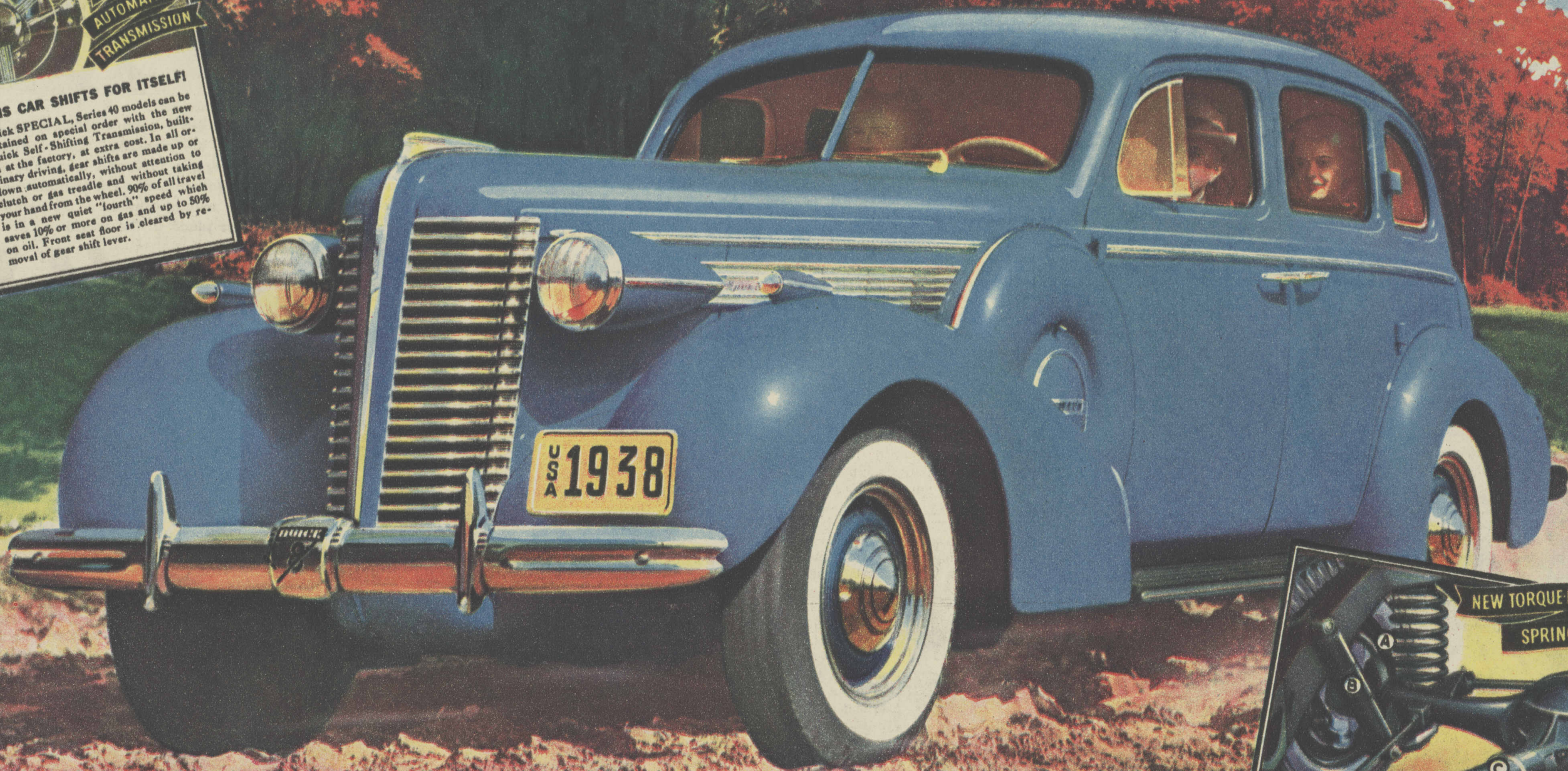


IT COVERS ROUGH GOING WITH THE CUSHIONED PROWL OF THE PANTHER



One ride will show you why **TORQUE-FREE SPRINGING**, and the new **DYNAFLASH ENGINE**, make the 1938 Buick the most modern chassis in the world

THE seat fits you, that's the first thing. It's broad and deep, and it's pitched right, and there's a high comfortable roll back of your shoulders and behind your head.

You look out past the driver in front of you, out over that long graceful bonnet—there is no neck-strain; looking any way, to front or side, you can see.

Then there's the feel of sound and secure construction all around you, steel fused on steel, strength knit to silence, the whole borne on a chassis that's taut and firm and finished as a cup defender.

But it's when you hit the rough going, the rutted road, the railway crossings, the cobbled paving, the "washboard" gravel, that this wondrous new 1938 Buick shows you what science can do with a ride!

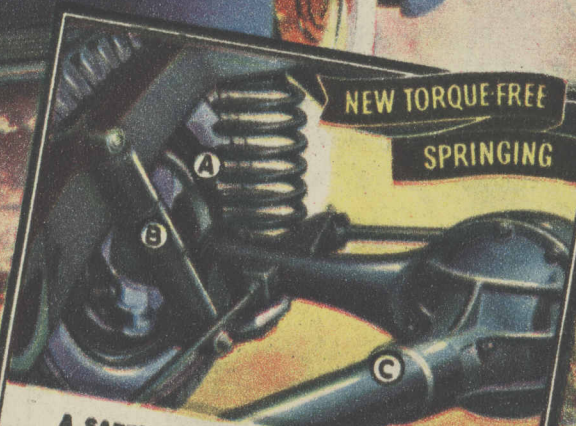
Under you now is something fresh and tireless and

new in automotive design, not the old-type leaf spring of yore, but the great soft coils of shock-smothering **TORQUE-FREE SPRINGING**.

As the beautifully poised car streams onward under the spur of the amazing **DYNAFLASH** engine, the wheels may dip and curtsy but the body rides true and level as a flung lance.

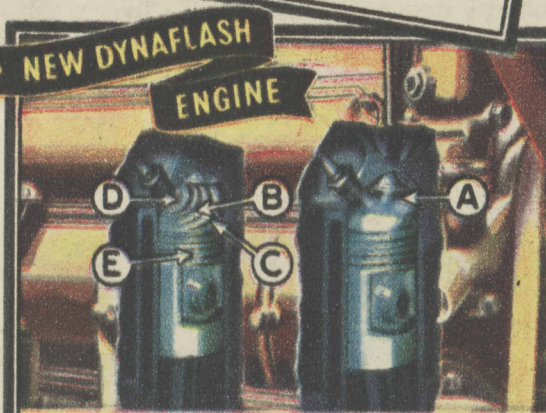
You sit *in* the cushions, relaxed and rested. You're safer—skid risks are blessedly reduced. You save money—rear tires last measurably longer. And the whole eager car handles with a sureness, a "direct-ability" never before attained.

Please don't stop with admiring the new Buick. Know what **DYNAFLASH** power and the lullaby ride of **TORQUE-FREE SPRINGING** mean, by sampling them first-hand on the highway.



A SAFETY CUSHION ON EACH WHEEL!

Buick replaces the usual leaf spring with this special spring (A) of stout coiled steel and big direct-acting Transaport Type shock absorber (B). Rigidly aligned by Torque Tube (C), rear axle and wheels cannot twist or distort, cannot affect steering, greatly reducing danger from skids. No shackles, no grease points, no chatter, no premature rear tire wear from wheel-slip.



EVERY SPARK SETS OFF A CYCLONE!

Rushing into the cylinder at speeds as high as 250 miles an hour, the fuel charge (A) strikes the Turbulator (B) built into the piston and instantaneously is converted into a tiny cyclone (C) of terrific turbulence. Spark (D) flashing into this cyclone compresses, fires a faster, cleaner, more furious explosion which drives piston (E) with almost 10% stronger power-push from same rationing of gas.

BUYER'S DIGEST OF THE 1938 BUICK

NEW DYNAFLASH VALVE-IN-HEAD STRAIGHT-8 ENGINE
world's ablest eight, with a cyclone in every cylinder.

NEW TORQUE-FREE SPRINGING—unvarying flutter-free ride, lengthened tire life, greater anti-skid safety. No shackles, no grease points.

TORQUE-TUBE DRIVE in chassis sealed against dirt, water, wear.

NEW QUIET ZONE BODY MOUNTING scientifically silences body noise and rumble.

ANOLITE PISTONS, durable, long-lasting, light as alloy but tough as iron.

AEROBAT CARBURETOR patterned after airplane practice for unfailing fuel feed.

NEW BULL'S-EYE STEERING holds car on line with minimum steering wheel movement.

TIPTOE HYDRAULIC BRAKES give safe, sure, smooth stop with a toe touch.

KNEE-ACTION FRONT SPRINGING in permanent, constant-cushion balance with rear.

UNSTEEL BODY BY FISHER with built-in jumbo luggage compartments on all closed models and safety plate glass throughout at no extra cost.

BUILT-IN DEFROSTER connections and new-made styling on all models.

AUTOMATIC TRANSMISSION optional at slight extra cost on all Buick Special models.

NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES

"Better buy Buick!"

A GENERAL  MOTORS VALUE

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM