

# Where There's Roadmaster There's *Life*

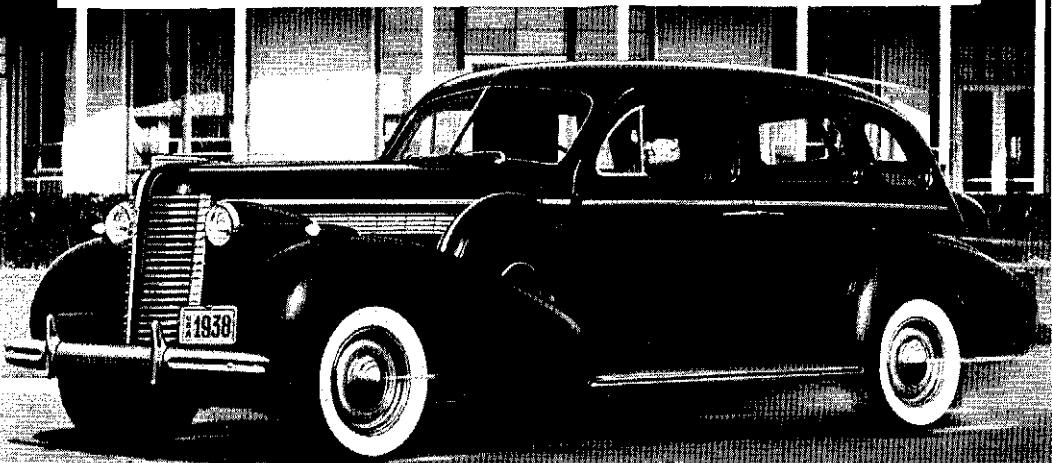
THERE was a day, and not so long ago, when you had to choose between the comfort of size and the thrill of brilliant behavior if your tastes ran to a car in the general price range of the Buick ROADMASTER.

But here's a car only three inches short of eighteen feet, with interior room to spare and the solid, roadsteadiness of ample weight—yet it can step you up from ten to sixty in eighteen seconds flat, produce

all the m.p.h. you'll ever need, and, in Proving Ground tests, deliver 16.5 miles per gallon at thirty!

Such statistics are impressive. But even they fail to picture the life and spirit of this truly great traveler. It is that spirit that puts ROADMASTER so much in evidence today wherever life and action have the call; when you've tried it we think you, too, will wonder if ROADMASTER has any equal within a thousand dollars of its price!

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM



*"Better buy Buick!"*

A GENERAL MOTORS VALUE