for local anglers, a tussle with a good tench, was enjoyed by several members of Tyseley Angling Section when their annual match was fished on Walcot East Lake on August 14.

The winner, A. Turley, numbered three excellent tench among his winning catch of 8 lb. 13 oz. 12 dr., the best approaching three pounds. Much of the success of this match (23 competitors weighed in 105 lb.) can probably be attributed to the efforts of a volunteer dredging party at the beginning of the week, for ever-increasing weed on this lake threatens to render the venue un-fishable.

Other results: 2, G. Taylor (8-7-0); 3, J. Stockton (6-14-3); 4, Hookway (6-7-2).

RETIREMENTS

Miss Ellen Maud Dilnott on August 13, she was a trimmer and polisher on Land-Rover Final Line (45 years' service). Mr. Walter William Harriman on August 19, he was an inspector at Solihull (25 years). Mr. George Baker on July 30, he was a charge-hand tester, Service Department, Solihull (60 years). Mrs. O. Hitchen in June, she was a booking clerk, Progress Dept., Percy Road (15 years). Miss B. Whitehouse in July, she worked in the Booking Department, Percy Road (25 years). Mr. Henry James Keeling on August 13, he was a fitter at Tyseley and Percy Road (15 years). Mr. Victor Coe on July 16; he joined the Company at Coventry in 1940, transferred to Barnoldswick, and returned to Service Department, Solihull, in 1945 (25 years). Mrs. Ethel Coe on July 16; she joined the Company at Barnoldswick in the war years, and returned to Solihull in 1945, to work in Service Accounts (23 years).

A reliable globe-trotter . . . Rover 75

A most experienced world wide traveller—a 12-year-old Rover 75—recently arrived in Tripoli, Libya, with the new Libyan manager of Cable and Wireless Ltd., Mr. John Wells.

The car began its working life as an airline managing director's car in Trinidad. It was then chauffeur-driven.

Since then it has clocked 70,000 miles in various parts of the world.

Last year, Mr. and Mrs. Wells drove the Rover car from Dubai in the Trucial Oman to England (nearly 5,000 miles) via Basra, Baghdad, Damascus, Amman, Aleppo, Ankara, Istanbul and Athens.

This year the couple have travelled 11,200 miles in the car touring Britain before setting out on the 2,000-mile journey to Tripoli.

"The car has behaved itself perfectly," says Mr. Wells. "Every trip I have made has gone smoothly."

Mr. Wells' job takes him to various countries in the world, and where possible he used the journey back to England to see more of the world—in his Rover 75.

"When the time comes for me to leave Libya we hope to drive home in the Rover," he declares.

Since joining Cable and Wireless in 1933 Mr. Wells has worked in Lagos, Bermuda, Cyprus, Amman, St. Lucia, Muscat, Bahrain and Dubai.

● A picture from the past—nearly 40 years in the past, in fact! It has been supplied to ROVER NEWS by Mr. S. Payne (foreman, Engine Test, Tyseley—44 years' service), father of Miss P. C. Payne (Typing Centre Supervisor, Solihull), who wonders how many men on the photograph recognise themselves today. It was taken in 1927 of employees at Tyseley working on road tests and adjustments to the 8 h.p. air-cooled Rover car. They were, left to right, BACK ROW: R. Mills, G. Horwood, R. Parsons, W. Cridland, S. Richards. SECOND ROW FROM BACK: T. Tanner, F. Malin, —, B. Pittaway, Mr. Newsome (then Car Finished Test Supt., Coventry). THIRD ROW FROM BACK: J. Parsons, C. Payne, H. Billingham, Mr. Southern (then Works Manager), S. Payne, A. Guy, A. Sharratt. FRONT ROW: Cridland, R. Weston, V. Brazier, P. Harris (now supt., Engine Test), J. Weston.

