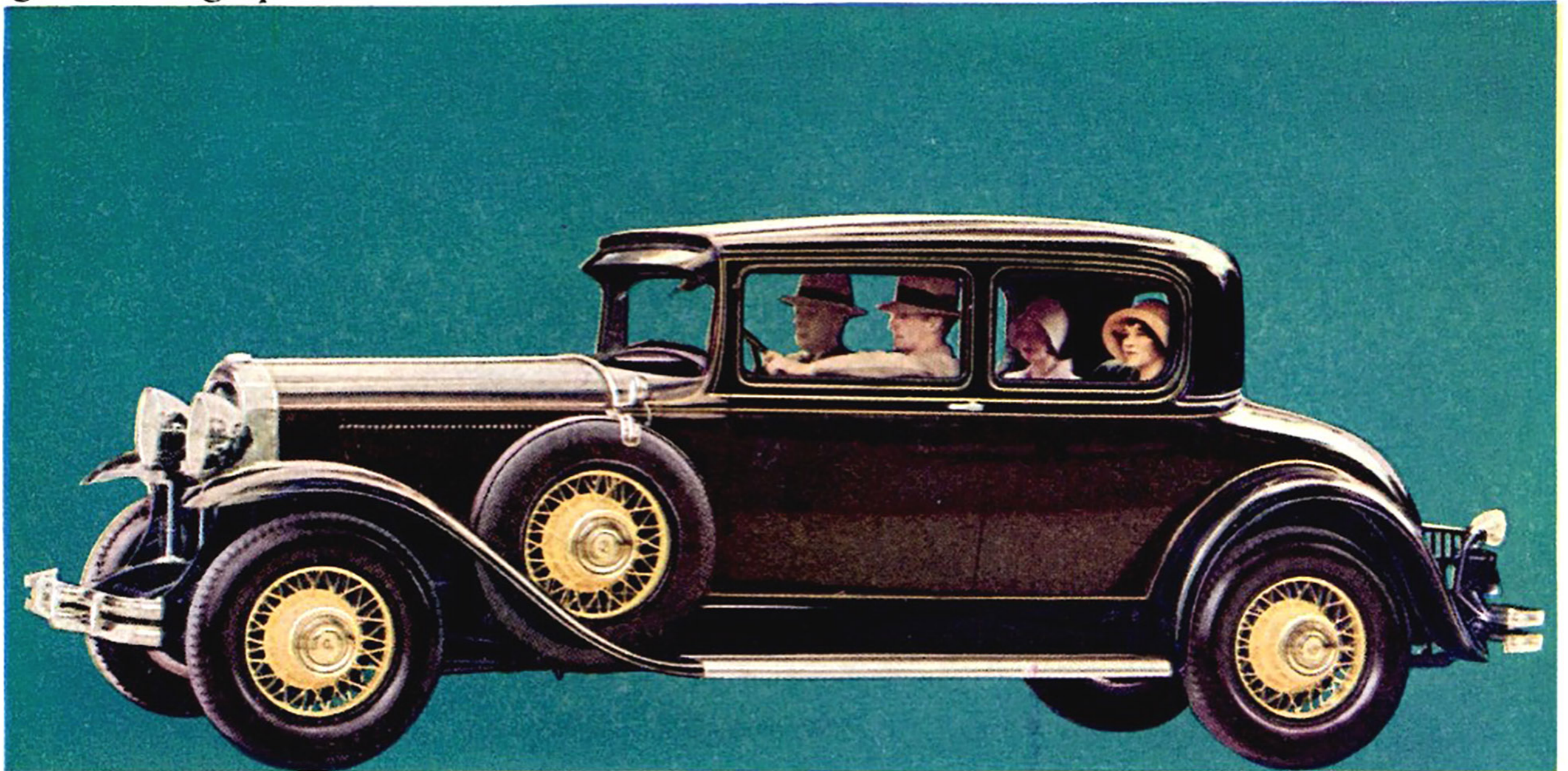




THE NEW BUICK

Good judgment among discriminating people explains this growing preference for the New Buick . . .



*T*HERE is an aristocracy of judgment as well as an aristocracy of wealth & Very often the two are combined & And when they are, you witness what is taking place today in the fine car field—a decided trend toward the new Buick with Body by Fisher among thousands of men and women who formerly paid much higher prices for their motor cars & These men and women are buying more Buicks today than ever before in Buick history, and from two to five times as many Buicks as any other fine car & Because the new Buick is surpassingly beautiful. Because it is the peer of performers. Because it is infinitely greater value.

Buick Motor Company, Flint, Mich. † Division of General Motors Corporation
Builders of Buick and Marquette Motor Cars
Canadian Factories, McLaughlin-Buick, Oshawa, Ontario



WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM