

WHATEVER YOUR PRICE RANGE

"Better buy Buick"

Step out with the Grand New Buick *Super* Jetback  
and its Brand New F-263 Fireball Engine



**LOOKS THAT MATCH ITS LIVELINESS**—the 1950 Buick *SUPER* Sedanet, a swift-lined bundle of beauty from sweeping top to tapering fenders. With two doors and room for six, the big buy for folks with small fry.

Step Lively, Folks!...



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MADE IN U.S.A.

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SEC. 34.66 P. L. & R.

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*The People's Choice* the popular 4-door  
SUPER Sedan in the  
handsome tourback body style. Note the graceful  
afterdeck, the new rear-window styling, the rich  
touches of brightwork. 121½-inch chassis.



*Step Right Up...*  
and meet the Spirit of 1950!

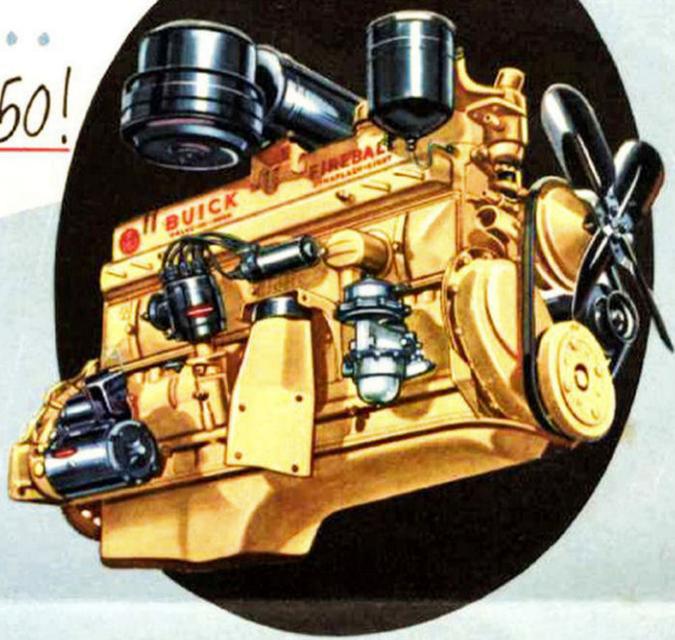
Feast your eyes on the flowing styling of these Buick SUPERS, on their rich finish and interiors. Rest yourself on the deep-down comfort of the Buick ride. And then—get set to pace the crowd.

For Buick hitched this "wagon" to a star engine—the brand-new F-263 power plant, with a spirited weight-to-power ratio that's making news in engineering circles.

It's a high-pressure, high-compression higher-powered Fireball engine, specially tailored to the SUPER—giving you more ginger, more zip, in a power package that's still trim and tidy.

You can command any SUPER with Synchro-Mesh transmission (and 124 horsepower). Or, at extra cost, Dynaflo Drive (128 horsepower)—where you relax and oil does it all.

Come on in. Let's take lively action in the SUPER and the F-263.



### *Inside Story of the F-263*

It's the SUPER's Fireball valve-in-head straight-eight with piston displacement increased to 263.3 cubic inches, larger bearings and crankshaft—but shorter, lighter connecting rods and pistons. So you get more power, more zip—but no loss in fuel economy.



*The Super 126* a roomier, rangier 4-door Sedan. Inches of extra legroom in the rear, thanks to the 125½-inch chassis. But, with adroit design, there's less over-all length than in previous models.