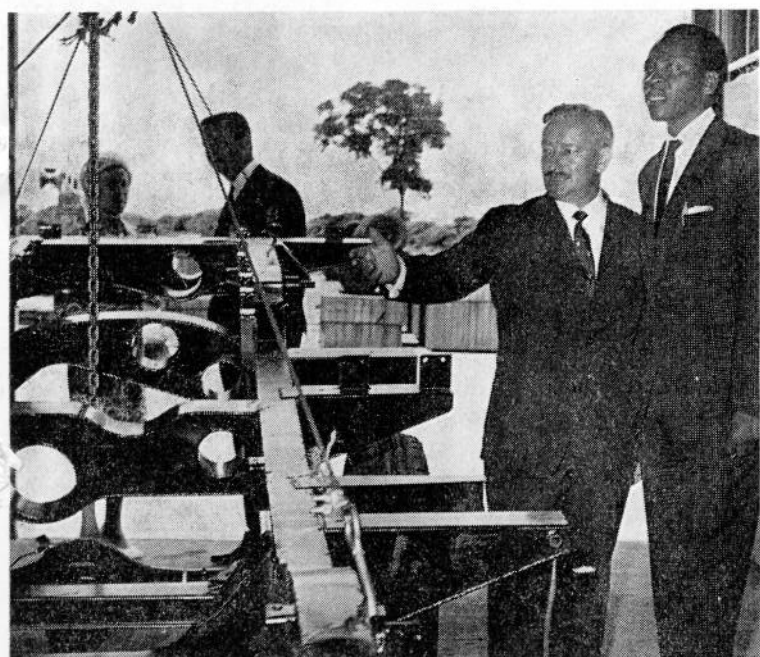




ASSEMBLY STARTS IN ZAMBIA

Minister of Transport opens new Land-Rover plant



Mr. K. Lamb, the plant manager, explains an aspect of chassis assembly to Mr. Banda during the tour of the assembly plant after the opening ceremony.

The Company's confidence in the future development of Central Africa has been confirmed by the opening of a Land-Rover assembly plant at Ndola, Zambia.

Though the plant, a Rover (Zambia) Ltd. venture financed jointly by The Rover Company and Central African Motors Ltd., our Zambian distributors, went into production in mid-1965, the official opening was not until January 31 this year.

On that date, the Zambian Minister of Transport, Mr. Dingswayo Banda, M.P., performed the opening ceremony in the presence of many guests representing Government, civic and military authorities, suppliers and important customers, radio and television and Press.

Rover Company representatives were Mr. John Carpenter (Sales Director) and Mr. V. Thomas (Overseas Accountant).

C.A.M.S. representatives were Mr. M. Gersh, Chairman of C.A.M.S. and deputy chairman of Rover Zambia; Mr. R. Woolf (Sales Manager), Mr. K. Lamb (Ndola plant manager) and Mr. D. B. Smith (Rover Zambia secretary).



Mr. Banda (second from left) watches keenly as a Rover Zambian employee prepares to undertake a spot welding operation.

R.A.F. quartet in Safari in a Rover 3-litre

A smiling quartet soon to be rallying in the East African Safari (see photograph below). Seated on the bonnet of the Rover 3-litre they will drive as a private entry are four R.A.F. men whose African adventure begins in Nairobi on April 7.

Lent by The Rover Company, the 3-litre will travel 3,000 miles in four days over some of the toughest possible terrain. After the 300 miles of made-up road, drivers will have to negotiate dirt roads and rutted tracks at altitudes varying from sea level to 10,000 feet, with the additional hazard of wild animals in certain areas.

Rover 3-litres have competed twice before in this event: in 1962 when two of them finished third and fifth in the 2,500 c.c. and over class, and in 1963 when a 3-litre was one of the seven out of 84 starters to finish the gruelling course.

TEAM MEMBERS

The R.A.F. team (left to right) comprises: Flt. Lieut. William F. Lane, B.E.M., team leader and principal driver; he is Commanding Officer of the R.A.F. base at Newmarket. F/O Anthony O'Neill, aged 22, reserve driver, and at present serving on engineering duties at R.A.F. Colerne, Wiltshire. Flt. Lieut. Philip Burton, aged 25, co-driver, and captain of the R.A.F. Shackletons based at R.A.F. Kinloss, Morayshire; and Sergeant John Moss, aged 27, the team's mechanic. He is an air wireless fitter instructor at R.A.F. Feltwell, Norfolk.

AMBULANCES FOR LIBYA

An order has been received for up to 60 Long Land-Rovers for conversion into ambulances for the Libyan Ministry of Health.

Our distributors, Gordon Woodroffe (Libya) Ltd., have secured the order and the conversions are being undertaken by Pilchers (Merton) Ltd., motor body builders of Sussex.

The Land-Rover ambulances will be attached to Government hospitals throughout the eastern province of Cyrenaica and will be used to transport patients from outlying areas.

The ambulances are fully insulated and can carry two stretcher cases, or one stretcher case and three sitting patients.

Potential capacity

The assembly plant, with an initial potential capacity of 750 vehicles a year, has a labour force of 60, most of whom are Zambians. The plant itself is situated on the trading estate at Ndola, the commercial centre of the Copper Belt.

It has been set up to supply Zambian Government needs and the civilian market following independence. Zambia is an important Land-Rover market—there are 4,000 units in use there, 1,500 of which have been supplied built up from the U.K. since independence.

In his introductory speech, Mr. Gersh said his company, C.A.M.S. had agreed to establish the plant at the request of the Zambian Government. The plant would use and train local labour and Mr. Gersh emphasised the importance of continuity in the supply of components from Solihull.

The Minister, replying, said there was a great need for the establishment of locally-based industry to fulfil the nation's transport needs.

"I have every confidence in the future of this country and I am glad your Company shares this opinion," Mr. Banda added.

He said he was grateful that all the

staff had been recruited locally and that there were plans to increase local content of the vehicles as much as possible.

Chairman's message

Mr. Carpenter read the following message from Mr. L. G. T. Farmer, Chairman of The Rover Company: "I would like to congratulate our associates, Central African Motors, for their initiative in having undertaken the development of the Ndola plant for the assembly of Land-Rovers in Zambia. I am also most grateful for the co-operation afforded both Rover and C.A.M.S. by the Government Ministers and officials and the Ndola authorities who have played such a valuable role in this enterprise. We at The Rover Company wish to play a full part in the development plans for Zambia and I regard this occasion today as an important step in this direction. I am confident our business in Zambia has a very bright future, and I send all connected with our plant my best wishes."

Referring to the fact that there

were 4,000 Land-Rovers in use in Zambia, Mr. Carpenter said these versatile vehicles were already making an important contribution to the country's development programme in agriculture, industry and transportation.

Growing trend

He continued: "It is the policy of The Rover Company to encourage the assembly and progressive manufacture of Land-Rovers especially in developing countries. In fact, Zambia is the 22nd country in which we have completed local assembly arrangements. The trend towards local assembly is growing steadily. Of our total exports, no less than 30 per cent are now assembled overseas."

"We are in an advanced stage of planning at the factory to expand our facilities to increase Land-Rover production by 25 per cent by the beginning of next year. We export 75 per cent of our current production of Land-Rovers and we expect to export almost the entire planned increase in Land-Rover production."

Continued on P.2



Left: Mr. Gersh making his introductory speech at the opening ceremony. The Minister of Transport is on his left, and Mr. Carpenter is third from left in the photograph.

Company backs out of Rallies—Page 2.



TELEX SERVICES NOT BEING USED ENOUGH

The attention of departmental heads has again been drawn by Mr. A. N. Robertson (Office Services Manager) to the telex and inter-factory teleprinter services now available. He estimates that the services still have a spare capacity of some 25 per cent.

He told ROVER NEWS: "Although use of these services has increased, it is still felt that many items being sent via the G.P.O. telephone could be sent by telex."

"Telex should be used whenever possible in place of the telephone, since a telex call is cheaper than the corresponding telephone call. Inter-factory communication should be made by teleprinter where possible in preference to the telephone, as no

call charge is incurred by the Company and a printed copy of the message is available to both sender and recipient."

The telephone supervisors at Solihull, Acocks Green and Tyseley should be contacted for details of the above services.

A teleprinter has recently been installed in Technical Service Department, Solihull, to cover Technical Service, Publicity and all Sales departments, and for use as a "feeder" to the main telex room. Messages put on the "feeder" arrive on perforated tape, which is then merely transferred to an outside machine.

Similarly incoming messages can be transmitted to these departments. The system offers a considerable saving in time in that messages need not be taken to and fro by hand or sent through the internal post.

LATE NEWS: Air Commodore E. R. Pearce has been appointed Managing Director of Rover Gas Turbines Ltd., in succession to Mr. G. F. Searle, who retired at the end of January. Air Commodore Pearce joined Rover Gas Turbines Ltd. early in January from Rolls-Royce as Deputy Managing Director.

Home sales drive: An appointment to stimulate Rover dealer salesmanship



Mr. Lilley (left) and Mr. Liggins make preliminary plans for the forthcoming dealer sales courses.

A new position has been created within the Company's Sales Department to stimulate dealer salesmanship. The post is that of Sales Training Executive, and the man occupying it is 35-year-old Mr. Austin Lilley.

Mr. Lilley's post adds weight to the Company's current determined efforts to reach new home sales achievements with the Rover 2000, 3-litre and the Land-Rover, and to capture an even bigger share of the home sales market potential.

Of his new appointment and the challenge it offered, Mr. Lilley told ROVER NEWS: "The Rover Company has not been traditionally associated in the past with high pressure salesmanship, but it has shown an uncanny foresight in translating consumer 'wants.' In doing so, it has demonstrated that, with the ready co-operation of dealers, it can enjoy a greater share of a market in which product quality is becoming more and more appreciated."

"There is no doubt that dealer sales management study groups and salesmen's training courses do provide a valuable meeting point at which both manufacturer and trader can effectively join their efforts in the direction of a pattern of increasing sales."

Mr. Lilley will shortly be commen-

cing a series of dealer sales management study groups and will later conduct sales courses which the Company will be offering to dealer sales personnel. Dealers can expect to hear about these courses in due course.

"We shall invite dealer sales personnel to come in groups of ten on two-day sales management get-togethers," Mr. Lilley explained. "We shall provide a platform on which they can exchange views with one another."

Mr. Lilley's aim, in short, is to so thoroughly 'sell' Rover products to the salesmen on his courses that they take away an infectious enthusiasm to transmit to customers.

Either Mr. John Carpenter (Sales Director) or Mr. Bernard Liggins (Home Sales Manager) will open and close each session, the details of which have yet to be decided.

COMPANY BACKS OUT OF RALLIES TEMPORARILY

THE ROVER COMPANY HAS TEMPORARILY WITHDRAWN FROM INTERNATIONAL RALLYING. THIS DECISION HAS BEEN TAKEN TO ENABLE THE ENGINEERING DEPARTMENT TO CONCEN-

Out of the clear blue sky . . . comes a L/Rover

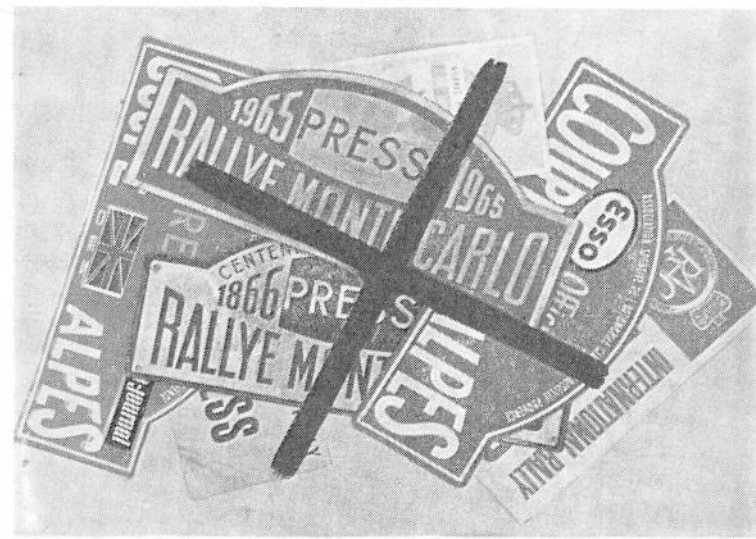
Land-Rovers are urgently needed everywhere, and the method of shipment is sometimes quite unusual!

The photograph below shows a Regular Land-Rover being unloaded recently from a Douglas DC7 aeroplane at Kigali Aerodrome, in the Republic of Rwanda, Central Africa.

It was one of a shipment of Land-Rovers to our distributors in that country, Old-East Company of Kigali.



● Racing driver Mike Spence has launched a new venture—that of Rover and Land-Rover dealer in Maidenhead. He is trading under the name of Mike Spence Ltd. and new premises at 11, High Street, Maidenhead provide an ideal situation for his showroom. Mike Spence started racing in 1958 in club meetings and turned full time professional in 1963. In 1965 he finished 8th in the world championship. 1966 started well for Mike with a win in the South African Grand Prix on January 1. For the rest of the present year he will continue to drive for Ron Harris in Formula 2 races and lead the Reg Parnell team in world championship events.



Appointed and Promoted

NEWCOMERS HELPING TO DIRECT THE 'MAINTENANCE MEN'

New faces have appeared in the Management structure of the Works Engineers Department at Solihull over the last few months following departures and retirements.

Mr. Brian Mather joined the Company in November, 1964, as Electrical Engineer. He is a graduate member of the Institute of Electrical Engineers and is married with two children. He includes sailing among his hobbies.

Mr. Ronald White has been Mechanical Engineer since beginning his service with the Company in June, 1965. A former Works Engineers apprentice with the Austin Motor Company, he is married with two children and keenly interested in photography, chess and tape recording.

He joined Rover from B.S.A. Small Tools where he was Works Engineer. Mr. John Page has been with the Company since July, 1965, joining the

London office changes

Mr. Michael Alford, the Company's Public Relations Officer, has been transferred from Solihull to Devonshire House, our London office, where he combines the post of London Manager with that of Company P.R.O.

As London Manager he succeeds Mr. Geoffrey Ridout, who has retired after being with the Company for six years.



Mr. WHITE

Works Engineers team as Services Engineer from Joseph Lucas and Co. Married with three children, his main interest lies in small-bore shooting and he distinguished himself as an open range champion some years ago.

Mr. Sam Scott, former General Foreman, Building Section, was promoted to Building Engineer from January 1. Mr. Scott joined the Company in 1938 as a carpenter and joiner under Mr. E. Radford and was made General Foreman, Build-

FROM PAGE ONE Zambian plant opened

"Parallel with this, further investment in expansion overseas is being undertaken in both new and existing plants, of which the plant we have seen today is one example."

Emphasising the importance to the Company of Government business, Mr. Carpenter said that in many countries overseas, as well as in the U.K., the Land-Rover was well established and in widespread use with Government departments: "I am glad to say that a similar situation exists in Zambia where we have through C.A.M.S. a long and close association with the Government," he added.



Mr. MATHER

ing Section, in 1955. He and his family are keenly interested in the Scouting movement, and Mr. Scott is also a keen cultivator of chrysanthemums.

Mr. Terry Duddy, a junior foreman assumed the responsibility of General

TRATE ON CURRENT COMMITMENTS.

The Competitions Department fitters and their foreman, Tony Cox, have returned to Engineering Department work for the time being. Competitions Manager Ralph Nash is now concentrating full time on his duties as Experimental Shop Manager, a post he has held in conjunction with the title of Competitions Manager for the last 3½ years.

It is emphasised that the Company's withdrawal from rallying is only temporary. There is every intention to resume in due course, though this is not likely before mid-1967 and possibly later.

Since the Company began entering rallies with works teams, the mechanical reliability of the Rover 2000 and Rover 3-litre has been proved over and over again.

1964 DEBUT

Cars have entered the East African Safari (twice, winning the 3-litre class once), the Liege-Sofia-Liege (three times, 3-litre class winners twice), the R.A.C. (four times), Acropolis, Alpine and Monte Carlo (each twice), and the Scottish (class wins for 2000 and 3-litre).

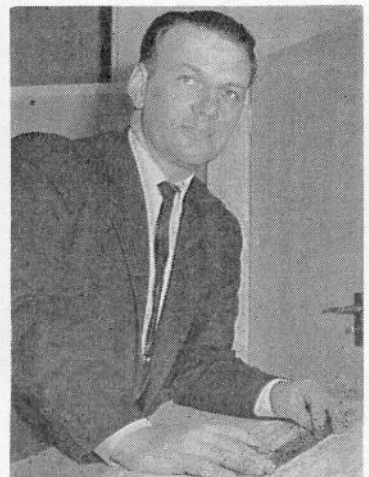
The Rover 2000 made its rallying debut in the 1964 Alpine, and the car had its most spectacular rallying success in the 1965 Monte Carlo, when it was first Production Touring car home and won its class.

Temporary withdrawal of Rover works teams from international rallies does not mean that Rover cars will not appear on the lists of competitors as private entries.

There is, for instance, the possibility of a private entry 2000 competing in the Circuit of Ireland event on April 8, and another private entry 2000 in the Scottish Rally at the end of May.



Mr. SCOTT



Mr. PAGE



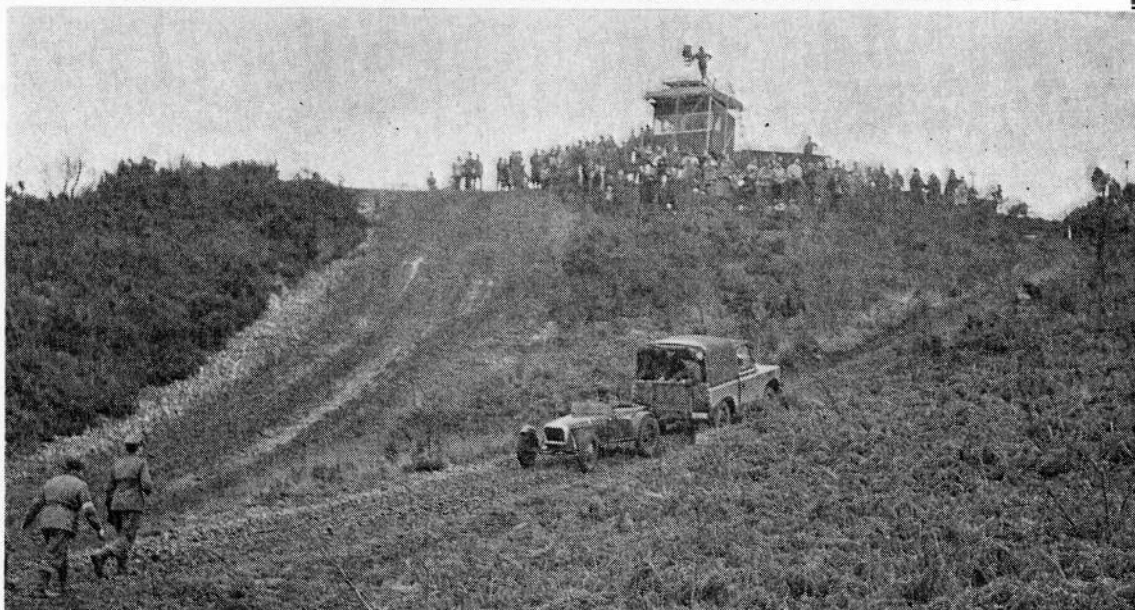
Mr. DUDDY

Foreman, Building Section, as from January 1, taking over the position from Mr. Scott. Mr. Duddy's Rover service began in March, 1952, as a carpenter and joiner, after two years with the R.A.F. He was appointed junior foreman 5½ years ago

DAY IN THE MUD WITH THE ARMY LAND-ROVER 'ROUGH RIDERS'



Splattered with mud, Land-Rover No. 1, with Army School of Transport driver Griffiths in control, is pictured on its way through slippery conditions to a convincing win. Right: On Tow. A London Motor Club 'special' which found the course too sticky receives assistance from an Army Land-Rover. The point where the two courses intersect is shown in the bottom left hand corner of the photograph. Below: The tow rope strains as an Army Land-Rover extricates a competitor's car from the exhaustive Aldershot course.



★ Nerve and verve win in the mire at Aldershot

Driving skill, nerve and courage—all were demonstrated to a high degree when Land-Rovers and other 4 x 4 vehicles of the Army School of Transport met cars driven by the London Motor Club in a competition at Aldershot.



With an Army competitor giving directions, the Alvis Stalwart load carrier makes light of the treacherous mud.



Competitors had to contend with muddy conditions and rough, bumpy ground. Vehicles included long and short wheelbase Land-Rovers, driven by the army motorists, and other cars driven by the London Motor Club, which numbered Graham Hill, former world motor racing champion, among its members present at the meeting.

Each race comprised four vehicles, two each beginning from two different starting places. Their routes converged some 200 yards down the course, thus necessitating three of the vehicles to brake to let one through. Other hazards included deep pools of water and treacherous mud, which slowed up many competitors; hilly terrain and tough undergrowth, all of which vehicles had to negotiate before they could re-ascend the hill and be first past the finishing post.

ON TELEVISION

The event, which was televised by BBC 1, and attended by Mr. B. G. L. Jackman, the Rover Production Director, was closely contested and ended in a narrow win for the London Motor Club by 46 points to 41.

The Long Land-Rover was successful in two races, while the Regular unit won once. Land-Rovers also helped to free other vehicles which became stuck in the mud.



Another interesting entry was the Alvis Stalwart cross country amphibious load carrier, a high mobility vehicle which the Army uses to carry ammunition. Although it didn't win any of the races in which it competed, it covered the course at high speed and with a manoeuvrability which impressed onlookers.

Mr. John Carpenter (Sales Director) signs, on behalf of the Company, a contract with E. Fehlmann and Company, of Zurich, our distributor in German-speaking Switzerland, for 200 Rover 2000s. Standing are, left,



Mr. E. Zeigler, General Manager of Fehlmann and Co., and Mr. R. L. Richter (Regional Sales Manager, Europe). The Fehlmann organisation expects to import more than 1,000 Rover 2000s in the current season.

Volunteer models needed

Girls, if you fancy yourselves as budding models, here's your opportunity. Volunteers for portraiture sessions are being sought by Rover Photographic and Arts Society.

Though no fees are offered, volunteers will be given free copies of photographs taken. In addition, to assist the Society, the Editor of ROVER NEWS has agreed to publish a selection of photographs taken.

Volunteers should contact one of the following officers of the Society: Chairman — Mr. F. Smith (Sales Aids — Internal phone 592), secretary — Mr. W. R. Rogers (Land-Rover Experimental — 616), programme secretary — Mr. J. Hone (Works Engineers, Electricians); Committee — Messrs. O. M. D. Boyle (M.C.D. — 640), Walter Lloyd (Gas Turbines) and Clark (P6).

Lecture series

At an extraordinary general meeting of the Society, some 20 camera enthusiasts made plans for a series of lectures and slide shows for the winter session starting next September.

Until then, several evenings of practical photography will be held. The first one will be on Wednesday, March 16. All interested in camera work are invited. Experts will be on hand to give advice and assistance.

It is for these spring and summer meetings that volunteer models are needed for portraiture work.

EMIGRANT

Mr. A. Hunt, a Works Engineers North Block pipe fitter, emigrated to Ontario, Canada, on February 1, after 16 years with the Company.

Easter holiday

The works will close on April 8 for the Easter holiday, and re-open on April 13.

Miss Pauline Lowe (Salaries Dep.) celebrated her 21st birthday on February 28.

ASLIN TROPHY

Results of snooker games in the first round of the Aslin Trophy competition: C. Leech 75, W. Millar 39; A. Manley 86, P. Bennett 33; A. Woodland 55, D. Simkiss 49; T. Heath 82, T. Munro 28; A. Cross 58, K. Mouseley 20; W. Hitchman 55, F. Sheldon 23; H. Morecock 63, H. Baird 59; R. Newbould 68, P. Edwards 42; A. Davies 64, D. Furby 57; T. H. Jackson 94, M. Whittle 33; R. Checkley 61, A. Everall 40; R. Cantwell 48, C. Davis 38; D. Furney 51, W. Webb 44; K. Lindsey 64, J. Spittle 45; M. Harrison 71, Treadwell 25; J. Fraser 74, Hustawaye 31; E. Denham 65, McLogan 51; J. Collier 36, G. Hicks 84; H. Ryan w/o G. Pagan; J. Dunn 64, R. Cantwell 40; A. Cross 75, H. H. Lee 59; B. Cooper w/o A. Warren; D. Osborne 89, A. O'Keefe 53; R. Newbould 90, T. Stiling 17; N. Curts 52, C. Lewis 66; R. Checkley 59, R. Dixon 34.

The highest break at this stage in the competition goes to R. Newbould with 25 points.

Test beds idea wins £25

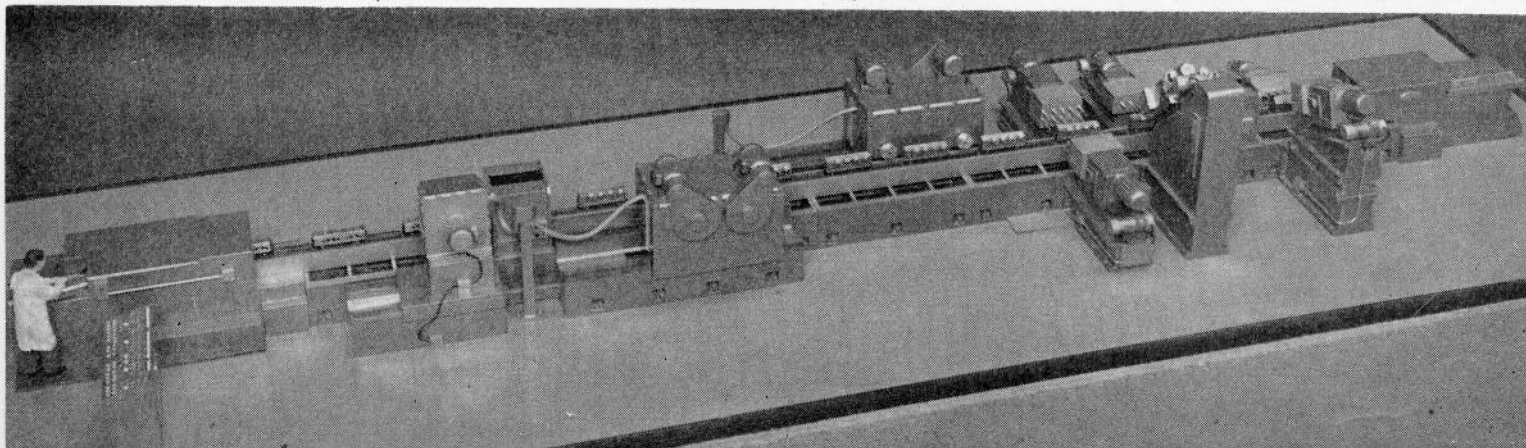
An idea which has reduced the cost of installations on two test beds has won a Rover Solihull employee £25 under the Solihull Suggestion Scheme. He is Mr. J. Dick, of Works Engineers.

Other employees whose ideas were turned into money are: Messrs. J. D. Parrish (Test Rectification) £20; G. Thomas (Test Rectification) £20; B. S. Wright (Press Shop) £10; E. T. Denham (Land Rover 'B' Line) £5; K. Tustin (P6 Line) £3; and D. W. Harrison (P6 Line) £3.

Many Acocks Green employees will recognise the model of the 14 Station Transfer Machine shown in the photograph below. This is a working model of the one installed at Acocks Green and which machines the top, bottom and manifold faces of the Land-Rover cylinder head and also produces bolt holes, spark plug holes, and valve recesses.

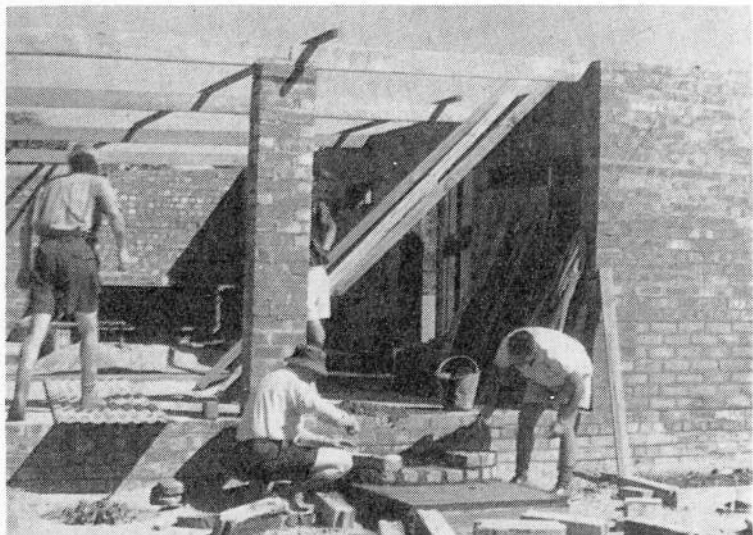
The model is at present on show at the Science Museum, South Kensington in an exhibition of machine tools through the ages. It portrays the type of machine tool in present use.

Rover machine model in Science Museum



NEWS AND PICTURES ABOUT ROVER PEOPLE

Acocks Green man with Toc H party in Africa to help build the future



Work in progress on the Kwa Rua community centre, with Ken Broadfield pictured centre wearing a sunhat.

It is doubtful whether the names Matero and Kwa Rua appear on any map, but to Rover Acocks Green employee Ken Broadfield and eight other people they represent the hard work and fellowship of an unforgettable trip to Zambia and Rhodesia last year.

The expedition was the subject of a talk given by Mr. Broadfield, an analyst in the Chemical Laboratory at Acocks Green, to members of Solihull Methodist Church on February 18.

Matero, in Zambia, and Kwa Rua, in Rhodesia, were the two places where members of the Toc H organisation spent five weeks from June to August last year, to celebrate the organisation's 50 years' work. The trip gave members a chance to learn something about Toc H Central Africa and share some of its problems and hopes.

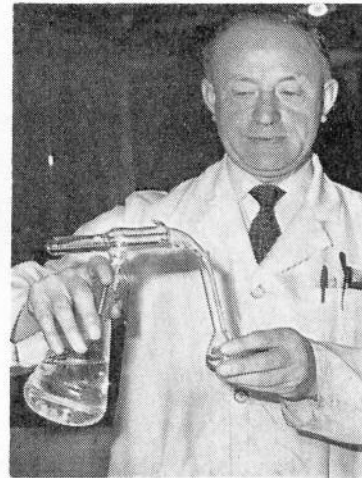
Mr. Broadfield, who has been with the Company for 13 years, has worked for Toc H in Solihull for many years, helping disabled and mentally handicapped children and assisting in blind people's clubs.

The first port of call for the party was Zambia, where they spent a few days together. Five of them, including Ken Broadfield, then travelled to Salisbury, Rhodesia, leaving

the others to a project involving the conversion of some old buildings into an after-care centre for African mental patients at Matero. This project will provide the Lusaka Branch of Toc H with a continuing job in maintaining contact with the residents.

The operation at Kwa Rua, near Salisbury, consisted of the completion of a new building comprising an open assembly hall and two small rooms to be used as kitchen, store-room and sleeping quarters. It is intended that it shall be used by various voluntary organisations and youth clubs.

The team was required to construct



Ken Broadfield back at work in the Acocks Green laboratory, the sunshine and hard work of Africa now a happy memory.

a roof, glaze the windows, plaster the walls, lay the final floor surface, and paint and decorate the building. It also built 300 yards of new road through the bush.

When the five men had been joined by the remaining four members of the team from Zambia, the building was opened by the Governor of Rhodesia, Sir Humphrey Gibbs.

During their stay in Africa, members of the Toc H team received much publicity: two of them appeared on television in Zambia, and one member was interviewed on both sound and television broadcasts in Rhodesia. The whole team was invited to be present at a session of the Rhodesian Legislative Assembly and a garden party was given by the Governor and his wife at Government House, Salisbury, in their honour. Their visit to Parliament also included a brief meeting with Mr. Ian Smith.

Excursions

A Land-Rover provided the transport for the Rhodesian contingent to make an early morning visit to the McIlwaine Game Reserve. The party was able to make many interesting excursions—both teams managed a visit to Victoria Falls and the Zambian contingent was able to see something of mining in the Copper Belt.

Now Ken Broadfield is back at work among the test tubes and containers of the chemical laboratory at Acocks Green, after a journey he will never forget.

Was it all worth it? The cost in terms of time, effort and money can perhaps be assessed. Only the future however, can determine the reward in terms of fresh encouragement and the understanding of problems existing between men of every class, colour and creed.

P6 man's wife wins £6,500

When Solihull employee Mr. Bill Roberts arrived home one Thursday evening recently, he was greeted with the news that his wife, Ellen, had won £6,500 on "Place the Ball," the football competition run by the "Birmingham Evening Mail and Despatch."

Mr. Roberts, aged 53, who has been with the Company for 2½ years and lives in Shirley, is a P6 detail paint conveyor hand. His wife's win is the largest prize to be won outright in the competition.

Mrs. Roberts, who herself worked for the Company on the cylinder inspection line from 1942-43, has been entering the competition "on and off" for several years. After taking her mother and sister on a holiday to the Canary Islands, she plans to invest some of the money she has won in a building society.

Half of the £6,500 prize will go to her son, Dennis, who lives with his wife at Solihull Lodge, to enable him to buy a home of his own.

Mrs. Roberts added: "My husband and I are going to Yugoslavia this year for our summer holiday. We shall make it a particularly good one and I shall get a few things for my home."

Phillip Holloway, the 14½-year-old son of Bob Holloway, foreman in the Works Engineering Department, Solihull, was selected with another boy from schools in Warwickshire to go on an Outward Bound course at Ullswater on March 7 for a month. Well done, Phillip.

Dave Rowberry, organist with the Animals pop group, has bought himself a Rover 3-litre.

TRANSISTOR GIFT TO PERRY BARR MAN



A transistor radio was the gift presented to Mr. Fred Emery (pictured on the left of the photograph) when he retired on January 14 after 11 years' service with the Company. Mr. Les Savage, foreman of the Toolroom at Perry Barr, presented Mr. Emery with the gift when he left the Toolroom at the age of 70. He has cycled to work for many years, and intends to continue his cycling activities in his retirement.



Mr. Les Edwards has left Rover Solihull to emigrate to Perth, Western Australia, where he has been offered a job by a local Rover dealer. After working at Tyseley for five years, Mr. Edwards moved to Solihull in 1960 and has since

worked on P5, P6 and Land-Rover engine rectification.

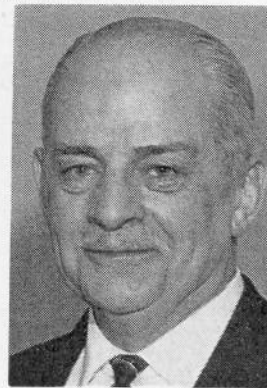
Mr. Stan Goodwin (Supt., Engine Assembly Section, Tyseley) presented Mr. Edwards with a wristwatch and a sum of money on February 24.

NEXT MAYOR OF SOLIHULL

A Rover man has been invited by Solihull County Borough Council to become the town's next Mayor.

He is Mr. Wynne Thomas, who joined the Company last November as Communications Manager, attached to the Organisation and Methods Department, with the specific task of streamlining communications within and between the Company's nine factories. He had previously been with a telephone company since 1930.

Mr. Thomas, aged 64, will be the first employee of The Rover Company to hold such a position. Before he takes office, he will be defending his Olton Ward council seat in the May elections. He has been elected and defeated in two wards five times in 19 years.



(Photo by C. A. JOINER Solihull)

A staunch Independent, Mr. Thomas was first elected to the council in April, 1947.

For the duration of his council work he has been a member of the housing committee, and its chairman or vice-chairman since 1948. He is also a member of the establishment, estates and development and general purposes committees, and vice-chairman of the establishment committee.

Making housing his principal concern, he is chairman of the regional committee of the National Housing and Town Planning Council, of which he was national chairman in 1955.

Mr. Thomas, who saw service in the first world war and served in the torpedo room of a warship at the Battle of Jutland, was born in Bootle and came to the Midlands in 1940. Married with a grown up son and daughter, he has been a magistrate since 1952.

FOOTNOTE: Another Rover Solihull employee councillor also up for re-election this year is Mr. Raymond Hone, a Solihull Experimental Department fitter. He sits for the Lyndon Ward of Solihull Borough Council.



A girl with hopes of being an air hostess—that's Dorothy Orchard, aged 20, secretary to Mr. L. C. Payne (Personnel Officer, Pengam) and a Rover employee for 18 months. She left the Company's employ early this month, intending to work in Paris for a month to perfect her French before starting a six-week air hostess course with Cambrian Airways at Rhosneigr Airport, Cardiff. Cambrian's gain, Rover's loss. . . .

PERSONAL NEWS FROM THE FACTORIES

BIRTHS

We offer our congratulations to . . .

BODIN — To Mr. and Mrs. Ken Bodin, a son (Steven Lee) on February 11. Mrs. Dorothy Bodin formerly worked in the Stores Vistem Office, Pengam.

NEWY — To Mr. and Mrs. Dennis Newey, a daughter (Wendy Ann) on December 18. Mr. Newey works in the Service School, and his wife, Dorothy, was formerly in Stationery Department, Solihull.

JOHNSON — To Mr. and Mrs. Ted Johnson, a daughter (Deborah Lesley) on January 11. Mr. Johnson is with Works Engineers, North Block, Solihull.

MORGAN — To Mr. and Mrs. G. Morgan, a son (Kevin) on February 15. Mr. Morgan is a Tool Room Inspector, Pengam.

VAIKLA — To Mr. and Mrs. H. Vaikla, a daughter (Debbie Aida) on February 6. Mr. Vaikla is a machine operator at Pengam.

TAYLOR — To Mr. and Mrs. Ron Taylor, a son on February 18. Mr. Taylor is a fitter in Service Department.

MARRIAGES

We offer our congratulations and best wishes to . . .

PARRISH-GOODE — On February 26 at Hall Green Parish Church, Mr. John Parrish (Land-Rover Rectification) to Miss Judith Goode (M.C.D., Solihull).

SPAIN-O'CONNOR — On February 22 at Holy Rosary Church, Limerick, Ireland, Mr. Rody Spain to Miss Maureen O'Connor (M.C.D., Solihull).

DEATHS

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

GOLDBY — Mr. Arthur Leonard Goldby, on February 16, aged 57. He was a welder, Experimental Department, and had been with the Company for 20 years.

EDMONDSON — Mr. Frederick George Edmondson, on February 11, aged 66. He was a car body cleaner, and had been with the Company for 14 years.

BENNETT — Mr. Frank Bennett, on February 17, aged 65. He was a labourer in Gas Turbine Department, and had been with the Company for 11 years.

SMITH — Mr. Henry Smith, on February 11, aged 69. He was a works policeman, and had been with the Company for 18 years.

AYLIFFE — Mr. Charles Henry Ayliffe, on February 7, aged 55. He was a machinist in the Jig Shop, and had been with the Company for 41 years.

BARGUSS — Mr. Jack Barguss, on January 31, aged 64. He was a security officer at Seagrave Road, and had been with the Company for 6½ years.

CUFFE — Mr. Everard Alexander Cuffe, on January 26, aged 64. He was a fitter at Seagrave Road, and had been with the Company for 8 years.

KERR — Mr. Robert Kerr, on February 3, aged 56. He was a viewer at Perry Barr, and had been with the Company for 6 years.

BONAS — Mr. Frederick Bonas, on January 29, aged 65. He was a machinist at Perry Barr, and had been with the Company for 12 years.

PHILLIPS — Mr. Alan Edward Phillips, on February 11, aged 51. He was a foreman inspector at Tyseley, and had been with the Company for 11 years.

MORTON — Mr. Robert Morton, on February 9, aged 51. He was an inspector at Tyseley, and had been with the Company for 12 years.

ANDREWS — Mr. Samuel Andrews on February 17, aged 51. He was a foreman inspector at Tyseley until his retirement, for health reasons, in March 1964.

RETIREMENTS

Mr. William George Turner, on February 11; he worked in the Progress Department, Tyseley (18 years' service). Mr. Alfred Whateley, on February 25; he was a storeman at Tyseley (12 years).

... Recently Retired ...

THE MAN WHO RACED A TRAIN ... AND WON!

The man who participated in an event which has now become part of Rover history retired on February 28 after 53 years' service with the Company.

Mr. Frank Bennett (Chief Tester, Quality Control), was one of the two drivers of the two-litre light-six Rover car which competed in a race against the Blue Train, a famous Continental express, on January 27-28, 1930.

Starting from St. Raphael on the Mediterranean coast, car and train raced 750 miles across France to Calais. Driven by Frank Bennett and Dudley Noble, the Rover began its gruelling test of skill and endurance.

While the train raced along, secure from trouble, the car had to contend with such hazards as fog, hold-ups and level-crossings.

However, the Rover made good headway and hopes of success rose. Their hopes were justified, for when the Blue Train drew in to Calais at the end of the 20-hour journey, the Englishmen were there to greet it with cheers.

Frank Bennett began his Rover



Frank Bennett at work on the Rover Mark III 3-litre, only one of the many cars he has tested since he joined the Company.

service in 1913 as a tester mechanic at Coventry. In 1933, he was appointed Chief Tester in charge of all road tests and was responsible for the inspection of all Rover transport vehicles from 1943-45.

In 1945 he transferred to Solihull where he was responsible for the testing of all the Rover models produced after the second world war, including the Land-Rover and the Rover 2000.

He now recalls the days when The Rover Company produced 50 cars a week and when the motor industry was only a seasonal trade.

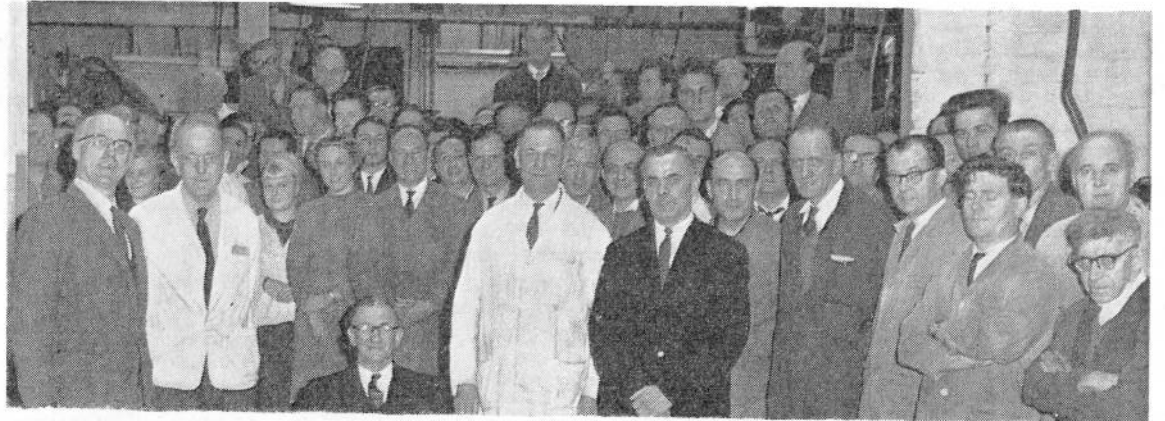
In an interview with ROVER NEWS, he said he thought of his job as "keeping up a good standard," which he thinks has made the Company what it is today.

Aged 72, Mr. Bennett, who lives in Leamington Spa, plans to devote much of his retirement time to church work.

He describes his career at The Rover Company as "one of the most interesting jobs one could have in the motor industry" and something he "wouldn't have missed for anything."

At a gathering of Mr. Bennett's friends on February 24, Mr. A. B. Smith (Director and General Manager) paid tribute to Mr. Bennett's distinguished service with the company.

Mr. Tom Bloxham (P5 Final Test and himself a Rover worker for over 40 years, presented Mr. Bennett with a cheque for a sum of money on February 28.



A Rover employee for the past 46 years, Mr. Percy Wooders retired on January 31.

Mr. Wooders' service with the Company began in 1920 as a turner at Tyseley. He gained promotion to a staff chargehand and eventually became Shop Superintendent of Production Development Engineering Department (Springfield).

His spare time activities include gardening, motoring, cycling and

snooker. His favourite hobby, however, is fly-fishing, at which he has become an expert. He will devote much of his retirement to this sport.

Mr. G. B. Robinson (left), manager of the Springfield works, presented Mr. Wooders with his retirement gifts—fishing waders and a picnic hamper from his friends at Springfield, and a table, two chairs and a gas picnic stove from his colleagues in other Rover factories.

A senior buyer with 26 years' service with the Company, Mr. Charles Mayall, retired on February 7. Mr. Mayall, who began as a tool buyer in 1940, was promoted to a senior buyer in 1942. Mr. A. B. Smith, Director and General Manager, presented him with a tea trolley from his friends within the Company to mark his retirement, and also gave him, as a personal gift, a bouquet of flowers.



A transistor radio was the gift presented to Mr. Morris Hartop, aged 65, who retired from the P5 Test Rectification Line on January 29 after 13 years with the Company. He is pictured on the left of the above photograph receiving the gift from Mr. H. Hordern (P5 Test Rectification Supt.).

Mr. Mayall's secretary at Percy Road, Miss L. O. Bickley, retired on February 4 after 11 years' service with the Company. Mr. C. G. Brown (Chief Buyer) presented her with a reading lamp and combined alarm clock as a retirement gift.



Miss Hettie Griffiths retired on January 28 after 31 years' service with the company. Her career began in 1935 when she joined the

Inspection Department at Tyseley. In 1951, she was transferred to the Welfare Department at Tyseley, where she became Women's Welfare

Supervisor for the Tyseley Group of Factories.

The photograph shows Miss Griffiths being presented with a cheque from her friends and colleagues at Tyseley by Mr. R. Knowles, Personnel Officer, Tyseley, who also retired at the end of February.

After a career spanning 44 years at The Rover Company, Mr. Sid Payne retired on December 31, aged 72.

total of service for the Payne family, either currently employed or retired, is some 227 years.

His career began in 1921 on the Road Tests and Adjustments Section at Tyseley and Coventry as a liaison officer on Car Test Rectification, after which he returned to Tyseley on road tests. Following this, he carried out reliability tests on the Rover 8 h.p. air-cooled engine.

In 1929, he transferred to the Engine Test Department where he worked as a staff chargehand until his retirement. In that time, he saw the department grow from 18 to 48 men.

His main interest outside work is sport: he has been concerned with football, boxing and bowls, having captained the Warwickshire and Worcestershire Divisional Bowls team in 1944/45.

At a dance and presentation on January 7 to mark his retirement, Mr. Payne, shown fourth from the left on the above photograph, was presented with a tape recorder from his friends and colleagues at the Company by Mr. E. Scott (General Works Manager, Tyseley Group). Pictured with Mr. Payne are members of his family and other relatives, several of whom are Rover workers past and present. The combined

Right: Mr. J. Rufford being presented with a cheque from his fellow workmates by Mr. H. Hougham, (Toolroom Supt.), after working for 27 years in the Toolroom at Tyseley.



POLICEMAN GOES

Mr. J. O. Kirby, a works policeman at Perry Barr, retired on January 28 after being with the Company for six years.

Mr. J. Jackson (Machine Shop Supt., Perry Barr) presented him with a transistor radio and an amount of cash on February 8, on behalf of his colleagues.

LONDON CORNER

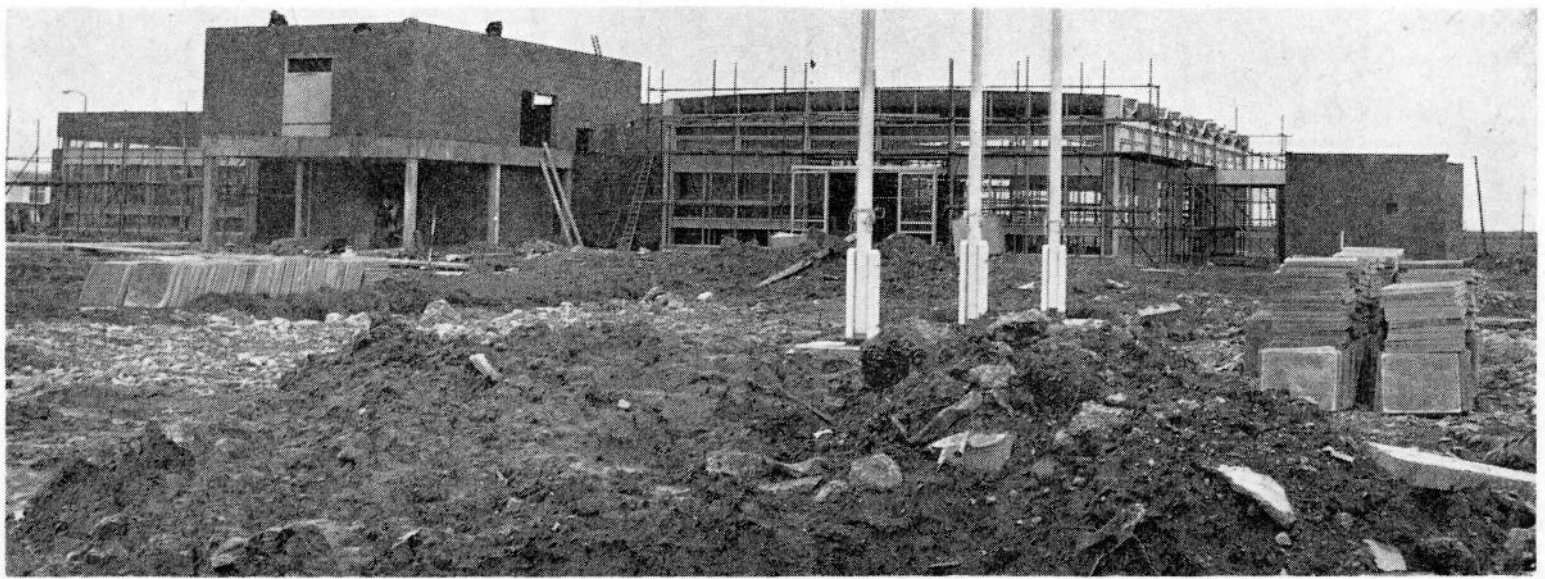


Two retirements are reported from Seagrave Road. When a tester, Mr. Bertram Lea, (pictured on the right of the photograph on the right) retired on February 4 after 21 years' service, Mr. L. C. Munn (Works Manager, Seagrave Road) presented him with an electric toaster and cash on behalf of Seagrave Road employees.

Also retiring on February 4 was Mrs. Alice Penman, who is shown left being presented with a handbag and a bouquet of flowers from Mr. F. A. W. Jackson (Office Manager, Seagrave Road). Mrs. Penman joined the Company as a cashiers assistant in 1950 and was subsequently employed as a short-hand-typist and secretary.



TAKING SHAPE... THE NEW CANTEEN BLOCK AT PENGAM



● It may have resembled a battle area when a ROVER NEWS photographer took this picture, but in fact building work is rapidly nearing completion. Pengam employees should be lunching in their new dining block by the summer.

Model race cars clock up some high scores

High scores were a predominant feature of a competition between the Rover Model Car Racing Club and members of the Solihull Police and A. P. Motors' staff teams recently.

Despite unfamiliar track conditions, the 12 members of the Rover team completed some fine performances, beating the home team by 218 laps to 212 in the endurance race. Lock, averaging 13 seconds a lap, Warner (14.2 seconds) and Middleton (15 seconds) were the men responsible for this win.

In the individual racing class, the police team had a close win by 32 points to 28, although Clymer (7 points), Diggins (4 points) and Kimberley (4 points) all put up good times.

Points in the 12-week Drivers' Championship, with three weeks left to run, are: 1, Lock (37 wins) 55 points; 2, Diggins (19 wins) 26 points; 3, Robinson (11 wins) 13 points; 4, Warner (8 wins) 10½ points; 5, Clymer (8 wins) 9 points.

A Land-Rover will play an important role in a mountain rescue team operating at Patterdale, Yorkshire. It will assist in transporting members and equipment on their operations.



1st Solihull 'maintenance man' retires

The first man to be engaged in the Rover Solihull Works Engineers Department retired on February 24.

Mr. Charles Priest, aged 67, began with the Company 27 years ago, when he was put in charge of the millwrights section. Following this, he took charge of small tool repairs.

Mr. Priest has been connected with the ambulance service for over 30 years and was responsible for much of the A.R.P. organisation during the second world war.

Mr. J. B. Wilson, Works Engineer, presented him (picture below) with a transistor radio, an engraved tankard, a bouquet of flowers and a sum of money from his friends and colleagues.

Mecca pilgrims go the modern way . . . by Forward Control L/Rover

While on a trip to Thailand recently, Far East Service Representative Jim Joss encountered a very unusual Forward Control Land-Rover (pictured below right), which is to take Thai Muslim pilgrims to Mecca.

Produced in Bangkok for the Thai Government Public Welfare Department by Butler & Webster, our Thailand distributors, the vehicle has a special ambulance body.

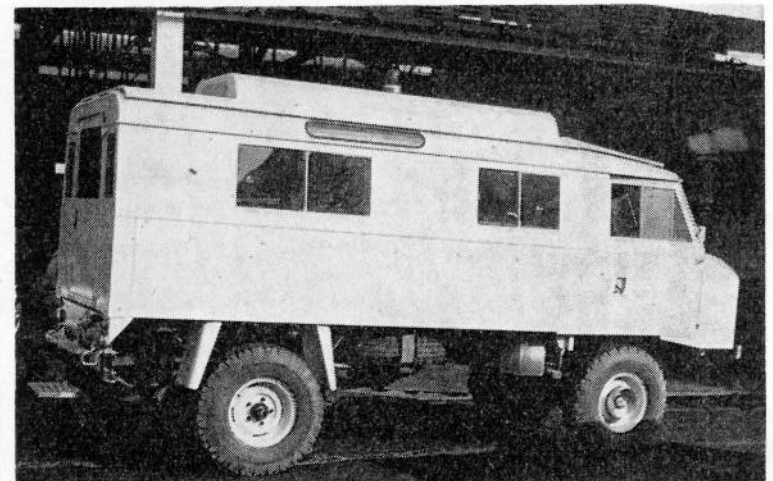
Mr. Joss also saw Land-Rovers operated by the "Daily News" of Bangkok, which uses a large fleet of diesel Land-Rovers to distribute its newspaper throughout the country. He is shown, second from the right in the photograph below the pilgrims' special vehicle, giving a few hints on the servicing of Land-Rovers.

A recent Land-Rover shipment of 159 vehicles was delivered to the Department of Highways of the Thai Ministry of National Development. Some 405 Land-Rovers are

now operated with a further 67 on order.

Mr. Joss's tour of the Far East, which started in December and will end later this month, included a three-week tour of West Pakistan and visits to Ceylon, India, East Pakistan,

Thailand, Malaysia and Singapore. From there he proceeded to the Philippines, Hong Kong, Korea and Japan. His main task has been to inspect the performance of the Rover 2000, which is now exported to these countries.



THE MOTORISTS' 'FRIEND'

An R.A.C. Land-Rover recently allocated for breakdown service to the association's members in the Kruger National Park, South Africa, had an unusual baptism. It was called upon to aid motorists who were stranded in the area during heavy rainfall.

Swiss and German dealers here

Inspection of the Rover 2000 car and rides around the famous jungle course in Land-Rovers featured in the recent separate visits of two parties of Rover Swiss and German dealers to the Solihull factory.

The two parties—36 Swiss dealers and 53 German—also visited the Motor Industry Research Association testing track near Nuneaton, where Rover 2000s took them on suspension and high speed tests.

In his speech at dinner at the Welcombe Hotel, Stratford-upon-Avon, Mr. John Carpenter (Sales Director) told the Swiss dealers that there were, at present, some 2,000 Rover cars in use in Switzerland including 3-litres, models of the P4 range and more than 1,000 Rover 2000s.

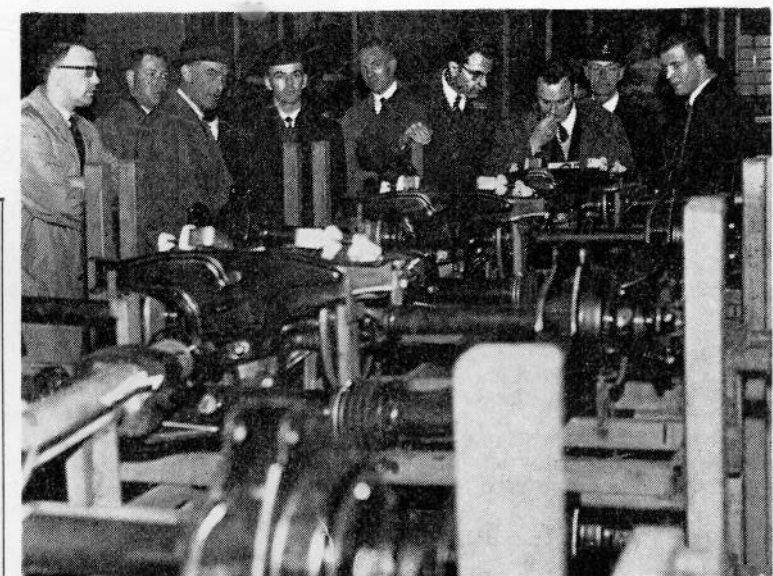
Mr. Carpenter said the support the Company had received from the

High speed tests at MIRA

Swiss Army had been invaluable. And without the service provided by the Swiss dealers, there would not be the substantial figure of 6,000 Lar-d

Rovers now in Switzerland.

The Swiss dealers also toured the Cardiff factory before returning to Switzerland.



Rear axle and suspension units engage the attention of Swiss dealers during the latter's visit to the Rover 2000 assembly preparation area at Solihull.

Party time for Tyseley children, and although it was held well after Christmas this did not detract from the jollifications. Held in the Solihull canteen for 300 youngsters, tea was followed by entertainment by 'Uncle Jack' and a film show. Father Christmas distributed the gifts after which he left for his home in the far North where he will spend the close season!

ROVER NEWS is published monthly and posted free to the homes of employees and retired workers. Anyone not receiving a copy should inform the Editorial Office at Solihull (internal phone 713). Items for inclusion in the newspaper can be submitted either direct to the Editor, or through the various works correspondents, whose names are published on notice boards.

