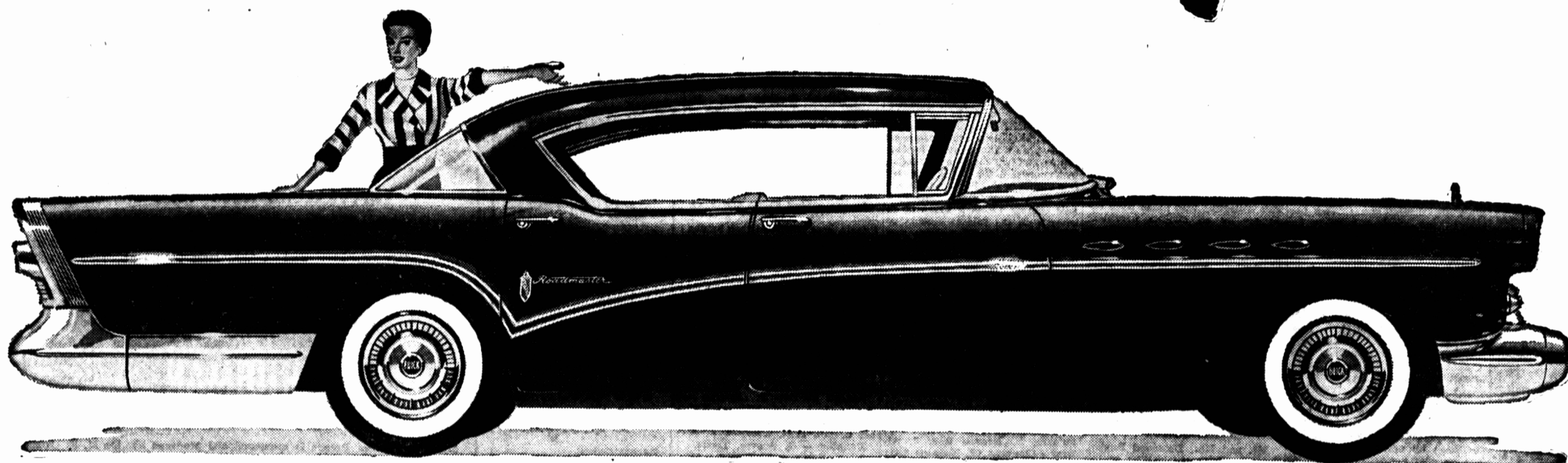


We got it!
We got it!

Newest Buick Yet



A GENERAL MOTORS VALUE

Buick Roadmaster 4-door Riviera

You know all that talk you've been hearing about the 1957 new car models being *really* new?

Well, in the case of the 1957 Buicks it's true—*gospel* true.

And we bring them to you with a soaring enthusiasm we can hardly contain—the *newest* new Buicks ever built.

All New—and Then some!

We mean these 1957 Buicks are new in the precise and literal sense.

We mean new from the ground up, and from gleaming grille to sassy taillights.

We mean new lowness, new styling, new bodies, new windshields, new controls, new safety-padded instrument panels, new safety steering wheels, new seating, new fabrics, new colors.

We mean new front end, new rear end, new frame, new braking, new steering, new handling, new riding, new roadability—a whole new chassis of greater solidity and safety.

We mean V8 engines new from the crankshaft up—engines that poise on new nodal-point mountings for peak freedom from vibration—that "feed" through a rust-free fuel system—that breathe freer and deeper to deliver an all-time high in horse-

power and compression from their 364-cubic-inch displacement.

And we mean, most of all, an *advanced new Variable Pitch Dynaflow**—so instant in the starting range—so utterly smooth and so totally full-range in "Drive" that your need for "Low" is practically eliminated.

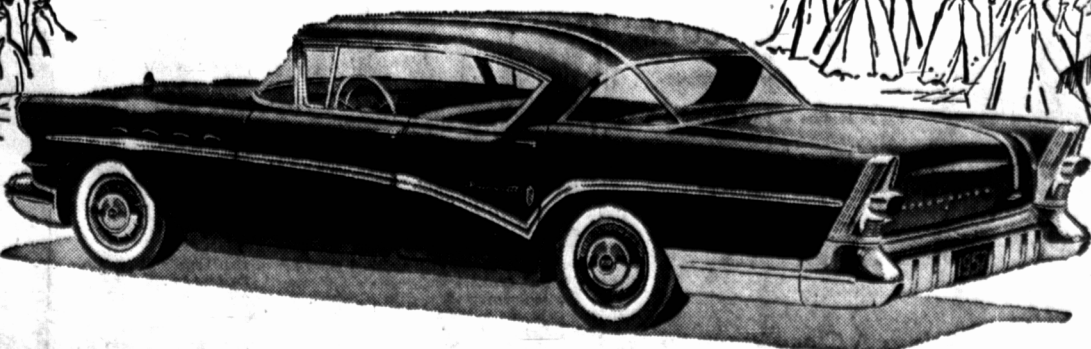
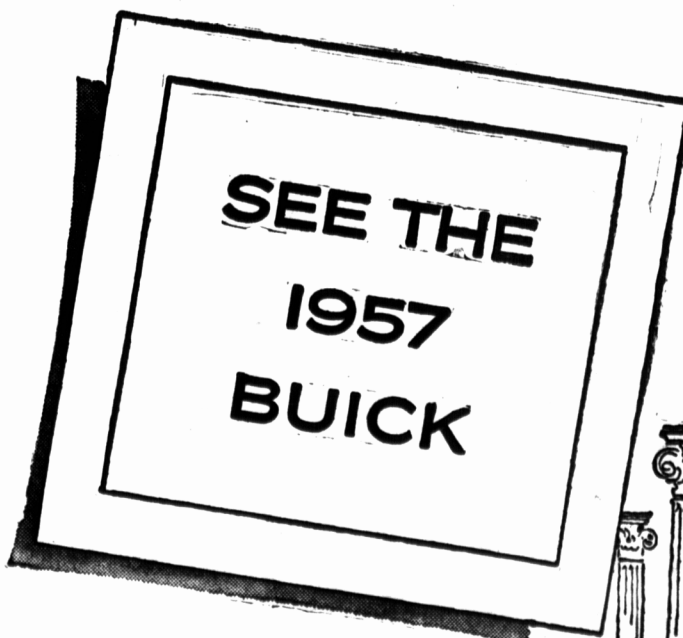
So come take in these low-silhouette, these boldly beautiful, these *instantly obedient* Buicks for 1957.

Come learn about the host of wonders to be had here—including a true work-wagon with the racy and airy grace of a *pillarless 4-Door hardtop Riviera*—the most beautiful Estate Wagon you ever beheld.

Then you'll see why you can't blame us for being so fired up about it all—and how catching this excitement can be.

*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.

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM.



ON DISPLAY

ALLISON MacLEOD Ltd., 126 Cumberland St.