

THE EIGHT AS BUICK BUILDS IT



***Wherever fashion and character reign
there you will find the Eight as Buick Builds It***

It is natural that the world of fashion should look upon the new Buick Straight Eight as the type of motor car that merits preference. For in this day, fashion and character go hand in hand. Buick, with its twenty-seven year background of excellence, has character as well as luxury—dependability as well as swift, spirited performance—among its major attributes. And that

explains the ever-growing preference for the Eight as Buick Builds It wherever fashion and character reign.

The new Buick Straight Eights . . . four series . . . four price ranges . . . 20 luxurious models . . . \$1025 to \$2035, f. o. b. Flint, Mich.



PRODUCT OF GENERAL MOTORS

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM