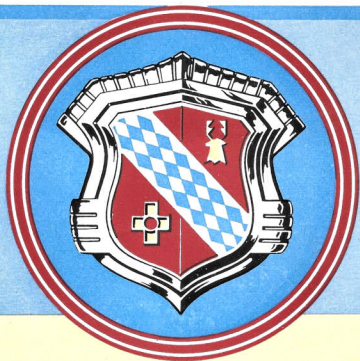
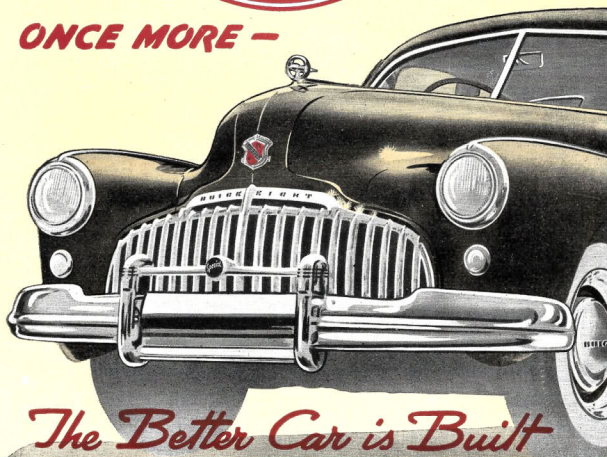




ONCE MORE —

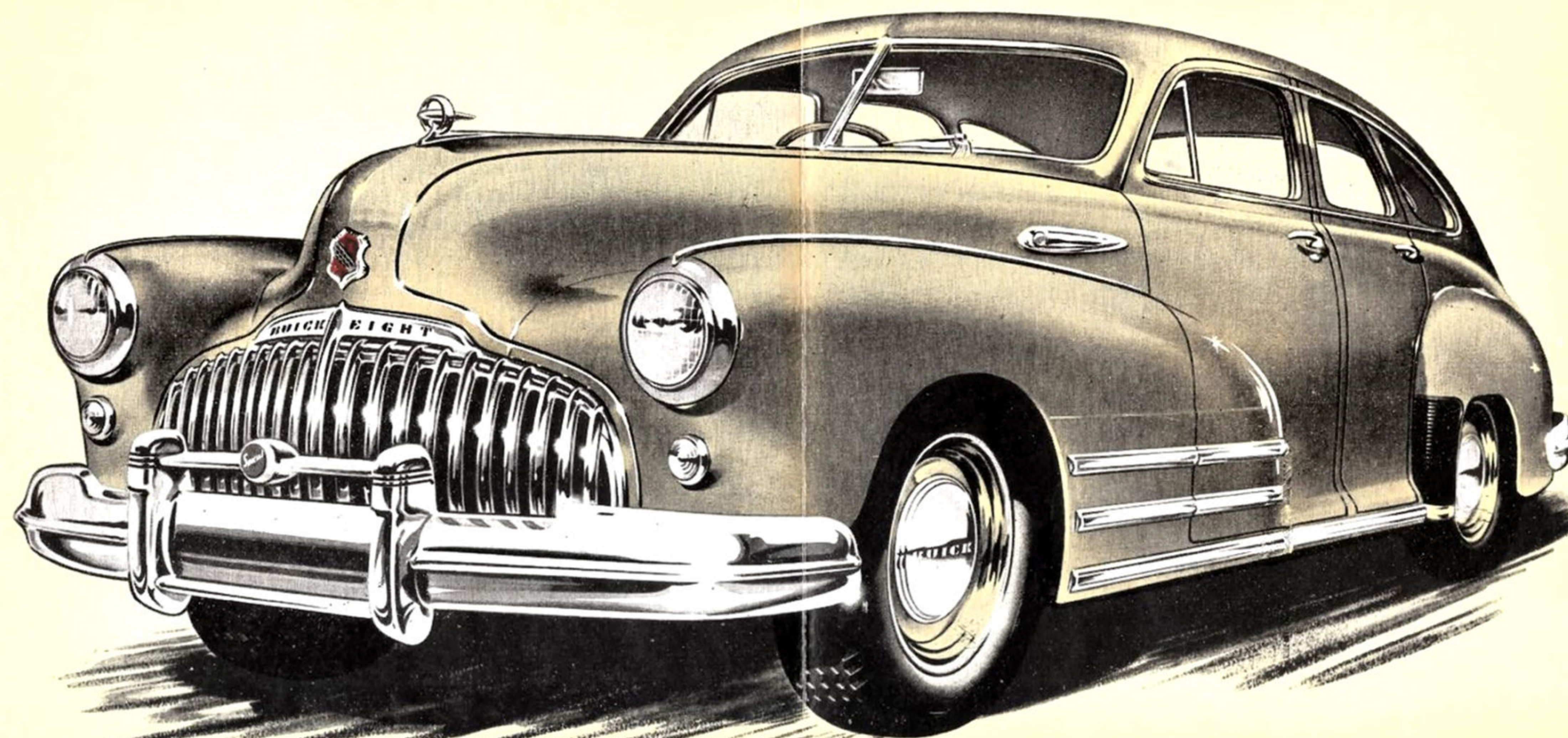


The Better Car is Built

BUICK

The Best **BUICK** *yet*

Having to keep many war-essential cars in good operating trim throughout the war period, has given us an opportunity that motor-car manufacturers have never had before. We have had years in which to observe the operation of these cars as compared to the very few months which normally elapse between the production of a new model and our releasing for production the designs for our next model. . . So when the day finally came on which we could start our plans for new engines and cars, all the pent-up ideas of our engineers came out. . . Some of these were changes in materials—some were improvements in performance—some were refinements for the body. And so we could go on, improvements here—advances there, and back of them all, the sound, road-proved fundamentals of Buick engineering—the valve-in-head design—the torque-tube drive—coil springing and all the rest . . . I believe you'll be convinced, as we are, that this is, beyond doubt, the best Buick we've ever built. . . C. A. Chayne, Chief Engineer, Buick Motor Company.



This Buick for 1946 is a complete fulfilment of the sincere pledge, "When better cars are built Buick will build them"—the BEST BUICK YET, and one which is worth waiting for.



This beautiful, thrilling, silent knight of the highways is undoubtedly the world's most eagerly awaited, most talked of post-war car—inaugurating a new starting point in a long and famous career of fine achievements. . . This Buick is as fresh and new in outstanding values, outstanding engineering, outstanding styling as any new model of the past, and has that superiority of features no other car can offer—New Beauty and Luxury—Unisteel Body—Airfoil fenders—Buick Fireball valve-in-head straight-eight engine—Accurate cylinder bores—Fliteweight pistons—full-length torque-tube drive—Panthergait all-coil springing—Broadrim wheels—Permi-firm steering—Step On parking brake—buttressed front and rear bumpers—and lots more exclusive features.

. . . Undoubtedly Buick for 1946 is the greatest car in Buick history, and with its numerous brilliant improvements throughout body, chassis and engine, added to the many good old Buick features that are so good they go on year after year—it is **the car worth waiting for** . . . Remember—this year as usual the smart buy will be **Buick** . . . **the car that everyone would like to own.**



Let's glance at some of the many brilliant features that make the new Buick as good as it looks. . . Exceptional smartness and distinction that is destined to set the style pattern for years to come with **massive new grille, Airfoil fenders**, new Unisteel Body with imported panels and 3-persons seats. . . Giant power from a **Buick Fireball valve-in-head straight-eight engine** that uses the same principle as the famous warplane engines and gets peak returns from every drop of fuel. . . Greater oil savings from non-scuffing **Accurate cylinder bores**. . . Flashing action of light, lively **Fliteweight pistons**. . . Extreme steadiness from **full-length torque-tube drive** in a sealed chassis. . . **Rugged, solid structural strength** that you **feel** underneath you in the stout, firm massiveness of Buick's underpinning. . . Gliding ride from **Panthergait all-coil springing** with only a comfort job to do. . . Relaxed comfort of soft, **well-upholstered and sprung cushions**. . . Sure footing of **Broadrim wheels**; maximum tyre mileage, no heel-over on curves, and better car control. . . Driving control through **Permi-firm steering** which eliminates need for frequent adjustments. . . Convenience of high-leverage **Step On parking brake** that sets with a toe-touch-and-holds fast. . . Protection of **buttressed front and rear bumpers**, that wrap around and shield both fore and aft fenders, and are built for the new bumper jack. . . Other refinements both large and small include rust-proofing of metal parts never before possible . . . absolutely noiseless windshield wipers . . . new type 14 MM spark plugs of an extremely wide range that entirely eliminate pre-ignition . . . improved frame providing better balance and more strength.

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