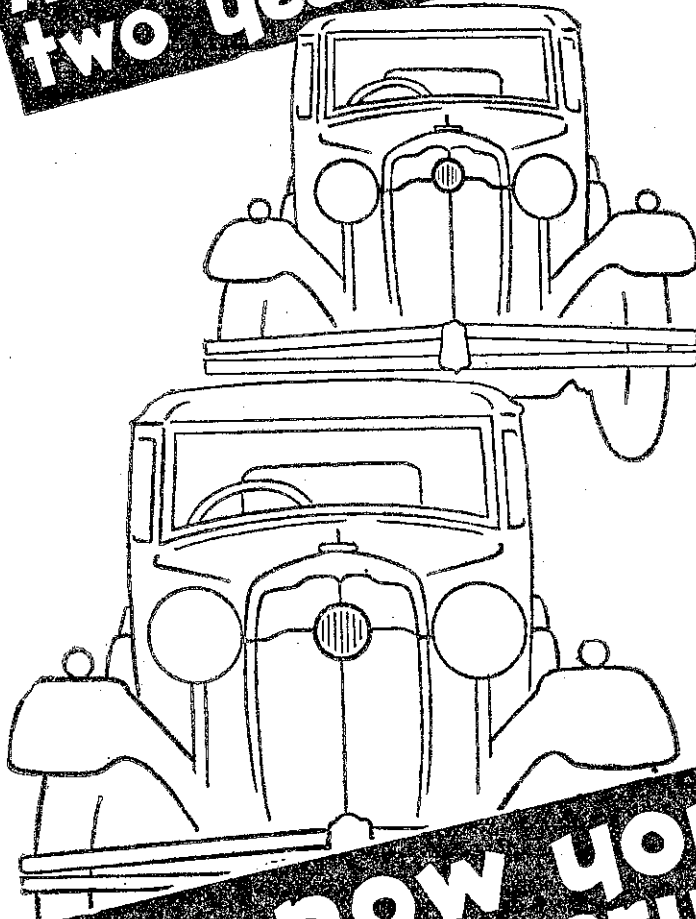


**Almost unknown
two years ago...**



THE ROVER "TEN" has been so successful on the New Zealand market because it has been definitely built to meet to-day's economic conditions in both price and running costs Yet designed so that absolutely no sacrifice of appearance and comfort need be made Manufactured by a firm with 50 years reputation for sound engineering to safeguard . . . And produced and serviced by a direct Factory Branch to further ensure complete satisfaction under every condition of local use.

**THE ROVER COMPANY
OF NEW ZEALAND LTD.**

Works: Petone, Wellington

**... now you see
them everywhere..
ROVER "TEN"**

**FOUR DOOR
SALOON**

£295

Complete

20-25 H.P. engine—full four-door body, complete comfort for all passengers—stronger chassis frame and springs—wire wheels standard.