

SHERATON

*might
have
been
surprised*



**STAND SIX
AT OLYMPIA**

Where the old-time craftsmen worked in wood, the designers 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

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

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

*Not FOR
WEEK-END
TRAFFIC!*



They don't like the idea for a week-end car but you and I must be ready to meet the rush of traffic as soon as we can. That's why you and I must have a car that is strong and sturdy. There's nothing like

pressed steel for a week-end car. It's strong and sturdy. It's built to stand up to the rough and tumble of a week-end car. It's built to stand up to the rough and tumble of a week-end car. It's built to stand up to the rough and tumble of a week-end car.

Here's the old wooden coach, and here's the new P.S.C. body in a week-end car. Beautiful too in the street and driving. It's built to stand up to the rough and tumble of a week-end car. It's built to stand up to the rough and tumble of a week-end car. It's built to stand up to the rough and tumble of a week-end car.

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*Wood
wouldn't
STEEL
WILL!*



Wood wouldn't stand up to the rough and tumble of a week-end car. It's built to stand up to the rough and tumble of a week-end car. It's built to stand up to the rough and tumble of a week-end car. It's built to stand up to the rough and tumble of a week-end car.

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*HE
couldn't
see the
WOOD
for the
TREES*



He couldn't see the wood for the trees. It's built to stand up to the rough and tumble of a week-end car. It's built to stand up to the rough and tumble of a week-end car. It's built to stand up to the rough and tumble of a week-end car. It's built to stand up to the rough and tumble of a week-end car.

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