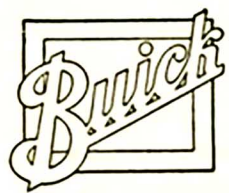


Refinement Evident in Every Detail

## BUICK GIVES MORE AND BETTER MILES

. . . that's why so many families buy Buicks time after time



Men and women show a *preference* for Buick cars which goes beyond mere liking. It amounts to strong, lasting friendship. The man or woman who has owned *one* Buick invariably buys Buicks *again and again*. Because ownership *proves* that Buick gives more and better miles. *Better* miles—surely. The new Buicks are *large* cars, *fine* cars. They have the long wheelbases (119 inches to 138 inches) which mean real beauty and riding comfort. And the *weight* (3866 to 4901 pounds) which means ability to hold the road and maintain high-speed performance hour after

hour without strain. *More* miles, too. Many Buicks have traveled over 200,000 miles, serving smoothly and dependably year after year. *Buick keeps faith*. And so men and women give back to Buick the loyalty which Buick gives to them. They make Buick *their* motor car, as *you* will, when you learn what a sound motor car investment Buick is.

*The 20 new Buick models are offered at moderate prices on convenient G. M. A. C. terms. All are Buicks through and through. They have new Bodies by Fisher, Valve-in-Head Straight Eight Engines cushioned in rubber, and new Fisher No Draft Ventilation, Individually Controlled. All are fine, economical motor car investments*

• Visit the General Motors Building, Century of Progress, June 1st to November 1st.

SINCE 1906 (Goggles and duster days)



26 BUICKS

Dr. Victor L. Garbutt, 312 Professional Building, Detroit, Michigan, ("these few words will tell you what I think of them") has owned 26 Buick cars, including a 1933 model.

SINCE 1910 (When T.R. went to Africa)



15 BUICKS

Mr. Harry A. Jay, 737 North Michigan Ave., Chicago, Ill., ("proud of the record and sure that it shows good judgment") has owned 15 Buick cars, including a 1933 model.

SINCE 1918 (Year of the Armistice)



18 BUICKS

Mrs. Emma Boughton, Newark, Ohio, ("feel qualified to state that Buick builds the best car that travels the highway") has owned 18 Buick cars, including a 1933 model.

SINCE 1908 ("Merry Widow" days)



34 BUICKS

Mr. E. Avery McCarthy and family, Los Angeles, Calif., ("beginning 25 years ago with the famous Buick 'White Streak'") have owned 34 Buick cars, including a 1933 model.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM . . . A GENERAL MOTORS VALUE