

We bring you -  
**THE 1955 BUICK**

*New thriller in Style -  
 Power-Performance*



A  
 General Motors  
 Value

**A** BRIGHT NEW FRESHNESS greets your eyes and tells you: *Buick's done it again.*

You see it in the bold distinction of that gleaming Wide-Screen Grille. You see it in the rakish sweep of the rear-end contours. You see it in the whole fore-and-aft newness of fleet-lined grace that marks Buick the beauty thrill of 1955.

**New horsepower—up to 236**

You learn more when you get the power story. Up to new peaks go the horse-powers of every Buick V8 engine—a wallowing 188 h.p. in the low-price

**SPECIAL**—a mighty 236 h.p. in the CENTURY, SUPER and ROADMASTER.

And it's new, more responsive, far abler power you can literally feel as you go.

But even bigger Buick news for 1955 is something more than style and power. *It's what the "variable pitch propeller" now has done for Dynaflo Drive\*.*

**Up goes performance  
 —and gas mileage too**

When you find it necessary to push the pedal to the floor board, you do more than call on the greatest high-compression V8 power in Buick history.

You do what a pilot does when he heads his plane down a runway

You do in oil what he does in air—you cut down take-off time by using "variable pitch propellers."

In this case, the propeller blades are inside the Dynaflo unit. But they're engineered to swivel or change their "pitch" just like plane propellers—and with the same result: one pitch for get-away, another pitch for gas-saving fuel efficiency.

*And what you get in the way of instantaneous safety-surge with absolute*

*smoothness, you can only believe when you feel it.*

**This you have to try**

Of course, we want you to come and see the trend-setting new Buicks—look into the betterments in gasoline mileage that add new thrift to these spectacular cars.

But this year, "seeing" is only the beginning. So—join the crowds viewing the new Buicks, and make a date to get behind the wheel as soon as we can have a demonstrator available. We promise you the thrill of the year.

\*Standard on ROADMASTER, optional at extra cost on other Series.

**ON DISPLAY TOMORROW**

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

BU 355A

DIAL 7364

**ALLISON MacLEOD**

126 Cumberland Street