

*comfort
large
economy
size*

'63 Buick LeSabre is everything a full-size car should be. Big enough for six full-grown people to ride—five miles or 500—without being cramped or crowded. The seats are broad, deep, chair-high, sofa-soft. The front floor is nearly flat. The door openings let you get in and out without losing your hat, dignity or temper. And Buick's bold performance matches its luxury comfort. You get exclusive Advanced Thrust engineering, for straight tracking, flat cornering, easy handling. A 401-cu.-in. Wildcat V-8, Turbine Drive (an extra cost option everybody wants!). Finned aluminum front brakes—world's very finest! And a lot more that's all new, all carefree, all priced close to many "low price" cars! Drive the bold, beautiful LeSabre first. At your Buick dealer's.

'63

**BOLD
BEAUTIFUL
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