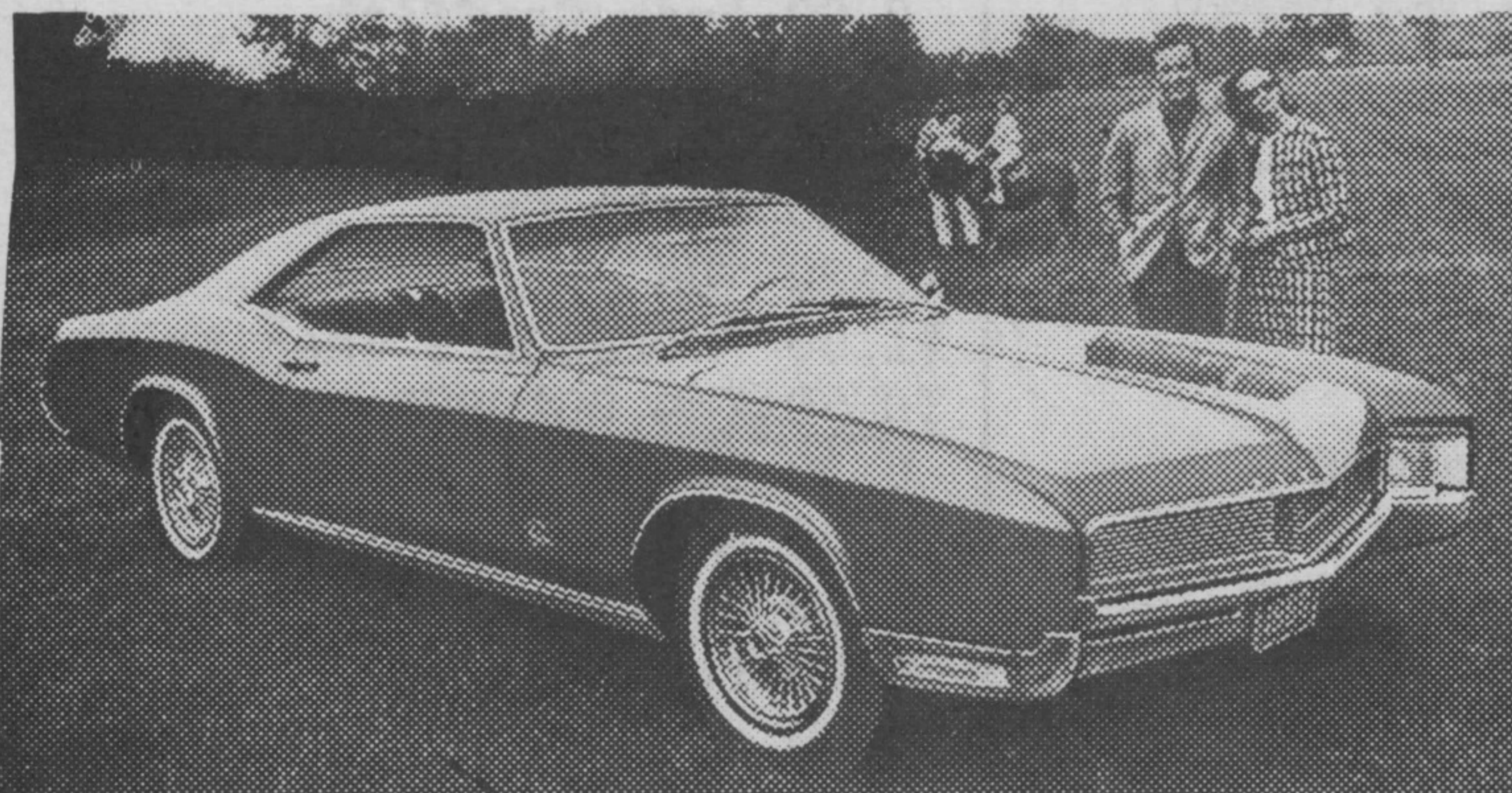
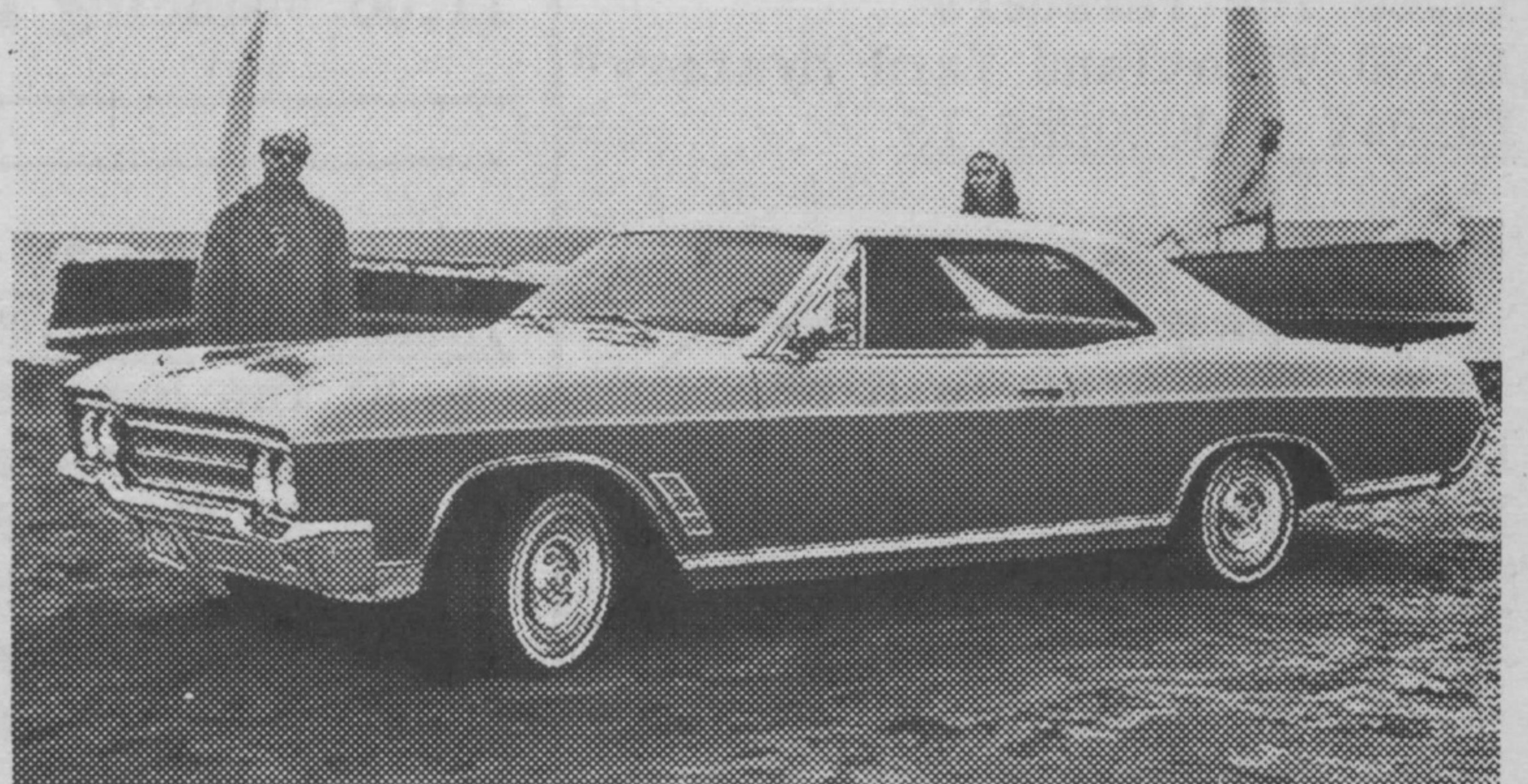


Introducing the tuned car. 1966 Buick.

What makes a car a car is styling, performance, braking and ride and handling. Only when they're all tuned together is the car a Buick.



Buick Riviera



Buick Skylark Sport Coupe



A GENERAL MOTORS VALUE

Buick Wildcat 4-Door Hardtop

We tuned the 1966 Buick. Not just the engine, but the whole car. We tuned *all* the elements. Like you would the instruments in an orchestra. And just as the tuned orchestra gives the effect of one-ness, the tuned car says blended perfection from bumper to bumper and road-line to roof-line.

Tuned Performance. We tuned Buick performance. Not just by increasing the efficiency of the six Buick engines, but by tuning everything that translates this power into activity. The transmission, the full coil suspension, the balanced drive-shaft, the brakes. All working together. All tuned.

Tuned Ride. We tuned the traditional Buick ride. And came up with

something truly unique. Boulevard comfort with enough road-feel to let you know you're in charge. Then we added extra jolt-cushioning rubber to places that get a lot of pounding. The result is a very special kind of ride. A tuned ride.

Tuned Styling. We even tuned the way Buick looks. Possible? Look at any one of the Buicks. Every sweeping line and gentle curve suggests motion. Inside and out, the car has been designed to move. And to say so. Quietly. But emphatically. That's tuned styling.

Drive the 1966 Buick. Riviera, Electra 225, Wildcat, LeSabre, Skylark or Special Deluxe. They're all Buicks. All tuned cars. All tuned to you. Wouldn't you really rather have a Buick?

Be sure to watch "Telescope", "The Fugitive" and "The Red Skelton Hour" now showing on television. Check local listings for time and channel.

MX166E

On display
now

Authorized Buick Dealer in Schreiber.

Spadoni Bros. Ltd.

SCHREIBER, ONT.
PHONE 153