**Want to Feel like a Big Shot?**

**PROBABLY you’re a big shot already to someone, so you know something of how good it feels.**

**What we mean is, how’d you like to feel like you used to think a big shot must feel, cruising along in his big brassy Buick, envy of every youngster in town?**

**Fact is, a big brassy Buick — this year’s beauty of a Buick—is within your reach right now, if you just put your mind to it.**

A husky heading 107-horsepower giant valve-in-head straight-eight can be yours to command—you can roll around town in the staunch and steady carriage that’s sure big, beautiful and a heartbeat in action when its boss gives the word! Yes, you can ride in the gentle lap of Foamtastic-cushioned luxury—shift gears with a flip of your finger, take bumps without notice in Buick Springing’s “full float” comfort, even signal your turns by a touch on a lever that shuts itself off when you’re through with it.

**And what do you pay for all this—budget-busting prices?**

**FOUR-N-ATT FLASH-WAY DIRECTION SIGNAL**

**ONLY car in the world with all these features**

*Too fast to print! Hadn’t room!*

**Center Point Action Gives Hudson Steering Stability**

Center point steering is employed in the 1940 Hudsons. The center steering wheel is completely hidden from view, and its operation is described in accompanying illustration. The center point action is designed to eliminate side pull under steering and to give a more direct and true motion from wheel to wheels.

**Older Pontiac Craftsmen in Some Employ 38 Years**

Pontiac plans now use a new, finely tuned engine. Better compact, with in-line cylinders, a lighter internal structure, and higher output than the lower priced, lower powered Buick. For older Pontiac craftsmen who have worked in the industry 38 years, the new engine is something to be proud of. For the younger men, it offers an engine design that’s sure to have a long life in Pontiac's line-up.

**MICHIGAN PUTS REVISED TRAFFIC LAWS IN EFFECT**

**Regulations improve Highway Safety.**

Of course, much of the legislation affecting motor vehicles was designed to improve safety for all on the highway. Among the most important things for the driver to remember is that there will be no more driving blind, no more sidetracking on an inch, no more driving without consideration for other traffic. This rule applies to every motorist, and those who fail to observe it will be subject to the penalties fixed by the State Highway Department. This is a matter of safety and is an important point in the campaign for highway safety. The penalties fixed by the State Highway Department are 1940 dollars for a first offense, 1941 dollars for a second offense, and 1942 dollars for a third offense.

**NEW FORD AUTO RADIO DESIGNED IN A SINGLE UNIT**

**Ornamental and Utilitarian.**

The typical highway documentary broadcasting, at the grade separa-

**AN EXHAUST PIPE IS A TAIL PIPE TO YOUR BRITISHER.**

London motorists, who say we are too tiny to take the British for anything, are really a bit naive. The tail pipe is of course a bit small, but it is wide enough for the Britisher.

**More Vision at the Rear of the Car**

**Improvement in Reception Reported in Tests.**

Broadbent systems, which have been in use for many years, are already available for the Britisher. The system is actually a combination of a small loudspeaker and a microphone, which is placed at the rear of the car. The microphone is designed to pick up the sound of the voice, and the speaker is designed to reproduce the voice in a clear and distinct manner. The system is operated by a small battery, and it is used in connection with a portable radio receiver, which is carried in the car.

**THE first air-cooled car**

was manufactured by the Buick Motor Company in 1905. The car was designed by the late Mr. R. C. Olds, who founded the company. The car was a four-cylinder design, and it was powered by a gasoline engine. The car had a top speed of about 25 miles per hour, and it was capable of traveling about 50 miles on a single tank of gasoline. The car was well-engineered, and it was considered to be one of the best cars of its time. It was also one of the first cars to be produced in large quantities, and it helped to establish the Buick Motor Company as a major player in the automobile industry.

**Ford Improves Defrosting on Heating Devices**

As an aid to winter driving, Ford introduced a new feature on its cars this year. The feature is a defrosting system that is designed to keep the windows of the car free of ice and snow. The system is powered by the engine and is activated by the driver, who controls it through a switch located in the dash. The system works by blowing air through the windows, which helps to melt the ice and snow off the glass. The system is designed to be easy to use and effective, and it helps to improve the safety and comfort of the driver and passengers.