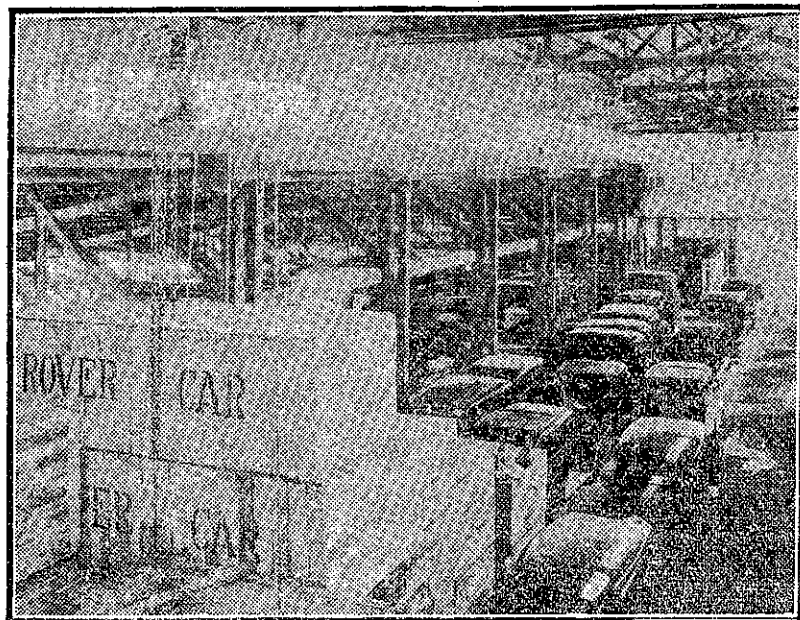




A general view of the interior of the assembly department. Lines of finished cars with N.Z.-built bodies stand ready for inspection in the foreground.

THOUSANDS of listeners were able, through the broadcast given by Station 2ZW of the opening proceedings, to listen to the function held at the Rover Company's Works at Petone on Thursday, February 18. The Prime Minister himself, the Right Hon. G. W. Forbes, P.C., was pleased, because of the special significance and importance of the occasion, to accept the special invitation to attend and formally open proceedings. His presence was a tribute to the importance of the event, and a recognition of the enterprise shown by this English company in founding the first British Overseas Chassis Assembling and Body Building plant in any part of the British Empire. Through radio, the inspiring speeches delivered were enjoyed by an extensive circle of 2ZW listeners.

VICE-REGAL MESSAGE.

HIS Excellency the Governor-General, Lord Bledisloe, sent the following congratulatory message:—

"I warmly congratulate the Rover Company of N.Z., Ltd., on its patriotic enterprise in establishing the first British motor car factory in the Dominion. I think that this pioneer venture, which I confidently believe to be of considerably economic significance to Great Britain and New Zealand, will fulfil the promise of its inception, and prosper exceedingly."

APPRECIATION OF NEW ZEALAND.

IN extending a welcome to the Rt. Hon. G. W. Forbes, Colonel Searle, Managing Director of the Rover Co., Ltd., Coventry, England, said that the reason that had prompted them to decide in favour of New Zealand was the patriotic British sentiment that prevailed. The main object of the Rover Company was to give the

"CONGRATULATIONS, ROVER"

First of the British motor car manufacturers to establish works in New Zealand, the Rover Company, Ltd., has shown an initiative paralleled only by its own achievement in turning out such a sturdy car on the graceful and utilitarian lines that so admirably suit it for the best and the worst New Zealand conditions.

New Zealander the car he required for New Zealand conditions, and at the same time employ as much New Zealand labour as possible. Most of the material used in body-making is produced locally, although, unfortunately, leather for upholstery has to be procured in England.

PRIME MINISTER'S APPROVAL.

MR. Forbes said that any industry which provided a good, serviceable, and substantial article and which helped employment would be cordially supported by the Government. The establishment of the factory was a step in the right direction. New Zealand appreciated the value of the trade she could do with the Mother Country. England was practically the Dominion's only market,

and it was right and proper to do everything possible to enable her to trade with this country. English car manufacturers had expressed their determination to regain the market, and it was right and proper to do everything possible to enable her to trade with this country. The English car manufacturers were determined to regain this market, which they regarded as rightly belonging to them, and which they had al-



The opening ceremony. Centre:—Rt. Hon. G. W. Forbes, Prime Minister. On his right, Col. Searle, C.B.E., Managing Director of the Rover Company, Coventry, England. On his left Mr. Ernest Lewis, Managing Director of the Rover Company of New Zealand, Ltd.