

for only

\$77788 \*

Today's local delivered price

of the BUICK SPECIAL

2-Door, 6-Passenger Sedan

Model 48D (illustrated)

\*Optional equipment, accessories, state and local taxes, if any, additional. Prices may vary elightly in adjoining communities due to shipping charges. All prices subject to change without notice.

**IT'S TRADE-IN TIME** 

FOR A BETTER DEAL

Service. 8:00 p.m. Evangelistic Mes-Wednesday

7:30 p.m. Prayer Service.

## You're in the driver's seat

TT's your money, of course-but we'd like L to see you make the most of it.

That's why we publish the price of the big Buick SPECIAL here-to make Point #1: you can buy this great performer for just a few dollars more than the so-called "lowprice three."

But Point #2-the smart point-is this: When you put up those few extra dollars for the Buick pictured here, you're in the driver's seat of a lot more automobile.

You boss extra power - more satisfying power-walloping Buick Fireball 8 power -highest ever found in a Buick SPECIAL.

You get extra room-a lot more comfortable room - real, man-sized, 6-passenger room - as much room as you get in cars costing hundreds of dollars more.

You enjoy extra satisfaction - more solid satisfaction-in the ride of this big, broad, road-steady traveler that's cushioned by coil springs on all four wheels, and engineered with all the other costly features of the Million Dollar Ride.

And, speaking of extras - here you get, at no extra cost, a long list of standard equipment that most other cars at or near the price of this Buick charge you for, as "extras" on the bill of sale.

So, as we said-it's your money-and it's vour move.

If you're aiming for the driver's seat of a hard-to-beat buy-for a lot less than you think-come in and see us soon.

ALLTON BERLE stars for BUICK-in the BUICK-BERLE SHOW on TV Tuesday evenings. Also, every Saturday, tune in The TV Football Game of the Week — a "GM" Key Event

THE GREATEST Want the top allowance on your present GREAT car-and a great buy in the bargain? Come in and see us for the happy news-now.

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

## S. F. ULRICH, Inc. ELIZABETHTOWN, PENNA.

505 North Market St.

