

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.

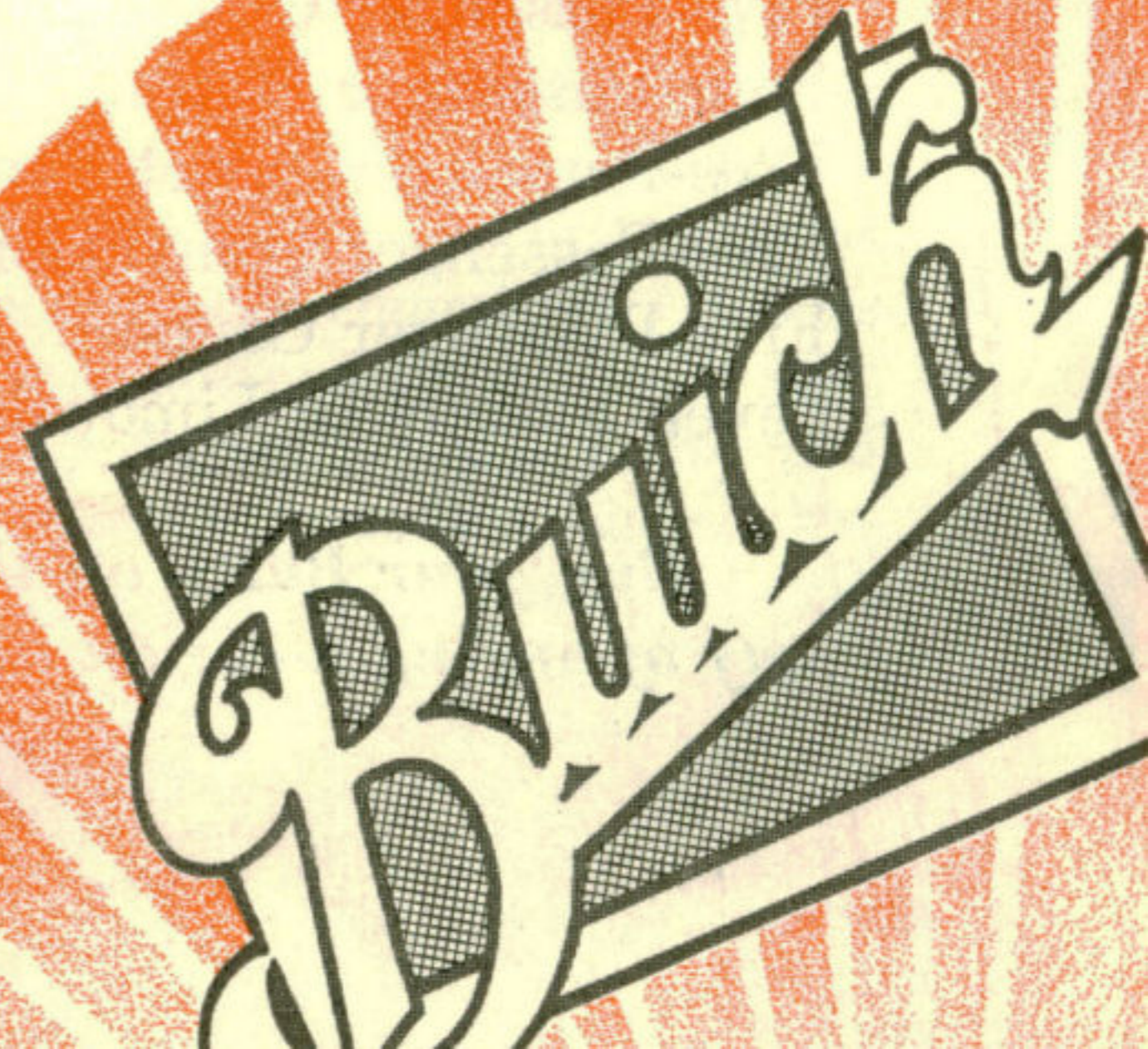
The public *knows* what it wants. The public definitely settles fine car leadership by selecting Buick!

The **NEW** BUICK

➤ The New Style
and Creator of
a Sensational
New Order of Per-
formance ➤



Buick



Buick

AGAIN Buick Sets the Standard of Performance & Value

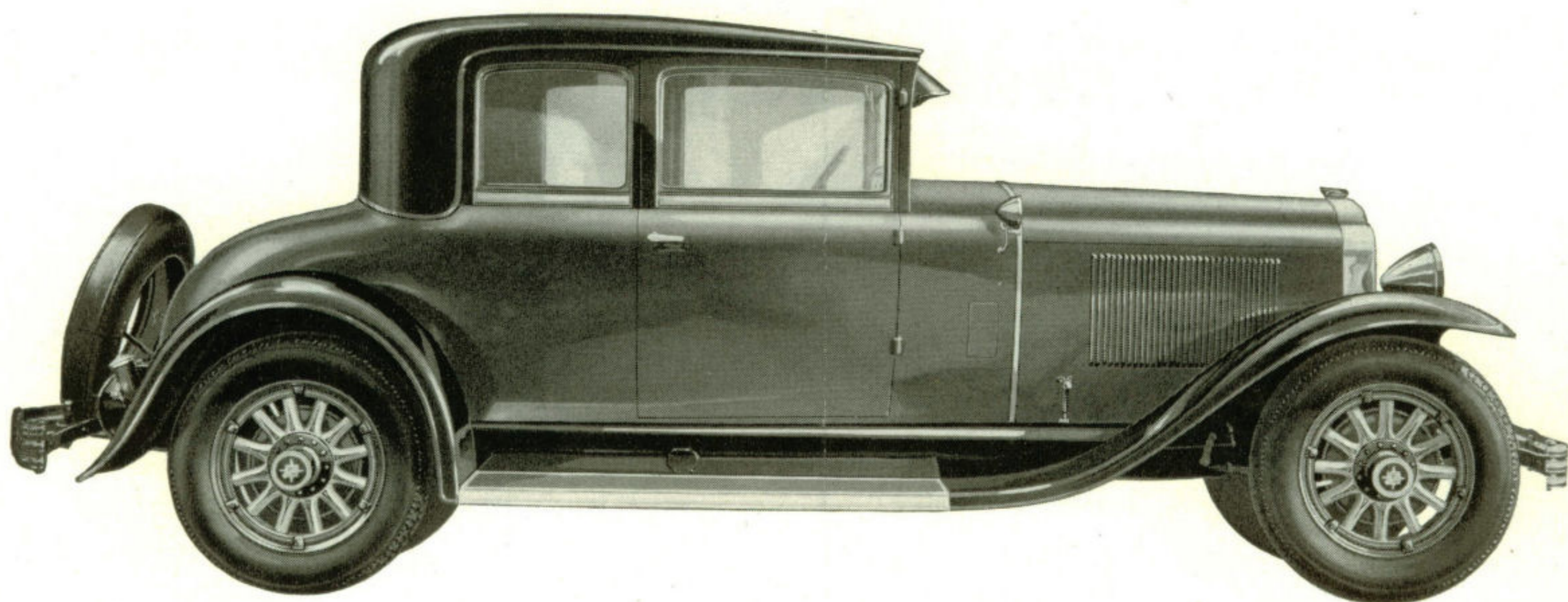
Mirroring the same spirit of progress that has identified Buick cars throughout a quarter of a century—sweeping far beyond ordinary standards to new goals of excellence—the new Buick has won universal recognition as the leading automotive achievement of 1928-29.

The motorists of America have forced a record production of more than 220,000 Buick cars during the past year—solely because Buick embodies more improvements, more refinements, more quality innovations than any other automobile of the day!

New Masterpiece Bodies by Fisher, inaugurating a thrilling new vogue of motor car beauty—new adjustable front seats, full-width rear seats, and countless other features of luxury and convenience—new engine developments creating a wonderful new order of power, getaway, swiftness and stamina—these are outstanding reasons for the overwhelming countrywide demand.

The New Buick sets the new standard of style, performance, and value—and it is scoring the most sensational success in fine car history as a result!

All—Round Utility marks these handsome Buick Coupe Models



Five-Passenger Coupe (Series 129)—an ultra-luxurious model, with a cozy seating arrangement yet with ample room for five full grown passengers. Like all other Buick enclosed models, it offers adjustable driver's seat and all other Buick features. There is a large luggage space in the rear deck.

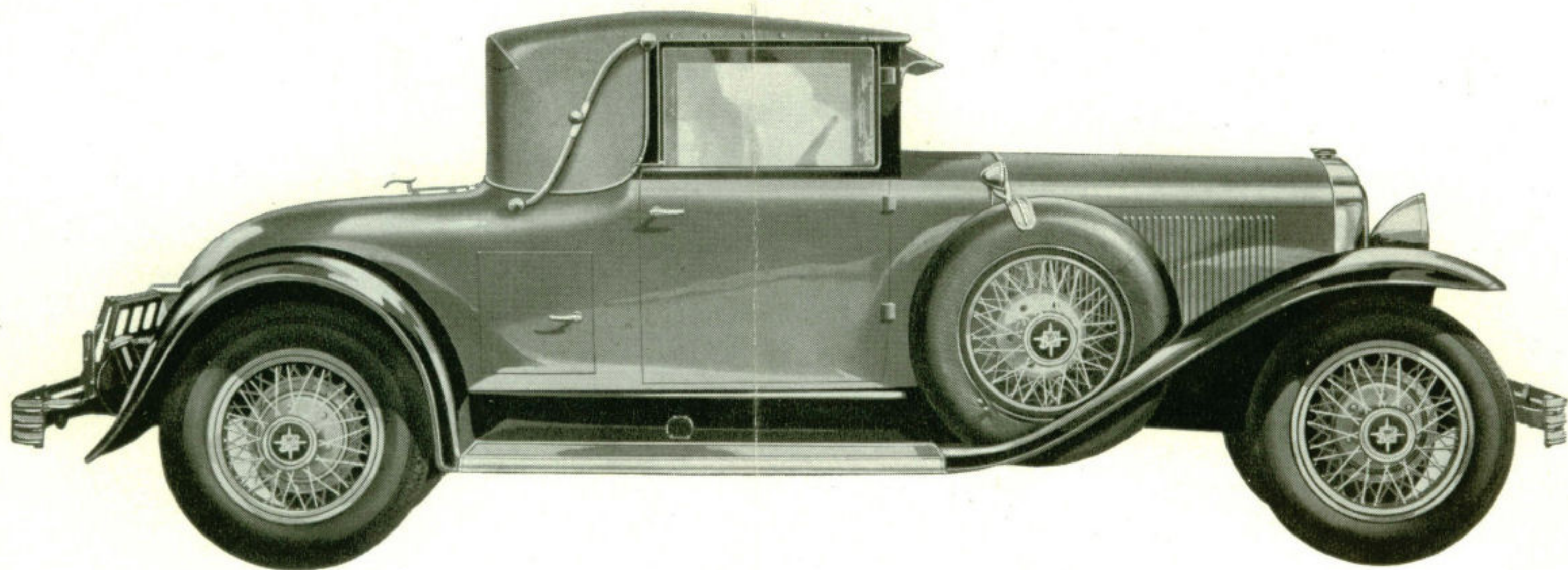
Four-Passenger Coupe (Series 121)—newly introduced, is also destined to extreme popularity among professional men, women owners and small families. In addition to the large luggage compartment in the rear deck, there is space for small articles in a compartment behind

the front seat. It has adjustable driver's seat, and folding right-hand seat.

Two-Passenger Business Coupe (Series 116)—finding widespread favor among business men and women, and as a second car in thousands of families. A large luggage or sample compartment in the rear is a notable feature of this model.

Two-Passenger Business Coupe (Series 121)—a car of the same general design as the foregoing but larger. This model likewise is popular among business and professional people who desire a car for long trips.

They're known at every Country Club—these smart Buick Sport Coupes



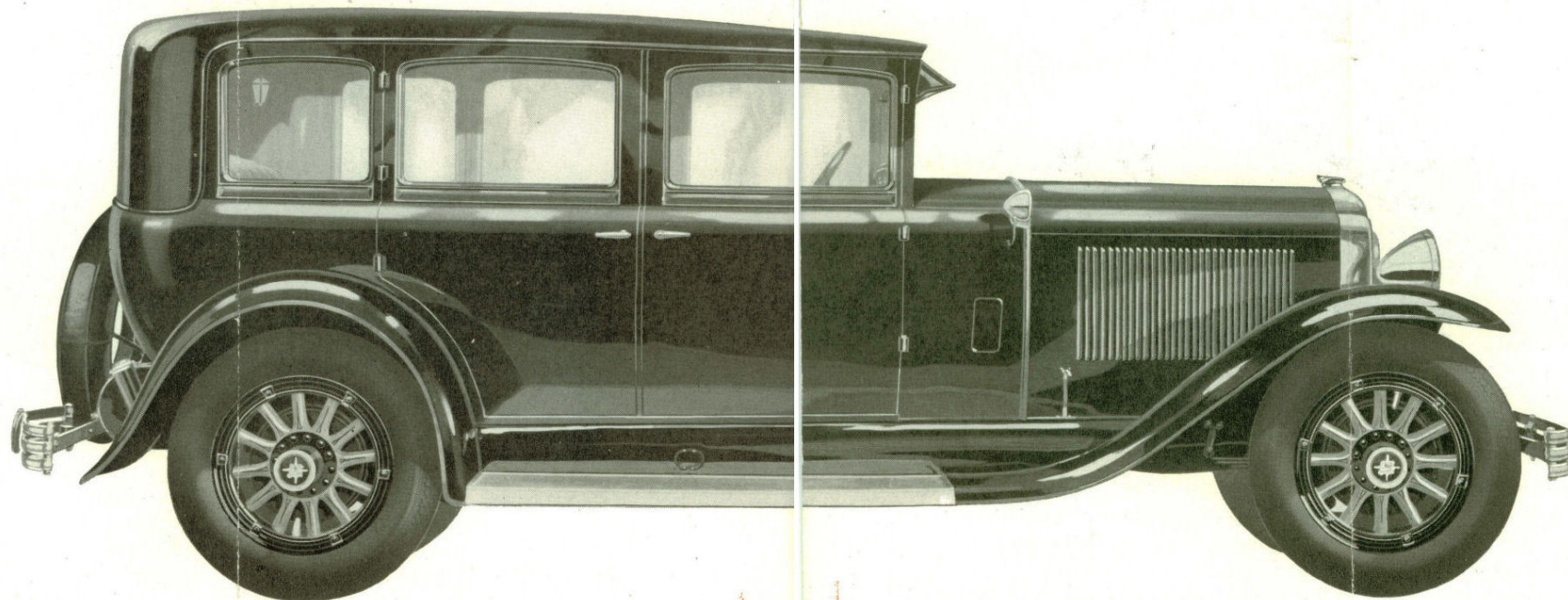
Four-Passenger Convertible Coupe (Series 129) A luxurious sport model providing a quickly-lowered top, entirely separate from the doors, so that side windows may be raised to windshield height with top down. The car closes tightly with top raised. Special features include commodious rumble seat with comfortable accommodations for two, and a side-opening compartment for golf equipment or other luggage.

Four-Passenger Country Club Coupe

(**Series 116**) offers accommodations for two in the spacious rumble seat, and also has side-opening luggage compartment suitable for golf equipment. It is a popular sport car of moderate price.

Four-Passenger Country Club Coupe (Series 121) of similar design, providing a somewhat larger car for similar all-round use. Like other coupe models, it offers the new adjustable front seat which means so much to the comfort of the driver.

Eight Sedan Models---providing Style, Comfort and Utility for every Motoring Need



Seven-Passenger Sedan (Series 129)—a roomy and luxurious automobile for the whole family. Extremely wide rear seat with conveniently-located arm rests . . . comfortable folding seats in tonneau . . . exceptional riding comfort and operating ease.

Five-Passenger Two-Door Sedan (Series 116)—an ideal car for family use. It combines ease of parking with the other desirable qualities which distin-

guish Buick cars.

Five-Passenger Four-Door Sedan (Series 116)—offers a variation in body type. It is widely favored as a car for the whole family.

Five-Passenger Four-Door Close-Coupled Sedan (Series 121)—a splendid town car of moderate price. This car unites beauty, luxury, and utility of a high degree, and is proving an outstanding favorite in the Buick line.

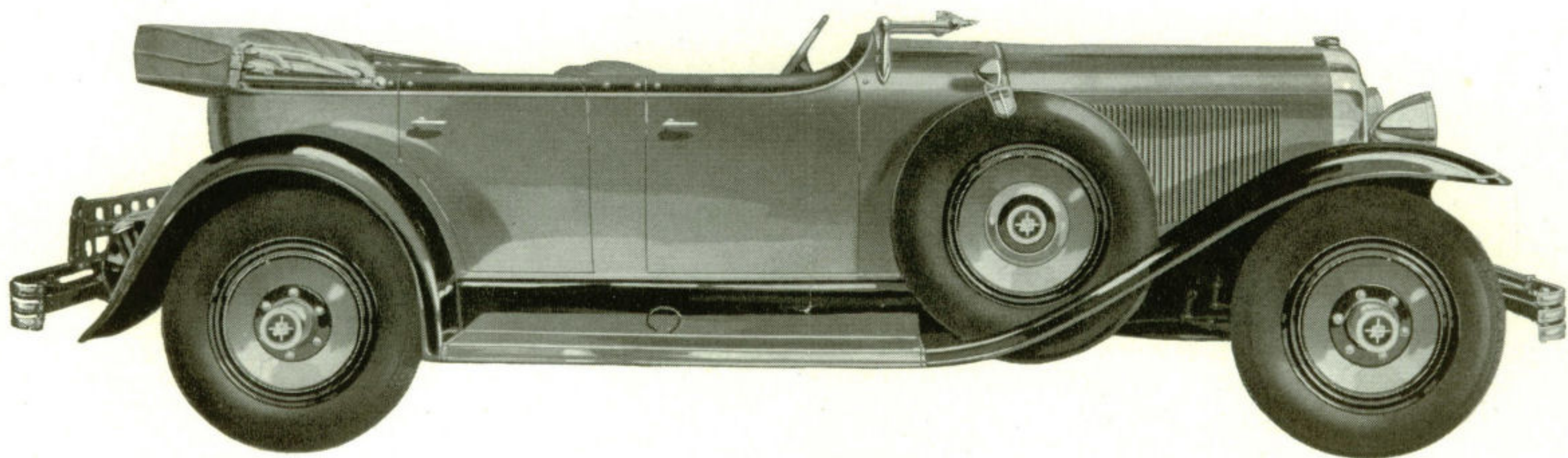
Five-Passenger Four-Door Sedan (Series 121)—features an exceptionally roomy interior. This model has long been in heavy demand in all sections of the country, for its all-around utility.

Five-Passenger Four-Door Sedan (Series 129)—a duplicate of the Seven-Passenger Sedan illustrated above except for omission of the folding seats . . . available for those desiring a very large, roomy automobile.

Five-Passenger Four-Door Close-Coupled Sedan (Series 129)—an ultra-smart car for town or country use . . . a universal favorite by reason of its great beauty and symmetry.

Seven-Passenger Limousine (Series 129)—designed primarily as a chauffeur-driven car, though the glass partition between front and rear compartments is of the disappearing type, lowering into the rear of the front seat.

Thrilling Swiftness and Getaway Distinguish these Smart Buick Open Models



Five-Passenger Phaeton (Series 129)—an exceptionally modish open car which is attracting many buyers. Heavy leather upholstery, quickly-lowered top with rakish new lines, and locking tool compartment in front door are among its unusual features.

Five-Passenger Touring Car (Series 116)—offers a most appealing open car of moderate price. It is swift and highly flexible—an outstanding automobile of the open car type.

Seven-Passenger Touring Car (Series 129)—an extra large and roomy open car,

with particularly beautiful lines. Adapted to covering long distances with speed and luxurious comfort. Like the Seven-Passenger Sedan, its two folding seats disappear when not in use, affording spacious luggage room.

Four-Passenger Sport Roadster (Series 121)—a rakish and powerful model, susceptible of a wide variety of treatment by means of special equipment. Besides the roomy rumble seat, it offers a side-opening compartment suitable for golf equipment or other small luggage. Extremely fleet, and unsurpassed in ease of handling.

A Buick Model for every need— Family, Professional or Business!

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.