



ANOTHER RECORD YEAR

Chairman's Annual Report refers to the 'motor industry's difficult period'

An all-time record sales level with group sales amounting to £70,000,000 is revealed by Mr. L. G. T. Farmer, Chairman of the Rover Company, in his annual statement to shareholders.

Sales chief talks of a 'real 2000 selling drive'

Now that the Rover 2000 was more freely available, a "real selling campaign" would need to be mounted if the excellent sales figures achieved in the past few months were to be improved upon.

Home and overseas distributors were told this by Mr. John Carpenter (Sales Director) at the annual dinner given by the Company to distributors in London on October 22.

Expressing his confidence that this further improvement in 2000 sales could be achieved, Mr. Carpenter, whose appointment to the Main Board of The Rover Company had been announced the previous day, said: "This great car has now become established in the public's mind as the outstanding vehicle in its class and its full potential is only just becoming apparent."

Special effort

Asking for a special effort in fleet sales, Mr. Carpenter said that with better delivery of the 2000 there was no need to hold back. "From fleet orders and enquiries received at the Earls Court Motor Show, I am certain there is very good business to be obtained if we seek it out aggressively."

Mr. Carpenter said the public today demanded quality because in world markets it was quality that counted. "So far as we are concerned this policy has paid handsome dividends," he added.

Rover vehicle home sales had increased by a third in the past year, exports were up by a fifth, and the Company was aiming for a further



15 per cent increase in total sales this year. More than 18,000 Rover 2000s were now in use on the home market.

Our growing volume of car sales made increased service capacity through our distributors and dealers absolutely vital. Service, he said, was fundamental to future goodwill.

"The basic fact about our business today is that the Rover 2000 has brought to us a new type of customer who no longer resembles the traditional pre-war Rover owner," he told his distributor audience. "It is essential that we keep abreast of this trend."

Mr. Carpenter announced his intention to overhaul all aspects of Rover sales techniques, and said that a series of distributor meetings would be held at Solihull in the New Year.

Public awareness of, and deep interest in, the Company's products is as strong as ever, judging by the thousands of people who jostled with one another to inspect our cars displayed at the Earls Court Motor Show. The event attracted a total public attendance which was 30 per cent up on 1964.

Under the bonnet of a Rover 2000 on the Company's stand at the Earls Court Motor Show—Lord Snowdon and Mr. W. Martin-Hurst, the Rover Managing Director. Lord Snowdon was one of many distinguished visitors to the Rover stand during the period of the show. Mr. Martin-Hurst is pictured explaining the working of the newly-announced Rover 2000 refrigeration unit.

Mr. George Brown, Secretary of State for Economic Affairs, on the Rover stand before officially opening the 50th Earls Court Motor Show. He is seen discussing the 2000 with Mr. L. G. T. Farmer, the Rover Chairman, while Mrs. Brown talks with Mr. W. Martin-Hurst, the Managing Director. (Other show pictures on page 3.)

On the Rover stand were three 2000s and three 3-litres. One 2000 was on a plinth emphasising safety with comfort and performance; another demonstrated the recently-announced refrigeration unit available in kit form in the export market and soon to be offered at home; and the third had a Webasto roof.

Two of the 3-litres (automatic coupé and saloon) were Mark III versions, the new trim of which drew careful inspection from visitors particularly interested in the comfort offered by the individually-contoured seats. The third 3-litre was a Mark II version.

Gold medal

The enquiry kiosk on the Rover stand was kept very busy, and the hard working sales, service and technical representatives were rewarded by the fact that inquiries about Company products were up more than 80 per cent on last year. During the 10-day period of the show it was also announced that the 2000 had been awarded a gold medal in the annual coachwork competition organised by the Institute of British Carriage and Automobile Manufacturers in conjunction with the motor show.

Publication of this issue has been delayed to include the adjoining Chairman's Annual Report.—Editor.

CHAIRMAN AT THE PALACE

Mr. L. G. T. Farmer, Chairman of The Rover Company, was one of eight guests at an informal luncheon party given by the Queen and the Duke of Edinburgh at Buckingham Palace on November 4.

In his report Mr. Farmer says: "Group sales have again beaten all records, amounting to £70,000,000 in the last financial year. We sold no less than 46 per cent of our home production overseas and a geographical analysis of these exports shows that 31 per cent was exported to Africa, 15 per cent to Australia and New Zealand, 19 per cent to Europe, 17 per cent to Asia and 18 per cent to North and South America. Bearing in mind that your Company's export business before the war was negligible we take great pride in having become one of the country's principal export companies.

"SUCH HAS BEEN THE DEMAND FOR THE ROVER 2000 BOTH AT HOME AND ABROAD THAT WE HAVE TWICE EXPANDED OUR PRODUCTION CAPACITY FOR THIS MODEL SINCE IT WAS INTRODUCED IN 1963. ITS RALLY SUCCESSES AND THE FAVOURABLE COMMENTS IT CONTINUES TO RECEIVE FROM THE WORLD MOTORING PRESS CONFIRMS THE VIEW I EXPRESSED LAST YEAR THAT THE CAR HAS A BRIGHT FUTURE AHEAD OF IT. WITH THE CONSTANTLY GROWING CAR POPULATION, ATTENTION TO SAFETY IN THE DESIGN OF ROAD VEHICLES RIGHTLY BECOMES OF INCREASING IMPORTANCE. MUCH ATTENTION HAS BEEN GIVEN TO THIS IN THE DESIGN OF THE ROVER 2000 AND THIS WE BELIEVE HAS BEEN A CONSIDERABLE FACTOR IN ITS SUCCESS.

"When in Germany recently I visited the World Transportation Exhibition in Munich, and it gave me great satisfaction to see on display the Rover 2000 which had been chosen by the organisers as the production car incorporating the greatest number of desirable safety features.

"Sales of the Rover 3-litre again enjoyed a highly successful year. The new Mark III models, exhibited at the recent Earls Court Show, have been well received, and we anticipate successful business with them.

"Apart from losses of production due to labour disputes at our own and our suppliers' factories, which also affected our car output, our manufacturing facilities for Land-Rovers have again been fully employed throughout the year. The further expansion in our Land-Rover capacity to which I referred in my report last year is now being carried out and although it will be some time before this is fully effective, we expect to start to feel the benefits of it next year."

Referring to Alvis, the Chairman says: "The Company has had a trading year much in accordance with that which was forecast. As is well known, a high proportion of its capacity has for some time been devoted to work on Government contracts and unfortunately these have not recently provided an even spread of work taking one year with another.

"Although there is a considerable volume of Government and export work now in hand this will not completely fill the capacity which is at present available. For these reasons steps are being taken to utilise the surplus facilities for other work as far as is practical.

"In the meantime the performance of the Alvis range of military vehicles remains unrivalled in their respective categories and there are sound prospects for an early increase in the volume of business with good long-term continuity of sales.

"As was stated at the time of the merger proposals, arrangements for manufacture of Alvis cars are being continued and for this season these will be to the present specification with increased power and detailed refinements in equipment.

"A substantial proportion of the business of our subsidiary, Rover Gas Turbines Ltd., is in connection with sales of gas turbine units for commercial and industrial purposes at home and overseas. Further development of our range of engines continues and the prospects of their application to a wide commercial field is continually under review.

"Our gas turbine engines are also being used for aircraft auxiliary power units and in association with Rotax Ltd. for aircraft engine starters.

"The Company's subsidiaries overseas have continued to expand, total sales being 13 per cent higher than last year. In Australia and New Zealand we are in course of establishing central spare parts depots to support the service network already in existence which will give an even better service to the increasing number of customers in those countries.

"We are continuing our policy of providing arrangements for the local assembly of our products with varying degrees of local manufacture. Such arrangements are now in operation in 22 countries.

"Our associated company in Spain—Metalurgia de Santa Ana, S.A.—reports that its sales of Land-Rovers are still increasing. Its export of Land-Rovers to those countries where there are difficulties in supplying from this country achieved a new record.

"The group surplus for the year is £3,636,195 which compares with last year's figure of £2,519,542. This year's figure includes the surplus for the year of Alvis Ltd. amounting to £204,625. It will be appreciated that, even after adjusting the Alvis contribution, this year's profits show a substantial increase over those of last year. This, I am sure you will agree, is a highly satisfactory result. After deducting taxation, there is a net profit of £2,124,625.

"The portion of this dealt with in the accounts of The Rover Company Limited is £1,876,174 to which has been added the balance brought forward from last year and the transfer from taxation equalisation account, giving £2,784,964 available for allocation. The Directors have transferred £1,170,000 to General Reserve and recommend a dividend of 9d. per share as compared with an equivalent of 7½d. per share paid last year. The dividend is payable this year on the capital as increased by the capitalisation issue made in May, 1965 and the shares issued and to be issued to the stockholders of Alvis Limited in exchange for an equal nominal amount of Alvis stock.

"The profits for the year under review are subject to the new Corporation Tax. We do not know how much this will be but in the Accounts we have thought it prudent to provide a rate of 40 per cent which is the maximum rate anticipated by the Chancellor of the Exchequer. Whilst this rate is lower than the previous combined rates of Income Tax and Profits Tax it must be borne in mind that after this year, in addition to Corporation Tax, Income

PARTS FOR GERMANY—AND ALL THE WAY BY LORRY

Rover parts are now being delivered to Germany quicker and cheaper under a new direct method of road/sea transportation recently inaugurated at our Cardiff factories.

The operation begins at the St. Mellons depot on Tuesdays at 11 a.m., when a lorry from M.A.T. Transport Ltd. arrives to be loaded with parts consignments of varying weights. It then leaves for Felixstowe where it is driven on to the Rotterdam ferry.

The lorry is taken over by a German crew and driven off the boat in Holland and continues on its journey to the German Rover Company's premises in Frankfurt, where it arrives for unloading on either Thursday or Friday. Reconditionable units are loaded onto the vehicle which then returns to Britain to reach St. Mellons on the following Wednesday.

This new method, which has been in progress since September, cuts the operating time by several days and represents a saving in cost of about a half on the previous method of sending parts to Germany and returning units for reconditioning. This involved transportation by lorry to the docks in Britain where they were unloaded and reloaded into ships' holds. On the Continent they were then loaded again on to lorries or trains and taken to Frankfurt. This could take up to two weeks.

Mr. W. Thomas (Shipping Section,

BY 3-LITRE, IN ST PAUL'S FOOTSTEPS...

An 8,350-mile trip in the footsteps of St. Paul over some of the most varied terrain in the world—such as the journey recently made by a 1963 Rover three-litre saloon car.

With three friends, Mr. Reginald Taplin, of Walton, Surrey, set out in September for a four-week trip to places of Biblical interest. Their purpose was to travel along part of the route followed by St. Paul on his travels, and also visit ancient Roman sites.

They visited nine countries altogether, including Syria, Jordan and Israel. Mr. Taplin, aged 53, is a member of Staines Baptist Fellowship of Youth and he later spoke to members about his trip.

The place that stood out most in his mind was the city of Petra. "It is a whole city carved out of bare rock," he said.



Peter Proctor (left) and David Mabbs—"new boys" to Rover rallying, who are in the Rover works team competing in the tough R.A.C. Rally this week.

10 Rover vehicles in R.A.C. Rally

Ten Rover vehicles—the highest number ever to be entered in any international rally—are competing in this week's 14th annual R.A.C. event.

Entry of four works 2000s and three 3-litres, lent by the Company and entered by the British Army Motoring Association, was announced in ROVER NEWS last month.

Since then, a private-entry 2000 driven by Mr. J. Gordon, of Farnborough, and two military Land-Rovers have appeared in the list of starters.

Crews of the works 2000 are: Roger Clark/Jim Porter; Anne Hall/Pat Spencer; Logan Morrison/Johnston Syer; and Peter Proctor/David Mabbs.

Army crews are: 3-litres—Major F. Preston/Sgt. R. Davies; Capt. M. Cruickshank/Capt. J. Skinner; W.O.II Rhodes/Major Broderick. Land-Rovers: W.O.I. A. Ashwell/W.O.II K. Moffatt; Sgt. A. Eyre/R. Duvall.



A few minutes after this photograph was taken this lorry was en route for Germany with a load of parts.

Parts Department, Cardiff) told ROVER NEWS that the new system had been initiated for a trial period of six weeks and it had been so successful that it would probably be adopted permanently for full load despatches.

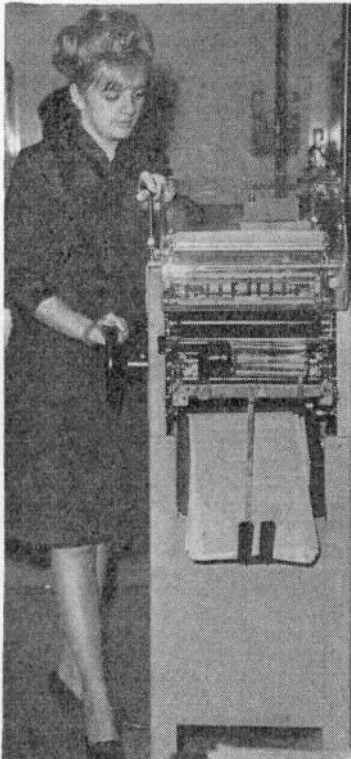


Here for a short training course on Land-Rovers is Sgt. W. C. Bowen, of the St. Vincent Police Force, West Indies.

● A new Multilith '85' offset duplicator recently installed in the Stationery Department at Solihull is intended, among other uses, to enable reproduction of copies from a Xerox 914 master at lower cost than hitherto.

The new machine, which became fully operational this month, is able to produce a maximum of 30 copies from each master at an approximate cost of rather less than 1/4d. each, plus 5d. for the master, as against 5d. per copy for those prepared solely on the Xerox 914.

In the last few weeks, senior members of departments have been visiting Stationery to see the new equipment and learn of its potential.



Miss Mary Cooper operating the new Multilith '85' offset duplicator.

Record entry for L/Rover trials trophy

Salisbury Plain provided the perfect setting for the Army and Royal Artillery Hunter Trials at Larkhill on October 23, when some 60 horses and riders, a record entry, competed for the newly-presented Land-Rover Trophy.

The Company has awarded the trophy for the annual open competition, together with cash prizes for competitors in second, third, fourth and fifth places.

Start of the trials was delayed by fog but this cleared rapidly and the events were run in perfect weather conditions.

Among watchers were Field Marshal Sir Richard Hull, Chief of the Defence Staff, Lieut. Gen. Sir Kenneth Darling, G.O.C. in C., Southern Command, Mr. W. Martin-Hurst, the Rover Managing Director, and Mrs. Martin-Hurst.

Numerous military Land-Rovers were in evidence. These were positioned at points round the course for judges to report by radio to the central control point.

Winner of the Land-Rover Trophy was Miss J. Graham-Clark on her chestnut gelding "French Frolic." She also took second place on "Priam."

She received the trophy, and a silver compact as a memento of the occasion, from Mrs. Martin-Hurst, who is seen (left) congratulating Miss Graham-Clark and giving "French Frolic" a rewarding pat.

Christmas this year will mean a four-day break for Rover employees. The factories close on Thursday, December 23, and reopen on Tuesday, December 28.

Rover contribution to Welsh 'Disabled at Work' exhibition



Mr. S. W. Nixon (Executive Director and General Manager, Cardiff), left, greets Mr. James Griffiths, Secretary of State for Wales, on the Rover Company's stand at "The Disabled at Work" exhibition sponsored by the Cardiff Disablement Advisory Committee and held at the Sophia Gardens, Cardiff, on October 5 to 7.

The company was one of 28 firms exhibiting and Mr. Griffiths toured the stands after officially opening the venture.

The exhibition displayed the kind of work performed in industry by the physically disabled and on many

stands were handicapped workers actually carrying out their workday tasks. Theme of the exhibition was that disabled workers were good and useful workers, whose employment was to be encouraged.

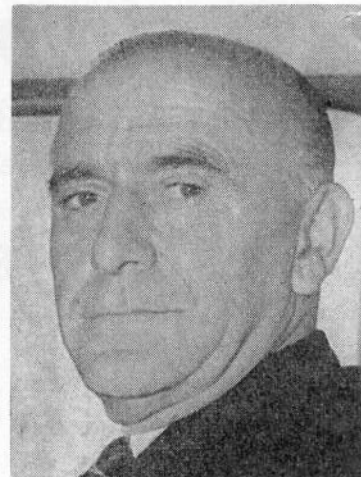
Some 40 or so workers are employed by the Company at Cardiff under the Disabled Persons (Employment) Act, passed 21 years ago this year. On the Rover stand were photographs of some of these employees at work, together with examples of components manufactured in South Wales for the Rover 2000 and parts despatched from Pengam to all parts of the world.

Appointed and Promoted

New Manager of the Company's Service Depot at Seagrave Road is Mr. Harry Guy Cornish, who has taken up the appointment following the retirement, reported elsewhere in this issue, of Mr. W. C. Mason.

A native of Sutton Coldfield, Mr. Cornish was educated at King Edward Grammar School, Birmingham, and Birmingham University where he gained his B.Sc.

Before the outbreak of the second world war he was works manager of two Ministry of Supply shadow factories at Wolverhampton and Perry



Barr (Birmingham) producing parts for 17-pounder guns.

A Territorial soldier, he joined the Army and was seconded to the Royal Armoured Corps as a technical officer in 1942 and was later transferred to the R.E.M.E. After returning to civilian life in 1950 he rejoined the T.A. attaining the rank of lieutenant colonel.

In the last 15 years Mr. Cornish has had wide experience in senior workshop and service management with several large groups, including the Rubery Owen Organisation (general service manager), the Douglas division of the Westing House Brake and Signal organisation (general manager, spares and service division), the Beecham group (general transport manager) and, since 1963, the J. Lyons group.

By way of recreation Mr. Cornish swims and plays tennis.

★ ★ ★

New Rover sales and service factory representative for Africa is 42-year-old Mr. Robert John Mitchell, who has joined the Company from Tripoli where he was branch general manager for Gordon Woodroffe (Libya) Ltd., our Libyan distributors.

A native of Northolt, Mr. Mitchell has lived and worked in North Africa for most of the last 20 years.

After serving in the motor transport branch of the R.A.F. for 5½ years, three and a half of them in the



Middle East, Mr. Mitchell set up in business on his own account in Algiers in 1948 importing motor cycles.

He married a French girl and they have a 17-year-old son and a 12-year-old daughter.

After nine years in the motor cycle business he became associated with a transport concern working in the Sahara Desert oil fields and work with this took him into Libya.

Mr. Mitchell joined the Woodroffe organisation seven years ago as manager of technical services and two years ago he was appointed general manager at Tripoli.

In his new appointment Mr. Mitchell will be mainly concerned with French and Portuguese-speaking African territories.



WITH ROVER AT THE MOTOR SHOW



With a B.B.C. television camera and crew in the foreground, a Rover 3-litre Mark III on the Earls Court stand provides a picture expressing fully the car's supreme quality, comfort and speed coupled with safety.

BELOW: New optional extras for Rover cars provide an important topic of conversation for Mr. F. Smith (Sales Aids Supervisor), left, and Mr. M. E. Steinert, of Behrman Demoen S.A., Antwerp, our Belgian distributors, at the Earls Court Motor Show.

A display of extras was an innovation in the Rover Company's suite at this year's show, and Mr. Smith handled all enquiries as well as those for sales aids.

Among the car extras which aroused considerable interest among home and overseas distributor visitors were the fibre-glass Rover wall plaque (pictured in the centre of the stand), the nylon fur car rugs (pictured right), head-rests, car radios and safety belts.

While on the Rover stand, Mr. George Brown was very interested in the refrigeration unit being demonstrated in a 2000. He is seen (below) sitting in the driving seat having the working of the unit explained to him by Mr. John Carpenter (Sales Director). The advantages of the unit in certain overseas markets, particularly on the west coast of North America, were explained and Mr. Brown said it was a very effective unit.



After sitting in the contoured seat of a Mark III 3-litre, Mr. Brown declared it to be the most comfortable he had so far tried. He also told Mr. Carpenter that he liked very much the improvements in the Mark III which he described as a very comfortable, safe car to drive, and that he was impressed with the safety features built into the 2000.

Some 50 members of the Danish Engineering Society of Mechanical Engineers attended a lecture given by Mr. G. F. Searle (Managing Director, Rover Gas Turbines Ltd.) in Copenhagen on October 13.

In the lecture, entitled "The Future of Rover Gas Turbines," Mr. Searle gave a brief survey of the past 20 years' development in this field and spoke of some of the difficulties involved and methods of overcoming them. The lecture was organised by Mr. K. A. Harnfeldt, of Skandinavisk Motors, Rover distributors in Copenhagen.



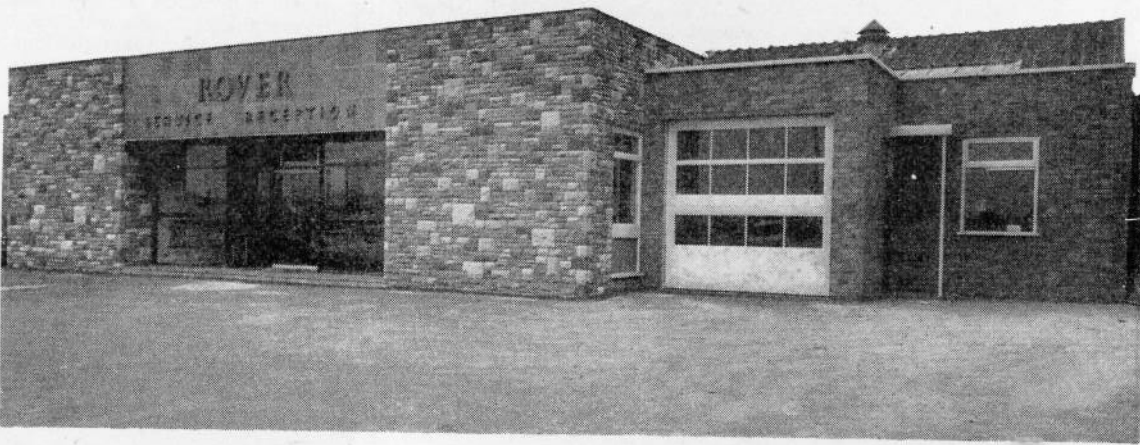
APPRENTICESHIPS COMPLETED

Apprenticeships completed last month: — Malcolm Wootton and William Clark (Engineering Department); Martin Costello (Quality Control, Acocks Green); Michael Walker (Factory Efficiency Department, Acocks Green); Brian Allcock (Planning, Solihull); Thomas Robinson (Tyseley Toolroom) and Brian Hoey (Solihull Toolroom).

Birmingham Press Queen Miss Jillian Bussey (below) admires the replica plaque of the gold medal awarded to the Rover 2000 in the Institute of British Carriage and Automobile Manufacturers coachwork competition. She visited the motor show as a guest of the Company (see story on Page 4).



New Service Repair reception block situated for visitors' convenient access



Service customers no longer need to enter the main factory premises at Solihull following construction of a purpose-built Service Repair reception block adjacent to the sales and Service School.

On reaching No. 2 gate, they now enter a separate entrance to the left of the police office. This takes them directly to the area housing both the school and Service Repair reception.

Explaining Company thinking behind the siting of the new reception building, Mr. R. W. Bromley (Executive Director, Service) told ROVER NEWS:

"With the greatly increased volume of traffic movement within the factory it was obviously important that we should make arrangements for Service Repair reception to be situated in a less congested area of the Solihull factory.

"It was decided to follow the pattern set by the building of the Sales and Service School in providing a specialised, modern structure in the same area as the school, and conforming aesthetically to the school building. Thus, the whole area would be used for a Sales/Service purpose and people who came to the factory either to attend the school or leave cars for service

repair work would not necessarily need to enter the main factory confines."

An existing building used by Quality Control was reshaped and utilised and the resultant premises are laid out specially for the reception of both visitors and vehicles.

Incorporated in the 7,500 sq. ft. building is a tastefully decorated and comfortably furnished visitors' lounge, with appropriate facilities, for the reception of overseas visitors collecting cars under the home delivery sales scheme.

Features directly associated with Service Repair include a manager's office, the reception office itself, Service accounts office and the undercover reception area for vehicles approached through electrically-operated main doors situated in the front of the building alongside the pedestrian entrance way.

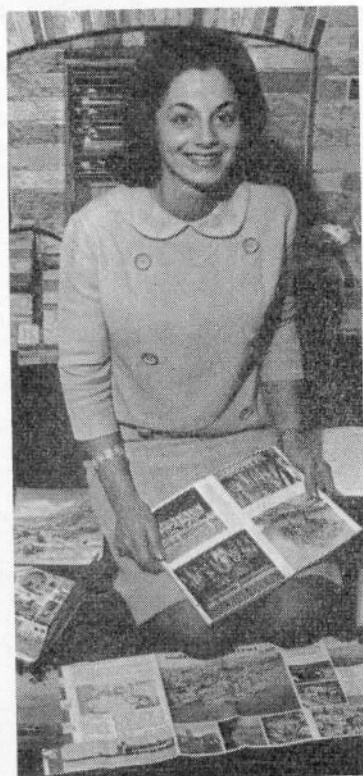
Approximately 16 employees work in the new building.

The stone and brick-faced frontage of the new Service Repair reception block as seen by visitors approaching from Valiant Way. RIGHT: Inside the spacious undercover reception and parking area. In the background is the reception office. Access to this area is through electrically-operated doors in the frontage of the building.



Yet another use for the Land-Rover... One is used on a golf course near Birmingham to scoop up golf balls. A wire mesh attachment does the hard work.

Lebanese distributor was host to local Press Queen



Miss Bussey browses through a few Middle East travel brochures before flying to Beirut as guest of our Lebanon distributors, Avianco S.A.L. (A "Birmingham Post and Mail" photograph).

Five days in the Lebanon at the invitation of our Lebanese distributors. This was the prize recently enjoyed by the newly-elected Birmingham Press Queen, Miss Jillian Bussey, aged 21.

Jillian, who lives at 61, Witherford Croft, Solihull, was elected Press Queen at the Locarno Ballroom, Birmingham, on October 15, from among 40 entrants. She left for a five-day tour of the Lebanon on November 12, as a guest of the Rover distributors in that country, Avianco S.A.L. The visit was arranged jointly by The Rover Company and our Lebanon distributors. In the past, other motor companies have sponsored the Press Queen.

She was flown to Beirut by Middle East Airlines, the other co-sponsors of her prize, and was received by His Excellency Emile Yanni, the Administrator. Her holiday included a visit to the famous temple ruins at Baalbek and transportation during her stay in the Lebanon was in Rover vehicles.

Jillian, who works in the Birmingham Register Office, includes driving, swimming and ballroom dancing, for

which she holds a national award, among her interests.

On October 28 she visited the Earls Court Motor Show as the guest of The Rover Company.

Highlanders win Rover Trophy

The 11 Bn. Seaforth Highlanders from Scottish Command won the Rover Trophy for the best Land-Rover in the 1965 Territorial Army driving championships on October 29. Five other prizes were also won by this unit, which was second overall in the competition.

The trophy was received from Major General J. A. d'Avigdor-Goldsmid, Director, Territorial Army and Cadets, by Lieut. H. M. Robertson, and he and his crewmen, Cpl. R. Lumley and Pte. G. Sutherland, were also presented with pint tankards.

More than 500 Territorials in some 60 units from six U.K. Commands competed in the championships held over a 250-mile course through Wales and Shropshire. Two Regular Royal Marine units also took part.

Preservation group borrows road/rail Land-Rover

The Keighley and Worth Valley Railway Preservation Society of Haworth, Yorkshire, recently borrowed a road/rail Land-Rover for assessment on various duties, including the haulage of rolling stock.

This society hopes to develop commercially seven miles of line, which it is negotiating to buy from British Railways. It hopes to run a passenger and limited freight service, but at present cannot operate a steam locomotive, only a vehicle such as the Land-Rover on maintenance duties.

Two Rover representatives from Land-Rover Special Projects, Mr. H. J. Topping and Mr. N. E. Mewse, showed society members how to operate the Land-Rover road/rail vehicle.

The vehicle is operated on rails through its pneumatic tyres, with guide wheels front and rear which are lowered hydraulically to retain the vehicle on the rails. Access to the rails is normally done at selected points such as level crossings.

On level track the road/rail Land-Rover can successfully haul stock loads of up to 45 tons.

Chairman's Report From Page One

Tax at the standard rate on the gross dividend will be paid over to the Government.

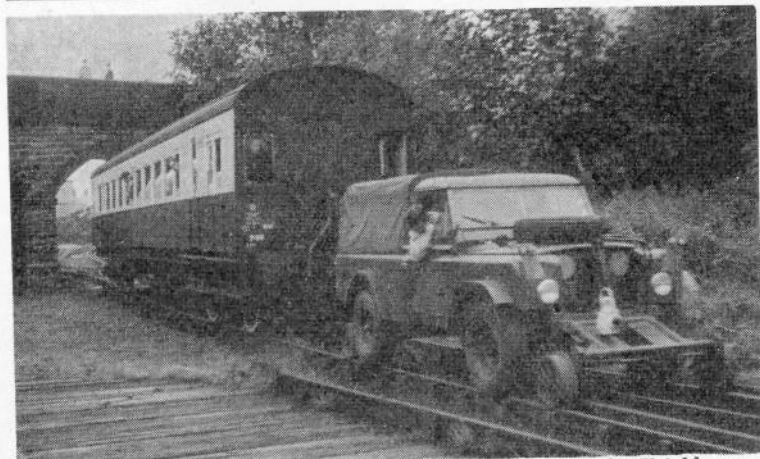
"Such is the tax burden on companies and shareholders as a result of the new tax laws that it is to be hoped that a lower rate than 40 per cent will eventually be imposed. Each 5 per cent below a 40 per cent rate would mean a saving to the Company on the net profits shown in the account of £173,550.

"Had the new tax legislation been fully operative this year the net profits after tax would have been reduced by a further £549,154, with a consequent reduction in the dividend cover from 2.7 times shown in these accounts to 1.6 times.

"The motor industry is passing through a difficult period. On the one hand demand is being affected as a result of credit restrictions and a general uncertainty as to the future in the minds of the public. On the other hand costs are increasing more rapidly at the moment than at any time for several years past. Both these factors inevitably affect your Company and forecasting the future is very difficult at the present time. We are aiming for and looking to an expansion in sales, but it is too early yet to say whether we shall achieve this objective. Much depends on whether the recent new arrangements for endeavouring to deal with unofficial stoppages in our industry announced by the Minister of Labour are effective."

Mr. Farmer concludes: "The results of the current year will largely depend on these factors I have mentioned, and it is our intention to make an interim statement on the Company's progress later in the year when it is hoped we shall be able to see the future position more clearly.

"I would like to thank on your behalf all members of the staff and all those employees who have served the Company loyally during the past year for their contribution to such satisfactory results."



The road-rail Land-Rover pulls a 32-ton railway carriage on the Keighley and Worth Valley railway.

Rover truck driver 7th in class in national contest

Solihull fork lift truck driver Mr. S. J. Scott (Internal Transport) was placed seventh equal in his class at the national Fork Truck Driver of the Year competition held in Manchester on October 6 and 7.

There were 136 competitors drawn from companies throughout the United Kingdom, and the Rover contingent comprised Mr. P. Callaghan (Finished Stores Receiving, Acocks Green), winner of the Company finals in June; Mr. Scott, Mr. B. Williams and Mr. E. Parle, winners of the Solihull, Tyseley and Cardiff regions respectively.

At Manchester, Mr. Scott was 7th equal in Class A (for counterbalanced fork lift trucks of between 2,000 and 2,500 lb. capacity). Messrs. Williams, Parle and Callaghan were 51st, 67th and 78th respectively in Class B (for counterbalanced



Mr. Scott in Class B (for counterbalanced

Cutaway 2000 on safety stand

The Rover 2000 has again been demonstrating its international reputation for safety. It was exhibited on a stand dedicated to car safety at an international traffic exhibition in Munich, West Germany.

Purpose of the show was to exhibit new machinery, roads and traffic equipment, and other vehicles such as the Porsche police car, D.K.W. military vehicles and special prototype vehicles from Italy were included.

The Rover 2000, exhibited in cutaway form, was bought by the Bavarian authorities organising the exhibition.

Slithering through ...the Shorland armoured car



Introducing... the Shorland armoured car, based on a Land-Rover chassis and produced by Short Brothers and Harland Ltd. at its Newtownards, Ulster factory.

The armoured car—a prototype is seen above and right—has been designed to meet the widespread need for an economical vehicle specially suited to certain tasks performed, according to local circumstances, by military, paramilitary and police forces. These include reconnaissance, border patrol, internal security and mobile police duties.

Specially designed for roles other than those in full-scale war, the car embodies protection for the crew against small arms fire and blast from land mines, high-speed mobility on roads and tracks, together with good cross-country performance; use of a chassis and Rover engine with a world-wide reputation, and initial low cost and economical maintenance.

The car, carrying a crew of three, is built on a Long Land-Rover military chassis with heavy-duty axle and suspension, four-wheel drive and reduction gearbox permitting cross-country



operation as well as high-speed highway use.

Windscreens have bullet-proof drop-down visors affording good visibility and both side doors have bullet-proof hatches. There are observation and escape hatches in the turret and at the back of the vehicle. The turret and machine gunner's seat can rotate

through vehicle with installed requirements



A Rover 2000 played an important part in a display organised recently for the British armed forces in Cyprus.

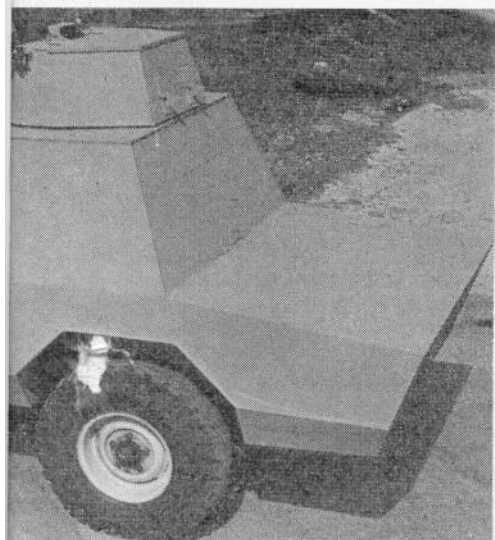
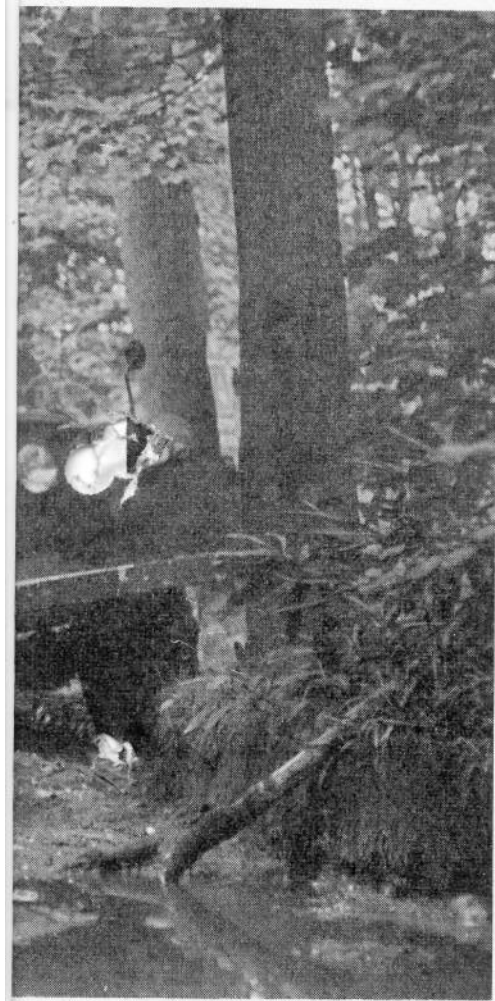
At the invitation of Flt. Lieut. Malby, of R.A.F. Nicosia, himself one of the first to own a 2000 on the island, our Cyprus distributors, Savvas J. Demades, displayed the vehicle at the "Miss Roundel Contest" in aid of the Soldiers', Sailors' and Airmen's Families Association on August 27. Eighteen 2000s

have been sold in Cyprus, six of them to R.A.F. personnel.

The contest also included a swimming gala and was attended by members of the United Nations Forces in Cyprus.

ABOVE: Mr. H. A. Lenton (Rover East service engineer) and Mr. Savvas (Rover distributor in Nicosia) beside the 2000 which was displayed in aid of

the mud poured car



360 degrees and smoke dischargers can be used as an optional extra. Suitable for use either in hot or cold climates, the interior is insulated with polyurethane foam with tough plastic sheeting. Air conditioning is provided by means of a fresh air heater/cooler system with electric fan boost. Provision is made for the installation of radio equipment, according to customer requirements.

ESSAY WINS P6 FOREMAN A PRIZE

Responsibilities of foremen and chargehands in the Rover Company—this was the title of an essay which won a Solihull senior P6 Inspection foreman a prize of £5 awarded by the Company.



Colin Elmer, one of six Rover members of the Solihull section of the Institute of Industrial Supervisors who submitted entries. The competition was organised for its Rover members by the Solihull section, which named three alternative subjects for the article.

Entries were judged by Mr. W. J. Robinson (Executive Director, Production—Solihull) and Mr. L. S. Shaw (Apprentice Supervisor). Mr. Elmer received his cash prize from Mr. Shaw at a Solihull Supervisors Discussion Group meeting on October 25.

His winning entry was published in the October issue of "The Supervisor," the journal of the Institute of Industrial Supervisors.

ROVER GAS TURBINE POWERED AUSTER TOTS UP ITS FLYING HOURS

The first light aircraft to be powered by a 1S/90 Rover gas turbine engine is now busily notching up flying hours in Hampshire.

An experimental engine conversion in an Auster-Autocrat has been carried out by Mr. Vivian Bellamy, of the Hampshire Aeroplane Co., Blackbushe. It is a follow-up of a similar conversion four years ago when Mr. Bellamy powered a Currie Wot with a 1S/60 gas turbine engine, and demonstrated the turboprop aircraft at Elmdon Airport before an audience of Press men and Rover executives.

Mr. Bellamy has gone ahead enthusiastically with the 1S/90 conversion despite a still uncertain market potential for turboprop light aircraft. The 1S/90, which develops about 120 b.h.p., has undergone an Air Registration Board type-test and it holds a special-category Certificate of Airworthiness.

20 more soon?

Mr. Bellamy completed much of the conversion work at Blackbushe Airport, but final detail improvements were made to it by Hants. and Sussex Aviation. Plans are being made to convert about 20 aircraft, and Hants. and Sussex may well do much of this work.

Because of its ability to run on a variety of cheap fuels, running costs are less than for a piston-engined Auster running on aviation gasoline. Consumption is about 12 gallons per hour and the fuel can cost as little as 1s. 6d. per gallon. The basic engine costs about £1,500, but gearbox and throttle controls are needed and it is not yet possible to state the total cost of the conversion.

With the turboprop engine developing only slightly less power than the standard piston engine the top speed of the Auster comes out very much the same. Noise in the cockpit is lower than the standard Auster, although aerodynamic noise in the present conversion contributes most of this and could, of course, be reduced.

Start-up simple

The Auster conversion consisted of replacing the 90 h.p. Cirrus Minor by a 1S/90 hung from the same fuselage attachment points, but cantilevered well forward to compensate for the lighter weight of this unit.

Even with an internal battery, generator and starter system that was not present originally, the empty weight of 1,178 lb. was 5 lb. less than before. Despite an approximate doubling of fuel consumption the 15-gallon fuel tank was retained to give an ultimate endurance of only just over 70 min.

Start-up procedure is quite simple. A turn of the "start" switch sets the propeller revolving on the power of the internal battery, and after ten seconds or so, when compressor r.p.m.'s have reached 9,000, the igniter is activated and the high-pressure cock pushed on. Instantly a characteristic woomph announces the fact that the Rover is turning, burning and ready to go.

2 control levers

Just as with an ordinary engine there are two control levers—a throttle to adjust fuel flow and a propeller pitch control (this 1S/90 has a Beech/McCauley constant-speed hub and cropped Cessna Skymaster blades). Taxying is no problem as far as engine handling is concerned. Throttled back in fully fine pitch, the aircraft just crept forward.

In common with most Rover turbines the 1S/90 is designed to run at compressor r.p.m. of 46,000, and surge is particularly prone to occur between 38,000 and 42,000 r.p.m. For ground manoeuvring, r.p.m.'s

are kept below 30,000 by use of the throttle. Before take-off the engine is accelerated through the surge range and at full throttle propeller pitch is adjusted and clamped to give 46,000 r.p.m. Maximum allowable r.p.m. (48,000) is protected by a governor and an automatic fuel trimmer keeps the jetpipe temperature below limits (675°C).

When the engine is opened up for take-off, power surges in some four seconds later and the old Auster fairly leaps down the runway.

Passenger comments

A "Flight International" magazine journalist wrote after a trip in

the Auster: "Judging by the Auster's performance, the engine obviously works well and seems to be delivering the claimed power; basic handling is no problem, but many details of the installation and of the airframe will be improved in possible commercially offered conversions. Externally the noise is low even by light-aircraft standards; inside, the intensity is fairly high, though not unpleasant in character. A lot of exhaust fumes found their way into the cabin.

"Apart from the appeal of being something in keeping with the age we live in, turbine power does offer

light-aircraft operators tangible benefits in the form of reduced hourly costs (cheaper fuel offsets the greater consumption). All the other advantages that are well known to commercial operators of turbines are potentially there too—smooth running, cheaper maintenance, greater reliability, easier starting, and so forth. The biggest uncertainty is whether the market can stand the initial cost—around £1,800 for a 1S/90 or about £2,500 for conversion of an existing aircraft such as the Auster and Chipmunk. Undoubtedly the price could be reduced by mass production."



Rover enthusiasts thrice over. This photograph of a Rover "family" of cars and people in the United States comes from Greenwich Automobiles Incorporated, Rover dealer of Greenwich, Connecticut. It shows members of the family of Mr. Gerald Whitman with their three Rover vehicles—all bought from Greenwich Automobiles.

A LAND-ROVER FOR FREE

Mr. and Mrs. George Clayton, of Houghton, near Preston, Lancs., were presented with a brand new Regular petrol Land-Rover at the showrooms of our Preston distributors, Barton Motors (Preston) Ltd., on November 2.

The Land-Rover was first prize in a contest promoted by the "Farmers Guardian" and sponsored by the Rover Company in association with 14 distributors in the North of England.

Competitors were invited to set out their own policy for British agriculture by selecting eight of 16 lines of suggested future development.

Mr. Clayton, who is a dairy and poultry farmer, has been a Land-Rover owner for several years.

Amongst those present when Mr. J. H. Baldwin (Publicity Manager), handed over the keys and log book to Mr. and Mrs.



Clayton were Messrs. J. Willson (David Rosenfield, Manchester); T. Blakemore and G. Sands (Barton Motors); J. Nutt, C. Bannister, E. C. F. Harding (Rover Company); Bruce Seaton (Editor, "Farmers Guardian"); M. Pattison (Promotions Manager, "Farmers Guardian") and H. Hodson (Advertisement Manager, "Farmers Guardian").

After the presentation. Left to right: Mr. W. T. Blakemore (Barton Motors) Mr. J. H. Baldwin (Rover Publicity Manager), Mrs. Dorothy Clayton, Mr. J. Willson (wholesale manager, D. Rosenfield Ltd.) and Mr. George Clayton.



A French Land-Rover fire fighting vehicle. It is the de Dion Bouton version of the '109' Land-Rover complete with its crew of four, photographed while on demonstration with the French Fire Brigade

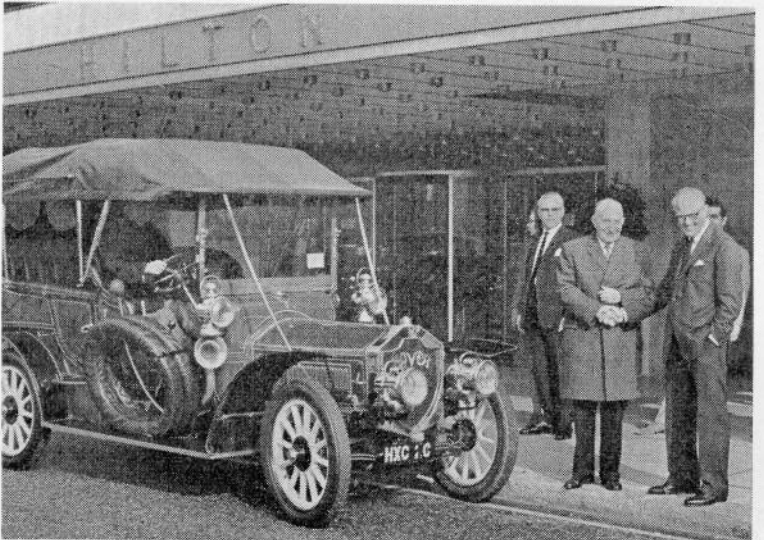
The vintage years . . .

One hundred and fifty-eight years' service in the Rover cause threaded its way through the streets of London on October 21.

A hundred of these years were shared between the driver and his passenger—Mr. Archie Hooper, a Seagrave Road foreman (47 years' service) and Mr. W. C. Mason, retiring Seagrave Road Manager (53 years).

The remaining 58 years were to the credit of the car they drove in, a 1907 replica of the 20 h.p. Rover vehicle which won the Tourist Trophy race in the Isle of Man in that year.

Mr. Mason was driven in the 1907 car from the Earls Court Motor Show through the traffic-packed streets to the Hilton Hotel two and a half miles away. There, after being welcomed (pictured left) by Mr. W. Martin-Hurst, the Rover Managing Director, he was the guest of the Board of Directors for luncheon. Mr. Mason also attended the annual distributors' dinner on the following day.



A policeman's lot is not a happy one, goes the old song. But this will help to make his burden a lot "lighter"—and safer in the dark.

Pictured is a police helmet flashing lamp designed by Joseph Lucas (Sales and Service) Ltd., to aid police officers in controlling traffic, accident scenes and crowds.

The lamp weighs only six ounces but has a 360 degree illumination beam of sufficient intensity to be easily spotted at a considerable distance. It can be fitted to the top of the police helmet by removing the embellishment on the crown and is connected by a length of wire to a flasher unit and battery carried in a waist harness or placed on the ground.

A 12-volt amber version of the lamp is also available as a static industrial warning light for use in factories and elsewhere.

Mr. Harry Springer, whose story of life in Australia was reported in the October issue of ROVER NEWS, is a staff chargehand in the stores at Acocks Green, and not a leading stores hand as stated. He is married with three children still at school.

NEWS AND PICTURES ABOUT ROVER PEOPLE

Rover witness of Jakarta rioting— 'not very pleasant'

A Rover representative who was in Indonesia only a few weeks before the attempted coup recently returned to Britain and told ROVER NEWS about his visit.

He is Mr. Jim Joss, Far East Service representative, who spent two weeks in Indonesia, visiting the large Land-Rover fleets operated by the American oil companies in central and southern Sumatra.

Mr. Joss was in Jakarta when rioting was taking place there. Stones were being thrown and fires started in an atmosphere which Mr. Joss described as "not very pleasant."

Speaking about Land-Rover working conditions in Indonesia, Mr. Joss said that, owing to treacherous jungle terrain, the operation of Land-Rovers in the area was very difficult and many vehicles travelled frequently in four-wheel drive.

The soft topsoil in the area was sprayed with crude oil to harden it, but this produced a surface somewhat similar to ice. Consequently, vehicles were fitted with chains to the rear wheels to overcome the problem. The accident rate for Land-Rovers was rather high, he said, and their life-span was below average because of the terrain.

While on his way back from Indonesia, Mr. Joss was delayed in Rangoon, while the India-Pakistan fighting was in progress.



Mr. JOSS

Mr. Joss, who was with Rover North America for six years before he returned to England, includes photography and gliding among his recreations. A founder member of the Coventry gliding club, he has also participated in the Canadian gliding championships.

Mr. H. GARDNER

It is with deep regret that ROVER NEWS records the death on October 12 after a brief illness of Mr. Harold Gardner, Chief Security Officer at Solihull since 1947. He was 65.

Mr. Gardner served for more than 25 years in three Midlands police forces—Rugby, Nuneaton and Solihull—before joining the Rover Company.

He began his police service in the motor patrol department at Rugby and progressed through all branches of the three forces in which he served before retiring from the Solihull force with the rank of inspector.

From October, 1945, until November, 1946, he was seconded to the occupation police in the British Zone of Germany, returning to Britain as a captain to retire from the Solihull force and begin his 18 years' service with The Rover Company.

Mr. Gardner was an active member of the council of The Industrial Police and Security Association. He leaves a widow and a married daughter, to whom sympathy is extended though ROVER NEWS from all who knew Mr. Gardner.

Mr. J. A. Fisher-Evans (Assistant to the General Manager, Cardiff) has accepted an invitation by Rover Cardiff Photographic Society to become its vice-president.

★ ★ ★

While digging in his garden at Widney Lane, Solihull, Mr. F. A. Folkes (M.C.D., Solihull) unearthed a George III penny in a good state of preservation.



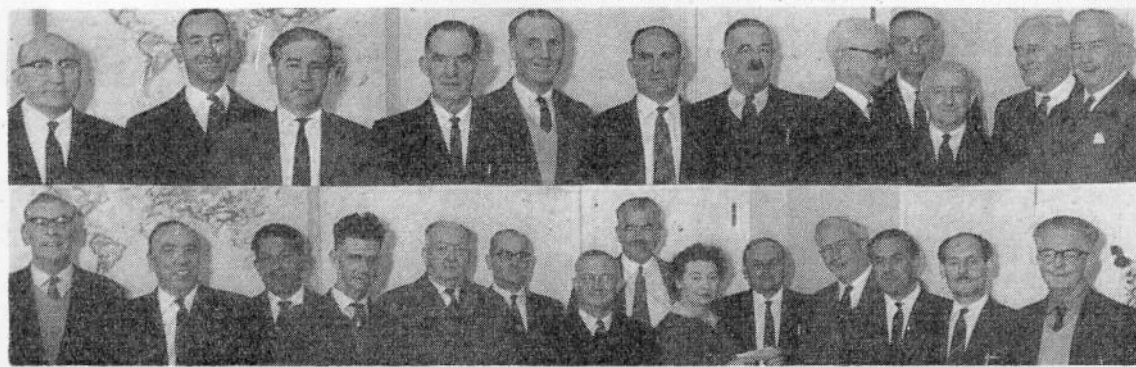
More than 50 hands were shaken, and gold watches presented, by Mr. A. B. Smith (Director and General Manager) on October 14 when one of the largest batches of awards to be made under the gold watch scheme was distributed.

Fifty-four employees, each with 25 years' unbroken Rover service to his or her credit, received watches from Mr. Smith in successive ceremonies at Solihull, Acocks Green and Tyseley.

Two of the recipients, Mr. F. J. Bradbury, and his secretary, Miss F. E. Ensor, have worked together for the whole of their 25 years' respective service with the Company.

Recipients, whose service totalled 1,350 years between them, were:—

SOLIHULL: (below) Miss F. E. Ensor (secretary to Mr. F. J. Bradbury), Messrs. F. J. Bradbury (personal assistant to



Fifty handshakes in trio of gold watch ceremonies

Mr. B. G. L. Jackman, Production Director, C. C. Blackwell (manager, Vehicle Invoicing Department), C. H. Mayall (Buying Assistant and Cost and Value Analysis), D. J. Aslin (Service Manager, Gas Turbine Division), G. A. Gilmore (service buyer), J. H. Weake (Accounts), C. C. Craven (Service buying), E. J. Kane (Progress clerk, Service Spares), G. T. Liggins (junior foreman, Service Repair Shop stores), G. H. Richardson (technical clerk, Planning Department), J. Wilsher (assistant foreman, Works Engineer's office), R. J. Bowld (electrician, Works Engineers' Department), E. J. Brashaw (body-maker), J. E. Clymer (electrician, Work Engineer's Department) T. J. Hands (millwright), W. W. Harriman (inspector, retired), H. H. Shaw (fitter), H. Waters (fitter), F. H. Bushell (Lister truck driver, Works Engineer's Department), W. J. Joiner (sweeper), T. F. Manley (masking and flattening, Paint Shop), W. C. Priest (millwright), W. A. Towe (bodymaker).

ACOCKS GREEN: (left) Messrs. A. A. Hughes (Production Supt., Assembly and Test), S. C. Garrett (Supt., Quality Reliability), G. A. Jones (Planning engineer, Planning Technical Control), G. E. Cleaver (senior foreman, Works Engineer's Department), A. A. Duddy (chargehand, Electricians Department), C. Powell (chargehand carpenter, Works Engineer's Department), A. Gumbley (inspector), R. F. Partridge (small tools buyer, Purchase Department), C. Collins (chargehand, Transport Department), C. A. Bridgewater (radial driller, Machine Shop, retired), S. G. Cruise (chargehand slater, Works Engineers Department), E. W. Robinson (gauge maker and gauge inspector), A. E. Kent (universal grinder, Toolroom), F. J. E. Naylor (Planning clerk).

TYSELEY: (above) Messrs. W. S. Ainsworth (foreman, Percy Road), G. Jackson (staff chargehand, Machine Shop, Percy Road), H. Lees (foreman, Machine Shop), T. J. L. Coombes (staff inspector, Percy Road), P. H. Fleetwood (staff chargehand), C. V. Allen (fitter, Percy Road), H. T. Bagnall (toolsetter, Perry Barr), A. Benton (chargehand, Tyseley), W. A. Jones (universal miller), T. J. McGrath (fitter, Tyseley), G. O'Connell (jig and tool fitter, Tyseley), G. Tompkins (crankshaft turner, No. 1 Machine Shop, Tyseley), J. C. Wall (jig and gauge fitter, Tyseley), A. E. Bray (pipefitter's mate, Tyseley), Miss C. Grasby (machine operator, No. 6 Machine Shop, Tyseley), Mrs. E. A. Bennett (machine operator, Ryland Road).

RETIREMENTS

Mr. Alfred Henry Allso on October 15; he was a millwright at Acocks Green (15 years' service). Mr. Charles Cottrell on October 15; he worked in the Tool Stores, Tyseley (7 years). Mr. Sidney Davies on October 1; he was employed as a finisher (19½ years). Mr. Edward Perkins on October 1; he was a machine tool fitter at Ryland Road (11 years). Mr. Thomas William Fletcher on October 8; he was a machine operator at Acocks Green and Tyseley (6 years). Mr. George Arthur Hartley on October 15; he was a chargehand millwright at Tyseley (27 years).

3 BROTHERS IN SECURITY

Three brothers at three different factories and all in Security. Such is the service being given to The Rover Company by the three Wyatt brothers—Henry, Ernest and William.

Henry, aged 55, has worked for the Company for three years and is a commissionaire at Tyseley; William (41) has been a works police-

man on night duty at Solihull for seven months, while Ernest, aged 43, has been a works security officer at Ryland Road since last March.

PERSONAL NEWS FROM THE FACTORIES

BIRTHS

We offer our congratulations to . . .

HUDSON—To Mr. and Mrs. R. Hudson, a daughter (Tracey Ann) on October 8. Mrs. Hudson was formerly secretary to the Paris Liaison Superintendent.

ROWE—To Mr. and Mrs. Len Rowe, a daughter (Margaret Catherine) on October 25. Mr. Rowe is a storekeeper, Parts Stores, Pengam.

SLEATOR—To Mr. and Mrs. Donald Sleator, a daughter (Alexandra) on October 13. Mr. Sleator is Managing Director of Franco Britannic Autos Ltd., our French distributors.

ADOPTION

DANKS—To Mr. and Mrs. Bob Danks, a son (Michael Robert) on October 7. Mr. Danks works in the Standards Room at Tyseley.

MARRIAGES

We offer our congratulations and best wishes to . . .

SHORT-SANSOM—On October 16 at St. Nicolas' Church, Elmdon, Mr. Michael Short (Chemical Laboratory, Solihull) to Miss Norma Sansom.

SHOREY-BANKS—On October 16 at Lyndon Road Methodist Church, Sheldon, Mr. Graham Shorey (P6 Receiving Deck) to Miss Mavis Banks (P6 Inspection, and formerly Finance Department, Solihull).

RICHARDS-COX—On October 2 at Birmingham Register Office, Mr. Stanley Richards (Quality Control and Investigation Department, Acocks Green) to Miss Linda Cox.

MOORE-MANN—On October 2 at St. Nicolas' Church, Elmdon, Mr. Douglas Moore to Miss Nora Mann (secretary to Mr. W. G. Mason, Material Control Manager, Solihull).

GRIFFITHS-JEFFRIES—On September 25 at St. Alphege's Church, Solihull, Mr. David Griffiths to Miss Shirley Jeffries (typist, Turbine Sales Department).

MCCORMICK-MOSEDALE—On October 3 at Acocks Green Roman Catholic Church, Mr. Brian McCormick to Miss Mary Mosedale, both of Turbine Sales Department, Solihull.

HANDFORD-REGAN—On October 16 at the Church of the Guardian Angels, Castle Bromwich, Mr. B. R. Handford (Engineering Department) to Miss Margaret Regan.

BELCHER-SAUNDERS—On October 11 at St. Giles' Church, Sheldon, Mr. Cleeve Belcher to Miss Janet Saunders (Personnel Department, Acocks Green).

BRASENELL-PHILLIPS—On October 23 at St. John's Church, Sparkhill, Mr. Brian Leslie Brasenell to Miss Doreen Ann Phillips, both of Planning Department.

GOSELEY-MACK—On October 9 at Birmingham Register Office, Mr. G. Goseley to Miss Sheila Mack, who worked in B.O.F., Acocks Green until leaving the Company the day before her marriage.

WALL-POYNER—On October 16, Mr. Bert Wall to Miss Jessica Poyner, both of B.O.F. Inspection Department, Perry Barr.

TUCKER-GUDGE—On September 18 at St. David's Church, Ely, Cardiff, Mr. Peter Tucker to Miss Joy Gudge (Stores Vistum Office, Pengam).

GILL-SKENE—On October 23 at Trinity Methodist Church, Cardiff, Mr. Graham Gill to Miss Janice Skene (Stores Receiving Office, Pengam).

SILVER WEDDINGS

We offer our congratulations and best wishes to . . .

MULLIS—Mr. and Mrs. H. Mullis on November 9. Mr. Mullis works on P5 Final Line.

DEATHS

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

RYDER—Mr. William Henry Ryder on October 19, aged 40. He was a polisher on P6, and had been with the Company for 2 years.

GARDNER—Mr. Harold Gardner on October 12, aged 65. He was Chief Security Officer at Solihull, and had been with the Company for 18 years.

CARROLL—Mr. Patrick Carroll on October 2, aged 52. He worked in the Machine Shop at Acocks Green, and had been with the Company for 12 years.

WILSON—Mr. William Wilson on September 19, aged 63. He worked in Progress Department, Tyseley, and had been with the Company for 31 years.

MUTLOW—Mr. George Edwin Mutlow on October 23, aged 54. He was a Stores assistant at Tyseley, and had been with the Company for 1½ years.



Miss Joy Gudge and Mr. Peter Tucker after their wedding at Ely, Cardiff.

Readers Write . . .

My son and his wife (both aged 24 years) are returning to England from New Zealand at the end of December. They will be making a tour of South Africa for about four months, commencing the end of January and would like some companions to join them.

If any readers are interested perhaps they would please contact me.

(Mrs.) I. D. Osborne,
Buying Department,
Solihull.

53 years ... Mr. W. C. MASON

A man who has been with The Rover Company in London for 53 years retired on October 4.

He is Mr. W. C. (Bill) Mason (Manager, Seagrave Road), who was presented with a Wedgwood china tea set on his retirement, with a bouquet for his wife, by Mr. A. B. Smith (Director and General Manager), on behalf of Mr. Mason's many friends in the Company's Midland factories.

Mr. Mason began his career with the Company in July, 1912, at the Brewery Road depot, Islington. He saw service in the first world war in the Royal Artillery and was demobilised as a captain.

He transferred to Seagrave Road when the Company acquired the premises in 1922 and became manager at the beginning of the second world war. Mr. Mason was very interested in employees' social and sporting activities. He was himself a fine amateur goalkeeper and cricketer in his day and he also regularly played a couple of frames of snooker on Friday evenings.



The milk jug for Mr. Mason and the teapot for his wife when Mr. A. B. Smith presented the couple with the china tea set to mark Mr. Mason's retirement.

26 years ...

Mr. W. C. ALLEN

Mr. Wilfrid Charles Allen has retired as Rates Controller for the Tyseley Group of Factories after nearly 26 years' service. He is 66.

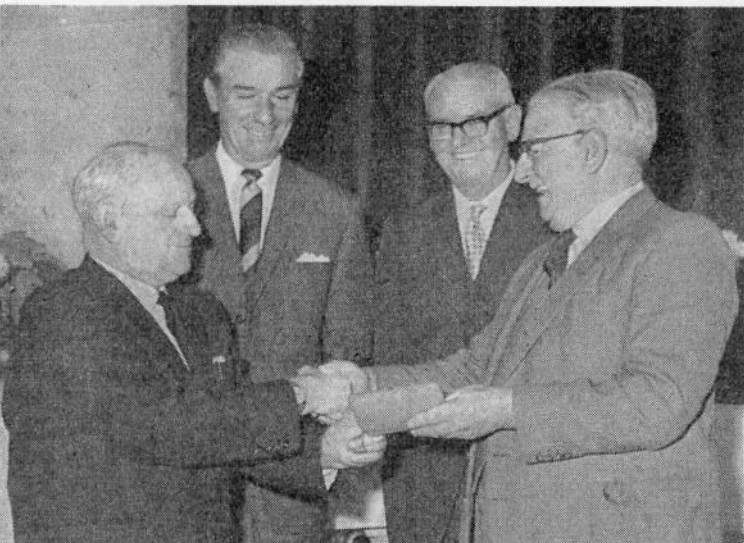
Mr. Allen commenced with the Company in March, 1940, when he was engaged to set up and maintain an integrated rates structure for the Ministry shadow factory at Acocks Green, later to include the Solihull shadow factory.

At the end of the war he returned to Acocks Green where he continued as Rates Controller until his retirement.

Among his other activities Mr. Allen played a continuous part in the secretaryship of the Joint Production, Consultative and Advisory Committees since their inception, and, in later years, in formulating a standard form of minuting procedure at the various associated factories. He was also secretary of the Acocks Green Canteen Club from its inception.

He held a commissioned rank in the 1914-18 war and was also prominent for many years in Welsh rugby affairs, being a member of the panel of referees.

Mr. Allen intends, in his retirement, to extend his hobbies of caravanning and photography in both of which pursuits Mrs. Allen is also an enthusiast.



Mr. W. C. Allen (right) enjoyed two presentations on the day he retired. He received a projector, stand and screen as a retirement present from his friends at Acocks Green and was also presented with a gold watch to record his 25 years' service with the Company by Mr. J. W. E. Walton (Executive Director, Production, Tyseley), left. Also in the photograph are Mr. E. S. Richards (Executive Director, Industrial Relations and Welfare), and Mr. R. R. Hillen (Personnel Manager).

34 years ... Mrs. M. F. PURSLOW

A transistor radio and a battery-operated clock were the gifts presented to Mrs. Minnie Purslow by Mr. H. Butler (Supplies Manager, Solihull) upon her retirement on October 1. The gifts were subscribed for by her colleagues in the Tyseley Group of Factories as well as at Solihull and Pengam.

Mrs. Purslow, aged 56, began her career with the Company from school in 1924 as a shorthand typist, and was later transferred to the newly-formed M.C.D. Department at Tyseley.

She left when she married in 1937 but rejoined the Company in 1943, again with M.C.D. After the war, she was engaged in the Service section of the department.

Upon her retirement she went to live in Shropshire, having completed a total of 34 years' service with the Company.

More stalwarts go into retirement at Solihull, Tyseley Gp., A/Green and London

31 years ...

Miss E. Whitehouse

Thirty-one years' service to The Rover Company — that is the proud record of Miss Edna Whitehouse, who retired on October 15 after working for the last 12 years as a nurse at Ryland Road.

Mr. R. R. Hillen (Personnel Manager) presented her (below) with an envelope containing money collected among friends and colleagues in the Tyseley Group of factories to mark her retirement.

Miss Whitehouse, aged 61, began her career with the Company in 1934 in the Inspection Department at Tyseley. In 1939 she moved to the factory surgery and transferred to Ryland Road in 1953. Her spare time interest is the St. John Ambulance Brigade.



Mr. H. W. F. WATTS

Mr. H. W. F. (Stan) Watts (Inspection, Perry Barr), aged 63, who has been with the Company for ten years retired on October 1.

Mr. A. T. Hayward (Superintendent, Inspection), presented him with a dressing gown, an electric toaster, a pewter tankard, and a cheque, with a bouquet for his wife, on behalf of his workmates on October 8.



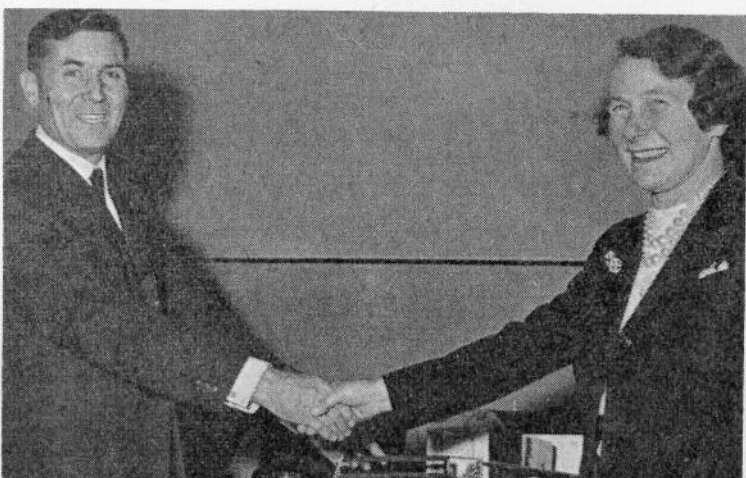
Mr. R. COURT

A Rover transport driver recently became licensee of a Birmingham public house.

He is Mr. Ray Court, aged 50, who left in September after 19 years and became licensee of the Freeholders Arms, Halte Street, Small Heath.

His departure from Rover was marked by a presentation (pictured right) at the public house on October 7. Mr. Walter Holmes (Fire Service, Solihull) presented him with a clock inscribed with his name, and a bouquet for his wife.

Mr. Court, who was in the R.A.F. before he joined the Company, includes photography among his hobbies.



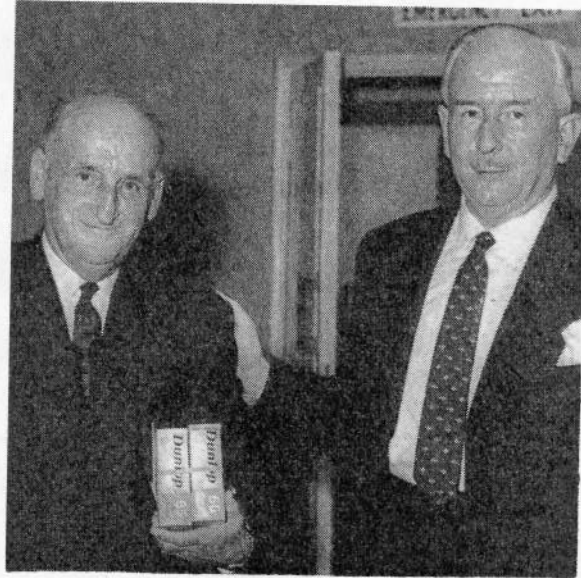
35 years ... Mr. E. DAVIS

Mr. Edwin ('Eddy') Davis, who has been with The Rover Company for 35 years retired on October 5.

Mr. A. B. Smith (Director and General Manager) presented him with a cheque from his friends and colleagues at Rover to buy a record player. He also received a lamp standard, golf balls and records.

Head of section

Mr. Davis began his service with the Company in Coventry, where he worked in the specification department. Three years later, he became head of this section. During the second world war he was also responsible from Chesford Grange for specification work at all the Rover dispersal factories.



A friendly pat on the shoulder for Mr. Davis from Mr. A. B. Smith when the former retired. In his hand: boxes of golf balls.

He came to Solihull in 1946 and remained in charge of Specification Department until transferring to Organisation and Methods section in 1963.

Mr. Davis is a keen golfer and has often played in Rover competitions. He is married with one daughter, who has appeared in the Edinburgh Festival as a soprano and pianist. She intends to make music her career.

25 years ... Mr. B. C. KIRBY

When Mr. Bertram C. Kirby (Cashier and Export Credit Controller) retired on October 31, he left for the last time an office which was only a few yards from the spot where he began his Rover service almost 25 years ago.

Mr. Kirby joined the Company in February, 1941, from London, here he had an accountancy business of his own.

He replied to an advertisement seeking men with accountancy experience for the then No. 2 Shadow Factory at Solihull, and came to the Midlands as an accountant concerned with aircraft engine manufacture. Subsequently, he took charge of the accounts section.

In 1946, when car production restarted after the war, Mr. Kirby was appointed Company Cashier and subsequently also became Export Credit Controller when there was a growing emphasis on exports.

The Company's export business at that time was quite small and to Mr. Kirby fell the task of building up an export credit control system to keep abreast with an export trade which began to grow steeply with the advent of the Land-Rover in 1948, since which time there has been a tremendous increase in the volume of Rover products going overseas.

A few years ago Mr. Kirby, who is now 73, paid a visit to Central and South America in connection with export credit matters.

He has been succeeded as Cashier and Export Credit Controller by Mr. Gordon Callarman, who has been Mr. Kirby's assistant for the past two years.

At a presentation ceremony on October 28, Mr. Kirby was presented with a cheque by Mr. C. J. Peyton (Company Secretary) on behalf of friends and colleagues at Solihull.

Earlier, the adjoining photograph was taken of Mr. Kirby (centre in the front row) with departmental colleagues.

Ambulance finals

The Rover premises at Solihull provided the venue for the 11th national competition for local authority ambulance services on October 31, organised under the auspices of the National Association of Ambulance Officers.

Eight regions were represented and results and awards were: 1, Stoke-on-Trent C.B. (Pye Rose Bowl); 2, Yorkshire West Riding C.C. (Middlesex Shield); 3, Gloucester C. B.; 4, Denbigh C.C.; 5, Hastings C.B.; 6, St. Helens C.B.; 7, Northumberland C.C.; 8, Bucks. C.C.

Other awards: Pearson Cup (team) — Stoke-on-Trent; Naldrett Cup (highest score attendant) — Hastings; Association Cup (highest score driver) — Denbigh. The Mayor of Solihull (Ald. C. F. Baker) presented the trophies.

Foreman's one-point surprise win over former world snooker champion



Mr. and Mrs. Martin Armstrong—tandem specialists.

... on their bicycle made for two ...

To many of us, cycling is hard work, but two Rover Solihull employees derive great pleasure from it.

Every morning and evening, Mr. Martin Armstrong (Drawing Office, Solihull) and his wife, Kathryn (junior secretary in the office of Mr. A. B. Smith, Director and General Manager), cycle to and from work from their home in Lyndon Road, Olton, Solihull—on a tandem.

Mr. and Mrs. Armstrong, who were married in August, are members of the southern section of the Birmingham and Midland District of the Cycling Touring Club, Mrs. Armstrong being secretary of the section.

Their section recently won a district association rally, entailing such activities as egg and spoon races on bicycles, slow cycling competitions and proficiency tests.

Playing it 'cool' at St Mellons

A breath of the Wild West came to St. Mellons during the summer with the opening of the Ponderosa Lido—a name borrowed from the television western series "Bonanza."

For "Ponderosa," the name of the ranch in the T.V. programme, is also the title given to a new 16 x 10 yards swimming pool converted by St. Mellons employees from an emergency brick-built water tank, last used during the second world war.

Working under the supervision of Mr. W. H. Kitching (Superintendent, Unit Reconditioning) the employees worked on the pool during lunch breaks and after hours, raising the necessary money through raffles and collections.

St. Mellons employees showed great enthusiasm for the "pool" after its opening and it has been decided to form a water-polo club and possibly organise a swimming competition between Pengam and St. Mellons employees, which should be fun in this somewhat restricted area of water.



St. Mellons employees "cooling off" during a lunchtime dip in their home-made swimming pool. The water proved quite a draw on the few hot days of the summer and early autumn.

world snooker champion

A highly successful Rover snooker competition featuring star player Fred Davis raised £34 in aid of The Spastics Society. Two hundred spectators crowded into the Rover Solihull games room on October 14 to watch three Rover players compete against Mr. Davis, who has been world snooker champion ten times. All Rover competitors were allowed a 25 points start.

The first competitor was Mr. S. Oliver (P5 foreman) who, despite a poor start, soon overhauled Mr. Davis and proceeded to take the colours one by one to complete a close win by 60 points to 59. Mr. E. Froggatt (Experimental Shop) was the next man to compete, but Mr. Davis soon had two double figure breaks in the twenties. However, the Rover player fought back well with some good potting to lose eventually by 89 points to 66.

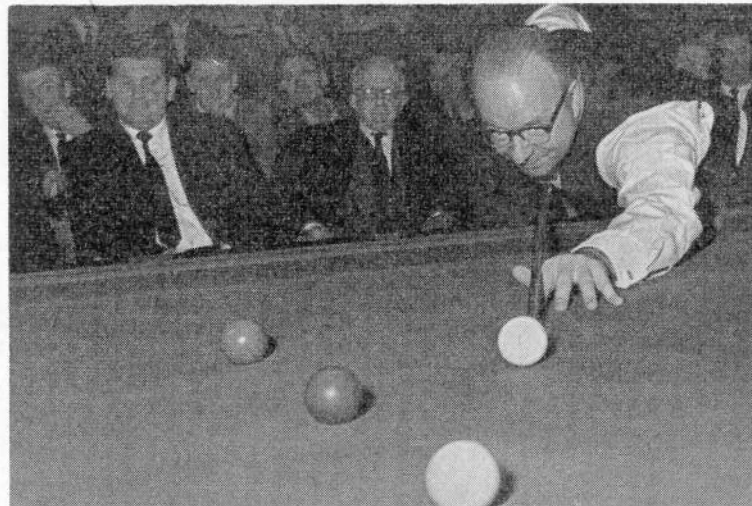
The last frame was played by Mr. R. Newbould (Transport) who was leading the ex-champion when the colours were reached. However, Mr. Davis then proceeded to take all the colours from the green to the pink and finished the match with a 62 points to 52 points win, making the final aggregate score: Rover 178, Fred Davis 210.

Mr. Davis finished his display with an exhibition of trick shots.

Marking and referee duties for the evening were carried out by Messrs. R. Butcher (Land-Rover Office), B. Cooper (Experimental Shop), C. Walker (Scuttle Weld) and A. Batty (P5).

The evening was sponsored by Messrs. W. D. and H. O. Wills, who will present Mr. S. Oliver with a cue and case to mark the occasion when he beat the former world champion.

During the exhibition, a cue presented by W. D. and H. O. Wills was raffled, while two clocks given by The Spastics Society were won by Mr. G. Rickards (Experimental Shop) and Mr. C. R. Forman (Land-Rover Body Design).



All eyes on the maestro during the snooker competition featuring Fred Davis. The former world champion's every shot and positioning were carefully noted by the enthusiasts packing the Solihull games room.

Presentation to retired bowls sections chairman

Among the events at the annual dinner and concert of the inter-factories bowling sections at Solihull on October 22 was a presentation to Mr. Bert Dickinson, now retired from the Company, in recognition of his service to the game and as chairman of the sections.

Mr. A. J. Worster, president of the section, presented him with a battery-operated clock on behalf of the members of the bowling sections.

Among guests at the dinner were Messrs. W. J. Robinson, E. Scott,

H. Butler, T. Brindley, R. Holdsworth, H. W. Hayer, J. B. Wilson, R. Dixon, E. Penney, P. Wright, J. McKay and M. Bourne.

Winner of the Worcester Cup this year was Solihull, and the following received prizes: Messrs. S. Higgins, W. Bygraves, D. Bygraves, K. Bayliss, D. Cooper, G. Docker, C. Harrison, B. Harwood, W. Hemming, H. E. Tonks, A. Long, W. Lawrence, N. Moore, F. Nugent, R. Plenderleith, W. Stubbs, H. Simpson, S. Wheeler and J. Whittaker.

The Joe Hughes Cup, presented by Acocks Green, was won by Mr. Albert Gough (Percy Road), with Mr. R. Harwood (Solihull) taking second place.

Mr. G. Docker was winner of the J. B. Wilson Trophy, with Mr. J. Whittaker being placed second, while the Ron Pearson Trophy was won by Mr. T. Spittle, with Mr. F. Nugent runner-up.

The Ansell's Trophy was won by Mr. J. Cowley, with Mr. J. Farmer second.

A CLOSE FINISH IN ALL-P6 INTER-DEPT. DARTS FINAL

The all P6 final of the inter-departmental darts competition between Body Shop and Stage 3 proved to be an entertaining game, with Stage 3 winning a close contest—and the cup for the second successive year.

Stage 3 took a quick lead when W. Gorst took the first game in 10 darts and then E. Fellows made it 2-0. Their opponents struck back through the efforts of L. Carney and J. Perks, however, and soon the scores were level.

The deciding game eventually resulted in a win for R. Mutlow of Stage 3 over J. Moseley, giving Stage

III three games to the Body Shop's two.

Teams were: P6 Stage 3: W. Gorst (Capt.), E. Fellows, L. Beesley, N. Smith, R. Mutlow.

Body Shop: S. Binyon (Capt.), F. Naven, J. Perks, L. Carney, J. Moseley.

Results: Round 1. C Block W/O v. Straight Five Seats: P6 Underseal 3, K Block 2: P6 Foive 3, P6 Trim No. 1, 2: P6 Trim No. 2, 2, P6 Final Line 3: P6 Stage 3, P6 Cars D.C. 2: P6 Maintenance 4, Zonkies 1: Office Wallahs 4, Valve Line 1: Crabb 5, 2, Body Shop P6 3.

Round 2: P6 Stage 3, 4, P6 Foive 1: P6 Underseal 3, Maintenance 2: Body Shop P6, 4, P6 Final Line 1: Office Wallahs W/O 5, C Block 0.

Semi-finals: P6 Stage 3, 4, P6 Underseal 1: Body Shop P6, 3, Office Wallahs W/O 2.

Final: Body Shop P6, 2, P6 Stage 3, 3.

£14 raised at darts match

A darts challenge match played between Rover 'A' and P6 Stage IV (Rover 'B'), skippered by Arthur O'Keefe and George Simpson respectively, raised £14 10s. for the "Give a Girl Health" fund.

Mrs. Rought (P6 Final Line) brought in a basket of fruit which was raffled to raise £3 for the fund.

Result: Rover 'A' 6, Stage IV 3.

GOLF RESULTS

Results of the Rover Golfing Society's matches and competitions this season:—18 hole Spring Medal at Shirley Park, K. Lewis (P.D.E.D., Springfield); 18 hole bogey at North Worcestershire, D. Taylor (Planning, Acocks Green); Wagstaffe Cup (36 holes) at Broadway, E. Wheeler (Planning, Solihull); Tyseley Shield (36 holes) at Ludlow, J. Rees (Engineering, Solihull); Solihull Trophy (36 holes) at Burford, W. Hamilton (Group 212, Ryland Road); 18 hole Stableford at Copt Heath, L. Commander (Springfield); Acocks Green Cup (36 holes) at Shirley Park, J. Ashmore (Tyseley); Captain's Prize (36 holes) at Tadmorton Heath, J. Kenny (P6, Solihull); Penfold Trophy (scratch), best 72 holes in competitions, J. Ward (P6 Trim, Solihull); Committee Cup Handicap, best 72 holes in competitions, J. Ashmore (Tyseley); Competitions Winners Championship at Kings Norton, J. Ward (P6 Trim, Solihull); The Farmer Rose Bowl knock-out, S. Johnson (P.D.E.D., Springfield).

Lost 5-1 to Dunlop at Ladbrooke Park; lost 4-2 to Dunlop at Maxstoke Park; lost 4-2 to Lockheed at Stratford-on-Avon; won 4-2 against The Rest at Blackwell.

The date of the annual dinner and meeting will be announced as soon as possible.

FIRST TEAM CHOICE

A member of the first team of Sheldon Heath Social Club football team, despite being completely deaf: that is the achievement of a 21-year-old Rover employee.

He is Kenneth Turner (Saw Mill, Solihull), who was elected the social club's "Sportsman of the year" in 1962.

Ken, whose mother also works at Rover in the Land-Rover Trim has been interested in football from an early age and had a trial for Aston Villa football club two years ago.

He has also played cricket for the Greville Arms club and is a competent swimmer, holding a life-saving certificate. Among his other recreations are dancing and darts.

EX-EMPLOYEE IN PLANE DISASTER

A former Rover employee was one of the 36 people who died in the London Airport disaster on October 27.

He was Mr. Alan G. Smith, aged 39, who worked at Rover Solihull

from 1949 to 1956 in the Export and Publicity Departments. He joined the Company upon demobilisation from the Fleet Air Arm and during and since his Rover service he had visited many countries.

After leaving Rover, he joined the Cleveland Twist Drill Company and rose to be a sales director. He was on the first stage of a trip to Cleveland, Ohio, when the crash occurred.

He leaves a widow and an 11-year-old son.



Alan Smith



A Rover 2000 is the choice of car for Coventry City goalkeeper Bill Glazier. With his captain, centre-half George Curtis, Bill, who at £35,000 is the world's most expensive goalkeeper, visited the Solihull factory for a demonstration ride before ordering a 2000 for himself. In the picture, Bill Glazier (second from right) and George Curtis (left) discuss the car with Mr. R. J. Burn (Export Manager) right, and Mr. R. L. Richter (European Sales Manager).

Land-Rover runabout among the top ploughmen

A Land-Rover was a prominent runabout vehicle at the 13th World Ploughing Contest held in Norway recently.

Some 100,000 of the world's young farmers from 22 countries and four continents competed for the honour of appearing in the finals of the contest, which lasted from October 5-9. King Olaf of Norway headed the many distinguished visitors.

Mr. Alec Joyce (Field Executive, Publicity Department) is pictured left leading the procession of competing tractors to the contest fields. His Land-Rover also provided transport for the judges, collected results and served as a stand for the official starter.

The Rover Cardiff Photographic Society visited the Castle works of Guest, Keen and Nettlefolds on October 6.

