

BUICK

LOOKS
FINE
FOR

'49





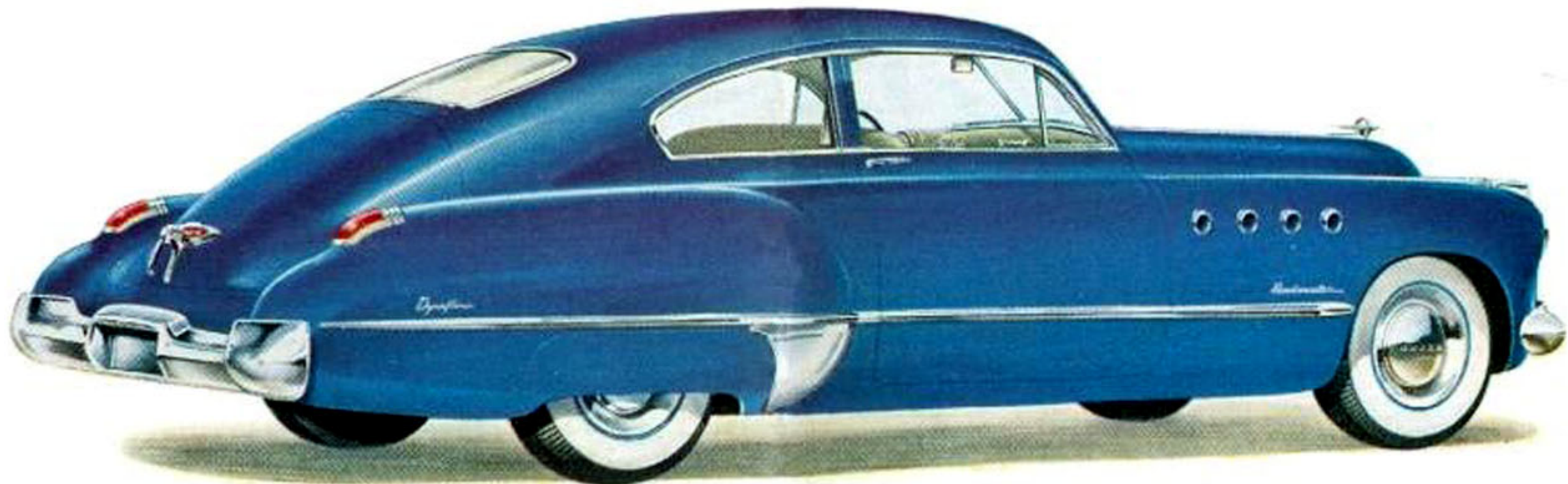
BEAUTY FEELS DUTY, EVEN GOES AWAY.
Note the beauty's exquisite chromed
trimmer and flared, polished (venti-part)
ing aluminum head, parking light and
eyebolt.

BUICK *Roadmaster* WITH DYWIDOFF DRIVE

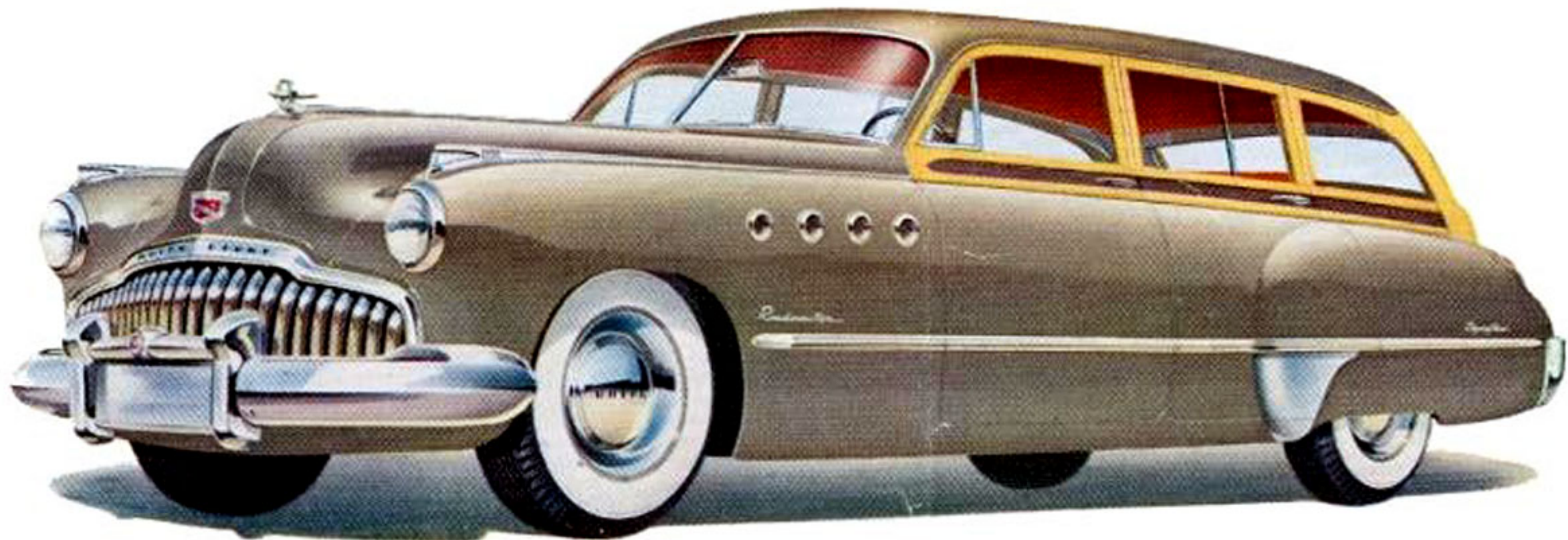
THE ROADMASTER 4-DOOR SEDAN, MODEL 71--Roomier than ever, this mighty example of a fine car at its finest takes six sizable people with ease and comfort. Easy to look at, to enter, to ride in--and easy to handle, for all its huskiness. Functionally styled, too--with four chrome-ringed Venti-Parts on forward fenders (three on all Buick models) striking a smart nautical note while serving to ventilate the engine compartment.



THE ROADMASTER CONVERTIBLE SEDAN, MODEL 76-C—Any-weather friend for blithe spirits who want an extra dash of clan 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, racy look of a Coupe, combined with the spacious roomy interior of a Sedan. A steady goer with its two-tons-plus, ideal for a family of youngsters with its two doors.



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

BUICK Super

DYNAFLOW DRIVE OPTIONAL



YOUR SHIFTLINK CONTROL—You shift the engine when the lever is at P for Parking or N for Neutral. Move the lever to D for Driving—and Auto Shift does the rest! (Overhaul timing) 4 is provided for starting in 1st gear. In back-up range, move the lever to R.



THE SUPER SEDANET, MODEL 56-5—Here the long sweeping lines of a Coupe hide the surprising roominess that highlights Buick for '49. Swing those doors wide open—step in and stretch out in comfort that most Sedans can't match.



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



THE SUPER ESTATE WAGON, MODEL 59—Built to last and finely finished, with seasoned wood blended to stout metals. Extra room for 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.



SAFETY SEAT, SAFE SEATING—Aerodynamic is built into every Buick using wide-spaced, rigid body steel design for that safety. And lower body makes door more sturdy.

IT'S A *Buick* THOROUGHBRED THROUGHOUT

One satisfied glower looks only one to his class Buick handling. You see the Buick, as handsome as they are durable—and solid Grange backbone at Newbody as well as other. In the usual Buick manner, an extra-optional system also is available.

For Buick's very special, sturdy that sturdy, unshakable sturdy backbone of Buick's master and side-mounting with the wide, deep-traced, X-type frame, perfectly balanced for strength and stability. That's why the Torque-Tube Drive and front aligned rear axle for extra smoothness and low noise in your going.

Buick's extra-optional suspension will give you a ride that's just like the present one, instead of the other (that's the Buick way).

Buick also has an easily adjusted for master action. Starting is sure and easy. Brakes are self-adjusting.

As for power—there is typical Buick abundance. With extra hydraulic power from the Fireball engine that starts young. And it's topped up to give efficiency with extra self-acting valve lifters, with Hi-Power mounting to locate whenever built-up, with Dynamic Spark Advance, Drive Station and more.

Try to drive a Buick throughout by your back and you'll find it's like your favorite partner, and with regular drive, whenever your backbone likes to rest.

PERPET HEART OF DYNAMON DRIVE—Take the Dynamon apart and you'll see what makes this a heart of a other great Buick. At the top—the efficient pump which drives all through the line to the other Buick. Below the pump and below the dynamon pump—there's another that makes this Buick different from any other dynamon. The great flow of oil going from pump gives you the effect of an infinite number of gear changes—the one great moment. The same that automatically handles in the power torque rate without jolting or the usual low, ground and high gear, or making the usual check.



INTERIOR INTERIOR FOR THE DUPE—There's the best view, the most studied comfort of self-play seat, with the specially low fabric and beautifully-shaped metal fittings that keep this as a thoroughbred.



UPPER DRIVE, KEEPS YOUR SEAT—Meet the new, exclusive ball-adjuster that keeps each one of the 10 valves by the Fireball engine correctly set and adjusted. Your adjustment is kept at zero, setting is precise. Not only are valves correctly set, engine runs efficiently, and you hear the most perfect way, first when you make up the great job.



WHEEL BEATS FOR THE ROADMASTER—If you want the best wheels in a low car—if only the steering wheels, the master wheels, the back wheels (though will do)—then your choice will lead to the Buickmaster.

EXTRA ROOM... EXTRA VIEW... AND

Dynaflo, TOO!



PILE 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.



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 Dynaflo 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 Dynaflo is optional as an extra-cost item, making this wonder-drive available in a new price-range.



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.

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.

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 $\frac{1}{4}$ quarts with heater.

CLUTCH AND TRANSMISSION—Crown spring, single dry-plate clutch. Facing area, 100.6 square inches. All-silent Synchron-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—Girdle X-type frame, 6 $\frac{1}{2}$ x $\frac{5}{16}$ 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, 7.00-15-4 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, $3\frac{1}{16}$ x 4 $\frac{1}{16}$ 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 $\frac{1}{4}$ 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; 20 to 1 steering ratio.

FRAME—Girdle X-type frame, 6 $\frac{1}{16}$ x $\frac{1}{2}$ 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.

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