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THE

New BUICK

Model
124

New Controlled Servo Enclosed *brakes*

*unrivalled for smooth, sure, silent
operation in any weather . . .*

To Buick, pioneer of four-wheel brakes, now falls the distinction of another major achievement in this same vital field: the development and introduction of Buick Controlled Servo Enclosed Brakes—the most effective four-wheel braking system ever devised for any automobile!

Buick's new brakes are of the highly efficient internal-expanding type. They are fully enclosed—fully protected against dust, dirt and water—and thus assure maximum braking effectiveness under all weather conditions.

They represent the highest development of the self-energizing principle, which makes the car's own motion provide part of the

braking effort.

They reveal unmatched responsiveness to the slightest pedal pressure. And they are so perfectly controlled that "grabbing" is entirely unknown! When you apply these brakes, you obtain the most positive, as well as the smoothest and most silent action you have ever experienced in any automobile!

Drive the new Buick! Test not only its matchless new brakes but its brilliant all-round performance, riding comfort and driving ease—all of which combine to establish the new Buick as the greatest value ever offered in the fine car field!

BUICK MOTOR COMPANY, FLINT, MICHIGAN

Canadian Factories
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Builders of
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NEW LOW PRICES

118" Wheelbase Models \$1225 to \$1295

124" Wheelbase Models \$1465 to \$1495

132" Wheelbase Models \$1525 to \$1995

These prices f. o. b. factory. Special equipment extra. Buick delivered prices include only reasonable charges for delivery and financing. Convenient terms can be arranged on the liberal GMAC Time Payment Plan. Consider the delivered price as well as the list price when comparing automobile values.

JENNINGS MOTOR CO.

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WHEN BETTER AUTOMOBILES ARE BUILT...BUICK WILL BUILD THEM