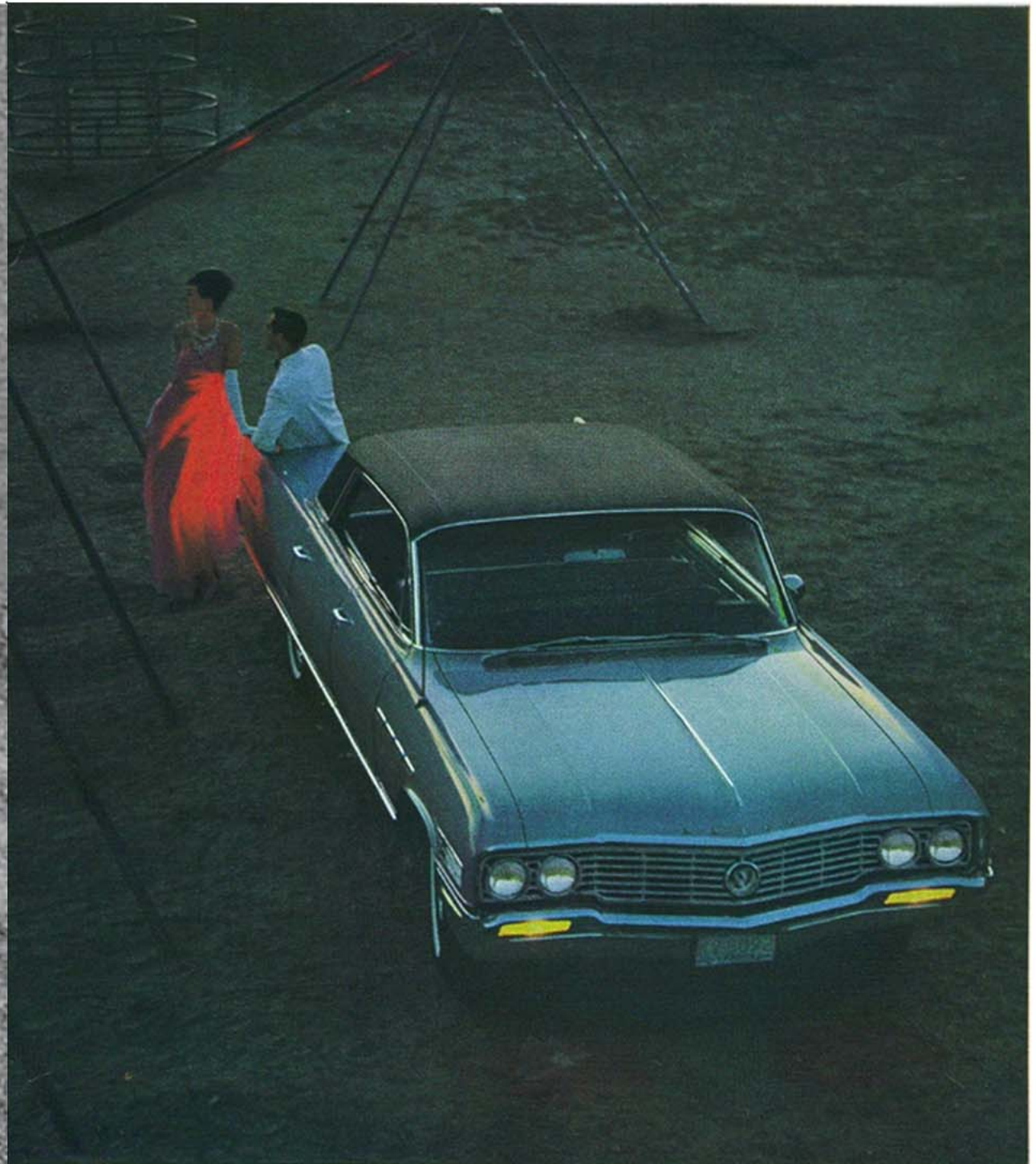




***If the first person you want***



Buick Motor Division

***to impress is yourself, this is your car. Electra 225***

An Electra 225 is most adept at impressing people, alright—beginning with its owner. How in the world could anyone touch off a 401-cubic inch Wildcat V-8 and *not* be impressed? Being in the driver's seat puts you well up on outside admirers. They only get to be impressed with Electra styling. You get to enjoy a roomy, comfortable interior, Buick's smoothly silent ride—yes, even the finned aluminum front brakes, if you've a mind to. You can also enjoy knowing you paid a whole lot less for your Electra than anybody else would guess. That will remain a secret between you and your Buick dealer.

***above all, it's a BUICK!***