

Sir Rom Mailliw



Do you remember the good old days? Well, just a little. What about the good old car ads, the ones where the manufacturer could promise almost anything and pass it off as fact?

Here's some reminders of car adverts from a bygone era, plus some all-time classics from Australia and abroad. I love the "Rhapsody in A Minor" one.

Cheers,
Sir Rom

One of many classic old VW ads:

www.youtube.com/watch?v=qfirnP08FP0

9 car ads that defined their generations:

www.carsales.com.au/editorial/details/old-school-nine-classic-car-ads-112198/

A concept design for car safety belts from the 1960s.



Rhapsody in
A MINOR

A PRODUCT OF THE BRITISH MOTOR CORPORATION OF AUSTRALIA

Motoring with a lilt to it
. . . gay as a song

MORRIS Minor '1000' | See your Authorised
Nuffield Distributor
or Dealer

MMM-57-RD

GO GAY
WITH A *Holden*

SPRAY DOT 3 INSECTICIDE
ON WHEELS

RINSE WITH HOSE

Wheels can be thrown out of balance by a buildup of wheel ants. Protect your car's smooth ride with weekly applications of automotive grade insecticide.

Keep Baby SAFE with a "Lull-A-Baby" Car Hammock



• Baby constantly visible; rear view vision not impaired.

SAFEST, MOST COMFORTABLE CAR BED EVER MADE

FITS ANY HARDTOP CAR ONE-MINUTE INSTALLATION

RETAILS FOR ONLY

\$ 6 95

YOU CAN PURCHASE A "LULL-A-BABY" CAR HAMMOCK FROM YOUR LOCAL DEALER OR PURCHASE IT AT 518 Lighthouse Avenue, Monterey, California, on the Monterey Peninsula

WHO'S AFRAID OF A FLAT TIRE?

NOJAX

TRADE MARK

Emergency Flat Tire Truck



"Fixes Flats" in 3 minutes

Don't let a flat tire get you down! Carry a NOJAX in your trunk and say goodbye forever to the trouble and danger of changing a tire on the highway. Just run the flat tire wheel up on this sturdy little truck and continue on your way.

Works equally well for front or back tires. Steers easily, runs smoothly, quietly. Strong rugged steel construction yet light enough to be easily handled. Roller bearings, Alemite lubricated, rubber tires. Price **\$995**

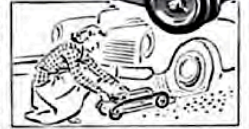
Women drivers — busy motorists!

NOJAX saves time, trouble — may save your life. Approved by safety officials. If your dealer or garage does not yet stock this new accessory, mail coupon for name of nearest distributor.

CELLO PRODUCTS CO. (Dept. B), East Boston, Mass.

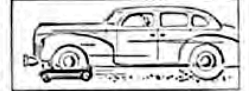
Please send NOJAX booklet and name of nearest distributor.

NAME _____
STREET _____
TOWN _____ STATE _____



1. Line up NOJAX in front of flat-tire wheel. Let down tail platform. Drive up on it slowly.

2. Wheel casts down & into track cradle. Forces tail platform up automatically locking wheel securely in place.



3. Continue on your way. Change tire later easily, quickly, safely in your own garage or any service station.

FLARE-O-FLAME

Reg. Trademark Pat. Pending

"CUSTOMIZE" YOUR EXHAUST for only **\$2.**

FITS ANY TAIL PIPE EASY TO INSTALL

THE NEW TAIL PIPE ATTACHMENT THAT GIVES YOUR CAR THAT JET LOOK!

- FIERY RED BY DAY
- FLUORESCENT BY NIGHT FOR ADDED SAFETY
- GIVES YOUR CAR LONGER APPEARANCE
- FLARES OUT ONLY WHILE IN MOTION
- FLEXIBLE, DURABLE NON-INFLAMMABLE

MAIL THIS COUPON NOW

FLARE-O-FLAME P. O. Box 1776 Colma, California HR-8

Enclosed is \$_____ for _____ Flare-O-Flame tailpipe attachments. Send cash, check or money order. (The cost for each is \$2.00 postpaid or \$4.00 per pr.)

Name: _____
Address: _____
City: _____ Zone _____ State: _____

USE CAR'S EXHAUST TO CLEAN CUSHIONS



Using the exhaust gas of the automobile to clean the upholstery is the accomplishment of a recently invented device. An aluminum attachment is fastened to the exhaust pipe and the engine is allowed to idle. As the exhaust gas passes through this device suction is created at the inlet hole. Collected by a nozzle, the dust and dirt are drawn through the hose and expelled into the air at the rear of the car. It is made in three models, for cars of different size.

With the car's engine idling, gas from the exhaust creates a vacuum that cleans the cushions

Sheer logic

Seven solid reasons why you can afford a car after all

1 **Rising petrol costs: no problem.** The Regal 3-wheeler gives up to 60 m.p.g. or even more, with top speed over 70. Yet there's plenty of room for 4 people and a large boot for their luggage.

2 **£25 licence: no problem.** To license the Regal costs only £10 a year.

3 **HP deposit: no problem.** Reliant HP deposit is pounds less than for 4-wheel cars. Supervan is free of Purchase Tax too — and down payment could be 25% or less.

4 **Rust: no problem.** Reliant body and doors are made, not of metal, but of tough, reinforced glass fibre. This is why you never see a rusty-bodied Reliant — why Reliants need no garage. Glass fibre cannot rust, ever.

5 **Maintenance, repairs: no problem.** The engine block is all-aluminum like a Rolls-Royce's — it can handle, so they last outlast a cast-iron engine. And the body, being glass fibre, minimises the effect of any accident, so repairs are cheaper.

The Regal, weighing under 8 cwt., is also very easy on tyres. Average life is forty thousand miles. Only three tyres to replace anyway!

6 **Replacing your car: no problem.** All cars depreciate but Reliants depreciate less than other cars. This means they command a good re-sale price when you buy your next Reliant.

7 **Insurance costs up: no problem.** You can insure the Regal for as little as £10 a year, depending on circumstances and type of cover.

No 4th wheel. So? So you're 10% better off!



Now is the time to take action

Send this coupon to: Reliant Motor Company, Eastleigh, Hants.

Please send me an information booklet about the Reliant Regal 3-wheeler. (I will return this to you if I do not wish to purchase a car.)

Please send me information about the 2-wheeled Reliant Supervan. (I will return this to you if I do not wish to purchase a car.)

Please arrange a road test.

Name _____
Address _____

• Completed with a valid Postpaid order.

RELIANT REGAL
sheer logic

Spread Your Legs!

Enjoy maximum leg-room in the new Pontiac Star Chief