

188-hp Buick SPECIAL 6-Passenger, 4-Door Riviera, Model 43

This 4.Door Beauty is the Newest Hit in Hardtops

You certainly ought to come in and see for yourself why this new kind of hard-top is headed for the best-seller list. It's a Buick Riviera, of course.

Which means the low and rakish look of a Convertible – a solid steel roof overhead – and no center posts in the side window areas to obstruct your view.

But that's only the beginning.

Here you get two extra doors. They open to the rear compartment. So no one in the front has to move when someone gets into or out of the rear,

Here you get massive *half*-pillars on either side on which the front doors latch and the rear doors hinge. (That's why you see no center posts above the door line.)

Here, too, you get wholly new principles in body design and strength that give the extra safety of rock-firm solidity at the top, sides and bottom.

And here-bless those Buick engineers!-you get a lot more room in the rear compartment.

DRIVE FROM FACTORY

SAVE UP TO \$18800

See Your BUICK Dealer

For the 4-Door Riviera gives you over 9inches more hiproom and 5 inches more leg-room – yet with *no* increase in wheelbase or over-all car length.

So we repeat-you certainly ought to come in and see this stunning new kind of hardtop.

It's the very last word in beauty, comfort, convenience. It's available in Buick's two lowest-priced Series – the SPECIAL and the CENTURY. And it's all Buick – with Buick power, Buick ride, Buick handling-and the spectacular performance of Buick's Variable Pitch Dynaflow.*

Drop in today-tomorrow at the latest-and learn what Buick's all time record sales year can mean to you in the way of a whopping-big trade-in deal.

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

BUTLER BUICK CO

400 S. SEPULVEDA BLVD. (101 HWY.) MANHATTAN BEACH, CALIF.

NOW-Biggest Trade-in De ever on the iggest-Selling Thrill of the year gest-Se Buicks is Buick in History! 11/ Come in and see!

TORRANCE BLVD. AT CRAVENS TORRANCE, CALIF.

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SIGNED AND SEALED . . . Jonathon Dunmyer points to signature of President James Monroe on deed handed down through the years to his wife. An 1824 account of a land trans-action in Illinois, the paper is stamped also by the President's Seal. Dunmyers are unaware of the value of the historical document, but will check with experts as to its estimated worth.



gives you all you want automatically!

Not only all the ice you want, but all the modern features you want, too. Servel, the GAS refrigerator, brings you the automatic Ice-Maker-silent Gas refrigerationens of other up-to-the tic defrosting and do



Only GAS gives you a refrigerator different from all others

SOUTHERN CALIFORNIA GAS COMPANY