



## The good things go deep

**I**TS lines are eye-catching, as you can see, and its look is the look of tomorrow.

Roominess is here — in seats that take six well-fed huskies with nary a hint of crowding.

Here, too, is view-window visibility in practically all directions. And easy handling. And a wealth of stepped-up valve-in-head Fireball power.

But look even deeper for the other good things that make this spanking-new Buick of 1950 so satisfying to own and drive.

Its ride, for instance. Soft and steady and level even on back-country lanes — from wide rims, large low-pressure tires, and practically break-proof coil springs at all four wheels.

Power made able and thrilling and lastingly lively. Not merely from a valve-in-head straight-eight Fireball engine of increased compression and horsepower — but also from super-accurate cylinders, and Flex-Fit oil rings, and micropoise balancing *after* assembly.

And stamina. The stamina of a husky X-braced frame, of a rigid full-length torque-tube drive, of Durex main and connecting-rod bearings, of two tons of solid roadweight in perfect balance.

No, a look and a drive won't tell you all the good things about this beauty. Only the years will.

And only they can prove how much of a buy is Buick — from its budget-easy price tags to its high resale value.

Go see your Buick dealer next time you're in town. He'll show you so much more automobile for your money — by any yardstick you name — you won't be satisfied with anything less.

BUICK Division of GENERAL MOTORS

### Features like these mean **BUICK'S THE BUY**

**HIGHER-COMPRESSION** Fireball valve-in-head power in three engines, five hp ratings. (New F-263 engine in SUPER models.)

**NEW-PATTERN STYLING**, with bumper-guard grilles, taper-through fenders, "double bubble" taillights.

**WIDE-ANGLE VISIBILITY**, close-up road view both forward and back.

**TRAFFIC-HANDY SIZE**, less over-all length for easier parking and garaging, short turning radius.

**EXTRA-WIDE SEATS** cradled between the axles.

**SOFT BUICK RIDE**, from all-coil springing, Safety-Ride rims, low-pressure tires, ride-steadying torque-tube.

**DYNAFLOW DRIVE** standard on all ROADMASTERS, optional at extra cost on SUPER and SPECIAL series.

**WIDE ARRAY OF MODELS** with Body by Fisher.

Turn in BUICK J. TAYLOR, ABC Network, every Monday evening.

WHATEVER YOUR PRICE RANGE

# "Better buy Buick"

YOUR KEY TO GREATER VALUE



When better automobiles are built BUICK will build them