

Cadillac

„Die Ueberlegenheit, die ihn zum Standard-Wagen der Welt machte, ist heute begründeter denn je“

Cadillac

„The supremacy which made it standard of the world is now more pronounced than ever“



*The supremacy which made it
STANDARD OF THE WORLD
is now More Pronounced than ever*

Buick

„Und sollte es einmal bessere Wagen geben, dann wird Buick sie bauen“

Ein anderes Schlagwort: „Hollywood, das Schöpfungsland des guten Stiles, wählt den Buick“

(Außerhalb Amerikas wird der Inhalt dieses Schlagwortes stark angezweifelt werden.)

Buick

„When better automobiles are built — Buick will build them“
Another slogan:

„Hollywood — Creator of style — chooses Buick for its own“

(Outside of America the contents of this slogan will be very much doubted in any case.)

Today, the supremacy which has so long made Cadillac the Standard of the World is more pronounced than ever. . . . In the past, people have been drawn to Cadillac for extremely definite reasons. Take, for instance, the matter of comfort. For years, every search for the utmost in comfort has led to Cadillac. And this is precisely the case today—for there is now a greater difference than ever between comfort in a Cadillac and in any other car. Cadillac's new front-end construction results in such a ride that only a demonstration can reveal how

wonderful it is. . . . In the past, every search for finest performance has, likewise, terminated with Cadillac. The same is true today. In fact, Cadillac has actually widened the spread between its own performance and that of other cars. . . . Too, every search for a car to be proud of has led to Cadillac. Today, Cadillac prestige is at its highest—for the Cadillac family is headed by what is unquestionably the car of cars—the magnificent V-16. Yet, Cadillac has narrowed the difference in cost between itself and other cars. The new V-8, for instance, now sells for only \$2395, at Detroit—the lowest price at which a Cadillac closed car was ever offered. . . . Your Cadillac dealer awaits the opportunity to prove to you that this splendid new V-8, at this new price, is the greatest value ever offered in a fine motor car.

CADILLAC

Priced from \$2395 f. o. b. Detroit



IF THIS BE MAGIC MAKE THE MOST OF IT

PIERCE ARROW

There is something magical which can be explained in simple mechanical terms about the magical response of Pierce-Arrow to any driver's command. And there is a very satisfying magic in its streamlined riding motion. To suggest that you measure both by actual test. A new Pierce-Arrow is waiting . . . aren't you often so?



Even Buick and Jean Harlow in "Hollywood" in Buick cars. . . .

Hollywood—Creator of Style—
Chooses BUICK for Its Own



In Hollywood—where picture directors and stars choose the styles for a million—Buick plays the star role part. A world once ruled by Paris now looks to Hollywood, and there Buick is the favored car. In production after production, for the big pictures of the year, Buick is chosen. . . . Just as it is favored by those who value the prestige of stylish, modern design. . . . of Buick quality and dependability. . . . of Buick quality and

dependability. . . . is now preferred. To see Buick today, is to have your eyes open, automatic, sparkling style. To drive it is to grasp your enthusiasm for unexpected performance and to enjoy the unexpected ease and simplicity of the newest automatic operating features. To ride is to know the best of all car steering. To enjoy its beautiful models, in four series. Four popular price groups: \$795 to \$2175, six prices at 3500. Multiple Buick values to change without notice. Special equipment extra. Excludes U. S. M. & C. taxes.

795



1936 SUGGESTION
LOOK AT ALL FOUR
NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES
765
Buick

When better automobiles are built—Buick will build them.