

Thrilling new models, new colors, new ideas headline its arrival

Buick Spring Fashion Festival

*Your Buick dealer's showroom is being
turned into an exciting place . . .*

*You are cordially invited to see it . . .
starting April 1 . . .*



Once initiated, you'll never forget
BUICK TEST PILOT CLUB

ONE demonstration and you're a member . . . just switch the pitch and away you go . . .

That's the thrill of driving a Buick, and that's Variable Pitch Dynaflo . . . the newest, smoothest, and finest thing in automatic transmissions.

While brand new to motoring, the principle of Variable Pitch is a familiar one to pilots. In their airplanes, they "switch the pitch" to get extra power when needed. At other times, they use easy-on-the-gas cruising range.

You do the same thing in a new Buick. The accelerator pushed to the floor gives you an instant burst of safe passing power . . . ease up the accelerator and you are back in economical cruising range.

There is one other important feature about Variable Pitch Dynaflo. It is a Buick exclusive, and it is putting much of the thrill in the 1955 models. We would like you to join our Buick Test Pilot Club by taking a demonstration ride. We know that once initiated to Variable Pitch, you'll never forget the thrill of winning your membership.



BOLD, BRIGHT, AND BEAUTIFUL

THERE has never been a Spring Fashion Festival like the one that's about to open at your Buick dealer's . . .

Take a look at some of the stars—the thrilling new Century Four Door Riviera in Buick's new calibrated color styling . . . the breath-takingly-beautiful Special Convertible . . . the sporty two-door Rivieras . . .

And, there are lots of other stars—the new Buick estate wagons, the sedans, the new Special Four Door Riviera, rich new fabrics and gorgeous interiors . . . and many more exciting Buick models in Roadmaster, Super, Century, and Special series.

This is only the beginning, because you can't see one of the most important new features in the 1955 Buick line—Variable Pitch Dynaflo. You have to feel it, and when you do you'll thrill to this engineering marvel that carries you forward in a surge of smoothness.

You can see the great V-8 engines that with up to 236 horsepower give you the performance you need in modern day driving. But, like Variable Pitch Dynaflo, this is another feature that you have to experience to really appreciate. And, in any one of these new Buick models, you can feel these things while you're enjoying motoring's smoothest ride.

That's why we ask you to join us for some thrilling moments of real pleasure at the Buick Spring Fashion Festival. It should be the sweetest note of all in this springtime's merry tune.



Buick Spring Fashion Festival COLORAMA



ONE reason you are seeing so many beautiful new Buicks these days is that there are so many beautiful Buick colors to choose from . . .

And now, dressing up again for spring, the new Buicks . . . with five new colors being added . . . are even more beautiful.

This color page—right here—right now—is the place to let your fancy set you dreaming . . . Just imagine the colors of your choice on that stylish Buick body, and let your dream carry you down the street . . .

Put your thoughts into action now by making plans to attend your Buick Spring Fashion Festival. It can all begin right there . . .