

For some people, a luxurious full-size car is one of life's necessities.



It carries the family. It commutes. It lugs a trailer. It takes long trips. It functions the way a car is supposed to function. It's just that it does it with a little more style, a little more comfort. For some people, that's not only important. It's essential. It fills the need in them for something that offers a little more.

To them, we dedicate these three Buicks and the next three pages.



Don't let Electra fool you. Just because it hangs out at country clubs and opera houses and posh restaurants. It can do what an ordinary car can do. It picks up the kids after school. Drives to work. Takes the family just about anywhere. But it does it with great style. And comfort. And convenience. It's all the nice touches that Electra brings to everyday driving that makes it so necessary to the people who own one.



Riviera looks, acts, and feels like what it is. A full-blown, uncompromised, personal luxury car. And do you know where it really proves its mettle? On long stretches of highway. On a gravel road leading to nowhere in particular. On a rush-hour run to work. Other cars can handle the same jobs. But not many can do it as comfortably. And that's the difference that makes some people need Riviera.



MARK OF EXCELLENCE