



*Herrlich, die Fahrt durch den bunten Herbst,
Stunden um Stunden, den ganzen Tag. Welche
ungetrübte Freude schenkt uns doch unser Opel!*
OPEL DER ZUVERLÄSSIGE

Inserate
der Opel-Gesellschaft

Es grünt und blüht in allen Zeilen. Romantik
in Reinkultur. Man würde sich gar nicht wun-
dern, wenn behauptet würde, diese Wagen
fahren mit Rosenwasser.

Frühlingsfahrt



*Nun ist es soweit!
Es grünt und es blüht -
jetzt wird es schön.
Wohin geht's?
Einmal! Unserem Opel
ist jeder Weg recht.*

OPEL
der Zuverlässige

Advertisements
of the Opel Co.

Every line is verdant and flowery. The purest
romanticism. One would not be surprised if
it was asserted that these cars were run on
rose water!

It may be that in the course of years nearly all practical arguments have been utilized and exhausted; but that makes no difference to the fact that the interested party wants practical information, and, if possible, without too many data which only an expert can understand.

Of course the American advertisement texts are also written with enthusiasm, but in spite of this they present the goods offered in suitable form. Besides, they naturally have an argument which advertisers in other countries cannot parry, namely the prices. I therefore suggest that our automobile manufacturers should seat their hymn-writers at the steering-wheel of a car which is to be praised, and let them drive on good and bad roads for a couple of thousand miles. Perhaps quite new and rather more earthly arguments will then occur to them, for they will realize that there are other things besides blue distances and stars that interest the man or woman at the steering-wheel.

Transl. by W. L. Campbell.