

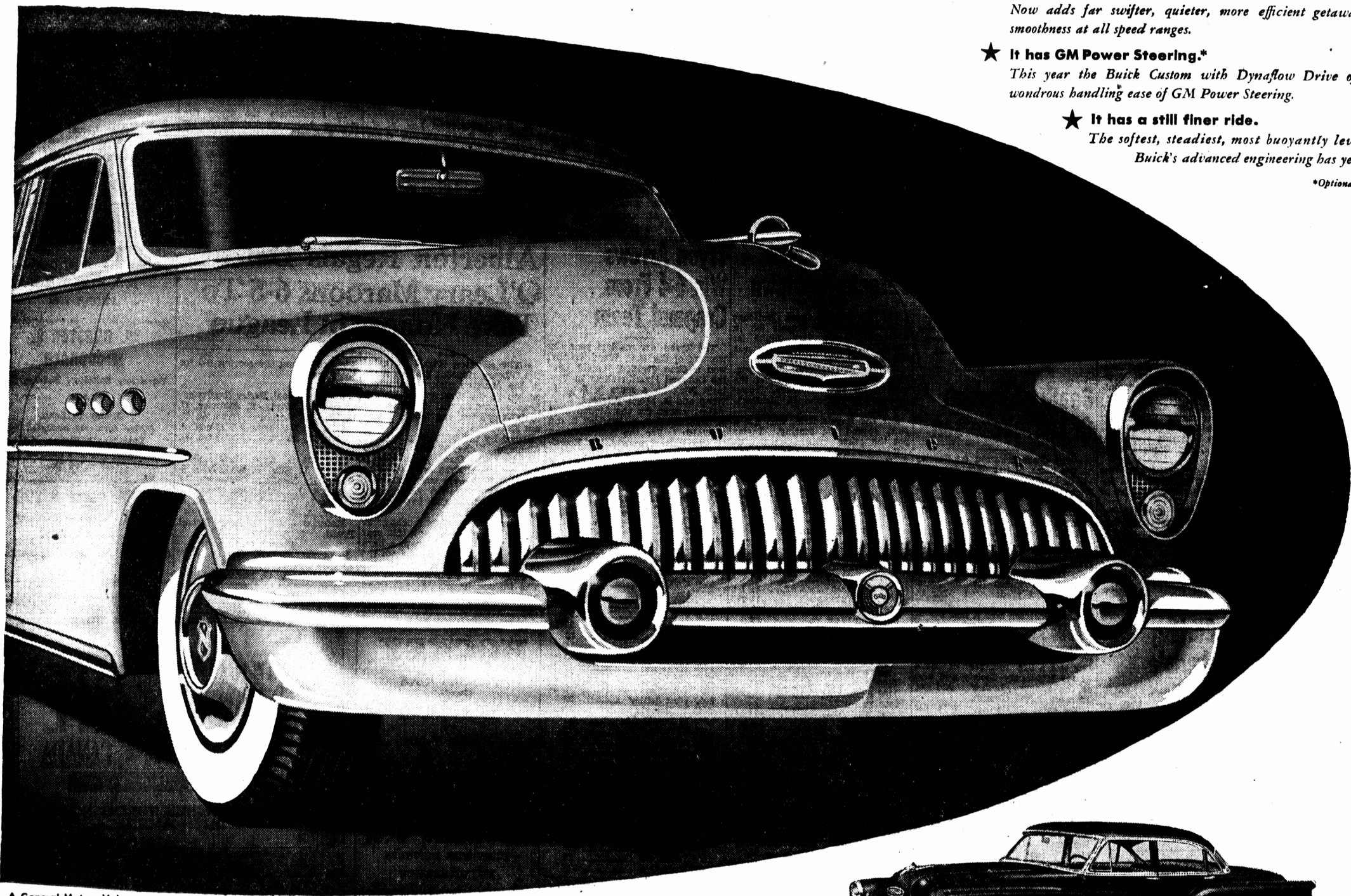
ANNOUNCING BUICK'S GREATEST CARS IN 50 GREAT YEARS

HERE you see pictured the Golden Anniversary Buicks—engineered, styled, powered and bodied to be fully worthy of their paragon role in this fiftieth year of Buick building.

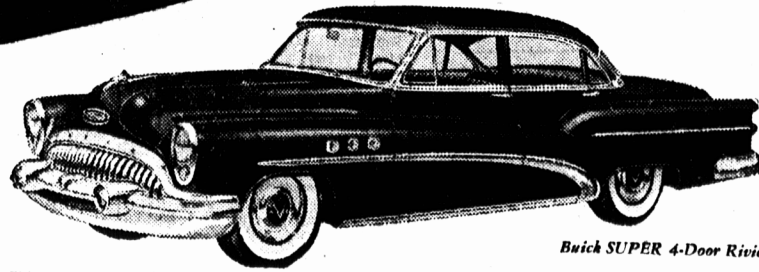
A quick listing of simple facts will reveal just cause for celebration. Let's start off with the new 1953 Buick Custom.

- ★ **It has a newly-designed Fireball Straight-8 Engine.**
The importantly stepped-up Fireball Straight-8 actually gives the 1953 Custom with Dynaflo even better performance than the 1952 Roadmaster. And this brilliant new performance is achieved with amazing economy and without the need for premium fuels.
- ★ **It has Fireball Horsepower.**
Engine horsepower per pound has been increased to 130 on Dynaflo equipped models and 125 on cars equipped with Synchro-mesh transmission for more brilliant performance.
- ★ **It has a compression ratio of 7.6 to 1.**
New combustion chamber raises compression to 7.6 to 1 with Dynaflo, shortens flame travel for greater power and fuel efficiency.
- ★ **It has a new *Twin-Turbine Dynaflo Drive.**
Now adds far swifter, quieter, more efficient getaway to infinite smoothness at all speed ranges.
- ★ **It has GM Power Steering.***
This year the Buick Custom with Dynaflo Drive offers you the wondrous handling ease of GM Power Steering.
- ★ **It has a still finer ride.**
The softest, steadiest, most buoyantly level ride that Buick's advanced engineering has yet produced.

*Optional at extra cost.



A General Motors Value



Buick SUPER 4-Door Riviera Sedan

WORLD'S NEWEST V8 POWERS *The Super-The Roadmaster*

Yes, there's wonderful news about the 1953 Buick SUPERS and ROADMASTERS, too. For instance, they're powered by a completely new V-8 engine with one of the highest compression ratios in the industry. It develops 188 horsepower for Roadmaster, 170 for the Dynaflo-equipped Super, and it's so compact that a new, more manoeuvrable chassis has been built around it!

But no listing of facts and features can do justice to the phenomenal Golden Anniversary Buicks. No words can really tell you the beauty you see, the comfort you feel, the excitement you experience when you make first-hand acquaintance with these big, beautiful, bounteous Buick Customs and Supers and Roadmasters for '53.

So come in and see for yourself that these are, in simple truth, Buick's greatest cars in 50 great years!



Buick ROADMASTER 4-Door Riviera Sedan

M-657

Now
on
Display

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