

*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 Anniversary Buick with New Masterpiece Bodies by Fisher is scoring the most sensational success ever won by any new quality car!

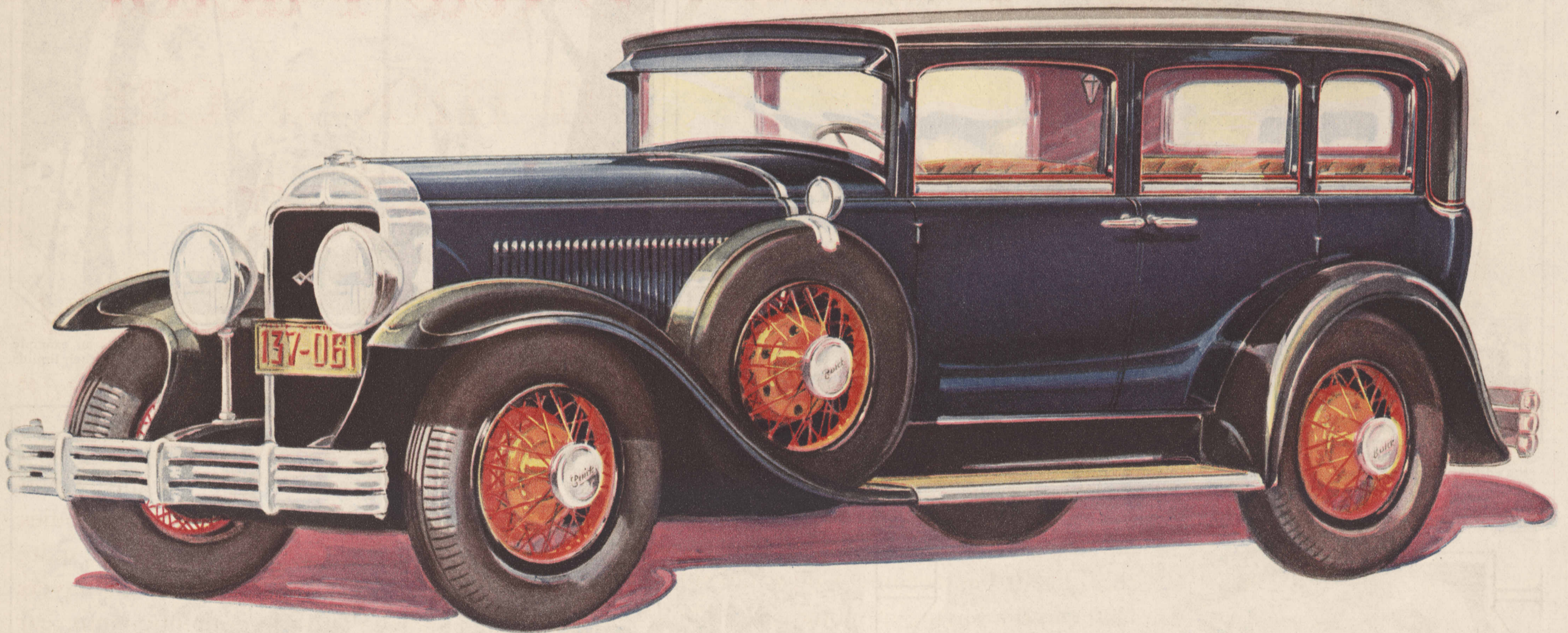
And all because it is not only the leading engineering achievement of the past twenty-five years—embodying performance abilities unmatched anywhere in the world—but also because it ushers in an entirely new style—a fascinating new mode—of automotive beauty and luxury!

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 responding with overwhelming demand—a demand that has forced the great Buick factory to production levels unprecedented in its entire history!



T H E S I L V E R A N N I V E R S A R Y

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