



A GENERAL MOTORS VALUE

Buick Custom Riviera

"We did it Again!"

The dynamic darlings pictured here are the 1952 Buicks.

They have the *mightiest engines* in Buick history.

They have the *biggest brakes* of any postwar Buick.

They are the *quietest cars* that Buick ever built.

They have the *richest fabrics* and *smartest tailoring* that ever graced a Buick's interior.

They have the *greatest amount of usable trunk space* since spare tires moved off the front fenders.

They have the *most superb ride* in Buick's history.

They have the *finest carburetors* that Buick research has ever devised.

And with all their power, they deliver *more miles per gallon*.

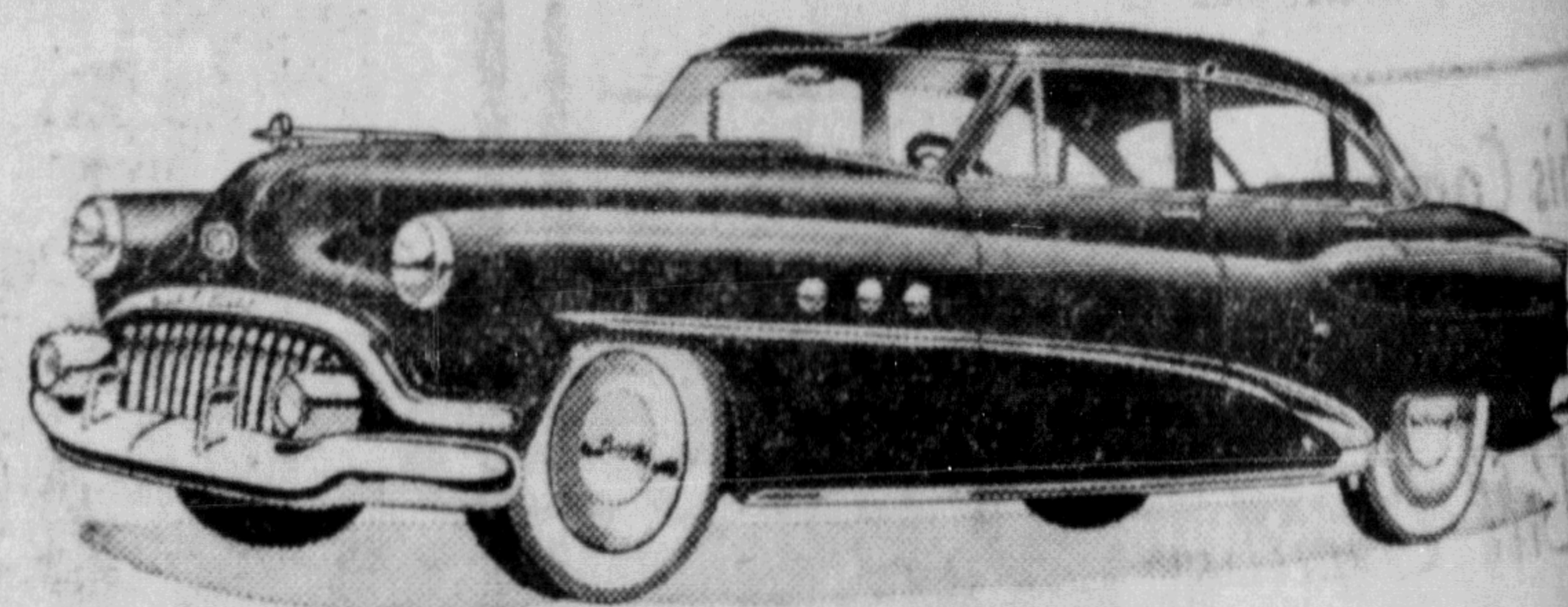
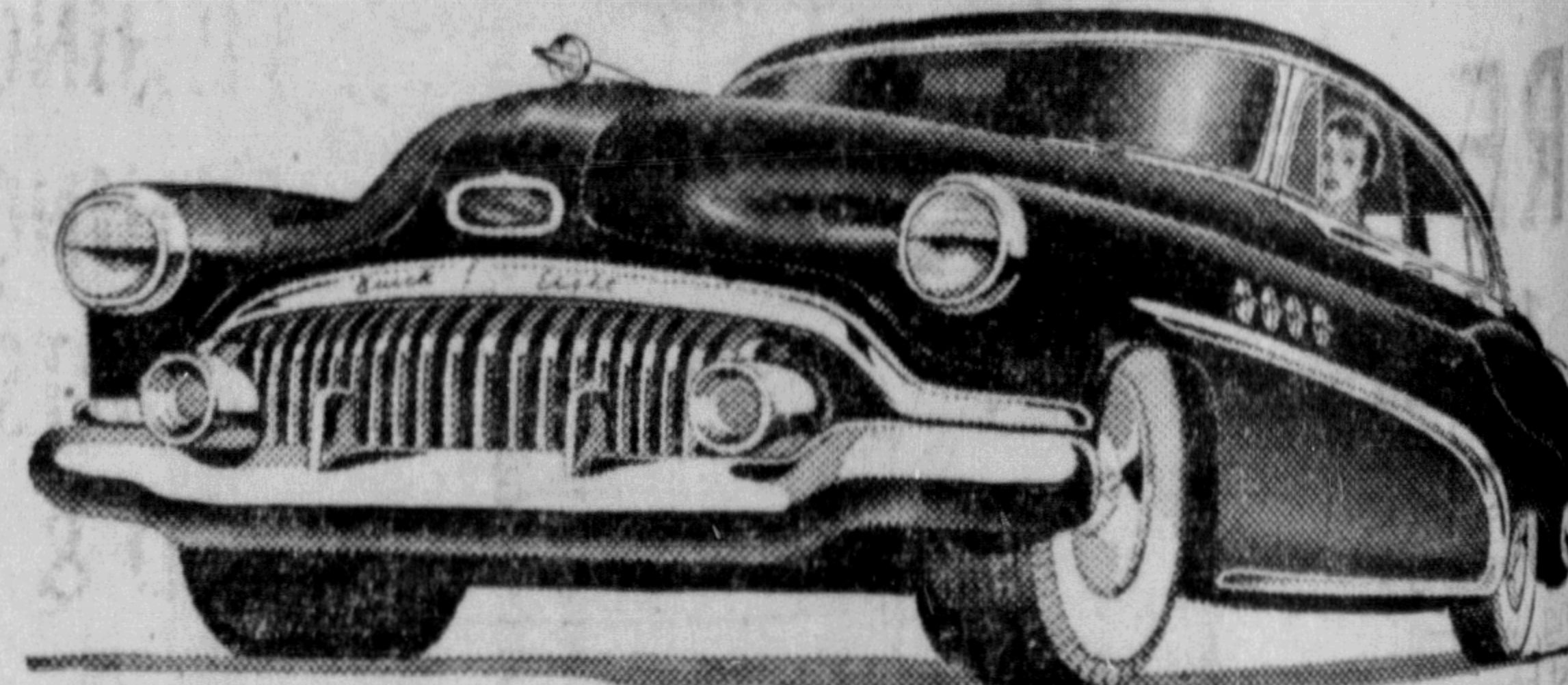
But that is not all.

For those who wish it, there is a brand-new version of *power-steering* on the ROADMASTER series that works like a helping hand—gives you the same sure feel of control you have always known, but never takes more than four pounds of effort to turn the wheel.

You'll find a host of notable features in all Buicks—ROADMASTERS, SUPERS and CUSTOMS too—plenty to make them, as always, the standout buys in their fields for ride, for comfort, for style, for room, and for power.

Come in—look this triumphant trio over—and you'll decide that now is the time to put your best foot forward and own a Buick.

Equipment, accessories, trim and models are subject to change without notice.

*Buick Super**Buick Roadmaster*

FRIZZELL'S MOTOR PRODUCTS LTD.

CORNER of THIRD AVE. and SEVENTH ST.