



BUICK POWER STEERING

—a "helping hand" when you need it.



NOW—with Buick perfected Power Steering—it takes no more effort to turn a Roadmaster steering wheel than it does to pick up a mink coat.

As every driver knows, it takes a harder pull to turn the steering wheel when the car is standing still, or moving slowly, than it does at cruising speed.

So Buick engineers developed Power Steering—a hydraulic booster—to take the *work out* of steering, yet give you *full control*.

Thus Buick Power Steering is something like a helping hand, something like a "hydraulic slave"—that relieves you of all steering strain but lets you keep command.



When you want to get away from a curb—back into a parking spot—make a turn—Buick Power Steering comes into action, *saves four-fifths of the effort required with ordinary steering.* Power Steering does the extra work.

But out on the straightaway—we believe that a part of the joy you get from owning a Buick is the sensation of having something alive and eagerly willing beneath your hands.

Well, Buick engineers didn't spoil this thrill. They've kept the fun of driving, and simply eased the effort.

When you're rolling along smooth and straight, it takes almost no effort to keep any Buick on course. It almost steers itself, as every Buick owner knows.

With Buick perfected Power Steering, you still have the feel of the road—the feel of bossing your car and knowing just what it is doing. You still have the "natural" feel of a little harder pull on tight corners. And at the end of a curve, the wheel returns to straight-ahead, itself, as always.



YOU will enjoy the simplicity of Buick Power Steering, as much as you'll enjoy the sweet feel of it on the road—

You don't have to "learn anything new"—you steer the same as always, but with less effort.

There is no maintenance or service problem other than an occasional check of the oil level.

And, in case you wonder what happens if Power Steering should get out of kilter—the answer is *nothing*. Your Buick steers just as it always has.

THAT is why we say, "This is Power Steering as it ought to be." Try it out. We think you'll agree.

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is offered as optional equipment at extra cost on Roadmaster—Series 70. It is installed at the Factory while your Roadmaster is being built to your order.

