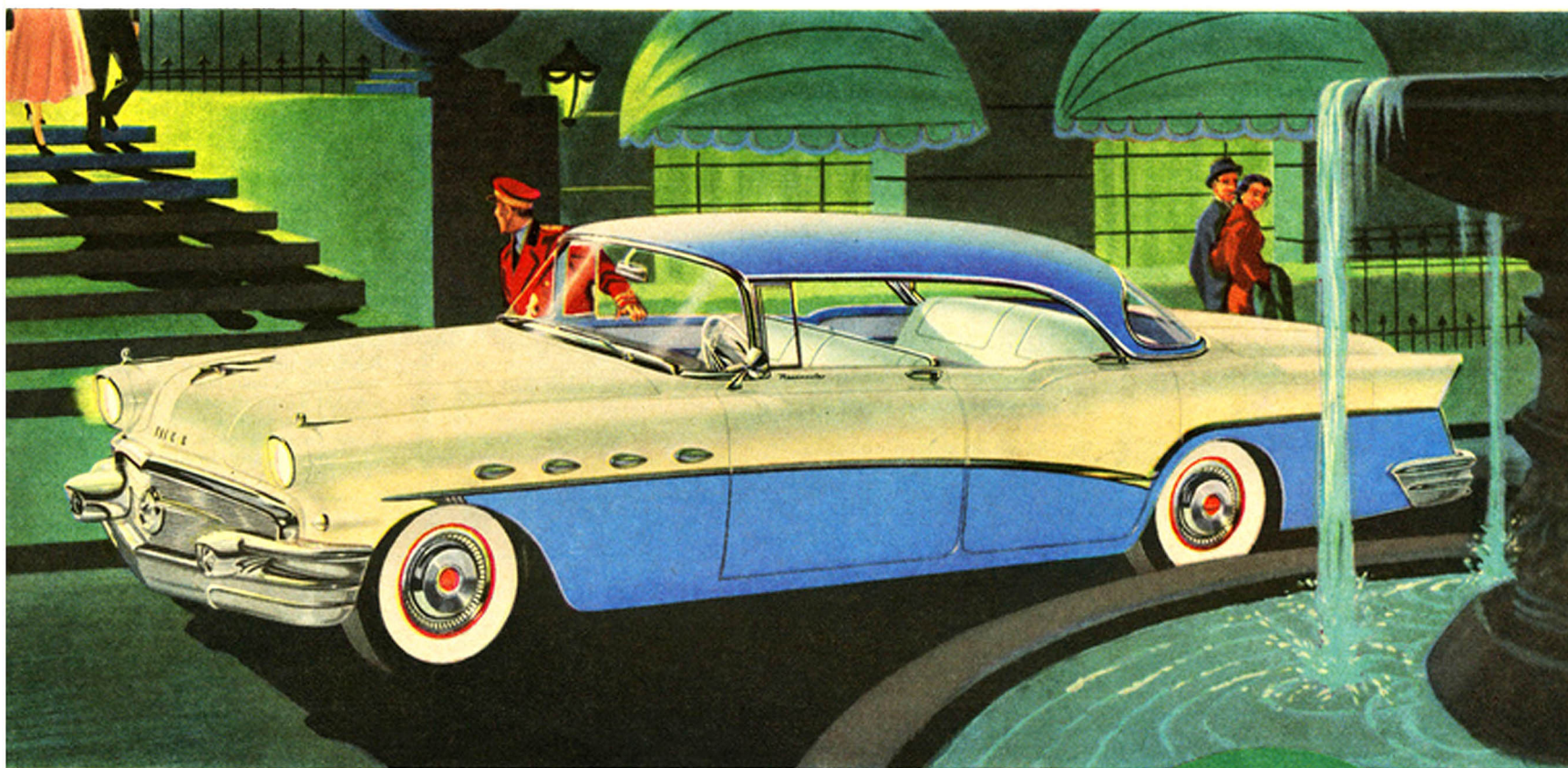


Here it is for '56...

Best Buick Yet!



Illustrated—ROADMASTER 6 passenger 4-Door Riviera

IT COMES upon the heels of the most successful Buick in history—and beats it on every score.

In shimmering steel and solid sinew, it's Buick for 1956—and there's never been anything like it for pure automobile.

You can see what we mean in its sweep-ahead styling—from its V-front grille to its canted rear profile. You can see even better in Buick's interior dazzle—in the decorator fabrics, the precisely shaped steering wheel and controls—and in the glowing dials that detail your progress in changing colors. But it's when you put this beauty to the city streets and the open highways that you learn the best of it.

Performance Without Parallel

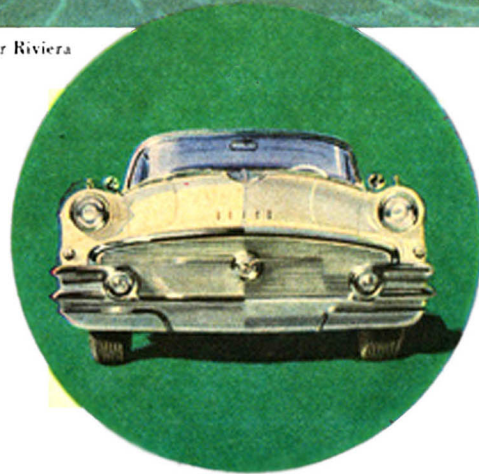
A new advance in Variable Pitch Dynaflow* goes airplanes one better—steps up your getaway in normal

driving *without* flooring the pedal to switch the pitch. And you still get that extra surge, *instantly*, when you need it.

The mightiest V8 engines in Buick annals bring 255 h.p. to the ROADMASTER, SUPER and CENTURY—220 h.p. to the SPECTAL. Yet this is such completely usable power at the rear wheels—the whole rear end had to be endowed with extra solidity to handle it.

We could tell you about the spectacular performance and ride and handling and roadability of these great Buicks for 1956. But you can get the full story right now at our showroom, in a meeting with the best Buicks yet—now setting a dazzling new pattern for 1956.

*New Advanced Variable Pitch Dynaflow is the only Dynaflow Buick built today. It is standard on Roadmaster, Super and Century—optional at modest extra cost on the Spectal.

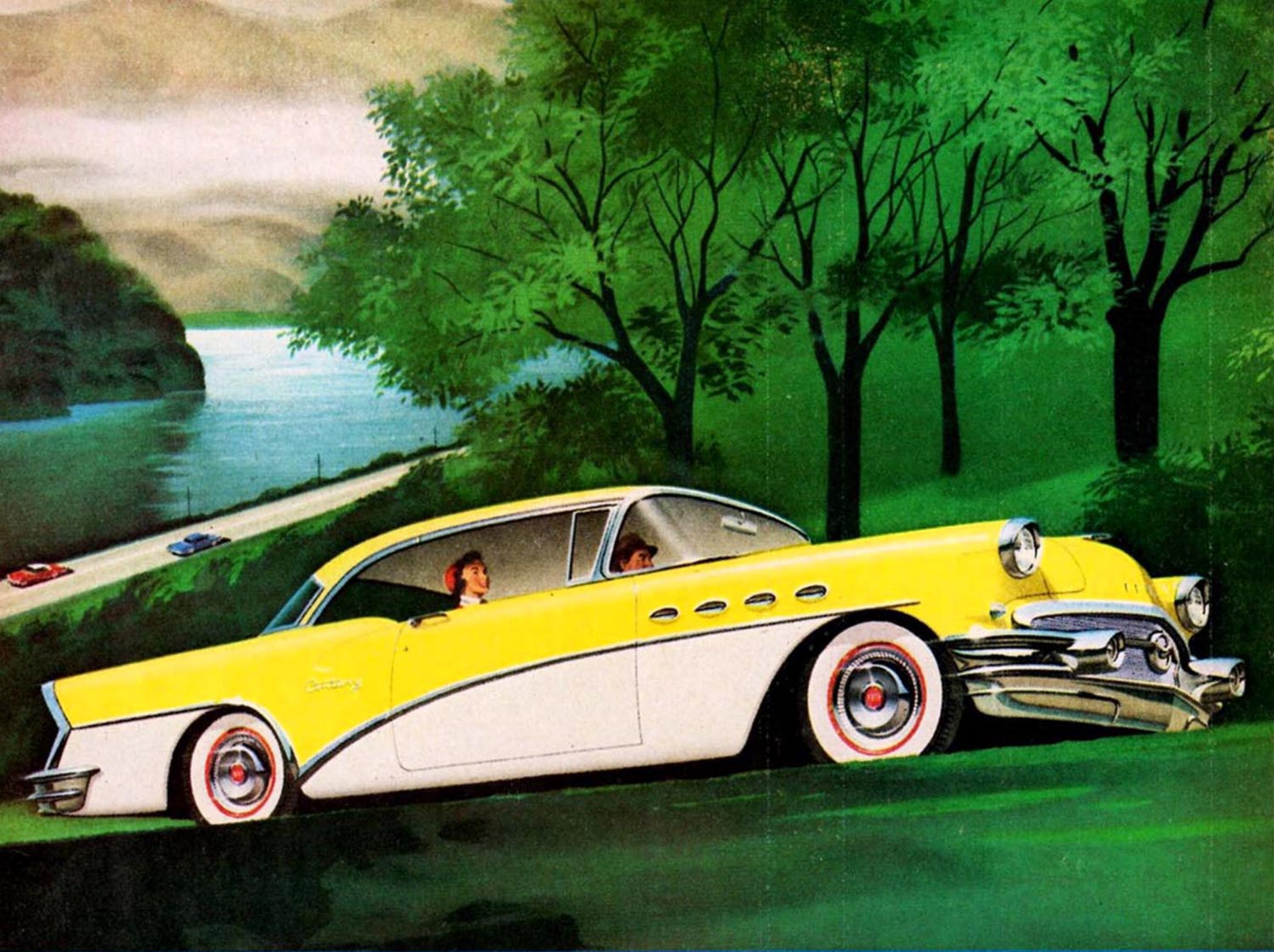


SEE JACKIE GLEASON ON TV Every Saturday Evening

A GENERAL MOTORS VALUE

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

NOW ON DISPLAY...SEE YOUR BUICK DEALER



JUST PRESS HERE — for Zoom Service

**(That's how you switch the pitch
for the most thrilling
safety-surge in America today!)**

It happens like this:

You want to enter an opening in fast-moving traffic. Or to pass in fewer seconds for safety's sake. Or get out of an emergency. Or breast a mountain.

So you dip the gas pedal of your new Buick to switch the pitch and — zoom.

You're on your merry way, quick and sure as greased lightning with the chains off.

But even before you do that — even before you switch the pitch in Buick's advanced new Variable Pitch Dynaflo* — you make another great discovery:

Smack in the very first inch of gas pedal travel — right where you save gas every foot of the way — there's a brisk and

breezy new getaway response. It gives you new control over the countless events that arise in everyday driving. And it's winning raves all over America.

So you owe it to yourself to call on your Buick dealer soon and try Dynaflo's new zoom service, new gas savings.

Try it, along with the mightiest V8 engine in Buick annals—322 cubic inches of high-compression efficiency.

Try Buick's sweet new ride, cushioned by new vertical shock absorbers containing triple the former volume of oil.

Try Buick's rock-firm stability on curves — its "sense of direction" steering — its lighthearted handling—the full sweep of excitement awaiting you here.

When you do, you'll also learn that this best of all Buicks, this most beautiful of all Buicks, can be yours at a surprisingly low figure. And that, sir, is a promise.

Can you make it real soon?

BUICK Division of GENERAL MOTORS

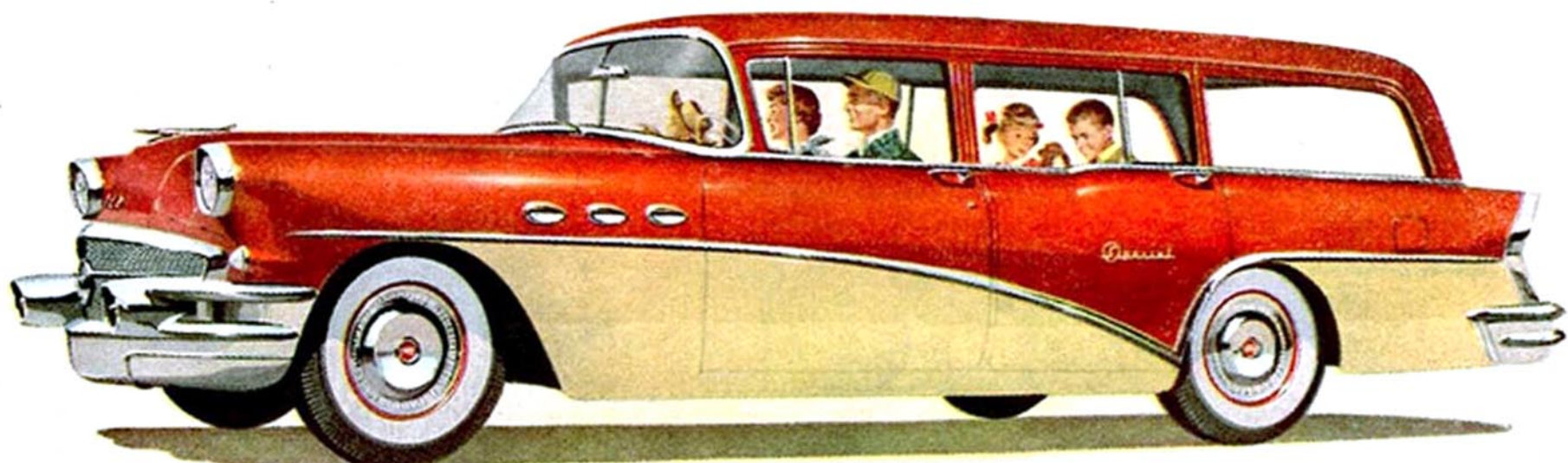
*New Advanced Variable Pitch Dynaflo is the only Dynaflo Buick builds today. It is standard on Roadmaster, Super and Century — optional at modest extra cost on the Special.

When better automobiles are built Buick will build them

Best Buick yet

SEE JACKIE GLEASON ON TV Every Saturday Evening

Travel Treasure



and the price is a pleasure!



WE feature the Buick Estate Wagon above to emphasize a point.

Traveling is sheer comfort in every Buick. Just as much of an easy-chair joy in the work-handly Estate Wagon as in any Buick Sedan or Convertible or Riviera.

Because every Buick in the line brings you the great Buick ride.

Every Buick is backboned by a massive X-member frame. Every Buick is cushioned by coil springs on all four wheels. Every Buick is

steadied by a torque-tube drive. Every Buick is cushioned by big shock absorbers with triple the oil volume of former ones.

To make a strong story short — every Buick is ride-engineered like no other car in the world, except another Buick.

So when you talk travel, you talk Buick's language. And when you press the pedal, you feel it.

You feel a pulse-quickening thrust of power from the biggest, mightiest, highest-compression V8 in Buick history. You feel it at just a touch of the treadle—courtesy of new step-up in Variable Pitch Dynaflo.*

And when you do put your foot down with a demand for all-out

safety-surge acceleration — you switch the pitch and soar.

As we said, this is *Buick* traveling.

Available in every Series, every model. Right down to the bottom-priced Buick SPECIAL 2-door Sedan — the economist's darling that's priced below some models of the well-known smaller cars.

No wonder Buick's selling at such a pace that only the top two of those smaller cars can outsell it.

Why not take a trip to your Buick dealer's — and enjoy your travel treasure soon?

BUICK Division of GENERAL MOTORS

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SEE JACKIE GLEASON ON TV
Every Saturday Evening

When better automobiles are built Buick will build them

Best Buick yet



A GENERAL MOTORS VALUE

Roadmaster 2-Door Convertible

BEAUTY...and the Beast!

Once upon a time—there was a beautiful young Princess, and she was married to a Prince of a chap, and they had several lovely children. The only cloud in their lives was the fact that their Chariot was old and ugly and falling apart and *very* dear to run!

So one day recently, this Prince drove to see his fairy godfather (i.e. his Buick dealer). In quick order he was delighted at the trade-in Buick offered, im-

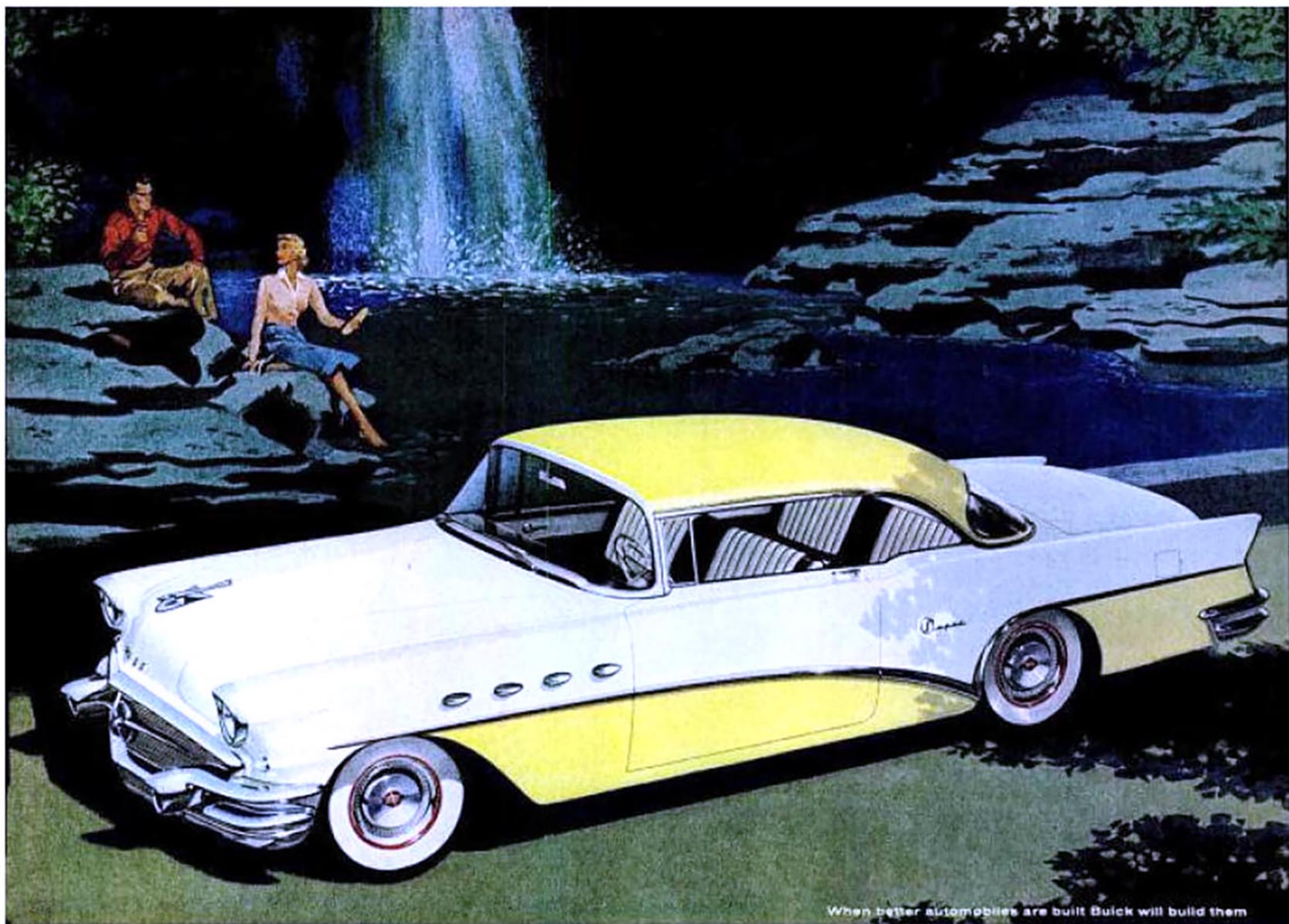
pressed with the luxury Buick offered, thrilled with the power and performance Buick offered, and SOLD with the value Buick offered. Now every week-end, this charming Prince and his Princess and their children drive in their Beauty of a Buick to see the Beasts at the Zoo, and other fascinating places.

You, too, can add this fairy tale touch to your life, for ever so little money. Why not see your Buick dealer . . .

... and you'll drive happily

ever after—in your

'56 BUICK



When better automobiles are built Buick will build them

Sweeping Beauty —with wide-awake action



Just sitting there quietly, it's a picture of excitement at rest. That you can see.

And perhaps, in the sight of it, you get some clue as to why this gorgeous sweep of automobile is scoring success like no other Buick we've ever offered before.

But you'd really have to road-travel this heart stealer to know the full reason why Buick for '56 is chalking up the sales records.

For what it suggests in its poised-for-flight looks, it confirms in soaring action. It has a blazing gait—touched off by a

brilliant new Variable Pitch Dynaflo[®] with instantaneous response two rows deep.

It has a new breakaway getaway at the very first inch of accelerator pressure—before you switch the pitch—with blades still at economy angle. Beyond that, a safety reserve of full-pitch power for all-out action.

And it has a whopping new 322-cubic-inch V8 engine to spark it all—with the mightiest horsepowers and the highest

compressions in all of Buick's long history.

Of course you'll discover more than just pace and power in this eager beauty.

There's a ride to discover—a ride with a wholly new stability and lance levelness—cushioned in oil, cradled on *four* coil springs, sinewed by the deep steel of a massive X-member frame.

There's a stirring satisfaction to experience—from the way this Buick corners and climbs and canters to your bidding.

Above all, there's a thrill of command to feel—a lift to your spirit and pulse and pride like you've never sensed before in wheeled travel.

Surely you owe yourself the fun of finding out the gospel about the gait and glow this Buick brings you. And you can, for the asking. Drop in this week, and sample—in action—the best Buick yet.

See Jackie Gleason on TV
Every Saturday Evening

Best Buick yet

*New Advanced Variable Pitch Dynaflo is the only Dynaflo

Buick builds today. It is standard on Roadmaster, Super and Century—optional at modest extra cost on the Special.

See Your Buick Dealer

Join Buick's "Thrill-A-Minute Club"
Just drop in, drive a 1956 Buick, and discover the new thrills in ride, handling, power and switch-pitch performance to be had in the Best Buick Yet.