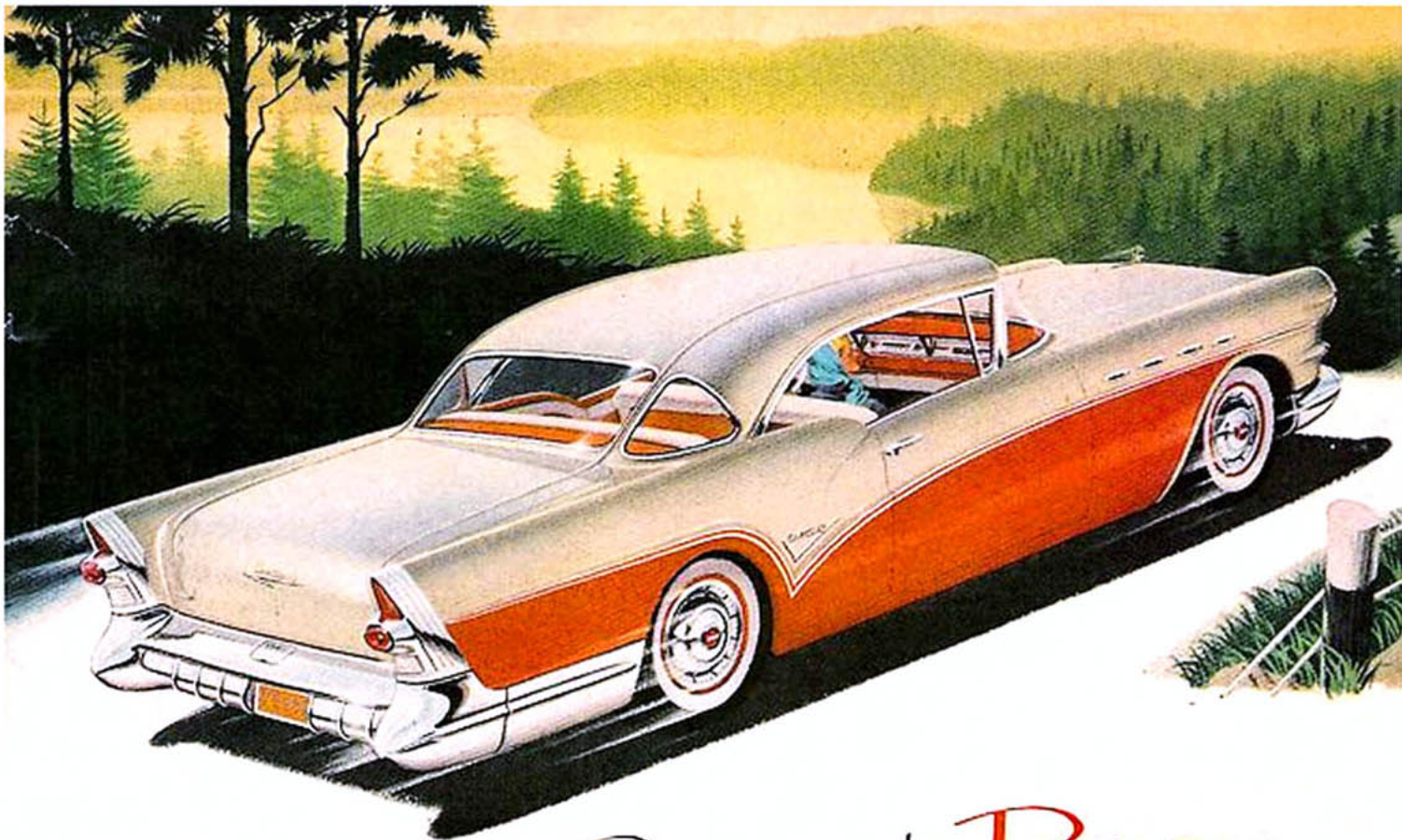




Gives you the **POWER** TO TAKE IT EASY

It's the '57 Century—the dream car to drive!

YOU WANT both hustle and muscle in the car you drive—right?

Then the '57 Buick CENTURY is your car for sure.

This most completely changed Buick in history gives you twinkle-toe nimbleness—plus the brilliant performance of a great new V8 engine.

This engine has a wonderful reserve that lets you handle all normal situations effortlessly as a sprinter taking a stroll.

You—and the car and the engine—take it sweet and

Exclusive with Buick—SAFETY-BUZZER®—

the "built-in conscience" that buzzes when you reach the miles-per-hour you want to stay under, keeps silent when you drop below that pace.

easy, climb tall hills in a breeze, practically laze along on the level.

And you do it all smooth as sunrise—with response quick as light—thanks to today's *instant* new Dynaflo.*

Want to learn why this glamorous '57 Buick is called the dream car to drive?

See your Buick dealer first thing tomorrow.

BUICK Division of GENERAL MOTORS

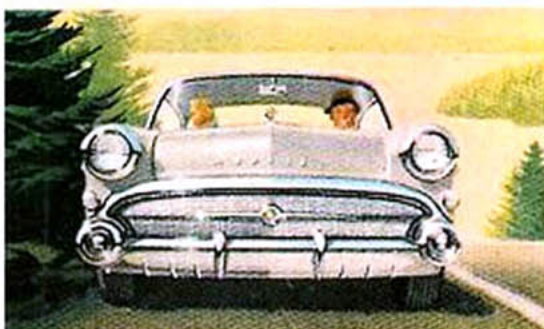
*New Advanced Variable Pitch Dynaflo is the only Dynaflo Buick builds today. It is standard on Roadmaster, Super and Century—optional at modest extra cost on the Special. Safety-Buzzer standard on Roadmaster, optional at extra cost on other Series.

SEE THE WORLD'S HEAVYWEIGHT TITLE FIGHT,
Monday, July 29—NBC-TV Network. Check your local
newspaper for time and channel.

Big Thrill's Buick

Special • Century • Super • Roadmaster—and Roadmaster 75

When better automobiles are built Buick will build them





Tried the '57 Century? *Wow!*

TAKE the automobile pictured here—a 1957 Buick CENTURY.

Then picture it in *your* driveway.

For just standing there—a low-sweeping grace of fresh clean-lined beauty that looks vibrantly alive—it can make you feel like a million dollars, tax free.

That's the kind of automobile the new CENTURY is when you look at it—a *wow*.

A car that tingles with spirit even at rest.

A car that looks like the nimblest, the sweetest-answering and the most sure-footed automobile yet fashioned by Buick skills—*because it is all that*.

This CENTURY, you see, carries the highest-powered V8 engine Buick builds today.

And it carries this mighty power plant on the most *compact*, the most *maneuverable*, the most *level-riding* chassis Buick ever built.

That combination gives your CENTURY the highest power-to-weight ratio ever to ginger a Buick—plus the superb new handling, the rock-firm stability and the leveled braking of the newest Buick yet.

But now comes the newest *wow*.

In this automobile of supreme power and compact chassis, you get an advanced Variable Pitch Dynaflo®—and *instant* is the word for its action.

It's a transmission so flexible in its power delivery—so utterly smooth and instant in response—it extends the "Drive" range beyond anything you have ever known before.

This, believe us, is something you ought to try—this new '57 CENTURY.

It's a family-sized car with performance and handling even the sports cars can envy. It's a car so new in everything from the ground up, it's the *newest* new Buick ever built. And it's a car you'll find, that's priced to be a *wow* of a buy. Come try it *today*.

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Big Thrill's Buick

When better automobiles are built Buick will build them

SPECIAL • CENTURY • SUPER • ROADMASTER

You get Plenty of Ginger Behind This Glamor



When better automobiles are built Buick will build them

YOU LOOK at a '57 Buick and you can almost hear yourself saying: "Now that's a smart-looking car!"

And do you know why?

Because it is just that—long and low and sweepingly graceful—styled for newness to be bold and fresh, not flamboyant.

So you find yourself going for the good looks of this bright new Buick—and you explore a little more.

That's when the excitement goes way down deep.

That's when you're behind the wheel—feeling the instant response of that new Variable Pitch Dynaflo®—now so full-range and flexible in

"Drive" even without switching the pitch, your need for "Low" is practically eliminated.

It's a new kind of performance, sparked by the brilliant new obedience of a big 364-cubic-inch V8 engine with the highest horsepower, compression and foot-pounds of torque in all Buick history.

Then you find out even more.

You brake to a stop—even a quick one—and you realize that you and the car stay on the level. That's Buick's new leveled braking virtually ending the down-in-front dip cars have had to live with up to now.

You go around curves and corners with the confidence of a cat on carpet. No slew. No sway. Like a train on tracks. That's Buick's combination of ball-joint suspension, a new low center of gravity, and a unique front-end geometry giving you the easiest handling and surest cornering you've ever had.

You go on and on—and get happier and happier.

For you're bossing an automobile that's completely new, from wheel covers to lower roof line. New in styling, new in power, new in performance, new in ruggedness, new in safety.

Go feel the real thing. Go visit your Buick dealer and take the wheel of a '57 Buick. Do it today.

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.



SAFETY NEWS
only Buick has the

SAFETY-MINDER

— a simple device that's a great boon to your safety. You merely preset the miles-per-hour you want. When you reach that pace, a warning buzzer sounds. Drop below that pace and the buzzer stops. Standard on ROADMASTER, optional at extra cost on other Series.

S-M-O-O-T-H
and **INSTANT!**
Only car in the world with
Variable Pitch Dynaflo!

BIG THRILL'S BUICK

SPECIAL • CENTURY • SUPER • ROADMASTER



Buick--- No.1 on the Zest-seller list

DO YOU have a yen for sport? An urge to travel? An eye for a beautiful buy? Then this '57 Buick SPECIAL had your name on its blueprints.

Sit behind that eye-widener of a windshield, that flight deck of a hood. You know right off you're in your natural element.

Get the feel of that dip-center steering wheel. Take your ease amidst that Buick room and luxury. Scan the last word in safety-type instrument panels.

Engine's running, but you'd hardly know it. Nothing pulsates but the beat of your heart.

Then you give the gas pedal one small nudge—just one *small* nudge. And that's when the thrills start to roll.

A smooth new Variable Pitch Dynaflo[®] takes sure and solid hold. You have instant control of the highest-capacity V8 engine ever designed by Buick.

A new kind of Buick ball-joint suspension goes to work. You never had steering so easy, turning so steady, braking so level.

The road feels smoother. The hills seem lower. The curves are straighter. The seeing is easier. The traffic is lighter. The miles are shorter. The travel is safer. This, you find, is the year's dream car to drive.

But it's when you ask "how much?" that you get your greatest thrill.

That's when you discover how close this big and nimble beauty is priced to the well-known smaller cars—why the '57 Buick SPECIAL is



the Number One best-seller in the Buick line.

So go ahead. Test-drive it—and price it—at your Buick dealer's, today.

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.

SAFETY NEWS

Only Buick has the
SAFETY-MINDER

—a simple device that's a great boon to your safety. You merely preset the mile-per-hour you want. When you reach that pace, a warning buzzer sounds. Drop below that pace and the buzzer stops. Standard on Roadmaster, optional at extra cost on other Buicks.



Big Thrill's Buick

When better automobiles are built Buick will build them

☆ SPECIAL ☆ CENTURY ☆ SUPER ☆ ROADMASTER



The Low and the Mighty— **AND ALL, ALL NEW**

What do we mean when we call it low?

We mean this '57 Buick has the lowest silhouette, the lowest center of gravity, the most road-hugging ride in Buick history.

What do we mean when we call it mighty?

We mean it has a new V8 engine that's 364 cubic inches big—with the greatest horsepower in all our years of building Buicks.

What do we mean when we say it's new, all new?

We mean exactly that, as you'll find when you drop in to drive it.

You'll find a graceful body that's all new all over. A massive new frame "nesting" that body inches lower. More spaciousness without sacrifice of ground clearance or wheel size.

You'll discover a new kind of ball-joint handling—new levelized braking. A larger windshield. A new safety instrument panel.

You'll even find an exclusive new Buick Safety-Minder* that helps you stay at the miles-per-hour of your choice with a great new feeling of safety.

But what's still bigger news—what's more thrilling news about this sleekest and sportiest and newest of Buicks—is this:

It's spurred to action by an advanced new Variable Pitch Dynaflow.* An instant Dynaflow. A stronger Dynaflow. A safer Dynaflow that responds smooth as a current, rapid as thought—even before you switch the pitch.

So why be content with the printed page—when it's so much pure delight to see your Buick dealer and sample the newest Buick yet?

Go ahead and do that today.

BUICK Division of GENERAL MOTORS

*Safety-Minder standard on Roadmaster, optional other Series. New Advanced Variable Pitch Dynaflow is the only Dynaflow Buick builds today. It is standard on Roadmaster, Super, and Century—optional at modest extra cost on the Special.

Big Thrill's Buick

When better automobiles are built Buick will build them



Buick Super 4-Door Riviera

When better automobiles are built Buick will build them

Roomiest hit in the Style Parade

(Step in and s-t-r-e-t-c-h

—it's the Buick SUPER—and what a dream car to drive!)

WE COULD give you facts and figures, chapter and verse, about the '57 Buick as the roomiest of America's best-selling cars.

And that's doubly true of the Buick SUPER pictured here.

Just step into a Buick SUPER—move your arms, relax your shoulders, cross your legs.

Then you'll know comfort that gets sweeter the longer you're there—and

styling that looks smarter the longer you stare.

But that's only the start of the thrills you'll find in this most completely changed Buick in history. The real excitement comes from performance that makes this the dream car to drive.

Power? You have it, in abundance—for you boss more might than ever gave vigor to a Buick before.

Response? Like nothing in an earth-

bound vehicle. For you have the instant action of today's new Dynaflow.*

Ride? Handling? Roadability? Braking? Try 'em and see!

Ask your Buick dealer for a demonstration—and for figures that make Buick your best buy today.

BUICK Division of GENERAL MOTORS

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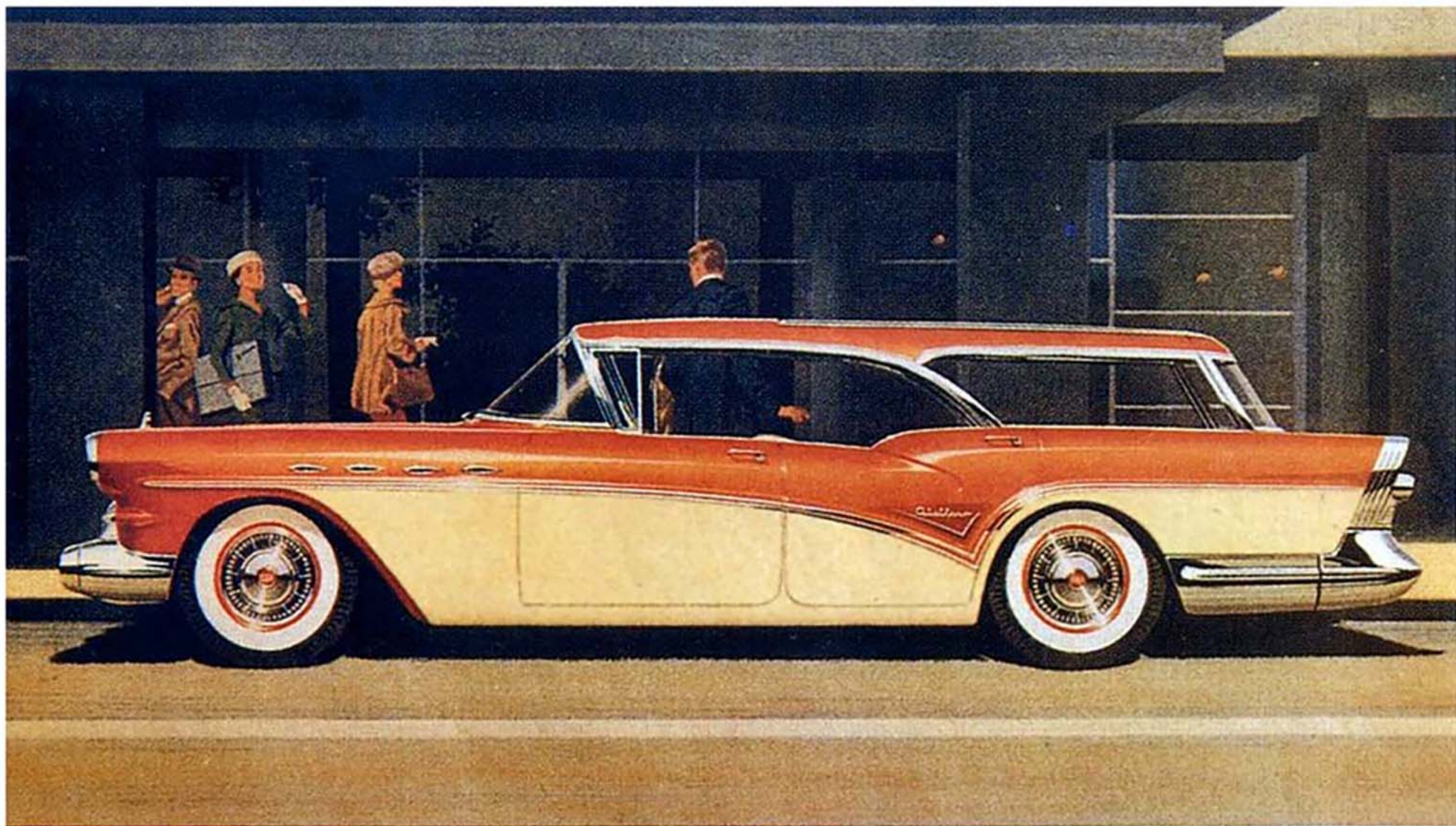
Big Thrill's Buick

SPECIAL • CENTURY • SUPER • ROADMASTER • and ROADMASTER 75



Only Buick brings you this built-in "conscience" **SAFETY-BUZZER**

—a simple device that's a great boon to your safety. You merely preset the miles-per-hour you want. When you reach that pace, a warning buzzer sounds. Drop below that pace and the buzzer stops. Standard on ROADMASTER, optional at extra cost on other Series.



You've never seen a wagon like this

Meet the Caballero

It's a 1957 Buick CENTURY, but a new kind of automobile.

It's a wagon with a difference. A wagon with hardtop styling—beautiful Riviera styling.

But listen:

There's 64.5 cubic feet of lugging space in that rear quarter—a long 101.9 inches of stow-away floor space between the back of the front seat and the outer edge of the opened tail gate.

The tail gate opens flat with one easy motion. And that panoramic rear window—with glass that curves clear around the side corners—lifts up parallel to the roof (and locks there!) in one fell swoop. With one hand.

This combination of hardtop and wagon is a brand-new departure in cars that carry. A fresh note. The Caballero Look.

Yet, for all its difference, you can tell at a glance that this is a Buick. A brand-new 1957 Buick CENTURY—longer-looking, handsomer, and only 4 feet, 10 in height.

With the same swoop of line, accented by the new wide-band, color-jewelled sweep-spear. The same rakish, backswept cant to the higher, wider windshield.

It's all Buick under the hood, too. Brimming with power from that brand-new Buick V8. With 300 horsepower, 364 cubic inches, and an even 400 foot-pounds of torque.

But listen again, for here's the best of all:

To make the most of that concentrated

power, there's an advanced new *instant Dynaflo—Variable Pitch Dynaflo.** It's so completely high-torqued and full-range and flexible that the need for "Low" has practically disappeared.

There's so much that's new and newsworthy here—perhaps the best thing to do is to come on over and see the Newest Buick Yet.

And get to know, of course, the Caballero—or the even lower-priced SPECIAL Estate Wagons that are similarly styled. It can be the beginning of a beautiful friendship.

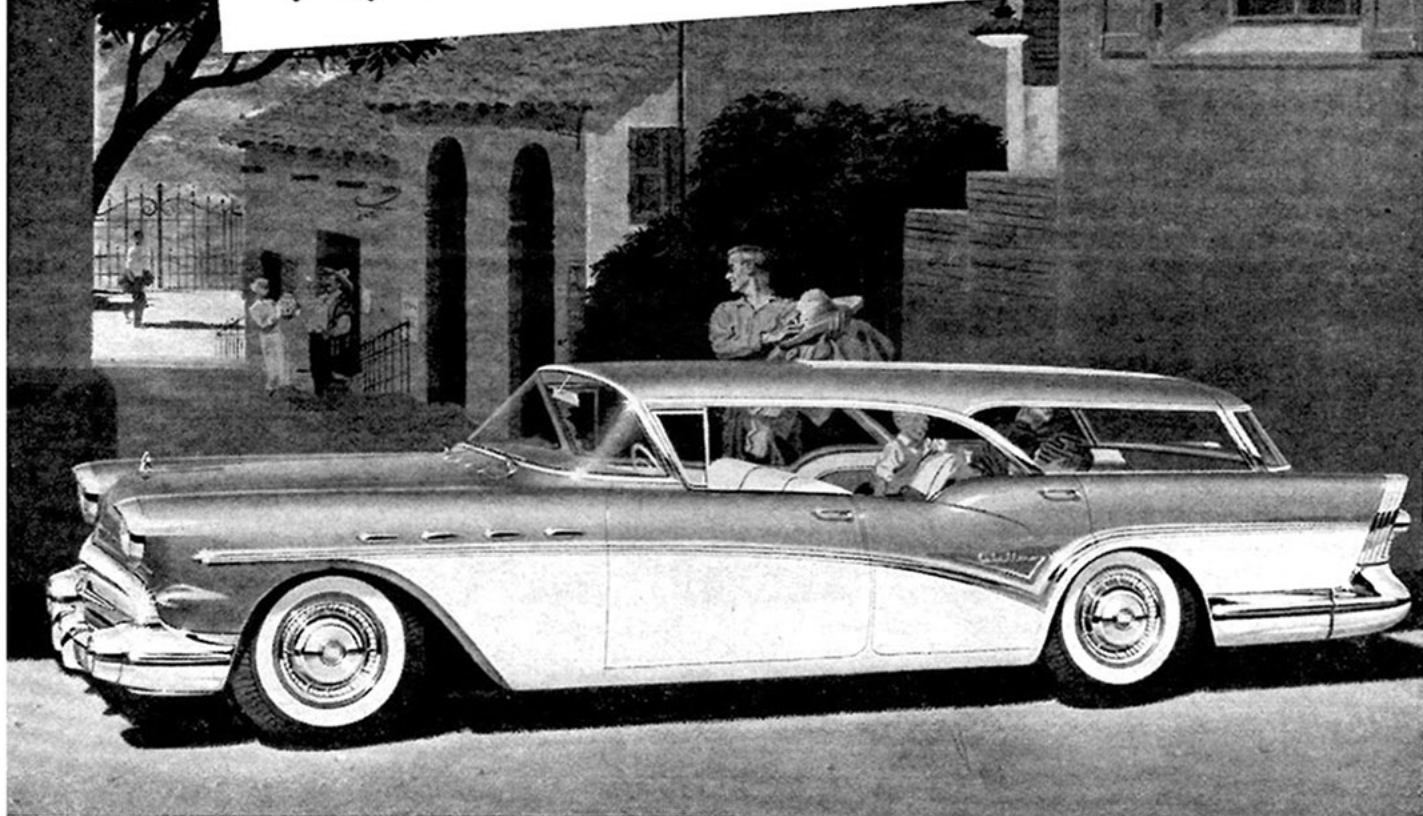
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Big Thrill's Buick

When better automobiles are built Buick will build them

SEE YOUR BUICK DEALER—NOW

Meet the Caballero



Buick CENTURY Caballero. Similar styling also available in SPECIAL Series

YOU ought to arrange a real get-acquainted meeting with the dashing and dutiful Buick Caballero.

For this beauty is styled to the long rakish lines of a Buick hardtop Riviera. Yet for all its grace and sweep, it's a true Estate Wagon with all the handy practicality the name implies.

Take a look at the inside story.

Full headroom, legroom and hiproom for six full-sized adults—and the choice of an optional *third* seat for still more passengers.

A huge loading platform—and a back seat that folds down to extend that loading platform to well over 8 feet in length.

Best of all, this double-duty beauty is a Buick CENTURY...

With the effortless obedience of a 300-hp V8 engine of record high compression and torque...

With the *instant* and absolutely smooth response of the new advanced Variable Pitch Dynaflo^{*}...

With the great new Buick ride, the superb new handling ease of Buick's new ball-joint suspension, the extra comfort and safety of Buick's new leveled braking, the sweeping visibility of a super-panoramic windshield.

Better drop in on your Buick dealer soon and take the measure of the most beautiful wagon yet.

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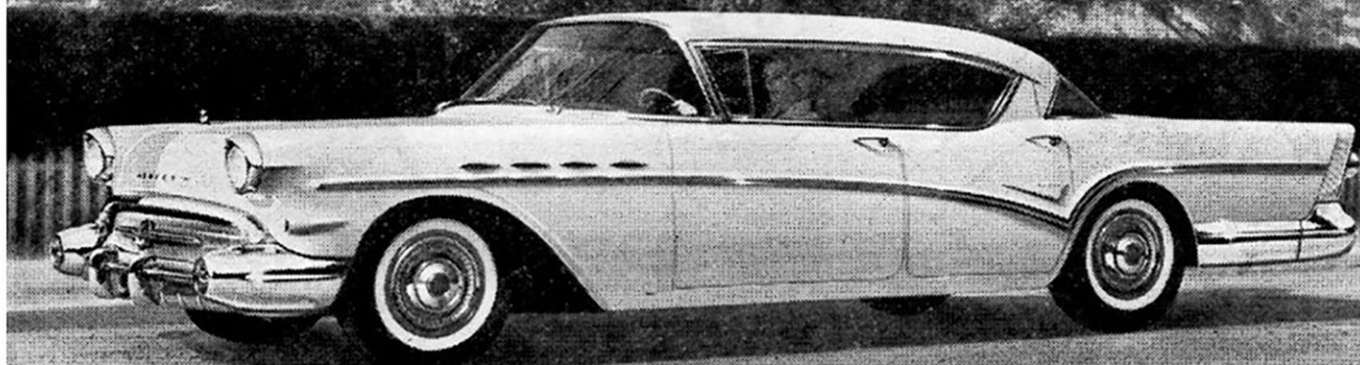
BUICK Division of GENERAL MOTORS

Big Thrill's Buick

When better automobiles are built
Buick will build them

SPECIAL • CENTURY • SUPER • ROADMASTER

*You get
Plenty of Ginger
Behind This Glamor*



YOU LOOK at a '57 Buick and you can almost hear yourself saying: "Now that's a smart-looking car!" And do you know why?

Because it is just that—long and low and sweepingly graceful—styled for newness to be bold and fresh, *not* flamboyant.

So you find yourself going for the good looks of this bright new Buick—and you explore a little more.

That's when the excitement goes way down deep.

That's when you're behind the wheel—feeling the *instant* response of that new Variable Pitch Dynaflow*—now so full-range and flexible in "Drive" even without switching the pitch, your need for "Low" is practically eliminated.

It's a new kind of performance, sparked by the brilliant new obedience of a big 364-cubic-inch V8 engine with the highest horsepower, compression and foot-pounds of torque in all Buick history.

Then you find out even more.

You brake to a stop—even a quick one—and you realize that you and the car stay on the level. That's Buick's new *levelized* braking virtually ending the down-in-front dip cars have had to live with up to now.

You go around curves and corners with the confidence of a cat on carpet. No slew. No sway. Like a train on tracks. That's Buick's combination of ball-joint suspension, a new low center of gravity, and a unique front-end geometry giving you the easiest handling and surest cornering you've ever had.

You go on and on—and get happier and happier.

For you're bossing an automobile that's completely new, from wheel covers to lower roof line. New in styling, new in power, new in performance, new in ruggedness, new in safety.

Go feel the real thing. Go visit your Buick dealer and take the wheel of a '57 Buick. Do it today.

BUICK Division of GENERAL MOTORS

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BIG THRILL'S BUICK

SPECIAL • CENTURY • SUPER • ROADMASTER

When better automobiles are built
Buick will build them

Want a Vacation with Play?



(Take off in the dream car to drive!)

SOMEWHERE there are roads waiting for you to explore them. Somewhere there are distant spots that will almost seem next door.

And the fact is, you've never had so much fun as you'll have driving this '57 Buick!

You've got new power from an all-new V8 engine, that's 364-cu.-in. mighty.

You've got new performance from a smooth and instant new Dynaflow.*

You've got new steering and handling and levelized stopping.

You've got a smooth and buoyant new "nested" ride that lets you leave hundreds of miles behind

you, and still feel great at a long journey's end.

You've got America's dream car to drive — all the way from those powerful new brakes that control this beauty's dazzling performance, to that new windshield that lets the scenery pour in, to the headroom and legroom and footroom that lets everybody stretch out and really enjoy the journey.

What more can we say but "Go try the dream car to drive." Try it and be spoiled for anything less. See your Buick dealer today.

BUICK Division of GENERAL MOTORS

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Big Thrill's Buick

SPECIAL • CENTURY • SUPER • ROADMASTER — and ROADMASTER 75

When better automobiles are built Buick will build them