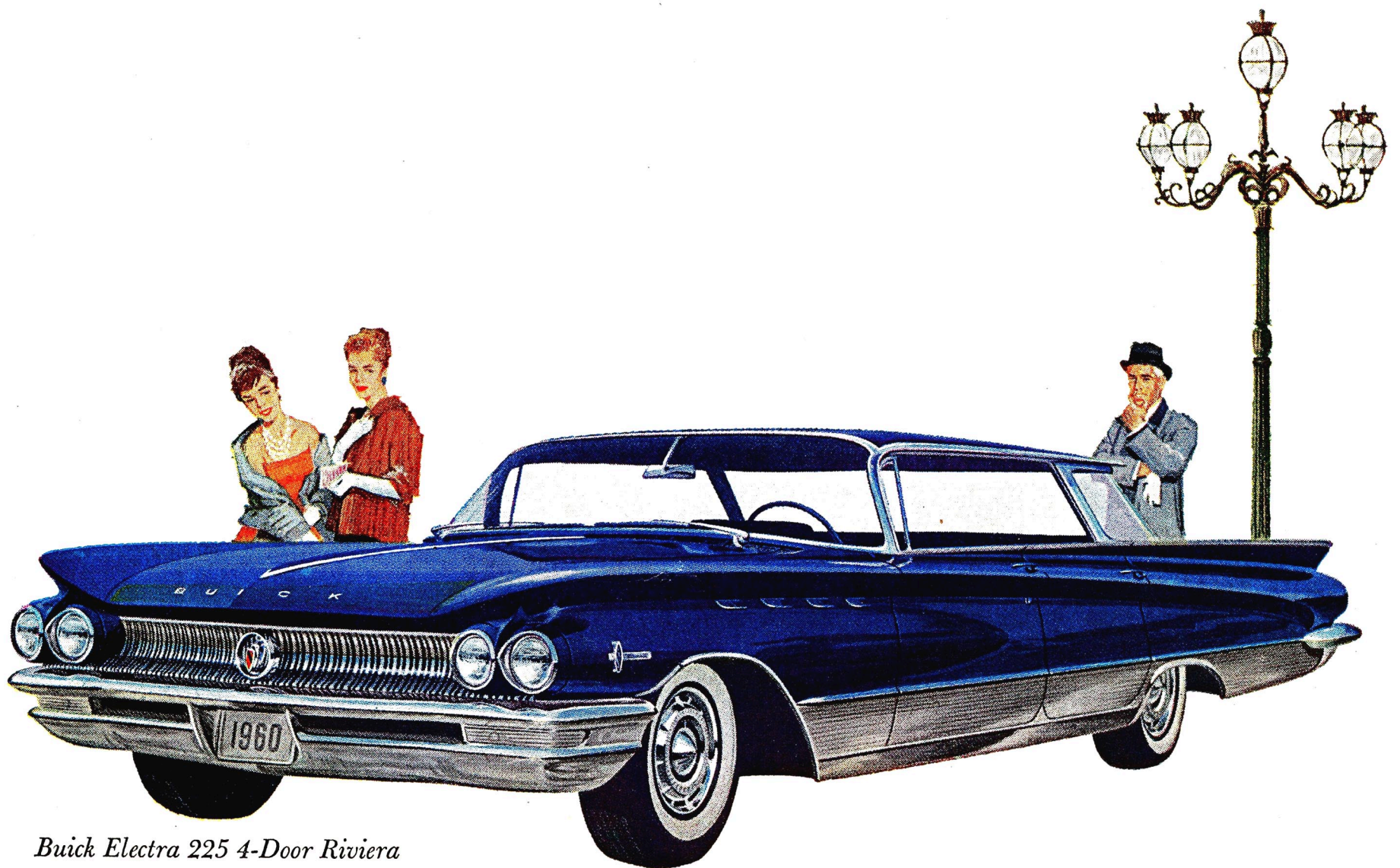


PART OF THE PLEASURE IS THE ADMIRATION IT WINS!

Every time a Buick '60 goes by on the street, people stop and look . . . and look again. And the reasons are as obvious as the style and quality and luxury that are built into this finest of new cars. But there's a lot more to owning a new Buick than enjoying the admiring glances it receives . . . and your local Buick dealer has the full story on Buick pride and pleasure. Let him show you around—soon!



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