

The 1954 Motor Show at Earl's Court in London showed the old favourites with new improvements --- and some, like the Austins, showing entirely new models. A novelty on this stand, was the pencil for touching up those inevitable scratches you blame on the wife.

A new Estate Car is the Standard Ten with double doors at the back, and a flat ~~floor~~ floor when the seat is folded.

Among the small ^{er} cars is the Hillman Minx --- with the engine made easy-to-look-at for Show visitors.

And here is the Jensen 541 --- a hundred-miles-an-hour saloon, with an all-plastic body.

A new line from the Vauxhall Works is the Cresta --- demonstrating the proper place to put a back-seat driver.

Among the foreign cars is this Mercedes-Benz; with roof and door combined --- and a steering wheel made for easier getting in and out.

Here's a Triumph -- with detachable hard-top.

And the most expensive car in the show --- which seems to have attracted the attention of film-star Donald Sinden --- is the Rolls Royce Silver Wraith. Sarah Lawson is fascinated by another refinement --- the wash-basin. After all --- the price of this car is £7039:17:6. ~~On~~ On a car at that price, you can't change a wheel with dirty fingers.

2170

Earl's Court - Britain's Motor Show

19th Oct. 54

London: At Earl's Court, the Motor Show presents its shining attractions, ~~the footweary palaeontologists.~~ The Austin range offers not only comfortable travel; but a paint-pencil to keep that factory-finish "up to scratch" - if you get into a scrape... /

From the Standard stable comes a new model - the Estate Car - that can be used for business or pleasure. /

On the Hillman Stand - you can see what you're buying - the new overhead valve engine pops up for your inspection. /

A significant development is the first car with an all-plastic body - the Jensen 541 - an 100-mile an hour saloon. /

Many luxury improvements have been made in the Vauxhall "Cresta"; but we can't guarantee a surprise like this - in the boot... / 5

Overseas competition includes three new Mercedes-Benz models. A sports coupe with doors that open upwards and a collapsible steering-wheel - so combining passenger comfort with Grand Prix speed... / 5

A ~~Triumph~~ Triumph model is the lowest-priced 100 mile-per-hour ~~saloon~~ in the show - complete with a detachable fibre-glass hard-top. / 5

~~Though the present day luxury cars~~ - the luxury range is well represented.

Film Star Donald Sinden tries out the Silver Wraith Rolls-Royce saloon.

~~It combines all those luxuries that long ago made life in the Rolls~~

~~Royce class worth while.~~ Screen actress Sarah Lawson demonstrates how

you can freshen up on the road-side. Then - it's a break for cocktails

and a pin-nic lunch... ~~This car~~ costs 27039 - 17 - 6 - but the

~~cocktails cost extra...~~ Anyone got change for a pound?