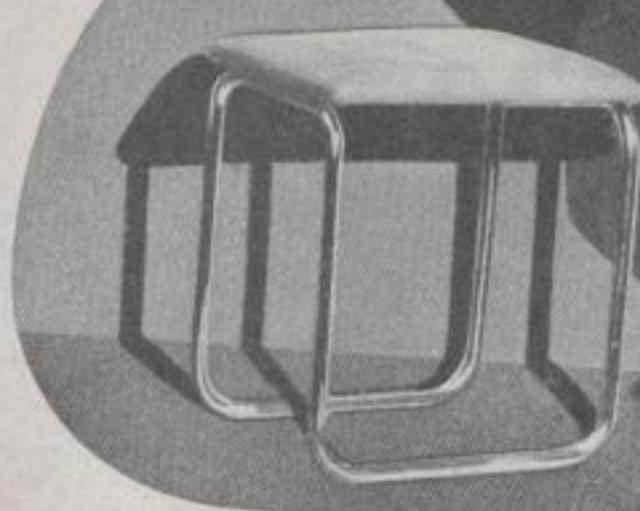


SHERATON

might
have
been
surprised



Agentur Agency
GRACE AND JACKSON

Papierplastiken in der Anzeige
Paper plastics reproduced in
advertisements

D R O N S F I E L D
Entwurf Design

W here the old-time
craftsmen worked in wood, the design-
ers of to-day work in steel. They
build beautifully for a busy age.
Weakness of wood joints makes way
for strength of pressed and welded
steel. Fussiness disappears; shining
simplicity takes its place. In just this
fashion P.S.C. pressed steel has trans-

formed bodywork for cars. To-day
car bodies are lighter than ever before.
But they have stamina, security, a cool
and streamlined fitness for their job.
Every hour of every day they stand up

STAND SIX AT OLYMPIA

to shocks and strains that the old
world coachwork of wood seldom met
in a century. (P.S.C. pressed steel
bodywork is one of the things to look for
when you're choosing your new car).

Pressed Steel Company

P.S.C. bodywork or pressings, made by the Pressed Steel Company, Oxford, are used by Armstrong-Siddeley, Austin, B.S.A., Commer, Daimler, Ford, Hillman, Humber, Lanchester, M.G., Morris, Morris Commercial, Rover, Standard, Vauxhall, Wolseley, etc.

service advertising

Not FOR
WEEK-END
TRAFFIC!



They drive the drivers for a coach
line to worry in pull and of traffic as
they say. That's why gift and
prizes have given place to economic
household. There's precious little

room off at the side window—catching
light to think or dream or sleep or
whatever you like. But a P.S.C. body
is a practical one. Rotated out in the
class and drawing room of our motor
rooms. (Manufacturing a point of P.S.C.
bodywork), which is lighter,
stronger and very much stronger.

Pressed Steel Company

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Wood
wouldn't
STEEL
WILL!



Pressed Steel Company

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HE
couldn't
see the
WOOD
for the
TREES



Presses Steel Company

P.S.C. bodywork or pressings, made by the Pressed Steel Company, Oxford, are used by Armstrong-Siddeley, Austin, B.S.A., Commer, Daimler, Ford, Hillman, Humber, Lanchester, M.G., Morris, Morris Commercial, Rover, Standard, Vauxhall, Wolseley, etc.