



The '54 BUICK's got it— The Big Change you've been hoping for!

The instant you see these 1954 Buicks, you'll know that something sensational has happened in automobile styling.

Here is vastly more than the usual model changeover. Here is vastly more than could be done just by warming over what Buick had before. Here is something accomplished by going far beyond artful face-lifting.

Here is that rarity of rarities—a completely new line of automobiles.

But Buick didn't stop with the bolder, fresher, swifter-lined beauty you see in

raised and lengthened fender sweep—in the huge and back-swept expanse of windshield—in the lowered roofline—in the host of extra glamor features of exterior modernity.

They upped all horsepowers to the highest in Buick history.

They engineered a new V8 for the low-priced SPECIAL, so that now the entire Buick line has Buick's famous V8 engine—and in the process came up with new Power-Head Pistons that boost gasoline mileage in every engine.

They brought to market a sparkling newcomer with a famous name, the Buick CENTURY—a car with phenomenal horsepower for its weight and price—a car with more pure thrill per dollar than any Buick ever built.

And they did all this without change of the price structure which, for years, has

made Buick the most popular car at its price in the world.

We invite you to come in and inspect these great beauties, these great performers, these great buys. Then you'll see why previewers are already saying, "Buick's the beautiful buy!"

WHEN BETTER AUTOMOBILES ARE BUILT—BUICK WILL BUILD THEM

BUICK the beautiful buy

4 Great Series—Special, Century, Super and Roadmaster

ALLISON MacLEOD

126 Cumberland St.

Charlottetown

Dial 7364