



# The New **BUICK**

**NEW** Fisher styling... **NEW** 99 Horsepower *Valve-in-Head* Engine\*  
**NEW** Controlled Servo Mechanical Brakes... **NEW** Steering Gear  
**NEW** Road Shock Eliminator • **NEW** Double Acting Shock Absorbers  
**NEW** Non Glare Windshield

**New Controlled Servo Enclosed Mechanical Brakes**

Buick's new controlled Servo mechanical brakes—the most effective braking system ever developed—not only are of the favored internal-expanding type, but are fully protected against dust, dirt and moisture, and provide maximum braking under all road and weather conditions. These remarkable new brakes are self-energizing, which means that part of the braking effort is provided by the car's own motion and they are fully controlled through the foot pedal, thus eliminating all possibility of "grabbing." A single test will prove Buick's new controlled Servo brakes the smoothest, most positive, and most easily operated ever developed for any motor car.

**New Longer Springs — with New Double-Acting Lovejoy Hydraulic Shock Absorbers**

The new Buick introduces an unparalleled comfort combination in its new, longer rear springs and new double-acting Lovejoy Hydraulic Shock Absorbers. The new rear springs give the car a free and easy cushioning motion, which is controlled in both directions by the double-acting shock absorbers—thus eliminating both bound and rebound under severest road conditions. Through the medium of these two wonderful new comfort factors, Buick has widened still further its decisive leadership in riding luxury.

**New Road Shock Eliminator — New Steering Gear**

Two vitally important features of the new Buick—a new steering gear and new road shock eliminator—mark the greatest contribution to handling ease and roadability achieved in recent years. The new steering gear, of worm and roller type, provides matchless steering ease throughout the entire turning range. The new road shock eliminator, built into the frame on the steering gear side, effectually absorbs road shocks and prevents their transmission to the steering wheel. The result of these twin features—found only in Buick—is unrivaled driving comfort at all speeds.

America has taken this new Buick to its heart. Millions have thronged to see it... tens of thousands have already placed orders... other thousands have requested demonstrations... and the reasons will be instantly apparent when you call at our showrooms and inspect the matchless array of new Buick models. \*\*

The fact is that in the five major elements of motor car appeal—beauty, performance, comfort, safety, value—this new Buick with Body by Fisher strides far ahead of any other car in the entire quality field.

**New Fisher Styling**

The new Buick Bodies by Fisher are longer, lower, more luxurious. They reveal new Fisher styling—new beauty of line and appointment—new colors—which have won the outspoken admiration of all who have seen them. And in addition they introduce a host of new features of utility and convenience, including the new Fisher Non-Glare Windshield for safer night driving; new and richer upholstery; and new fittings and appointments of princely luxury.

**Pacemaker of Performance**

Moreover, Buick for 1930 reveals this same marked supremacy—this same increased leadership—in fleet, spirited behavior on the road. Its new and bigger Valve-in-Head engine—developing 99 horsepower—provides matchless new virility, pick-up, swiftness and flexibility. A single drive will prove it the *pacemaker of performance*. And the same drive will disclose marvelous new handling ease, comfort and safety, due to a new

and improved steering gear and new road shock eliminator; new double-acting shock absorbers which check both bound and rebound; and new controlled Servo enclosed mechanical brakes, the most effective braking system employed on any car in the world.

**See, Drive and Own This New Buick**

Bear in mind, this new Buick with its many advancements is offered at new low prices—in three new series and three new wheelbases, with only one standard of quality throughout—the finest in its field.

Visit our showrooms today. See the new Buicks and arrange to drive one. Among the 14 attractive body types is exactly the Buick for you.

\*\* So great is public confidence in Buick that thousands of motorists placed their orders for new Buicks before ever the car was shown... Year after year, Buick sells more than 100,000 cars to Buick owners alone—more than the total output of the majority of cars in the Buick field.

**New Peaks of Power in**

**The New Buick Valve-in-Head Engine**

The wonderful new Buick Valve-in-Head engine—developing 99 horsepower—represents the splendid climax of 26 years of concentration on this one outstandingly efficient type. It is a bigger engine—a sturdier engine—and provides greater speed as well as a power reserve more than adequate to any need which may arise. Moreover, this great new power plant is smoother and quieter, as well as more powerful, and provides a measure of all-round performance without parallel in the Buick field.

\*The new engine in the 132- and 124-inch wheelbase series develops 99 horsepower—the new engine in the 118-inch series, 80½ horsepower. Also it achieves this additional performance without increased gasoline consumption.

**The New Fisher**

**Non-Glare Windshield... a Vital Contribution to Motoring Safety**

The new Fisher non-glare windshield—a vitally important feature exclusive to Buick-built cars—adds immeasurably to the safety, pleasure and comfort of night driving. This new windshield—tilted at an angle of 7 degrees—protects the driver against the annoying and frequently dangerous reflection or glare from other cars. Test the new Buick and experience the remarkable advantages of this new and exclusive feature.

**NEW LOW PRICES—**

118" WHEELBASE	4 Passenger Coupe, Model 58 . . . . .	\$1465.00
5 Passenger Two-door Sedan, Model 40 . . . . .	\$1235.00	
4 Passenger Sport Roadster, Model 44 . . . . .	\$1275.00	
5 Passenger Phaeton, Model 45 . . . . .	\$1275.00	
2 Passenger Business Coupe, Model 46 . . . . .	\$1225.00	
4 Passenger Special Coupe, Model 46-S . . . . .	\$1265.00	
5 Passenger Four-door Sedan, Model 47 . . . . .	\$1295.00	
124" WHEELBASE		
5 Passenger Four-door Sedan, Model 57 . . . . .	\$1495.00	
7 Passenger Sedan, Model 60 . . . . .	\$1845.00	
7 Passenger Limousine, Model 60-L . . . . .	\$1995.00	
5 Passenger Four-door Special Sedan, Model 61 . . . . .	\$1695.00	
4 Passenger De Luxe Coupe, Model 64-C . . . . .	\$1625.00	
5 Passenger Coupe, Model 68 . . . . .	\$1675.00	
7 Passenger Phaeton, Model 69 . . . . .	\$1525.00	

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.

**Scherer Motor Company**

38-40 North Riverside

Buick and Marquette Dealers

Phone 73

OPEN EVENINGS AND SUNDAYS

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