



The Long, Long Road From Him—To You

The long, long struggle for personal power that ends with us at the wheel of our automobile.

"I've bought me a car," we say, quite casually. "I've bought me an automobile." And it never seems to enter our minds that at last we have acquired the substance of all the longing of all mankind since this first poor, shivering wretch hopped about in the tall grass, shuddering at shadows, so very long ago.

"I've bought me an automobile."

And what we are saying is, "I have acquired the highest form of personal power that has thus far been known to man."

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Throughout the greater part of this long, long past you in your automobile might have ruled the world.

If you had been in early Persia, you might have led the vast army that invaded Greece, and there probably would have been no battle of Thermopylae. The Spartans would have fallen down before you in awe and fear.

If you had driven up to the Palatine Hill in almost any period of the Roman Empire, you probably would have been made Emperor of Rome.

If you had come in the later ages, the very kings bumping about in their gilded coaches would have envied you your speed and your deep-seated luxury.

You in your automobile have a personal power within yourself greater than any of these rulers of men ever dreamed of throughout the long, long past.

We must have sensed this thing from the start. We must have known that this was the thing the world had been striving for through all the centuries. Nothing else could account for the production of over forty million automobiles in a little over thirty years.

"I've bought me an automobile," we say in our colloquial way. Millions of others have said the same. And what we are really saying is, "I have acquired the highest sense of personal power that has thus far been known to man. And in my automobile my age-old desire for personal power has been satisfied."

GENERAL MOTORS

CHEVROLET * PONTIAC * OLDSMOBILE * OAKLAND * BUICK * LA SALLE * CADILLAC * BODIES BY FISHER