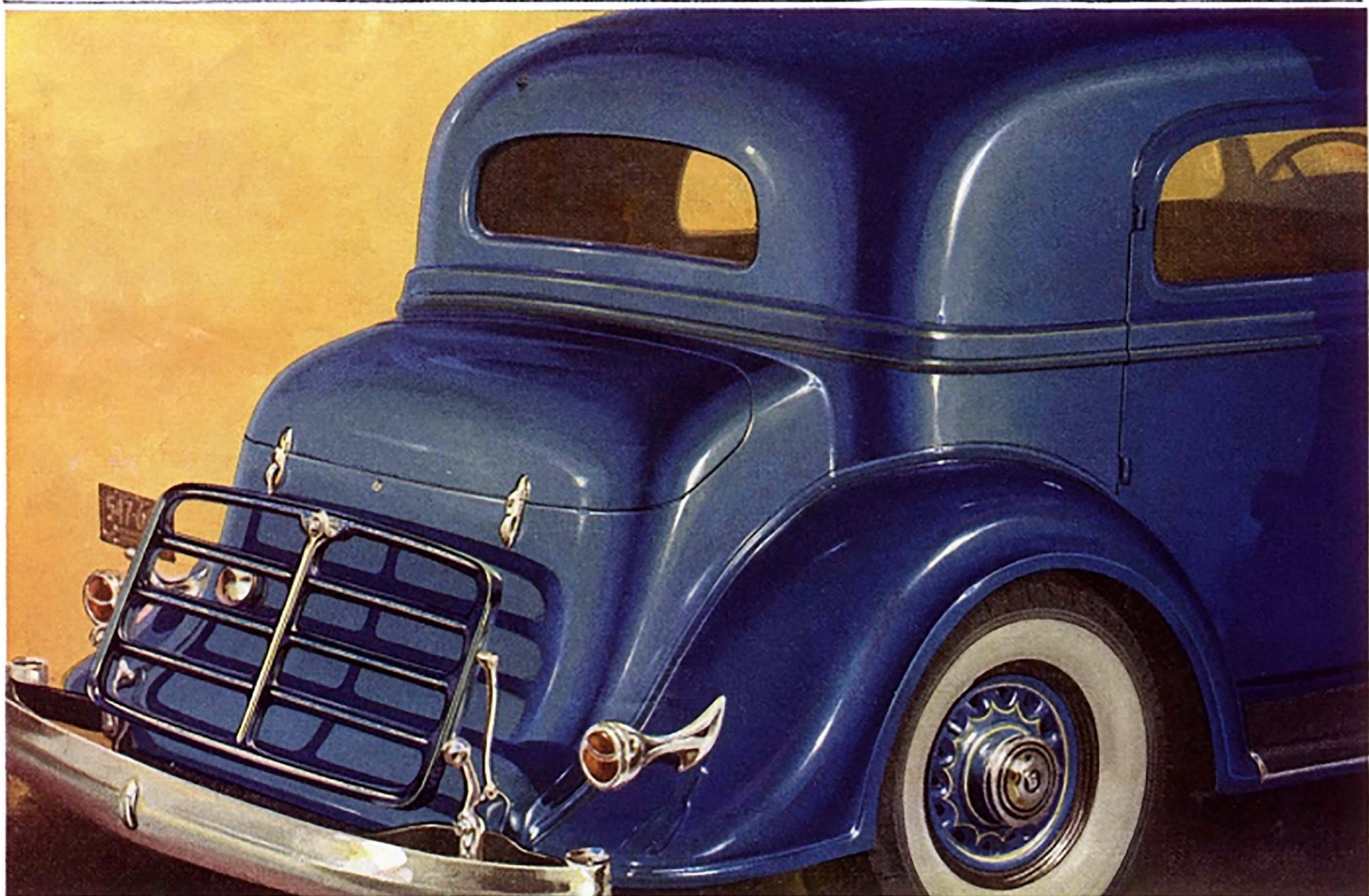


The new Buick...

LINES THAT SWEEP AND BLEND



Great charm and beauty have been added to Buick for 1933 . . . great basic value . . . and yet Buick's twenty new body-types are very moderately priced.

This new Buick merits the consideration of the most discriminating buyer . . . because it combines known Buick performance and reliability with entirely new elegance and style.

You will find that Buick for 1933 is a larger car. It is longer—lower—more distinguished in every way.

You will find that the bodies by Fisher are smarter, more graceful, with lines that sweep and blend, and with upholstery and appointments of custom quality.

This new beauty and distinction of Buick for 1933 are matched by its riding ease . . . by the smooth performance of its Valve-in-Head Straight Eight Engine cushioned in rubber . . . and by Buick comfort, typified by new Fisher No-Draft Ventilation.

Considering its size, luxury, and durability, the new Buick is a very economical car to maintain. After careful examination, we believe you will agree that it is not only a fine motor car, but also a wise investment. And you can buy it on liberal G. M. A. C. terms.

BUICK GIVES MORE AND BETTER MILES

because of these important quality features

NEW BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE. The power plant is cushioned in rubber, at five points of suspension, giving that vital result—*smoothness with stability.*

NEW BODIES BY FISHER of Wind-Stream design are beautiful from every angle—roomier—and upholstered with good taste.

NEW FISHER NO-DRAFT VENTILATION (Individually-Controlled) gives each passenger the desired ventilation without discomfort to other occupants.

NEW WHEELBASES are from four inches to nine inches longer, and all cars are smartly lower.

NEW X-TYPE FRAME, very rigid and durable—plus Buick's Torque Tube Drive—gives exceptional road-steadiness and long life.

NEW SAFETY GLASS is standard equipment in Windshields and Ventilators of all models—all-round equipment at slight additional cost.

NEW INERTIA-CONTROLLED AUTOMATIC SHOCK ABSORBERS automatically control the ride, assuring real comfort, without any regulation by hand.

AUTOMATIC CLUTCH CONTROL, with Silent-Second Syncromesh Transmission and Controlled Free Wheeling, gives great driving ease.

BUICK SEALED CHASSIS—with all vital parts enclosed in dirt-proof, dust-proof, water-proof housings—assures many years of fine, reliable motoring.

AMONG OTHER IMPORTANT FEATURES of Buick for 1933 are New Safety Headlighting System, Increased Driving Vision, and new Starter Button on the instrument board.

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

THE FINEST BUICK EVER BUILT

A General Motors Value