

# beauty on two wheels

*The smart economical, easy-to-handle runabout everyone is talking about.*

It's the rage all over Britain and the Continent — Vespa, with its beauty . . . its grace and curves now setting the Australian fashion for "going places".

Here's superb streamlined design combined with magnificent engineering. Here's power, acceleration and amazing economy that takes you 150 miles per gallon. Here's nimble driving ease and **simplicity of parking.**

Anyone — man, woman or teenager — can drive Vespa with complete safety and comfort.

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**DOUGLAS**

# Vespa

**THE CAR-ON-TWO-WHEELS**

## Bruce Smalls

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*P.S. There's no parking problem with Vespa*

Supplement to The Sun News-Pictorial.

ANNOUNCING THE NEW 1953



By Appointment to  
the late King George VI  
Manufacturers of  
Land-Rovers  
The Rover Company  
Ltd.

# ROVER *Seventy Five*

*A Masterpiece of Traditional Craftsmanship*

**MANY NEW REFINEMENTS  
TO THIS OUTSTANDING CAR  
MAKE MOTORING AN  
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No other car has quite so many good points as Rover Seventy Five; in no other car has the search for perfection in its class been quite so unremitting. Sleek running, smooth power, perfect control and finish has always been Rover characteristics.

The latest model has all these, and much more. From the simple dignity of its modified front end to the tip of its large, redesigned boot, the 1953 version of the Rover Seventy Five reflects a steady advance in the quality of design and finish which has for so many years been the hall mark of a Rover car.



**THE CONTROLS** are finger light and in all situations the Rover handles delightfully. The popular Rover Free-Wheel gives clutchless gear changes. The magnificent polished Walnut facia incorporates the wide range of instruments, clock, lockable glove box and radio if installed as an optional extra.

**THE BOOT** is redesigned with an unobstructed floor providing larger capacity for luggage. The spare wheel is now housed in a separate lock-up compartment beneath.

**THE ENGINE** is a silky smooth, 6 cylinder 75 b.h.p. unit providing gratifying power, exceptional silence and amazingly economical running at all speeds.

You owe it to yourself to enjoy the best. Buy a Rover.



**THE GRILLE** is of entirely new design with clean, narrow line, vertical louvres, and together with the modified lamp treatment, considerably enhances Rover's sleek appearance.

**THE INTERIOR** offers luxurious comfort for a full six passenger complement. Upholstery is real 1st quality hide on foam rubber and there are massive central folding and side arm rests. A built-in 3½ kw. heater, ventilating and demisting unit provides ample warmth in Winter. A large air duct gives controlled cooling in Summer. Front and rear lights operate by opening the doors. High quality trim and door hardware is used throughout.

**THE EXTERIOR** is immaculately styled and finished with door panels, bonnet cover and luggage boot lid in rustless aluminium alloy. The rear window extends to almost the full width of the car.

**THE RIDE**—Independent front suspension and variable rate rear springs give the same unruffled ride irrespective of road or load. Stabilisers front and rear ensure freedom from sway and provide superb road holding. Light self-centring steering gives the driver ease of control over long runs.

**THE BODY**—Especial attention has been paid to eliminating road noise and vibration. The body and front springs are rubber mounted, ensuring the smoothness and armchair restfulness you've always wanted.

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