rth going after!

In every 1939 Buick you get the skilled engineering and sturdy quality traditional to Buick—enriched by all the extra value which General Motors science and Buick workmanship can provide.

GENTLING EVERY JAR, BuiCoil Torque-Free Springing is this year even softer, smoother . . . still a vital safety factor. It reduces skid risks and makes rear tires last longer.

ABLEST OF THE EIGHTS is this mighty Buick Dynaflash Valve-in-Head Straight-Eight, with a cyclone in each cylinder to squeeze full power from every drop of fuel.

Every inch of it says, "Let's Go!"

Other things you'll like: A gearshift out of knee-way. Front wheels that "bank" the curves for you. Brakes that stop on a dime—and leave nine cents change.

Go see this lovely lively traveler. Drive it—feel its magic yourself, first-hand.

You'll find it beautiful in action as in aspect—you'll go for the way it goes for you.

You'll find it obedient and willing, a car that holds its marks in cross-winds, bears sharp around curves without slide or slew.

In fine—we think you'll like all of it—from its looks to the way it lives up to them. Won't you try it out—and see?

"Buick's the Beauty!"

EXEMPLAR OF GENERAL MOTORS VALUE