

AGAIN in 1928 Buick Leads In Fine Car Sales . . .

Far surpassing any other fine car in total volume of sales!

Winning more than twice as many buyers as any other automobile listing above \$1200!

Such is Buick's phenomenal record for 1928. And this same overwhelming buyer-preference has greeted Buick year after year for more than a decade.

The public *knows* what it wants. The public definitely settles fine car leadership by selecting Buick!



Series 116

Five-Passenger Two-Door Sedan . . .	\$1,220
Five-Passenger Phaeton	1,225
Two-Passenger Business Coupe	1,195
Four-Passenger Special Coupe	1,250
Five-Passenger Four-Door Sedan . . .	1,320

Series 121

Five-Passenger Close-Coupled Sedan	\$1,450
Four-Passenger Sport Roadster	1,325
Two-Passenger Business Coupe	1,395
Four-Passenger Special Coupe	1,450
Four-Passenger Coupe	1,445
Five-Passenger Four-Door Sedan . . .	1,520

Series 129

Seven-Passenger Touring Car	\$1,550
Seven-Passenger Four-Door Sedan . .	2,045
Five-Passenger Close-Coupled Sedan	1,875
Four-Passenger Deluxe Convertible Coupe	1,875
Five-Passenger Sport Phaeton	1,525
Five-Passenger Four-Door Sedan . . .	1,935
Five-Passenger Coupe	1,865
Seven-Passenger Limousine	2,145

Buy your Buick on the G. M. A. C. Plan—the most advantageous way of buying a car on time!

All prices F. O. B. Factory.

JAN - - 1929



USE this
score-card
to CHECK
Motor Car
Values at
the show.



JAN - - 1929

... here is **BUICK'S** score - card of Vitaly Important Automobile Features!



COMPARE

these Buick features with the offering of any other car regardless of price. Prove to yourself that Buick sets the standard of value.

The New Buick—the New Style—and creator of a sensational new order of motor car performance.

Question	Answer Buick	Any Other Car	Question	Answer Buick	Any Other Car
1. How long has the manufacturer built motor cars?	1. For more than 25 years	1.	9. What new engineering advancements, if any, in 1929 models?	9a-New and larger six-cylinder, valve-in-head engine the world's most powerful engine of its size. b-New constant-pressure fuel pump c-New camshaft d-New valve-operating mechanism e-New high speed triple-jet carburetor f-New manifold system g-New type muffler h-New smooth-acting multiple disc clutch i-New engine mountings of soft live rubber	9a- b- c- d- e- f- g- h- i-
2. How many has he built?	2. More than 2,250,000	2.	10. What aids, if any, are provided for instantaneous starting and quick warm-up of motor?	10a-More powerful starting motor b-New rugged 16-plate battery c-Buick improved carburetion system d-Automatic heat control e-Buick thermostatic circulation control	10a- b- c- d- e-
3. How many are in service today?	3. More than 1,500,000	3.	11. Who builds the bodies?	11. All Buick closed models have the new Masterpiece Body by Fisher—original, distinctive—Introducing graceful contours instead of harsh straight lines—Luxurious upholstery and highest grade of fittings are employed throughout	11.
4. Is service available everywhere?	4. Buick has more than 4,000 authorized service stations in America	4.	12. What do owners think of the car?	12. Half of all new Buicks sold go to former Buick owners	12
5. Production for the past 12 months?	5. More than 220,000	5.	13. Does the manufacturer build a model that exactly meets my needs?	13. There are 19 Buick models—sedans—coupes—open cars—priced from \$1,195 to \$2,145 at the factory. One of these will meet your need exactly.	13.
6. What does the car's design provide for protecting operating parts?	6a-Sealed chassis b-Tri-sealed engine c-Vacuum cleaned crankcase d-Automatic lubrication of engine differential, universal joint and fan bearing e-Positive centralized chassis lubrication	6a- b- c- d- e-			
7. What provision if any for safety of occupants?	7a-Buick mechanical four-wheel brakes b-Narrow windshield side pillars c-Controllable-beam-head-lamps d-Combination tail, stop and backing lamp e-Sturdy double drop frame f-Composite wood and steel body	7a- b- c- d- e- f-			
8. What provision if any for comfort of driver and passengers?	8a-New adjustable front seat and adjustable steering column b-Full width rear seats c-New electric twin-blade windshield wiper d-Buick Lovejoy hydraulic shock absorbers in conjunction with Buick cantilever springs and torque-tube drive e-Cowl side ventilators f-Accurate gasoline gauge on dash	8a- b- c- d- e- f-			