


TT seems that owning a Buick is someT seems that owning a Buick is some--plan for-and finally do.
We say that because, so many times, they say so in words like those above.
Those words make us happy, of course - happy to know we sell a car which means so much to those who own it,
But they make us feel just a little bit sad as well-sad to realize all the years of fun such folks have been missing for no good reason at all.
For the fact is this:
If you can afford any new car, you can afford a Buick.
You can afford the thrill of bossing
around that big Fireball 8 Engine that purrs forth a mighty flow of power.
You can afford the gas bills - as any owner of a 1952 Buick will tell you because that high-compression, valve-in-head marvel gets a lot of miles from a gallon of fuel.
You can afford the extra luxury of a real million dollar ride-the silken smoothness of Dynaflow Drive* - the extra room and comfort and style that have put Buick popularity right up at the top of the list, next to the "low-priced three."
So if you want to own a Buick-there's just one thing to do:
Come in-pick the one of your choice-
and let us show you how close the figure that goes on the bill of sale comes to what you'd pay elsewhere.
As we've said before, your first car can be a Buick. Why not take the Big Step right away-today?
Equipment, accessories, trim and models are swbject to change without notice. *Standard on Roadmaster, aptional at extra cost on otber Series.

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true for 52

## BUICK

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