

IDE • VALVE-IN-HEAD STRAIGHT EIGHT
UE TUBE • FIREBALL COMBUSTION
RD GRILLE • WIDE-ANGLE VISIBILITIES
MOOTH POWER • DYNAFLOW DRIVE
BODY • HUSKY FRAME AND TORQUE
E TUBE •



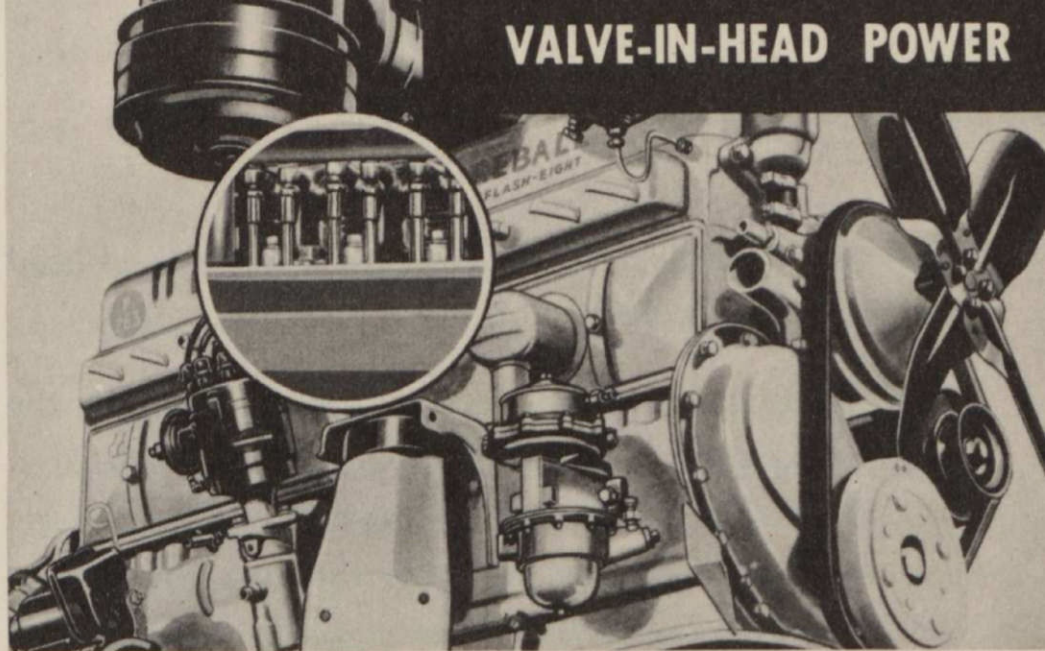
BUICK ALONE HAS ALL THESE FEATURES

OW DRIVE • LEVEL BUICK RIDE • TR
HANDY SIZE • FEATHER-LIGHT STEERING
KING • WIDE-ANGLE VISIBILITY • V

THE 1950 BUICK LINE OFFERS:

- **a wide variety of models to choose from**
- **cars of four wheelbases**
- **three engines in five power ratings**
- **wide selection of finish and equipment**
- **king-size interiors with less over-all length**

VALVE-IN-HEAD POWER



First of many “Buick firsts,” valve-in-head design has been a feature of Buicks since the very beginning. Its greater thermo-dynamic efficiency, freer “breathing” (easy intake of fuel and outlet of exhaust gases), make it a definitely superior engine principle.

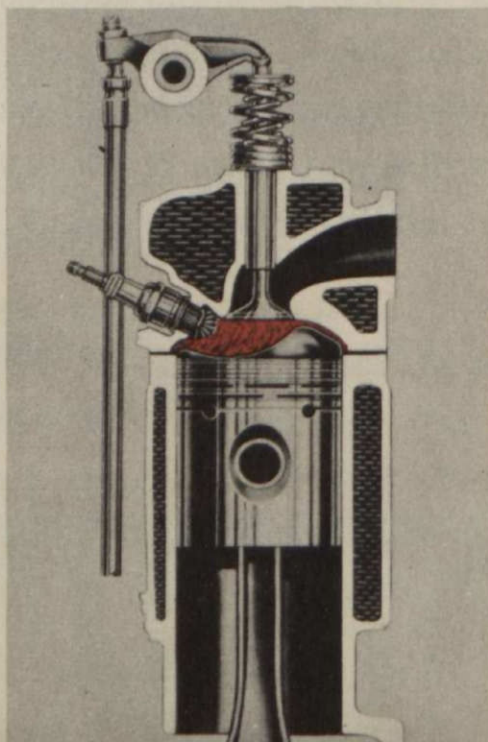
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In this design, a specially shaped piston top rolls the fuel charge into a compact form, roughly shaped like a ball. When the spark flashes in this tight-packed charge, fuel releases its full energy directly over the piston, losing little by dispersal of flame into side openings.

Thus each fuel charge delivers more good, gives a livelier response to the power plant.

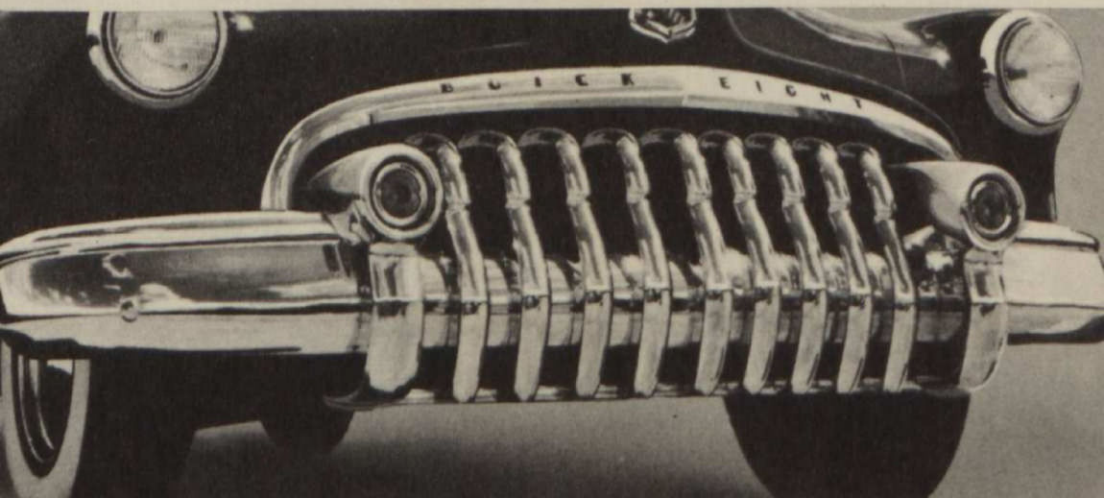


NEW TRIPLE-PURPOSE GRILLE

Buick's new grille is far more important than a fresh and distinctive new style note.

It is a sturdy protection for the whole front end of the car, with strong upright bumper guard and grille bars to absorb impact. It avoids "locking horns" with the car ahead, and provides well-protected and attractive placement of parking lights and direction signals.

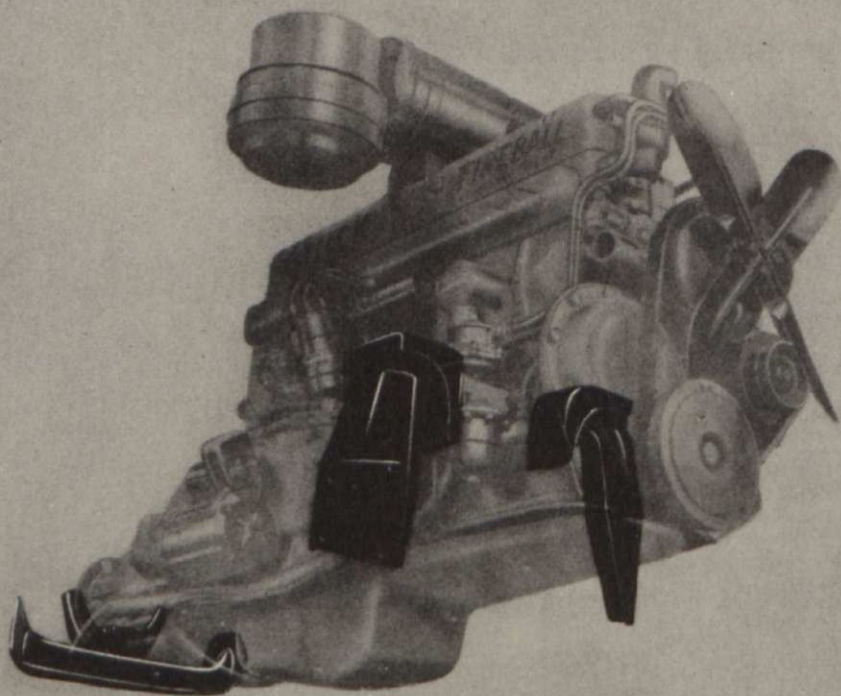
In addition, by incorporating the bumper with the grille bars, this design saves several inches in bumper-to-bumper length, giving handier over-all size which makes parking and garaging easier.



DOUBLY SMOOTH POWER

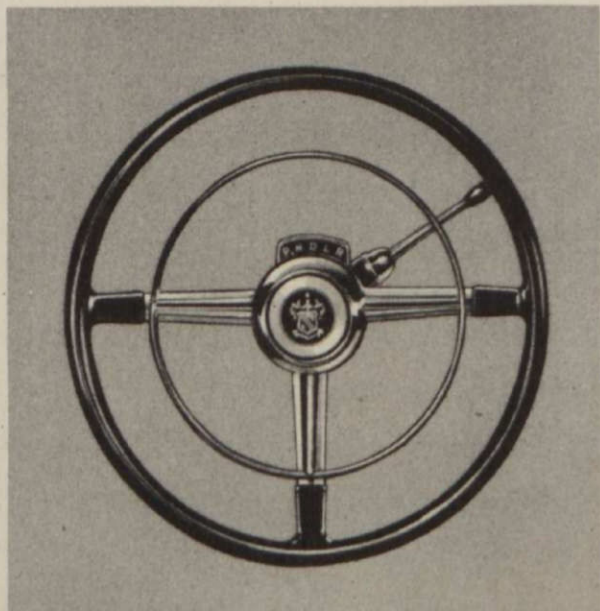
Your Buick engine is extra smooth to start with because Buick not only balances all parts individually before assembly, but then balances the complete engine after assembly with very great precision.

In addition, all engines are Hi-Poise mounted, a Buick exclusive. The engine is cradled, almost as in a hammock, between two high-placed mounts toward the front, and one placed low and at the rear. Result: Noticeably smoother action.

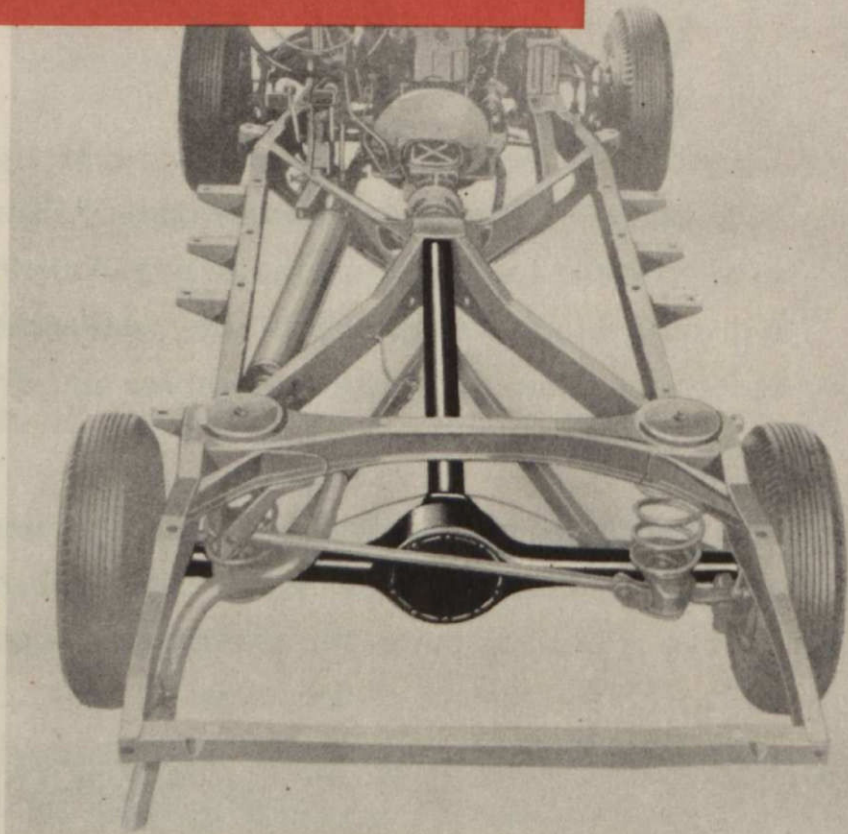


Dynaflow Drive has well earned its right to be called "the biggest thing since the self-starter." Employing a new principle for the first time in any American car, it not only eliminates shifting in the usual sense but provides a new and delightful smoothness and driving ease at all times.

The restfulness of Dynaflow Drive is particularly noticeable at the end of a day-long drive. Providing an ample reserve of braking power for emergencies, it permits you to "rock" the car out of deep sand or snow and has excellent handling characteristics on slippery going.



HUSKY FRAME AND TORQUE-TUBE



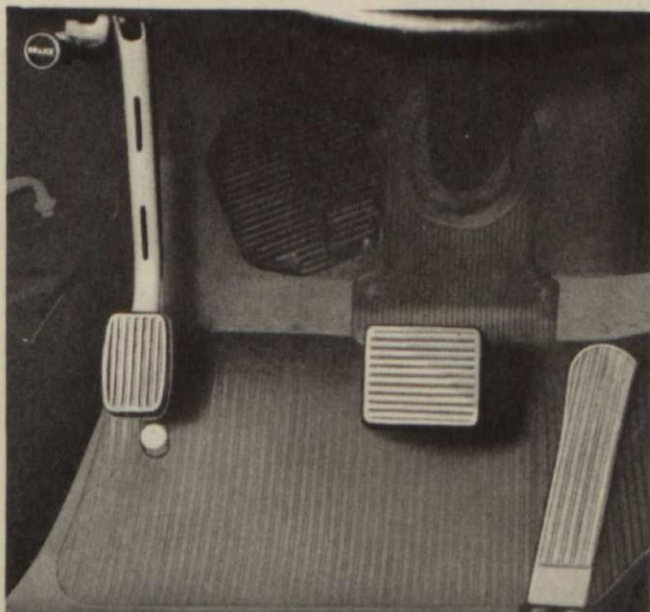
The solid "feel" of Buick is a characteristic quickly noticed after traveling in other cars. It comes from such structural features as this husky, X-braced frame and the torque-tube surrounding the drive-shaft.

Holding the rear axle in rigid alignment, and taking up all driving thrusts, this tube is an important factor in the steadiness of Buick on the road. It also makes possible the use of coil springs on rear wheels as well as front.

Several aspects of Buick's braking system make this a feature of multiple benefit.

First—brakes are of the self-energizing type, which assures even wear and positive grip. Second—brake-pedal leverage multiplies the pressure of your foot on the pedal, giving a firm hold from a light touch.

In addition, all Buicks have this convenient parking brake. You set it by pressing the pedal with your foot, release it by pulling a small knob conveniently located to your left under the dash.

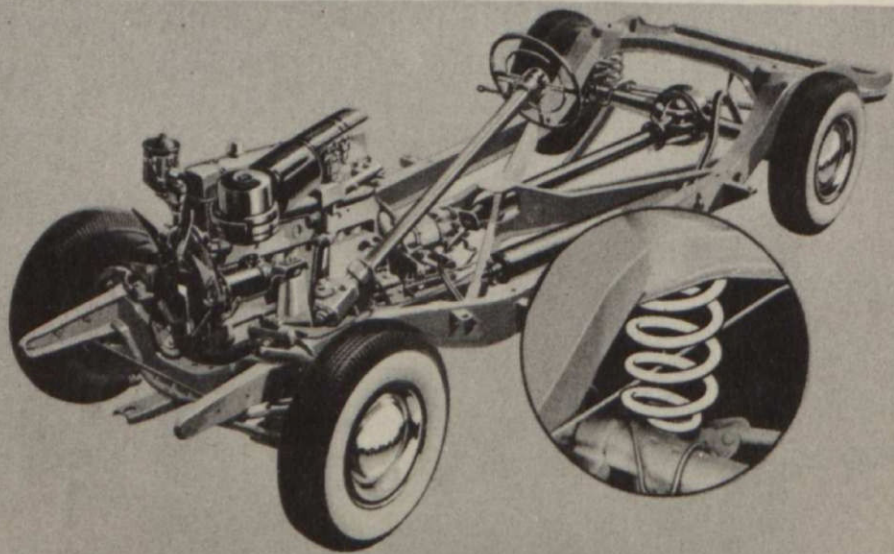


LEVEL BUICK RIDE

Many factors contribute to the soft, level Buick ride. Possibly most important is the use of easy-acting, service-free *coil* springs on all four wheels—rear as well as front.

Carefully calibrated shock absorbers control rebound after severe bumps, giving a firm, non-bouncing action, while the torque-tube adds road steadiness.

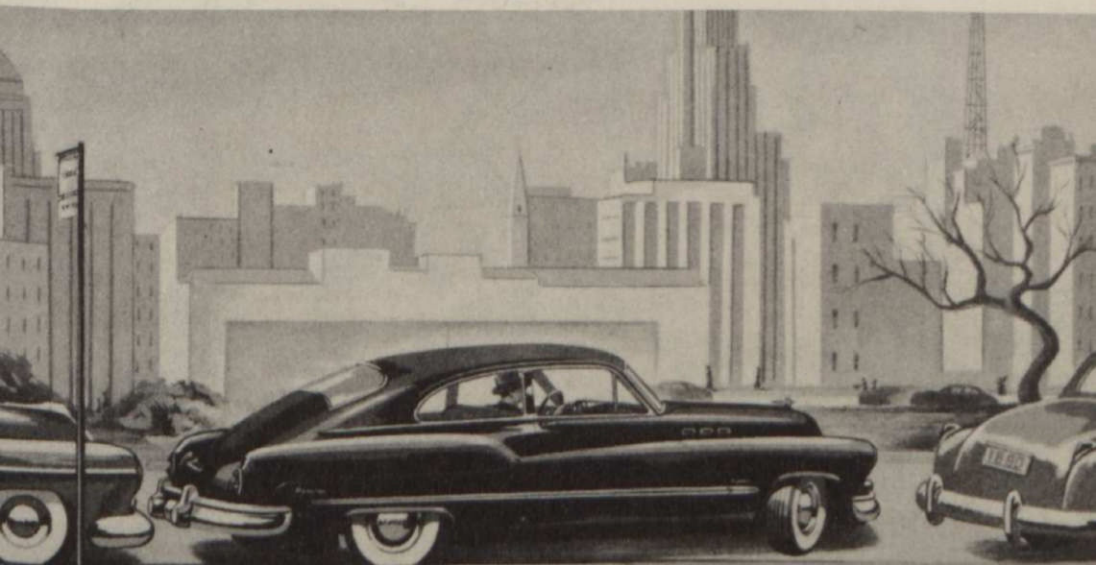
Furthermore, all Buicks not only have low-pressure tires but use Safety-Ride rims—wide rims that increase the air capacity of your tires, improve traction and add safety by using tire sidewalls as braces against sidesway and roll-under on curves.



TRAFFIC-HANDY SIZE

New handiness in parking, garaging and driving in traffic will be noticed in all 1950 Buicks. This comes largely from a shorter bumper-to-bumper length obtained through the new bumper-guard grille design.

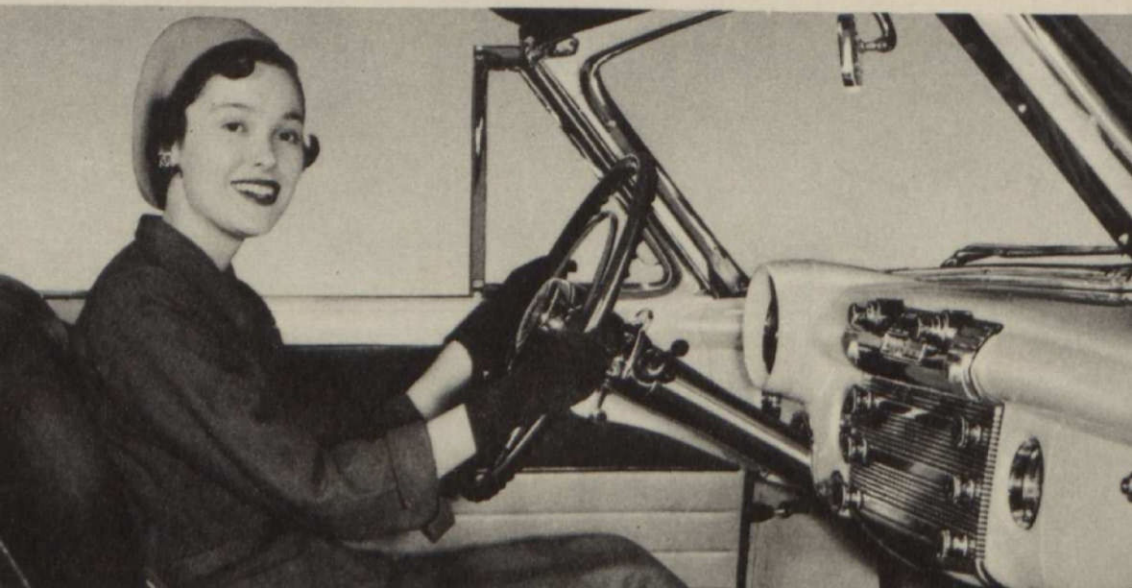
All models, even the long-wheelbase SUPER 126 and ROADMASTER 130, are shorter over-all than previously. SPECIAL and other SUPER models are 5 feet shorter than typical marked-off curbside parking areas, giving generous maneuvering room. Short turning radius also permits sharper turns.



FEATHER-LIGHT STEERING

A high steering-gear ratio gives all models of the 1950 Buick an easy steering wheel action, even with the largest and softest tires.

In addition, Buick employs this unique ball-and-worm gear in its steering—a device in which the two parts of the gear turn on an endless stream of ball bearings. Steering is made firm, friction is reduced, and “play” due to wearing of gears largely eliminated. The gear thus needs less frequent attention and adjustment.



WIDE-ANGLE VISABILITY



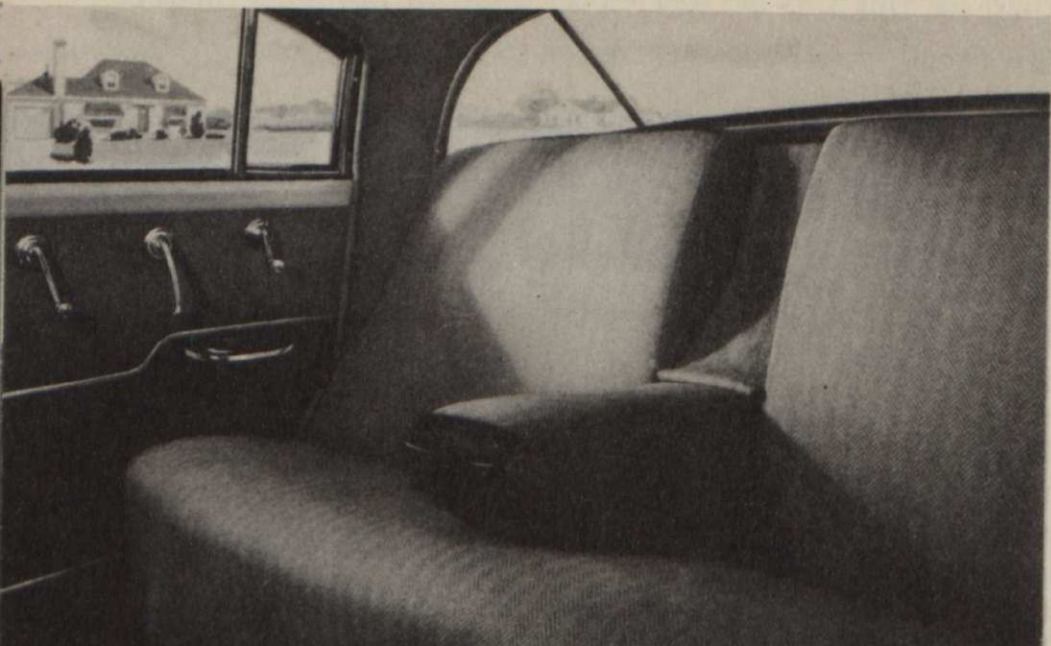
Wide-angle visibility is a feature of all 1950 Buicks, with their broad, high, curving windshields and narrow corner posts set farther back. Looking forward, you can see the road as much as 26 feet closer than in previous models. Overhead stop lights are easier to see, and cornering vision—such as when approaching side-streets—is noticeably better.

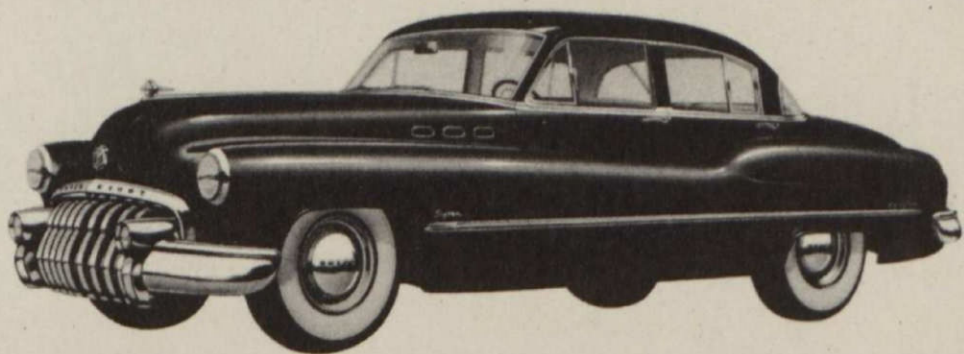
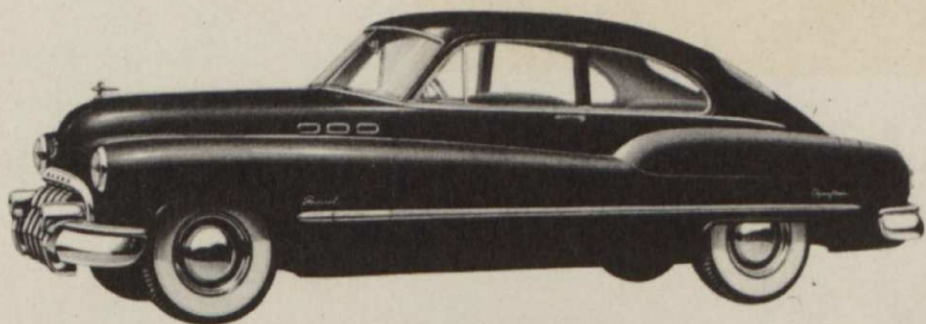
Closed models also have enlarged back windows, for easier parking. Certain models such as the Riviera, SUPER 126 and ROADMASTER 130 are notably generous in rear visibility.

ROOMY BODY BY FISHER

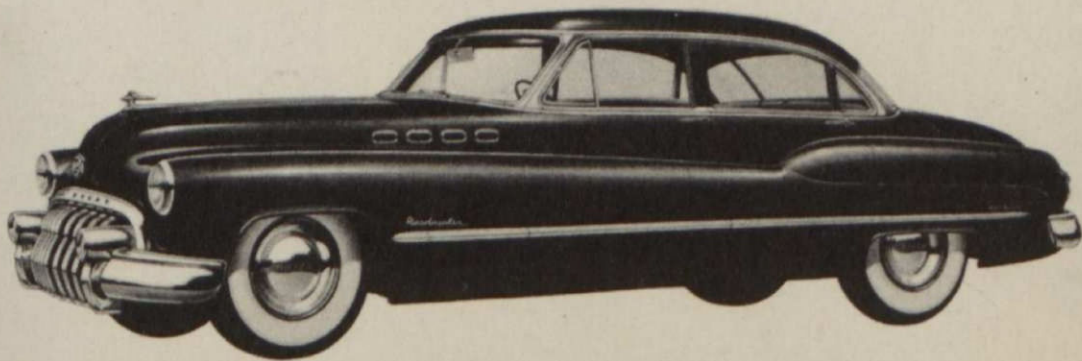
All Buicks enjoy the structural strength and durable design of Body by Fisher. Their basic construction is steel welded to steel, stout and weaveproof, generously insulated against noise and heat and tightly sealed against outside drafts.

With such basic merit, Buick also provides generously roomy interiors, with more than 12 inches added to rear-seat hip room. Such long-wheelbase models as the SUPER 126 and ROADMASTER 130 have nearly four inches more rear-seat kneeroom as well. All models have generous room for three persons on all seats.





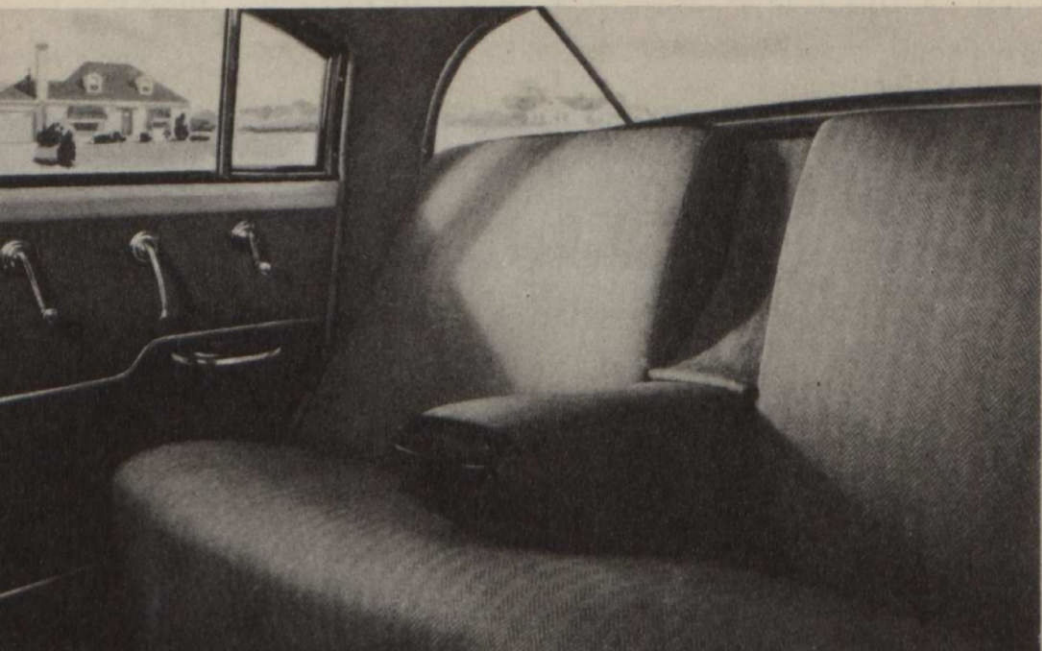
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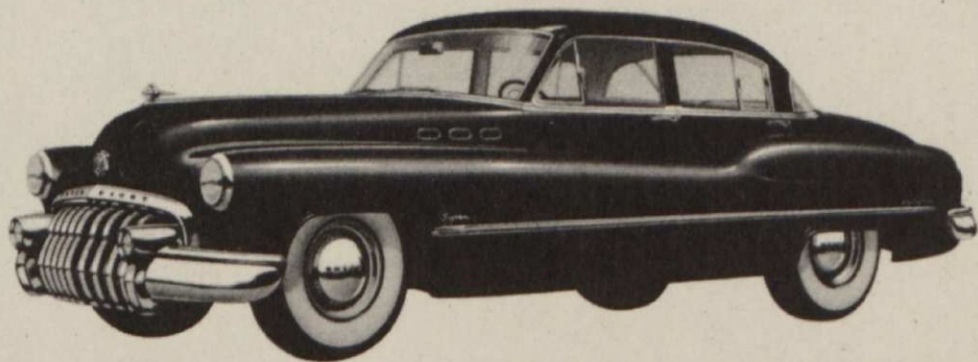
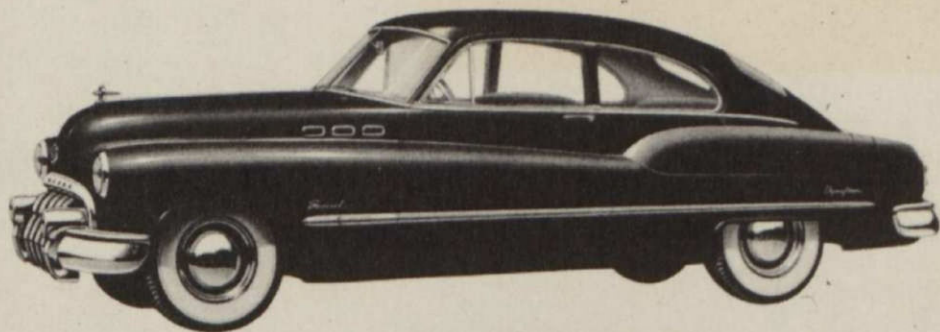


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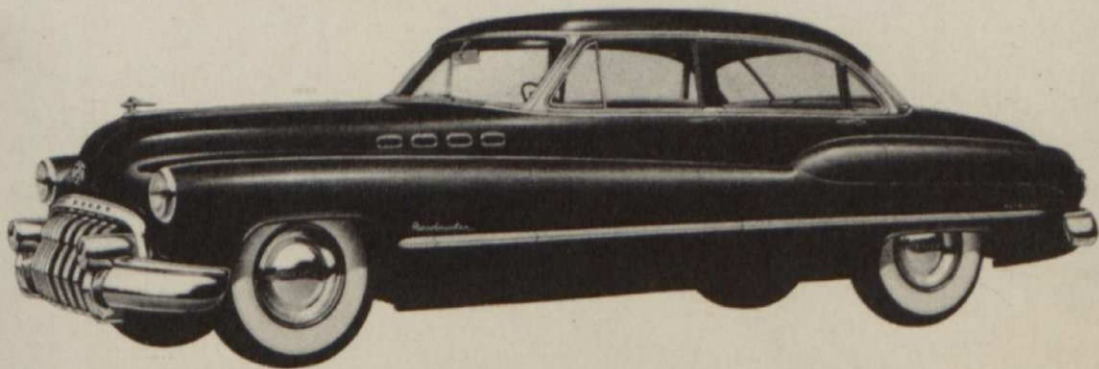
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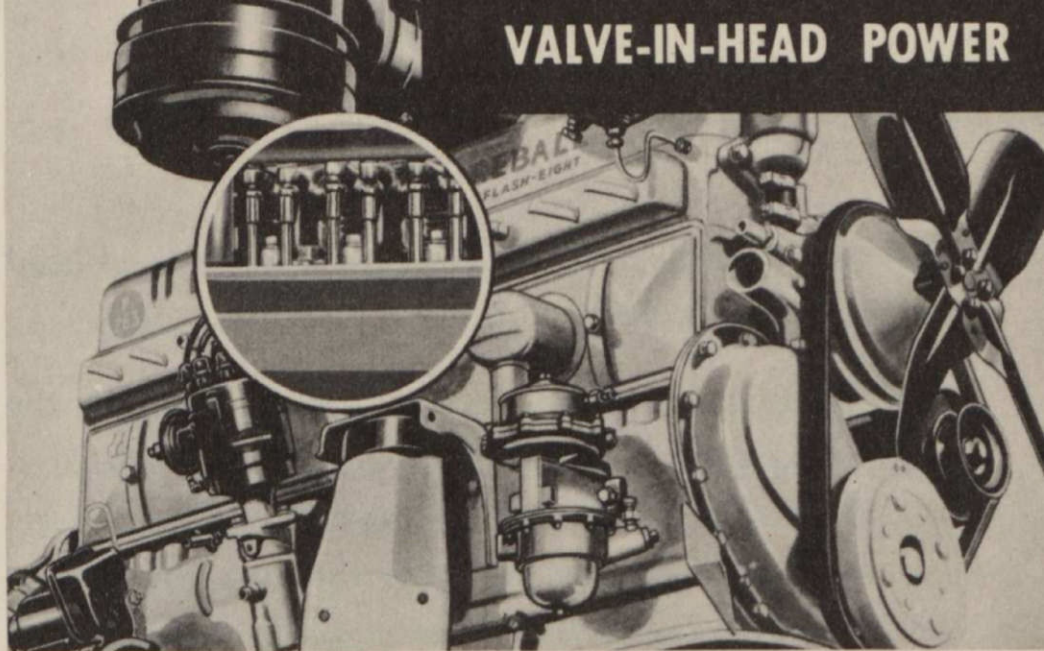
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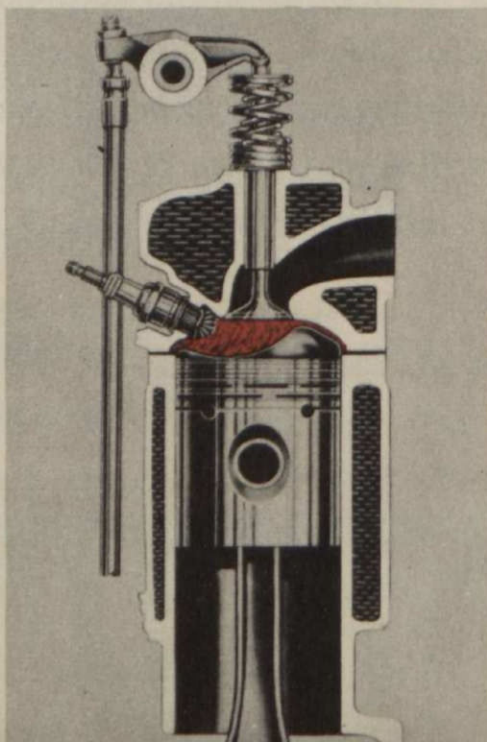
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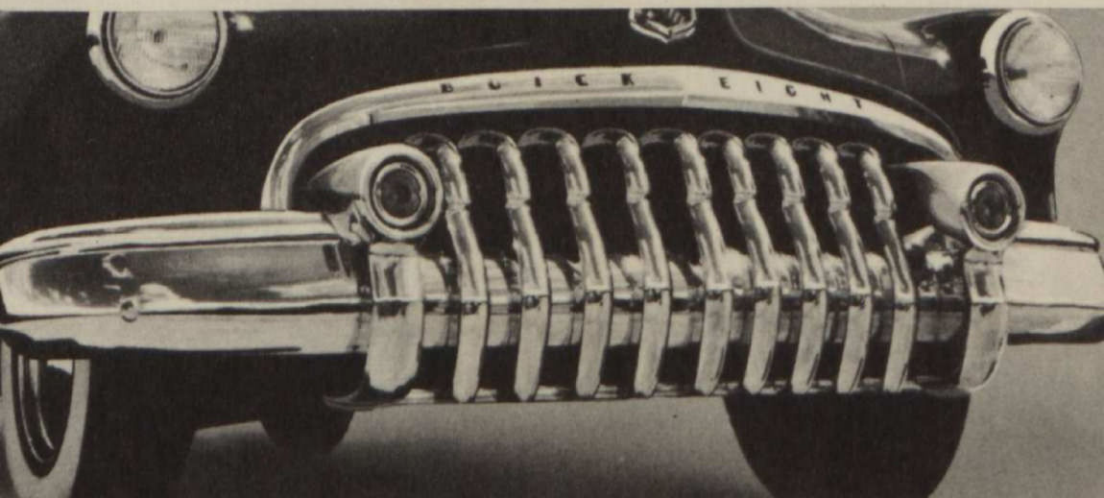


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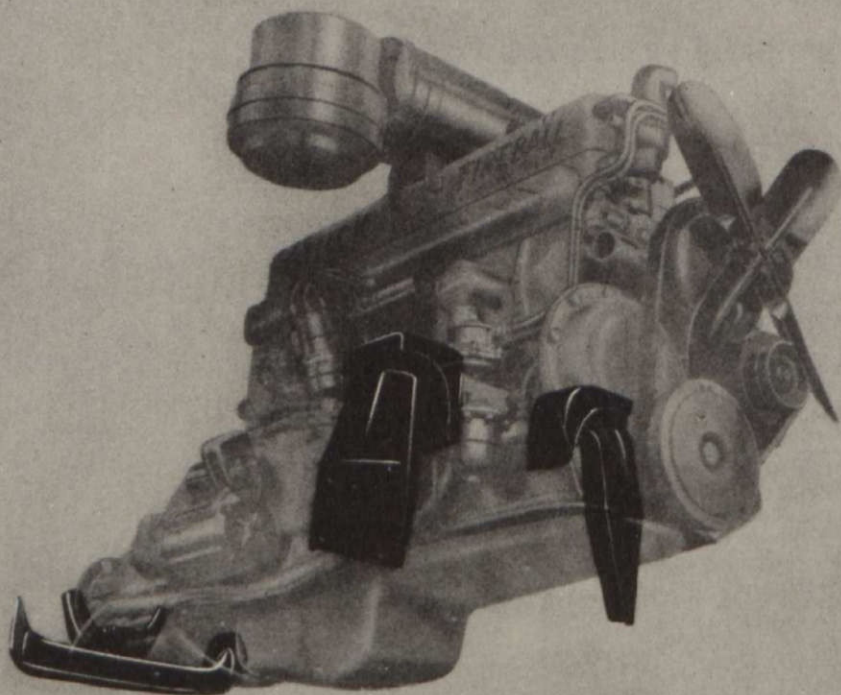
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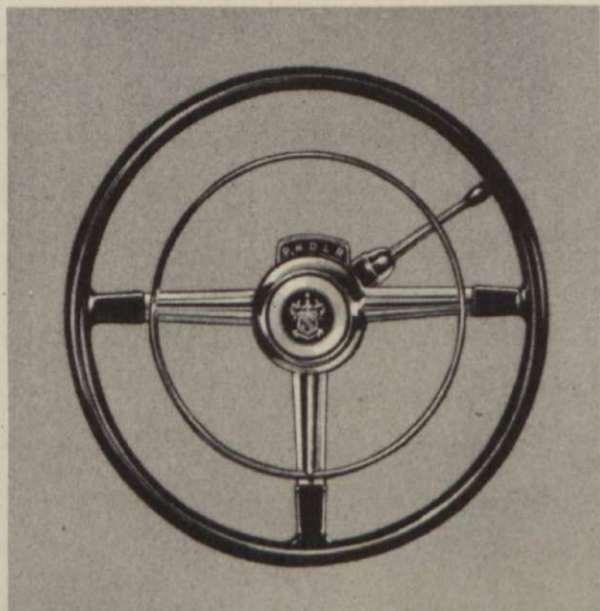
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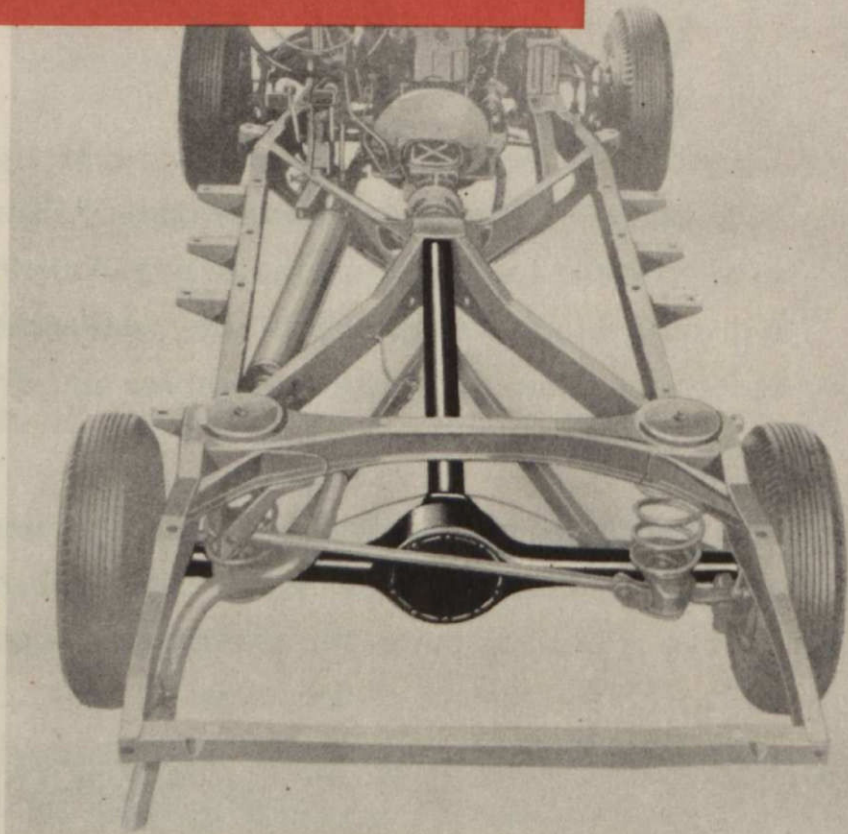


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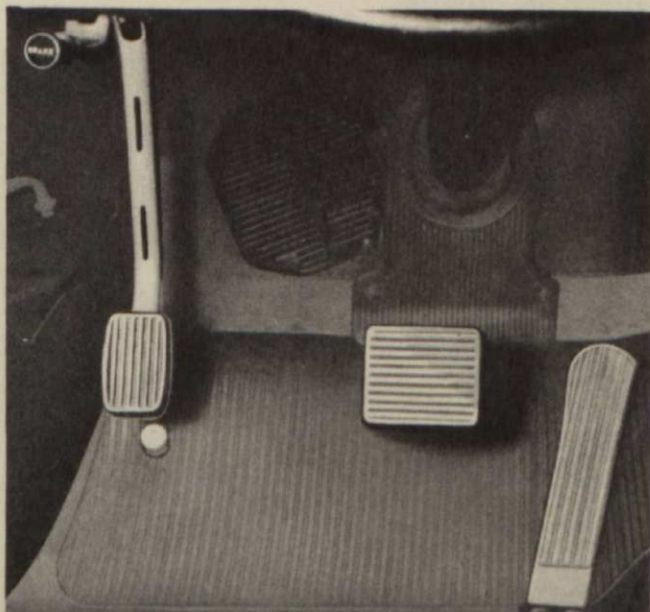
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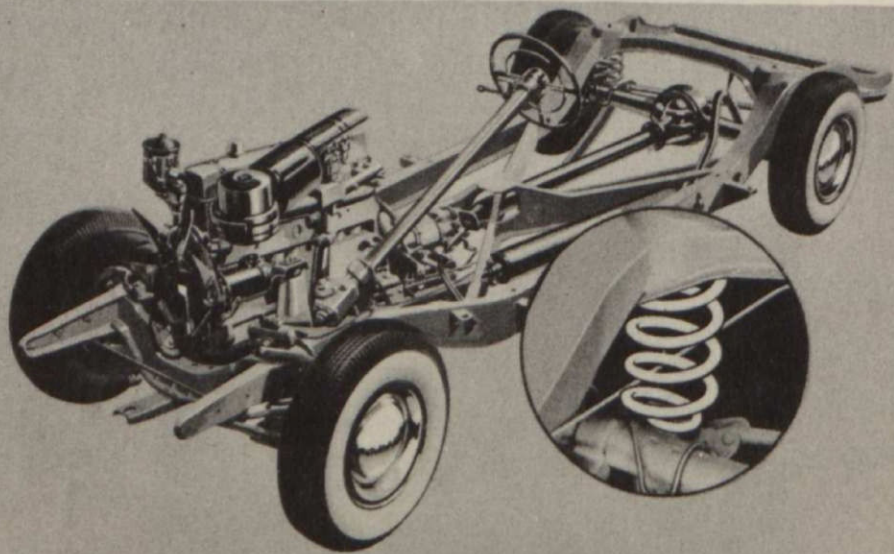


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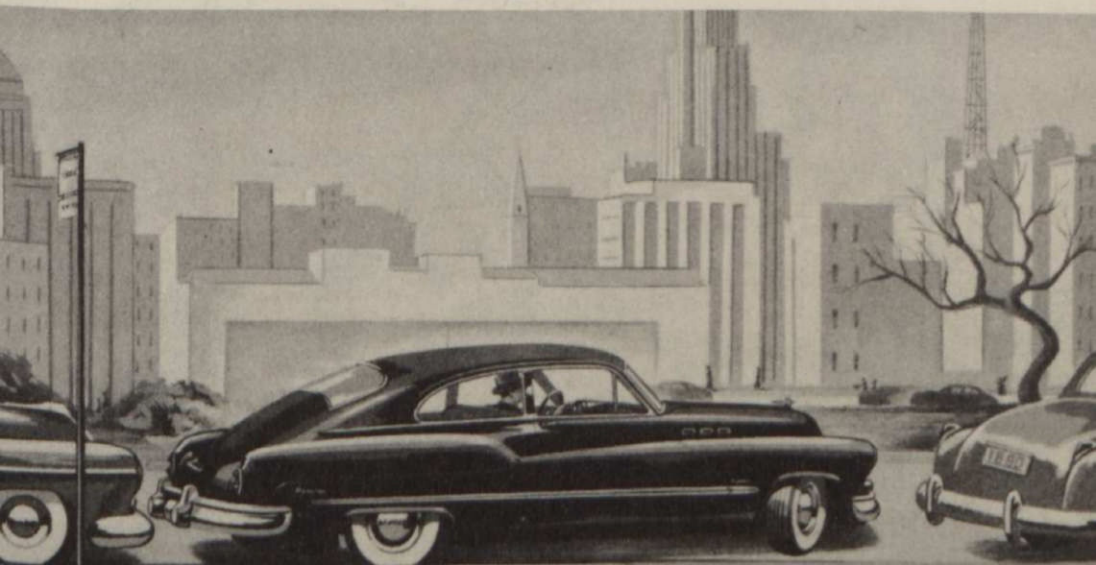
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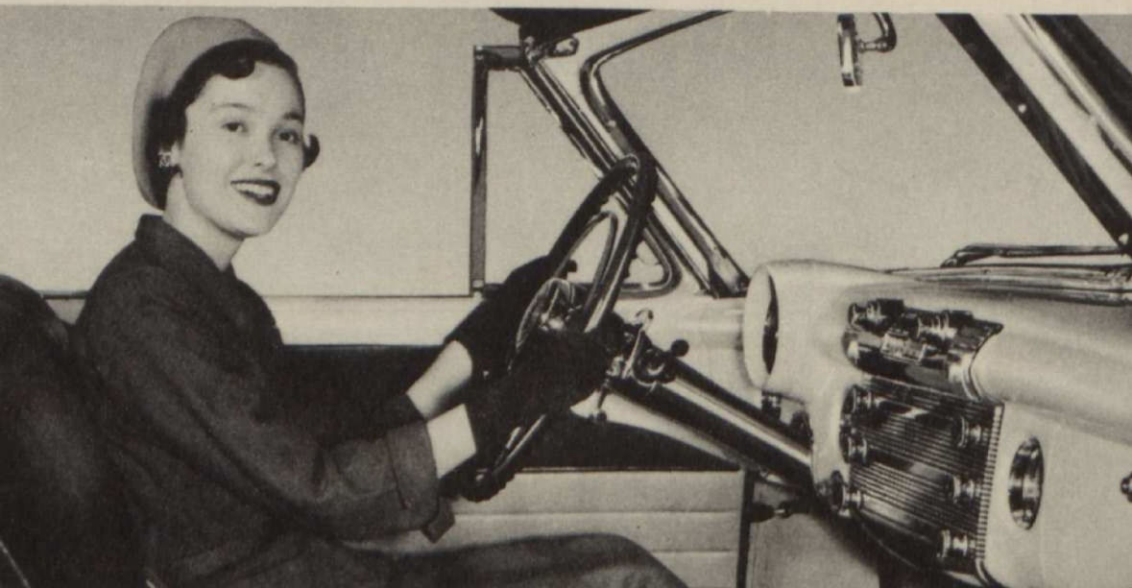
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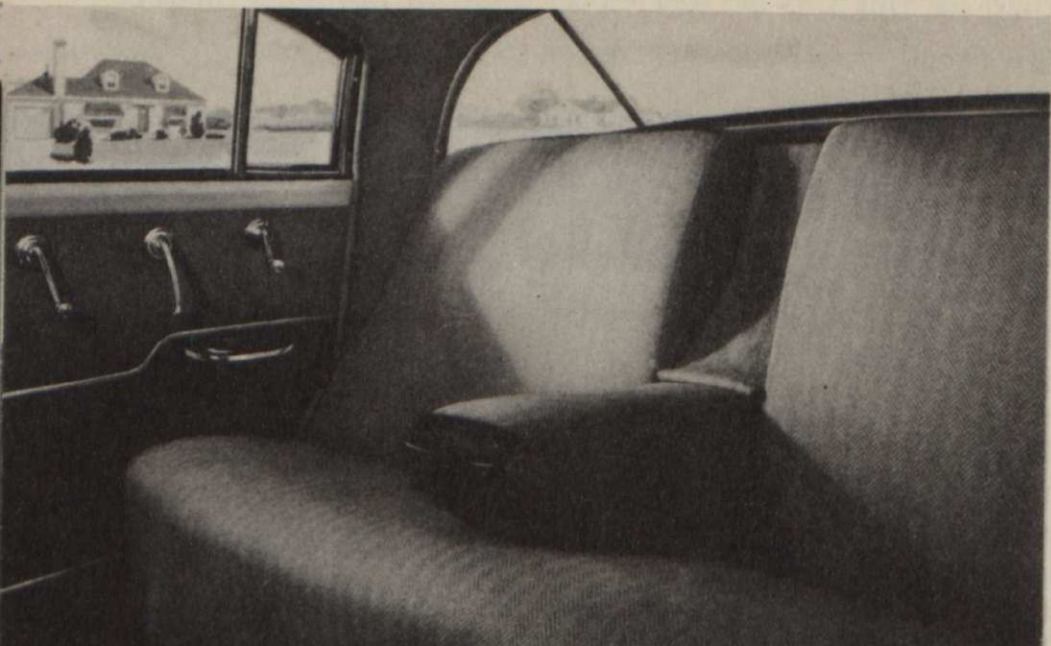
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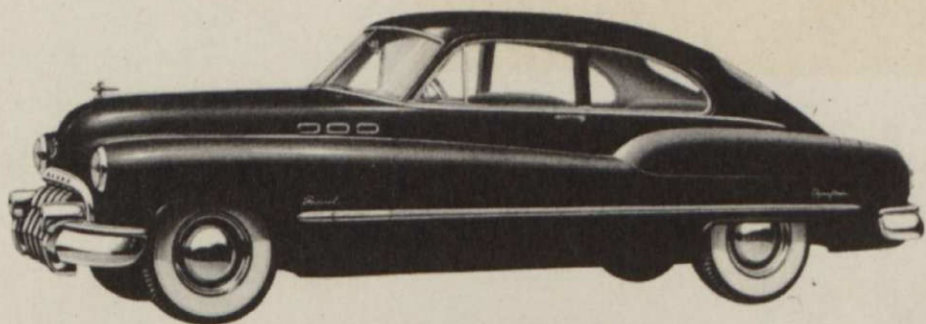
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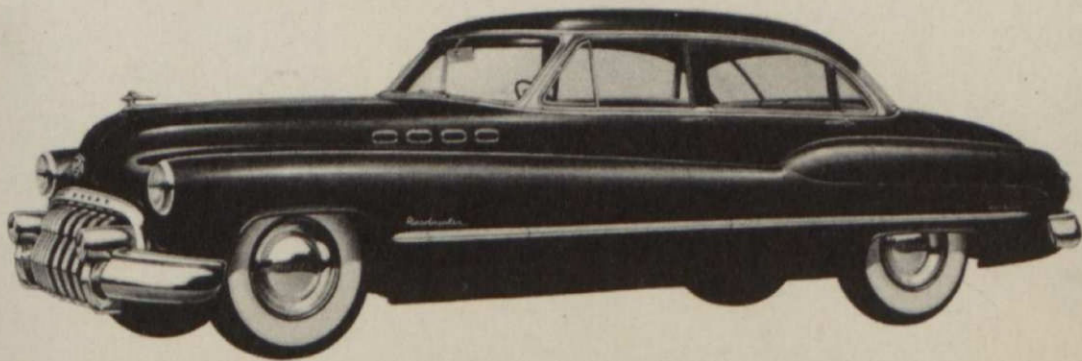
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