



ROVER



1966
THE QUEEN'S AWARD
TO INDUSTRY

AND

ALVIS

NEWS



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Now—Introducing The THREE THOUSAND FIVE

SINCE the introduction of the Rover 2000 in 1963, there has been a growing customer demand for increased performance. This demand was met in part by the introduction in 1965 of the 2000TC, whilst in the same year the growing requirement for an automatic gearbox was also satisfied in the 2000 SC Automatic. To meet further this growing customer demand for increased performance, the Rover Company now introduce the **THREE THOUSAND FIVE** as a new big brother to Britain's most successful medium-priced luxury car, the Rover 2000.

Fitted with a 3½ litre aluminium V8 engine and a smooth Borg Warner type 35, three-speed automatic gearbox, the **THREE THOUSAND FIVE** is based upon the unique design features of the international sales-winning '2000' range, and will combine the now well-known attributes of the '2000', for road-holding, handling, comfort, style and safety.

The **THREE THOUSAND FIVE** is a logical development of the Rover 2000 to bring it into the larger engine capacity class and is an addition to the existing range.

The engine of the new car, is the aluminium V8 engine which was introduced with tremendous success last September in the Rover 3.5 litre saloon and coupé models. Installed in the new **THREE THOUSAND FIVE**, it gives an 85% increase in power over the existing Rover 2000 SC and 47% over the 2000 TC. The power to weight ratio of 144 bhp per ton is an indication of the impressive liveliness and performance of the new car.

Despite the increased power of the new car, the weight of the **THREE THOUSAND FIVE** engine and gearbox is still some 6 lbs. lighter than that of the existing Rover 2000 SC Automatic.

Whilst the V8 engine in the **THREE THOUSAND FIVE** is practically identical to that used in the 3.5 litre saloon and coupé models, minor changes have had to be made in order to cater for the different shape of the under-bonnet space—minor changes have been made to the air cleaner, exhaust manifolds, oil filter attachment, and the choke and throttle controls. The battery, situated alongside the power unit in the 2000 models, is moved to the luggage boot, where it is housed in an expanded polythene case and is easily accessible for servicing, while not interfering significantly with luggage space.

With the exception of the engine change, the **THREE THOUSAND FIVE** is basically the same as the '2000' models, although a number of mechanical changes have been made to the base unit, suspension, trans-

mission and braking system, to accommodate the V8 and to match the increased performance of the new power unit. The new model also has wider section road wheels, a re-designed exhaust system to suit the requirements of the new engine, a larger front valance and air vent, increased capacity cooling system, brakes and transmission components.

Changes internally include a 140 mph speedometer, and because of the introduction of a larger capacity petrol tank (increased from 12 to 15 gallons), a new fuel gauge. Internal identifications are a V8 badge on the radio speaker grille and a '3500' steering wheel motif.

The **THREE THOUSAND FIVE** will undoubtedly attract considerable demand—from a standing start, the new car accelerates to 30 mph in 3.84 seconds, to 50 mph in 7 seconds, to 60 mph in 9.5 seconds and from 50-70 mph in 6.1 seconds, and it has a top speed of 118 mph, compared with 112 mph for the 2000 TC, 104 mph for the 2000 SC and 100 mph for the 2000 Automatic. Touring fuel consumption is 21.6 mpg.

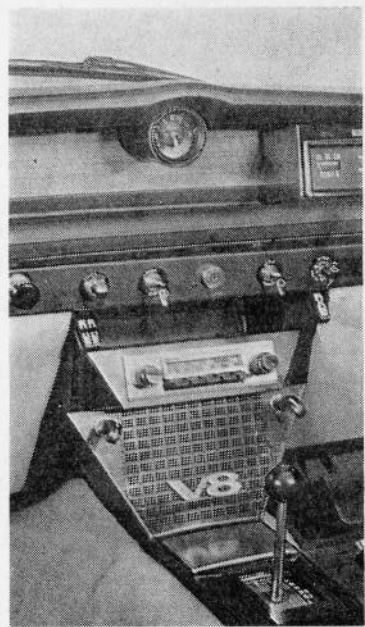
In producing the new **THREE THOUSAND FIVE** with Automatic Transmission only, the Rover Company is offering the ultimate in comfortable and effortless driving, combined with high performance.

Production facilities in the assembly factory at Solihull, together with component factories in the Midlands and in Wales, have been progressively increased during the life of the '2000' to a point where more than 800 Rover 2000's are produced each week—a car output which is higher than at any time in the Company's history—and no other car in its price range has achieved such volume production in such a short space of time, or been so widely acclaimed.

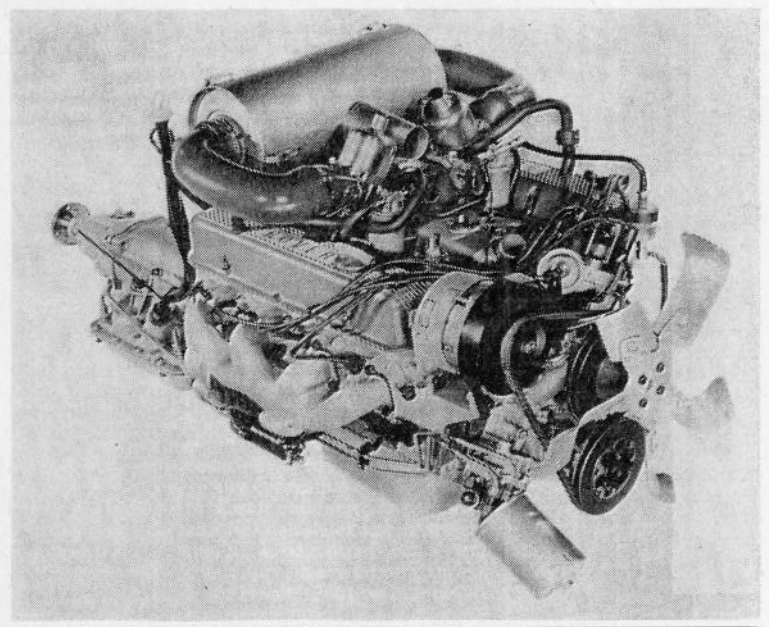
With order books still full after 4½ years, and with more than 100,000 Rover 2000's on the roads of the world, the additional demand that is confidently expected for the new car, the **THREE THOUSAND FIVE**, will push sales of the new range to even higher peaks.



'The Ultimate in Comfortable and Effortless Driving, Combined with High Performance'



Above: Interior, showing the V8 badge on the radio speaker grille.

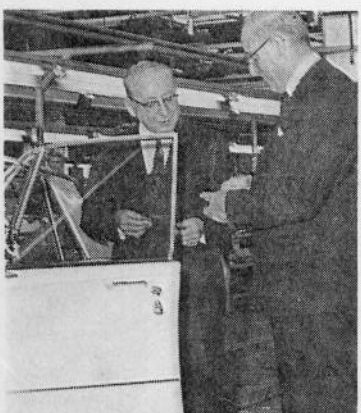


Right: The V8 engine.

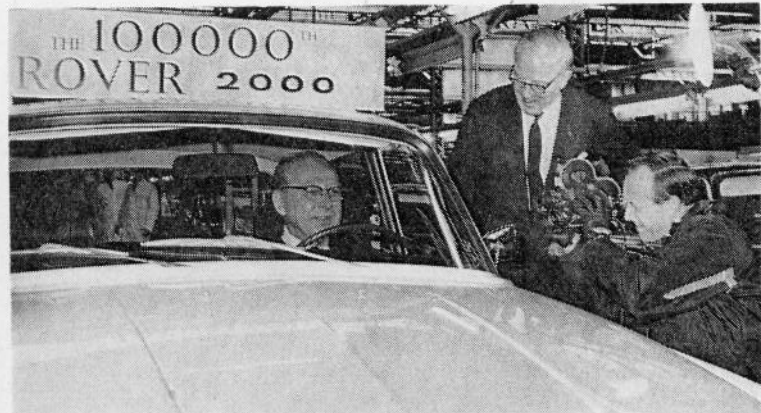
THE 100,000th Rover 2000 came off the Solihull assembly lines on 27th February, and the first man to greet its arrival was its proud new owner, Professor John E. Dorn. Professor Dorn had flown over from Orinda in California to pick up his new car, which was a North American specification Rover 2000 TC, prior to a lecture tour of the United King-

America, earning over 25 million dollars.

Professor Dorn was the 420th overseas customer to visit Solihull to take delivery of his car from the new Personal Export Department which was opened in June, 1967 and since the introduction of the 2000 to North America more than 1,500 Rover 2000's have been collected



Mr. W. Martin-Hurst Gives Professor Dorn the keys of the car.



A newsfilm cameraman gets a good shot of Professor Dorn at the wheel of the 100,000th Rover 2000

**THE
ONE HUNDRED THOUSANDTH
ROVER 2000
LEAVES SOLIHULL FACTORY**

dom. He was presented with the keys of his new car by Mr. W. Martin-Hurst at a short ceremony on the P6 valeting line.

Since the introduction of the Rover 2000 in 1963, of the 100,000 now produced 26,200 have directly gone to export, of which nearly 10,000 have been sold in North

under this Personal Export scheme.

The 100,000 Rover 2000's have brought in nearly £90m. to the Rover Company, whilst the value of the exports of this particular car is just over £21m.

Professor Dorn's only reaction when he saw the car for the first time was very simply—"What a beauty!"

Smallest Jet Engine in Britain ?

THE ROVER T-J-125

DEVELOPED AND MANUFACTURED BY ALVIS LIMITED



FOR THE BENELUX COUNTRIES LAND-ROVERS TO HAVE HEADLIGHTS IN THE WINGS

To comply with new legal requirements governing vehicle lighting which have become effective in Holland, Belgium and Luxembourg, a new headlight modification for Land-Rovers has been made. The headlights will be incorporated for the first time in the wings instead of in the grille panel.

Seven white painted Land-Rovers—all with their headlights in the wings—were exhibited at the Amsterdam Commercial Vehicle Show 10-17 February, 1968.

For the time being the modification will be available only for the Benelux countries.

This is yet another example of the Rover Company's constant efforts to conform with new legal requirements as and when they are introduced by overseas countries.

DESIGNED by Rover Gas Turbines Limited and manufactured and developed by Alvis Limited, the Rover T-J125 jet engine as seen in the illustrations is a turbo jet derivative of the well-tried 2S/150A 150 b.h.p. free power turbine unit. This latter engine began life as the now famous 2S/150 engine which powered the Rover/BRM through the 1963 Le Mans and the 2S/150R which was used in the Rover/BRM in the 1965 Le Mans 24-hour race. The 2S/150A engine in several forms is used as an

auxiliary power unit in some of the latest Military and Civil aircraft and in current Hovercraft.

The Rover T-J125 engine has been specially developed by Alvis for fitment to the Belgian M.B.L.E. surveillance drone named the 'Epervier'.

Design engineers Mr. Paul Langley and Mr. Terence Faulkner took twelve months to develop the engine and it is believed to be the smallest of its kind in Britain and the smallest practical size for a jet engine to be.

22½ in. long, 10½ in. wide and 12½ in. deep, the engine, including the fuel system, all the necessary control equipment and a 1 kw alternator, is 43 lbs. in weight and you can see by the photographs that it can be carried as easily as you can carry your holiday suitcase.



MR. B. G. L. JACKMAN

Appointed
Deputy General Manager
for Rover

Mr. B. G. L. Jackman who returned to the Company in 1964 as Executive Director Production and became a member of the main board of directors in 1965 responsible for all production matters, has now been appointed Deputy General Manager.

In this capacity, Mr. Jackman will act on behalf of the General Manager, Mr. A. B. Smith, in the latter's absence and his own specific responsibilities have been widened to include Planning, Industrial Relations and Training, in addition to Production.

ROVER HITS EUROPEAN SALES RECORD

SALES of Rover vehicles in Belgium, Holland and Switzerland are expected to show significant increases this year as a result of devaluation. The Rover Company has exhibited recently at the three important European shows at Brussels, Amsterdam and Geneva with renewed confidence and determination.

Since devaluation in December, a world-wide, and especially European, interest has been focused upon the British Motor Industry and these continental shows are looked upon by many as the first chance to access whether or not British motor vehicle exports would increase as a result. Judging by the attendance figures and the amount of interest on the Rover stands, interest was appreciably higher than in previous years.

In the BELGIAN market, Rover sales are already showing a considerable increase compared with last year, and the Company's Belgian distributor, N. V. Beherman Demoen S.A. has demonstrated his confidence in the future by placing firm orders for a 100% increase on

the previous year's sales volume.

In HOLLAND we have reduced our prices following devaluation and as a result sales in December were double the November figure, while January sales showed an increase of 25% over November. Forward ordering by Rover's Dutch distributor, H. C. L. Sieberg N.V., indicates a likely overall sales increase of at least 20% compared with 1967.

In SWITZERLAND, there has already been an upsurge in sales during the last few months and with this trend continuing the company is anticipating an overall improvement during the year of at least 20% compared with pre-devaluation sales. Switzerland is an important market for both cars and Land-Rovers. Particularly popular among the Swiss motoring public is the Rover 2000 TC, which has proved a notable success since its introduction in Switzerland.

At all three shows, the Company exhibited immaculate models in the Rover range. At BRUSSELS we exhibited five cars and the centre-piece of the Rover stand was a gold-

painted 2000 TC mounted on a plinth.

For the AMSTERDAM show, we displayed seven white-painted Land-Rovers, all with their headlights incorporated for the first time in the wings instead of in the grille panel. Also on the stand was a special feature—an unpainted Birmabright all-aluminium body Land-Rover revolving on a rotating spit, which enabled visitors to see the underbody chassis work of the vehicle.

At the GENEVA show, which opened on 14th March, five Rover 2000's were exhibited. The centre-piece was a white Rover 2000 TC mounted on a plinth. Also the new Rover 3.5 litre V8 coupé was on show, together with a cut-away working model of the 3.5 V8 litre engine.

Mr. John Carpenter, Rover Sales Director, stated that the results of these shows were very encouraging and augured well for export sales in 1968. 'With the added burdens at home, recently inflicted upon us by the Budget, the importance of an expanding export market for our products is this year even more vital for the Company'.



LAND-ROVERS KEEP TUNNEL CLEAR IN HONG KONG

HELPING to keep traffic flowing through the Lion Rock Tunnel—an essential new link in Hong Kong's rapidly expanding road system are two 88 in. Hard Top Land-Rovers which have been adapted to deal with the majority of breakdowns within the tunnel.

Connecting the urban areas of northern Kowloon with Sha Tin in the New Territories, the tunnel is 4,677 ft. long and is open 24 hours a day. The tunnel has one traffic lane in each direction and any obstruction caused by a vehicle breakdown must be cleared as quickly as possible. This is the main function of the two Land-Rovers.

Operations within the tunnel are controlled from the main control building located at the Sha Tin end of the tunnel. Communication between each Land-Rover and the Controller is maintained at all times by a two-way radio system of a special type suitable for working inside the tunnel. In order to provide maximum reliability under all working conditions, the electrical charging systems of the Land-Rovers have been modified to split charge alternator equipment, the radio equipment having separate batteries.

Most breakdowns in the tunnel are caused by mechanical failure and if the vehicle is capable of rolling it is simply pushed out of the tunnel. To

avoid damaging vehicles being pushed, rubber buffers have been fitted to the front bumpers of the Land-Rovers. When the cause of breakdown is a flat tyre, the vehicle can be pushed out using a steerable roller skate under the flat. No repairs are effected in the tunnel.

One of the Land-Rovers is equipped with special alloy brackets, which when fitted over the pusher assembly enable a motor cycle to be carried out of the tunnel. Other special tools carried by the Land-Rovers include hydraulic jacks and metal cutters for use in accidents. Each carries a first-aid kit. To cope with fires, six fire extinguishers are fitted in one of the Land-Rovers and two in the other. These include CO₂ gas, foam and dry powder types. Supplies of water and sand and two branch nozzles for use with the fire hydrants inside the tunnel are also included.

All modifications to the two vehicles were carried out by the Electrical and Mechanical Office of the Public Works Department.

STAMPS BUY LAND-ROVER

During the spring of 1966, girls of the sixth form at St. Mary's Convent, Lowestoft, heard that some girls at their Mother House in Belgium had collected trading stamps to buy a wheel-chair for an invalid child. This gave them an idea and they first thought of organising a 'Save Trading Stamps' campaign to buy typewriters for their missions, but after a short time a more ambitious scheme emerged and, believe it or not, their target was to be a LAND-ROVER.

The Sisters of St. Mary, Namur, are setting up a new mission station in the French Cameroons and the pupils of St. Mary's Convent realised what a great help it would be to the mission to have transport to take medical supplies to the outlying districts and to bring back the sick to the mission hospitals and clinics.

It was realised that to collect close

on two million trading stamps would be a colossal task and it would probably take several years to achieve their aim. By that time several of the girls would have left school before reaching the target so the pupils, sisters, staff and friends of the school raised over £600 in cash through a variety of fund-raising efforts. To augment this, 503 books of trading stamps (603,600) stamps were also collected and these contributed about £302.

Within about fifteen months from the commencement of their scheme the basic cost of the Land-Rover had been covered but there were certain 'extras' to buy in addition to the £120 needed to cover packing, insurance and freight charges, etc. During this last term the total amount required had been raised and they now hope that by the time this report is published in Rover and Alvis News the

vehicle will be on its way to the Cameroons.

Since the project was started the children have discovered almost everything that goes into the construction of a Land-Rover—right down to the last nut and bolt.

A diagram of the vehicle was drawn, showing all its component parts, and the children each worked to buy one particular component. They could buy anything from a steering wheel at £5 down to nuts and bolts for sixpence and screws for threepence. For larger items the children collected money by doing odd jobs, such as cleaning cars, and when they had raised enough money they stuck a drawing of the part on the diagram with their name alongside.

When the Land-Rover arrives in the Cameroons, the children hope to receive reports on the uses to which it is put.

SOLIHULL • BIRMINGHAM • CARDIFF

CIVIC HEADS VISIT SOLIHULL & ACOCKS GREEN

The Lord Mayors of Cardiff and Birmingham and the Mayor of Solihull paid a visit to the Rover works at Solihull and Acocks Green on Thursday, 15th February.

Welcomed by Mr. A. B. Smith, Director and General Manager, the civic party included Councillor and Mrs. W. E. Cox, Mayor and Mayoress of Solihull; Alderman Dolman and

Mrs. E. L. Dolman, Lord Mayor and Lady Mayoress of Cardiff; and Alderman and Mrs. James S. Meadows, Lord Mayor and Lady Mayoress of Birmingham.

A VIP tour had been arranged and the visitors were conducted around the assembly lines, the new engineering block and the test track at Solihull. At Acocks Green factory,

where the party was welcomed by Mr. E. Scott, Executive Director, Production, Acocks Green and Tyseley Group Factories, they saw production, assembly and testing of the Rover 2000 engine and the 3.5 litre engine, and also they found much of interest in the Laboratory and Heat Treatment departments.



(A) Mr. E. Scott welcomes Alderman S. Meadows, Lord Mayor of Birmingham, to Acocks Green factory. (B) Mr. R. E. Williamson, Works Superintendent, Acocks Green, with the Lord Mayor and Lady Mayoress of Birmingham. (C) Mr. B. G. L. Jackman, Director and Deputy General Manager, with Mr. G. Elkington, Production Controller, explains a point to the Lord Mayor and Lady Mayoress of Cardiff. (D) Civic Heads show keen interest in a Rover on the line at Solihull. (E) The Mayor of Solihull and Lady Mayoress of Cardiff share interest in the mechanics of a 2000. (F) Mr. W. J. Robinson, Executive Director, Production, with the Lord Mayor of Cardiff on the 2000 production line. (G) Mr. B. G. L. Jackman with members of the Civic Party at Solihull.



POP STAR AT SOLIHULL



Adam Faith, the well-known pop star, who was appearing at the *Castaways Club* in Birmingham, paid a visit to Solihull works on 14th February, and showed a particular interest in the Land-Rover.

After lunch at the works, Mr. Faith was joined by his wife and two friends, and Mr. C. Currie of public relations department organised a tour of the Land-Rover production line, a 'jungle' ride and a run around the company's test track. The party was thrilled with the experience—particularly the 'jungle' run—and for special reasons Mr. Faith was most interested in the Land-Rover's capabilities. Needless to say, he was very favourably impressed.

Visitor from the Republic of TOGO



Sponsored by the Central Office of Information, a visit to Great Britain is being made by Mr. Polycarpe Johnson, Editor-in-Chief of the Republic of Togo, West Africa.

Included in his itinerary was a visit to the Rover Company's plant at Solihull, where Mr. Johnson was welcomed and shown around the 2000 production lines.

As a journalist, Mr. Johnson was naturally interested in our latest issue of *ROVER & ALVIS NEWS* and the picture shows him scanning the pages of the February issue.

BRITISH MEDICAL TEAM OFF TO NEPAL WITH LAND-ROVERS

A BRITISH medical team visited Solihull works in March to collect two white Land-Rovers which they will be using as transport during a three year expedition to Nepal.

Dr. John Cunningham, leader of the team of five doctors, five nurses and an engineer, took delivery of the vehicles which are part of 15 tons of equipment which is to be shipped to Nepal.

More than 300 industrial concerns have supported the expedition which is expected to cost in the region of £140,000. Nepal has a 10,000,000 population and only 218 doctors.

The expedition, which includes Miss Prue Hunt, a nurse, and the 21-years-old daughter of Lord Hunt, conqueror of Everest, leaves on 17 April, by air from Southend.

Your new EDITOR



Mr. H. B. Light, who is already well known to readers, has been appointed editor of 'Rover and Alvis News' to succeed Mr. D. Wilson who left the Company in November last year.

ROVER 2000 TO BE ASSEMBLED IN MALTA

Car Assembly Limited of Marsa are to include the Rover 2000 in the range of cars that they assemble in their plant at the Industrial Estate. Assembly work on the Rover 2000 is scheduled to start in May this year and the cars will be assembled for Muscat's Garage Ltd., who were appointed Rover Distributors in November of last year.

Mr. James V. Joss, Service Representative for Rover, has already paid a special visit to Malta to instruct personnel in the servicing of Rover cars.

CHIEF DESIGNER HONOURED



MR. A. S. OSTLER, Chief Designer (Cars), has been elected National President of the Institute of British Carriage and Automobile Manufacturers.

It is only the second time since the Institute was formed in 1881 that the title has come to a member from the Midland Centre of the Institute. The last time the position was held by a Midland Centre member was in 1944/45.

Mr. Ostler has been a member of the Institute since 1934 and is a former chairman of the Midland Centre. He is a Fellow of the Institute and a member of the Institutes Council, also he is vice-chairman of the Council of the Institute of Body Engineers.

Married with two sons, Mr. Ostler has been with the Rover Company for 22 years. Prior to joining Rover, he was for 16 years with the Austin Motor Company where he became assistant chief body designer, and before this he was with the Pressed Steel Co. at Oxford as a body designer.

Mr. Ostler's first public engagement as President of the Institute, took place on 4th March, when he presided at the Institute's annual banquet at Grosvenor House, Park Lane, London, at which nearly 800 guests attended. Among the principal guests at the banquet were Sir George and Lady Farmer, Sir William Black, former chairman of the Leyland Motor Corporation and Lady Black, and Mr. Robert Stent, Master of the Worshipful Company of Coach Makers and Coach Harness Makers, of London, and Mrs. Stent.

Mr. Ostler will also be representing the Institute at the annual congress of the Union Européenne de la Carrosserie, at Versailles, sometime in May this year.

Mr. Ostler lives in Pamela Road, Northfield.

AT THE PALACE



At an investiture ceremony held at Buckingham Palace on February 13th, Sir George Farmer, Rover Company Chairman, received his knighthood. He is seen outside the Palace after the ceremony with Lady Farmer (left) and Mrs. S. Farmer, his aunt.

Photo: FEATURE PRESS PHOTO AGENCY, LONDON.

WHY DO PEOPLE BUY A ROVER?

'There are sound reasons for doing so'

OVER the past eighteen months much has been said and written about Quality and Reliability and one can get a little tired of hearing the words so often repeated. It is possible that on some people the words and their meaning make little impact but whatever one's position in industry and however indifferent one may have been to the recent campaign it has to be conceded by every responsible person that Quality and Reliability are two of the most important factors which govern and control our livelihood today.

So far as the Rover Company is concerned one can go back to the year 1896 when the Rover Cycle Company came into being and when Mr. J. K. Starley, the founder and Managing Director, vigorously instituted a rigid policy of Quality and Reliability for all Rover products. The name ROVER is synonymous with this policy and the Company's reputation has been built upon it. When spirits were low in the years following the first world war it was Mr. S. B. Wilks, the Company's President, who, in 1931 revived and renewed the Company's pledge to maintain a high standard of quality and reliability in the manufacture of its products. That this sound policy has been successful needs no words here to prove it.

Today we are selling more cars at prices higher than most of our competitors. Why is this? What makes a man pay more for one make of car in preference to another when the advertised specifications are very similar?

Let us take the case of a man who buys a Rover 2000 and let us consider what it was that induced him to do so.

Through a normal process of selection our man has decided that the car most suitable for him will be one in the 2 Litre class. Up to the time of our introduction of the 2000 model the 2 Litre class had been somewhat neglected by manufacturers, but our car was an immediate success. Automobile manufacturers are quick to follow successful trends and there are now many similar cars offered throughout the world with advertised general specifications in line with our own 2000—they fit the same sort of brakes, electrical equipment, instruments, tyres, etc., etc., but their selling prices are in some cases much lower than ours. Why then did our man decide to buy a Rover?

The answer lies in those two words again—Quality and Reliability. There may be some who buy our cars because they like the styling, or the colour schemes, or what-have-you better than others but the majority of those discriminating buyers who choose the Rover, do so because they are convinced that it is worth the extra money.

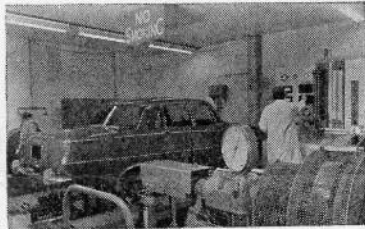
The first thing our man wanted was Quality, the sort of quality which is obvious to all and which can easily be bought, such as real leather upholstery, pile carpets, good paint, chrome, etc., etc., but the other sort of quality, the deep down hidden quality which cannot be seen—Reliability—that is what our man was really seeking.

Reliability is somewhat intangible—it has to be built-in as it were, by hard incessant work and by a scientific appreciation of all the qualities which have to be embodied in any process to give an article or a piece of mechanism the seal of reliability. This hidden quality has to be injected into each and every major and minor unit which goes into the complete motor car.

THE RELIABILITY DEPARTMENT AT WORK

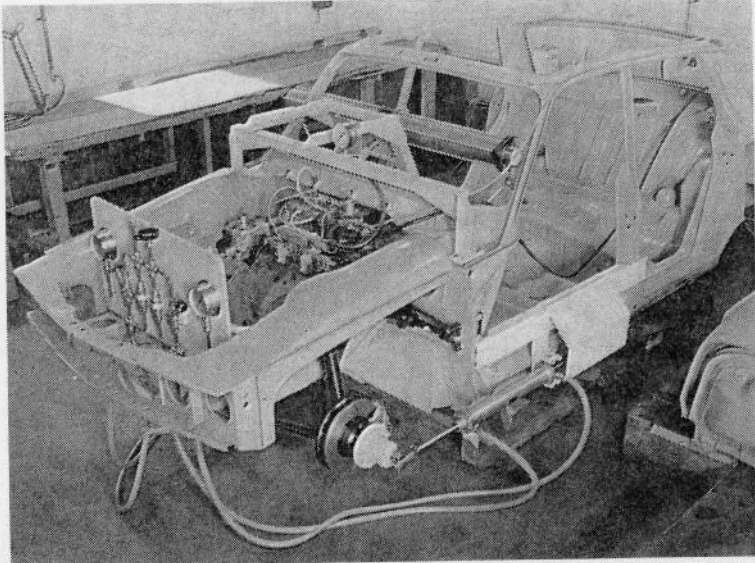
It has been estimated that in the complex entity which the modern motor car has become, there are some 200,000 possibilities of error and when one considers that any one of these errors can occur, unseen, in any one of our many factories or in those of our Outside Suppliers, the enormity of the problem can readily be realised. In our efforts to tackle this problem of complete reliability close liaison with the Engineering Department is maintained right from the drawing board to the Production stage. Prototype vehicles and prototype units for existing vehicles, from a new bush to a major item such as an engine or gearbox, are tested in parallel with the Engineering Department. With the departments' knowledge of production and service problems always in mind, modifications are frequently suggested before the pre-production stage is reached. At the pre-production stage, every effort is then made to re-test any given item off production tools. Where, due to the supply problem this is not possible, the first production units are taken and thoroughly tested to make sure that all is well and where any snag is encountered, rapid action is taken with the department concerned to see that the matter is put right in the quickest possible time. Our rapidly growing volume of production has increased the necessity for really

quick corrective action and this is bringing the department ever closer to the Engineering Department and it is possible that in the near future the development of prototype parts and complete vehicles will become a joint venture by both departments working together. Close daily liaison is also maintained with the Production Test Rectification Department and if any difficulties occur, defective or unsatisfactory vehicles are shunted from the main stream and investigated at length by the department. When a solution to the problem has been found the department or departments concerned have the facts reported to them for action. This may be for the Inspection Department to correct some operation at one of our own factories or that of a Supplier, or it may be for the Engineering Department to alter the design (a) because there is weakness or (b) because the existing design is too difficult to produce in quantity



The vehicle dynamometer at Solihull, showing an 'American' TC undergoing gearbox tests.

with the labour available. All the foregoing, however, only ensures that vehicles leaving the factory are fully up to the designed standard, no more. It is essential, if a Company is to maintain or improve its position in this highly competitive World, that it be for ever self-critical. This is another function carried out by the department who, not being tied to the inexorable time-table of a Production department, have time to stand back and wonder whether this control, engine mounting, gearchange or whatever it may be, could not be still further improved. Quite a lot of work is done in this direction, always with the knowledge of, or in conjunction with the Engineering Department and it is true to say that many items which have added to the refinement or the performance of our products are there not because of any demand from the public but solely as a result of this function of the department. We come now to our second responsibility, namely the performance in the hands of the customer, and our most important source of information in this respect is, of course, the Service Department, the Deputy Chief Reliability Engineer.

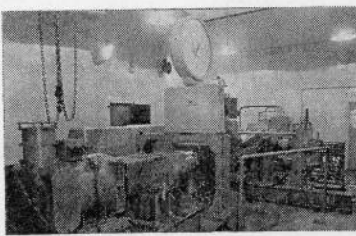


The Steering Box and Linkage Test Rig at Acocks Green. A steering box has to be in good condition after 22,000 cycles of endurance testing at various loads and 10,000 cycles at parking torques (25 lbs./ft. input).

SAYS
MR. C. A. WARD
CHIEF RELIABILITY ENGINEER



being responsible for Service liaison, the investigation of Service complaints and for ensuring that the maximum urgency is given at all levels of Management to relevant items affecting the reliability of our products. All complaints and, where appropriate, defective material, are channelled back through the Reliability Department for investigation. In some cases tests are carried out on similar components to reproduce service failures and to provide a basis for clearing modifications. Progress is achieved through a series of working committees at various levels, where our most serious defects are discussed, the appropriate action is put in hand and modifications are chased with necessary urgency. The department is also responsible for following up defects in Bought-Out items with the Manufacturers. All this activity takes place at two main centres, at Acocks Green where a major test facility has been built up to deal with component and systems reliability and at Solihull where our attention is focussed on the quality of the complete vehicle. At Acocks Green the department is divided into specialist sections to deal with (1) Engines (2) Transmissions (3) Safety and Mechanical Components, e.g. brakes, steering, pumps, radiators, oil coolers etc., and (4) Electrical Components and Instruments. Each section is under the control of a Reliability Engineer with a small staff of technicians to assist him. The department, dealing as it does with all aspects of the motor car, is also a useful training ground for apprentices.



The Final Drive Test Rig at Acocks Green. Two Land-Rover rear axles are under test.

Major test facilities which have been built at Acocks Green include '4-Square' power circulating rigs for load/endurance testing gearboxes and axles and several engine dynamometer test beds for power checks and endurance running, one of which can be automatically programmed for load and speed and has a fly-wheel representing vehicle inertia.

A Rover '2000' base unit rig is available for endurance testing steering boxes and linkage, road wheel forces being applied hydraulically through a re-circulating flow control system. This rig has been in continuous use for the past four years testing development steering boxes for the Engineering Department and monitoring supplies from the manufacturer. A further base unit rig is used for testing doors, bonnets and boot lids and an automatic cycling system is available for endurance testing door locks. These items are subjected to 100,000 slamming, locking, unlocking and opening sequences before they are considered to be satisfactory. In various test cells alternators and control equipment can be seen undergoing endurance tests under simulated road conditions, starters are under test, brake components, instruments, electrical switches, windscreen wipers and washers are being cycled and radiators and oil coolers are being subjected to pressure fluctuations and impact loads. Many special rig tests are also undertaken on behalf of the Engineering Department or to reproduce troubles experienced in service. At Acocks Green also 10% of all detoxed N.A.D.A. production cars are tested to the full Federal Cycle using a Crypton rolling road rig and infra red analyser, in conjunction with our Laboratory. Our activities at Solihull are centred on the complete vehicle incorporating components already proved on our test rigs at Acocks Green. To complement these rigs, for example, a vehicle dynamometer is situated in the Reliability Department area permitting automatic load/speed cycling endurance tests to be carried out on cars or Land-Rovers. It is estimated that 120 hours endurance testing under representative stress conditions on this dynamometer is worth at least 20,000 miles of road testing under the most arduous conditions ever likely to be encountered in the hands of an owner. At Solihull, also, the department takes a long, hard look at the end product to assess the degree of success or failure achieved at earlier stages in the Q & R cycle. In doing this, there is only one criterion and that is, of course,

customer satisfaction. In its efforts to achieve this, the objectives of the Reliability Department can be summarized as follows:

1. To lay down, in agreement with Engineering Department, a schedule of performance and life which each and every part built into our vehicles must achieve and to carry out tests to ensure that it does, both at the prototype stage and subsequently on current production.
2. To set the standard of performance of the complete vehicle and monitor production to ensure that this standard is achieved, applying pressure wherever necessary to accomplish this.
3. To investigate and iron out the snags which inevitably occur from time to time on production and at our Supplier's factories.
4. To keep a close watch on the performance of our products in the hands of the customer and to remedy such defects as do occur as quickly as possible, sometimes modifying our test procedures or schedules in the light of this information.
5. To keep Service Department informed of modifications to overcome known defects and advise methods by which other difficulties might be dealt with until such time as permanent remedial action can be taken.
6. To be ever critical of the specified standards and seeking ways and means by which they can be improved still further.

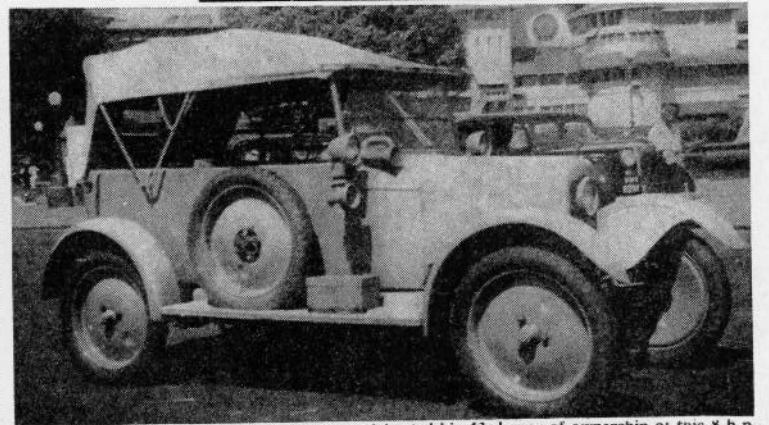
It will be seen from the foregoing that the Reliability Department is the quintessence of total quality control in that it is in operation throughout the evolution of the product right from the drawing board through to the customer and beyond.

It will also be seen that it is only by constant vigilance and really hard work that a high standard of reliability can be achieved, but it is this, allied to sound engineering design, which maintains our reputation, keeps us ahead of the opposition and induces our man to pay more for the Rover.

WE MUST NEVER LOSE THIS REPUTATION!

Two Examples of Rover Q & R

350,000 MILES
INDIA

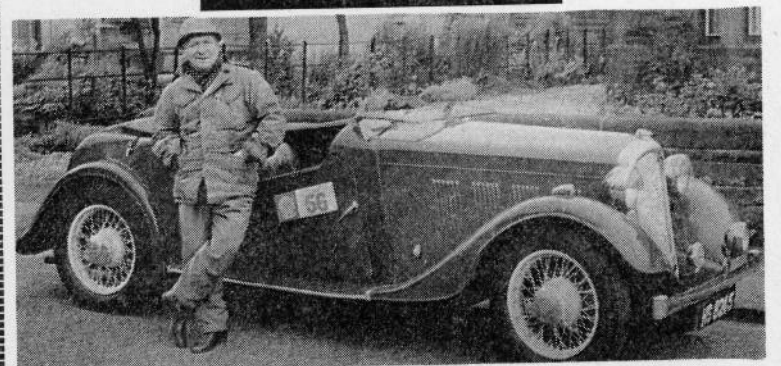


On January 5, 1968, Mr. M. B. Panday celebrated his 43rd year of ownership of this 8 h.p. twin air cooled Rover. He purchased the car new on January 5, 1925, and throughout the years it has been his constant companion. Although well on its way to its 400,000 miles mark, Mr. Panday cannot speak too highly of the outstanding service which he has received from his little Rover.

Three years ago Mr. Panday wrote to us pleading for our help to obtain for him a set of tyres and tubes since it was well nigh impossible to obtain them in India. We rose to the occasion and with the help of Dunlop Ltd., and after a delay of nearly twelve months—there were many difficulties to overcome—the 5 tyres and 5 tubes arrived safely at Bombay.

In a letter of Christmas greetings which Mr. Panday sent us on December 5, 1967, he concludes by saying "Kindly convey my heartfelt thanks to all those of your staff who took the trouble on my behalf, not forgetting those good people at Dunlop also. I feel most grateful to you for putting me on my four wheels again because the Rover is my only means of transport".

300,000 MILES
SCOTLAND



This open sports tourer model of 1935 is owned by Mr. Peter Anderson of Kilbarchan, Renfrewshire, Scotland. Mr. Anderson bought the car new and as you can see from the photograph taken last year he is indeed a very proud owner. He has good reason to be proud because the car has covered well over 300,000 miles and is still in excellent condition. The car has had two rebuilds during its life. The first was necessary because it was damaged by an incendiary bomb during a Clydebank air raid and ten years later Mr. Anderson gave the car another face lift. At the Royal Scottish Automobile Club Veteran and Vintage Car Rally held last July the Rover sports tourer was the only Rover there and it attracted considerable attention.



'ALL IN A DAY'S WORK' FILM AWARD TO ROVER

IN the Rover Company's film library, there are a number of excellent films about the company—its history and its products. The films are available on free loan to cinema clubs, young farmers' societies, motoring organisations etc., and needless to say, there is a great demand for them.

One of the films *All in a day's work*, is a colour-film showing the different types of special equipment approved for use with the Land-Rover. The introduction shows the versatility of the Land-Rover in 'jungle' conditions; and then follow scenes of approved equipment operating under working conditions. Different types of Land-Rovers are shown in everyday use and the

film was produced in the summer of 1964 and runs for 18 minutes.

All in a Day's Work was chosen as the film to represent Rover at the big MOTORIST FILMS FESTIVAL in CZECHOSLOVAKIA in September, 1967.

Films from nine countries competed for top honours and it is with considerable pride that *Rover and Alvis News* is able to report a FIRST PRIZE AWARD to the Rover Company for its film *All in a Day's Work*, in the category of production and research films.

Our illustration shows the prize winning plaque and certificate awarded to the company by the committee of the Fifth International Festival of Motorist Films.

History of Modern Coventry

THE Corporation of the City of Coventry has asked the Lanchester College of Technology, Coventry, to undertake the preparation of a History of Modern Coventry, which will concentrate on the City's growth and achievements over the last thirty years or so.

The automobile industry in Coventry has played a big part in the development of the City and both the Rover and Alvis companies have played important roles.

Mr. H. B. Light, editor of *Rover and Alvis News*, who is also the appointed historian for both companies, has already joined in preliminary talks with Dr. K. E. Richardson, senior lecturer in social and economic history at the college. A meeting, followed by lunch at the Alvis headquarters, Coventry, on Monday, 18th March, provided Dr. Richardson and his assistant, Miss Wendy Harris, with much useful material when Mr. A. F. Varney, chief engineer, Aero Engine division, Mr. George Cook, a retired employee of the Alvis racing days, and Mr. George Wiltsher, publicity manager, were able to record interesting and hitherto unpublished facts about the Alvis company and some notable personalities.



SWISS-BUILT FIRE ENGINE AT GENEVA SHOW

ONE of the minor sensations at the Geneva Motor Show has been the reaction to a Swiss-built fire engine which has been based upon a Land-Rover 110 Forward Control chassis.

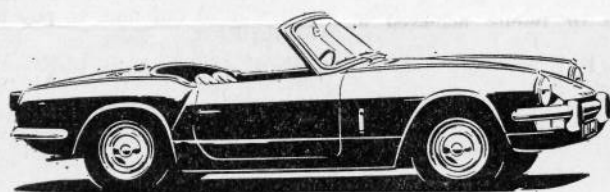
This vehicle, which was shown at an international motor show for the very first time in Geneva, attracted 14 firm orders worth more than £70,000 and is being talked about as one of the smartest, most efficient and versatile

fire engines ever to be offered for sale.

Rover's distributor for North Switzerland, Emil Fehlmann, has already shown the versatility and potential of this vehicle prior to the Show by demonstrating prototypes in country areas in North Switzerland and these orders have come as a direct result.

The fire engine has been built by a Swiss company in Romanshorn, Willi Muller.

THE LEYLAND MOTOR CORPORATION LIMITED employee new car purchase scheme



As a ROVER/ALVIS employee
**ARE YOU TAKING
ADVANTAGE OF
EVERY OPPORTUNITY?**



NEWS FLASH
FOR DETAILS OF SPECIAL
TERMS FOR EMPLOYEES
ON TRIUMPH AND ROVER
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SEE YOUR SUPERVISOR
OR DEPARTMENTAL HEAD

SEE THE NEXT ISSUE OF
ROVER AND ALVIS NEWS
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IN FULL THE BENEFITS
OF THE EMPLOYEE NEW
CAR PURCHASE SCHEME WILL
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Land-Rover

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NEWS AND PICTURES ABOUT PEOPLE

FAREWELL

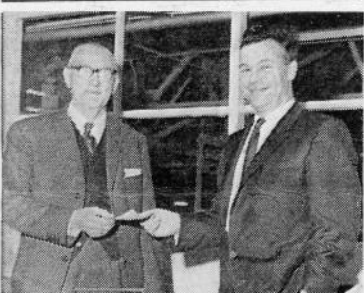


After twelve years service with the Company, MR. J. H. WHITBY says farewell to his friends and colleagues at Solihull and Pengam. Mr. Whitby, General Parts Manager, leaves the Company to take a more responsible post elsewhere. Picture shows the farewell scene at Solihull at the close of the year when Mr. R. W. Bromley (Executive Director, Service) presented Mr. Whitby with gifts from many well wishers.

RETIREMENT PRESENTATIONS



Joining the Company in April, 1926, Mr. R. M. Corkling, Reception Dept., Seagrave Road, retired on 12th January, 1968, after 42 years' service. The picture, taken at the farewell gathering, shows Mr. L. C. Munn (Works Manager), presenting Mr. Corkling with a radio on behalf of Seagrave Road employees.



MR. H. L. WAINWRIGHT, Senior Superintendent of Machine Shops and Tool Room recently retired after fifteen years service with ALVIS. Our picture shows Mr. Wainwright being presented with a farewell cheque from his friends and colleagues by his successor Mr. D. T. Wilson.



Friday, 1st March, heralded the retirement of Mr. W. Boylan, Tool-room Superintendent at Acocks Green, and as will be seen by the photograph taken at the farewell gathering, there was quite a happy crowd to wish him well. Mr. R. E. Williamson, Works Superintendent, is seen presenting Mr. Boylan with a cheque on behalf of his many colleagues and friends.

Mr. Boylan joined Rover at the old Meteor Works, Queen Victoria Road, Coventry, in March, 1928, and apart from a six-month break in 1936/1937 with the Alvis Company, he has been a Rover man for forty years. He was back in Rover harness at Coventry in February, 1937 (the year building of Acocks Green shadow factory was

RETIRED ROVER EMPLOYEES PLEASE NOTE

The Annual Dinner and Concert for retired Rover employees, which is sponsored by the social club, will take place on Friday, 17th May, 1968. All retired employees will be individually notified during April.



Eleven days after this picture was taken, Mr. F. G. Harrison, Service Progress, Solihull, was on his way to Australia by sea.

With over forty years' service to his credit, Fred retired voluntarily to seek the sunshine of Australia and to join relatives who live near Sydney.

Our picture, taken on January 5th by Alf Chapman, shows Mr. Harrison surrounded by friends and colleagues, being presented with farewell gifts by Mr. R. W. Bromley, Executive Director, Service.



At Tyburn Road Works on March 1st, Mr. CHARLES THOMAS BLUNT retired after 22 years service with the company. Mr. Blunt was employed as a staff foreman.

The above picture shows Mr. F. J. Fuller (Works Superintendent) (left) presenting a farewell gift, from friends and colleagues, to Mr. Blunt.



commenced) and he was supervising the machining of the first component parts for the Mercury Bristol Engine. When the Acocks Green factory was ready, he was sent there in August, 1937 and took charge of fitting and assembly.

At the outbreak of war in 1939, he was moved to No. 2 shadow factory at Solihull, which was then being built, and by 1942 was superintendent of assembly, engine-build and despatch.

Mr. Boylan returned to Acocks Green in 1946 and when the parent company concluded its Ministry contracts in 1958/59 and took over the factory, he became Superintendent of the tool room.

NEWS IN BRIEF

THE ROVER PHOTOGRAPHIC SOCIETY, PENGAM, recently held their Annual Competition. Awards to prize winners were presented by Mr. S. W. Nixon, executive director, Production, Cardiff, who is president of the Society. Cups and trophies were awarded as follows: FIRST PRIZE—The S. W. Nixon Trophy; MR. E. HOLMES, Standards Room. SECOND PRIZE—the R. C. Shand Cup; MR. C. PERKINS, Toolroom. THIRD PRIZE—The Club Challenge Cup; MR. D. SCOTT, Planning. FOURTH PRIZE—The F. Adams Colour Trophy; MR. D. PUGH, Toolroom.

MR. B. G. L. JACKMAN, Director and Deputy General Manager of the Rover Company, is one of six new members of the board of Fellows of the British Institute of Management.

SOLIHULL TENNIS

Looking forward to the better weather the Solihull Tennis Section invite applications for membership for the 1968 season. The General Secretary and Match Secretary of the section Mr. A. Hume (Internal Phone No. 315) will be pleased to hear from old and new members.

300,000 KM SWITZERLAND



Messrs. E. Fehlmann & Company, our Distributors in Switzerland, report a little celebration which they held in honour of Mr. F. Picco. Employed by the Civil Engineering Department of the Canton of Zurich, Mr. Picco is concerned with street signalling and road work supervision. The Land-Rover he uses for his work is one in the Departments' fleet and he has covered 300,000 km without any major repair of the engine. It still runs happily on its original set of pistons and Mr. Picco hopes to add another 100,000 km to improve on this already remarkable record. We see no reason why he shouldn't succeed.

OBITUARY

Mr. A. H. THACKER

Members of the Rover Horticultural Society, and many others, will be deeply sorry to learn of the death, on 4th February at the age of 50, of Mr. A. H. (Albert) Thacker, P6 Trim Shop.

Mr. Thacker was treasurer to the society and one of its staunchest supporters. Every lunchtime found him in the society hut ready with help and advice for novice or expert alike. He loved everything connected with gardening and was a fount of knowledge on the subject. All who knew him would agree that whatever success the society has had, both in its day-to-day activities, and more especially at show time, has been due in no small measure, to the time and effort which he so unstintingly and freely gave.

Our most sincere sympathies go out to his widow and family.



A. H. Thacker

MR. J. W. GETHIN

JOHN WEYMAN GETHIN died on January 8 at the age of 68 years, in Queen Elizabeth Hospital after a long illness.

Founder of the firm J. W. GETHIN LTD., Rover Dealers of Warwick Road, Acocks Green, Jack Gethin became a Rover employee at Tysley in 1920. He became associated with Mr. C. T. Newsome in development work at the age of 21 when the famous Rover 8 h.p. twin-cylinder air cooled car was just going into production.

After five years as an employee of the Company, Mr. Gethin went into business on his own account and in 1928 was granted a Rover Dealer Agreement. In 1935 he moved into premises on Warwick Road, Acocks Green, and following extensions and improvements there the handsome Sales and Service premises stand today as a monument to the man who made a success of his 'Rover only' policy.

Mr. Gethin leaves a widow and a married daughter.

SAFETY COMMITTEE DINNER

APPROXIMATELY 40 members of the Safety Committee and also the successful candidates in the recent first aid examination (Rover/Alvis News, Feb. 1968) sat down to dinner in the senior staff dining room at Solihull on Friday, 8th March, 1968.

The chairman was Mr. J. B. Wilson, Works Engineer, Solihull, who took the opportunity of thanking all present for their services in the matter of general safety recommendations, accident prevention and first aid during the past year.

The guest of honour was county staff officer, L. J. Rose, St. John Ambulance Brigade, who presented the certificates to the successful first aiders (see Rover and Alvis News, Feb. 1968).

Ambulance member, Mr. H. James, Tyseley tool room was also presented with his long service medal, covering 15 years' service with the St. John Ambulance Brigade.

The next issue of Rover and Alvis News is due for publication early in June. The Editor requests that contributions should be in his hands not later than Friday, 10th May.

FLASHBACK TO CHRISTMAS AT SEAGRAVE ROAD



It is always a pleasure to entertain children, and the Christmas party given by the R.S. and S.C. at Seagrave Road on 6th January, 1968, was a great success.

Apart from the normal Christmas Fare and a film show, the children were entertained by Mr. George Greenwood, who acted the 'clown' and by Mr. L. Messenger who, as Father Christmas, gave every child a present.

RETIREMENTS

MRS. NORA DONES on December 29; waitress, Directors' kitchen (29 years). MR. ALEC YOUNG on February 8; milling operator, Group 9, Tyseley (17 years). MRS. FLORENCE HANDLEY on February 15; inspector, Tysley (14 years). MRS. A. S. BULLEN on February 2; clerk, Cashiers Department, Alvis (16½ years). MRS. M. J. WHITEHOUSE on February 2; clerk, Jig and Tool Department, Alvis (11 years). MRS. S. M. MOFFITT on February 2; records clerk, Inspection Department, Alvis (11½ years).

SUCCESS

FOR SOLIHULL SERVICES ENGINEER



Mr. PAGE

At a recent meeting of the Birmingham Branch of the Institution of Works Managers, Mr. W. J. Page, Services Engineer at Solihull, was presented with the All England Petrie Memorial Prize.

The prize is awarded to the most outstanding student in the United Kingdom taking the Diploma of Works Management. The award comprises a medal and a cheque for £50. Mr. Page is also entitled to use the title "PETRIE MEMORIAL PRIZE WINNER 1967".

Aged 42, Mr. Page has been with the Company since July 1965, joining the Works Engineers team as Services Engineer.

We offer our congratulations to Mr. Page on his success.

DEATHS

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

PARTRIDGE—Mr. Sidney Partridge on January 11; he was a Progress clerk at Tysley (7½ years' service).

REGENT—Mr. Henry Regent on January 12; he was a Progress assistant at Percy Road (13 years' service).

MILLER—Mr. Thomas George Miller on January 12; he was a viewer, Inspection Department, Tysley (20 years' service).

GEENS—Mr. Clifford William Geens on January 2; he was a toolsetter at Percy Road (13 years' service).

HOWES—Mr. Frederick John Howes on February 6; he was a foreman at Tysley (31 years' service).

RICHARDS—Mr. David Stanley Richards on February 7, aged 62; he was a fitter, Land-Rover Hard Top Section, Coventry (18 years' service).

CROMIE—Mr. David Cromie on January 19, aged 49; he worked in the Welding Shop, Solihull (8 years' service).

BAKER—Mr. George Baker on February 5, aged 77; he retired from service Department in 1965, having been with the Company more than 60 years.

BOOTH—Mr. Arthur Ernest Booth on February 13, aged 79; he was Registrar of the Company, and Secretary of the Staff Pension Fund until his retirement in 1961 after 58 years' service.

BIRTHS

We offer our congratulations to...

BOWN—To Mr. and Mrs. Douglas Bown, a son (Adrian Stuart) on 13th December. Mr. Bown is employed in P6 Maintenance, Solihull, and for a time his wife Pat (née Mander) was employed in Export Sales Dept.

HELLARD—To Mr. and Mrs. John Hellard, a son (David) on February 14. Mr. Hellard is a fitter, Unit Reconditioning, Cardiff.

MARRIAGES

We offer our congratulations and best wishes to...

EVANS-RICHARDS—On January 6 at Cardiff Register Office, Mr. Alan Evans (fitter, Unit Reconditioning, Cardiff) to Miss Lorraine Richards.

THOMAS-WATCHORN—On 24th February, 1968, at St. Cadocs Roman Catholic Church, Llanrumney, Cardiff, the wedding took place between Miss Christine Watchorn and Mr. J. Thomas.

Mrs. Thomas is employed as a comptometer operator in the Wages Department at Pengam.

JONES-GENTLE—On 17th February, 1968, at Newtown Baptist Church, Montgomeryshire, the wedding took place between Mr. W. F. Jones and Miss M. I. Gentle.

Mr. Jones is a clerk in the Material Control Department, Production Stores, at Pengam.



H-B-L i g h t

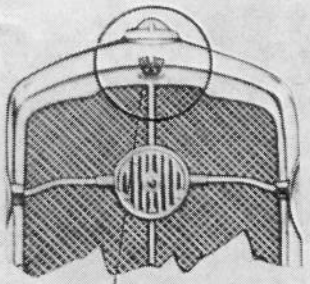
ROVER

The Name and Emblems

PART TWO

THE year 1930 saw the introduction of a design which was to become the accepted mark of the Company for the next 34 years.

A Rover badge, as shown in the following illustration, was fitted on all models for the 1930 season's manufacturing programme and the Viking head mascot became an 'extra'.



A few years later the emblem was subjected to further modification; the acanthus leaf embellishment was reduced, the motto withdrawn from the scroll and the design generally tidied up, as shown in this illustration.



This latest and neatest form was used in the post-war years on all publicity matter right up to 1963.

Whilst the basic registered design of the Rover emblem remained constant for general publicity it was of course necessary to make modifications to the styling when being applied for use as a car emblem.

In the mid-thirties the outline of the RADIATOR BADGE was altered to pear-shape and adapted to fit attractively on the radiator as shown here.

It will be seen that this badge design brought us back to the Viking ship idea, based on the impression of the bow of a Viking ship with the head of a Viking warrior as a figure-head. A simple arrangement of acanthus leaves provided a 'wave' effect and the name ROVER was spread across the sails.

This then was to be Rover's emblem and as mentioned in Part I of the article, John Kemp Starley would have been surprised to see how the original idea of 'Roving the Countryside' had been interpreted 46 years later. One could say however that the exporting aims of the Company in the early thirties could have had some influence on the minds of those responsible for publicity during that period. Perhaps 'Roving the Seas' was the subtle thought behind the design. In any case, bearing in mind the outstanding post-war achievements of the Company in the field of export and the fact that Rover products are delivered to over 170 overseas territories the emblem does convey a very real truth—Rover products certainly do "Rove the Seas".

As the registered trade mark of the Company the new design became recognised the world over as the Rover Company's symbol. The design was applied to all publicity material, being used throughout the Rover organisation for all advertising—on brochures, posters, letter-headings, packing materials, metal badges, etc.

This illustration shows the design in its original form.



During 1936 the design was redrawn. Whilst remaining basically the same a more elaborate treatment of the acanthus leaf was incorporated as seen here.

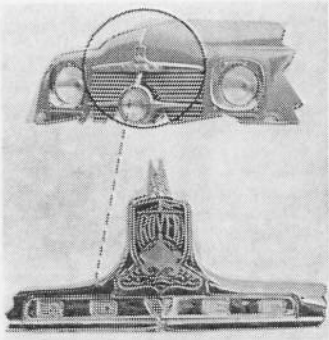


You will note too that a scroll had been added with the motto 'ANIMO ET FIDE'.

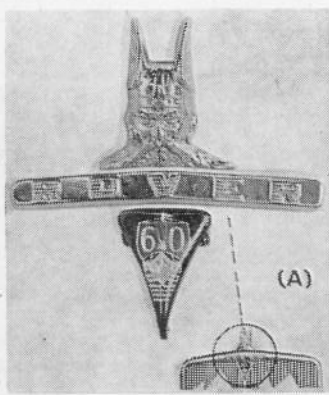
Note: The motto 'Animo et Fide' (By Courage and Faith) was occasionally used in the early years. During the cycle days of J. K. STARLEY & CO. the motto used then on advertising material was 'AUT OPTIMUM AUT NIHIL' (Either the best or nothing).

Later, the ship and sails became more clearly defined, more realistic 'wave' effects introduced and a series of ship oars were added to each side of the ship. These badges were used right up to the early post-war cars of 1946/47 and on the '60' and '75' P3 model cars of 1948/49.

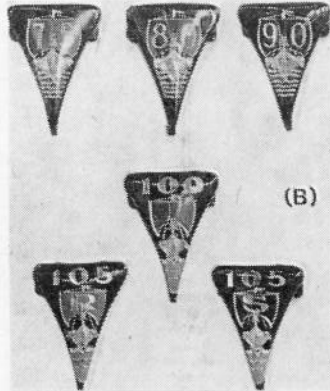
With the introduction in 1950 of the new streamlined body style '75' model in the P4 range of cars a composite type of emblem was fitted. This incorporated a small Viking head over a Rover emblem with the name Rover on a pressing underneath as shown.



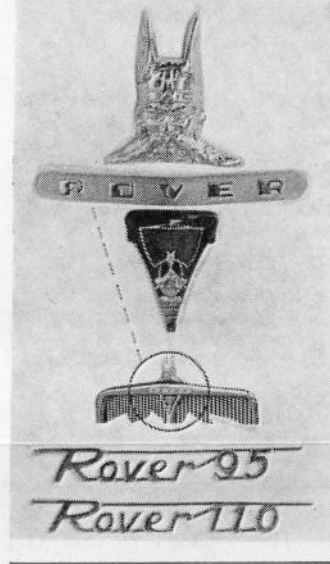
As the P4 series progressed however, the layout was changed and a pressing of a large Viking head was made to fit over the Rover name plate whilst underneath was fitted a pear-shaped plastic Rover emblem in colour showing the model designation in figures. (A)



This arrangement could be seen on the '60'-'75'-'80'-'90'-'100' and '105' models. (B)

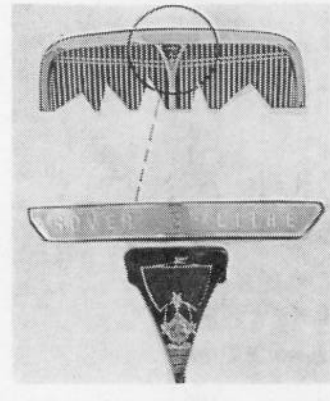


The plastic emblem used on the two last production models in the P4 range—the '95' and '110'—was a plain pear-shaped design in colour of the Viking ship with no Rover name or model designation.



3 Litre

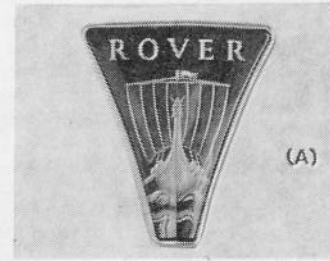
In the case of the 3-litre models the front styling of the car did not lend itself to the use of a Viking head and this was omitted. The front emblem included a pressed plate—ROVER 3-LITRE—with a plain plastic Rover emblem immediately underneath.



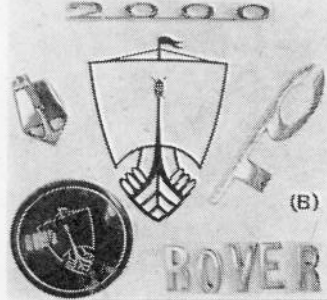
2000

The year 1963 heralded the introduction of the Rover 2000 model and with it came a significant change in symbol design and also a new type face 'Perpetua titling' was accepted for the Company's name style. The Rover emblem still retained its original characteristics but the design was carefully and elegantly streamlined.

The 5 in. x 5 1/2 in. boxed type replica of the new symbol as fitted to the Rover 2000 is particularly attractive. The ship and wave effect is in gold with red sails lined in gold on a black background and the name ROVER in gold is spread over the top of the ship. (A)



For publicity purposes and for use in association with the Rover name-style an open stylised design was also introduced in 1963. The following illustration shows the open stylised design and a selection of Rover 2000 motifs. (B)



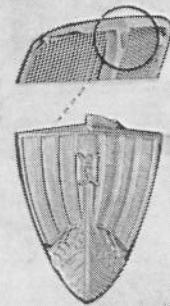
During the Rover 2000 development and pre-production period you will understand that a number of prototype cars were running around the countryside. These prototype cars did not, of course, have any Rover identification marks on them, so in order to further mystify and confuse the curious the Company fitted the 'TALAGO' emblem in chrome on the bodywork.



For your interest this name was devised by Mr. T. L. Gawronski (from his initials) who was the Company's project engineer responsible for producing detailed programmes on all parts for prototype design, build and development.

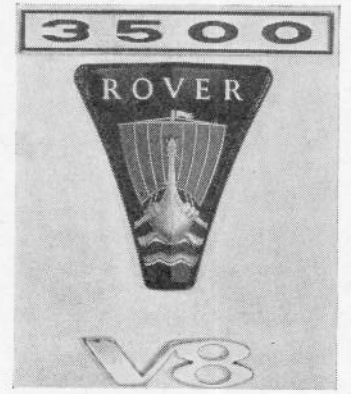
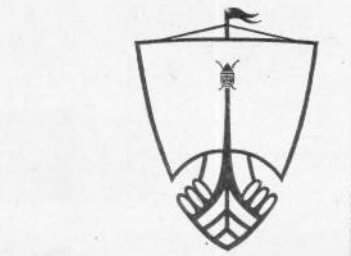
3.5 Litre V8

The 3.5-litre V8 saloon and coupé models introduced in September, 1967, invited a slightly different treatment to that used on the 3-litre cars. The front name plate and plastic emblem were withdrawn and a plain golden coloured metal emblem of the Viking ship (without oars or waves) size 2 1/2 in. x 1 1/2 in. was fitted on top face of centre motif assembly of the front end grille. To the NS and OS front wings was fitted a designation plate—3.5 LITRE—7 1/2 in. long x 3/4 in. deep, with chrome characters on black enamelled background and on the top rear face of the boot the letters R-O-V-E-R in chrome.

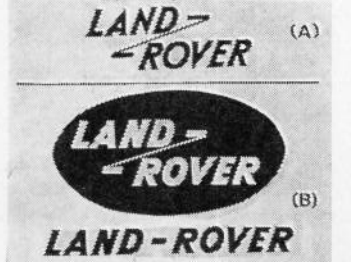


THREE THOUSAND FIVE

For the new Rover THREE THOUSAND FIVE car, the centre grille badge is similar to that used on the 2000 models. In addition a '3500' plate is fitted on the front wings, L.H. side of radiator and on the R.H. side of the boot. A 'V8' motif is fitted on the front L.H. side of bonnet and on the R.H. side of boot lid. Inside the car there is a 'V8' badge on loud-speaker grille and a '3500' badge as a steering wheel motif.



The Land-Rover trade name has remained more or less as originally designed in 1948 except that the selected type face introduced in 1963 had more weight and character than the earlier style. The illustration below shows specimens of the early type face (A) and the latest type face (B).



To conclude this article a brief reference can be made to the Company's attitude in regard to the giving of names to models. During Rover's sixty-odd years of automobile production, the practice has not been very popular with the company and in fact only for a very brief period between 1930 and 1933 was there any inclination to do so.

The 'METEOR' and the 'PILOT' models of 1930 and 1931 are well remembered but these are the only two names which really stand out in the Company's history. There was of course the 'SCARAB', the mystery £89 car of 1931, but this was withdrawn from production almost as soon as it was born.

Quite a number of names were given to various body styles and for the 1932 programme arrangements were made with Mr. Henry W. Allingham to handle for the Rover Company all the Rover cars with specialised bodies. Coachbuilders could produce no fewer than thirty-four different bodies on the various chassis. This arrangement gave Rovers what was probably the widest range of cars offered by manufacturers. Here are a few of the more popular names used to identify the style—PARIS; RIVIERA; HOLBROOK; REGAL; BRAUNSTON; GAZELLE; HASTINGS; NIZAM; KINGSLEY; MAHARAJAH; RANEE; TICK-FORA; WEYMANN; SWALLOW; MADDOX, etc. Then there were inevitably certain names used for advertising such as the 'NIPPY-NINE'; the 'POPULAR'; the 'FAMILY TEN'; 'SPEED TWENTY'; 'TEN SPECIAL'; 'SPEED PILOT'; and so on.

From 1934 Rover cars were designed by h.p.—the 10; 12; 14; 16 and 20 and then for the P3 models introduced in 1948 there was the '60' and the '75' based on b.h.p.—followed by the P4 range of cars—60; 75; 80; 90; 95; 100; 105 and 110.

The Company came very close to giving the first P4 car a name. This little illustration shows a part of the front end of a 'mock-up' model in the pre-production days and you will note the name 'VIKING' on the plate. There was evidently some rethinking about this though and the first production model bore the designation '75'.



The French measure of capacity is used for the 3-LITRE and the 3.5-LITRE, whilst for the 2000 and THREE THOUSAND FIVE the c.c. figure is used. END

Pengam Badminton team enjoy a 'friendly' at Acocks Green



THE Acocks Green Badminton section entertained a team from Rover Pengam on Saturday, 24th February, and by all accounts the occasion was not only a sporting one, but also a most enjoyable one.

The matches played in the tournament were purely friendly ones, but the 'will to win' was noticeable and Acocks Green had to accept that the Pengam side was the stronger of the two. After the games, Mr. C. Scott of Acocks Green presented a souvenir trophy to Mr. Henry Lane of the Pengam team as a memento of their visit.

An excellent buffet tea was laid on by Mrs. Coles, Mrs. Meakin and Mrs.

Smith, and this service was much appreciated by everyone.

To round off the day, all the players attended the Acocks Green monthly dance in the canteen, which they thoroughly enjoyed, and at which during the evening a raffle was held, the proceeds of which were to go to the 'Mr. Pastry Swimming Pool Fund' for Bray's School for Physically Handicapped Children. Due to the help of a small band of workers the sum of £9 was raised and a cheque for this amount was sent by Mr. C. Collins (Transport, Acocks Green) to Mr. Pastry (Richard Hearne) who gratefully acknowledged it.

Well done, Acocks Green!



GARAVAN CLUB'S SUCCESSFUL INVASION OF SOLIHULL



A CARAVAN invasion of Solihull took place during Friday, Saturday and Sunday, 8/9/10th March. One hundred and eleven caravans finally settled on Rover's field centre situated within the test track. Starting on Friday from 5 o'clock in the evening and reaching a 'rush hour' peak during the Saturday, a steady stream of Caravan Club members arrived to take part in the East Warwickshire Centre of the Caravan Club's first ever rally at the Rover works.

Caravanners—nearly four hundred of them—arrived from Warwickshire and the surrounding counties of Buckingham, Derby, Leicester, Nottingham, Salop, Stafford and Worcester.

Membership of the Caravan Club is over the 60,000 mark and the East Warwickshire Centre, formed in January, 1965, has a membership of 1220.

The event had been arranged with the active co-operation of Mr. G. N. Mackie, *Land-Rover Special Projects Manager*, whilst Mr. Ken Twist, *Land-Rover Experimental Supervisor*, was the chief rally officer assisted by Mr. C. B. Powell, *North Block Production Superintendent* and Mr. Les Newman, *Production Superintendent of Borg and Beck Co. Ltd.* (Mr. Newman is honorary secretary of the East Warwickshire Centre).

Quite a number of competitions



took place during the week-end, including a treasure hunt organised for the children, and visitors were given conducted tours of the Rover 2000 line organised by Mr. C. B. Powell assisted by supervisors. The Rover Gas Turbine Cars—T3, Rover-BRM, and T4 models were on show and created lively interest. A film show on Saturday evening delighted an audience of over 300 and Harry Mills, *Photographic Dept.*, was specially thanked for giving his time and for putting on such an interesting programme of films.

Mr. W. Martin-Hurst, *Managing Director of the Rover Company*, accompanied by his wife, attended the rally on Sunday afternoon and prizes for the various competitions, including a special ladies' competition, were presented by Mrs. Martin-Hurst.

Mr. A. W. Berrill, an Inspector at Jaguar Cars Limited, who is in his second year of office as chairman of the East Warwickshire Centre of the Caravan Club, presented Mr. and Mrs. Martin-Hurst with an attractive club pennant as an acknowledgement of their friendly interest in the activities of the Caravan Club.

With the closing of this most successful and enjoyable rally, Solihull bid farewell to the Caravanners as they trimmed their caravans and made tracks for home.



(A) At the close of the first day of the rally, Mr. M. Bogg, of Nuneaton, prepares to burn the midnight oil. (B) The site proved an ideal playground for the children. (C) Their first caravan on their first rally must be clean and sparkling. Mrs. Tudor of Knowle, watches her husband and children using a bit of 'elbow grease'. (D) A veteran of many caravan rallies, Mrs. Silvester of Leamington, relaxes with her two boxer dogs. (E) Mr. Fred Archer, a member of the Midlands Club of Rover Owners' Association, clocks in to Mr. Ken Twist when he arrives at the Rally.



Published for all employees and retired workers of both Companies.

This newspaper is posted free to all homes and if you are not receiving a copy or if you know of any errors in our mailing lists, please inform either the Rover Editorial Office at Solihull or Alvis Publicity Department.

Items for inclusion in the newspaper are welcome. We are interested in news about people and we are particularly interested in YOU. Let us know about your leisure pursuits, your hobbies, unusual activities, successes and experiences. Remember, all people are interesting and all people are interested in people—SO, do please keep in touch with us.

You can submit your contribution direct to the Editor, through the various works correspondents or via factory Personnel Departments.



ROVER APPRENTICES AND EX-APPRENTICES ASSOCIATION

FOR 1968 the Association has an interesting programme of events to look forward to—Dances, Rallies, Driving Tests and Expeditions etc.

Expeditions are organised, in connection with the Jackman Trophy, to different parts of the country. These take place at week-ends, and there was one to Snowdonia on 8-10 March. This month there is one to mid-Wales and the next one is scheduled for the week-end Friday 17th to Sunday 19th May. Give John Service a ring on 814 and he will tell you all about them.

On April 20th, there is an Easter Rally and on 26th May, there are driving tests. There are many interesting events booked to take place throughout the year, so do please keep in touch and give your support—and by the way, you will like the Blue-and-Gold 'R.A. & Ex. A.A.' Rover emblem car sticker—it's very attractive and costs only 2/9d.

Any apprentice or ex-apprentice can obtain a car sticker and full details of the Association's 1968 programme by contacting the secretary, Mr. I. J. Hoole (766) or any committee member.

JUST ANOTHER JOB FOR THE LAND-ROVER

'ALL IN A DAY'S WORK'



Land-Rovers have played a part in the majority of construction schemes throughout the world since its introduction in 1948, but the photograph taken above by a staff photographer is closer to home.

It was taken at the Clywedog Reservoir in Wales which has just been completed, and Land-Rovers were used during its construction.

The project which has been estimated to have cost £4 million will provide increased water for the West and South Midlands.

GOOD RESPONSE TO MASS RADIOGRAPHY

THE Mass Radiography Unit visited Rover, Solihull, from Wednesday 17th January, to Tuesday, 6th February, and Garrison Street factory on Wednesday and Thursday, 7th and 8th February.

The Radiography Service informed Rover that there was a very good response from our Employees.

At Solihull, 4,974 persons were X-Rayed (approximately 73% of employee strength) and at Garrison Street 501 persons were examined (approximately 83% of employee strength).

SNOOKER



A Professional Billiards and Snooker Exhibition took place in the Games Room at Solihull on Thursday evening January 18, 1968, between John Spencer, who was the Amateur Snooker Champion 1966 and a finalist in the World Amateur Championship 1966, and Miss Joyce Gardner who was seven times Women's Professional Billiards Champion.

Following the exhibition a match was played with three members of the Rover Social and Athletic Club Mr. George Hicks, Mr. Norman Clay and Mr. Reg Newbould.

The Rover members who each received 25 start from Mr. John

Spencer succeeded in beating him on aggregate and the individual results are given below: Mr. George Hicks 80—Mr. John Spencer 44; Mr. Norman Clay 68—Mr. John Spencer 84; Mr. Reg Newbould 78—Mr. John Spencer 37.

In connection with this, Messrs. W.D. & H.O. Wills will present the three members of the team with a cue and case as a recognition of this fine performance in beating one of the world's foremost exponents of snooker.

The event was finally concluded by a delightful exhibition of 'trick' shots by John Spencer. As the result of this the Spastics Society will benefit by approximately £45.0.0.

'I'll show you men how it's done' —AND SHE DOES!