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##   <br> -and your Buick Dealer


$\mathbf{I}_{\text {calendar - and you }}^{\text {ou read it on the }}$ feel it in the air.

Spring - and the out doors calling - and that lively jubilance that comes with winter's passing
And nowhere is the spirit more in evidence than at your Buick dealer's.
For it's Spring Jubilee time with Buick Time to trot out and show off all the gay and brilliant beauties of his 1950 line. Time for you to sample, in proper setting, all the new life and brilliance or Buick valve-in-head straight-ight power-time for you to meet the greatest cure for spring fever known - the easy, effortless, mile-mastering stride of a Buick under
your command.

There are wonderful things for you to
look into look into:
A Riviera at Sedan prices. Two-door Sedanets, four-door Sedans in a wide range of power and prices. Convertibles, Estate Wagons, a Coupe - cars for every There are even gay new spring colors There are even gay new spring co
help you meet the season in proper garb. And of course, if you haven't yet done so, there's Dynaflow Drive* fo meet and sample.
Yes, you've a date - right now -to meet spring at your Buick dealer's. A date not only to see pleasant things - but to hear pleasant news as well. *Stiothd ROMBMASTER,

## WNATEVER YOUR PRIGE RANGE <br> "Bavar buy Bulak"

For Buick prices are something to jubilate es too. They start just above the low est bracket-and they are accompanied by very easy-to-take arrangements as to the "deal."
How about today - at latest tomorrow for keeping your date with your Buick EUS


