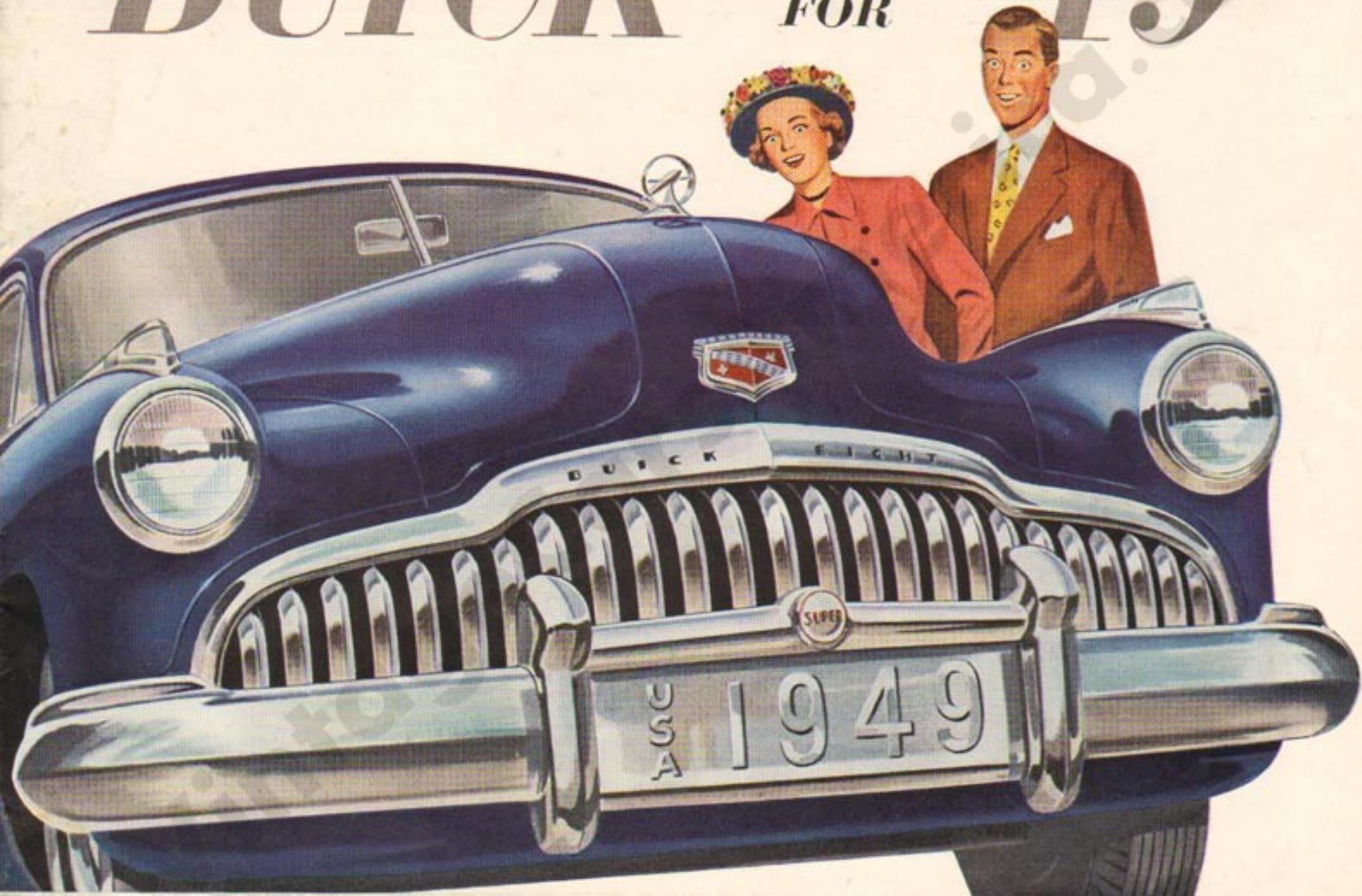


BUICK

LOOKS
FINE
FOR

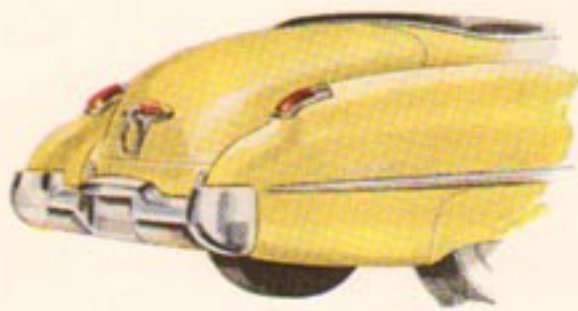
49



EXTRA ROOM ... EXTRA VIEW...



FILE IN THE LUGGAGE—There's lots of room in the luggage compartment of the '49 Buicks. A new curve to the luggage compartment lid allows the spare tire to be tucked off to the side and in Convertible models, a new fabric "top-well" lets you pile in bag after bag. As shown below, this new design provides a handsome look going away.



AND

Dynaflow, TOO!



HERE they are in all their glory. Here are the Buick SUPER and the Buick ROADMASTER for 1949—eight sprightly, lively beauties that are fresh and right in every

detail from their widespread grilles and gleaming Venti-Ports on forward fenders to flared tail-lights and contoured bumpers.

Slip into them—and you find you have room to spare and to share. Room for three big folks on all seats. Room for elbows, shoulders, legs and arms. Extra toe-room in rear seats—and “top hat” room overhead too because you sink deeper into new, soft-spring seats!

Look out from these travelers and you find you have visibility practically unlimited. It comes from a curved windshield to the fore and one-piece windows aft—from slimmed-down corner posts—from glass area stepped up 22% in Sedans.

Finally, note the distinctive medallion of the steering wheel. Every ROADMASTER wheel carries the word Dynaflow because this sensational new



PLENTY OF HEADROOM FOR THREE is something you'll notice as soon as you slip into this rear seat. You sink down deep into new soft-spring cushions, which leaves extra inches between hats and roof overhead.

oil-smooth drive is standard on this series. And SUPER models can carry it too—because Dynaflow is optional as an extra-cost item, making this wonder-drive available in a new price-range.

As for power, that eager Buick look is more than lived up to in the lively action of Fireball engines. Every one of them hums with new softness because all have silent, self-setting valve lifters that insure quiet operation, and factory-precise setting.

And whether it's the 115-hp SUPER power plant or the 150-hp ROADMASTER engine, you'll find engine sensation wiped away by Buick's exclusive Hi-Poised mountings.

As for the ride, you are not only pillowed on soft new seat cushions, but also on big soft tires on wide Safety-Ride rims and on gentle coil springing cradling every wheel.

The superb interiors include a custom trim on the ROADMASTER. There is a complete new instrument panel and there are handy inside-the-car hood latches. Indeed, there is a whole bookful of bounties that make these new beauties the buy of the year.

Read about them here and remember: There's even more to be learned at your Buick dealer's.



SMART "PILOT-CENTERED" INSTRUMENT PANEL—Dials are in direct line of vision, controls easier to reach. There's glareless indirect lighting. Simple adjusting of the clock with new outside controls. Latches lock the hood from the inside. And note the improved Buick Sonomatic Radio.



LIKE AN OBSERVATION CAR—Better to look at, better to look out of. Here's the broad curved windshield, 56½ inches wide. And—special curved-to-fit wipers go with it.



EASY EXITS, EASY ENTRANCES—Accessibility is better than ever. Doors swing wide open, special hold-open devices keep them that way. And better design makes doorways roomier.



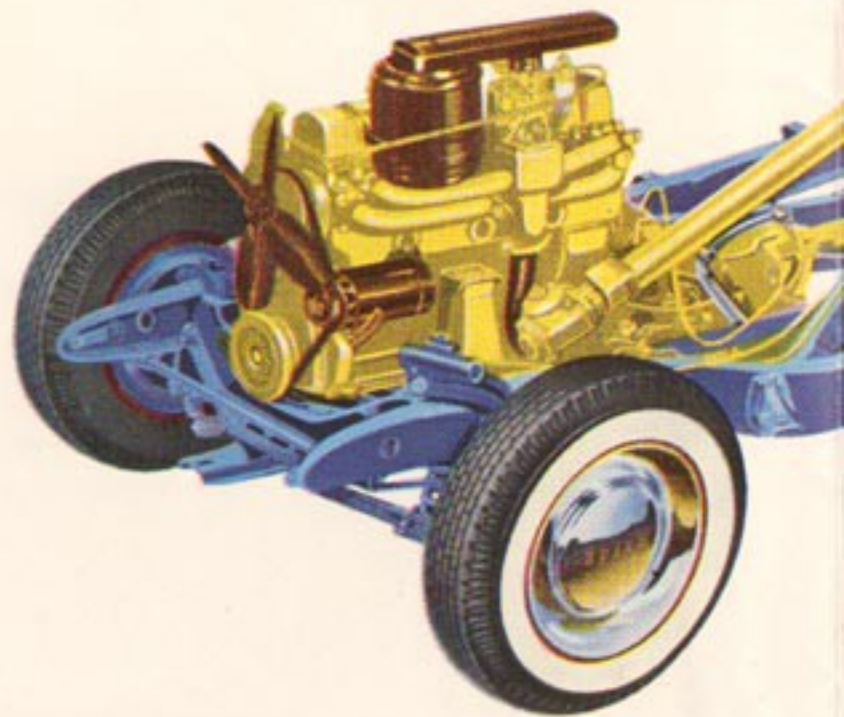
SUPERIOR INTERIOR FOR THE SUPER—Here's the broad view, the deep-cradled comfort of soft-spring seats, with the matchlessly fine fabrics and beautifully detailed metal fittings that stamp this as a thoroughbred.

IT'S A *Buick* THOROUGH

ONE satisfied glance inside tells you a lot about Buick breeding. You see fine fabrics, as handsome as they are durable—and metal fittings fashioned as flawlessly as sterling silver. In the royal **ROADMASTER**, an extra-luxurious custom trim is available.

But don't stop topside. Study that sturdy, stouthearted chassis, backbone of Buick's comfort and ride—starting with that wide, deep-braced, X-type frame, perfectly balanced for strength and stability. Then—notice the Torque-Tube Drive and firmly-aligned rear axle for extra steadiness and less swerve in your going.

Don't miss the bump-smothering coil springs on all four wheels, plus low-pressure tires, mounted on the widest rims in the industry.

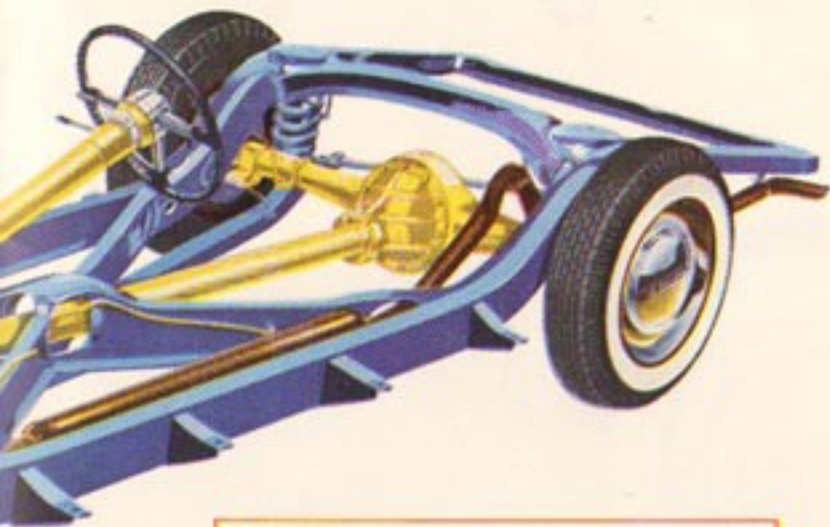


UGHBRED THROUGHOUT

Shock absorbers are newly calibrated for smoother action. Steering is sure and easy. Brakes are self-energizing.

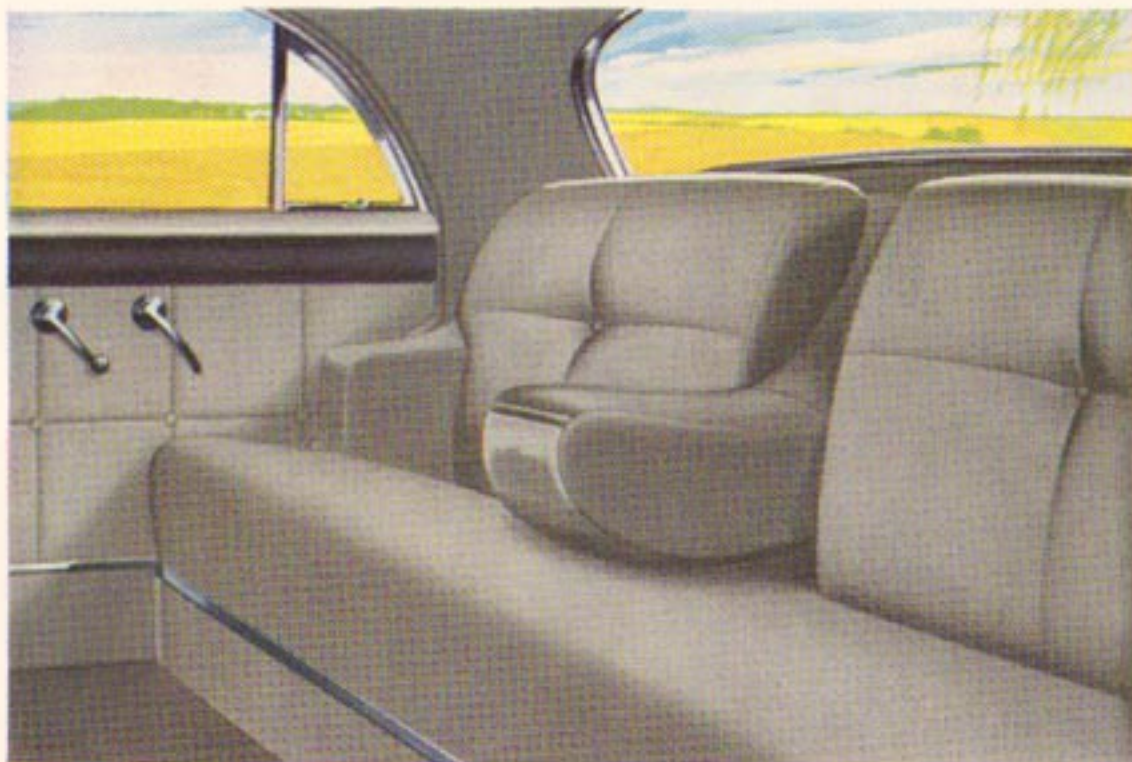
As for power—it's there in typical Buick abundance. Swift, eager valve-in-head power from the Fireball engine that stays young. And it's stepped up to new efficiency with silent self-setting valve lifters, with Hi-Poised mountings to banish vibration build-up, with Duomatic Spark Advance, Durex Bearings and more.

Truly this *is* a Buick thoroughbred in every inch and ounce—bred to give you luxurious comfort, and swift surging drive, wherever your foot-loose fancy takes you.

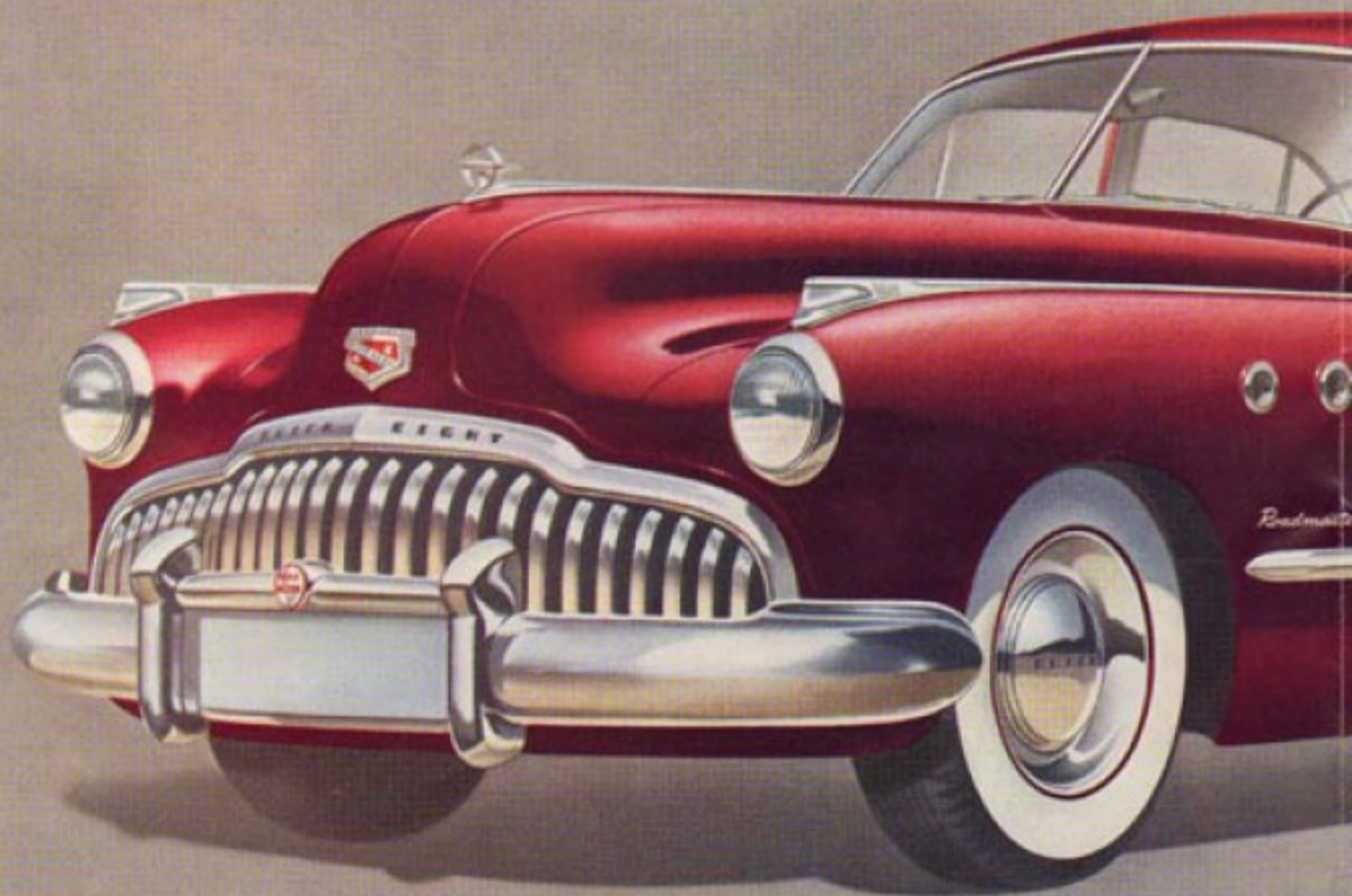


HUSHES VALVES, KEEPS THEM SET—Meet the new hydraulic lash-adjuster that keeps each one of the 16 valves in the Fireball engine correctly set and silent. Valve clearance is kept at zero, seating is precise. Not only are valves correctly set, engines remain efficient, and you hear no more tappet noise, even when you warm up the power plant.

FIVE-PART HEART OF DYNAFLOW DRIVE—Take the Dynaflo unit apart and you'll see what makes this a dream of a drive come true. At the left—the efficient pump which forces oil through the true turbine at the right. Between the pump and turbine the ingenious supercharging assembly that makes this different from any other transmission. The smooth flow of oil among these parts gives you the effect of an infinite number of gear ratios—one for any given moment. The power plant automatically functions in the proper torque ratio without relying on the usual low, second, and high gears, or requiring the usual clutch.



ROYAL BEAUTY FOR THE ROADMASTER—If you want the finest touches in a fine car—if only the richest fabrics, the smartest shades, the hand-somest fittings will do—then your choice could only be the ROADMASTER.



BUICK *Roadmaster*

THE ROADMASTER 4-DOOR SEDAN, MODEL 71—Roomier than ever, this is ease and comfort. Easy to look at, to enter, to ride in—and easy to handle. Ringed Venturi-Parts on forward fenders (three on all Series models) striking



THE ROADMASTER CONVERTIBLE SEDAN, MODEL 76-C—Any-weather friend for blithe spirits who want an extra dash of elan in their traveling. Push-button controls hydraulically operate the top, front seat and all windows.



THE ROADMASTER SEDANET, MODEL 76-S—Here's the gracious interior of a Sedan. A steady goer with its two-toned



BEAUTY PLUS DUTY, EVEN GOING AWAY—
 Note the massive, gracefully contoured bumper and flared taillight incorporating direction signal, parking light and stoplight.

Roadmaster

WITH DYNAFLOW DRIVE

mighty example of a fine car at its finest takes six sizable people with
 handle, for all its huskiness. Functionally styled, too—with four chrome-
 a smart nautical note while serving to ventilate the engine compartment.



icious, racy look of a Coupe, combined with the spacious
 s-plus, ideal for a family of youngsters with its two doors.

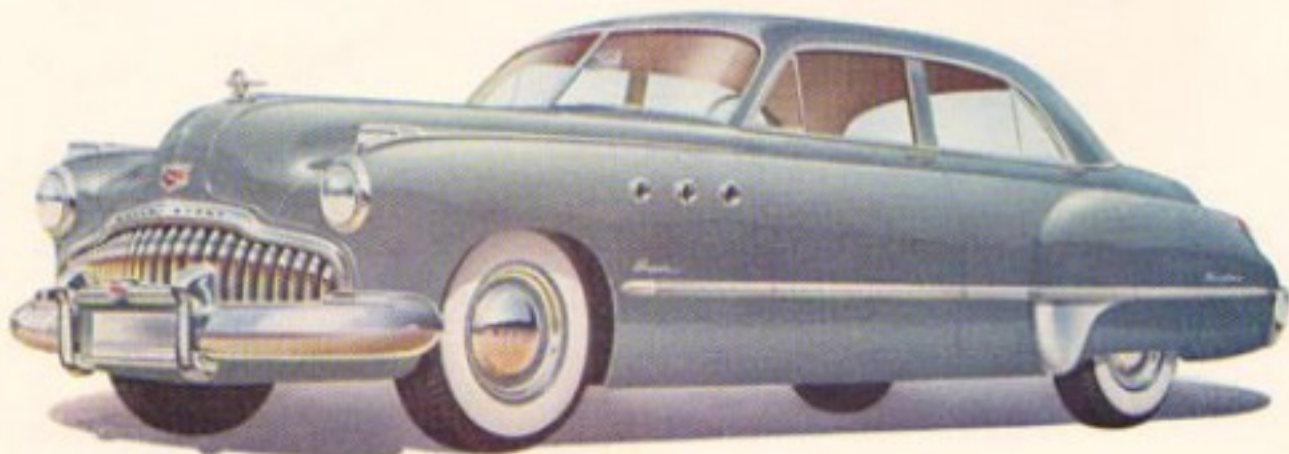
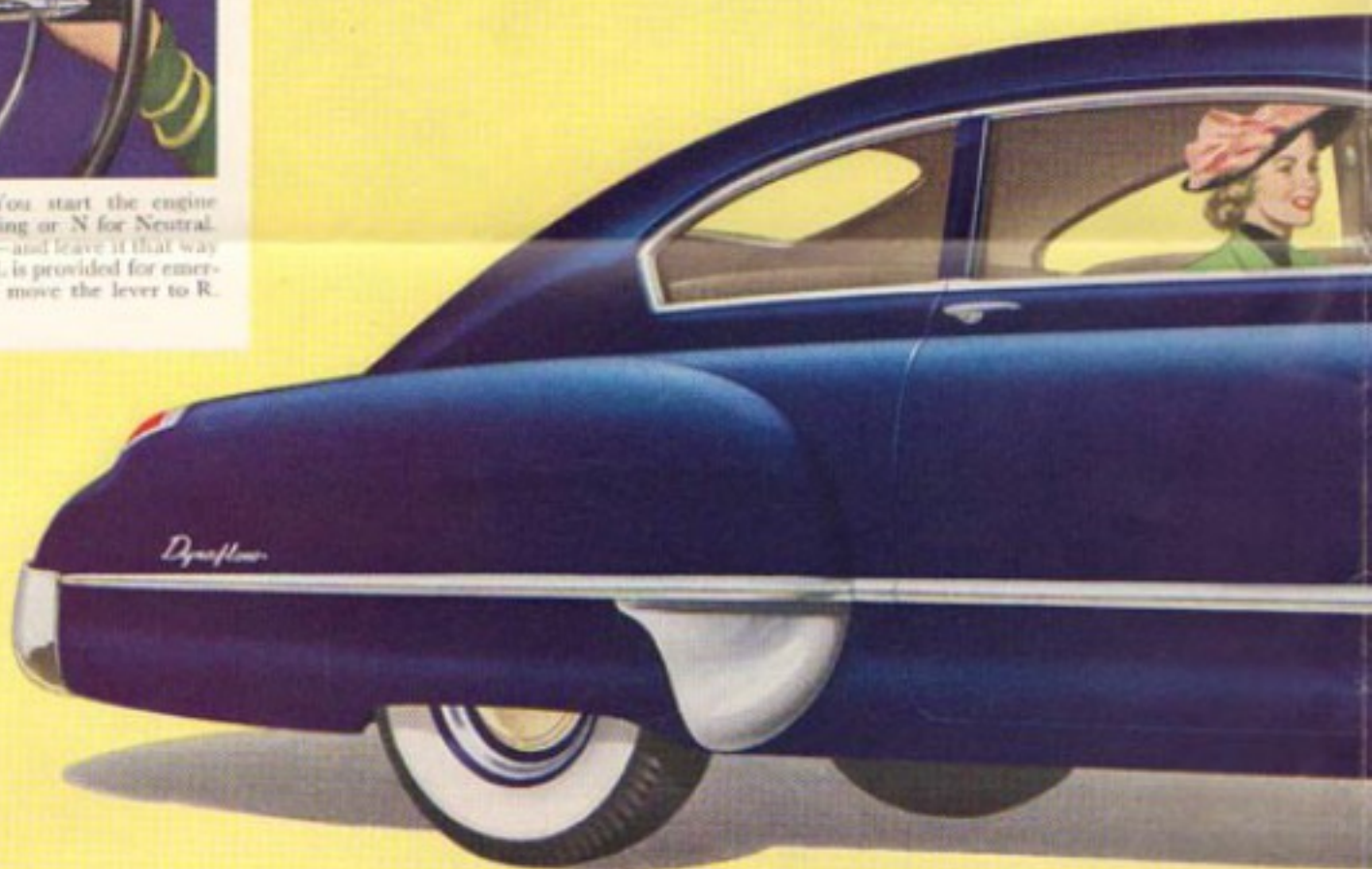


THE ROADMASTER ESTATE WAGON, MODEL 79—For tweed or white tie, for anything from fishing trips to for-
 mal affairs, this rates top drawer with people who want a quick change artist for their traveling companion.

BUICK *Super*



YOUR DYNAFLO CONTROL—You start the engine when the lever is at P for Parking or N for Neutral. Move the lever to D for Driving—and leave it that way for all normal forward driving! L is provided for emergency use. To back up, simply move the lever to R.



THE SUPER 4-DOOR SEDAN, MODEL 51—Popularity bellwether of the Buick line, this sprightly Sedan has room to spare inside, is styled with flair outside. Gleaming fender moldings and stainless steel gravel deflectors protect and beautify all new Buicks.

THE SUPER SEDANET, MODEL 56-S—Here the long sweeping lights Buick for '49. Swing those doors wide open—step in



THE SUPER ESTATE WAGON, MODEL 59—Buick wood blended to stout metals. Extra room for

ber

DYNAFLOW DRIVE OPTIONAL



lines of a Coupe hide the surprising roominess that high-
and stretch out in comfort that most Sedans can't match.



It is built to last and finely finished, with seasoned
or luggage, duffle, tackle or what have you.



THE SUPER CONVERTIBLE SEDAN, MODEL 56-C—Buick's glamorous way to go places—with top up or down, it's
the smartest note on any Boulevard. Here's a future filled with new motoring thrills in its behavior on the road,
its three-person-wide seats, and its ease of control with hydraulically operated top, windows and front seat.

SPECIFICATIONS

Super SERIES 50

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{1}{2}$ x 4 $\frac{1}{2}$ inches. Displacement, 246.1 cubic inches. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (refill), $5\frac{1}{2}$ quarts.

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, 13 quarts. 14 $\frac{1}{2}$ quarts with heater.

CLUTCH AND TRANSMISSION—Crown spring, single dry-plate clutch. Facing area, 100.6 square inches. All-silent Synchro-Mesh Transmission, helical gears. Hand-shift transmission control.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Rear axle ratio, 49 to 11. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

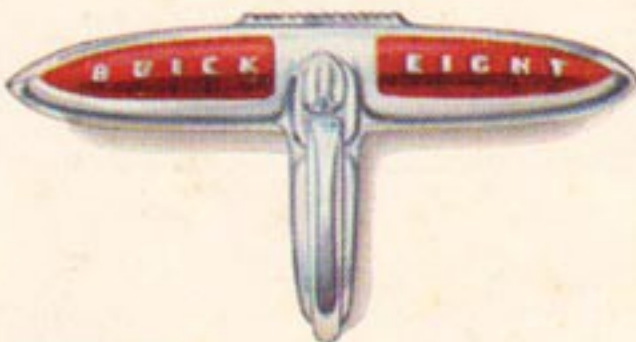
STEERING—Exclusive Buick Permi-Firm Steering; 24 to 1 steering ratio.

FRAME—Girder X-type frame, $6\frac{1}{2}$ x $\frac{3}{4}$ x 2 $\frac{1}{4}$ inches.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, double-acting end-to-end discharge type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12 x 1 $\frac{1}{2}$ inches. StepOn parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt. Solenoid starter. Battery mounted under hood. "High-output" generator with regulator.



WHEELS AND TIRES—Broadrim, demountable steel disc wheels. Tire size, 7.60-15-4 ply.

WHEELBASE—121 inches. Overall car length, 209 $\frac{1}{2}$ inches.

Roadmaster SERIES 70

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{1}{2}$ x 4 $\frac{1}{2}$ inches. Displacement, 320.2 cubic inches. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (refill), 7 quarts.

FUEL SYSTEM—Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostatic and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, 16 $\frac{1}{2}$ quarts. 18 quarts with heater.

DYNAFLOW DRIVE—Hydraulic torque converter with emergency low and reverse planetary gear transmission. No clutch pedal. Total oil capacity, 11 quarts.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque-tube drive. Rear axle ratio, 41 to 10. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

STEERING—Exclusive Buick Permi-Firm Steering; 29 to 1 steering ratio.

FRAME—Girder X-type frame, $6\frac{1}{2}$ x $\frac{3}{4}$ x 2 $\frac{1}{4}$ inches.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, double-acting end-to-end discharge type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size, 12 x 2 $\frac{1}{4}$ inches. StepOn parking brake.

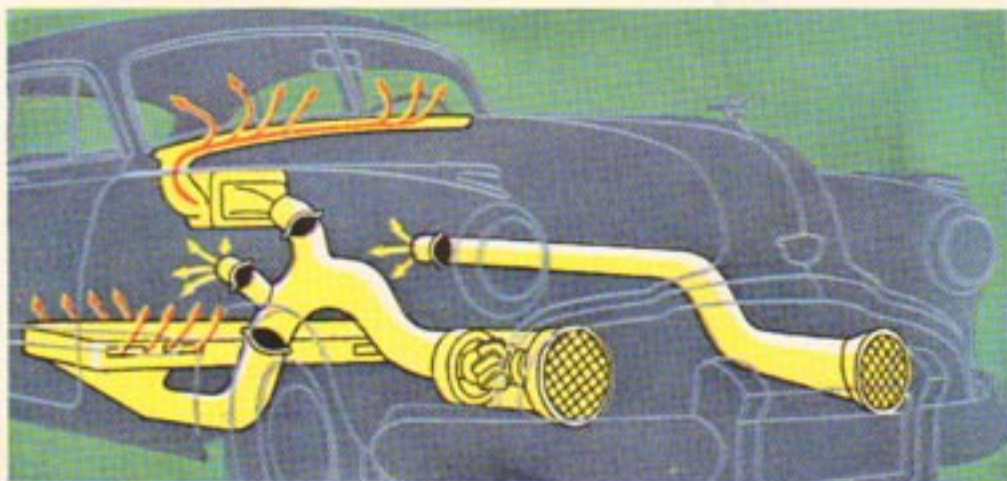
ELECTRICAL SYSTEM—Delco-Remy, two-unit, 6-8 volt. Solenoid starter. Battery mounted under hood. "High-output" generator with regulator.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels. Tire size, 8.20-15-4 ply.

WHEELBASE—126 inches. Overall car length, 214 $\frac{1}{2}$ inches.

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

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM



Buick means good weather on wheels

THERE'S a world of wonderful weather inside your Buick—no matter what's going on outside. For Buick's WeatherWarden ventilating and heating system puts you in control of the climate at all times.

Newly improved for 1949, there's a better heating unit with greater heating capacity—increased air inlets—and the blower unit is placed in a better position for quiet and efficiency.

At low speeds or standstill, the blower insures an abundance of screened outside air. At road speeds, the air rushes in through larger air ducts up front. You direct air where you want it—to the driver's compartment, the rear, to all corners inside. For cold weather, a thermostat controlled from the instrument panel maintains comfortable temperature. Once set you don't have to touch this control again.

For defrosting, there's a separate unit with its own heating core. And defroster outlets now extend the full length of the windshield.

SEE YOUR BUICK DEALER