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 S	edan\$1,220	
Five-Passenger Phaeton	1,225	
Two-Passenger Business Con	upe 1,195	
Four-Passenger Special Cou	pe 1,250	
Five-Passenger Four-Door S	edan 1,320	

Series 121

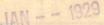
Five-Passenger Close-Coupled	
Sedan	\$1,450
Four-Passenger Sport Roadster	1,325
Two-Passenger Business Coupe	1,395
Four-Passenger Special Coupe	1,450
Four-Passenger Coupe	1,445
Five-Passenger Four-Door Sedan	1,520

Series 129

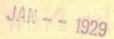
Seven-Passenger Touring Car	\$1,550
Seven-Passenger Four-Door Sedan	2,045
Five-Passenger Close-Coupled	
Sedan	1,875
Four-Passenger Deluxe Convertible	
Coupe	
Five-Passenger Sport Phaeton	1,525
Five-Passenger Four-Door Sedan	1,935
Five-Passenger Coupe	1,865
Seven-Passenger Limousine	2,145

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.



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





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

OMPARE 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 manu- facturer built motor cars?	1. For more than 25 years	1.	9. What new engineer- ingadvance- ments, if any, in 1929		9a-New and larger six- cylinder, valve-in-head engine the world's most powerful engine of its	9a-
2. How many has	2. More than 2,250,000	2.	any, in 1929 models?	b-New constant-	h=	
3. How many are in service today?	3. More than 1,500,000	3.			pressure fuel pump c-New camshaft d-New valve - operating	c-
4. Is service avail- able every- where?	4. Buick has more than 4,000 authorized serv- ice stations in Amer-	4.			mechanism e-Newhighspeed triple-jet carbureter	d- e-
5 Production	ica 5. More than 220,000	5.			f-New manifold system g-New type muffler	f- g-
for the past 12 months?	S. More than 220,000	J.			h-New smooth - acting multiple disc clutch	h- i-
6. What does the	6a-Sealed chassis b-Tri-sealed engine	6a			i-New engine mount- ings of soft live rub- ber	
provide for protecting operating	c-Vacuum cleaned crankcase	c-		10. What aids, if any, are provided for instantaneous starting and quick warm-up of mo-	10a-More powerful start- ing motor	10a-
parts?	d-Automatic lubrica- tion of engine dif- ferential, universal joint and fan bearing	d-			b-New rugged 16-plate battery c-Buick improved	b- c-
	e-Positive centralized chassis lubrication	e-			d-Automatic heat	d-
7. What pro- vision if any for safety of occupants?	ty of b-Narrow windshield side b-	w.	e-Buick thermostatic circulation control	e-		
	c-Controllable-beam- head-lamps	c-	11. \	Who builds	11. All Buick closed mod-	11.
	d-Combination tail, stop and backing lamp e-Sturdy double drop frame	d- e-	the bodies?		els have the new Masterpiece Body by Fisher—original, distinctive—Introduc- ing graceful contours	
	f-Composite wood and steel body	f-			instead of harsh straight lines—Luxu- rious upholsteries and	
8. What provision if any for comfort	8a-New adjustable front seat and adjust- able steering column	170			highest grade of fit- tings are employed throughout	
The second secon	b-Full width rear seats c-New electric twin- blade windshield wiper	in- old 12. What	What do	12. Half of all new Buicks sold go to former	12	
	d-Buick Lovejoy hy- draulic shock absorb- ers in conjunction	d-		think of the	Buick owners	Was a
	with Buick cantilever springs and torque- tube drive e-Cowl side ventilators f-Accurate gasoline	e- [-		O o e s the manufac- turer build a model that exactly	13. There are 19 Buick models—sedans—coupes—open cars—priced from \$1,195 to \$2,145 at the fac-	13.
	gauge on dash			meets my	tory. One of these will meet your need exactly.	