

3 *great* **Buicks**

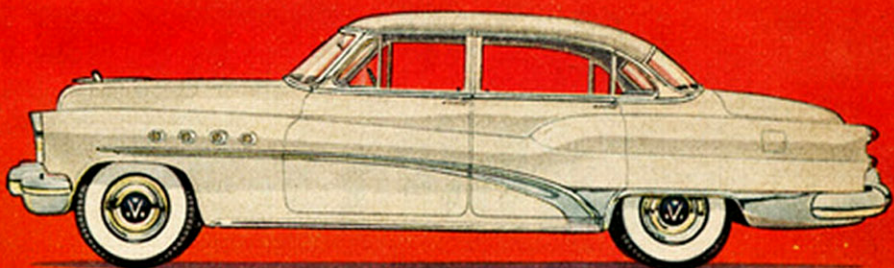
*And their
beauty is just
the beginning*

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.

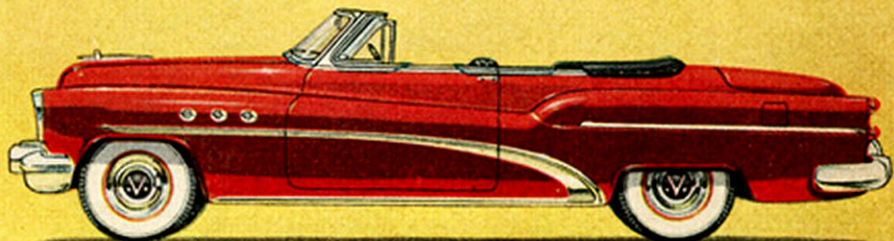
The Buick Super too, is unmatched for value. Its power is outstanding, thanks to the sensational performance of Buick's great new V-8 Fireball engine. Its ride is outstanding, too—level and steady and lullaby-soft. In all respects, this handsome Buick brings you quality that far oversteps the usual confines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

The lordly Roadmaster has a brilliant new 188 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?

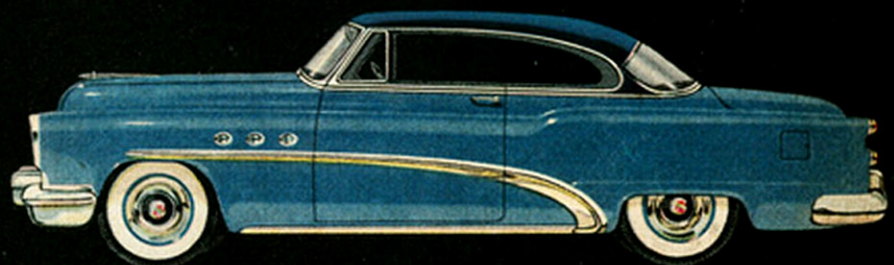
When
better automobiles
are built
Buick
will build
them



THE ROADMASTER



THE SUPER



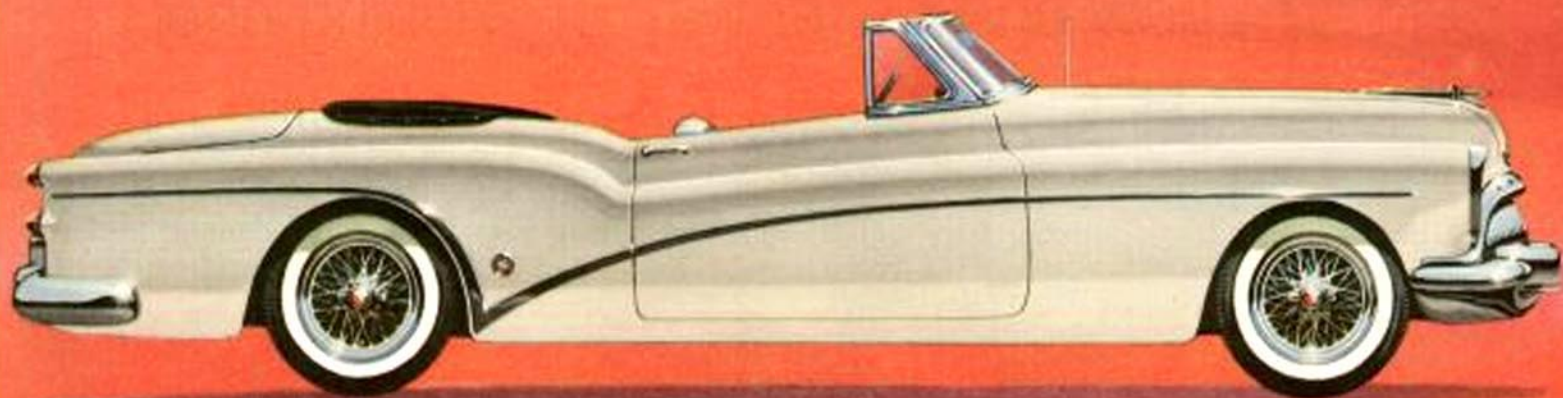
THE CUSTOM

A General Motors Value

The greatest

BUICKS

in 50 great years



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 Dynaflow, Power Steering, Power Brakes, hydraulic control of the radio 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 horsepowers 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

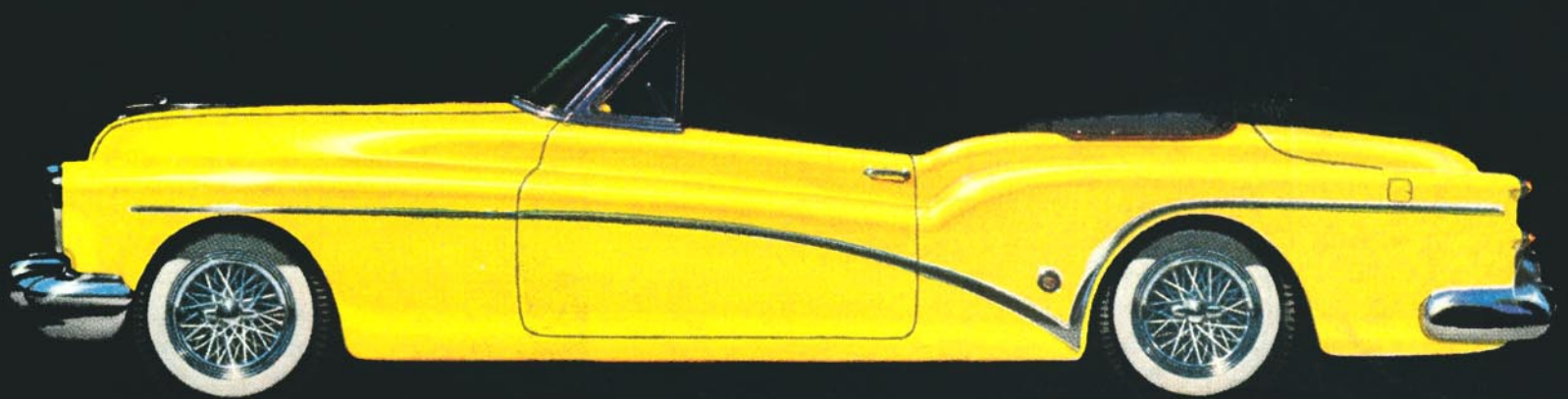
The greatest

BUICK

in 50 great years



LIKE THE WORLD OF FLIGHT... ON WHEELS!



Originator of a new trend is the SKYLARK by Buick, a six-passenger sports car
especially styled for those who want exclusiveness

plus the complete modernity of Buick's Golden Anniversary automobiles.

Highest-compression V8 in any 1953 automobile. Twin-Turbine Dynaflo,

Power Steering and Power Brakes standard equipment. Price on request.

SKYLARK *by Buick*

Make way for power with a new thrill!



WORLD'S ONLY
VERTICAL VALVE V8



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 get-away 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

Star of the silky way



This one had to be good. It's our Golden Anniversary ROADMASTER.

So upon it we lavished our skills, talents and time—and when you drive it, you will come to know how good a fifty-year best really is.

You'll know it in the swift and soaring power response of its V8 Engine—the world's newest and most advanced V8.

You'll know it in the silken velocity of its getaway—with Twin-Turbine Dynaflo adding far swifter, quieter acceleration to infinite smoothness.

You'll know it, too, in the velvety luxury of its bettered ride, in the new ease of its handling, in the more reassuring comfort you feel, in the more precise

control it gives you—*now with Power Steering as standard equipment and Power Brakes** to lighten the task of quick, sure stopping.

But why say more?

It is for you, the beneficiary of all this engineering excellence, to discover the great and gorgeous going of the swiftest, the smoothest, the silkiest, the most silent automobile yet built in half a century of Buick building.

Your Buick dealer will be very happy to introduce you two. Why not drop in on him soon?

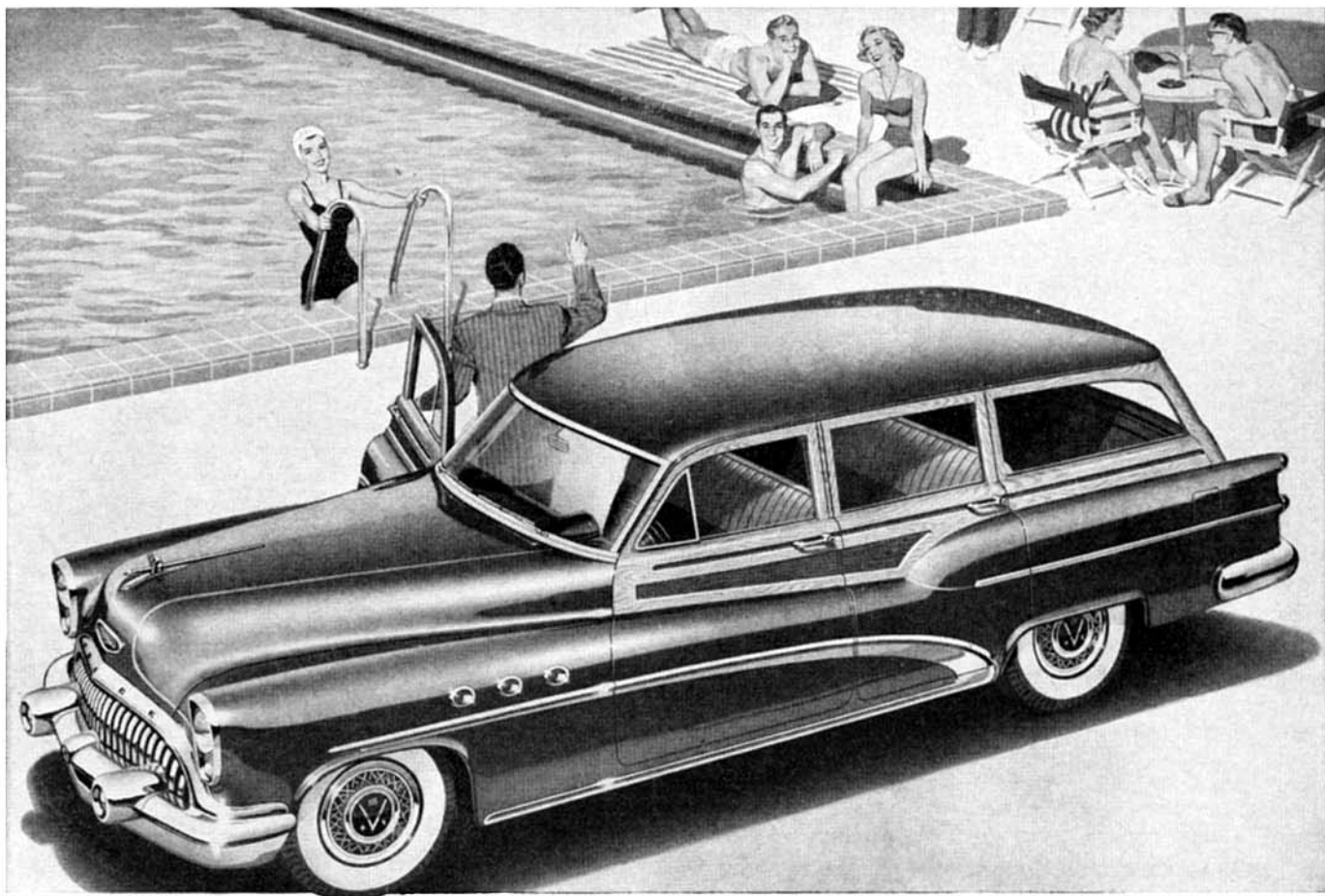
BUICK Division of GENERAL MOTORS

**Optional at extra cost.*

Television host—the BUICK CIRCUS HOUR—every fourth Tuesday

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

Custom Built **ROADMASTER** *by Buick*



Wire wheel covers, optional at extra cost.

It belongs with better living

THIS automobile, you will discover, is not for the humdrum life.

For the Buick Estate Wagon is versatility itself.

It is a sumptuous motorcar with the comfort of a limousine. It



has the graceful sweep and style of a fine sedan. And it has a sports-car verve that sets it far beyond the utility class.

With it, you're handily and handsomely set for a shopping jaunt, a guest-trip to the station, a week end in the game fish

country, a sunny afternoon at swimming or golf.

Or—you're impeccably correct in formal scenes.

But unlimited versatility here comes with practically unlimited performance.



For the Buick Estate Wagon is available only on the SUPER chassis, as pictured above, or the ROADMASTER chassis.

Which means you get the mighty power of the world's newest and most advanced V8 engine—the flash-fast getaway of Twin-Turbine Dynaflow*—the level luxury of a still finer balanced ride—the wonderful handling ease of a more maneuverable car, of Power Steering*, of Power Brakes.†

Since the Estate Wagon is a strictly limited edition Buick—only four new-car buyers in a thousand can be supplied this year—it may be wise to see us about it this week. We will be happy to quote

specifications, prices—and delivery dates.

*Standard on Roadmaster, optional at extra cost on other Series. †Available at additional cost on Roadmaster and Super models only.

THE GREATEST

BUICK

IN 50 GREAT YEARS

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

SEE YOUR BUICK DEALER

From the first blueprint the Tagged with Great

Then
Now
Tomorrow



*When better automobiles
are built
Buick will build them*

What started with the engine and made it a V8. A V8 designed, tested, perfected by eight years of development. It is not just another V8. It is the newest, most modern V8—with the highest compression of any engine in a passenger car today. The world's first Fireball V8.

But that was only the beginning. With higher compression, you need a hotter spark, so we introduced a 12-volt battery. You need better cooling, so we shrouded the fan. To handle the lubrication problems introduced by a V design, we built the first vertical-valve V8—and for good measure, threw in a shorter, surer warm-up period, a continuous clean oil supply, and the first zero-power-loss muffler.

Next, we took a look at the chassis. With things could be done. Inches could come out of the bumper-to-bumper length for easier parking and handling—and still keep more inside room than any other six-passenger car in America. Brakes likewise could be redesigned, for better control and surer stopping.

Then we launched out in another direction. How about Dynaflow? Could it keep its infinite smoothness at every speed, and still have nimble getaway? The answer is — it could — and it does. In the first 10 seconds after a standing start, this 1953 Roadmaster will be 75 feet ahead of its famous predecessor. We challenge any car on the road to match its nimble smoothness.

Styling? Interior trim? Instrument panel? They all came in for attention — and you can see the results the instant you look at this sleek and luxurious beauty.

Fireball V8 engine, illustrated, optional at extra cost.

Next, we took a look at the chassis. With a lighter, more compact engine, many

Styling? Interior trim? Instrument panel? They all came in for attention—and you can see the results the instant you look at this sleek and luxurious beauty.

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The greatest
BUICK
in 50 great years

*When better automobiles
are built
Buick will build them*

Five school years illustrated, equalled at 1996-97

World's Newest V8

*with a million miles
behind it*

HERE, in literal fact, is the most advanced V8 engine ever placed in a standard-production American automobile.

It is the first such V8 to reach an 8.5 to 1 compression ratio.

It is the first such V8 originated with a 12-volt electrical system instead of the usual 6—thus insuring the hotter spark needed for high compression.

It is the first V8 to utilize vertical valves—thus assuring *even* oil distribution to the valve stems, added turbulence to the fuel charge and more compactness in engine width.

It is the first V8 designed with new “T” type intake manifold to replace the “Y” type conventionally used in V8s. Result: inlet ports located close to carburetor for more uniform fuel distribution.

It is the first V8 engine with a dynamic flow muffler that cuts power loss to *zero*; the full 188 hp developed by the engine is therefore available as usable power, since none is consumed in muffler restriction.

It is, quite simply, the first V8 Fireball Engine . . .

The engine that brings electrifying performance to the greatest Buicks in fifty great years . . .

The engine that powers the 1953 Buick ROADMASTER with 188 hp, and the 1953 Buick SUPER with up to 170.

Naturally, this spectacular new V8 has been proved—by eight years of development work, and by more than a million miles of road driving . . .

Eight years of testing, improving, perfecting to work out the host of advances found here . . .

A million-plus miles of driving through desert, mountains, cities and plains to prove these advances, including cam-contoured counterweights, new and improved cooling, a better starter with faster cranking speed, an oil filter that passes only scrupulously clean oil to the engine. Only then did Buick engineers mark this V8: *Released for Production*.

But these hard-to-please engineers gave these Golden Anniversary Buicks far more than new power.

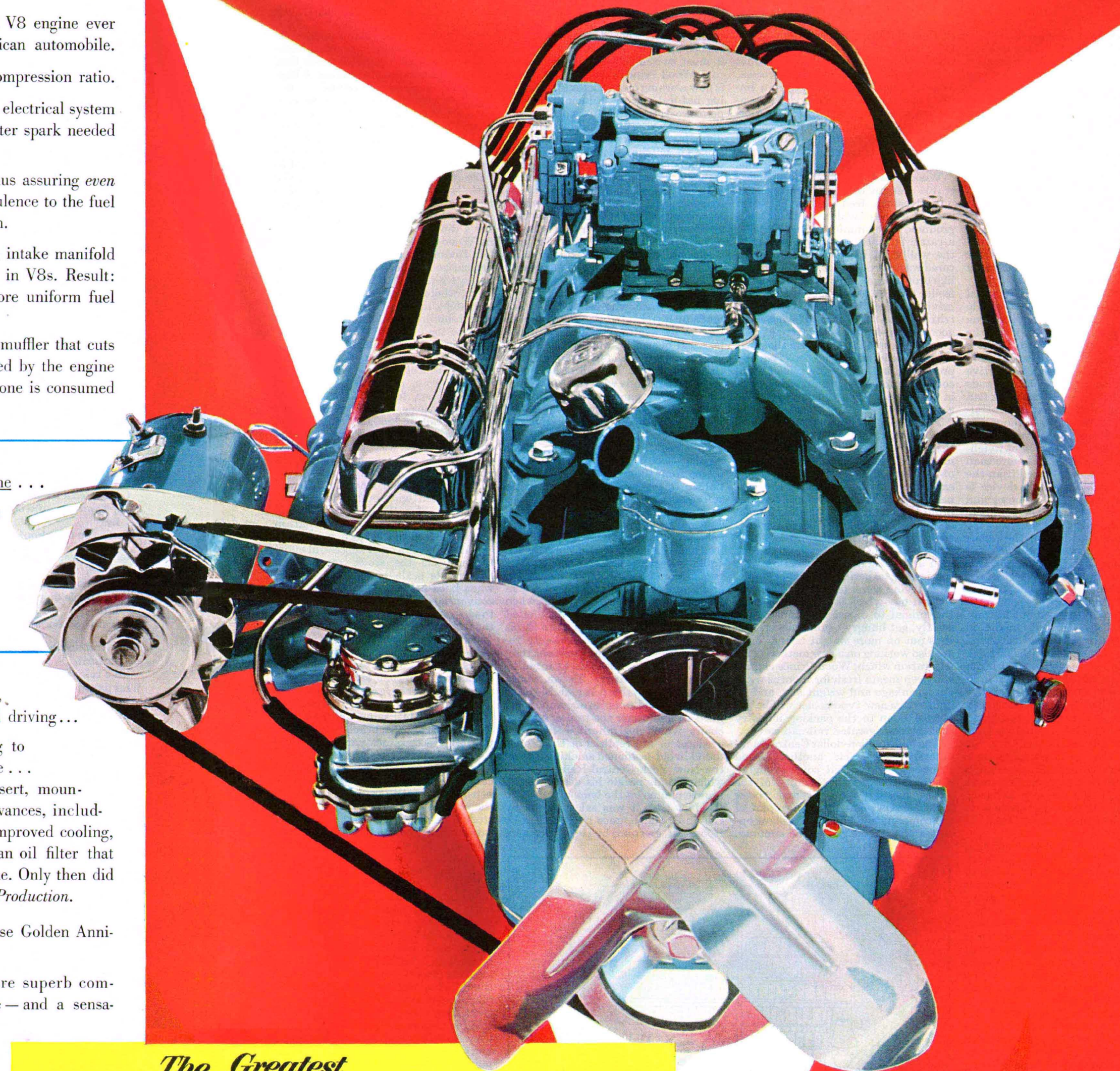
They gave them, too, a still finer ride, more superb comfort, new braking power and handling ease—and a sensational new Twin-Turbine Dynaflo Drive* that adds new quiet and whip-fast getaway to absolute smoothness.

Nothing, we believe, will do more justice to your automobile dollars—or to your love of magnificent motoring—than a visit to your Buick dealer's right now.

BUICK Division of GENERAL MOTORS

*Equipment, accessories, trim and models are subject to change without notice. *Standard on Roadmaster, optional at extra cost on other Series.*

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BUICK
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*Then-Now-Tomorrow
When better automobiles are built Buick will build them*

