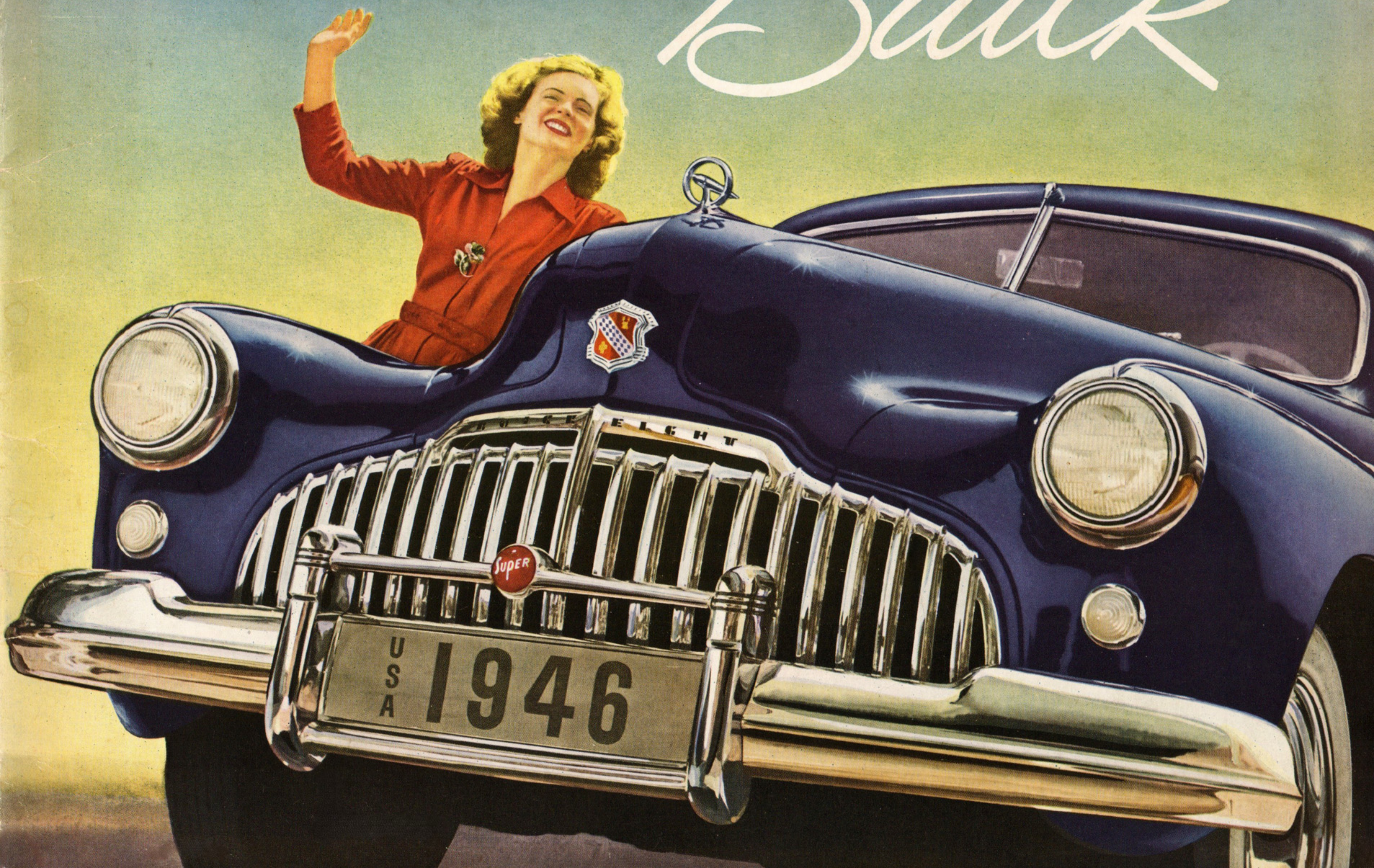
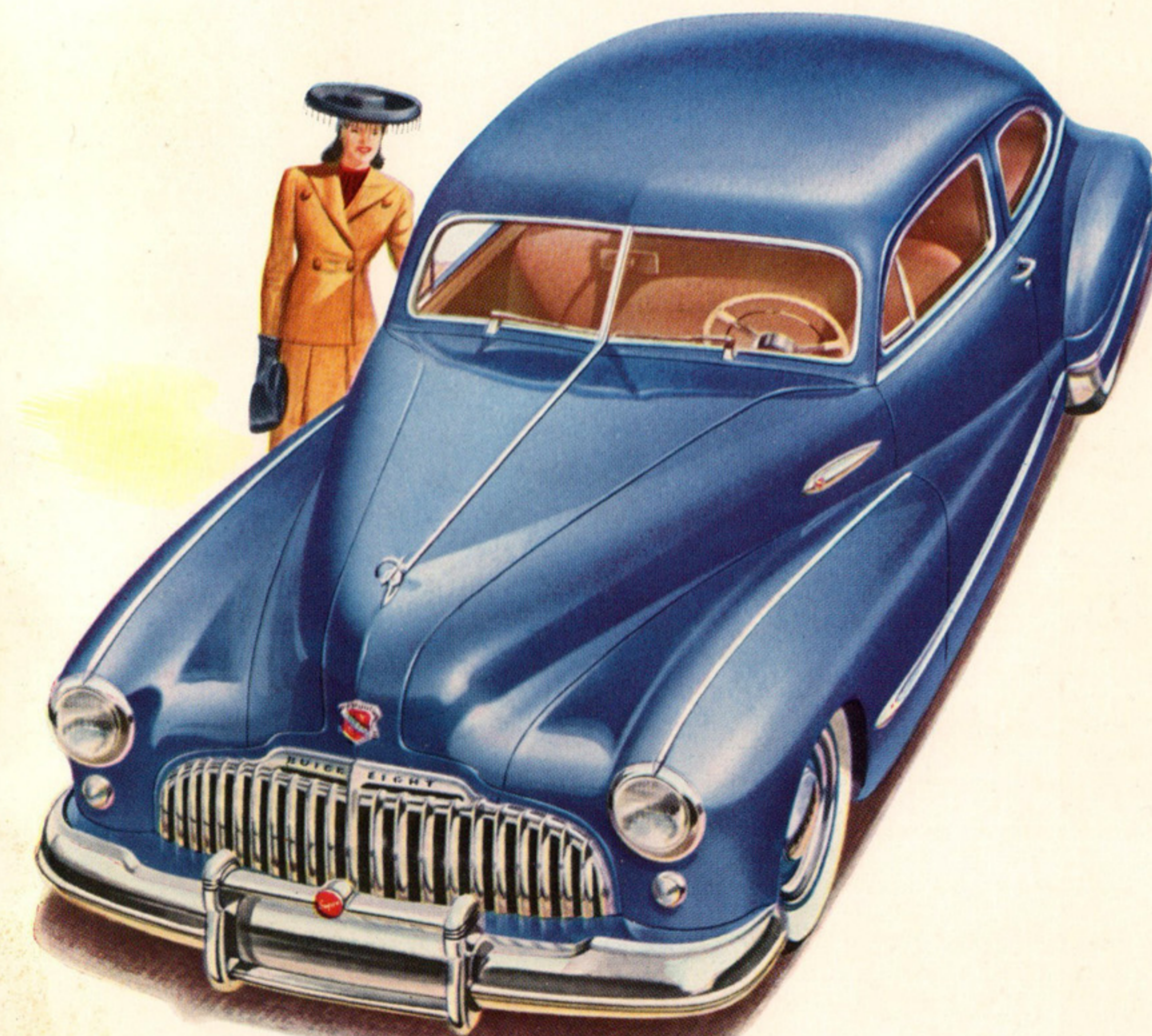
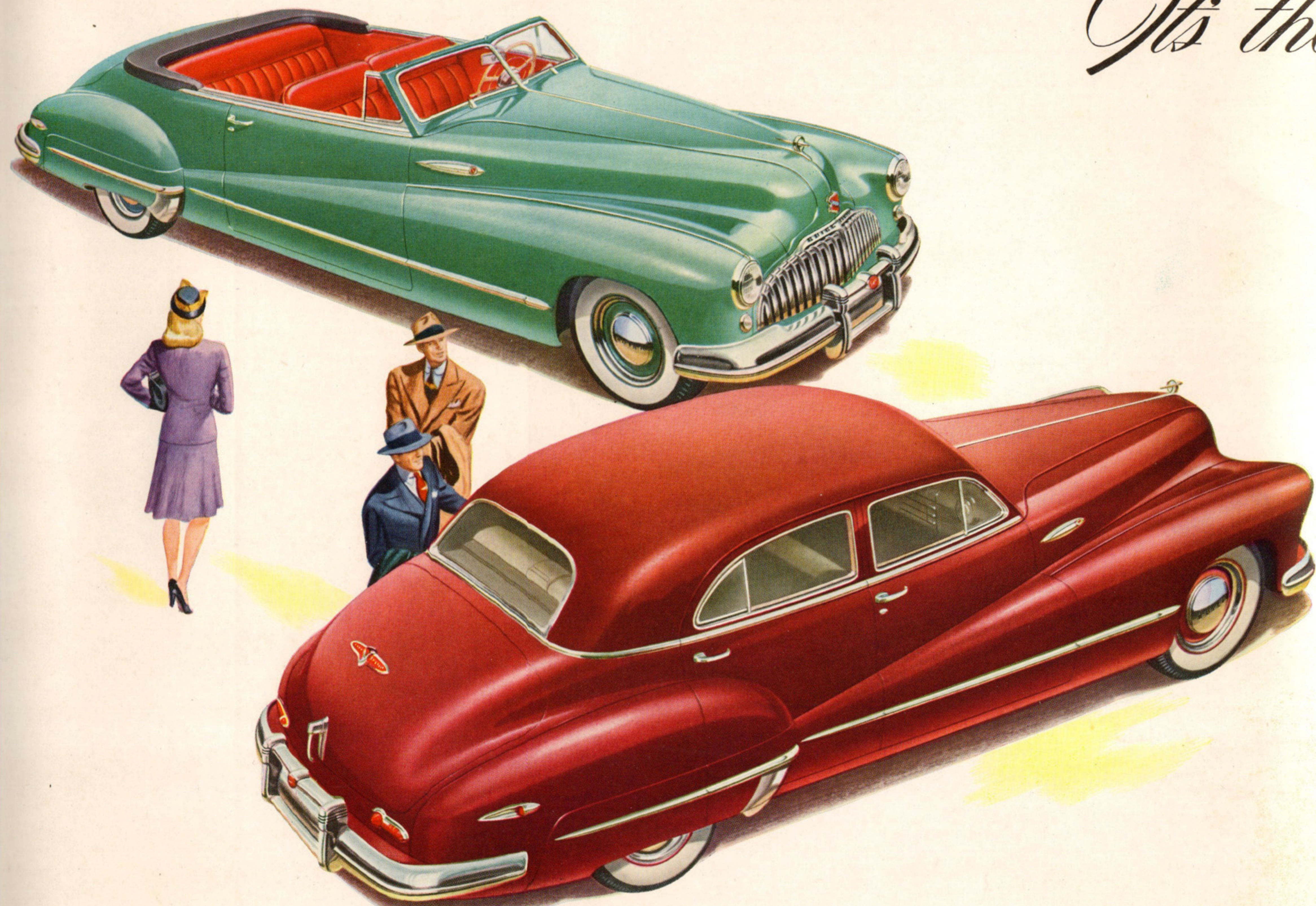


Buick



It's the best Buick yet



NO CAR of ordinary merit would do for the 1946 Buick.

It has been four years since new models have been offered the public under the Buick name—and we felt duty-bound to make our first postwar Buick better than any we had built before.

So we have looked on the designing of these fresh, smart-as-tomorrow new models as an opportunity to accomplish those things within the car's structure which would lay the foundation for long and satisfying life . . . in true keeping with the years-ahead outward grace and beauty.

You will find the style-sparkling cars pictured here are solid and steady with the firmness of massive frames and underpinning.

You will find them made light and easy in their gait through the gentleness of all-coil springing.

You will find them powered with engines so finely made that they actually exceed aircraft tolerance standards in key dimensions—quick and lively Fireball valve-in-head straight-eights made swiftly responsive through Fliteweight pistons.

You will find economy matched with the thrill of winging action—comfort of soft Foamtex cushions richly upholstered—smartness of Airfoil line and appointment that completes the satisfaction of sure and eager handling.

Cars of size, of solid footing, of stunning fashion, these Buicks are cars built to be heart-winning not in a few spectacular ways but in every part and inch and attribute.

We present them proudly as cars not matched anywhere in these times for every-inch goodness. You will drive them proudly for many long and satisfying years to come.

Super is the name . . . and Superfine the quality



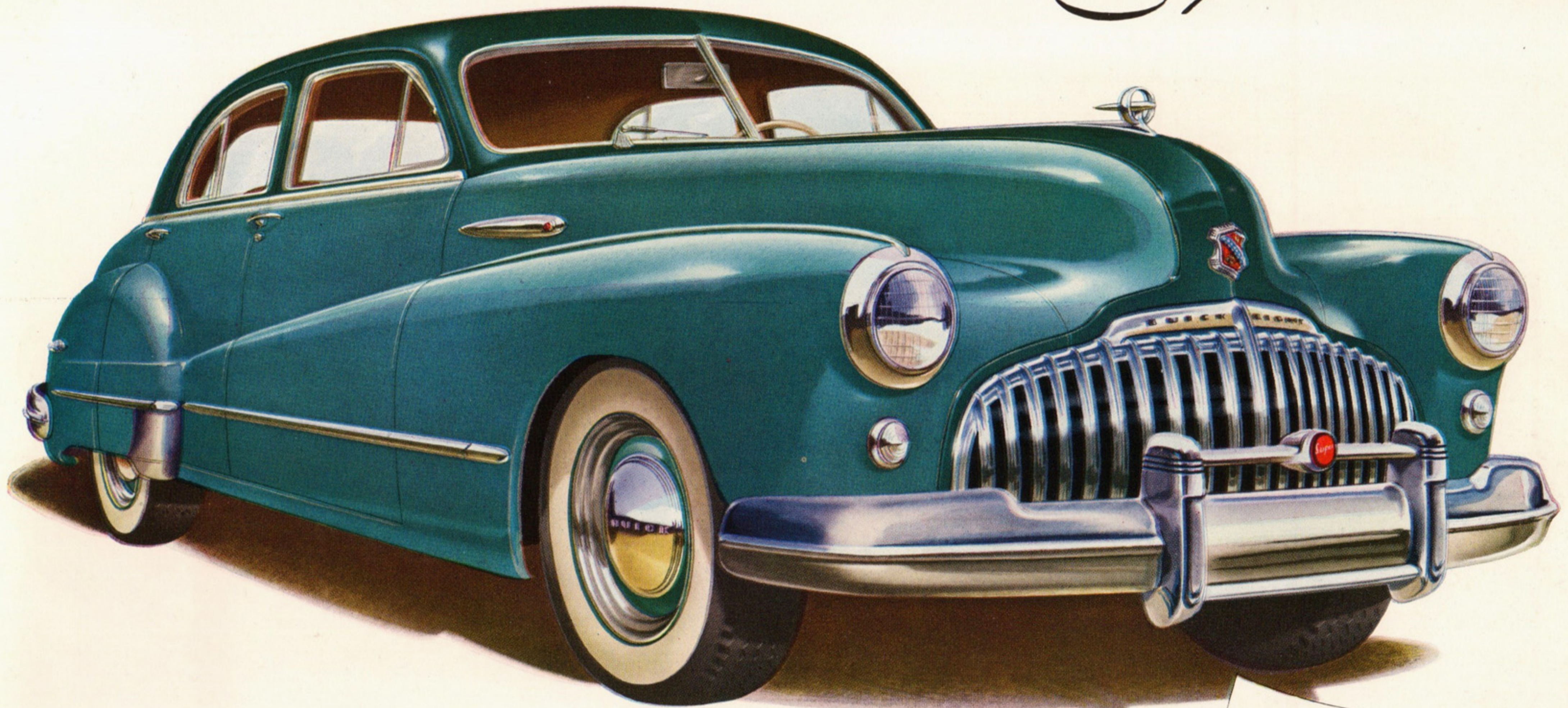
BUICK's 1946 line begins with four models of the Series 50 illustrated on the following pages. Here we picture the interior of Model 51, the sleek, clean-lined four-door SUPER sedan which has been such an outstanding favorite.

The seats, as you can see, are full three-persons wide. Built of luxury-type springing with a generous topping of feather-soft Foamtex, they are angled for deep comfort and restful luxury.

A center armrest divides the rear seat into two club chair type of seats, or folds out of the way at will.

The interior is enhanced by the richness of fine fabrics used in upholstery. Trim and fittings carry out the tasteful color scheme of a handsome instrument panel. Door and window controls are handily located and easy and dependable in action. Convenience in the form of ash receivers and the like are plentiful.

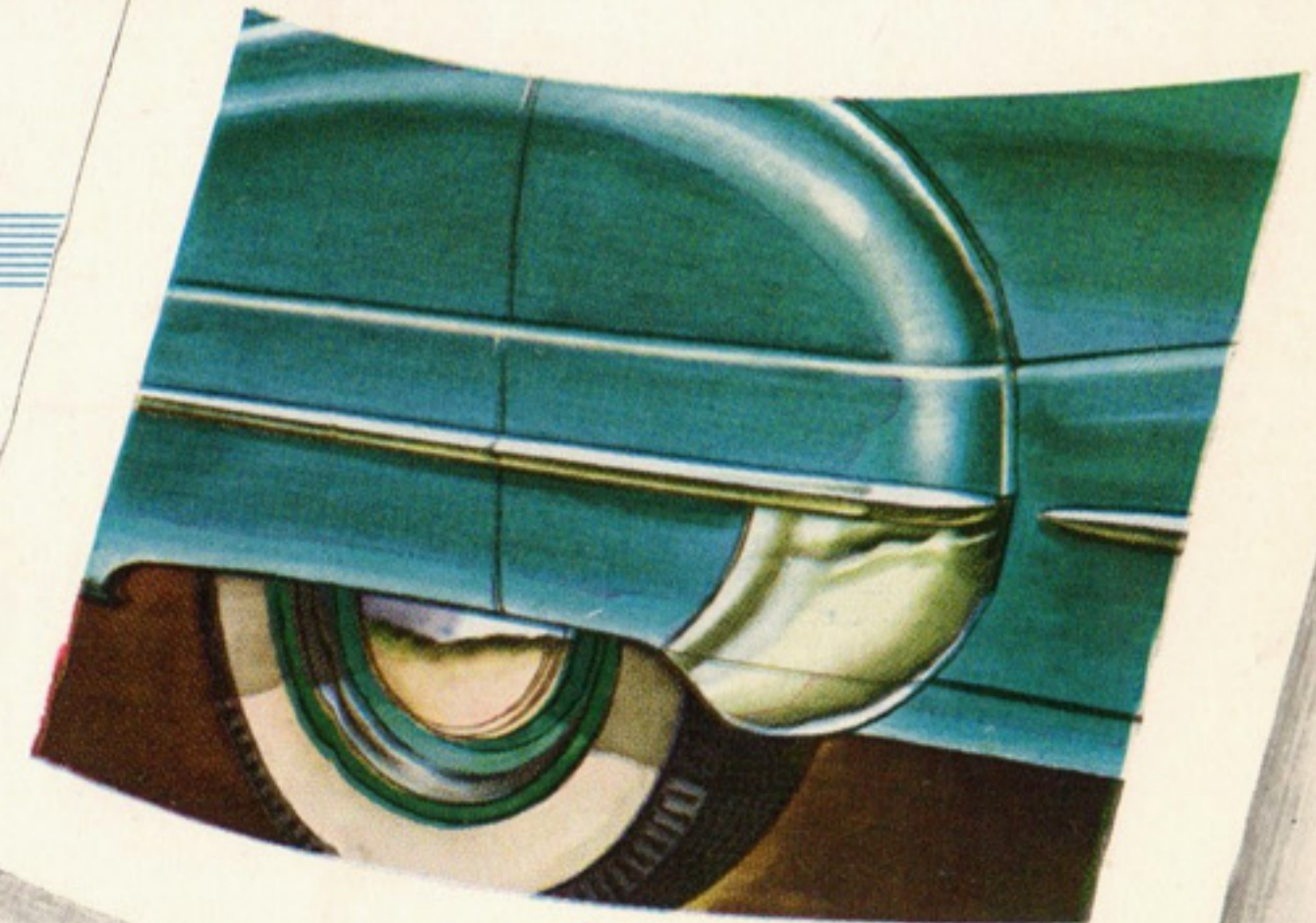
The Model 51 *Super* Four-Door Sedan



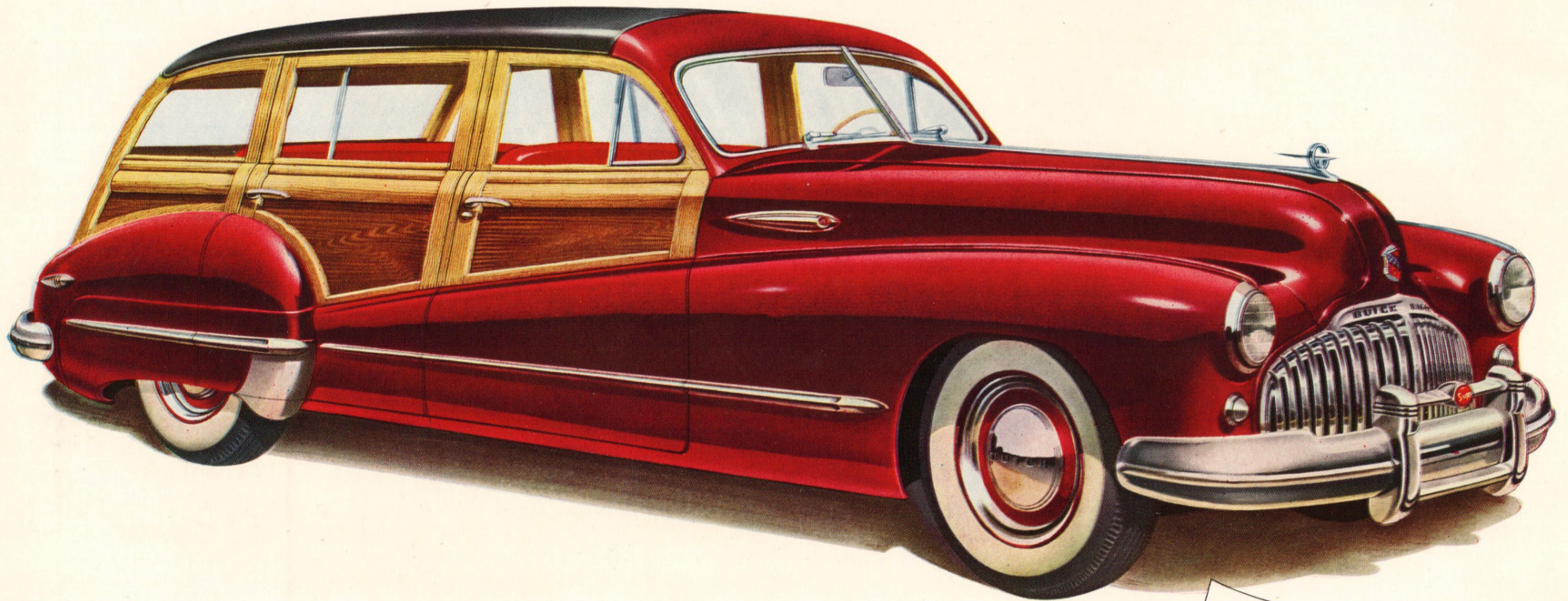
WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

ADVANCED STYLING destined to lead the fashion parade for years to come . . . that's the outward keynote of this stunning Super sedan. Beneath the sparkling beauty is a solid foundation for long, useful and satisfying life.

A sparkling, stainless steel gravel deflector protects the rear fender, and highlights the beauty of its graceful, sweeping curve.



The Model 59 *Super* Estate Wagon



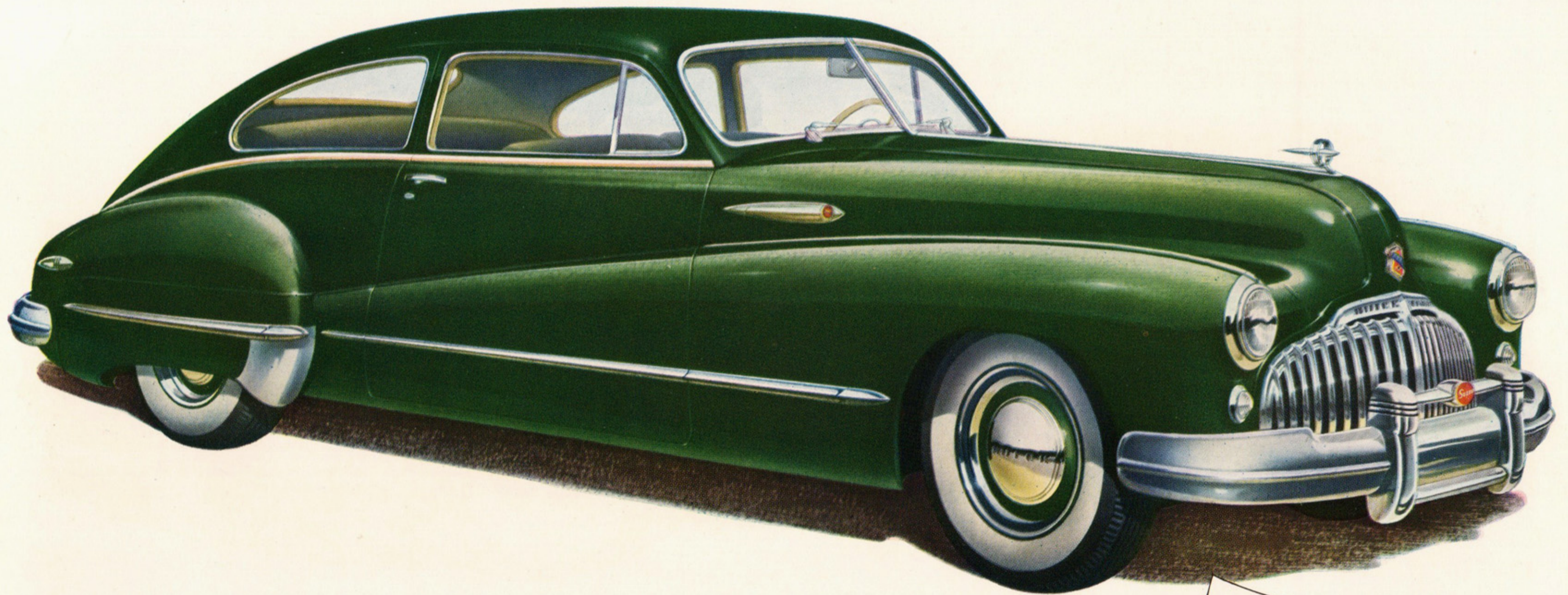
WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

USEFUL and hard-working—yet with all the fine lines, finish and conveniences of a six-passenger sedan. Ready at the drop of a hat for short, heavy hauls or long trips in complete comfort.

Generous space is provided for luggage, sports equipment, other supplies . . . and the rear seat is removable for still extra room when needed.



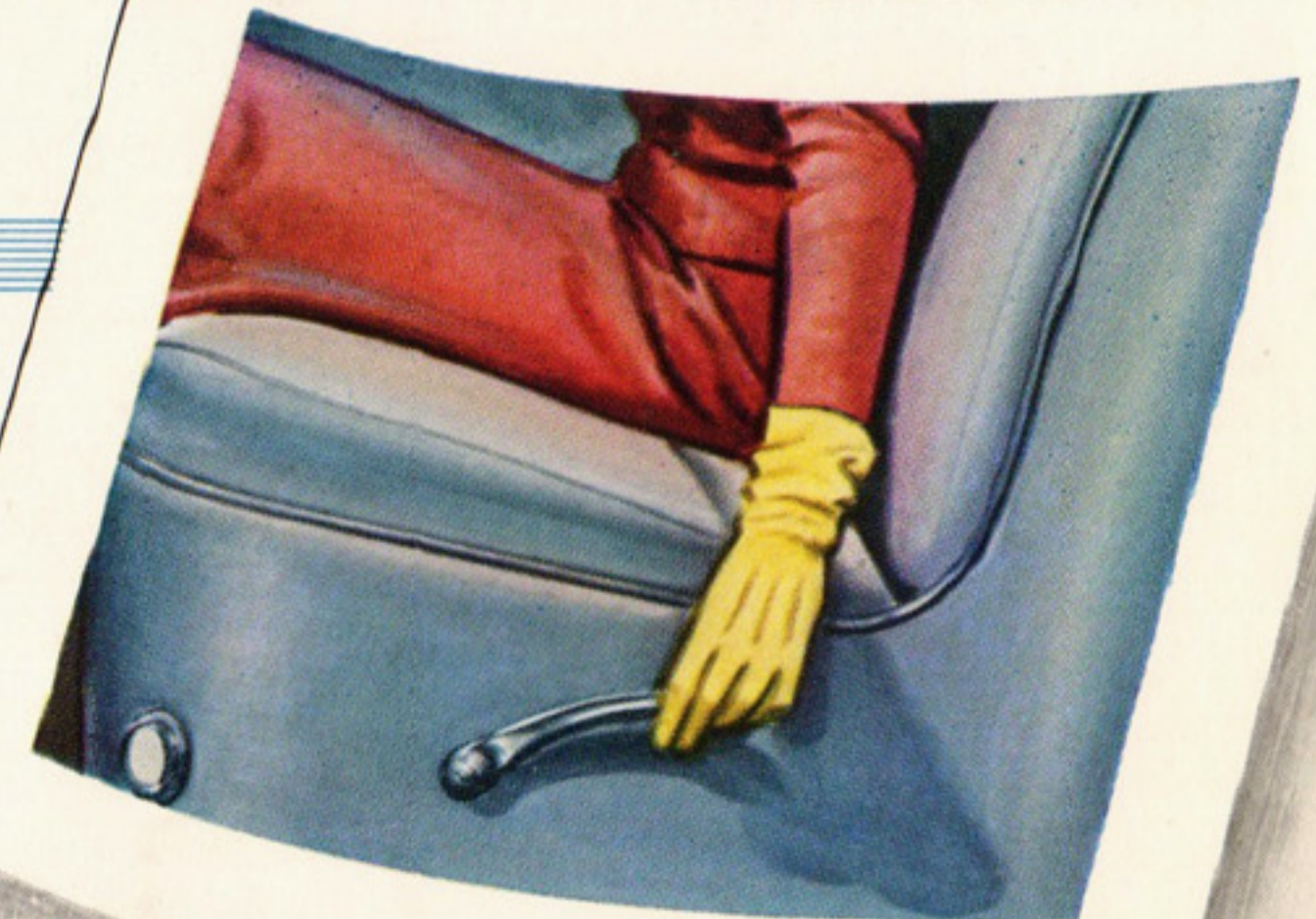
The Model 56-S *Super* Sedanet



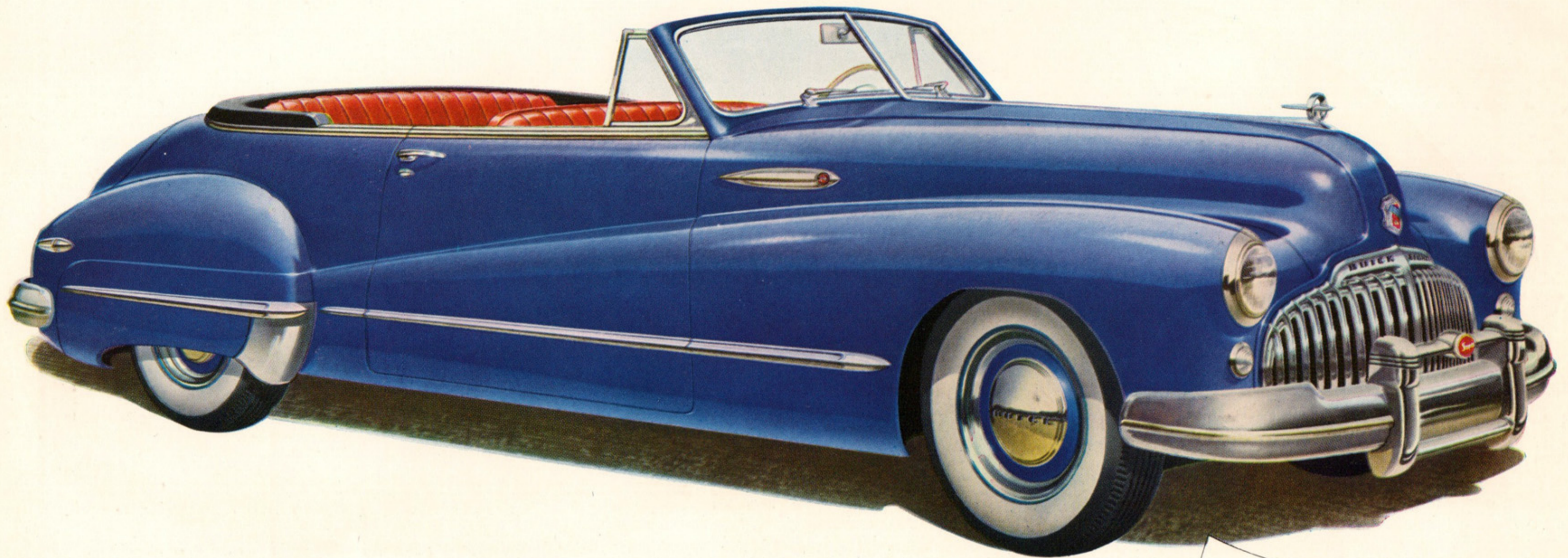
WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

LONG and sweeping lines provide all the sleekness of a coupe with surprising back seat legroom and headroom. This trim two-door Sedanet affords space and comfort equal to most sedans.

A touch of a finger and the front seat is adjustable to the comfort of every driver— from the petite shopper to the husky golfer.



The Model 56-C *Super* Convertible Sedan



WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

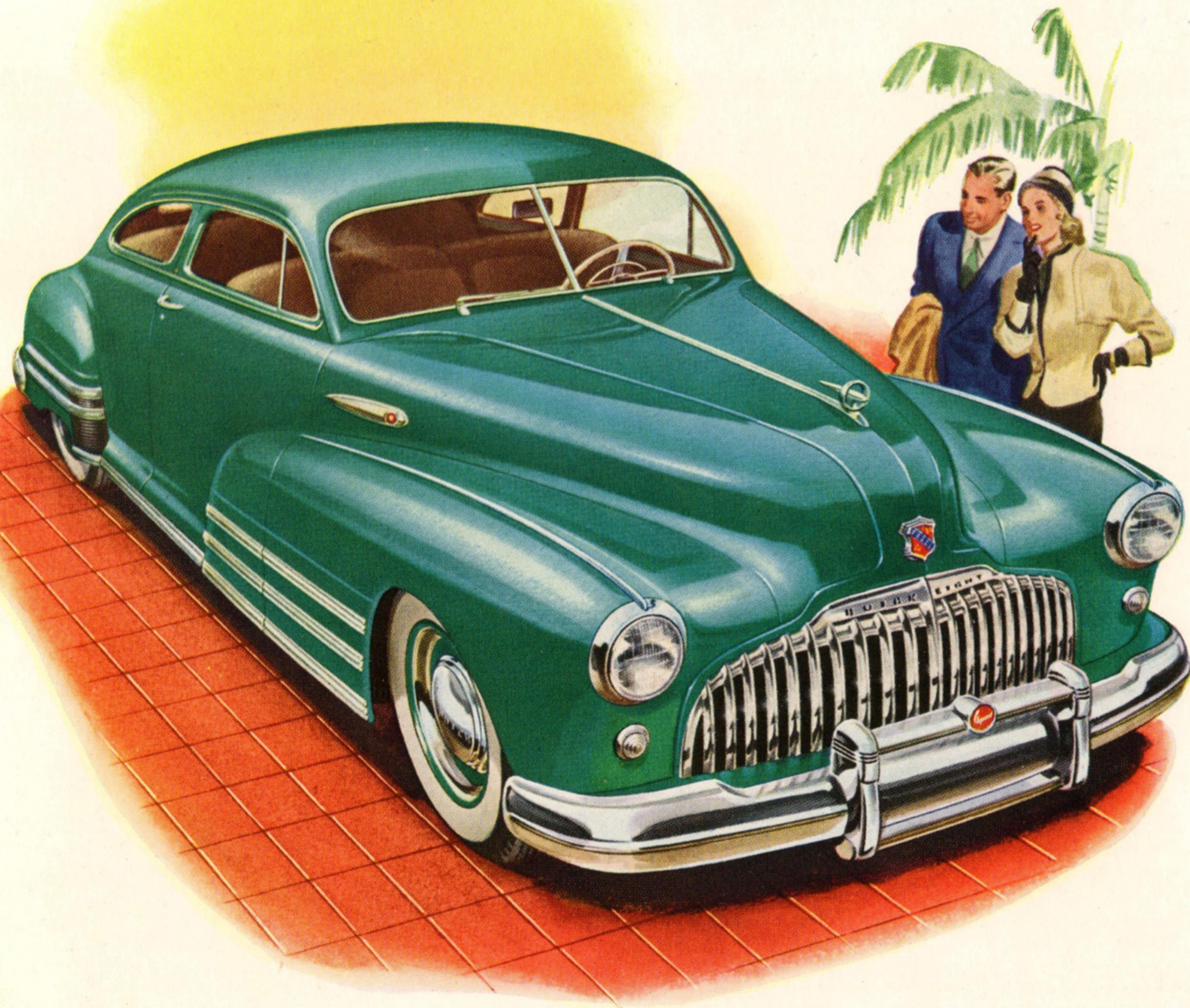
ALL BUICK'S flair for lithe, striking design is expressed in this stunning convertible. A wide rear seat makes it a full six-passenger car. The sturdy, snug and tight top is hydraulically operated. Windows are *power operated*. Power operation also moves the front seat fore-n-aft to desired position.

To raise and lower the top, you merely move a dash control knob, and power does the work.



It's a Field-Pacing Beauty

The Buick Special



THERE'S good reason why the sprightly SPECIAL is so popular with Buick fanciers. It's a roomy, capable Buick built upon a stout frame of 121-inch wheelbase. (207½ inches over-all make it definitely a big car—and it's just as big in performance as in size.)

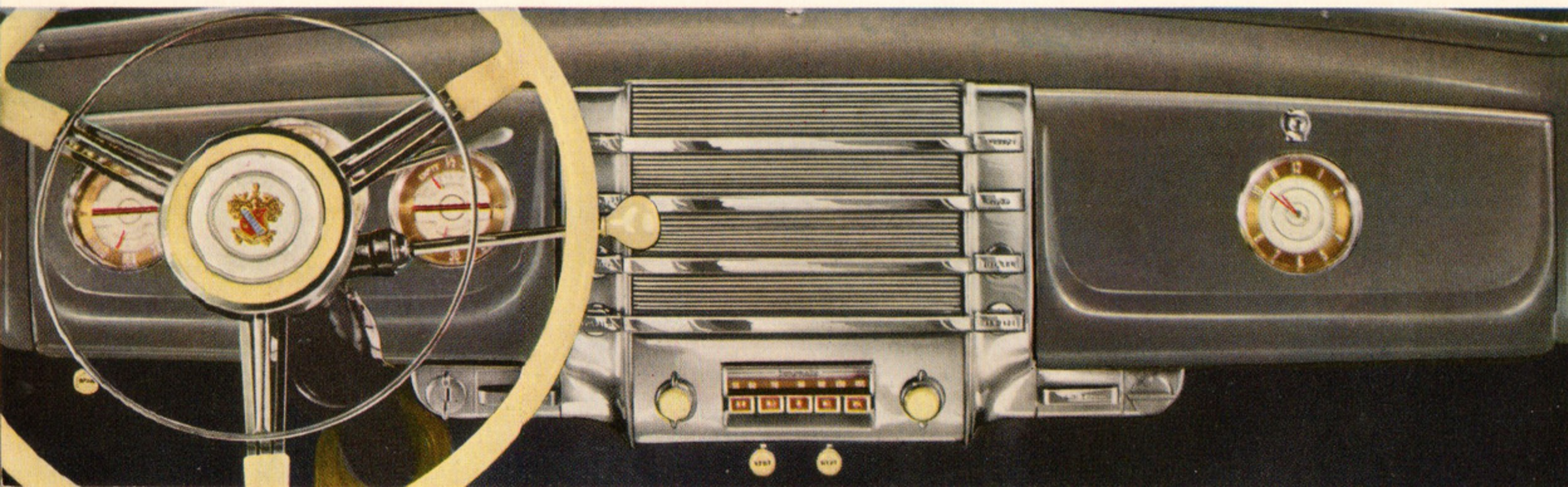
Under the bonnet is the eager horsepower of the Buick Fireball valve-in-head straight eight engine. BuiCoil springing cushions every wheel—sturdy frame and torque-tube drive give it steadiness—and light, easy controls make it a joy to handle.

As for the SPECIAL'S beauty in furnishings and attractive styling of interiors, just glance at the color photographs.

They are only an indication of what you will find in the actual car. For it isn't until you see the SPECIAL yourself, appraise its lines, and settle behind the wheel to put it through its paces, that you begin to get some idea of what a great value-per-dollar the car really is.

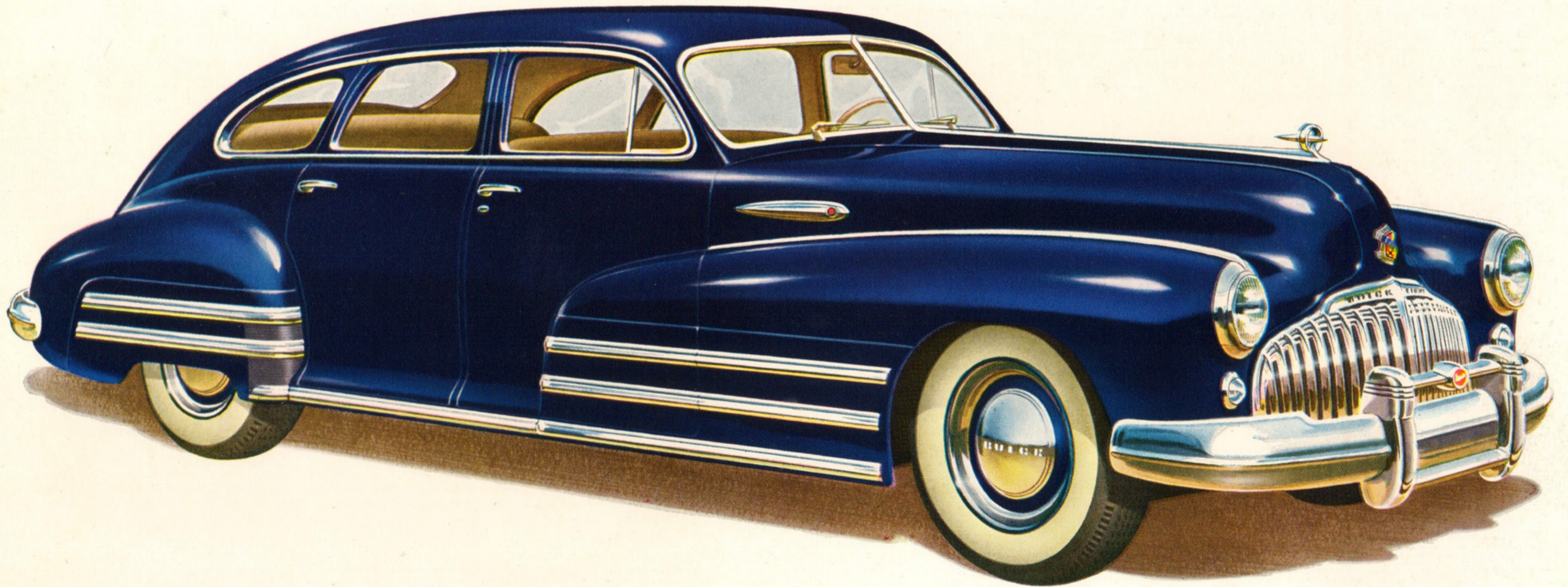


Sparkling chromium hardware and rich trim accent the loveliness of the tasteful upholstery. Seats are deep-cushioned, wide and angled for luxurious riding comfort.



The handsome instrument panel of the SPECIAL puts the driving instruments right in the driver's line of vision. Lights, heater and accessories are controlled by switches that form extensions of the bars of the radio grill. To the right are the clock and fresh-air adjustment.

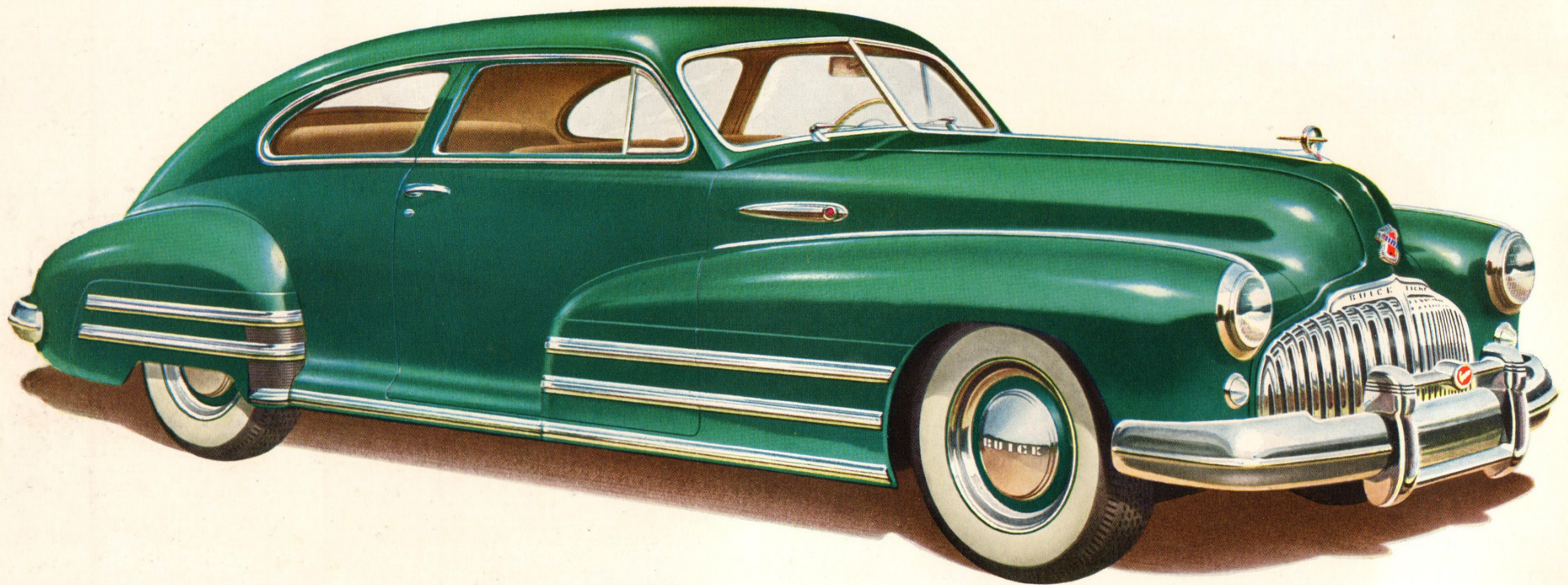
The Model 41 *Special* Four-Door Sedan



W H E N B E T T E R A U T O M O B I L E S A R E B U I L T . . . B U I C K W I L L B U I L D T H E M

207½ inches of full and easy comfort for six and powered by the famous Fireball valve-in-head straight-eight engine. A car that's outstanding proof that Buick's the Buy.

The Model 46-S *Special* Sedanet



WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

ARROW-SLEEK lines give it the poise of a coupe. Its two doors make it popular where there are small children. And inside its graceful sweeping body there's a roomy full-width back seat with surprising legroom.

Master of the road . . . in Performance, Style and Beauty

THIS is the Buick Roadmaster—a car that brings you an extra measure of all the good things that keep Buick in the forefront of fine automobiles.

Its valve-in-head Fireball engine gives you power aplenty for effortless, smooth response to any demand you may want to make.

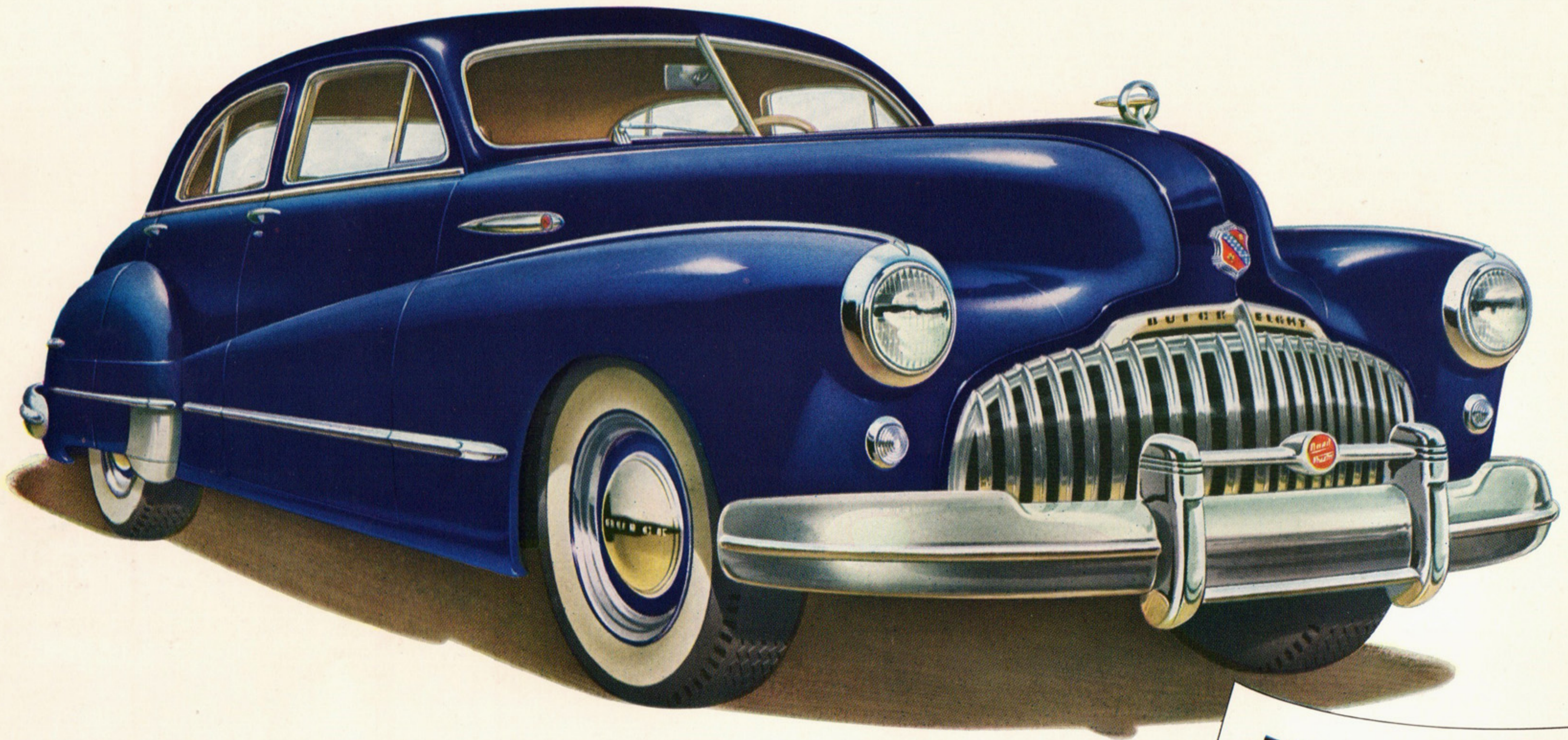
Its extra pounds of road-holding weight float on a longer frame that rides on Buick's coil springs all around. This, with wide-rim wheels, spells extra comfort free from heel-over and sway on sharp curves.

Inside, it is rich and gracious in its furnishings and fittings. Smart fabrics and tasteful trim are accented with the highlights of handsome hardware. There is a feeling of luxury in every detail.

In its masterful action, comfort and beauty, there are in the Roadmaster attributes difficult to evaluate—that is, until you get in the car and experience them yourself.



The Model 71 *Roadmaster* Four-Door Sedan



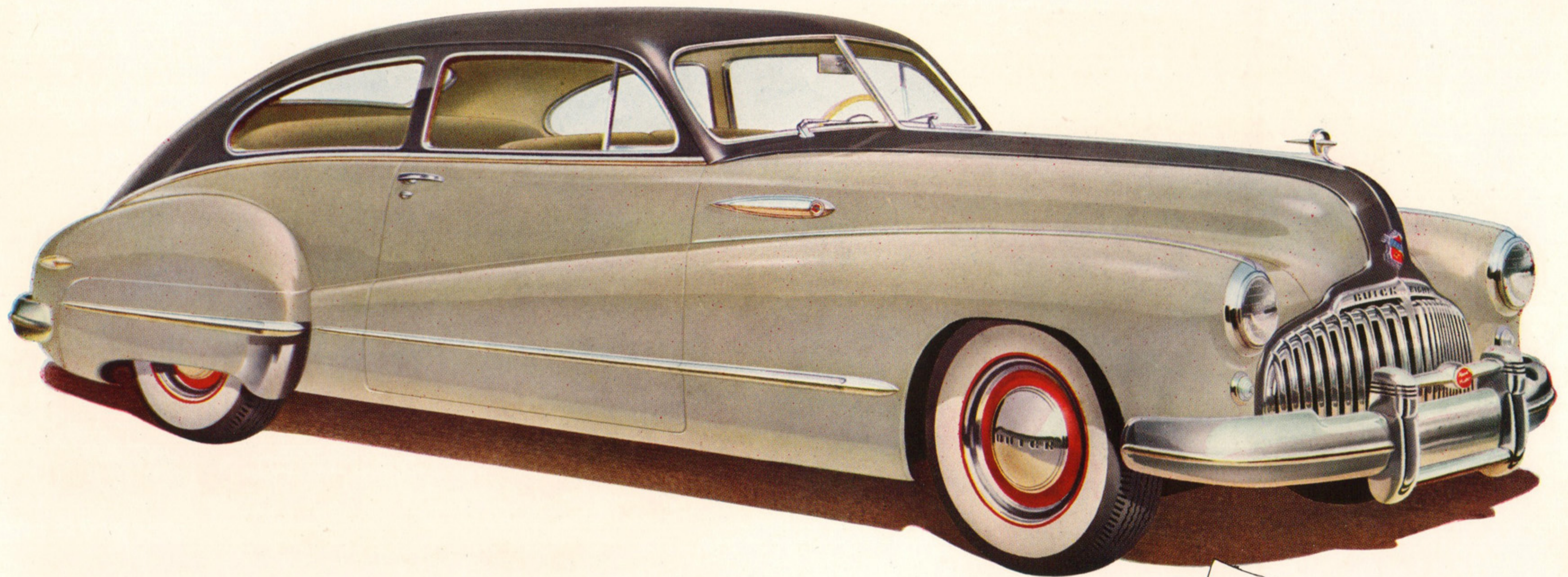
WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

THESE sleek flowing lines clothe riding comfort for six. There's a full five feet of seatroom between front doors. Every detail is planned for ease and convenience.

On the dash is a handy map light ready to provide front-compartment illumination at the flick of a finger.



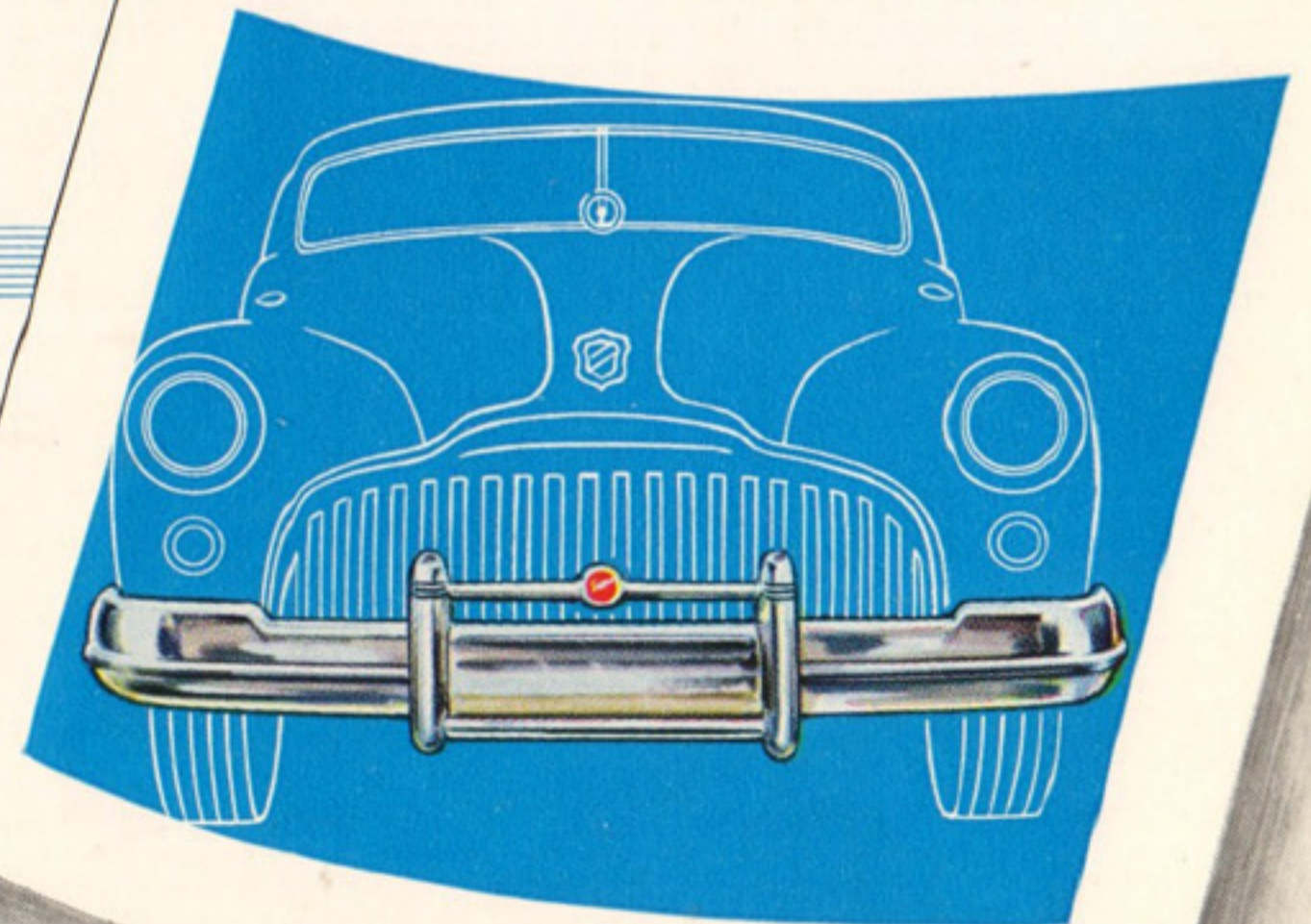
The Model 76-S *Roadmaster* Sedanet



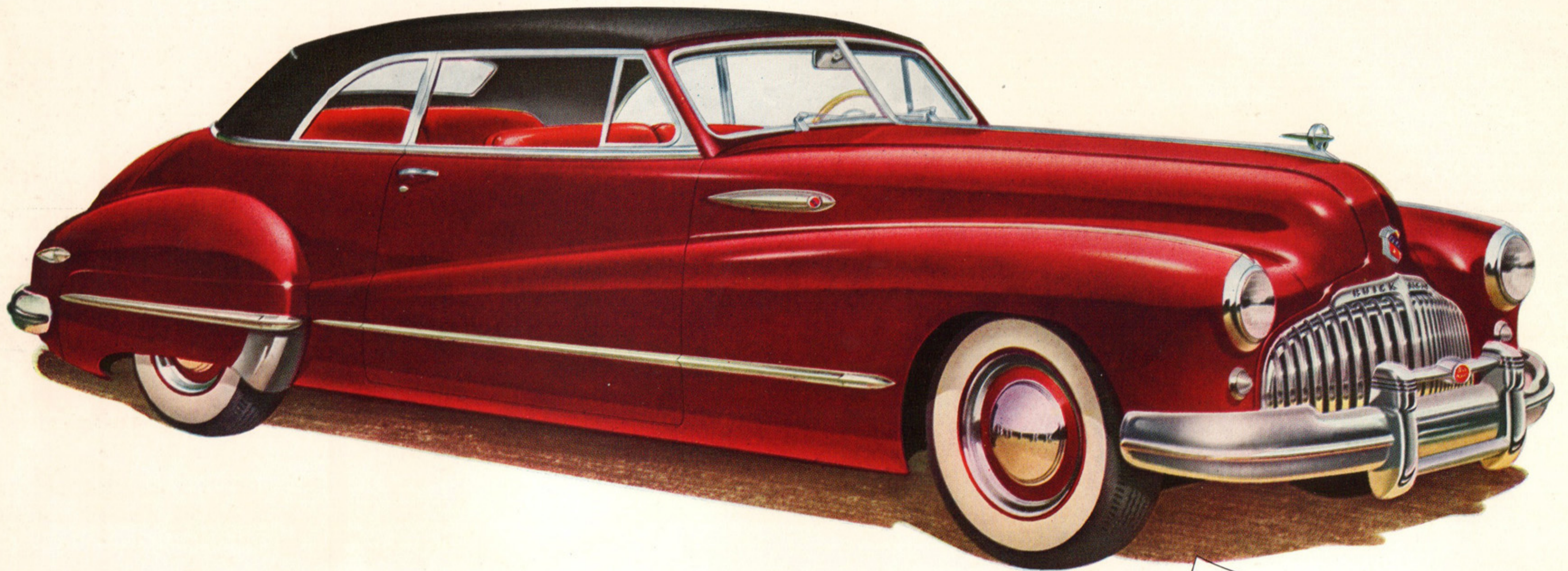
WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

WITHIN the graceful sweep of the Sedanet's lines you find a full width, full-depth rear seat. Wide doors swing open to welcome you to an interior of regal elegance.

There's a look of authority as well as beauty and protection in the stout, reinforced Buick bumper.



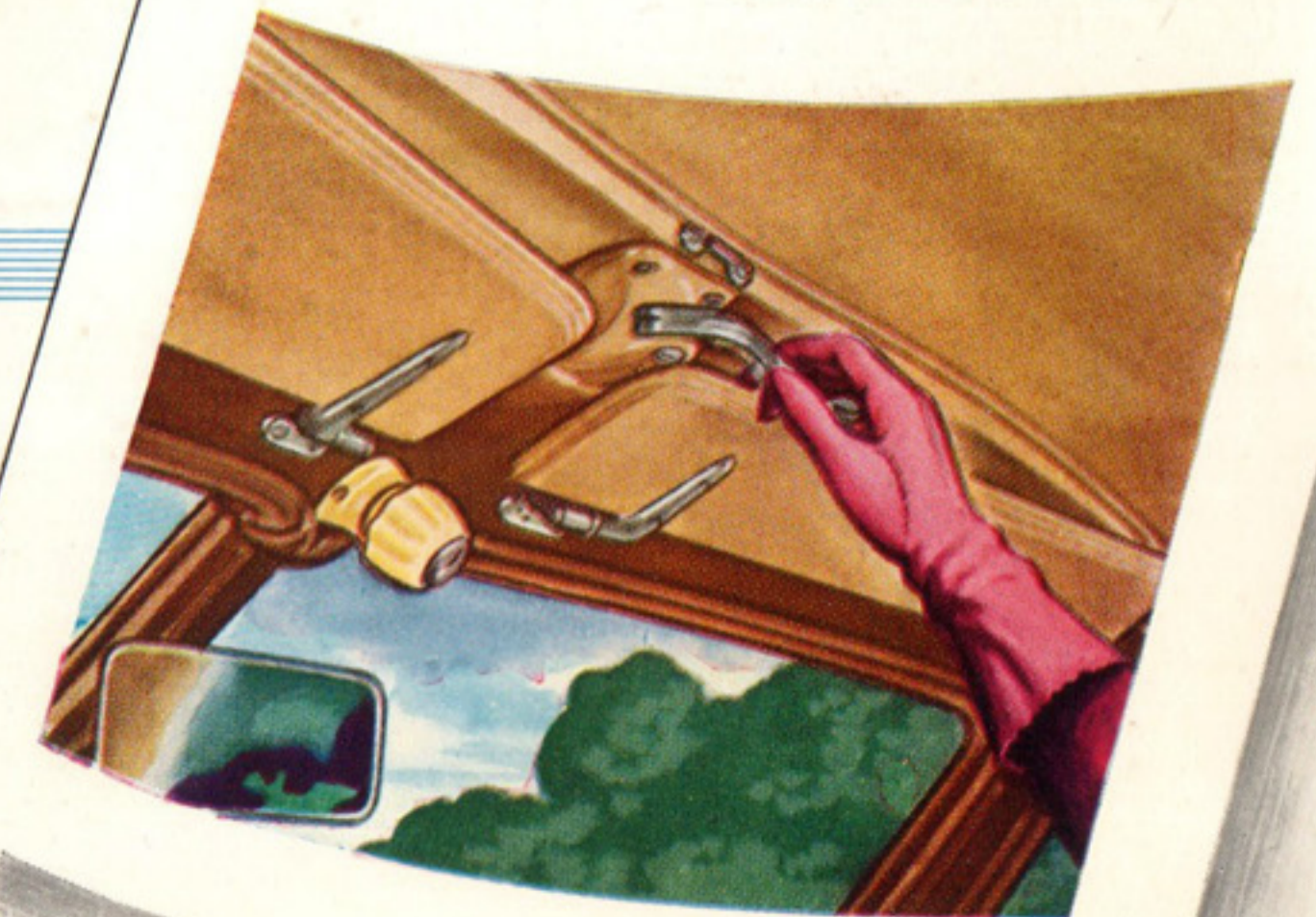
The Model 76-C *Roadmaster* Convertible Sedan

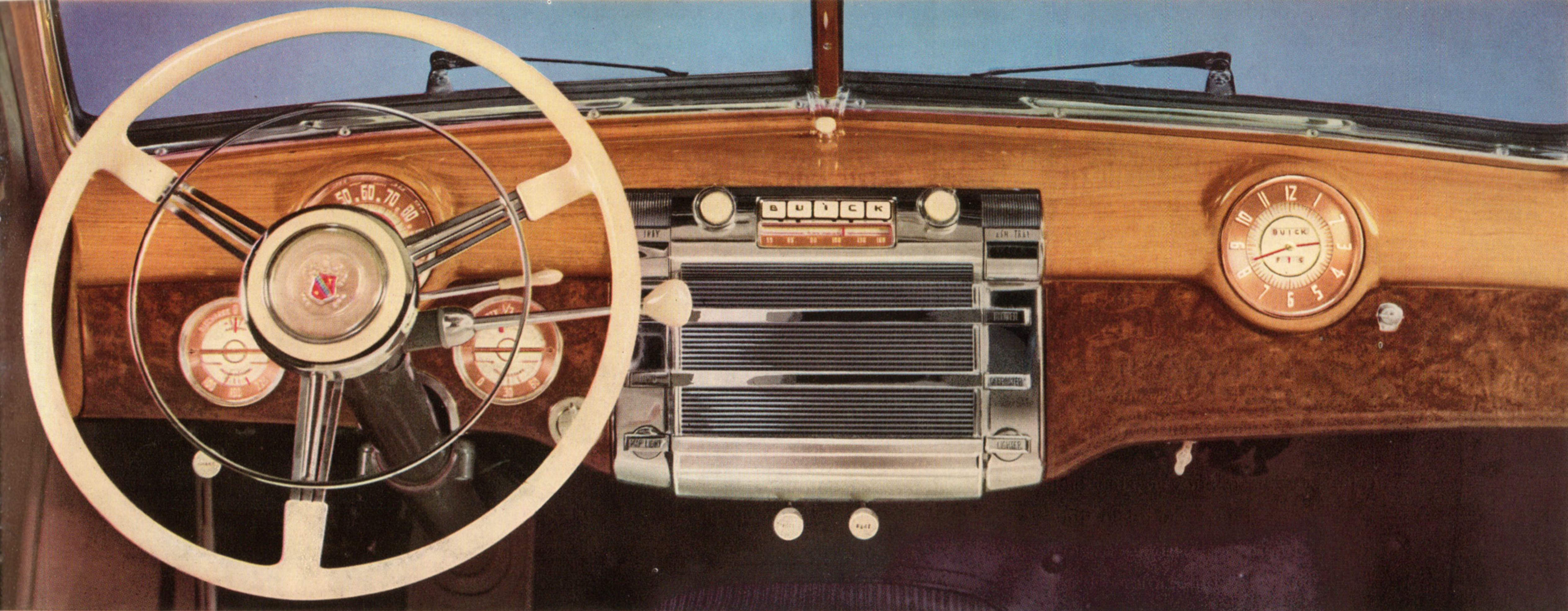


WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

HERE is truly ultra-smart travel, winter or summer, for six passengers. Fold-away top is hydraulically operated. Windows may be *power operated* by either driver or passengers. Press a button for power adjustment of front seat position.

Top fastenings hold firm and secure, but are easily released by movement of this one lever before lowering top.





All eyes turn to the instrument panel

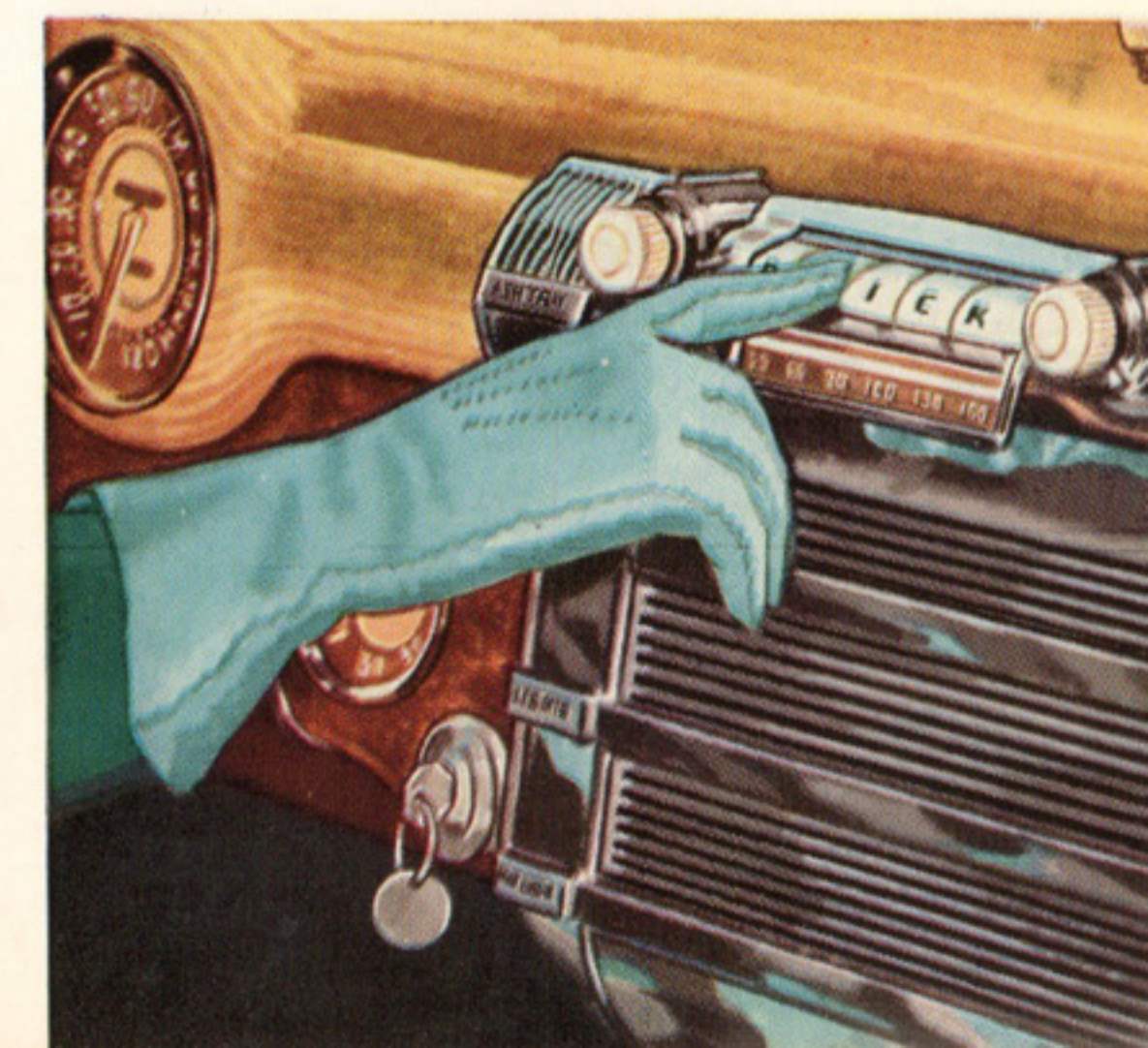
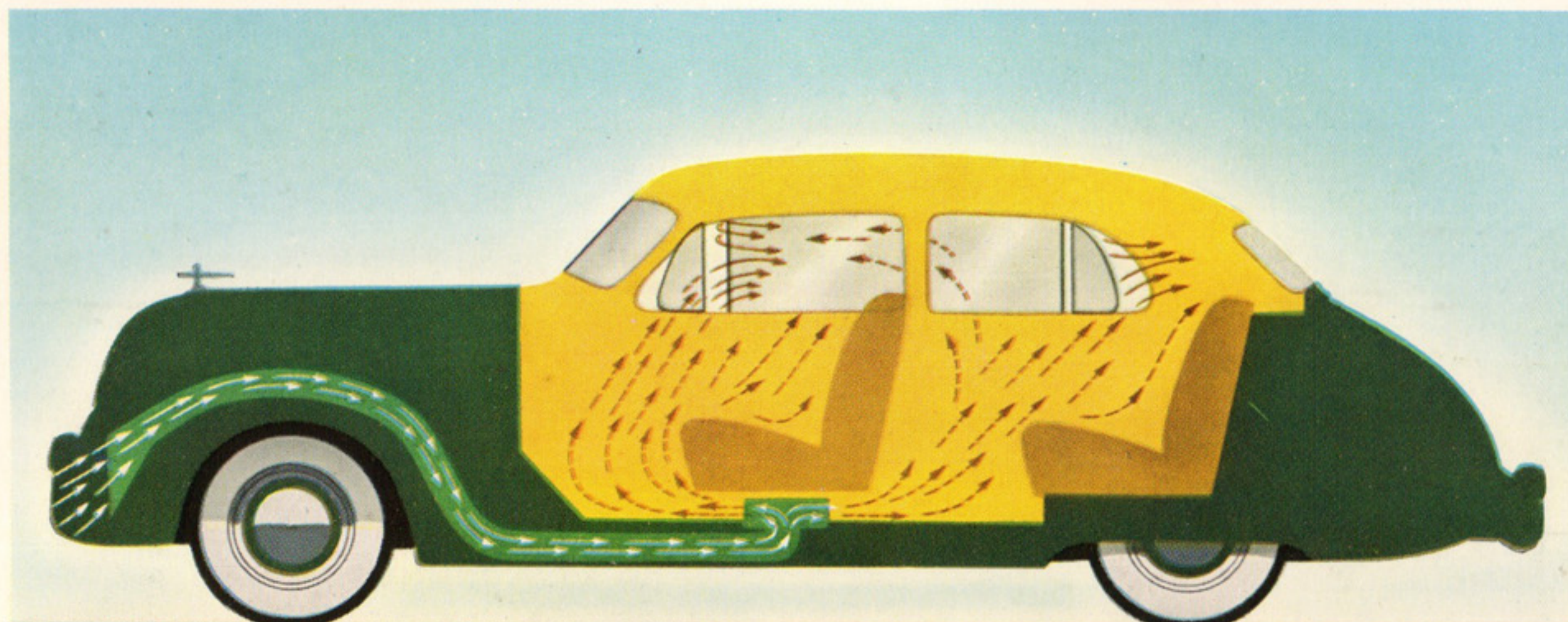
The easy-to-scan instrument panel typifies the taste and thought that mark all the elements of Buick interiors.

Buick radio is tailored to the car

You've never heard an automobile radio with a finer tone than this. It was designed especially for Buick. Five push buttons provide instant tuning of selected stations.

It's always springtime in a Buick

Come rain or snow, heat or cold, the WeatherWarden venti-heater brings comfort. In summer it provides ventilation and prevents window steaming. In winter it brings in thermostatically controlled, warmed fresh air.



Made to closer tolerances than an Aircraft Engine

IF YOU have come to regard modern aircraft engines as masterpieces of exquisite machining, you are absolutely right. They are works of precision.

But in many instances in this 1946 Buick Fireball engine, parts are held to closer tolerances than in the precision power plants of the air.

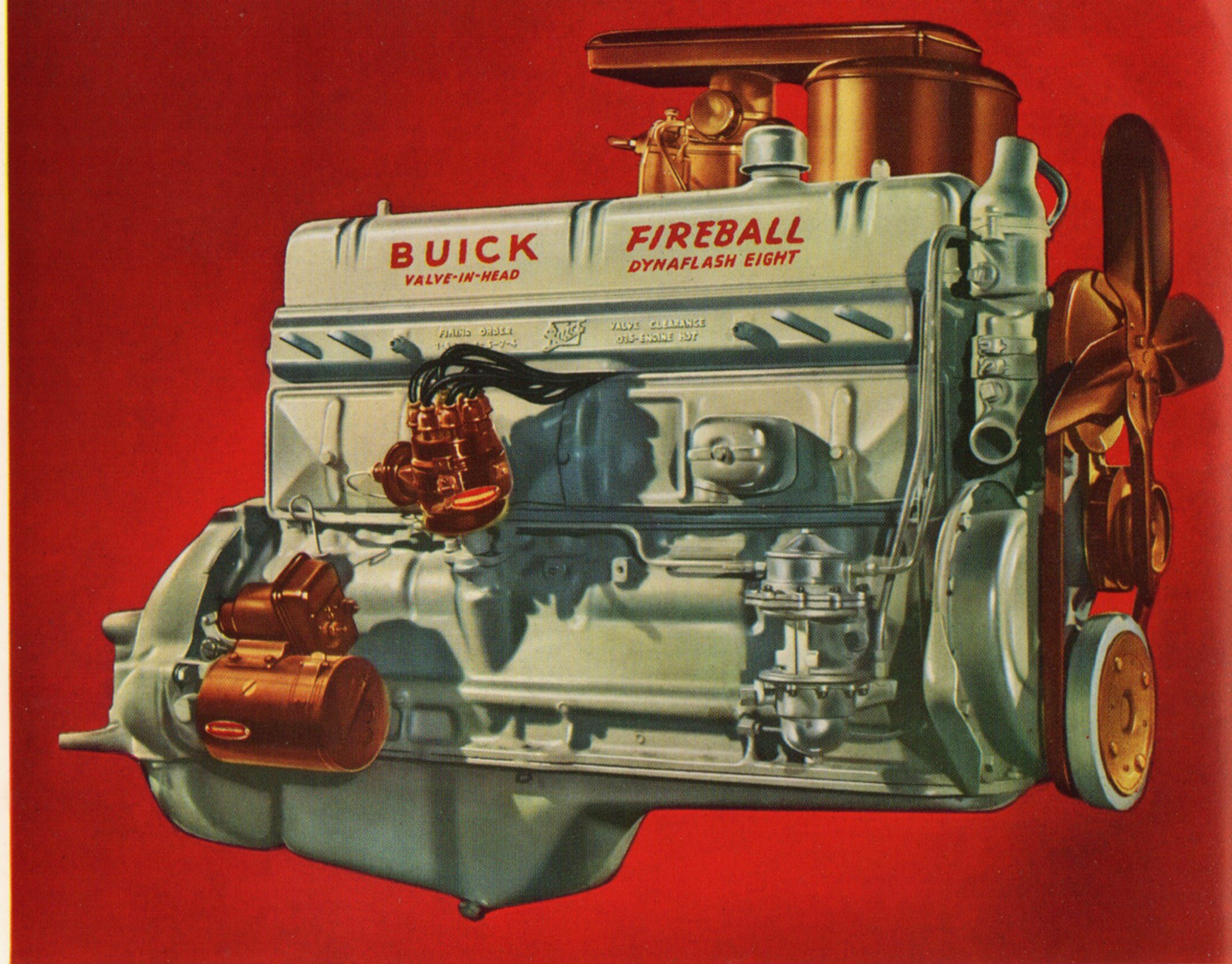
There's closer fit between the pistons and their cylinder walls than in an aircraft engine.

There's quieter action because of closer fits in the valve mechanism.

Connecting rods ride on crankshaft bearings more closely fitted to their journals.

Oil pump gears mesh more precisely, and camshaft bearings meet closer standards of fit.

This all means extra fine, smooth performance and longer engine life.



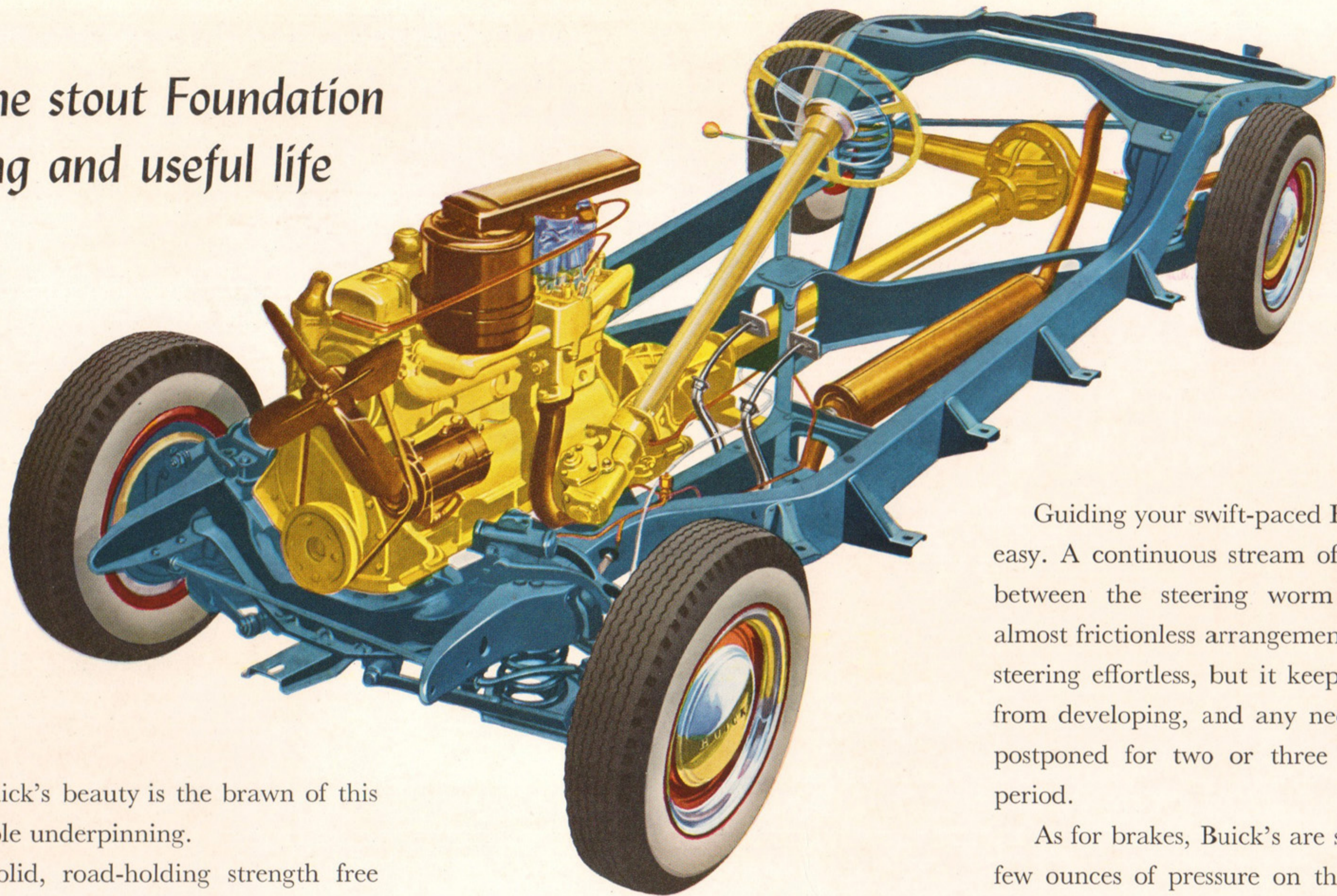
Then, with this unusually meticulous machining, there are such time-and road-proved Buick fundamentals as the valve-in-head principle with Dynaflash combustion chamber—which rolls the fuel into a power-packed charge, squeezes it into a flattened ball so that it lets go with a super-stout wallop.

To this can be added Fliteweight pistons

and the new Accurite cylinder boring and surface treatment to provide dashing get-away and extra zip with gas and oil economy.

Yes, this Buick Fireball straight-eight for 1946 is a great engine. More brilliantly agile, more frugal with fuel and oil, and definitely a demonstration that "When Better Automobiles Are Built, Buick Will Build Them."

Here's the stout Foundation for a long and useful life



BENEATH Buick's beauty is the brawn of this stout and stable underpinning.

Here is solid, road-holding strength free from any hint of weave or creep.

Here is dart-true balance, firm against pitch, roll and sway.

For here is a frame with wide side-rails swung close to the road for a steadier ride—a frame made rigid against movement with sturdy X members—a frame with husky extensions that continue the strength front and rear.

At all four corners this frame is cradled on

gentle coil springs—springs that have only to provide for your riding comfort.

For Buick uses torque-tube drive, and none of the car's powerful push goes through those springs. That's why they can be soft and easy.

All the driving force from the rear axle goes through the torque-tube to the engine mountings and the frame.

Guiding your swift-paced Buick is finger-tip easy. A continuous stream of steel balls rides between the steering worm and nut. This almost frictionless arrangement not only makes steering effortless, but it keeps wear and play from developing, and any need for take-up is postponed for two or three times the usual period.

As for brakes, Buick's are self-energizing. A few ounces of pressure on the pedal becomes pounds of braking at the drum. With an easy ankle motion, you can come to a smooth, gliding halt or a swift, sure stop.

More such features than we can list here appear on the following page. Check them over. And as you do, you'll know that every line and attribute of this car—every quality seen and unseen—is the finest for the money these modern days offer.



WHEN BETTER AUTOMOBILES ARE BUILT

Buick WILL BUILD THEM

Specifications

Special SERIES 40

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{3}{32} \times 4\frac{1}{8}$ inches. Displacement, 248 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.

CLUTCH AND TRANSMISSION—Crown spring, single dry-plate clutch. Facing area, 100.6 square inches. All-silent Synchro-Mesh Transmission, helical gears. Handi-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, $6\frac{1}{8} \times \frac{7}{64} \times 2\frac{1}{4}$.

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 $1\frac{3}{4}$ inches. Step-On parking brake.

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

WHEELS AND TIRES—Broadrim demountable steel disc wheels. Tire size, 6.50 x 16—4 ply.

WHEELBASE—121 inches. Overall car length, 207 $\frac{1}{2}$ inches.

Super SERIES 50

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{3}{32} \times 4\frac{1}{8}$ inches. Displacement, 248 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.

CLUTCH AND TRANSMISSION—Crown spring, single dry-plate clutch. Facing area, 100.6 square inches. All-silent Synchro-Mesh Transmission, helical gears. Handi-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, $6\frac{1}{8} \times \frac{7}{64} \times 2\frac{1}{4}$.

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 $1\frac{3}{4}$ inches. Step-On parking brake.

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

WHEELS AND TIRES—Broadrim, demountable steel disc wheels. Tire size, 6.50 x 16—4 ply.

WHEELBASE—124 inches. Overall car length, 212 $\frac{1}{2}$ inches.

WHAT OTHER CAR

HAS SO MUCH THAT CLICKS FOR FORTY-SIX!

SMARTNESS—that's destined to set the style pattern for years to come with Airfoil fenders, Body by Fisher and three-person seats.

POWER—from a Buick Fireball valve-in-head straight-eight engine that gets peak return from every drop of fuel.

OIL SAVINGS—from non-scuffing Accurite cylinder bores.

FLASHING ACTION—of light, lively Flite-weight pistons.

STEADINESS—from full-length torque-tube drive in a sealed chassis.

GLIDING RIDE—from Panthergait all-coil springing with only a comfort job to do.

COMFORT—of soft Foamtex cushions with luxury-type springs.

SURE FOOTING—of Broadrim wheels; maximum tire mileage, no hed-over on curves, and better car control.

CONTROL—through Permi-firm steering which eliminates need for frequent adjustments.

CONVENIENCE—of high-leverage StepOn parking brake that sets with a toe-touch and holds fast.

PROTECTION—of buttressed front and rear bumpers, curved to shield fenders, built for new bumper jack.

Roadmaster SERIES 70

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{3}{16} \times 4\frac{5}{16}$ 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—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, 16 $\frac{3}{4}$ quarts.

CLUTCH AND TRANSMISSION—Single dry plate clutch. Facing area, 106.8 square inches. All-silent Synchro-Mesh transmission, helical gears. Handi-shift transmission control.

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; 24 to 1 steering ratio.

FRAME—Girder X-type frame, $6\frac{3}{16} \times \frac{5}{32} \times 2\frac{1}{4}$.

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. Step-On parking brake.

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

WHEELS AND TIRES—Broadrim, demountable steel disc wheels. Tire size, 7.00 x 15—4 ply.

WHEELBASE—129 inches. Overall car length, 217 $\frac{1}{2}$ 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. (White sidewall tires, as illustrated, will be supplied at extra cost as soon as they become available.)

BUICK MOTOR DIVISION • GENERAL MOTORS CORPORATION • FLINT 2, MICHIGAN