

1940 SETS AN ALL-TIME RECORD

STAR SPOT FOR OUR BRIGHTEST STARS Here's the record-breaker, a trim, 1940 **Sumner** Convertible Coupe with the two-finger Press-A-Button Top. It's the top-notch Public-Fancy catcher of our all-time best-selling line—and you have only to see that husky mechanism swing up the full-weight top just once to see why! Ask your dealer to show you how it works—and see us as neat and lively a travel-pal as your fondest dreams ever pictured.



With months still to go on the 1940 model-year, Buick today breaks all previous records for production in a single season by building the 250,117th 1940 Buick.

To gran ferred dicated symbol ab cedding the ad

Ship Radiogram

point of origin. Time of receipt is STANDARD TIME at point of destination

The filing time shown in the

FLINT, MICH., MAY 28---BROAD ARE THE GRINS THAT BRIGHTEN FACES IN THE BIG BUICK FACTORY HERE TODAY. NO. 250,117 OF OUR 1940 PRODUCTION CAME OFF THE ASSEMBLY LINE AROUND NOON. THE BOYS KNEW THEN THEY HAD TOPPED THEIR BEST PREVIOUS RECORD FOR QUANTITY AS WELL AS FOR QUALITY. THEY KNEW THE RECORD HAD BEEN BROKEN THE HARD WAY---BY BUILDING A BETTER AUTOMOBILE, WITH NO CUTTING OF CORNERS OR STANDARDS. THEY KNEW THAT MEASURED BY INCHES PER DOLLAR, POUNDS PER DOLLAR, OR SATISFACTION PER MILE, THIS YEAR'S BUICK IS THE BIGGEST PACKAGE FOR YOUR MONEY, SELLING FOR LITTLE MORE PER POUND THAN A GOOD COOK STOVE. SMALL WONDER WE FEEL HAPPY. THE FINEST BUICK WE EVER BUILT IS GIVING US THE BIGGEST BUSINESS WE EVER HAD, AND WE'RE AS PLEASED WITH YOUR OKEH ON OUR EFFORTS AS YOU APPEAR TO BE WITH OUR CARS

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

"Best buy's Buick!"

EXEMPLAR OF GENERAL MOTORS VALUE

SUMNER MOTOR SALES, INC.

464 South Woodward Ave.

Phone 1200

Birmingham, Mich.