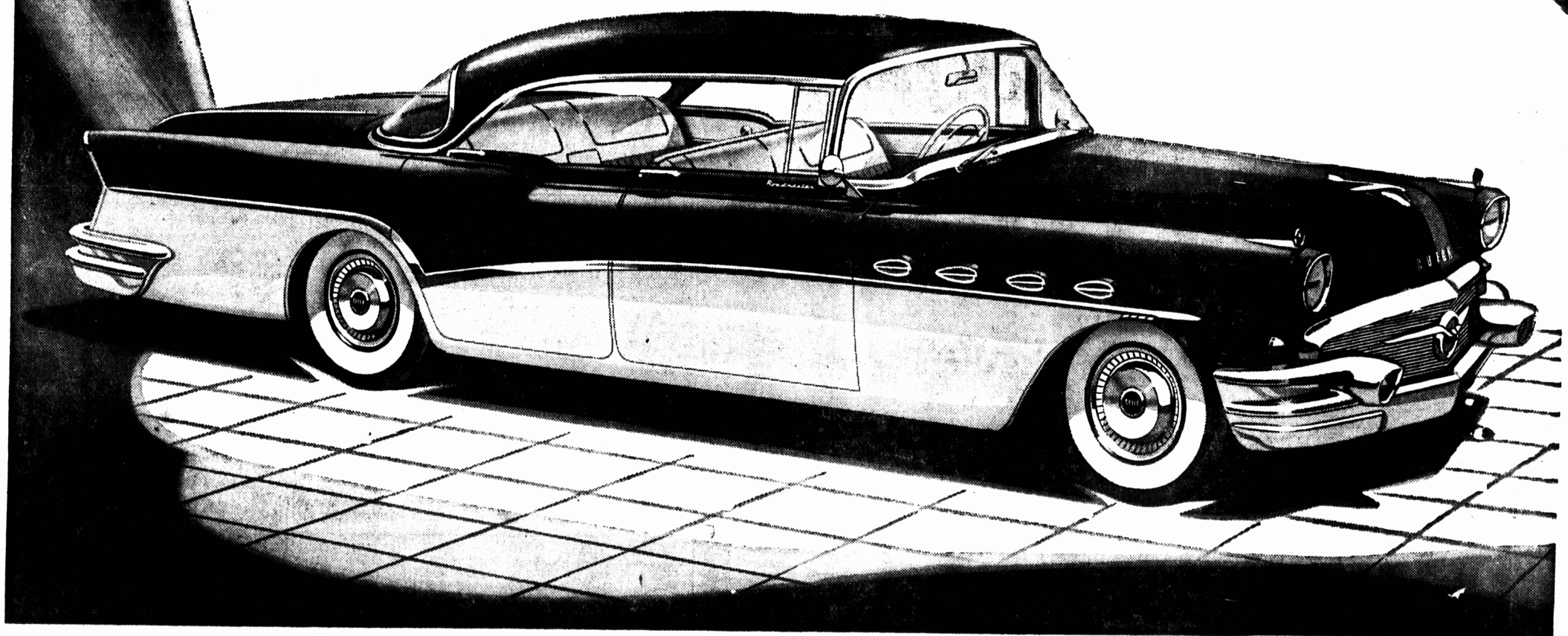


Here it is for 56 -

Best Buick yet



Illustrated—ROADMASTER 6-Door Revision

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 get a good hint of what we mean when you take in the sweep-ahead styling of it—from the air-splitting prow of its V-front grille to the robust rake of its canted rear profile.

You get an even better hint when you open the doors and see the dazzle there—in the decorator fabrics and décors—in the jewel-like finish of the fittings—in the precisely shaped steering wheel and controls—in the rich new instrument panel with soft-padded top and glowing dials that detail your progress in changing colors.

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

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 Dynaflo* goes airplanes one better—steps up your getaway in normal driving *without* flooring the pedal to switch the pitch. But when you need that extra surge, it's there, *instantly*—and in extra abundance.

The mightiest V8 engines in Buick annals bring 255 h.p. to the ROADMASTER and SUPER Series. Yet this is such high-compression power, such dynamic driving power, such completely usable power at the rear wheels—the whole rear end had to be endowed with extra brawn and heft and solidity to handle it.

We could spread before you an acre of blueprints on the engineering gems that spark the spectacular performance and ride and handling and roadability of these great Buicks for 1956.

We could tell you about a new double-Y manifolding of the engine for more usable power. And about a brilliant new front-end geometry that adds a whole new "sense of direction" to the car's travel. And about massive new direct-action shock absorbers that move three times more oil to cushion your all-coil-spring ride that much more buoyantly.

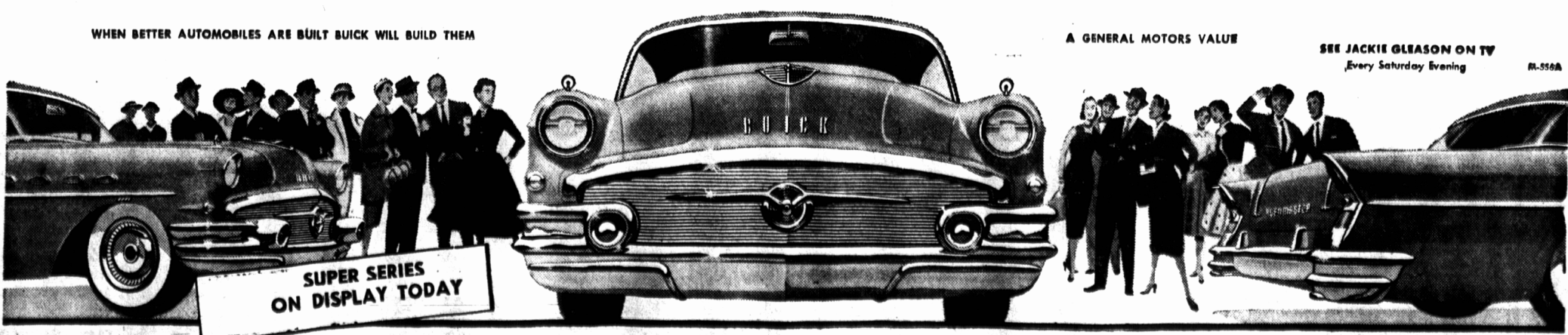
But you can get the full and magnificent story for yourself, at our showroom, in a face-to-face meeting with the best Buicks yet. They're all ready to set a dazzling new pattern for 1956.

*New Advanced Variable Pitch Dynaflo is the only Dynaflo Buick builds today. It is standard on Roadmaster and Super Series.

A GENERAL MOTORS VALUE

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Every Saturday Evening

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