

The Ultimate History of British Car Advertising in the 20th Century

The art of persuasion ~ stunning pictures, memorable slogans and creative text

Britain not only made some of the finest cars in the world during the 20th Century, but the marketing experts of the period also produced many outstanding magazine adverts which were used to help sell the cars.

It was the persuasive power of these ads which enticed car buyers of the time to visit their local showroom and then more often than not buy the gleaming new car as soon as they walked through the door.

It was a ploy which proved highly effective. Even though many people believe it is a car's looks, price, performance, reviews and reputation which get motorists to part with their cash, the way it is advertised is just as important and is the reason why the major ad agencies today charge substantial fees for their services.


"THE MARSHALL" MOTOR CAR.
This Car is thoroughly reliable and well made

MARSHALL & CO. obtained the Gold Medal for efficiency at Agricultural Hall Exhibition, 1899.
FIVE HORSE-POWER.
Specially suitable for Dacotas who have long country roads.
Hood and Glass Front supplied for bad weather.

MARSHALL & CO. are now prepared to take orders for 8 h.p. and 12 h.p. touring and racing cars of the most modern type, three or four cylinders, gear driven.

Free Trials by appointment in Manchester, London, or Dublin.
SEND FOR PROSPECTUS.
Write and get your prospectus from
MARSHALL & CO.,
BELLEVUE WORKS
CLAYTON, MANCHESTER.

Agents, KESTERTON & CO.,
55 & 57, Long Acre, W.C.
Sole Agents for Ireland,
JOHN HUTTON & SONS,
114, Summerhill, DUBLIN.



The earliest car ads had very limited creativity. They usually featured no more than a basic B&W photograph or line-drawing, along with a few simple details.

WOLSELEY

Thought in Design.


Thought plays no less vital a part in car production than quality of material and workmanship — and Thought varies no less than metals. Wolseley design represents the accumulated thought of a long line of successful car designers, from the pioneer period of more than a quarter of a century ago to the present day.

The new 12-32 h.p. Four-cyl. from £295; the famous "Silent Six" from £450; and the "Straight Eight" from £695. Catalogues sent and trial runs arranged with pleasure.



WOLSELEY MOTORS (1927) LTD., ADDERLEY PARK, BIRMINGHAM

By the 1920s, car advertising had become much more sophisticated. Wolseley's take on Rodin's Thinking Man (in the advert above) may only have had brief details about the 12/32 model being offered for sale, but it would certainly have put the name of Wolseley into the readers' thoughts.



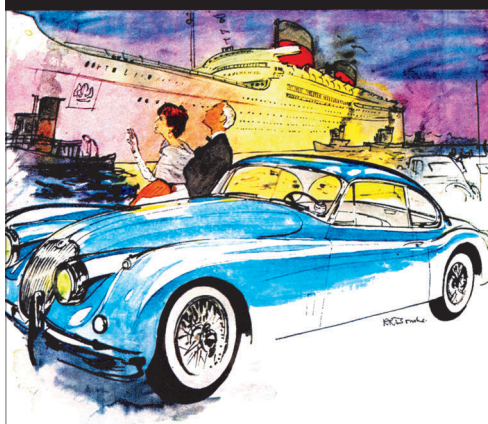
Victory Parade, Tunis, May 20th, 1943

Daimler
goes to war

THE DAIMLER COMPANY LIMITED, LONDON AND COVENTRY

During WW2, even though car production had virtually stopped in Britain, most of the major manufacturers continued to advertise in the leading car magazines, although many of the adverts had images and themes which were directly related to the war.

JAGUAR
THE NEW XK-150 GRAN TURISMO HARDTOP COUPE



Continuing in a great tradition, Jaguar competition cars recently have achieved the most dramatic victories in the entire history of racing. These tests of endurance are the proving grounds for Jaguar dependability and safety, now combined with classic styling and incomparable elegance in the Jaguar XK-150 sports touring car.

This Jaguar ensures you the maximum safety of four-wheel disc brakes, the first production line car in the world to be so equipped. It may now be seen at Jaguar dealers. Available with automatic or manual shift. Jaguar Cars North American Corporation, 32 East 57th Street, New York 22, N. Y.

The post-war era saw major American ad agencies become more involved and were highly innovative in the ways they helped to sell some of the upmarket British cars which were sent to the US. A case in point was for the US launch of Jaguar's XK150 where avant garde Austro-Hungarian artist Rene Bouche was chosen to create a very stylish advert (above) which featured the car in the most fashionable of settings. Here, the primary aim was not to highlight the car's impressive specs, but to show the XK150 as being the ideal car for America's affluent high-society types — just the sort of people Jaguar were trying to attract as customers.

For much of the 20th Century, magazine adverts were one of the most important tools car manufacturers used to generate sales and every company spent substantial resources and employed every trick in the book to try and make sure their latest model stood out from the crowd.



85% of MG Midget owners are men.

Which means lots of girls will be relaxing in our new, thick contoured rake-adjusting seats. A scene we're sure will appeal to both driver and passenger. As will the trendy new look. There's a new matt black recessed grille with chrome surround. New light clusters. Split rear bumpers. Black and silver Rostyle rally wheels. And round the sides you'll find black side-ventilators. For a long, lean look. The MG Midget comes in

four wild new colours: Glacier White, Blue Royale, Flame Red, and Bronze Yellow. And of course, you can still get Pale Fawn and British Racing Green.

Got switched on — and immediately you'll know why this is the enthusiasts' car. The famous race and rally proven twin-carb. engine performs brilliantly. The MG Midget will give you dynamic acceleration.

Magnificent high speed cruising. And economical fuel consumption. We've given you all this (rake adjusting seats included) for £338*. The girl you'll have to get for yourself.

*Minimum road price including £7.7. Extra on charge for two-way, anti-rattle, standard glass, radio and paint.



Sport the real thing. MG Midget.

In the 1970s, before political correctness kicked-in, pictures of alluring young women were used to help sell a large number of MG sports cars. If the headline didn't grab the attention of magazine readers, the pictures certainly did. In the advert above, the female model had been dressed and positioned with scientific accuracy and even her handling of the hand-brake had been thoroughly choreographed in advance. If, young, male, would-be, sports car buyers wanted a car which ticked all the right boxes, this advert did as much as it could to arouse the right level of interest.

The Ultimate History of British Car Advertising in the 20th Century is the most comprehensive study to date of the history of British car advertising and provides a fascinating insight into a hugely important part of British motoring history. Featuring more than 1000 adverts, it contains a wealth of previously untold detail and not only shows the huge changes in the ways that cars were marketed as the industry developed, but also reveals the many highly creative ways the marketing specialists went about selling everything from standard family saloons, to expensive sports cars, to luxury limousines — irrespective of what may be the car's limitations or however it may perform on the road. To view sample pages and further details, go to: www.auto-heritage.co.uk