

Advertising
the Phantom III
1935 to 1940
by
Steve Stuckey (ACT)

From the Company's 1938 series of advertisements, 3CM87 a Park Ward saloon with division, in the west country, likely Devon or Cornwall.

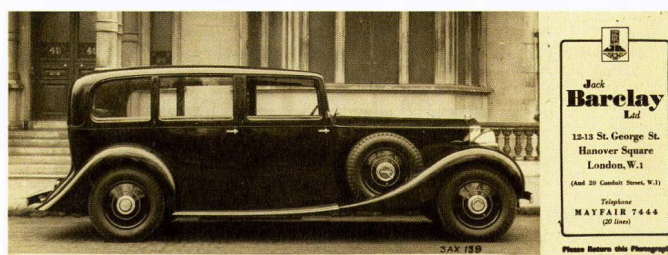
If you were in the market for a new Rolls-Royce Phantom III in the years 1935 to 1939, you were likely to be subject to advertising from three sources: the Rolls-Royce company itself, dealers, or coachbuilders (some of whom were also dealers).

The Phantom III was announced on Wednesday 2 October 1935. The next day, the Paris Salon opened, and experimental car 33EX was available as a demonstrator car. The British had to wait for a showing at the Olympia Motor Show in London from 17 to 26 October 1935. The announcement was premature, because production of the model had not commenced. In fact, all but two of the seven cars exhibited at the London show were on dummy chassis; only 36EX, a Hooper limousine, on the Rolls-Royce stand and 37EX, a Park Ward sedan de ville on the coachbuilder's stand, were operating vehicles. The first production chassis was off test at Derby on 22 May 1936, but already by that time dozens of chassis had been ordered by customers.

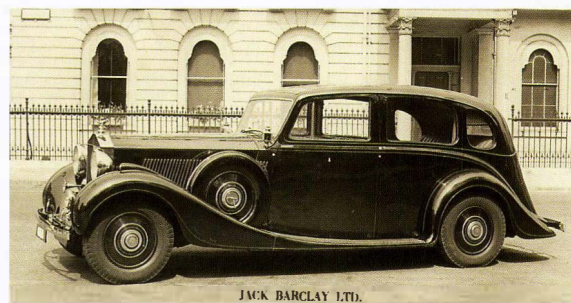
In October 1935 Rolls-Royce placed full-page advertisements in the motoring press. If you were a potential customer the Company might send you a 44-page catalogue, which included a picture of a chassis with the 4-carburettor configuration that was not to make it into production, and line drawings of six cars. A small, abridged catalogue was also available at the same time. *The Autocar* on 4 October had a 2-page article on the chassis; *The Motor* followed on 8 October with a 3-page article. In the motoring press of October some coachbuilders were able to give line drawing renditions of the bodies they proposed to build on the chassis.

It was not until 1936 that advertising the car got under way in any serious fashion. The Company had an Advertising Committee (the files of which are available at the Sir Henry Royce Foundation in England), which comprised C (William M. Cox, General Manager of the Conduit Street offices and on the Company Board), Cx (Major Len W. Cox, Sales and Advertising Manager) and Bky (Millard Buckley, of Publicity). This Committee approved all Company advertising and expenditure. Whilst the advertising bill for Rolls-Royce cars was £8,802 in 1935 in 1936 it jumped to £16,319 (plus £16,382 for Bentley).

There were two series of Company advertisements for the Phantom III in the motoring and higher class magazines. Most showed the cars in country settings; the first series used Company



Above: Barclay's commonly used profile photos of cars they sold, and here is one of 3AX139, a Park Ward limousine. These photos were much used by Lawrence Dalton in his coachwork books, but without the advertising panel on the right hand side.



Above: Another Barclay photo, showing Arthur Mulliner limousine 3BU8; this photo was possibly taken after the War.

Below: Barclay's continued to advertise during the war (as did Rolls-Royce itself), and this is an interesting ad. showing 3DL192, a James Young sedan de ville, a car not sold until October 1941. Note Jack Barclay's personalised number plate used on many of his cars.

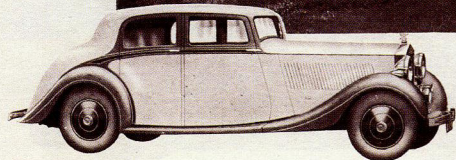
viii PUNCH ALMANACK FOR 1943 (October 19 1942)

Have YOU thought of the value of a slightly used ROLLS-ROYCE or BENTLEY car as an investment? These models of pre-war material and workmanship represent many years of trouble-free motoring when happier days return, and meanwhile suitable storage can be arranged.

Write for latest Stock List
Jack BARCLAY Ltd
The World's Largest Official Retailers of ROLLS-ROYCE and BENTLEY cars

The Bank of England and the finest car in the World.
12 & 13 St. George Street, Hanover Square, London, W.1. Mayfair 7444

The Old Peat Mill and Village of Brill—one of Buckinghams' beauty spots



'Hooper' Sporting Type Saloon on Phantom III Rolls

Royce chassis, with sunshine roof and roomy boot at back; specially designed for Continental touring.

Page Eighteen

Above: In 1937 Hooper & Co. produced a 22-page booklet entitled "Through Eight Reigns" to celebrate their continuous production of bodies from 1807. Six cars were shown, four of them Phantom IIIs, including 3AX199, shown here.

and coachbuilder Trials (demonstrator) cars – the Hooper limousine 3AZ22, Park Ward limousine 34EX, Hooper saloon with division 3AZ36, H. J. Mulliner saloon with division 3AZ28 and Barker sedan de ville 3AZ24. The photographer used in this series was G. Leslie Horn of Englefield, Middlesex; the series ran from September 1936 to the end of 1937.

The second series of photographs – some also by Horn but also some by W. F. Sedgwick, a photographer also favoured by Hooper at this time – ran from 1938 until the outbreak of war. Cars used in that series were 3CP10, a Barker saloon with division; 3CP200, a Hooper sedan de ville; 3CM87, a Park Ward saloon with division; 3CM153, a Windovers sedan de ville, and 3CM197, a Hooper sedan de ville. All but 3CP10 were shown in rural settings, including some amongst the ruins of ancient abbeys and cathedrals in the English countryside. 3CP10 was used in a series of ads shot in central London, including some taken at night.

Many of the photographs used in these series of advertisements were also featured in the Rolls-Royce *Bulletin*, a magazine produced quarterly and given to current Rolls-Royce and Bentley owners. It is worth mentioning here that most buyers of the Phantom III had already owned another model of Rolls-Royce.

Newspaper advertising was also used, but primarily text in ornate borders without photographs. The wording of these was subject to close scrutiny in the Advertising Committee. On 11 January 1937 they agreed that a letter from H. Wormleighton of Leicester about having been owner of Silver Ghost 99CE, which prompted him into ordering a Phantom III (3BT151) sight unseen, was to be used. On 6 December 1937 the Committee agreed that a letter from the owner of 3AX27 about his ownership was too short and should not be used.

A New 40/50 h.p. 12-Cylinder ROLLS-ROYCE 'PHANTOM III'

Rolls-Royce Ltd have pleasure in announcing that they are able to accept orders for a new 40/50 h.p. 12-Cylinder Rolls-Royce car. Many outstanding features distinguish this car from its famous predecessor the Phantom II.

- (1) 12 CYLINDERS giving greater engine smoothness, flexibility, silence and acceleration.
- (2) GREATER COMFORT arising from independent front wheel suspension. This is particularly noticeable in the back seats under all road conditions, and is further enhanced by remarkable road holding qualities and stability on corners even at high speeds. The new chassis frame provides for wider and more comfortable back seats, whilst a modification in the position of the change-speed and brake levers gives easy entrance to the driver's seat from the offside.
- (3) IMPROVED CONTROLLABILITY—The steering is lighter in operation, has a larger steering lock and the car is more easily manoeuvred by reason of the shorter wheelbase. Although the body length is the same as the Phantom II, the length of the car is reduced.

Principal differences between the Phantom II and the Phantom III—

	PHANTOM III	PHANTOM II
ENGINE	12-cylinder Vee Double Six Self-adjusting tappets Rating 50.7 H.P. Tax £39	6-cylinder in line Hand-adjusted tappets Rating 43.3 H.P. Tax £33
GEARBOX	All gears silent, including reverse	2nd and 3rd silent gears
CHASSIS	Independent front wheel suspension Semi-elliptic rear Wheelbase 11' 10" Total overall length 16' 8"	Semi-elliptic springs front and rear Wheelbase 12' 6" Total overall length 17' 2"
	Chassis (including Lamps, etc.) Saloon Limousine Pullman "	£1,850 from £2,535 " £2,575

OTHER FEATURES

- (1) Rolls-Royce system of centralised chassis lubrication.
- (2) Automatic shock absorbers with overriding hand control.
- (3) Synchro-mesh gearbox.

This new car retains all the characteristic features which have gained for the Rolls-Royce car the accepted title "The Best Car in the World."

ROLLS-ROYCE LTD 14-15 CONDUIT ST LONDON W1 MAYFAIR 6201

Above: The first announcement of the Phantom III, in *The Motor* of October 8, 1935, nine days before the London Motor Show opened.

Below: An original advertisement from the 'Evening Standard' of March 21, 1939, p.14.

ROLLS-ROYCE

The Best Car in the World

PHANTOM III

"I have tested no other motor car possessing such light brake pedal action, harnessing terrific power and providing the driver with such firmness of control. The result was effortless deceleration without "judder" or sidepull.

At the end of one 250-mile run, accomplished in perfect safety and comfort in 6½ hours, I found myself quite untired. My passengers were likewise quite fresh.

Whichever way you look at it, the modern 'Phantom III' can go one better in one department or another. That is why it is still master among cars."—*Evening Standard*

September 1938

We have for disposal a few new 25/30 h.p. Rolls-Royce cars of the pre-Wraith type at specially attractive prices

ROLLS-ROYCE LIMITED
14-15 Conduit Street London W1 Mayfair 6201



Above: The cover of the abridged version of the Phantom III catalogue, dated October 1935. Only 16.5x22.5 cms and 16 pages.

Below: Rolls-Royce used newspaper advertising as well, less luxurious and without photographs. This is a copy of a mock-up from the Advertising Committee file, with the 113tr code showing it as an approved ad. The Phantom III referred to is 3BT151, a Hooper sedanca de ville bought by H. Wormleighton of Leicester.

ROLLS-ROYCE
THE BEST CAR IN THE WORLD

PHANTOM III

"Doubtless you know that I have placed an order for the new 40/50 h.p. Phantom III. My old Chassis, No. 99-CE, delivered in the early part of 1921 has given wonderful service in spite of almost daily use for more than fifteen years.

I may say that I have such confidence in your work that I have ordered the new Phantom III without having had a run in one, but I am looking forward in the near future to this pleasure."

Owner's letter

Rolls-Royce Ltd. have some excellent reconditioned and guaranteed Rolls-Royce cars for disposal at moderate prices

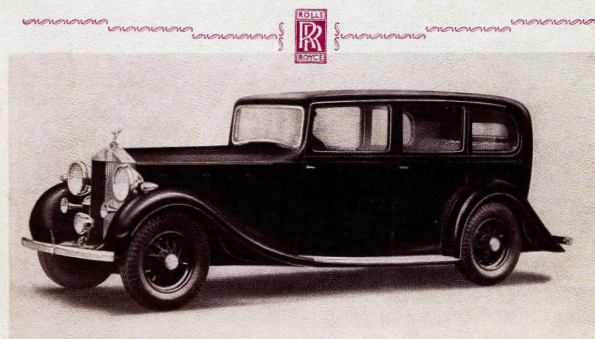
ROLLS-ROYCE LIMITED
14-15 Conduit St London W1 Mayfair 6201

Buy a Car
Made in the United Kingdom

The 40/50 h.p.

ROLLS-ROYCE

PHANTOM III
PULLMAN LIMOUSINE



Price £2,670 Complete
can be supplied as a Landulet for £2720

Coachwork

The body is a full-sized Pullman Limousine by a high-class coachbuilder. There is luxurious accommodation in the main compartment for five passengers all facing forward. The emergency seats are unusually

comfortable and when not in use fold away flush into the division at the back of the driver. Reinforced glass is employed throughout, and the equipment is comprehensive and attractive.

Chassis

The Chassis is the 40/50 H.P. twelve-cylinder model with 11 ft. 10 ins. wheel-base, easy change gearbox and untarnishable mountings. It is equipped with the Rolls-Royce system of independent springing of the front wheels and patent automatically controlled

hydraulic shock absorbers, with overriding hand control operated from driver's seat. The steering column is reasonably raked to provide a comfortable driving seat and to permit the coachbuilder to secure graceful lines and attractive appearance.

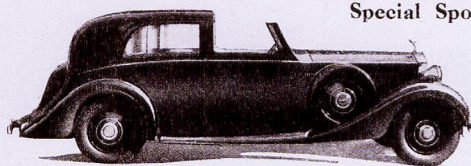
Above: Rolls-Royce published three 2-page flyers, two for a touring limousine/saloon with division (in 1936 and 1937) and this in October 1937. The car shown here is 3AZ22, a standard Hooper limousine, a Company Trials car.

Road test reports were an important part of getting your car before potential customers; in the 1930s such reports were rarely critical, on the contrary they tended to be overly complimentary. On 29 September *The Motor* ran a 2-page test of Company Trials car 3AZ38 (a report reprinted by the Company as an advertising hand-out); on 2 October 1936 *The Autocar* did a road test of both 3AZ38 and 34EX. In 1936 the Earl of Cottenham (who would never own a Phantom III!) wrote an 'over-the-top' account for *The Sunday Pictorial* entitled "The Well-Behaved Great Grandson of a Ghost" which the Company reprinted as a glossy 12-page leaflet. Other road tests were carried out in *Country Life* on 17 April 1937, *The Motor* on 22 March 1938 (3CP10), *The Field* on 10 December 1938 (by Malcolm Campbell), *The Veteran Motorist* in 1938 (3CP34) and, on Tuesday 27 June 1939, *The Sydney Morning Herald* (chassis 3AX99).

What *The Autocar* did not report in its test of 2 October 1936 was that 3AZ38 broke down spectacularly whilst doing speed tests at Brooklands, and had to be trucked back to London. On 12 May 1936 (after *The Autocar* test had been carried out) Cx reported to the Advertising Committee that Sg (Arthur F. Sidgreaves, Managing Director in London) had advised that in future Press runs would replace Brooklands testing for journalists as such speed runs did not represent the true conditions cars would be used in. So such company 'spin' is not a new phenomenon! However, owners began taking their cars to the Continent for runs on the fast roads there (especially the new German autobahnen), so in late 1937 the Company had to issue a flyer headed "WARNING - Continental High-Speed Roads" cautioning owners that their Phantom III was not designed for long periods of continuous high speeds; 75/80 mph was advised (for the 25/30 h.p. the speed was 65/70 mph; for the Phantom II 70/75 and for the 20/25 h.p. 60/65).

ARTHUR MULLINER COACHWORK

PHANTOM III ROLLS-ROYCE Special Sports Sedan



Stand No. 36

MOTOR SHOW, EARLS COURT

This car, delivered 3 weeks ago, will become available for resale on Dec. 10th next, as owner is going abroad. Mileage will be approx. 2,000. Original cost £3,100. Will be offered at the exceptional price of

£2,500

54, BAKER STREET
LONDON, W.1
Welbeck 5711

ARTHUR MULLINER LTD.
RETAILING AGENTS FOR ROLLS-ROYCE
DISTRIBUTORS FOR BENTLEY

BRIDGE STREET
NORTHAMPTON
Phone — 907

Above: This Arthur Mulliner advertisement from 'The Motor', 19 October 1937, shows 3CP102, a car made famous by used car dealer Raymond Way. Interestingly, Rolls-Royce records do not show who the original owner of this car was; Way owned it from October 1937. Perhaps it was originally an Arthur Mulliner Trials car.

Below: Windovers Phantom IIIs were sometimes used in Rolls-Royce advertisements, but here is one advertising the coachbuilder itself. The car is 3AZ150, a limousine de ville.

April 17th, 1937. COUNTRY LIFE. colli.

CRAFTSMANSHIP

Windovers are showing an unrivalled collection of Rolls-Royce cars fitted with the latest refinements in bodywork designed in advance of the mode.

COACHWORK BY **WINDOVERS** *obviously*

OFFICIAL ROLLS-ROYCE RETAILERS

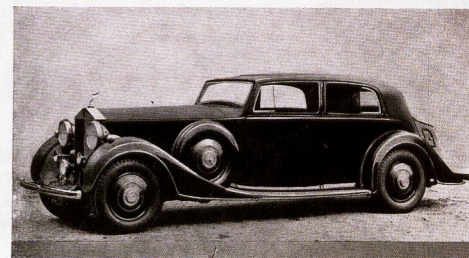
M.B. Ltd.
62, CONDUIT STREET, W.1. TEL. MAYFAIR 7043 — 33, SLOANE STREET, S.W.1. TEL. SLOANE 5146.

The Committee ruled on whether it was acceptable to use ownership by famous people – on 27 April 1936 they agreed to use the ordering of a Phantom III by the Viceroy of India (3AZ47) and (with their permission), on 27 July 1936 and 12 April 1937 respectively, sales to the Duke of Kent (3AZ43) and the Duke of Gloucester (3AX195). The Committee also heard on 1 February 1937 that the Duke of Kent was enthusiastic in asking the Company to advertise the fact that his car reached 102mph on the Continent.

On 14 December 1936 the Committee agreed with a request from the Air Ministry that an aerial photo of the Derby factory used in the 1936 catalogue no longer be used; they decided that an aerial photo of the Cricklewood service facility be used instead in the 1937 catalogues, the October 1937 version being the last of these catalogues. This request was an indication of the deteriorating international situation, which was also reflected in production figures for the Phantom III chassis: in the eight months of production in 1936, 216 chassis were sent off test; in 1937 it was 361 chassis; in 1938 108 chassis; in 1939 only 31 chassis were made, and there was one sent off test in February 1940. In his 1978 book "Rolls-Royce: The Years of Endeavour" Ian Lloyd writes about the problems the Chassis Division was having, and how only aero production kept Rolls-Royce in business. Nett chassis sales

ROLLS ROYCE PHANTOM III Saloon with Division

"There is no finer car on the roads of the world than this new model". . . Times of India



146-50 Park Lane,
London,
W.1.
Grosvenor 3434

The Car Mart Ltd.

Stanhope House,
320-4 Euston Rd.,
N.W.1.
Euston 1212

OFFICIALLY APPOINTED RETAILERS OF ROLLS ROYCE & BENTLEY CARS

Above: This is the only Car Mart Ltd. advertisement for a Phantom III that I have found. It is 3AZ34, an H. J. Mulliner saloon with division. This ad. and that for 3AZ150 were on the same page in 'Country Life' on 17 April 1937.

Below: Barker & Co. were sold out to Hooper in 1938, but they showed some Phantom IIIs in advertisements during 1936 and 1937. This, at the time of the 1936 Olympia Show, shows 3AZ43.

140 THE AUTOCAR. ADVERTISEMENTS. OCTOBER 10TH, 1936.

Barker Enclosed Limousine on New Phantom III Rolls-Royce chassis. Specially constructed for and supplied to His Royal Highness The Duke of Kent by Barker & Co. (Coachbuilders) Ltd.

BARKER COACHWORK
Acknowledged the world's best

Motor Show OLYMPIA STAND 26 Also on ROLLS-ROYCE STAND 113

BARKER & CO. (COACHBUILDERS) LTD. 66-69 SOUTH AUDLEY STREET, W.1
Coachbuilders to H.M. the King. Established 1710. Telephone: Grosvenor 2421.

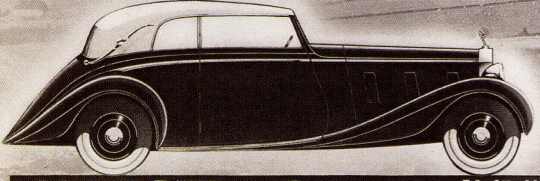
in 1936 were £1,487,000 (33% of Company sales); in 1937 the figures were £1,694,000 (36%); in 1938 £737,000 (12%) and in 1939 £607,000 (6%). The Chassis Division profit slumped from £213,000 in 1936 to £150,00 in 1937, £64,000 in 1938 and £67,000 in 1939.

No matter how much the Company, the dealers and the coachbuilders advertised, sales of large luxury cars like the Phantom III were suffering through an unstable international situation, and the pursuit of excellence irrespective of price.

99 of the production run of 717 Phantom IIIs went overseas as new cars. Major overseas dealers were J. S. Inskip in the U.S.A. (30 cars), Franco-Britannic Autos in France (29 cars) and Allied Motors in India (10 cars). In the U.K. companies who sold 10 complete cars or more each are as follows:

Rolls-Royce	88	Arthur Mulliner (Northampton)	21
Jack Barclay (London)	86	The Car Mart (London)	19
Hooper (London)	60	Rippon (Yorkshire)	17
Barker (London)	53	Clyde Automobiles (Scotland)	17
Windovers (London)	42	John Croall (Scotland)	15
H. R. Owen (London)	28	George Heath (Birmingham)	13
Park Ward (London)	26	William Watson (Liverpool)	10
Rootes (London)	23		

HOOPER ROLLS-ROYCE
The Finest Car in the World



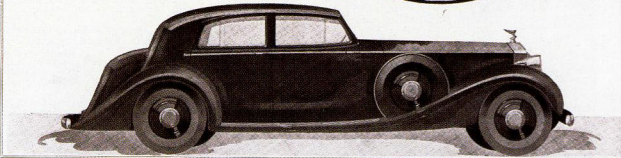
HOOPER & Co. (COACHBUILDERS) LTD. 54 ST. JAMES'S ST. PICCADILLY, LONDON S.W.1

BY APPOINTMENT TO
HIS MAJESTY
KING GEORGE VI
BY APPOINTMENT TO
HER MAJESTY
QUEEN MARY

Above: During 1938 Hooper did another series of advertisements, using drawings of cars only, some of which were never produced, such as this drophead coupé, shown in 'The Illustrated London News' of both 1 and 8 October 1938.

Below: Rootes Ltd. owned coachbuilder Thrupp & Maberly, and here they use a drawing of Rootes Trial car 3AZ26, a saloon. From 'Country Life'.

By Appointment
Coachcraft by
Thrupp & Maberly Ltd
DEVONSHIRE HOUSE, BERKELEY STREET, W.1.
Telephone: Grosvenor 2407



ROLLS ROYCE 40/50 H.P. PHANTOM III SALOON WITH DIVISION

ROOTES

In every detail this design characterises in modern manner the unexcelled craftsmanship and finish of to-day's finest car bodies—by Thrupp & Maberly. A dignified saloon built on modern lines for Town and Continental Touring. Special attention has been paid to the provision of ample luggage accommodation. May we send you specification?

OFFICIAL RETAILERS: DEVONSHIRE HOUSE, PICCADILLY, LONDON, W.1

Of the dealers, Jack Barclay Ltd. was the most prolific advertiser (as a dealer; Barclays also owned coachbuilders but they generally ran their own advertising campaigns). In 1938 they produced a catalogue that has helped illustrate these articles; the company also distributed a newsletter of cars available for sale, both new and second-hand. Photographs were available of these cars. H. R. Owen Ltd. produced a very sumptuous catalogue, as did Hooper & Co.

The coachbuilders also ran series of advertisements. The largest number were produced by Hooper & Co., who advertised almost weekly in the better class of magazines often next to Company ads. Other coachbuilders managed to get their cars advertised by submitting photos to magazines to be featured in the general pages, except for around the time of the London (and Scottish) Motor Shows, when they produced illustrated ads in both the motoring and social magazines.

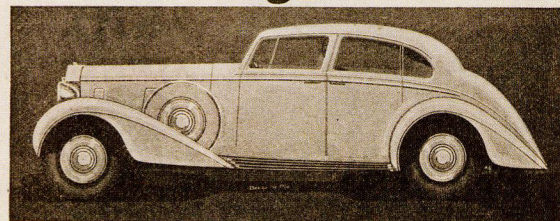
Magazines such as *Country Life*, *The Illustrated London News*, *Field*, *Sphere*, *Punch*, *Bystander*, *Sketch* and *Tatler* catered to the audience that Rolls-Royce, the dealers and the coachbuilders were targeting. Motoring magazines such as *The Autocar*, *The Motor* and *Automobile Engineer* also carried ads for Phantom IIIs. The classified columns of the former two every week carried ads

FREESTONE & WEBB LTD.

BUILDERS OF COACHWORK
MADE TO INDIVIDUAL TASTE

GENUINE CRAFTSMANSHIP
WITH FINEST MATERIALS

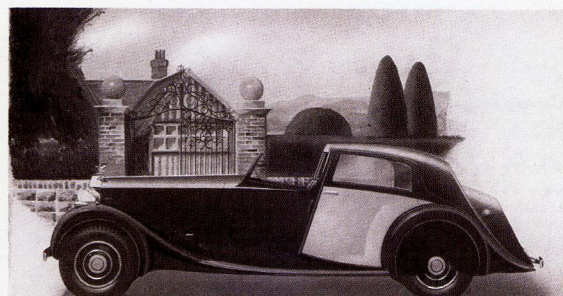
HIGH CLASS REPAIRS A SPECIALITY
STAND NO. 31 OLYMPIA.



SPECIAL SPORTS SALOON on the 40/50 h.p. Rolls Royce "Phantom III", built to the order of S. E. LONGMAN & Co., 118, Great Portland Street, London, W.1.
Unity Works Brentfield Road Stonebridge Park N.W.10

Above: Another coachbuilder who advertised irregularly was Freestone & Webb. This is 3AZ68, although the car was delivered in darker colours than this.

Below: A later Park Ward advertisement, this time from 1938 and showing 3CM61.



Sedanca de Ville Phantom III Rolls-Royce

Pre-eminence

born of true craftsmanship

Graceful, dignified, yet essentially practical, distinctive yet never bizarre, Park Ward coachwork typifies modern body building at its best. Its supremacy lies in its matchless combination of comfort with beauty, advanced construction with immaculate finish and craftsmanship.

PARK WARD

AND COMPANY LIMITED

OFFICIALLY APPOINTED RETAILERS OF ROLLS-ROYCE AND BENTLEY CARS.

40 Conduit Street, London, W.1. Telephone: Regent 2744-5-6
Works: 473 High Road, Willesden, N.W.10

for both new and used cars; ex-Trials vehicles and almost new used cars featured but so, too, did brand new cars that dealers had ordered as Stock as sales slumped. The Company offered discounts on the cost of chassis bought by dealers and coachbuilders; in 1938 and 1939 these discounts amounted to up to a third. 111 Phantom III chassis were ordered to be held as stock vehicles: 28 by Barclay, 15 by Rolls-Royce, 14 by Hooper, 9 by Windovers, 6 each by H. R. Owen and Rippon, and lesser numbers by others. One was from the AX series, 8 from BT, 29 from CP, 33 from CM, 39 from DL and a single one from the final DH series.

The clientele that those advertising the Phantom III succeeded in attracting will be the subject of the next, and last, in this series on the Phantom III.

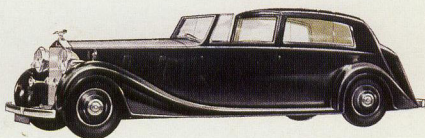
Celebrating 70 Years
Rolls-Royce
Phantom III
1936 - 2006

Some examples . . . ROLLS-ROYCE

"The Best Car in the World"

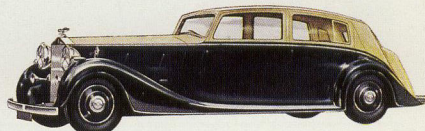
This Sedan de Ville on a Rolls-Royce 12-cylinder Phantom III chassis shows how formal lines and perfect proportions give "The Best Car in the World" its due distinction for town use.

Number One



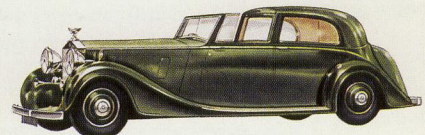
Craftsmanship reaches its highest expression in this Barclay Design. The beauty of its lines is no less striking than the luxury of its equipment (shown on the previous page).

Number Two



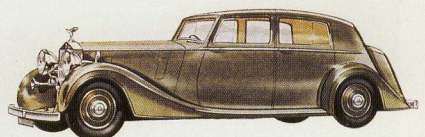
Another Sedan de Ville, on a 25/30 h.p. "Wraith" Rolls-Royce chassis, which is ideal for those whose interests are divided between town and country. Like the 12-cylinder model above, it incorporates a patent sliding de Ville extension, illustrated on page six.

Number Three



The distinction of this 25/30 h.p. "Wraith" Rolls-Royce Sports Saloon will appeal to the imagination of those who appreciate beauty of line. This body can be supplied with or without a division.

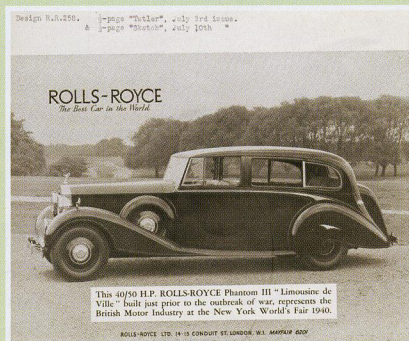
Number Four



Page Four

Above: In the first two articles in this series, we have seen extracts from the 1938 Jack Barclay catalogue. Barclay's were the largest seller of Phantom IIIs, after Rolls-Royce themselves. The two Phantom IIIs shown here are 3CP172 (top) and 3CP34, both H. J. Mulliner bodies.

Right: An advertisement used in 1939 and 1940, Hooper limousine de ville 3DH5. This is a photographic reproduction of an original Rolls-Royce mock-up of the photo, showing where the advertisement was used.



Below: Rolls-Royce advertised in France, a country into which it sold 32 Phantom IIIs. This ad., with the line "The Best Car in the World", is from the magazine L'Illustration of 22 May 1937, and shows a heavily airbrushed 3AZ38, a Barker saloon with division.

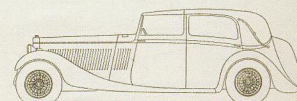


ROLLS-ROYCE 40-50 H.P. SEDAN DE VILLE

£2,745

POSSIBLY the smartest form of town car, yet eminently suited to long distance journeys. Equally suitable for owner or chauffeur to drive. Front seat completely enclosed at will.

For details of equipment, see page 16



27 in

Above: One of seven drawings of cars in the full-sized Phantom III catalogue (24.4x33.8 cms and 44 pages), dated July 1936.

Below: Coachbuilders also advertised extensively. Here is a nice Art Deco advertisement by Park Ward & Co., for the 1935 Olympia Motor Show, and showing 37EX.

THE AUTOCAR. ADVERTISEMENTS. OCTOBER 18TH, 1935. 14

PARK WARD COACHWORK

gives a constant feeling of assurance that your car has line and finish that impresses at all times, whether on the Bentley or Rolls-Royce chassis.

BENTLEY AND ROLLS-ROYCE CHASSIS STAND N°35

Sedan de Ville en Rolls-Royce Phantom III Chassis.

PARK WARD & CO. LTD
OFFICIAL RETAILERS OF ROLLS-ROYCE & BENTLEY CARS
40 CONDUIT STREET W-1

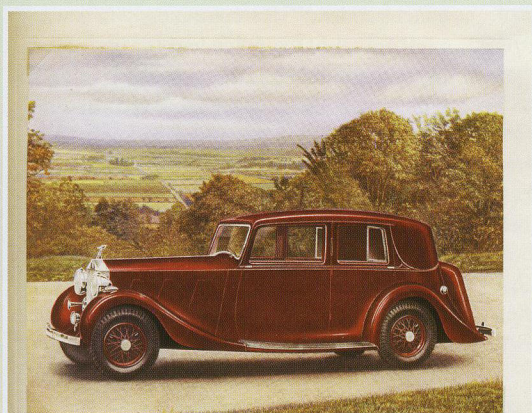
TELEPHONE 621 MENTION OF "THE AUTOCAR" WHEN WRITING TO ADVERTISERS, WILL ENSURE PROMPT ATTENTION

Celebrating 70 Years

Rolls-Royce Phantom III

1936 - 2006

g the Phantom III 35 to 1940

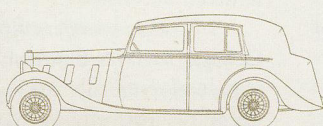


ROLLS-ROYCE 40-50 H.P. TOURING LIMOUSINE

A ROOMY owner-driver car for 5 people. By raising the window in the division, the front compartment may be separated from the passenger compartment. There is a sunshade roof and room for emergency seats of the type which face sideways. Such seats can be supplied and fitted at an extra charge of £12.10.0 per seat. Draughtless ventilation provided to rear compartment. There is ample provision for carrying luggage.

For details of equipment, see page 16

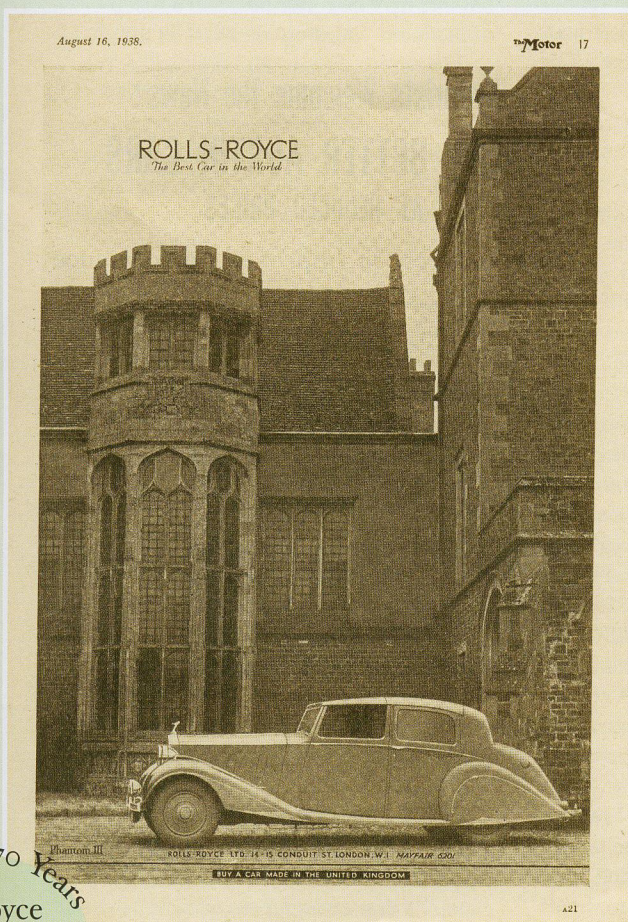
£2,750



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Above: There were eight (much better) drawings in the October 1937 full-sized catalogue. Still 44 pages in length.

Below: In 1938 a new series of photos of Phantom IIIs in rural settings was run in magazines. Here is Hooper sedanca de ville 3CP200.



celebrating 70 Years
Rolls-Royce
Phantom III
1936-2006

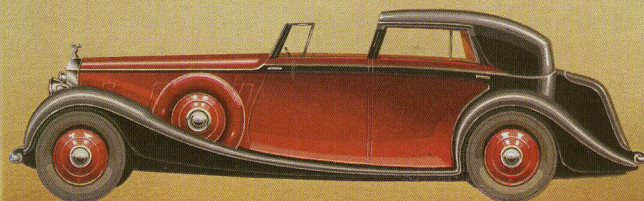


MR. MASSEY STANLEY DRIVING HIS CABRIOLET IN HYDE PARK . . . by John Fernley (1830)
This picture, which is at present on loan to the Tate Gallery, is reproduced by courtesy of H. Arthurton, Esq., and of "The Field."

Strength underlying loveliness of line: usefulness so gracefully expressed in form and colour...in these combined perfections lay the beauty of the Georgian turn-out. And now, a century later, these very same qualities of craftsmanship reach their highest expression in coachwork designed by

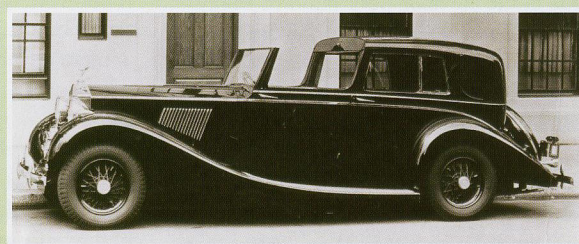
OWEN of Berkeley Street

London's Leading Retailer of Rolls Royce and Bentley Cars



PHANTOM III SPORTS SEDANCA DE VILLE DESIGN 815928. REG. BY H. R. OWEN LTD. 17 BERKELEY STREET Mayfair, 1937

Above: H. R. Owen produced a spectacular catalogue in October 1937. There were six such coloured pages, four showing Phantom IIIs. These drawings were used also in magazines to advertise Owen (and Gurney Nutting coachwork).



Above: I have been unable to find much in the way of Rolls-Royce advertising of Phantom IIIs in the USA, but this photo of 3AX57, an Inskip Keswick town car (or sedanca de ville) was used in J. S. Inskip advertising and catalogues.

Right: Hooper & Co. were perhaps the most prolific advertisers amongst the coachbuilders during Phantom III production. They did a beautiful series of advertisements during 1936 and 1937, of which this is one, showing sedanca de ville 3AX49, from 'The Illustrated London News' of 19 June 1937.

Masterpieces of Craftsmanship

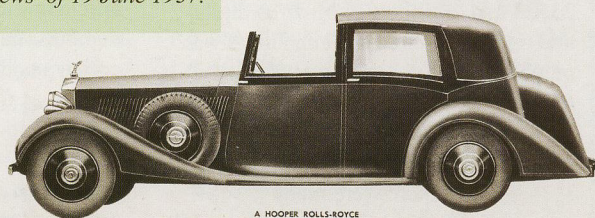


through Eight Reigns

HOOPER & CO. HAVE HAD THE HONOUR TO SUPPLY CARRIAGES & MOTOR CARS TO THE ROYAL FAMILY CONTINUOUSLY FOR MORE THAN A CENTURY

HOOPER & CO (COACHBUILDERS) LTD

54, ST. JAMES'S STREET, PICCADILLY, LONDON, S.W.1



A HOOPER ROLLS-ROYCE

Evening Standard