

Try Buick's
MILLION DOLLAR RIDE
for yourself...

Ask for a demonstration today!



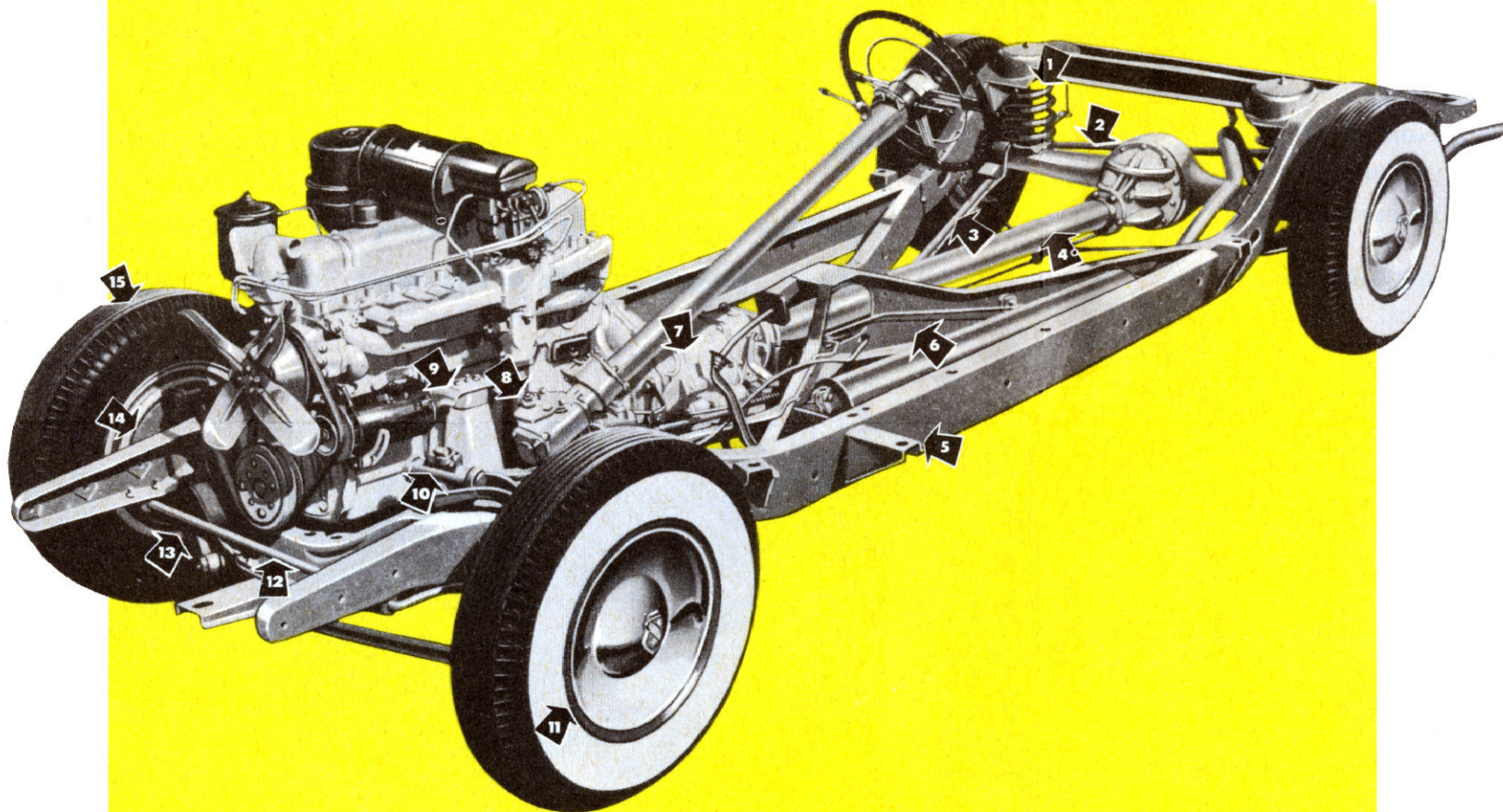
why
**BUICK'S
MILLION
DOLLAR
RIDE**
is worth every
cent it cost

People say Buick "rides like a million dollars." Here's how Buick engineers have backed that up with cold cash: A million dollars—and more—have been put into Research and Testing—Design and Tools—Engineering and Components—to develop those "unseen" features which produce the ride Buick is famous for.

It took years of development, as well as all this money...

- ... to control end-sway and side-roll on curves
- ... to check "after-bounce" with the finest shock absorbers
- ... to balance the ride, front and rear, with all-coil springs
- ... to V-brace the torque-tube keel and X-brace the frame
- ... to cushion the vibration out of engine and body
- ... to silence the engine, mute the chassis, hush the body

But it is well worth it!



- 1 COIL SPRINGS ON ALL 4 WHEELS**
Give equalized spring action, front and rear, for level ride—avoid "flat-spring catapult"
- 2 END-SWAY ELIMINATOR**
Avoids swaying and slewing around on curves
- 3 STRUT RODS**
Reinforce the rigid alignment between axle and torque-tube—steady the whole car, eliminate rear-end steering on rough roads and on curves
- 4 TORQUE-TUBE DRIVE**
Carries all rear-wheel thrust to center of chassis rather than rear springs—seals all moving parts—provides solid "keel" for ride
- 5 "SILENT ZONE" BODY MOUNTINGS**
Carry car body at the most silent points on the frame
- 6 DEEP-GIRDER, X-BRACED STEEL FRAME**
Welded and riveted of massive beams to give sturdy protection, eliminate sag or twisting
- 7 DYNAFLOW DRIVE**
With no clutch or self-shifting gears—uses oil alone to give smooth, effortless drive
- 8 PERMI-FIRM STEERING**
Eases your steering with 60 steel ball bearings
- 9 HI-POISED ENGINE SUSPENSION**
Cradles engine on rubber "pillows"—at precise point where least vibration will reach the body interior
- 10 DOUBLE-ACTING SHOCK ABSORBERS**
With easily adjusted separate controls for both up-surge and down-drop—cushion jars and jolts
- 11 WIDE "SAFETY-RIDE" RIMS**
Hold tire walls straighter, more upright on turns
- 12 ANTI-ROLL STABILIZER**
Keeps front of car erect and buoyant on curves
- 13 BUICK-ENGINEERED FRONT-END GEOMETRY**
Makes the most of Knee-Action to smooth bumps
- 14 BIGGER "WIDE BAND" BRAKES**
For easier, smoother stops and longer brake life
- 15 LOW-PRESSURE TIRES**
Carry the car on a larger cushion of air—also give broader traction-surface on slippery roads

15 big reasons for Buick's **MILLION DOLLAR RIDE**