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B U I C K

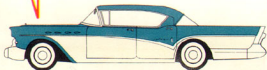
C O L O R

C H O I C E S

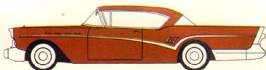
— a dazzling array of beauty
for the Newest Buick Yet

Your choice of
15 REGAL COLORS

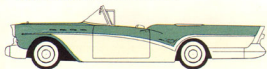
Solids and two-tones
available in every model
in all 4 Buick Series



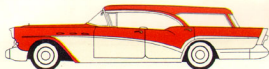
Buick ROADMASTER, 6-Passenger, 4-Door Riviera, Model 73, 127.5-inch wheelbase, 364-cubic-inch V8 Engine (Shown here in Biscay Blue with Dover White below Sweeppear)



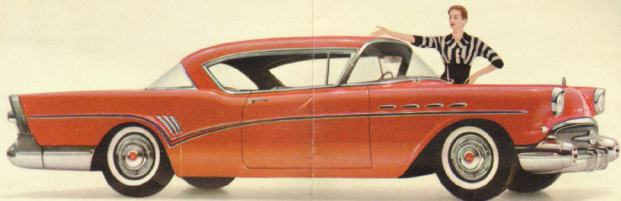
Buick SUPER, 6-Passenger, 2-Door Riviera, Model 56R, 127.5-inch wheelbase, 364-cubic-inch V8 Engine (Shown here in Garnet Red)



Buick CENTURY, 6-Passenger, 2-Door Convertible, Model 66C, 122-inch wheelbase, 364-cubic-inch V8 Engine (Shown here in Jade Green with Dover White below Sweeppear)



Buick SPECIAL, 6-Passenger, 4-Door Riviera Estate Wagon, Model 49D, 122-inch wheelbase, 364-cubic-inch V8 Engine (Shown here in Seminole Red with Dover White below Sweeppear)



Buick SUPER 6-Passenger, 2-Door Riviera, Model 56R

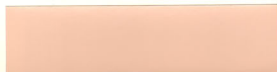
Freshest Colors Ever for the Newest Buick Yet



SEMINOLE RED



GARNET RED



SHELL BEIGE



ANTIQUÉ IVORY



DOVER WHITE



DAWN GREY



CASTLE GREY



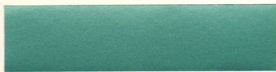
JADE GREEN



MINT GREEN



BELMONT GREEN



KEARNEY GREEN



STARLIGHT BLUE



DRESDEN BLUE



BISCAY BLUE



CARLSBAD BLACK



HANDSOMELY COLOR-MATED

inside and out in all 4 Buick Series



Choose among 15 exquisite exterior colors for your 1957 Buick—soft, rich, *muted* colors—colors that enhance Buick's graceful new Low-Sweep Silhouette—colors that heighten your pride and your pleasure during all the years that you'll drive your Buick, and that add to its worth when you trade.

These velvety colors are available in your choice of solids and two-tones throughout the complete line of '57 Buicks.

You may select, as well, among a wide variety of exclusively patterned fabrics and trims. These are color-mated to the exterior paints in delicately harmonizing hues or complementary contrasts.

In addition, all Buick Convertible tops are available in your choice of green, black, blue, tan or white, at no extra cost.

**WHEN BETTER AUTOMOBILES ARE BUILT
BUICK WILL BUILD THEM**