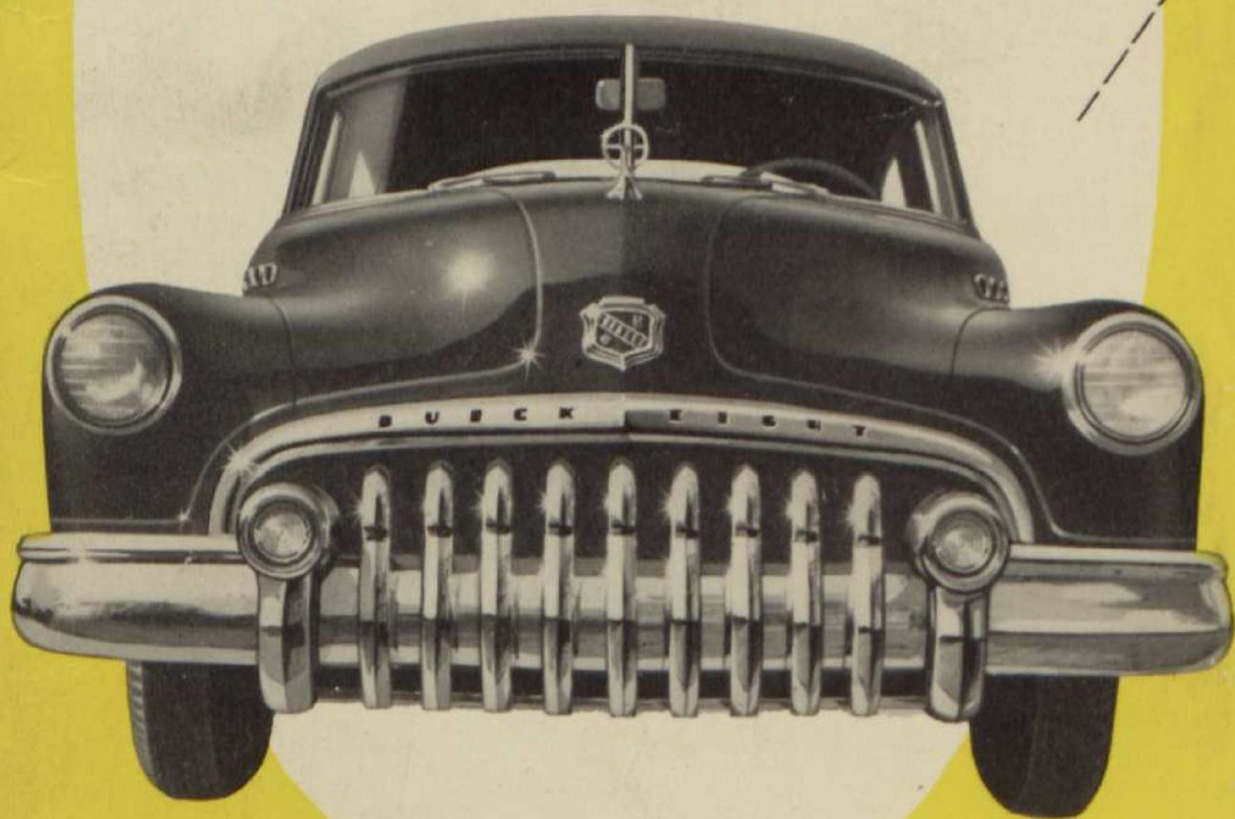
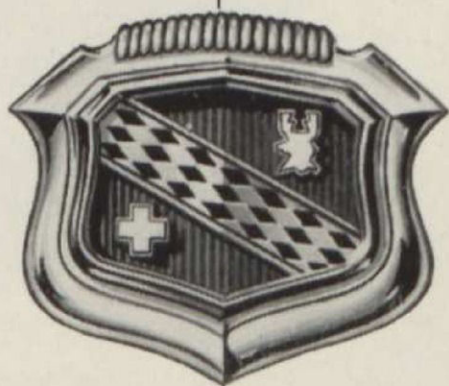


BUICK
Special
**SELLING
POINTS**





WHEN BETTER AUTOMOBILES

ARE BUILT *Buick*

WILL BUILD THEM

Beauty

Body

Engine

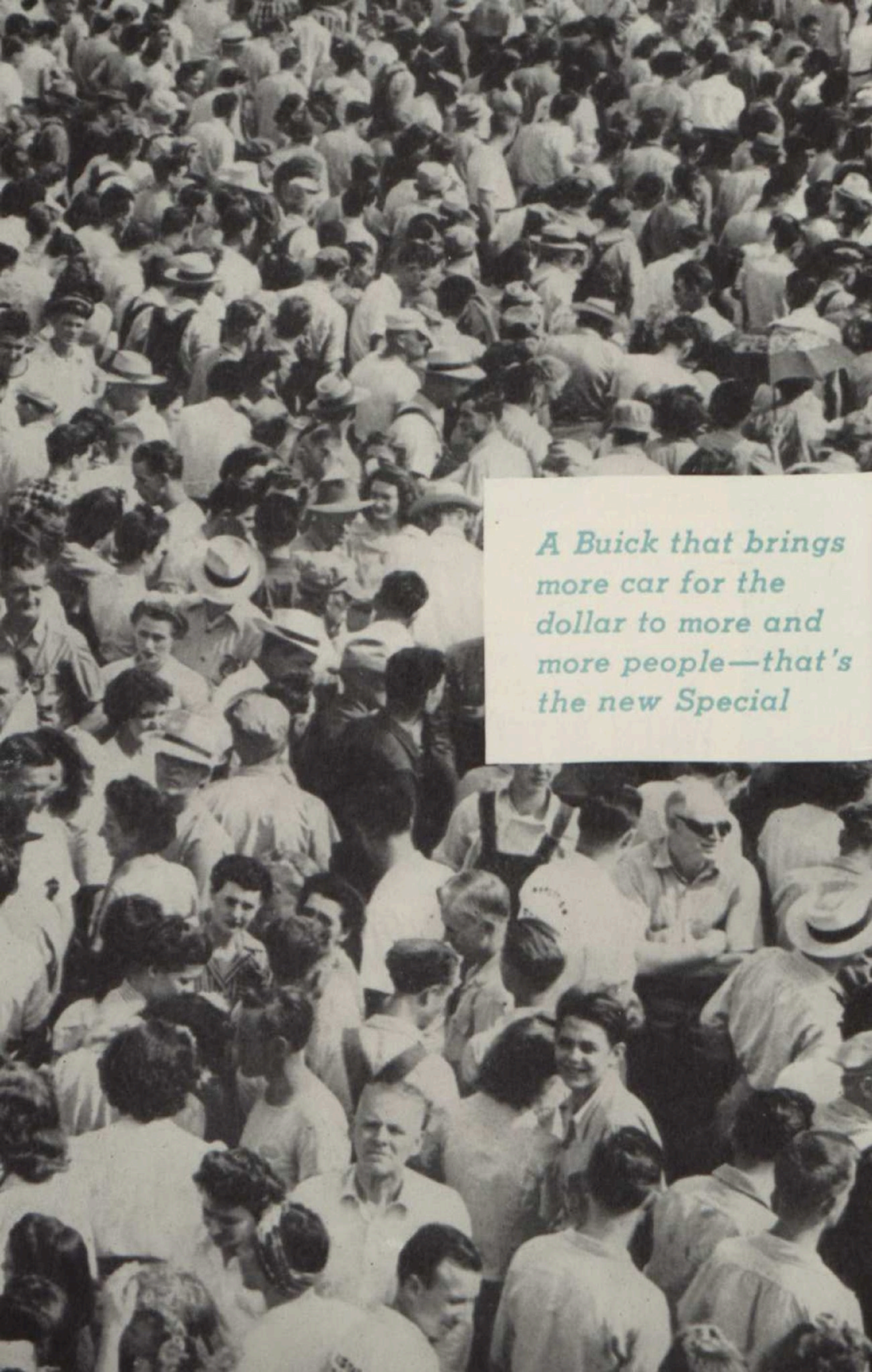
Chassis

Dynaflo


Access.

Specif.

Index



*A Buick that brings
more car for the
dollar to more and
more people—that's
the new Special*



TO ALL BUICK SALESMEN:

JULY, 1949

Introduction of the new Special will complete the postwar restyling of the entire Buick line and will again prove to you that we're out to keep Buick "the most wanted car in America."

Its styling is completely new, and certainly striking. It has more passenger room than ever before offered in this series—yet it's a shorter car, easier to garage and easier to handle in traffic.

But the big thing is that you're getting a new Special to sell at a time when it counts most—when the market is ripe and ready for a big car with Buick quality at a price competitive with the lowest-priced eights.

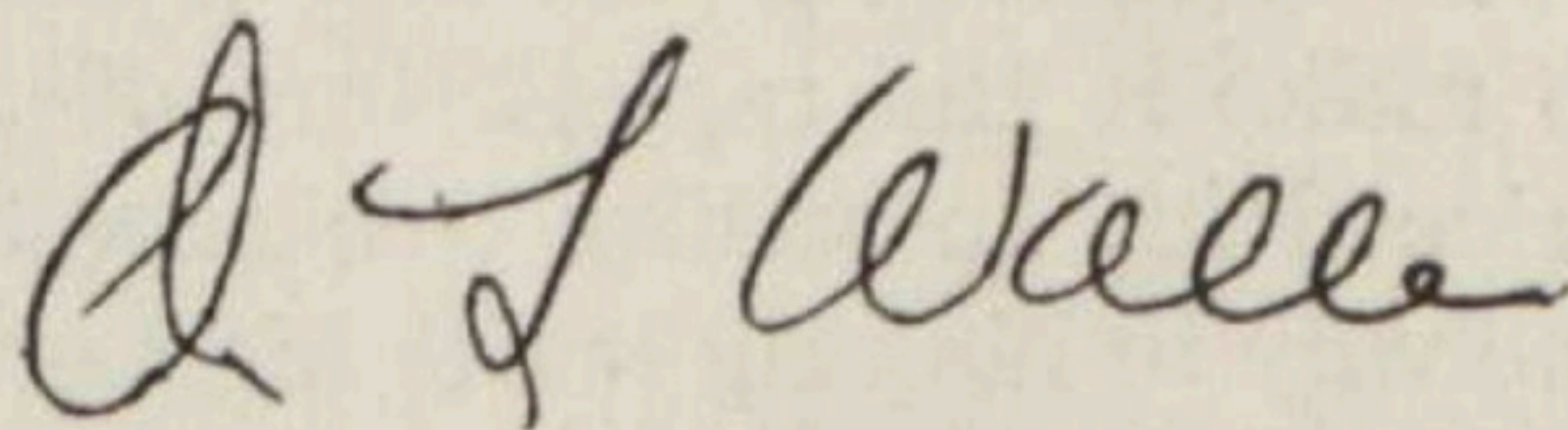
Dynaflow Drive will be available on the new Special as optional equipment—thus bringing to lower-price buyers a transmission acknowledged to be the greatest automotive improvement in a quarter of a century.

This new Buick is everything it should be to take a sizable share of the huge lower-price market we're all shooting for.

This new Special—a Buick in every inch and pound—is a product of tremendous significance in our mutual sales program. And to make the most of this new Buick of yours calls for a thorough working knowledge of all its sales points.

You'll get that knowledge best, and easiest, by studying this book in conjunction with your regular 1949 Facts Book.

Sincerely,



General Sales Manager

THE NEW BUICK SPECIAL

BY C. A. CHAYNE, Chief Engineer

When development of the new Special first got under-way, we had three goals in mind.

First, to build an automobile making fullest use of the many features that have made Buick cars as superior as they are today in ride, performance, roadability and handling.

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

And third, to produce that automobile as a reasonably-priced unit that would compete favorably with the low-priced cars.

I believe you will find that these three goals have been fully attained in the new Special—from the sound Buick basics that mean peak performance, a fine ride, top roadability and really easy handling to the new economy rear-axle ratios that mean good gas mileage.

And you'll find that new standards have been set in this Special's price field by the completely modern styling job found here; by the increased passenger room in a *shorter* car—and by making the much-wanted Dynaflo transmission available on option.

In engineering this new Buick, we went all the way to make it the biggest buy of the times in the lower-price field. In selling this new Special, you can go all the way in making it the biggest Buick seller of all time by studying the sales points made in this book and *applying them*.

SELLING IS BACK TO STAY

*... and here's how to make best use
of the new Special's selling points*

There's no question now about the automobile business. It's a *selling* business once again—a highly competitive business where you have to sell hard and thoroughly.

That means, above all other things, you must know your product thoroughly—inside and out, from Turret Top to tire tread, from one bumper to the other.

This book is designed to help you do that kind of selling job on the new Special—by giving you a well-organized write-up on every selling point of this new Buick.

But unlike previous Facts Books, this is a book of SELLING POINTS. It has all the engineering facts on the new Special translated into *your* language, but without the complete facts on those Buick basics covered in the regular 1949 Facts Book and which are common to this new Special Series.

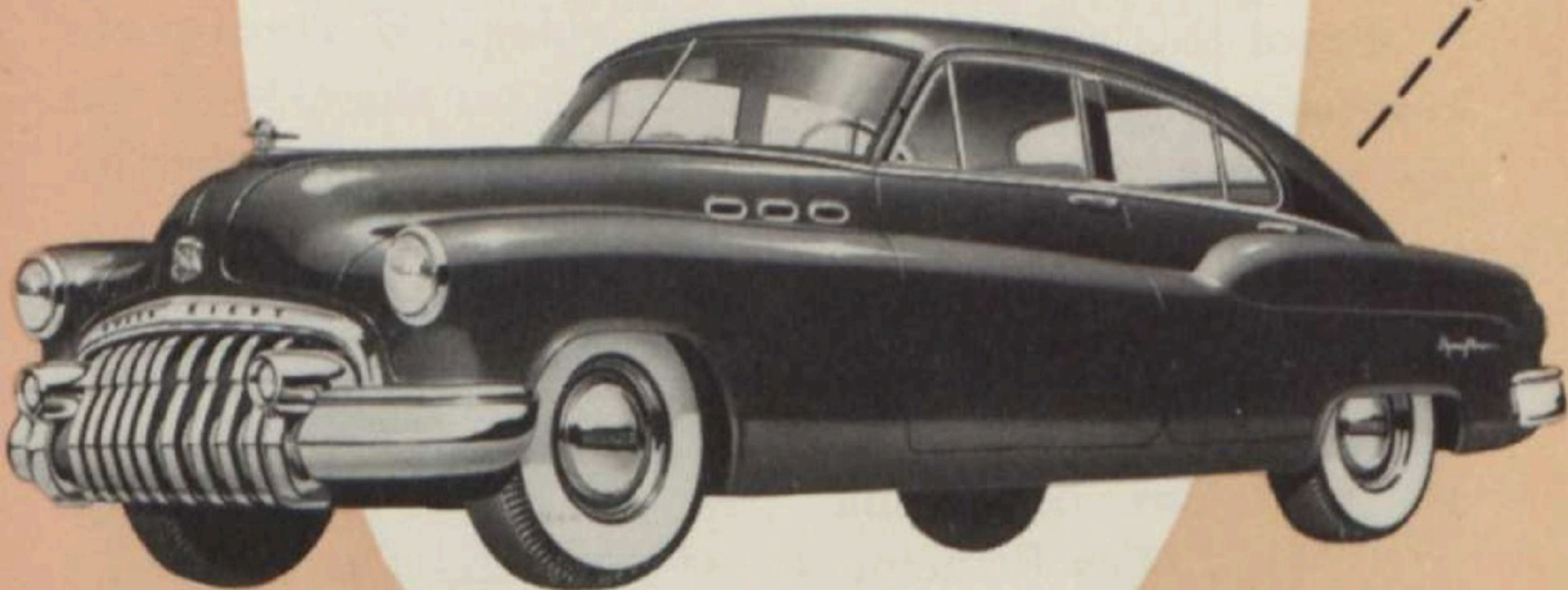
So this is a streamlined handbook on the new Special. It should be used *in conjunction with* the 1949 Facts Book because it makes frequent and specific references to specific pages and sections of your current Buick Facts Book.

You can make most effective use of this book in two ways. First, study it regularly and religiously, and plan your sales talks not only “around” the features it presents, but from the same “angles” in which it presents them. Second, keep it always handy in your pocket, *with your 1949 Facts Book*, for instant reference, and to back up your statements to prospects.

THE *Special*

GETS A NEW

Style NOTE



ADVANCED STYLING

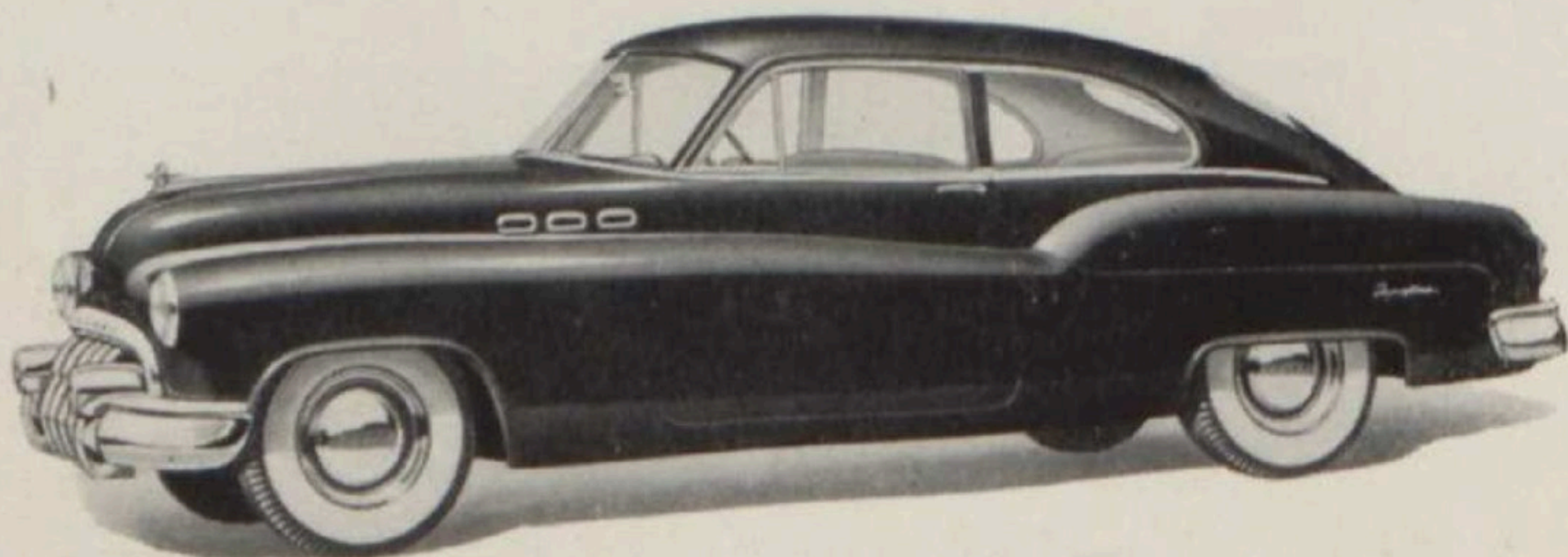
Here's beauty to star for years. Here's the new Special in completely new dress—high-lighted by an ultra-modern version of the full taper-thru styling that's so definitely Buick.

You see immediately from a side view that the graceful taper of the front fender, flowing into the new contour of the rear fender, emphasizes the car's look of forward thrust. This is accentuated by the new belt-molding treatment.

In addition, note how the rear-fender contour resembles that of a jet engine, lending a still further note of modern sleekness.

The sweeping flowback effect of the new Special's striking fender design gives a vivid impression of fast, swooping action even when the car is parked at the curb or standing on the showroom floor.

From this side view, the new elongated Venti-ports are fully revealed in a new position, on the side of the sleek hood. These distinctively Buick chrome-edged



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

ADVANCED STYLING

“ports” take on triple duty in the new Special. They (1) aid in engine compartment ventilation; (2) provide convenient handholds when raising the hood; (3) conceal the hood-latching device.

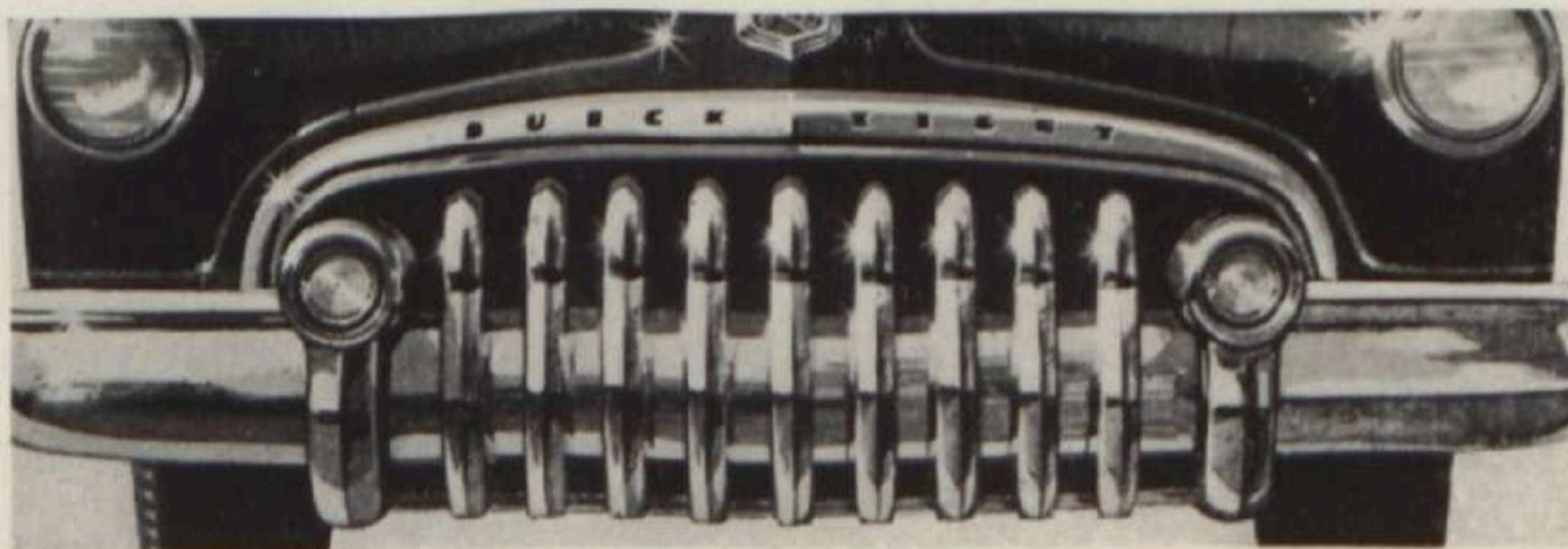


Beautiful and functional are the new Special's Venti-ports

Finally, before leaving this side-on view of the car, note how the chrome wheel-trim rings, available at extra cost, lend an extra look of luxury to the whole car. And, when equipped with Dynaflo Drive, the new Special carries a Dynaflo name plate on each rear fender.

New Idea in Front-End Styling

When you take a head-on view of the new Special you see how much further Buick's characteristic look of solid, hug-the-road stability has been carried out.



Massive beauty, massive protection

ADVANCED STYLING

That wide, gleaming grille is now part of the bumper—now has bars which extend above and *below* the bumper, forming a single-unit design of bumper and grille that's completely new and completely modern.

This brilliant design is indicative of the massive strength and solidity of the new Special's front end, and adds even more to its appearance of sweeping broadness.

The bomb-shaped bumper guards and the bumper grille bars are mounted on a huge, new, one-piece wrap-around bumper face plate having shorter back bars and hence a more rigid support.

The new grille bars account largely for the car's shorter length, since they need no protection themselves and permit the bumper to be moved back several inches. In fact, they are additional bumper guards, and will withstand impact damage as well as the massive bumper guards themselves. *Each bar is individually attached and can be removed for individual replacement—an important sales feature.*

The entirely new bomb-shaped bumper guards house the new and larger parking lights, and also the Flash-Way signals when ordered as optional equipment.

These new chrome parking lamps, which are well



Unique bumper-guard parking lamps distinguish the new Buick Special

ADVANCED STYLING

recessed into the bumper guards, have lenses considerably larger in size than before, and are made of a durable plastic material to reduce the possibility of breakage.

New Sleek Topside

Above the belt line, the new Special is as smartly beautiful as below. Greatly increased glass areas in windshield, back light and door windows, besides bringing decided advantages in visibility (see page 19), add considerably to the ultra-smart streamlining of the whole car.

Both the larger windshield and the larger back light are curved to accentuate the smooth contour of the body and are mounted in a new type of rubber glass channel. The glass may now be installed from the outside rather than from within the car.

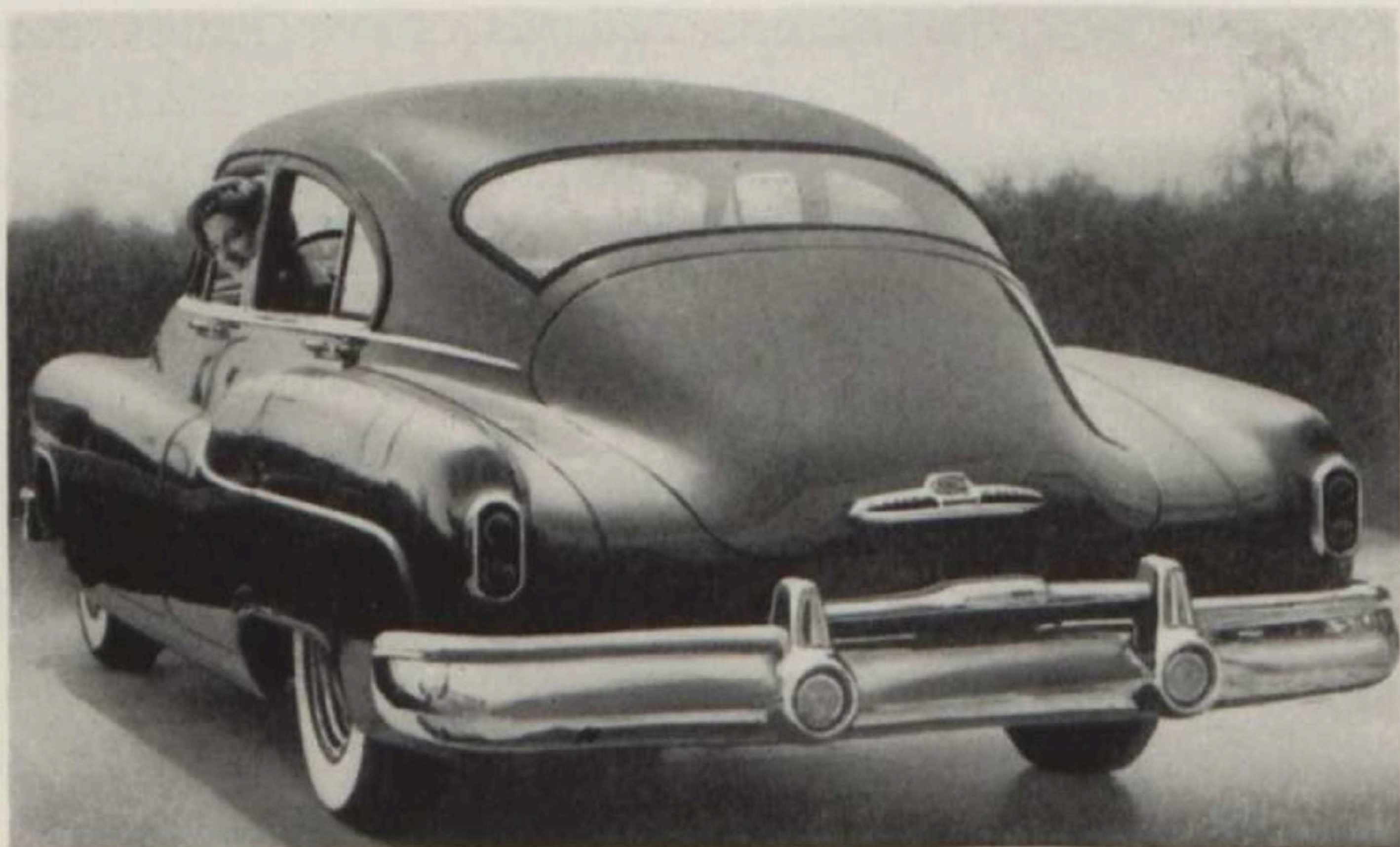
While the entire car is lower (see page 16), and the roof line is still lower to add even more sleekness and streamlining to the Special's new styling, headroom remains ample—thanks to the new location of the rear seat (see page 17).

Completely New Rear-End Styling

There's nothing more graceful, nothing as sleek and fast-looking and distinctive on the highways today, as the rear view of the new Buick Special.

The tapered sweep-back effect, resulting from the

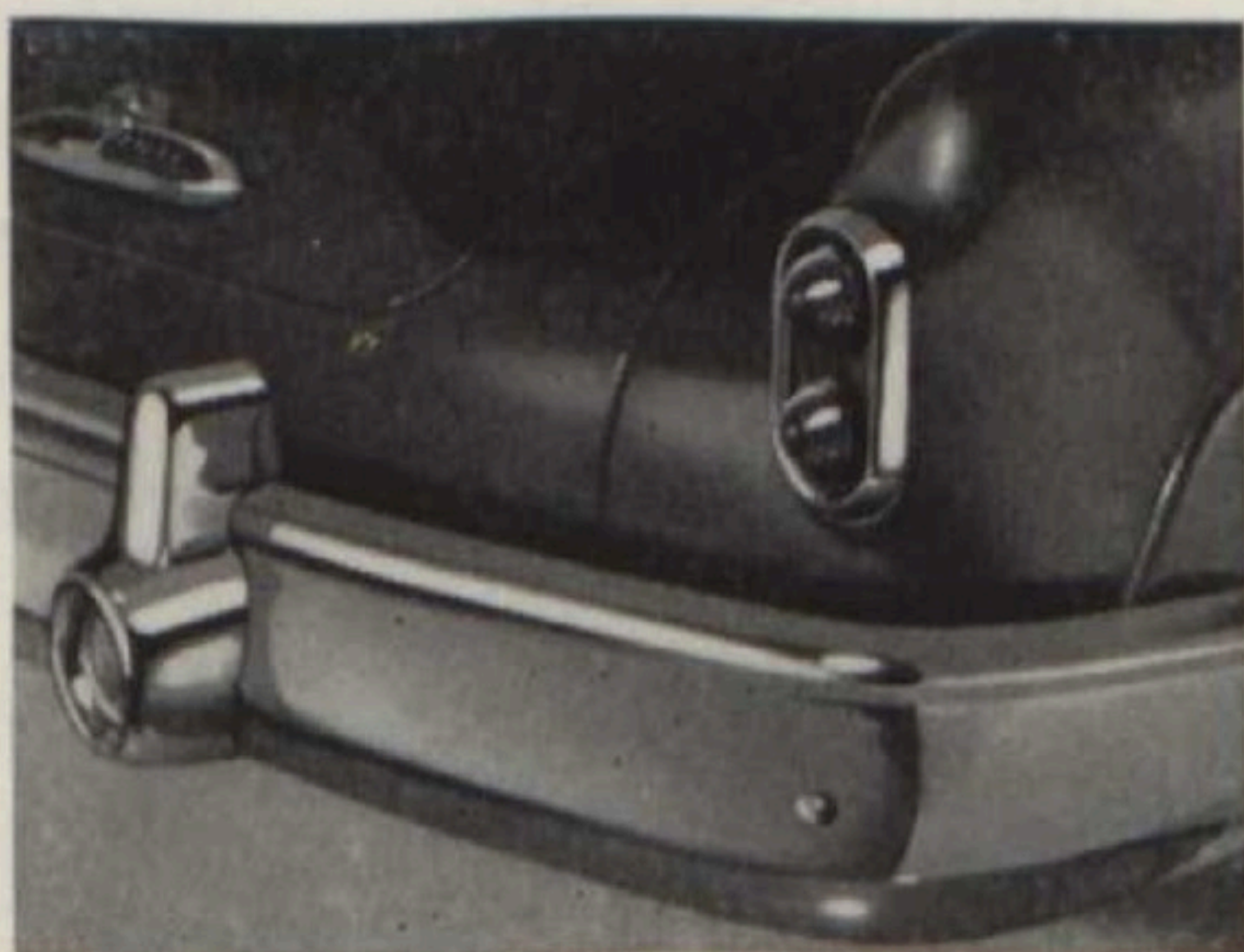
ADVANCED STYLING



The sleek rear-end view of the new Special sets a new high in styling

body and fender contour design, gives an unmistakable impression of swift and graceful going.

Entirely new "double-bubble" tail and stop lights with reflector area—and Flash-Way signals, when ordered as optional equipment—are incorporated in new fender housings that look like the exhaust of a jet engine. Back-up lights, which are



New "double-bubble" tail lights in new fender housings that look like the exhaust of a jet power unit

ADVANCED STYLING

also optional equipment, are built right into the bumper guards of the new and massive wrap-around bumper.

The clean and uncluttered deck lid tapers down to a newly-designed emblem in which the lock is incorporated, and which eliminates the former lid handle and key locking. You just turn the key and lift to open the lid. You press down and the lid locks by itself. The glowing red plastic inserts in the emblem are mounted in a sturdy chrome base designed to provide a convenient handhold to lift the deck lid (see page 23).

New Hood Has Concealed Latches

The beauty of the new Special's advanced styling is thoroughly accentuated by its new hood, which has entirely concealed latches that operate from the forward Venti-ports.

The effect is one of utter streamlining, with the hood appearing as a continuing part of the fender and shroud sheet metal, and high-lighted by the distinctive new Venti-ports, which also serve as convenient handholds for raising the one-piece hood.

The new, more rigidly mounted hood is unlocked by inserting a tool provided with the car into the forward "port" and turning toward the rear. To lock, the hood is pressed down and the tool is turned to the front of the car.

The advantages of this Buick-designed one-piece, side-opening hood are the same as those on the present

ADVANCED STYLING

Series 50 and 70 models, and fully explained on pages 25 and 26 of your 1949 Facts Book.

New Fender Skirts

Trim, neat and more compact than formerly, the new front fender skirts of the Special have been designed with a threefold purpose. They (1) prevent mud and dirt thrown up by the front wheels from entering the engine compartment; (2) allow a freer flow of air around the engine; and (3) permit a separate, straight-through air duct to the car interior.

More *Room*
for the money
in the New Special's
New Body



BIGGER BODY

BUICK SPECIAL MODELS

Series 40—121½" W. B.

Model 43 4-Door 6-Passenger Sedan

Model 46 2-Door 3-Passenger Business Coupe

Model 46S 2-Door 6-Passenger Sedanet

More Room in the Traffic-Handy Special

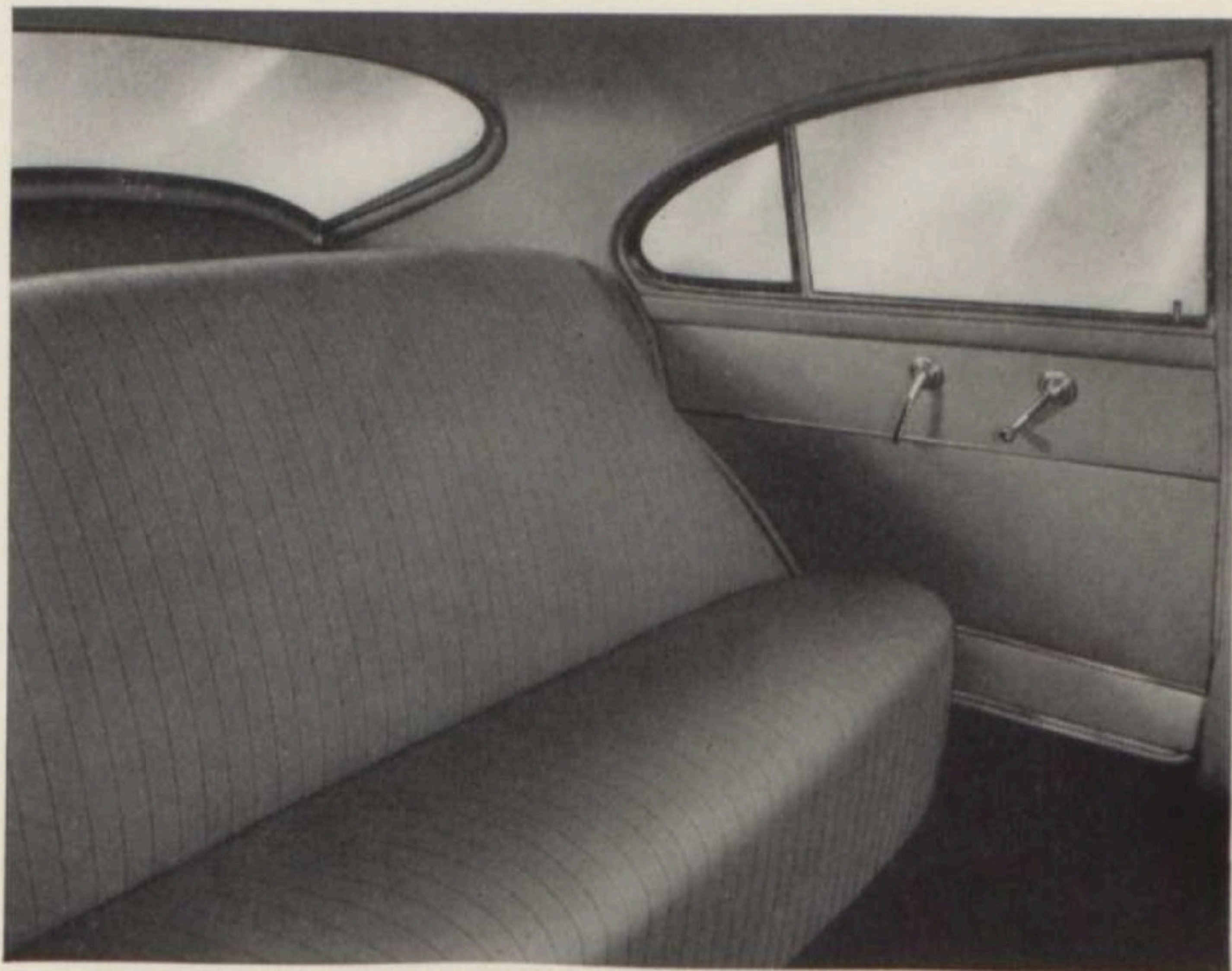
Roominess is the big rule, both front and rear, in the new Buick Special—more total roominess than ever before in this series.

Yet this extra spaciousness in the new Special has been attained with a slight increase in over-all width over the former Special, with a decrease of more than three inches in over-all length, and with a noticeable lowering of the whole car without sacrificing ground clearance.

Several engineering improvements account for this surprising combination of a lower, shorter yet roomier car, as will be explained in subsequent paragraphs.

The end result is something car buyers will welcome—more hiproom and ample legroom and headroom, both front and rear, in a shorter car that is more easily maneuvered in heavy traffic, more easily parked in tight parking spaces, and more easily garaged in today's smaller, thrift-priced garages. At the same time, the wheelbase on this shorter Buick has been *increased* slightly.

BIGGER BODY



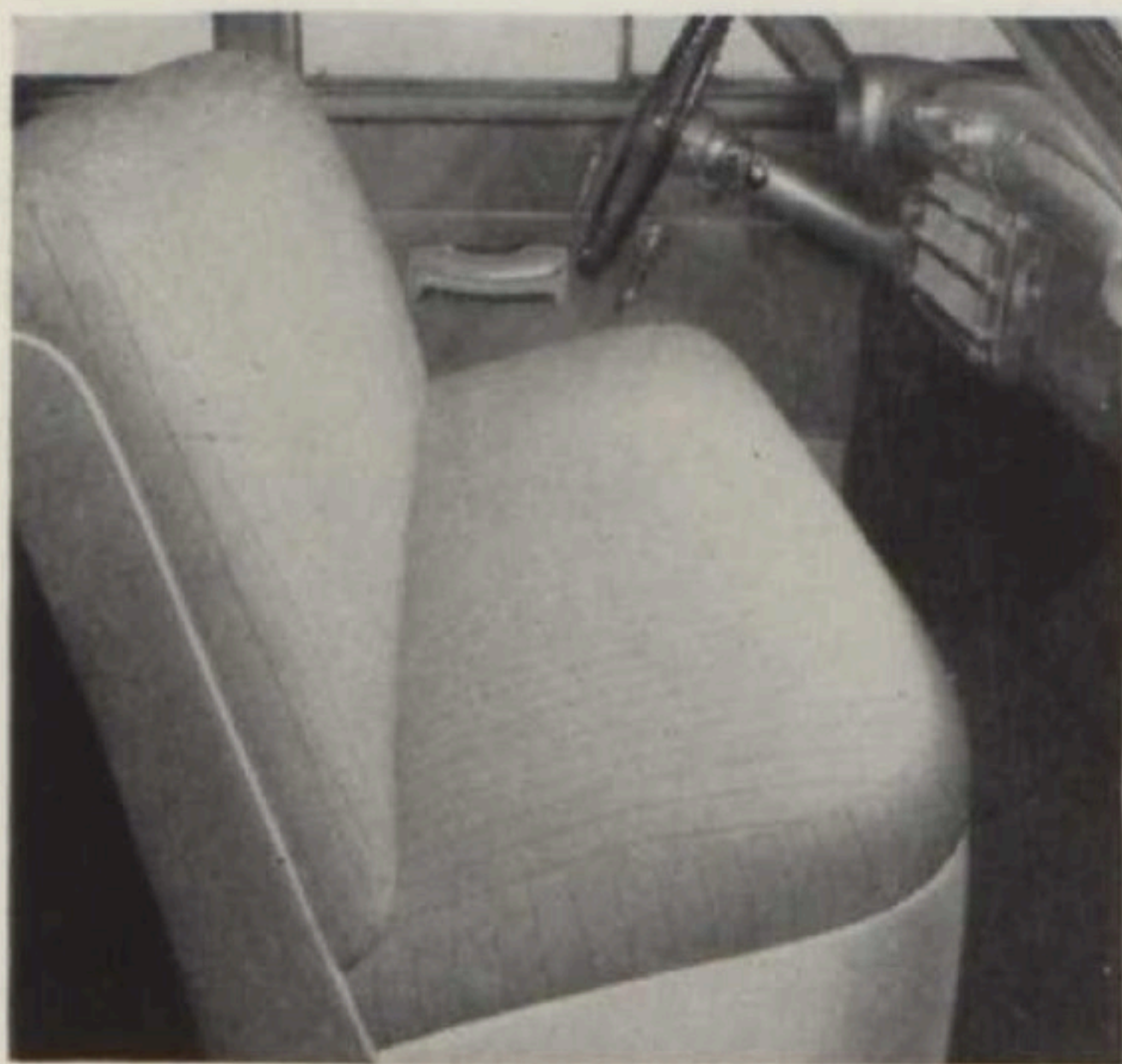
Now, a huge rear seat that's over five feet wide

Both Seats Almost Sofa Wide

Most notable example of the new Special's amazing roominess is the rear seat. Here, hiproom has been increased more than 12 full inches, making it practically as wide as the front seat. Now, with both front and rear seats over five feet wide, they can well be compared with the average living-room sofa which is just about a hand's width roomier than the seats of the new Buick Special.

In addition to being made wider, the rear seat has been moved well ahead of the rear axle. This change, which improves the riding comfort of rear-seat pas-

BIGGER BODY



Front seat cushion, like that in the rear, is practically as wide as the average living room sofa

sengers, also permits the rear roof line to be lowered (see page 11). At the same time, leg-room in the rear compartment is not sacrificed, because of new footrests which utilize all the available space under the back of the front seat, regardless of the position of the front seat.

Finally, the location of the rear seat, the increased total roominess in the entire car,

and the noticeably lower design of the new Special have all been made possible by a new floor design which makes more complete use of the space between the chassis units and between the body and the chassis.

There is no rear seat, of course, in the Business Coupe Model 46. Instead, the area behind the seat-back offers truly spacious, *extra* storage space of almost room-size proportions.

Interior body dimensions of the new Special will be found in the Specifications Section of this book on page 62.

Stronger Yet Lighter Body

From the very fact that the new bodies in the Special series are lower than before, they gain extra strength as well as extra beauty.

BIGGER BODY

But most important is the fact that special care has been used in their designing to (1) concentrate maximum strength at those points where it is needed most, and (2) eliminate excess weight wherever possible.

As a result, the stunning style lines of the new Special dress one of the lightest, yet one of the most solid and stalwart Unisteel Turret Top bodies ever to be used in the Series 40.

Like all Buick bodies, those on the new Special have been produced through the combined talents of Buick engineers and Fisher Body engineers into structures of superior strength and sturdiness that are more shock-proof and weaveproof than ever before. Their construction details are similar to those of the Supers and Roadmasters fully covered on pages 35, 36 and 37 in the 1949 Facts Book.

Visibility Plus

The greatly increased glass area in the new Special makes an important contribution to driver comfort and safety. The extra-large, smoothly-curved windshield—48% larger than that of the former Special—is set in noticeably narrower corner posts.

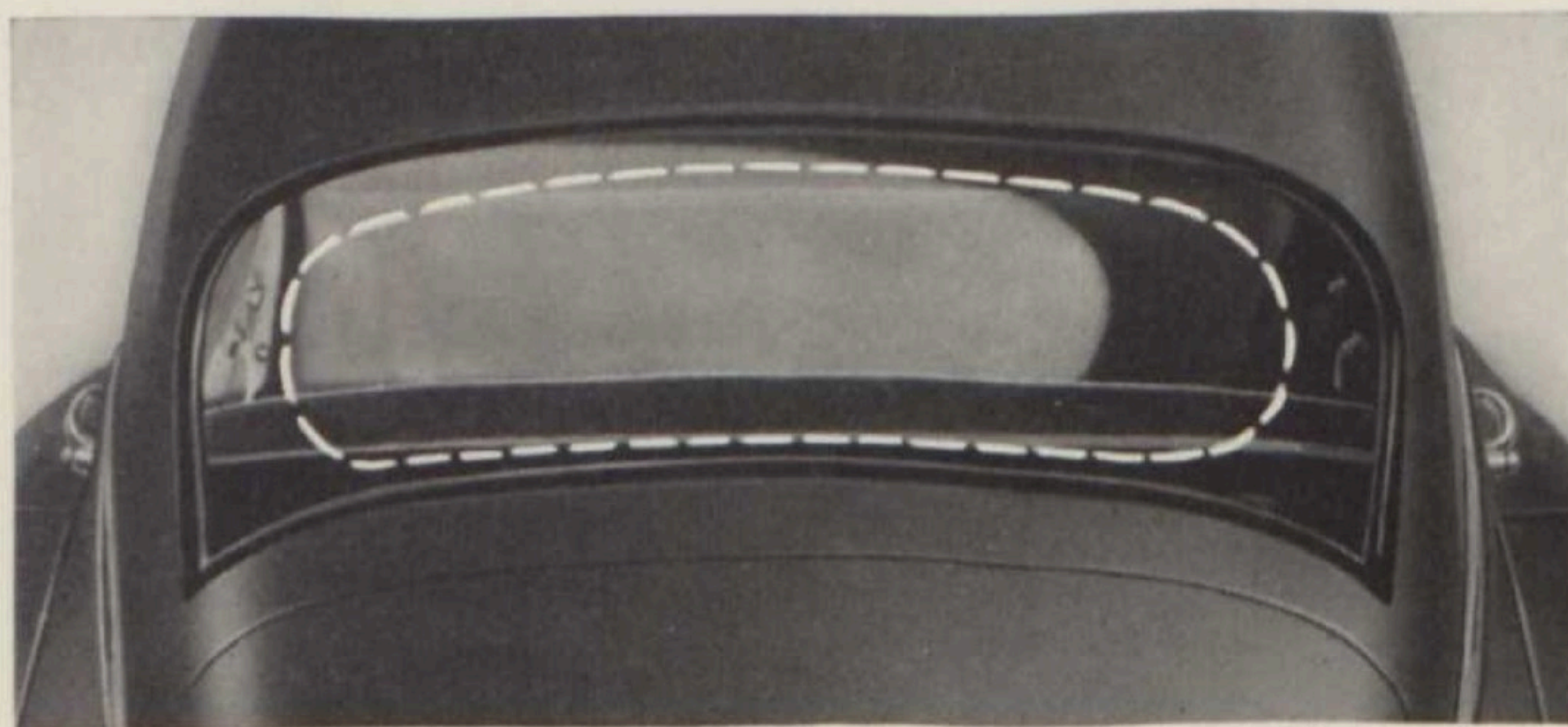
That means you can judge oncoming traffic better, see side-road traffic sooner, spot overhead traffic lights more easily—all of which adds up to more comfortable and safer driving.

The large, curved back light—56% greater than that on the former Special—steps up rearward vision to a remarkable degree. Drivers will certainly welcome the extra ease and safety it assures in parking and backing up.

BIGGER BODY

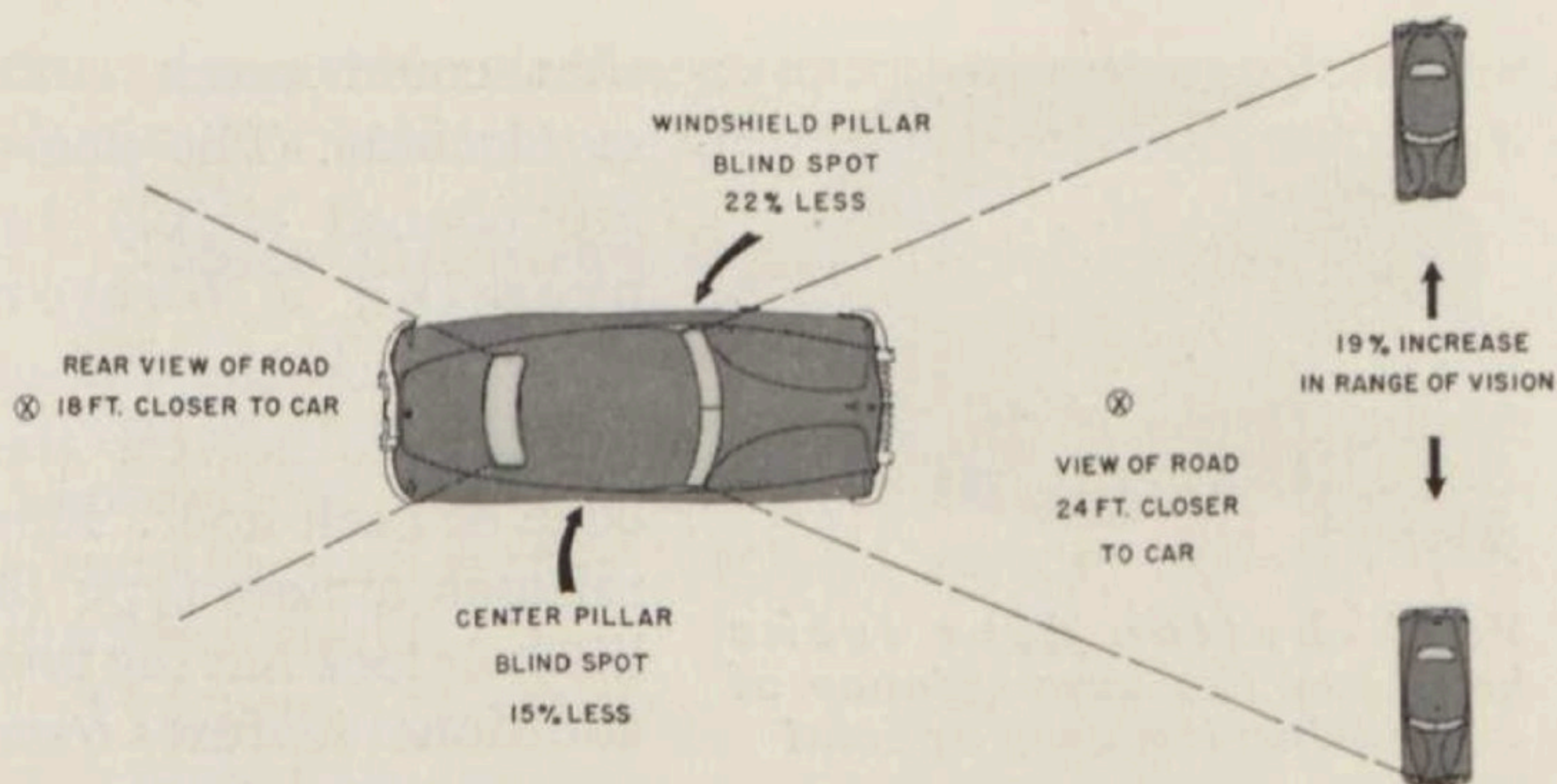


Greater visibility through 48% larger windshield and 56% larger back light adds to the driver's convenience and safety



Specifically, the new Special allows the driver an unobstructed forward view of the road 24 feet closer to the front of the car and, through the rear-view mirror, 18 feet closer to the rear of the car. In addition, the slimness of the corner posts reduces the usual "blind spots" by 22%.

BIGGER BODY



Combination of larger windshield and lower hood line permits road view 24 feet closer to front of new Special

What's more, the windshield and back light on these new models are mounted in a new type of rubber, two-groove channel which insures a tighter, more weatherproof seal.

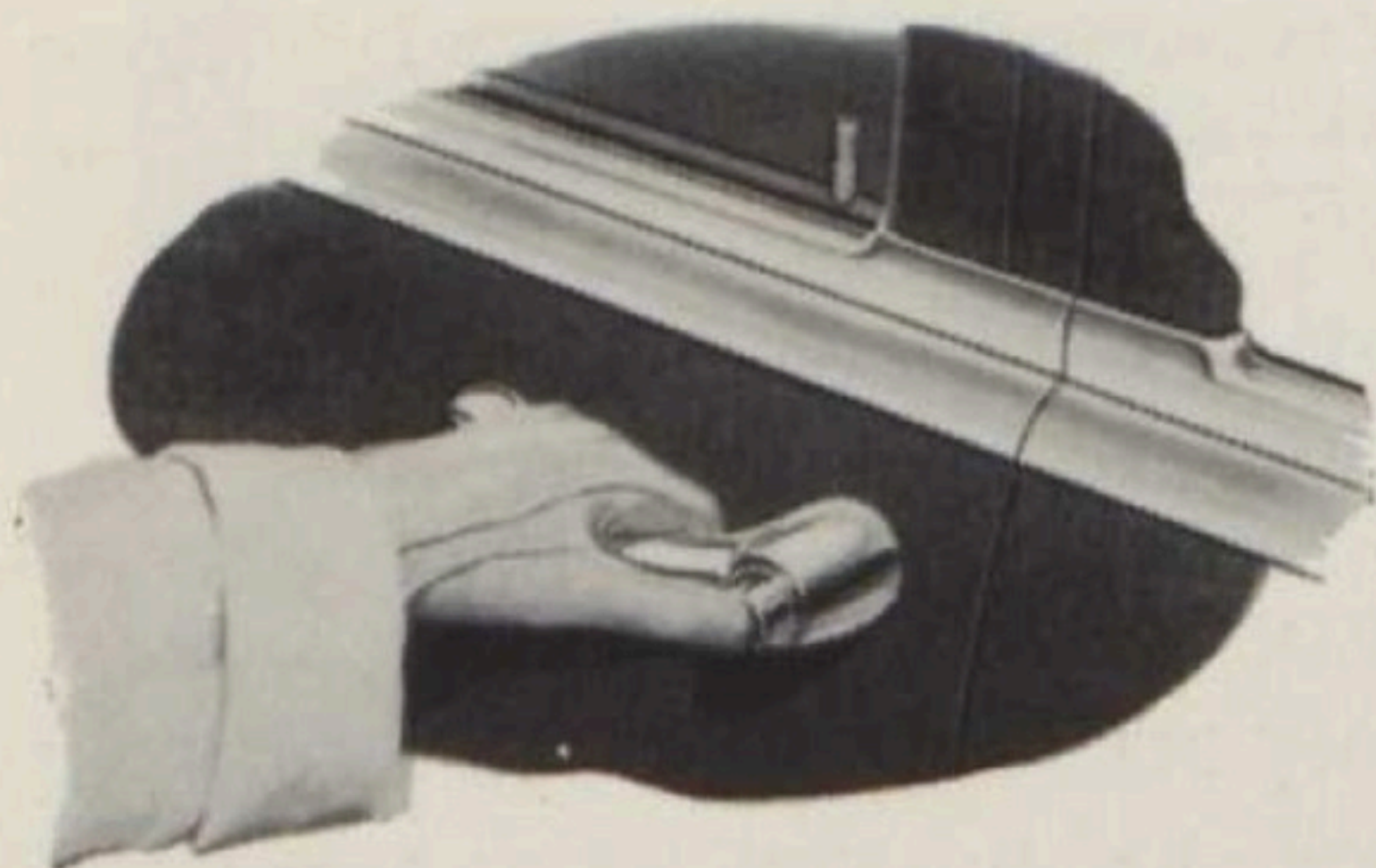
Finally, the door-glass area has been comparably expanded, both vertically and horizontally—adding extra beauty to the car's topside, aiding driver visibility extensively, and providing easier and more enjoyable sight-seeing for all passengers.

Push-Button Door Locks

Beauty goes hand in hand with convenience and safety in the new Special's new exterior hardware. Stationary door grips, not handles that turn, have been designed to blend smoothly into the door panel at both ends.

These new chrome door grips have no open ends

BIGGER BODY



Push-button door locks heighten the convenience of entering the new Special

more secure locking of the door, and also provides selective free-wheeling for rear-door locks. By a simple adjustment made through the lift bolt slot, both the inside handle and the outside push button "free wheel," or become inoperative, when the inside locking button is pushed down—thus preventing children from accidentally opening a rear door.

These convenient, designed-to-fit-the-hand door grips and the push-button locks are in addi-

that could catch cuffs or clothing. The doors are opened simply by pressing a button mounted on the end of the handle nearest the edge of each door. This releases a new type of lift-bolt lock having two additional features over former locks. It insures



Doors open easily, stay open—for comfortable entrance and exit

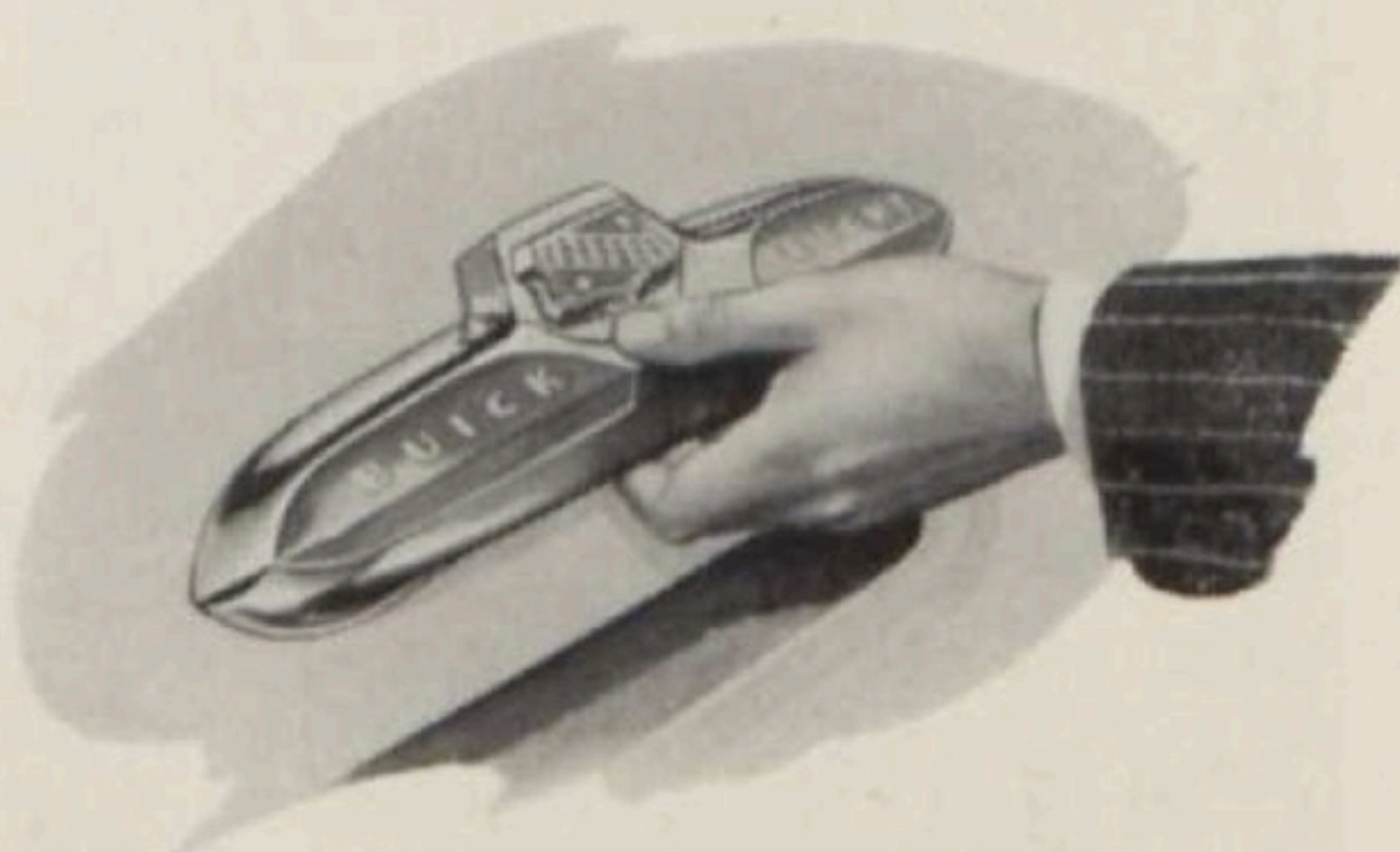
BIGGER BODY

tion to many of the other comfort features—such as door checks and hold-opens, and improved weatherproofing.

New Luggage Compartment Lock and Lighting

The smartly beautiful rear-compartment lid emblem described on page 13 incorporates a new lock which eliminates the former deck-lid handle and provides keyless locking.

This new lock, which is centered in the emblem, is designed to release when the key is turned. Then you simply lift the lid by grasping the convenient handhold provided by the emblem housing itself—without the need of



There's keyless locking of the luggage compartment lid—and no handle to turn to open

turning a handle. To close, you just press down the lid which locks without turning the key. In fact, the key may be removed from the lock when the lid is open. In addition, easier opening of the trunk lid is achieved by the proper counterbalancing of the hold-open springs. A slight pressure is all that is required to raise the trunk lid while the counterbalanced springs also prevent the lid from falling accidentally.

A new luggage-compartment light is available at extra cost. When the lid is lifted, this new light goes on automatically, regardless of whether or not the main light switch is on. This feature makes an important contribution to the car owner's comfort and convenience.

New Improved Summer Ventilation

An outstanding improvement in summer ventilation for the car's interior will be found in the new Special, providing greater comfort for both driver and passengers.



More air volume for more comfort in the improved ventilation system

The new fender skirts described on page 14 permit the use of large air ducts which conduct the outside air in almost a direct line from the grille to the inside of the car.

The area of the left-hand duct has been increased 78%, bringing to the driver's side of the car far more air volume, which is controlled by a left-hand knob labeled "Vent" under the instrument panel.

On the right-hand side another large, direct-line air duct, which leads into the defroster core when this unit is ordered as optional equipment, brings a large volume of outside air to the passenger side of the front compartment. Pushing in the "Defrost" knob on the instrument panel, and pulling out the right-hand knob labeled "Vent" under the instrument panel, directs the air from this duct along the floor.

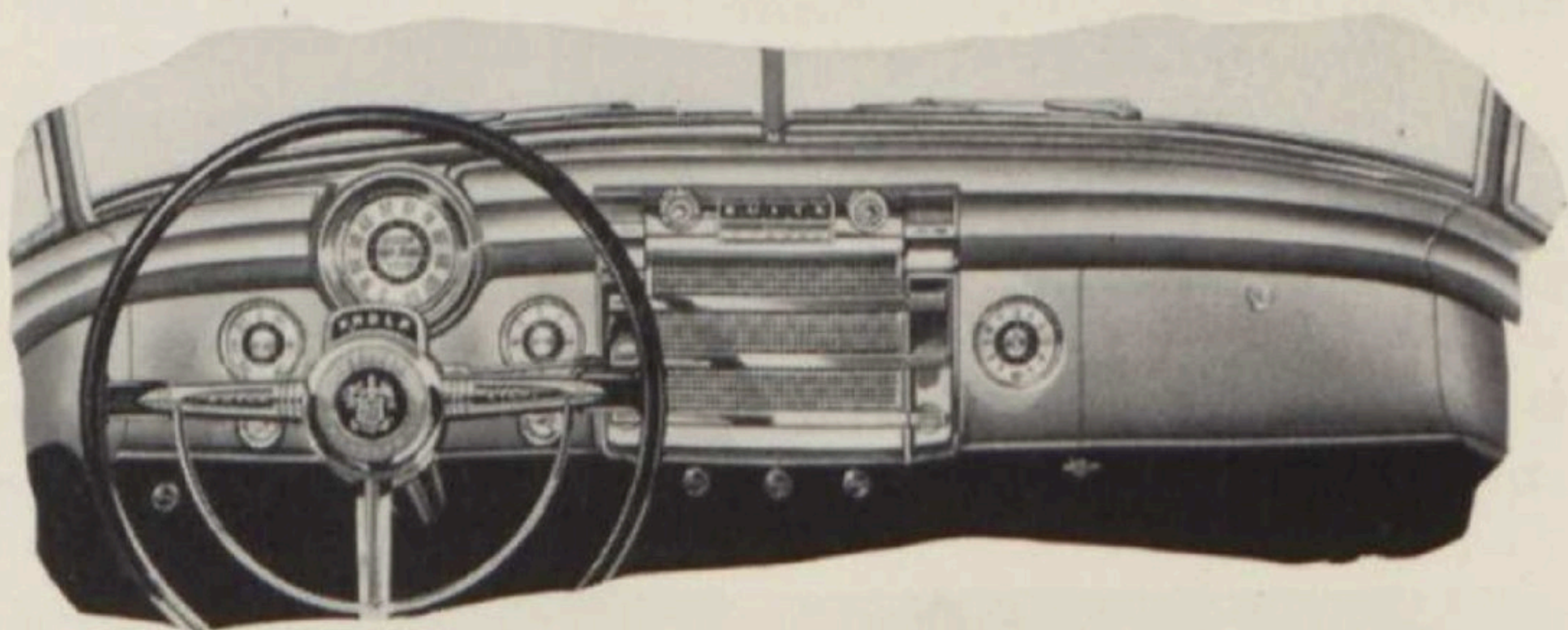
New vane-type deflectors under the dash effectively channel this large volume of outside air down along the

BIGGER BODY

floor. When the new Heater and Defroster (see page 52) are ordered as optional equipment, even more effective use of this improved summer ventilation system is obtained.

Smart New Instrument Panel and Steering Wheel

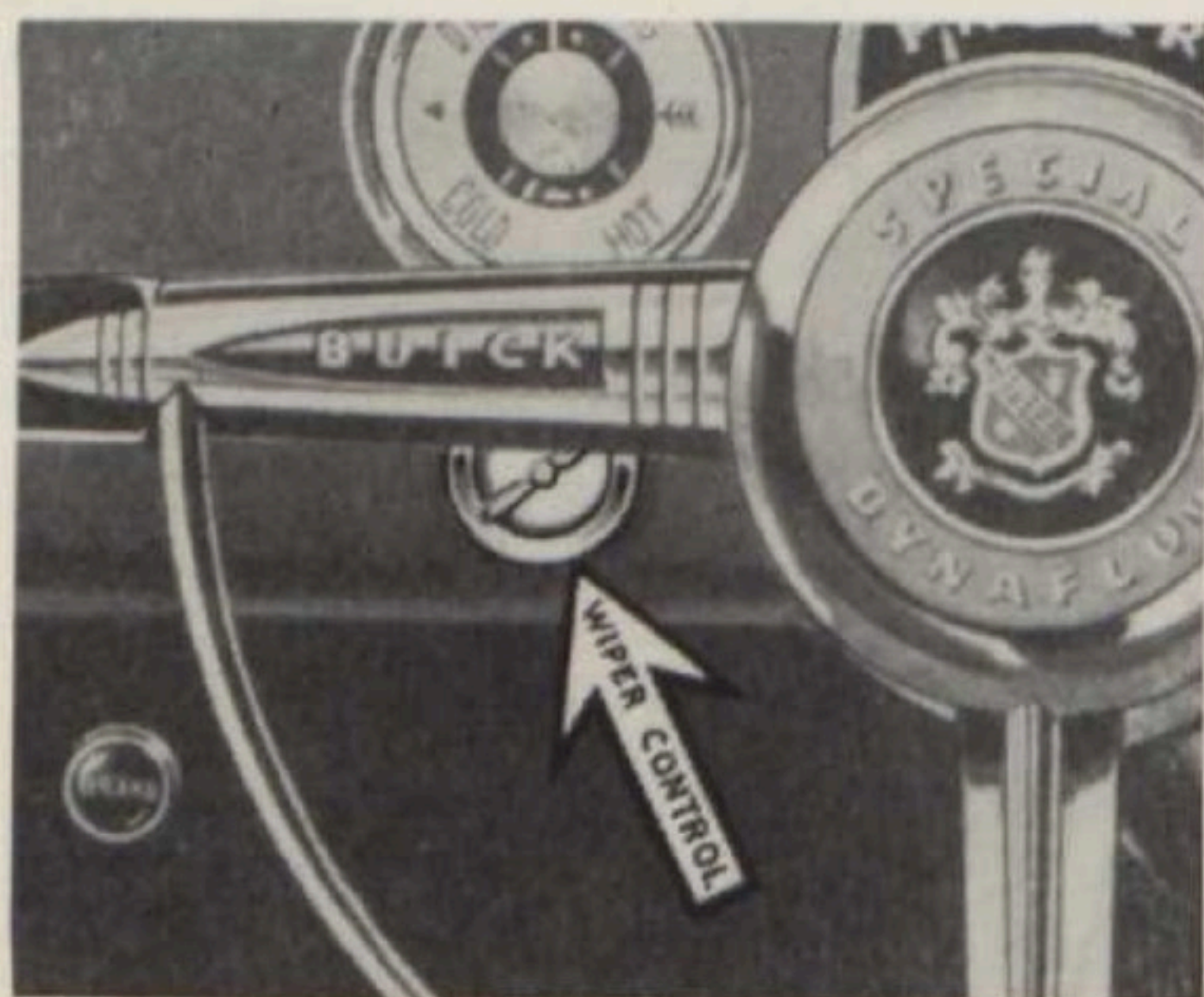
A completely new instrument panel and steering wheel have been designed in keeping with the new Special's modern styling. Indirectly-lighted instruments are used, and they are well recessed to cut down glare in the windshield during night driving.



Jewel-like instruments are indirectly lighted, easy to read

A new electric clock, available at extra cost, is positioned just to the right of the radio grille, where it is no longer subject to the shock of opening and closing the glove-compartment door. This, in turn, makes the glove compartment more spacious, since it does not have the clock recessed into its interior. The new clock has the same external resetting knob and speed regulator control as described on page 43 of the 1949 Facts Book.

BIGGER BODY



Handily located on the instrument panel is the new combination control for windshield wipers and washer

An improved location for the new circular design windshield wiper-washer control is apparent to the driver of the new Special. Both controls are now contained in a combination device conveniently located on the lower left hand side of the instrument panel. The extra-length windshield wipers, which fit

snugly against the glass throughout its curved expanse, are operated by the outer part of the new control.

The windshield washer, which is optional equipment, is operated by a small button in the center of the control. Drivers with cars equipped with the washer



39% greater glass area is cleared by new efficient windshield wipers

need only to depress the button for a moment to start the washer operating.

The smart, new, three-spoke steering wheel has a horn button at its center. The flexible steering wheel described on page 55 of the 1949 Facts Book is available on option at extra cost.

Interiors of Special Luxury

The new Specials are trimmed with materials selected for their superior quality as well as their fine appearance. The general color scheme is in varying shades of grey to blend with the color of the instrument panel and interior moldings.

Rich grey pattern cloth with a dark stripe is used for the seat backs and seat cushions while light grey simulated leather is used on the door scuff pads and on the heel risers at the sides of the front seat.

This pleasing color scheme is completed with matching grey sidewall cloth and a soft grey headlining.

Body Seals and Insulation

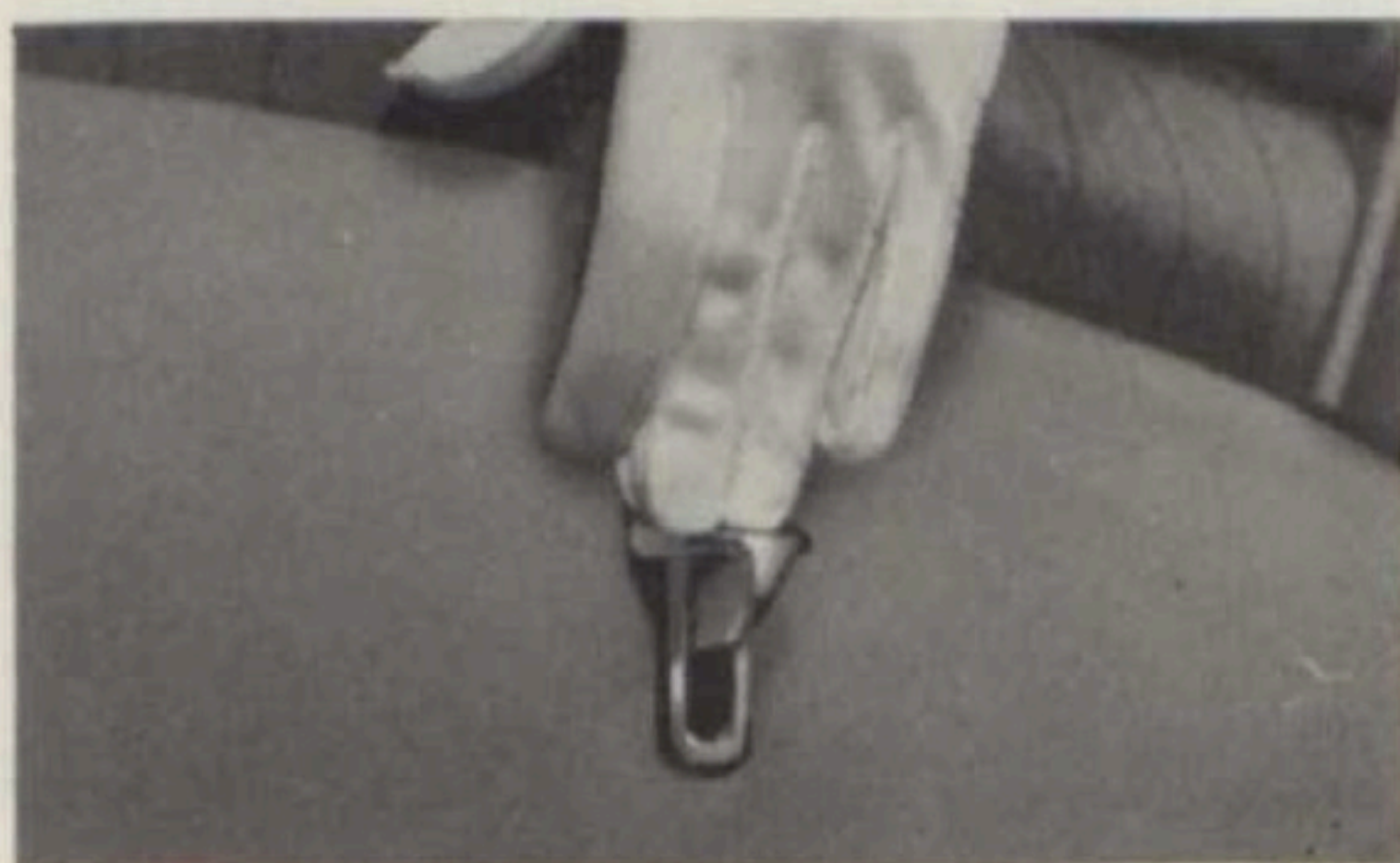
The new Special's body is as generously and thoroughly insulated as are those of the Supers and Roadmasters, as described on pages 51, 52 and 53 in the 1949 Facts Book.

Furthermore, new materials and new methods of installation have been combined to make the new Specials exceptionally quiet. And, as a further refinement, all Dynaflow models have $\frac{3}{4}$ -inch-thick sound-insulating blankets attached to the underside of the hood.

BIGGER BODY

Other Body Features

In addition to the foregoing features of the new Special's new body, there are many other details that



A flick of the finger permits easy adjustment of the front seat to the driver's comfort

contribute importantly to driver and passenger comfort and convenience. These other body features are found in the 50 and 70 Series models, and are fully described on the following pages of the 1949 Facts Book:

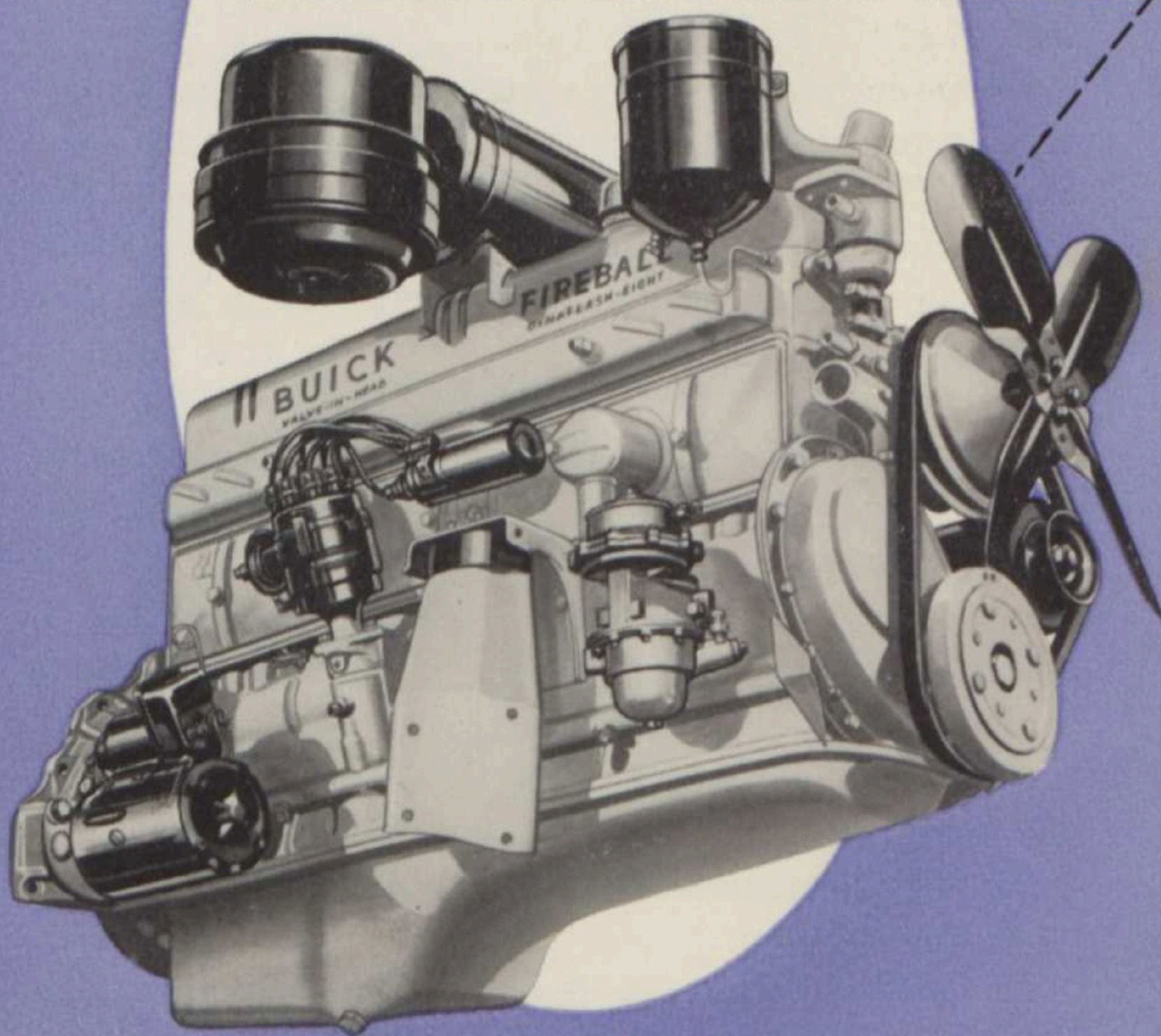
Silent Zone Body Mountings - - - pages 39 and 40

Rear-View Mirror - - - - - page 57

Bonderizing of Critical Rust Areas - - - - page 58

Front-Seat Adjustment—which, on the new Special, has a new-type hand-control which is pushed down instead of raised - - - - - page 58

The Special
is *Powered*
to outperform its field



HI-POISED FIREBALL POWER

Performance *Plus* For Years . . .

THE FIREBALL ENGINE

Like every Buick in the line, the new Special is powered with the world-famous valve-in-head straight-eight Fireball engine, the advantages of which are fully described on pages 63 through 66 and pages 73 and 75 of the 1949 Facts Book.

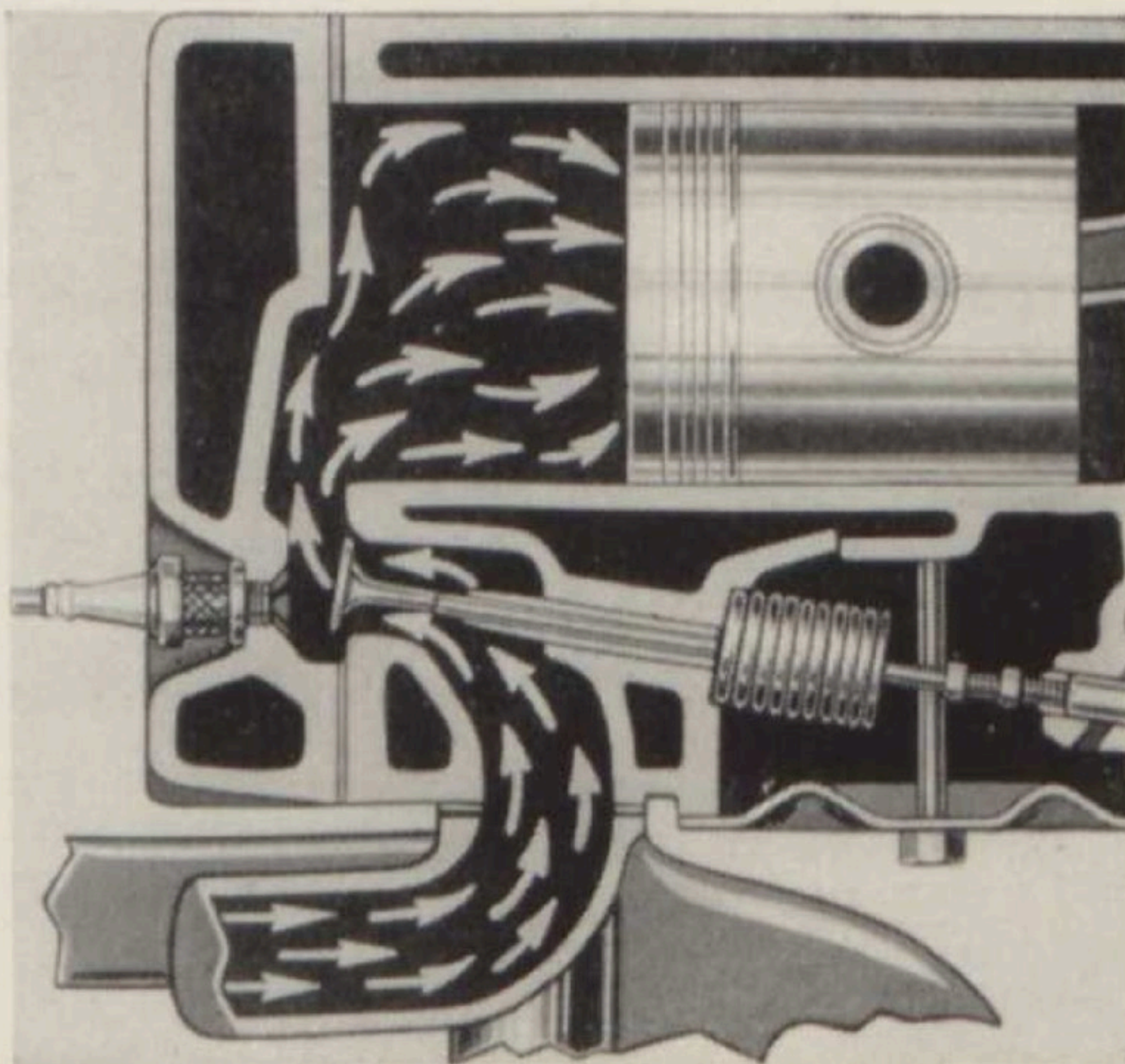
Valve-in-head design has recently been lifted to new prominence in the automobile picture, so the new Special has an added sales feature by utilizing this engine design—especially in view of the fact that Buick has been using this principle for 46 years and now stands as the acknowledged leader in this superior design.

This, of course, is in addition to the exclusive advantage of having Buick Fireball combustion. For with valve-in-head design and Fireball, too, Buick has earned its enviable reputation as being foremost in power and performance—and the new Special stands ready with power to outperform its field.

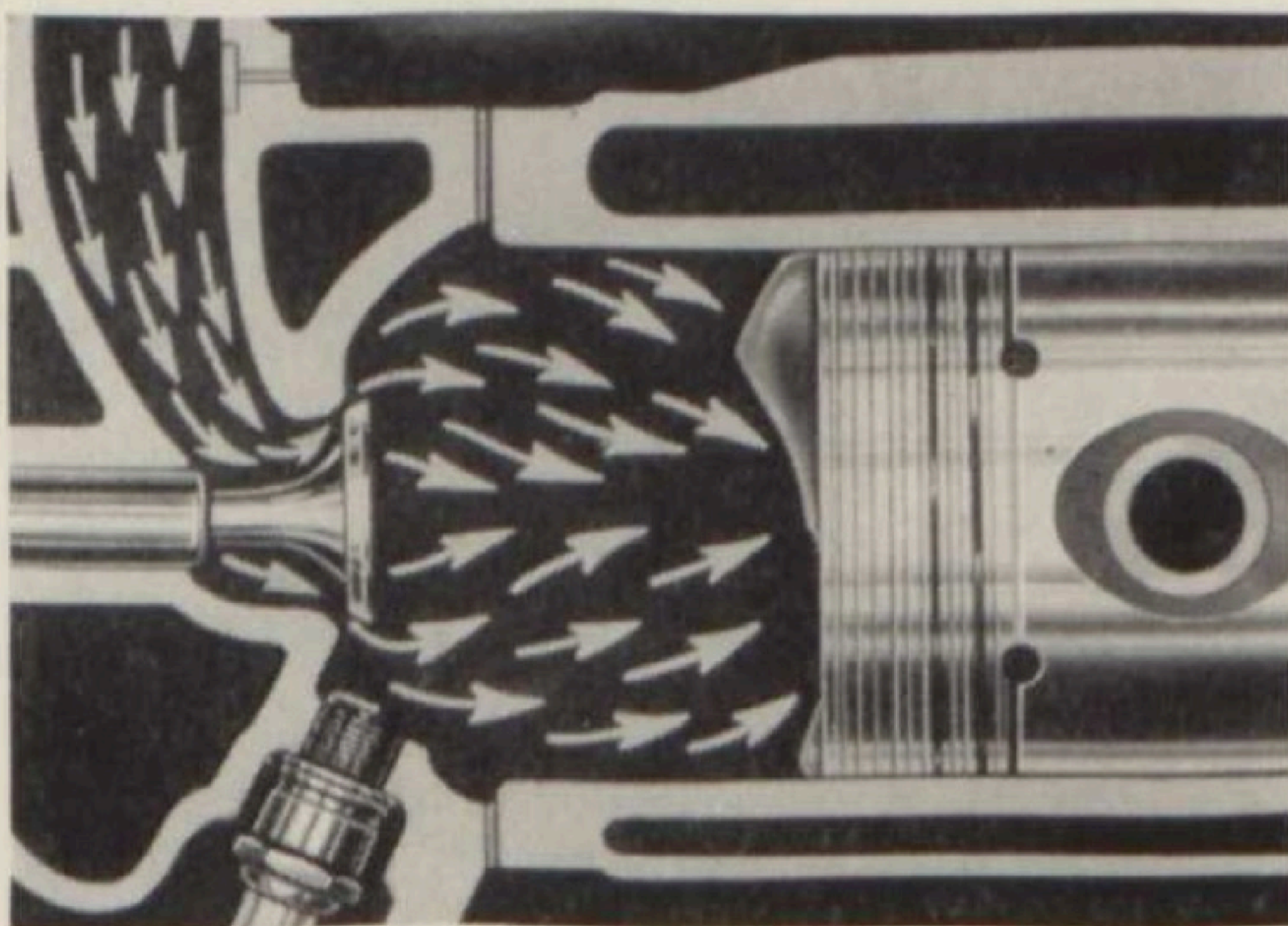
The new Special certainly has a big power story for the lower-price market it is designed for—and it's a story that should be told big and told strongly at every opportunity.

In addition, the new Special's big Fireball engine has an important economy, durability and convenience

HI-POISED FIREBALL POWER



In L-head design, fuel charge follows indirect, "bottlenecking," route



In valve-in-head design, full fuel charge drops directly into cylinder

HI-POISED FIREBALL POWER

story which makes strong selling points. This story is the same one found in the present Supers and Roadmasters—in the engine details described on the following pages of the 1949 Facts Book:

Hydraulic Valve Lifters—on Dynaflow-equipped models - - - -	pages 66, 67, 68
Hi-Poised Engine Mounting -	pages 68 through 71
Super-Accurite Cylinders - - - - -	pages 75 and 76
Micropoise Balancing - - - - -	pages 77 and 78
Durex Main and Connecting-Rod Bearings - - - - -	pages 78 and 79
Special Piston and Ring Combination - - - - -	pages 79, 80 and 81
Strata-Flow Cooling - - - - -	pages 81 through 86
Automatic Engine Temperature Control - -	page 86
Climate and Altitude Control - -	pages 86 and 87
Custom-Tailored Lubrication—with the exception of the oil filter, which is standard on all Dynaflow models of the new Special -	pages 87 through 93
Perfected Fuel-Feeding System - - - - -	pages 93, 94 and 95
Automatic Choke - - - - -	page 95
Resonance Muffler—with improvement as explained in subsequent paragraph - - -	pages 95 and 96

HI-POISED FIREBALL POWER

New Horsepower and Compression Ratio

On Dynaflow Drive models, the new Special steps up to 120 hp, with a higher-compression ratio of 6.9 to 1. On those models having the Synchro-Mesh transmission, horsepower is 110, with a compression ratio of 6.3 to 1.

In this connection, only premium gasolines should be used on Dynaflow models because of the higher-compression ratio of the engine.

Improved Engine-Cooling System

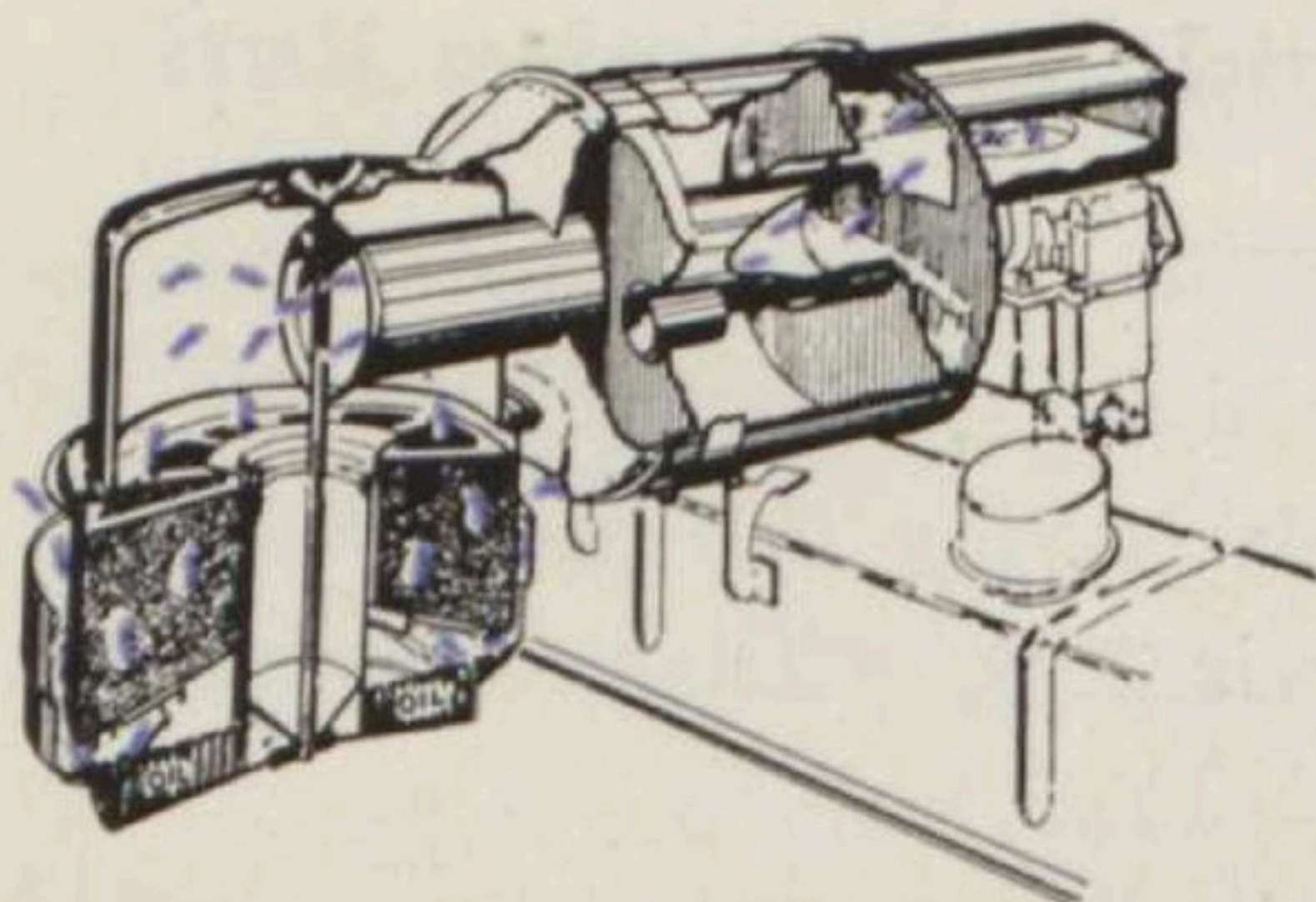
In addition to the many advantages of Buick's Strata-Flow cooling system, described on pages 81 through 86 of the 1949 Facts Book, the engine of the new Special has further improvements in its cooling system.

For instance, the speed of the fan has been reduced for quieter operation. What's more, Dynaflow models in the new 40 Series have a radiator core whose frontal area has been increased from 419 to 484 square inches. As a result there is an improvement in cooling.

New Air Cleaner and Silencer

Mounted crosswise to the engine is a new type of air cleaner and silencer, similar in principle to the one used

HI-POISED FIREBALL POWER



A larger silencing section in the new air cleaner means far less air roar

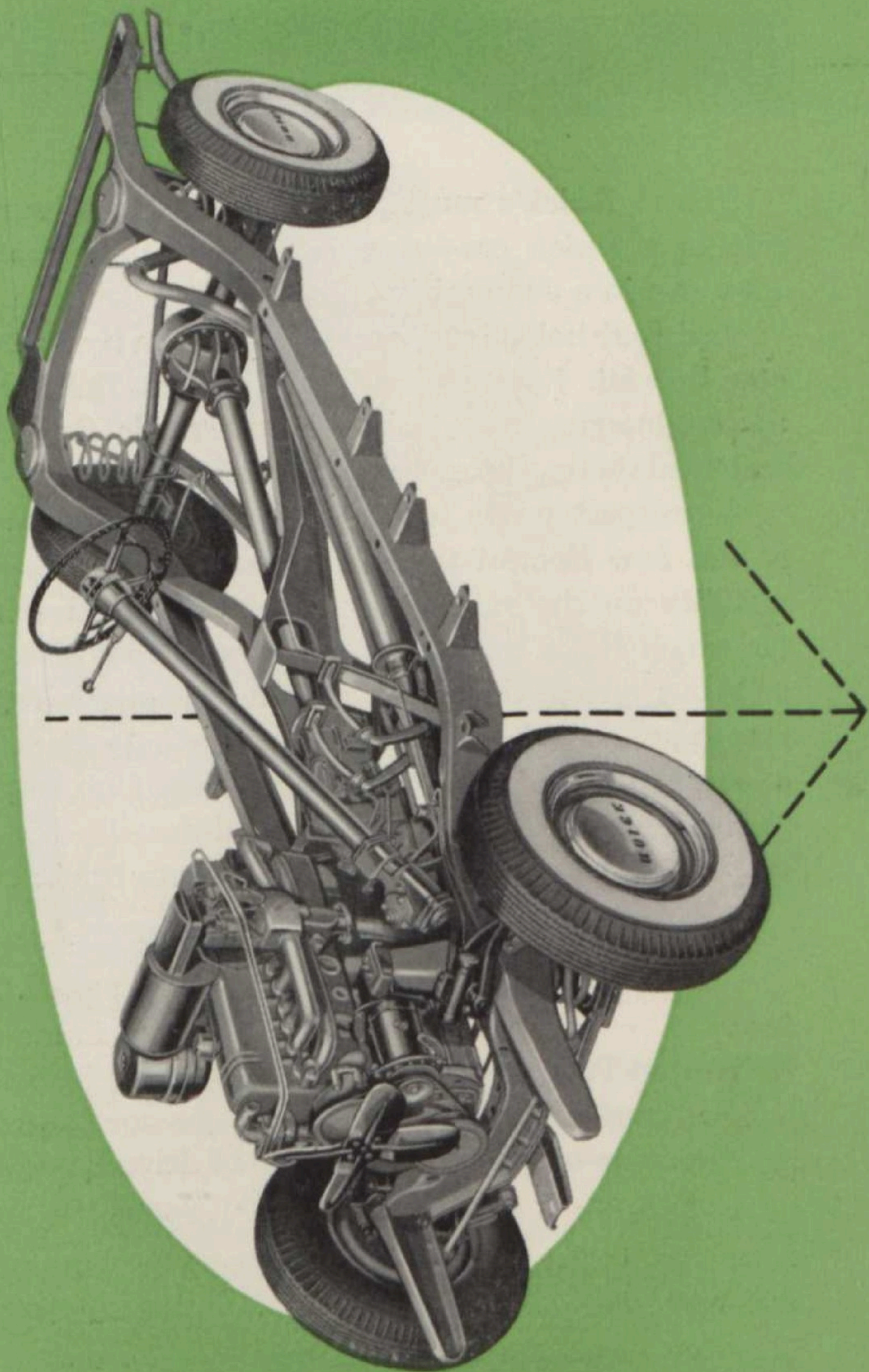
on the 70 Series models. It provides cleaned air to the carburetor and noticeably improved silencing properties, while its location means easier servicing.

Since the silencer can be likened to a lung which breathes at the proper frequency, to nullify the sound-pressure waves originating in the cylinders of the engine, the larger volume of this new silencer insures even more quietness in the new Special.

New Longer-Lasting Muffler

The many advantages of Buick's Resonance Muffler, described on pages 95 and 96 of the 1949 Facts Book, are carried still further in the new Special.

Both the muffler section itself and the entire tail pipe are now made with a special rust-resisting material as an integral part of the metal. This new treatment does two things: (1) it greatly extends the life and rust-resisting qualities of the muffler and tail pipe; and (2) it improves the appearance of the rear-end view of the car by making the tail pipe a pleasing and permanent light color.



There's *Solid Steadiness*
in the sure-footed Special

SURE-FOOTED CHASSIS

One of Buick's most positive sales "clinchers" is a ride in a Buick car—especially if it is taken shortly after one in a competitive car.

And that holds true, *and then some*, in respect to the new Special. For this new lower-priced Buick has all the engineering features that have made Buick's ride and roadability the envy of the industry.

A prospect needs just a few miles behind the wheel of the new Special to learn about its steadiness and stability on the road, and to get that good solid feel for which Buick has long been famous.

What gives the new Special its wonderful ride, exceptional roadability and superbly easy handling is a combination of all the engineering features found in the 50 and 70 Series models, and described in detail on the following pages of the 1949 Facts Book:

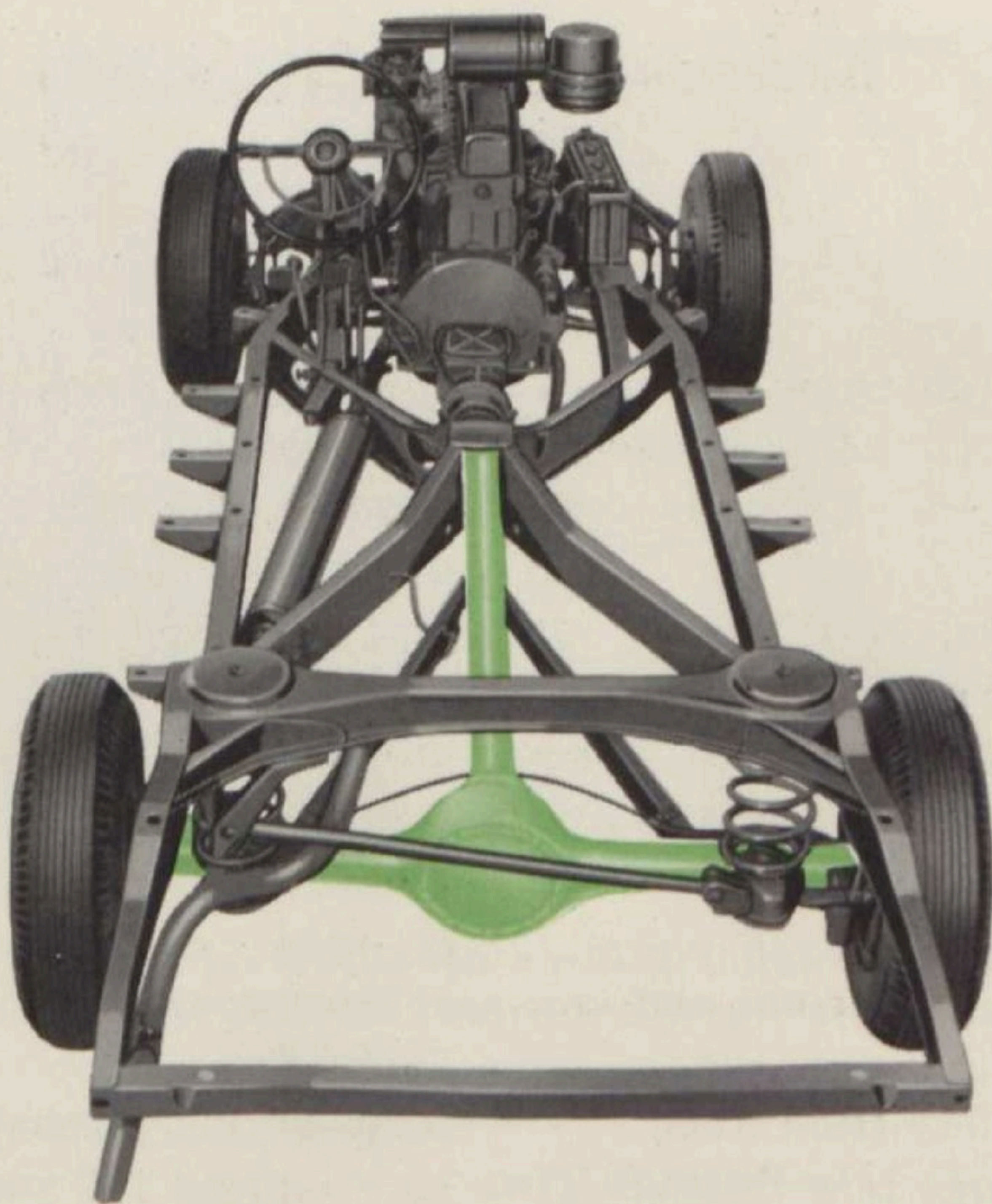
Balanced Frame—which, in the new Special, is even further improved - - - - - pages 101 and 102

Torque-Tube Drive—which is becoming increasingly important today, in view of competition's promotion of the non-rigid type of drive through rear springs - - - - - pages 103 and 104

T-Square Alignment of Rear Axle - - - - - pages 104 and 105

All-Coil Springing—always a major selling point for Buick Cars - - - - - pages 105 through 108

SURE-FOOTED CHASSIS

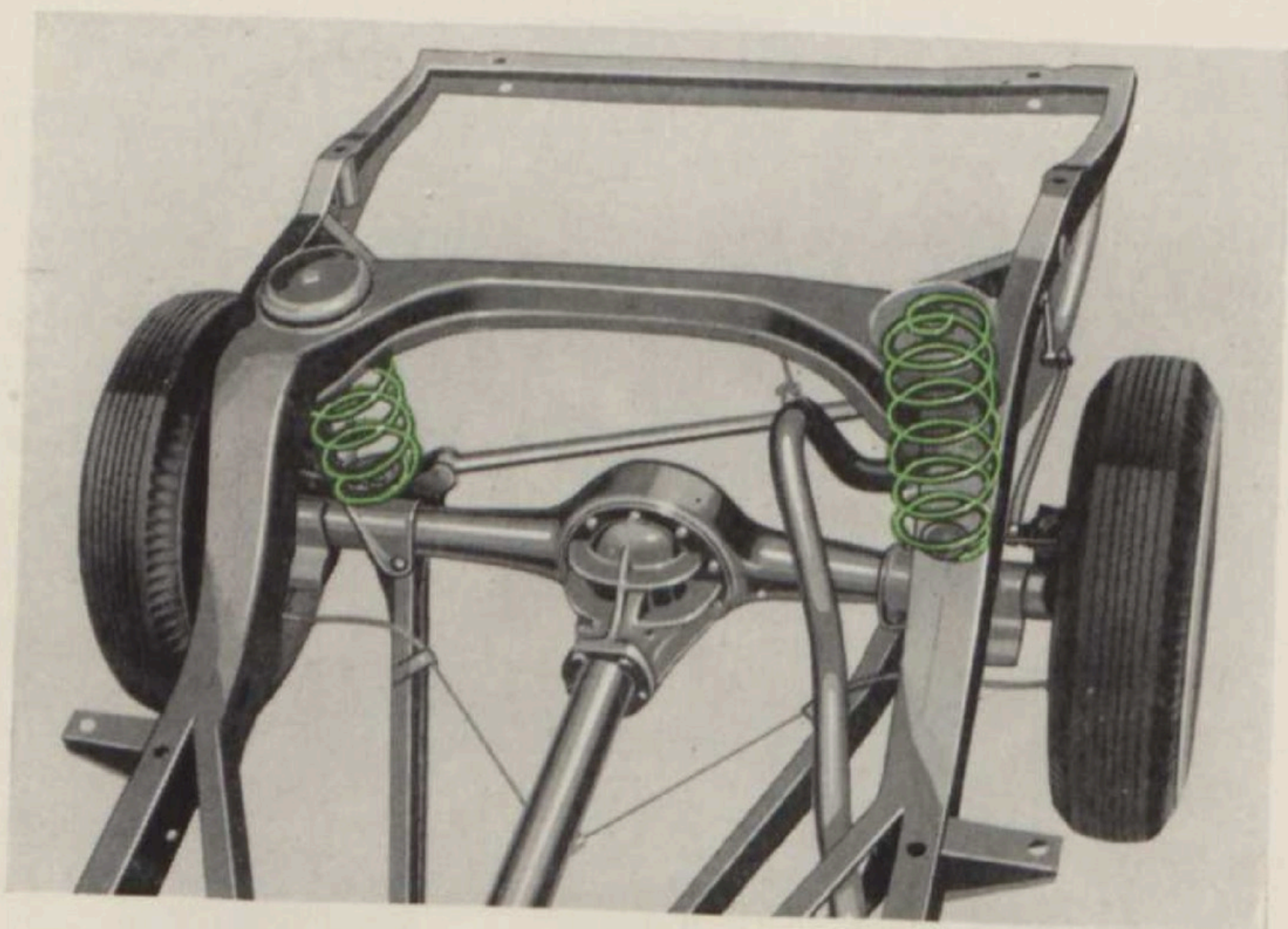


Buick's riding stability starts with the full-length torque-tube in rigid T-square alignment with the rear axle, eliminating driving thrust through rear springs, and permitting use of cushioning coil springs all around

Shock Absorbers—changed in valving on the new Special for maximum riding comfort - - - - - pages 108 and 109

Front-End Assembly—major reason for the new Special's brilliant roadability and handling ease - - - - - pages 109, 110 and 111

SURE-FOOTED CHASSIS



All coil springing insures equally level ride for both front and rear seat passengers

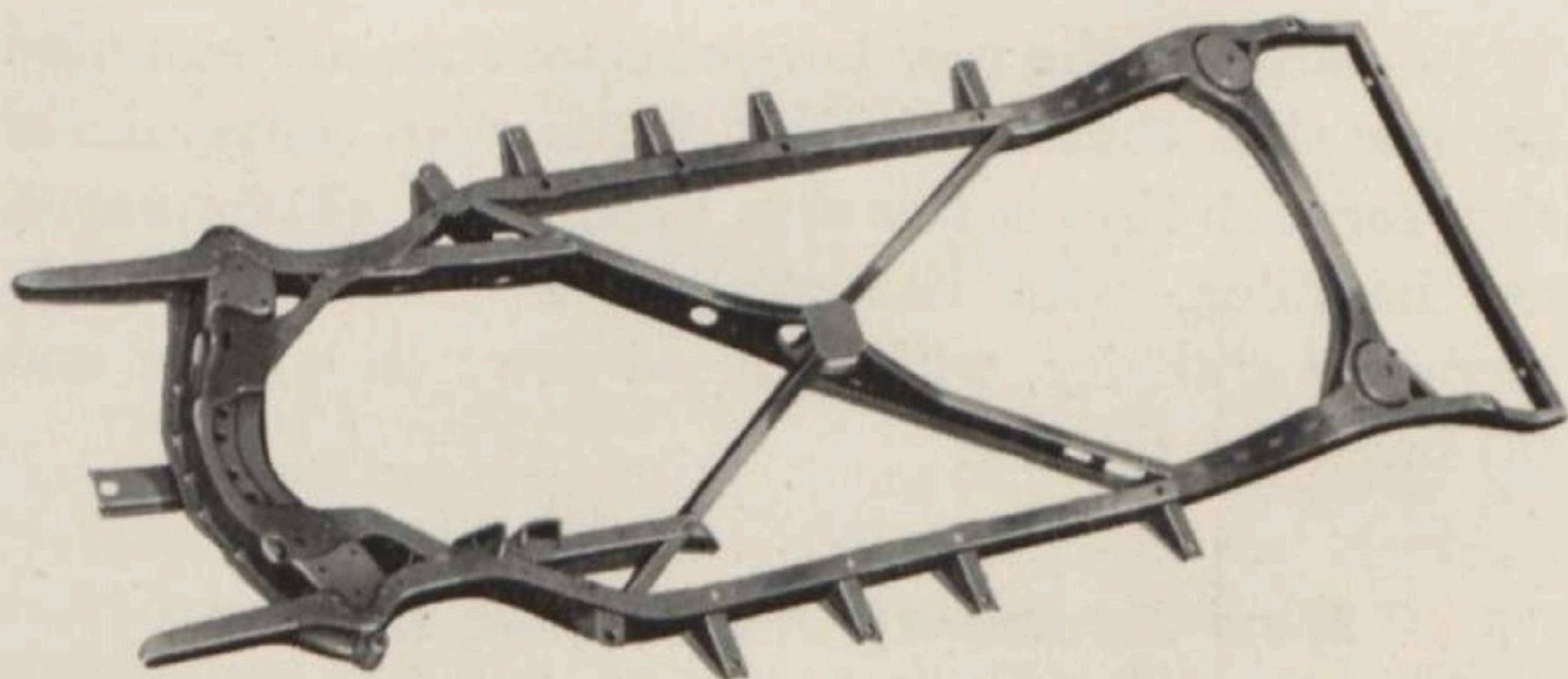
Safety-Ride Rims - - - - - pages 111 through 113
Large Low-Pressure Tires - - - - - pages 113 and 114

New Stronger Frame

The stalwart frame that forms the backbone for the new Special's sure-footed chassis, although basically the same as that of the Super and Roadmaster described on pages 101 and 102 of the 1949 Facts Book, has been developed into practically an all-welded type, and concentrates strength where it is needed most.

For instance, its reinforced side rails have been extended forward to provide an even stronger mounting

SURE-FOOTED CHASSIS



Solid keel of rugged strength in the new Special is this new, super strong perfectly proportioned frame

for the new combination bumper and grille (see page 9). New welded body brackets are shorter and provide a sturdier construction.

Finally, this new Special frame has been re-proportioned to provide more uniform strength and deflection—contributing substantially to increased safety and riding comfort.

New Low-Pressure Tires and Wider Rims

All the benefits of the large, low-pressure tires and of the wide rims, as described on pages 111 through 114 of the 1949 Facts Book, are now obtained in the new Special.

Tire size has been increased from 6.50-16 to 7.60-15, adding a four-tire total of 1,116 *more* cubic inches of air—an important factor in the greater riding comfort found in the new Special.

SURE-FOOTED CHASSIS

In addition, the new low-pressure tires are mounted on new rims that are $\frac{1}{2}$ -inch wider than conventional rims for such tires in this size. Results are: (1) improved car handling, with less effect from cross-winds; (2) increased stability, with reduced sway on curves; and (3) increased tire life.

New Economy Rear-Axle Ratios

With an eye to improving gas mileage still further on the new Special, new economy rear-axle ratios are used. Standard ratio with conventional transmission is now 4.1 to 1. On models equipped with Dynaflo Drive, the ratio is 3.9 to 1.

Other Chassis Features

In addition to the foregoing features found in the new Special's chassis, there are other chassis details which contribute to driver and passenger comfort and convenience, and these are described on the following pages of the 1949 Facts Book:

Clutch	- - - - -	page 116
Transmission	- - - - -	page 116
Silent Rear Axle	- - - - -	pages 117 and 118
Fuel Tank	- - - - -	page 118
Easy-Lift Jack	- - - - -	pages 114 and 115

New Special's ELECTRICAL SYSTEM

A good lighting and electrical system contributes a good deal to improved comfort, convenience and safety in an automobile. To that end, the electrical system in the new Special has been advanced considerably, and now has many of the features found in the present Supers and Roadmasters, plus still further improvements of its own.

New Parking Lamps

As described on page 10 of the Styling section, the new Special has entirely new parking lamps recessed into the new bomb-shaped bumper guards. These new lamps are more easily seen, since the lens is considerably larger. Furthermore, the lens is made of a durable plastic material, reducing the possibility of breakage.

When direction signals are ordered, each lamp will contain a two-filament bulb—the minor one acting as a parking lamp and the major one as a front direction-winker signal.

New Tail Lamps

The smart new tail-lamp unit on the new Special is mounted in a new oval-shaped, chrome-ringed fender housing (see page 12), and serves as a tail and stop lamp, rear reflector, and rear direction-signal when the Flash-Way signal is ordered.

The new red plastic lens—developed to withstand extremes of weathering—has bullet-shaped “bubbles”

ELECTRICAL SYSTEM

at its upper and lower ends. The bottom "bubble" contains the tail and stop lamp, while the upper one contains the direction-signal bulb and socket when ordered.

Brighter Automatic Dome Lamp

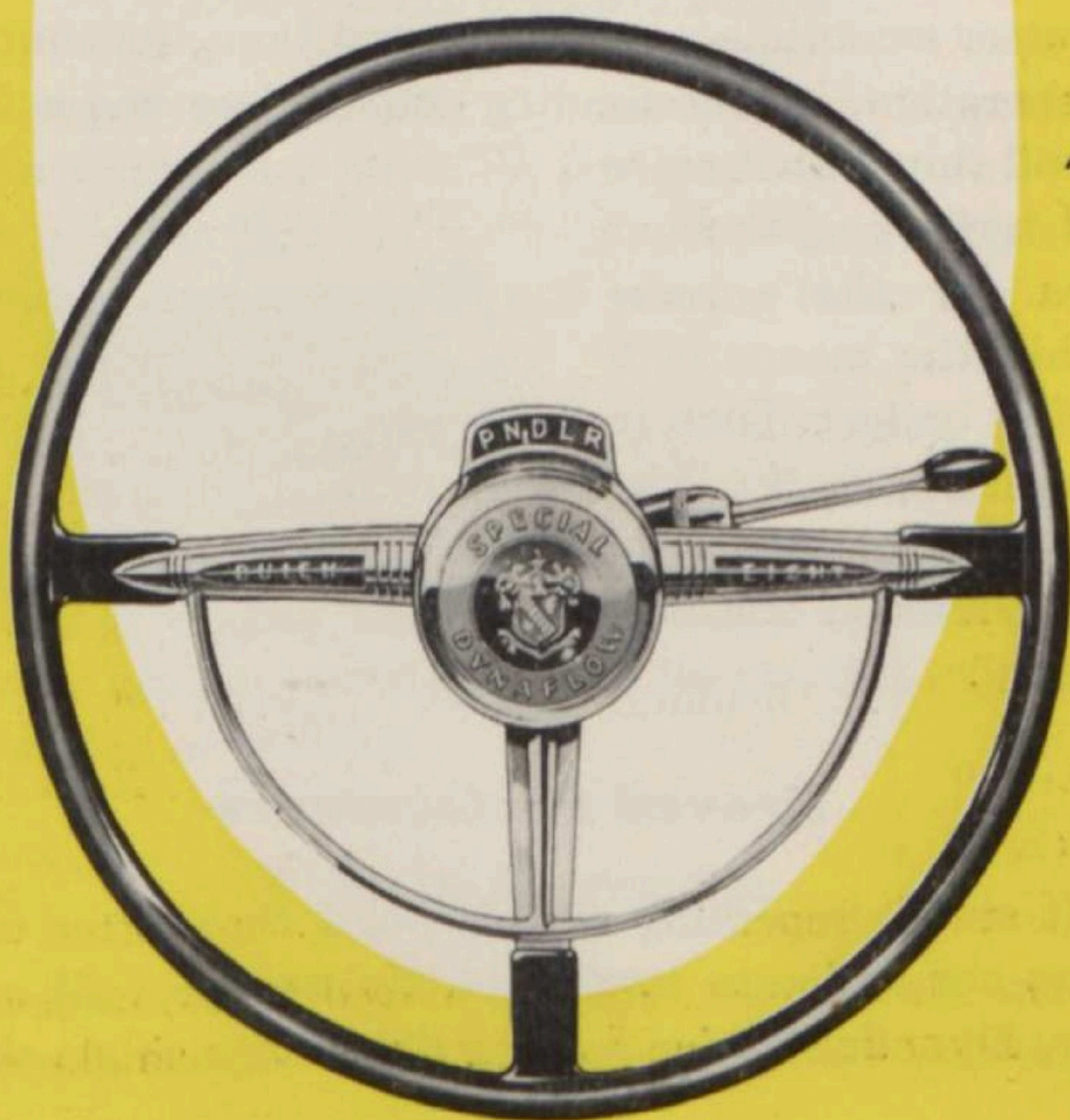
There's improved interior illumination in the new Special because of increased candlepower in the dome lamp. The dome lamp lights automatically when either front door of the Model 43 or either door of the Models 46 and 46S is opened.

Other Electrical Features

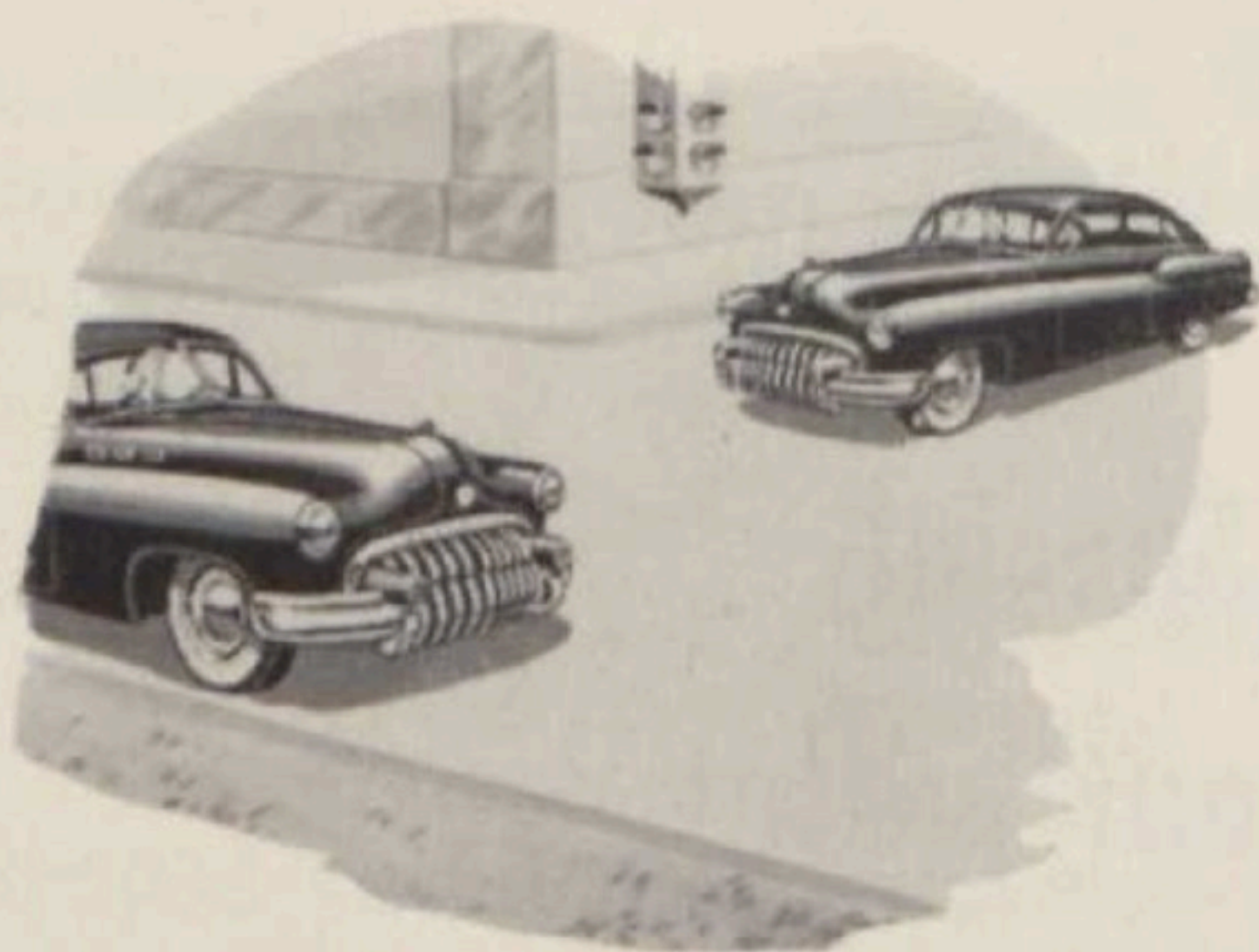
In addition to the foregoing, the new Special's electrical system now has many of the other features found on the present Super and Roadmaster, and described on the following pages of the 1949 Facts Book:

Batteries - - - - -	page 120
Generator - - - - -	pages 121 and 122
Instrument Lighting—except that a three-step rheostat control is used on the new Special instead of rotating type - - - - -	pages 122 and 123
Central Fuse Box - - - - -	pages 123 and 124
Sealed-Unit Headlamps - - - - -	pages 125 and 126
Ignition Switch - - - - -	pages 126 and 127
Coil - - - - -	page 127
Duomatic Spark Advance - - - - -	pages 127 and 128
Dual Air Trumpet Horns—moved to a new location just above and behind the radiator grille -	page 128

The Special
steps out with
Dynaflow Drive



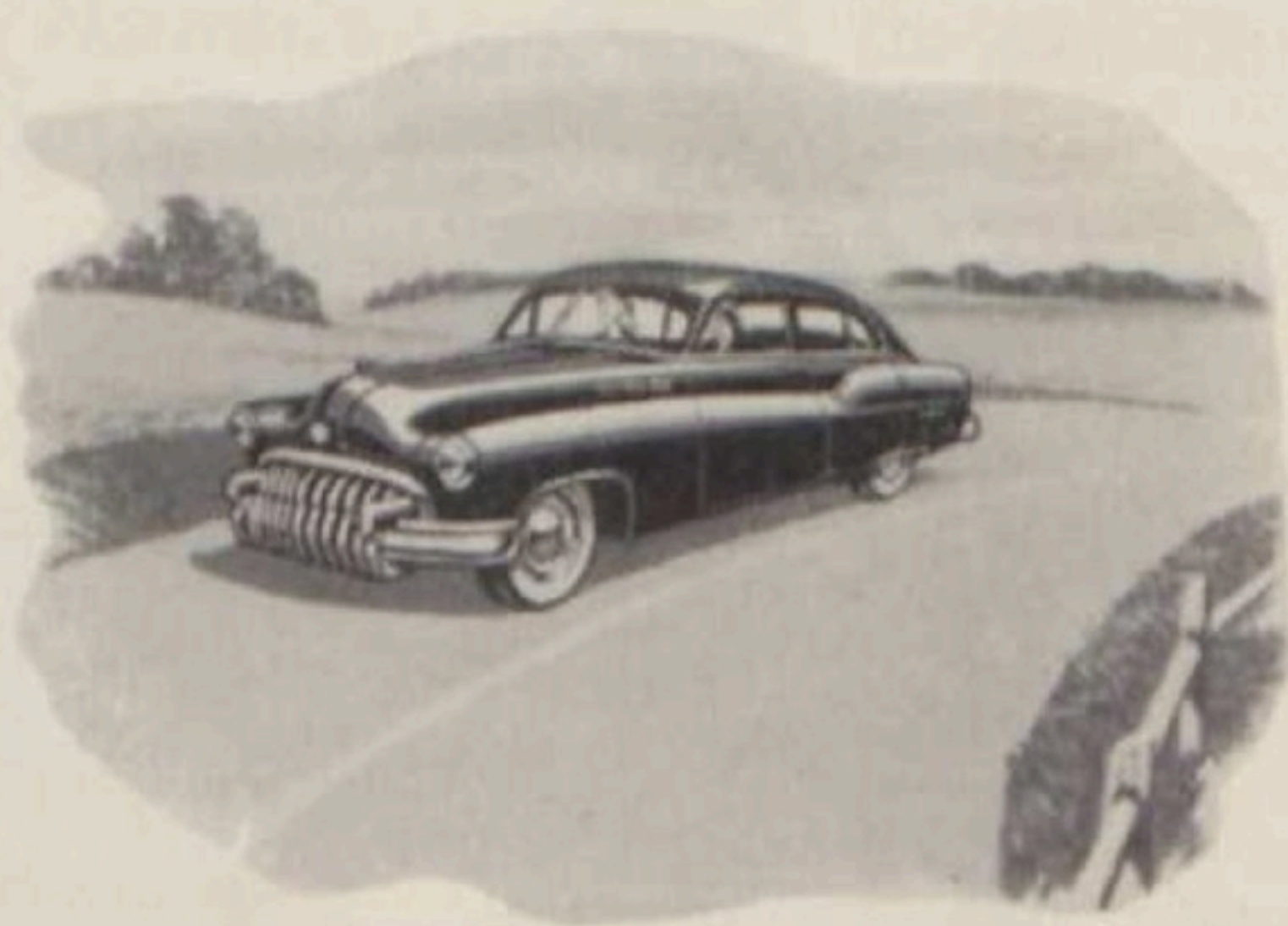
DYNAFLOW AND FEATHER-LIGHT CONTROLS



Without question, one of the biggest sales features of Buick cars today is Dynaflo Drive—the most modern transmission in the industry.

Now the new Special brings this luxury drive to a new, lower-price market by making this much-wanted wonder drive available as optional equipment.

The many advantages of this Buick transmission—its utter smoothness under all conditions, its simplicity of operation, its outstanding convenience and safety—are all things that more and more people want in a car that's more within the means of a modest budget. That, in a nutshell, is the biggest sales point of Dynaflo Drive on the new Special.

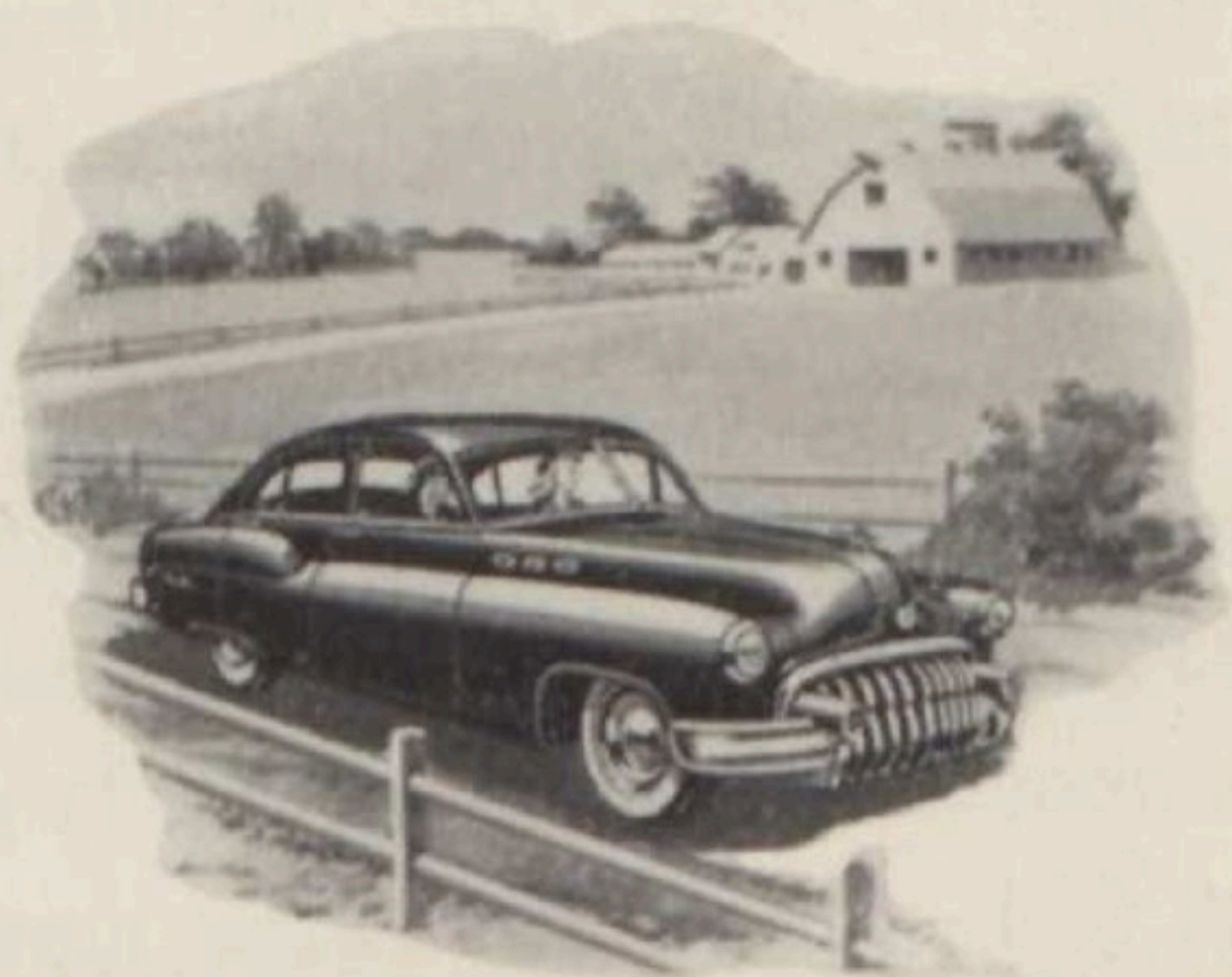


Proved Performance

It stands repeating at this point that, after undergoing the ultimate test of public use for well over a year, Dynaflo Drive has required not a single change

DYNAFLOW AND FEATHER-LIGHT CONTROLS

in design of any kind. And the reason is evident: this sensational drive has proved it has no oddities or quirks, needs no "babying" or special care, and performs beautifully under all the varying conditions of nationwide operation.



Only Drive of Its Kind

Exclusive with Buick, Dynaflow Drive is a transmission unlike any other on the passenger-car market today. It's the first and only complete break from the old low-second-high system of gearing since the automobile started to roll.

There's no clutch pedal, no gearshift lever, and no gears that shift. Instead, oil does the work of both the usual clutch *and* the first-second-high gear sequence—bringing to the rear wheels instant delivery of whatever kind of power is needed for starting, climbing, accelerating or cruising.

A Boon in Traffic

Drivers find Dynaflow wonderfully restful, because it permits handling of the heaviest traffic practically

DYNAFLOW AND FEATHER-LIGHT CONTROLS

without effort. You just steer, and press the gas treadle or brake. That, of course, takes the nerve-strain and tension out of driving in congested areas.

At the same time, it permits more miles to be covered in a day's drive with far less fatigue—because Dynaflow makes the car easier to handle and much smoother in its operation. It gives the car a “sweetness” of feel—graceful, flowing motion free of the usual halts, jerks and breaks in stride.

Dynaflow's Big "Extras"

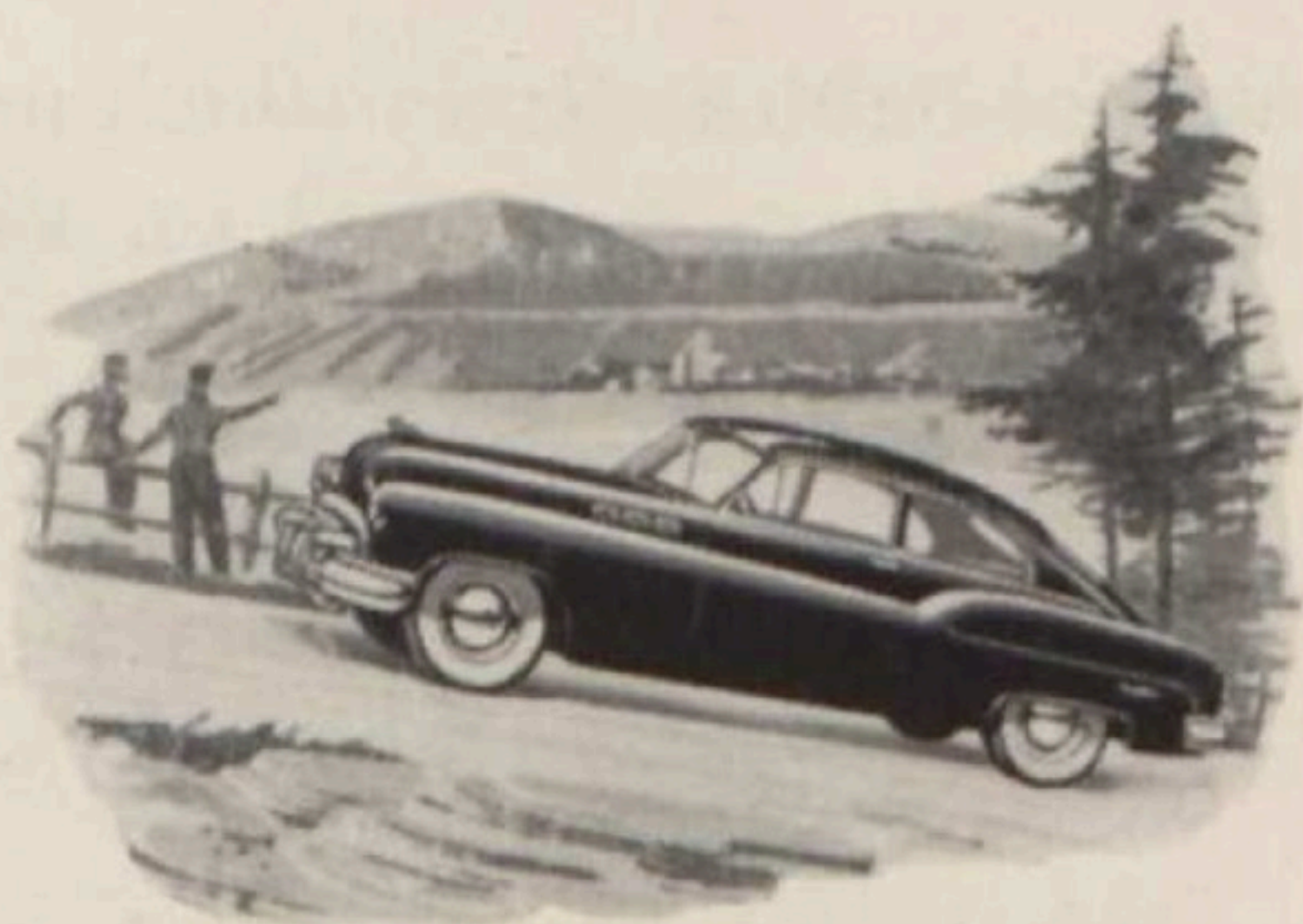
A big selling feature of Dynaflow Drive is the safety feature of its special Parking lever setting. It gives the driver a positive lock that's surer and more foolproof than the conventional “in-gear” parking. In addition, Dynaflow's parking lock does not injure the car's driving mechanism in any way, if some other car should accidentally nudge the parked car.



Flexibility is another advantage that goes with Dynaflow. You can “rock” the car as an aid in getting out of heavy snow, mud or sand with a gentle but firm back-

DYNAFLOW AND FEATHER-LIGHT CONTROLS

and-forth motion. You can stop on an upgrade, hold the car with your *left* foot on the brake, then start off again smoothly by pressing your right foot on the gas as you release the



brake. You have *manual* control of two forward speeds and one reverse. You get good engine braking with more in reserve at the flick of the lever into Emergency Low.

Economy is still another feature of Dynaflow Drive. For under normal use, good over-all gas mileage is obtained because the power ratio is always exactly correct for each condition of pull and speed. Furthermore, wear on the driving mechanism is practically eliminated, since all propulsion is through fluid, and all parts are in a constant bath of oil.

In this connection, hydraulic valve lifters and an oil filter are standard on all Dynaflow models of the new Special, adding even more quiet and efficiency to the Dynaflow operation.

You will find a fully detailed description of Dynaflow Drive on pages 133 through 140 in the 1949 Facts Book.

The New Special's Controls

The comfortable handling "feel" the driver finds at the wheel of the new Special is the result of Buick's

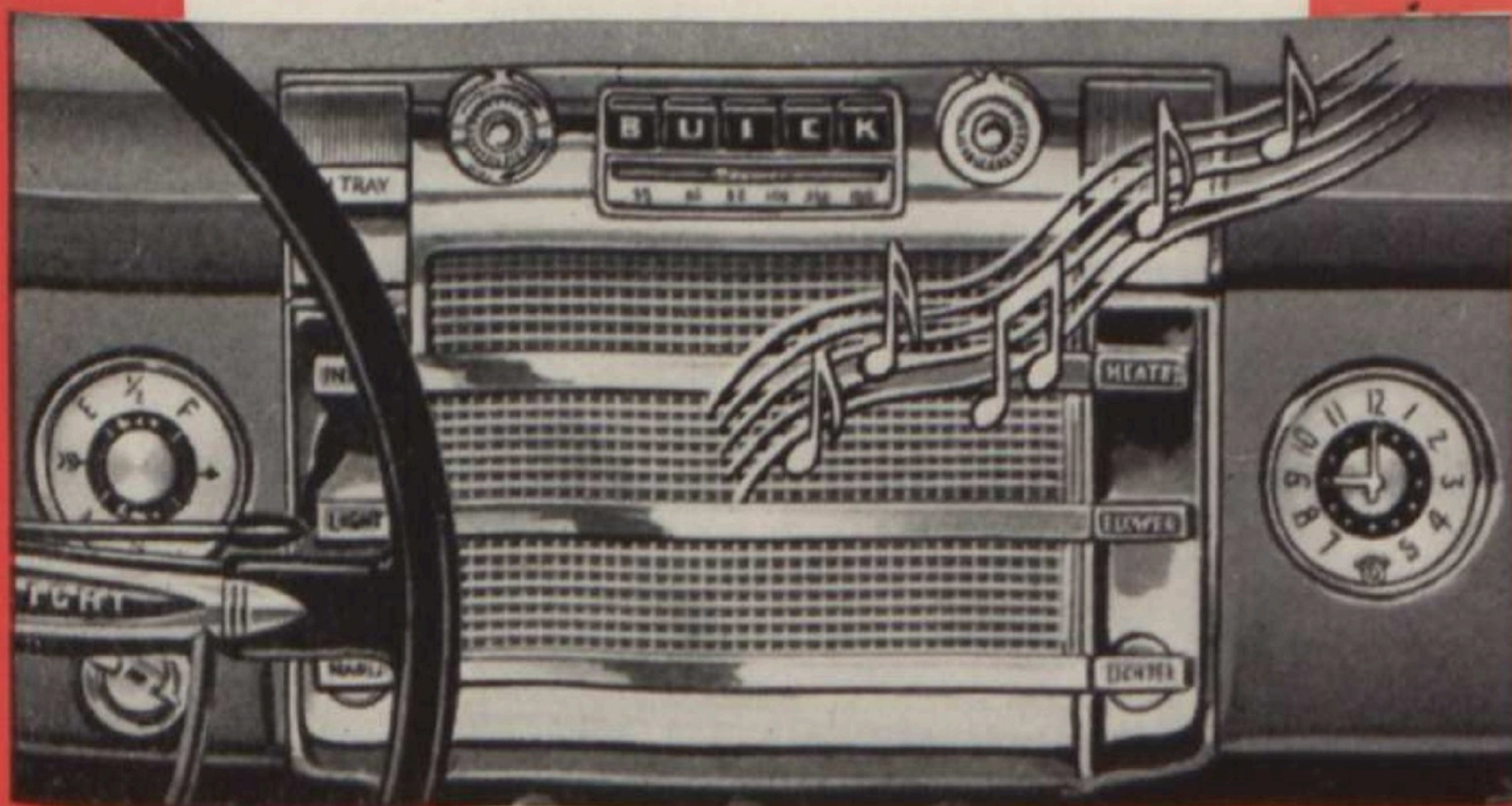
DYNAFLOW AND FEATHER-LIGHT CONTROLS

feather-light controls which are found in all cars in the line, and are described on the following pages of the 1949 Facts Book:

- Treadle-Touch Starting - - - - pages 140 and 141
- Foot Pedals - - - - - page 141
- Handishift - - - - - page 142
- Self-Energizing Brakes - - - - pages 142 and 143
- Self-Locking StepOn Parking
Brake - - - - - pages 143 and 144
- Permi-Firm Steering—now combined with a new
type of steering linkage on the new Special, which
provides a more positive and safer clamping
arrangement of tie rod ends - - pages 145 and 146

Accessories

Custom-designed
for comfort



BUICK-ENGINEERED ACCESSORIES

NEW DOUBLE-ACTION VENTI-HEATER

There's new comfort and convenience in the new Special's heating and defrosting system. For the Buick WeatherWarden venti-heater, available as optional equipment, now has an entirely new principle for heating the car, and for defrosting the windows.

The improvement is found in the fact that a double heating method is used, plus the fact that a larger volume of heated outside air is provided for quicker removal of frost and fog, not only from the windshield, but also from all other windows in the car.

In winter, outside air is normally drier than air within the car. When this air is heated and brought into the car, it is able to absorb moisture quite rapidly. In the new Special, this outside heated air is introduced at a higher level than in previous models, making it more efficient in removing fog and frost from the windshield and windows. This air is then pulled down and *reheated* by a recirculating underseat heater, and then distributed to all corners of the body floor. The result is double heating, at the upper level and the lower level, insuring maximum comfort.

All outside heated air enters through openings along the base of the windshield. This air is picked up by a

BUICK-ENGINEERED ACCESSORIES

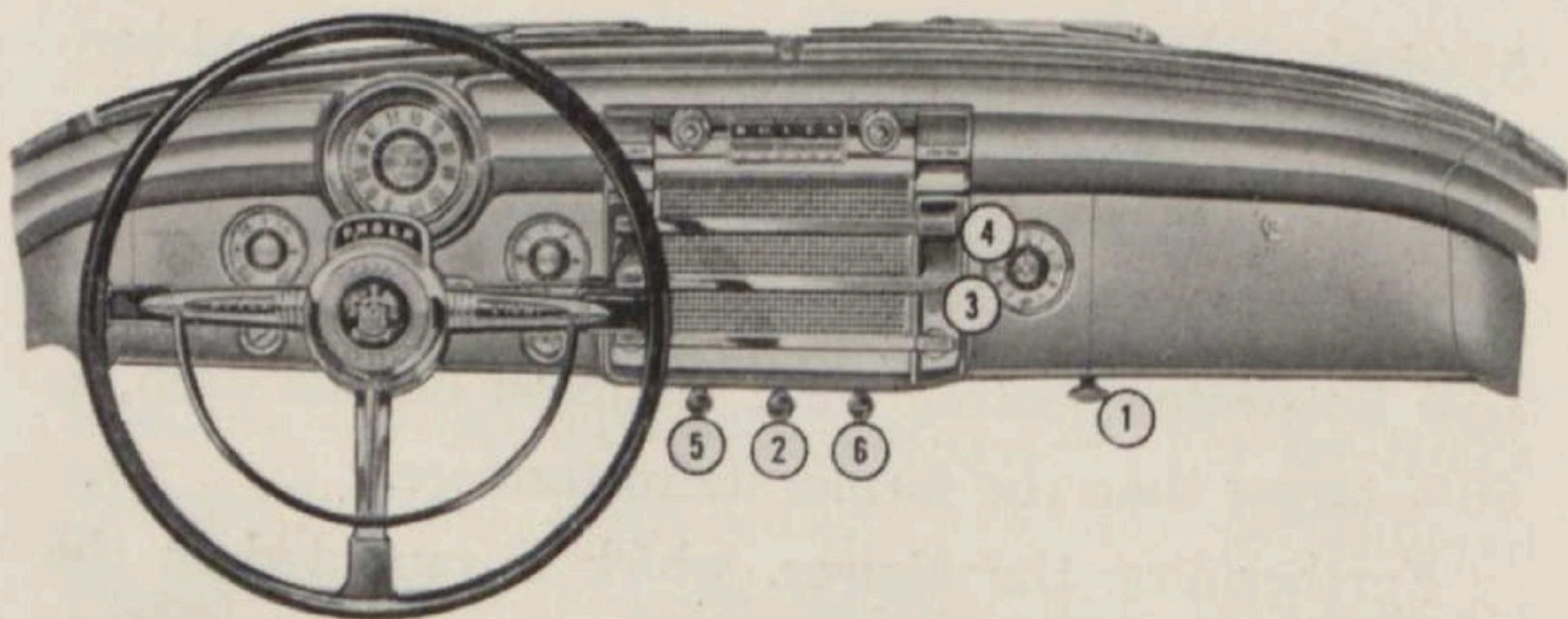
5½-inch duct at a point just behind the grille and conducted in nearly a direct line to the larger defroster core. There's an increase of approximately 83% in defroster air volume over previous models, while the new hot-water heating core, mounted on the dash, is 86% larger than the former defroster core.

Furthermore the blower, which is mounted in the right-hand air duct, and which augments the air supply when the car is traveling at low speeds, is now a higher-speed type than before and provides even better performance.

The temperature of the new Special's new heater is controlled, of course, by a thermostat adjusted by a control under the instrument panel, directly under the glove compartment. This control, marked "Warmer," operates exactly the same as that found on the 50 and 70 Series models.

A study of the accompanying diagrams reveals how efficiently the new heating and ventilating system (see page 52) operates in the new Special—providing an abundance of outside air for summer ventilation and more than enough automatically-controlled heated air for cold-weather driving. As a result, passenger comfort in any climate or season reaches new heights in the new Buick Special.

BUICK-ENGINEERED ACCESSORIES



HEATING

1. Set this thermostat control—marked “Warmer”—for the heat you want. Turn clockwise for higher temperature, counter-clockwise for lower, or “off”. Temperature you set is kept even and constant—automatically.

2. Pull this knob—marked “Defrost”—to send warmed air through upper level of car. This knob should remain in open position to insure proper operation of two level heating system.

3. Pull this switch—marked “Blower”—for forced draft of warmed air through car’s upper level at slow car speeds, or when stopped.

4. Pull this switch—marked “Heater”—for floor-level heating of car. Now you have two-level heating, with uniform warmth in all areas of the car’s interior.

NOTE: Be sure to keep a ventipane open slightly—to insure proper circulation.

SUMMER VENTILATION

5 and 6. Make sure thermostat (1) is at full “off” position. Pulling out “Vent” knob (5) on left directs large volume of outside air to

lower level of driver’s side. Pulling out “Vent” knob (6) on right directs outside air to lower level on the passenger side. By pushing in on “Vent”

BUICK-ENGINEERED ACCESSORIES

knob (6) and pulling out "Defrost" knob (2) directs outside air at upper level on both driver and passenger sides.

NOTE: For additional driver and passenger comfort in the warmest of weather, while the car is motionless or while driving at slow speeds, simply

pull out "Blower" switch (3). This force-flows a constant stream of air throughout the car.

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

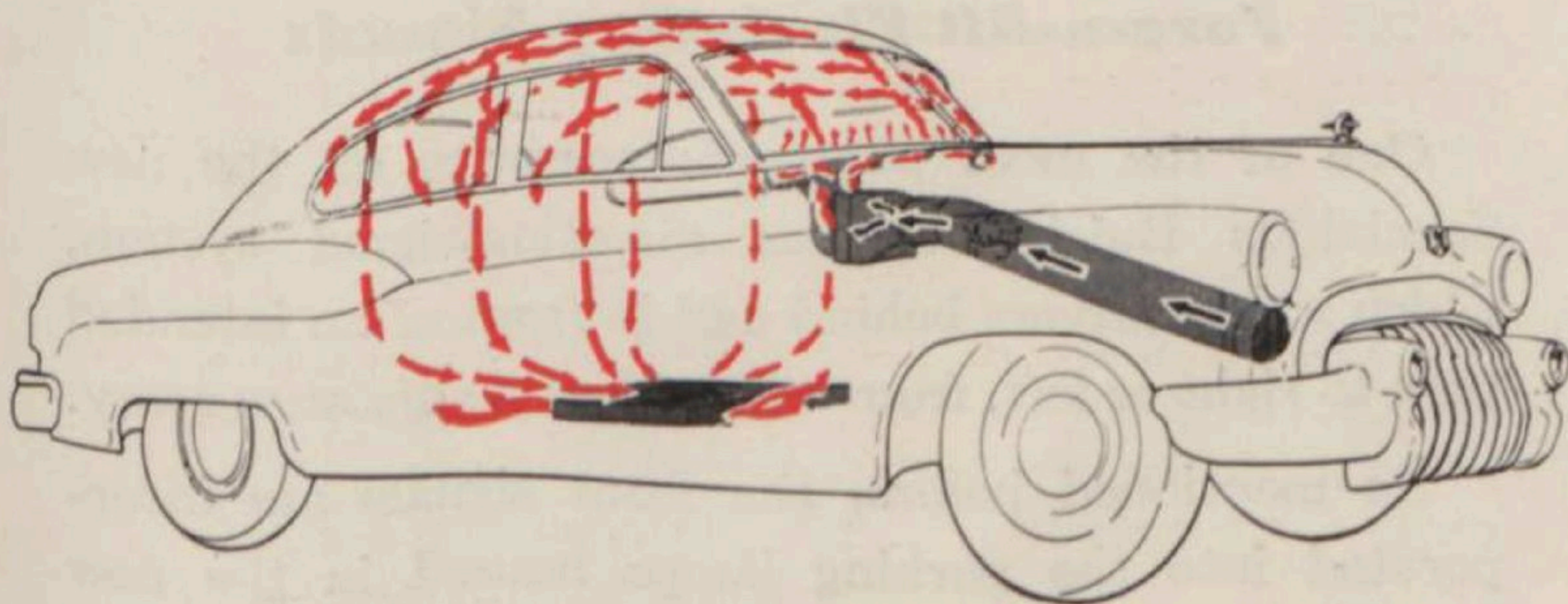
DEFROSTING

For windshield and window defrosting *only*, push in both "Vent" knobs (5 and 6), pull out "Defrost" knob (2), and set the thermostat control (1) for the temperature you want.

With heater in use as described on previous page under "Heating," defrosting

of windows, of course, is automatic.

For defogging windows in summer months or during conditions of high humidity when no heat is desired, just pull out on the "Defrost" knob (2), and "Blower" switch (3). This insures clear vision through windows.



BUICK-ENGINEERED ACCESSORIES

Improved Buick Sonomatic Radio

The new Special now has the improved Buick Sonomatic radio which is found on the present Supers and Roadmasters, and which is fully described on pages 151 through 154 in the 1949 Facts Book. This applies also to the improved antenna described on these pages.

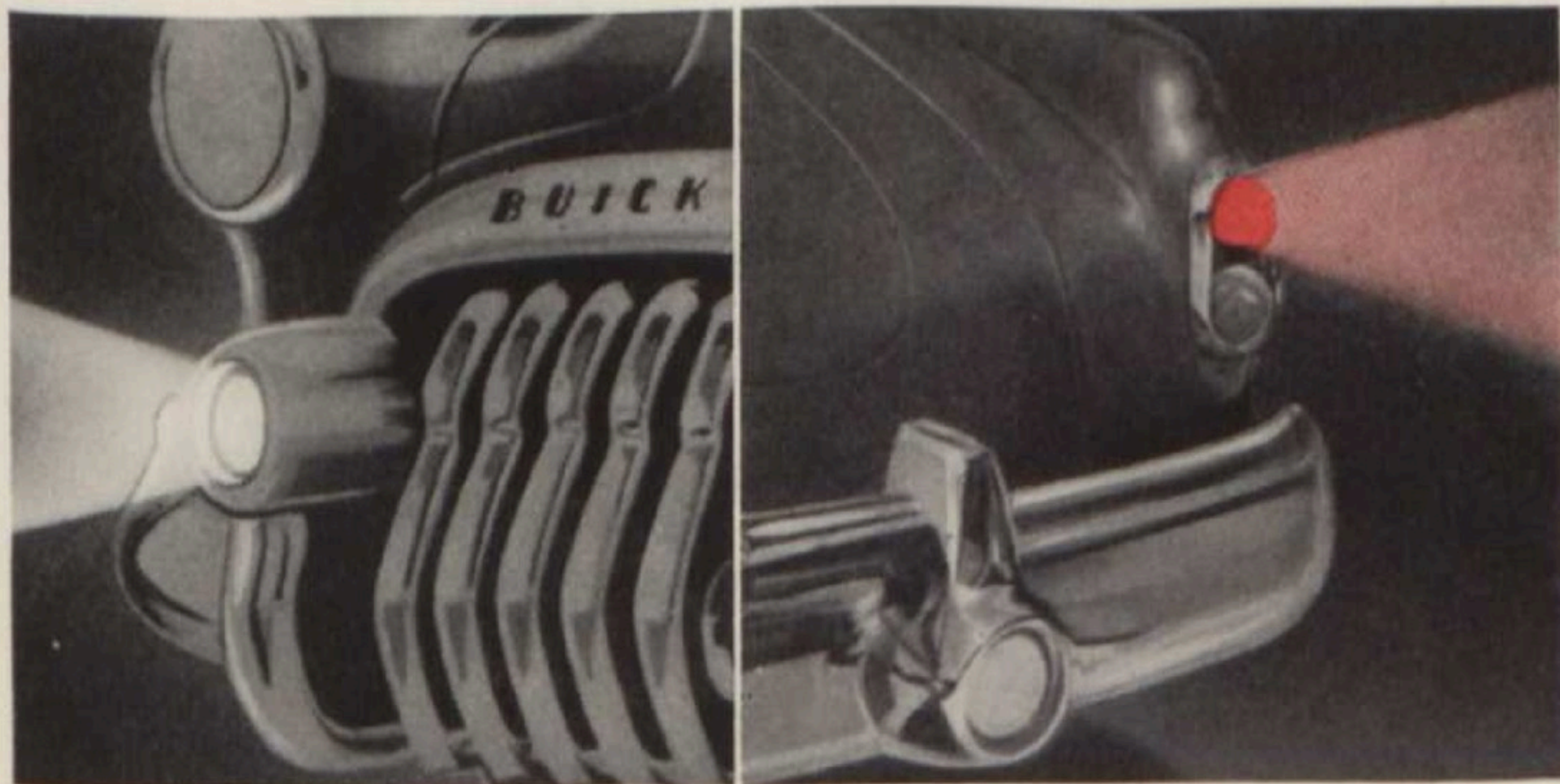
Highlights of the new radio are: (1) new permeability-type tuner; (2) push buttons, now more conveniently placed above the radio grille and nearer the shoulder level, and easily set up for station selection by the "push-pull-lock-up" method described on pages 151 and 152 of the 1949 Facts Book; (3) antenna lead-in, greatly improved by a construction which materially reduces electrical losses, thereby aiding reception from weak stations.

Fore-n-Aft Flash-Way Signals

One of the most popular accessories on the new Special is Buick's famous direction-signal system, which warns drivers behind and in front of an intended turn to right or left, from a considerable distance away.

As mentioned before, the front signals are incorporated into the parking lamps housed in the new

BUICK-ENGINEERED ACCESSORIES



Fore-n-Aft direction signals indicate turns, at front and rear of car, at the flick of a lever; snap off automatically when steering wheel is returned to straight-ahead position

bomb-shaped bumper guards, while the rear signals are contained in the upper "bubble" of the tail-light assembly.

The operation and advantages of this Fore-n-Aft Flash-Way Signal system are described on pages 124 and 125 of the 1949 Facts Book.

BUICK-ENGINEERED ACCESSORIES

Other Buick Engineer-Approved Accessories are:

- ★ Bumper-Guard Back-Up Lights
- ★ Electric Clock
- ★ Windshield Washer
- ★ Combination Spotlight and Mirror
- ★ Glare-Proof (Prismatic) Mirror
- ★ Automatic Luggage Compartment Light
- ★ Foamtex Seat Cushions
- ★ Auxiliary Driving Lamps
- ★ Side View Mirror
- ★ Visor Vanity Mirror
- ★ Seat Covers
- ★ Tissue Dispenser
- ★ Multi-Purpose Lamp
- ★ Exhaust Pipe Trim
- ★ Auxiliary Floor Mat
- ★ Buick NoRol (Conventional Transmission only)
- ★ Flexible Steering Wheel
- ★ License Plate Frames

BUICK-ENGINEERED ACCESSORIES

It is important for every Buick salesman to be familiar with the information contained in the last few pages of the Accessories Section of the 1949 Facts Book. He should know why a Buick buyer has a better buy, as explained on page 156 of the 1949 Facts Book. And he should be familiar with the following points, which are described on the following pages of the 1949 Facts Book:

Manufacturer's Warranty - - - pages 157 and 158

Buick Warranty and Service Policy - - - page 158

Buick Engineered Parts - - - - - page 159

Interpretation of Buick's Parts and
Service Warranty - - - - - pages 159-161

SPECIFICATIONS—THE NEW BUICK SPECIAL

GENERAL

	SERIES 40
Wheelbase.....	121.5"
Tread—Front.....	59.1"
Tread—Rear.....	62.2"
Over-all Length (with bumpers).....	204.0"
Over-all Length (without bumpers).....	194.1"
Overhang (centerline of front axle to front of bumper).....	32.9"
Overhang (centerline of rear axle to rear bumper).....	49.6"
Over-all Width (at widest point).....	Over Front Bumper
Over Front Fenders (at centerline of front wheels).....	78.4"
Over Front Bumper.....	79.4"
Height—At Normal Load.....	61.7"
Height—At Curb Weight.....	63.4"
Minimum Road Clearance (Normal Load).....	6.8"
Location of Serial Number.....	Plate on Left Front Door Pillar and Stamped on the Left Front Frame "X" Bar Extension Just Forward of the Dash
Location of Engine Number.....	Right Side of Crankcase Below Push Rod Cover to the Front of the Distributor
Estimated Curb Weight (4-Door Sedan).....	3891 lbs.

FRAME

Thickness:	
Center cross member stock—Front.....	$\frac{3}{32}$ "
Center cross member stock—Rear.....	$\frac{3}{32}$ "
Side member material.....	Hot Rolled Steel—No. 1025
Side member—Maximum depth.....	$6\frac{1}{8}$ "
Side member stock.....	$\frac{7}{64}$ "

CHASSIS SPRINGS—FRONT

	SERIES 40
Type.....	Coil
Material.....	Steel 9260
Approximate free length—Sedan, Sedanet and Business Coupe.....	14 $\frac{3}{4}$ "
Inside diameter.....	4 $\frac{3}{64}$ "
Diameter of wire.....	.660"
Number of active coils.....	7

CHASSIS SPRINGS—REAR

Type.....	Coil
Material.....	Steel 9260
Approximate free length:	
Sedan.....	19"
Sedanet and Business Coupe.....	19 $\frac{1}{8}$ "
Inside diameter.....	5 $\frac{1}{2}$ "
Diameter of wire:	
Sedan.....	.560"
Sedanet and Business Coupe.....	.550"

SHOCK ABSORBERS

Make.....	Delco
Type—Front.....	Double-Acting
Type—Rear.....	Double-Acting
STABILIZER—FRONT	Yes
Shaft material.....	Hot Rolled Steel 1065
Shaft diameter.....	$\frac{11}{16}$ "

SPECIFICATIONS—THE NEW BUICK SPECIAL—Cont'd.

RADIUS ROD—REAR

SERIES 40

Location.....	Rear Axle to Frame
Mounting.....	In Rubber
Type.....	Tubular Bar

REAR AXLE

Make.....	Made by Buick
Type.....	Hypoid: Semi-Floating
Gear ratio—with Standard Transmission.....	4.1-1
Gear ratio—with Dynaflo Drive.....	3.9-1
Drive and Torque taken through.....	Torque Tube
Oil capacity—Pounds.....	4

BRAKES

Foot brake mechanism.....	Hydraulic
Master cylinder size.....	1"
Front brake cylinder size.....	1 1/8"
Rear brake cylinder size.....	1"
Brake drum material.....	Cast Iron
Brake drum diameter.....	12"
Brake lining make—Primary.....	Marshall 3320 or Inlite 6456
Brake lining make—Secondary.....	Manhattan Raybestos 2320K Molded or Inlite 6458
Brake lining width and thickness.....	1 3/4" x 3/16"
Total lining length per car.....	92 1/4"
Total brake area in sq. inches.....	161 1/2
Parking brake lever operates.....	Rear Service Shoes

ENGINE—GENERAL INFORMATION

SERIES 40

Make.....	Made by Buick
Number of cylinders.....	8
Valve arrangement.....	In Head
Cylinder arrangement.....	In Line
Bore and Stroke.....	3 3/32" x 4 1/8"
Piston displacement (in cubic inches).....	248.1
Taxable horsepower.....	30.63
Compression ratio.....	6.3-1
Compression pressure at 1000 R.P.M. (lbs. per sq. inch).....	135
Compression pressure at cranking speed.....	112
*Maximum brake horsepower.....	110 @ 3600 R.P.M.
*Maximum torque (foot pounds).....	206 @ 2000 R.P.M.

Equipped with Dynaflo transmission:

Compression ratio.....	6.9-1
Compression pressure at 1000 R.P.M.....	150
Compression pressure at cranking speed.....	118
*Maximum brake horsepower.....	120 @ 3600 R.P.M.
*Maximum torque (foot pounds).....	215 @ 2000 R.P.M.
**Engine weight.....	708 lbs.

*Torque and Horsepower are without fan and muffler.

**Engine weight less clutch, engine mountings and throttle controls.

CYLINDER CRANKCASE

Main bearings.....	Replaceable Liners
Bearing material.....	Steel Backed Durex—100A
Camshaft bearings—Material.....	Steel Backed Babbitt

SPECIFICATIONS—THE NEW BUICK SPECIAL—Cont'd

CYLINDER CRANKCASE—Cont'd

	SERIES 40
Camshaft—Material	Hot Rolled Steel S.A.E. 1016
Camshaft drive type	Chain
Make of chain	Link Belt
Width of chain	1"
Pitch of chain	500"
Number of links of chain	49
Number of teeth camshaft sprocket	38
Number of teeth crankshaft sprocket	19
Cylinder bore surface treatment	Accurite Bored and Honed

PISTONS, PINS and RINGS

Piston material	Aluminum Alloy
Piston surface treatment	Anodized
Weight—Piston only (pounds)	.861
Weight—Piston, rings and pins (pounds)	1.231
Piston clearance—Top of skirt	.0018"-.0024"
Number of compression rings per cylinder	2
Number of oil rings per cylinder	2
How are rods and pistons removed?	From Above

INTAKE VALVE

Material—Head and stem	3140
Head diameter	1 ¹ / ₂ "
Valve lash—Equipped with conventional transmission	.015
Valve lash—Equipped with Dynaflo Drive, Hydraulic Valve Lifters	

EXHAUST VALVE

Material—Head and stem	SERIES 40
Head diameter	XCR or 2112N
Valve lash—Equipped with conventional transmission	1 ¹ / ₂ "
Valve lash—Equipped with Dynaflo Drive, Hydraulic Valve Lifters	.015

ENGINE LUBRICATION

Type	Forced Feed
Pressure to	
Main bearings	Yes
Connecting rod bearings	Yes
Wrist pins	No
Camshaft bearings	Yes
Overhead valve mechanism	Yes
Timing gear lubrication	Positive
Oil pump type	Gear
Location of oil pump	Suspended in sump at rear center of engine
Location of oil screen	Oil Float
Normal oil pressure	35 @ 35 M.P.H.
Oil grade recommended	See Owner's Manual
Oil Filter—Make	AC

COOLING

Cooling system—Type	Pressure
Normal operating pressure	7 lbs. P.S.I.
Cooling circulation—Type	Water Pump
Water temperature control	Thermostat and By-Pass
Thermostat—Make	Harrison

SPECIFICATIONS—THE NEW BUICK SPECIAL—Cont'd

COOLING—Cont'd

SERIES 40

Location of thermostat.....	Engine Water Outlet
Temperature of thermostat:	
As thermostat opens.....	148°-155°F.
As thermostat is fully open.....	176°F.
Radiator core: (Equipped with conventional transmission)	
Make.....	Harrison
Type of core.....	Vee Cellular
Material in core.....	Copper
Frontal area.....	419.4 sq. in.
Radiator core: (Equipped with Dynaflo Drive)	

Make.....	Harrison
Type of core.....	Vee Cellular
Material in core.....	Copper
Frontal area.....	485.4 sq. in.
Cooling system capacity: Equipped with conventional transmission	
Less heater (quarts).....	13
With heater (quarts).....	14 1/4
Cooling system capacity: Equipped with Dynaflo Drive	
Less heater (quarts).....	14
With heater (quarts).....	15 1/4

FUEL SYSTEM

Fuel tank—Make.....	Made by Buick
Fuel tank—Capacity (gallons).....	19
Air cleaner—Make.....	AC
Intake manifold diameter.....	1 3/16"
Number of intake ports.....	Four

CLUTCH

SERIES 40

Type.....	Dry Plate
Make of discs.....	Long or Borg & Beck
Clutch facing:	
Material.....	Woven
Diameter—Inside.....	6"
Diameter—Outside.....	10"
Total frictional area of facings.....	100.6 sq. in.
Clutch pedal ratio—Average.....	58.6

TRANSMISSION—STANDARD

Type of gearing.....	All Helical
Gearing material.....	Hot Rolled Steel 1340-A
Oil capacity.....	1 3/4 lbs.

TRANSMISSION—DYNAFLOW

Fluid Coupling.....	Torque Converter
Planetary Gear Set.....	Helical Gears
Total oil capacity.....	9 1/2 qts.

STEERING GEAR

Turning radius:

Outer wheel—Left turn.....	30 1/4 Deg.
Inner wheel—Left turn.....	38 Deg.
Outer wheel—Right turn.....	31 1/2 Deg.
Inner wheel—Right turn.....	38 Deg.
Turning circle diameter—Right turn (feet).....	39.5

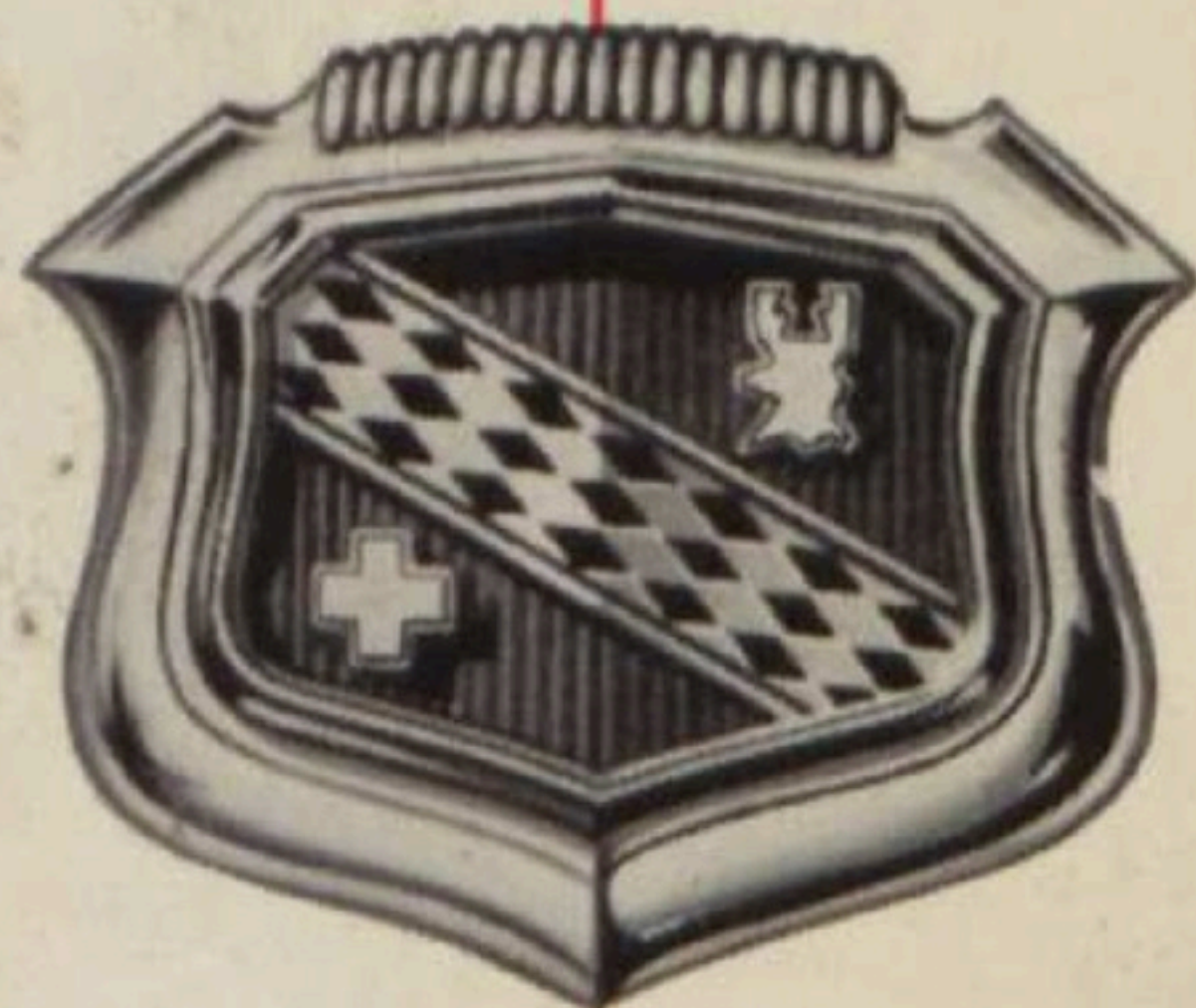
SPECIFICATIONS—THE NEW BUICK SPECIAL—Cont'd

STEERING GEAR—Cont'd		SERIES 40	IGNITION SYSTEM	SERIES 40
Turning circle diameter—Left turn (feet)		39.5	Distributor—Make	Delco-Remy
Toe-in at outside of tire		$\frac{1}{16}$ to $\frac{1}{8}$ inch	Ignition switch location	Instrument Panel
Toe-in at inner edge of tire		$\frac{1}{16}$ to $\frac{1}{8}$ inch	Ignition switch lock	Rochester Products or Briggs Stratton
SPARK PLUGS			Spark plugs:	
WHEELS AND TIRES			Make and model	AC Model 48
Wheel—Make		Motor Wheel or Kelsey Hayes	Thread size	14 Millimeter
Wheel—Type		Demountable Steel Disc	Gap	.023"-.028"
Tires—Make		U. S. Royal Air Ride; Firestone Super Balloon; Goodrich Silvertown Extra Low Pressure	Location	Right side of Cylinder Head
Tire—Size		7.60"-15"	INTERIOR BODY DIMENSIONS	
Tires—Number of plys		Four	Leg Room	
*Tire pressure—Cold—Front and Rear		24	Front seat	43.4"
*Tire pressure—Warm—Front and Rear		27	Rear seat	40.7"
*For winter driving add 2 lbs. to above tire pressures.			Head Room	
ELECTRICAL			Front seat	35.4"
Battery—Make		Delco-Remy	Rear seat	34.5"
Capacity (wet battery)		100 Amp. Hrs. at 20 Hr. Rate	Hip Room	
Number of plates		15	Front seat	63.8"
Where and how mounted		Clamp down type hanger under hood	Rear seat	63.0"
Which terminal is grounded?		Negative	Seat Depth	
			Front seat	18.2"
			Rear seat	17.7"

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