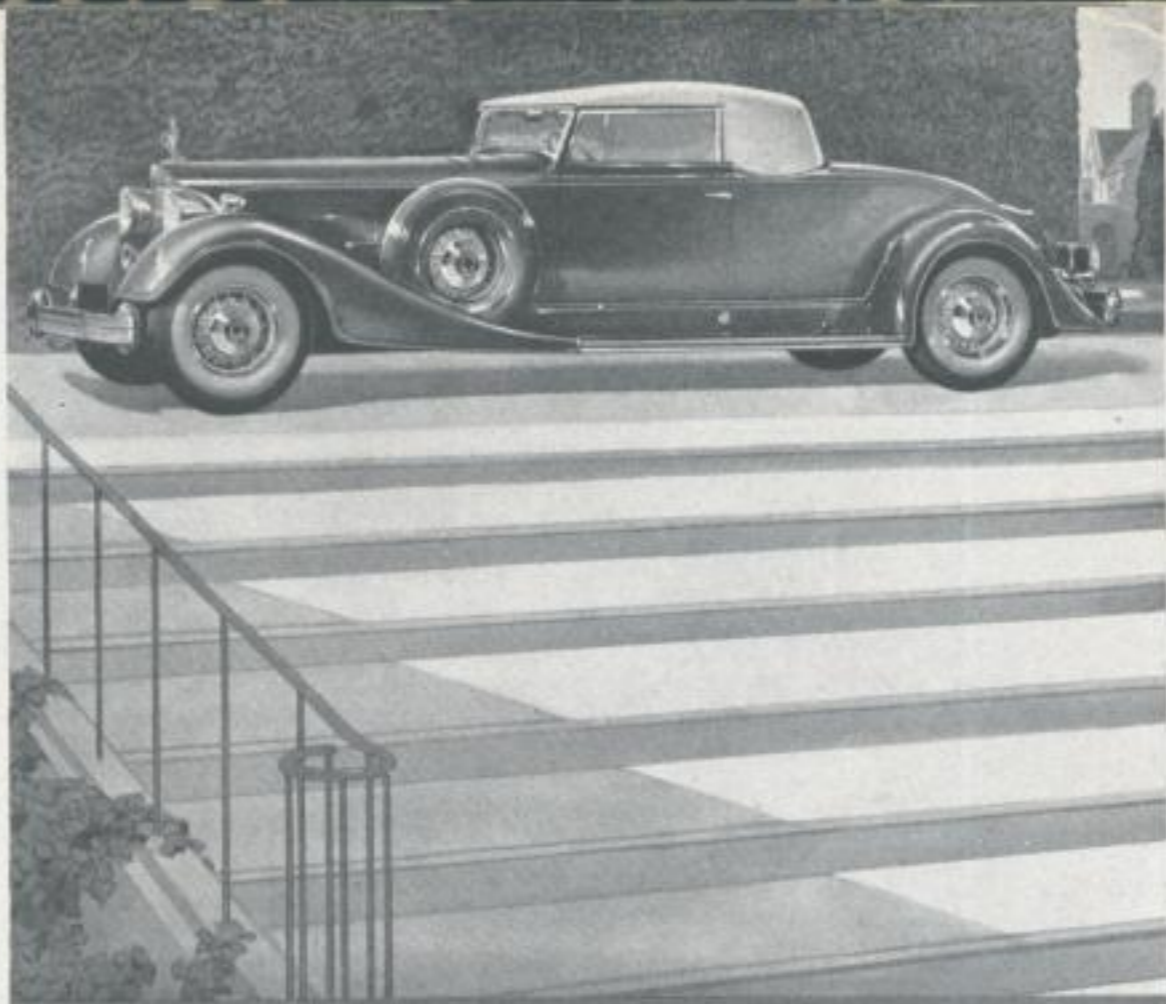


Das Standard-Inserat der Automobil-Industrie beschränkt sich in der Hauptsache auf die Darstellung des angebotenen Wagens



### ASK!

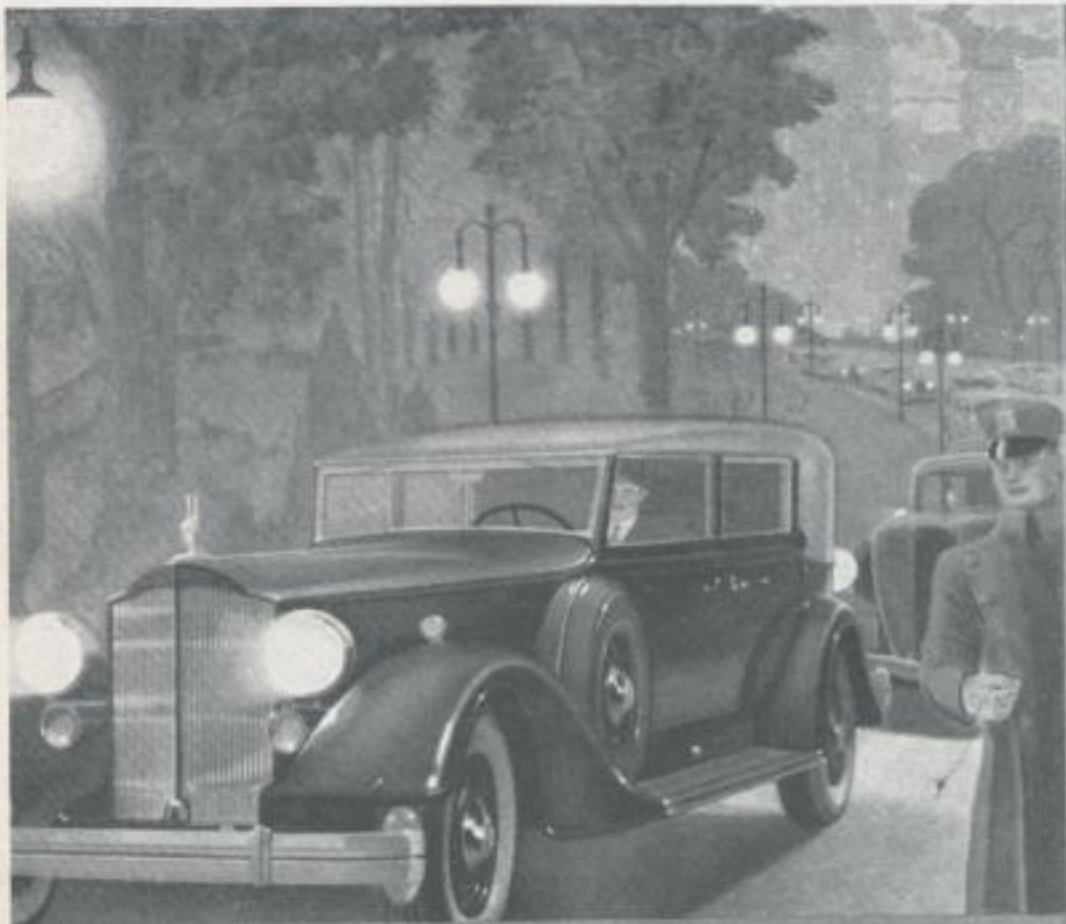
**T**HIS, we believe, is the most sensible method of selecting a fine car ever proposed. And it's all embodied in the one word, "Ask!" • Ask your Packard dealer for the novel book entitled, "Ask the man who owns one." In this book you'll find the names of people in your community who own Packards. In it, too, you'll find a list of questions covering every phase of motor car performance

and upkeep. • At random, select a jury of your friends. Ask them the questions given, and any others you may think of. • When you've heard their answers, we believe you'll be eager to drive one of the new Packards. Ask your Packard dealer to bring a car to your home. Notice that, in appearance, this car is unmistakably a Packard — with the famous identifying lines that

make Packard America's most distinctive car. • Then drive this Packard — and ask it to do everything you would like a fine car to do. Compare it with other fine cars, American or foreign, on any basis you care to. • When you've done that, decide. • But first — ask!

**PACKARD**

ASK THE MAN WHO OWNS ONE



### REST

**Y**OU leave your office at the end of the day, wearied by a hard day's work.

• Ahead of you wait the responsibilities of the evening. If only there could be a little relaxation sandwiched in between!

• There is — for the man who owns a Packard. He steers from his office into his car, and instantly he is cradled in quiet and comfort. The worries of the day are forgotten in the pleasure of driving a car that almost drives itself. He enjoys a bodily peace, a mental solace. He arrives home refreshed.

• For of all the cars man has ever designed, the most restful, we believe, is the new Packard. There's not a sound from its body, barely a whisper from its motor. The cushions, contoured by experts, make you relax. The brakes that stop you so quickly work with such a velvety softness you scarcely know you've stopped. Shock absorbers and spring action are so perfected that ruts and bumps go unnoticed. Instead of riding, you float! You rest!

• We believe that you, as a business

man, deserve the restfulness a new Packard can bring you. We believe you want and need this car. Why not buy it — now? See the new Packards at your Packard dealer's. Or simply phone him — he will arrange for you to ride home from your office in one of these new cars. Very soon after that, we feel confident, you will be making the homeward trip each evening in your own Packard.

**PACKARD**

ASK THE MAN WHO OWNS ONE



## Possession... Makes the Heart Beat Faster



BUICK this year is widening the tremendous favor it holds with people who live in the modern manner. Its beauty, its luxury, its air of quiet sophistication, are in their language and their mode, as its sturdy dependability and mighty performance are in the universal language of motoring.

In today's Buicks, engineering creates a different and finer kind of motoring — the Buick kind. It adapts Knee-Action wheels to Buick's own requirements for the gliding ride.

But it doesn't stop there. It goes all the way to

the gliding ride as only Buick gives it. It builds in a new balance of weight and springing, and a new ride stabilizer; it equips with new air-cushion tires.

Then it provides center-point steering for your greater surety of control; vacuum-power brakes for your greater safety; automatic starting and other operations for your greater convenience and ease, and your car's increased efficiency.

In less than an hour you can learn why Buick is creating the flood of popularity — and discover that just the thought of possessing it for your own makes your heart beat faster.

**• BUICK •**

WHEN • BETTER • AUTOMOBILES • ARE • BUILT — BUICK • WILL • BUILD • THEM