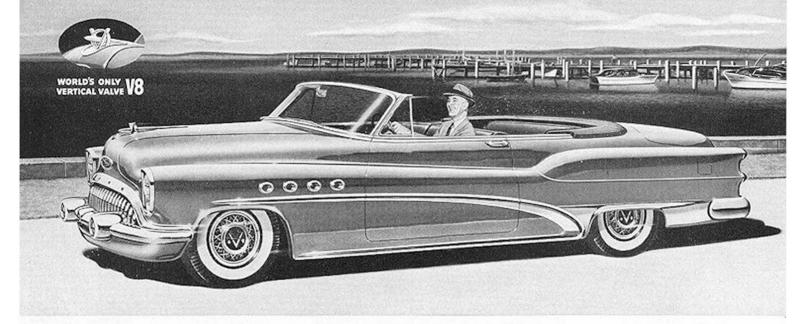
Make way for power with a new thrill!



THERE is vested in this 1953 Buick ROADMASTER a performance combination that can set you atingle with sheer joy.

On the one hand, you have the most advanced V8 engine ever placed in a standard-production American automobile.

On the other, you have Dynaflow - the new Twin-Turbine Dynaflow.

Together, these two great engineering triumphs of the year give you a new brilliance in power and performance — with new getaway and new whisper quiet—and all in one progressive build-up of power delivery that is completely and utterly smooth through all ranges.

Why not try this wonderful way to go? Your Buick dealer will be more than happy to put a ROADMASTER in your hands for your own demonstration. See him soon.

BUICK Division of GENERAL MOTORS



ROADMASTER Custom Built by BUICK

When better automobiles are built Buick will build them