

For Beauty plus Duty,
whatever your price range—

"Better buy Buick"

It's Beautiful!

It's Brawny!



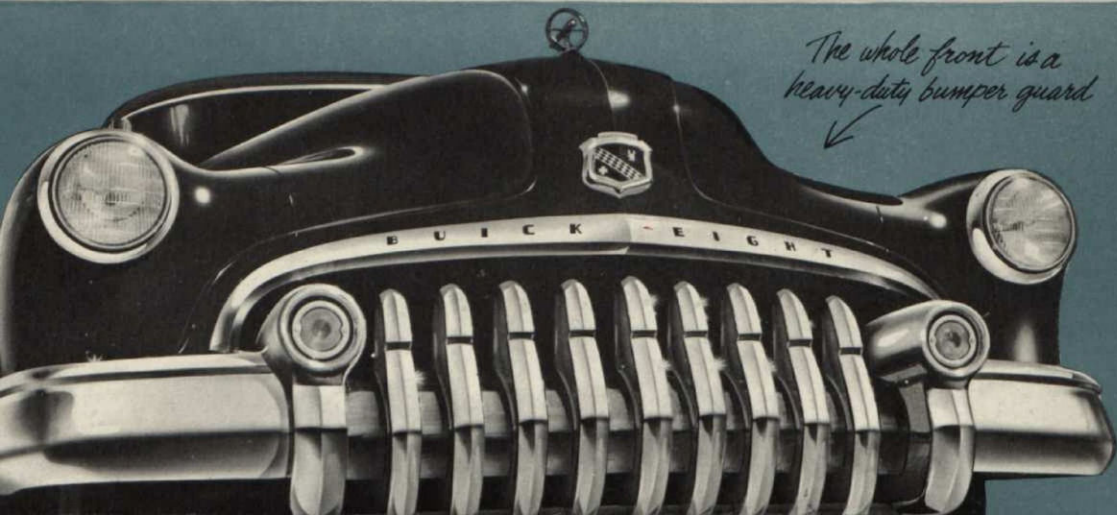
Buick presents
the first
really new idea
in front ends
in years

IT'S A FASHION FIRST—a style-setting treatment that hits a new high in gleaming smartness, in modern design, in distinctive appearance.

IT'S A SAFETY FIRST—with nine brute-strong vertical guard bars making it impossible to “lock horns” with the car ahead of you.

IT'S A SAVINGS FIRST—in money, that is—because those are high-impact bars, as strong as the bumper that holds them. So you need buy no extra protective guards. And these Buick bars are individually replaceable in case of accident—a far less costly step than buying a whole new grille.

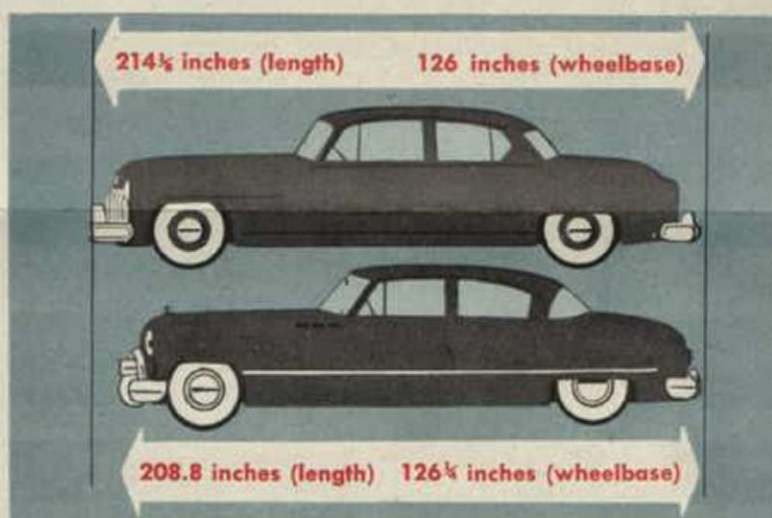
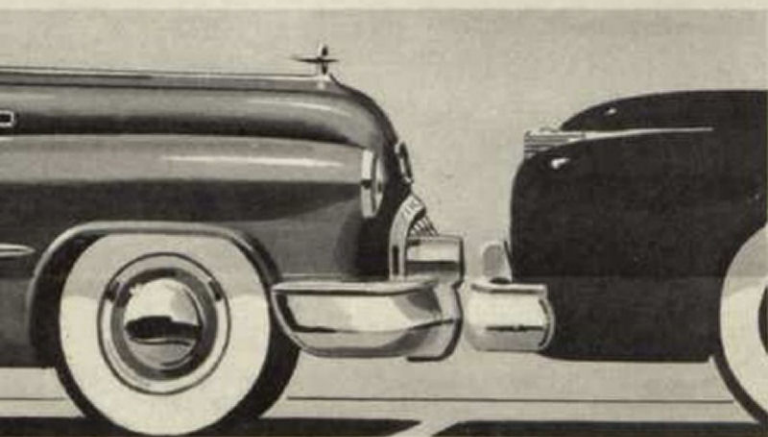
Even Easier Parking is Part of this Bold and Beautiful Picture!



Look at how Buick combines
Beauty with Duty
with its ingenious new front-end design

Saves needless length
Makes parking easier

For years automobile manufacturers have added a front bumper to their cars that extended inches beyond the grille. Now Buick has dressed the bumper with sturdy vertical bars, making a combination that reduces the car's over-all length without cutting down on wheelbase or interior roominess. So your new 1950 Buick — SPECIAL, SUPER or ROADMASTER — is easier to park in tight spots, easier to handle in traffic and U-turns, easier to store in small garages.

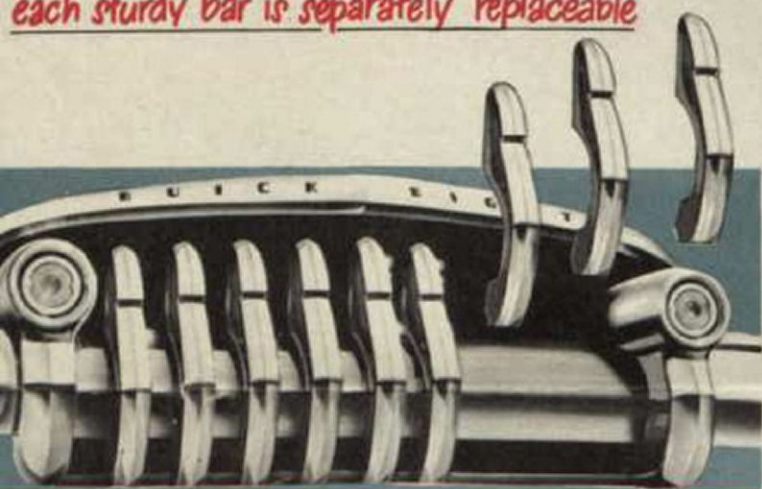


More than Good Looks alone
—it's non-locking too

Most radiator grilles are ornamental—cast or stamped out of easily broken metal solely for the sake of the car's appearance—and these grilles must be completely replaced in case of damage. Buick's new front end is made of heavy-gauge bumper-stock steel — brute strong. And with these massive vertical bars extending well above and below the bumper itself, you have a non-locking "nudger" that completely eliminates "locking horns" with a car ahead of you.

Big Economy Note

each sturdy bar is separately replaceable



Since the vertical bars on the Buick front end are bumper guards themselves, you have no additional protective bars to buy. That saves you money.

You find a big saving, too, in the fact that these high-impact bars are individually replaceable. So you don't have to pay for a whole new grille in case of accident — just replace the damaged bars, singly.

The parking lights housed in Buick's bumper guards are deeply recessed, well out of harm's way. You don't have to worry about breakage here if you accidentally nudge a car parked ahead of you, or if you want to push another car to start it.

Buick alone brings you
the beauty and brawn of a brute-strong
non-locking multi-guard forefront

