

# Why Electra owners are so loyal:



Ask the man who's owned four or five Buick Electras.

One look and you can tell he could probably own just about any car he wanted to.

But every year or two he comes back for another Electra.

There's Electra styling. The look of a quality automobile without being a bit ostentatious.

Inside he finds the kind of quiet world we'd all like to escape to every once in a while. The appointments: undiluted luxury.

And best of all, behind the wheel the Electra is perhaps the most personally driveable of the world's great luxury cars.

The controls precisely placed. With almost every conceivable power assist available. Most of them standard — silk-smooth automatic transmission, power front disc brakes, variable-ratio power steering.

The engine, a 455-cubic-inch V8 standard.

The ride and handling, the finest Electra 225 yet.

And there's Electra's traditionally high resale value to

consider. After all, you don't reach Electra's level without a keen appreciation of the value of money.

Mention an Electra to your Buick dealer and see what happens.

He knows from statistics and personal experience that once you become an Electra owner, you'll probably be a customer and friend for years to come. Let him know you're interested. He'll be glad to make an appointment with you at your earliest convenience.

**1972 Buick Electra 225. Something to believe in.**