



*Body by Fisher*

*P*ossession . . . **Makes the Heart Beat Faster** . . . .



BUICK this year is widening the tremendous favor it holds with people who live in the modern manner. Its beauty, its luxury, its air of quiet sophistication, are in their language and their mode, as its sturdy dependability and mighty performance are in the universal language of motoring.

In today's Buicks, engineering creates a different and finer kind of motoring—the Buick kind. It adapts Knee-Action wheels to Buick's own requirements for the gliding ride.

But it doesn't stop there. It goes all the way to the gliding

ride as only Buick gives it. It builds in a new balance of weight and springing, and a new ride stabilizer; it equips with new air-cushion tires.

Then it provides center-point steering for your greater surety of control; vacuum power brakes for your greater safety; automatic starting and other operations for your greater convenience and ease, and your car's increased efficiency.

In less than an hour you can learn why Buick is cresting the flood of popularity—and discover that just the thought of possessing it for your own makes your heart beat faster.

♦ **B U I C K** ♦

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