

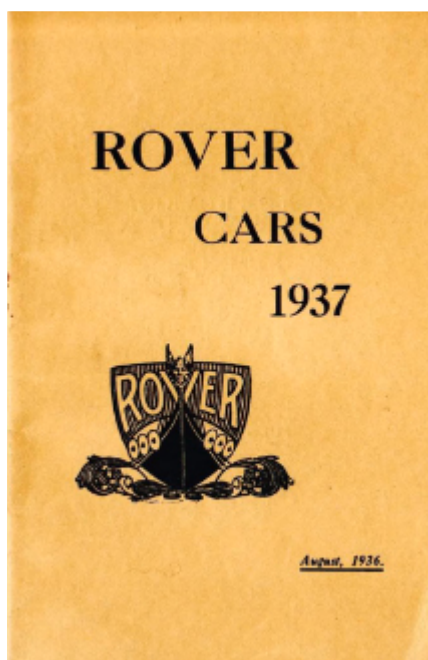


Land-Rover Salesman's Manuals

Salesman's Manual, March 1957,
Pub no 506/a

By Dixon Kenner

The creation of material to assist salesmen in selling product has been around for a while. With Rover, in August 1936 Rover

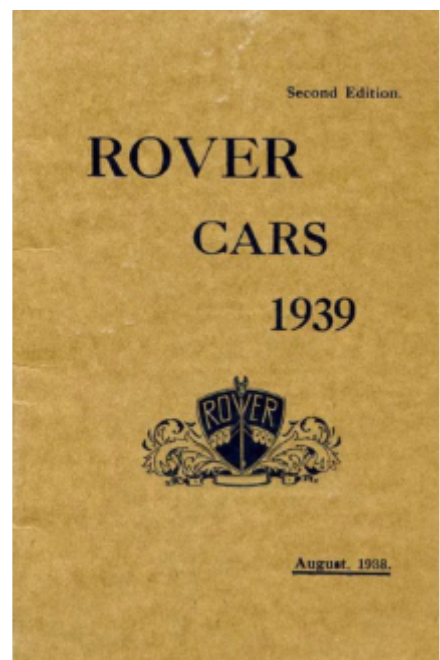


published a "Salesman's Pocket Book" for the 1937 model year, with a subsequent edition published in August 1938 for the 1939 model year. [1] Unlike the manuals that will be discussed, these early publications were essentially a series of tables that supplemented, rather thorough, "sale brochures" produced for the public that were some thirty six pages long.

The Series One

By the mid-Fifties, given the on-going success of the Land-Rover, and while it had an ability to sell itself, it became apparent that Rover would eventually need to provide more in terms of sales support. Prior to 1956, details are thin. Rover was publishing "Technical Details" pamphlets, for both cars and Land-Rovers [2], but examples pertaining to cars and Land-Rovers are scarce.

Granted, in North America, Rootes was selling Rover and Land-Rover products after Rover realised the level of effort



required to establish a dealer network. This arrangement may have led to pressure from North America for something to help Rootes salesmen.

By 1955 the pressure had reached a point where Rover published a preliminary Land-Rover Salesman's Manual in March 1956. The manual starts by stating that it is the first edition and asked salesmen reading the manual to send in suggestions for additional material so they might improve the publication in future years.

The manual is hardcover, per the image to the right, and printed on coated paper. For a "preliminary" edition, it is very well made and bound as a small hardcover book.

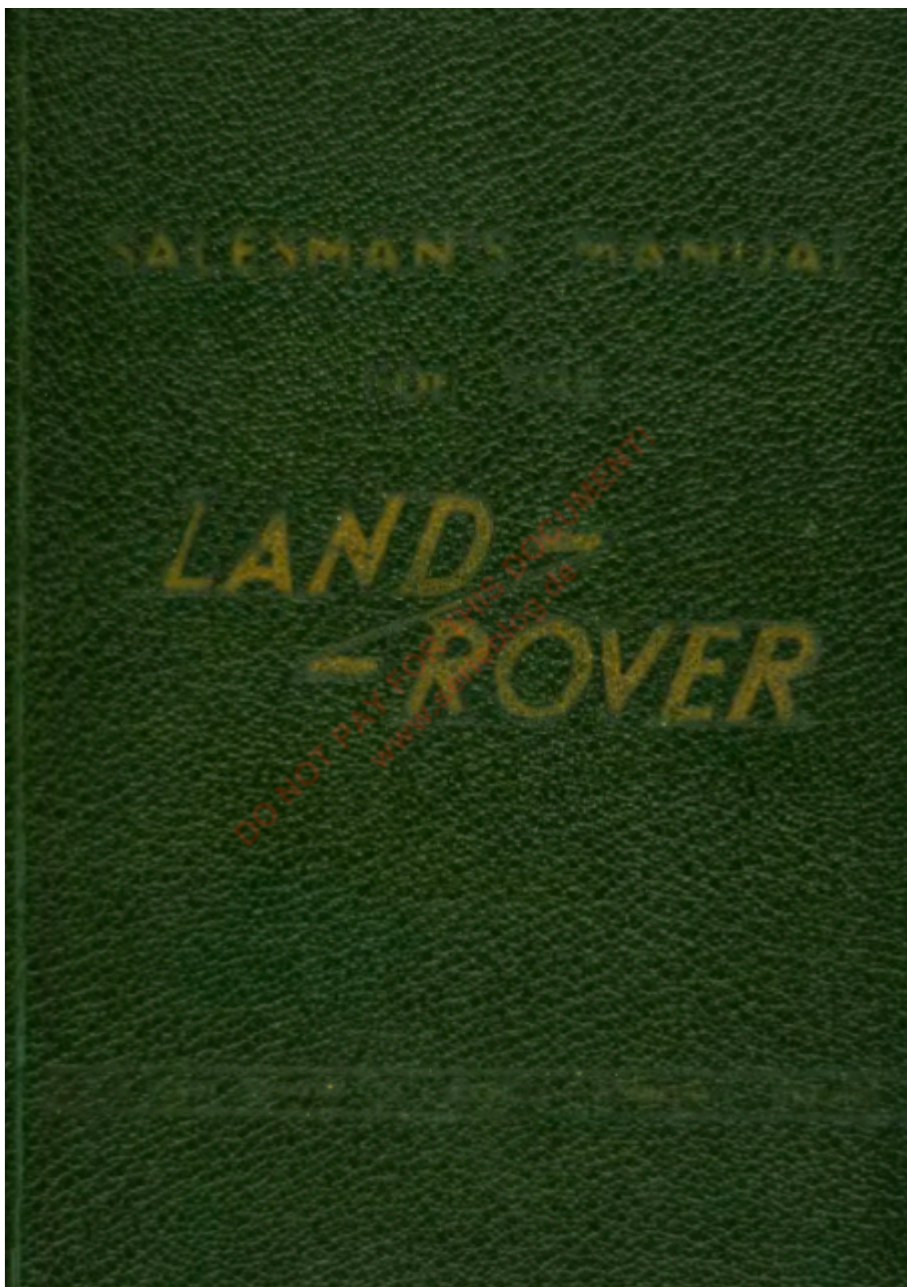
Despite the "preliminary" label, the manual is fairly comprehensive. It covers the 86 and 107 inch models, the basic, deluxe and station wagon versions of the 86 inch and the 107 pick-up. It spends time on the engine, various options and power take-off accessories.

There are fourteen pages of photos under the chapter "What will it do" aimed at the agricultural market. Which then goes on to suggest other uses, noting the various militaries using these vehicles. It also states that the Land-Rover is being used by the RCMP in Canada. There are several pages of road test excerpts from British motoring journals included towards the end of the manual.

The manual ends with eleven pages of specifications. It notes that the top speed is 57.75 mph (92.96 kph) and can attain fifty miles per hour in 25.5 seconds in rear wheel drive. In four wheel drive it can make it to fifty in 24.9 seconds. Fuel consumption is rated as 21 mpg, but the owner will experience anywhere from 19 to 26 mpg depending on driving habits.

All in all, it is an excellent first effort and probably very different from the salesman's Manual that will accompany the next Defender.

This was followed in March, 1957 by a new edition. Publication no. 506/A, the "a" implying that there would be more than one version of this particular publication. Suggestions resulted in this version



Salesman's Manual, March 1956, Pub no 506

growing to 106 pages.

This version used a xerolox binding and was more "landscape" in orientation as opposed to the portrait orientation of the preliminary edition. *(Image, top, previous page show orientation and cover)*

Moving from portrait to landscape mode, with a plastic comb binding this version augmented the material with further clarification and more drawings of vehicles. It also discussed the introduction of the new 107 inch station wagon.

However, the largest growth in the Manual, reflecting Rover's sales direction was the addition of fourteen (14) pages on the new 2 litre diesel engine. If anyone wanted information on this engine, these pages explain it all in glowing terms.

The Manual seems to have more drawings than in the previous edition. There are still four pages on power take off options and another four on extra fittings that were available. There are fourteen pages of photos of Land-Rovers at work, including one of KYB-889 as a lights



SALESMAN'S MANUAL



Salesman's Manual, January 1962, Pub no 608

behind the grille model. This photo would be retouched into a 1951 model, and again later as a 52/54 model, with an inverted T grille, in various sales brochures. [3]

The Series II

While the Series I was followed by a Series II, whether or not there was a Salesman's Manual is conjecture. I have never found a good image or copy of that particular manual. There are photos and a description implying that the manual had a green cover with a pebbled surface. There was technical information published in the

Service Newsletters that would have been integrated into this volume. [4]

The Series IIA (early)

The next iteration of the Manual is from 1962, just after the introduction of the Series IIA. A yellow cover, it is a departure from the staid green covered manuals. This particular manual is an evolution of the II manual in that some drawings and details are clearly IIA (vent controls) other subtle recognition points between the two are older drawings of the Series II (front of the cylinder head) [5]

Four pages compare petrol to Diesel engines. Obviously salesmen were getting questions on diesel and were having difficulty selling them in the volumes that Rover was hoping for.

In other aspects, the volume started to acknowledge competition. There are a couple of pages on beam axles versus independent suspension and why beam axles will always be better.

Several pages on what tires to buy made their appearance. In fact, this version of the manual dramatically increases the options and varieties of Land-Rover modifications that were available. Not just PTO driven examples, but of custom vehicles, such as the Dormobile, fire appliances, ambulances and other options that were produced by third parties and advertised though the two page brochures that have been reproduced on the back cover of this newsletter for a decade.

There is more attention to trailers and towing, again things you can do with the vehicle, as opposed to the realms of information on the vehicle itself that was presented in the earlier Series One Manuals.

I understand that there were a couple of editions of this yellow covered, using a plastic comb binding, however, I have only ever seen the 1962 edition.

There was a preliminary edition of a new manual created in September 1966. 143 pages, and stapled. Green cover with yellow lettering. It is prominently labelled "Preliminary Edition" across the top of the front cover. (image above) This would evolve into the next entry.

The Series IIA (late)

The next manual being discussed has a green cover with yellow letters and Land-Rover insignia. The Manual is in a small four ring binder consisting of an introduction and ten sections, from the chassis, engines, and range of models to optional equipment for the body and chassis. Uses as well as driving the Land-Rover are covered with a separate chapter on selling the Land-Rover and the Law and

the Land-Rover. The later chapter focuses on the UK.

For some specifications, we can see that the zero to fifty speeds for an unladen 88" are up to 16.3 seconds with a 2.25l petrol. Get a 109 with the six cylinder and you should be able to do it in 15.9 seconds. The worst is a laden IIB at 59.0 seconds, though better than with a diesel at 60.9 seconds. Fuel consumption has dropped to 18-20 mpg for an 88" petrol, though diesel is at 28-30 mpg. All sorts of interesting trivia.

Unfortunately there is not a publication date. But does provide an interesting exercise in determining publication date. Let's look to see when it was printed. First, page ii says over half a million land rovers have been built. When did they build the 500,000 Land-Rover? 1966. Second, page iii says there is a 110 FC. That would be the IIB that came out in 1966.

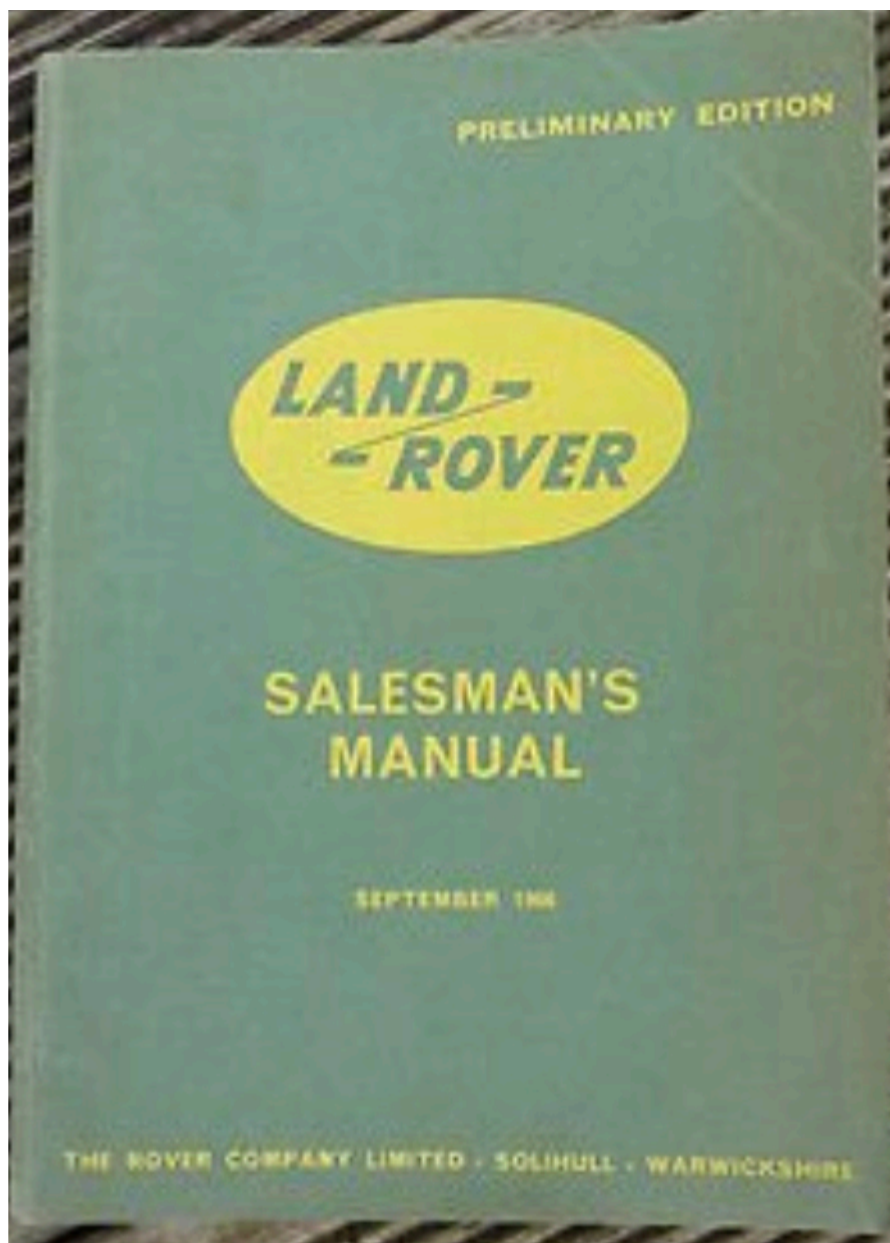
From here, are there more details to try and get a more accurate estimate? Yes, there will be clues which can be cross-referenced to the Land-Rover FAQ. [6] For example, page 11, under electrics, says the vehicles are negative earth. Ok, that would be after May 1967. Or page 47. The seats are deluxe and black. Black interior came in October 1968.

Every drawing in the Manual has the headlamps in the breakfast. The Bugeye was late 1968 thereabouts. [7]

So I would guess that this was for the 1969 model year. But was outdated quickly when the bug-eye came out a few months later., or they continued with older drawings

The Manual also notes the plethora of other sales aides available, from 16mm films to neck ties, cigarette cases, note books, scale models, drinking mugs, cuff links et cetera.

This format with the loose leaf binder would continue to at least 1970 or thereabouts, where the green and yellow manual would have become a thinner Xerox bound publication.



Salesman's Manual, Preliminary, 1966

The Series III

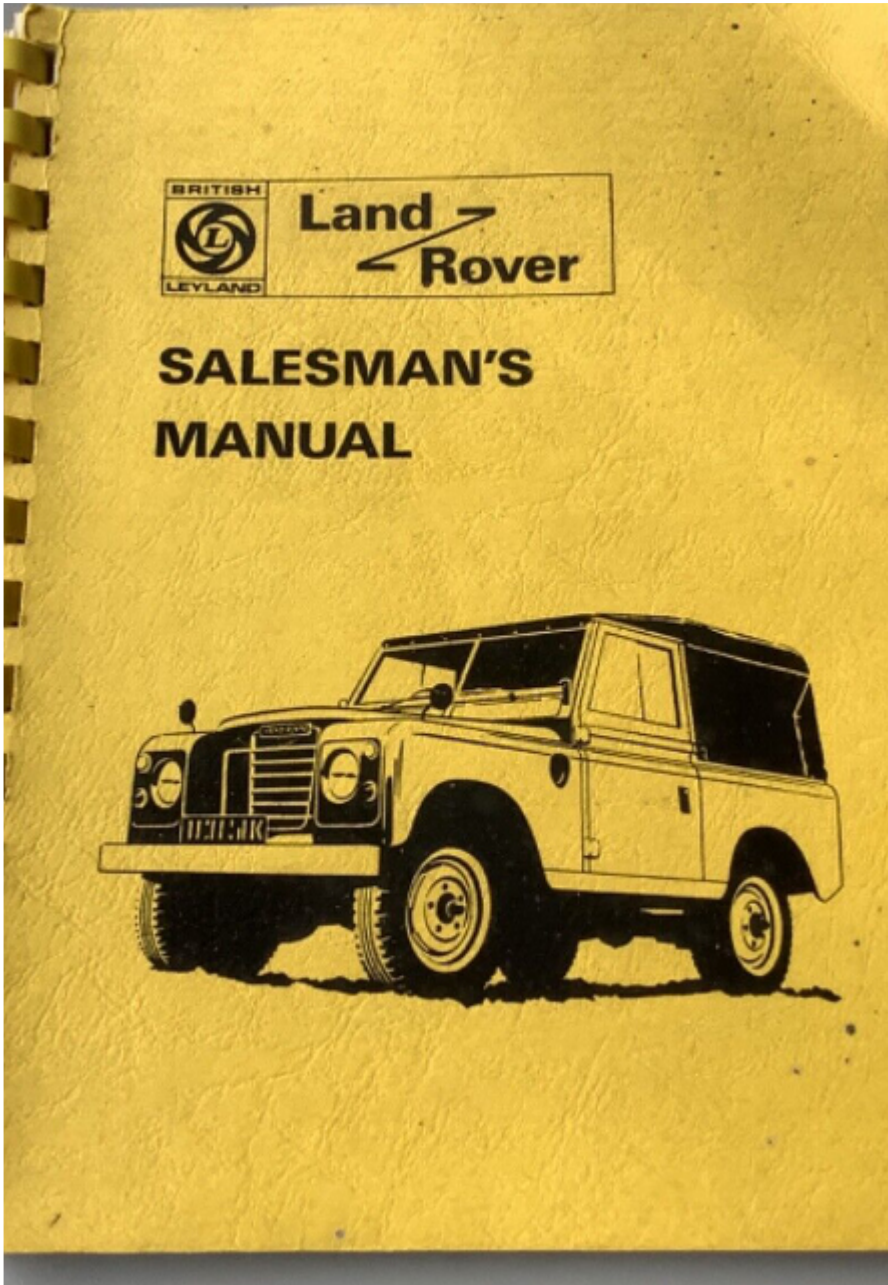
In March of 1972, a Salesman's Manual was published for the Series III [X]. This was a 110 page, yellow covered book with the fancy, yet cheap plastic comb spine that was popular in the late 1960's and into the Seventies. It sports a soft top 88 in black on the cover. (image above)

The manual appears to be a quick update of the late IIA manual. Even the formatting, with the yellow xerox binding is reminiscent of the first Series IIA manual. The introduction still talks to

the Rover Company and mentioned that Rover was merged into British Leyland in 1967.

Many of the drawings are from earlier manuals with a touch up to turn them into Series III's. Some of the information is a bit dated, such as the lead/tin coated heavy gauge metal. The Series II tanks were lead lined. The IIA were fun lined.

While the diagrams with a front view show the plastic grill, most of the side view drawings depict the Series IIA door hinges and windscreen mounts. Later, under



Salesman's Manual, March 1972, Pub no 834/3.72

options the door hinges are correct for the Series III.

If anyone has any other PDFs of Salesman's Manuals, I would appreciate a copy to expand this article in the future.

Collecting:

These manuals appear on eBay at regular intervals. Prices vary wildly depending on what the seller thinks they are worth. Prices range from twenty or thirty pounds

to over ten times that amount. There has been one on eBay buy it now for a couple yers at 350 pounds.

Notes:

1. Anecdotally, it has been suggested that there are editions back to the early 30's, if not earlier. Examples can be found at www.1947rover.co.uk/
2. These technical details pamphlets would continue into the 1970's.
3. Spot the Differences, Dixon Kenner,

[OVLN Newsletter, Part 1 - November 2012](#), p19

4. Rover Service News Letter 90A, April 1958.
5. Which is it, Series II or IIA? Dixon Kenner, [OVLN Newsletter, Part 1 - December 2019](#), pp 8-9; [Part 2 - February 2020](#), pp 10-11
6. www.LRFAQ.org - Series IIA suffix letters, dates and changes.
7. Checking some serial numbers shows a Bugeye built in December 1968. There may have been others a bit earlier.
8. The Authoritative Guide to Compact Sport Utility Vehicles. Land Rover, 1997, first edition. 132 pages, eBay average \$20.

Publications Referenced in this article:

- Rover Cars 1937 & 1939 editions
- Salesman's Manual for Land-Rover. Publication no. 506. Printed March 1956. 80 pages.
- Salesman's Manual Land-Rover. Publication no. 506/a, printed March 1957. 106 pages.
- Land-Rover Salesman's Manual. Publication no. 608. Printed January 1962. 128 pages.
- Rover 2000 Salesman's Manual. Publication no. 655, February 1964. 42 pages. Four ring binder.
- Salesman's Manual, Preliminary Edition. September 1966 Publication no. 696 144pp
- Land-Rover Salesman's Manual. Publication no. 727. Printed late 1968. 144 pages. eBay prices range from £16 to an extreme £250 a couple years ago.
- Salesman's Manual, British Leyland, Publication no. 834/3.72. Published March 1972. 110 pages, xerolox binding. Yellow cover.
- Land Rover Salesman's Manual, printed in early 1980. Publication no. 2/80/5m. There is a second published in April 1981.
- Salesman's Manual, LRSM 800E, Issue 1, March 1987
- The Authoritative Guide to Compact Sport Utility Vehicles. Land Rover, 1997, first edition. 132 pages, LRNA97/TAG001; Other editions known in 1998; 1999; & 2000 (LRNA2000/001)

