

BUICK WINS AGAIN!

CAPTURES 200-MILE RACE AT ATLANTA

Reliable Car Breaks Another Record

Model 17, \$1,750 Stock Car Sets New Mark For Century

ATLANTA, Ga., Nov. 8.—The Buick car again demonstrated its ability as a long-distance traveler when Chevrolet drove his Model 17 stock car to victory in the 200-mile race. The Buick covered the distance in exceptional time, setting the mark of 2:46:48. The first hundred miles was covered in record-breaking time, the car covering the century in 1:24:37.1, breaking the former American record of 1:31:41.91, which was held by Aitken in a National. That the Buick was able to stand the enormous average speed of 72 miles an hour during the race is a notable fact in itself, but more remarkable than its excellent performance is the fact that the Buick was the lowest-priced car entered in the event.

The machine driven by Chevrolet was an ordinary Model 17 stock car, such as may be seen on the floors of any of the Buick agencies of the country. The car sells for only \$1,750, while the other cars entered in the race exceeded the Buick in price.

Such cars as the Renault, driven by Basle; the Chalmers-Detroit, driven by Lorimer and Matson; the Ranier, driven by Drisbrow, and the Marmon, driven by Stillman, competed in the 200-mile event, but none of them was able to withstand the terrific pace set by the Swiss demon in his Buick. Other cars have been known to make a 70-second start, but only maintain 50 miles an hour during the race. The Buick has demonstrated its ability for traveling long distances at an average of at least 70 miles an hour.

This fact remains, though an inexpensive car, the Buick stands alone when it comes to endurance and service. It can maintain a higher rate of speed than any other car on the market which approaches its price, and is well deserving of the name "the fastest car for its price known to the motoring world."

GREAT RECORD IN PAST.

However, not only in today's races did the Buick rank high. The past performances of the car have justified all of the plaudits which have been tendered it. In the speedway races held in Indianapolis on Aug. 19, 20 and 21, the Buick made many wonderful performances, winning a large majority of the events in which it was entered. Also in the Vanderbilt Cup race and the Atlanta Journal-New York Herald good roads reliability tour the work of the Buick was highly commendable. Likewise, in the Los Angeles to Phoenix 480-mile race, a Buick car led the field, distancing its nearest competitor by more than an hour.

The Buick has won 94 per cent of the races in which it has competed. It has succeeded in establishing records which other cars have been unable to approach and has gained a high place in the esteem of the motorist public. As an inexpensive car it has accomplished what higher-priced cars have not even attempted and promises to do bigger things in the near future. In Atlanta tonight the Buick is king of the racing meet and has won the unbounded praise of all those who saw it perform in this afternoon's events.