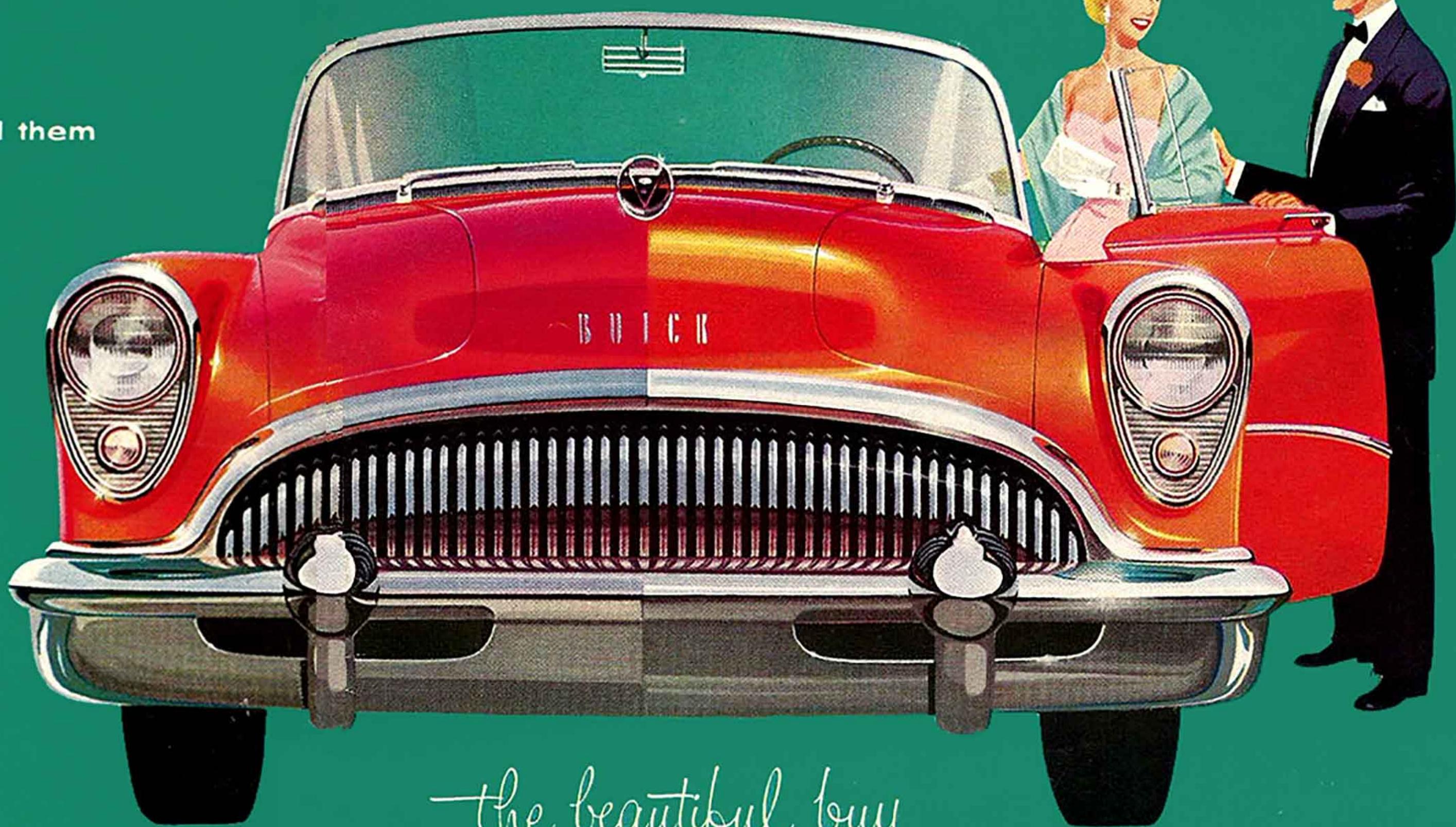


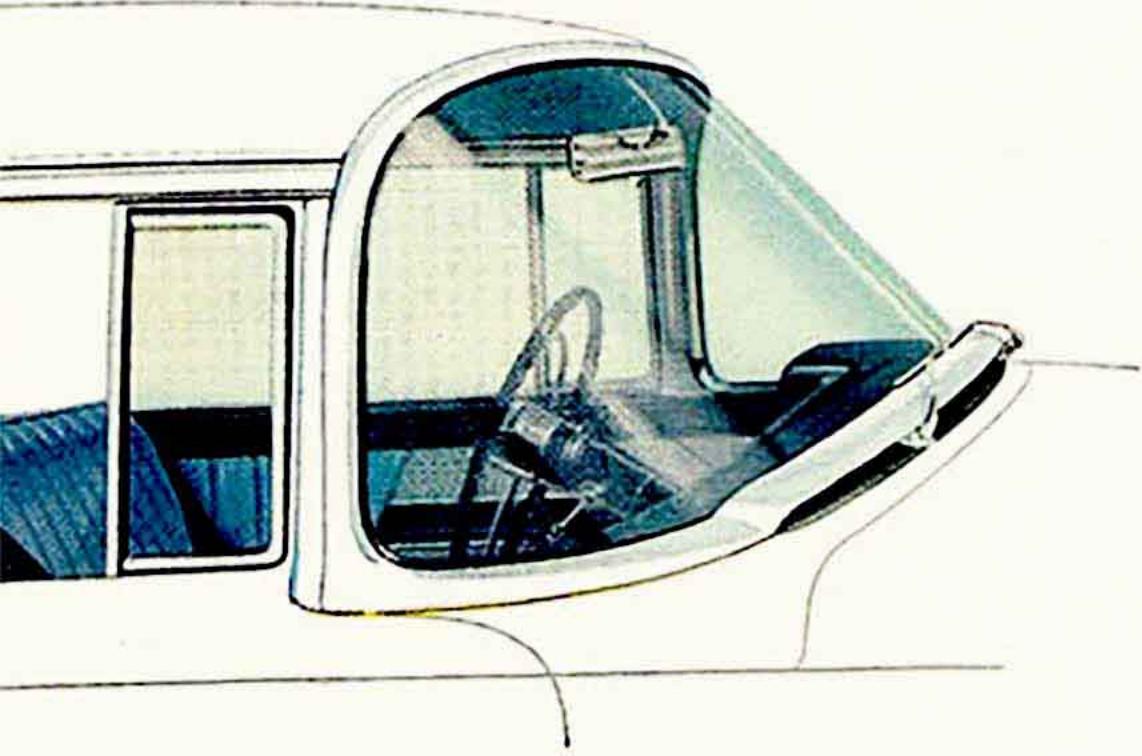
1954 BUICK



When better automobiles are built BUICK will build them

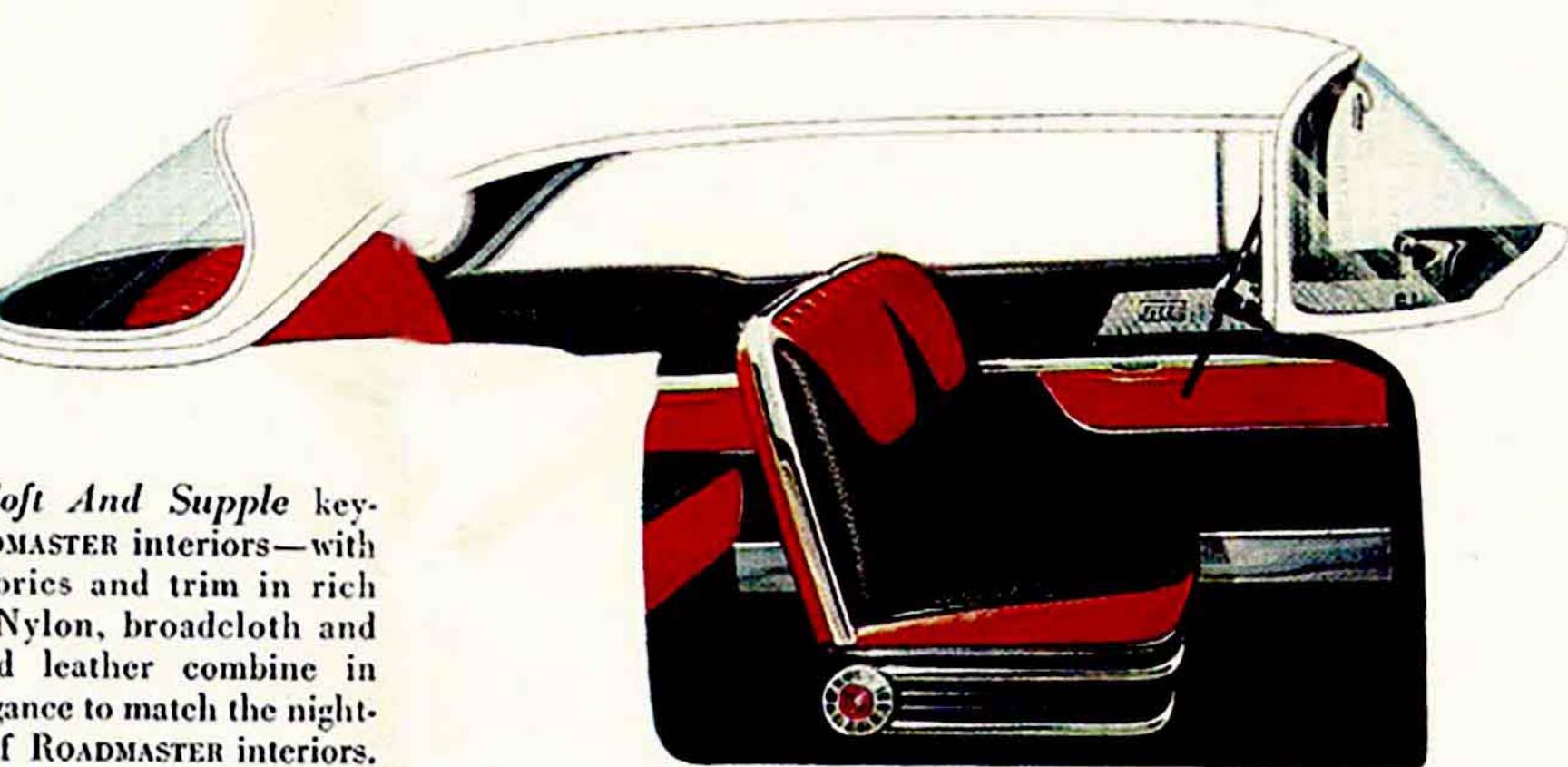


the beautiful buy



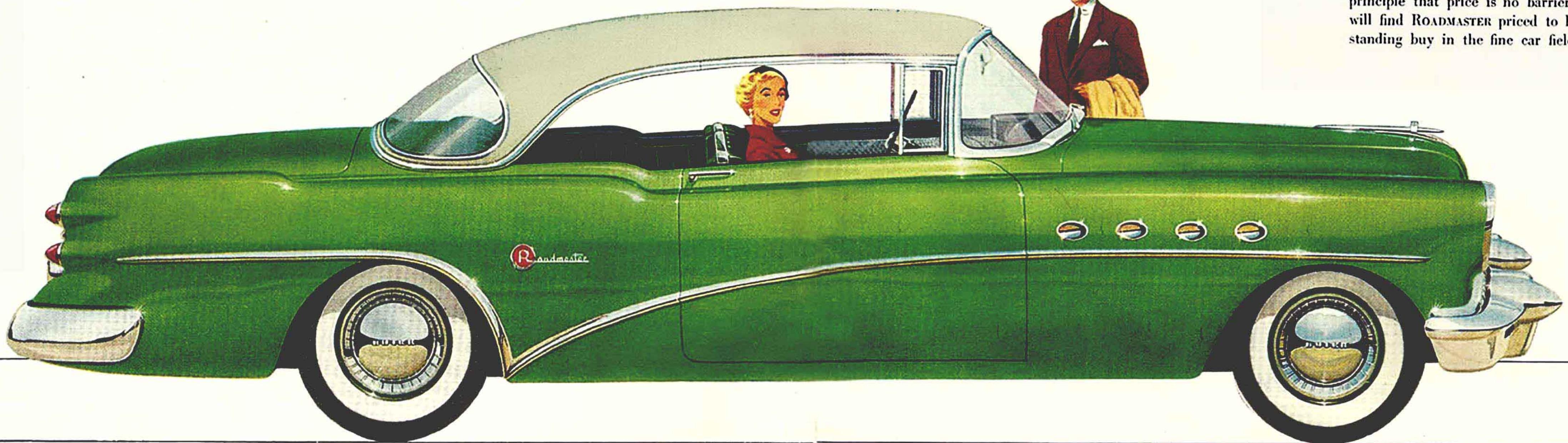
Commanding New View Of The World Around You comes from the brand-new, sweep-back shaping of the curved, panoramic windshield found in all 1954 Buicks. Up to five and one-half inches wider, up to 19% more visibility.

New High-Air Intake for car interior ventilation is located across full width of car at base of windshield—insures cleaner, rain-free air—and more of it—picked up from hood-high level.



Luxury Soft And Supple key-notes ROADMASTER interiors—with fashion fabrics and trim in rich harmony. Nylon, broadcloth and fine-grained leather combine in tasteful elegance to match the night-fall hush of ROADMASTER interiors.

More clearly than ever —
Master car of the fine-car field . . . ROADMASTER
custom-built by Buick



ROADMASTER 2-Door 6-Passenger RIVIERA, Model 76R, 127-in. Wheelbase, 200 Horsepower

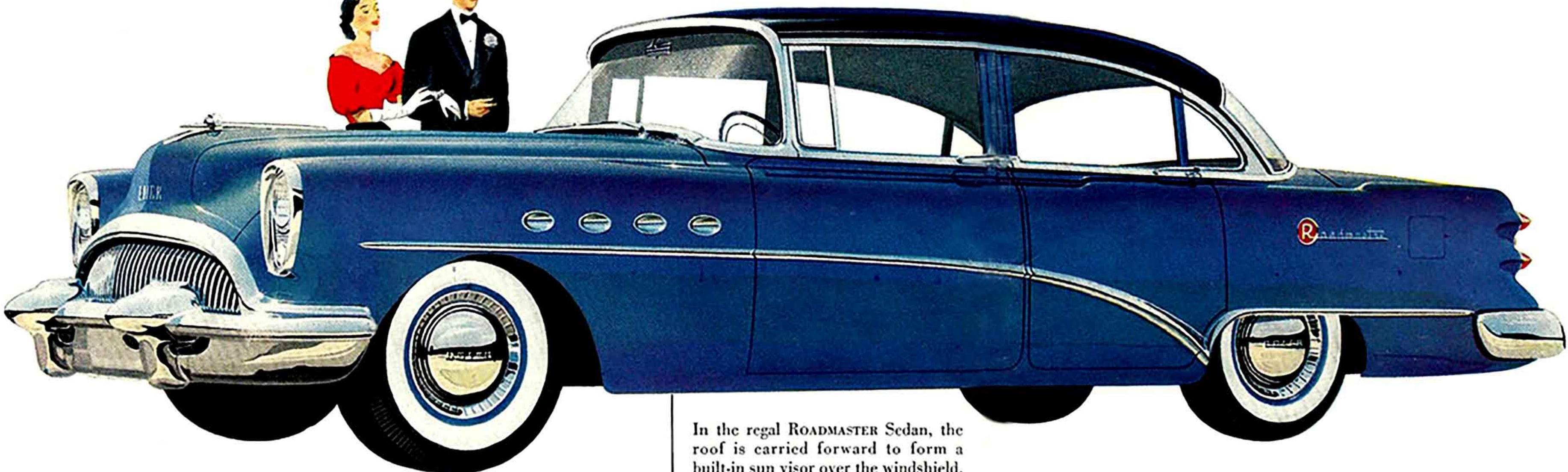
Advanced styling of the 1954 Buick is typified by this stunning beauty. Note the European look of the wide-open rear wheel well. Authentic wire wheels, with true sports-car flair, are optional at extra cost on CENTURY, SUPER and ROADMASTER Series.

THERE is engineered into the Buick ROADMASTER for 1954 more power, more comfort, more room, more luxurious handling, more visibility and more sweeping style advances than ever before in the history of this distinguished motorcar.

The silken might of its Fireball V8 engine has been increased to 200 horsepower, with *stepped-up fuel economy*. Interiors are richer, more spacious, easier to enter and leave. The magnificent ride is more buoyant, more serene—and handling is a tremendously satisfying experience, with the more positive control of a new front-end geometry, improved Buick Safety Power Steering, and with the option of Buick's improved Power Brakes.

But the most striking feature of this brilliantly performing ROADMASTER is its longer, lower look—the new-day styling front to rear, capped by the high-visibility fashioning of the panoramic windshield.

Here, in truth, is an automobile built to the principle that price is no barrier—yet you will find ROADMASTER priced to be the outstanding buy in the fine car field.



ROADMASTER 4-Door 6-Passenger RIVIERA SEDAN, Model 72R, 127-in. Wheelbase, 200 Horsepower

In the regal ROADMASTER Sedan, the roof is carried forward to form a built-in sun visor over the windshield. Rain covers over all 4 doors permit open-window driving in wet weather.

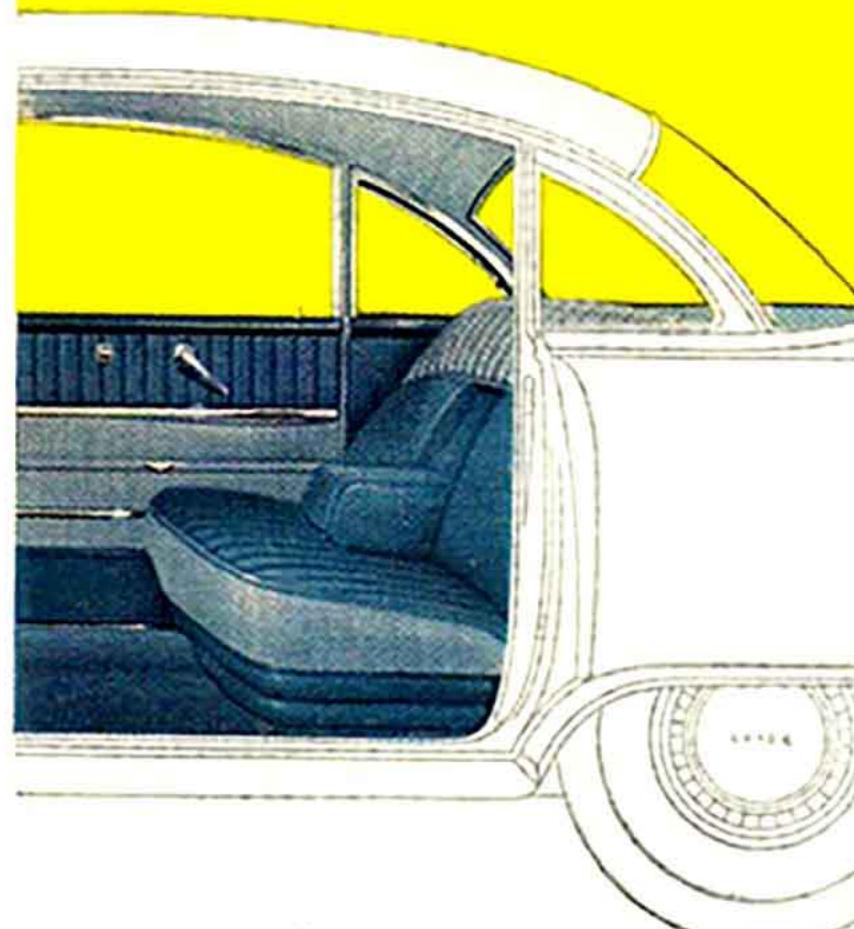
1954 Buick ROADMASTER



With the wider, higher deck lid of 1954 Buick styling, the lithe ROADMASTER Convertible takes on even racier lines.

ROADMASTER 2-Door 6-Passenger CONVERTIBLE, Model 76C, 127-in. Wheelbase, 200 Horsepower

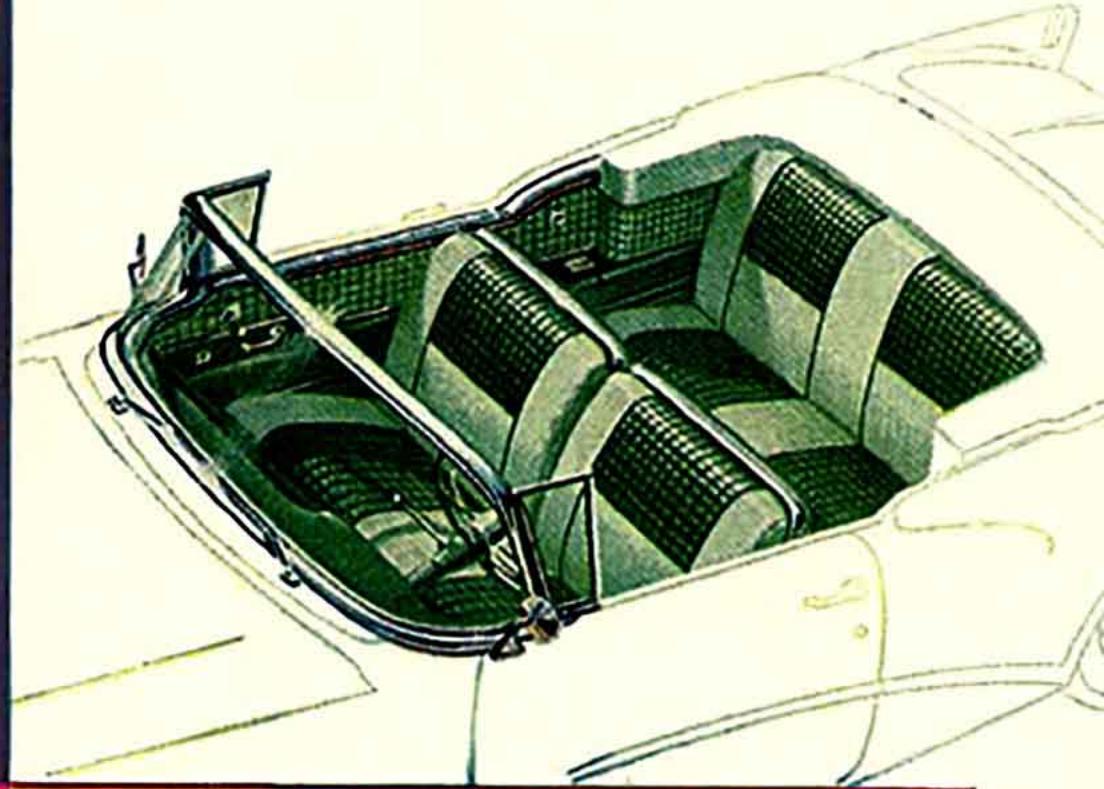
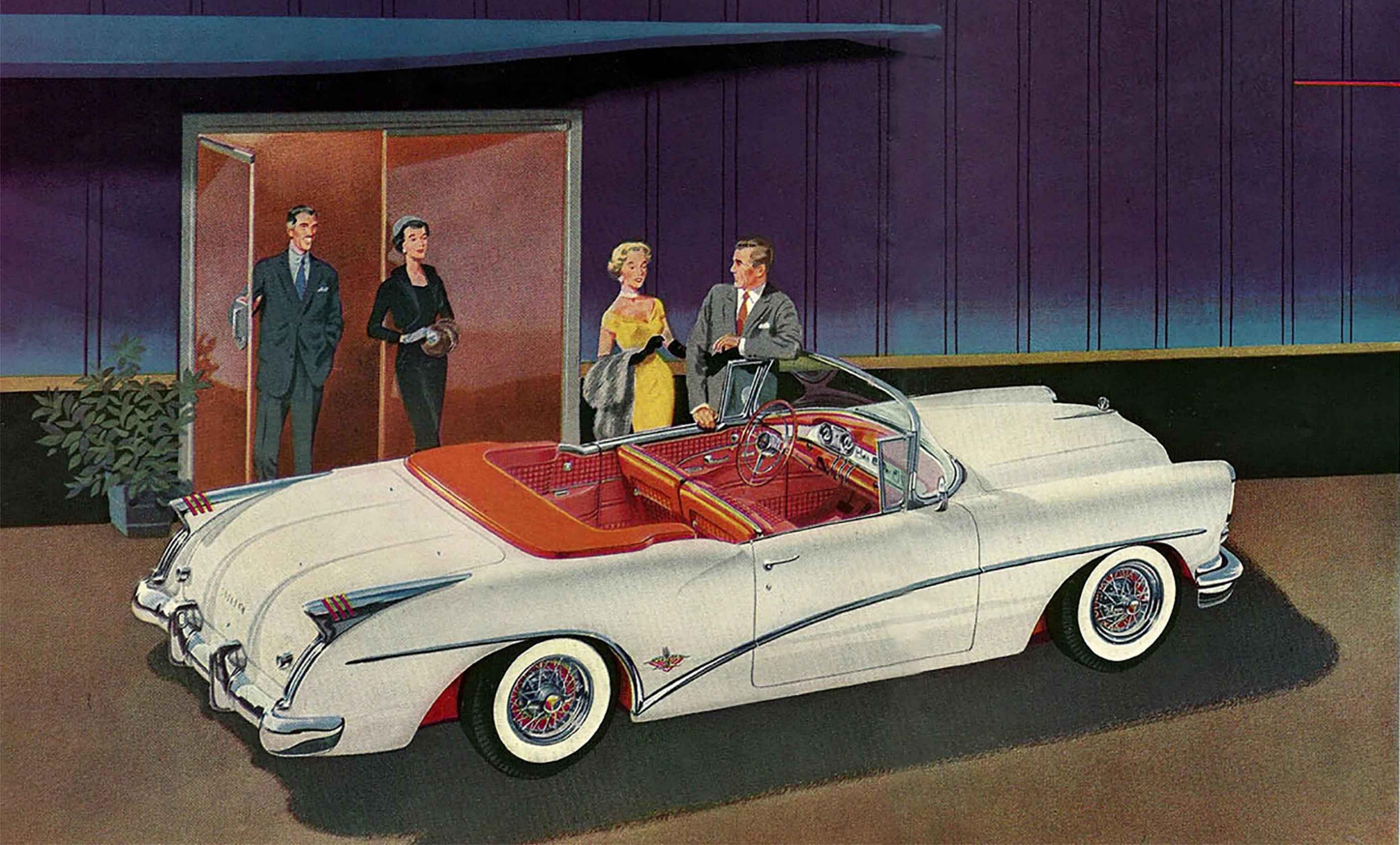
COMPLEMENTING the great performance of the ROADMASTER Sedan is the luxury of its interior, as shown below. Here you are coddled on double-depth foam rubber—and ride surrounded by the most sumptuous beauty ever tailored for ROADMASTER.



THE SWIFT, sleek lines of the Convertible model emphasize the breath-taking beauty of the new ROADMASTER. Note the tasteful sweep of the fender spear, the new four-port markings, the gleaming distinction of the grille. Here, push-buttons power position the windows, the top, the horizontal adjustment of the front seat—and, at your option, the radio antenna and the *vertical* movement of the front seat. Short turning radius, Buick Safety Power Steering, Twin-Turbine Dynaflow, Power Brakes (optional), and the new front-end geometry of Buick's Million Dollar Ride make ROADMASTER handling exquisitely easy.

Like a flight into tomorrow ..bold-spirited

Skylark



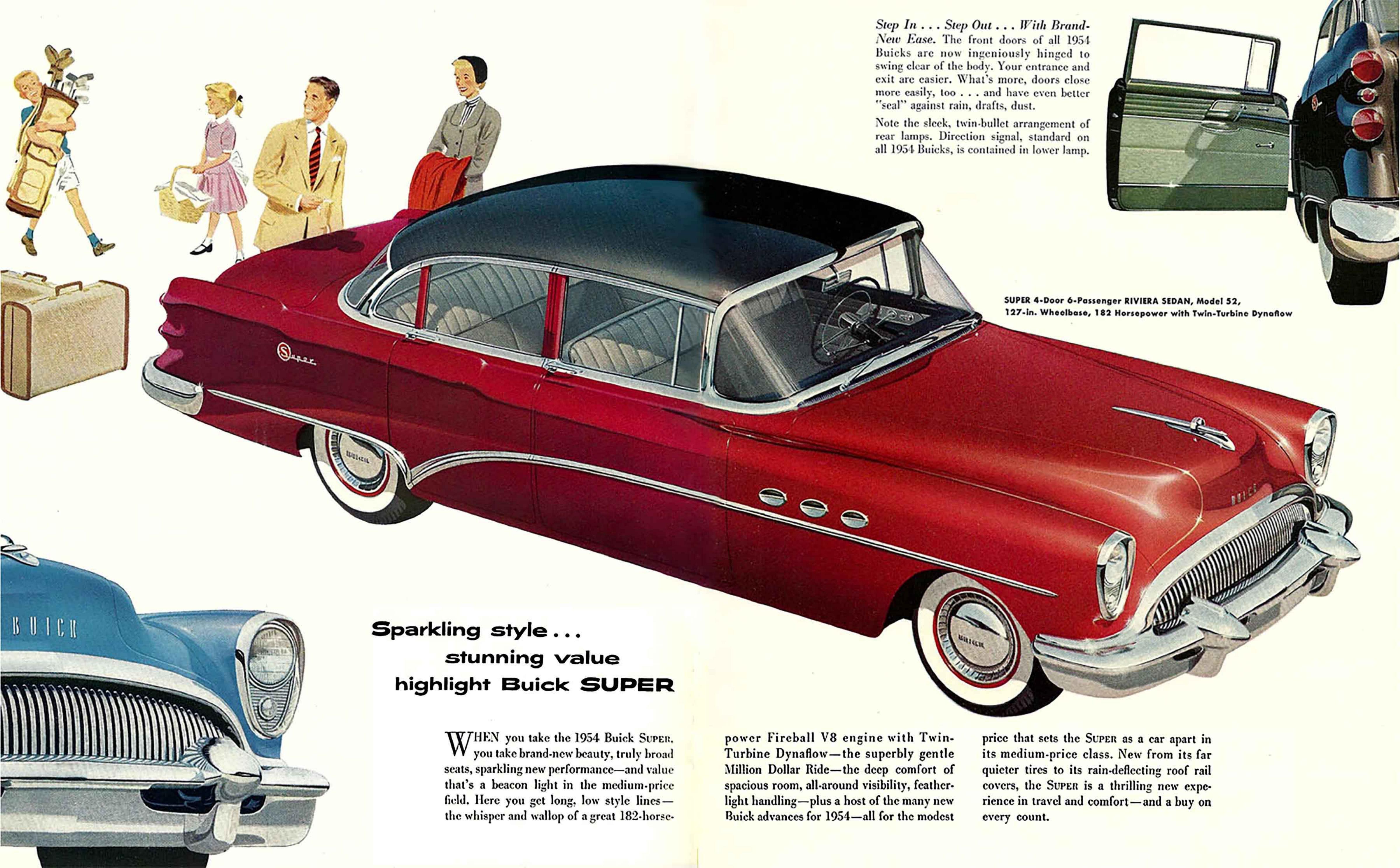
THIS is the Buick for those with a boundless zest for automotive adventure.

This is the spirit-lifting Skylark—Buick's luxury sports car—with flight-designed lines, with road-snuggling compactness, with the corsair-sweep of a finned rear deck—and with pulse-pounding performance second to no Buick ever built.

Rich with many of the "tomorrow" features of Buick's experimental car, the Wildcat—the Skylark stands just four feet, 11 inches high with the top up, is lavishly fitted with soft-tanned choice cowhide in four gorgeous color combinations, rolls on a low wire-wheeled 122-inch chassis.

As you would expect, this scintillating sportster is in limited production. As you would also expect, it has the mighty 200-horsepower Fireball V8 engine, Airpower Carburetor, 8.5 to 1 compression ratio, Twin-Turbine Dynaflow, Buick Safety Power Steering—plus, as additional standard equipment, Power Brakes, 4-way Power Seat, power-operated top and windows and telescopic antenna, Easy-Eye Glass, Selectronic Radio, WeatherWarden Heater and Defroster, and whitewall tires.

SKYLARK 2-Door 6-Passenger SPORTS CAR,
Model 100, 122-in. Wheelbase,
59 in. high with top up, 200 Horsepower



**Sparkling style...
stunning value
highlight Buick **SUPER****

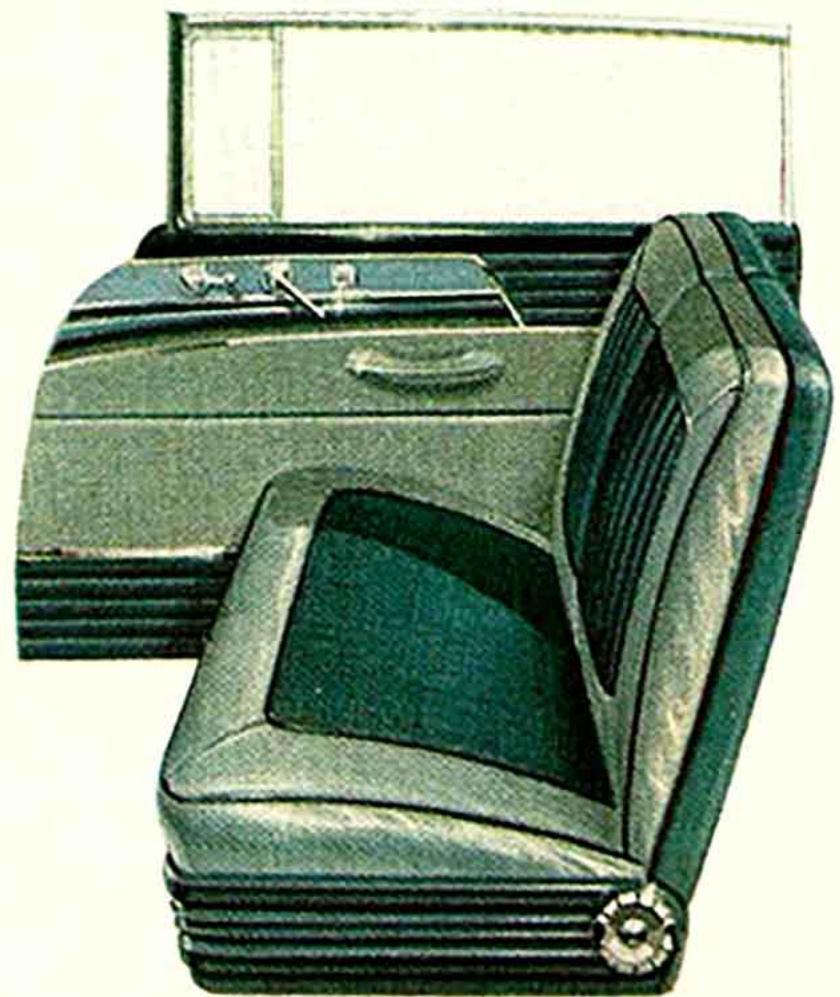
WHEN you take the 1954 Buick SUPER, you take brand-new beauty, truly broad seats, sparkling new performance—and value that's a beacon light in the medium-price field. Here you get long, low style lines—the whisper and wallop of a great 182-horse-

power Fireball V8 engine with Twin-Turbine Dynaflow—the superbly gentle Million Dollar Ride—the deep comfort of spacious room, all-around visibility, feather-light handling—plus a host of the many new Buick advances for 1954—all for the modest

Step In... Step Out... With Brand-New Ease. The front doors of all 1954 Buicks are now ingeniously hinged to swing clear of the body. Your entrance and exit are easier. What's more, doors close more easily, too... and have even better "seal" against rain, drafts, dust.

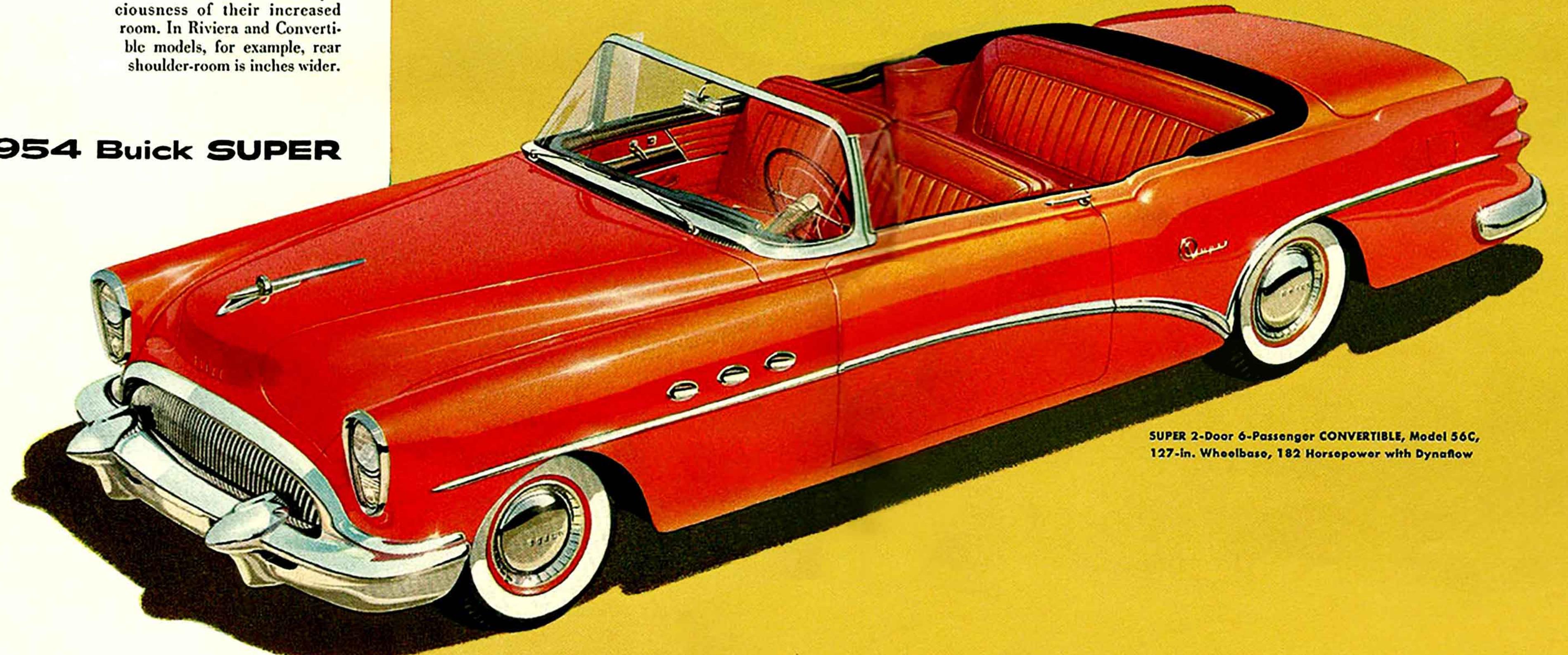
Note the sleek, twin-bullet arrangement of rear lamps. Direction signal, standard on all 1954 Buicks, is contained in lower lamp.

**SUPER 4-Door 6-Passenger RIVIERA SEDAN, Model 52,
127-in. Wheelbase, 182 Horsepower with Twin-Turbine Dynaflow**

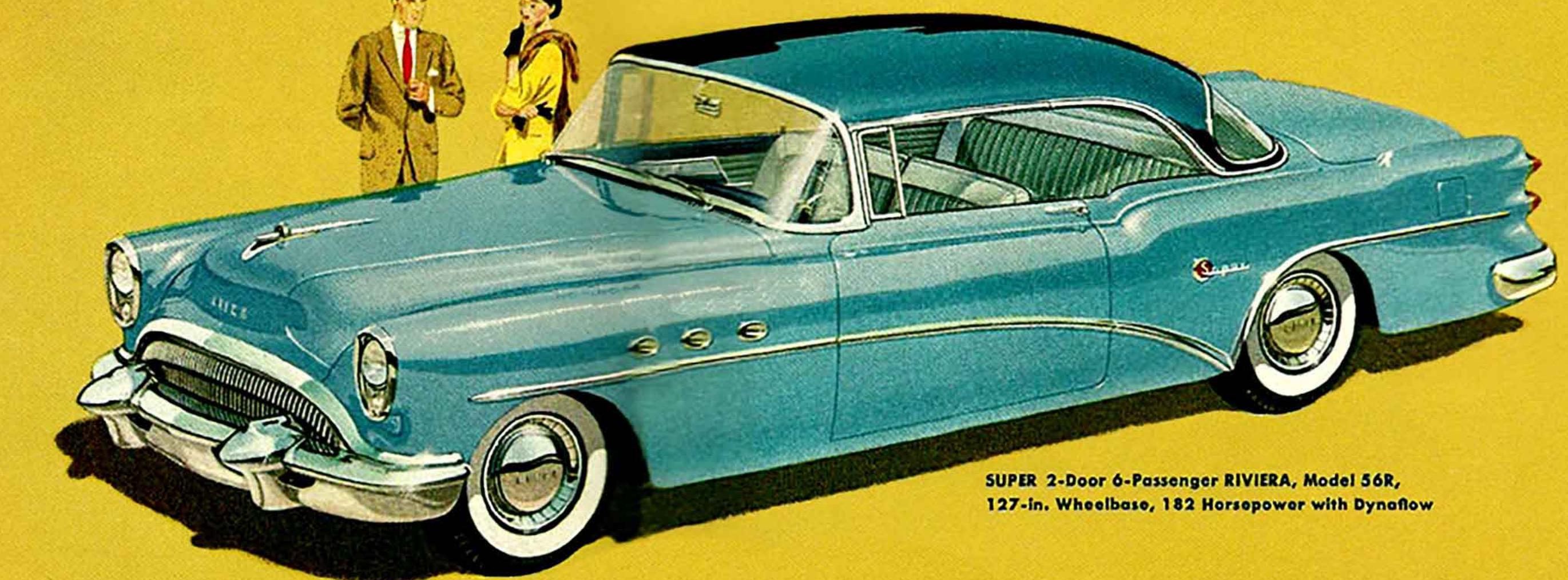


SUPER Interiors Are Two-Way Richer—richer in the luxury of their opulent new fabrics, fittings and finish—richer in the spaciousness of their increased room. In Riviera and Convertible models, for example, rear shoulder-room is inches wider.

1954 Buick SUPER



SUPER 2-Door 6-Passenger CONVERTIBLE, Model 56C,
127-in. Wheelbase, 182 Horsepower with Dynaflow



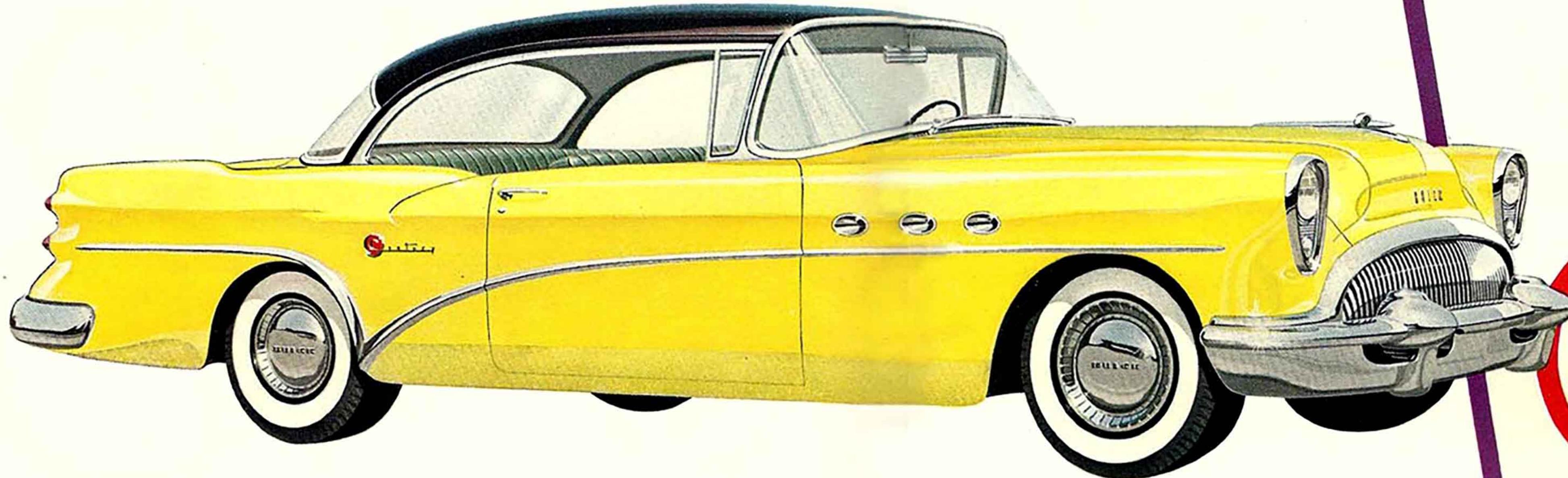
SUPER 2-Door 6-Passenger RIVIERA, Model 56R,
127-in. Wheelbase, 182 Horsepower with Dynaflow

Dashing distinction is a major keynote in the 1954 Buick SUPER Riviera. As you can see in this view of this high-fashion beauty, the whole sweep of its lines seems to lend motion to the car even at standstill. But with this new beauty goes superb new performance, new comfort, new visibility, and new interior luxury.

The sparkle of the Buick SUPER Convertible for 1954 extends well beyond its gay and graceful dress. It's in the action of its great 182-hp V8 engine of 8.5 to 1 compression ratio. It's in the richness of its magnificent ride. It's in the very quality of its Buick craftsmanship—the solidity of its heavier frame, the added jewels in the electric clock, the horizontal sweep of its new Redliner Speedometer. Literally, the SUPER is the superlative value in the medium-price field.

Buick CENTURY

Back again—Dazzling Performer in Scintillating Dress...



CENTURY 2-Door 6-Passenger RIVIERA, Model 66R, 122-in. Wheelbase, 200 Horsepower with Dynaflow

TO YOU who recall the Buick CENTURY of prewar years, little more need be said than that this spectacular performer is now back in the line—in modern power and performance and new-day dress.

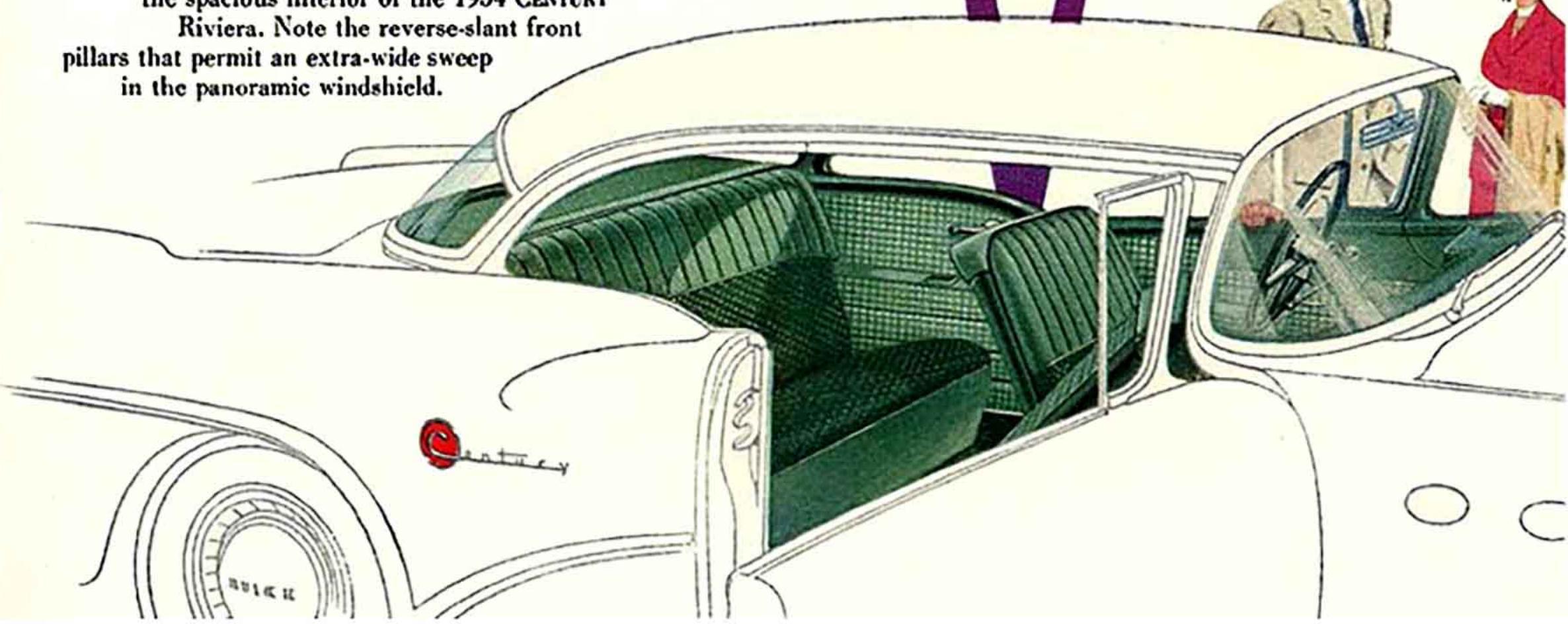
To you who never knew its prowess—these simple facts will explain the news excitement of the return of the CENTURY:

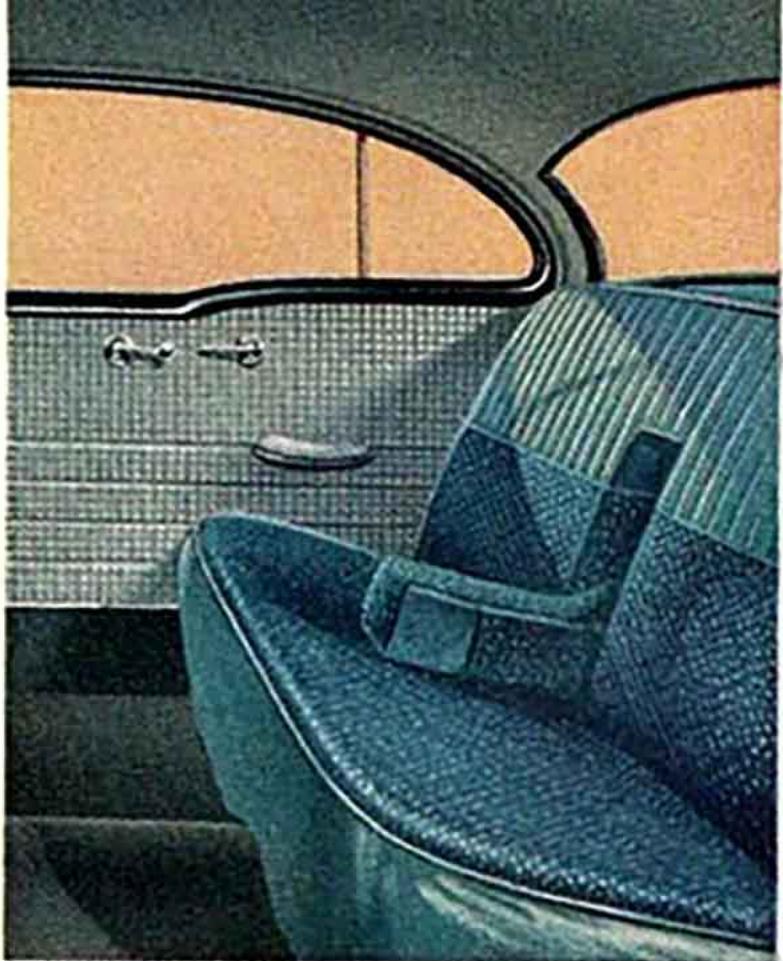
This is the Buick—reborn in 1954—that has top-of-the-line power in the extra-compact chassis of 122-inches.

Thus, it has the most favorable power-to-weight ratio in Buick history—and the dazzling performance that results from this ratio.

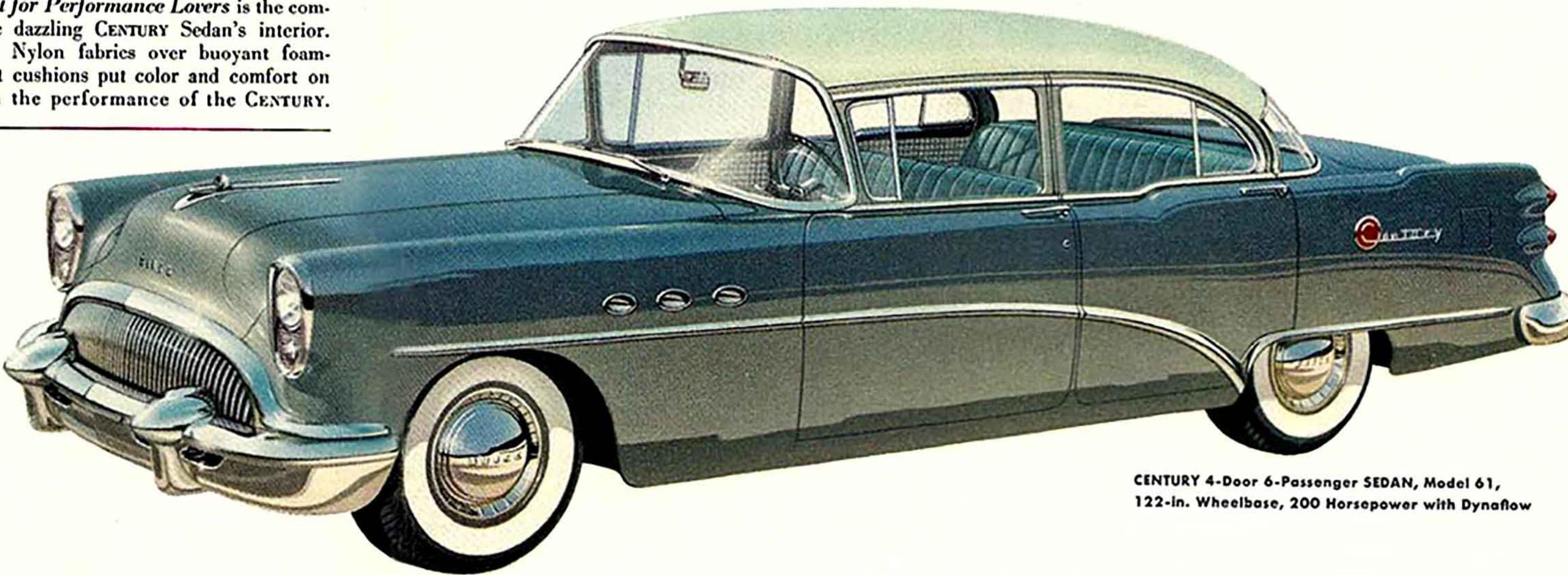
But beyond its 200-horsepower Fireball V8 engine and its highly maneuverable chassis—beyond the beauty of its stunning new body and the rich comfort of its interiors, its visibility, its handling, its ride—the big news of this big-performance automobile is *price*. For the CENTURY returns in 1954 at a price level just a step above Buick's lowest.

Swing-Away Doors and Tilt-Away Front Seats
insure far more ease in entering and leaving
the spacious interior of the 1954 CENTURY
Riviera. Note the reverse-slab front
pillars that permit an extra-wide sweep
in the panoramic windshield.





Pretty Soft for Performance Lovers is the comfort of the dazzling CENTURY Sedan's interior. Here, rich Nylon fabrics over buoyant foam-rubber seat cushions put color and comfort on a par with the performance of the CENTURY.



CENTURY 4-Door 6-Passenger SEDAN, Model 61,
122-in. Wheelbase, 200 Horsepower with Dynaflow

1954 Buick CENTURY

WITH THE spectacular performance of the CENTURY, as it is reborn in 1954, goes a long list of the engineering advances brought forth in this pace-setting Buick year. There is the long, low styling—with

the body line lowered a full three inches, yet maintaining full road clearance.

There is the superb visibility and grace of greater glass area—and the comfort of seeing the high-line

front fenders through the sweep-back panoramic windshield.

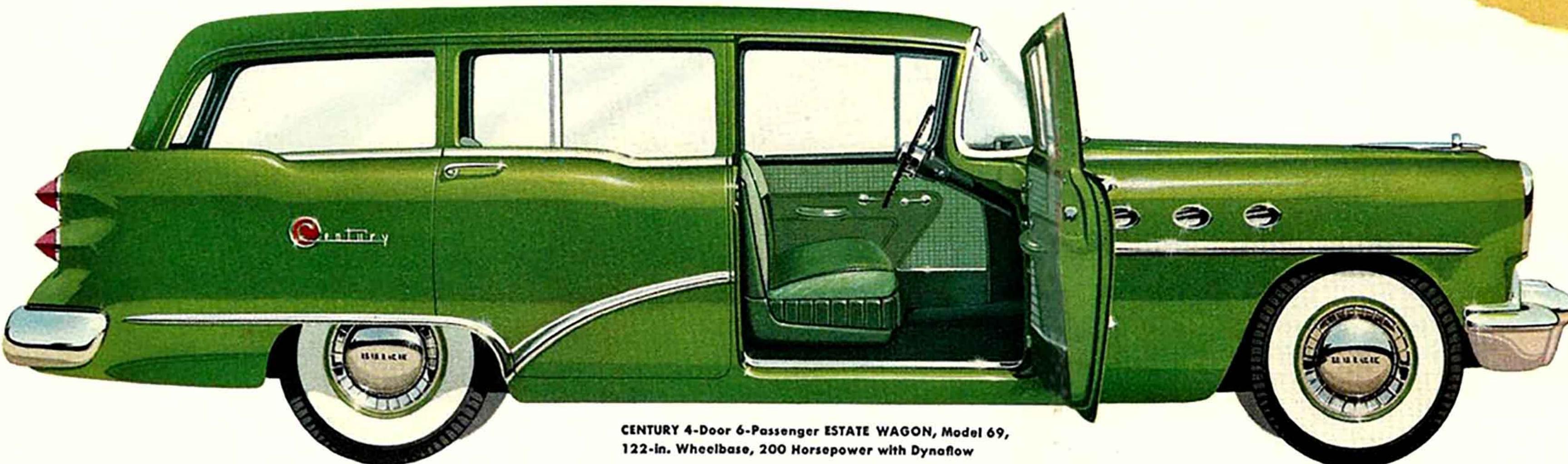
There is the responsive handling of even lower over-all steering-gear ratios—plus, at your option, the convenience of Buick Safety

Power Steering and Power Brakes.

And, of course, there is the ruggedness of Buick's construction—of an X-braced frame, 122-inch wheelbase, torque-tube drive, coil-spring cushioning, wide Safety-Ride rims mounting soft, low-pressure tires that are now quieter underway.



CENTURY 2-Door 6-Passenger CONVERTIBLE, Model 66C,
122-in. Wheelbase, 200 Horsepower with Dynaflow



CENTURY 4-Door 6-Passenger ESTATE WAGON, Model 69,
122-in. Wheelbase, 200 Horsepower with Dynaflow

Front-Page News In More Ways Than One Is The All-Steel Buick Estate Wagon—for this famed Buick body style now comes in its first all-steel version—in a new, lower price range—and with the sheer brilliance of CENTURY performance.

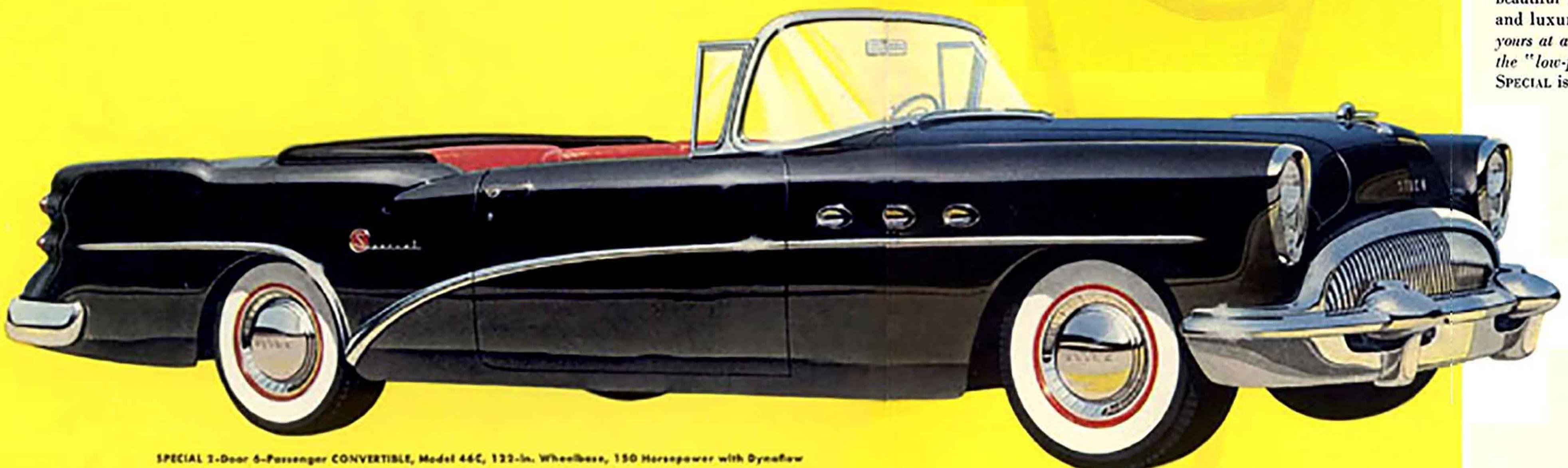
In this tremendously able traveler, you get versatility with verve. You get the correct car for casual country living and the correct car for dress affairs. You get stretch-out room for six, plus abundant loading room. And you get this luxury-fitted, dual-purpose, all-steel beauty at a *budget* price.



Bold And Rakish
Beauty On The Inside
matches the dash and verve of the swift-lined Buick SPECIAL Convertible for 1954. Note the rich harmony of colors in fabrics and finish. The smartly tailored seats carry six persons—and even more comfortably, thanks to the better-balanced Million Dollar Ride. Note, too, in the exterior view below, the sports car touch of full rear-wheel opening.

Thrifty-Priced Thriller with plenty of Zoom...

Buick SPECIAL



SPECIAL 2-Door 6-Passenger CONVERTIBLE, Model 44C, 122-in. Wheelbase, 150 Horsepower with Dynaflow

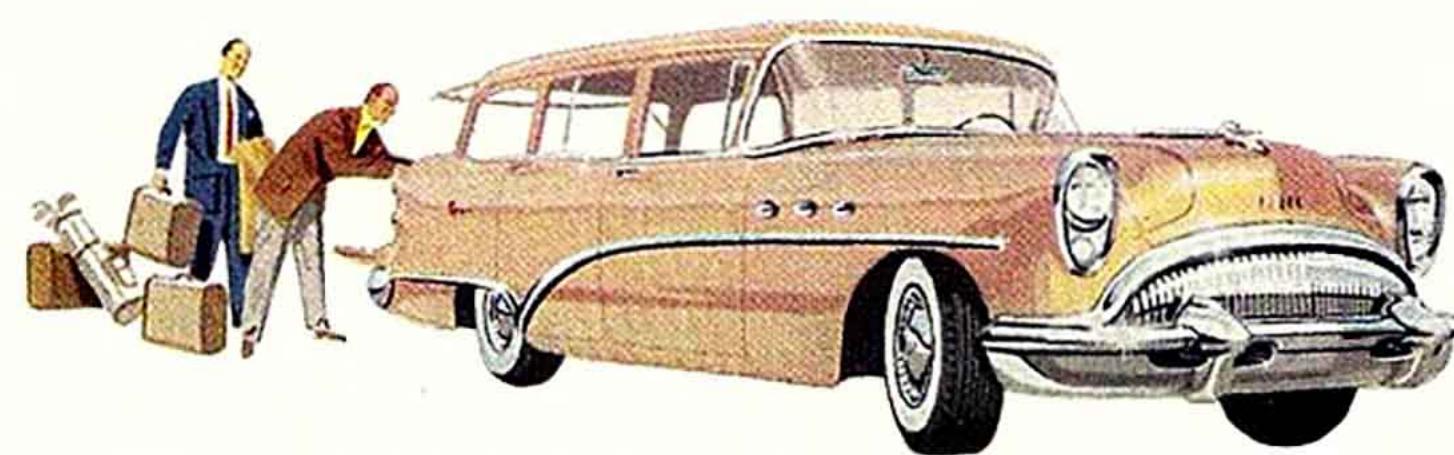
YOU WILL find that the SPECIAL is the lowest priced of the beautiful new Buicks for 1954.

Yet you will find in each model of this brilliant Buick Series every basic that makes Buick the beautiful buy.

You will find the long, low, style sweep of Buick's new lines, new sweepspears, new profile. You will find new roominess, new luxury interiors, new comfort. You will find new and quieter tires, new handling ease in the famed Million Dollar Ride, new convenience in entering and exiting through wider door openings.

But most of all, you will find new thrills and new satisfactions in bossing *the highest horsepower ever placed in a Buick Special*. For here is a brand-new Fireball V8 engine with new Power-Head pistons to give you performance and response second to no other Buick ever built in this budget-price class.

With its great new V8 engine, with its beautiful new body, with its new grace and luxury and superb new ride—all yours at a bedrock price just a step above the "low-price-three"—the spectacular SPECIAL is a very special buy.



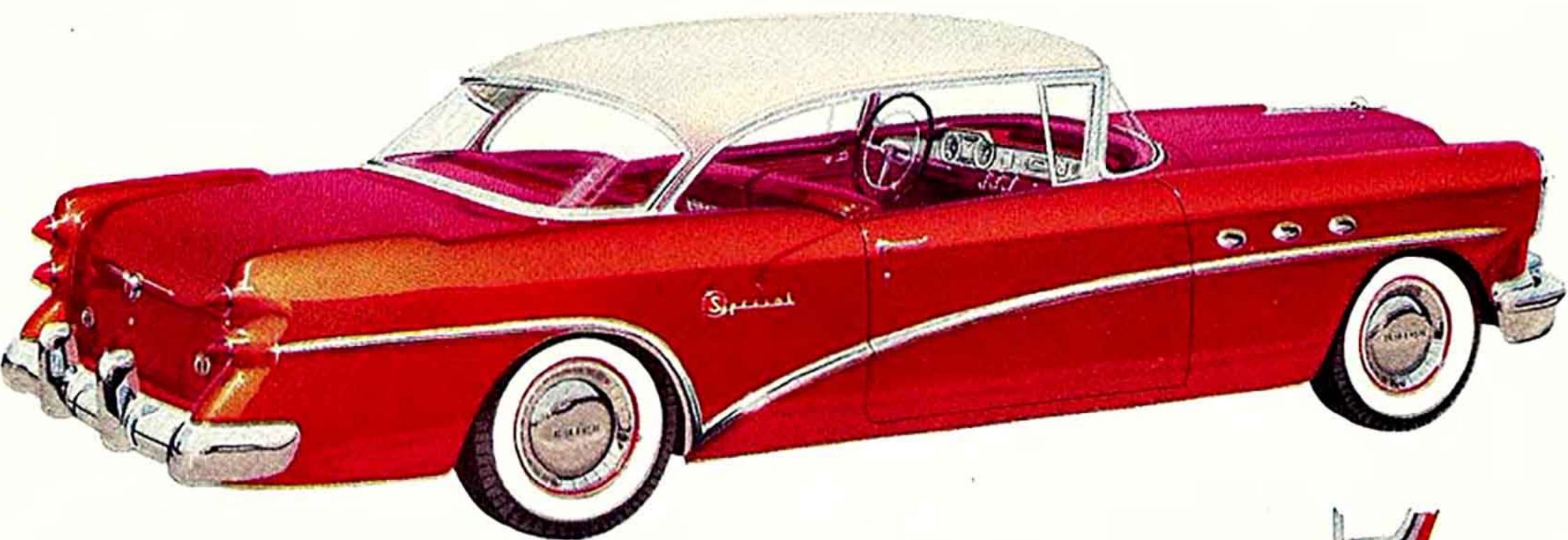
SPECIAL 4-Door 6-Passenger ESTATE WAGON, Model 49, 122-in. Wheelbase, 150 Horsepower with Dynaflow

Suavely styled and ready for duty driving or social travel—the Buick All-Steel Estate Wagon makes its bow in the budget-priced SPECIAL Series.



SPECIAL 2-Door 6-Passenger SEDAN, Model 48D, 122-in. Wheelbase, 150 Horsepower with Dynaflow

1954 Buick SPECIAL



SPECIAL 2-Door 6-Passenger RIVIERA, Model 46R, 122-in. Wheelbase, 150 Horsepower with Dynaflow



Special Comfort For Special Travelers comes from the deep, wide, soft cushions with zigzag-type springs—from truly spacious interiors—from lustrous Nylon fabrics—from front- and rear-door armrests designed to leave maximum hiproom across both seats, and provide a convenient handhold for pulling doors closed.

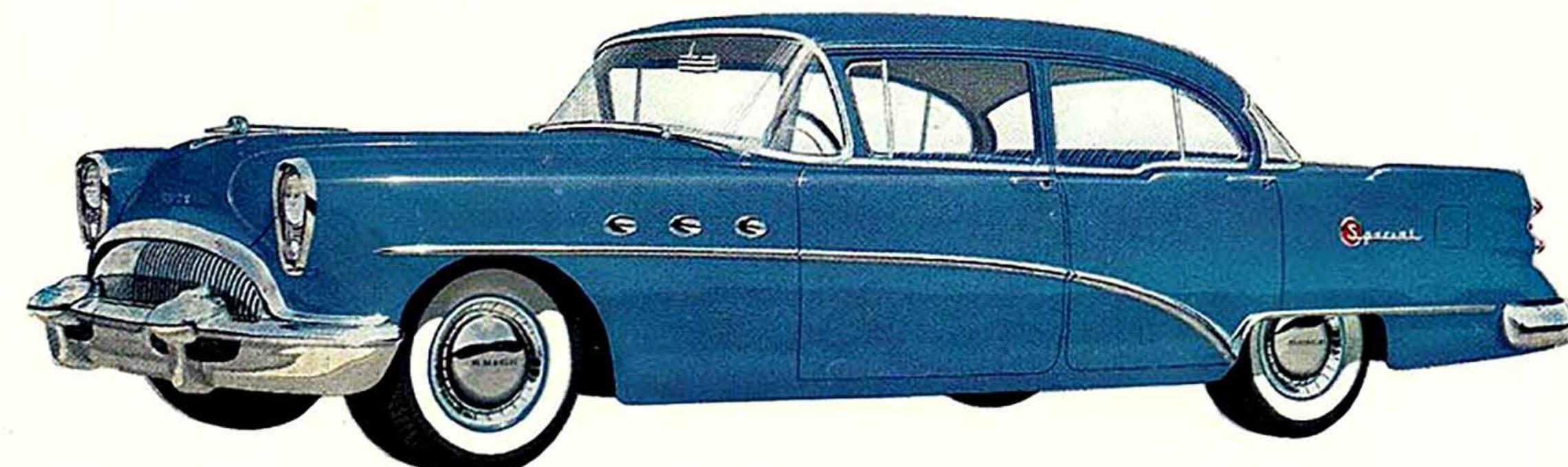
HERE, in the big and beautiful and thrillingly able 1954 SPECIAL, you have a true-blue Buick in a full choice of models—each priced to do the most justice to a modest budget.

Included here, as you see, is the famed Buick Estate Wagon, now in the much-wanted all-steel body styling—

first time this luxury body model has ever been offered in the low-priced SPECIAL Series.

Included, too, is a long list of Buick engineering advances. In every SPECIAL model, you have the new high-air intake for car interior ventilation—new rotary door latches—

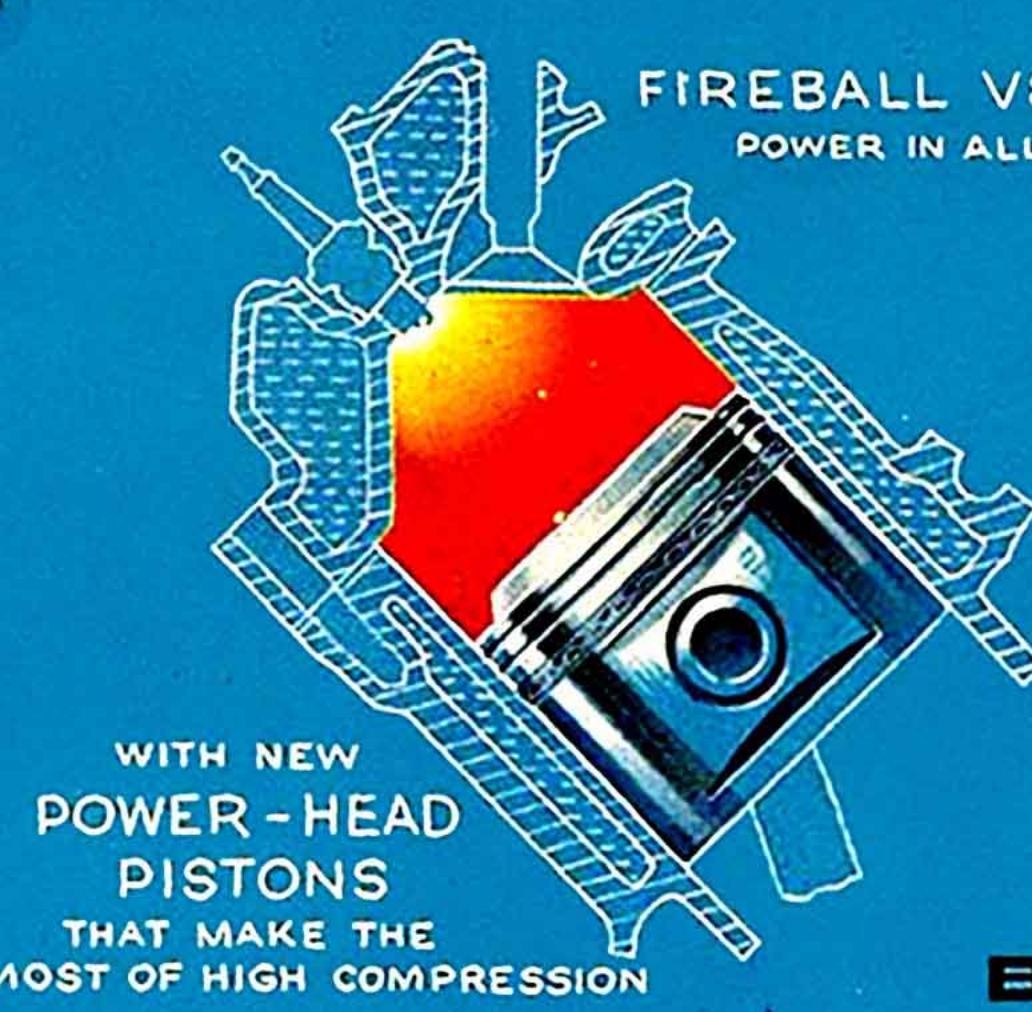
hydraulic valve lifters in the powerful, new V8 engine—12-volt battery—new air cleaner and silencer—new throttle linkage for greater pedal ease—new instrument panel with aircraft-type controls—and, of course, the great new glass areas, with sweep-back panoramic windshield.



SPECIAL 4-Door 6-Passenger SEDAN, Model 41D, 122-in. Wheelbase, 150 Horsepower with Dynaflow



FIREBALL V8
POWER IN ALL MODELS



WITH NEW
POWER-HEAD
PISTONS
THAT MAKE THE
MOST OF HIGH COMPRESSION

IMPROVED
BUICK SAFETY POWER STEERING
WITH FASTER, MORE POSITIVE CONTROL

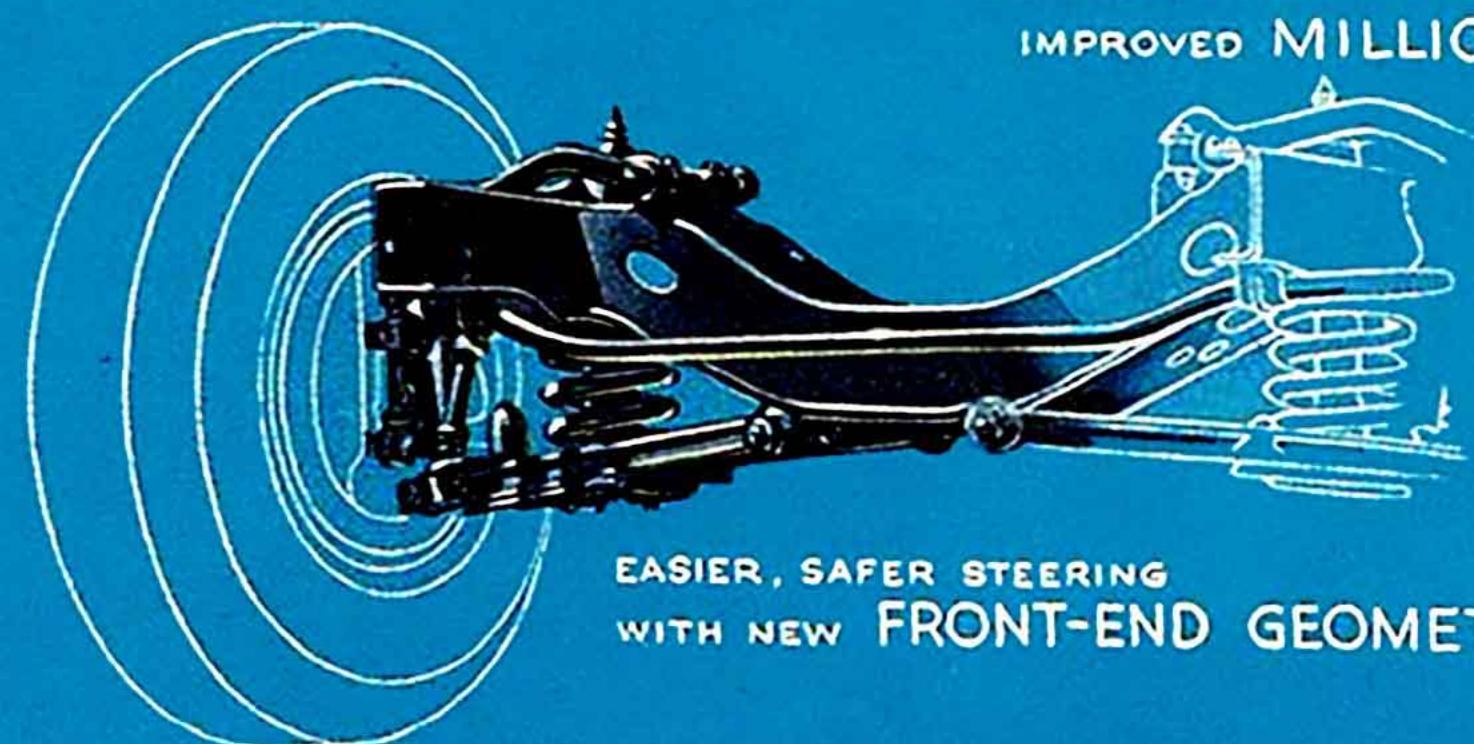


IMPROVED POWER
NOW AVAILABLE
IN ALL SERIES

BRAKES

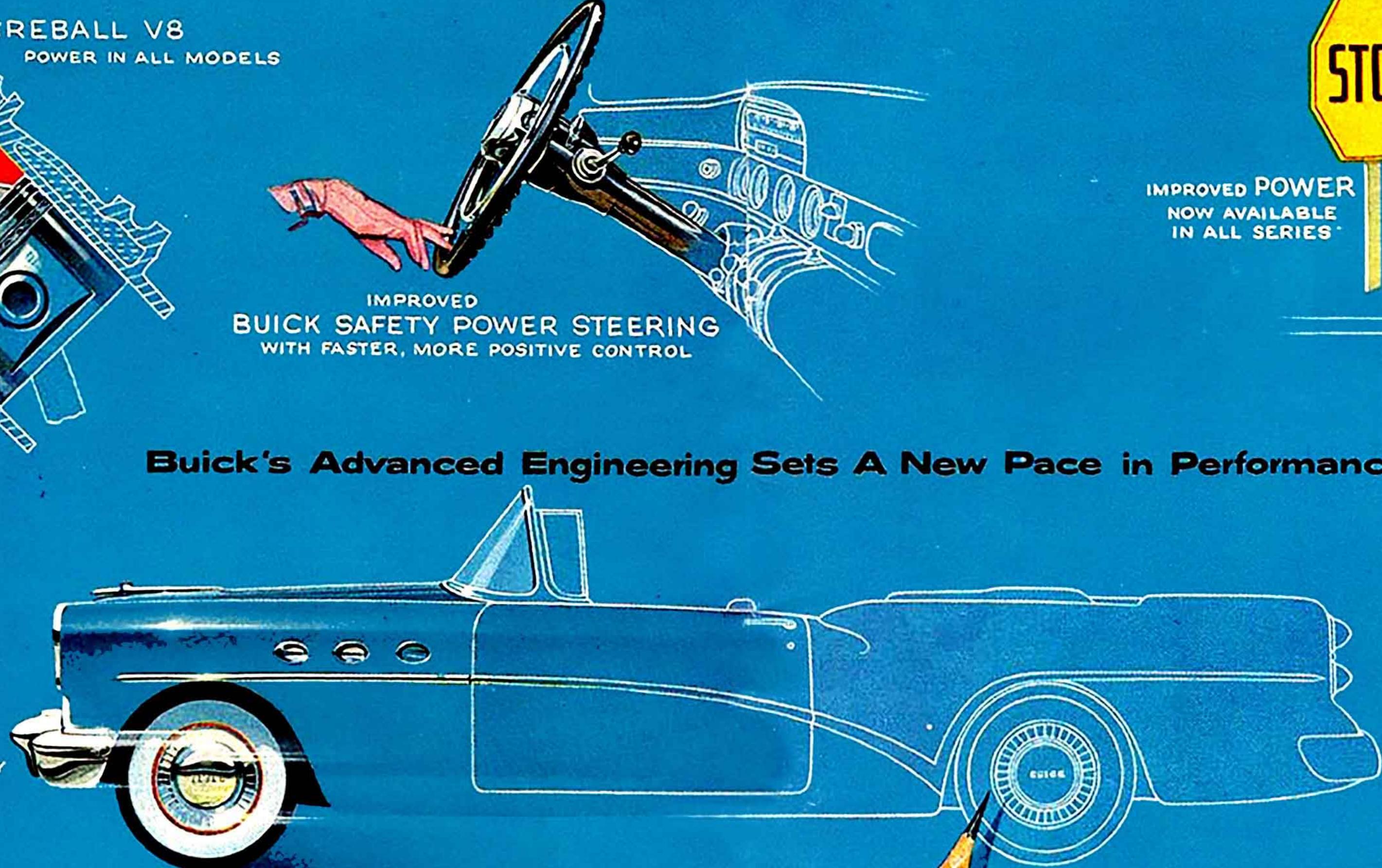


Buick's Advanced Engineering Sets A New Pace in Performance, Comfort, Economy



EASIER, SAFER STEERING
WITH NEW FRONT-END GEOMETRY

IMPROVED MILLION DOLLAR RIDE



BROUGHT together in the beautiful new 1954 Buicks is a combination of engineering features that are as advanced as the lines that cloak them are modern.

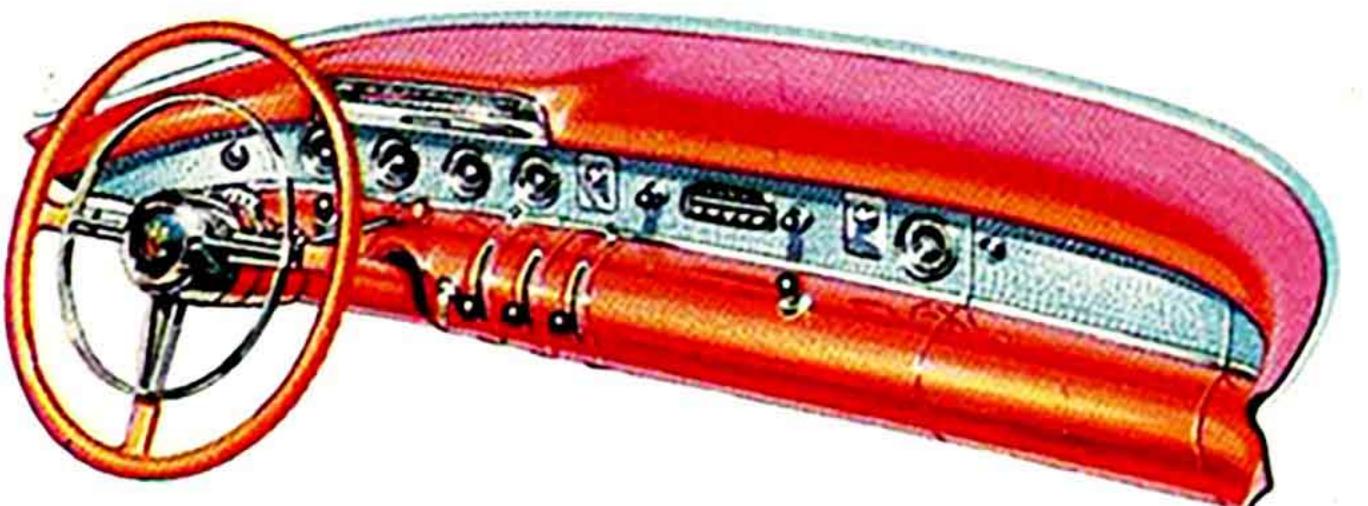
There is advanced V8 power in every new Buick from vertical-valve V8 engines of true high compression—and from new

Power-Head Pistons that insure extra drive thrust and extra fuel efficiency by exposing the fuel charge to a minimum of metal area.

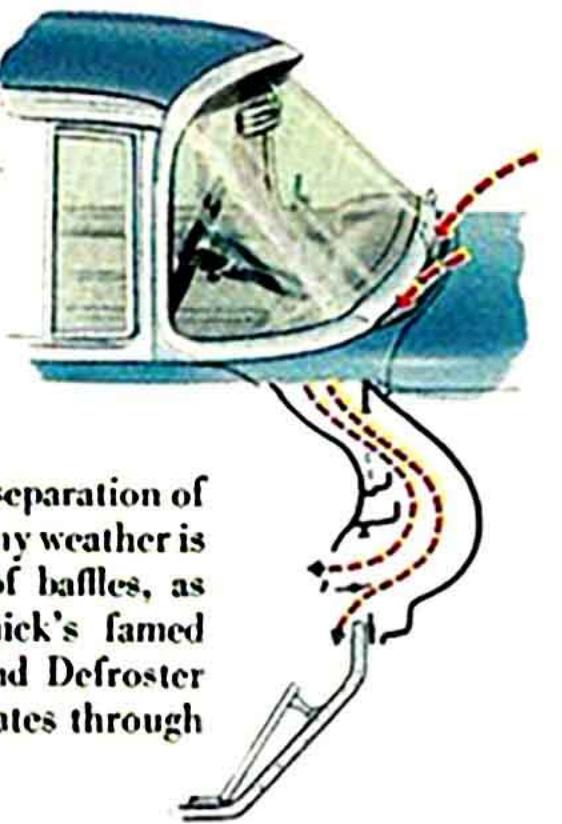
There is the spectacular Twin-Turbine Dynaflow that provides instant getaway response with supreme smoothness—and now with even more silken silence.

There is the superbly balanced

Million Dollar Ride, now made even smoother, more buoyant. There is the new pin-point control and almost effortless ease of Buick Safety Power Steering. There is surer, easier control with even better Power Brakes. There is in fact, a combination of performance and comfort and honest economy rare indeed at any price—yet yours, here, at price levels that beacon-light Buick as the beautiful buy in 1954.



New High-Visibility Instrument Panels of double-roll design, with recessed dials and new aircraft-type controls, give you easier reading of and access to instruments—plus superb new kneeroom spaciousness in the front seat. Illustrated above is the ROADMASTER panel, with the new Redliner Speedometer which indicates speed with a horizontally-gliding red bar.



New High-Air Intake for car interior ventilation is located across full width of car at base of windshield—brings in more and cooler, and cleaner outside air, at this hood-high level. Complete water separation of this incoming air during rainy weather is provided for by a series of baffles, as shown in the sketch. Buick's famed WeatherWarden Heater and Defroster system, optional, also operates through the new High-Air Intake.

Buick Airconditioner cools, freshens, filters the air you breathe—even in high summer temperatures. Exclusive Buick feature permits scientific ducting of cooled air to all parts of car with draft-free flow, with the further provision of individual control by driver and window-seat passengers. Stale air is quickly drawn out, cooled outside air is constantly introduced.

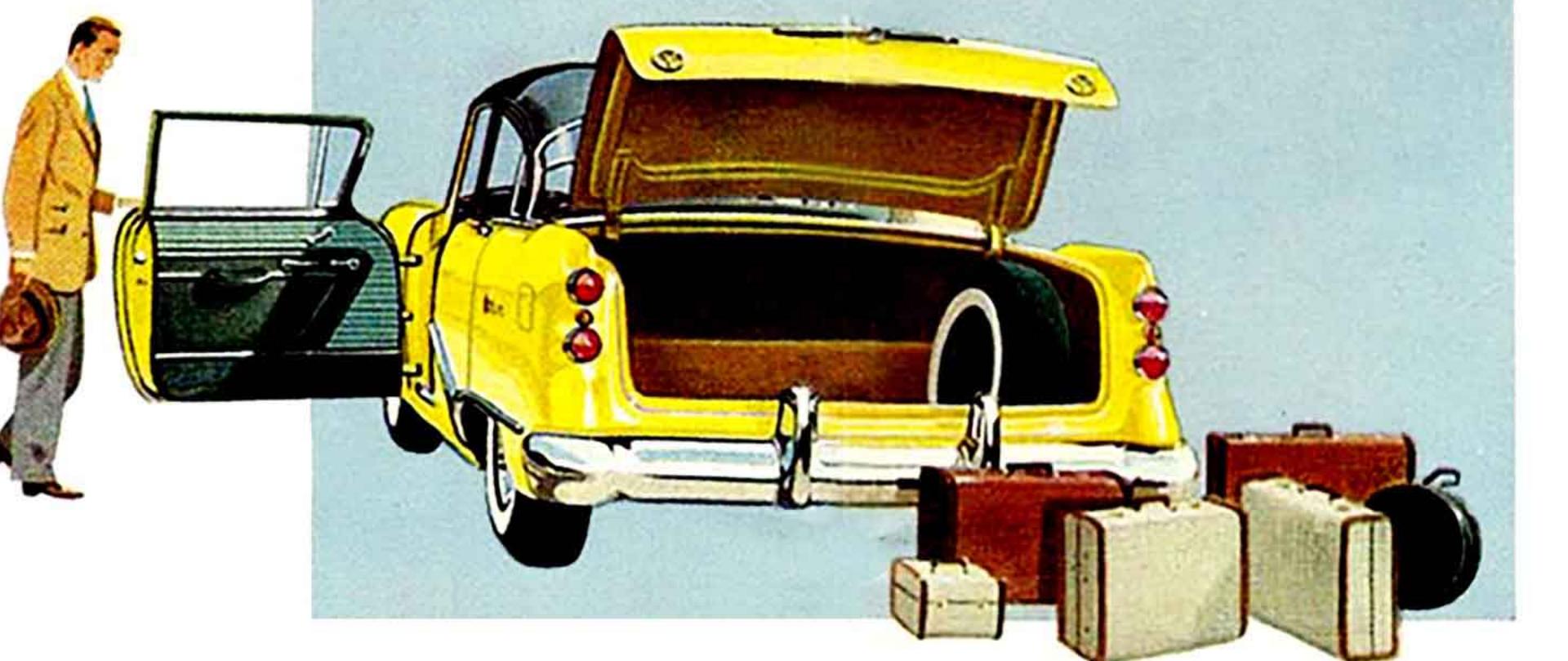


YOU'LL FIND THESE IMPORTANT NEW FEATURES IN THE 1954 BUICKS, TOO

- New Roof Rail Cover**—provides dry driving in the rain with windows lowered on SUPER and ROADMASTER Sedans
- New Electric Window Lifts**, available on SUPERS and ROADMasters
- New Lighted Ignition Key Slot**
- New Rear-License-Plate Lamps**
- New Outside Mirrors** on both sides of all Convertibles and Model 76R
- New Illuminated indicator** for Dynaflow lever setting
- Rich-Toned Buick Sonomatic or Electronic Radio**

New Swing-Out Front Doors widen the doorway areas of all 1954 Buicks, make it easier to enter and leave, and provide better sealing, easier closing.

Deep, Wide Trunk provides extra-spacious luggage area—more room than you probably will ever use. New, wider opening area and low lid rim combine to make loading and unloading of the roomy compartment even easier. A turn of the key unlocks the lid, which then rises with finger-tip pressure and stays up. No key required for locking.



Buick provides for your constant comfort, your every convenience



Power Positioned Front Seat moves back and forth and up and down for your right height and distance from the wheel. As seat is power-raised, front edge tips down slightly to make pedals more easily accessible. This luxurious 4-way power seat is controlled by electric push-button, stops exactly where you want it.

Roadmaster SERIES 70

BUICK VALVE-IN-HEAD V-8 ENGINE—Bore and stroke, 4.0 x 3.2 inches. Displacement, 322 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and low pressure lubrication to rocker arms. Oil capacity (reli), 6 quarts. Compression ratio 8.5, 200 h.p.

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 filter cap. Water capacity, 18 1/2 quarts, 20 quarts with heater.

DYNAFLOW DRIVE—Torque converter with gears. No clutch pedal. Total oil capacity, 10 quarts.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. One universal joint automatically lubricated from transmission. Gear ratio, 3.4-1.

SUSPENSION—Independent front wheel suspension with ride stabilizer. All coil springs.

STEERING—Buick safety power steering standard: 24.1 to 1 over-all ratio.

FRAME—Double Drop, Channel X Center Cross-member, Box Type Front Crossmember.

SHOCK ABSORBERS—Front Double Acting Direct type. Rear Double Acting Lever type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12-inch diameter. StepOn parking brake. Power brakes optional at extra cost.

ELECTRICAL SYSTEM—Delco-Remy. Solenoid starter. Battery mounted under hood. 12 volt system.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels, 15 x 6. Wire wheels optional at extra cost. Tire size 8.00-15—4 ply.

WHEELBASE—127 inches on all models. Over-all car length, 216.8 inches.

Distinctive SKYLARK

The distinctive Skylark sport car has the 200 h.p. Fireball V-8 engine, compression ratio 8.5, 122-inch wheelbase, over-all car length 206.3 inches, over-all car height, 59.2 inches, broad rim 15x6 chrome-plated wire wheels. The interior is lavishly trimmed in genuine leather and the top is the wonder fabric "Orion" available in black and white.

All equipment and accessories that are standard or optional on Roadmaster are Standard on the Skylark, including Dynaflow, Buick Safety Power Steering, Power Brakes, electronic radio, electric antenna, horizontal and vertical adjustable seat. (Excluding air conditioner.)

SPECIFICATIONS

Century SERIES 60

BUICK VALVE-IN-HEAD V-8 ENGINE—Bore and stroke, 4.0 x 3.2 inches. Displacement, 322 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and low pressure lubrication to rocker arms. Oil capacity (reli), 6 quarts. Compression ratio 8.5, 200 h.p. with Dynaflow.

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 filter cap. Water capacity, conventional transmission 16.5 quarts, 18.0 quarts with heater. With Dynaflow 18 1/2 quarts, 20 quarts with heater.

DYNAFLOW DRIVE—(Optional at extra cost) Torque converter with gears. No clutch pedal. Total oil capacity, 10 quarts.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. One universal joint automatically lubricated from transmission. Gear ratio 3.9-1 on models with Synchro-Mesh, 3.4-1 all models with Dynaflow.

SUSPENSION—Independent front wheel suspension with ride stabilizer. All coil springs.

STEERING—Ball bearing Worm and Nut: 26.7 to 1 over-all ratio. Buick safety power steering available with 24.1 to 1 over-all ratio.

FRAME—Double Drop, Channel X Center Cross-member, Box Type Front Crossmember.

SHOCK ABSORBERS—Front Double Acting Direct type. Rear Double Acting Lever type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12 inch diameter. StepOn parking brake. Power brakes optional at extra cost.

ELECTRICAL SYSTEM—Delco-Remy. Solenoid starter. Battery mounted under hood. 12 volt system.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels, 15 x 6. Wire wheels optional at extra cost. Tire size 7.60-15—4 ply.

WHEELBASE—122 inches on all models. Over-all car length, 205.3 inches.

Super SERIES 50

BUICK VALVE-IN-HEAD V-8 ENGINE—Bore and stroke, 4.0 x 3.2 inches. Displacement, 322 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and low pressure lubrication to rocker arms. Oil capacity (reli), 6 quarts. Compression ratio 8.0, 177 h.p. with Synchro-Mesh; Compression ratio 8.5, 182 h.p. with Dynaflow.

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 filter cap. Water capacity, 18.5 quarts, 20.0 quarts with heater.

CLUTCH AND TRANSMISSION—Sheet Metal spring, single dry-plate clutch. Facing area, 106.5 square inches. All-silent Synchro-Mesh Transmission, helical gears.

DYNAFLOW DRIVE—(Optional at extra cost) Torque converter with gears. No clutch pedal. Total oil capacity, 10 quarts.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. One universal joint automatically lubricated from transmission. Gear ratios, 3.9 Synchro-Mesh; 3.4 with Dynaflow.

SUSPENSION—Independent front wheel suspension with ride stabilizer. All coil springs.

STEERING—Ball Bearing Worm and Nut: 26.7 to 1 over-all ratio. Buick Safety Power Steering available with 24.1 to 1 over-all ratio.

FRAME—Double Drop, Channel X Center Cross-member, Box Type Front Crossmember.

SHOCK ABSORBERS—Front Double Acting Direct type. Rear Double Acting Lever type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12-inch diameter. StepOn parking brake. Power Brakes optional at extra cost.

ELECTRICAL SYSTEM—Delco-Remy. Solenoid starter. Battery mounted under hood. 12 volt system.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels, 15 x 6. Wire wheels optional at extra cost. Tire size 7.60-15—4 ply.

WHEELBASE—122 inches on all models. Over-all car length, 216.8 inches.

Special SERIES 40

BUICK VALVE-IN-HEAD V-8 ENGINE—Bore and stroke, 3.625 x 3.2 inches. Displacement, 264 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and low pressure lubrication to rocker arms. Oil capacity (reli), 6 quarts. Compression ratio 7.2, 143 h.p. with Synchro-Mesh. Compression ratio 8.1, 150 h.p. with Dynaflow.

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—Thermostatic and By-Pass Temperature Control; pressure relief valve in filter cap. Water capacity, conventional transmission 16.5 quarts, 18.0 quarts with heater. With Dynaflow 18 1/2 quarts, 20 quarts with heater.

CLUTCH AND TRANSMISSION—Sheet Metal spring, single dry-plate clutch. Facing area, 100.6 square inches. All-silent Synchro-Mesh Transmission, helical gears.

DYNAFLOW DRIVE—(Optional at extra cost) Torque converter with gears. No clutch pedal. Total oil capacity, 10 quarts.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. One universal joint automatically lubricated from transmission. Gear ratios, 3.9-1 on all models. With Dynaflow Drive, 3.6-1 on all models.

SUSPENSION—New independent front wheel suspension with ride stabilizer. All coil springs.

STEERING—Ball bearing Worm and Nut: 26.7 to 1 over-all ratio. Buick safety power steering available with 24.1 to 1 over-all ratio.

FRAME—Double Drop, Channel X Center Cross-member, Box Type Front Crossmember.

SHOCK ABSORBERS—Front Double Acting Direct type. Rear Double Acting Lever type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12 inch diameter. StepOn parking brake. Power brakes optional at extra cost.

ELECTRICAL SYSTEM—Delco-Remy. Solenoid

starter. Battery mounted under hood. 12 volt system.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels, 15 x 6. Wire wheels optional at extra cost.

WHEELBASE—122 inches, all models. Over-all car length, 205.3 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.

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