



Buick Motor Division

Wouldn't you really rather wash a Buick?

When you finish washing a Special, you have a clean Buick. When you finish washing some other car, you have—well, you see the difference. If you don't now, you will when you drive a Buick. A Special for instance.

Specials ride gently on a full-coil suspension, with a frisky V-6 under the hood. (You can get a 300 cubic inch V-8, for a little extra money.) You can tell it's a Buick by the way it's built: beautifully. You have 18 Specials to choose from, so you can choose your Special to fit your family. And your budget.