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mighty fine.

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where they dance in the Murch 2, 1950

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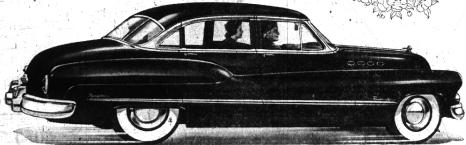
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# YOUVE A DATE WITH SP



and your Buick Dealer

You read it on the calendar – and you feel it in

Spring-and the outdoors 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 bril-liant beauties of his 1950 line.

Time for you to sample, in proper setting, all the new life and brilliance of Buick valve-in-head straight-eight 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.

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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 taste and practically any budget.

There are even gay new spring colors to help you meet the season in proper garb. And of course, if you haven't yet done so, there's Dynaflow Drive\* for you to 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

For Buick prices are something to jubilate iderd on ROADMASTER, optional at extra cost on SUPER and SPECIAL models. about too. They start just above the lowest 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 dealer?

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