It pays to own a Buick in the long run
because BUICK GIVES MORE AND BETTER MILES

You'll get a lot more satisfaction out of a Buick...as much lower cost in the long run...than you could possibly get out of any other car at or near Buick's price. More and better miles—that's the reason. Buick will give you more miles, and it will give you better—more carefree—more reliable miles. For Buick has a combination of all the qualities that make for these results.

- Buick is a finely engineered motor car. Thirty years of development have made it sound and strong in every part.
- Buick is big—roomy—comfortable. Long wheelbases (119 inches to 138 inches) and well-distributed weight (3866 to 4901 pounds) make it ride better—and give finer motoring in every way.
- Buick is exceedingly dependable. Our records show that Buick after Buick continues to serve for more than 200,000 miles. And such dependability is the very heart of motoring economy.

Your family deserves this finer motor car—particularly when Buick prices are so moderate. Go to the nearest Buick dealer and let him show you how easily you can purchase a Buick on the liberal G.M.A.C. payment plan.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM... A General Motors Value...

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