

BUICK

JANUARY 1950

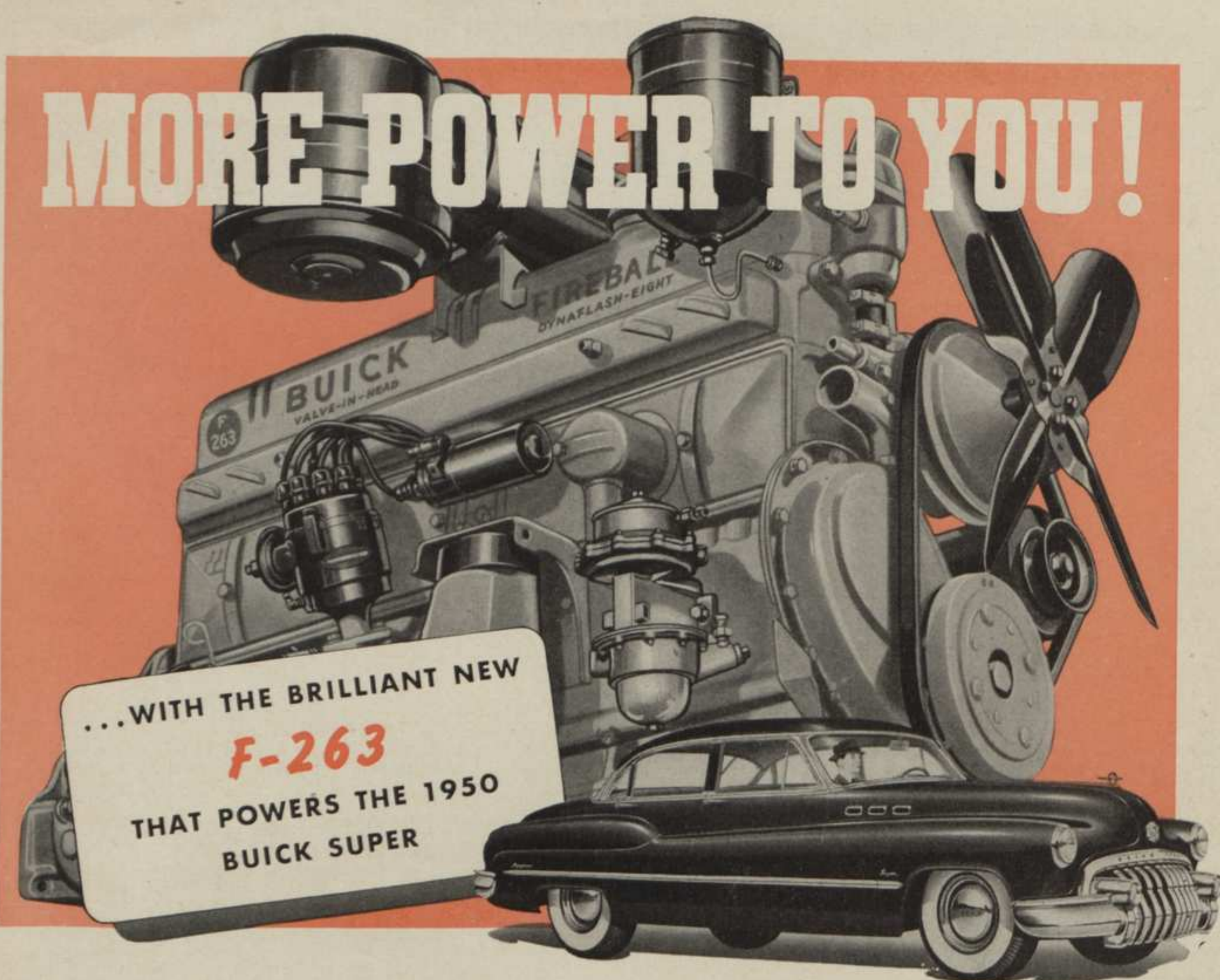
Magazine

VOLUME 11 • NO. 7



1950 Announcement Issue

MORE POWER TO YOU!



SLIDE into the sleek and tidy 1950 SUPER—and meet a new thrill.

Put foot to gas treadle—and take off with a brand-new lift. Slide up to cruising speed—and sense the extra ease and reserve that are at your command.

Let the miles pile up—and note how satisfyingly infrequent are your stops to refill the gas tank.

This is the F-263 you're driving, newest and latest in Buick's long string of engine achievements.

The F-263 gets its extra lift from higher displacement in the same overall engine size. Cylinders are bigger and compression's higher—6.9 to 1 with Synchro-Mesh transmission, 7.2 to 1 with Dynaflo Drive.*

In two ways, that puts more "muscle" into every downstroke, getting more life from the same, or even less, fuel.

Basic design, of course, is the same

valve-in-head design Buick has pioneered for 10, these many years. Pistons are Buick's special Fireball pistons, rolling each fuel ration into a flattened ball of unusually high internal pressure.

Each fuel charge is uniform—rich and full. Each gives up its peak of liveliness and zing.

And for the last word in smoothness, every engine is micropoise-balanced after assembly—then mounted on Buick's special Hi-Poised mountings for scientific vibration control.

By all means, try the new SUPER

with the F-263. Six trim models, smart and fresh as a daisy, with easier-handling size and the thrilling action that makes Buick the top-choice buy of the year.

Your Buick dealer will be glad to demonstrate, and incidentally, he's quoting quick delivery dates—another clinching reason for getting an order in fast.

*Standard on ROADMASTER, optional at extra cost on SUPER and SPECIAL models.

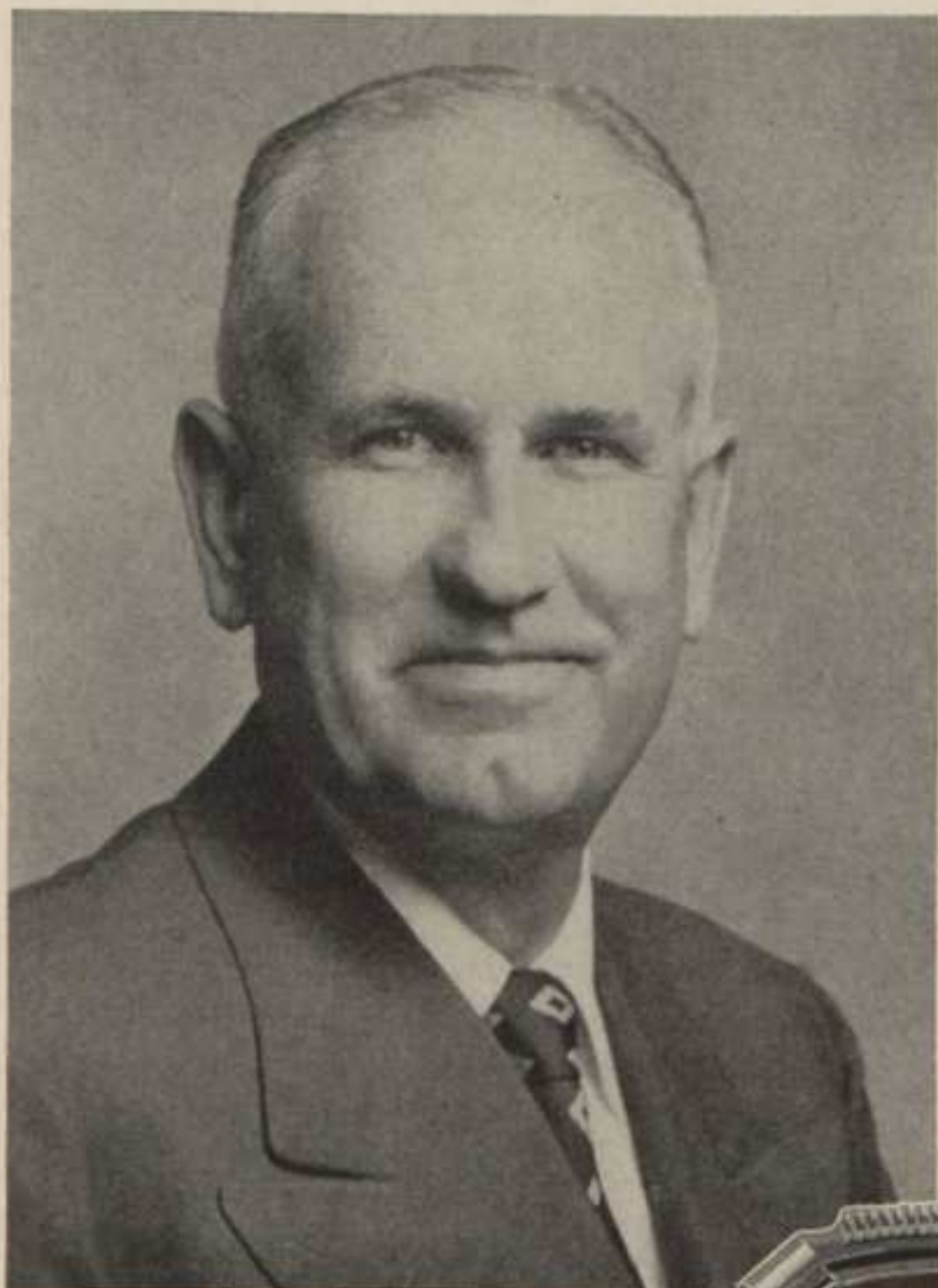
When better
automobiles are built
BUICK
will build them

WHATEVER YOUR PRICE RANGE

"Better Buy Buick!"



YOUR KEY
TO GREATER VALUE



Ivan L. Wiles
General Manager, Buick Motor Division



Choose

Your

Partner



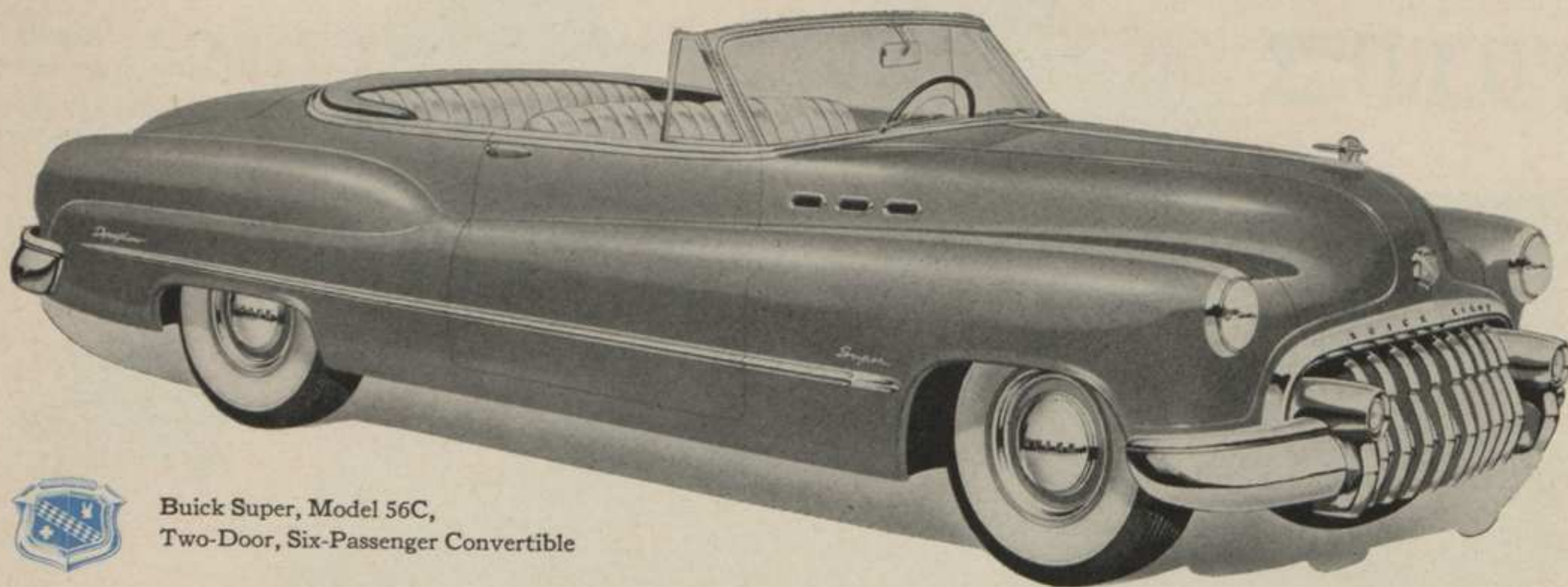
BUICK Offers a Host of Thrilling New Models for 1950

THE STORY we have to tell in announcing our new 1950 models is one which never before has been possible in Buick's forty-six-year history. It is a pleasure to bring it to you in this announcement issue of the *Buick Magazine*. Every Buick owner will, I'm sure, be proud of it and prouder than ever of his car.

But, first, may I generally review the Buick picture as we look forward to another new year and to a brand-new line-up of models. To start with, the year 1949 was a record-breaker from nearly every standpoint. Early in the year, materials which had been critical since the end of the war became more readily available and our production rate started to rise.

In August, when we introduced the new Special, we turned out better than 40,000 automobiles. In September, our millionth postwar car came off the line. Early in October, we passed the 316,000 mark, set in 1941, as Buick's all-time production record for a full calendar year. Every car since then, of course, has





Buick Super, Model 56C,
Two-Door, Six-Passenger Convertible

added to the record, and for the model year 1949 we reached a total of approximately 400,000 new automobiles.

Sales, needless to say, have kept apace or ahead of production. Public demand for Buick cars continues to be high, and acceptance of the new Special has been little short of sensational. The year in general gave added confidence and courage to us at the factory, for every development has served to confirm our postwar model and production-planning program.

We are now ready to enter the 1950 model year in excellent position, with strategical advantages and with a vastly increased number of Buick owners. Buick owners traditionally are loyal and discerning; they are people who know and appreciate values. And that brings me up to the story I want to tell with regard to our 1950 line.

It is a fact, and we recognize it, that Buick owners do not always remain in the same price class when they purchase new cars. A Super owner, for instance, frequently moves up to the Roadmaster model, or he might switch to a lighter and smaller Special. The important thing is that a great majority of our owners always want *another*

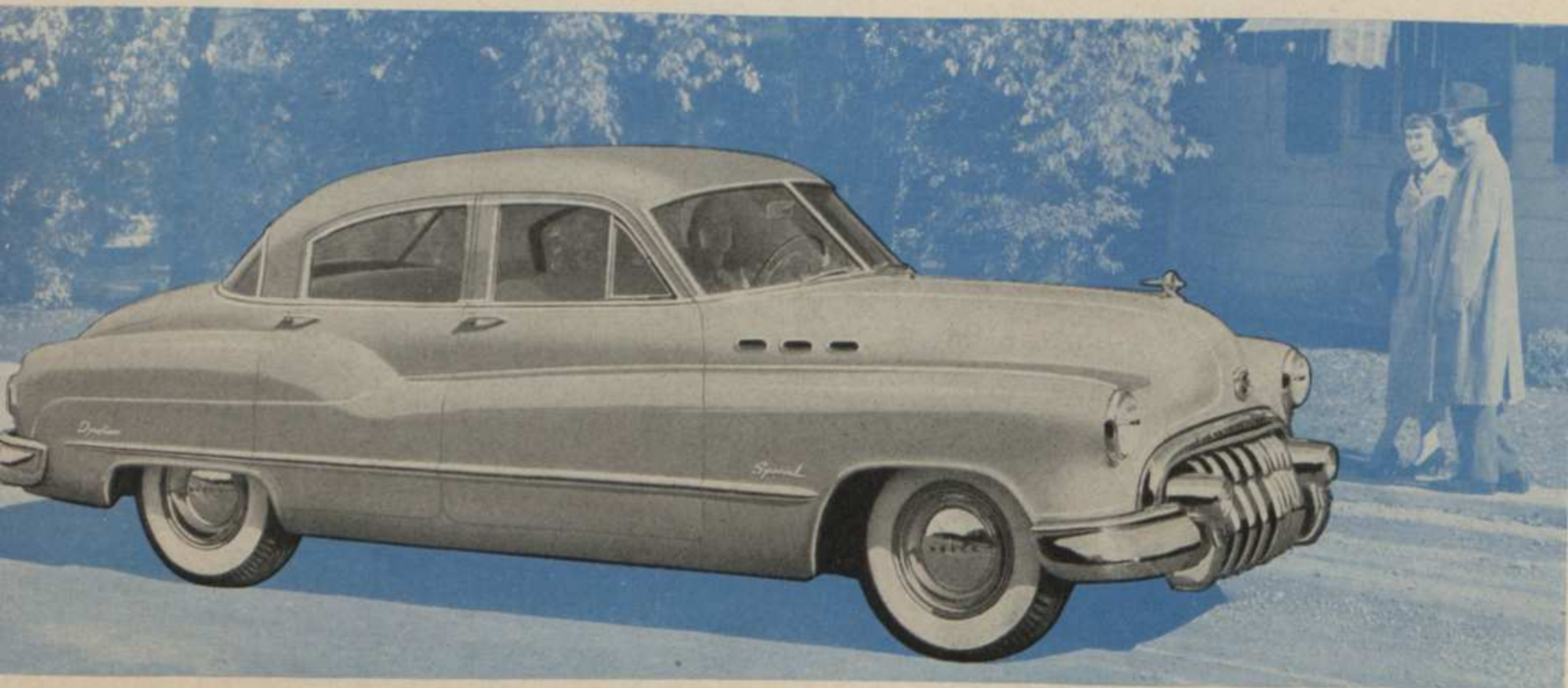
Buick when they think about a new car. We had that fact very strongly in mind when we planned our 1950 line. The result is this: *For 1950, we have the greatest spread of cars across the market that Buick has offered in postwar years.*

If you want your next car to be the finest automobile that money can buy, incorporating all the famed Buick qualities supplemented with extra luxury and appointments, we offer the Roadmaster "130" sedan, the Roadmaster estate wagon, the Roadmaster convertible, or the Roadmaster Riviera. If you want a smaller, lighter car, one with all the Buick fundamentals but with emphasis on economy and practical operation, there is the Special three-passenger coupe. In between, the Buick line for 1950 has a car to meet almost every requirement and to fit, as well, the pocketbook of nearly every new car buyer.

Mr. Chayne, our chief engineer, reviews elsewhere in this issue the technical features of the 1950 line, but I want to touch on a few points just briefly. In the first place, you will find each one of the models to be new. The three Special models brought out last August have undergone



Buick Special, Model 41D, Four-Door, Six-Passenger, Tourback Sedan





Buick Roadmaster, Model 72, Four-Door, Six-Passenger, Tourback Sedan

some changes, and the others ranging from Specials through the Roadmasters all are brand new from stem to stern. You will see that they carry out the beautiful styling of the recent Specials—the style lines which are proving to be the most popular in Buick history. Likewise, on the 1950 models, you will find the sensational new Buick front end with the combination bumper and grille.

The new front end, you know, is one of the first developments of its kind in the automobile industry to make possible shorter over-all length without sacrificing interior roominess. Our owners have been virtually unanimous in welcoming the shorter car made possible by the bumper-grille combination. More than that, the bumper-grille combination, built of tough steel, has an important safety factor. The nine strong grille bars and the two bomb-shaped bumper guards give vastly more protection out in front than a bumper alone.

Visibility is improved in the 1950 line, and all the new cars are shorter and lower, with no sacrifice of road clearance. In all models, there is increased rear seat hiproom, the increase in some instances being as much as thirteen inches.

A word about engines. In our 1950 line, we have an engine tailored to the specific needs of each series. A new engine, the F-263, has been developed for the Super

Series. That means three different engines with five different horsepower ratings, and each with higher compression ratios. All of them are of the famed, Buick-pioneered, Fireball valve-in-head design, of course, with each engine precisely built for the job it has to do in each of our three series.

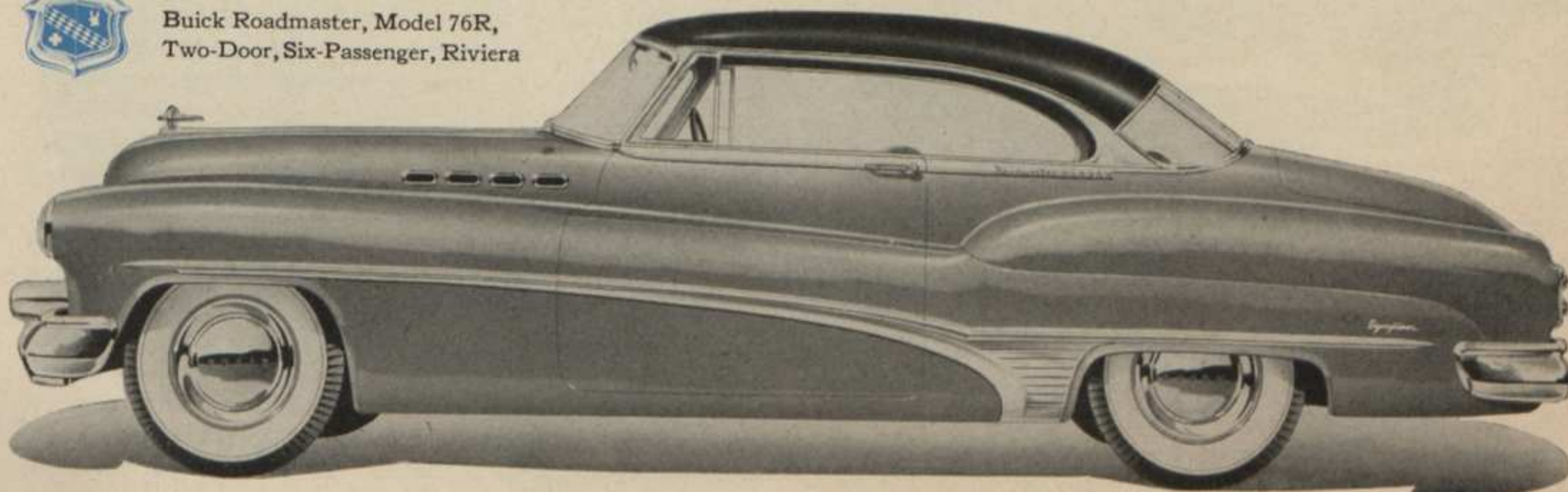
Above all, in each of these beautiful models, regardless of size or cost, there are the basic qualities that are so synonymous with the word "BUICK." Each has the matchless ride, the incomparable roadability, the comfort, the power and full quality that only a Buick offers.

Dynaflow continues to be standard equipment on the Roadmaster Series and optional on the Super and Special Series. Dynaflow's popularity on the new Special has been extremely reassuring and proves that Buick buyers, regardless of what series car they buy, are strongly preferential to the Dynaflow torque converter transmission developed by Buick and offered only by Buick.

That is, in summarized form, our story for 1950. We hope that you as owners will be as proud of it as we are. We're convinced that Buick will be "The Fashion for 1950" in the automobile industry. In our large selection of models, we are offering what we truly believe will be a "Travelmate" for every requirement.



Buick Roadmaster, Model 76R,
Two-Door, Six-Passenger, Riviera





By CHARLES A. CHAYNE
Chief Engineer
Buick Motor Division

Engineering the

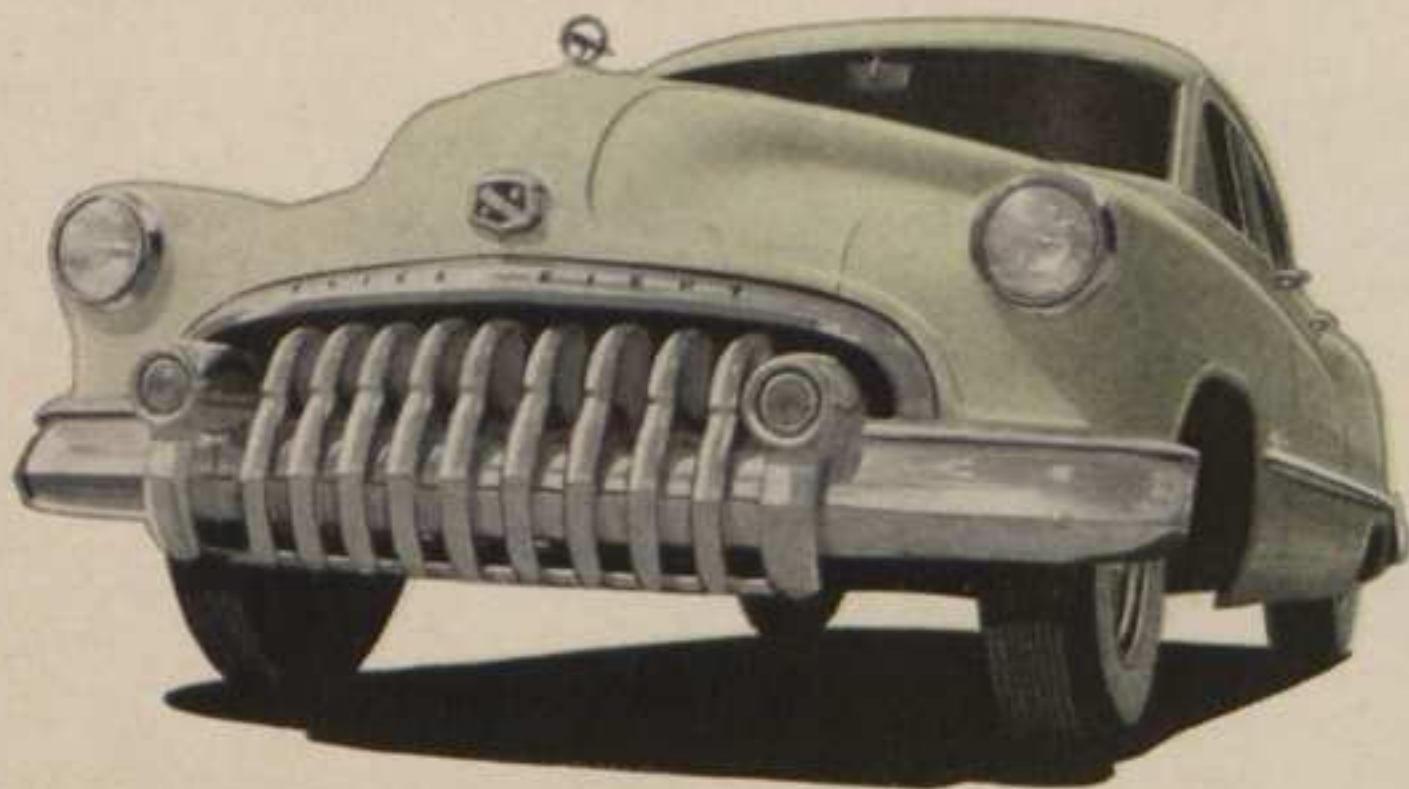
IN ANNOUNCING the new Buicks for 1950, we feel that we have achieved a new high standard in those elements of automobile design which make for owner satisfaction.

As for styling, we have new grace and fleetness of line, while providing more roominess and comfort with greater safety and ease of control.

In these new cars, Buick's traditional riding qualities, performance, and roadability have been further improved by new engineering developments. And now all of these improved qualities are available in various chassis and body styles which provide a wide choice of models in three series with four wheelbase and five horsepower ratings to suit the needs of a wide range of buyers.

The jaunty, tapering style created by the blend of the front fender into the jet flow of the rear fender is brand new, but distinctly Buick. It is accentuated by the new belt molding treatment on Special Series models and by the protective fender molding on the Deluxe models in the Special Series, and on all Super and Roadmaster models. The lines imply power and grace.

An outstanding innovation is the single-unit bumper and grille found on all the 1950 Buicks. Not only does this new front end contribute materially to Buick's solid, hug-the-road appearance but it is a big factor in a major achievement of great importance in these new cars. By combining the bumper and grille, it has been possible to materially shorten the over-all length of the car and, at

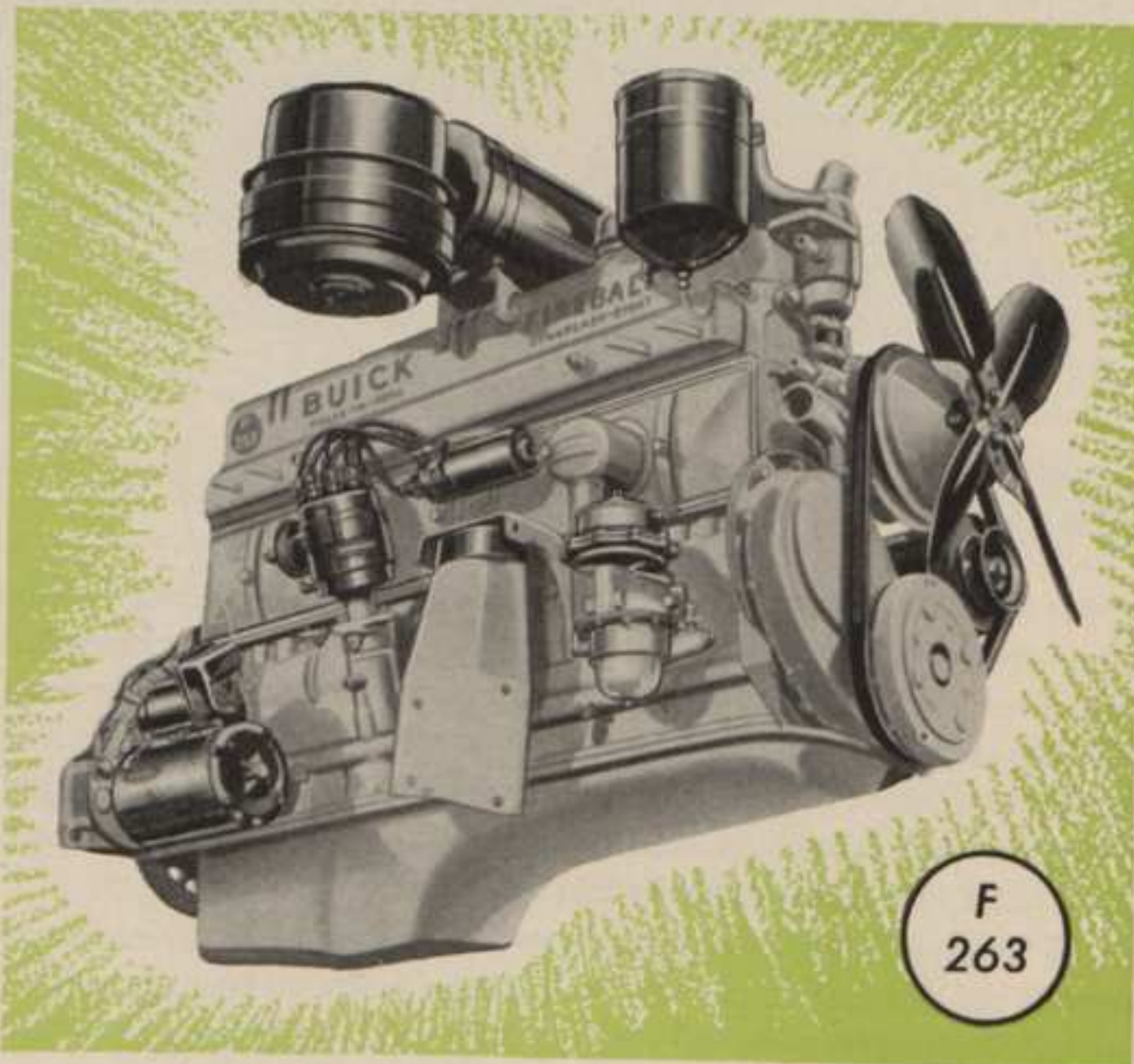


the same time, to increase its wheelbase. The net result is a gain in riding comfort and, at the same time, greater maneuverability, easier parking, better vision, and improved front-end appearance.

Furthermore, the new grille bars are additional bumper guards and will withstand impact damage as well as the massive, torpedo-shaped bumper guards themselves. Each grille bar is individually attached and can be removed for replacement. The car cannot "lock horns" with the car

ahead. These and many other features make the new front end an outstanding advance in car design.

The new Buicks are lower, but with ample head room. Driver and passengers alike will enjoy the advantages of greatly improved vision. Particularly noteworthy is the



large, curved, one-piece windshield in the 50 and 70 Series models. Passengers will also enjoy an increase of a full fourteen inches in hiproom in the Models 41 and 41D, and almost thirteen inches in all the four-door sedans of the Super and Roadmaster Series. Structurally, the new bodies are stiffer, more shockproof and weaveproof than ever before.

The wide choice the buyer is offered in selecting his 1950 Buick is designed to meet a large variety of needs. The Buick Special Series 40 cars are on 121½-inch wheelbase and include seven different types — Jetback and Tourback sedan in Standard and Deluxe; two-door, three-passenger Jetback coupe; and a two-door, six-passenger Jetback sedanet in Standard or Deluxe finish.

The Buick Super Series 50 has five models on 121½-inch wheelbase, including four-door, six-passenger Tourback sedan; two-door, six-passenger Jetback sedanet; two-door, six-passenger convertible; two-door, six-passenger Riviera; and four-door, six-passenger estate wagon. In addition, there is a 125½-inch wheelbase Super on which is mounted a four-door, six-passenger Tourback sedan.

The Buick Roadmaster Series 70 has five models on a wheelbase of 126¼ inches and one model on 130¼-inch wheelbase. These are the same types as the Super.

A complete line of new Buick Fireball engines with higher horsepower and higher compression ratios has been provided to give top performance for this entire range of cars. In addition to the stepped-up compression ratios and higher horsepowers in all series, the Buick Super for 1950

New

BUICK

has a brand-new F-263 Fireball valve-in-hand, straight-eight engine to give this Series more brilliant performance than ever before. This new engine has the basic Fireball design used on the Special and Roadmaster models. However, the total displacement is 263.3 cubic inches, as compared with 248.1 for Series 40 and 320.2 for Series 70 models.

The result is a substantial increase in power and acceleration for the Series 50, with no sacrifice in normal gasoline mileage. Furthermore, for added life and performance, this new Fireball engine has larger bearings, crankshaft, connecting rod pins, and shorter and lighter connecting rods and pistons.

A further engine improvement for 1950 is that all Buick models, except those in the 40 Series having Synchro-Mesh transmission, are equipped with hydraulic valve lifters, which keep valves correctly seated—thus assuring a smoother, quieter, and more powerful engine. All Buick engines for 1950 have the highest compression ratio compatible with present-day available fuel. Buick continues to take advantage of every advance in fuel performance.

On Series 40, compression ratio with Dynaflo is 7.2 to 1; with Synchro-Mesh it is 6.6 to 1. On the Super Series 50, compression is 7.2 to 1 with Dynaflo and 6.9 to 1 with Synchro-Mesh. On Roadmaster cars which are all equipped with Dynaflo, compression ratio is 7.2 to 1.

The new 1950 Buicks are mounted on chassis which are designed not only to be quiet originally but to stay that way. In the first place, the rigidity of the structure itself has been increased through scientific design and through an increased use of welding providing maximum rigidity without useless dead weight. Many fundamentals behind

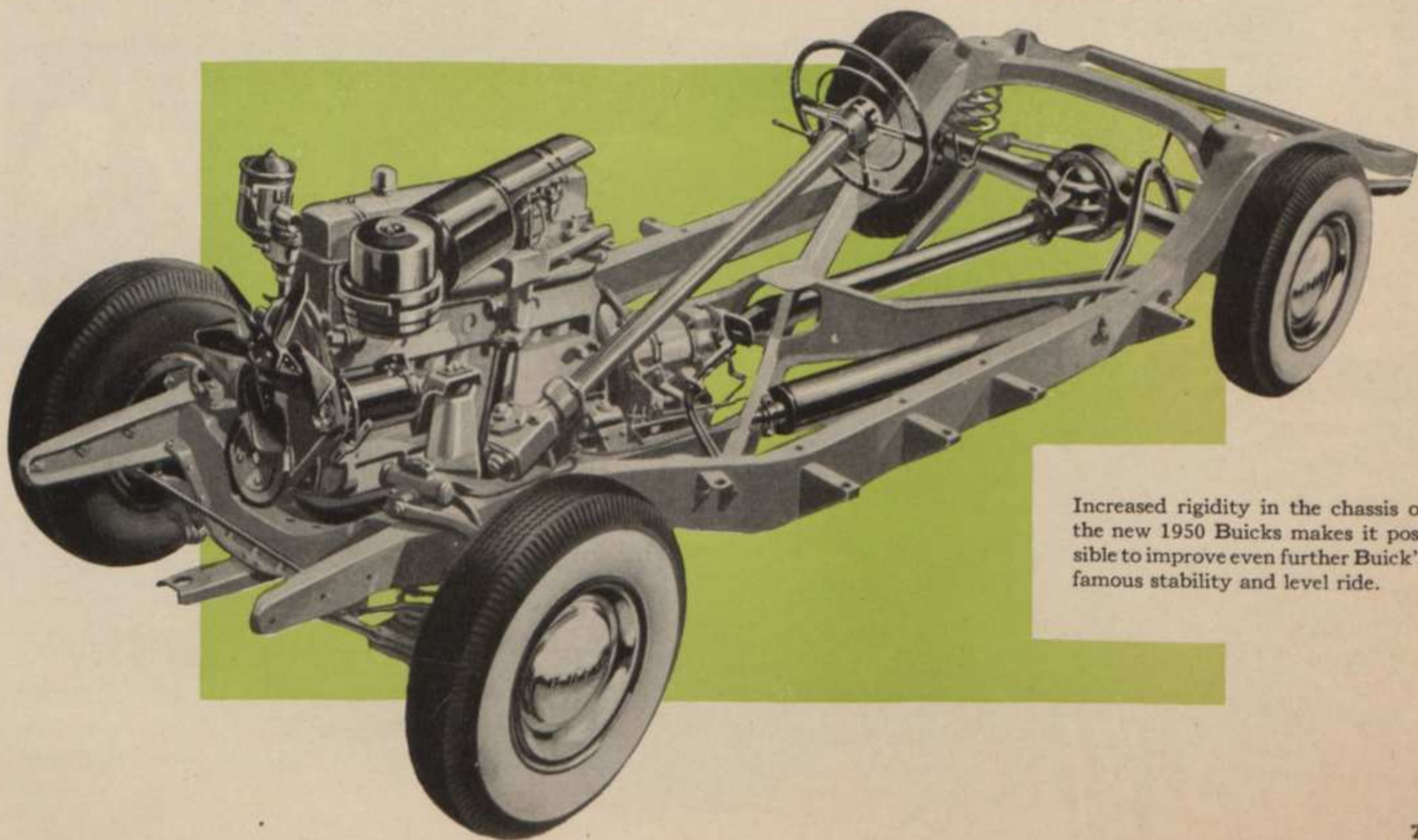
Buick's outstanding riding qualities for 1950 are engineered into this chassis to eliminate swaying and swerving and to improve level-riding qualities.

When it comes to comfort features and those characteristics which make the car a delight to own, we could run on indefinitely. The new heating and ventilating systems provide comfort in any kind of weather to a degree never before achieved.

But when it comes to reviewing comfort features probably greatest of them all is the contribution made by Dynaflo, which now has behind it millions upon millions of miles of satisfactory use in the hands of Buick owners. With Dynaflo now standard on the Roadmasters and available on all other models, it still is the biggest thing in cars since the self-starter. Its smoothness under all conditions and its simplicity of operation and outstanding convenience and safety are still only available in Buick. This sensational drive has proved its reliability under all conditions of road and weather. It is tough and sturdy. It needs no babying, and on the slippery roads of winter it contributes amazingly to steadiness and safety.

From an engineering standpoint, one of the most interesting observations of Dynaflo is that after undergoing the ultimate test of public use of about two years, Dynaflo Drive has not required a single basic change in design of any kind. It is difficult, if not impossible, to think of any other completely new automotive development of which this is true. This has everything it takes for smooth operation, right down to the ability to rock the car when getting out of a snowdrift—a feature which will be appreciated by motorists in northern belts.

Power delivery with Dynaflo is always unfailingly right, for every condition of road and speed and slippery going is made safer through this liquid-smooth and equalized power delivery with its instantly correct driving ratio. This smooth drive is delivered to the road through low-pressure tires, mounted on wide rims, which are characteristic of all Buick models for 1950.



Increased rigidity in the chassis of the new 1950 Buicks makes it possible to improve even further Buick's famous stability and level ride.

Buick's The Fashion for 1950



MORE AND MORE in recent years, Buick cars have become the "fashion of the highway." It's a trend of the times—a noticeable trend—and not without good reasons. Take styling for example. For decades now, Buick automobiles have been acknowledged styling leaders, always smartly distinctive in appearance and consistently first with the best in contemporary automotive design.

And this year, more than ever before, the new Buicks are styling standouts. There's a happy resumption of that swift-tapering sweep in the new Buick fender lines. There's a completely new, one-unit bumper and grille that sets a new trend in front-end construction. The pleasing, functional Ventiports—much copied everywhere—are newly positioned, and are designed to enhance the streamlined appearance of the car. Over all, there is Buick's famous road-hugging look, which spells smooth and graceful going.

But styling is not the whole story. There's engineering to be considered too, and such things as power, roominess, comfort, and ride. For fashion is more than skin deep. It is more than a fad or a fancy. For a motorcar to become the "fashion of the highway," as Buick has, it must be distinctive in more than just appearance. It must consistently satisfy the exacting demands of motorists everywhere for spirited performances, rugged dependability, real value, and simplicity of operation.

Today's driver, for example, wants an automobile with power, even power to spare. He uses it intelligently, almost never uses it all, but he wants it just the same, for use when he happens to need it. In Buick, he finds the famous action-packed Fireball engines delivering 115 and 122 horsepower on the Special, 124 and 128 horsepower on the Super Series, and 152 horsepower on the Roadmasters. Fashion on the highways calls for power; so, more and more, it calls for Buick.

It is good, too, to be considerate of your guests, and to provide them with the same comforts you enjoy yourself. And here Buick steals the show. For Buick builds solidly on a massive chassis, with balanced frame, torque-tube drive and all-coil springs . . . suspends the engine on Hi-Poised mounts of tremor-hushing rubber . . . cushions the miles on large, low-pressure tires . . . to produce an unsurpassed roadability and ride which are the envy of the industry.

It is also a trend of the times to seek out simplicity, to abandon the intricacies of earlier-day driving controls. And in this department, too, Buick ranks first with the utmost of ease, for Buick is the one and only with Dynaflo Drive, which makes unnecessary the old-fashioned shifts from low to second to high, providing instead a new and ultramodern way of passing from zero to maximum speed—transitions as effortlessly smooth as the gliding of a gull.

Here, you find neither clutch pedal nor gears that shift in the usual way. Instead, whirling oil does all the work, while the driver just steers and steps on the gas treadle or brake pedal. More and more, people are turning to Buick because of the wonderful simplicity and smoothness of the sensational Dynaflo Drive.

It's easy to join this smart parade, because Dynaflo is now available on every car in the Buick line. Originally confined to the Roadmaster, later made available on the Super, Dynaflo is now also an optional item on the Special Series.

And so on down the long list of Buick features. The Buick fundamentals that make for high styling, lively performance, and matchless ride are characteristics of the Buick name, not just of a single series. These fundamentals are embodied in every model in the Buick line, and so are available at a wide range of prices to suit the preferences of virtually all sections of the vast motoring public.

In short, Buick has so much of quality to offer to so many people that it is only natural for Buick to be the fashion for 1950.

Buick Accessories



WRITE

YOUR

OWN

YES, SIR, the buyer's the boss.

Think of it—a big selection of models to choose from, and a wide range of equipment and accessories.

Exciting new freedom of choice! An opportunity to tailor a Buick that will fit quite precisely your individual needs, taste, and purse! A chance to "write your own ticket" and get the particular combination that you personally prefer!

Naturally, cars built exactly to *your* specifications cannot always be found in every dealer's showroom, but production models, with certain combinations of equipment and accessories, definitely are available. Generally speaking, they can be obtained on the same sort of delivery schedules that prevailed before the war.

First, of course, you decide which series—Roadmaster, Super, or Special—best suits your requirements. Then, with your dealer, you check the equipment and accessories that are optional for the series you prefer.

You'll be genuinely surprised how easy it is to vary the price of the Buick you order by including various items from the list of optional equipment and accessories.

If cost is an important factor, you'll welcome this new freedom of choice as an opportunity to economize. You'll see it as the chance you have been waiting for to gain the advantages of big car styling and performance at a price well patterned for your purse.

On the other hand, the buyer who seeks out superlatives and demands the utmost in comforts and conveniences can enrich the appeal of even the ultrasmart Roadmaster Riviera by adding optional items.

In short, from the least expensive Specials in the 1950 Buick line to the somewhat more costly Roadmasters, there is an almost infinitely variable scale of prices made possible by the variety of basic models and combinations of optional equipment and accessories.

Somewhere in all this pleasing and tempting diversity is the particular Buick for you. Look these exciting new Buicks over carefully, and choose the one that is best suited to your needs.



Buick Accessories

TICKET



Exhaust pipe trim



Auxiliary driving lamps



Spotlight with integral mirror



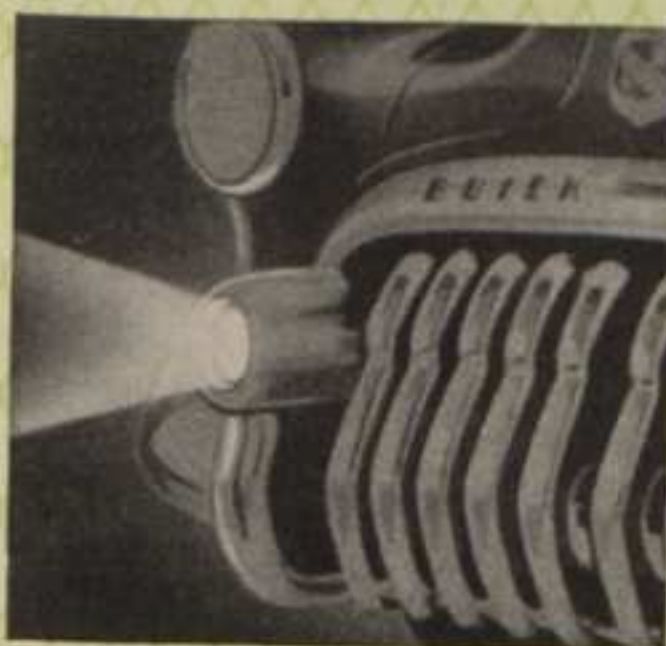
Vanity mirror



Outside rear view mirror



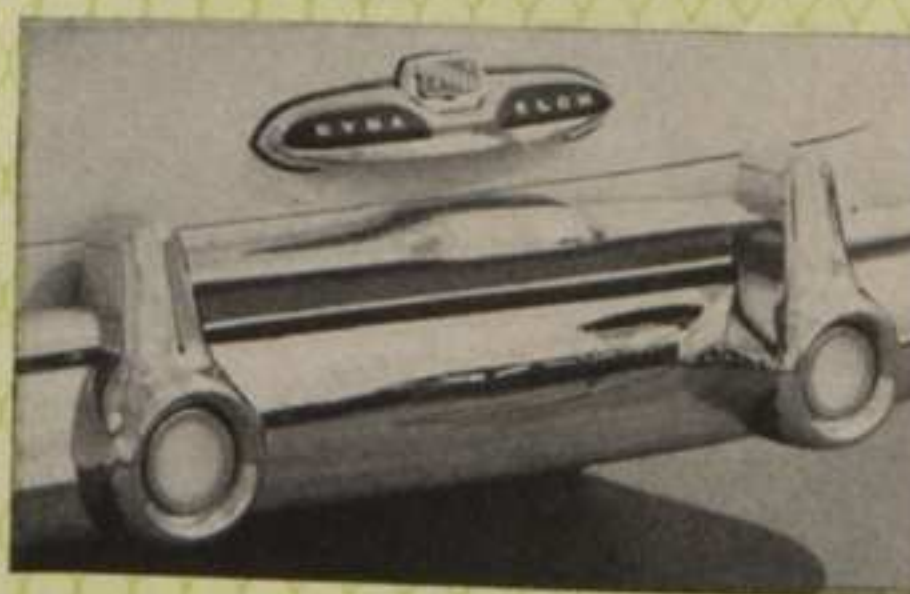
Cleansing tissue dispenser



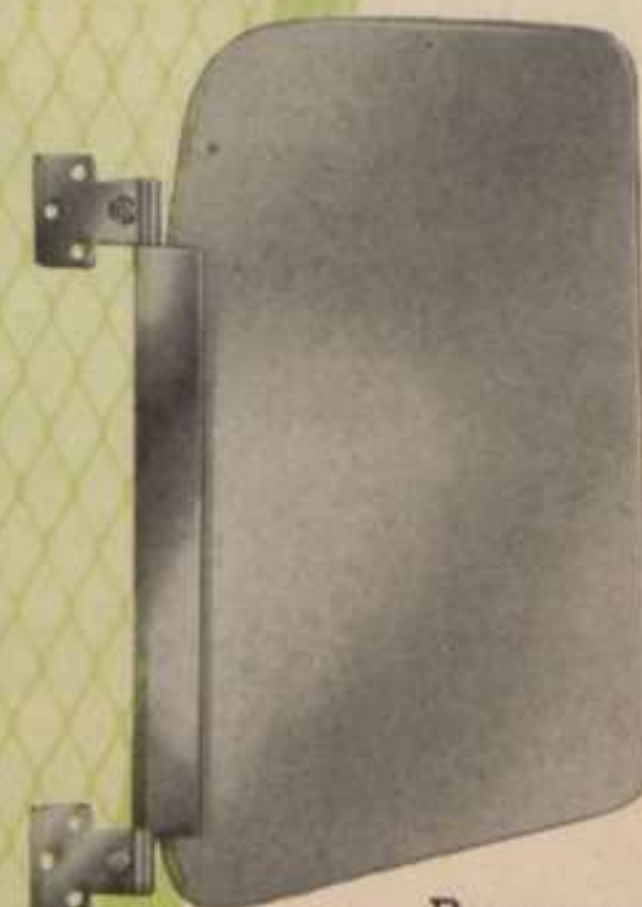
Directional signals



Sonomatic radio



Backup lights

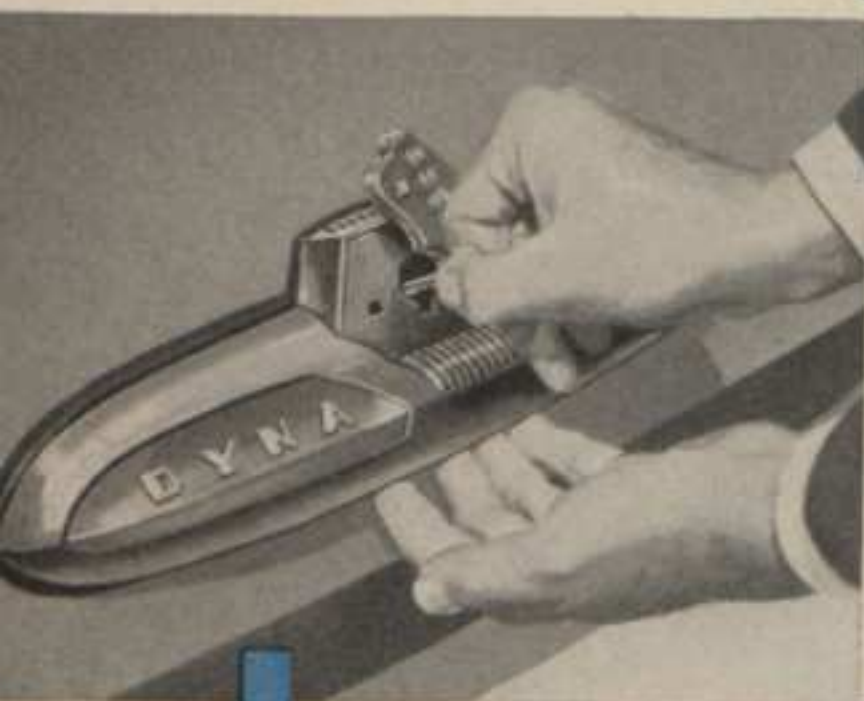


Breeze-ease rear seat draft deflector



WeatherWarden venti-heater

A



There's no handle to turn on the deck lid either. The lock releases with the turn of the key. Another special feature here is keyless locking, for the lid locks itself when you press it down. For further convenience, one key opens all locks—doors, ignition, glove compartment, and trunk.



Here's thoughtfulness for your convenience while motoring at night—map lights on the instrument panel, easily flicked on by turning the same knob used for the instrument, parking, and headlights.



Here is a luggage compartment that meets every requirement for excellence. Its capacity is more than adequate, and it is effectively sealed against water leakage and dust. Also, counter-balanced springs make the lid easy to lift and prevent it from falling accidentally when it is in an open position.

Recessed foot rests make use of available space under the front seat to provide additional leg room in the rear compartment.



Thing Called *Thoughtfulness*

AS YOU inspect these magnificent new 1950 Buicks, note the many signs of thoughtfulness on every hand . . . the abundant evidence of special care . . . the extra, functional touches for your comfort and convenience, your safety and pleasure. Each of these items is, perhaps, only "a little thing" in itself, but together these "little things" make the big difference that sets the 1950 Buicks apart as pacemakers for the industry—standouts not only in styling and engineering but also in a thing called thoughtfulness.



This new electric clock has a convenient external reset knob and speed control which make it easy to set the hands or regulate the speed.



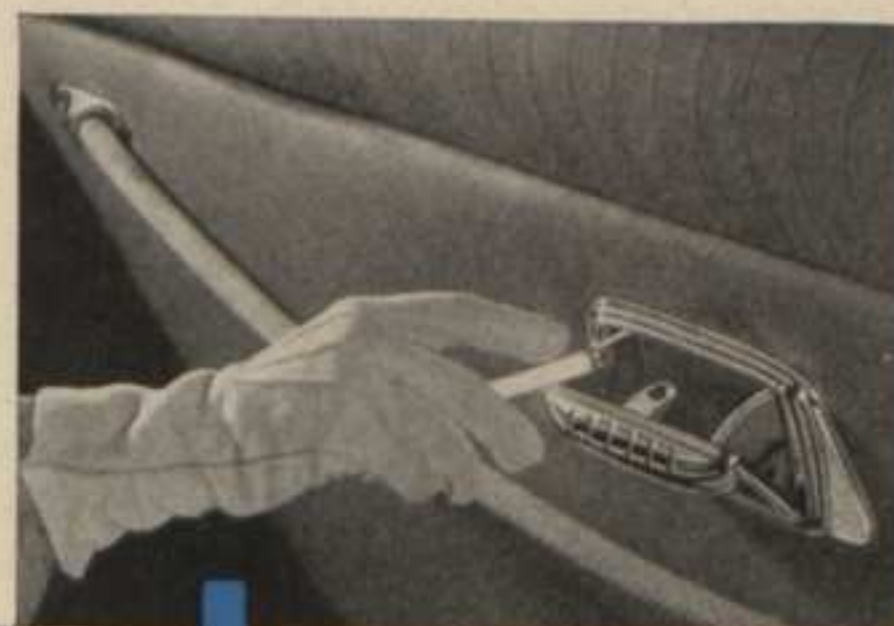
To open the door, you simply press a button on these attractive new stationary door grips that blend smoothly into the body panel. No handles to turn, no open ends to catch your cuffs or clothing.



Ventipanes in the rear compartment simplify the problem of eliminating drafts and controlling air circulation to each passenger's liking.



The spacious glove compartment is within easy reach of both driver and front seat passengers.



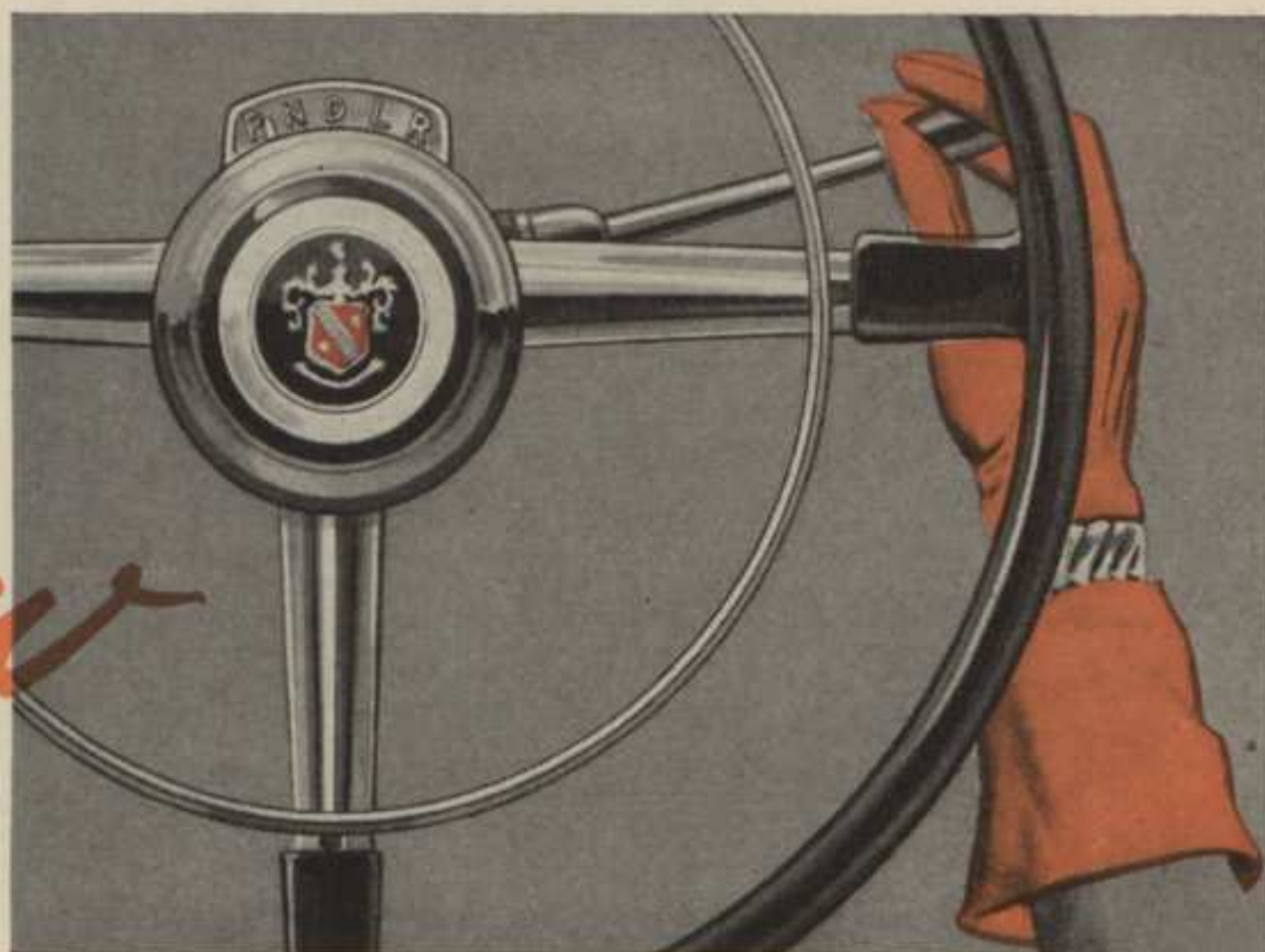
For the convenience of your guests in the rear compartment, there's an ash tray within easy reach—a practical ash tray in pleasing chrome, easily opened, closed, and cleaned.



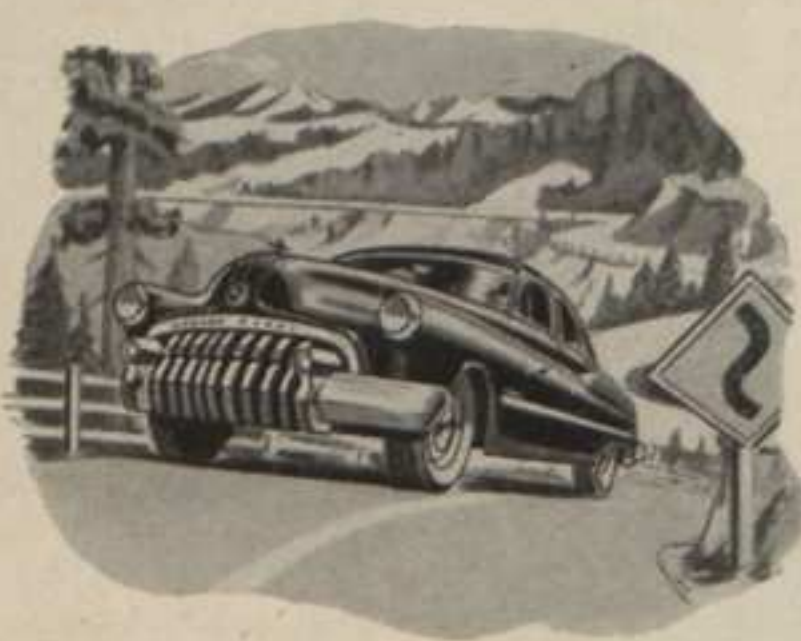
Adjustment of front seat leg room to the needs of individual drivers is accomplished more easily and smoothly with this new type control, which is pushed down instead of raised.

Drivers Who Know Choose

Dynaflow



***Drive once with this
sensational transmission and
you'll want it for your own***



"THE GREATEST motoring thrill I have ever experienced."

"The finest and smoothest piece of automotive engineering I have yet encountered."

"Everyone who drives it or rides in it thrills to the take-off."

It seems to just float along."

That's a fair sample of how Buick owners are talking about Dynaflow Drive. It gives you a hint of the praise that keeps flooding in from drivers who are experiencing for the first time the pleasures of driving with Dynaflow.

They tell us how Dynaflow reduces the strain and fatigue of stop-and-go city driving. They say that on longer trips Dynaflow enables them to drive hundreds of miles without tiring.

Again and again, they remark about the smooth-as-silk transitions from standstill to desired cruising speeds.

They say it voluntarily too, without being asked. It seems that Dynaflow drivers are so highly pleased that they just can't resist telling us about it.

If you have never driven a Buick with Dynaflow Drive and are skeptical of these claims, we invite you to slip behind the wheel of one of these sleek, new Dynaflow Buicks. Take it out into city traffic and down the country roads. Put it through its paces. We're sure you will be convinced.

At first—if you're accustomed to a conventional car—

your left foot will grope for the clutch pedal. But the pedal isn't there, and you quickly realize you don't need it. So you let your left foot relax.

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.

Now, more pleasant surprises. No gears whine under the floor boards, because there aren't any sliding gears in the Dynaflow transmission; only oil whirling smoothly and softly.

You move off into traffic as gently as a sailboat blown by the wind. You feel none of the jerks or hesitation so noticeable in other transmissions. Instead, there is a gradual, graceful climb from lowest to highest speed. This is the silken-smooth transition that Dynaflow owners talk and write about . . . the effortless glide that gives the Dynaflow Buick an entirely different feel. *YOU* will be praising it too.

You find you can drive in nearly all kinds of traffic situations without shifting even once. To stop at a light, you merely take your foot off the gas and step on the brake; then, to drive on again, you merely step on the accelerator, and away you glide.

You move the selector lever 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.

Remember, though, if you need extra power—for pulling out of heavy going or for climbing steep grades with heavy loads—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 you reserve braking power for going down steep hills.

Dynaflow is a help, too, in getting out of heavy snow, mud, or sand. With a gentle but firm motion, you simply slip the lever back and forth between "L" and "R." The car responds by rocking to and fro.

No matter which of the new 1950 Buick models you choose, Dynaflow is available for it. It is standard equipment on all Roadmaster models and optional at extra cost on the Supers and Specials.

You'll want to make this masterpiece yours. Drivers who know choose Dynaflow.



O. L. Waller

General Sales Manager, Buick Motor Division



Our Most Valued Asset

You have seen the very attractive and very complete line of automobiles Buick has prepared for you for 1950.

You have read about the care our engineers have exercised to make these cars lively, comfortable, easy to handle, and dependable in operation.

We know you put a lot of faith in the ability of these men, and in the assurance of efficient manufacture which the Buick name gives. We are grateful for that faith, and earnestly try to deserve it by doing a good job all along the line.

But we want you to know that we do not stop with the factory. We have sought to build a dealer body of the very highest type and most complete dependability. We have hunted out men in whom we believe you can put your full confidence, even as you put your confidence in Buick.

And this applies not only to the men you meet when you place your order. It applies also to the service departments of Buick dealers, which receive the benefit of factory training in methods, factory-approved tools and equipment, and access to factory-engineered parts.

We have a very hard-headed business reason for doing this.

We fully realize that any manufacturer's most valued

asset is not his plant or machinery or even the brain power of his engineers and designers.

It is the faith the public puts in his good name. The confidence you have in our product and the men who sell it. Your willingness to accept our word about the quality of our product and its comparative value.

Knowing automobiles, and current automobile values, we do not hesitate to say this year, "Better Buy Buick." And that is not simply an advertising phrase urging you to spend your money.

It is a piece of advice, based on our knowledge of this car, the man who sells it, the service facilities available to keep it performing well—and what the same money will buy elsewhere.

Better Buy Buick—for the simple reason that there is no better buy anywhere else today—and no better place to buy a car than from your Buick dealer.



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Happy Highways Ahead

IT'S a genuine treat to drive a brand-new Buick. You thrill to its spirited performance . . . its quiet but lively responsiveness . . . its royal ride. You love its zip and zest in every traffic situation. It reminds you over and over that driving is definitely a pleasure when you have a car that operates perfectly.

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There, every mechanic is a thoroughgoing Buick specialist—a man who knows Buicks inside and out . . . and likes them . . . and also likes to keep them running at their brilliant best. Whether it's lubrication, a tune-up, or major repairs, you can be sure that every adjustment and operation he performs . . . and every part he installs . . . is exactly what the factory has specified. It is precisely right for your car.

This kind of special care by specialists, continued regularly down through the months, is the best way to keep your new Buick running like new, performing as a Buick should.

Buick Care Keeps Buicks Best

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