

**FAMILY TREAT.** They'll all have fun in this roomy 4-door Sedan with generous luggage space for trips. Shown here is the SPECIAL. Same body type available also in the SUPER series.



## Look at the FUN you're missing!

**S**URE, we know—a car is a "necessity" these days. A modern family "couldn't get along without one." Or so you tell yourself.

Come, come, sir! We know, and so do you, the real reason you got the new-car fever—and the kind of car you are hankering for.

You want a car with some fun in it, don't you?

A car you'll get a big bang out of every time you see it parked in front of your house—every time you slip into its front seat—every sweet and easy mile you travel in it.

Well, come see what this beauty does for you.

How the doors swing open in warm welcome at a thumb touch on a button. How the broad seats invite you to take it easy. How the big straight-eight under the

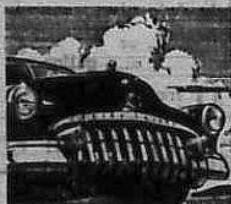
bonnet snaps into purring life at your toe-touch.

And then note—

How smoothly you slip away from the curb—especially when Dynaflo\* is handling the power transmission.

How firm and steady the whole car feels. How it holds on curves, free of "heel-over" and sway. How each coil-sprung wheel quicksteps over bumps and rough spots that mean jounce and jiggle on most cars—how buoyantly road-free a Buick is.

\* Dynaflo Drive is standard on ROADMASTER, optional at extra cost on SUPER and SPECIAL models.



### FOUR-WAY FOREFRONT

This rugged front end (1) sets the style note, (2) saves on repair costs—vertical bars are individually replaceable, (3) avoids "flocking horns," (4) makes parking and garaging easier.

Fun? You bet it's fun—too much fun to miss.

And there's no reason to miss it, really, for this strapping traveler is priced under many sixes. Starts at figures just an easy step above the so-called Lowest Price cars.

What's keeping you from trying one, when the nearest Buick dealer is ready to demonstrate without obligation any time you want to call on him.

### Only Buick has Dynaflo

and with it goes:

**HIGHER-COMPRESSION** Fireball valve-in-head power in three engines. (New F-763 engine in SUPER models.)  
**NEW-PATTERN STYLING**, with **MULTI-GUARD** forefront, taper-through fenders, "double bubble" taillights • **WIDE-ANGLE VISIBILITY**, close-up road view both forward and back • **TRAFFIC-HANDY SIZE**, less over-all length for easier parking and garaging, short turning radius • **EXTRA-WIDE SEATS** cradled between the axles • **SOFT BUICK RIDE**, from all-coil springing, Safety-Ride rims, low-pressure tires, ride-steadying torque-tube • **WIDE ARRAY OF MODELS** with Body by Fisher.

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