

3 *great* *Buicks*

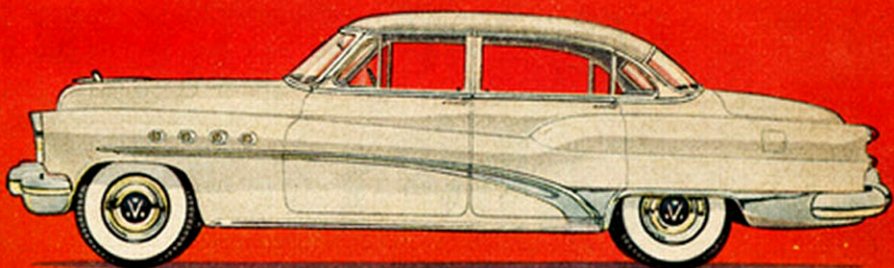
*And their
beauty is just
the beginning*

In the dashing Buick Custom, you get the highest horsepower ever engineered into this series from the newly designed, extra-thrifty F263 Fireball 8 engine. You get real big-car comfort and roominess, too, plus the steady going and sweet handling of the Million Dollar Ride.

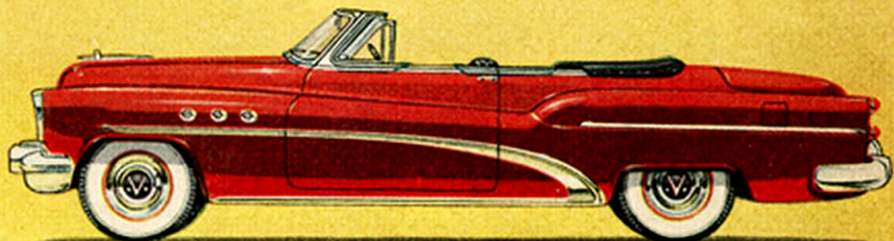
The Buick Super too, is unmatched for value. Its power is outstanding, thanks to the sensational performance of Buick's great new V-8 Fireball engine. Its ride is outstanding, too—level and steady and lullaby-soft. In all respects, this handsome Buick brings you quality that far oversteps the usual confines of the medium-price field.

The lordly Roadmaster has a brilliant new 133 h.p. V-8 Fireball engine. Twin-Turbine Dynaflo Drive, optional on the other Buick series, is standard on Roadmaster. Buick Power Steering is optional at extra cost on all series. Power Brakes are an extra-cost option on Roadmasters. Why not visit your Buick dealer—today?

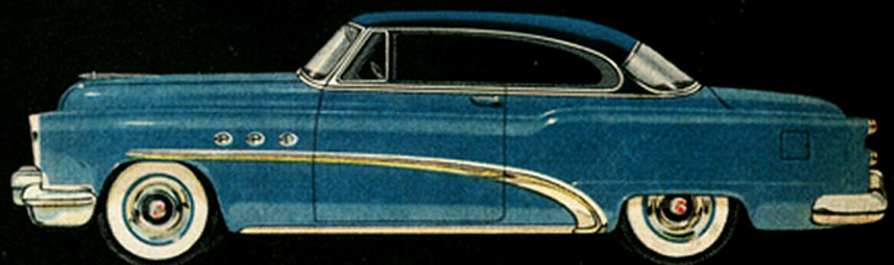
*When
better automobiles
are built
Buick
will build
them*



THE ROADMASTER



THE SUPER



THE CUSTOM

A General Motors Value

The greatest

BUICKS

in 50 great years