



Buick Motor Division

Everybody out of the rut...the '64 Buicks are here!

Our happiest problem for '64 was: how to beat a winner? According to thousands of smiling owners, the 1963 models just about had it made in all departments. But—when your name is *Buick*—you just don't rest on your laurels. You keep pushing to make a great car greater.

So... the '64 Buicks are new—excitingly, dramatically *new*.

New engines, V-6 or V-8 (you'll like their new gas economy), coupled with new, smoother, high performance, optional Super Turbine Transmissions (and who, but Buick, would build in an altitude compensator?). Youngest looking Fisher Bodies in town!

Visit a showroom, sit in any one of the new Buicks, and practice this short easy line: "My Buick." Sounds good, doesn't it?

...above all, they're BUICKS!