



Original Owners of Phantom IIIs —1936 to 1940—

by
Steve Stuckey
(ACT)

So far in this four-part series on the Phantom III, we have looked at the colours of the cars when new, the interiors of the coachbuilt bodies, and how the model was advertised to those people most likely to buy them. In this last article celebrating the 70th anniversary of production of the model, we will discuss who it was that purchased the cars.

As I have previously stated, Rolls-Royce cars were not aimed at the mass market; exclusivity was the hallmark of the brand, even though the Company was suffering losses or only very small profits on the sales of its chassis. But, it was more the fame of the cars rather the expanding role of its aero engines that made the name Rolls-Royce well known in the western world.

“Buy a car made in the United Kingdom” was a call in much of the automotive press in the 1930s (and was a line at the bottom of many a Rolls-Royce advertisement), especially as cheaper cars from Europe and the United States challenged the British motoring industry. Even so, more than 80% of cars on British roads were made in the U.K. (a very far cry from the situation today). Rolls-Royce and the coachbuilders who worked on these and Bentley chassis pitched their sales to the very top end of the car-purchasing public and perhaps not surprisingly it was amongst the very wealthy that the most sales were made. It is a sobering thought to realise that the average cost of a coachbuilt Phantom III, at around £2,500, was well above the cost of the average London home at the time; indeed, in looking through late 1930’s copies of the upper crust magazine *Country Life* I was very surprised to see that a six-bedroom house on an estate in the Home Counties could be purchased for less than the cost of such a car.

The social and economic profile of those buying Phantom IIIs has always interested me, and I have spent quite an amount of research time finding out about original owners, both British and foreign. One starts, of course, with the Sales Cards and guarantee books (both of which are in the Sir Henry Royce Memorial Foundation in Northamptonshire); the Company, then and now, kept large books of press cuttings and these gave some reports of original sales. This led me to magazines such as *Country Life*, *Illustrated London News*, *The Field*, etc. I managed to buy copies of *British Who’s Who* for 1938, as well as *Debrett’s Peerage*, *Baronetage*, *Knightage* and *Companionage* for the same year. *Who Was Who* (for various countries) as well as newspaper obituaries included more



Top left: 16. Count Stefan Czarnecki was responsible for ordering this stunning Vanvooren drophead coupé on chassis 3CM81. The car was delivered to Paris in 1938, and taken to Warsaw; it escaped ahead of the German army in 1939. It’s second owner was head of the Polish Government in exile in Britain, General Sikorski. The Phantom III the author would most like to own!

Above: 17. Austrian Fritz Mandl, married at the time to actress Hedy Lamar, was the first owner of this Van den Plas cabriolet, 3BT185, photographed here in 2005 after a successful appearance at Pebble Beach.

Below: 7. 22-year-old La Duchesse Hélène-Violette de Talleyrand-Perigord of France was the first owner of 3CP26, a Barker saloon with division, and photographed here in a Paris museum.



Right: 4. The Duke and Duchess of Marlborough owned this Hooper sedanca de ville on chassis 3AX49.



Above: 3. 3AZ232, Hooper limousine owned by Victor, 9th Duke of Devonshire.

Below: 6. 3BT5, Hooper saloon with division was purchased by Fitz-James, the Spanish 17th Duque de Alba, Spanish Ambassador in London from 1939 to 1945. He was also the 10th Duke of Berwick in a joint Anglo-Spanish set of titles.



information. And, more recently, I have Googled names of original owners, and it is amazing how much information one can find with that source.

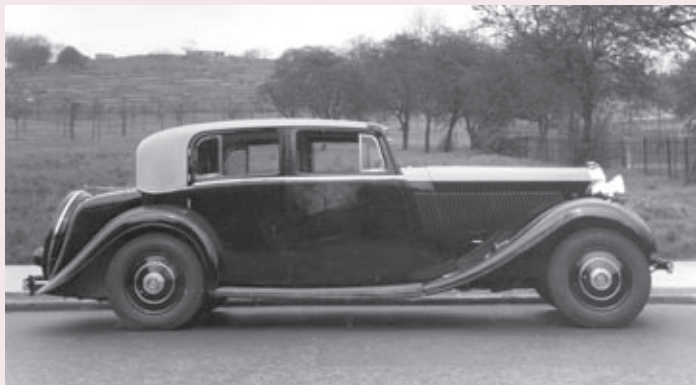
725 of the 727 Phantom III produced found owners (experimentals 30EX and 39EX were scrapped). Thirty-two owners had more than one of the model: 29 had two, 1 had three, and 2 had four (Sir John Leigh and Sir Herbert Smith). Of these cars, 553 were delivered to the U.K. – 505 to England (231 to London addresses), 42 to Scotland, 4 to Wales and 2 to Northern Ireland. These numbers need to be qualified by the explanation that many English owners had more than one residence, having both town and country houses; I have used the address to which the car was reported delivered in Rolls-Royce records for the purposes of these statistics.

So, who were the British owners? Perhaps not surprisingly they comprised a goodly part of the aristocracy, as well as business people. The owners came from both 'old' money as well as 'new', the latter having made their fortunes from the industrialisation of the English economy from the Victorian era, as well as from the expansion brought about by the First World War. Many of these self-made industrialists had been elevated into the minor aristocracy. During Phantom III production Daimler still held the Royal Warrant and this influenced purchases of cars by those at Court; but King Edward as Prince of Wales and then as King had a fondness for Buicks (made in Canada) and therefore so did those who emulated him. It is interesting that after the Abdication in 1937 there were a number of Buicks traded in on Phantom IIIs. But all three of the Royal Princes had been Rolls-Royce owners (especially the Prince of Wales) and this continued: the Dukes of Kent and Gloucester both owned Phantom IIIs (as well as Buicks, and other makes). Other ducal Phantom IIIs in England went to the Dukes of Sutherland and Devonshire, and the Duchess of Marlborough owned one.

Right: 13. Sultan Sir Mohammed Aga Khan, living in France, took delivery of this very beautiful Hooper limousine de ville on chassis 3BU68.



Original Owners of Phantom IIIs - 1936 to 1940



Left: 1. The first of eight ducal Phantom IIIs, 3AZ43, a Barker saloon with division owned by Prince George, the Duke of Kent.

The Marquesses of Londonderry, Queensberry and Linlithgow (in New Delhi) had Phantom IIIs in their garages, as did seven Earls (Beatty, Bradford, Carnarvon, Derby, Dudley, Portarlington and Rosebery) and three Countesses (Cowley, Inchcape and Lindsay). Earls' heirs owned two, as did an Earl's daughter. Mere Viscounts Bearsted, Cowdray, Milton and Rothermere were original owners, as were Viscountesses Castlerosse and Wimborne. Sons of two Viscounts had Phantom IIIs.

In the minor titles one finds 22 went to Barons (Lords), 36 to Baronets, 20 to Knights, one to a Dame and 11 to Ladies. One (3AZ44) was sold to the Right Honourable David Lloyd-George, Prime Minister of Britain from 1916 to 1922, and in 1945 created an Earl. There were numerous other politicians who had Phantom IIIs delivered, including "Chips" Channon, Sir Philip Sassoon and Euan Wallace.

Also amongst those who took delivery of Phantom IIIs were many eminent British businessmen, including Sainsburys, de Rothschilds, and Waddiloves. The Guinness family (including those who married into the aristocracy) were owners, as well as John Moores of Littlewoods fame and his brother; the chairman of the British arm of Woolworths; directors of Booths gin and Dewar Scotch whiskey; bankers and lawyers; Henry Spicer of Spicers Paper and Eric Bowater, also a paper manufacturer; both Marks and Spencer; the Colmans (three of them) of Reckitts and Colman; owners of Fortnum & Mason and of Debenhams foods; Horlick of the malted drink company; cigarette manufacturers (Wills and Player); the chairmen of Plessey, of Rio Tinto, of Shell, and of Dunlop; publishers W. H. Collins and Sir John Jarvis of Churchill Ltd.; Frank Smith of Smiths Potato Chips; retailers John Fattorini and John Spedan Lewis; shipping tycoons; and newspaper publishers.

Perhaps associated with the Rolls-Royce link to aviation were sales to those in the aero industry: Tommy Sopwith, H. O. Short, Hubert Scott-Paine, J. O. K. Delap (of East African Airways), Alan Butler of de Havilland, Sir Charles Craven of Vickers, and the American Frederick Brant Rentschler, founder of Pratt & Whitney, and of United Airlines.

Entertainers and theatre owners were amongst the list of owners, including Lupino Lane, Oscar Homolka, Henry Brandon, Max Linde and Jack Buchanan. Actress Hedy Lamarr's husband, the notorious Austrian arms manufacturer Fritz Mandl, owned a beautiful car. Sportsmen Woolf Barnato (the Bentley Boy), England second XI cricket captain Sir Julien Cahn and Belgian tennis star Jean Washers took



Above: 8. Last of the ducal Phantom IIIs was 3CM110 a Hooper limousine and 1938 Geneva and Amsterdam show car, which was delivered to Portuguese Gabriel, Duque de Maura y Gamazo.

delivery of new Phantom IIIs. As an interesting aside, the man who introduced greyhound racing to Britain, Brigadier-General Sir Alfred Critchley, owned 3CP16.

169 Phantom IIIs were delivered to foreign countries; this is 23% of production. These were:

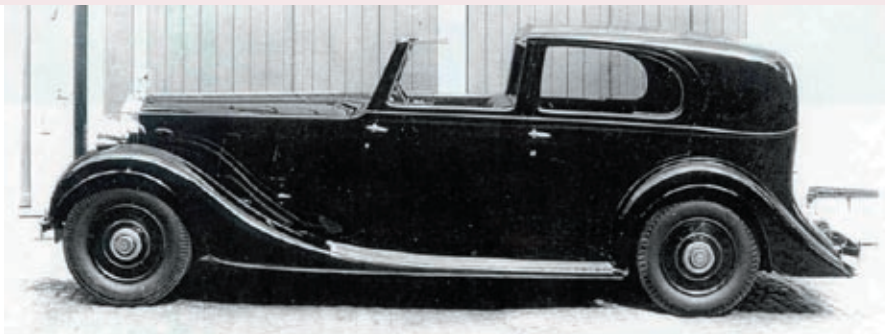
United States	62	South Africa	2
France	29	Sweden	2
India	21	Afghanistan	1
Belgium	7	Brazil	1
Germany	7	Czechoslovakia	1
Canada	5	Iran	1
Switzerland	4	Italy	1
Egypt	4	Kenya	1
Australia	3	Portugal	1
Austria	3	Saudi Arabia	1
Ireland	3	Spain	1
Netherlands	3	Thailand	1
Romania	3	Venezuela	1

Phantom IIIs were Vice-Regal cars in India, South Africa and Bombay. The Duke of Gloucester brought his 3AX195 to Australia when made Governor-General in 1945, and Sir Willoughby Norrie took his 3DL2 to Adelaide as Governor; this latter car would serve Governors-General Slim and McKell when transferred to Canberra for Vice-Regal duties.

The sorts of people outside North America who bought the cars were similar to those in Britain. Kings in Romania and Egypt had two each, the Shah of Iran and the King of Afghanistan (interestingly, the only original owner of a Phantom III still alive in 2006), and the King of Saudi Arabia had them. The Prince Regent of Thailand took 3DL158; His Highness the Aga Khan was sold 3BU68 and the Egyptian religious leader Khedive Abbas II Hilmi living in exile in France took delivery of 3DL144. French and Italian Princesses, and an Englishman who had married an Italian Princess were owners, the French Marquis and Marquise de Villeroy took a car each, as did two Belgian Barons,

Original Owners of Phantom IIIs - 1936 to 1940

Right: 19. The H. J. Mulliner limousine that Albert Williams first drove for Mr and Mrs Horswell before she became his wife! Chassis number 3CM3.



Above: 18. Another car for a famous woman, 3BU200, a maroon Thrupp & Maberly saloon with division when delivered to Barbara Hutton, then married to Count Haugwitz-Reventlow of Denmark and London.

French and German Baronesses, Polish Count Stefan Czarnecki (the delightful 3CM81) and the wonderfully named Danish Count Curt Ludwig Heinrich Eberhard Erdmann Georg von Haugwitz-Hardenberg-Reventlow. Count Haugwitz-Reventlow bought a twin of his own car for his wife, the much married and immensely wealthy Barbara Hutton of Woolworths fame. Spanish Duke of Alba and Portuguese Duque Maura y Gamazo had Phantom IIIs, as did Austrian Count Johann Larisch-Monnich.

State Councillor of the German Nazi State Kurt Entschler had two Phantom IIIs, and one was delivered to Paul Dubonnet of aperitif fame in France.

India had always been a great market for Rolls-Royce, and Phantom IIIs were popular with the Royal families. Maharajahs in Bahawalpur, Baroda, Bhopal, Darbhanga, Indore, Jaipur, Jodhpur, Keonjhar, Kolhapur, Kotah, Morvi, Parla Kimerdi, Rajpipla, and Udaipur took delivery. Maharanees in Baroda and Nabha had them, as did the Crown Princes of Baroda and Hyderabad. The Commander-in-Chief of British Forces in India, Sir Richard Cassels, was delivered 3AZ198.

Bolivian tin magnate (living in Paris) Simon Patino owned 3CM29, and Venezuelan oil baron General Antonio Aranguren was owner of 3AX179. The Greek Minister to the German Reich had a Phantom III (3CM47), as did the British Minister in Brazil (3DL152).

Whilst 67 Phantom IIIs were shipped to North America, it must be remembered that the numbers include more than a dozen that were shipped immediately before the outbreak of the Second World War, or indeed in the first few months of that conflict. Those who owned Phantom IIIs were often industrialists, lawyers and bankers, or their wives. Tommy Manville who inherited a huge asbestos company, Frank DuPont of the chemical company, the chairmen of U.S. Steel and the Bank of America, department store owners, a daughter of Cornelius Vanderbilt, and ranchers, bought Phantom IIIs. John Inskip, the Rolls-Royce agent in the U.S.A. and Frederick

Brewster of the coachbuilding company took cars, as did Alwin C. Ernst of Ernst & Young. In Canada, Madame Jacob Schick, widow of the inventor of the electric razor, owned a Phantom III.

Three Australians ordered Phantom IIIs: Sidney John Field (3CP46) lived in Pymble, Sydney and was a grazier (he also had a London address); Julius Glick (3AZ204) was a tailor in Sydney, and Alfred Nicholas (3AZ56) of Melbourne was a pharmacist and inventor of Aspro.

Rolls-Royce profited mightily from repeat owners of their cars, both new and second hand. I know of an incredible 554 Phantom III owners or their spouses who had either previously owned Rolls-Royce or Derby Bentleys, or would own later models. Given that 69 Phantom III's were bought by multiple owners of the model, 623 Phantom III's were owned by repeat customers, an amazing statistic. And owners did not just have one new model at a time; 80 25/30 h.p., 40 Wraiths, 123 Bentley 4.25 litres and one Mark V Bentley were owned new by people who also owned the contemporaneous Phantom IIIs. One can see why the Company treated its customers so well!

Women in their own right were good customers for the Phantom III; 134 of the 725 sold were bought by women, or 18.5%. And, from the sources mentioned above, I have been able to ascertain the ages of 296 of the original owners. The youngest, at a month shy of 18, was King Farouk of Egypt when 3CM63 was delivered to him in January 1938; the oldest, at two months past his 84th birthday in January 1940 when he took delivery of 3DL170, was Augustus Schell Hutchins of New York City. The average age of those I know of was 53 years. The spread of ages was as follows:

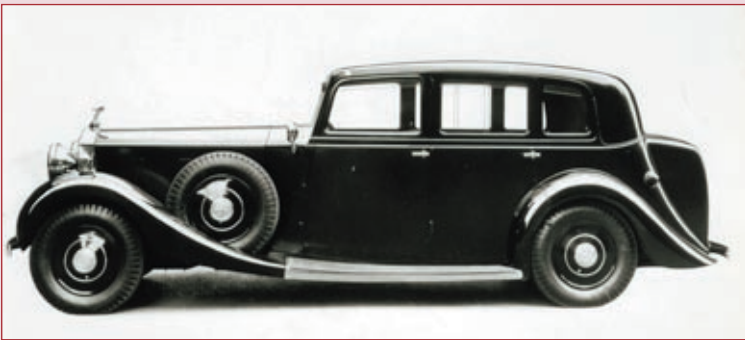
18-19 years: 3	40-49 years: 52	70-79 years: 29
20-29 years: 14	50-59 years: 91	80-84 years: 3
30-39 years: 35	60-69 years: 69	

So, there were many and varied lucky owners who bought a Phantom III in showroom condition. But there was another lucky man, an Albert Edward Williams, who was reported on in the Weston-super-Mare Gazette of 13 August 1938. Mr Edwards was chauffeur to Mr. and Mrs B. A. Horswell in 3CM3. Apparently Mr. Horswell died soon after taking delivery of his H. J. Mulliner sedanca de ville. Some eight months later the chauffeur married the widow, who was worth £100,000 but – perhaps more significantly for us – also owned a very pretty Phantom III.

Original C
Phanto
—1936 to



Above: 15. Perhaps most famous with its second owner Field-Marshal Sir Bernard Montgomery, in whose ownership it is shown here, chassis 3AX79 was first owned by Alan S. Butler of de Havilland aircraft fame. An H. J. Mulliner saloon with division and a distinctive reverse-slope split windscreen.



Above: 5. 3AX195, Barker limousine purchased new by Prince Henry, Duke of Gloucester and the Vice-Regal car in Australia between 1945 and 1947.

Below: 11. Gurney Nutting was the coachbuilder for this saloon with division on chassis 3AX147 for Maharaja Rao Holkar of Indore, photographed in Bombay in 1937.



Above: 10. Hooper limousine 3DL2 shown here on the opening of the Australian Parliament in 1954 by C. His lady wife and his aide-de-camp.

Below: 14. The Khedive of Egypt, Abbas II Hilmi, ordered this Binder sedan de ville on chassis 3D. 1942.



Owners of
 om IIIs
 D 1940—



outside Old Parliament House in Canberra at the
 Governor-General Sir William McKell, here with

in exile first in Paris and then in Switzerland,
 L144. Here it is, running on gas, in Geneva in



Above: 9. Another vice-regal car was 3AZ47, a Hooper limousine shown
 here with its chauffeur. It was taken to New Delhi by the Marquess of
 Linlithgow when he was appointed Viceroy. He was 6 foot 7 inches tall, and
 had to wear a plumed hat, hence the height of the roofline!



Above: 2. 3AZ76, an All-Weather Motor Bodies cabriolet owned by George,
 the 5th Duke of Sutherland. This is a post-war photograph.

Below: 12. The Maharani of Baroda is shown here (with a lady-in-waiting)
 with her Kellner limousine, 3BU106, at the Gardenia Concours d'Elegance
 at St Cloud golf course near Paris on 21 October 1937. This photo appeared
 in the 'Rolls-Royce Bulletin' in March 1938.

