



# Merry's the time all year round

THAT Christmas morning cheeriness you knew as a youngster—it's standard equipment in this bright Buick.

And that happy holiday spirit that lasts throughout the Yuletide—it lasts throughout the year in this high-spirited traveler.

It's what you'd expect, of course.

For you're traveling in style that's bright and gay as a holiday wrapping—and just as new and exciting.

You've a big Fireball valve-in-head straight-eight that makes every mile as thrilling as the first.

Your ride is the soft level ride of 4-wheel coil springing and your surroundings the luxury of fine fabrics and fittings and finish.

You are discovering how superbly easy this traffic-handy Buick is to handle—and how heavenly your going is, if Dynaflo Drive\* has been your choice.

And you've got all the styling and standing, the comfort and performance of a great straight-eight at a price that's less than those of many "sixes."

\*Standard on ROADMASTER, optional at extra cost on SUPER and SPECIAL models.

Why not see your Buick dealer right now—to see if he might possibly be able to put one in your driveway this Christmas morning, or at any rate to fix things up for a future time?

Just the news that you've ordered a spanking-new Buick will be enough to give your household its merriest Christmas ever. And delivery brings merry times all the year through!

Your Key to Greater Value

**When better automobiles are built**

**BUICK**

**will build them**

Tune in HENRY J. TAYLOR, ABC Network, every Monday evening

SEE YOUR NEAREST BUICK DEALER