

The Buick Pledge

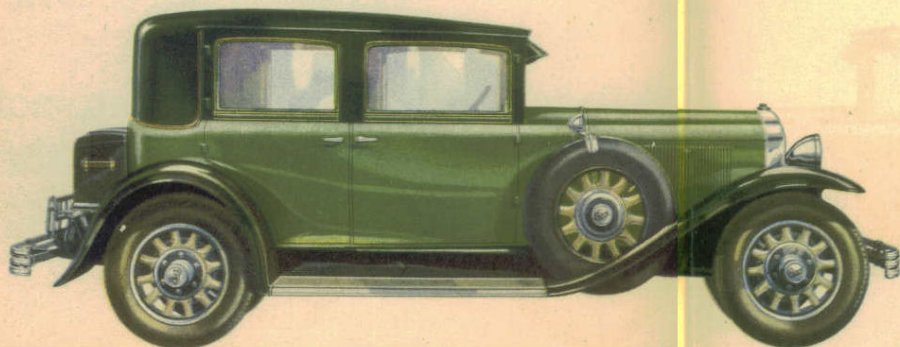
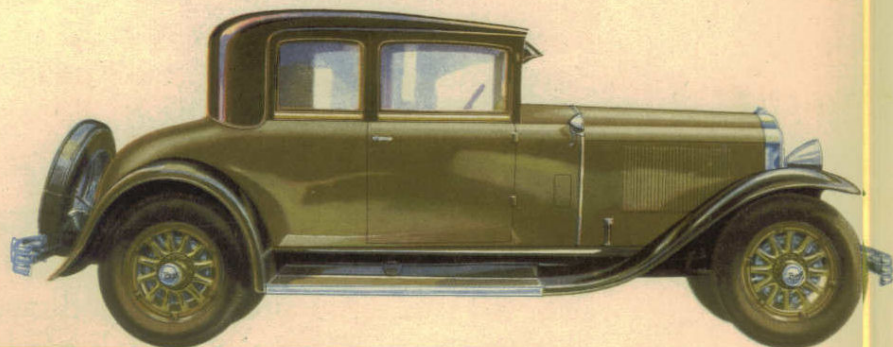
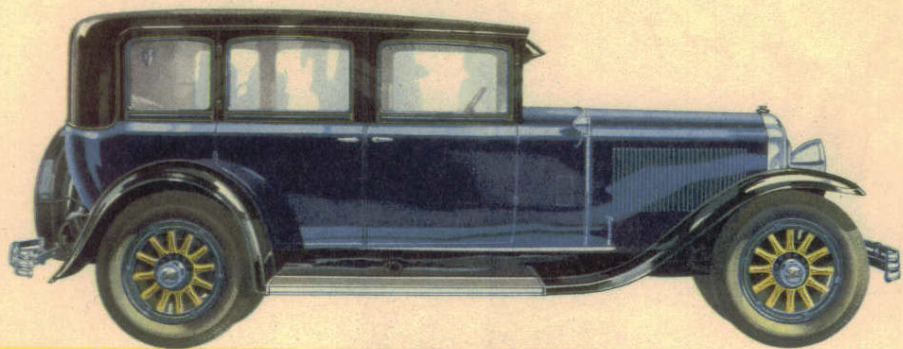
When better automobiles are built,
Buick will build them.

This Buick pledge is known
and quoted wherever auto-
mobiles are known. It is a
perpetual challenge to every member
of the Buick organization.

Now — once more — Buick
has met its own challenge. In presenting
the Silver Anniversary Buick —
the Master Six on three wheelbases,
Buick has fulfilled the Buick pledge
to a greater degree than ever before.

When better automobiles are built,
Buick will build them.

THE SILVER ANNIVERSARY BUICK



Buick MASTER SIX Sedans
\$1220 to \$2145

Buick MASTER SIX Coupes
\$1195 to \$1865

Buick MASTER SIX Sport Models
\$1225 to \$1875
f.o.b. Flint, Michigan

THE MASTER SIX ON THREE WHEELBASES

The response to a pledge
that makes inflexible demands

PROMPTED by the Buick pledge, Buick engineers have advanced the wonderful Buick Valve-in-Head six-cylinder engine. They have made it still more powerful. They have achieved get-away like a flash.

Engineers in charge of the development of other units promptly met this challenge. They have provided extra strength in proportion to the increased power. Even the sturdy Buick frame has been made still stronger. The Silver Anniversary Buick is new all the way through.

In keeping with this mechanical development, body masterpieces by Fisher place the Silver Anniversary Buick far in the lead of all present day automobiles.

Day by day you are *seeing* these wonderful new Buicks on street and highway. Now—know the rest of the story. Drive and ride in the Silver Anniversary Buick. Five minutes at the wheel will convince you that Buick has measured up to its pledge: When better automobiles are built, Buick will build them.

Until *You* DRIVE IT

*you cannot know the wonderful
difference in Buick*



WE INVITE YOU TO TEST BUICK TODAY



Would you like the thrill of lightning-flash get-away
when the traffic light turns green?

Would you like to feel the extra pleasure that an
adjustable driving seat affords?

Would you like to know how velvety smooth the
action of a clutch can be?

Would you like to drive a car that, in beauty, in
performance, in value, is far ahead of the field?

*Then accept our invitation to drive one of the Silver
Anniversary Buicks today.*

Later—if you wish—we can talk about prices and the
convenient GMAC financing plan.



BUICK MOTOR COMPANY · FLINT, MICHIGAN

Division of General Motors Corporation