



# BUILT for a LIFETIME

You can see the care and attention to detail that is built into every BMW. For instance, note how the control levers are made. Solid cast alloy to make them last a lifetime. And designed to make bruised knuckles a thing of the past.

Observe the lines of the cables. Straight . . . and they pull straight. But there's more to the BMW than you can see in this picture: BMW uses ring gears to operate the throttle cables and these gears greatly prolong the life of the cables.

This meticulous attention to every detail is one reason why BMWs keep young so much longer.

**ASK ANY  OWNER**

This is one of a series of advertisements in which we will show you details that keep BMWs young. For the complete picture, look at the BMW models at your BMW dealer or send for information by clipping and mailing the coupon.

In the East:

**BUTLER & SMITH, INC.**

160 West 83rd St., New York 24, N.Y.

In the West:

**FLANDERS COMPANY**

200 West Walnut Street, Pasadena, Calif.

In Canada:

BMW Canada, Ltd.

25 Roncesvalles Ave., Toronto 3, Ontario

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