

# BUICK

FEBRUARY 1951

*Magazine*

VOLUME 12 • NO. 8



*First Views of the 1951 Buicks*

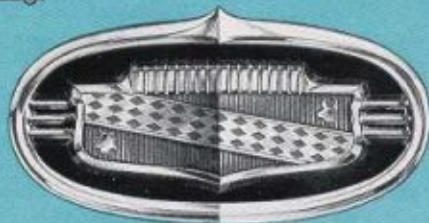


## SMARTNESS ON PARADE



*Ivan L. Wiles*

General Manager  
Buick Motor Division



*All 1951 Buicks are outstandingly restyled—and  
the SPECIAL Series is importantly extended*

LIFTING the curtain on a new model is always an exciting event for an automobile manufacturer. And we at Buick think we have something truly exciting this year.

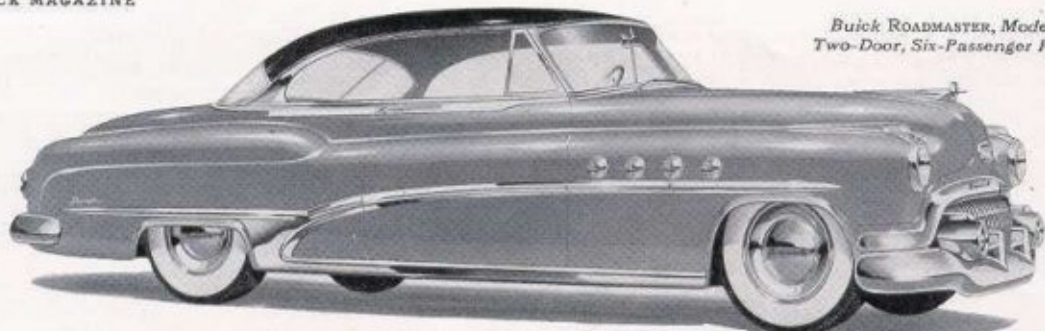
Our entire 1951 line, from the ROADMASTER through the SUPER and SPECIAL, has been beautifully restyled from every angle, with exquisitely new interior designs—all in keeping with Buick beauty and prestige.

But what we are especially proud of is our new line of SPECIALS. We have enlarged our Buick family from three to four distinct series to give us greater representation in the low-price field. This new line includes Rivieras, convertibles, and two and four-door sedans. Now, more than ever before, we are bringing the famed Buick performance, Buick styling, and Fireball power within the reach of every motorist.

Actually, there are two series of SPECIALS: the CUSTOM SPECIAL Series 44, which has deluxe finish throughout; and the new low-priced SPECIAL Series 40, which comes with both standard and deluxe appointments. All of these cars have the spectacular F-263 engine, introduced in the SUPER last year. This engine brings to the whole line-up



*Buick ROADMASTER, Model 76R,  
Two-Door, Six-Passenger Riviera*



of SPECIALS the nimbler performance of increased power, and a most gratifying fuel economy.

The addition of these new cars to our line gives us a wider range of models in the SPECIAL field than many other car manufacturers who concentrate only on the lower priced market.

We believe that this will prove welcome news to all Buick owners, whether they drive a ROADMASTER, a SUPER, a CUSTOM SPECIAL, or a SPECIAL, because greater value is linked inseparably with finding more and more customers for our cars.

We faced quite a challenge this year in living up to our slogan "When Better Automobiles Are Built, Buick Will Build Them." Our 1950 line has had a tremendous popular appeal. This is recorded in the fact that for month after month our sales topped any previous monthly sales in our history. When production on this historic line of Buicks was completed, we had built more than 500,000 cars, which is over 100,000 more than we had built in any previous year. These must have been highly satisfactory automobiles, and the challenge was to top them.

This challenge has been approached from three directions. One is basic engineering advance. Another is better-

ment of what we already have. The third is alignment of the product to the market, which is in good part a management responsibility.

I shall leave the engineering story to the competent handling of Mr. Chayne, whose story on the new car appears elsewhere in this issue. You may be interested to know that "betterment of what we already have" has involved many months of study and discussion; reviewing thousands of helpful comments from owners of 1950 Buicks, who took generously of their time to tell us what they like and dislike about their present cars, and both types of comments are very helpful. We have consulted also with dealers on this same subject, and out of this total effort have come many refinements which you will find in our new automobiles.

You will be sure to note that all new Buicks now sport a distinctively different front end. Although this new front end retains many of the advantages of last year's complete integration of bumper grilles, it now extends the bumper in front of the grilles and provides four extra-high bumper guards for superlative protection and distinctive appearance. All this is done in a way that retains the front end identity that has characterized Buick through the years.

*Buick SPECIAL, Model 41D, Four-Door, Six-Passenger DeLuxe Tourback Sedan*







*Buick ROADMASTER, Model 72R, Four-Door, Six-Passenger Riviera Sedan*

You will note, too, such throughout-the-line innovations as new adaptations of Buick's distinctive fender-to-fender chrome sweepspear on virtually all models, regardless of series; a newly designed gunsight hood ornament; newly styled fender ports; a new Buick crest that sets in a special vent in the new Buick's nose; new bubble type taillights and trunk-lid ornaments in the rear. As a result, coming or going or from a curbside view, all new Buicks have a fresh beauty of appearance.

We have felt that the ROADMASTER needs to combine the maximum of interior luxury with its always thrilling performance, and in the 1951 version of this distinguished Buick you will find an almost unbelievable softness of seat cushions and backs, and fine new upholstery fabrics.

The 1951 SUPER is a worthy successor to its popular 1950 version and an outstanding car for the middle market.

But it is in the SPECIAL Series that we have made the most dramatic strides in alignment to market. Whether you choose the CUSTOM SPECIAL Series or the new low-priced SPECIAL, you will find a variety of models to select from, including the beautiful Riviera styling, which proved

so popular in the ROADMASTER and SUPER Series last year.

In all this talk of newness, however, it is important to bear in mind that the 1951 Buicks also will have a long list of features on which Buick's reputation has been built, and features which still are found on no other car in the world.

This includes the high-compression Fireball engine, which wrings extra power from every drop of fuel. It includes Buick's own smoother, thriftier Dynaflo Drive, which continues to be provided as standard equipment on ROADMASTER, and optional equipment on all other series. It includes the matchless combination which accounts for Buick's matchless ride—soft coil springs on all four wheels, plus the road steadiness of the torque-tube drive.

So I am confident that you will quickly recognize your ideal car among the 1951 Buicks now making their debut across the country. Your selection has never been wider. You can choose from four wheelbases, nine body types, and five price ranges. Whatever your requirements may be, whatever stepup in value and performance you wish to make, it seems safe to predict that an inspection of our 1951 line will convince you that the "Smart Buy's Buick."



*Buick SUPER, Model 56C, Two Door, Six-Passenger Convertible*



# Engineering Advances

*New excellence achieved  
in performance, ride, and comfort*



By CHARLES A. CHAYNE  
Chief Engineer  
Buick Motor Division

THE line of cars that Buick offers for 1951 is the most interesting in our forty-seven-year history. We have a wide range of models that are brilliantly new in styling and design, that lead the field in engineering and mechanical advancement, and that reach

new excellence in performance, ride, comfort, and luxury.

For the first time in the postwar period, we are offering a line that includes four separate series. Each has been engineered to new peaks of achievement in the finest Buick traditions. Each is a Buick through and through, and every owner of a 1951 model has a thrill awaiting him.

Briefly, our line-up is as follows:

Completely new SPECIALS, Series 40, cars that bid fair to be the sensation of the industry in 1951. For the first time, we are offering, in the SPECIAL Series, the tremendously popular Riviera model. A convertible, also, is now available in this series; and in addition there are two 4-door sedans, two 2-door sedans, a 2-door 6-passenger coupe, and a 2-door 3-passenger coupe.

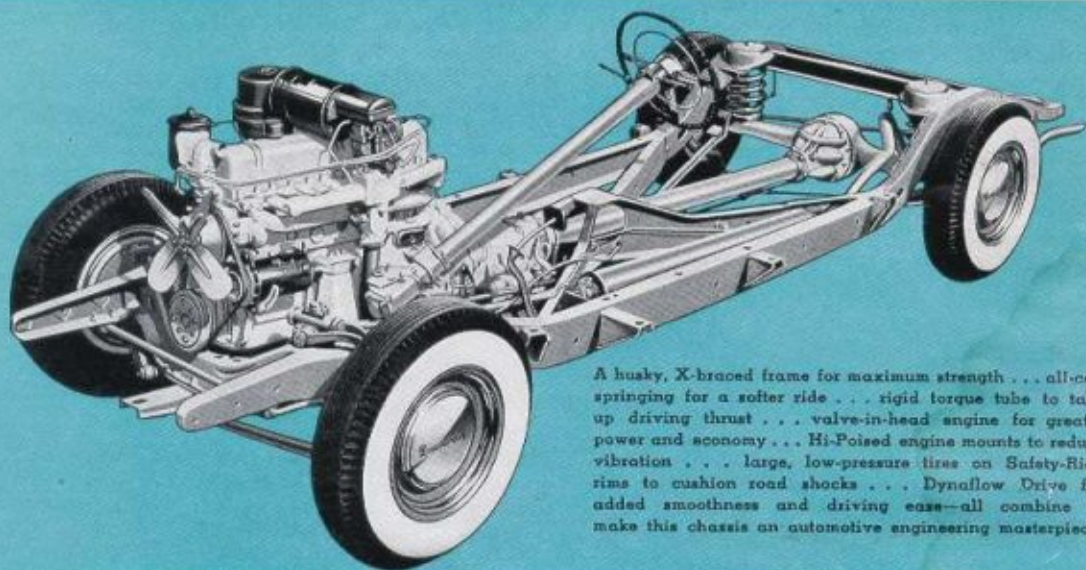
In the CUSTOM SPECIAL, Series 44, we have a Riviera,

a 4-door sedan and a 2-door sedan. In the SUPER, Series 50, the 1951 line-up includes a Riviera, a Riviera sedan, a convertible, and an estate wagon. In the ROADMASTER, Series 70, we also have a Riviera, a Riviera sedan, a convertible, and an estate wagon.

Altogether, in the four series, we have a superlative array of nineteen body models on four chassis with four wheelbase lengths and four horsepower ratings. In price, performance, beauty, economy, and public appeal, we in engineering confidently believe that our 1951 line is peerless. It is with pride that we introduce them to you.

From an engineering standpoint, perhaps the primary interest in the 1951 line will be focused on the new SPECIAL. Here is a brand-new car in every respect—new in chassis, new in engine, new in body. The body lines have fleetness and solidity, greatly enhanced by the new front end which graces all of the 1951 Buicks. The bodies are slightly narrower, but there is no sacrifice in passenger roominess. All SPECIAL models have a new type rear fender which is stamped in one piece with the rear-quarter panel, forming a clean, sweeping line. The wheelbase of all SPECIALS, as well as that of the CUSTOM SPECIAL, is 121½ inches.

The sparkling new Fireball F-263 engine, which has made such an outstanding record since its introduction in the 1950 SUPER, goes into the 1951 SPECIALS and CUSTOM



A husky, X-braced frame for maximum strength . . . all-coil springing for a softer ride . . . rigid torque tube to take up driving thrust . . . valve-in-head engine for greater power and economy . . . Hi-Poised engine mounts to reduce vibration . . . large, low-pressure tires on Safety-Ride rims to cushion road shocks . . . Dynaflo Drive for added smoothness and driving ease—all combine to make this chassis an automotive engineering masterpiece.



# ... for 1951

**SPECIALS.** At the same time, the weight of the chassis has been reduced without sacrifice of necessary strength and rigidity. Anyone remotely familiar with automobile performance will quickly see what this means: less weight plus more power. We confidently predict that with this high power-to-weight ratio the SPECIALS will have performance and roadability that will be the envy of the highways. They have a thrilling "getaway" which takes full advantage of modern fuels to give maximum economy.

With the F-263 engine and Dynaflo Drive, the new SPECIAL has a compression ratio of 7.2 to 1 and develops 128 horsepower—compared with 122 in last year's model. With Synchro-Mesh transmission, the 40 Series models have 6.6 to 1 compression ratio, but with 263 cubic inch displacement, compared with 248 last year, and have 120 horsepower compared with 115 in 1950.

When you consider that all this appearance, performance, and comfort are provided in a car that sells competitively with the industry's lowest price automobiles, you can understand why we in engineering believe that we have really attained a new peak in the 1951 SPECIAL.

The new front end for 1951 promises to be extremely popular. It is entirely new in design and not only contributes richly to the appearance of all models but also gives tremendous protection to the entire front area of the car. The new bumper-grille combination has twenty-three full grille bars and two quarter bars that blend into the front bumper "bombs." These "bombs," as owners generally have come to call them, are graceful projections on the bumper bar which perform a two-fold job of contributing to appearance as well as to strength of the entire unit. The twenty-three grille bars are mounted on a frame attached to the new rugged wrap-around bumper so that they deflect with the bumper bar. The bars are stamped steel, not die cast, and the entire combination is a rugged, durable unit. We think this is the toughest and most practical front end we have ever developed and is an integral part of 1951's fine new styling.

Many new developments designed specifically for increased passenger comfort have been engineered into our 1951 models. Take, for instance, our new instrument panel illumination. Here is the last word in instrument lighting, a panel on which the dials are amazingly clear and easily read, either by day or by night.

Another outstanding improvement in passenger comfort for 1951 is the new arrangement for regulating as well as indicating interior temperature. Basically, the heating and defrosting system is the same as last year which, it will be remembered, generally was regarded to be the most advanced in the industry. To this has been added a calibrated control unit which permits an accurate temperature setting almost instantly.

Dynaflo, which has come through literally hundreds of millions of owner driven miles with an amazing trouble-free record that is without parallel in automotive history, continues as standard on all ROADMASTER models and optional on all others. Buick's hydraulic valve lifters, which assure smoother, quieter operation, will be found

on all ROADMASTER and SUPER models and on all Series 40 and 44 models equipped with Dynaflo. These specially designed precision units are major contributions to the efficiency and performance of our valve-in-head straight-eight Fireball power plants. In ROADMASTER models, this engine has a compression ratio of 7.2 to 1 and develops 152 horsepower at 3,600 r.p.m. SUPERS equipped with Dynaflo have a compression ratio of 7.2 to 1 and 128 horsepower.

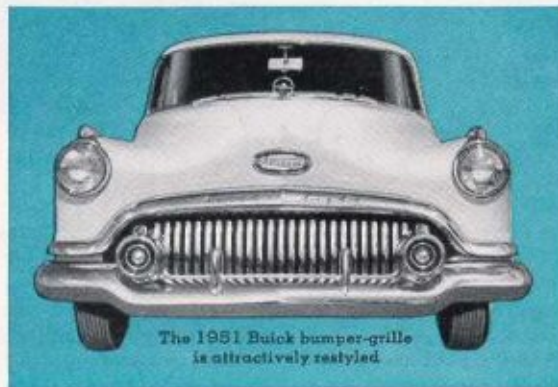
With Synchro-Mesh transmission, the ratio is 6.9 to 1; and horsepower is 124.

All Buicks for 1951 will have a self-energizing brake system. On ROADMASTER models, there is a further important development. The new brake lining is divided into segments, with the intervals between them providing direct cooling of the working surfaces of the brake drums. The reduction in temperature results in longer brake life as well as improved high-speed stopping.

An outstanding new development—which is another Buick "first"—is being offered as optional equipment on all series for 1951. It is an entirely new type window glass, known as "E-Z-Eye," which is available in all states except California, Kansas, and Massachusetts. This glass is something brand-new, a sensational development in added driving comfort and safety. Only Buick has it.

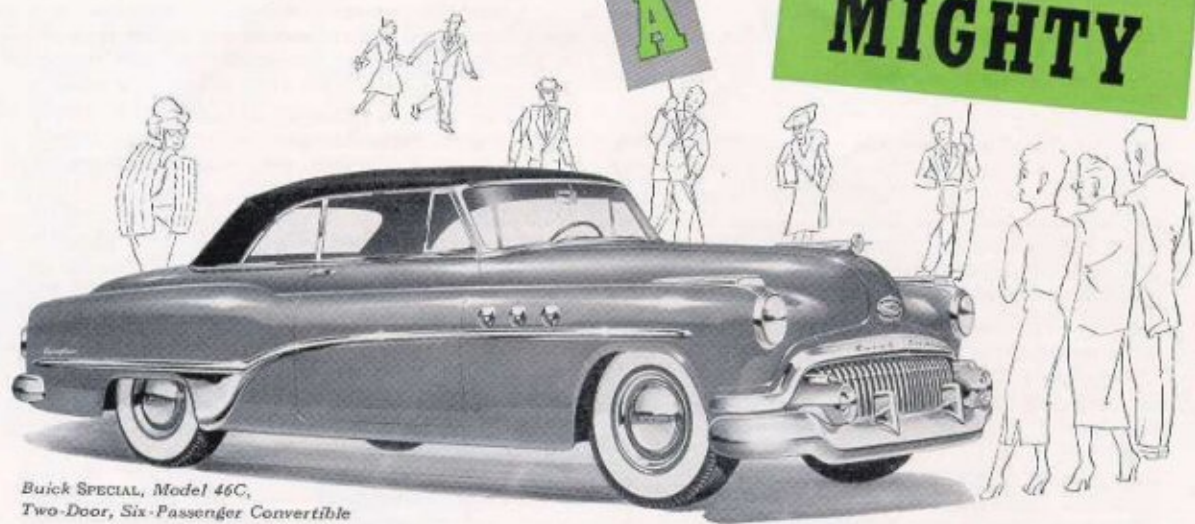
Space does not permit a complete story of everything we have done engineeringwise in the 1951 models. Owners, of course, will note for themselves many advances which have not been mentioned here.

Altogether, we have the most interesting line in Buick's history. Nothing has been spared to make the 1951 models the finest ever, the best cars we have ever built from every standpoint. From the sensational new SPECIAL to the luxurious ROADMASTER Riviera sedan, we are sure you will find them to be the best in operation, in roadability, in driving comfort, in performance, and in appointments.



The 1951 Buick bumper-grille is attractively restyled





Buick SPECIAL, Model 46C,  
Two-Door, Six-Passenger Convertible

## An entirely new, lighter, smaller SPECIAL Series

### HERE THEY COME!

A complete line of SPECIALS—most popular entrant in Buick's 1951 parade!

This year, Buick has really assigned the SPECIAL a place of special distinction, offering more models here than in any other series.

For the first time in the postwar era, every body style is available on this lower priced Buick line. Here are eight truly luxurious automobiles, without luxury price tags.

All superior in performance to any previous SPECIALS, too—thanks to the new F-263 engine which brings its high compression ratios and high horsepowers to the SPECIAL line. Introduced last year on the Buick SUPER Series, the F-263 now steps up power and performance and improves gasoline mileage in all 1951 SPECIALS.

Still greater economy and new ease of driving and parking are afforded by the reduced over-all size and slightly decreased weight. The frames of these 1951 SPECIALS are basically similar to other 1951 Buick frames—X-braced in the center, with deep side rails for maximum resistance to torsion—but are lighter and slightly narrower to accommodate the 1951 SPECIAL bodies.

So here you have every good feature one could ask for in a line of automobiles—all the fundamentals that produce Buick's famous smooth ride . . . the F-263 engine for increased pep, power, and thrift . . . the high styling in exterior lines that make Buick design first by popular choice . . . luxurious fabrics and rich interior appointments. But still you have a car that is a pleasure to drive and park, while requiring a smaller initial investment and less maintenance expense than many smaller cars.

DeLuxe features include sweepspear fender molding, one-piece windshield, chrome belt molding, robe cords, front and rear armrests, trimmed luggage compartment, friction type rear ventilators, and other items.

DeLuxe interiors are truly deluxe. Covering the seats

and seat backs is a rich, light bluish-grey Vargas cloth with darker grey bolster. Black simulated leather, with chrome division strips, trims the lower door panels. Headlining, seat backs, and top door panel trim are done in neutral grey.

And look at this tempting styling variety—eight enchanting models, including a luxurious convertible with an inviting price tag, a magnificent Riviera new to this budget range, and a wide choice of four-door sedans, coupes, and sedanets.

**The SPECIAL Convertible (Model 46C)**—Ultrasmart in basic design, with the added zest of tailored leather seats and the extra delight of hydraulically controlled top, windows, and front seat adjustment.

**The SPECIAL Riviera (Model 45R)**—The handsomest of enclosed body types, DeLuxe finished throughout, combining the verve of a convertible with the conveniences of a sedanet. Entirely new in the SPECIAL Series.

**The SPECIAL 4-Door DeLuxe Tourback Sedan (Model 41D)**—A six-passenger sedan offering the pleasures of a spacious interior richly upholstered and trimmed, with DeLuxe finish throughout.

**The SPECIAL 2-Door DeLuxe Tourback Sedanet (Model 48D)**—Six-passenger roominess with DeLuxe finish throughout—a family favorite with its two-door safety for children. Easy-folding front seat back affords ready access to its deep rear seat.

**The SPECIAL 2-Door Tourback Coupe (Model 46S)**—The ever-popular family-size coupe, with a full rear seat and generous luggage compartment in Tourback styling. Its two-door design affords safety for children.

**The SPECIAL 4-Door Tourback Sedan (Model 41)** and the **SPECIAL 2-Door Tourback Sedanet (Model 48)**—Two popular Tourback body styles in standard SPECIAL finish and trim, differing from the DeLuxe models (41D and 48D) in the luxury of their appointments, making basic Buick value available at still lower cost.



SPECIAL

VALUE



*Buick SPECIAL, Model 48D,  
Two-Door, Six-Passenger DeLuxe Tourback Sedan*

## *broadens Buick's price range*

*The SPECIAL 2-Door Tourback Coupe (Model 46)*  
—A smart, three-passenger coupe for the small family and the traveling businessman. Trim in design, with a spacious rear section for sample cases or extra luggage behind the big front seat.

Every one of these eight Fireball-powered beauties packs the massive brawn of Buick underpinning with a wheelbase of 121½ inches... the ride steadiness imparted by a rigid torque tube... the buoyancy of all-coil springing... the softness of big, low-pressure tires on Safety-Ride rims... the quietness and smoothness of an engine sus-

pending on Hi-Poised rubber mounts—120 horsepower with Synchro-Mesh transmission, 128 horsepower with Dynaflow Drive. And, of course, the effortless smoothness of Dynaflow, standard equipment on ROADMASTERS, is optional at extra cost on all other models.

Never in Buick history have so many outstanding features been incorporated in the SPECIAL Series.

See them at your Buick dealer's showroom. Take a demonstration ride. Somewhere in all this exciting diversity of price and styling there is a Buick that's just right for your taste and needs.

*Buick SPECIAL, Model 41D, Four-Door, Six-Passenger, DeLuxe Tourback Sedan*







*A 1951 Buick SUPER sedan at the proving ground gate*



*Now for the Durability Route*



*Round a turn on the speed loop at eighty miles per hour*



*Over the bumpy Belgian blocks*

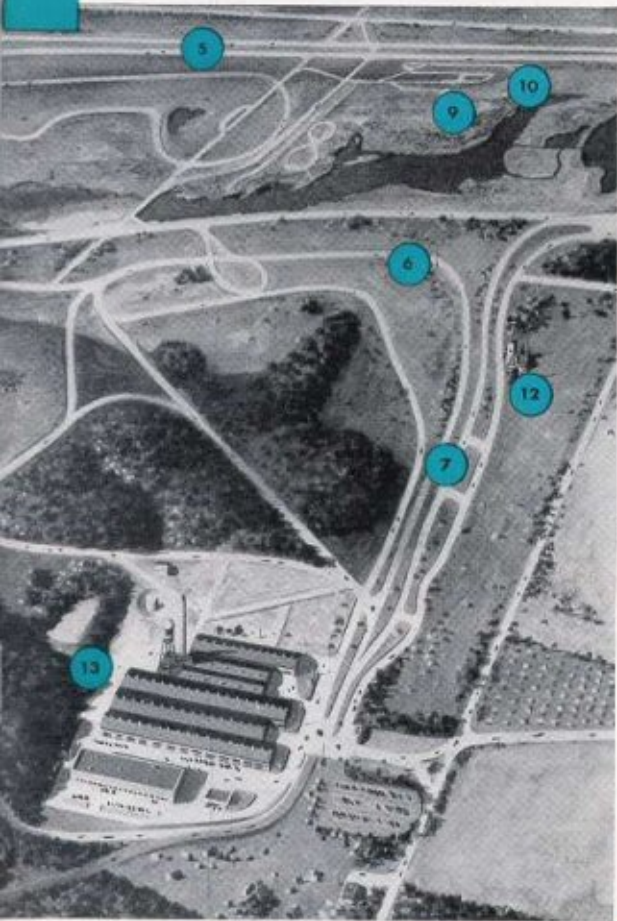
# PROVED.



*Through the bathtub for a waterproofing test*



# ... for your satisfaction



*Months of testing  
precede the release  
of every new Buick model*

TESTS and more tests, running for months before any new Buick is approved for production, are your best assurance that each new model is better than the last.

At the 1,268-acre General Motors Proving Ground, near Milford, Michigan, Buick maintains its own complete experimental garage, repair shop, and engineering offices, as well as its own staff of engineers and drivers to test scientifically every new model and device under severe operating conditions.

There's no babying here. No "taking it easy." No waiting for ideal conditions. Just day after day of unrelenting tests the year around, in all kinds of weather.

Not just on ideal highways either, but on all the varied types of road that twist, climb, plunge and stretch themselves taut on the proving ground. Over concrete, asphalt, gravel, sand, and bumpy Belgian blocks. Through hub-deep pools of water and trails of mud.

The benefits of all these tests are yours, embodied in a 1951 Buick ready to be delivered in your name.



*Up the twenty-seven per cent grade*

*The General Motors Proving Ground occupies a picturesque 1,268-acre tract of rolling terrain near Milford, Michigan*

- |                               |                                |
|-------------------------------|--------------------------------|
| 1. Durability Route           | 7. 11.6% Engineering Test Hill |
| 2. Belgian Block Road         | 8. Riding Quality Test Road    |
| 3. Speed Loop                 | 9. Bathtub Test                |
| 4. North-South Straightaway   | 10. Mud Road                   |
| 5. East-West Straightaway     | 11. 27% Engineering Test Hill  |
| 6. 7.2% Engineering Test Hill | 12. Weather Observatory        |
|                               | 13. Engineering Shops          |





Montage, showing  
Flint's projected Civic Center



Parade on Flint's Main Street in 1902  
—not an automobile in sight



# BUICK'S

*Flint, Michigan, is a model*



FOR most of the 500,000 persons who purchased new Buicks last year, their car was the only link between them and Buick's home town. But for 35,000 Buick owners there is the additional tie of personal acquaintance result-

ing from actual visits to Flint, Michigan, and the Buick plant. Nearly 20,000 of these people came to take delivery of their new Buicks at the factory Drive Away Department last year. Often, more than 100 customers were accommodated in a single day.

You, too, may find a visit here worth-while. Although Flint does not pretend to be a mecca for tourists, it has much of interest to offer any visitor.

Located on U. S. Highways 10 and 23, and on Michigan State Highways 78 and 21, some sixty-five miles northwest of Detroit, Flint is easily reached from all directions.

As you drive into town, you may wonder what there is to distinguish Flint from any one of a hundred similar cities. You may not find your answer right away.

You search in vain for an outstanding geographical reason for the town site. You find no river junction of any great importance . . . no distinguished promontories . . . no appealing lake. Just a city in the middle of a gently rolling prairie.

To be sure, Flint is reasonably close to Detroit, with its ready access to the Great Lakes, but then many other towns are close to Detroit too. Why is Flint so large and so important—162,000 people, third largest city in the state, exceeded only by Grand Rapids and Detroit? Why is Flint General Motors' largest manufacturing center?

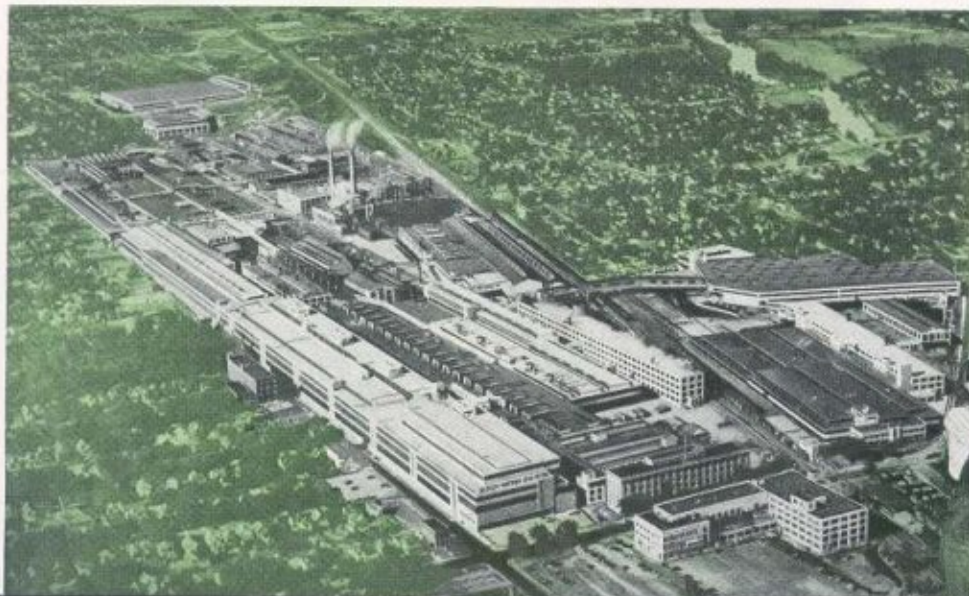
The present reasons for the city's size are obvious. You pass by huge industrial plants—AC Spark Plug, Chevrolet, Fisher Body, and, biggest of them all, Buick Motor Division. But how, you ask, did all these plants happen to choose this particular place on the plain?

The question leads you straight into some interesting pages of history—pages which show that Flint's phenomenal growth is due very basically to the amazing courage, imagination, and foresight of its early leaders.

These people struck up a partnership with automotive pioneers back in the days when such a partnership was daring indeed—days when the horseless carriage was still just a joke, hardly to be taken seriously.

The Buick story is typical. When Buick came to Flint, the town was a wagon- and buggy-manufacturing center, with only twenty-eight automobiles on its tax rolls. Folks were worrying a little because automobiles were beginning to affect carriage sales in the east, and because even the few cars in town were something of a nuisance to local horse owners.





*Aerial view  
of Buick's busy acres*

# HOME TOWN



*Folk dancing is popular  
at Flint recreation centers*

*industrial city, following a hectic youth*

Into this atmosphere came the car-makers. Among them was David Buick, who brought his first engine to Flint in 1900—a one-cylinder horizontal engine operating on fuel the inventor distilled himself. A few Flint people were interested. Within two years, this interest became determination.

In 1903, a group of Flint citizens turned up in Detroit with \$10,000 in cash to buy the Buick company. They had borrowed the money from a Flint bank, not for an automobile company, because that was still considered too risky, but for the Flint Wagon Works.

Ground was broken for the first Buick plant on September 11, 1903, and it was in operation December 11, with twenty-five employees. In July 1904, the first Model "B" Buick was built in Flint, with a two-cylinder opposed engine, having valves in removable cages in the cylinder head. After a few changes, this became the famous Model "F", and Buick was launched on its phenomenal career. Buick's production that first year in Flint has been reported as twenty-seven to thirty-seven cars.

It was a good beginning, but beginnings are not enough. There must be the strength and determination to carry through periods of hardship. Many financial adversities plagued both Flint and Buick during those early days, but always the problems were solved. At one critical period, stockholders in the Flint Gas Works went so far as to sell

their holdings to an outside concern in order to obtain funds to subscribe \$275,000 for a new Buick stock issue, indicating how strongly they wanted Buick to remain in Flint and grow.

For a time in the earlier days, there was tremendous confusion, almost chaos, because the new factories brought in thousands of new workers who had no place to live but in hastily erected shanties and tents. Naturally, all these flimsy shelters had to be replaced with permanent homes. Businessmen had to finance and operate numerous other enterprises too, to meet the demands of the mushrooming labor force.

But gradually a new Flint emerged from the rubble of the old, and the city began to tailor for its citizens a way of life well suited to an industrial town. Today, Flint is not only the largest operating center of General Motors Corporation but has been called a "model city" in many respects. It has recreational, health, educational, and cultural programs which serve as a national pattern.

Outstanding in the Flint social welfare program is the Mott Foundation, studied and copied widely, especially by industrial cities. The foundation was started in 1934 by Charles Stewart Mott, whose Weston Mott plant for the manufacture of automobile axles became a part of Buick in 1917. The Mott Foundation program now provides city-wide summer and winter activities for everyone. Any group



can get almost any kind of constructive activity they want. Night classes in high school and college work, homemaking, flytying, millinery, public speaking are popular. Participating sports are made available to large numbers by providing gymnasiums, fields, equipment, and instructors.

Child health is guarded well in Flint through an achievement program in the public schools augmented by Mott Foundation funds. Health clinics help borderline financial families when disease strikes.

The Flint program, you might say, reaches out to the citizenry from prenatal stages to the grave. The Clara Elizabeth Fund for Maternal Health has cut infant mortality and death from childbirth to an infinitesimal figure. The fund was established by William S. Knudsen, former

president of General Motors, and named after his wife. It is administered by a local board of trustees who bear in mind the ideal of its founder. The fund provides qualified instructors to discuss with young people the problems of marriage and home relationships, parenthood and child care.

Flint has much to interest the inquisitive visitor besides its big industrial plants, especially if he likes to see what makes an unusual community tick.

Ballenger Park provides excellent recreational facilities—picnic tables, lighted tennis and badminton courts, square dancing on a big concrete play area, movies, and home-talent performances in an outdoor theater. A second similar park will be given the city.

Almost nightly, Atwood Stadium provides summer programs of sports. The pageantry of conclaves, musical competitions, joint commencements, and baseball and football games are attractions in a stadium that was built in a swampland filled and leveled by the picks and shovels of volunteers.

Flint's Industrial Mutual Association, which grew out of a factory workers' club called the Industrial Fellowship League, fills an important niche in the broad recreational and cultural picture. Nearly half a million persons attended a variety of activities in the 6,000-seat IMA Auditorium last year. IMA Park, situated on a lake near Flint, draws 150,000 factory workers and their families in a season.

Another place of interest is the General Motors Institute, which draws students from all parts of the world. Last year's roster had enrollees from eighteen foreign countries. Hundreds of Flint residents are also enrolled in the 200 spare-time courses, bringing the total annual attendance to more than 2,500.

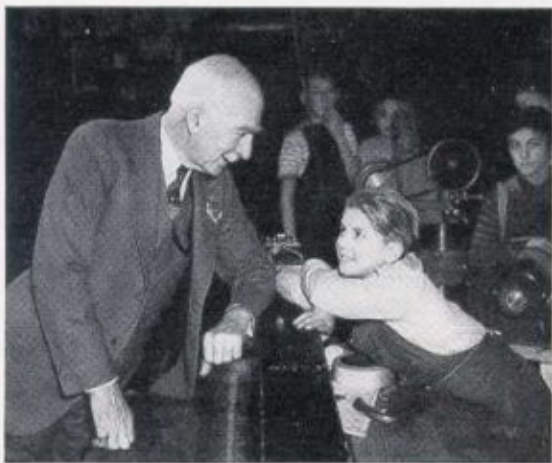
Townpeople are not neglectful of the public schools either, having just recently voted an \$8,000,000 bond issue to provide five new schools. The city is also assured of establishment of a four-year college in Flint in the near future.

Altogether, the city has twenty-three playgrounds, eighteen tot lots, four swimming pools, three field houses, forty-five parks, twelve tennis areas, and three municipal golf courses, and more are planned for the future.

There are teen-age centers, and clubs for elderly persons, all operated by the city. There is an international institute to help foreign-born citizens become oriented. There are free Sunday afternoon family entertainment programs with professional and amateur talent.

A municipally financed \$10,000,000 civic center also is contemplated, to provide many more of the facilities that Flint people think a model town should have.

These are some of the high lights of Flint's past and present. The city grew to a place of importance in the national economic picture because at the turn of the century a group of far-sighted citizens boldly staked their fortunes on the future of the automobile, forming a partnership with daring pioneer car-makers. And, after this gamble succeeded, the town gradually tailored for itself a way of life that seemed to fit well its new industrial character, in the process setting a pattern for other industrial cities.



*Mr. C. S. Mott, founder of the Mott Foundation, talks to a boy in a shop class*



*Automotive engineering class at General Motors Institute*



# Luxury... unlimited



## *1951 ROADMASTER sets new standards of elegance in the fine-car field*

**EVEN** the most casual glance into the interior of a 1951 ROADMASTER will tell you that here all limitations on luxury have been lifted.

And the closer you look the more you realize that nothing has been spared to make Buick's finest product sumptuously luxurious.

Fabrics are the best of lustrous broadcloths, with almost the look and feel of velvet. Color is handled everywhere, with the just-right quality that characterizes good taste—in one model a happy meeting of contrasting shades of green, in another a mingling of dark and lighter blue, in another the pleasantly restrained richness of solid grey. Upholstery colors are tastefully echoed in the two-tone, cockpit-type instrument panel.

Lower door panels are covered with supple leatherette, horizontally stitched and matching the darker hue of the broadcloth seats—separated from the upper door fabric by a gleaming strip of chrome. With the grey interior cloth, the leatherette on the door panels is black.

Even simple fittings have a gemlike character in this rich setting.

But don't be satisfied with just a look at this regal ROADMASTER interior. Step in and relax on those spacious seats. Feel for yourself how their visual promise of comfort is completely fulfilled.

There's extra softness here, because the seats in all 1951 ROADMASTERS have two foam rubber cushions instead of only one. Seat backs are foam cushioned too.

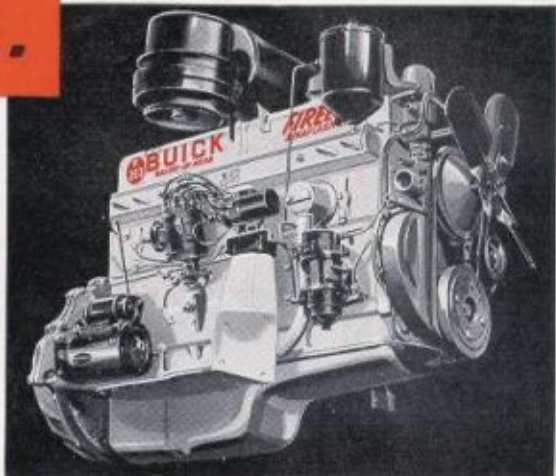
When you consider that this interior luxury is in addition to the basic smoothness of Buick's famous ride, you appreciate that the 1951 ROADMASTER offers you traveling comfort unmatched by any other car.





# Fireball Engine...

## BUICK'S OWN



### *F-263 Engine takes full advantage of new premium fuels*

TO ALL of the other advantages of valve-in-head engine design, Buick first added the Dynafash principle of combustion and then the Fireball piston. The Dynafash principle provides an almost ideal form of combustion chamber, making it possible to extract the utmost in power from every charge of fuel while reducing to a minimum any tendency to "ping" or "knock."

Following the development of this combustion chamber, Buick engineers then took another great step ahead in shaping the piston head with a rounded depression beneath the spark plug, where most of the fuel charge is concentrated. With the rounded dome in the combustion chamber and the rounded depression in the piston, the in-rushing charge of fuel is given a distinct ball shape from which is derived the distinctive name of Buick's own engine development—the Fireball.

This advantageous Fireball combustion chamber gives such perfect control of combustion that it is possible to take full advantage of the latest developments in modern automobile fuel. As a result, more power is produced per cubic inch of piston displacement and more miles per gallon are delivered to Buick owners.

In this year's brand-new Series 40 SPECIAL cars, the latest development of the Fireball engine known as F-263 is utilized. The F-263 is also used in the CUSTOM SPECIAL Series 44 models. This engine, which made an outstanding record for itself after its introduction in the SUPER Series 50 for 1950, was an entirely new engine last season. It is an advanced high-compression type, having all the characteristics of Buick Fireball design intensively developed to take advantage of the latest premium fuels made available by the petroleum industry.

With a compression ratio of 7.2 to 1 when used with Dynafash transmission, this engine as applied to the popular Buick SUPER Series 50 and now to the new SPECIAL

Series 40 and CUSTOM SPECIAL Series 44, develops 128 brake horsepower at 3,600 r.p.m. Like all Buick Fireball power plants, it is a valve-in-head straight-eight engine. It has a bore of  $3\frac{5}{16}$  inches and a stroke of  $4\frac{1}{8}$  inches, giving 263.3 cubic inch displacement.

All of the F-263 engines used on the SUPER Series 50 and on the Dynafash equipped SPECIAL Series 40 and CUSTOM SPECIAL Series 44 cars are equipped with hydraulic valve lifters. These give quieter, smoother operation. They eliminate valve clearance, with a resultant reduction of valve train noise. A noticeable result is a quieter warm-up period. Periodic valve lash adjustment is eliminated as the hydraulic lifters automatically compensate for all expansion and contraction changes and for normal wear.

Important among the many design features which contribute to smoothness, are the Hi-Poised mountings used on these Fireball engines. With this system of engine mounting, the engine is no longer set on top of the frame, as is generally the case. Instead, Buick engineers moved the main or front mountings on each side of the engine well above the center. Here, the mountings have been located at carefully determined points. The rear mounting of the engine is at the torque-tube ball joint. The engine is suspended at these points on mounting pads of synthetic rubber exactly compounded to neutralize any tendency to vibrate.

Actually, the engine is suspended from above rather than supported from beneath with this system, and, as a result, any tendency for vibrations to synchronize is immediately broken up, with the net result that the car is smoother riding, with less shake.

Altogether the quiet, powerful and smooth but brilliant performance of Buick's Fireball engines is the result of a wealth of engineering research and ingenuity carried to pin-point detail.





Specify

# Dynaflow

for Unmatched Performance

*One test drive shows  
the reasons for this sensational  
transmission's popularity*

"UNMATCHED" is the word for Dynaflow Drive—unmatched in popularity, because it is wholly unmatched in performance.

Never before in automotive history has a major engineering device been accepted by motorists so wholeheartedly and so quickly.

Dynaflow Drive's success story is written boldly and unquestionably in soaring production figures and in a steadily expanding plant capacity that could not keep pace with an ever-growing demand.

Even statistics are exciting here, for the Dynaflow production rate marched steadily upward from 5,000 units per month in May 1948, to 40,000 units per month in May 1950, when the 500,000th Dynaflow transmission came off the assembly line. Production is now at the astonishing level of nearly 2,000 units per day.

Until now, Buick has not been able to satisfy fully the demand for this finest of all transmissions, which the public

took to its heart more rapidly than anyone dreamed was possible.

Always heretofore, Dynaflow sales have been limited by Dynaflow production. Although seventy per cent of all Buicks were equipped with Dynaflow Drive in 1949, and eighty-five per cent in 1950, the demand still was not fully met.

This year, however, with manufacturing fa-

cilities and production rates at new record levels, capacity is expected to be adequate to fill nearly every Dynaflow order.

"Unmatched" is indeed the word for Dynaflow's skyrocketing popularity, and the reason, of course, is unmatched performance. Slip behind the wheel of a Buick and put Dynaflow Drive through its paces, and you will understand why it is wanted so much by so many.

At the steering wheel, you find a selector lever and a quadrant marked "P, N, D, L, R." You set the lever at "P" or "N" (parking or neutral) and start the motor. Then, you move the lever to "D" and drive away—as easily as that. No clutch pedal at all. No gears whining under the floor boards. None of the jerks or hesitations noticeable in other transmissions, because Dynaflow has no shifting gears. Whirling oil does it all.

You move away as gently as a sailboat blown by the wind—a gradual, graceful, silken-smooth climb from lowest to highest speed, an effortless glide that gives the Dynaflow Buick an entirely different feel.

You can drive in nearly all kinds of traffic situations without shifting even once. You move the selector for reverse, of course, and also when you park the car. But, for most driving, you just set the lever at "D" and forget it.

Should you need extra power, it is yours for the asking. Set the lever at "L" and you have power on the pull that's not equaled by low gear in any conventional car. "L" also gives reserve braking power for going down steep hills.

Dynaflow is also a help in getting out of heavy snow, mud, or sand. By moving the selector lever back and forth between "L" and "R", you cause the car to rock to and fro.

Dynaflow Drive is available on every one of Buick's 1951 models—standard equipment on all ROADMASTERS and optional at extra cost on all other models.

When you select your Buick, specify Dynaflow too, for performance that is completely unmatched.







## GOOD NEIGHBOR POLICY

... as your Buick dealer practices it



*Albert H. Belfie*

General Sales Manager  
Buick Motor Division

THIS is the time of year when public interest in Buick dealers rises to a peak. There's an air of expectation, as the arrival of the new year's models is awaited. There are rumors as to what changes will be introduced. There's an air of mystery about their new features and styling as the public announcement day draws near.

Then, there are crowds of friends, and Buick owners, and prospects swarming their showrooms when the new cars go on display—and the big question: When can I get the model and series of my choice?

All these events are being repeated this year, and with good cause. For surely, this year, Buick dealers have a lot to offer.

Elsewhere in this issue of the *Buick Magazine*, you will find the full story of the new models, and a wonderful story it is.

The welcome mat is out at every Buick dealer's. He is proudly showing the result of long months of planning, developing, testing, and perfecting which have been under way here in Flint. He now brings to market the impressive results of the great teamwork of thousands of people and acres of modern manufacturing facilities, which it takes to develop and produce such automobiles as these new 1951 Buicks you have just been reading about.

In this story, I should like to put the spotlight on another aspect of the man who is now showing these 1951 beauties, and discuss him as your good neighbor, twelve months in the year.

Through him, we learn about what you'd like most in

your next Buick. And you'll see some of the results of that in many of the improvements in our newest offerings.

Through him, you can obtain as sound advice on which model Buick is best suited to your particular needs as you could from any of us at the factory—even sounder perhaps, since he knows so much better than we what your local requirements are.

But, most of all, through him you can get the very service your Buick needs to keep it performing at factory standards. For his key service personnel have had all the benefits of Buick factory training. They work with factory-approved tools and equipment and know how to use them. They have access to factory-engineered parts, whenever your Buick needs parts replacement.

And so when we urge you to let your Buick dealer service your car regularly—to "Put Your Buick in Buick Hands"—we are trying to be a really good neighbor.

It's good for you and good for us. We want you to be entirely happy with your new Buick however long you keep it. And, whenever you want a new car, we want you to keep buying new Buicks through your Buick dealer.

There's no smarter selling on our part and no smarter buying on yours.



The *Buick Magazine* is published monthly by the Buick Motor Division, Flint, Michigan, in cooperation with its dealers in the interests of Buick owners and other motorists everywhere. Editor: I. L. Wiles, general manager, Buick Motor Division. Associate Editors: A. H. Belfie, general sales manager, Buick Motor Division; J. H. Scudder, director of merchandising, Buick Motor Division. The *Buick Magazine* is fully protected by copyright, and nothing that appears in it may be reprinted without special permission. The Buick Motor Division and its dealers assume no responsibility for unsolicited contributions to the *Buick Magazine*, except to accord them courteous attention and ordinary care. All correspondence relating directly to the *Buick Magazine* should be addressed to the Buick Magazine, Buick Motor Division, General Motors Corporation, Flint, Michigan.

Buick Motor Division, General Motors Corporation, reserves the right to make changes, at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.



*Enjoy the Extra Pleasure*



## of a Selectronic Radio

WHICHEVER model Buick you choose for 1951, you'll want it to come equipped with a Buick Selectronic radio.

Tuned by either a finger bar or a convenient foot button, this new radio offers the utmost simplicity in program selection. Tap either the bar or foot switch and an electronic tuner scans the wave band for a station of the desired strength. Tap again, and another station is selected. A sensitivity control regulates the number of stations the tuner will select.

Naturally, foot-button tuning means far greater safety in driving, since you can keep both hands on the wheel and your eyes on the road while selecting a program.

So, when you buy that 1951 Buick, order it equipped with a new Selectronic radio—for added safety and increased motoring pleasure.







**We**

take each "little job" as a big responsibility—a quart of oil, taking up slack in the brakes, adjusting windshield wipers.

**keep**

in mind that we are Buick specialists, specially trained, with special tools and equipment. And we use only Buick-engineered parts!

**your**

car is our career. We love to lavish all our skill and craftsmanship in bringing out its best!

**Buick**

is our business. We want you and all Buick owners contented with our work—so our business will grow.

**happy**

highway-faring is kept happy in our shop. For any job, big or small, come see us—and start this week!

**Put your Buick in Buick hands**

*P.S. That certainly means your 1951 Buick too!*

**LAKE SHORE BUICK CO.**  
816 Niagara Ave., Sheboygan, Wis.



W-3719