

easy-to-own

BUICK

3rd in sales

According to latest official Motor Registration News figures, Buick has been outselling all cars in California... except Ford and Chevrolet... from January 1st through April 30th.

Buick 12,463	Studebaker 3,377
Mercury 9,987	Chrysler 2,498
Oldsmobile 8,980	De Soto 2,076
Plymouth 8,122	Nash 1,944
Pontiac 7,357	Lincoln 1,499
Cadillac 3,810	Packard 1,050
Dodge 3,419	Hudson 618



EASY DOES IT!

new BUICK as easy to own as the "low-price three"



Riviera Special Model 46R shown - also available in the Century, Super and Roadmaster series

Buick...now third in sales in America!



Yes... easy, lower monthly payments bring handsome Buick within the reach of everyone. Buick's volume sales - now third in America - mean unmatched value... better trade-in. And Buick, alone, gives brand new styling, panoramic windshield, stepped-up V-8 engine and a host of other advanced features. Move up to easy-to-own Buick today... the most wanted car in America! *Buick costs less to buy... less to operate... less to trade!*

MENNING BUICK

Highway 101

North End of City