The New Buick is the New Style—
because it’s new • because it’s individual •
because it’s the most beautiful automobile of the day

Drawing the greatest crowds—winning the most
enthusiastic praise—rolling up the biggest
demand in all fine car history—the Silver Anni-
versary Buick with New Masterpiece Bodies by
Fisher is scoring the most sensational success
ever won by any new quality car!

And all because it is not only the leading engi-
eering achievement of the past twenty-five
years—embodying performance abilities un-
matched anywhere in the world—but also
because it ushers in an entirely new style—a
fascinating new mode—of automotive beauty
and luxury!

Graceful contours instead of plain straight lines
—gently rounded panels at sides and hood, the
most costly steel paneling work employed on
any automobile in the world—distinctive new
roof, radiator and fender design—alluring new
color combinations—smartly contrasting head-
lamps and cowl-lamps in chrome-plated nickel—
—and in addition, new adjustable front seats—
full-width rear seats providing plenty of room
for three adult passengers—new mohair velvet
upholstery—new hardware and fitments—new
appointments of comfort and convenience never
before known to motor car practice!

The motorists of America “looked to the leader
for leadership” in automotive design. Buick
answered with this epic car, setting entirely new
standards of style, beauty, and comfort, as well as of
dashing performance. And the public is respond-
ing with overwhelming demand—a demand
that has forced the great Buick factory to pro-
duction levels unprecedented in its entire history!

THE SILVER ANNIVERSARY

BUICK