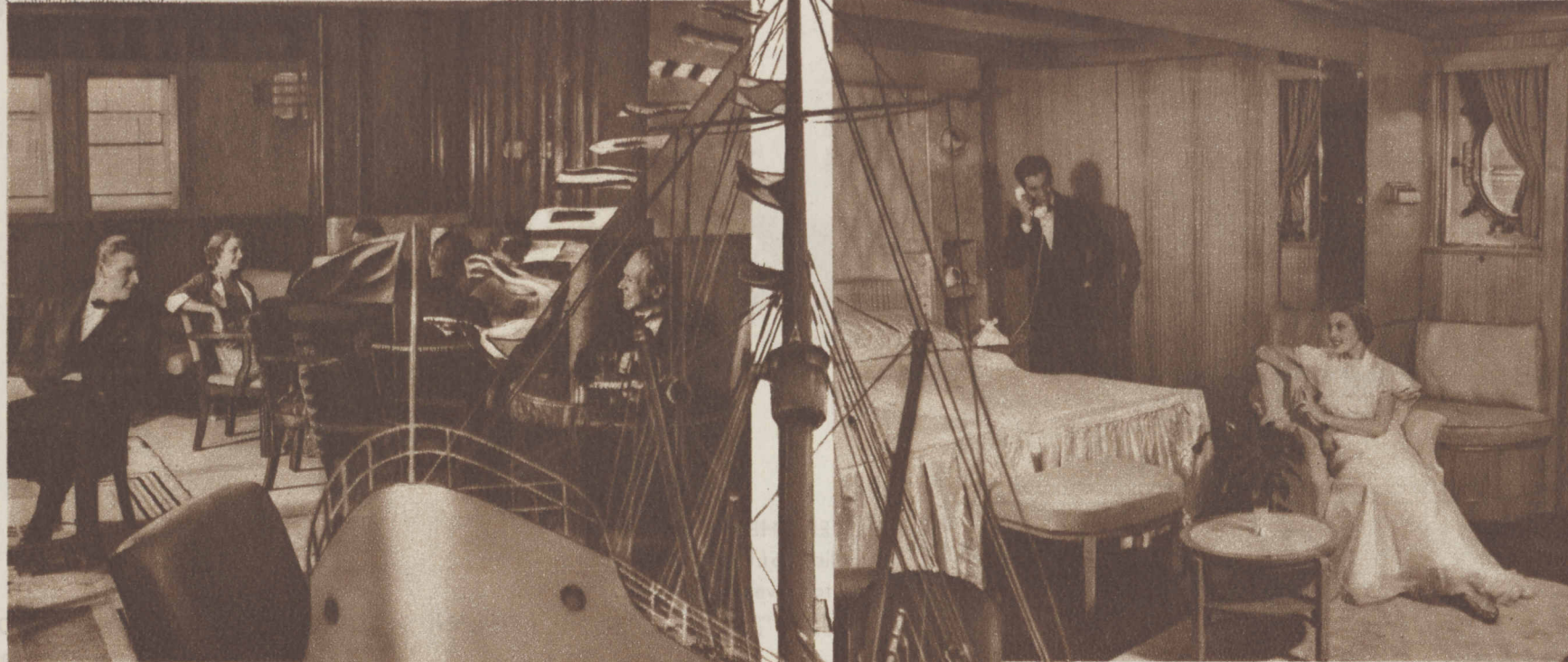


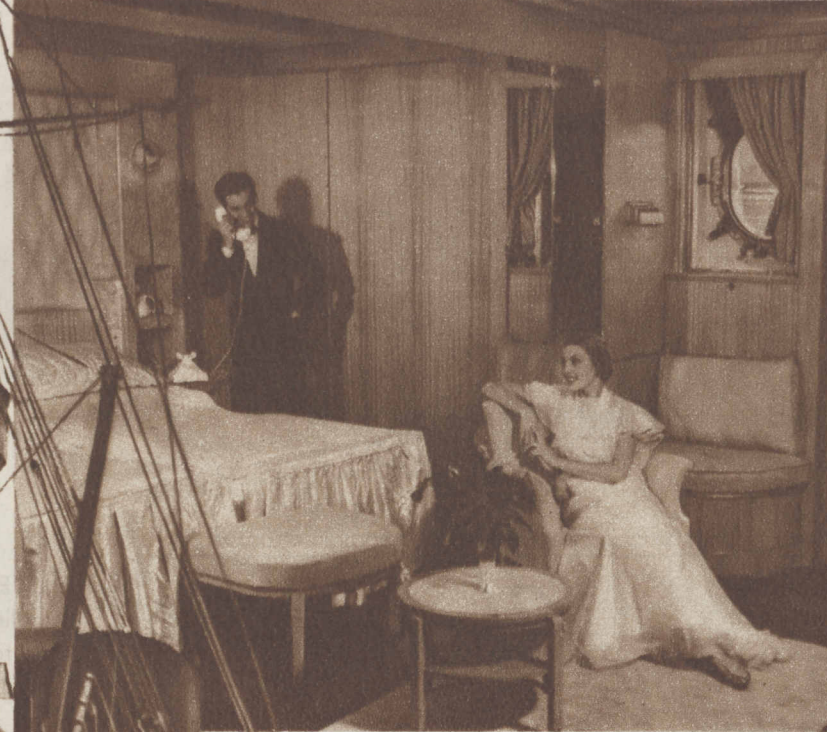
Give yourself **NOW** THE GREATEST OF ALL TRAVEL THRILLS...



London... or Paris! Even gay in the Fall... grandest possible climax to your trip!



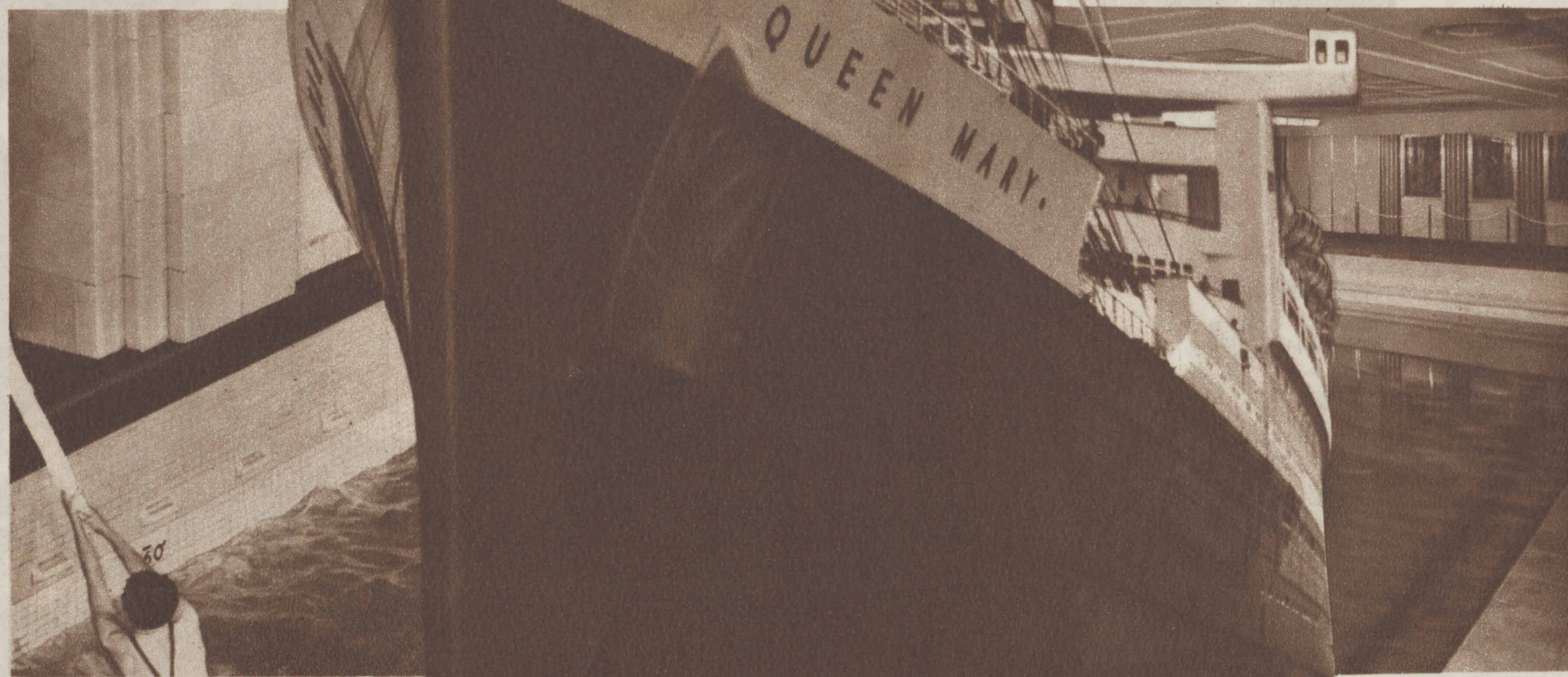
Tourist Class Smoking Room



The ultimate in luxury... Queen Mary Cabin Class!



Will you believe your eyes? This is Third Class in the Queen Mary...the Garden Lounge!



This great Swimming Pool in Cabin Class...

... this in Tourist Class!

WORLD'S FASTEST LINER
QUEEN MARY to Europe!

for as little as
***\$167⁵⁰ Round Trip (OCEAN PASSAGE)**
in as few as 12 days

YOU'VE read about, thought about, dreamed about a trip in the Queen Mary... admired her vast size and beauty... envied the round of pleasures that goes on aboard her every hour of the sunny days and flood-lit nights. Well, make that dream come true... now! Forget summer's hectic commuting... or those June reservations that you couldn't get... or that vacation that missed fire. Take 12 days or three weeks or 27 days and let yourself go... indulge yourself! You'll enjoy the Queen Mary at her best... and see Europe at its most brilliant season. There, too, the old-world capitals are livelier... Londoners and Parisians are back from beach and mountains... the gayest night-clubs have re-opened and Mayfair and Montmartre are ablaze with light and color!

Let your own budget decide the question of cost! Even as the Queen Mary's speed makes the trip possible in the time you would take for an ordinary vacation—12 days, including two days in London or Paris... so the ultra-modern comfort she offers in all classes gives you the whole wide price range to choose from. You've heard enough about the splendor of Queen Mary Cabin Class... naturally if you want the very most out of your time off, that's the way you will go. But truly an amazing feature of this superliner is the comfort and beauty of her lower-priced accommodations. Tourist Class has its own resplendent swimming pool... private bath with some

rooms... private toilets with almost all of its staterooms... lavish and yet pleasantly informal luxury throughout its spacious lounges. And there's still more to surprise you...

***THE NEW THIRD CLASS OF THE QUEEN MARY**

is truly a revelation! At the all-season, round-trip rate of \$167.50, it answers the new, young and thoroughly American urge to be both smart and thrifty. You'll always find congenial companions and ample diversions in the Queen Mary's Third Class Garden Lounge, the Smoking Room, the Cocktail Bar. The charming Children's Playroom attests the fact that this is the new economy way to Europe for all the family. Go Cabin if you can, of course. But if money matters, make your dreams come true in Tourist or Third Class!

Make the dream last, too, as long as you can. The 12-day round trip gives you two days in Paris or London... but once you're abroad at this glorious time of the year, you'll want to go farther. You'll want to see the Alps when autumn has painted them gold and red... to visit the Rhineland in vintage time... to enjoy Brussels and old Amsterdam when the sun is mild and shops and streets are picturesquely thronged. With a little more time you can do all this... study the plans outlined on this page and send in the coupon!

Book through your local agent or Cunard White Star, 346 N. Michigan Avenue, Chicago, Ill.

CUNARD WHITE STAR

Plan 1. DIRECT ROUND TRIP IN THE QUEEN MARY — 12 DAYS
(sailing Wednesday, arriving Cherbourg or Southampton Monday, spend Monday and Tuesday in London or Paris, leave Wednesday — All-Expense Tours from \$200 up using Third Class, \$305 up using Tourist Class.)
From New York: OCT. 7, OCT. 21, NOV. 4, NOV. 18, DEC. 2
Back in N. Y.: OCT. 19, NOV. 2, NOV. 16, NOV. 30, DEC. 14

Plan 2. ONE WAY QUEEN MARY, ONE WAY BERENGARIA OR AQUITANIA — 19 TO 21 DAYS
(Allowing 9 days or more in Europe — All-Expense Tours from \$272 up using Third Class, \$338 up using Tourist Class.)
From N. Y. in the ... Arriving back in N. Y. in the

QUEEN MARY, Wed., Oct. 7	AQUITANIA, Tues., Oct. 27
AQUITANIA, Wed., Oct. 14	QUEEN MARY, Mon., Nov. 2
QUEEN MARY, Wed., Oct. 21	AQUITANIA, Tues., Nov. 10
AQUITANIA, Wed., Oct. 28	QUEEN MARY, Mon., Nov. 16
QUEEN MARY, Wed., Nov. 4	BERENGARIA, Tues., Nov. 24

Plan 3. QUEEN MARY ROUND TRIP WITH STOPOVER — 27 DAYS
(Allowing 17 days in Europe — All-Expense Tours from \$395 up using Third Class, \$475 up using Tourist Class.)
From New York: OCT. 7, OCT. 21, NOV. 4, NOV. 18
Back in N. Y.: NOV. 2, NOV. 16, NOV. 30, DEC. 14

MINIMUM ROUND-TRIP PASSAGE RATES:

	Cabin Class	Tourist	Third Class
QUEEN MARY	\$510.00	\$262.00	\$167.50
QUEEN MARY—BERENGARIA	456.50	246.00	161.50
QUEEN MARY—AQUITANIA	453.00	246.00	161.50

Notes: Round Trip in the AQUITANIA or BERENGARIA adds but a few days, saves you passage money! Cabin Class Round Trip "Berengaria" \$403 up, "Aquitania" \$396 up; Tourist Class \$230 up, Third Class \$155.50, in both ships.

THE EXCLUSIVE CUNARD WHITE STAR DEFERRED PAYMENT PLAN AVAILABLE IF DESIRED

MAIL THIS COUPON

CUNARD WHITE STAR LINE,
346 N. Michigan Avenue, Chicago, Ill.
I am interested in Plan No. sailing in

Cabin Class Tourist Third Class

Please send literature and full details.

Name

Address