



Body by Fisher

*I*t would greet you with a Smile



If your motoring has become a sort of hum-drum transportation, there is that in the Buick which will bring back the zest of driving your first car.

Just to see the Buick is to realize how vivacious and new it is in its smart beauty. To drive it and ride in it but once is to recognize that it brings to modern motoring something new and all its own.

For there is a difference that goes beyond the gliding ride as only Buick

gives it, beyond the matchless ease of superb performance and the convenience of automatic features. There seems to be the vigor and exuberance of youth in all that Buick does; and it is not difficult to imagine that, if it were human, it would always greet you with a smile.

You can take that kind of car to your heart—which perhaps explains the undying loyalty of Buick owners, and the even more wide-spread favor which Buick is winning today among motorists of all classes.

◆ **BUICK** ◆

WHEN • BETTER • AUTOMOBILES • ARE • BUILT—BUICK • WILL • BUILD • THEM