



See and Hear
OLSEN and JOHNSON'S FIREBALL FUN-FOR-ALL
 every Thursday on Television

Tour of *Beauty*

BE ready to take bows when you come into the picture with this new motorcar creation.

For this entrancing beauty is the Riviera, a stunning new body type conceived and styled by Buick, with the look of a convertible and the luxury of a limousine.

On the outside, the swift lines of a sleek and sporty "open top"—made even more dashing by a distinctive spear-sweep of gleaming chrome—but with a permanent crown of solid, sturdy steel overhead.

On the inside, limitless luxury — even to silvery chrome crossbows across the top lining, and the most superlative fabrics and finish ever to grace a Buick.

At a touch on push-button controls you can drop all windows out of sight, leaving not even a doorpost to block your view. And rearward, an inspired treatment of the window provides really abundant visibility in that direction too.

With this, of course, goes everything Buick. For the Riviera rides on the ROADMASTER chassis—which means 150 Fireball horsepower, the satiny smoothness of Dynaflow Drive, the level steadiness of the unsurpassed Buick ride.

So if you would take a tour of breath-taking beauty—if you would step away from the rest with the last word in styling, the first word in performance, and something really rare in motorcars—the Riviera is the one for you.

Go see your Buick dealer for a demonstration, for the unexpected good news on price, and for the delivery date that suits you best!



YOUR KEY TO
 GREATER VALUE

BUICK

Riviera
 with Dynaflow Drive

When better automobiles are built BUICK will build them
 SEE YOUR NEAREST BUICK DEALER