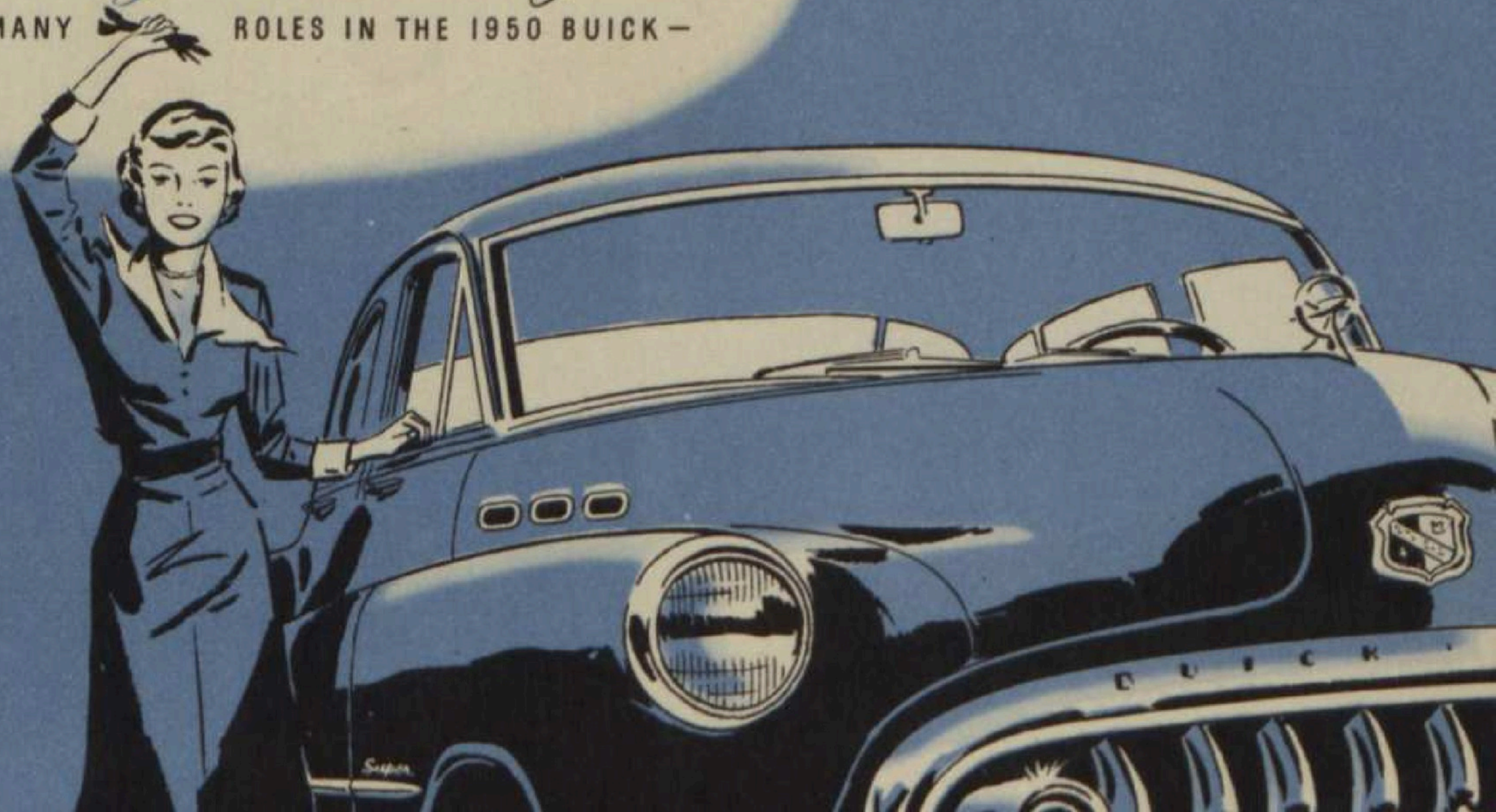


# *Beauty on duty*

GLASS PLAYS MANY ROLES IN THE 1950 BUICK —









Look the 1950 Buicks over—sit in them and cast your eyes about—and see how many important roles glass can play.

Here is beauty, sketched in crystal clarity—gracefully rounded windshields, sweeping back windows, side windows and Ventipanes adding their touch to speedy lines.

And here's traveling pleasure in broad-as-all-outdoors visibility. Here truly is "room with a view," with all the scenic beauties of the big, wide, wonderful world spread out for you to see.

But glass has more serious parts to play as well. It is a vital element in promoting your driving safety, and nowhere have greater care and thought been given to such security than in these handsome travelers.

Consider, for example, just these few points, carefully worked out for your benefit by Buick engineers.





Hold a pair of glasses against the corner post of a 1950 Buick and you will see that it is scarcely wider than the distance between your eyes.

Engineers say that as an object approaches this dimension, it becomes less and less an obstacle to vision.

Buick's narrow but sturdy corner posts permit wide angle vision, with the "blind spots" caused by wide pillars substantially reduced.

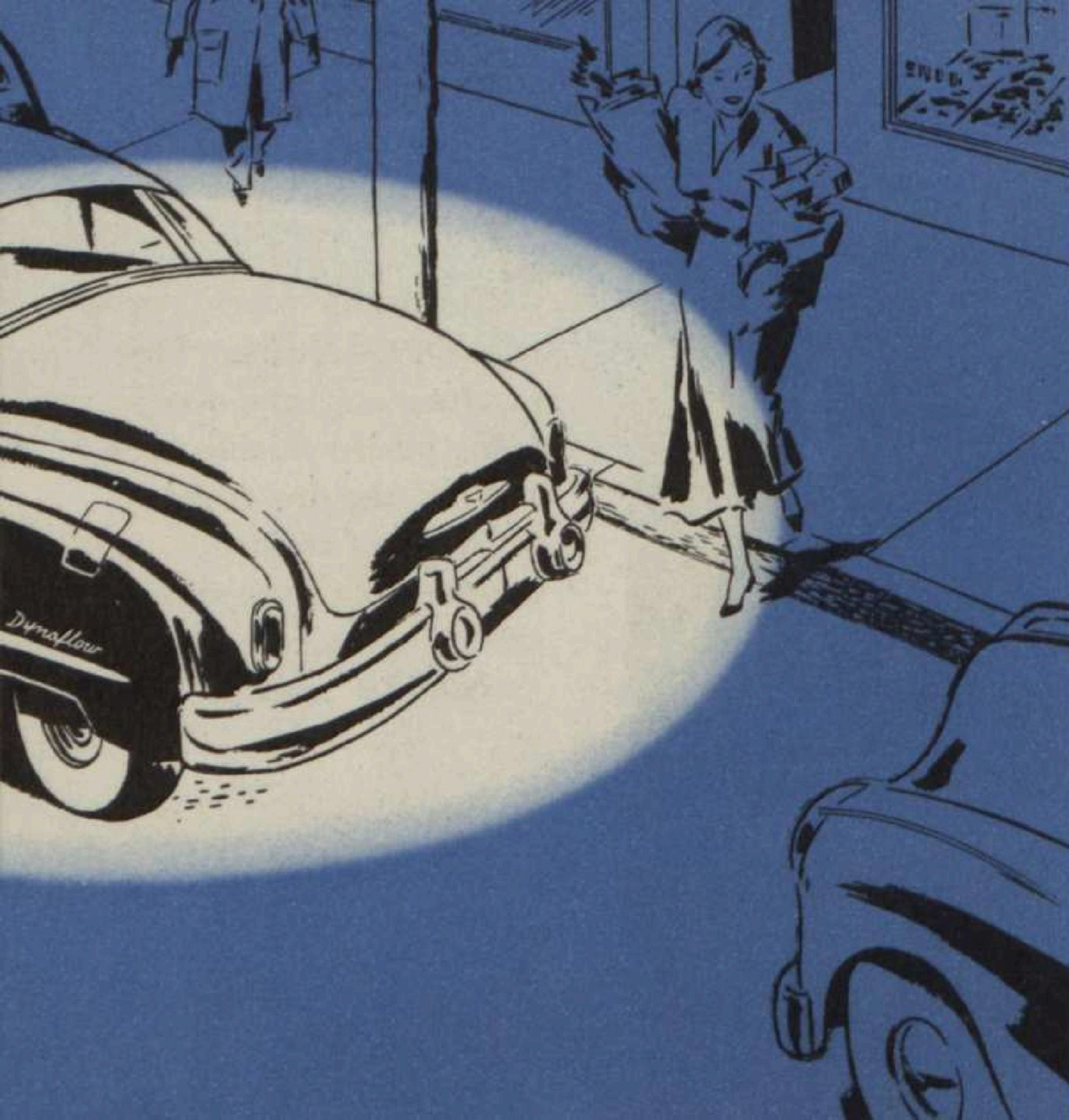




All windshields are curved in the 1950 Buicks. This results in corner posts being placed farther back.

Now, the driver gets a full view of traffic approaching from side streets as well as plenty of “seeability” ahead.

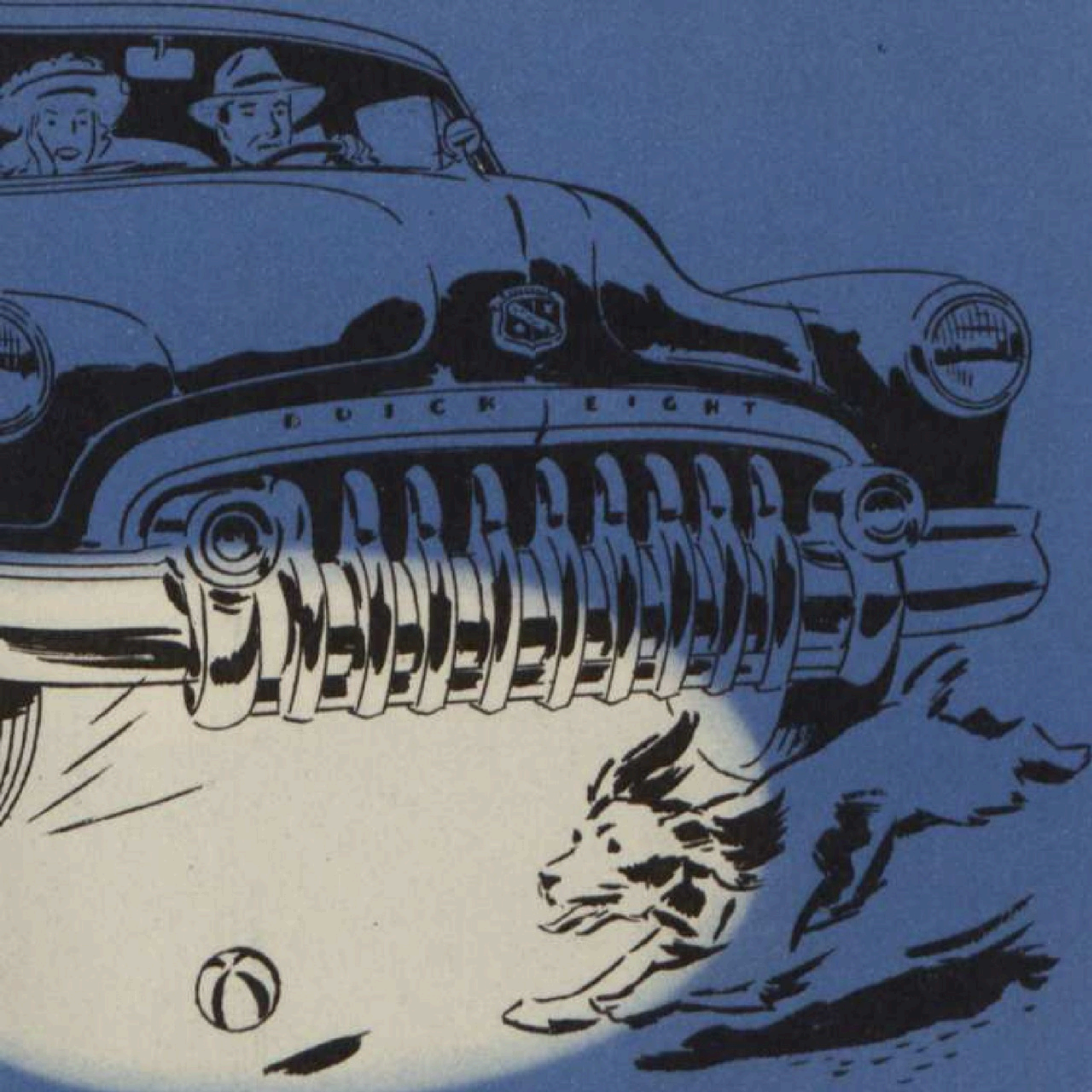




There's a better view in the rear, too, thru the huge curved glass in the rear window.

This is not only a great convenience when backing up or parking, but is a definite safety factor as well.

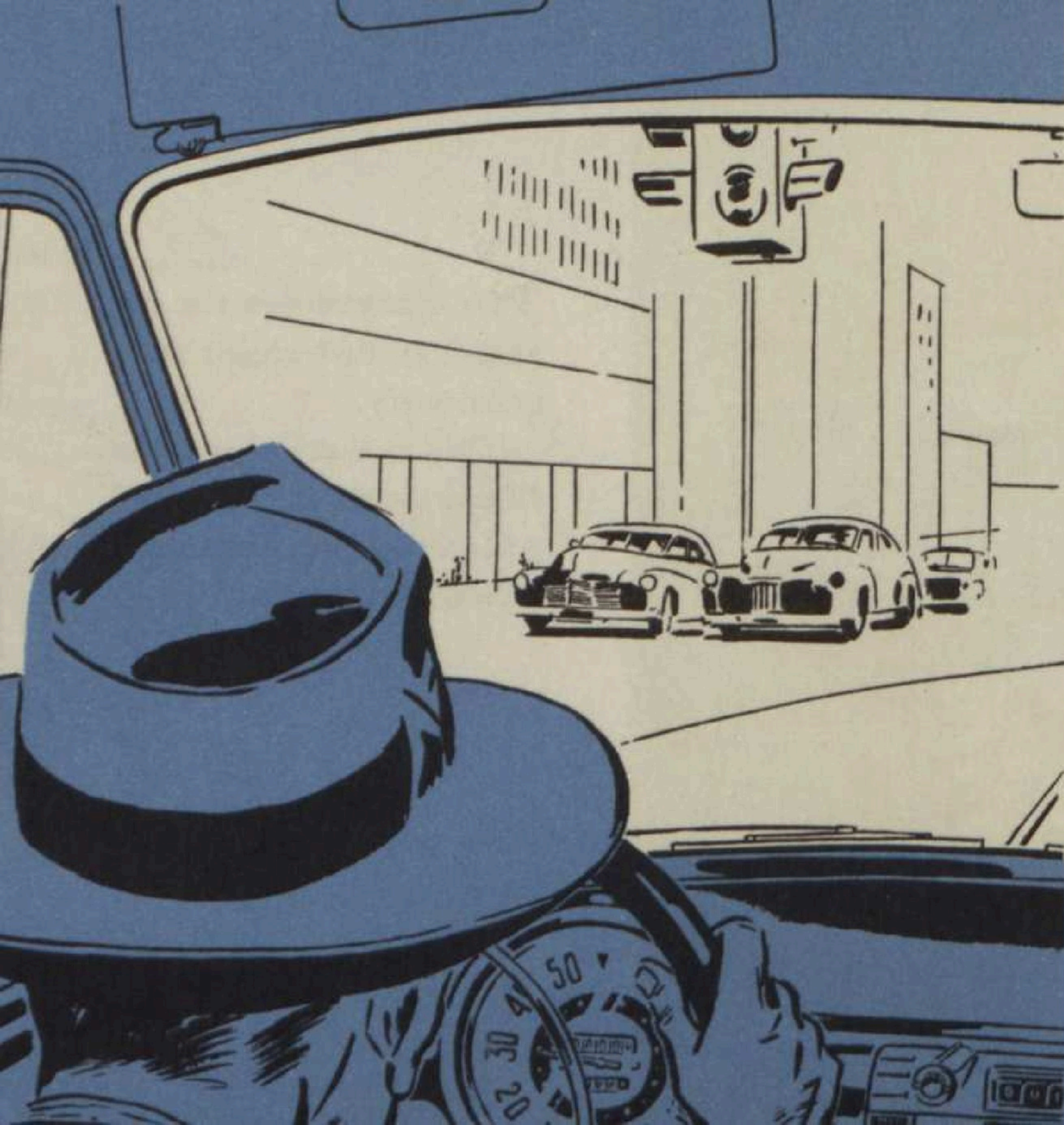




You can also see the road ahead 26 feet closer than previously.

This is a priceless, additional "margin of safety" which can prevent many tragic accidents.





Overhead traffic lights can be a traffic hazard rather than a help if you do not have a clear view of them.

All Buick windshields give you a clear view of overhead lights up to within a few feet of the intersection.





Good forward vision is particularly important in stormy weather, and the design of Buick windshield wipers holds this in mind.

These not only cover a generous arc, but are so constructed that they snugly fit the rounded contours of the windshield.





A final evidence of Buick's care for your driving safety is the stenciled mark of safety plate glass.

Plate glass is free of distortion and waviness, giving vision as clear as through high mountain air. In addition, laminated construction reduces the danger of shattering and splintering in the event of accident.



*for a broad outlook  
and greater driving safety...*

***"Better Buy Buick"***



*When better automobiles are built*

**BUICK**

*will build them!*