

THIS is the Buick we call the Roadmaster.

This is the big carriage that stretches its graceful lines over a full eighteen feet, and houses the biggest Buick Fireball engine under its bonnet.

Here's where abundant horsepower results in a high power-to-weight ratio, giving this sizable sweetheart a lift and lightness many a lesser car can envy.

Here are all the outward grace and beauty that make Buick the pattern of smart things to come, and here's interior finish that's as smart and fine as you can buy.

Here's great power that's hushed and quiet as the fall of night, a power plant as silent as the breeze it stirs up.

Here's the soft tread of gentle coil springs on all four wheels, and the steadiness of a husky frame and chassis that tip the scales at well above two tons.

Yet here's a husky that's a "lady's man" if there ever was one, light and responsive to wheel and brake for all its size and substance.

If you like to be a bit ahead of others — if you want a standout in action as well as in repute — see that Roadmaster is specified on your order. We'll book it right now — whether or not you have a car to trade.

SILENT MIGHT



Whitewall tires, as illustrated, available at extra cost.

ONLY BUICK HAS ALL THESE STAR FEATURES

- * AIRFOIL FENDERS * FIREBALL POWER * ACCURITE CYLINDER BORING * STEPON PARKING BRAKE
- * SILENT ZONE BODY MOUNTINGS * BROADRIM WHEELS * FULL-LENGTH TORQUE-TUBE DRIVE
- * DEEFLEX SEAT CUSHIONS * FLITWEIGHT PISTONS * PERMI-FIRM STEERING
- * BUICOIL SPRING * CURL-AROUND BUMPERS * TEN SMART MODELS * BODY BY FISHER

Tune in HENRY J. TAYLOR, Mutual Network, Mondays and Fridays

WHEN BETTER AUTOMOBILES
ARE BUILT
BUICK
WILL BUILD THEM

BUICK MOTOR DIVISION
GENERAL MOTORS CORPORATION
6164 Cass Ave., Detroit, Mich.

CARSON AUTO SALES
13900 Hamilton
Highland Park, Mich.

GOREY BUICK COMPANY
13033 Grand Ave.
Detroit 5, Mich.

HACQUOIL BUICK SALES, INC.
8911 Grand River
Detroit, Mich.

HARLEY BUICK SALES COMPANY
3752 Cass Avenue
Detroit, Mich.

MOTOR CITY SALES CORPORATION
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MCGUIRE MOTOR COMPANY
4011 Fenkell
Detroit, Mich.

KRAJENKE BUICK SALES INC.
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Birmingham, Mich.

RINKE MOTORS
25420 Van Dyke
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KRAMER-EBERTS, INC.
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Royal Oak, Mich.

HAROLD DIETRICH
35109 Main St.
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ALKON MOTOR SALES
2400 Biddle Avenue
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ANDRIWS MOTOR SALES, INC.
17300 Grand River
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TURNER MOTOR SALES, INC.
15103 Kercheval
Grosse Pointe Park, Mich.

HOLBROOK BUICK COMPANY, INC.
14412 Michigan
Dearborn, Mich.