ROVER OWNERS' ASSOCIATION

OF NORTH AMERICA

167 Oakland Road
Maplewood
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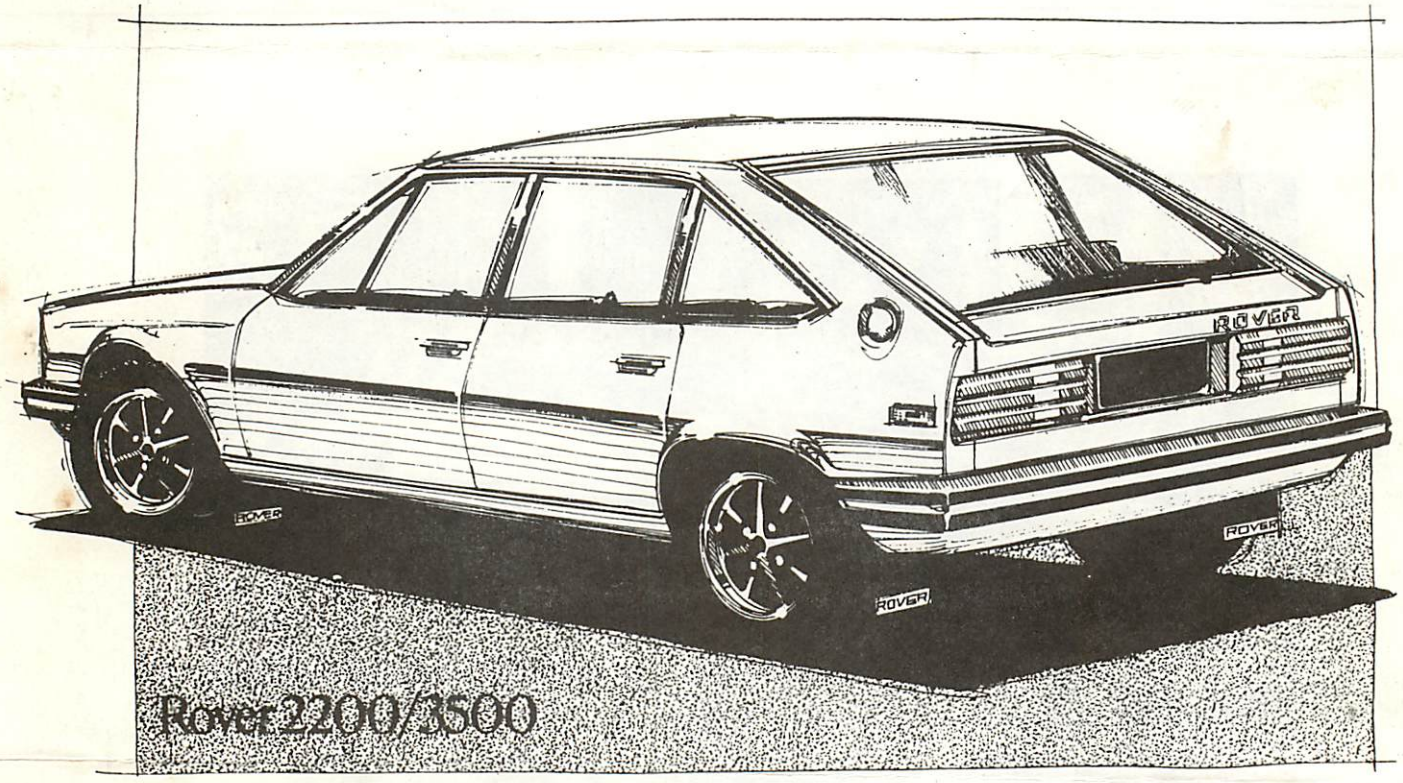
Well, again we're a bit early. Actually, this is good. It serves to saisfy the members who are always waiting for a new issue; it shows that various members are contributing; it paves the way for publishing perhaps somewhat more than six issues during the year.

We would remind members to renew within a reasonable period of time after receiving a renewal application with their newsletter. As we indicated in our last issue, those members who allow their membership to expire will have to rejoin as a new member.

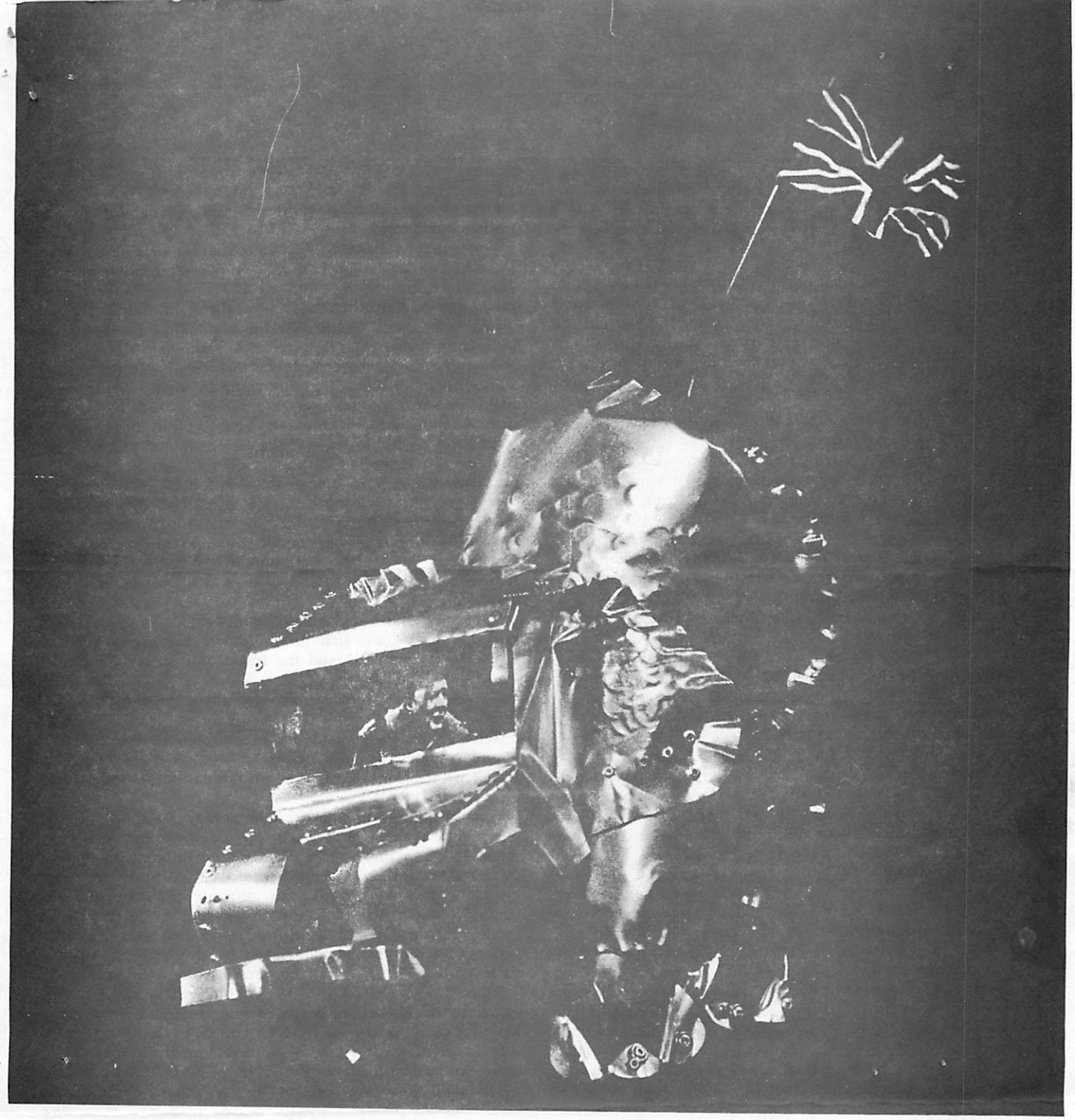
Mr. W.G. Duffield, Honorary Secretary of the Headquarter Club, informs us that life membership in the Headquarter Club, including the Club Badge, costs $7.50 US and not $5.00 as previously indicated. Will those members who care to join the Headquarter Club, then, please include this payment with their application.

For those members who have written to us asking about the Headquarter Club's newsletter we can only say that we haven't received an edition for the last several months. We will attach these to our newsletter for those of our membership who are also Headquarter Club members. In that case, please drop us a line and let us know whether you are affiliated with the Headquarter Club.



An artist's sketch of the proposed new Rover sedan. The factroy hasn't released anything on this car yet; we'll print something the moment they do. In any case, the above car looks as though we might see it in the U.S. because of the bumpers. It is too early to make any comments on it because of the scant information. It does look contemporary, but unfortunately (from this drawing at least) it looks like just about everything else coming out of Europe these days.

We're interested in holding a meet of some sort this Fall and would like some comments from the membership as to where they would like to see it held, what they would want it to include (caravan, off-road trials, etc.), and whether they would be interested in assisting in its organisation. Please let us know soon. Member John Kirk would also like to see some sort of swap meet combined with this.



SCULPTURE BY JON DAHLSTROM

O'KANE ON LAND ROVERS

BY DICK O'KANE

ON THAT GREAT bright day when I manage to accumulate the time, money and space all at once, I'm going to go out and buy a TC, a D-Jag, an XK-120M (which I'm going to bolt a C head onto and call an "XK-120MC" so you can all write righteous letters to the editor), a Mark IV (yes, I know) which I'm just going to look at and never drive, and a Land Rover.

Now, I'm fully aware that I don't need any of that stuff, least of all the Land Rover. But I'm going to drive the Land Rover. A lot. Simply because Land Rovers turn me on.

I got into the Land Rover thing about ten years ago when trying to sell business machines to Mom-and-Pop grocery stores in an economic disaster area finally got to my soul and my bank balance simultaneously. So I wound up in a very small, very informal Land Rover agency as a salesman, sometime mechanic, chief gopher and seat warmer.

The first thing you learn about a Land Rover is that it has a personality which is uniquely its own. To me, a Land Rover is a safe, warm, comfortable place to be. When in a Land Rover you're safe from any assault by man or nature.

(Reprinted from July 1969 Road and Track)

LAND ROVERS

The Bomb could land right on top of it, but somehow you're sure that it would only blister the paint a little. A Land Rover is the wheeled embodiment of the spirit of one of the sturdiest, most indomitable nations on earth. This is not just a heavy-duty vehicle; this is *John Bull's* heavy-duty vehicle. And there's a difference. There it is—Rule Britannia and Press On Regardless!

Okay, yes, I'm sure your 4wd vehicle is just as good, if not better. But it can't have anywhere near the Land Rover's class. And when it comes to tradition, well . . . hang around Land Rovers long enough and you'll wind up convinced that if Rover ever stopped making them, the whole continent of Africa would sink like Atlantis into the sea. Anyway, two days after I started, I was a confirmed Land Rover nut. Those things are more fun to drive than anything this side of a Ferrari! They'll go over, under or through anything, the visibility's marvelous, and you have to be really creative to make one break. And for sheer startle value, a Land Rover just can't be beat.

When you took a customer out for a demonstration ride, you'd get him (or often, her) firmly strapped in and take off down the street, which was separated from an expressway by a rather steep grassy embankment about 10 feet wide, and during the winter, this strip always had snow piled up on it about three feet deep. You'd get up to about 20, say very casually, "Hey, why don't we take the expressway—it's quicker," and suddenly swerve right. As you swerved, you banged it into 4-wheel drive and "whumph!" Into the snow, churn up the embankment, pull out into the disbelieving traffic and go, hood and fenders festooned with hunks of snow, customer still softly going "gah . . . gah . . . gah . . ." to himself. Then down to the river where you'd demonstrate the thing's ability to climb sheer cliffs, charge through the woods, wade through hub-deep sand and generally do unreasonable things without a whimper. Then you'd let the customer play for awhile, and it was *your* turn to hang grimly on while *he* tried to destroy the car, the object being to let him get so intrigued that he could be relieved of his sack of coin. And oddly, there was only one instance of customer-caused damage to our demonstrator. And not in the bush, either. This happened in downtown traffic. You remember Land Rover's claim that the thing's built to withstand the full charge of a bull rhinoceros? Yeah, well, they'll even do better than that.

On this particular day, my prospect was one of those marvelous old ladies New England's so full of. There's a whole class of them; great, huge, jolly people with master's degrees and sometimes doctorates—always from Smith—and they're really into living. They do things like sail star boats single-handed, dig bushels of clams for dinner, march in demonstrations, lecture at the library and talk a fascinating blue streak while they get genteelly swacked on sherry. This one was the archetype of the species, and she was having a ball with the Land Rover, giggling and cooing as she howled through a trafficky, one-way circle in a beautifully-controlled drift. Then, ohmigod, here came a great Mother Buick the wrong way, and with a cataclysmic bang the two cars married fairly, front to front.

We fared a lot better than the guy in the Buick simply because we were harnessed firmly to the seats and he wasn't. He banged his head smartly on the windshield, sustaining Slight Injury, which rated us all an ambulance, a fire engine, all the policemen in the world and enough spectators to stop traffic completely.

Then there followed the required Great Flap about Who Was At Fault, wherein Brunhilde stood like a pillar of New Hampshire granite and told all and sundry concisely, precisely and politely that she was in the right and they could all go to hell, and finally, like the mules that drag deceased bulls from the *corrida*, the wreckers came.

Just for the hell of it, I got into the Land Rover and started it. It idled quietly, with none of sounds like the fan makes when it's stuck into the radiator, so I put it into reverse and tried backing out from within the Buick. It went backwards, alright, but the Buick wanted to come too, so I got a wrecker to sort of stand on the other car's tail and tried again. This time the Buick fell off onto the road, and I got out to inspect the damage. The Buick seemed utterly destroyed, hood buckled double, front wheels splayed out and the engine off its mounts, bathed in antifreeze.

The front bumper on the Land Rover was scratched, one fender had a dent in it and there was a broken headlight. That's all.

Brunhilde stood and stared in delighted disbelief, and I said, "Well, I guess that proves the factory's claim that a Land Rover can withstand the full charge of a bull rhinoceros."

"Yes," she answered, "and also the charge of the cow Buick."

While that scene had its memorability, the funniest, (though somewhat dangerous) bit of goofery I ever saw pulled with a Land Rover was on the day the Dude refused to sell us parts.

The Dude was of another common type—short, skinny, big handlebar mustache, tweed cap and bright red vest. They sell used cars. Our Dude was only a bit different in that he owned a big foreign car place, and we'd go up there to get pieces to fix whatever wheezed into our shop. But one day when I rode up with the boss to get some needed bits, we found that the Dude had arbitrarily decided that our place was taking business from his and he wouldn't give us the parts at discount. It was full counter price or nothing.

I'll spare you the shrill 15 minutes that followed. Just suffice it to say that we got back into the Land Rover partless and the boss was so mad he couldn't talk. So after sitting for a moment while he gained enough composure to drive, we headed back out the drive of the Dude's place, and who should be sitting there at the end waiting for traffic to clear, but the Dude himself, encased in a new Alfa. We pulled up behind him.

Four lanes of fast traffic was swarming by and the Dude was watching intently for a hole so he could pull out. We waited. And we waited. And suddenly, the boss reached down and pulled the Land Rover into low range 4wd. I looked over at him. Grinning a fiendish grin, he inched ahead and gently contacted the Dude's rear bumper. The Alfa began to move. The Dude locked the brakes. The Land Rover's engine changed pitch, built to a scream, and with four Pirellis and one Dude shrieking in protest, the Alfa was shoved slowly and majestically out into the middle of the street.

We left him there, the center and cause of an epic traffic jam, and drove away.

Yes, one day I'm going to get one, and it's going to have all the options and attachments I want, too; snow thrower, winch, mower, hydraulic mousetrap, clam digger, twin machine guns, bird call, heavy-duty traffic ram . . . and an air horn that plays "Rule Britannia!"

Engine Block Heaters for the Land-Rover: Member Norman F. Lewis recently wrote with the following comments concerning letters in our May, 1975 issue: In reference to the engine block heater described by Andrew Goldfine, a similar unit is available through Rover, part #155303. I would caution any member wishing to install one of these screw-in engine block heaters that it is not necessarily a simple job to remove the appropriate plug from the block in order to install the heater. On my 1965 suffix F engine it was necessary to drill, grind, and chisel the plug out - it was frozen to the cast iron block and would not just simply unscrew. Also, Rover has a special tool for removing this plug, but even this tool can be useless if the plug is frozen in. This warning may save some members the extreme frustration in trying to remove the plug.

The shock absorber suggestions by J.E. Trogdon are fine, except that Monroe #4006 is no longer made and, at least in this area, cannot be found in any parts outlets. Presently, I'm using Monroe #4044 shocks on the rear of my 1965 88 and Gabriel #59019 on the front (the bushings that come with the Gabriels must be replaced with the same type the Monroes use). These shocks seem to last forever! All the above are heavy-duty shocks, but there are also standard-duty Monroe shocks available, both for front and rear. If any members are interested, I have photo-copies of the Rover spec-sheets for heavy-duty shocks front and rear, both for 88 and 109. Write to Norman at: 4514 S. Van Gordon Way, Morrison, Colorado, 80465.

In regard to Mr. Goldfine's problems from removing the emission controls, what is now needed is to replace the distributor with a non-emission control distributor, Rover part number 574147, or Lucas part number 41363. Since he is still apparently using the original distributor, the timing can never be properly set since the original distributor's timing characteristics are designed for the total emissions control system. The anti-dieseling solenoid probably also should be removed, but that is accounted for by his using a different carb.

CLARIFICATION: Mr. Andrew Goldfine has wrote to inform us that he has modified his Land-Rover to meet the Federal Emission Standards applicable to his vehicle.

Negative Ground Conversion: In response to Mr. Trogdon's query in our May, 1975 Newsletter Charles Ritts has included the following information on how to convert from positive to negative ground. He got his information from the July, 1970 issue of Leyland's HIGH ROAD.

> The procedure for reversing polarity is quite simple. First, reverse the battery connections, fitting new terminals or battery cables if necessary. Now reverse the ignition coil low tension connections ("SW" and "CB", or "Neg" and Pos"). This will maintain the direction of flow through the ignition coil. If you don't reverse the connections, the engine will start up and run, but igntion HT voltage will be lower, and performance suffers.
>
> Now the dynamo must be repolarized. Disconnect the two dynamo cables 'D' and 'F'. Use a spare 'jumper' cable and connect one end of the jumper cable to the 'live' insulated battery terminal. Touch the other end of the 'jumper' cable to the dynamo field terminal (the smaller terminal) for a few seconds. A blue fluffy sort of spark will occur when this is done, and this shows that the current is passing through the field coils.
>
> Once the dynamo has been repolarized, the dynamo connections can be restored. If any other polarity-conscious accessories are fitted to the car (such as, an electric screenjet, for instance) it will be necessary to reverse the connections over; most dealers can give the required information about these units, if they are fitted. It's amazing the things people think will happen if they reverse their battery - starter going backwards, fuel gauge showing 'full' when it's empty, battery will be charged up backwards, etc. These phenomena just don't happen. Direct current electrical systems are not affected providing the repolarizing procedure is followed.

Negative Ground cont'd: A last caution is in order, however. Never reverse an alternator. It is definitely polarity conscious. Also, if one's vehicle has an ammeter the leads to it should be changed around. If this is not done, the ammeter will improperly read discharge when, in fact, the generator is charging.

LAND-ROVER
STATION WAGON

Land-Rover Overdrive: Member Earl Whitmore recently wrote the following letter regarding his experience with the Fairey Overdrive mentioned a few issues back. Four weeks ago I installed the Fairey Over Drive. Installation was very straight foward with no complications at all. The entire process took about 3½ hours. The most noticeable difference is the greatly reduced noise level inside the cab. Gas mileage has increased, but not as much as I had anticipated. Overall mileage seems to have increased about 10%. The Land-Rover has enough power to operate in O.D. all of the time, but I have to shift at higher rpms than normal so I doubt if this is an advantage. Also, in my opinion, acceleration is excessively sluggish. It appears that the best performance, including fuel economy, is realised by shifting into O.D. at road speeds in excess of 40 mph. Generally, vacuum readings are 1 to 4 in/hg lower than normal. Interestingly, the latest issue of PV4 (May, 1975) has an article on the Fairey unit. PV4 indicated that a manifold vacuum of less than 7 in/hg will activate a secondary carburettor jet producing a richer fuel mixture which, of course, further lowers mpg. One not so apparent advantage of the Over Drive is that the Land-Rover can be operated in low range and O.D. In these positions the over all gear ratios nicely split the difference between the standard low range and high range offerings, making low range more useful. In any event, it is quite pleasant to cruise down the highway at 65 mph (approximately 3300 rpm in O.D.) with the other folks.

After reading Mr. Kamishlian's comments about broken axles I became a bit concerned. I know of another Land-Rover owner who experienced an axle failure when he accelerated around a curve at 60 mph on the highway. After seeing a friend virtually destroy the front differential of his CJ5 - the axles were unscathed - I can appreciate the wisdom of having an axle break before the drive train fails. But axles breaking on asphalt roads seems a bit extreme. I wonder if any members have any statistics on axle stress points. Of course, Rover provides specs for maximum weight that can be carried over each axle, but I suppose there is another spec that involves torque, g.s., and gvwr.

The following is a reprint from the April 11, 1975 issue of the Wall Street Journal:

Auto Breakdown: British Leyland, Hurt by Strikes, Feuds, Old Plants, Offers Textbook Case of U.K. Ills

By WILLIAM M. CARLEY
Staff Reporter of THE WALL STREET JOURNAL

LONDON—An executive joining British Leyland Motor Corp. was told he would soon receive a new Jaguar as his company car. Months passed. "I began to raise bloody hell to get the car, with no results. Finally," says the exasperated executive, "I went out and bought a Volvo."

Then, six months after he had joined British Leyland, the Jaguar arrived. But the first morning the executive drove the car to work, it broke down four times.

For British Leyland, like its Jaguar, there may be a problem of too little performance, and too late. Britain's biggest auto producer has been entangled in just about every problem conceivable, analysts say. The company makes too many models—Jaguars, MGs, Land Rovers, Triumphs, Austins, Morrises and Minis, to name a few—in too many plants. Because of obsolete, inefficient facilities and strikes, the company often hasn't been able to meet demand. When it has, pricing policies have sometimes been poor and reliability of some cars, in the words of one industry executive, has been "atrocious." Management has been hamstrung by a series of corporate jealousies and feuds. "Your main preoccupation is protecting your back," says one former company official.

Now that British Leyland has been hit by the international slump in auto sales, it's probably too late for survival as an independent company. The concern has run into such a severe cash shortage that it has asked the government to bail it out. In return, the auto maker stands to be at least partly nationalized. The government is expected to announce its plans soon.

Textbook for Disaster

British Leyland thus promises to be the biggest and most spectacular casualty of the auto downturn that's buffeting companies ranging from the "Big Three" producers in Detroit to Volkswagenwerk AG in Wolfsburg. It is also a textbook case of the shortcomings common to much of British industry—fractionalized, ill-run companies trying to cope with even more fractionalized, ill-tempered unions. The shortcomings add up to a lesson on how not to run an international auto company, especially in troubled times.

British Leyland was formed in 1968, when two companies that themselves were the products of some 30 mergers over the years—British Motor Holdings and Leyland Motor Corp.—were urged to merge themselves by Harold Wilson, then as now prime minister. The aim was to create a British auto company that could compete worldwide with U.S. and European producers.

But according to Sir David Barron, a director of the Royal Dutch-Shell Group who also sits on British Leyland's board, the result has been "a bloody awful mess."

Many of the constituent companies, of course, once produced, or still produce, classic, world-famous automobiles. The Jaguar, for example, is a beautiful car to look at. For durability and reliability, it's doubtful whether anything beats the Land Rover. For years the Austin-Healey was a leading sports car produced in a joint venture by Austin Co. and Donald Healey, a designer and racer himself. And some of the products, like the Jaguar and the MG, have a tradition, nostalgia and snob appeal that keep their makers rolling with considerable sales momentum.

Old Feuds Persist

But many of the companies that had been merged into the new corporation had been bitter rivals for decades. Despite the merger, says one industry executive, "The people at Longbridge (Austin's plant) wouldn't talk to the people at Cowley (Morris's plant), and the snobs at Jaguar wouldn't speak to any of them."

Even during the merger negotiations, a bitter battle had been waged over who would run the new company. Both the chairman and the managing director at British Motor eventually quit, and Donald Stokes, managing director at Leyland, emerged as chairman and chief executive.

Lord Stokes

Balding and bespectacled, Lord Stokes has run British Leyland amid a welter of controversy ever since. He's often out of his comfortable office by a terrace-garden in British Leyland's modern London headquarters building, either circling the globe promoting sales or touring company plants. "We go out to the divisions to manage," he once said. "You can smell whether a factory is efficient. You can see whether a man is keeping the place clean. You can see what improvements he has made since you came round before."

Lord Stokes has managed British Leyland into the ground, critics charge. "He's never at home to mind the store," says Derek Channon, a professor at Manchester Business School who has studied the company. Others say that as a former truck salesman overseas, Lord Stokes lacks administrative experience. "His specialty is landing at Heathrow and being photographed holding a contract for 22 vans sold to Cuba, or 48 to Nigeria," says one British auto executive. "He doesn't know the first thing about running a major corporation."

The British Leyland chairman disagrees. "If we're selling trucks to the Shah of Iran, I have to go see him because he expects it, and my sales efforts get overexposed." In taking over British Leyland, he adds, "Of course we had to learn something—we became, overnight," a far larger company.

Whatever his talents, there isn't any doubt Lord Stokes inherited horrendous problems. Besides fierce intracompany antagonisms, there was a chaotic clutter of plants, models and dealers. Over 70 plants were scattered around the English countryside, many of them too small, old and inefficient to achieve economical production runs.

Model lines were often overlapping and competitive; both MG and Triumph, for example, made small sports cars. The number of dealers had grown like Topsy. In Britain there were far too many—"One on every street corner," says Gordon Chandler, chairman of Henleys Ltd., a big distributor. This ensured that most dealers were relatively unprofitable and weak. Overseas recruiting of dealers had been a hit-or-miss proposition. Sir George Farmer, former chairman of Rover Co., which became part of British Leyland, recalls that "if we met a banana merchant from Brazil who said he'd sell our cars, we signed him up."

The company also faced both labor and management problems.

The labor woes, like those of the rest of British industry, sprang in part from the age-old class antagonisms of British society at large. These antagonisms tend to quickly escalate minor industrial disputes into us-vs.-them class divisions that go far beyond and exacerbate the issues at hand.

Piece Work Battle

Furthermore, at British Leyland, unlike most auto companies, production-line workers were paid on individual piece rates. Employe wages varied according to both the speed of the production line and the worker's exact function along the line. Each man was paid differently, according to what part he bolted onto the car. The result was constant jockeying over whether a bumper job was worth more than a fender job, and every man was practically turned into his own bargaining unit. The whole system fomented jealousies and strikes.

In addition, piece rates placed a premium on volume rather than quality, with an unfortunate impact on automobile reliability. "They had the worst pay structure in the world," says one Ford Motor Co. executive.

The management was bad because British Leyland had inherited several sets of executives. Each group, says Lord Stokes, was capable of running a small, specialized auto producer like Rover or Jaguar. But none know how to run a big, diversified corporation like British Leyland. Thus, management was both overstaffed and underexperienced.

Auto Breakdown

British Leyland Offers Textbook Case of Ills Afflicting U.K. Firms

Strikes, Management Feuds, Old Car-Making Plants Dig Deep Financial Ruts

Jaguars for 100-Yard Dash?

"I had the feeling I had a monster by the tail. How the hell were we going to control it?" Lord Stokes said after the merger.

Some progress was made. The number of plants was cut to 59, and the big Austin and Morris plants were modernized. The number of British dealers was cut to 3,100 from 5,500, and overseas sales operations were reorganized. A few models, like the Riley, were dropped.

In the labor field, British Leyland began the slow process of shifting to hourly pay from piece-work rates. New managers were recruited, including some 200 from Ford's British subsidiary, and the new team began developing the financial systems and production controls that the corporation had never had.

"Silver Lemon" Award

But at the same time British Leyland's models were running into trouble in the marketplace. Incessant strikes had disrupted production and impaired quality control, auto men say. In 1973 the Austin 1300 sedan became one of the few cars ever awarded a "Silver Lemon" by the West German Automobile Club. The dubious honor is bestowed for "horrible" mechanical faults, a club spokesman says. (The model was discontinued last year.)

The reputation for poor quality hurt. "You could sell those sloppily built cars to the British, but not to the fastidious Swiss, or the Germans, or the Danes or the Finns," says Allen Dix, former European sales director for British Leyland and now a management consultant.

Jaguar had hoped to challenge the Mercedes-Benz, especially in the lucrative U.S. market. But between 1968 and 1974, while Mercedes boosted American sales to 34,000 cars from 24,000, Jaguar's languished at about 5,000.

The failure to overtake Mercedes was partly due, it is said, to Jaguar's refusal to expand production. William Lyons, who ran Jaguar for years, before retiring as chairman in 1972, was "never happy unless he had a three-year waiting list for his cars," one British Leyland executive says.

But Jaguar cars were also suffering because they were getting a reputation of being mechanically unreliable as well as beautifully designed. "They are great for the 100 yard dash, but after five miles they break down," one U.S. auto buff claims.

When the complex cars broke down, spare parts and competent repairmen were hard to find. Parts were so rare that "you almost had to buy two Jaguars, one to drive and one for spares," joshes Prof. Channon of the Manchester Business School.

Mini's Major Problems

British Leyland's Mini, a car even smaller than a VW Beetle and marketed mostly in Britain and Europe, was also spinning its wheels. It was British Leyland's No. 1 seller, but British Motor, which originally produced the car, lacked financial controls and had never known exactly how much it cost to build. Furthermore, the design hasn't undergone any substantive change in 20 years, and such old designs make for relatively expensive manufacturing because they haven't taken advantage of many subsequent design innovations that cut production costs. Thus the Mini is expensive to build. British Leyland discovered the car had been underpriced and had been steadily losing money. Only recently has the company been able to boost prices enough so the car now makes a small profit.

Old corporate feuds, meanwhile, were worsening. At Cowley, for example, one plant builds and feeds auto bodies to another plant across the street for final assembly. Close coordination is needed, says Arnold Overson, production manager for the assembly plant and a former Ford man. "But when I got here a couple of years ago, I found some key executives in the body plant hadn't even been across the street to our assembly plant since the 1968 merger," Mr. Overson adds.

New feuds sprang up. The executives imported from Ford, in pushing for new financial controls, often clashed with managers who had been in the merged companies for years. "You had the 'mercenaries' from Ford and the 'landed gentry' who had always been there, and they either ignored each other or fought each other," one British auto executive says.

In one spectacular battle in 1973, Lord Stokes picked John Barber, a former Ford man, as deputy chairman and No. 2 man in the corporation. George Turnbull, who had run the big Austin-Morris division for years, was named managing director, but only No. 3. Mr. Turnbull quit within months.

Hope — for a While

Despite snowballing problems, it seemed for a while as if British Leyland might avoid a crash. The early 1970s were boom years in the U.K. auto industry because the government had suddenly lifted the tight credit and tax measures that had been holding down auto sales. There was a shortage of autos and of auto-making capacity, and British Leyland, floating along on the industrywide prosperity, sold all the cars it could produce. The company made money. But despite the boom, it didn't make much money; in the fiscal year ended Sept. 30, 1973, for example, it earned the equivalent of $66 million, a paltry 1.7% of its $3.8 billion of sales.

Then came the oil crisis, soaring inflation and slumping auto sales. British Leyland's artificial prosperity waned. Even highly efficient auto makers have been traveling a rocky road, and British Leyland remains, despite Lord Stokes' efforts, far from efficient.

At Cowley, one paint shop is 37 years old. At Jaguar, some parts of the plant are so ancient that Jeffrey Robinson, managing director, won't disclose their age. "It won't help me sell Jaguars," he explains. In Abingdon, the MG plant has been described as "a cottage industry" by auto executives.

"We don't have much mechanization—the cars are practically hand-built," says Tom Owen, MG works manager. He then shows a visitor the MG "assembly line." Instead of an automatic conveyor moving cars down the line, a gang of men bolt, screw and glue certain equipment to a car, then manually push and shove it along to the next work crew.

Too Many Models?

Critics add that in order to save jobs, Lord Stokes has failed to trim the model line fast enough. Triumph and MG, for example, still both make small sports cars. Lord Stokes has even added some models for which critics question the need. Thus the company recently introduced the Marina, a small rear-wheel-drive sedan. Then it paid out a bundle to introduce the Allegro, a small front-wheel-drive sedan. "To me, the Marina and Allegro look and function the same, and I make an utter bore of myself at board meetings asking why on earth the company is producing both," says Sir David Barran, the outside director from Shell.

British Leyland is also accused of adding gadgets to cars. Example: a square steering wheel on some Allegros. The company says it helps drivers see the instrument panel, but critics say it just increases production costs. "Leave it to Leyland to invent the square wheel," snipes one British auto executive.

Criticism exploded at the February annual meeting when several shareholders in an unruly crowd angrily demanded that Lord Stokes resign. But he was easily reelected, and he rejects criticism that he hasn't been decisive enough.

"I had the option of going into British Leyland with a whip and a spear," he said in an interview. "But I preferred the carrot because I think people respond to that." In the 1920s, he adds, "you could cut models and shut plants, like GM did, but you can't cut and shut today. It would be socially unacceptable and perhaps unworkable."

Lord Stokes also has his defenders. "He could be ruthless (about dropping models, plants and workers), but it would be a real bloodbath, and he's just too nice a guy for that," one British Leyland director says. Even if Lord Stokes tried to be ruthless, he'd undoubtedly run into massive union resistance, the director adds.

Old Problems Linger

By last year, in any case, British Leyland's problems were feeding on themselves, and the company was speeding tc-

wards disaster. Its move to change its pay system to avoid strikes has triggered even more strikes. Where the change has been achieved, it has been at the cost of paying 10% to 15% over going rates, one source says.

Even the switch to hourly rates hasn't eliminated strikes due to fierce intraunion rivalries (British Leyland negotiates with 20 unions), or walkouts called by union militants. (One union official so radical he was booted out of Britain's Communist Party some years ago recently helped lead an engine tuners' strike that snarled production lines for weeks.) Over the past seven years, the company says, strikes both inside and at outside suppliers have scratched production of nearly one million cars with a retail value of some $2.4 billion.

Management feuds continued unabated. "Administration at British Leyland is in shambles," says Mr. Dix, the management consultant. Seven years after the merger, he adds, "the original companies are still dancing all their old tribal dances."

British Leyland's market share declined ominously. In Britain, where the company once talked of capturing 50% of the market, its share declined from 45% prior to the 1968 merger to 33% last year. In Europe, according to one study, it dropped from 10% to 7%.

On top of all this, the company has been hit by additional blows. Britain's three-day workweek last year slashed production even below the pace customarily set by its poor labor productivity. An Australian operation, running deficits for years due to poor-quality cars, finally was closed down at an estimated cash cost of $38 million. And $61.5 million the company might have received was lost when GM's plan to purchase a British Leyland plant in Spain fell through; GM and the Spanish government couldn't agree on terms. In fiscal 1974, British Leyland plunged $58 million into the red.

Banks Lowered Boom

Banks administered the coup de grace. British Leyland's short-term debt had soared to about $315 million at the close of fiscal 1974. With its share capital valued at only $360 million, the company had a worrisome short-debt-to-equity ratio of approximately one-to-one. Since then, additional short-term borrowings have made that ratio even worse, and the company's poor prospects have prevented it from increasing its long-term debt, which amounts to about $175 million. The banks became leery because of British Leyland's shaky financial structure, according to one company official. The concern was refused further loans by a bank consortium that included Barclays of London and First National City of New York, and it found itself running out of cash.

On Dec. 6 Anthony Wedgwood Bonn, secretary of state for industry, announced in the House of Commons that the government would help British Leyland in return for partial public ownership (the unions are campaigning hard for full nationalization). As an interim measure, the government agreed to guarantee immediately about $120 million in bank borrowings, and British Leyland now is arranging these loans.

Long-term financing is currently being studied by the government, and how much it will eventually grant isn't known. Without enormous amounts of additional help, the company has said, it would have to forgo expansion, modernization and new-model programs, and, some sources add, it also would have to close down some major plants and drastically shrink its size.

In any event, it's clear that British Leyland, though spared from bankruptcy by the government moves, still needs a lot of money. To make the company competitive in today's tough markets, one director says, would take anywhere from $1 billion to $5 billion.

Technicals Tips Reprint from Land-Rover Owners' Club of South Africa: The following is a reprint of an article by Eddie Retief of the Land-Rover Owners' Club of South Africa.

Six Cylinder Engine:

Carburettor: Most 6 cylinder engines are fitted with a Zenith-Stromberg 175 CD 2S carburettor which is rather sensitive to dirt in the fuel. The needle and seat will tend to stick, causing unpleasant results.
A FRAM CG3 filter in the fuel bowl will deliver clean fuel for some 3,000 to 5,000 kilometers and should be replaced when the engine stutters and shows signs of fuel starvation. A FRAM or GUD 5/16" in-line filter may also be used.

Fuel Pump: The SU siamese twin fuel pump is designed to draw from two tanks as any section can operate independently from the other. By fitting a single throw di-pole switch which provides contact to pump 1, position OFF and contact to pump 2, the following is achieved:

- Both pumps can be switched off when a live ignition system is required for setting timing, etc. It may be hazardous to leave the pumps operating whilst the engine is not running as a sticky needle will allow petrol to flow freely into a cylinder. This may result in a cracked cylinder wall and a stiff repair bill.
- The contact breaker points of the pumps are saved and should one set pack up you will have sufficient warning to effect the necessary repairs.

Cylinder Head Bolts: The aluminum head tends to settle after awhile and it is therefore adviseable to check the torque on the bolts of new and overhauled engines after the first few thousand miles.

The tappet cover packing is a constant source of annoyance as it tends to shrink after awhile and thus provides a major oil leak. I have discovered that a good soak in boiling water before assembly yields the best results.

The left engine mounting is poorly designed and cannot take the weight of a six-cylinder engine. The structure can be reinforced by placing a flat washer (50x50 x4mm) between the engine mounting and the bracket.

Radiator: The cooling system should be filled with good quality water or distilled water as the electrolytic action between the cast iron block and aluminum top may result in clogging up the narrower water passages. In any case, a rust inhibitor should be added to the system.

Four-Cylinder Engine:

Cylinder head gasket: The two types of imported gaskets available on the market have a number of small dummy water passages which are covered by a thin copper sheath. These indented areas should be opened up by cutting the copper skin out with a sharp, pointed knife, as the extra water circulation is needed in the summer.

Land-Rover Interchange: Member P. Grayce offers the following addendum to previous parts interchange lists for the Land-Rover Series III 88 petrol:

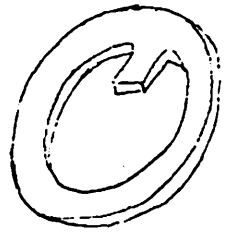
Oil filter cartridge:	Unipart GFE-130	AC 72	Fram CH834PL1
Points:	Niehoff AL-15HV		
Condenser:	Niehoff WA-25		
Front Wheel Oil Seals:	GHS 171 have been superceded by GHS 177		

Land-Rover 109 Rear Brakes: The rear brakes of the 109 Series II, IIa Land-Rover has a primary and a secondary shoe. It is essential that these shoes are fitted in their correct positions, otherwise a soft brake pedal and inefficient brakes will result. This will occur irrespective of how you adjust or bleed your brakes.

The primary (or leading) shoe is the shoe facing the front of your Land-Rover when looking at the wheel and brake assembly. The secondary (or trailing) shoe is the shoe facing the rear. This applies to both left and right wheels. The primary shoe is identified by the measurement from the center of the pin on the shoe which is operated by the brake adjustment cam, to the extreme end of the shoe which contacts the hydraulic wheel cylinder. This dimension should be 4 3/8" for the primary and 4" for the secondary shoe.

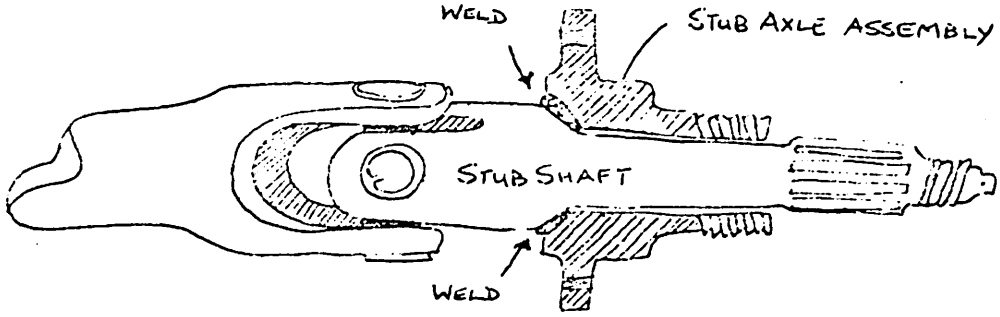
When purchasing relined shoes on the exchange basis or if you send your shoes in for relining first check that you have received the correct type of shoes, since most firms are unaware of the difference. Further, if you have a brake problem, ensure that you have the brake shoes installed to the correct configuration. This fault has crept in on many Land-Rovers over the years.

Front Hub Advice for Land-Rover Owners: Mr. John Maskew of the Land-Rover Owners' Club of South Africa recently expressed the following word of warning to his fellow members: Make sure that the locking washer fixing each front hub assembly is in very good shape, particularly its tooth. Ignore the importance of this apparently insignificant part (like I did) and see what happens.



Imagine me travelling with wife, children, and friend on a good gravel round at 60km per hour with not a car in the world. Suddenly, my steering wheel is jerked violently from a firm grip and I realise that we are leaving the road at an alarming spped. Nothing was going to help, just luck!

We were very lucky. A low gravel bank, grass, and some small Mopani trees, plus brakes and we stopped amid a cloud of dust, shaken but unhurt. Anybody knowing this road, 33 miles from Francistown on the way to Maun, will know how lucky we were: Bridges, dongas, boulders, and big trees at frequent intervals. However, it was bovious that the front, left wheel was locked solid. I had to dismantle the whole wheel and was puzzled to find that the stub shaft had very neatly and strongly welded itself to the stub axle assembly:

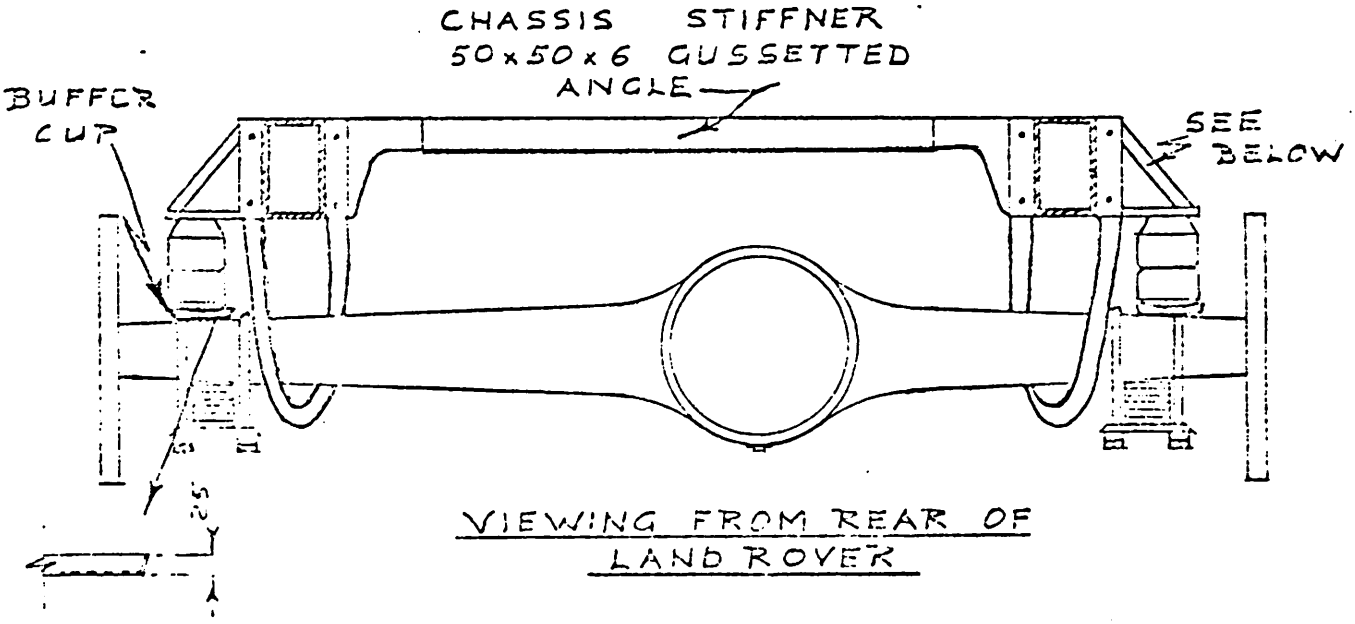


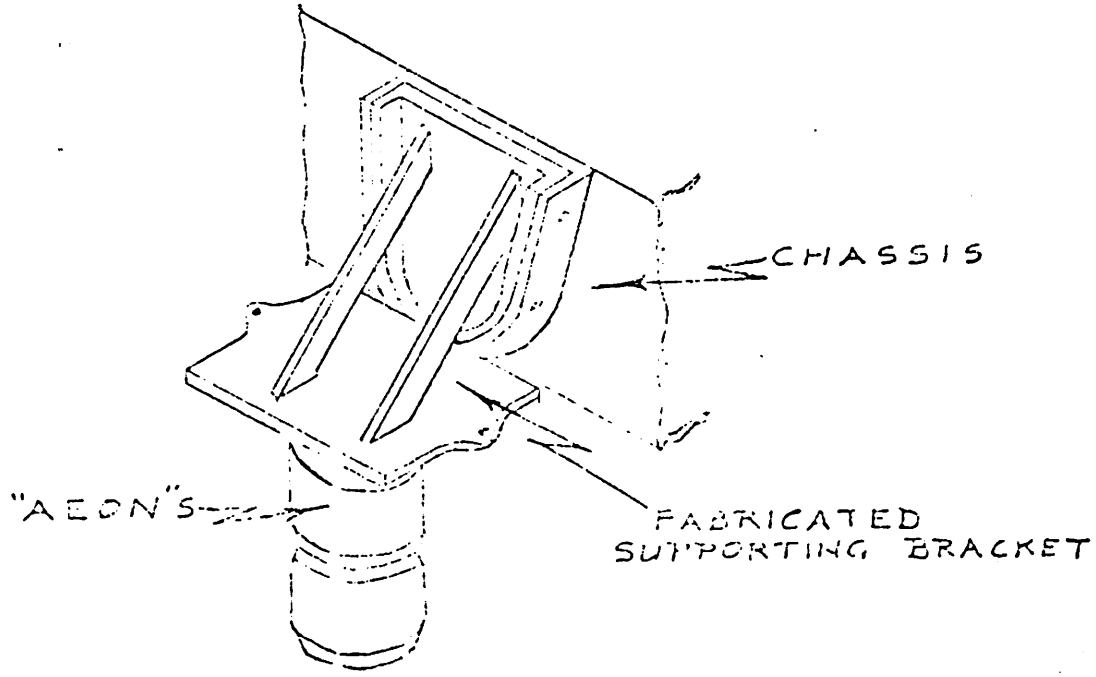
Also, the bearings, washers, nuts, etc. were very loose. I soon realised that the locking washer, which barely had its tooth, had not played its part and everything had undone itself. It still puzzles be, though, why the bearings didn't sieze? And why the weld?

Land-Rover Modifications: Mr. A.T. Elrick of the Land-Rover Owners' Club of South Africa recently wrote to that club with the following modifications which he made on his Landy. He generally towed a trailer and found that there was a tendancy for his Land-Rover to sag at the back. He also found that since his trailer was somewhat top heavy there was a tendancy for the Land-Rover to develop a sideways rock due to the tire tracks left by large trucks. He made the following modifications in an attempt to correct this condition. He found that by fitting 37 mm. thick aluminum spacers between the wheels and the brake drums the track was widened by 64 mm. In addition, he installed AEON Hollow Rubber Springs to the outside of the main chassis members. He indicates that these small modifications made a great improvement in road-holding, cornering, and almost eliminated the side rocking motion on sandy tracks.

He notes that when the AEON's are fitted best results are obtained by leaving a gap of 25mm. between the end of the rubber buffers and the stop cups on the axle housing. In order to eliminate the possibility of the chassis twisting a gusseted 2" x 2" x¼" angle iron is fitted between the main chassis members.

Sketches follow:





Item 115 SUBJECT: **CYLINDER HEAD THREAD INSERT SALVAGE INSTRUCTIONS**

MODELS: Rover Three Thousand Five.
Rover 3½ litre.

REMARKS: Details of cylinder head thread insert salvage are as follows:

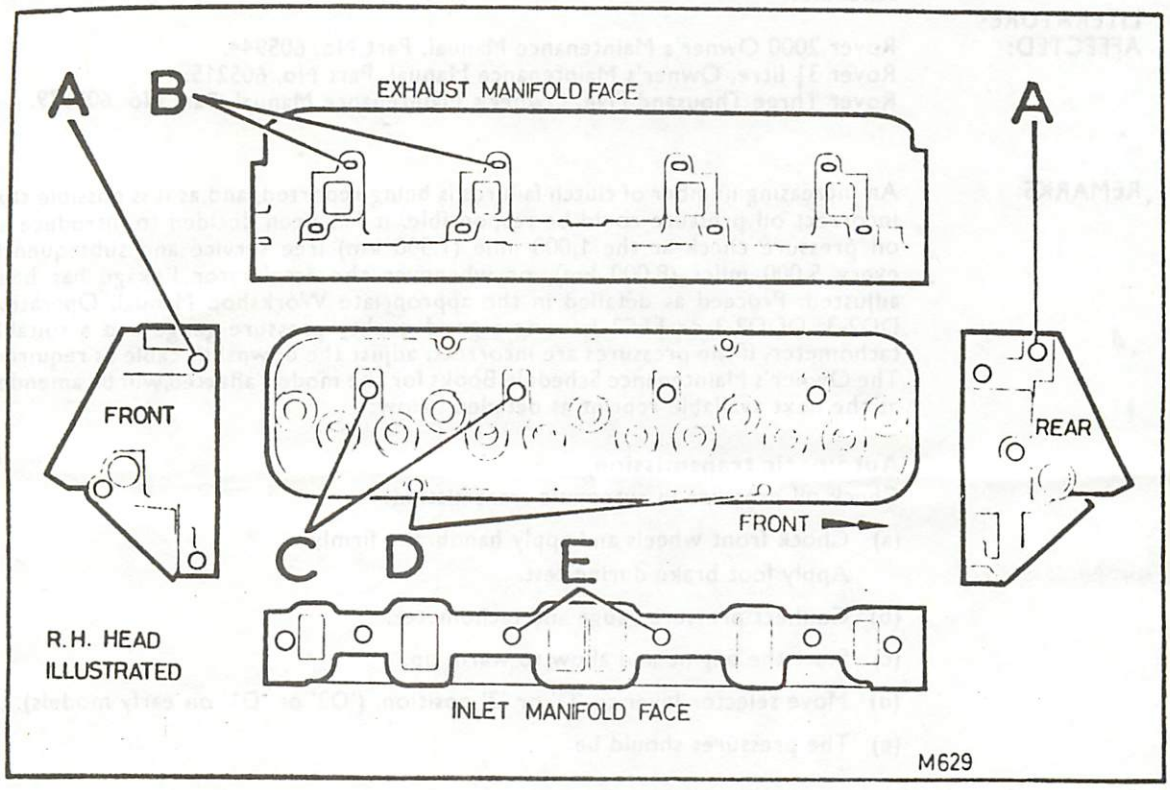


Fig. 2. Cylinder head salvage

A—These three holes may be drilled .3906 in. dia x .937 + 40 deep. Tapped with Helicoil Tap No. 6 CPB or 6CS x .875 in. (min) deep (⅜ UNC 1½D insert)
B—These eight holes may be drilled .3906 in. dia x .812 + 40 deep. Tapped with Helicoil Tap No. 6 CBB .749 (min) deep (⅜ UNC 1½D insert)
C—These four holes may be drilled .3906 in. dia x .937 + 40 deep. Tapped with Helicoil Tap No. 6 CPB or 6CS x .875 (min) deep (⅜ UNC 1½D insert)
D—These four holes may be drilled .261 in. dia x .675 + 40 deep. Tapped with Helicoil Tap No. 4 CPB or 4CS x .625 (min) deep (¼ UNC 1½D insert)
E—These six holes may be drilled .3906 in. dia x .937 + 40 deep. Tapped with Helicoil Tap No. 6 CPB or 6CS x .875 (min) deep (⅜ UNC 1½D insert)

Item 16 SUBJECT: **AUTOMATIC TRANSMISSION, TYPE 35**

MODELS: Rover 3 litre Mk III, Rover 2000 Automatic, Rover 3½ litre, Rover Three Thousand Five.

REMARKS: Listed below, for identification purposes are the various serial number prefix details, which indicate the plate colour and prefix code for the various models fitted with the type 35 Automatic transmission.

Model		Colour	Prefix
Rover 3 litre Mk III		White	3EU
Rover 2000	With 'P', 'R', 'N', 'D2', 'D1', 'L' selector pattern	White	EU
Rover Three Thousand Five		Yellow	3FU
Rover 3½ litre		Blue	FU
Rover 2000	With 'P', 'R', 'N', 'D', '2', '1' selector pattern	Blue	5EU
Rover Three Thousand Five		Green	7FU
Rover 3½ litre		Red	5FU

Item 95 SUBJECT: **AUTOMATIC TRANSMISSION (Policy Item)**

MODELS: Rover 2000 Automatic.
Rover 3½ litre Saloon and Coupé.
Rover Three Thousand Five.

MODIFICATION: Introduction of gearbox pressure check into the regular maintenance attention schedules.

LITERATURE AFFECTED: Rover 2000 Owner's Maintenance Manual, Part No. 605944.
Rover 3½ litre, Owner's Maintenance Manual, Part No. 605215.
Rover Three Thousand Five, Owner's Maintenance Manual, Part No. 605879.

REMARKS: An increasing number of clutch failures is being reported, and as it is possible that incorrect oil pressure could be responsible, it has been decided to introduce an oil pressure check at the 1,000 mile (1.500 km) free service and subsequently every 5,000 miles (8.000 km), or whenever the accelerator linkage has been adjusted. Proceed as detailed in the appropriate Workshop Manual, Operation DD2-3, DDD2-3 or EEE2-3, using a good quality pressure gauge and a suitable tachometer. If the pressures are incorrect, adjust the downshift cable as required. The Owner's Maintenance Schedule Books for the models affected will be amended at the next available reprint as detailed below:

Automatic transmission

Check oil pressure in automatic transmission:

(a) Chock front wheels and apply handbrake firmly.
Apply foot brake during test.

(b) Connect pressure gauge and tachometer.

(c) Start the engine and allow to warm up.

(d) Move selector lever to 'D' or '2' position. ('D2' or 'D1' on early models).

(e) The pressures should be:

Rover 2000 Automatic
At 1,000 rpm 70–90 lb/sq in. (4,9–6,3 kg cm^{-2}).

Rover 3½ litre and Three Thousand Five
At 1,000 rpm 90–105 lb/sq in. (6,3–7,3 kg/cm^{2}).

(f) If pressure is more than 105 lb/sq in. (7,3 kg cm^{-2}), screw in downshift cable adjuster.

The time allowed for the various maintenance attentions has been increased by 0.4 hours. See Chart below. This includes downshift cable adjustment.

Maintenance attention at		Time allowed		
		2000 Automatic	3½ Litre	Three Thousand Five
Miles	Kilometres	Hours	Hours	Hours
*1,000	1.500	4.9	6.9	6.2
5,000	8.000	4.0	5.0	5.0
10,000	16.000	5.1	6.7	6.3
15,000	24.000	4.0	5.0	5.0
20,000	32.000	6.1	7.3	6.8
25,000	40.000	4.0	5.0	5.0
30,000	48.000	5.1	6.7	6.3
35,000	56.000	4.0	5.0	5.0
†40,000	64.000	6.1	7.3	6.8

* Free Service.

† Additional time required, when all rubber seals in brake system are changed.

Distributors and Dealers are asked to implement the revised maintenance attention with immediate effect.

Item 269 SUBJECT: GEAR SELECTOR HOUSING

MODELS: Rover 2000 Automatic, Rover 3500 and 3500S, Rover 3½ Litre Saloon and Coupé.

MODIFICATION: Introduction of a new gearchange housing assembly, in which the gear selector lever slot is brush masked, in place of the earlier steel shield.

A modified gear selector lever with a smaller diameter on the lever ball is also introduced to facilitate gear selection.

LITERATURE AFFECTED:
Rover 2000 Workshop Manual, Part No. 605028, Operation DD3-9.
Rover 3500 and 3500S Workshop Manual, Part No. 606495, Operation DDD3-9.
Rover 3½ Litre Workshop Manual Supplement, Part No. 605358, Operation EEE3-9.
Car News Letter, Vol. 3, No. 5, Item 69.
Rover 2000 Parts Catalogue, Part No. 606128, page 127.
Rover 3500 and 3500S Parts Catalogue Supplement, Part No. 606513, page 77.
Rover 3½ Litre Parts Catalogue Supplement, Part No. 605331, page 49.
The relevant Owner's Literature will be amended at the next reprint.

PART NUMBERS:

Gearchange housing assembly	1	591388
Brush assembly (Part of assembly 591388)	2	591386
Gearchange indicator plate	1	586159
Gear selector lever assembly, part number unchanged	1	591304

REMARKS: The brush assembly incorporated in the housing provides smoother operation of the gearchange selector and obviates vibrations sometimes experienced with the earlier steel shield. To replace the brushes, locate the assemblies in the housing slots provided and turn the brush carrier ends over the housing to secure.

The new indicator plate is opaque, except at the gear position indicator panel, to improve light masking.

Cars fitted with the new gear selector housing can easily be identified by the brush assemblies. See Fig. 3 below.

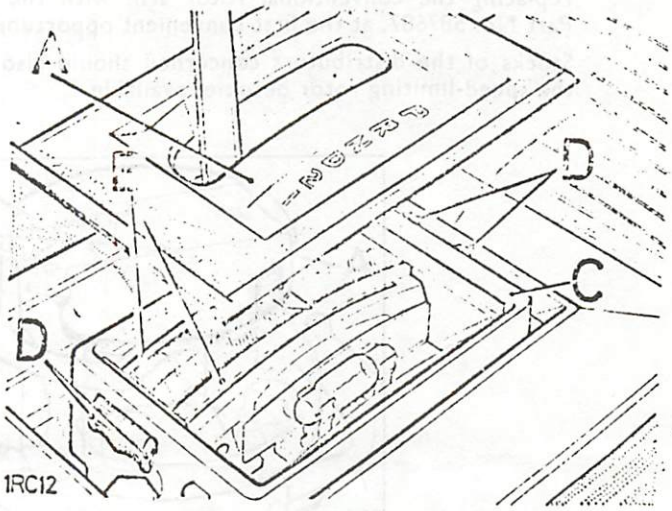


Fig. 3 Modified gearchange housing with brush light masking

A—Opaque cover
B—Brush assemblies
C—Gearchange housing
D—Brush carrier ends turned down to secure

When refitting a gear selector lever, apply a small quantity of grease, MS4 or suitable equivalent, to ball and seat.

INTER-CHANGEABILITY: All service stocks of the gear selector lever assembly, Part No. 591304 are to the new specification with smaller diameter lever ball.

The latest gearchange housing assembly will be supplied for all Service replacements, but when fitting it to early cars, indicator plate, Part No. 586159, must also be ordered and fitted.

The following early parts must be stocked for individual replacements on cars with the previous gearchange housings:

Side clip } Tensioner to	1	561505
Side clip } housing	1	561506
Spring tensioner..	1	561573
Shield for gear lever	1	561499

Item 255 SUBJECT: **DISTRIBUTOR ROTOR ARM**

MODEL: Rover 2000 TC.

MODIFICATION: Introduction of a modified distributor fitted with a speed-limiting rotor arm designed to prevent the engine from being accidentally overspeeded.

LITERATURE AFFECTED: Rover 2000 Parts Catalogue, Part No. 606128.

PART NUMBERS:

Distributor	1	587688	10:1 compression ratio engines.
Distributor	1	587689	9:1 compression ratio engines.
Distributor	1	587690	Engines to European emission control standards.
Distributor	1	587691	Engines to USA/Canada Federal emission control standards.
Rotor Arm	1	587687	Part of all the above distributors.

ENGINE COMMENCING NUMBERS:

Rover 2000 TC 10:1 compression ratio, from 41542447F onwards.
Rover 2000 TC 9:1 compression ratio from 41611999F onwards.
Rover 2000 TC to Federal emission control standards from 85905136F onwards.

REMARKS:

1. The speed-limiting device is intended as an override safety device only and its fitment does not release the driver or mechanic from the obligation to observe the existing engine speed limits on Rover 2000 TC engines. **Therefore do not deliberately speed the engine beyond the 6,000 rev/min speed as indicated by the red sector on the car tachometer.**

2. Inclusion of the speed-limiting device is the only change between the new and earlier distributors.

   Ignition timing settings and distributor calibration characteristics are unchanged. Therefore all earlier Rover 2000 TC models should be modified by replacing the conventional rotor arm with the speed-limiting rotor arm, Part No. 587687, at the first convenient opportunity.

   Stocks of the distributors concerned should also be modified as and when the speed-limiting rotor becomes available.

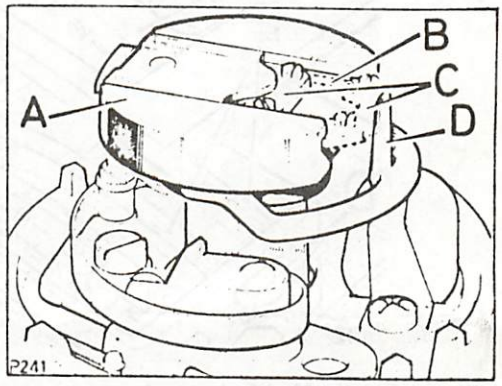


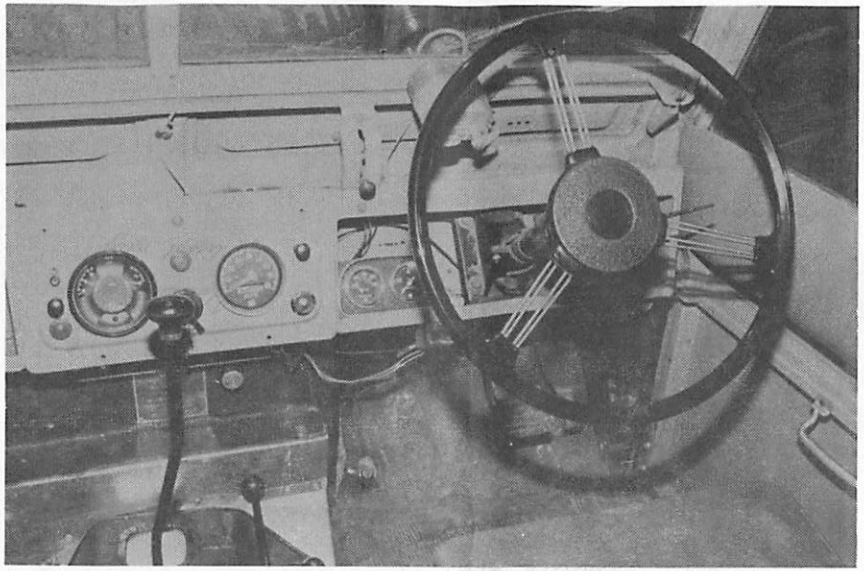
Fig. 2. Speed-limiting rotor arm, Rover 2000 TC engines

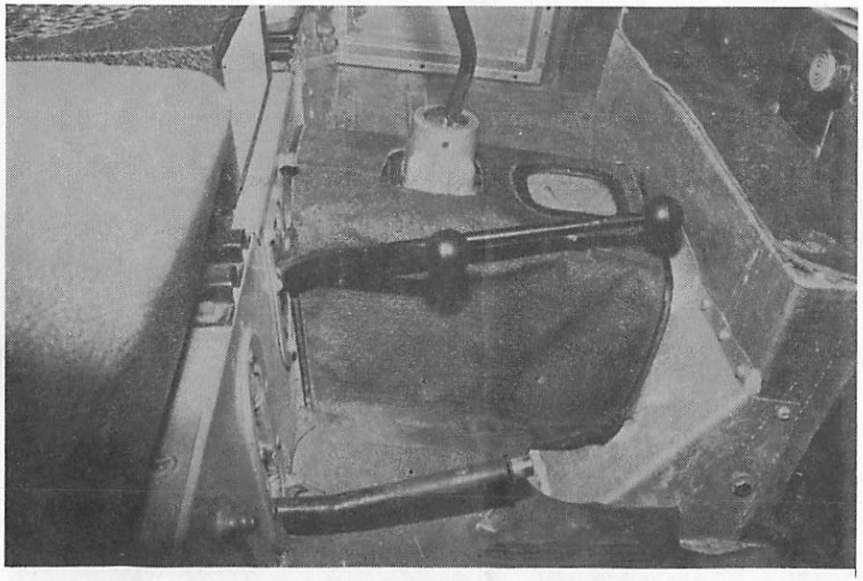
A—Speed-limiting rotor arm assembly
B—Springs for contact pad
C—Spring-loaded contact pad
D—Earth strap

3. In operation, the spring-loaded contact pad progressively moves outwards under centrifugal force, until at an engine speed of 6,500 to 6,800 rev/min the pad will contact the rivetted earth strap and pass the ignition pulses to earth through the distributor drive cam.

   The speed-limiting rotor arm is dynamically balanced at manufacture and the contact pad springs are of a selected rating. Therefore always fit a new rotor arm assembly complete for all replacements.

Note: The speed-limiting rotor arm is a tighter fit on the distributor spindle than the original rotor arm.



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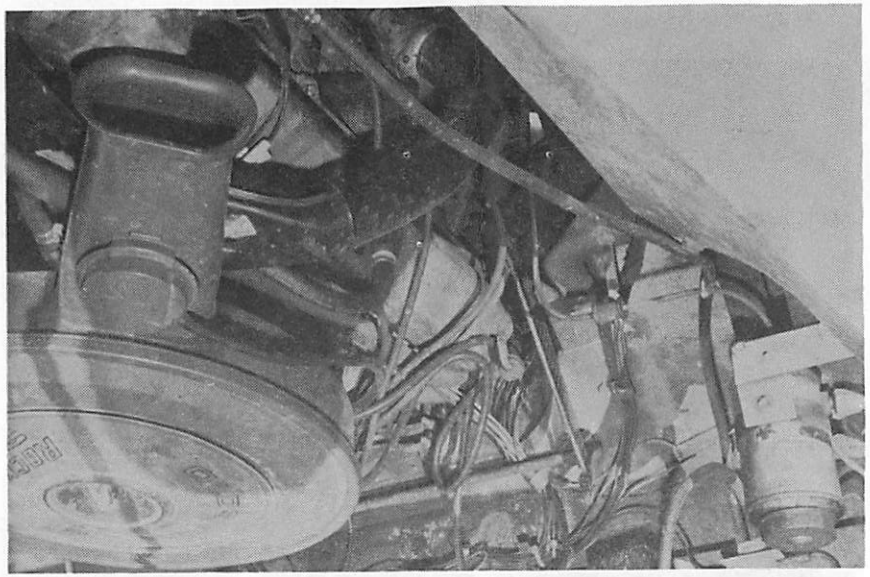

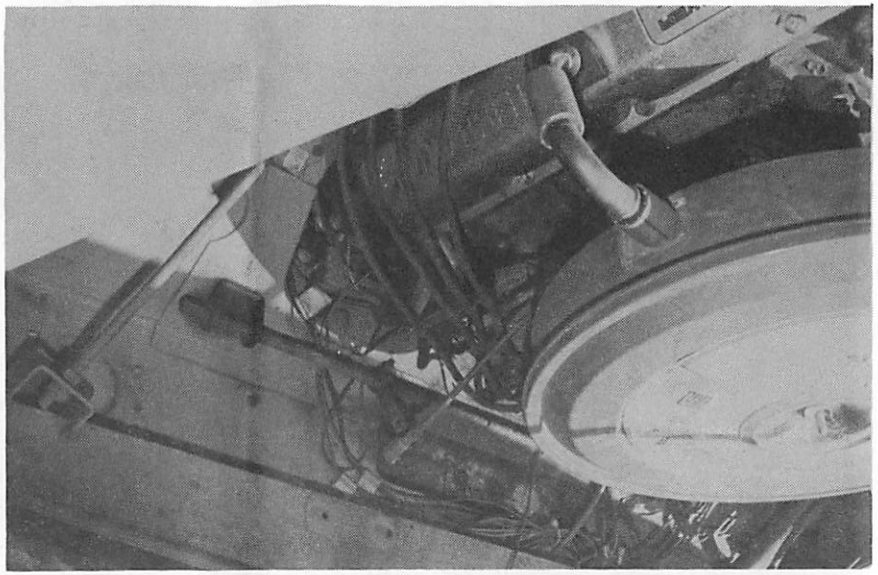

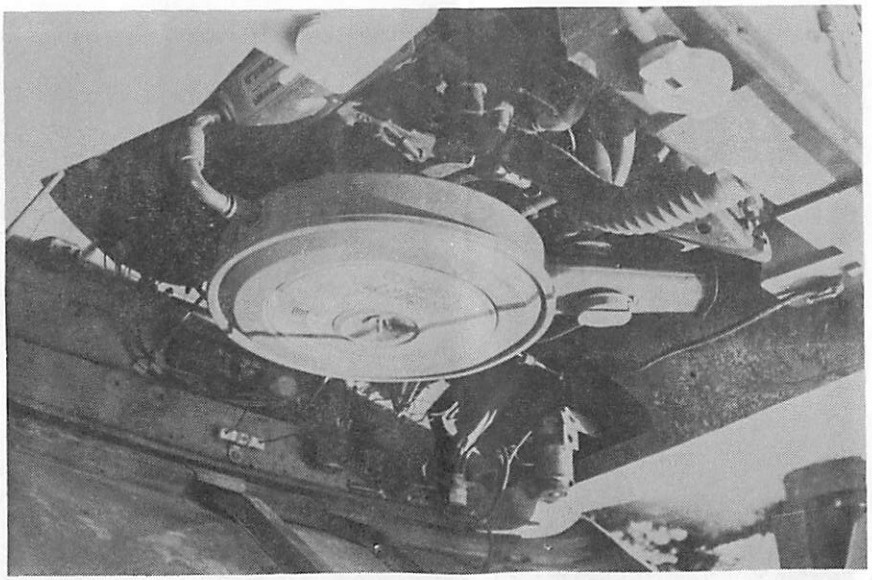

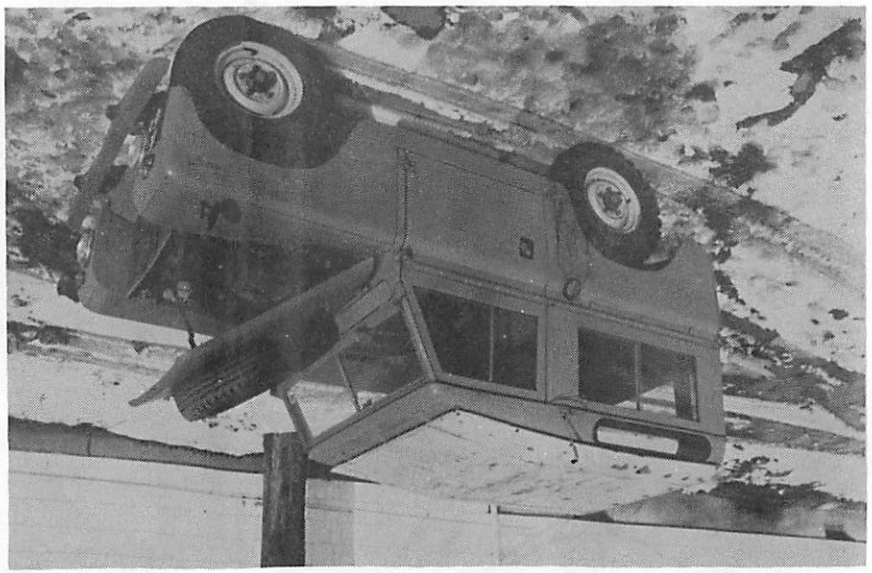

Land-Rover Conversion: Member Charles E. Ritts, III has informed us that he finally completed his Land-Rover 88/Oldsmobile V-8 conversion last November. He received a Pennsylvania Safety Inspection sticker the day before Thanksgiving. Since that time DZ 153 (note the Malawi rear license plate in photos) has put on about 5000 miles. In Africa, prior to conversion, it had seen 82,000 miles. Mr. Ritts informs us that it is quite a pleasure to drive, having both power to spare and the convenience of an automatic transmission.

Mr. Ritts outlines some of the major features of his conversion:

- Oldsmobile 350 cu.in. engine completely rebuilt: balanced, cammed, special Olds large valve heads, Holley 4165 carburetor, Toronado oil filter to clear the front driveshaft.
- Olds Turbo-Hydramatic 400 transmission; rebuilt with slight modifications to improve shifting characteristics, with a Jeep Commando 45 degree modulator mount to clear the front driveshaft.
- Jeep CJ-5 transfer case with tapered roller bearing intermediate gear. Transfer case adapted to Turbo 400 with kit from Advance Adaptors.
- Warn overdrive, used permanently in overdrive position. With 7.50-16 tires the final drive ratio is equivalent to about a 2.93 to 1 ratio in a passenger car, using the standard Rover 4.7 to 1 differentials.
- The rear driveshaft is the standard Rover unit, shortened, and with a Jeep flange to fit the transfer case installed on the standard universal joint. The front driveshaft was made new, using Rover and Jeep end pieces, with a new shaft. Driveshaft work was done by a local specialty shop.
- Old motor mounts and rear crossmember (for the transfer case support) were removed, and new parts made and fitted.
- Most of the front crossmember was removed for radiator clearance, leaving only the part that contains the steering bellcrank. A new crossmember was welded in place just to the front of the normal position.
- A specially-built radiator was fitted, ensuring adequate cooling capacity for summer use in our Southwest. A transmission oil cooler was fitted in front of the radiator.
- The electrical system was revised to use the Olds alternator with negative ground. The battery was relocated under the passenger seat (remember, this is RHD).
- Special linkage was fabricated for the hand brake to enable use of the existing hand brake lever. Transfer case control levers (Jeep) were modified to fit, and the Rover gearbox shift lever was altered to permit its use for controlling the Turbo 400.
- I could find no domestic heater that would mount on the firewall out of the way, so had to settle for mounting a new heater from Warshawsky & Co. between the front seats. This was not particularly difficult since the vehicle came without a center seat.
- Headlights were moved to the wing fronts because the new radiator left no room for them.
- Parts of the firewall were cut and relocated to allow room to change the rear spark plugs. New firewall sheet metal was fabricated to cover the transmission.
- Other minor changes were also made: it is now a Land-Rover SUPER 88 (courtesy of a 1957 Oldsmobile). One last modification that is planned is the installation of those huge brakes from a 6 cylinder 109, courtesy of Mr. Norman F. Lewis, Jr.

FOR SALE: Land-Rover Series III, 1973. 15,000 miles, excellent condition. Folding steps, hubs, bonnet-mounted tire carrier, full instruments. $3800. Contact J.S. Lowe, 13811 Briarwood Drive, Laurel, Maryland, 20810. Tel. 301/776-1795.

FOR SALE: Two 1967 Rover 2000-TC's with a few spare parts. Both in driveable condition. Will not sell seperately. Contact: G.W. Carraway, Route 3, Box 404, P.O. Box 574, Ashland, Kentuckey, 41101.

FOR SALE: 1964 Land-Rover Diesel 88 IIa. Two-door with 1971 cab. Motor completely overhauled including new head in March 1975, rebuilt injectors and injector pump. PTO front-mounted winch; Fischer quick switch hydraulic plow and Warn front hubs. $3600. Contact: Henry Milburn, 124 US Route #1, Falmouth-Foreside, Maine, 04105, Tel. 207/781-3911.

WANTED: Front mounted winch in good condition; electric, power with take-off, or hydraulic with pump unit and take-off. Contact: Robert Petrillo, 23 Edison Drive, North Haven, Connecticut, 06473.

Some additional Parts and Servie Outlets:

AAA Diesel Servie, Inc. 211 N. Trammell St., Atmore, Alabama. They worl on CAV units

McKane's Rover Imports, 2020 Lincoln Ave., San Diego, Cal., 92104 R/LR factory spares

Land-Rover LTD., P.O. Box 7, N. Easton, Mass., 02356 Tel. 617/238-1717
A list of some of the items handled by this concern follows:

Starter $40.00+$15.00 core charge	
Steel Roll Bars	$55.00
#286 U joint	4.95
Steering relay rebuilt kit	6.50
Spindle nut wrench	3.95
#635 Voltage Reg.	13.95
#1575 Voltage Reg.	9.95
#3092 U joint	9.95
Shift knobs	1.00
Repair manual	6.00
109 Overdrive(hone)(list 400.)	250.00
Leather L.R. Key Fobs	1.50
9" clutch plate	15.00
Speedo cable	4-6.00
Sediment Bowl	.80
Thermostat	2.75
Dist. Cap	3.50
Rotor	.60
Points & Conden.	set 2.75
Long rear axle	20.00
Short rear axle	21.00
Door lock assembly, right and left	7.95
Wiper blades	ea. 2.00
Brake drums	ea. 19.95
Generator	36.00
Gas cap	3.00
4 cyl fan belt	1.80
4 cyl distributor	28.00
8?" brake shoes	per wheel 9.00
locking hubs	set 38.85

Available Later

Wide wheels
Wide tires
Brush breakers
H-4, Fogs, etc.
All types spec. lights
All engine parts
All steering & suspension parts
Shock absorbers
Pumps. hoses, belts
1 barrel carburators
2 barrel carburators
All brake and wheel parts
Tire carriers
Gear boxes
All ignition-Electrical parts
Lights, bulbs, lens
Overdrive units,
Soft tops
etc. etc.!!!

Land-Rover Owner Speaks Out: Member Steve Hill has the following comments regarding his experience with his 1973 Land-Rover 88 on which he has put 30,000 miles. He says that it has been out of service only twice: the first time for a warranty carburettor replacement and the second time for a new battery and terminals, motor oil and filter, lubrication, and miscellaneous torquing every 3,000 miles. I think that the major reason I've had no problems is that I haven't pushed the Landy beyond its capabilities. It is never driven over fity miles per hour. Some owners may laugh, but they should have bought a Jeep. The gearing in the box, transfer case and differentials in a Landy is built for off-the-road use and it is obvious that trying to make a Landy into something that it isn't won't work out. An investment in a workshop manual (if you can find one) is very worthwhile.

Land-Rover Expeditions: Member John Hanna has mentioned that there is a new book out that might be of some interest to other members. It is Cruising the Sahara by Gerard Morgan-Grenville. It is published by David & Charles Inc. of North Pomfret, Vermont, 05053. It is a book about Land-Rover expeditions across the Sahara and how to plan one. It gives many good tips on equipping one's Land-Rover for long journies and useful ideas on desert driving and living. It also tells what accessories and extra equipment are most useful on Land-Rovers. The information is useful whether one is driving in the desert or just his favorite country road near home. Members should be able to find the book in their local bookstores or have them order it. One can also write the publisher directly as a last resort if one is unable to get it locally. It sells for about $11.00 and also has quite a few interesting pictures in it.

John would also like to know whether any member knows of a Land-Rover Series I 107 (long) station wagon in the U.S. or Canada. John has never seen one himself nor has anyone he knows, but claims that this station wagon, however rare, appears in pictures in England and Africa.

FOR SALE: 1969 2000TC. Zircon Blue with black interior. Air conditioning, AM/FM. The car is in much cleaner condition than most. No dents or rust; engine has had a ring and valve job. Price $1595. Call home (518) 899-4932, work (518) 664-6169.

RENEWAL MEMBERS:

James H. Barnett	166 Cushing Street Providence, Rhode Island, 02906	1967 2000TC, 1970 3500S
Jerry Bock	P.O. Box 79 Pound Ridge, New York, 10576	1972 Land-Rover 88, Series III
Ron Engleman	42-22 Ketcham Street, Apt. 21B Queens, New York, 11373	1970 3500S
Cy Frankovich	12 Henry Court Mt. Arlington, New Jersey, 07856	1967 2000TC, 1968 2000TC
Col. Elsey Harris, Jr.	223 South Church Street Smithfield, Virginia, 23430	1968 2000TC
William Post Hubert	22 Hills Road Ballston Lake, New York, 12019	1971 2000TC 1954 L-R 86, 1967 L-R 109
Albert A. Kamishlian	3 Porter Street Watertown, Massachusetts, 02172	1972 Land-Rover 88, Series III
Richard LeFevre	532 Union Lane Brielle, New Jersey, 08730	1967 Land-Rover 109 1968 Land-Rover 88, Series IIa

RENEWAL MEMBERS: (cont'd)

John Liebson	Box 568 Crested Butte, Colorado, 81224	1972 Land-Rover 88, Series IIa
John S. Lowe	13811 Briarwood Drive Laurel, Maryland, 20811	1973 Land-Rover 88, Series III
Richard Siskind	P.O. Box 455 Baltimore, Maryland, 21203	1973 Land-Rover 88, Series III
John Strauss	Bee Hollow Road Shohola, Pennsylvania, 18458	1968 2000TC

NEW MEMBERS:

Donald Andrews	313½ B Chattman Avenue Pensacola, Florida, 32507	1973 Land-Rover 88, Series III
Chris Donald	P.O. Box 86356 North Vancouver, British Columbia, Canada	1971 Land-Rover 88, Series IIa
Rene P. Ferrarin	220 Lake Promenade #505 Toronto, Ontario, Canada, M8W 1A9	1964 Land-Rover 88, Series IIa
Stephen J. Gaseau	222 Martling Avenue Tarrytown, New York, 10591	1967 Land-Rover 109 Dormobile
David N. Goodson	Route 1, Box 83D Roy, Washington, 98580	1967 Land-Rover 109
Rod McConnell	Box 144 Brechin, Ontario, Canada, L0K 1B0	1963 Land-Rover 88, Series II
Bill Mankel, MD	10622 N. 40th Street Phoenix, Arizona, 85028	1974 Land-Rover 88, Series III
George E. Matas	139 Moorehead Road Sarver, Pennsylvania, 16055	Land-Rover 88 Diesel
Hal Meredith	Tourist Village Motel, Rt. 6 & 209 Milford, Pennsylvania, 18337	
Henry Milburn	124 U.S. Route 1 Falmouth-Foreside, Maine, 04105	1964 Land-Rover 88 Diesel
Raymond F. Ouellette	136 Marchand Street Fall River, Massachusetts, 02723	1973 Land-Rover 88, Series III
Robert Petrillo	23 Edison Drive North Haven, Connecticut, 06473	1970 Land-Rover 88, Series IIa
David Thompson	7366 Rural Lane Philadelphia, Pennsylvania, 19119	1961 Land-Rover 88, Series II
Richard Turner	1104 W. Glendale Phoenix, Arizona, 85021	1972 Land-Rover 88, Series III
Noel Walker	Fairlee Vermont, 05045	1963 Land-Rover 109 1969 2000TC
King Waters	2132 Lexington, Apt. D Houston, Texas, 77006	1973 Land-Rover 88, Series III
Gerald M. Weil	P.O. Box 262 Union City, New Jersey, 07087	1970 3500S