

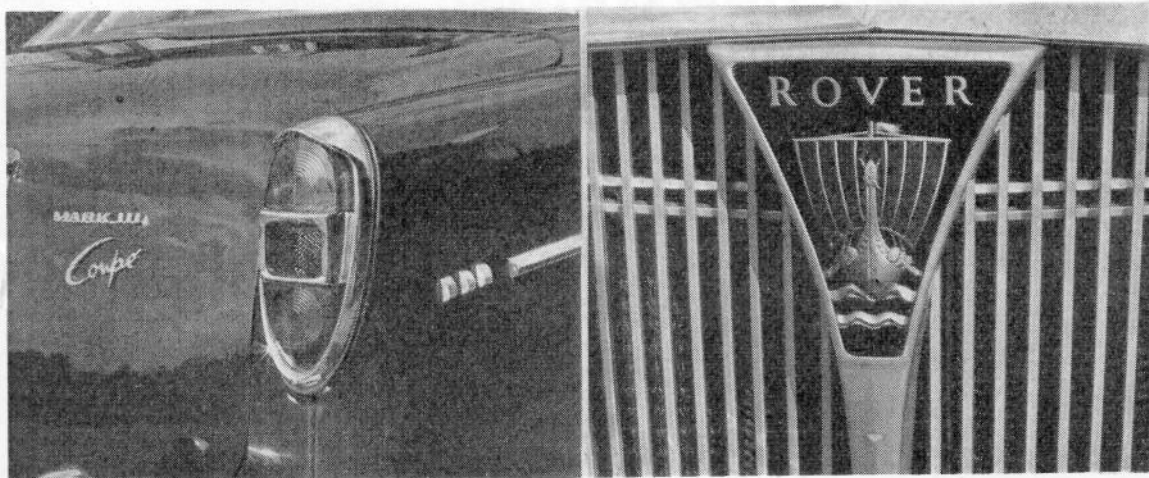


E-X-P-A-N-S-I-O-N

Chairman reviews achievements and looks to the future



The new Rover Mark III 3-litre. Note the radiator grille badge (close-up, below right) and continuous stainless steel strip along the side, ending at the rear in three individual sections symbolising "Mark III" (close-up, below left).



Introducing . . . the Rover

Mark III 3-litre

A car providing even greater Rover refinement and convenience has moved luxuriously on to the motoring scene with the appearance of the Rover 3-litre Mark III saloon and coupé.

The car, announced on September 29 and introduced to the public at this month's London Motor Show, is an addition to the existing 3-litre Mark II range.

Engineering specifications are unchanged. External identifying features of the new cars are the new radiator grille badge in the Rover 2000 style, a continuous stainless steel strip along the side and Mark III name flashes on front wings and boot lid.

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Mr. S. W. Nixon, the new Executive Director and General Manager, Cardiff, signs the Visitors' Book at the City Hall, Cardiff, during a courtesy call with Mrs. Nixon on the Lord Mayor of Cardiff, Alderman Mrs. Miriam C. Bryant, J.P., consequent upon his appointment to Pengam.



Internally the changes are considerable, the success of the 2000 having influenced Rover stylists to apply the same design philosophy to the new 3-litre. Innovations include:

- Four individual seats (front ones adjustable) with armrests and space for a fifth person on the softly-padded centre portion between the two rear seats. Rear leg room has been increased by 2½ inches.
 - Independent heating system in the rear compartment with separate control to adjust temperature.
 - The clock re-positioned and recessed at the passenger's end of the fascia, giving an uninterrupted padded roll in the centre.
 - A sliding picnic table fitted under the front parcel shelf, acting as a top for the hand tool tray. Another picnic tray folds away behind the central rear arm rest (which can be lowered and drawn forward) incorporating glass and bottle holders.
 - A trinket box located under the central padding between the rear seats (saloon only).
- Optional extras: head-rests for front and rear seats in saloon and a reading light at the rear of the front passenger's head-rest for the busy executive who works while travelling.

The Rover 2000 car remains unaltered for 1965/66—its third year unchanged in specification or design—except for the addition of two new body colours, Arden green and Zircon blue.

(Pictures on Page 2)

SUCCESS and further expansion were recurring themes in a comprehensive review of The Rover Company's recent achievements and its road ahead, given by Mr. L. G. T. Farmer, the Chairman, at a Press reception in London on September 22, at which journalists had previews of the Rover 3-litre Mark III saloon and coupé models.

Government policy in relation to the national economic position and its potential effect on the Company: the "face lift" being given to the Rover image: expansion of 2000 car and Land-Rover production to meet heavy demands in the export market and at home: the Alvis link-up: and the gas turbine success story over the past 20 years—all were discussed by Mr. Farmer in a fact-filled speech.

The Chairman began by saying that the problem for the whole of this year and 1964 had been one of producing sufficient cars and Land-Rovers to meet demand. He then went on to elaborate on specific subjects, as follows:

● **The economic position:** "Because of the current economic position in this country Government policy is directed at easing the balance of payments problem through a deliberately-induced recession at home. In my view, however, there is no case at all for imposing special restrictions, such as the recent measures on hire purchase, on a dynamic export industry like the motor industry. The industry's exports will not be promoted by measures of this kind, which through reducing home sales merely reduce total output and increase costs. You cannot switch sales of cars from the home to the export market in this way. Exports have to be built up as a matter of long-term policy on the basis of increasing volume, and thereby reducing unit costs.

"Whilst it is particularly difficult to forecast future trends at the present time, The Rover Company is looking to an expansion in its sales, despite the restrictions I have referred to.

Rising costs

"We are, however, concerned with constantly rising costs. Our experience, which is no doubt shared by others, is that costs are increasing more rapidly at the moment than at any time for several years past.

"In conjunction with our suppliers, from whom we get the utmost co-operation, we are constantly striving to find ways and means of improving productivity and doing all we can to offset the steady tide of increases in material costs and wage claims. If, however, the present situation continues, it is bound, sooner or later, to lead to increased selling prices, with the consequent effect on our competitive position overseas.

● **The Rover image:** "We have been concerned in the past few years in trying to give the Rover image a face lift. Part of this policy has been direct factory participation in motor rallies. We wanted to demonstrate, for example, that our 3-litre models were not only silent and comfortable prestige cars of high quality, but were also versatile enough to engage with distinction in sporting events. We also wanted to prepare the way for the Rover 2000, which was designed to appeal to a more youthful ownership than other Rover models in the recent past.

"We were not disappointed in the results of our rally entries with the 3-litre. Its success in an event so tough as the East African Safari proved not only its speed but its ability to take harsh roads and fast time schedules with a degree of competence that we believe made a lasting impression on the public. Despite stiff competition our 3-litre sales in the U.K. last year were the highest since its introduction in 1958, far outstripping those of any other single model within hundreds of pounds of its price.

"When the 2000 came along, we did not rally it immediately because

of early supply difficulties, and the need to make sure that its teething troubles were over; but then after a disappointing initial appearance in last year's Alpine Trial, it stole the limelight of this year's Monte Carlo Rally by being the first touring car home. And again, all four of the Rover 2000s entered in the Alpine Rally in June finished this event, the first car winning its class and gaining third place overall in the GT category.

"These and other rally successes have contributed to an increasing awareness of Rover's road-worthiness, and have contributed to projecting the more youthful and versatile image that we are seeking.

"Our market research has shown that a large proportion of 2000 buyers are persons who have never previously owned a Rover car, and it is clear that with this car we can appeal to a very much wider market than ever before.

Export target

"Another gratifying thing about the Rover 2000 is that it opened large sections of the export market to us which we previously could not exploit. In spite of early difficulty in delivery most of the world's major car markets are now receiving regular, if rationed, supplies of Rover 2000s.

"We are looking to increased success in the export field and have set our export target for the 2000 in the current financial year at 25 per cent above last year's. Perhaps Europe, with its tradition of medium-sized, high-performance, four-cylinder cars, has been the most critical, but at the same time the most appreciative of Rover's first attempt at volume manufacture in this field. When you move around Europe today, whether it be in cities, on the autobahns or on mountain roads, it is a pleasure to see so many Rover 2000s wherever you go.

● **Expansion plans:** "The initial production capacity for the 2000 was well over twice that of any other single Rover model in the past, but this soon proved to be inadequate and we are now completing the second expansion since the announcement of the car in 1963.

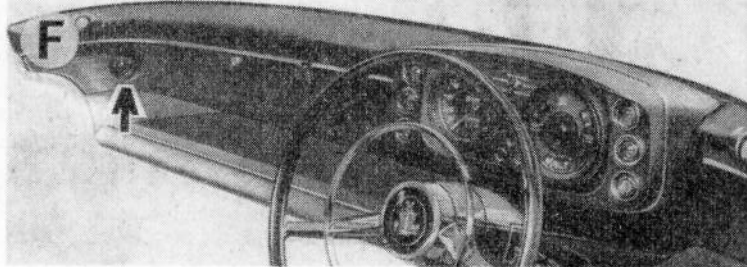
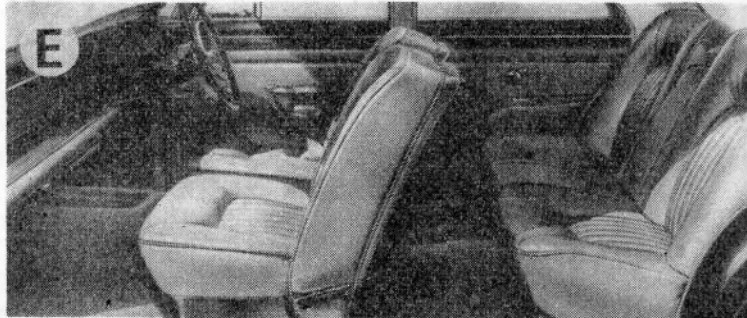
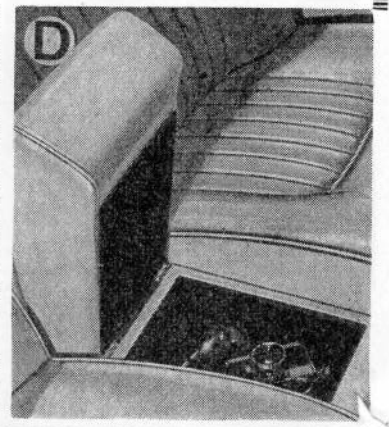
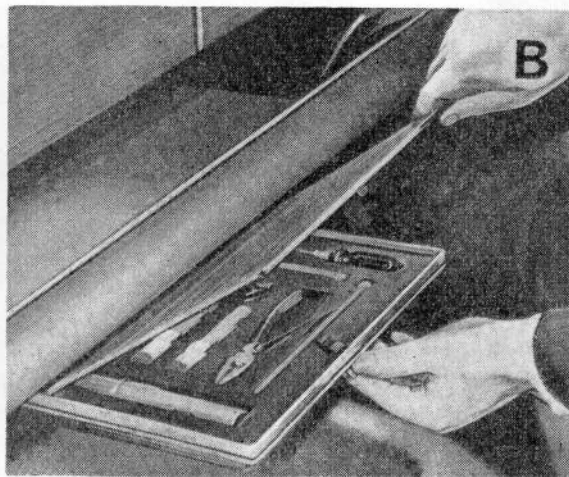
"In the home market we have increased our share of car sales during the last three financial years by 60 per cent, and in July we moved into first place in the sale of cars costing over £1,000.

"Since 1948 we have exported an average of over 70 per cent of our Land-Rover production, and our export earnings for this vehicle alone exceed £220 million.

"Early in 1966 we shall build our half millionth Land-Rover, a figure

● *Continued on Page 2*

WHAT'S NEW IN THE 3-LITRE MK. III



Key to the picture gallery:

- A A reading light incorporated in the front passenger's head rest (an optional extra) enables the busy executive to work while travelling.
- B The sliding picnic table fitted under the front parcel shelf is also the top for the hand tool tray.
- C The same table in use. Space is adequate and the surface firm.
- D Access to the trunk compartment between the two rear seats in the saloon model is achieved merely by raising the padded centre portion upwards.
- E A general view of the Mark III interior emphasising the four individually contoured seats. More leg space is provided for rear seat passengers.
- F The fascia panel of the Mark III. Note the clock recessed at the passenger's end, but conveniently placed for all the car's occupants.

FROM PAGE ONE

Chairman points the way ahead

which is much more than the combined output of 4 x 4 vehicles of all the manufacturers in the world outside the U.S.A.

Major expansion

"We are at present carrying out a further major expansion of our Land-Rover production capacity, and although it will be some time before this is fully effective, we expect to start to feel the benefits of it next year. This expansion involved considerable rearrangement of facilities in our factories in the Midlands area, and further expansion at our Cardiff factory, which has played a substantial part in the growth of our business since it was opened in 1963.

We are also examining the possibilities of re-arranging the available capacity at Alvis in this connection.

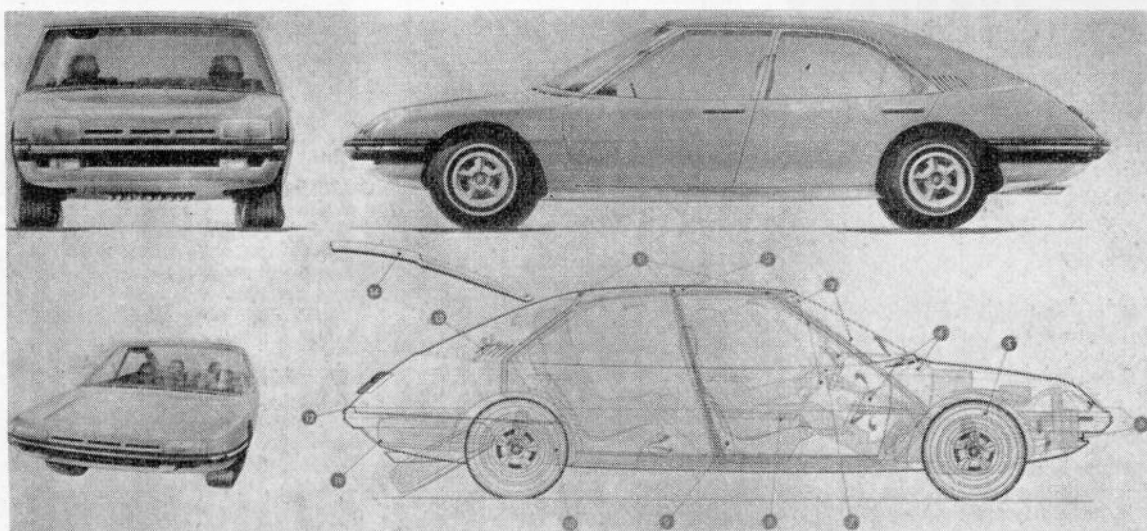
"The diversification of our production between quality cars and four-wheel drive vehicles enables us to secure a share of the vehicle market in both industrialised and developing countries. This diversification is important in making us less vulnerable than we should otherwise be when market conditions change in particular countries. Over half of our total vehicle production is exported to some 170 markets, the most important of which takes only 13 per cent of the total and the second even less than half of this—at 6 per cent of the total. We have extensive investments overseas, especially in manufacturing and assembly plants, and the widespread character of our business is a great source of strength and stability to the Company. We view with some concern the Government's restriction on overseas investment.

Rover man's success in national newspaper

ELECTRA 2500		OVERALL DIMENSIONS	
AN INTER-CITY CAR COMBINING MAXIMUM COMFORT WITH A VERY HIGH CRUISING SPEED & A GOOD DEGREE OF PASSENGER SAFETY, PLUS SILENCE & FUEL ECONOMY ACHIEVED BY A CLEAN NOSE ENTRY SHAPE, GOOD AERODYNAMICS AND LIGHTWEIGHT CONSTRUCTION I.E. ALLOY ENGINE WHEELS & BODY PANELS.		LENGTH	179½
		HEIGHT (LADEN)	51
		WIDTH	68
		WHEELBASE	108
		GROUND CLEARANCE (MIN)	6½
		TRACK FRONT	54½
		TRACK REAR	55½

FEATURES LIST

- ANTI-ROLL PASSENGER PROTECTION CRASH FRAME.
- SAFETY PADDING ON ALL PASSENGER COLLISION POINTS.
- AUTO-DIP OPTICALLY ACCURATE PRISM MIRROR FOR DRIVER. TINTED SAFETY GLASS FITTED IN ALL WINDOWS.
- HEATER & AIR CONDITIONING UNIT FOR TEMPERATURE BALANCE.
- SEVEN HORIZONTALLY OPPOSED REAR ENGINE WITH CRASH STOP DIFFERENTIAL IN UNIT FOR FRONT WHEEL DRIVE.
- TWIN RECTANGULAR HEADLIGHTS. SIDE LIGHTS COMBINED, SPOT LIGHT BUILT IN UNDER BUMPER.
- ALL HAND CONTROLS OF FIRST IMPORTANCE.
- HAND CONTROLS OF SECONDARY IMPORTANCE. CONSOLE MOUNTED.
- FULLY RECLINING FRONT SEATS. SEATING BUILT FOR 6 PASSENGERS WITH SEATBELTS FITTED ON 4.
- PETROL TANK UNDERNEATH BOOT FLOOR FOR MAXIMUM LUGGAGE LOSS.
- SPARE FITTED ON DROP TRAY.
- MOUNDED RUBBER BUMPERS.
- EXTRACTOR LOUVERES FOR AIR CONDITIONING.
- REAR DOOR OPENING TO A HEIGHT OF 64 IN.



R.A.C. RALLY: NEW PAIR

There will be at least seven Rover cars in next month's 14th R.A.C. International Rally over some 2,000 miles of roads and tracks in England, Scotland and Wales.

Four will be Rover works-entered 2000s and three will be 3-litres lent by the Company for entry by the British Army Motoring Association. The 3-litre has hitherto had a good record both as a "stayer" and an award winner in the R.A.C. Rally.

Crews for the Rover 2000s are: Roger Clark/Jim Porter; Logan Morrison/Johnston Syer; Anne Hall/Pat Spencer (G.T.), and newcomers to Rover rallying, Peter Procter and co-driver, David Mabbs (G.T.).

Peter Procter, of Bradford, won the Tour de France rally last year with co-driver Andrew Cowan—the man he is replacing in the Rover rally team. (Andrew and his co-driver Brian Coyle have joined Rootes).

The 2000s will again be attended on the rally by three service cars crewed by fitters Tony Cox (foreman)/Graham King; Jim Pike/Barry Craven; Lou Chaffey and Bernard Flett. Ralph Nash (Competitions Manager) will have overall charge of servicing arrangements.

The nine-stage R.A.C. Rally incorporates 57 special stages and 19 main controls. As last year, it starts and ends in London, though from a different place—London Airport.

Competitors set off on November 21 and head into Wales via the West of England and Bristol. From Wales, they travel into north-east England via Oulton Park. After crossing the border into south-east Scotland they drive via Peebles to Perth for a night stop.

The return to London is by way of south west Scotland, north west England, Wales and south west England. The finish is on November 25.

(The above photographs of Mr. Davies' design entry are reproduced by courtesy of the "Daily Telegraph").



Mr. Davies working on his car design entry.

car design competition

A second prize in a car design competition sponsored by the weekend colour supplement of the "Daily Telegraph" has been won by a Rover designer.

He is Mr. Norman W. Davies, a senior styling designer who lives in Kenilworth. He gained second place and £100 in the "inter-city" class, in which competitors designed a car costing not more than £2,500 for high speed motorway usage.

His design (pictured left) is for a six-seater car with a high cruising speed and high safety factor. It is of lightweight construction, with a six-cylinder horizontally opposed alloy engine and front wheel drive.

Mr. Davies began work on his entry in July and took 4½ weeks of spare time, including some of his holiday, to complete his design.

The results, officially announced during the current London Motor Show, gave details of four main winners of the two sections in the competition, the object of which was to assess general interest among car designers and give the amateur a chance to compete.

Consolation prize

Mr. Davies also gained one of five consolation prizes in the "city" car section, where he was required to plan a car not more than 10 feet long for use in traffic-congested conditions. Second place in this class went to a former Rover employee in Styling, Mr. Jim Hiron.

Mr. Davies told ROVER NEWS that three of the four top prizes went to designers employed in the Midland car industry. Two-thirds of the 1,200 entries were in the "city" class, the remainder in the "inter-city."

"The results of this competition," he said, "have more than justified the use of professional designers in the industry and must go a long way towards answering criticisms made in the past about British car design."

Thirty-seven year-old Mr. Davies has been with the Company for two years. Married with two children, he includes photography, vintage aircraft, painting and music among his hobbies.

●The Alvis link-up: "Our two companies are complementary in a great number of ways. We both manufacture cars and cross-country vehicles to high standards of engineering, and we look forward to working with our Coventry friends in the future on our joint problems of design and manufacture, and to the continuance of the Alvis name alongside our own. We expect to achieve economies in design, development, production, buying, sales and service. The full benefits of the merger will take some time to appear and we are still working on even the initial stages. At the moment, therefore, I really have nothing dramatic to tell you, except to say that I hope that you will take this merger and the use we intend to make of it as the outward expression of the dynamic and aggressive approach that we are making to our problems.

●Gas turbine: "For 20 years we have pioneered the development of small gas turbine engines, and our gas turbine company is enjoying an increasing business in engines of this type for industrial and aircraft applications. Over this period our contribution to turbine development, particularly in relation to possible use for road vehicles, has attracted considerable comment by the Press. Our progress in this field was dramatically demonstrated at Le Mans this year when, competing for the first time against piston-engined entries, the Rover-B.R.M. was not only the first British car home but achieved a fuel consumption of 13.5 miles per gallon over a distance of 2,371 miles at an average speed of 98.8 m.p.h. This fuel consumption was twice as good as that achieved by us at Le Mans in 1963, and indeed was better than that of all but one of the other cars that finished. This significant improvement was brought about by the use of a heat exchanger using a glass ceramic element provided by Corning Glass Works and represents a major technical breakthrough."

Not complacent

Mr. Farmer concluded: "I hope that you will not think us in any way complacent. We have not in some fields moved as quickly as we would have wished. What I have told you about our expansion plans and our merger with Alvis will, I trust, demonstrate that we intend to continue in the direction in which we are now pointing, perhaps a little faster than before."

Tokyo Trade Fair success: Japan 'now a major target for exports'

Back from leading a Rover sales team at the British Trade Fair in Tokyo, Mr. J. K. S. Carpenter (Executive Director) emphasised to ROVER NEWS the Company's determination to pursue its efforts to expand exports to Japan despite that country's severe financial restrictions on imports.

"So far as Rover is concerned, Japan is now on the map as a major target for exports and we have begun in earnest to develop it on a long-term basis despite the present difficulties," he declared.

Among prominent visitors who showed considerable interest in Rover products displayed, and in the Company's efforts in Japan generally, was Mr. Douglas Jay, President of the Board of Trade.

In talks with Mr. Carpenter on the Rover stand, he was very disturbed to hear about the heavy import duties the company faced together with other would-be exporters of built-up vehicles to Japan.

Talks are now being initiated by the Company with a view to finding means of financing the development of dealerships in the principal Japanese cities. If successful, this would overcome the second big obstacle to exports expansion in Japan—the refusal of Japanese banks to finance dealers' sales of imported cars.

Mr. Carpenter said that last year British vehicle producers sold only 2,700 units in Japan out of a quota of 13,200 units, or only about 20 per cent. In the first quarter of this year, the percentage fell to around 15 per cent.

"British companies could sell more, but because the Japanese banks will not provide finance for our dealers



Mr. Carpenter (left) and Mr. Jay, President of the Board of Trade, discuss import obstacles at the British Trade Fair in Tokyo.

they cannot fill their quotas," He added that this strictness appeared to stem directly from Japanese Government policy.

Mr. Carpenter believed, however, that with their increasing need to export more the Japanese might be more willing to relax import controls in the future.

At present, there was a 40 per cent duty on cars which, with a 20 per cent commodity tax, takes the price of a Rover 2000 in Japan to nearly £2,400 compared with around £1,300 in the United Kingdom.

On the other hand, Japanese manufacturers face a 25.2 per cent import duty on cars for Britain, plus a 10 per cent import surcharge and 25 per cent purchase tax.

But in spite of difficulties and fierce local competition, Mr. Carpenter was confident that the market in Japan was expanding for quality cars like the Rover 2000, and the Land-Rover in the agricultural and constructional fields.

The British Trade Fair, at which Cornes and Company, our Japanese distributors, exhibited cars and Land-Rovers on two stands, excited tremendous interest among the Japa-

nese, tens of thousands of whom visited the fair which was the largest foreign effort of its kind ever to be staged in Japan.

One leading Japanese newspaper, described the Rover stand as the best car exhibit by a British importer. Accompanying Mr. Carpenter, from Solihull were Mr. E. A. Armitage (Regional Sales Manager, Middle and Far East), and Mr. Tom Wall (Far Eastern Factory Representative).

An interesting innovation on the Land-Rover stand was the use of a new plastic grass flooring supplied in small squares. It was acquired in Hong Kong by our Japanese distributors and so impressive are its resilience and hard-wearing qualities, that it is to be used on Land-Rover display stands in Britain.

As well as visiting Japan, Mr. Carpenter went to North America and Canada during his 20,000-mile round trip in 14 days. He told ROVER NEWS that Rover exports to America had doubled in the last two years and the Company was now sending 8.2 per cent of its total exports to the United States.



Pictures of the Rover car stand (above) and the Land-Rover stand (below) taken by Mr. Tom Wall and airmailed to Solihull for use in ROVER NEWS. The car stand exhibited three 2000s and a 3-litre automatic. The latter had a sliding roof and a 2000 a Webasto roof. A Long Land-Rover had an Evers and Wall sprayer and a front capstan winch, and a short wheelbase unit had a Weston hydraulic platform attachment worked by an electric motor (the petrol unit could not be used at the show). Other approved optional extra equipment was also exhibited.

2000 'STARS' IN DRIVING SERIES

A television motoring series which started this month is using a Rover 2000 as its demonstration car.

"Master Driving," a series designed to improve the technique of all motorists is being screened on Sundays, with repeats at noon on the following Saturdays, and will last for ten weeks.

The series is being conducted by driving expert John F. Miles, a course manager and senior instructor of the High Performance Course, London. He holds a Class 1 Police Driver's Certificate and will be remembered for his popular T.V. series, "Know Your Own Car."

Mr. Miles says that his method of driving can be summed up in a planned sequence of actions—position, speed, gear—and believes that it will enable motorists to drive well in all conditions. Among the more controversial subjects covered are cornering, skidding, motorway driving and night driving.

During the preparation of "Master Driving," John Miles travelled nearly 4,000 miles in a Rover 2000. Cameras filmed a clear view of the road ahead, while his running commentary was recorded to give an analysis of conditions.



During filming of high performance driving at Brands Hatch. Tom Savage (producer/director) checks details with John Miles (compere) and Stan Nightingale (sound recordist).

Cardiff discussion group formed

A supervisors discussion group has been formed for the 130 supervisors at Cardiff.

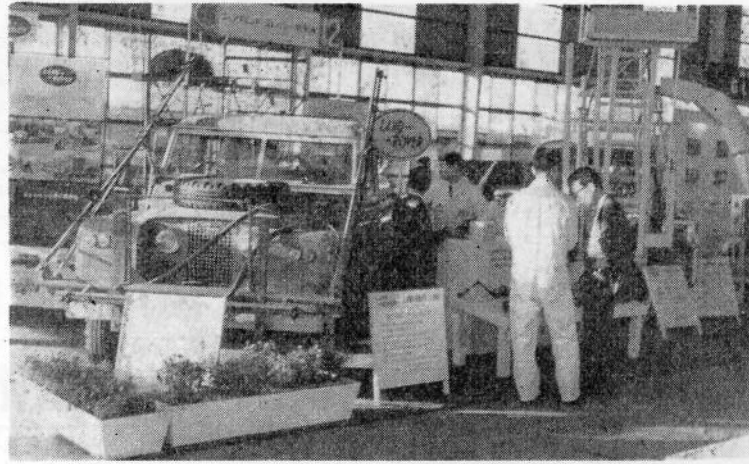
It will be run on similar lines to those groups at Solihull and Tyseley.

At an inaugural meeting, a committee was formed of representatives from Pengam Production, the Parts organisation and St. Mellons under the chairmanship of Mr. S. W. Nixon (Executive Director and General Manager, Cardiff), with Mr. L. C. Payne (Personnel Manager) as secretary.

The first meeting of the group on September 27 was addressed by Mr. B. G. L. Jackman (Production Director).

He spoke to a large audience on the pattern of the Company's development, present and future. Questions followed.

Mr. R. W. Bromley (Executive Director, Service) travelled especially from the Midlands to attend the meeting.



CARDIFF ANGLERS SAVE A CRIPPLED BOAT FROM SUBMERGED ROCKS

Rover Cardiff sea anglers added adventure to one of their outings recently when they saved a crippled boat from destruction.

Members set out for a day's fishing from Barry Harbour but soon discovered a boat caught in the very strong tide and about to drift on to some dangerous submerged rocks. Skipper Walter Lemanis managed to secure a line, and soon the boat, with three men and two women aboard, was back in the safety of Barry Harbour.

A force eight gale marred a fishing trip on September 5 when 16 members set out from Barry Harbour for Porthcawl Bay, which is about 2½ hours sailing time away. Many of the fishermen suffered badly from sea-sickness but about 100 good fish were taken. Sam Gilbert caught a 9lb. dog fish; some 6lb. of conger were also taken, while one member

was able to weigh his catch in "stones"—in the form of a fair-sized rock!

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Other Pengam news: the lack of exhibitors in the first dahlia exhibition held by the newly-formed Pengam Horticultural Society resulted in all the entries being placed under one class—three blooms of any variety.

The exhibition was another success for Mr. D. L. Davies (R.M.V. Inspection, Pengam), who only a

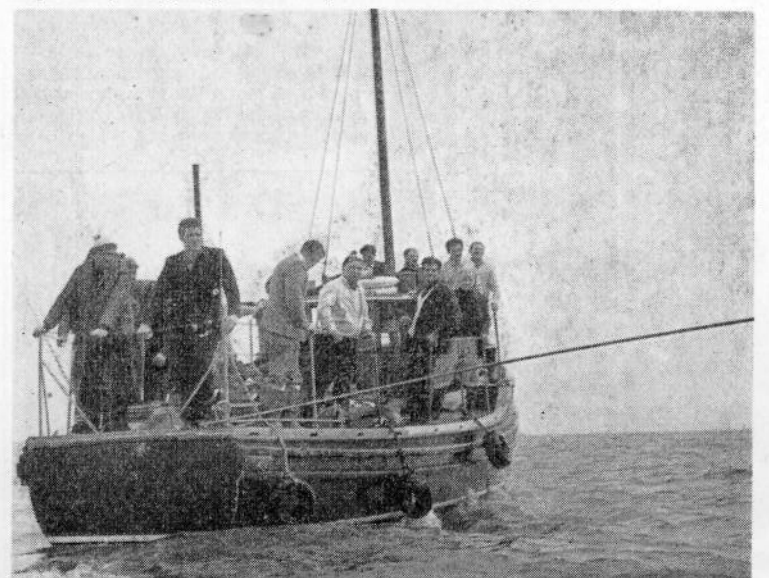
Solihull man in radio spot with beat group

A Solihull employee is a member of a beat group which may be heard shortly in a B.B.C. radio programme on Midland music groups.

He is Roger J. Harris, a material chaser in M.C.D., and a member of The Con-Chords, who celebrated his 21st birthday on September 27 by appearing with the group at Solihull Civic Hall. He has performed several times at Rover ballroom dances.

week earlier had taken the first three prizes at the Receiving Stores' own dahlia exhibition. Sharing second place were Mr. J. Roberts (R.M.V. Inspection) and Mr. R. Fantham (Machine Shop).

Having lost many of last season's best players, the local Rover football club, Rover Cars, made a disastrous start to the season with only five goals for and 27 against. Secretary Ken Houldey has a tough task ahead and asks any Cardiff employee interested in joining the club to contact him (Ext. 285).



Sea angling enthusiasts from Rover Pengam head towards the open sea for a few hours' sport.

Wanted: Blood donors

Rover Solihull employees will again have a chance to donate their blood when the National Blood Transfusion Mobile Unit calls at the factory for the week commencing Monday, November 22.

Some 490 out of 522 volunteers were accepted last year, thus establishing a record for Rover Solihull.

Employees wishing to donate blood should complete the application form to be issued with wage packets and return it to the Welfare Office.

Land-Rover in jungle struggle to save wildlife from a man-made



Curiosity is strong in the young, whatever their colour and race. They are no different in Surinam. Children get a close-up look at some of the captured animals in their cages on the Land-Rover. It is probably the first time they have seen such animals at really close quarters. In other circumstances they probably wouldn't want to!

'SAVINGS' MAKE HIM £100 RICHER

A good idea has won a Solihull Press Shop employee £100. He is Mr. Edward York who suggested an economy in Press Shop off-cut material. He received his reward from Mr. B. G. L. Jackman (Production Director) on September 23.

Mr. York, who has been with Rover for 11 years, also won a £20 award in July this year, and has made five previous unsuccessful suggestions.

Two other Rover employees also received prizes at the presentation: Mr. Thomas Morrissey (Press Shop) won £25 for an idea similar to that of Mr. York, and Mr. Frederick Gibbs (Land-Rover) received £25 for suggesting a process which standardises the method of fixing bumpers.

AWARDS

Other awards made at the September meeting of the Solihull Suggestions Scheme Committee were: Messrs. D. McCarthy (Works Engineers) £20; A. E. Tiley (Land-Rover Assembly) £15; H. Taylor (Land-Rover Final Line) £10; F. Kendrick (a former employee) £10; H. Waters (Quality Investigation) £10; B. A. Copstake (P6) £5; B. E. C. Child (a former employee) £5; D. H. Darrall (Gas Turbine) two awards of £3 each; A. Lowe (Land-Rover Assembly) £3; J. G. Rae (Land-Rover Assembly) £3; W. Motion (Vehicle Progressing) £3.



● Mr. Edward York receives his £100 cheque from Mr. B. G. L. Jackman (Production Director), while Mr. Thomas Morrissey and Mr. Frederick Gibbs look on. In the background is Mr. W. Ethell (Suggestions Scheme Secretary) and on the right Mr. H. E. Coombs (Time Study).

A Forward Control Land-Rover has been playing a very vital role in saving countless animals from an advancing man-made flood in the hot, rainy jungles of Surinam (Dutch Guiana) bordering Brazil.

The efforts with the vehicles were led by Mr. John Walsh, an American from Boston and an official of the Massachusetts Society for the Protection of Animals, assisted by native helpers. The group were part of "Operation Gwamba" (meaning 'animals' in the bush dialect of the region), an international mission of mercy on behalf of countless thousands of animals who would have drowned or starved if left to their own devices.

Some 870 square miles of jungle land was gradually covered as water backed up behind a 50,000,000 dollar hydro-electric dam built on the upper Surinam River by the Surinam Aluminium Company to boost the industrial potential of this small country.

The 5,000 human inhabitants living in the native villages were evacuated and the rescue of animals—deer, anteaters, pacas, peccaries, monkeys, ocelots, sloths, jaguars, tapirs, tree porcupines, etc.—began after a local district commissioner had appealed to the International Society for the Protection of Animals,

in Boston, for help. The society responded by launching a rescue project costing about 100,000 dollars and likely to save 10,000 animals.

Assisted by a Dutchman working for the Surinam Government, Mr. Walsh organised a 35-man native task force and began the rewarding—and perilous—task of removing the animals by boat and Land-Rover to higher ground. Rescue work was done on islands that were tangles of jungle and swamp, where the knife-sharp edges of tall grass cut the rescuers' skins and vine thorns raised infected welts.

Ticks and malaria-bearing mosquitoes swarmed around and poisonous bushmaster snakes crawled silently through the undergrowth. Every time a man stepped into water he risked an attack by flesh-eating pirana fish.

But Mr. Walsh and his helpers worked on, with the invaluable help of a tranquilizer gun which enabled them to save even the most dangerous of isolated animals. And gradually, the natives, who at first could not understand why Mr. Walsh wanted to capture animals alive if they were not to be eaten, came to respect what was being done. Man, in fact, was being very human.



The work of a 17-year-old Rover apprentice will shortly be seen by tens of thousands of school and technical college students throughout Britain.

Martin Clements (Gas Turbine Production), a Rover apprentice for 18 months, has built-up on his own, under supervision, a 1S/60 gas turbine engine, which is cut away for demonstration purposes. He is pictured right at work on the unit.

He took three months to complete it and the work was done entirely by hand. The cutting and filing of the metal went on in the Production Department, while the building of the engine was carried out in the Service School.

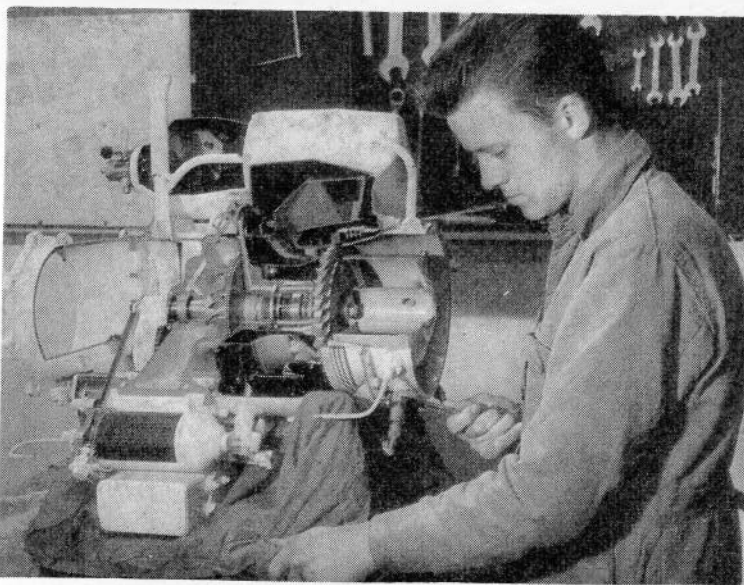
SOLO EFFORT

This month the engine goes on tour for 12 months with the Central Office of Information, Department of Education and Science Exhibition to schools and technical colleges throughout Britain, with a possible extension to three years.

Hitherto, gas turbine demonstration models of this kind have been built up by Rover service engineers and this is the first time that an apprentice has done this intricate work as a solo effort.

Martin's interests centre around his enthusiasm for mechanical engineering; he is a go-kart enthusiast, a member of the Rover Kart Club and has entered competitions.

17, HE BUILDS UP ENGINE FOR BRITISH EXHIBITION TOUR



Anglers faced rising river, strong wind

A rising River Trent and a powerful downstream wind provided the worst possible combination of conditions for the Tyseley Angling Section bye-contest fished at Attenborough on September 18.

Considerable skill was required to exceed three pounds on this usually prolific venue, and eventual winner, with 6 lb. 5 oz. 8 dr. was J. Stockton, who is presently enjoying a very successful run of angling successes.

Other weights: C. Dickinson (5-15-0), R. Baker (5-5-4), E. Henderson (4-0-6).

Motor show 'season opens at Frankfurt

The autumn and winter programme of international motor shows began for The Rover Corporation in Frankfurt on September 6, when a complete range of Rover cars and Land-Rovers was displayed by our German subsidiary, Deutsche Rover GmbH.

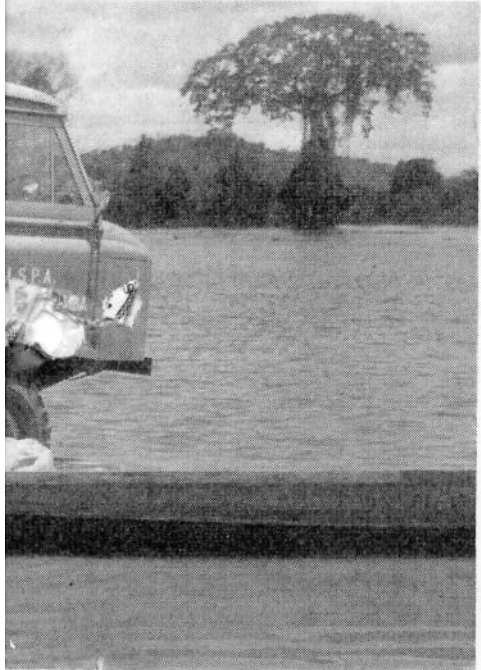
On the car stand in the hall were the Rover engineering exhibit, a 2000 with sliding roof 3-litre coupé with automatic transmission.

In the outside exhibition were displayed Rover Dormobile; a Long truck cab with a Engineering lift and snowplough; a border police Forward Control fire tender from Austria; a station wagon, and a Land-Rover chassis with Regular unit also demonstrated its versatile 45-degree ramp.

In the photograph below taken of the Rover stand, Mr. W. Martin-Hurst, our Managing Director, is seen chatting with Mr. A. Semler, Chairman of the Danish Motor Co. A/S, our Danish distributor, Mr. R. J. Burn (Export Manager) and Mr. R. L. Mourier, the Danish company's managing director.



Old animals in flood



Mr. Walsh and a helper remove wire cages containing rescued animals from a native boat to the Land-Rover which will take the animals to higher ground for release. LEFT: While gentle hands free a sloth on high ground, its already freed mate decides to investigate the strange machine which carried them to safety. With "feet" on the wheel hub, one "arm" across the tyre and the other on the door handle, the sloth seems set for clambering into the cab itself!

OUTWARD BOUND COURSE TOUGH

Two Rover apprentices who went on an Outward Bound course found that it was hard work indeed!

Nineteen-year-old Christopher Batiste, an apprentice in the laboratory at Acocks Green, and Barry Percival (18), an apprentice at Percy Road, spent 26 days at Ullswater.

Their activities included mountaineering, rock-climbing, assault courses, physical training, map-reading, first aid and canoeing.

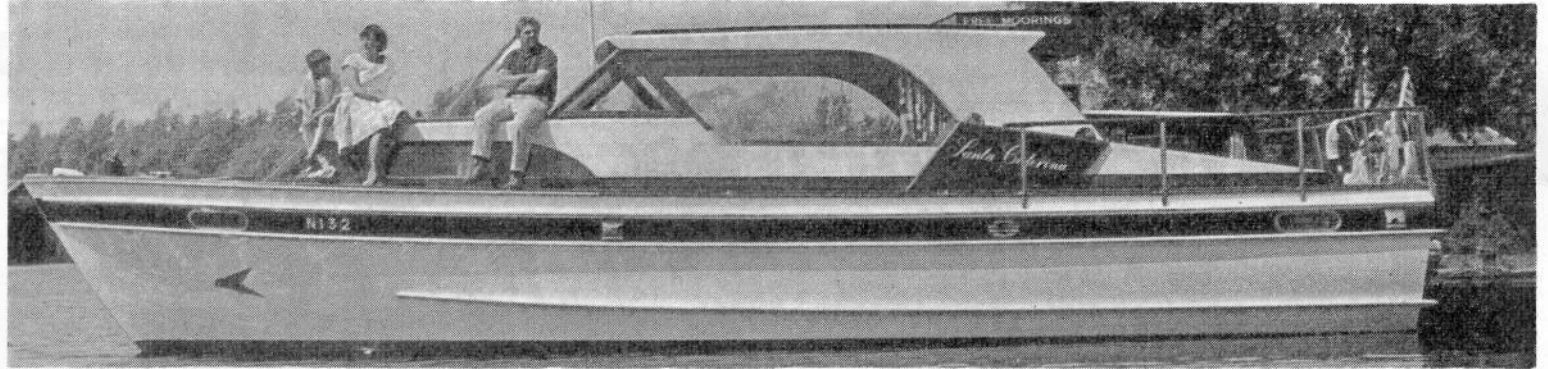
Christopher, who has been with Rover for two years, told ROVER NEWS that the course was "tough at times." On one occasion the participants had to travel 60 miles in three days, complete with 40 lb. packs and over mountainous country. Towards the end of the exercise, Christopher collapsed from exhaustion and exposure, and took some time to recover.

He was also B. Percival captain of the patrol which won the inter-patrol canoe competition. This was his "first taste" of the outdoor life, but he considered it "invaluable experience" and is contemplating another course in rock-climbing and canoeing.

Newly-wed St. Mellons fitter emigrates

A Rover Cardiff employee who has been with the firm since last January emigrated to the United States on October 12, having got married on October 2.

He is Mr. Dave Fender, a motor fitter in the Unit Reconditioning Workshop 'A' Shed, St. Mellons, who hopes to continue to work with the Company in America.



Rover heart throbs in a sleek new cabin cruiser

A Rover engine has played a large part in the success on the Norfolk Broads of a recently-completed cabin cruiser.

The "Santa Caterina," built by L. J. Eastwood Ltd., of Brundall, Norwich, is powered by the 2½-litre Rover diesel unit as marinised by Messrs. Ruston & Hornsby Ltd., of Lincoln.

It has a Parsons Marinomatic forward and reverse gearbox of 1.1 ratio driving a 15½ in. diameter three bladed propeller via an intermediate shaft separated by two universal couplings and a propeller shaft carried in three cutlass type rubber bearings.

Engine cooling is of the closed circuit type using a keel-cooler; that is to say that it is just like the road vehicle system except that the radiator is replaced by a series of pipes underneath the boat—the keel-cooler. Additionally, a second belt-driven water pump takes water in through the bottom of the boat and pumps it through the water jacketed exhaust manifold and thence out through the exhaust pipe.

Particular attention has been paid to engine mounting which is on the "floating power" system unusual in marine application and the mounting is much softer than is usual in marine installations. It has proved most successful and together with good sound insulation the engine is very unobtrusive at all speeds. With the wheelhouse/saloon roof closed, conversation in normal or even quiet tones is easily possible, even though the engine is directly below.

A 40-gallon fuel tank is provided and fuel is fed to the engine via twin replaceable element fuel filters exactly as on the Land-Rover.

With a length of 37ft. 6ins., the cruiser itself has seven berths, a galley, a shower bath, and extensive toilet facilities. Space is available for the storing of luggage and the wheelhouse may be converted into daytime living space.

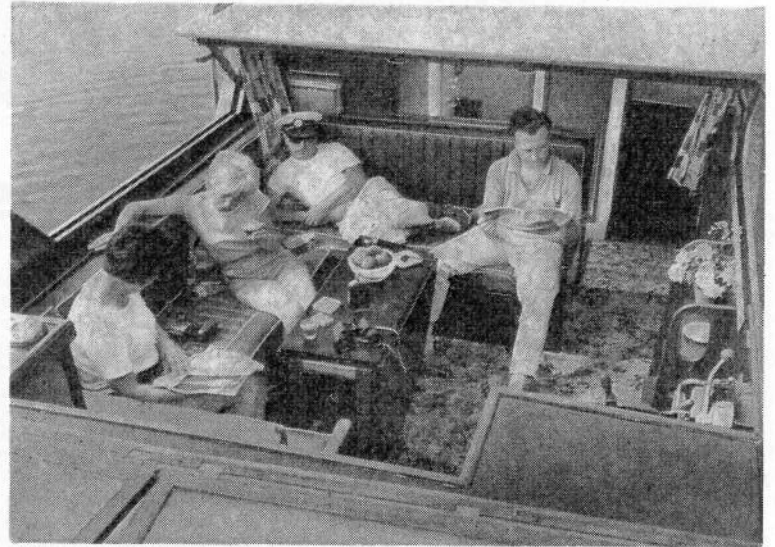
The "hard top" wheelhouse roof is the largest of its type yet produced in Britain and is unusual in that no part of it relies on canvas as an enclosure.

The cruiser is also equipped with television and fitted with Wilton carpet. It carries 190 gallons of fresh water and four 32lb. gas cylinders.

Completed last May, the boat immediately went out on hire and has proved very popular with holidaymakers in the past months.

It will be exhibited at the International Boat Show in London in December and already has been booked from March to September next year.

Passengers enjoy the sunshine on the deck of the "Santa Caterina" (above) while, below, the hardtop slides back to convert the wheelhouse into a comfortable sun lounge.



3 Tyseley retirements = 92 years' service



Miss Lillian Aldham (Inspection Dept., Tyseley), retired on September 17 after nearly 31 years service. The above photograph shows Mr. R. Edge (staff foreman, B.O.F. Inspection) presenting Miss Aldham with flowers and cash gift subscribed by her friends in the department. RIGHT: Mr. James Allen, an auto operator at Tyseley, retired on September 10. Mr. Allen, aged 67, had been in the Company's service at Tyseley for nearly 39 years, for most of this period as an auto toolsetter. Mr. A. Hodder (Machine Shop Superintendent) is seen presenting an electric clock on behalf of Mr. Allen's many friends in the Machine Shop.



OUT OF TIME . . .

Apprenticeships completed: Alan Bowler, John Studholme, David Parr, Robert Gough (all of Engineering Department), Ian Etrick (Planning), Graham Sandford (Works Efficiency Department, Acocks Green), Keith Watters (Inspection, Solihull), Ronald Harrison (Solihull Toolroom), David Ledger (Secretarial).



When Mrs. Nellie Francis Strange (Inspection Department, Tyseley) retired on September 15 after a total of 22 years' service at Tyseley she was presented with a bouquet and cheque by Mr. F. Rayner (Inspection Superintendent, Tyseley), on behalf of friends in the department.

APPRENTICE ACTIVITY—PAST AND FUTURE

Speed and accuracy were again emphasised in the driving tests for the Rover Apprentices Worster Trophy, which were battled out in appalling conditions on September 26.

All the leading contenders were in attendance but it was soon obvious that Minis were going to dominate the tests. D. Jelfs and P. Allen drove well but suffered from penalty points.

Results, with penalty points: 1. M. E. Clarke (209.5). 2. P. Allen (211). 3. Scattergood (219.5). 4. N. Garner (231). 5. D. Jelfs (243.5). 6. N. Heslop (252.5).

Placings for the Worster Trophy are given below, with two events yet to come:

1. N. Garner (50 pts.). 2. D. Jelfs

and P. May (44 pts. each). 4. M. Clarke (31). 5. M. McIntosh (26). 6. N. Heslop (13).

There have been six events towards the Worster Trophy for motoring, and two more are being arranged. The next is on November 11. Next year will see a new points system, which will give all competitors an equal chance.

Apprentices Chairman Peter May told ROVER NEWS that he hopes the more comprehensive competition will encourage a keener spirit.

Future events include a snooker competition, and Alan Sperring (Tyseley) and Scott Seymour (Solihull) are taking names. The annual dinner will take place at the Regency Club, Stratford Road, on November 11 and ex-apprentices will be wel-

come.

Apprentices interested in contributing items of apprentice interest for inclusion in ROVER NEWS should contact Scott Seymour (Land-Rover Development, Internal phone 651).

Note: Ex-apprentices interested in the Rover Apprentices Association should submit names and addresses for a register being compiled.

Winner of the inter-works bowls competition this year was Solihull. Prizes for individual winners will be presented at the annual dinner and concert at Solihull on October 22. Results: Ron Pearson Memorial Cup: 1 J. Spittle, 2 F. Nugent. Ansell Cup: 1 J. Cowley, 2 J. Joiner. J. B. Wilson Shield: 1 G. Docker, 2 J. Whittaker.

Land-Rovers in Birmingham military tattoo

Three Land-Rovers were among military vehicles and equipment on static display at Birmingham Tattoo in Handsworth Park recently. Soldiers with the vehicles were asked questions about their use by interested members of the public, including boys.

Two of the Land-Rovers—a Long wheelbase unit with a howitzer and a Short wheelbase commander's radio vehicle—were from the School of Artillery at Larkhill. The third vehicle was a Short wheelbase cargo carrier.

The season's social round

Tyseley Social Club events for the winter season include a dance in the Solihull canteen on November 19, with dancing to Stan White and his Band with supporting groups.

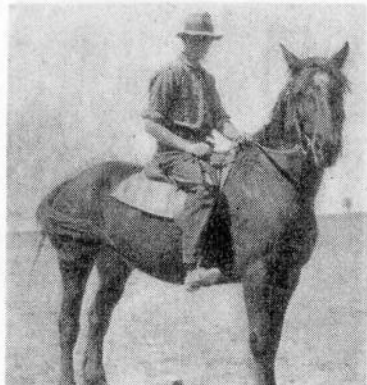
Children aged from five to eight will be able to attend a party in Solihull canteen on January 15, while those aged from nine to 12 can enjoy a matinee performance of the pantomime, "Robinson Crusoe," at the Alexandra Theatre, Birmingham, on February 19, 1966.

NEWS AND PICTURES ABOUT ROVER PEOPLE

Acocks Green man became an Australian 'cowboy' after flip of a coin

The toss of a coin some 37 years ago decided the immediate future of a man who is now a stores leading hand in the Rover Acocks Green factory.

The cowboy . . .



Harry Springer when a 'boundary rider.'

For 19-year-old Harry Springer, it was a choice between being a ship's radio operator or an Australian "cowboy." Fate chose for him the latter and so Manchester-born Harry set out for Australia for an experience that he "wouldn't have missed for anything."

When he arrived to work on a ranch, he stepped off the train at the end of the line to be greeted by the sight of half a dozen cowboys sitting on a fence, staring at him!

His work at the ranch involved him with the genuine outback cowboys, or "boundary riders" as the Australians call them, the men who "live in the saddle." There was a seven days-a-week job, where they "weren't allowed to be bored."

During his first year at the ranch, Harry learnt many things, such as the taming and riding of horses and combatting the drought so common in such areas. The stock died in their thousands, the rivers dried up, and "when a man suffers from thirst, he will drink anything," says Harry. When the drought ended after two years with torrential rain, the outback became covered with green grass and the desert was transformed.

Bizarre story

The ranch had about a million acres and 100,000 sheep, and so most of Harry's time—nine months out of every year, in fact—was spent in the saddle.

Harry Springer has many stories to tell of the hardships of the outback when, as he told ROVER NEWS, "You wouldn't think nature could be so cruel." One of the most bizarre he tells of was when wild parrots were costing the sheep station thousands of pounds a week by eating the sheep's food. The men filled an oil drum with poisoned wheat, with the result that the trees for miles around were festooned with dead parrots and the outback, for once, was ablaze with colour. To us it may appear cruel but, says Harry, to the hardened cowboys it was funny.

His most unfortunate experience concerns himself, for it was in Australia that Harry was kicked by a horse and lost both his legs.

Following his return to England in 1933, it took Harry ten years to adjust himself to the 'cramped' conditions of English life. Being in a house was like "being shut up in a box." He has now been a Rover employee for 24 years, having joined the Company in 1941.

. . . and stores hand



His old spurs bring back nostalgic memories.

Now, as a married man with three married children, he reflects that the hard life in Australia did him an enormous amount of good, and adds: "People just don't know what is happening in the world. When they pick up a ball of wool, they just don't know what it cost to get that wool." And that is a statement Harry Springer is well qualified to make.

RETIREMENTS

Mr. Leonard Hardiman on September 23; he was a sweeper at Solihull (7 years' service). Mr. Howard William Stanley Watts on October 1; he worked in the Inspection Department, Perry Barr (10 years). Miss Lillian Aldham on September 17; she worked in the Inspection Department, Tyseley (31 years). Mrs. Nellie Frances Strange on September 15; she worked in the Inspection Department, Tyseley (22 years). Mr. James Allen on September 10; he was an auto toolsetter, and latterly auto operator, at Tyseley (39 years). Mr. John Atkins on September 30; he was a labourer in Experimental Department (11 years).

NEW SECURITY CHIEFS



Mr. Alfred St. Clair Taylor (right), a Rover employee of 23 years' standing is the new Chief Security Officer at Acocks Green factory.

He has been promoted with effect from October 4 to succeed the late Mr. W. G. Goddard, who died suddenly while on holiday at Eastbourne during the summer.

Mr. Taylor joined Rover Acocks Green as a security patrolman in 1942, and has been deputy to Mr. Goddard for a number of years.

The new Chief Security Officer for the Tyseley Group of Rover factories is Mr. Arthur Vincent Wild (left), formerly Security Officer in Charge at Percy Road.

Mr. Wild, a Rover employee for 13 years, took over his new post on September 6. He succeeds Mr. Michael Marnell, who retired earlier this year after 20 years' Rover service.

Manchester-born Mr. Wild is a former transport inspector with Manchester Corporation. He includes gardening among his hobbies and is looking forward to the responsibilities of his new position in which he takes charge of 25 security men at Tyseley Perry Barr, Percy Road, Ryland Road and Springfield.



THEY FOUND HIS TALKS CAPTIVATING

Mr. Michael Alford, the Company's Public Relations Officer, has been finding that his audiences have been rather more captive than usual. He has recently lectured in prisons!

Mr. Alford has given talks about the Company's products in Wandsworth, Pentonville and Portland gaols, where his reception was "very favourable." He believes such talks assist the work of rehabilitation and says that the inmates showed great interest.

He showed his audiences—up to 60 strong in each case—two films, "Assignment P6," depicting the story of the production of the Rover 2000, and "24 Hours to History," the story of the Rover-B.R.M. Le Mans entry in 1963.

Mr. Alford also lectures, on an average of once a month, to such organisations as motor clubs, young farmers and round tables. His talks range over a wide field, including safety in car design, particularly in the Rover 2000, and development in the gas turbine field.

PERSONAL NEWS FROM THE FACTORIES

BIRTHS

We offer our congratulations to . . .

CROSS—To Mr. and Mrs. J. Cross, a son (Stephen John) on October 2. Mrs. Cross formerly worked in the Land-Rover Trim Shop.

DEXTER—To Mr. and Mrs. C. Dexter, a son (Stephen Colin) on September 7. Mr. Dexter is a draughtsman in Engine Design Drawing Office, Solihull.

GRIFFITHS—To Mr. and Mrs. T. Griffiths, a son (Mark Jeffrey) on September 18. Mr. Griffiths is a Machine Shop setter at Pengam.

HOPKINS—To Mr. and Mrs. A. J. Hopkins, a daughter (Sandra Jane) on September 20. Mr. Hopkins is an electrician at Acocks Green.

MINTO—To Mr. and Mrs. J. Minto, a daughter (Helen Mary) on September 21. Mr. Minto is a storeman in the Tool Stores, Pengam.

MARRIAGES

We offer our congratulations and best wishes to . . .

OVERTON-PARR—On October 1 at Banbury, Mr. E. R. Overton (Engineering Department) to Miss P. F. Parr (secretary to Mr. L. Spicer).

DAVIES-JOHN—On September 4 at St. Margaret's Church, Roath, Cardiff, Mr. S. Davies (machine operator, Pengam) to Miss C. John.

RYDER-YATES—On September 18 at Erdington Parish Church, Mr. Graham Ernest Ryder (auto operator, Acocks Green) to Miss Judith Yates.

SPENCER-COOPER—On September 18 at All Saints Church, Shard End, Mr. Gerald Sidney Spencer (skilled tester, Acocks Green) to Miss Nadine Ann Cooper.

LEDBURY-FOX—On September 4 at St. Giles' Church, Sheldon, Mr. Michael William Ledbury to Miss Carol Anne Fox (car cleaner, P5 Final Line).

BILLINGSLEY-GRIFFITHS—On September 18 at St. Giles' Church, Sheldon, Mr. R. Billingsley (Export Office, Solihull) to Miss R. Griffiths.

HARRIS-DAY—On September 11 at Hall Green Parish Church, Mr. John Harris to Miss Sheila Day (Land-Rover Trim Shop).

ANSON-MORBY—On September 25 at St. Peter's Church, Hall Green, Mr. John Anson to Miss Wendy Morby (Land-Rover Trim Shop).

DEATHS

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

DYDE—Mr. William Norman Dyde on September 7, aged 49. He was a machinist at Ryland Road, and had been with the Company for 10 years.



Rover rally driver Logan Morrison and Miss Valerie Evans, of Bridge of Allan, Scotland, after their wedding recently.

NOWOSIELECKI—Mr. Roman Nowosielecki on September 20, aged 59. He was a degreaser at Clay Lane, Coventry, and had been with the Company for 9½ years.

ALLBUTT—Mr. William Allbutt on September 15, aged 74. He was employed in the Toolroom at Perry Barr until his retirement in April of this year.

SWINGLER—Mr. Frank G. Swingler on September 10, aged 61. He was a member of the Solihull Works Fire Brigade, and had been with the Company for 27 years.

FOWLER—Mr. Maurice Alfred Fowler on September 25, as the result of an accident, aged 64. He was a storekeeper in Solihull Paint Stores for many years until his transfer to 'A' Deck, and had been with the Company for 27 years.

MUIR—Mr. Thomas Cameron Muir on September 10, aged 63. He was a Publicity Department driver, and had been with the Company for 6 years.

MESSENGER—Mr. Stanley Martin Messenger on September 25, aged 58. He was a Publicity Department driver, and had been with the Company for 7 years.

MATTHEWS—Mr. George Matthews on September 18, aged 68. He was an internal postman until his retirement in December, 1962.

MCGRATH—Mr. Timothy John McGrath died on September 26, as the result of a road accident. He was a machine operator at Pengam, and had been with the Company for 3½ years.

SILVER WEDDINGS

We offer our congratulations and best wishes to . . .

MURPHY—Mr. and Mrs. W. Murphy on September 15. Mr. Murphy is a Production foreman at Pengam.

BRADLEY—Mr. and Mrs. M. Bradley on October 6. Mrs. Bradley is a supervisor on the Issue and Collision Section, C.D.S.O., Solihull.

STEVENS—Mr. and Mrs. Wilfred Stevens on September 28. Mr. Stevens works on P6 Panel Preparation, and Mrs. Stevens worked for a while in the Solihull canteen.

WHITTALL—Mr. and Mrs. W. Whittall on September 7. Mr. Whittall works in the Finished Stores at Ryland Road, and was recently presented with his gold watch.

Apprentices burn robot at annual barbecue

Rover apprentices did the impossible at their annual barbecue: they burnt a robot—a cardboard one.

Named Grot, this 14-foot high model won them first prize in this year's Solihull Carnival when the theme was "Towards 2000." However, as part of the barbecue activities, it was burnt on the bonfire.

The barbecue, held on September 11, was attended by some 300 people who enjoyed fine weather for the occasion.

The apprentices' committee, which worked for a fortnight to prepare the event, calculated that a small profit was made. The money goes to the Apprentices' Fund. Their chairman, Peter May (Gas Turbine technical office) described the barbecue as "very successful."

Guests danced to the music of two Birmingham beat groups—"The Little People" and "The Indigo Set"—and also consumed 54 chickens, 30 lb. of sausages and 7 lb. of beef.

THE VOICE OF EXPERIENCE . . .

The most exciting, most comfortable and most reliable car of its class in the world.

This is the opinion of the Rover 2000 held by Mr. J. Simmonds, of High Wycombe, Bucks. And he should know, for over the last seven years he has hitch-hiked more than 53,000 miles in almost every make of car!

Since the London bus strike of May, 1958, Mr. Simmonds has hitched lifts in almost every make of British post-war car. He considers the Rover 2000 to be "way ahead in its range and class" and the most reliable car of its class in the world.

"I've been in all Rover makes from the 60 to the 3-litre but without a doubt the Rover 2000 is the greatest thing to hit motoring since the war," says this experienced hitch-hiker. "In one period of five weeks I hitch-hiked over 3,700 miles so I believe I have an insight into the performance of cars."

Indeed, he has!

PENGAM PHOTOGRAPHERS GO UNDERGROUND



Seeing how the coal is extracted from the seam was just one of the many points explained to members of the Rover Cardiff Photographic Society when they toured Nantgarw Colliery, S. Wales, on September 19.

Complete with protective clothing and safety lamps, the party descended by cage to a depth of 380 yards, where the use of the machinery for conveying the coal from the pit bottom was explained to them.

The Photographic Society also toured Cardiff docks on September 8.

In the above picture, Cardiff amateur photographers pose for a colleague before descending the shaft at Nantgarw Colliery. From left to right are: Messrs. N. Tibbats, D. Waller, D. Wilkinson, E. Holmes, K. Robinson, M. Jones, F. Adams, D. Pugh, F. Andrews, D. Scott, J. McLucas jnr., J. McLucas snr., and T. Williams.

FAREWELLS TO VETERANS

Two with century of service



Mr. A. B. Smith presents Mr. Gardner with the silver salver and bottle of rum.



Mr. George Baker receives his cheque and a farewell handshake from Mr. B. H. Liggins.

Car despatch chief sent home in style on retirement day—in a Rover 3-litre

The man who supervised the despatch of Rover vehicles for almost 40 years, and seen the weekly volume rise from a 100 or so to four figures, has retired from the Company after 46 years' service.

He was 71-year-old Mr. George Gardner, known to hundreds of people in the motor trade all over Britain and a familiar name in many overseas countries.

From George Gardner's department has gone a steadily increasing stream of Rover vehicles to home and overseas distributors. But it was not always so, and the volume really began to gain momentum with the coming of the Land-Rover in 1948.

Mr. Gardner joined Rover in the Test Shop at the old Coventry factory in 1919. He was then fresh from the battlefields of France where he had served as an N.C.O. driver in the R.A.S.C. (Sept., 1914—May, 1919).

(He had, incidentally, learned to drive in 1913, as a youth of 18, on the 12 h.p. tourer and 18 h.p. Rover saloons, being "passed" as a driver by Mr. George Baker whose own retirement is reported in this page).

In the same year that he began with Rover, Mr. Gardner was transferred to Sales as a demonstrator on the showroom staff. At that time despatches were dealt with through the showroom, so George was soon learning all about despatch procedure.

In 1926 he became Car Despatch Manager, a post he retained for the next 39 years, except for the war period between 1940-45 when car production ceased. He was then transferred to do clerical work in



Mr. Gardner returned to his old place of work shortly after his retirement to receive a cheque from Mr. P. Hamilton-Adams, Managing Director of R. H. Collier & Co. Ltd., our Birmingham distributors. The money was raised among home distributors who knew Mr. Gardner so well and presented by Mr. Hamilton-Adams in their name. On the left is Mr. B. H. Liggins (Home Sales Manger).

Mrs. F. E. HANCOCK

A typist who has been with The Rover Company for 15 years was presented with a food mixer on the occasion of her retirement on August 27.

The typist, Mrs. F. E. Hancock (Technical Service) was presented (below) with the mixer by Mr. F. G. Hawkins (Technical Service Manager) on behalf of her friends and colleagues. Among those present was Mr. R. W. Bromley (Executive Director, Service).



Miss E. Murray (Progress Dept., Tyseley) was presented with a wireless set by Mr. G. Ramsay, on behalf of her workmates, upon her retirement after 10 years' service at Tyseley.

Cycles, motor cycles, cars... he's seen the lot in 60 yrs.

An employee with more than 60 years' service said farewell to the Company and his workmates on September 8, when a presentation in the form of a cheque was made to him by Mr. B. H. Liggins (Home Sales Manager) on behalf of friends in Sales and Service divisions.

The recipient, George Baker, who is 74, was employed by the Rover Company before most of us were born—in 1904, in fact, when motor cars were very rare and they had paraffin lamps. Mr. Baker began when the Company was making cycles and motor cycles. For a short period he was on engine test with the 2½, 3½ and 4 h.p. motor cycle units, but after 12 months testing was amalgamated with Service Department when the first Rover cars were made.

Since then he worked with Service on every car model made by the Company to date. After the first world war Mr. Baker took charge of the Service test and rectification. Then

ten years ago he became liaison man between Home Sales demonstration vehicles and Service Department.

In his early days he drove in the six-day trials from Land's End to John O'Groats, and around the local counties. For three years, 1911 to 1914, he raced at Brooklands for the Singer Company in Coventry.

In the Singer 9 h.p. cycle car he set up 26 world records for endurance, driving between one and nine hours with average speeds between 65 and 72 miles an hour.

During the second world war Mr. Baker went to Barnoldswick in Yorkshire where, in a commandeered garage, he took charge of the servicing of Air Ministry lorries and cars.

Acocks Green, and after about a year worked as a method study engineer on the shop floor.

At the end of 1958 he left the Company when the Air Ministry work came to an end, but two years later returned as senior planner in Overseas Operations Department at Solihull.

In September, 1963, Mr. Aylward transferred to the Value Analysis Department, where he served as an estimator until his retirement.

He was presented with a clock and cigarette lighter by Mr. V. M. Hanks (Assistant to Mr. A. B. Smith) on behalf of departmental colleagues and value analysis team members.

Mr. G. W. AYLWARD

Mr. George William Aylward retired on September 10, aged 60, and will live in the Isle of Wight. He first joined the Company in 1954 as a planning engineer at

Mr. H. DICKINSON

Mr. Bert Dickinson, auto shop foreman at Tyseley, retired on August 27 after 33 years continuous service with the Company. He is 67.

He originally started work at Tyseley in 1916 when it was a war-time factory of Component Munitions. After a short break in service he resumed work with the Company in 1920 as an auto toolsetter, helping to produce the 8 h.p. car. After a further break, he returned to Tyseley in 1932, and has remained in continuous service since that date. He was appointed foreman in 1939.

Mr. Dickinson enjoys the unusual distinction of having had the whole of his family employed at the Rover, and his four married sons are still working within the organisation. Between them, it is estimated that members of his family have approximately 100 years' service.

To Jordan ... for a cup of coffee!

Five young people from the South of England set out for Jordan in two Land-Rovers on September 3—for a cup of coffee.

Their journey in two Land-Rovers, crammed with camping equipment and provisions, took them behind the Iron Curtain and involved travelling through nine countries. They eventually arrived at Aqaba where they took coffee in a little known cafe called the Wadi Rum.

Those who went on the trip, which took five months to prepare, were Julian Larter (22), a men's fashion shop owner, and his sister, Luana (21), of Littlehampton; Roy Begley, a 24-year-old assessment officer from Clapham; Alec Chambers (25), a fitter from Littlehampton; and Bruno Perella, a 21-year-old student, also from Littlehampton.

And why go so far for a cup of coffee? While making enquiries at the Jordanian Embassy in London they were told of the Wadi Rum. "Apparently it is a 'must' for everybody who goes to Aqaba," said Roy, "so we decided it was the place to go."

Mr. T. BEAUTYMAN

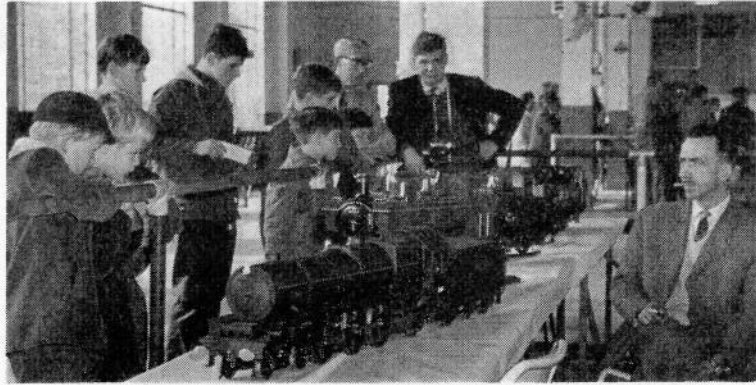
With 20 years' Rover service behind him, Mr. Thomas Beautyman



retired on August 27 from the Progress Dept. at Acocks Green. He was presented (below) with money, subscribed by colleagues, by Mr. R. Kendrick (Progress Manager).

Mr. Jack Atkins, who has been with the Company for nine years, retired on September 30 and was presented with a gold watch. A railway worker for 25 years before he joined the Company, he spent four years in the Service Department and five years in Engineering. A keen gardener, Mr. Atkins also includes choral singing among his recreations.

Canteen becomes marshalling yard for model railway exhibition



Young onlookers admire a 3½ins. gauge steam model of an L.M.S. 4-6-2 "The Princess Royal" (foreground). Behind it is a 3ins. gauge model of a G.W.R. 0-6-0 P.T., built by Mr. D. C. H. Bishop (seated). These engines are capable of pulling several passengers.

The main canteen at Solihull was transformed into a giant marshalling yard for a few hours on September 11 when Rover Railway Society held its second annual exhibition.

More ambitious than last year, this year's show covered a very wide field of railway and model interest (writes a correspondent, G.M.). The model railway station layout built by club members and shown for two successive years running at the Birmingham Model Railway Club's Exhibition at the Midland Institute, was again a centre of interest, the locomotives and rolling stock giving a realistic impression of the contemporary railway scene.

handbuilt models in this scale by the 2mm Scale Association.

Last tram

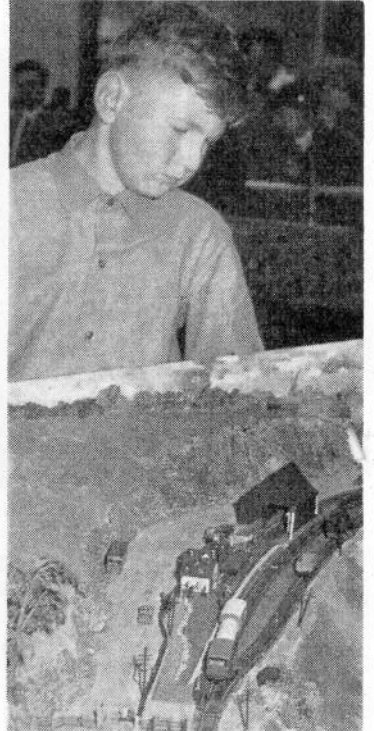
An item always popular at exhibitions is the Tramway and Light Railway Society's nostalgic tramway layout with its ½ins. scale models of Birmingham's trams, including No. 616, the last tram to run in the city, complete with the chalked-on slogans of its final journey. In direct contrast to this was a possible solution to the urban traffic problem in the form of an 00 gauge model of a modern city rapid transit system based on the latest continental practice with up-to-date streamlined cars running in their own reserved carriageway and plunging into a subway under the city centre.

Turning to something larger, another evergreen favourite was the live steam track (lent by the Birmingham Society of Model Engineers) which ran the full length of one side of the canteen. Miniature steam locomotives of 5ins. gauge hauled remarkably long trains of children, a perpetual queue of whom waited at the end of the track for a ride.

Locomotives of this type were also displayed on tables nearby, illustrating a very high degree of engineering skill as well as fidelity to prototype.

Brisk trade

Along the opposite wall was a display from the private collection of a man whose job is also his hobby. Mr. Ted Higgs, a locomotive driver



Eleven-year-old Christopher Gardiner operates a 2mm model of the G.W.R. station "Highworth," built by his father, Mr. P. Gardiner (Gas Turbine).

based on Aston Motive Power Depot, had brought along many examples from his undoubtedly fine collection of locomotive builders plates, nameplates, the entire range of rolling stock from 1938 to 1964 of a famous model railway manufacturer, and the *pièce de resistance* of the collection, a very large display of railway uniform buttons of all the old railway companies, some dating back to 1837.

Two railway preservation societies, the Welshpool and Llanfair and the Ffestiniog, did a brisk trade in souvenirs and books, while the centrepiece of the exhibition, a Rover 2000 competition car, was very popular with the younger members of the public.

Two layouts

To complete the show were two layouts in TT gauge built and operated by members of the Birmingham Model Railway Club, model yachts from the Birmingham Model Power Boat and Yacht Club and the Bournville Model Yacht Club, railway models of all sizes and descriptions and a scenic display model of part of the Land-Rover test track by members of the Land-Rover Special Projects Department.

The society hopes to hold another exhibition next year and events of the near future include a film show on October 21 consisting of the well-known comedy "The Fast Lady" with supporting railway films, lectures and demonstrations by well-known local model railway personalities, and film and slide shows by members of the club. Tickets for the film shows are obtainable from the Welfare Department.

A dinner service from friends and colleagues, and presented by Mr. L. C. Payne (Personnel Manager, Cardiff), was the wedding gift to Miss Pauline Morgan (secretary to the General Manager, Cardiff) when she married Mr. Robert Barton.

KNOCK-OUT CRICKET POPULAR AT PENGAM

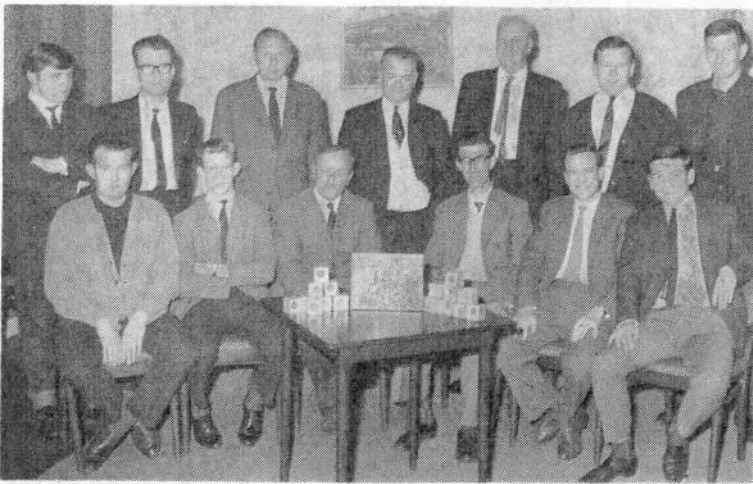
Knock-out cricket competitions have again proved popular with Cardiff employees, matches being organised within the Parts and Production Departments.

Bad weather prevented some of the Parts Department matches being played, but 14 teams started during the early part of the season and the final was played on August 25 between Stock Audit and Provisioning. Stock Audit, captained by Len Buttle, battled against some accurate bowling by George Morgan and Alan Osborne, and slumped to 25-6 off their allotted five overs. Provisioning had little difficulty in completing an easy seven-wickets win with 27-3.

Following the match, Mr. J. H. Whitby (Parts Manager) presented a shield to the captain of the winning team, Ray Evans, together with medals for winners and runners-up.

The Production Department final was held at Penroc on September 1 between Tool Room "A" and Maintenance. Captain Terry Andrews (25 not out) and Pugh (22) gave Tool Room "A" a fine start with 47-2, and despite good batting by Moorcroft (21 not out) and Captain Kenneth Toozer (12 not out), Maintenance could only reach 39-2 and so lost by eight runs.

The rain held off long enough for Mr. J. Fisher-Evans (Assistant to the General Manager) to present the Rover crested shield to the winners and miniature shields to team members.



Some of the members of the Pengam Stock Audit and Provisioning teams with the shield and their individual awards pictured during the social which took place after the cricket match.

1956 billiards win repeated

A man who won the billiards cup in 1956 was again the winner in this year's competition.

The final took place on September 23 between Mr. H. Ryan (Chassis Frame Weld) and Mr. W. Woodward (Inspection) and although the game was evenly contested in its early stages, Mr. Ryan soon pulled away and completed an easy win by 187 points to 136.

The losing semi-finalists were Mr. E. Collett (P5) and Mr. C. Walker (Scuttle Weld), who also had the highest break prize. Mr. A. Manley

(Assistant General Secretary, Social Club) presented the cup and prizes.

Mr. R. S. Taylor, the hon. secretary of the Billiards and Snooker Section told ROVER NEWS that the series this time had showed a "marked improvement in the standard of play" and he considered that competitors still showed great enthusiasm.

Results—Round 3: H. Platt 68, H. Ryan 72; Woodland 73, E. Collett 89; G. Bentley 53, C. Walker 100; W. Woodward 100, A. Manley 48.
Semi-final: H. Ryan 87, E. Collett 61; C. Walker 83, W. Woodward 90.
Final: H. Ryan 187, W. Woodward 136.



JACKMAN TROPHY STAYS IN P6

For the third successive year the Jackman Trophy was won by a P6 side, when on the evening of September 9 P6 Assembly beat Experimental by 9-2 in the final of the Solihull inter-departmental knock-out competition.

The end of a very hard fought even first half saw P6 leading by 3-2 but in the second half they really put on the pressure to add six more goals (writes an eye-witness).

Experimental played some very good football throughout the game but lacked the finishing power in front of goal.

Scorers for P6: J. Franklin (4), R. Collingwood (2), T. Thomas, J. Edwards and R. Court (1 each). For Experimental: P. MacPherson and P. Gould.

Mr. W. J. Robinson introduced Mr. B. G. L. Jackman (Production Director) who presented the trophy and awards to both teams.

The 'Sportsman of the Year' trophy was presented to Mr. Billy Newnes (the football club secretary) who has put in so much hard work for Rover football over the past years. Although not enjoying the best of health, Billy has devoted almost all his free time to Rover football, and over many sticky

P6 Assembly skipper R. Cleaver receives the Jackman Trophy from Mr. B. G. L. Jackman, while, below, Mr. W. J. Robinson hands over the 'Sportsman of the Year' award to Mr. W. Newnes.



periods in the past has run the club almost single-handed.
(Footnote: In this year's inter-departmental cup competition P6 Assembly scored 38 goals to 5 against in four games).

Nine feet ten inches tall and still growing—that's the height attained by a hollyhock grown in the garden of Mr. R. H. Taylor (Works Police, Solihull). Is this a new record for a hollyhock growing employee?

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