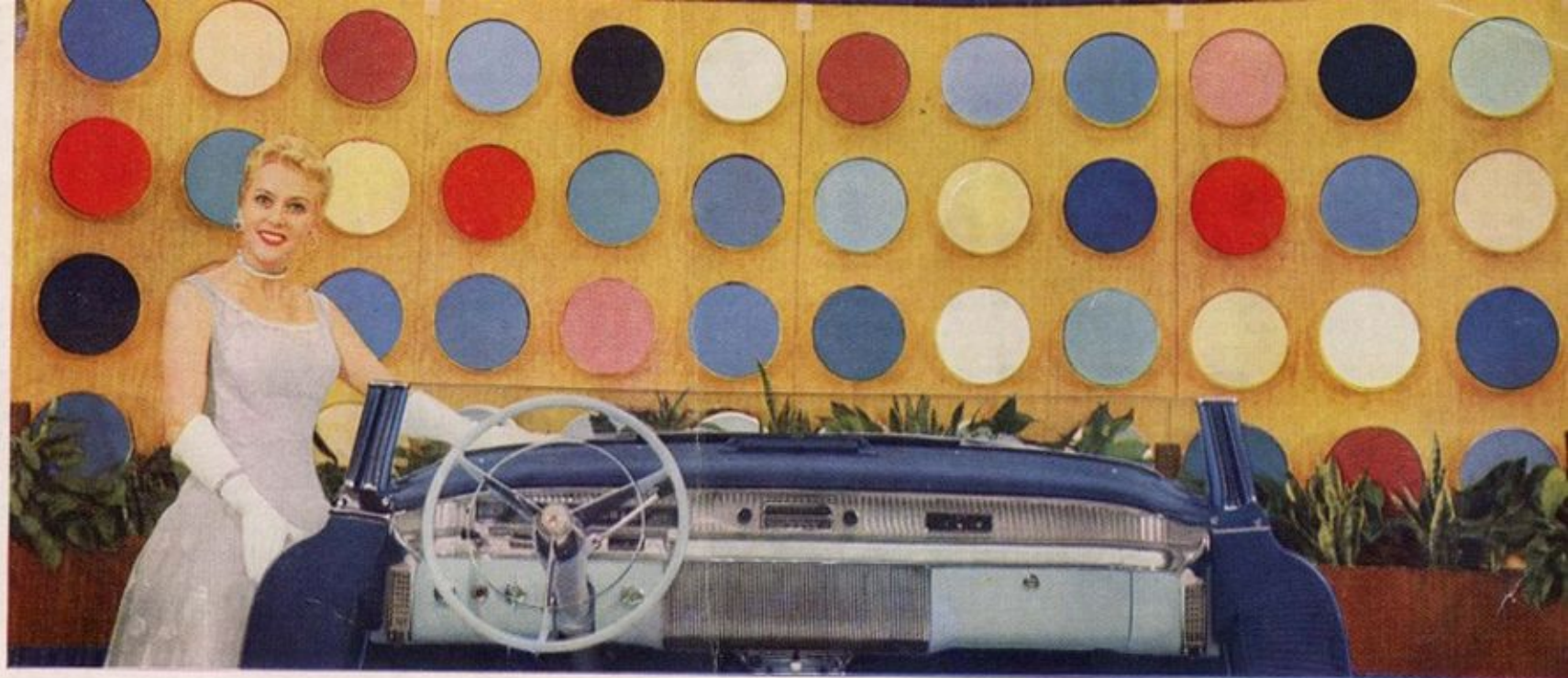


BUICK for 1956



Presents...

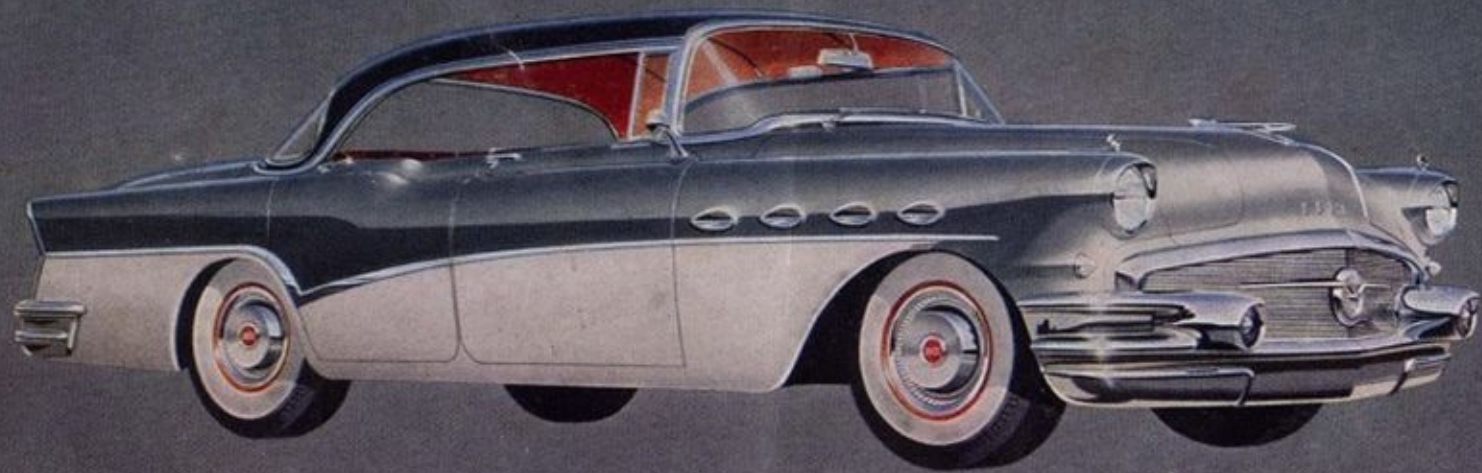


A world of exciting new motoring
ideas...that's Buick for 1956

You swing the door open and your eyes tell you swiftly of the great things that have happened to Buick in 1956 . . . Of color harmonized interiors . . . Of Sweep-Ahead styling . . . Of many things more . . . Underway, your senses tell you of soaring new power . . . Of a new Dynaflo . . . Of a new ride . . .

And, as your eyes and senses lead, then let your heart follow . . . for these are automobiles built to bring you the best in travel. Select the Buick best fitted to your taste and means . . . then sample its motion . . .

1956 ROADMASTER
custom built by Buick



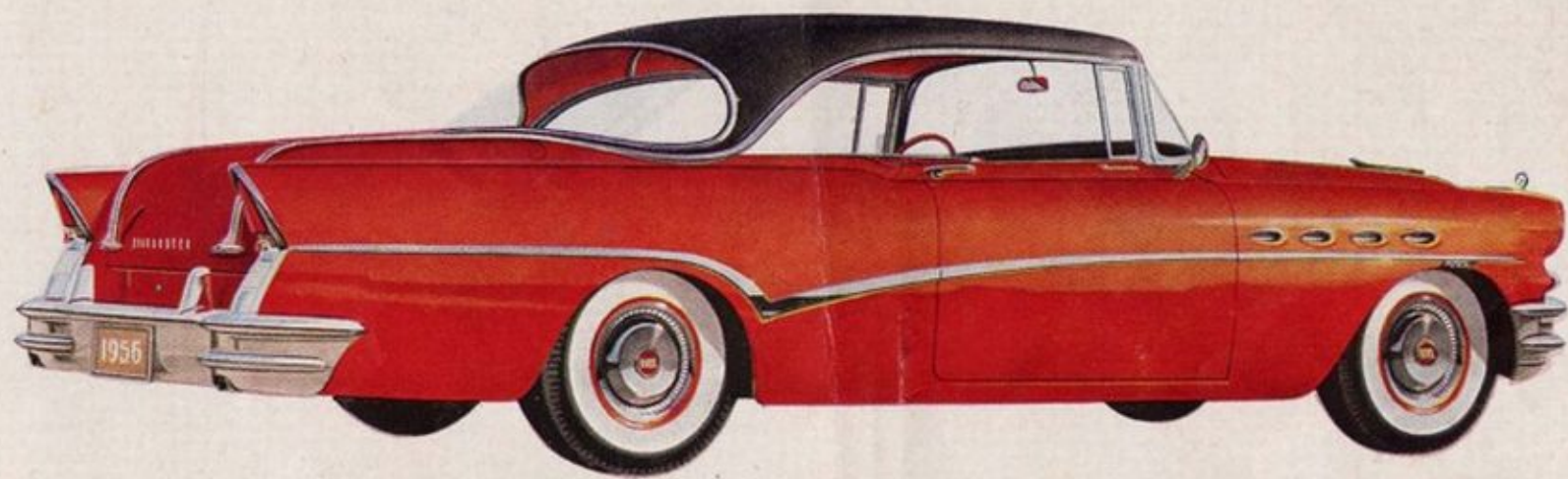
ROADMASTER 6-Passenger 4-Door RIVIERA, Model 73, 127-inch wheelbase, 255 horsepower

ROADMASTERS... classic
blending of beauty and grace



Fine-car motoring beyond the usual—that's Roadmaster, custom built by Buick. And here is 1956's most exciting newcomer to the Roadmaster line, the beautiful new Four-Door Riviera that so perfectly blends hardtop convertible styling with master power and performance, with luxurious ride and gentle handling. This is truly the master of them all, the finest worth in the fine car field.

From the tip of its gleaming new sweepspear to the top of its smart, new taillights, the Roadmaster of 1956 stands out as the most distinguished automobile on the road. Notice how the distinctive new Roadmaster features—twin front fender bombsights, chromed bands on the trunk, the smart sweepspear, the new taillight design—all gracefully flow together to form Buick's new Sweep-Ahead look.



ROADMASTER 6-Passenger, 2-Door RIVIERA, Model 76R, 127-inch wheelbase, 255 horsepower

Among the many Roadmaster features that are yours to enjoy as part and parcel of this fine car—and without extra cost—is the double-action take-off of the new Variable Pitch Dynaflo—a new in-line Safety Power Steering system, and dual exhausts that deliver even more horsepower to rear wheels.

ROADMASTER 6-Passenger, 4-Door SEDAN, Model 72, 127-inch wheelbase, 255 horsepower



The Super's ride this year is the finest ever, with a more massive frame, the new, deep-oil cushioning of the new direct-acting rear shock absorbers, and a new over-all riding smoothness—plus a more responsive Safety Power Steering. Long noted for looks, comfort, and big-car performance, the Super this year more than ever is a "big car buy" that can't be matched anywhere.

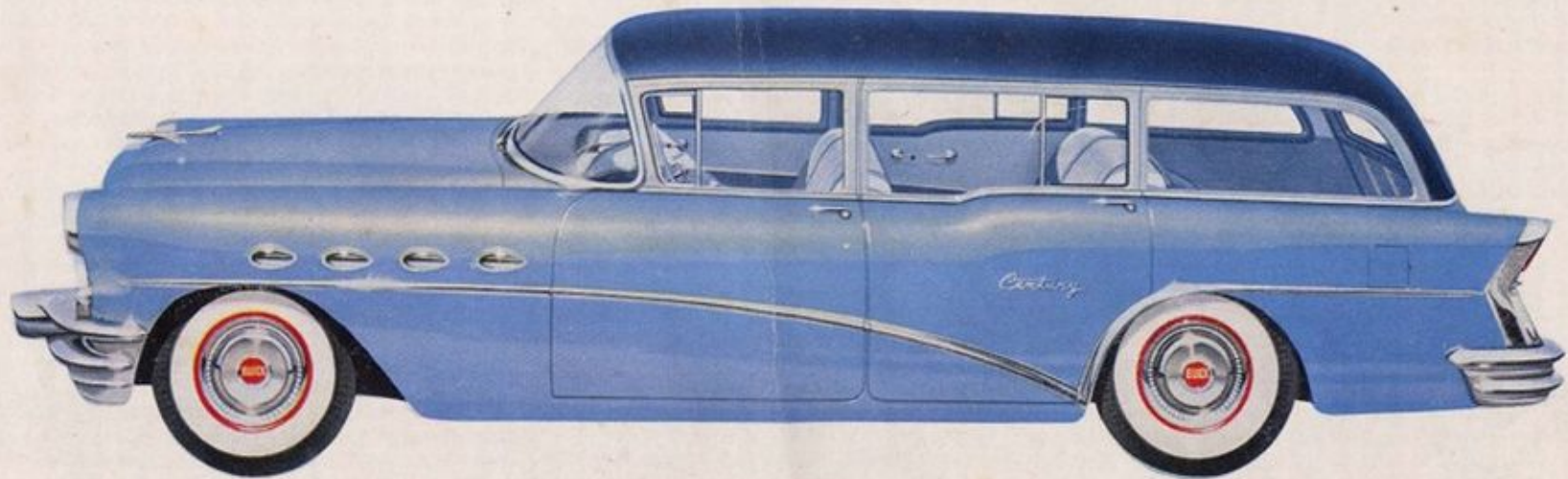


SUPER 6-Passenger, 2-Door RIVIERA, Model 56R, 127-inch wheelbase, 255 horsepower

The sports-car snap of this swift-lined convertible is highlighted by rich, all-cordaveen interiors. Convenience is the keynote with windows and the horizontal seat adjustment electrically controlled. In all Supers, you'll find foam rubber seat cushions, automatic trunk light, electric clock, and new sealed beam headlights, at no extra cost.

SUPER 6-Passenger, 2-Door CONVERTIBLE, Model 56C, 127-inch wheelbase, 255 horsepower



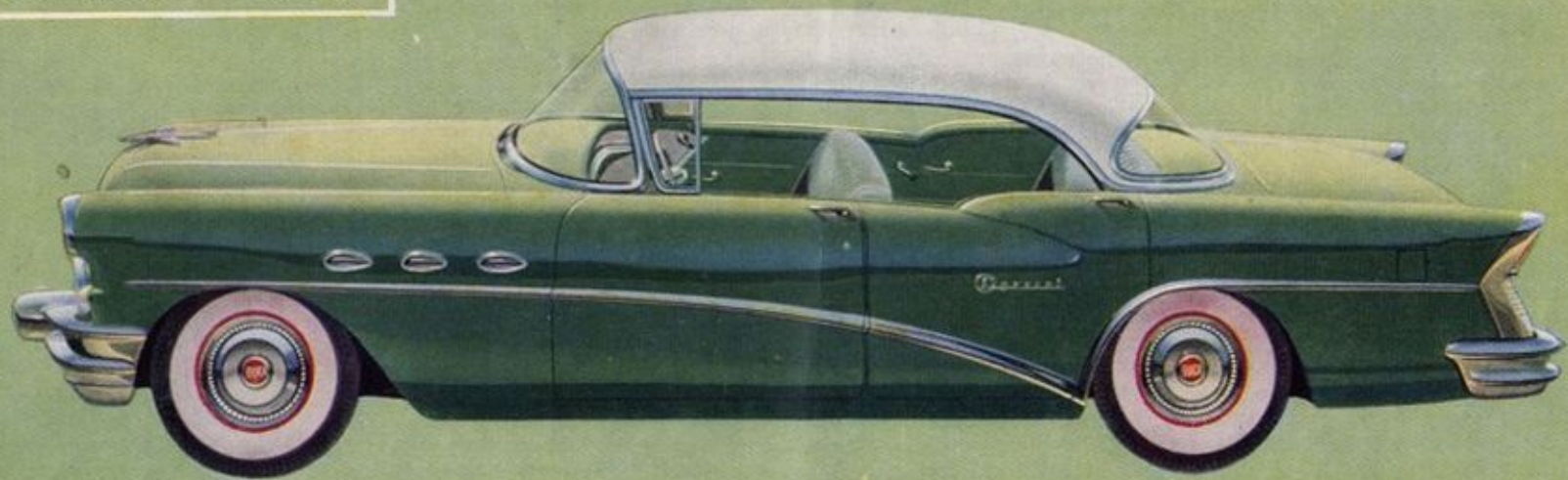


CENTURY 6-Passenger, 4-Door ESTATE WAGON, Model 69, 122-inch wheelbase, 255 horsepower

With fashion on a par with spaciousness, you'll be traveling in style wherever you go in the 1956 Century Estate Wagon. Floors are fully carpeted, front and rear, and custom-finished interiors are offered in five beautiful color choices. There's loads of room, too—when rear seat is folded down. Load space here is 94.4 inches from back of front seat to tip of lowered tail gate.



1956 BUICK SPECIAL
for the budget-minded...
220 horsepower
and sweep-ahead styling

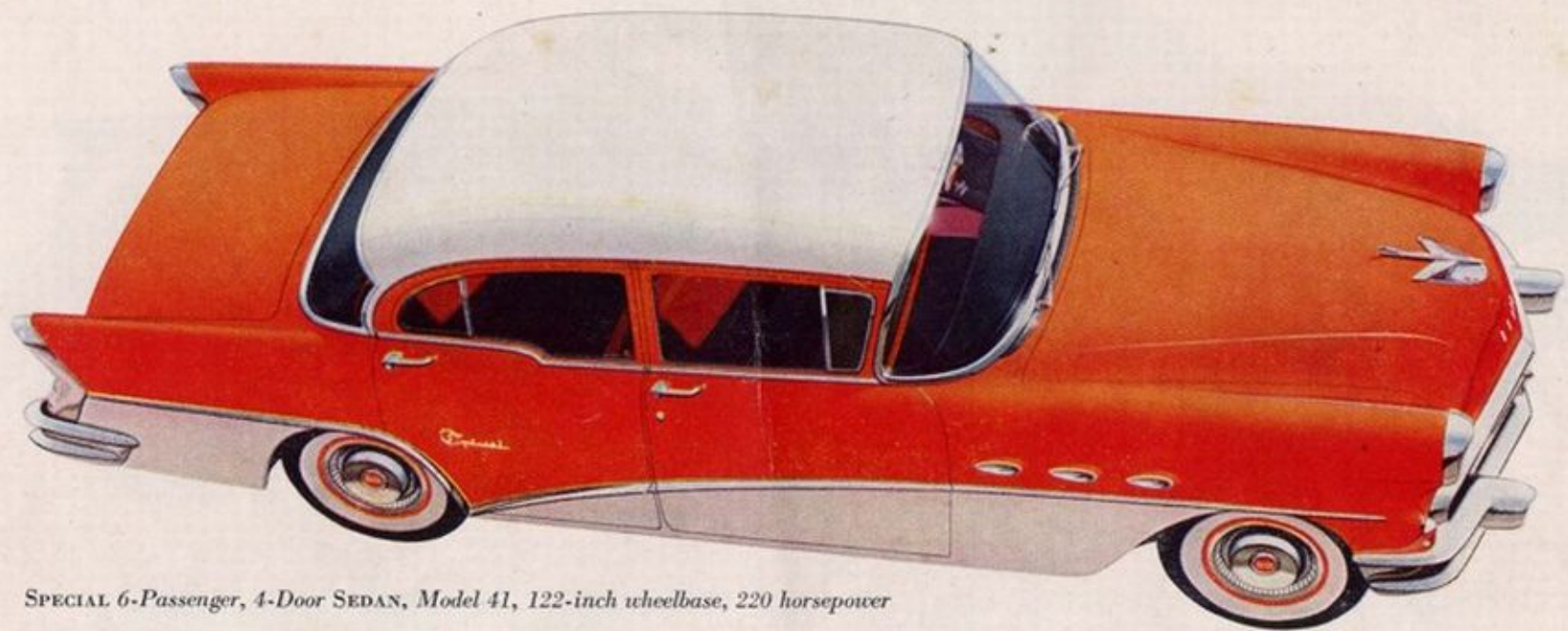


SPECIAL 6-Passenger, 4-Door RIVIERA, Model 43, 122-inch wheelbase, 220 horsepower

Buick's SPECIAL: the nation's
liveliest heart-winner



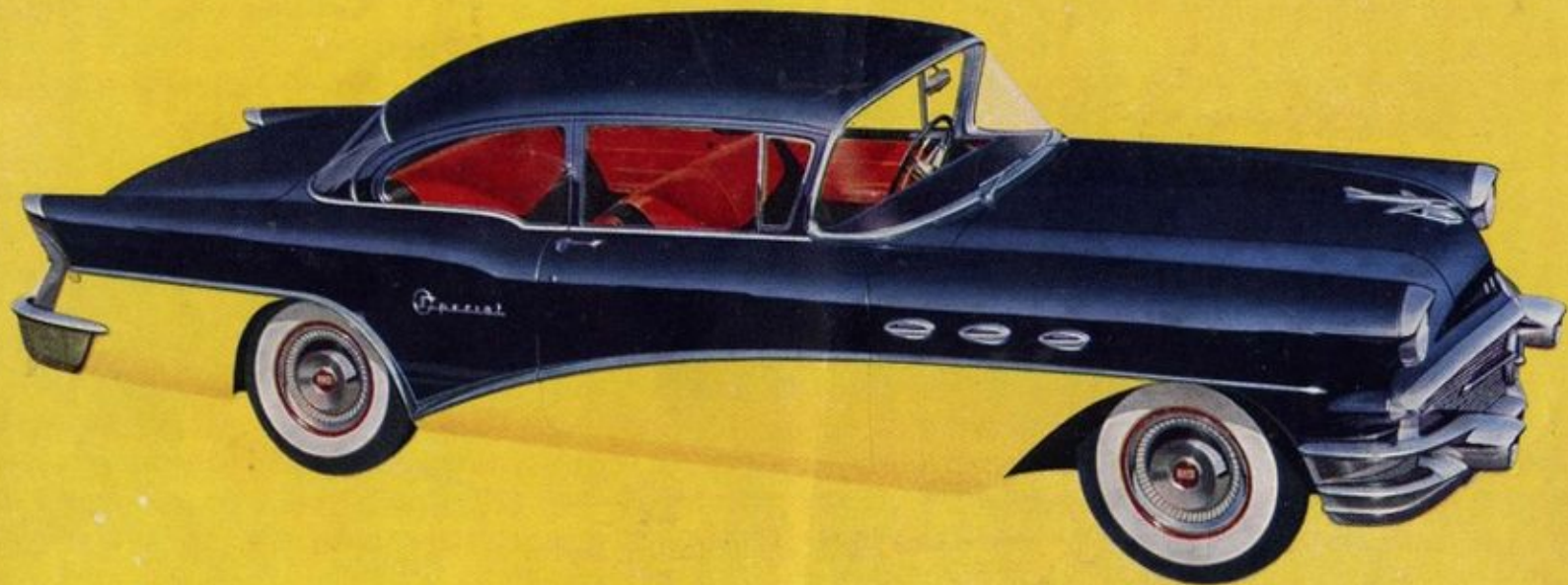
Just as exciting as the looks and performance of these 1956 Specials is the news that in price these are the new cars for all of America. You see here solid proof that a small price need not buy a small car. For the Special series offers you big Buick value in style, ride, power, and room—at a price below that of many smaller cars.



SPECIAL 6-Passenger, 4-Door SEDAN, Model 41, 122-inch wheelbase, 220 horsepower

In all 1956 Specials, you enjoy a brand-new experience in big-car ride. A ride oil cushioned with Buick's new, direct-acting rear shock absorbers, made even easier handling with Buick's new steering linkage, made even safer with bigger brakes, a more rugged frame, a stronger rear-end assembly. In each model, you have your choice of Buick's many fine options, such as Variable Pitch Dynaflo, Power Brakes, and improved Safety Power Steering.



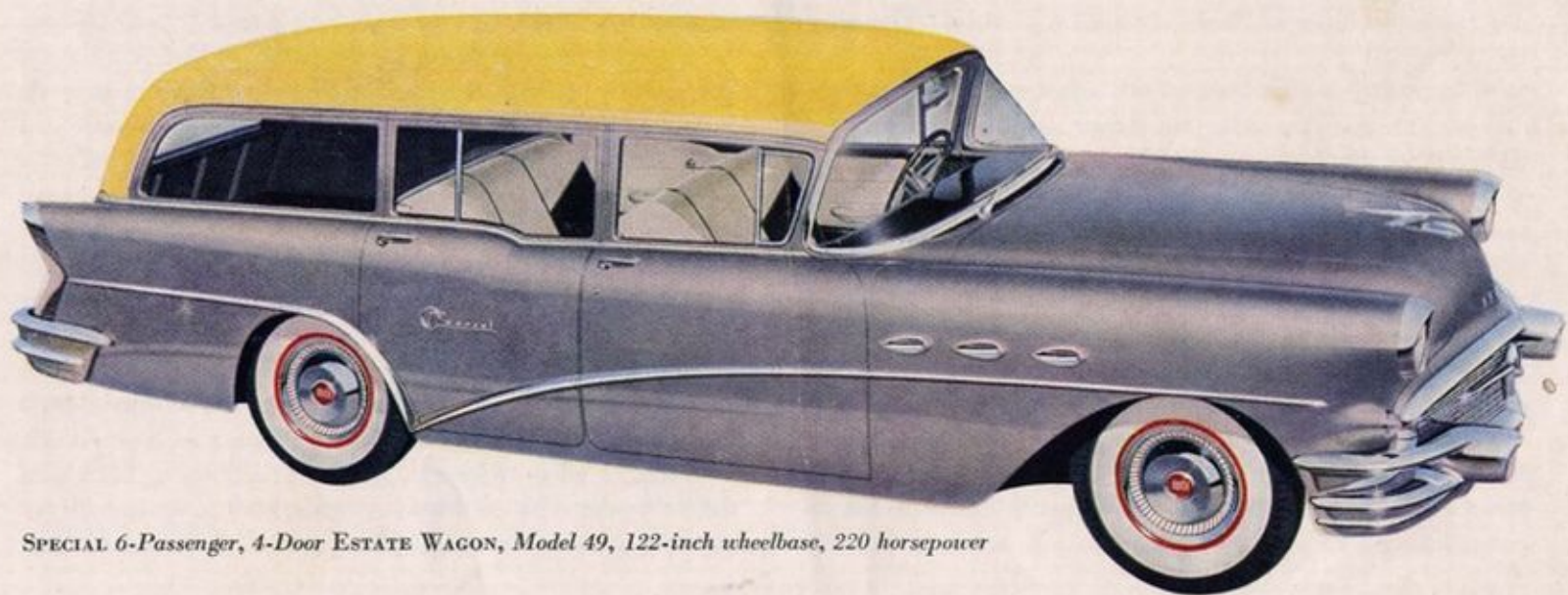


SPECIAL 6-Passenger, 2-Door SEDAN, Model 48, 122-inch wheelbase, 220 horsepower



This is Buick's lowest priced car—the two-door sedan. It is Sweep-Ahead styled, six-passenger big, with Buick's finest 322-cubic-inch engine. And equipped—as all Buicks, are—with such wanted features as StepOn parking brake, front and rear direction signals, heavy insulation against heat and sound, trip mileage indicator, Redliner speedometer and many others.

Thrillingly beautiful—mightily powered—wonderfully handy—and priced for the thrifty is the Special Estate Wagon. There's 79.8 cubic feet of load space here—94.4 inches depth with tail gate dropped. You can also order a rear seat which folds away by one-third or two-third sections for greater load capacity while carrying rear seat passengers.



SPECIAL 6-Passenger, 4-Door ESTATE WAGON, Model 49, 122-inch wheelbase, 220 horsepower