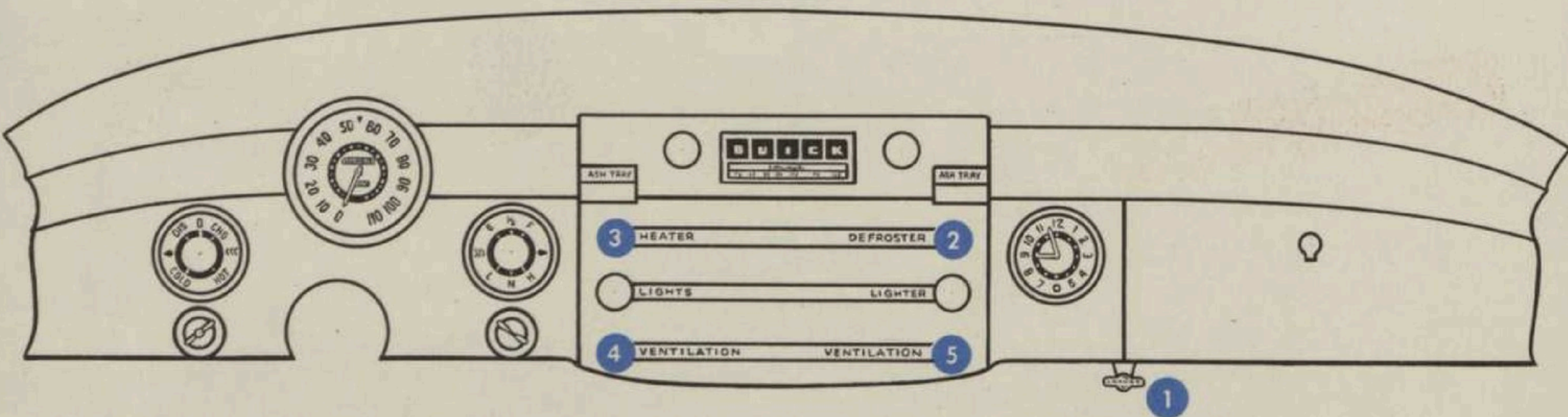


All Seasons are Spring

WITH BUICK'S NEW
VENTI-HEATER





Weatherman ... *that's you* with these

Weather Warden controls at your finger tips

Here is where you take command of climate and seasons in your 1950 Buick. With these circular knobs, easy on the fingers and conveniently located, you heat outside air and send it uniformly throughout the car—or bring in great volumes of unheated air to refresh you.

Buick's double-action heater means out-

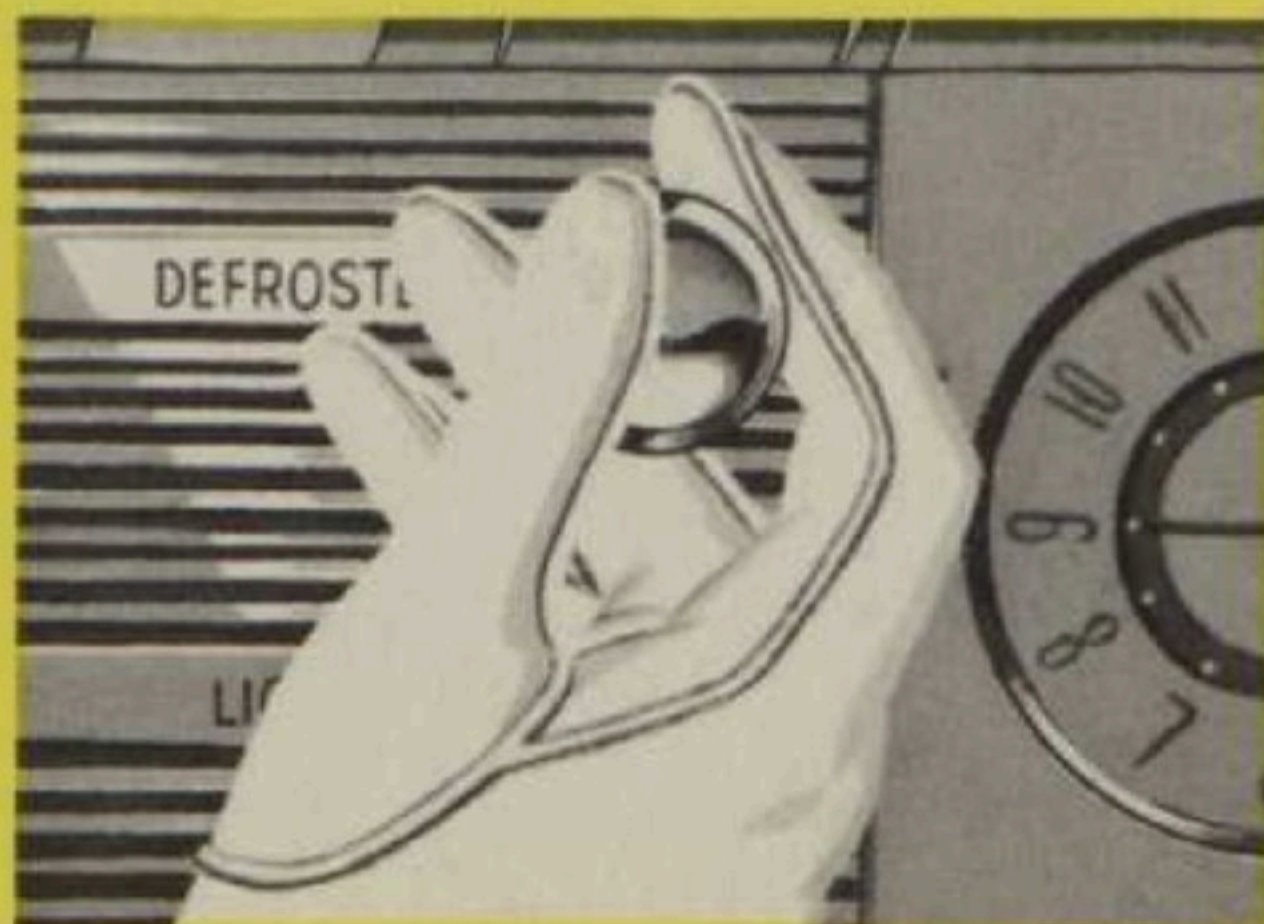
side air is heated, then introduced into the car's interior at a higher level than ever before—making it more efficient, too, in clearing all windows of frost and fog. Next, this warm air is pulled down and *reheated* by a recirculating underseat heater, then distributed to all corners of the body floor. Result: two-level air flow for maximum comfort!

You Summer-ize winter

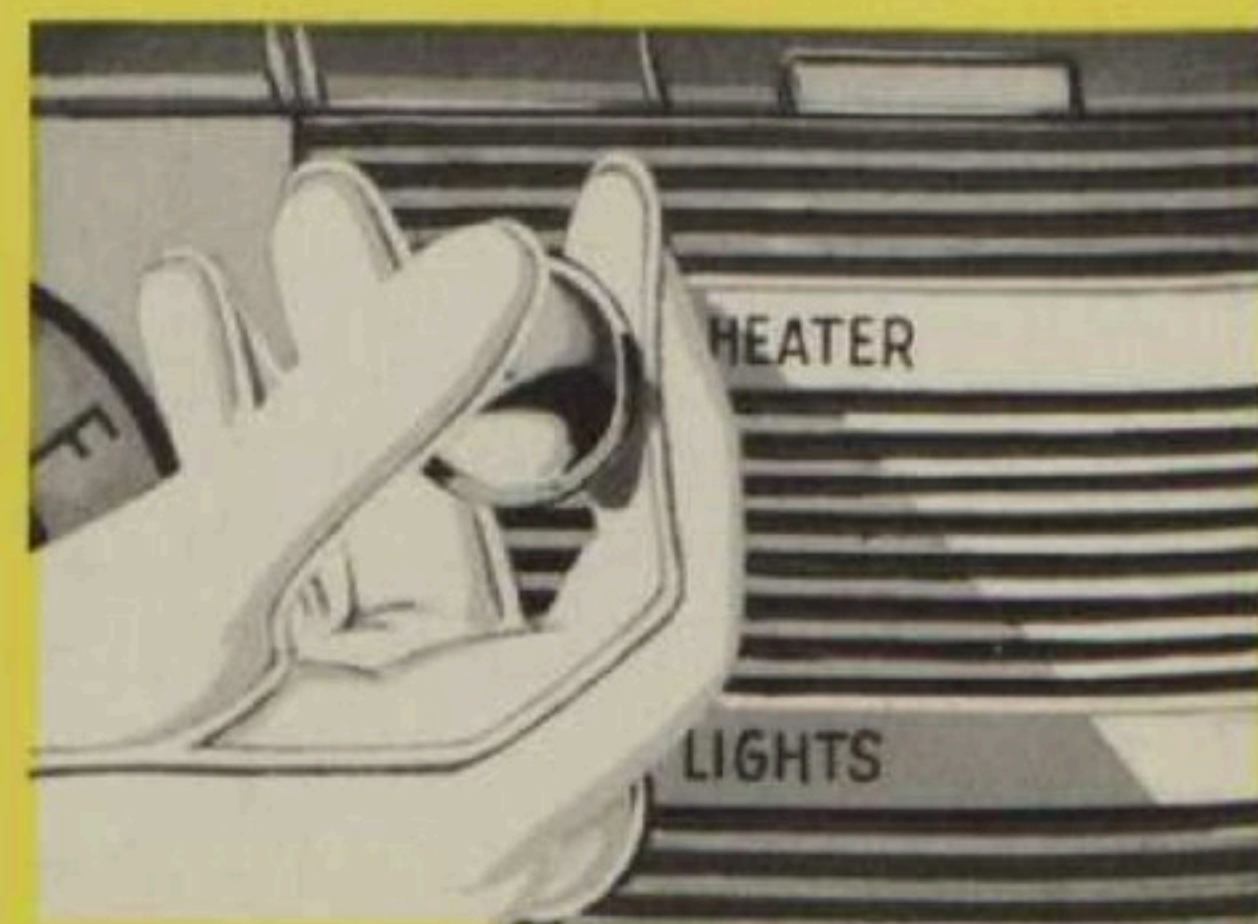
WITH HEAT YOU SET AUTOMATICALLY



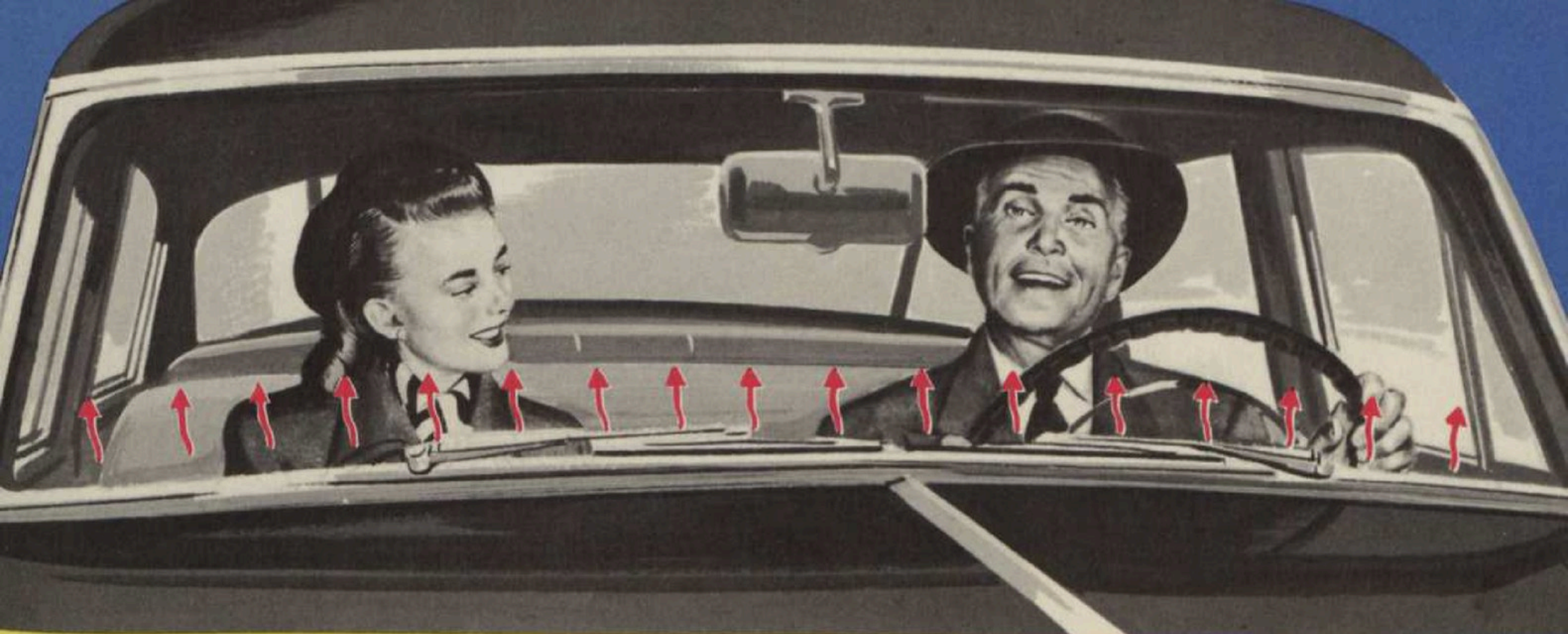
Set this thermostat control (1)—marked "Warmer"—for the temperature you want. Turn clockwise for higher temperature, counter-clockwise for lower, or "off." Temperature you set is kept even and constant, *automatically*—as in your own home.



Pull this knob—marked "Defroster" (2)—to send warmed air through the car's *upper* level. Turn it to the right to switch on *Blower*—for forced draft of warmed air through upper level at slow speeds, or when car is stopped.



Pull this switch—marked "Heater" (3)—for floor-level heating of car. Now you have two-level heating, with uniform warmth in all areas of the car's interior. NOTE: Be sure to keep ventipane open slightly to insure proper circulation.



You free windows of fog and frost

WITH ALL-WINDOW DEFROSTING

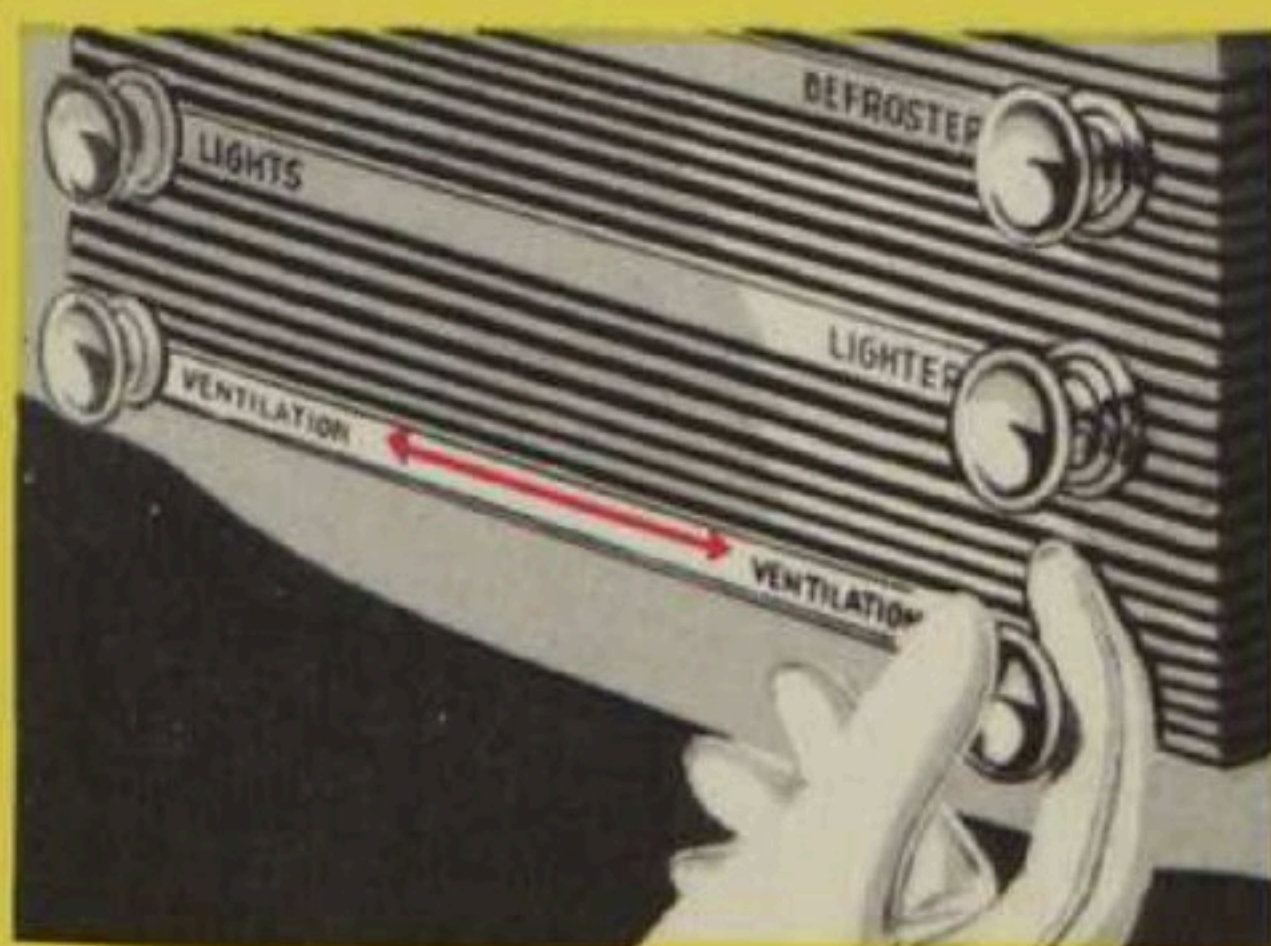
Buick's use of the entirely new principle of two-level air flow means faster and more efficient removal of fog and frost from all windows. Just push in both "Ventilation" knobs (4 and 5), and pull out "Defroster" knob (2). Then set the thermostat control (1) for the temperature you want. With heater in use as described previously, de-

frosting of windows, of course, is automatic.

For defogging windows in summer months or during conditions of high humidity when you want no heat, just pull out "Defroster" knob (2) and turn it to the right for *Blower* operation. This insures clear vision through all windows.

You breeze through warm weather

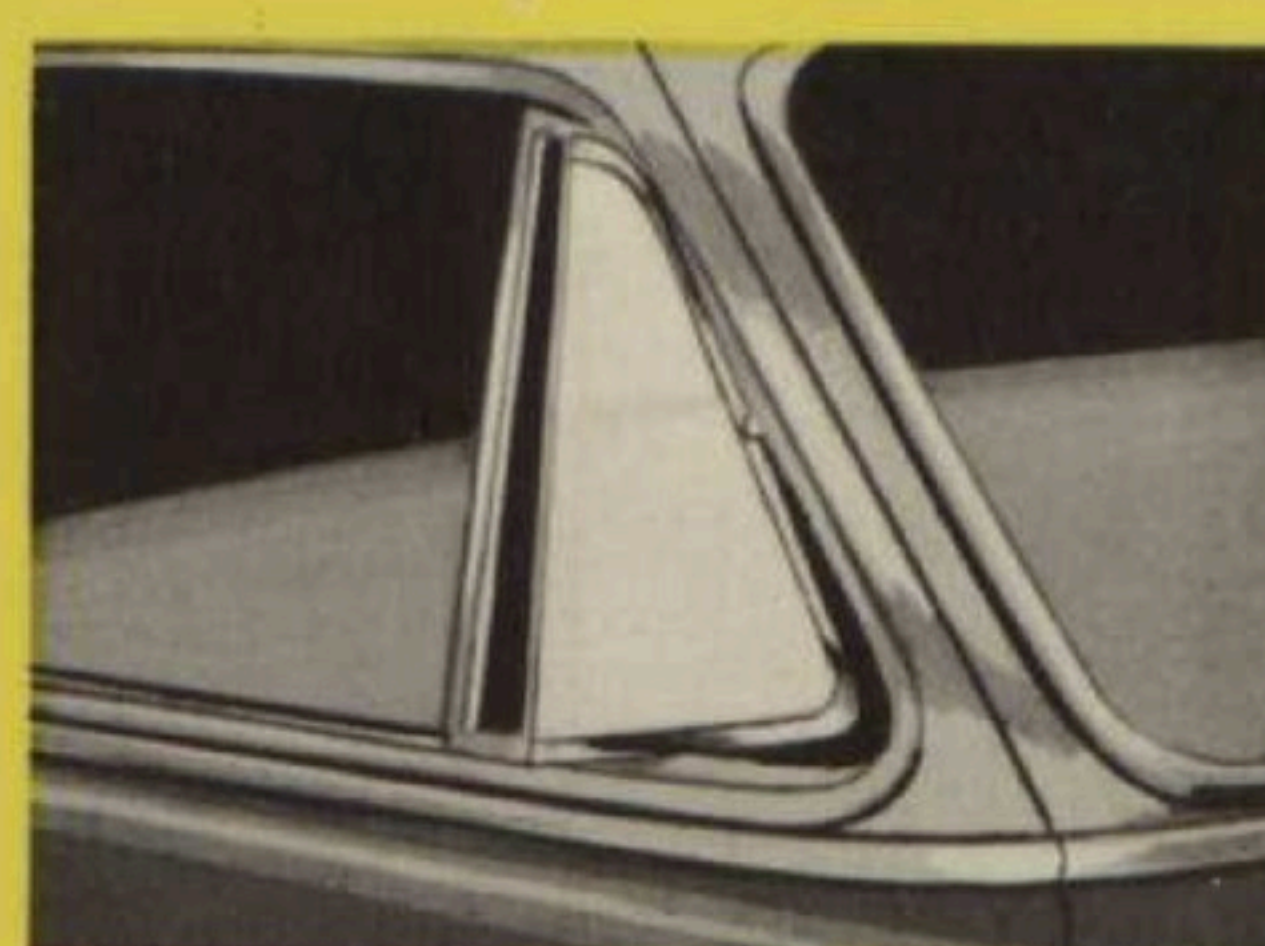
WITH AIR TO SPARE



Naturally, you make sure thermostat control (1) is at full "off." Then you pull out "Ventilation" knobs (4 and 5) on left and right sides to direct large volume of outside air to lower level of driver and passenger side respectively—and *independently*. Notice how this air circulates under the front seat to cool and refresh the rear seat passengers.

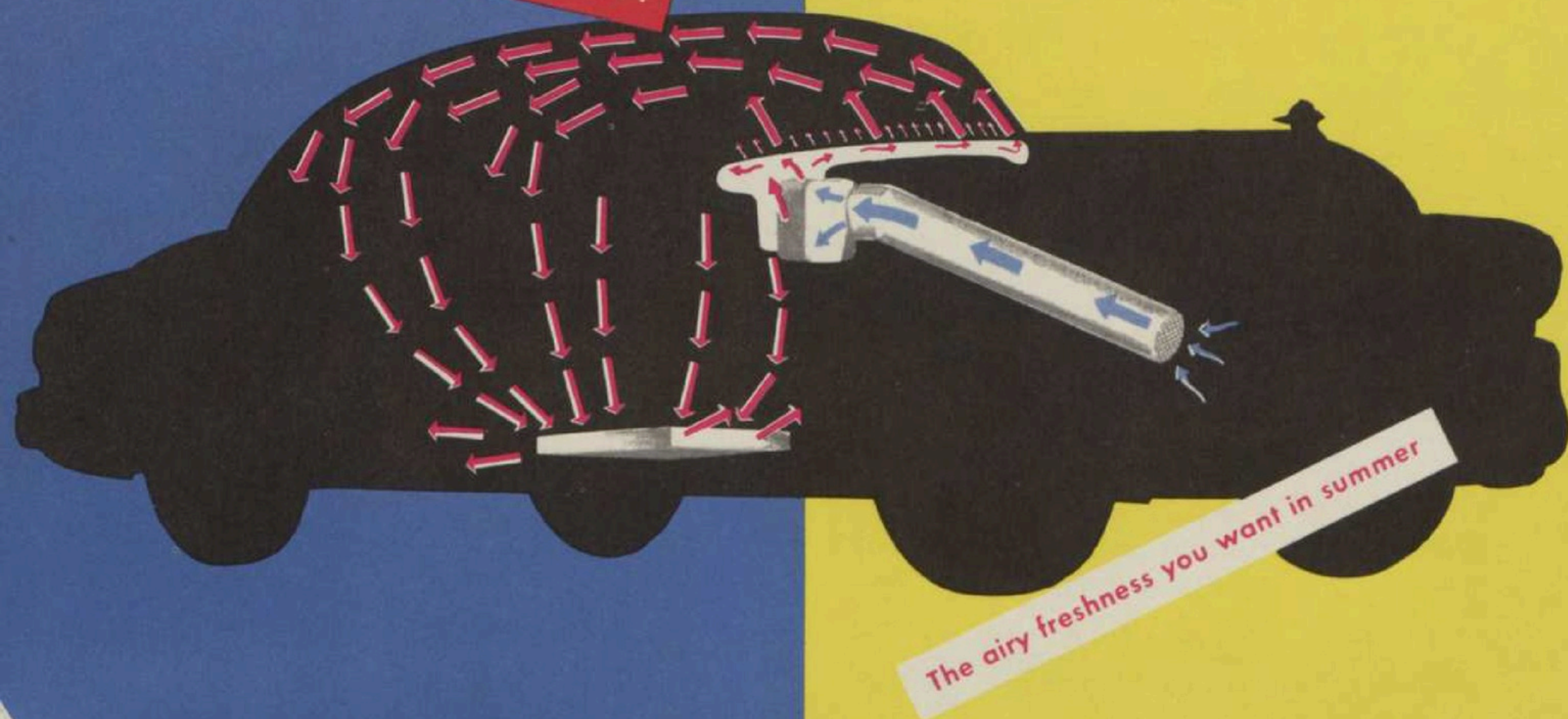


For upper-level ventilation, on both driver and passenger sides, push in "Ventilation" knob (5) and pull out "Defroster" knob (2). In the warmest of weather, while car is motionless or at slow speed, turn "Defroster" knob (2) to right to switch on *Blower* and force-flow a constant stream of outside air throughout the car.



For complete circulation, keep venti-panes open slightly to insure constant flow of air through the car, even when it's raining and windows are normally closed.

The warmth you want in winter . . .



The airy freshness you want in summer

Buick brings you Weather as you want it---When you want it

From head to toe and left to right, you're warm as you want to be—or cool as you choose—with Buick's WeatherWarden venti-heater, custom-designed for the beautiful new 1950 Buicks.

For in this exclusive car heating and ventilating system, Buick engineers have utilized an entirely new principle of two-level air flow. It insures not only completely *uniform* warmth throughout the car's interior—with temperature

maintained evenly and automatically by the thermostat setting you select. It also assures faster and more efficient removal of fog and frost from all the windows. And it gives you versatility in ventilation too—even to individual control for both left and right sides of the front compartment.

Here, truly, you get the best of weather—as you want it and when you want it—simply, surely, swiftly!



BUICK DIVISION OF GENERAL MOTORS

FLINT 2, MICHIGAN