

Simple Stuff: What does “MG” Stand For?

by Bob Vitrikas

This is a question that has been asked many, many times over the past 100 years. In the beginning, before there was an M.G. automobile, there was a car manufacturer based in Oxford, England, named Morris Motors, and he had a garage that sold and serviced his cars; e.g. “Morris Garages.” When the first M.G. car came along in 1923, it was fittingly named the “M.G.” As the years passed and the marque became more numerous and famous due to its successes in competitions in the U.K. and abroad, the name was shortened to simply “MG.” Jean Kimber Cook, daughter of Cecil Kimber, the founder of MG, once asked her father, “What does MG stand for?” Kimber answered, “It just stands for itself.” So there you have it, MG simply stands for itself.

Here’s an advertisement, courtesy of Alamy photos, showing the schizophrenic nature of the MG branding. Notice the dual use of “M.G.” and “MG” in the ad copy and logo.

**new plus features have
made it Britain’s most
talked-about sports car**

Here comes the T.D. Series M.G. Midget ! Just watch those heads turn to admire it. The liveliest car of the year, it’s unique among sports cars — in its price range no other can touch it. With its brilliant achievements this year at Silverstone and in the Alpine Rally the T.D. Midget has set a new high for road-worthiness combined with comfort . . . and speed !

It’s the stamina car with plus features, bred in the famous M.G. tradition of Safety Fast.

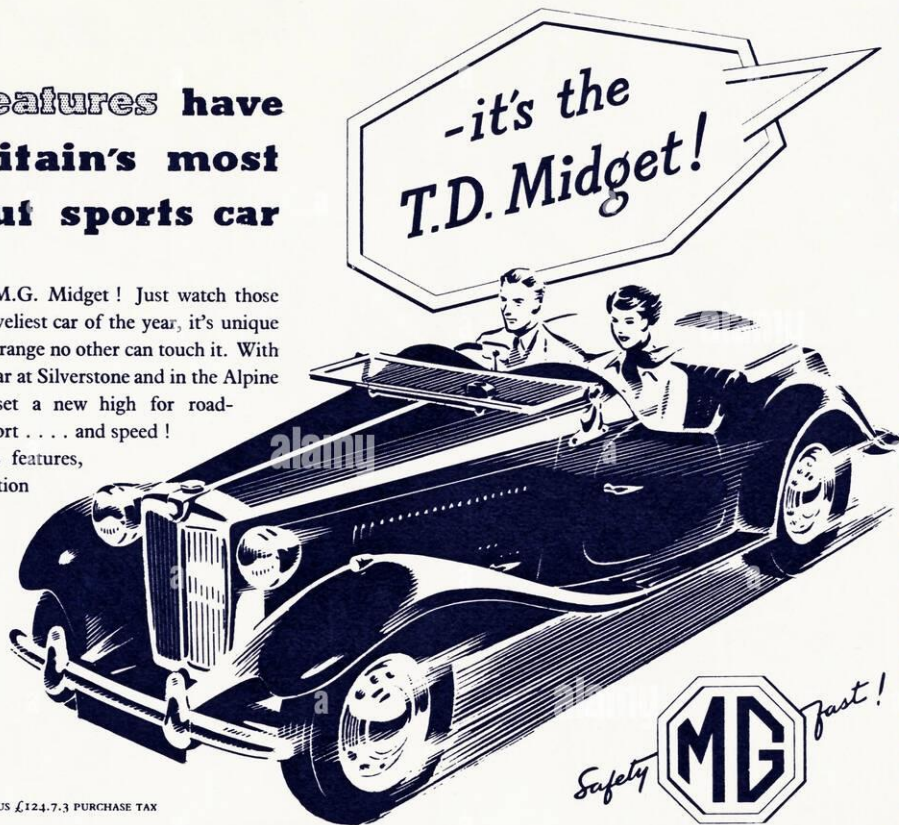
**‘plus’ features
include —**

Coil spring independent front wheel suspension.

Latest direct-acting, rack and pinion steering for light vibration-free touch.

Improved braking. Wider body and sturdier construction.

£445.0.0 EX WORKS. PLUS £124.7.3 PURCHASE TAX



THE MG CAR COMPANY LTD., SALES DIVISION, COWLEY, OXFORD

London Showrooms: University Motors Ltd., Stratton House, 80 Piccadilly, W.1. Overseas Business: Nuffield Exports Ltd., Oxford and 41 Piccadilly, London. W.1.



