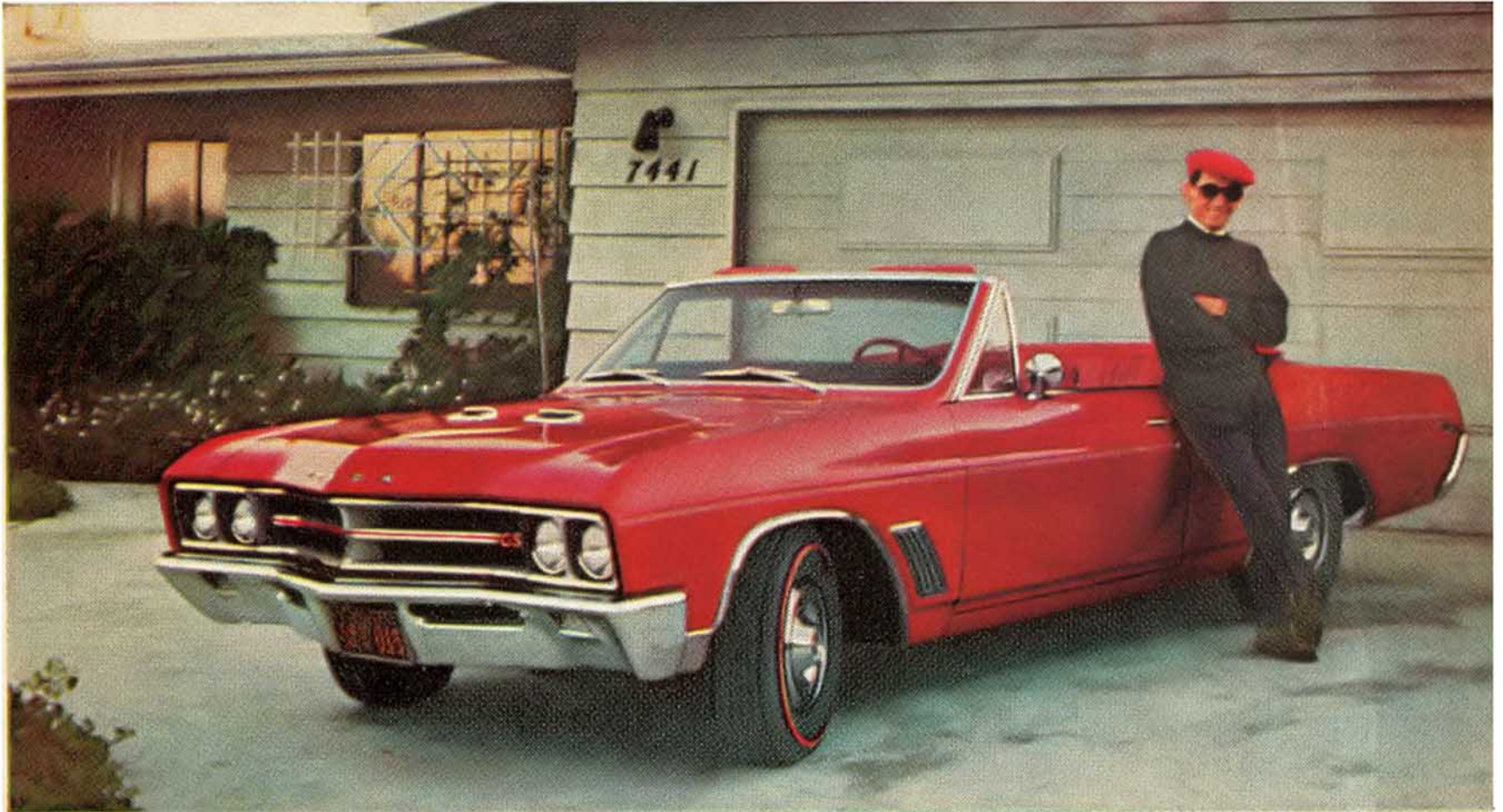


Ruth Campanelli's husband just bought a new car, with 400-cubic inch engine, four-speed transmission, bucket seats and it's painted red.

Is Ruth worried?



Not a bit. Not even when he puts on his dashing new sports car cap.

Because this car of his is a Buick, a GS-400. And that means it also has a brake system with dual master cylinders. And seat belts (which Ruth makes sure he buckles). And a padded dash, and padded visors. And Buick's own kind of sure footedness and stamina. And, after all, it's a Buick. A big, strong, silent Buick. And everybody knows how reliable Buicks are. ("When better automobiles are built . . .")

In fact, about the only worry in Ruth Campanelli's head is, is her husband going to get home in time for dinner? And maybe for Ruth to get in a little driving of her own.

"When better automobiles are built, Buick will build them." Still true. 1967 Buick



MARK OF EXCELLENCE

