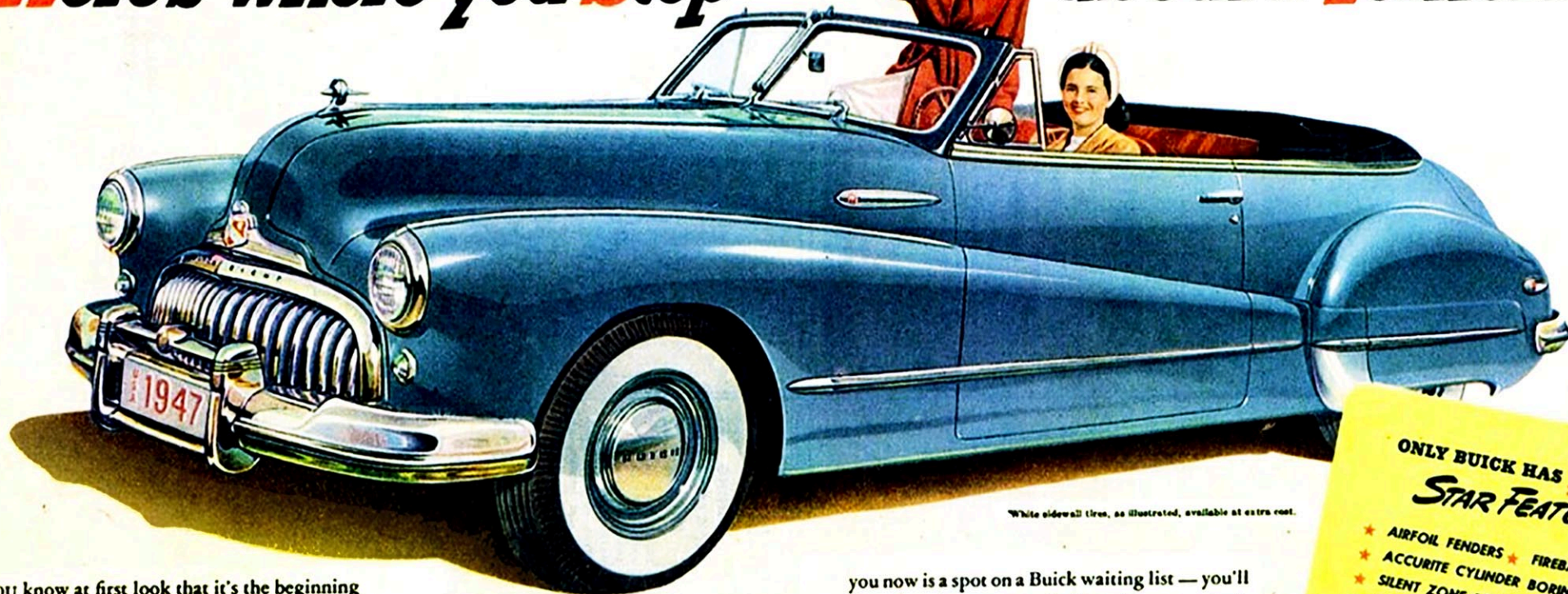


**Here's where you Step**

**aboard Tomorrow**



White sidewall tires, as illustrated, available at extra cost.

**Y**OU know at first look that it's the beginning of a wonderful friendship.

You can picture yourself, with all that Fireball power to boss around, making the most of bright blue weather, trampling the miles into nothing and striding the hills like a Paul Bunyan on the loose.

You feel like a kid with a new toy train handling controls that automatically send the top up or down, the front seat back and forth, the door windows to just the level you want.

All of which is grand — for a starter.

But what means even more is that here you are stepping right square into tomorrow. Here in flowing fender lines, and neat, rich grille you travel in the eye-stopping style that is shaping the whole future of automobile design.

You are not only style-right now, but are certain-ly to stay smartly in the swim for a long span of years to come.

So what does it matter if the most we can assure

you now is a spot on a Buick waiting list — you'll still have the smartest, freshest thing on wheels when the happy day-of-delivery comes.

But get this — you can place your order with or without a car to trade. You'll pay no more than established prices that apply at delivery time, and you'll find us just as courteously ready to talk business as if our showrooms were filled with cars rather than eager car-buyers.

Come in, have a chat, and see if you don't agree it's smart to get your order in early.

**ONLY BUICK HAS ALL THESE  
STAR FEATURES**

- ★ AIRFOIL FENDERS ★ FIREBALL POWER
- ★ ACCURITE CYLINDER BORING
- ★ SILENT ZONE BODY MOUNTINGS
- ★ FLUTEWEIGHT PISTONS ★ BUICOIL SPRINGING
- ★ FULL-LENGTH TORQUE-TUBE DRIVE
- ★ DEEPLUX SEAT CUSHIONS
- ★ STEPON PARKING BRAKE
- ★ CURL-AROUND BUMPERS
- ★ NINE SMART MODELS
- ★ PERM-FIRM STEERING
- ★ BROADRIM WHEELS
- ★ BODY BY FISHER

When better automobiles are built  
**BUICK**  
will build them

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

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