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And when you look into the facts, you'll find these wo solid truths
Buick is one of the "Big Three" in sales volume-and hotter this year than ever before. And Buick is one of the "Big Three" when it comes to prices' which make such popularity possible. The price we show here proves it.
So why not get what a Buick has to offer, if you are in the market for a new car
You find that the dollars you pay for Buick buy you a lot more automobile - and the sheer satisfaction that comes with bossing a brawny traveler of this caliber
You find it in the record-high V8 power that gives life to this spirited performer. You find it in the soft and level and cruiser-steady ride that comes of all-

CONVICTS USED IN RADIUM TEST


Two of fortr convicts in the llinots State Penitentiary, at Jolliet,
who volunteered to become guine opigs in a scientific test, are
are


You Can Find Privacy Which Royalty. Misses
coil springing and torque-tube stability. You find in the extra roominess, the extra frame strength, the extra tread width, the extra silencing - all part and parcel of every Buick
We could tell you about the little things, too. Thing usually charged for as "extras" in other cars, but yours as standard equipment at no extra cost i every Buick. Things like direction signals, oil-bath air cleaner, full-flow oil filter, automatic lighting glove and trunk compartments - and so on.
But-you get the idea. This is a buy, this '55 Buick a great buy - and a thriller from the instant you pre its gas pedal. Come in this week and cheek things for yourself, won't you?

Thrill of the year is Buick

