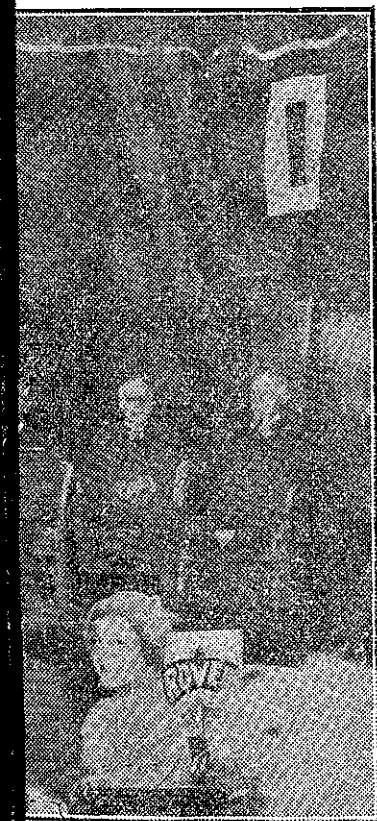


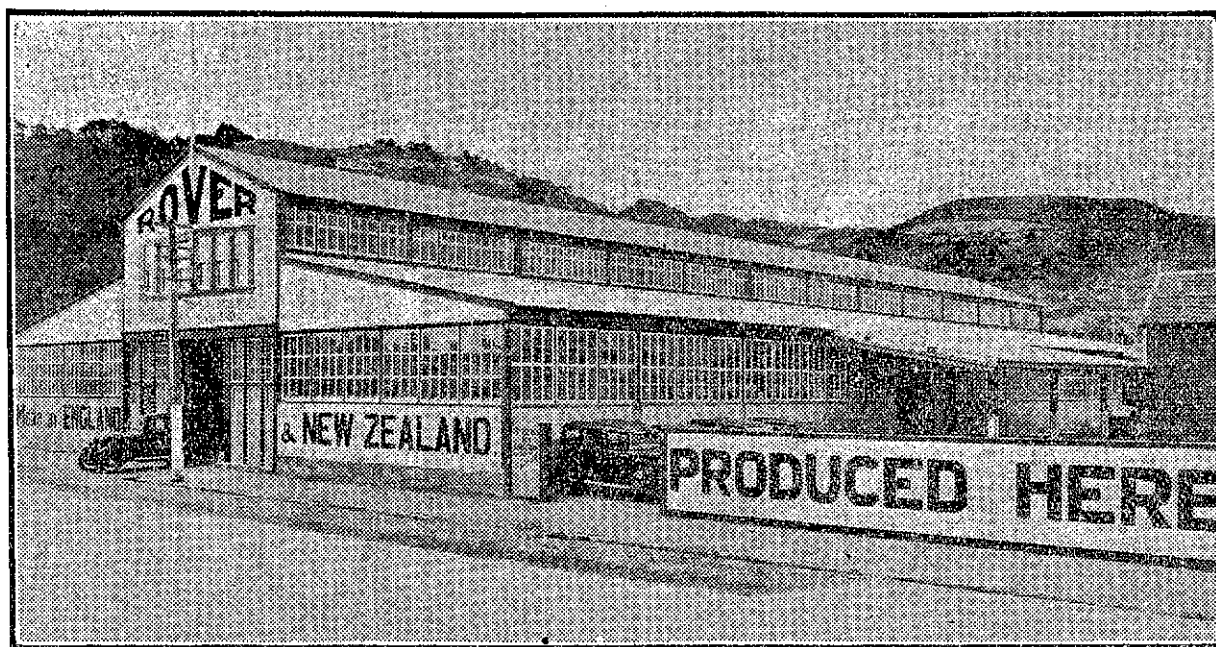
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English car manufacturers had
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possible to enable her to trade
with this country. The English
manufacturers were determin-
to regain this market, which
they regarded as rightly belonging
to them, and which they had al-



the Minister. On his right,
Coventry, England. On his
left, the manager of New Zealand, Ltd.



The exterior of the factory of the Rover Company of New Zealand, Ltd., at Petone. Here
Rover chassis are assembled and the bodies built from frames of seasoned Southland beech.

lowed to be exploited by others. Possibly, to a certain extent, they had been lacking in appreciation of New Zealand's requirements. They felt that in coming here they had the advantage of the sentiment of the people, who recognised it was also sound business to trade as much as possible with the country that was taking their products.

That policy was on sound lines. Great Britain had given a practical demonstration of her intention regarding preference for Dominion products, and New Zealand appreciated that to the utmost. Those at home looked to New Zealand to reciprocate, and in these times, when competition was so keen, the fact that the units of the Empire were standing shoulder to shoulder in mutual trade would assist greatly in solving their difficulties. Mr. Forbes said that the Government was carrying out a policy of extension and encouragement of the Dominion's local industries, and expected, in return that they would give the best service, otherwise the protection they were enjoying might be curtailed.

Mr. Lewis, managing director of the Rover Co. of N.Z., Ltd., whose motor talks are so much appreciated by 2ZW listeners, paid a strong tribute to the loyalty and enthusiasm of his staff.

SENTIMENT PLUS BUSINESS.

A PART from the company being the first in the field, and of British origin, the considerable interest being shown in this company's operations is probably due to the popularity of the "Rover" talk from 2ZW every Thursday evening, coupled with the increasing number of new model Rover cars to be seen in every part of New Zealand.

The Rover people were amongst the first car manufacturers to prove to New Zealanders that the reasons why they should buy British cars lay more strongly in the material presence of quality in their car than in patriotism or sentiment on the part of the buyers.

It is true that there are many New Zealanders who, in the past, have bought commodities simply because they were British. That sentiment is intensified in these days, but, because of the difficulty of the times through which we are passing, it is coupled with definite judiciousness in expenditure and a desire to secure full value. Mixed with sentiment, therefore, is the determination to secure value and buy according to the capacity of the purse. The Rover Company, in seeking to establish itself in this market, has taken all those factors into consideration, and, because it looks for business entirely on merit—while still being glad of all goodwill that is possible because of British and Empire sentiment—it is certain that their future will be even more prosperous than is contemplated at the present time. The establishment of an actual factory in New Zealand to distribute British cars to the New Zealand public is an important move, and is certain to be followed by an assured and expanding trade for the future.