



## The Vogue Story.

The story of the Singer Vogue starts in the late 1950s at a time when the Rootes Group was reaching the peak of its operations. Increasing sales both at home and abroad gave the company a steady 10 or 11% market share and annual profits of around £3 million.

As the sixties beckoned, things at Rootes were about to take a dramatic turn and would eventually bring the mighty Group to its knees. There have been many reasons expounded over the years as to what led to their collapse. This was due to no one single event, but was the result of a whole series of complex events and issues that altogether made a lethal cocktail.

Rootes were so focused on the Audax range and its variant developments that it was fully five years before a replacement design was ready to launch. The new body style was a larger structure than the Audax and was destined to replace the old Minx, Rapier and Gazelle models. However, a last minute change of plan saw the new car launched not as a Gazelle or Rapier, but as the Singer Vogue and Hillman Super Minx, and later still, with significant engineering modifications, as a Humber Sceptre.

Once more Raymond Lowey's design influence was evident, with sharp wrap around rear windows, trailing fins and masses of chrome. For Singer, the new car offered not only an extension of the model range, but even greater standards of comfort and excellence.

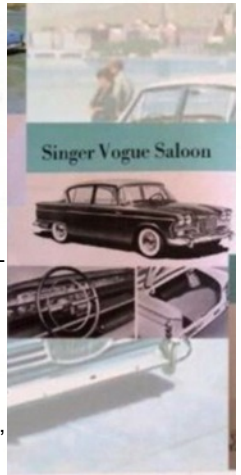
If the introduction of the new cars is considered from a purely business aspect, it will readily be seen that their arrival and the retention of the Audax range merely added to the complexity of the Rootes line-up, in as much as the firm were now building two families of medium sized cars, with all the attendant trim and engine variations, let alone the marketing and sales permutations of Hillman, Sunbeam, Humber and Singer!

The success of the Vogue could have been a lot better had its production not been adversely affected by industrial action during 1961. Rootes were never regarded as bad employers, but at this time production was being disrupted by a series of strikes that were, to say the least, bizarre.

### The Vogue Mk I.

The new car was powered by the well proven Rootes 4-cylinder OHV 1592 cc engine (81.5 x 76.2mm) which produced 62 bhp @ 4,800 rpm. Twin, cowled headlamps surmounted a new frontal design, with a large centre grille, flanked by chrome side air intake grilles which incorporated the side and indicator lights. The Mk I had plain white indicator lens covers - amber was not to appear until the Mk II model.

Another outwardly distinguishing feature was a short chrome strip along the centre of the bonnet peak. The interior of the new car was completely different from that of the Gazelle, and featured a bench front seat, full width parcel shelf and a burred walnut veneer dashboard with horizontal instrumentation. An all drum braking system was fitted,



and Smiths Easidrive and Laycock overdrive transmission were optional extras. In February 1962, production began of an estate car version which was formally launched in May of that year. Unlike the Super Minx, a convertible version was not offered as an option. 7,423 Mk I Vogues were made.

### The Vogue Mk II.

The Mk II Vogue was announced in August 1962, and a whole raft of modifications were introduced. These included no chrome strip on bonnet peak, amber indicator lenses, individual front seats replaced the bench seat, and the petrol tank moved to the boot inside the left rear wing to improve storage capacity.



Twin reversing lamps were fitted, the headlamp flasher was moved to the steering column and two speed wipers were fitted. Borg Warner 35 automatic transmission replaced the somewhat problematic Smith's Easidrive system. 20,021 Mk II Vogues were produced.

### The Vogue Mk III.

In October 1964 the new Singer Vogue Mk III with revised rear styling was launched. This new car had a much sharper roof line, with a flat rear window and deeper, wider windscreen. Fully reclining front seats were standardized and a new style combined wiper washer switch was fitted along with dimmable warning lights.

However it was under the bonnet where the really significant changes took place. This new model was given the same 1600 tuned engine with aluminium cylinder head as fitted in the more powerful Humber Sceptre/Sunbeam Rapier, coupled to the Rootes all-new 4- speed synchromesh gearbox.

Other less noticeable changes included the roof reinforcing ribs running the length of the car rather than across it.

By the end of 1965, when the next model was released, 9,987 Mk III Vogues had been produced

### The Vogue Mk IV.

The Rootes engineering department had by now developed a new 1725, 5-main bearing engine, and by the summer of 1965 it was sufficiently advanced to fit into the vehicle ranges.

So the Vogue was given a make-over that broadly revolved around this development and the provision of an alternator instead of the dynamo. 1725 badges were placed on the front wings, chrome surrounds were fitted to the headlamps, and a chrome "V" added to the front wings. But all this was purely a stop-gap, as the plans for a whole new generation of cars





## The Singer Vogue

were well advanced and the Mk IV would last only 12 months in production. By close of its production, 10,329 had been built.

### The Vogue Mk V.

The last big Singer produced was the Mk V, which was launched at the 1966 Motor Show in Earls Court. The Hillman Hunter had been unveiled at the Paris Motor Show two weeks earlier on 5th October 1966. Initially only available in saloon version, bodywork came from



Pressed Steel at Cowley. Finished shells were sent by rail to the Ryton on Dunsmore plant for assembly. The wheelbase was 8' 2-1/2" with an overall length of 14' 1-1/2".

The engine, which was canted over 10 degrees, was the new 5-main bearing 80 bhp 1725 cc unit (81.5 x 82.55 mm) with a single Stromberg 150 CDS carburettor. A 12v alternator was fitted.



The new Vogue was the first British car fitted with rectangular headlamps and the first to have Amblair upholstery. The new body incorporated a full width grille of horizontal bars, with a raised centre panel. A broad chrome twin stripe ran down the sides of the car, with a single stripe across the boot lid. Overdrive and Borg Warner 35 automatic transmission were available at extra cost.

In April 1967 a new Vogue Estate car was launched, with a down-tuned 73 bhp 1725 cc engine with a cast iron cylinder head and dynamo. However this was altered to the higher saloon specification in October 1967.



In September 1968 servo assisted front brakes became standard and the tail gates of the estates were given a handle rather than a push button lock lift. In October 1969 new style soft grain upholstery was introduced and the Vogue script badge was replaced with a blocked style.

All the new Singers now carried the Chrysler Pentastar badge. 56,814 Mark Vs were made, but now it is the rarest of them all.

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THE NEW Singer Vogue



### Summary of the main Identifying Features of each Mark:

**Mark I** - Side and front Indicator lamps with White lenses incorporated in front side grilles. Short chrome strip along centre of bonnet peak. Bench type front seat.

**Mark II** - Amber front Indicator lenses. Individual front seats. Petrol tank in boot inside left rear wing. Twin reversing lamps.

**Mark III** - Flat rear window. Combined wiper washer switch. Dimmable warning lights. Engine has aluminium cylinder head.

**Mark IV** - 1725 badges on front wings, 1725cc, 5-main bearing engine - chrome surrounds on headlamps. Chrome "V" on front wings.

**Mark V** - Arrow Range. Square headlamps set in full width front grille with horizontal bars. Vogue script on front doors and bonnet.

new  
**Singer Vogue**  
station wagon



Sleek and elegant, the new Singer Vogue Station Wagon has the advanced styling, luxury comfort and high performance of the distinguished Vogue saloon. With full passenger seating it has generous accommodation for goods and luggage, and can be quickly converted for carrying bulky loads. You enjoy the driving ease, smooth ride and safety of a saloon, but have all the benefits of a sturdy load carrier. Overdrive or Borg-Warner automatic transmission are available as an extra.

**ROOTES**

