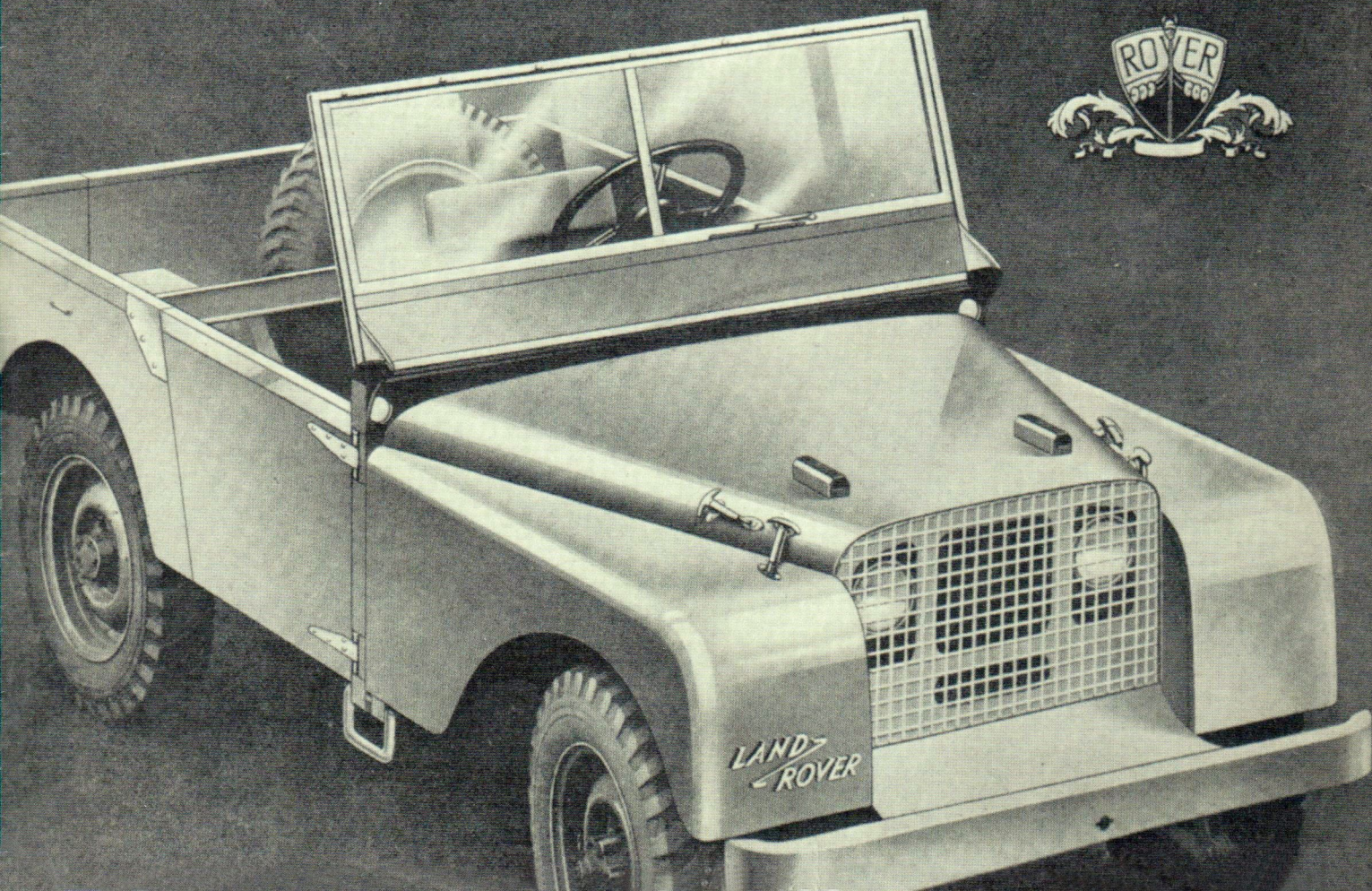


The
LAND 
 **ROVER**

FOR THE FARMER, THE COUNTRYMAN
AND GENERAL INDUSTRIAL USE



This is the Land-Rover as a fast economical vehicle. It is supplied with right or left hand steering as required



DESIGNED to meet the urgent need for increased production in agriculture and industry, the Land-Rover is a truly multi-purpose vehicle. It is fast and economical for use on the road, and at the same time has that ability to keep going under the very worst cross-country conditions which can only be achieved by four-wheel drive.

It can be used as a light tractor, and with power take-off as a mobile power plant.

On the farm it will do much of the work for which a tractor is used. With its four-wheel drive it will transport heavy loads over ploughed fields or other places where the going is hard. As a mobile power unit it takes power to the job wherever it is. Through the rear power take-off it can be harnessed to drive the threshing machine, the elevator for rick building, the chaff cutter, the circular saw and countless other jobs that call for portable power. A centre power take-off can be provided for driving an air compressor for tree spraying or paint spraying and for portable milking apparatus.

It can be used to drive mobile welding plant, and in industry its uses range from moving heavy machinery and delivering goods to providing power in an emergency, and trucking around the factory. It has been designed with the same skill and experience and is built in the same factory as the world-famous Rover car.

THE ROVER COMPANY LIMITED SOLIHULL, BIRMINGHAM, ENGLAND

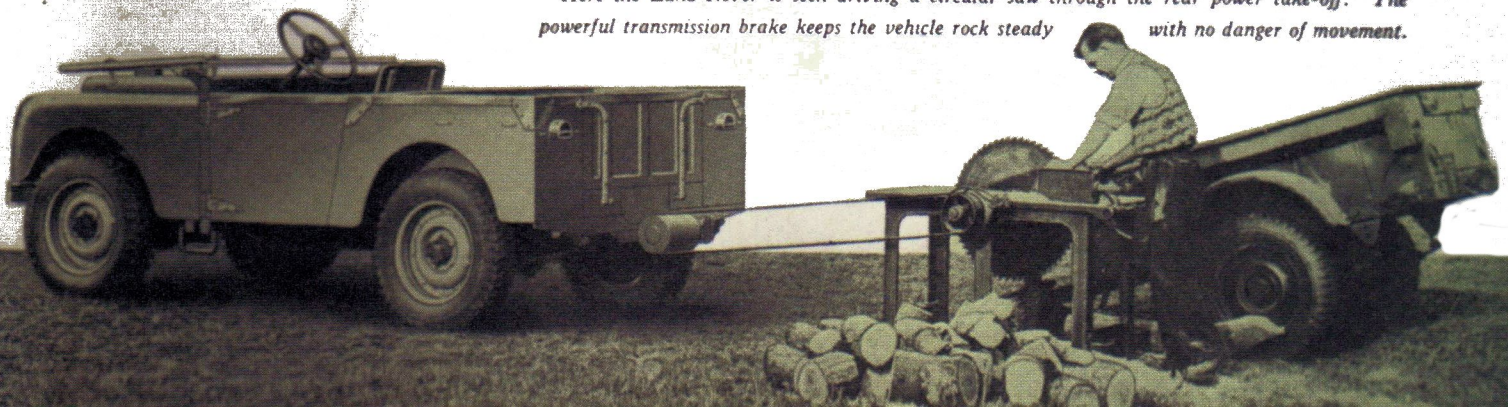
Service Depot SOLIHULL
Telegrams Rovrepair, Solihull

Telephone: Sheldon 2461 Telegrams: Rover, Solihull
London Showrooms:
DEVONSHIRE HOUSE, PICCADILLY, W.1 Telephone Grosvenor 2092

London Service Depot:
SEAGRAVE ROAD, FULHAM, S.W.6
Telephone Fulham 1221
Telegrams: Rovrepair, Phone, Fulham

Presented free with the
August 2010 issue of
Land Rover Owner International

Here the Land-Rover is seen driving a circular saw through the rear power take-off. The powerful transmission brake keeps the vehicle rock steady with no danger of movement.



ACTION!

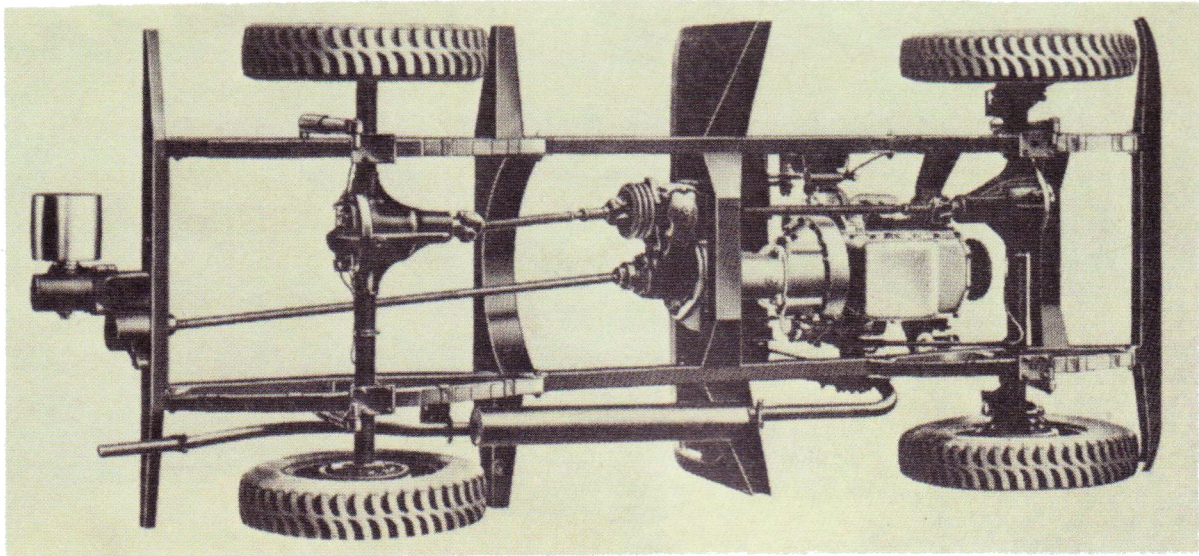


THE GO ANYWHERE VEHICLE

Fording streams or over exceptionally rough ground the Land-Rover goes everywhere. It is designed for those jobs that no ordinary vehicle could do. Four-wheel drive gives maximum possible traction and a transfer gearbox in combination with the main gearbox provides a range of eight forward speeds. A free-wheel incorporated with the front wheel propeller shaft acts as a differential to take care of varying ground conditions.

*These pictures
tell their
own story*





THE CLEAN DESIGN OF THE LAND-ROVER CHASSIS

Under chassis view of the Land-Rover showing the drive to the front and rear axles and the rear power take-off. The Land-Rover is not an adapted vehicle, it is specially designed and built to cover a wide field of usefulness in the service of agriculture and general industry. The exceptionally robust

construction of the Land-Rover chassis is evident in the lower

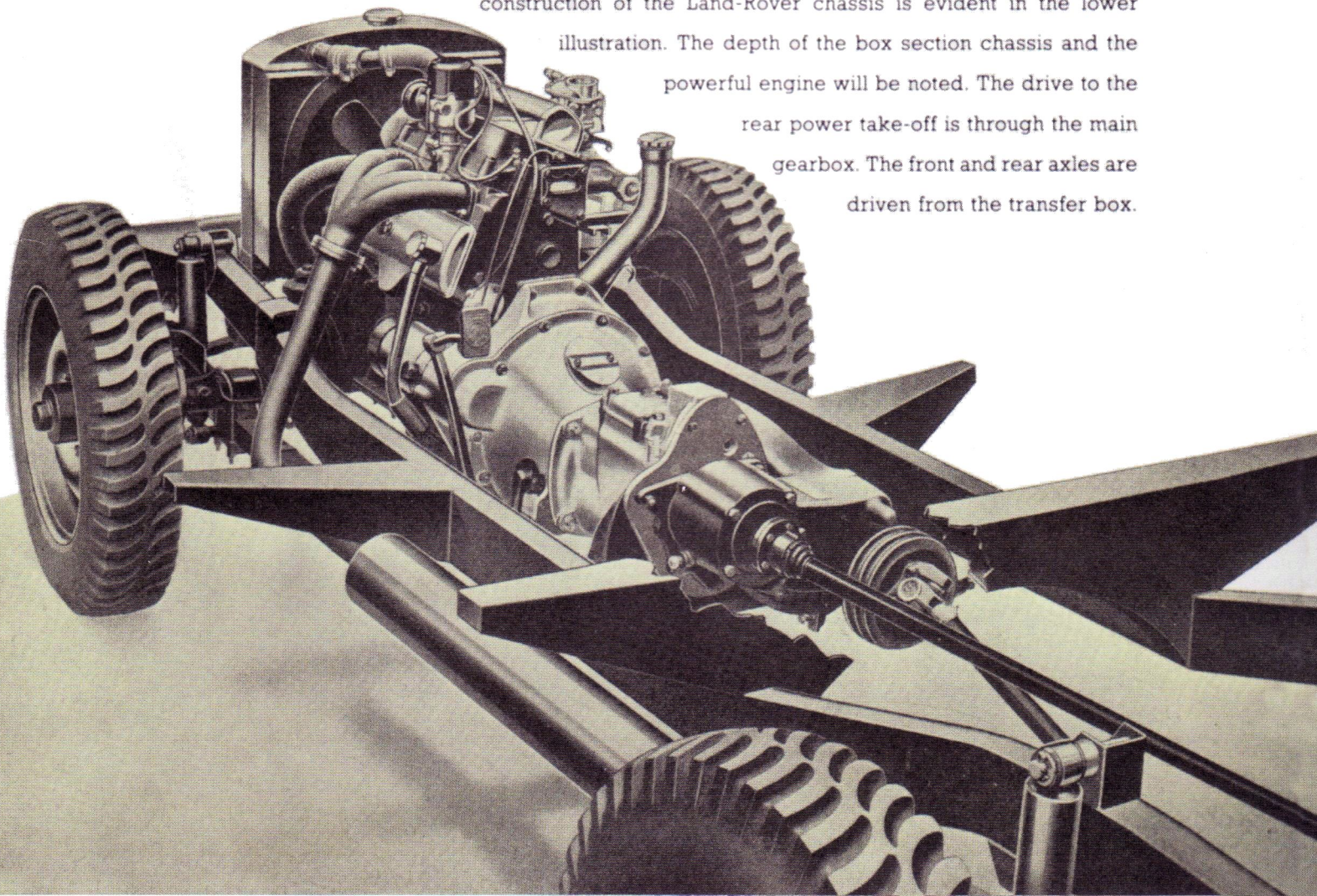
illustration. The depth of the box section chassis and the

powerful engine will be noted. The drive to the

rear power take-off is through the main

gearbox. The front and rear axles are

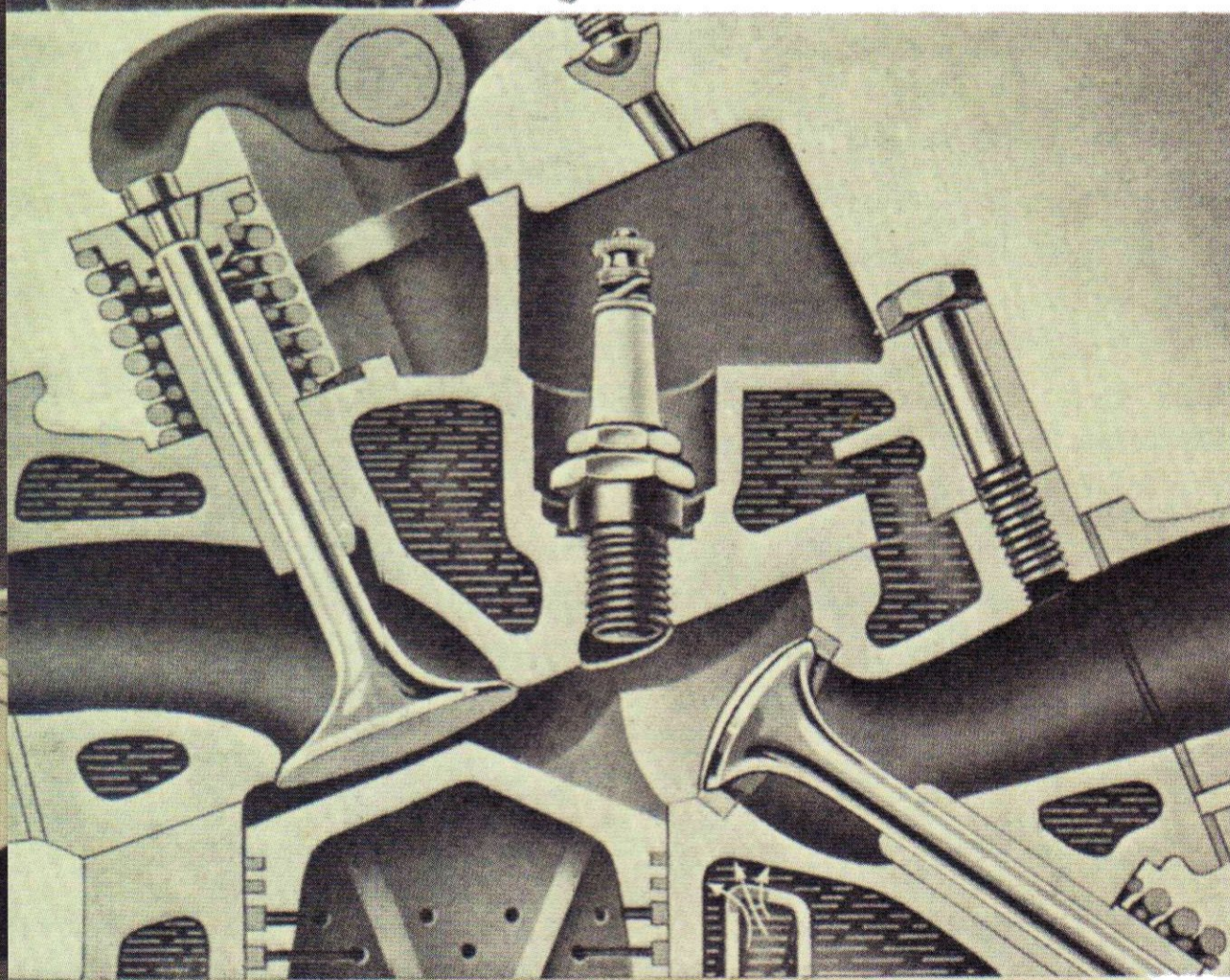
driven from the transfer box.



Here the Land-Rover is seen without the rear power take-off in use on the farm pulling an 8 ft. tandem-disc harrow.



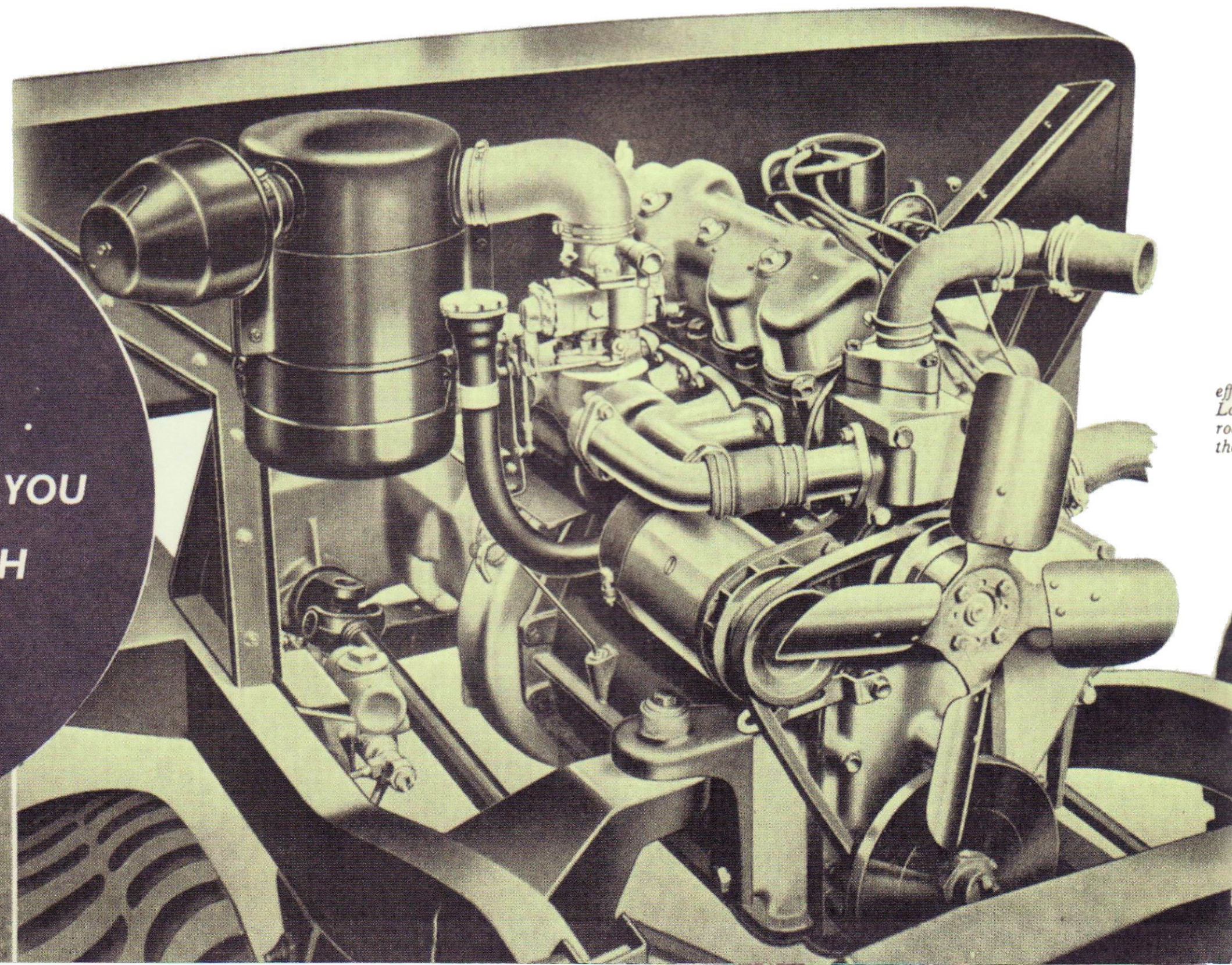
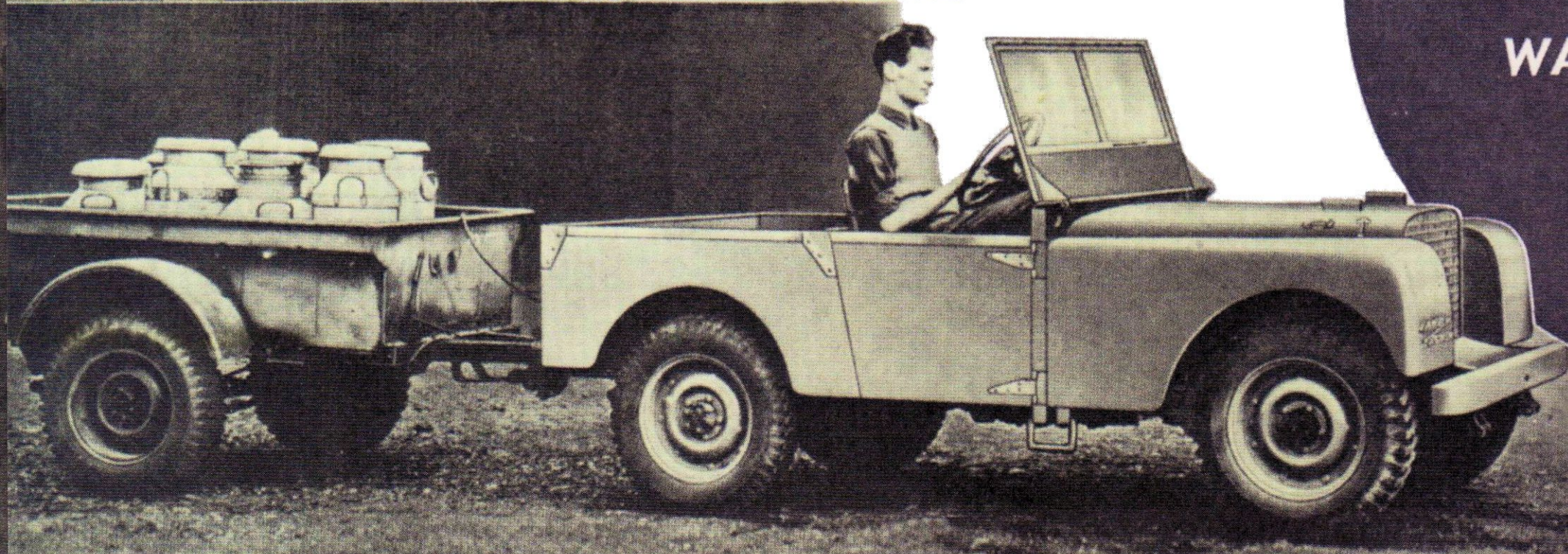
Britain's Most **LAND- ROVER**



THE SECRET of the performance of the new Rover engine lies in this special cylinder head design. It is completely new and an example of advanced thought in automobile engineering. Test results show a remarkable improvement both in power and economy.

For taking produce to the Station or Market the Land-Rover is without equal. It is fast, economical and requires a minimum of attention.

**A
MOBILE
POWER PLANT
POWER JUST WHERE YOU
WANT IT THROUGH
THE POWER
TAKE OFF**



eff
L
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Versatile Vehicle

SPECIFICATION

ENGINE. Flexibly mounted on rubber at four points. Four cylinders, bore 69.5 mm. Stroke 105 mm. 1595 c.c. Maximum brake horse power 50. Three bearing counterbalanced crankshaft of high specification steel of ample dimensions. Camshaft in crankcase driven by double roller silent chains with hydraulic adjuster. Firing order 1, 3, 4, 2.

VALVES. Overhead inlet valves operated by rocker and push rod from camshaft. Side exhaust valves with inserted valve seat operated by rocker in direct contact with camshaft.

PISTONS. Aluminium. Inverted "V" shaped head to conform to patented design of hemi-spherical combustion chamber giving increased compression turbulence. Two compression and two scraper rings are fitted.

CLUTCH. Single dry plate 9" diameter.

DYNAMO. Automatic voltage regulator 12 V.

STARTER. Operates on flywheel.

CARBURETTOR. Down-draught.

PETROL FILTER. Mounted on dash.

AIR CLEANER. Oil bath type.

TRANSMISSION. To rear and front axle by open propeller shaft via two speed transfer box.

REAR AXLE. Semi-floating. Spiral bevel type. Ratio 4.88:1.

COOLING SYSTEM. Water circulation by pump. Thermostatic control. A fan is fitted. Water capacity two gallons.

LUBRICATION. By pressure from gear type pump forcing oil to all bearings, timing chain and valve gear. Capacity 10 pints.

GEARS. Four forward speeds and reverse. Ratios: first 3.00:1, second 2.04:1, third 1.47:1, top 1:1, reverse 2.54:1.

TRANSFER BOX. Incorporates two speeds which in conjunction with the main gearbox give a comprehensive range of eight forward gears. Ratios: first 2.888:1, top 1.146:1.

IGNITION. Coil and battery. Automatic controlled ignition advance 12 volt battery. Capacity 52 amp. hours.

FRONT AXLE. Fitted with differential similar to rear axle. The drive to front wheels is through free-wheel and constant velocity universal joints totally enclosed.

CHASSIS. Side and cross members of box section forming an exceptionally rigid assembly.

STEERING. The steering wheel optional right or left hand driving position.

FUEL SUPPLY. From 10 gallon tank under driver's seat.

SPRINGS. Semi-elliptic. Four tubular type shock absorbers are fitted.

WHEELS. Detachable disc wheels having 4½" wide rims. Tyres 16 x 6.00 Heavy Duty traction type.

DIMENSIONS. Overall width 5' approx. Overall length 11' approx. Weight of vehicle 22½ cwt. Wheel-base 80". Track 50".

DRAW BAR PULL. 1,200 lbs. to 1,800 lbs.

MAXIMUM ROAD SPEED. Over 50 m.p.h.

REAR POWER TAKE-OFF (at extra cost). Drive through back of main gearbox to rear of chassis. Can be fitted to give pulley drive for threshers, chaff cutters, circular saw, etc., or shaft drive for power mowers, binders, combine harvesters, etc.

CENTRE POWER TAKE-OFF (at extra cost). Arranged to drive by V belts, compressors, generators and other portable equipment which can be mounted in the body.

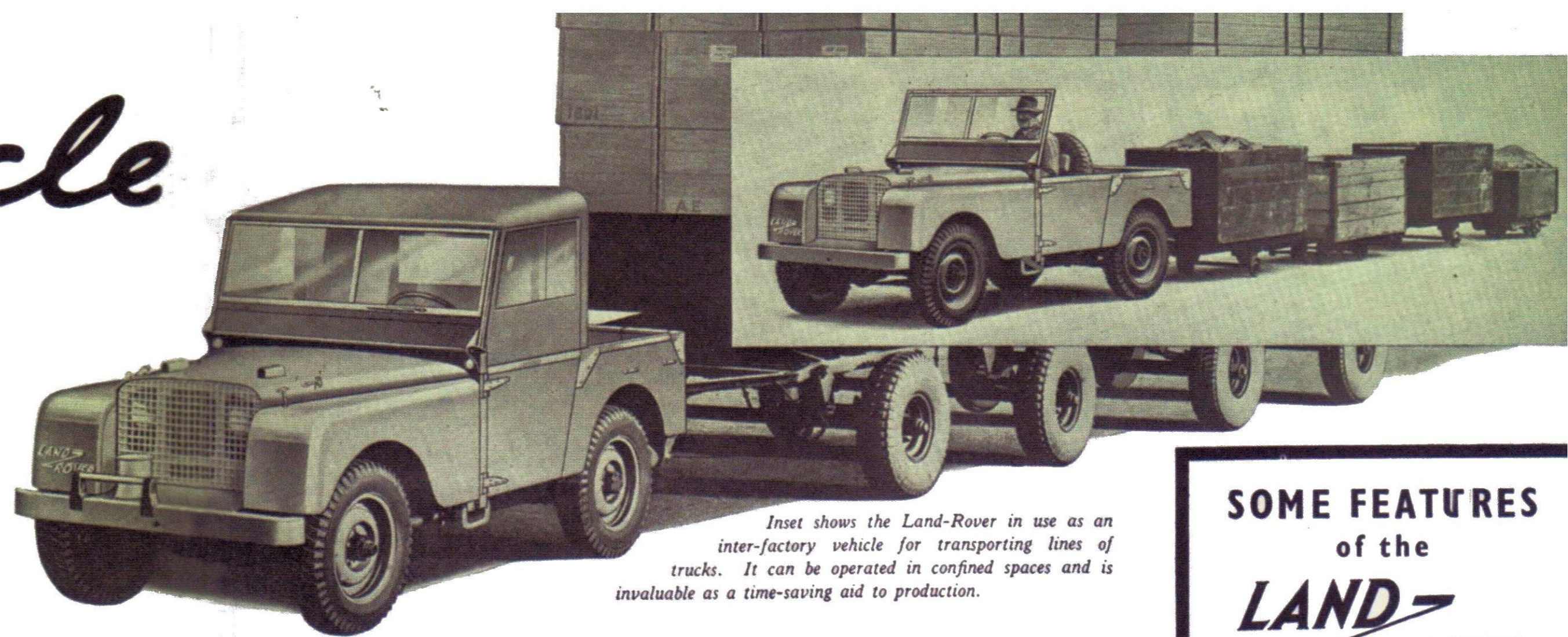
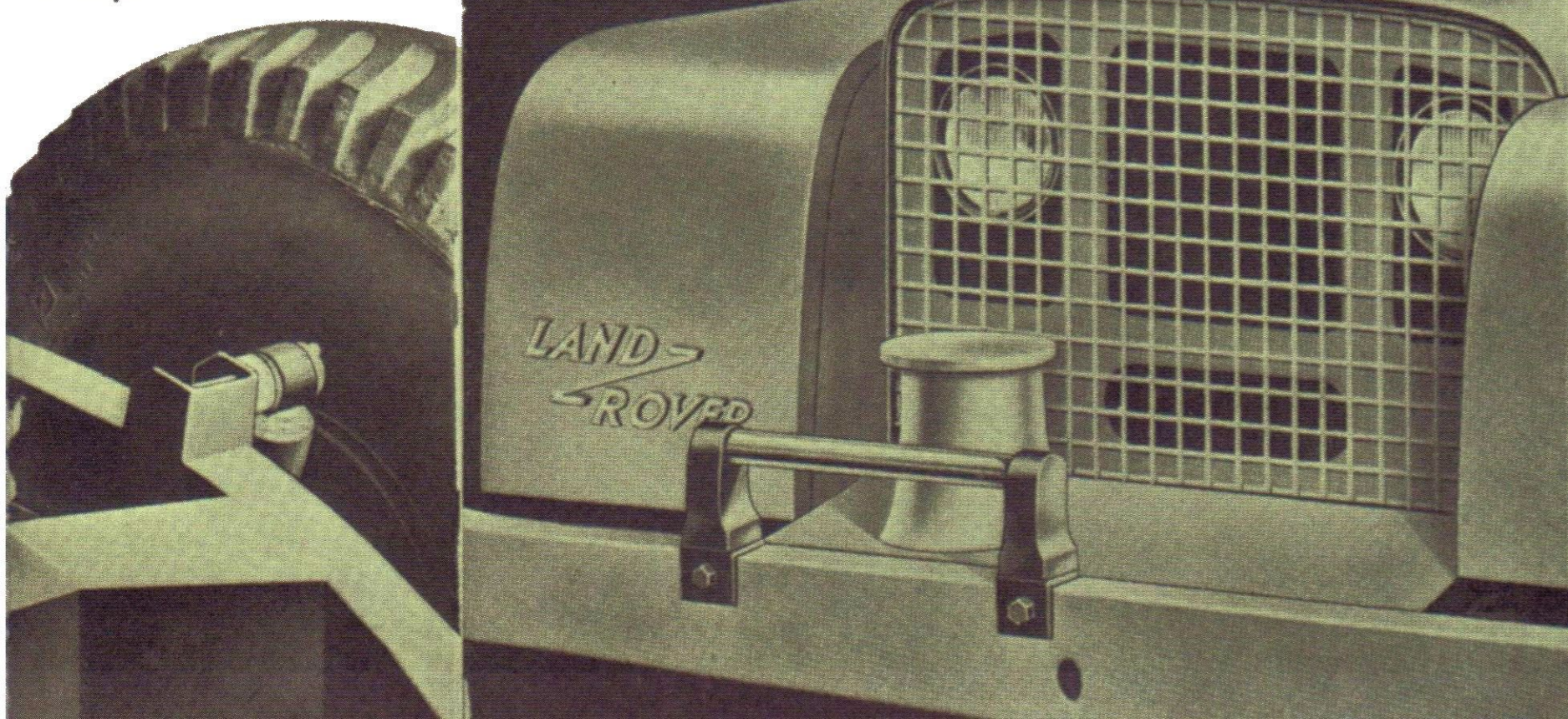
BODY and general sheet metal work of high tensile non-corrodible light alloy.

ALL external steel fittings galvanised.

E. & O. E. Subject to alteration without notice.

A power-driven winch of the capstan type can be mounted at the front of the Land-Rover. The winch can be applied to countless jobs from moving heavy machines in the factory to grubbing out old tree roots on the farm.

On the left is the powerful high efficiency four-cylinder engine of the Land-Rover. Simple in design and of robust construction. It develops more than 50 b.h.p.



Inset shows the Land-Rover in use as an inter-factory vehicle for transporting lines of trucks. It can be operated in confined spaces and is invaluable as a time-saving aid to production.

INDUSTRIAL OR FARM TRANSPORT

In its application for farm or industrial transport the Land-Rover possesses many advantages over the more commonly used vehicles. It will pull a heavy load over a ploughed field and give fast and economical operation on normal roads. It will go where most other vehicles cannot reach, and its running costs are low. The non-corrodible light alloy bodywork together with galvanised exterior steel-work ensures low maintenance charges and no deterioration of finish under the worst weather conditions.



On the farm the Land-Rover is coupled through the rear power take-off to the elevator for rick building.

SOME FEATURES of the LAND-ROVER

High efficiency engine. develops over 50 B.H.P.

Box-section chassis frame, light, exceptionally rigid.

High tensile non-corrodible aluminium sheet metal work.

All exterior steel fittings galvanised.

Free-wheel to front axle acts as self-locking differential.

Special protection for ignition system against damp.

Powerful hydraulic brakes.

Wide front seat accommodates 3.

12-volt lighting and starting.