

Take the wheel
 and THRILL TO THIS NEW PERFORMANCE



A new kind of straight eight performance is quickening the pulse of motoring America!

That fact is apparent to everyone who has heard the joyous comments of owners of Buick's four new Straight Eights. Or who has paused to consider that more people are purchasing new Buick Eights than any other eight in the world. Or who has seen a new Buick Eight streak silently past, in traffic or on the straightaway.

For here is performance like a sword-thrust in its swiftness—performance as advanced and admirable in its

field as the new ocean-liner record of crossing the Atlantic in 113 hours—performance that reflects Buick's determination to build, not merely an Eight, but an Eight far surpassing the great Buick Six which won more than twice as many buyers as any other fine car.

Five seconds faster in acceleration from 10 to 60 an hour than any Buick in history! Ten miles an hour faster at maximum speed! Virile new hill-climbing which permits starting at five miles an hour at the bottom of a steep 11.6 per cent grade and attaining a speed of 28

miles an hour at the crest! And what is still more impressive is the exhilarating ease with which the Buick Eight does it all!

The new Valve-in-Head Straight Eight Engine spirits you along at 80-plus hour after hour, smoothly, silently, effortlessly. The famous Syncro-Mesh Transmission, found in no other car at or near Buick's price, assures smooth, silent, non-clash shifting of all gears, at all speeds, at the touch of a finger. The new Insulated Bodies by Fisher, skillfully sealed against heat, cold and noise, reveal marvelous new quietness and comfort. And the en-

tire car—so soundly built, so perfectly balanced—travels with such Pullman steadiness at all speeds that the wheels seem geared to the road.

Come, take the wheel! Know the thrill of this car which is winning the most enthusiastic demand ever accorded any eight, by driving it yourself in traffic, on hills, on the straightaway. And buy with the knowledge that your first thrill will be duplicated with sturdy reliability for years to come—because this is The Eight as Buick Builds It.

BUICK MOTOR COMPANY, FLINT, MICHIGAN
 Division of General Motors Corporation
 Canadian Factories: McLaughlin-Buick, Oshawa, Ont.

FOUR SERIES		
\$1025	STRAIGHT	\$1535
\$1095	8	\$1565
\$1285		\$1610
\$1355		\$2035
ALL VALVE-IN-HEAD		

YOUR BUICK DEALER INVITES YOU TO DRIVE

The EIGHT
 AS BUICK
 BUILDS IT

WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM