IT COVERS ROUGH GOING WITH THE CUSHIONED PROWL OF THE PANTHER

One ride will show you why TORQUE-FREE SPRINGING, and the new DYNACLASH 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 DYNACLASH 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 DYNACLASH power and the lullaby ride of TORQUE-FREE SPRINGING mean, by sampling them first-hand on the highway.

"Better buy Buick!"

A General Motors Value

BUYER'S DIGEST OF THE 1938 BUICK

NEW DYNACLASH VALVE-IN-HEAD STRAIGHT-SIX ENGINE

- World's oldest eight, a model in every Buick.
- ALL-TIME LOW SPARK PLUGS: Each plug an independent, high-output unit, giving best performance on all fuels.
- TORQUE-TUBE DRIVE in chassis sealed against all rain, oil, dust and dirt.
- NEW QUIET-ZONE BODY MOUNTING scientifically chosen body shell and rubbers.
- ADJUSTABLE PISTONS: Universal, long-lasting, tight on order but loose at will.
- AIRCOOLED CARBURETOR performed after aircooled engine for thrilling fuel feed.
- NEW MULTI-STEP STEERING 100% more than Buick Special standard.
- NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES