

BUICK

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Magazine

VOLUME 11 • NO. 3



Presenting the New Special



White sidewall tires, as illustrated, available at extra cost.

***NEW in looks — NEW in room — NEW in handling
— and priced right down your alley!***

FEAST your eyes, folks — and reach for your checkbook.

For here, in one stunning, swift-lined bundle, is everything — yes, everything — you've been hoping for.

New style note? Well, just look at that brand new idea in front-end styling. Grille, bumper, bumper-guard and even parking lights all combined in a single, sturdy assembly that means you can't "lock horns" with other cars!

New over-all size, with *inches* trimmed from over-all length for handiness in traffic — yet ample wheelbase for level-going ride.

New roominess — biggest interiors at or below the price — with sofa-wide seats front and rear.

Magic, too — in the satiny smoothness of Dynaflow Drive, available as optional equipment at extra cost.

And if power is your meat — just lift the bonnet and look on a husky Fireball engine of 110 hp with conventional transmission, 120 with Dynaflow Drive.

Surely here's a car big as your fondest ambition — yet price-wise it's right down your alley! Fits modest family budgets as it fits modest-size garages!

On display now, in three trim-'n'-tidy body types, it won't stay long on dealers' floors. So go now — see it and *get that order in.*

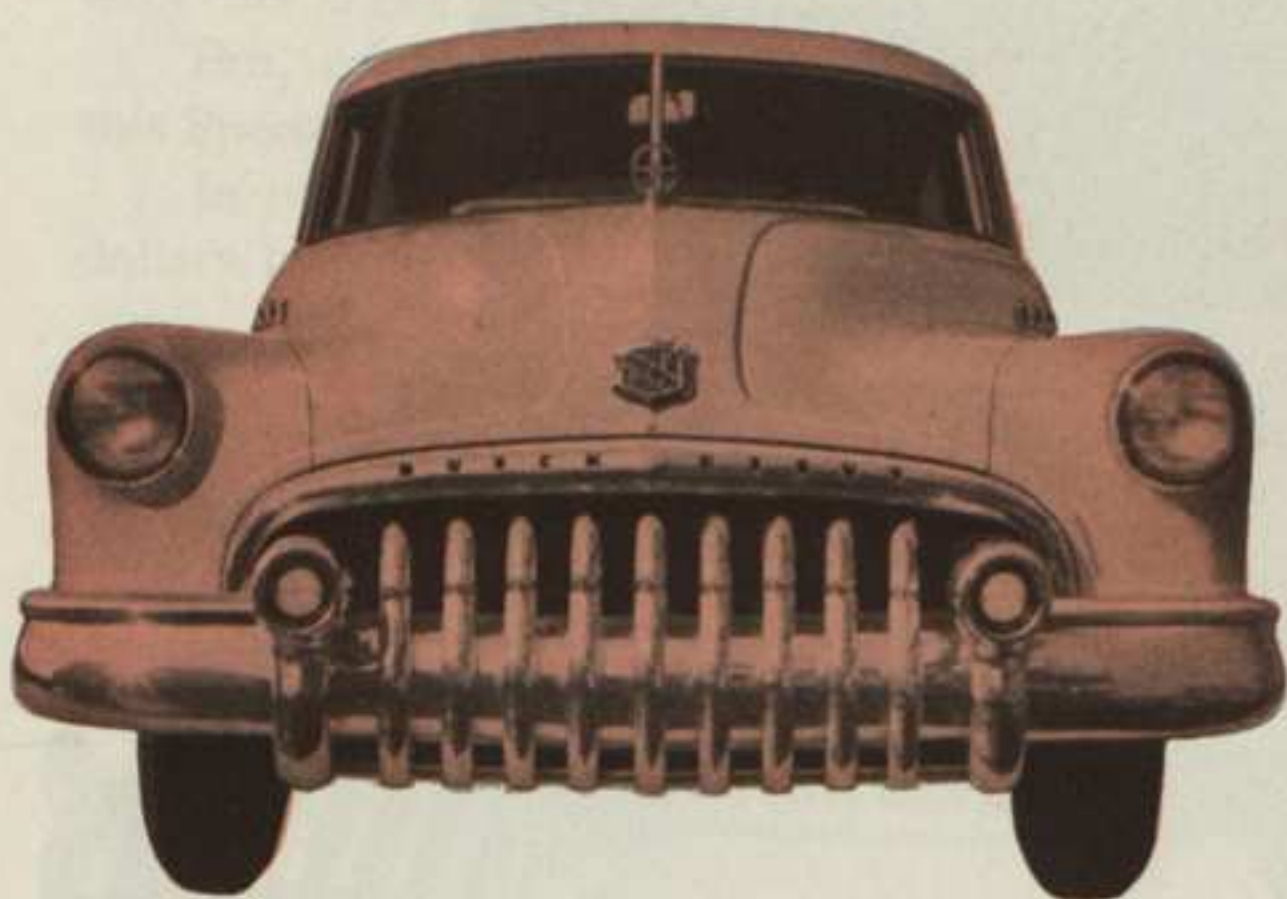
Your Key to Greater Value



When better automobiles are built BUICK will build them



"... Because of its inherent goodness, Buick is the foremost value in the automobile market today. We are going to keep it that way"



The

Special*

Ivan L. Wiles

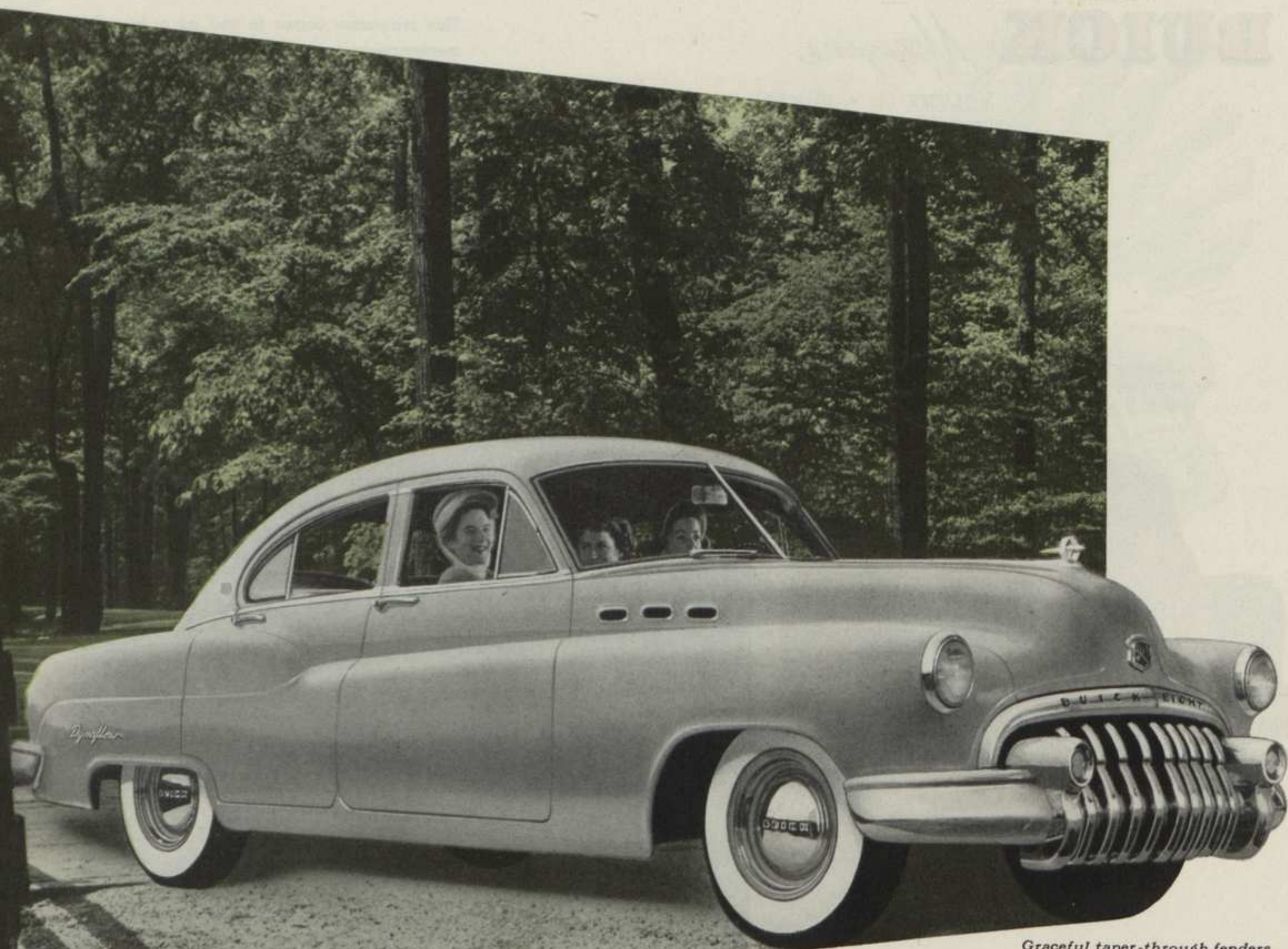
General Manager, Buick Motor Division

Lives Up to Its Name



BRINGING out new models always has been exciting to us here at Buick. This is when our efforts to develop new and better things at more and more favorable prices meet the big test of public display. This is when we find out how successful we have been in sizing up public likes and wants, and meeting them through the skill of our designers and engineers.

It is particularly pleasing to me that the first new models to be introduced since I became General Manager of Buick are in the Special Series. This is the series we first introduced in 1934 to bring Buick quality, dependability, and value in reach of the greatest



Graceful taper-through fenders highlight the new Special's distinctive styling

number of people. This is the series which has put Buick where it is today—outselling many cars priced below it, and topped in sales volume only by the three cars in the very lowest priced field.

It can be said that the Special is the car through which Buick can do the most for the greatest number of people, offering them big-car power, room, comfort, and styling at prices only a modest step above the very lowest priced field.

Our instructions to our stylists and engineers were, "Make this the finest Special ever." We were out to give you the biggest possible package—biggest in power, room, comfort, convenience, smartness—at the lowest possible prices. We aimed to give you great value—value measured not alone in the figures on the price tags but in the greatest dollar's worth your money can get anywhere.

There are certain things that will strike you instantly as you look over the Special and read about its details.

Its styling, to begin with the obvious, is completely fresh and new from bumper to bumper. It individualizes

Buick, just as Buick stood out in the immediate postwar years because of its distinctive follow-through fender treatment. This style theme is carried out in the new Specials. Its high visibility is evident in windshields that are nearly half again as big as formerly, and in rear windows which have been enlarged even more.

But, to a certain extent, outward appearances are deceptive. The car looks big—long and low. Yet it is actually inches shorter than before, and therefore much easier to handle when parking or garaging. A short turning radius also helps in its maneuverability.

More obvious, perhaps, is interior room. A full foot has been added to rear seats—which, incidentally, are now ahead of the rear axle for a still smoother ride. Added together, all factors of interior roominess are marked by the deep comfort and spaciousness only a big car can provide.

And you will be quick to notice, with real pleasure, that Dynaflow is available on this series as optional equipment. This sensational new transmission—the first and

only one in which "oil does it all" and every mile is cushioned in liquid-smooth luxury—is thus made available in the lowest price class yet reached.

Power, of course, is the extra-lively, extra-thrilling special Buick power from a valve-in-head Fireball straight-eight engine of 110 horsepower, or 120 horsepower with Dynaflo. The ride is that matchless Buick ride, cradled on soft coil springs all around, kept steady by drive through a torque tube instead of rear springs, cushioned by low-pressure tires on wide rims.

There are, as you will see, many details to catch your eye and win your approval. Narrow corner posts without sacrifice of strength. Push-button door locks in door handles that can't catch your clothing. Bumpers that require no extra guards and which cannot "lock horns" with cars ahead of you.

But, unquestionably, the biggest thing of all about this Special is its price.

In preparation for this new model, many millions of dollars have been invested in new buildings and equip-

ment, bringing our manufacturing methods to new peaks of efficiency. New assembly lines make it possible for us to build more cars than ever before in our history.

It is this greater volume that makes it possible for us to price this beauty only a readily-managed step above the very lowest priced cars, at the same time maintaining all the durable qualities that make Buick so popular with the discerning buyer of today.

This new Special comes to you at prices which, pound for pound and feature for feature, are the lowest for any eight built in this country. And, too, there is the high resale value and longer life of this sturdy automobile.

Yes, we are just as proud of this latest in a long line of outstanding automobiles as we were the day the Special Series came into the line, almost fifteen years ago. We are proud of its heritage. It has that matchless, distinctive Buick styling. Quality-wise it is incomparable. Price-wise nothing can touch it. All of these things make us believe there is no greater value in any product than in the new Buick Special—the best buy in automobiles.



Husky and handsome in farewell, with the jet-engine look of the tail light housing, the massive wrap-around bumpers and the optional backup lights built right into the bumper guards, the new Buick Special hides a surprising amount of storage space for the family luggage

An Inside Look at the New



By CHARLES A. CHAYNE
Chief Engineer, Buick Motor Division

IN DEVELOPING the new Buick Special, we set out with three basic ideas in mind.

First, to give this automobile everything that we could in the way of new styling, new roominess, new comfort, and new maneuverability.

Second, to make fullest use in this new car of the many proved features that have made Buick automobiles so outstanding in ride, performance, roadability, and handling.

And, third, to give this new Buick the widest appeal possible with a real economy in price and operating cost.

We engineers believe that these three basic ideas have borne good fruit.

Style-wise, the new Buick Special is everything we set out to make it, not only in its new tapered fender lines and increased glass areas but also in its many innovations—single-unit design bumper and grille, parking lights built right into the bumper guards, newly designed Ventiports that take on a three-way function, and push-button door locks, to mention just a few.

But when you take an inside look at the new Buick Special—see what has been done to it from the ground up—you realize that a thorough engineering job has made this new Buick one of the biggest buys of the times.

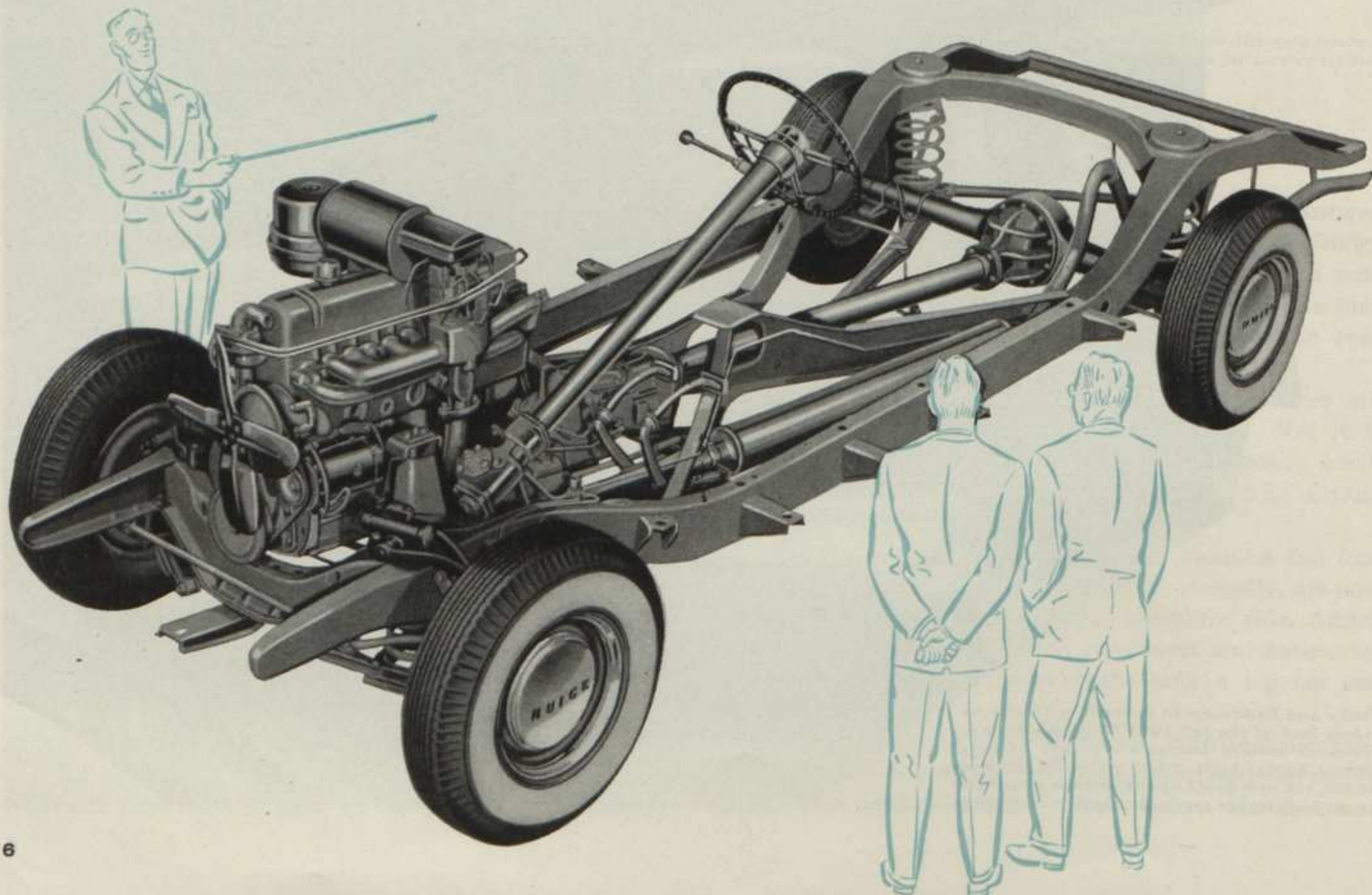
As the lowest priced car in the Buick line, the new Special provides outstanding value and economy. It delivers more miles to the gallon, is easy on oil and tires, yet it has all the great Buick performance, roadability, and solid “feel” which so satisfy experienced drivers and give firm assurance to new drivers.

Passenger room is a big factor in this new Buick. And this is strikingly demonstrated by the fact that there is a twelve-inch increase in rear seat hiproom over the former Special.

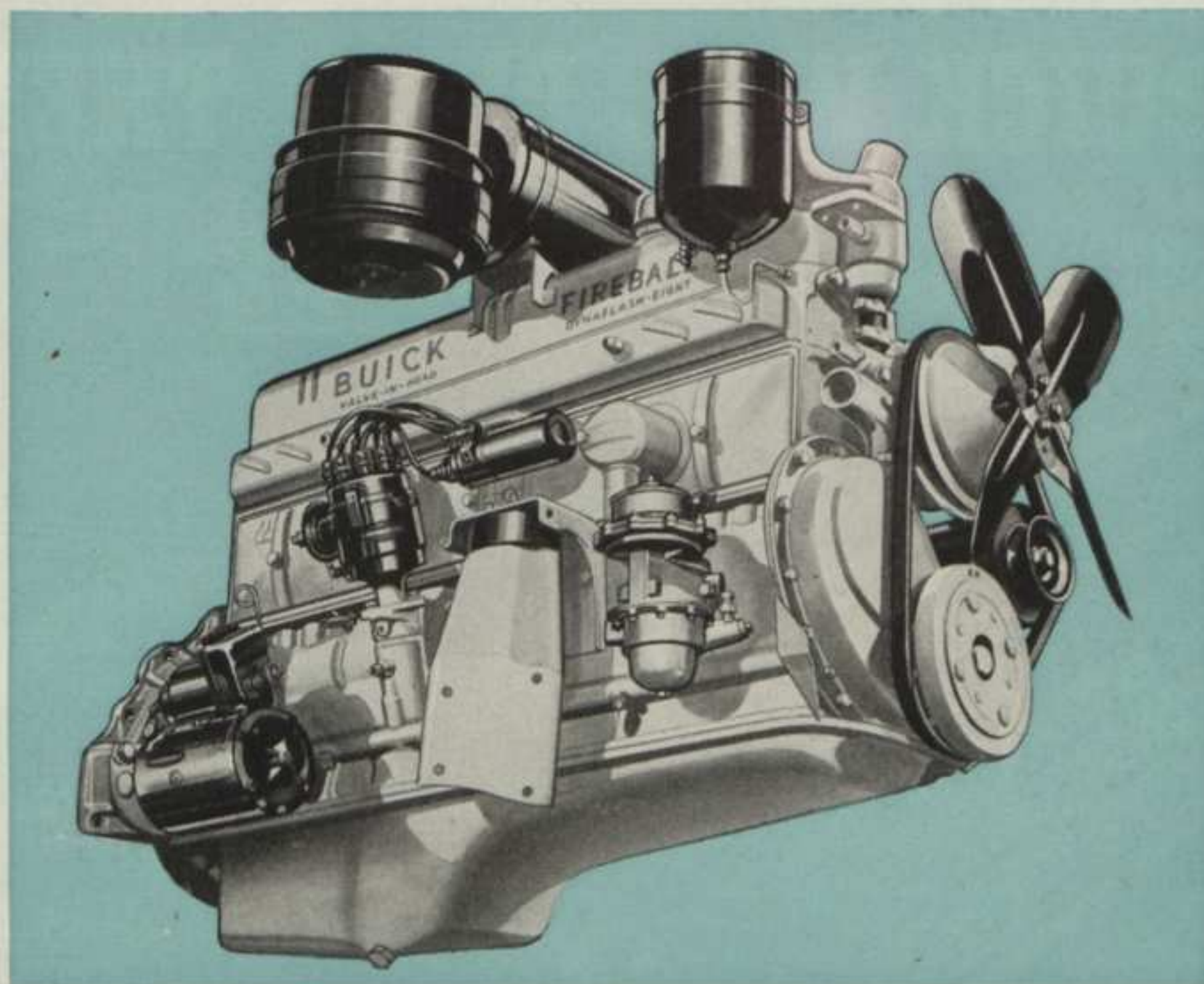
Although the body is roomier and the wheel base slightly longer, the over-all length of the new Special is three and one half inches shorter than its predecessor. The shorter over-all length is highly important, because the car requires less garage and parking space.

This lower, yet shorter and roomier, car has been made possible by a new floor design which makes more complete utilization of the space between the chassis units and between the body and the chassis. What's more, we've taken advantage of the additional wheel base in this shorter car to move the rear seat even farther ahead of the rear axle. This not only contributes to riding comfort of rear seat passengers, but also permits the rear roof line to be lowered, thus adding to the car's sleek and swift appearance.

We know that buyers of the Buick Special select models in this series to secure all of the fine characteristics



BUICK SPECIAL



of Buick performance, riding qualities, durability, and dependability—but with maximum economy. So, behind the design of these new Buick Special models lies scrupulous attention to detail to achieve important savings. For instance, the new models have been designed for maximum structural strength and rigidity without an ounce of extra weight. As a consequence—plus the fact of its shorter over-all length—the new Special is considerably lighter, and thus has a more favorable power-to-weight ratio for exceptionally fine performance through the use of the Buick Fireball engine.

The lively Fireball engine in the new Special—which is Hi-Poised mounted, as are the engines in the entire Buick line—has a compression ratio of 6.3 to 1 when used with the Synchro-Mesh transmission, and develops 110 horsepower at 3,600 revolutions per minute. When used with the Dynaflow transmission, the engine has a higher compression ratio of 6.9 to 1, with a resulting increase in horsepower from 110 to 120. Furthermore, when used with Dynaflow Drive, the Fireball engine in the new Special is equipped with self-setting hydraulic valve lifters and an oil filter.

Throughout each model in the Special Series, we have exercised a lot of care to keep things quiet. In the engine compartment, aside from the many engineering features that make the Fireball engine so smooth and noiseless in operation, we have added a new air cleaner and silencer. This new unit, besides providing an abundance of cleaned air to the carburetor, provides noticeably improved silencing properties, cuts down on air roar at high speeds.

There's more quiet in the passenger compartments, too. An advanced new sound and weather insulating system makes the new Special one of the most quiet cars on the road.

Included in the new insulating system is an inch-thick mat of new material which prevents sound transmission. In addition, it is pliable, so that it fits the dash contour snugly.

The soundproof qualities of Buick's Sound-Sorber top lining have been further improved, and additional insulating materials have been added at strategic points throughout the body. As a final measure, the rear wheelhouses of the new Special are sprayed with a sound-deadening material.

These advanced practices in sound deadening actually carry the standards of quietness to an entirely new level. Incidentally, the introduction in the Special Series of Dynaflow Drive, which in itself is a contributing influence to quiet operation, has brought greater quietness to other parts of the car, including the power plant.

Structurally, the new Special models have been designed for maximum strength and rigidity with minimum weight. The body is all-welded steel with

Unisteel Turret Top construction, channel type reinforcements, extensive use of "double-walled" sections, and sturdy box construction of the body frame wherever possible. As a result, the bodies of the new Special models are structures of superior strength and sturdiness, more shockproof and weaveproof than ever before.

Owners of the new Buick Special will find an unusual attention to detail which means much in comfort and in the operation of the car. The windshield wipers, for example, cover more area and have a greater amount of spring tension to insure more effective wiping. Ventilation of the passenger compartments has been improved by a seventy-eight per cent increase in the area of the left-hand air duct, and also by improved, straight-through channeling of the air itself.

You will find evidence of such thoughtful attention to comfort almost everywhere you look in the new Special.

Even the Buick ride has been improved in the new Special with the use of 7.60 x 15 tires instead of the 6.50 x 16 formerly used. These are low-pressure tires, and are mounted on rims that are one half inch wider than the conventional rims for such tires in this size. Not only does this change give greater stability to the car, particularly noticeable in cross winds, but the handling of the car is further improved and tire life is increased. You now ride on a total of 1,116 additional cubic inches of air, and enjoy the softer ride that so much cushioning provides.

Bodies provided in the new Special include: the Model 43, a really roomy six-passenger four-door sedan; the Model 46S, a six-passenger two-door sedanet; and the Model 46, a three-passenger two-door business coupe with spacious storage room behind the seat, in addition to the exceptionally roomy luggage compartment found in all models of the new Special Series.

When Better Automobiles Are Built BUICK WILL BUILD THEM HERE

Buick's expanded, modernized plant has facilities for producing 500,000 cars a year

Buick Motor Division—spanning an area of more than 300 acres and utilizing over 7,500,000 square feet of floor space. This huge factory includes car assembly, transmission, sheet metal, drop forge, motor, axle, gray iron foundry, engineering, and shipping plants.

YES, the sensational new Buick Special will be available to America in quantity.

We planned it that way several years ago, and now the plans are bearing their fullest fruit. We present a new Series 40 Buick that is certain to captivate the country, and we confidently back this presentation with production capacity nearly double that of 1941.

We embark on a whole new era in Buick production history, with facilities that are geared to set new records in the manufacture of fine automobiles.

You'll see hundreds of the new Buick Specials on the highways in the immediate future, because ever since the war ended, in 1945, we have been expanding and modernizing our plant in Flint, Michigan, for this very day when we complete the first postwar restyling of the Buick line.

Since 1945, we have erected seventeen entirely new buildings, adding more than 2,000,000 square feet of new floor space for manufacturing, assembly, forge, and shipping operations. We have modernized just about every square inch of Buick's busy 300 acres.

Over 2,500 new machine tools have been installed to assure the highest quality in manufacturing engines, axles, transmissions, and other major components. We have spent millions of dollars to give Buick the most modern manufacturing plant in the industry. Buick now has integrated facilities for the production of over 500,000 automobiles annually.

We cordially invite you to visit this finest of fine car factories. Twice a day, Monday through Friday, courteous guides escort guests on tours through the plant, showing and explaining the niceties of Buick's precision methods and equipment.

You'll find that Buick's mammoth plant, shown in the aerial photo on these pages, is a veritable city within a city, with miles of paved streets and railroads, thirty-

six miles of power conveyors, complete fire and police departments, gas stations, restaurants, hospitals, communications systems, power plants, and whole acres given over to storage of basic materials.

Most of all, though, you'll be fascinated by the heart of this busy city—the big Buick assembly line, which turns out in increasing quantities the Specials, Supers, and Roadmasters that have made Buick "the most wanted car in America."

You won't want to miss the biggest of Buick's big, new postwar buildings—the gigantic sheet metal plant, with 753,000 square feet of floor space.

In this ultramodern, four-story building—which is a half block wide and 1,536 feet long, with high overhead areas to accommodate giant cranes—more than 625 tons of steel are processed daily into parts for Buick cars.

Another new structure teeming with activity is the huge Dynaflo plant, where Buick turns out the most modern transmission in the automotive industry. Public demand for this wonder drive has exceeded our fondest expectations, but you'll be pleased to see that Dynaflo production facilities are equal to their gigantic task.

Other new buildings include a three-story assembly building, a forge shop for material receiving, a garage for repair and storage of company trucks, an extension to the heat-treat building, a foundry maintenance building, an engine-shipping building, an engineering research center, and numerous service buildings. All this new construction, of course, was paralleled by expansion and modernization of steam, power, and service installations.

Yes, you'll find the Buick plant is a city by itself—so big you cannot see all of it thoroughly in a single day. It's an outstanding city, too—a town of over 20,000 persons—dedicated proudly and wholeheartedly to making better automobiles—and making more and more of them to keep pace with the ever-growing demand.



MATERIALS. Thousands of tons of sheet steel await use in Buick stamping.



MACHINES. This complex machine performs ten different operations on Dynaflo parts.



POWER. Throbbing heart of Buick Town is its huge central power plant.



TEAMWORK. Ramming wedges to hold dies in position on a 16,000-pound hammer.



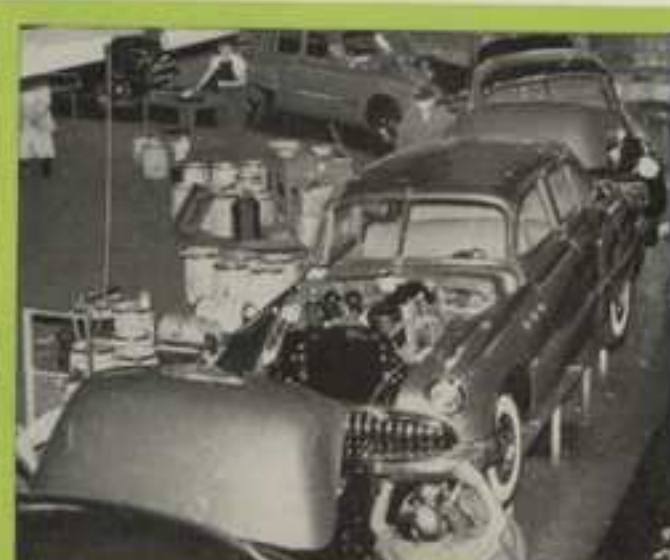
PRECISION. Machining parts to the finest tolerances.



FIREBALL. Engines on their way to the final assembly line.



FOUNDATION. Buick chassis stretch end to end for 3,000 feet in the assembly building.



PRODUCT. Near the end of the assembly line, new Buicks are almost ready to go to market.

PROOF

Here is an aerial view of the 1,268-acre General Motors Proving Ground, near Milford, Michigan, where all new Buick models undergo testing the year around. Twenty-five miles of road, surfaced with various materials, and numerous hills with a variety of grades afford exceptional testing facilities. Buick maintains its own complete repair shop, experimental garage, and engineering offices, and its own staff of engineers and drivers to test scientifically every new device and new model under the most severe operating conditions



The dust flies high but the Buick Special floats along smoothly as it takes this loose gravel turn and hill at high speed



Up, up she comes, without a whimper, showing power to spare by gaining speed while climbing a twenty-seven per cent grade from a standing start



The road is rough, but the ride is smooth as the Special tackles the Belgian blocks



"Splash." Hitting the knee-deep water of the "bathtub" at thirty miles an hour tests waterproofing qualities of ignition, carburetion, and braking systems

of the Pudding

*New Buick Special stands out
in grueling Proving Ground tests*

Z-O-O-O-M-M!

The sleek, black test car whipped past at ninety miles per hour on the steeply banked turn of the oval, then hummed effortlessly down the straightaway.

Again and *again* and AGAIN the shiny sedan swallowed the miles "wide open." Hour after hour—without letup . . . without babying . . . without slackening—it took the turns and stretches in stride.

And never a murmur of protest . . . nary a whine of strain. Always that steady hum and purr of a mighty engine performing as it should perform. Always that lithe and road-hugging smoothness, which told how well this traveler loved to travel, how its speed and power fit the highway like a glove.

Here was proof of the pudding—one of the many proofs. Here was the new Buick Special bringing smiles of pride and satisfaction to the faces of Buick engineers in a workout at the General Motors Proving Ground, at Milford, Michigan.

Here was the finest and mightiest of a long line of Series 40 Buicks—an automobile with big car quality and performance.

On every score, the new Buick Special was a standout success at the Proving Ground. A crew of seasoned test drivers put this new Buick beauty through a prolonged series of bruising and brutal tests. Engineers tabulated and checked the results. Improvements were made.

Then came more grueling, heartless, relentless tests.



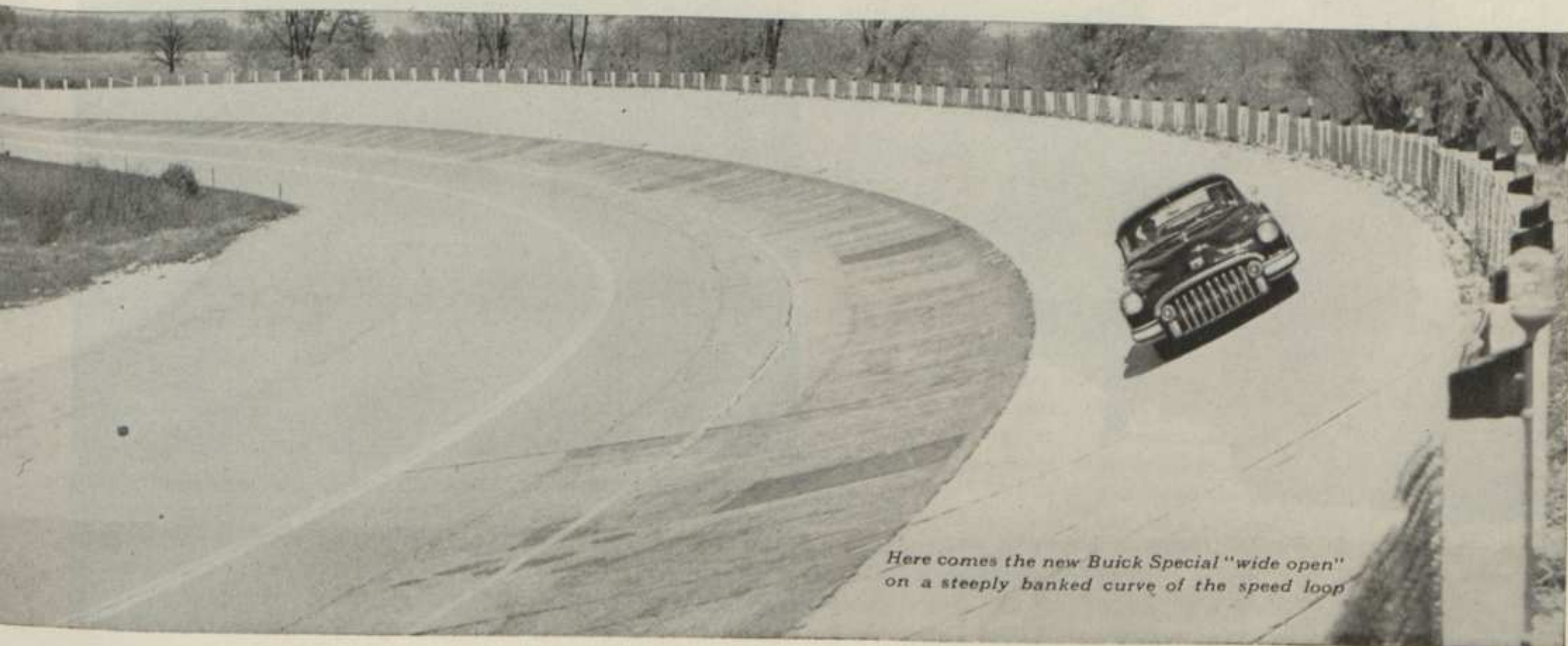
A Proving Ground supervisor discusses a 25,000-mile driving assignment with a test driver

More thousands of miles of driving in rain, sleet, snow, and blazing sun . . . through dust, mud, water, ice . . . on roads of concrete, gravel, dirt, and bumpy Belgian blocks . . . up and down the steepest hills . . . round the "skid pad" . . . through the knee-deep "bathtub" . . . over the concrete "washboard" . . . and down the speedway.

Then, after hundreds of thousands of miles of trouble-free performance under conditions more adverse than any you are likely to encounter, the new Buick Special won the official "O.K." of the engineers. And the test drivers volunteered an enthusiastic comment of their own: "This new Buick Special is really a honey."

Tests and more tests, conducted for months before any new Buick is approved for production, and continuing day in, day out the year around, are one of your best assurances that each new Buick model is better than the last. In one month, recently, Buicks were driven a total of 115,000 miles at the Proving Ground.

Safety, performance, economy, durability, comfort, and smoothness of ride—all these, and more besides—are built into the new Buick Special. The stacks of Proving Ground reports, which conclusively demonstrate the new Special's outstanding success, are definitely "proof of the pudding."



Here comes the new Buick Special "wide open" on a steeply banked curve of the speed loop

Marks of **SPECIAL**



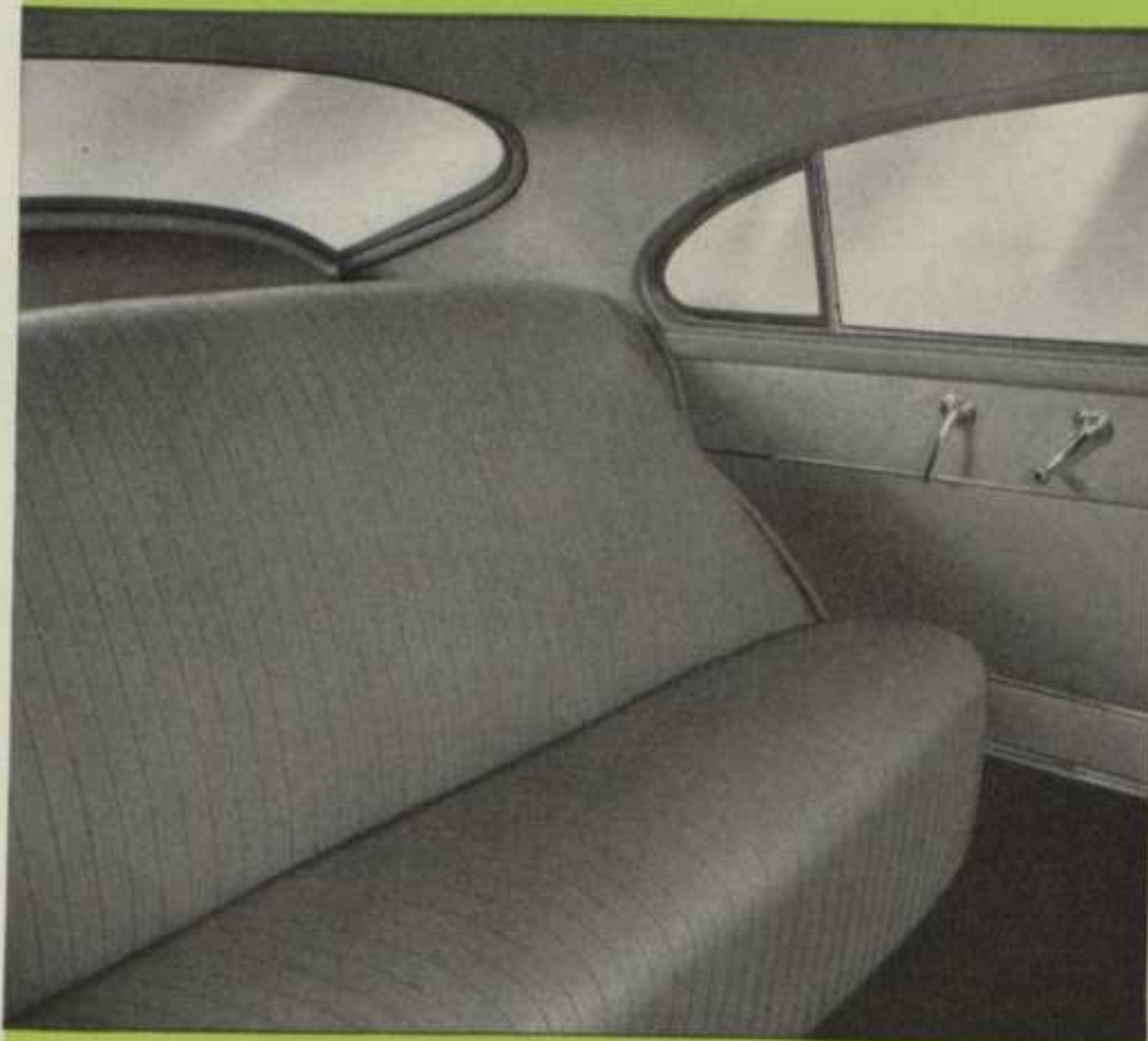
Design improvements—not just one, but several—make the new Buick Special easier to enter and leave. All doors are equipped with convenient and positive hold-open features.



The Special's powerful Fireball engine is suspended on Hi-Poised mounts of scientifically compounded rubber, which halt "vibration build up" and yield a ride that's smoother than ever before.



Roominess is the rule in the new Buick Special. Front seats are a full sixty-three inches wide, for that extra comfort usually found only in larger cars.



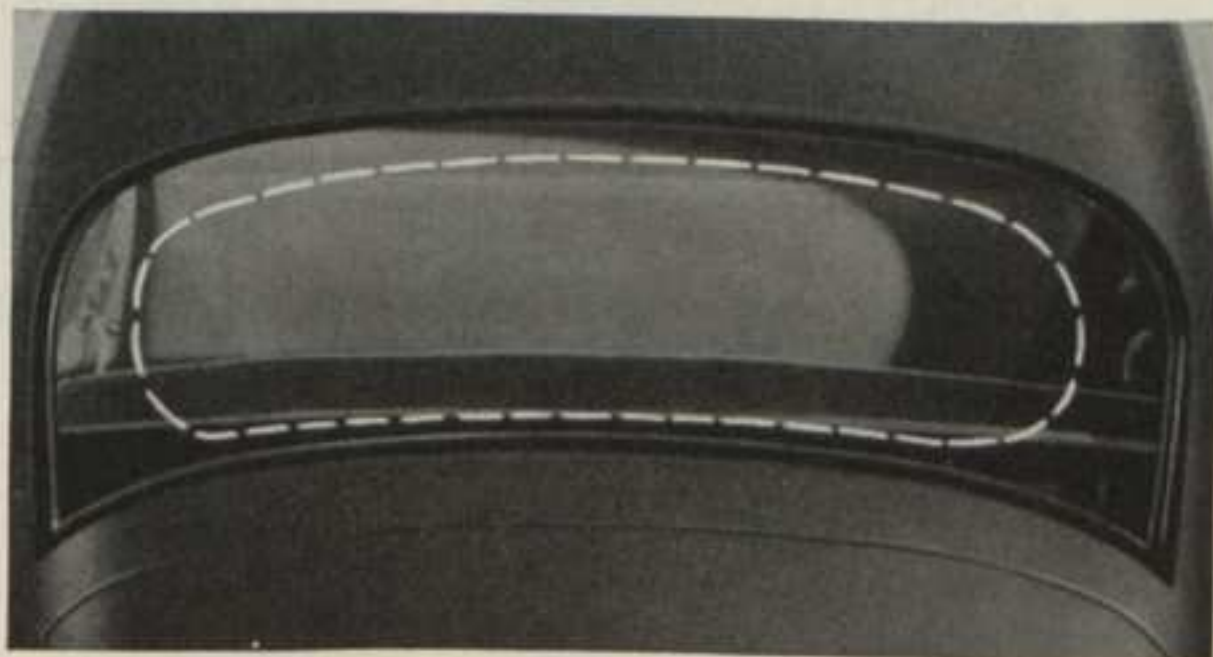
The spaciousness of the Special's interior, the luxury of its fine fabrics, and the gleam of its tasteful trim invite you to relax and travel the miles in comfort.

Distinction

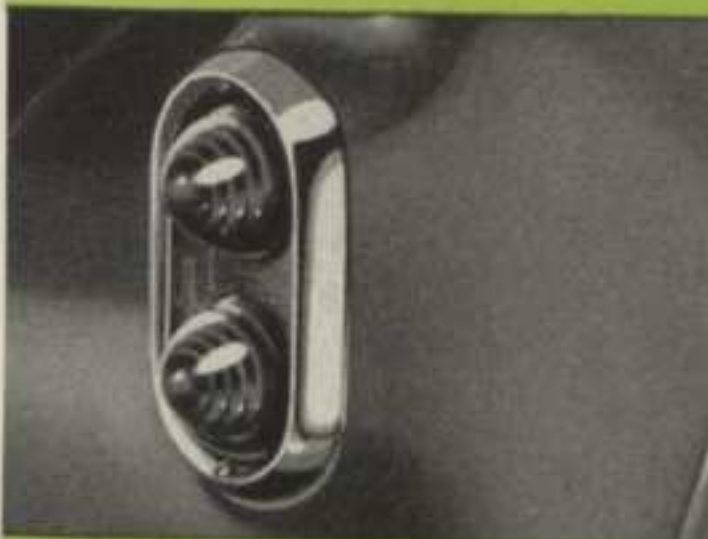


The gracefully curved windshield, set in narrower corner posts, is forty-eight per cent larger than in the former Special.

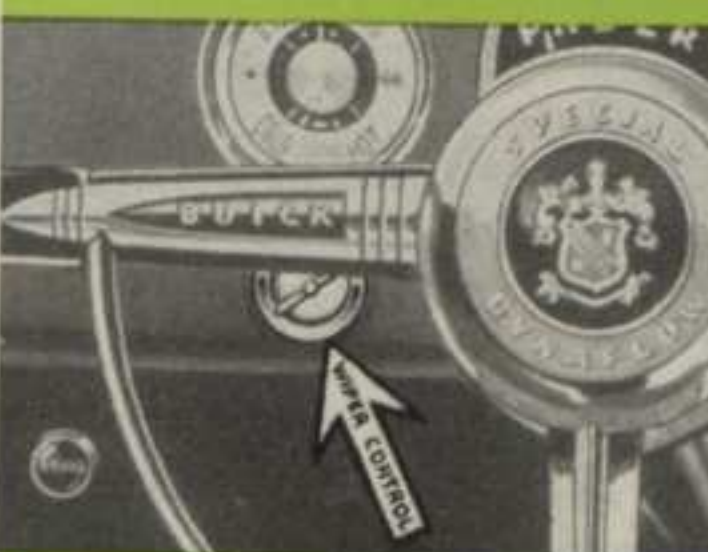
Rearward vision is increased by a fifty-six per cent larger, curved back-light, affording the driver extra ease and safety in driving, parking, and backing up.



Beautiful chrome-ringed Ventiports—so distinctively Buick—are elongated and fully revealed on the side of the Special's sleek hood. They are functional as well as decorative, serving to ventilate the engine compartment, furnishing convenient handholds for raising the hood, and concealing the hood-locking device.



The smart, new "double bubble" tail and stop lamps with reflector area are mounted in oval, chrome-ringed fender housings. They incorporate Flash-Way directional signals when ordered as optional equipment.



For greater convenience to the driver, the windshield wiper control button is located on the lower left side of the instrument panel, within easy reach. This knob also controls the windshield washers, which are available as optional equipment.



Parking lamps, recessed into the new, bomb-shaped bumper guards, are larger, so they can be seen more easily, and have lenses of durable plastic to reduce the possibility of breakage.

COMFORT in any Climate



YOU'RE master of the weather when you travel in a Buick Special equipped with the new, double-action WeatherWarden heating and ventilating system.

Bigger, built-in inlets scoop up abundant air at the grille. With simple controls, you direct this flowing air through screened air ducts for climatic control in front and rear compartments—for ventilation in summer or for warmth and frost-free glass in winter.

In cold weather, the outside air is heated once, then circulated at a higher level than

before, helping prevent fog and frost from forming on the back light and window glass. Then, this air is warmed again by an under-seat heater which distributes it to all corners of the body floor. This double heating—at upper then at lower levels—insures maximum comfort, all-around vision.

The Special's new heater has an eighty-six per cent larger core . . . its blower runs at higher speeds . . . its defroster air volume has been increased eighty-three per cent—all to insure inside comfort despite outside cold. A

thermostat keeps the temperature at precisely the level you choose.

In warm weather, you'll really appreciate those direct-flow air ducts that furnish generous volumes of moving, bug-free, outside air at normal car speeds, and the blower that maintains the pleasing circulation even when the car is stopped.

Here you have the most complete control of car comfort ever provided in an automobile, a feature available at slight extra cost, but definitely not just an accessory.

... all this—and DYNAFLOW too

Sensational transmission is available as optional equipment on new Buick Special

DRIVING is believing.

Slip behind the wheel of a new Buick Special equipped with Dynaflow Drive, and put that engineering marvel through its paces. Just take one trip and we're sure you'll never be satisfied with anything less than Dynaflow.

Driving with Dynaflow is like floating on the wind, yet telling the wind how to blow.

The things that will please you most, of course, are the smooth, even transitions from standstill to cruising speeds. You'll even find yourself stopping the car unnecessarily to try it again, and see if it happens every time. It does. It never fails—always that silken-smooth glide.



At first—out of habit—your left foot probably will grope for the clutch pedal. But it isn't there. With Dynaflow Drive, you don't need it. Your left foot is free and relaxed. If you wish, you can

use your left foot to operate the brake pedal while your right controls the gas—an ideal arrangement for perfect control in touchy, stop-and-go situations.

Most of your driving is done with the selector lever in "Driving" position. When ready to go, just step on the gas, and off you move. You hear no gears whine under the floor boards, because there aren't any sliding gears in the Dynaflow transmission itself; only oil whirling smoothly and softly.

This whirling oil gives Dynaflow an infinite number of speed ranges. Instead of stops and hesitation from "low" to "second" to "high"—as in other transmissions—there's a gradual climb from lowest to highest speed—a graceful, flowing motion that gives the Dynaflow Buick an entirely different feel.

You can drive all day, in nearly all kinds of traffic situations, without shifting even once. Wonderfully restful, Dynaflow can add miles to a "comfortable" day's drive. It takes much of the nerve strain and tension out of traffic-crowded streets and highways.

Want extra power? Well, it's yours for the asking. Just set the selector at "L", and step on the treadle. You have power on the pull that's not equaled in any conventional car—mighty power for starting on steep grades with heavy loads or for pulling out of heavy going. "L" also gives reserve braking power going down steep hills.

Want to rock the car out of sand, gravel, ice, or snow? As an aid, simply flick the selector lever back and forth from L to R. The car will respond by moving to and fro.

In Dynaflow Drive, you have a transmission like none other on the market. With it, your Buick can do things no other car can equal. And it can do them all so easily, so effortlessly, so smoothly that just trying Dynaflow once makes you decide this masterpiece must be yours.



Utilizing an efficient pump (left) and a true turbine (right) combined with an ingenious supercharging assembly (in hand), Dynaflow Drive produces a torque-boosting action in starting and accelerating



As simple as

It takes but a minute to learn to operate Dynaflow Drive. There are only two things you need to be concerned with: the accelerator pedal and the selector lever.



The lever is right under the steering wheel (see picture above), with a guide to tell you how to use it. This guide consists of a pointer with five letters: P, N, D, L, R. You merely remember that:

- P** stands for Parking
- N** stands for Neutral
- D** stands for Driving
- L** stands for Emergency Low
- R** stands for Reverse

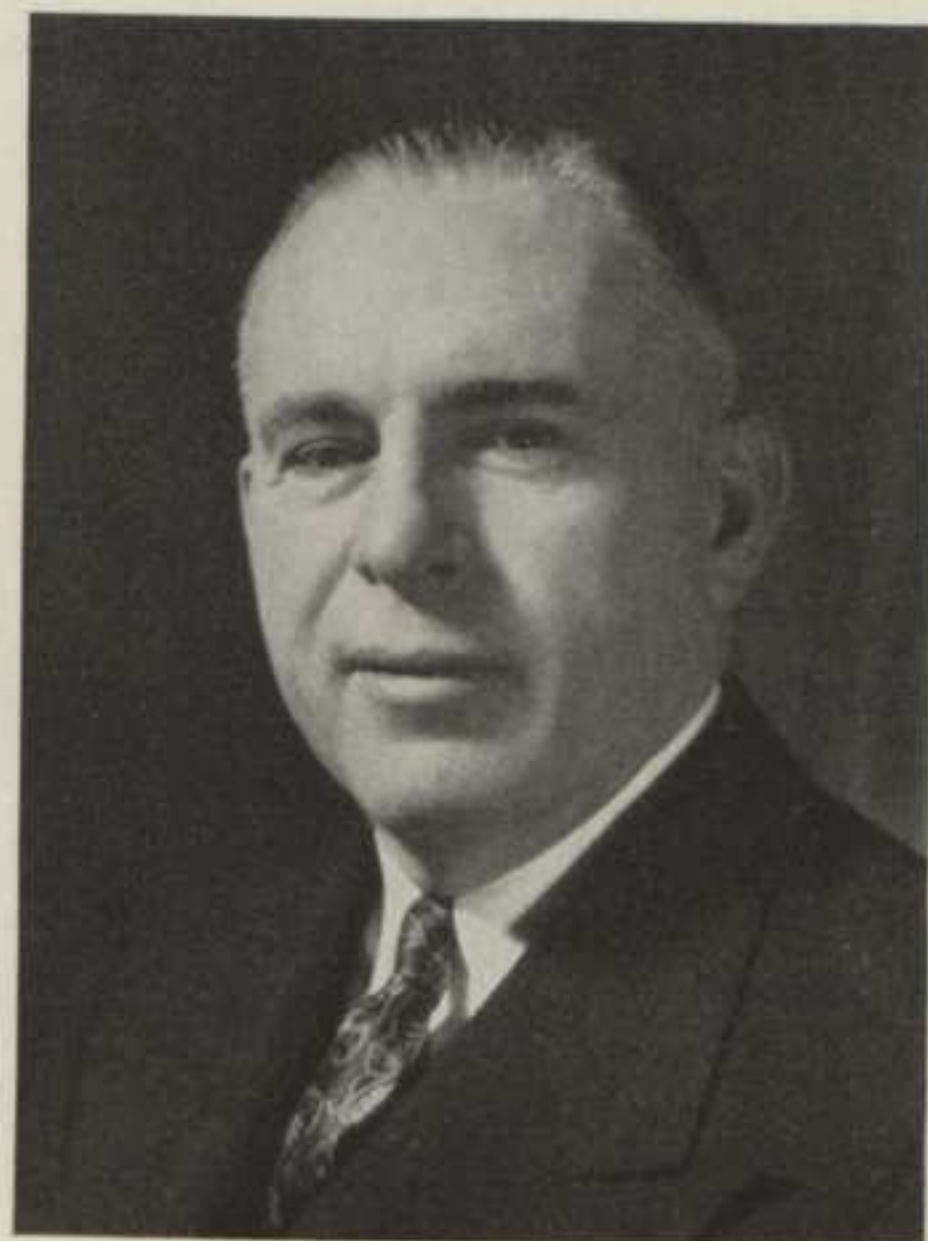
"P". With the lever at P, the rear wheels are locked—a more secure brake for parking than you can get in any other way.

"N". You use this position like the "neutral" on conventional-shift cars.

"D". You use this most. It's for all normal forward driving, from standstill to top velocity.

"L". This gives you mighty power, even more than conventional low gear. You can move back and forth between D and L at speeds under thirty-five.

"R". This is for reverse. To use this setting, you *lift* the lever slightly before moving it. (There's a stop here to keep you from accidentally shifting into Reverse.)



O. L. Waller
General Sales Manager

See for Yourself!

New Buick Special offers more car value per dollar

ON OTHER PAGES of this issue, you have read about the things that make our new Buick Special the most exciting car value on the market.

At this point, I'd like to invite you to prove every one of these things for yourself. Visit your Buick dealer's not only to see the new Buick Special but to slip behind the wheel and try it out.

Walk around it and look it over carefully. Satisfy yourself—with a tape measure if need be—that we really have cut down over-all size, yet given you more total interior roominess than ever before offered in this series.

Relax on the wonderfully comfortable seats. Move the whole family in and see how comfortably you can carry them all. Check up on the fine finish and the rich array of convenience features.

Then take this car out on the road and see how much more there is than you can see. Feel the surge of Fireball power. Sample the smoothness of a ride that's like velvet. Get to know the completely new feeling of Dynaflo Drive, cushioning every driving mile on liquid smoothness

free of gear-drive harshness. Test this beauty on curve and straightaway and grade, and see how sweetly it holds the road, how lightly it handles, how easily it parks.

Then get down to cases on the matter of price. Match up price tags—and what goes with them in the way of room, power, comfort, size and style. Figure your investment on a yearly basis—you'll keep this beauty longer than a lighter, lower priced car. And consult the records to see how Buicks retain their resale value, an important factor in determining the real cost of a car to you.

I am pretty sure what your conclusion will be. There's no buy to beat this Buick.

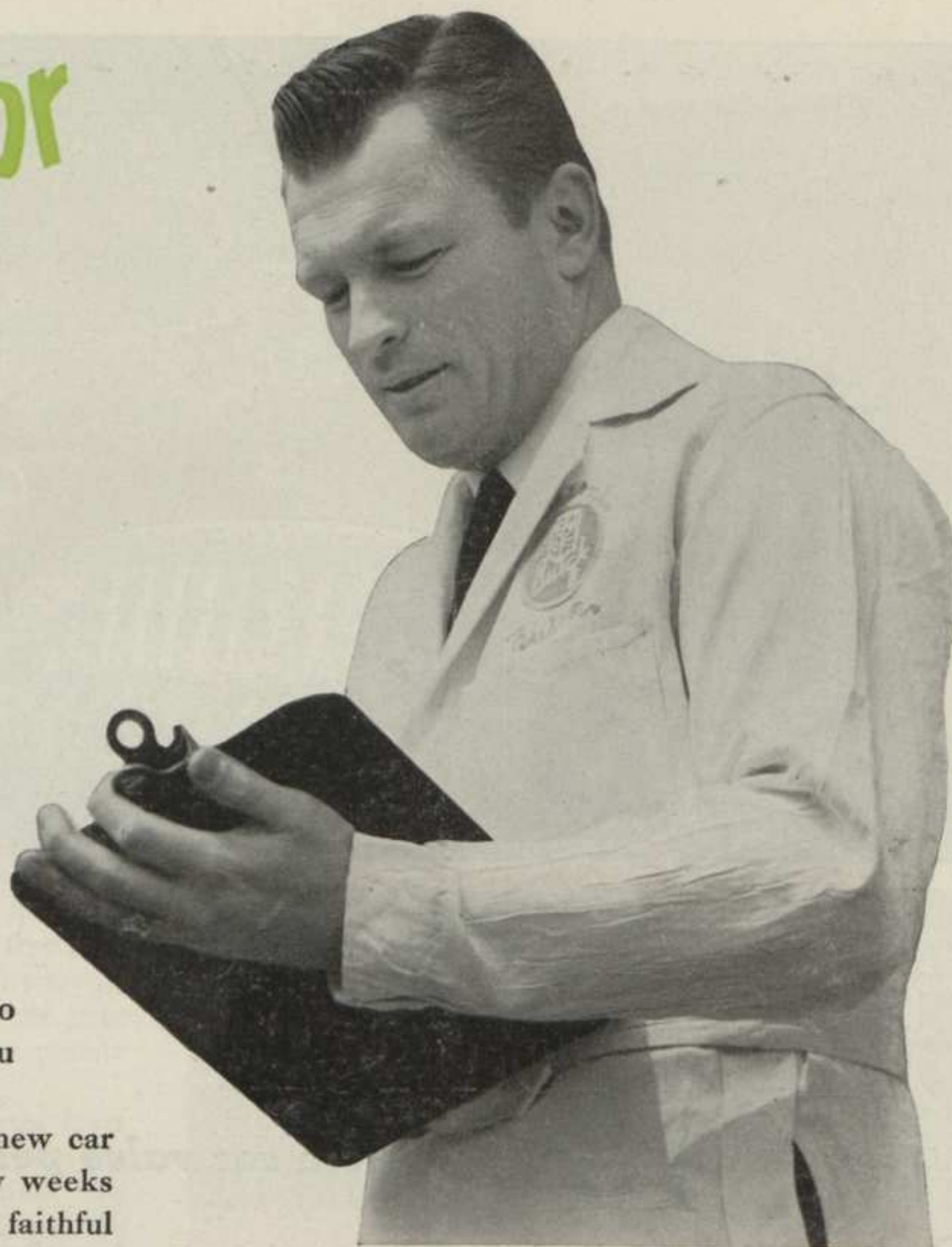
Not in any price class. If you are the kind of smart buyer who makes his choice on how much he gets for each dollar he spends, you will not hesitate long. While you're with your dealer, you'll get a firm order in!



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IN ALL THE WORLD, there's no thrill to match that special, tingling moment when you see your new Buick delivered at your door.

How about taking steps to keep that new car thrill in it, not merely through the first few weeks and months but through years of sturdy, faithful performance?

There's an easy way to insure that—in your Buick service man.

He has a knowing way with Buicks, an almost magic touch that took thousands of hours to acquire. Years of *working* on Buicks, studying service manuals and bulletins, soaking up the engineer-approved way of doing each job—even going out to

the factory in Flint for "postgraduate" schooling on special subjects.

Your Buick is a great car. Your Buick service man knows it's the *greatest* of cars, and sees that it's kept that way.

So, whenever it comes time for checkup, lubricare, tune up—*take your Buick to the Buick man!*

Buick care keeps Buicks best

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