

What's up in style? power? performance?

Thrill of the year is Buick



FIRST 1955 SHOWING
NOW ON DISPLAY

Of course there's a fresh, new-day note to its styling, from that gleaming Wide-Screen Grille to the smart sweep of that new tail assembly.

Of course there's new power beneath that graceful bonnet—a new high of 188 hp in the low-price SPECIAL—a new high of 236 hp in the CENTURY, SUPER and ROADMASTER.

But the big thrills go even deeper in these 1955 Buicks.

We took a tip from aeronautics

When we tell you that these eager new Buicks use the modern airplane's principle of "variable pitch" propulsion, we mean that literally.

As any aeronautical engineer will tell you, one of the greatest boons to aviation has been a propeller that uses one "pitch" of its blades for quick take-off and fast climbing—another

"pitch" of its blades for gas-saving in the cruising range.

And now Buick engineers have applied this pitch-changing principle to the infinite smoothness of Dynaflo Drive.*

A new sensation in driving

What happens when the little blades of the "stator"—deep inside a Dynaflo Drive—change their pitch like the blades of a plane propeller?

The answer is waiting for you now—in the handsomest, ablest and highest-powered Buicks that ever greeted a new year. So what are you waiting for? Better get behind the wheel of a 1955 Buick—and be up to date on the greatest advance in years.

BUICK Division of GENERAL MOTORS

*Standard on Roadmaster, optional at extra cost in other Series

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

MILTON BERLE STARS FOR BUICK—See the Buick Berle Show At Home Tuesday Evenings



It's the build-up that gets you

Sure, it's a picture of stunning style and sweeping grace.

And when you guide this 1955 Buick along a city street, it's docile and easy-going as you want it to be.

But out on the open road- when the place is right and the time is ripe- you can call on a power buildup like no earth-bound vehicle could ever deliver before.

Today's Dynaflo Drive* is what does it - with a leaf taken from the modern airplane's variable pitch propeller.

You use on pitch of the blades inside the Dynaflo unit for new gas-saving economy in your normal driving and cruising. You switch the pitch for spectacular performance

merely by pressing the gas pedal beyond the point of full throttle.

Instantly, irresistibly, off you go in a sudden build-up of infinitely smooth power delivery - with solid new getaway, or an electrifying new safety-surge for instant acceleration when you need it - a response thrilling beyond words, and boosted by the might of record-high horsepowers.

Drop in on your Buick dealer and try a new Buick - the 236-hp ROADMASTER, SUPER or CENTURY - or the 188-hp SPECIAL. It's the only way to know what superb excitement - and great buys - these new automobiles really are.

BUICK Division of GENERAL MOTORS

*Standard on Roadmaster, optional at extra cost on other Series.

Thrill of the year is Buick

MILTON BERLE STARS FOR BUICK - See the Buick-Berle Show Alternate Tuesday Evenings



WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

Wait till you feel what
variable pitch propellers
do for Dynaflo²—



It's like a second getaway cutting in!

FOR safety's sake, you want to pass that slower-moving vehicle with swift surety—get back in line in seconds.

The way is clear and the time is now.

You press the pedal right down to the floor. You feel an instantaneous forward sweep, smooth as spun silk. In a handful of happy heartbeats, you're out, and past, and back in lane.

What happened? How come this lightning-like safety-surge in your new 1955 Buick with Dynaflo Drive?

The simple answer is: Variable pitch propellers.

Deep down inside the Dynaflo unit itself, a series of little propeller-like blades bite into swirling oil when you open the throttle—just like a modern airplane's propellers bite into air.

And just as a plane's propellers take one kind of bite for quick take-off, and another kind for more economical cruising—so the Dynaflo "propellers" change their bite in oil.

It's like nothing you ever felt before in commanding an earth-bound vehicle—this

immediate getaway, this instant safety-surge you now get with Dynaflo.

Want to try it?

Want to feel the tremendous new thrills that are yours at the wheel of a glamorous new Buick with Variable Pitch Dynaflo— and with the new record-high horsepowers of up to 236 that give life to these new beauties?

Drop in on us this week and we'll gladly give you a demonstration. After all, how else can you know what a gorgeous thriller and a great buy this new Buick really is?

Modelled on Roadmaster, optional at extra cost on other Series.
WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM



UP GOES GAS MILEAGE!— thanks to constant improvement in Dynaflo and in engine design. Even the new 236-hp Roadmaster averages 4.8 more miles per gallon than Buicks of six years ago, yet delivers 57% more power.

MILTON BERLE STARS FOR BUICK—See the Buick-Berle Show Alternate Tuesday Evenings

SEE YOUR BUICK DEALER

Thrill of the year is Buick



This you take in Glowing Pride -

WONDERFUL things seem to happen to people when they take over a 1955 Buick ROADMASTER like the one shown here.

There's a special lift just to see it waiting at the curb - swift-lined, stunningly styled, fairly breathing success.

There's a heart-warming glow that seems to come just from slipping behind the wheel and taking the tasteful luxury of the fabrics, the colors, the finish.

Even the little things seem to be a source of happy pride - like the ingenious new Wide-Speed Wiper that sweeps around the corners of the great panoramic windshield, or double-times in rapid strokes when faster cleaning is needed.

But when you turn the key, start the engine and let the wheels start to roll - that's when

ROADMASTER really quickens your pulse, really raises your pride.

From the moment you call on the silken might of its 236-hp V8 engine, you know this is a car of almost limitless spirit.

The electrifying safety-surge of its new Variable Pitch Dynaflo - and the *absolute* smoothness that goes hand in hand with it - is thrilling beyond words.

And the masterful levelness of this Buick's all-coil-spring ride - the superb handling magic of its Safety Power Steering - these are things that bring a growing satisfaction.

Your Buick dealer will be more than happy to arrange a ROADMASTER demonstration for you. See him this week - you'll be in for a wonderful experience.

BUICK Division of GENERAL MOTORS

MILTON BERLE stars for BUICK - See the BUICK-BERLE SHOW alternate Tuesday evenings



ROADMASTER

Custom Built by Buick

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM



Magnificent Possession for traveling moderns

This is an automobile for those of lively spirit and uncommon good sense.

This is an automobile named for its action, famed for its superb ride, and a veritable find in the fine-car field.

For this, you see, is ROADMASTER - custom-built boss car of the most successful line of Buicks in all history.

It is this very fact that makes ROADMASTER more and more the choice of people who prize worth above pretension - and its easy to see why.

As the cream of a full line of Buicks that have moved into the top circle of America's best sellers, this master Buick *begins* with the many advantages that have won such huge success - and continues to its own pinnacle.

So you find that the Buick ride of all-coil-springing and torque-tube stability is here brought to its peak of buoyant levelness and swerve-free stability.

But above all, you find performance to quicken the pulse of even sports-car enthusiasts.

For here, of course, is the lift and life of Buick's mightiest V8 engine that can pour out, on toe-touch demand, 236 horsepower of silken, silent sweep.

And here, of course, is the most modern transmission yet engineered - Variable Pitch Dynaflow - to bring you such thrills as you've never known before in any earth-bound vehicle.

We suggest you see your Buick dealer this week for a ROADMASTER demonstration. It's a magnificent experience in travel luxury - and rewarding proof that a fine car can be priced without penalty.

BUICK division of GENERAL MOTORS

ROADMASTER
Custom Built by Buick



It's the step beyond success

THERE are, you will find, some cars in the fine-car field more costly than a Buick ROADMASTER.

And there are, you will find, some people who judge the stature of their cars solely by the price they pay.

But there are also many men—and their numbers are increasing markedly—who judge a car almost on a "best-of-breed" basis and these are ROADMASTER owners.

For these are men who feel no need to prove worldly success by mere ostentation—so they scan the field for the finest of a fine line of automobiles.

That, for a very sound reason, is ROADMASTER.

This top-of-the-line Buick is the very cream of the most successful line of Buicks in all history—with sales now soaring to an all-time best-seller high.

Naturally, the qualities that bring such huge success to all Buicks are brought to their peak in ROADMASTER.

So you find here the peak of interior quiet, the peak of comfort, the peak of luxury, the peak of level riding and handling ease and precise control.

But even more to the point is this:

Of all cars in its field, only ROADMASTER—because it is a Buick—gives you command of the most modern automatic transmission yet developed.

For no other car, regardless of price, can bring you the wondrous action of Variable Pitch Dynaflo.

Your Buick dealer cordially invites you to try a ROADMASTER at your convenience. See him this week for a rewarding experience.

BUICK Division of GENERAL MOTORS

ROADMASTER

Custom Built by Buick



Newest Note in Hardtops — 4 Doors and Dynaflow^{*} Dash



In six years, there hasn't been such buzzing excitement about a particular type of car as there is about the one pictured here.

It's the new kind of hardtop that people are taking to like bees to honey.

It's the 4-Door Riviera — and it bids fair to outstrip the tremendous appeal of the first 2-door hardtop that Buick originated six years ago — and which, to this very day, has outsold all other hardtops, bar none.

You can easily see why the 4-Door Riviera is winning such a rousing reception all across the land.

It's that long-awaited combination of a true hardtop with all the comfort, convenience and extra room of a full-size 4-door sedan.

With windows down, you have a completely unbroken sweep of vision to left or right — no center doorposts to mar the view.

And rear-seat passengers enter or leave through their own separate doors — without disturbing anyone in the front seat.

It's a brand-new concept in body design — built to wholly new structural principles — and sparked for thrills by a brand-new kind of performance.

For this is the world's only 4-door hardtop with the spine-tingling action of Variable Pitch Dynaflow . . .

Where you switch the pitch — as a pilot does — for bettered gas mileage in normal driving and cruising — or for

instant getaway response and safety-surge acceleration when you need full power go-ahead split-second quick.

So here you have the last word in body design and the last word in automatic transmissions — both in a brawny automobile that's all Buick, even to the high-voltage dazzle of new record-high V8 horsepowers.

Visit your Buick dealer this week for a sampling of the newest excitement in cars — and a look at the eye-opening prices he's quoting.

BUICK Division of GENERAL MOTORS

**Variable Pitch Dynaflow is the only Dynaflow Buick builds today. It is standard on Roadmaster, optional at modest extra cost on other Series.*

When better automobiles are built Buick will build them.

Thrill of the year is Buick



Have you reached this top?

IT is in the nature of things that when a man moves up in the world, he reflects his success in many directions.

It shows in the size and site of his home, the circles he frequents, the tailoring of his clothes.

And, most definitely, it shows in the car he drives.

So we suggest a look, if you will, at ROADMASTER as it is custom built by Buick in 1955.

It is, you will find, an automobile of almost opulent luxury tempered by meticulous good taste.

Its size and bearing and gold-like markings—the very suavity of its fleet-lined grace—tell all the world that here is a thing of custom stature.

And it is, as you will soon discover, a car crafted for comfort—with supremely soft seat cushions,

with all-coil-springing to its masterful ride, with rich visibility in all directions, with exquisite handling ease that's blessed with the magic of Safety Power Steering.

But you will find that this, above all, is a motorcar of supreme and satisfying command—of instant response — of swift and silent obedience.

For what else would do for this greatest of Buicks but the soaring might of a 236-hp V8 engine—coupled to the absolute smoothness and electrifying safety-surge of Variable Pitch Dynaflo?

Surely, you owe it to yourself to try this top-level motoring experience—and your Buick dealer will gladly do the honors. See him this week.

BUICK Division of GENERAL MOTORS

When better automobiles are built Buick will build them

MILTON BLEUL stars for BUICK
See the BUICK REEL SHOW
alternate Tuesday evenings

ROADMASTER
Custom Built by Buick



When better automobiles are built Buick will build them

Why not make a smart move—just for the fun of it?

IT makes good sense, if you like the finer things in life, to go looking where the cream lies thickest.

In motoring, that means a meeting with ROADMASTER—and for a very sound reason.

This top-of-the-line Buick is the very cream of the most successful line of Buicks in all history—with sales now soaring to an all-time best-seller high.

That brings to the buyer of a ROADMASTER many things not to be had in other fine cars of similar stature.

For the advantages that are bringing such soaring success to all Buicks are merely the beginnings for ROADMASTER.

Here, the great Buick ride of all-coil springing is made measurably better by larger tires, by bigger

brakes, by special cushioning in the car's interior. Here, exclusive fabrics and finish are fully in keeping with the custom production status of this luxurious automobile.

And here, as you would expect, is a long list of items provided as standard equipment at no extra cost—including Buick's much-wanted Safety Power Steering.

But this year, the move to ROADMASTER is a smarter move than ever in the fine-car field—because here you get the most modern automatic transmission yet developed.

It is the new Variable Pitch Dynaflo—smooth to the absolute—improved in gasoline mileage—thrilling beyond all previous experience when you call for action. And it is given life by the highest horsepower ever placed in a Buick.

So may we suggest that you look into ROADMASTER—just for the fun and satisfaction it can bring you? Your Buick dealer will gladly arrange matters—and show you the sensible price that Buick's volume production permits for this custom-built automobile.

BUICK Division of GENERAL MOTORS

ROADMASTER

Custom Built by Buick

★ ★
Milton Berle Stars for Buick
See the Buick-Berle Show
Alternate Tuesday Evenings

Want a 4-door "hardtop" with *Special* price appeal?



The new sensation in "hardtops" is the Buick 4-Door Riviera, shown here in the low-price SPECIAL Series.

YOU CAN'T buy a car like this one just anywhere.

For this is a new kind of automobile—introduced to America this Spring by Buick dealers across the nation.

But it's a new kind of automobile that has been long awaited by America—by thousands of car buyers who have always wanted the racy appearance of the Riviera "hardtop" combined with the comfort and convenience of a 4-door model.

Right here and now, you can have that much-wanted combination.

This is a true Riviera—with the low-lined look and airy grace of a Convertible—and with no center doorposts

to obstruct your view to either side.

And this is also a true Sedan—with separate doors to the rear compartment—and with the extra-spacious roominess of a full-sized Buick Sedan.

But you get more than just the last word in automobile body design when you take the wheel of this exciting new Buick.

You get walloping new highs in V8 power. You get the split-second acceleration and the bettered gas mileage of Variable Pitch Dynaflo.*

And you get the buy of the year at a price most new car buyers can afford—because the 4-Door Riviera you see pictured here is in volume production

in Buick's low-priced SPECIAL Series, as well as the high-powered CENTURY Series.

So you can buy this beauty in the same price range as the best-known smaller cars—at the modest extra cost of a 4-door model over a 2-door model—and have yourself the thrill and pride of driving the most sensational styling advance in over half a decade.

Visit your Buick dealer this week and see how easily—and how quickly—the 4-Door Riviera can be yours.

BUICK Division of GENERAL MOTORS

*Dynaflow Drive is standard on Roadmaster, optional at extra cost on other Series.

When better automobiles are built Buick will build them

Hottest-Selling Buick in History

No wonder you see so many '55 Buicks on the highways—they're rolling up bigger sales than ever before in history—capturing the popularity that has already moved Buick into the top ranks of America's best sellers. Same top rate—and price too—and you'll see why Buick sales are soaring.

WILTON BEBE STARS FOR BUICK

See the Buick Bebe Show Alternately Tuesday Evenings



*Thrill of the year
is Buick*



Hottest Buick in History

No wonder you see so many '55 Buicks on the highways—they're rolling up bigger sales than ever before in history—topping the popularity that has already made Buick one of the "Big Three" of America's best sellers. Come try one—and price it—and you'll see why Buick sales are soaring.

*When better automobiles are built
Buick will build them*

The 4-Door Riviera

It's what America wanted *-and it's going great guns*

YOU see pictured here an automobile long awaited and long expected by the nation's car buyers.

It is a Riviera—the "hardtop" that Buick pioneered for the entire industry six years ago.

But it is a Riviera with separate doors for the rear-seat passengers—and that's the

combination now taking the country by storm.

It's easy to see why.

Folks wanted the sleek and racy "convertible look" styling of the hardtop—but they wanted it with the room, comfort and convenience of a true 4-door sedan. *And here they have it all...*

The full and open airiness of the Riviera...

A completely unobstructed view to both sides, with no center doorposts above the window line...

The extra-generous legroom, headroom and hiproom of a full-sized Buick Sedan...

Front doors *and* rear doors—and all four of them hinged at their front edges for greater safety, and to assure easy entrance and exit.

But not by a long shot is that all. This new kind of automobile is coming

off the production line in the two lowest-priced Buick Series—the budget-tagged SPECIAL and the supremely-powered CENTURY.

So you get the last word in automobiles with the sizzling might of a V8 engine of 180-hp or 236-hp. You get it with the spectacular performance and better gas mileage of the new Variable Pitch Dynaflo.* *And you get it with the easy-to-take prices that have helped sweep Buick into the top circle of America's best sellers.*

Why not take a firsthand look at the newest idea in new cars? With demand for the 4-Door Riviera pushing production capacity to the limit, the sooner you see it—and place *your* order—the sooner you can have one for your very own.

*Dynaflo Drive is standard on Roadmaster, optional at extra cost on other Series.

MILTON BERLE STARS FOR BUICK—See the Buick Series Show
At Your Local Buick Dealer



*Thrill of the year
is Buick*

See Your Buick Dealer



Shown here is the Buick SPECIAL Convertible, with a doozing 188-hp V8 engine, and a price that puts this big beauty just a whisper away from similar models of the "low-price three."

It's got Glamor — and getaway plus

The first part you can judge by eye. Take in the sweep of line, the bold greeting of the Wide-Screen Grille, the smart rake of the rear light assembly—and you begin to see why Buick for '55 is far more than a modest success.

But the next part—the pulse-quickening performance that is putting Buick way up to a new level of popularity—that's something you can judge only by what you feel at the wheel.

When we tell you that every 1955 Buick is boosted to the highest horsepower, Series for Series, in all Buick history, we're just giving you the facts from the record book.

And when we tell you that this rich and

spectacular horsepower is now coupled to a new kind of Dynaflo* that, for the first time, brings to the automobile the principle of the modern airplane's variable pitch propeller—we're still giving you the simple facts.

It's what this combination does for you—in getaway, in emergency acceleration, in gas-mileage betterment, and in the sheer thrill of driving—that no mere listing of facts can explain.

It's instantaneous response on getaway. It's absolute smoothness through every single speed range. It's far greater gas mileage in all normal cruising and driving. It's electrifying safety-surge for sudden acceleration to get out of a tight

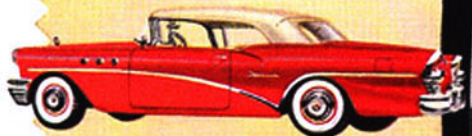
spot on the highway. It's a supreme thrill, and a joy, and a blessing.

We'll be happy and proud to have you try a new Buick with Variable Pitch Dynaflo — and you'll be in for a wonderful new excitement. Come in this week.

*Dynaflo Drive is standard on Roadmaster, optional at extra cost on other Series.

MILTON BERLE STARS FOR BUICK
See the Buick-Berle Show Alternate Tuesday Evenings

TOPS IN COLOR—NO EXTRA COST
Every 1955 Buick Convertible is available in any one of the five different top colors shown.



Thrill of the year is Buick

When better automobiles are built Buick will build them

SEE YOUR BUICK DEALER