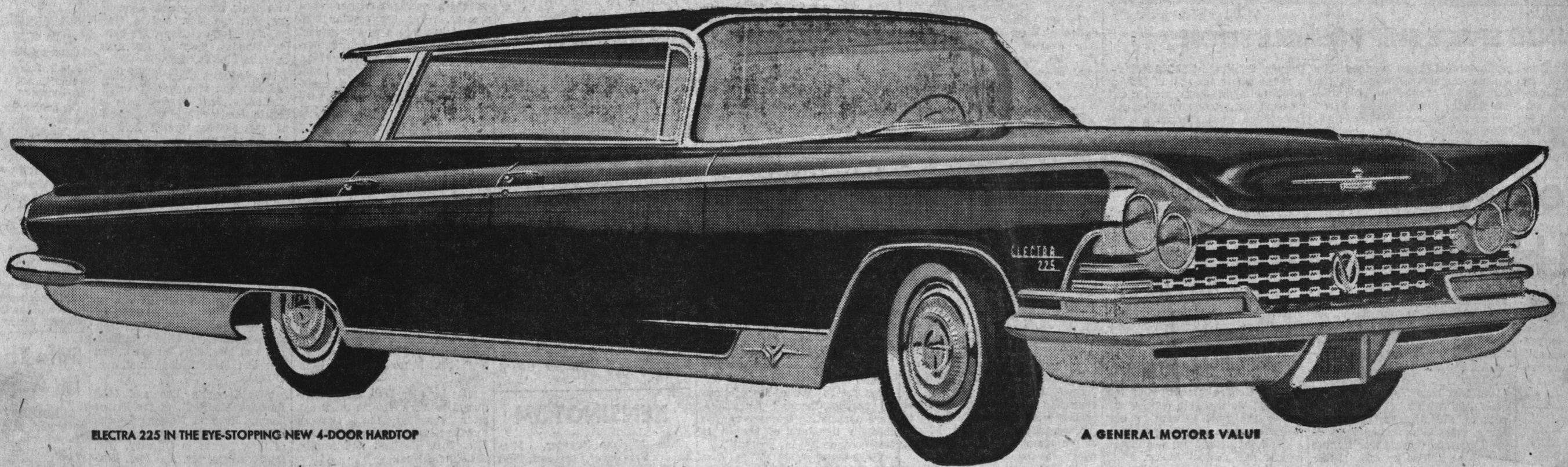


ON DISPLAY TODAY, BUICK '59

THE CAR

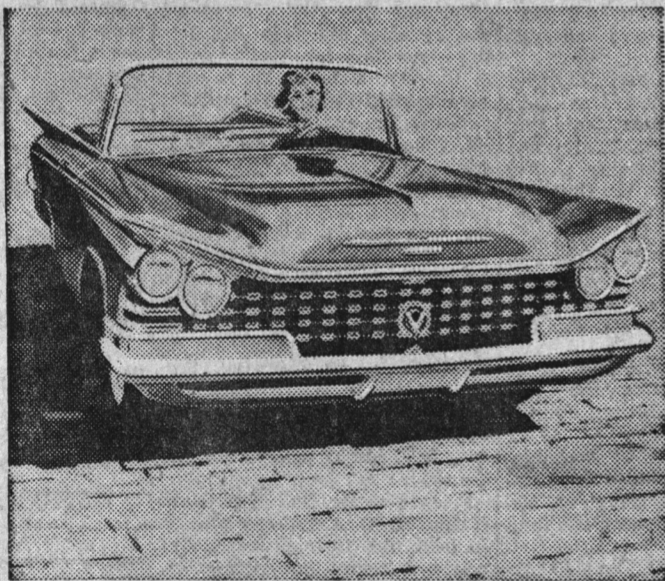


ELECTRA 225 IN THE EYE-STOPPING NEW 4-DOOR HARDTOP

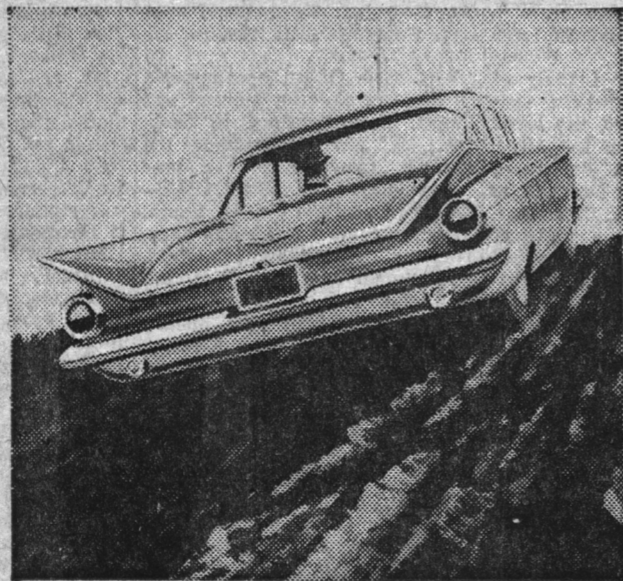
A GENERAL MOTORS VALUE

Here it is . . . and now you know! Know why we have called this *THE CAR*. Know that a new generation of great Buicks is truly now here. From just this one view you can see that here is not just *new* design . . . but splendidly *right* design for this day and age. A car that is lean and clean and stunningly low . . . and at the same time great in headroom and legroom, easy to get into or out of. And when you see your Buick Dealer and walk the whole

wonderful way around this Buick, you'll know still more how *right* all this is. From anywhere you look, here is a classic modern concept that is Buick speaking a new language of today. A language of fine cars priced within the reach of almost anyone. A language of quality and comfort and quiet pride of ownership . . . a language of *performance satisfactions* without equal. See BUICK '59: *THE CAR* on display at your local Buick dealer's.



THE LOOK. It's a clean, lean, new kind of fine-car look. Fresh. Crisp. Splendid. It's a look that proclaims your good taste to the whole wide world. The look of the best-engineered, best-manufactured Buick ever built . . . and the most excitingly beautiful design in Buick's nearly 60 proud years.



THE ACTION. Get the feel of thrifty new Wilcat engines. New Equipoise ride. New fin-cooled rear brakes and aluminum front brakes. New constant-speed electric windshield wipers. New Easy Power Steering.* New Twin-turbine and Triple-turbine transmissions.* New automatic heat and air controls.*



THE QUALITY. Buick quality to the core, new super-quiet bodies by Fisher—and there just isn't anything better. New Magic Mirror finishes stay almost everlastingly fresh. New interior decor throughout. Safety Glass everywhere. A new hardtop design—closest ever to having *no* top. New portable transistor radio.* New convenience adds to pleasure everywhere you turn! Yours to test, yours to savor—the look, the action, the quality of the magnificent new Buick for 1959. If you know cars—and if we know *you*—*THE CAR* is your car!

*Optional at extra cost on certain models.

A NEW CLASS OF FINE CARS WITHIN REACH OF 2 OUT OF 3 NEW CAR BUYERS

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The thriftiest Buick

The most spirited Buick

The most luxurious Buick

See The Car on the Bob Hope TV Spectacular Roberta Friday, September 19th at 7.30 P. M.

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