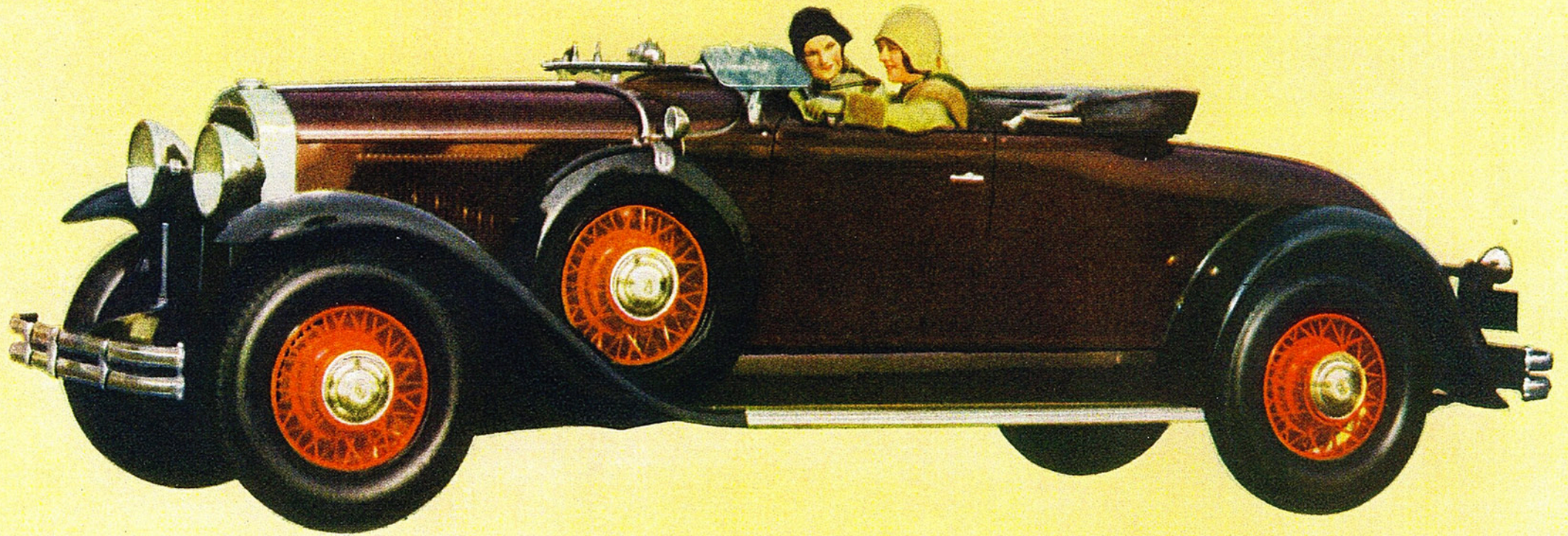


"WOMEN COMPRISE FROM 35 TO 40 PER CENT OF THE TOTAL NUMBER OF INVESTMENT BOND HOUSE CUSTOMERS IN THE UNITED STATES."

—from an analysis in the New York Times.

WOMEN KNOW SUCCESS AND KNOW Buick



Four-Passenger Sport Roadster, 132" wheelbase

Discriminating women award Buick two-to-one preference over any other car priced above \$1200

Administrator of the family budget . . . careful investor . . . home builder as well as home maker . . . the American woman of today! And an equally discerning judge of motor car values, with a decided preference for this one fine car—*Buick!*

Discriminating women—women who seek quality as earnestly as they shun extravagance—buy two Buicks for every *one* car of any other make, from \$1200 on up to the highest price.

America's successful women award Buick *two-to-one* preference. They buy *more than twice as many Buicks* as any other car priced above \$1200 . . . because . . .

In the modish, tastefully appointed Buick Bodies

by Fisher, women find beauty, elegance and comfort such as they themselves would build into a car. In Buick's new Controlled Servo Enclosed Mechanical Brakes, women discover the maximum degree of motoring safety. And in the famous Buick Valve-in-Head engine, women find masterly performance—together with that sturdy reliability which spells positive satisfaction from one year's end to another.

When so *many* women prefer Buicks, they *must* be right. Come, take the wheel and confirm Buick excellence—*today!*

BUICK MOTOR COMPANY, FLINT, MICHIGAN
Canadian Factories Division of General Motors Builders of
 McLaughlin-Buick, Oshawa, Ont. Corporation Buick and Marquette Motor Cars

Buick

Your Buick dealer will gladly show you the Buick models. There are three series and three wheelbases, with 15 body types priced from \$1260 to \$2070, f. o. b. factory. Special equipment extra. All available on the extremely liberal G. M. A. C. time payment plan.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM