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**TIGH-TAILING down a broad straight** road, you have that same sure sense of command that has always put such a thrill into piloting a great performer.

You're the boss. Your hands tell you so. It's the feel that so many folks who love to drive have come to know and enjoy.

This year, you also have at your command the highest horsepower in Buick history-and an Airpower carburetor, with two barrels in reserve to deliver an extra spurt when needed.

You have the size, the silence, the

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200 Peachtree St.

smoothness that make this ROADMASTER so distinguished among fine cars.

Where then, you ask, does Power Steering<sup>†</sup> come in?

When you want to get into-or out ofa tight spot at the curb, Power Steering takes over the extra effort of turning the wheels, and you can forget the two-tonsplus of automobile you're handling.

When you want to turn around in a narrow space-Power Steering lets you get the last inch of benefit from Buick's short turning radius, because it makes ' the maneuver so easy.

When one front wheel hits a bump, a

INKLIN MOTOR CO.

mount in the main

BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

Have you tried BUICK'S POWER STEERING? chuckhole, loose sand or dirt at the edge of a road-Power Steering takes up the jerk-makes control of the wheel easier and therefore safer.

> Many folks who have tried it tell us that Power Steering has added almost as much to the pleasure of owning a Buick as Dynaflow Drive.

When would you like to try it?

Equipment, accessories, trim and models are subject to change without notice. †Optional at extra cost on Roadmaster only.

It's the flavor

phens, Angier; Mrs. A. J. Smith, however, reasonable caution may Goldsboro; and Mrs. Tillie G. May- enable us to enjoy the Valley's

that's what I call

pleasant waters happily and safely.

berry, Centerville, Alabama,

**REAL Coffee!**