



Its beauty is just the beginning

THIS joyous thing of exquisite grace is the Skylark—Buick's stunning new luxury sports car.

Yet the gorgeous beauty of this motorcar is just the beginning of the deep excitement.

For it's a Buick. And in any Buick, the real heart-lift you get is from the manner of its going—impeccably smooth, gentle of ride, superbly easy to handle, trigger-quick in response.

Upon the Skylark, we have lavished practically every modern automotive advance—including the world's newest V8 Engine, Twin-Turbine Dynaflo, Power Steering, Power Brakes, hydraulic control of the antenna, windows, top, and front-seat adjustment.

In other Buicks—SPECIAL, SUPER and ROADMASTER—many of these advances are yours either as standard equipment, or as options at moderate extra cost.

But in *all* Buicks—even the low-priced SPECIAL—you get the Buick Million Dollar Ride, Buick room, Buick comfort, Buick Fireball power—the highest horsepower and compression ratios, Series for Series, in all Buick history.

Your Buick dealer is waiting to seat you at the wheel of the car that will do fullest justice to your dreams and your purse. See him this week.

BUICK Division of GENERAL MOTORS

When better automobiles are built Buick will build them

THE GREATEST
BUICK
IN 50 GREAT YEARS

