



**Drive a Riviera home tonight. Who cares if people think you're younger, richer and more romantic than you really are?**

**A Riviera has a strange effect on people. Simply looking at one makes your mouth water, your eyes open wider and your heart beat faster. You grin admiringly when you notice the headlights, tucked behind shields that open with the touch of the headlight switch. You breathe harder when you turn loose some of those 325 horsepower. And that's just what happens to the driver. Wait till you see the awe a Riviera inspires in passersby! Amazing. Also attainable, for considerably less than you might suspect. ( Before you fall headlong for a Riviera, ask yourself if a firmer suspension and assorted other sporting touches give you a twinge of anticipation. Yes? Ask your dealer about our new Riviera Gran Sport. The name alone is a hint of what's in it for you. ) Check with your Buick dealer soon. He may convince you you're younger, richer and more romantic than you thought you were.**

**Wouldn't you really rather have a Buick?**