



Tune in HENRY J. TAYLOR, ABC Network, every Monday evening.

Look at this - a RIVIERA!

- at Sedan Prices!

NO QUESTION about it—this one stands out as the last word in smart automobile body types.

Ever since Buick first introduced it, the Riviera has grown in public favor because of its convertible look—with the permanence of a solid steel top.

So it is big news that now you can get this body type on the 1950 Buick SUPER, with the pacemaking brilliance of new quick-stepping, high-compression F-263 power.

It's even bigger news when you ask "How much?"—and discover that this sweetheart lists at a dollar less than our regular 4-door SUPER Sedan with the same equipment.

At sedan prices you can travel in smartness that's right out of this world.

At sedan prices you can have that ready-for-fun feeling a convertible gives—plus weathertight snugness, firmness and quiet of more conventional closed cars.

You'll know the extra lift and life of the very latest word in valve-in-head engines—Buick's new F-263 Fireball power plant. You'll know the level going of coil springs on all four wheels, the steadiness of Buick's rugged chassis—even, if you like, the silken ease of Dynaflow Drive.*

This model is going to move fast from dealers' showrooms. The sooner you see your dealer, the surer you are to be one of the first with the last word in top-drawer styling at less-than-it-looks prices.

How about going around to see him this very week?

*Standard on ROADMASTER, optional at extra cost on SUPER and SPECIAL models.



—and Brand-New Power Thrill!

Here's the lift to match the looks of the SUPER Riviera—Buick's new achievement in valve-in-head design, the F-263 power plant. Higher in compression, greater in power, quick on getaway and silk-smooth at road pace, here is power to make you "hang on to your hats."

WHATEVER YOUR PRICE RANGE

"Better buy Buick"

When better automobiles are built BUICK will build them

SEE YOUR NEAREST BUICK DEALER

