

GEORGE E STUDDY

1878 - 1948

WOLSELEY

THE general lines and irreproachable finish of Wolseley Cars are a very great attraction to those to whom motoring refinement appeals. The various factors of design are scientifically adjusted to give the best all-round results in daily use, viz., high road speed, comfort in driving, hill-climbing power, and low running cost. Their remarkably effective suspension and high road efficiency make them equally suitable for town work or for touring.

PRICES

The Wolseley TEN	
Two-seater - - -	from £250
Four-seater - - -	£285
Two-seater de luxe - - -	£325
Four-seater de luxe - - -	£330
The Wolseley FOURTEEN	
Touring Car - - -	£425
Two-seater - - -	£445
Saloon - - -	£695
Landulette - - -	£695
The Wolseley FIFTEEN	
Touring Car - - -	£745
Two-seater - - -	£745
Saloon - - -	£895
Limousine-Landulette - - -	£1050
The Wolseley TWENTY	
Touring Car - - -	£1045
Sporting Model - - -	£1045
Landulette - - -	£1275
Saloon-Limousine - - -	£1375

Dunlop Tyres fitted as standard.

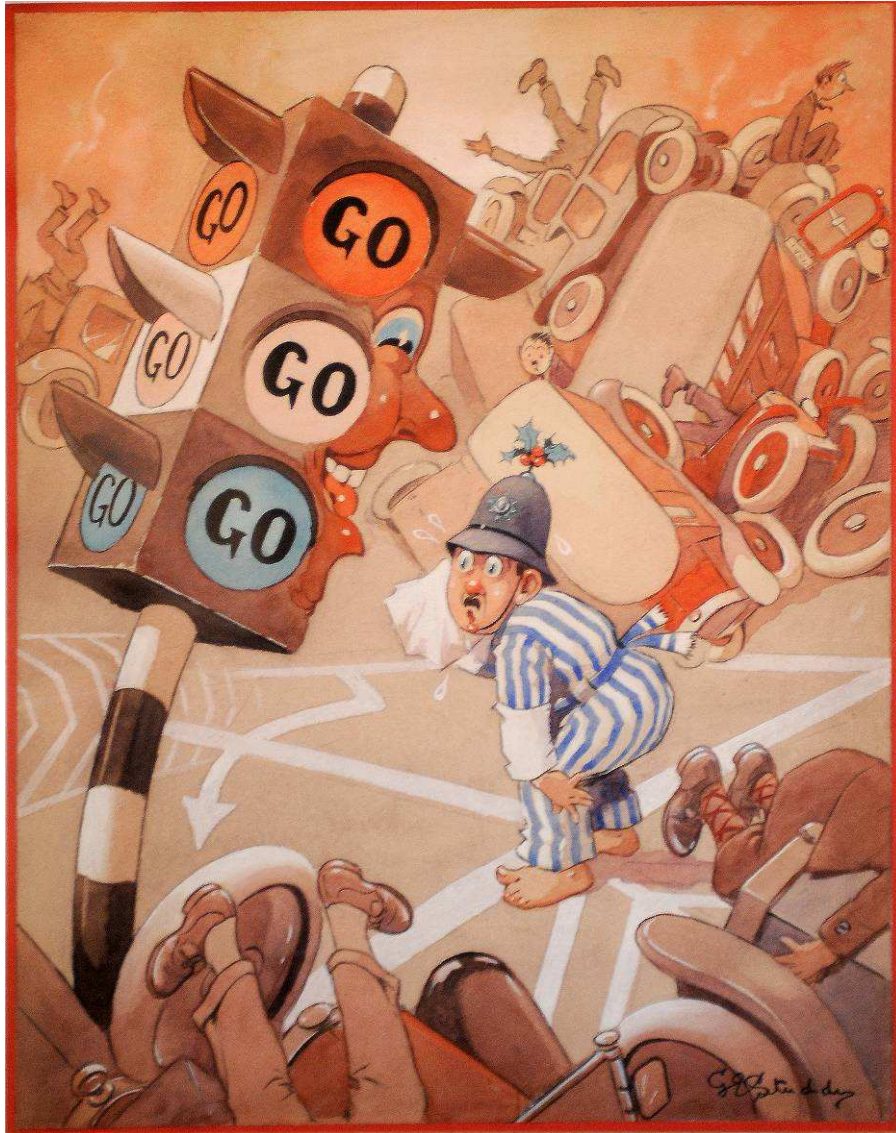
WOLSELEY MOTORS LTD., Adderley Park, BIRMINGHAM
(Proprietors: Vickers Limited)
London Showrooms: **WOLSELEY HOUSE,** 157, Piccadilly, W.
Indian Depot: Sandhurst Bridge Road, Chaupatty, Bombay

Bonzo dog Wolseley Cars advertisement from The Motor Owner May 1924

Artist/illustrator who in the early 1920's created the famous Bonzo dog character that was used for cartoons, annuals, adverts, toys and a car mascot. He also was a prolific postcard designer for Valentines including 6 cards on 'The Evolution of The Motor Car'.

Also contributed cartoons to The Car – Illustrated magazine in 1906/07.

The following additional information has been contributed by Reg Richardson – many thanks!



Original art of policeman's traffic nightmare probably for a Christmas issue of a magazine. Image courtesy of Reg Richardson

The series of postcards entitled The History of the Motor Car were issued twice, once in black & white by an unknown publisher (though possibly still Valentines) and once in colour by Valentines - the original cartoons in black and white were published in the Boy's Own Paper in 1903/4. He produced around 25 postcards with Bonzo on them and which had some sort of motoring/motorcycling theme as well as 2 sets of 6 postcards which were not about Bonzo, entitled Motor Emotions and Motor Humour. The same images formed the basis of a weekly series of cartoons issued by The Sketch in 1927, the series went under the title "What we motorists all feel at times". A number of ordinary (non-motoring theme)

postcards were used by Big Tree Fuels to advertise their oil and petroleum products in New Zealand in the 1920's and three of the Motor Humour cards were also adapted by Big Tree for further advertising cards. Studdy also produced artwork for Excelsior, the tyre company, and a number of postcards were issued.



Cartoon for The Motor Owner June 1919

FURTHER REFERENCE

www.studying-with-bonzo.co.uk Excellent website about George Studdy and Bonzo