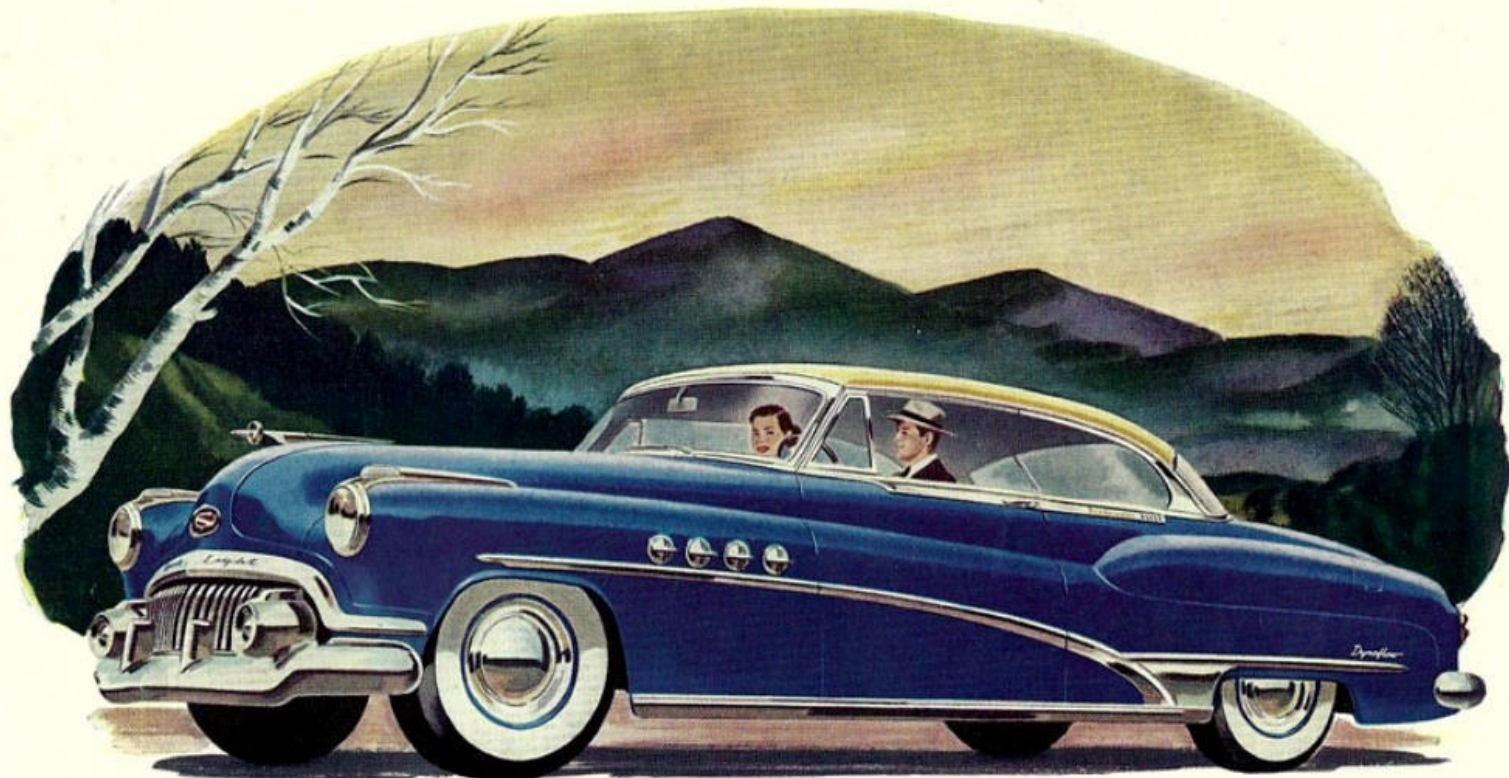


BUICK

Smart Buy for 1951





Buick Lifts the Limit on Luxury

In a banner array of stunning models, Buick puts brilliant new styling, sumptuous interior richness, solid Buick comfort, and sparkling Fireball performance within easy reach of most any new-car budget

HERE, COMING YOUR WAY, is a line of the smartest Buicks ever built—smart in the advanced brilliance of their styling and power—smarter still in new pricing levels that go deep into bedrock value.

From the brand-new SPECIAL that comes closer than ever to the lowest price levels, to the custom-rich ROADMASTER that shows its heels to the fine-car field, you are aware of new fineness, new comfort, and new highs in thrilling action.

You will find distinctive beauty in a new "push-bar" forefront of solid strength and daring design, in the lively leap-ahead look of sweepspear fender moldings on most models, in the eye-catching sweep of chrome fender ports that instantly say "Buick."

You will find truly spacious roominess in cars ingeniously engineered for minimum over-all length to make parking and garaging easier. You will find interiors richly tailored in the custom manner, with lustrous fabrics, finish and trim that set trends for tomorrow.

You will find valve-in-head Fireball performance from straight-eight engines in four power ratings—the wonderfully soft and level going of the Buick dream ride—wide, crystal-clear visibility all around. And beyond all that, feather-light handling—with Dynaflo Drive available on any model, to make your bliss complete and reduce car-servicing costs to boot.

So look over these Buick beauties for 1951—with your road life and your budget in mind.

Select your dream-come-true from the galaxy of gorgeous models in four series—SPECIAL, CUSTOM SPECIAL, SUPER, and ROADMASTER. Choose from four wheelbases, from nine body styles, from five price ranges. Pick from a wide selection of equipment and accessories that lets you custom tailor your Buick to your taste and purse.

For you will surely find that, by any measure, the smart car to look at, to drive, to own is the smart-buy Buick for '51.



Sign of the Smoothest Thing on Wheels—It's Dynaflo—the silky-smooth drive that's fully automatic, that has no clutch pedal to push and no gears to shift. It's easy on you, on fuel and tires, on the whole car—and it's available on every Buick and only on Buick.



Designer's Dream—Distinctively Buick—It's the rugged new forefront that heralds the coming of every new 1951 Buick as the style-setting leader on wheels. Stamped steel grille bars "give" with the massive wrap-around bumper, are further protected by complete "push-bar" effect of two huge bumper guard bombs and two inner guards. It's smart Buick beauty with big Buick brawn.

Standard equipment, accessories, and trim. Illustrated, are subject to change without notice, due to governmental restrictions

BUICK ROADMASTER



The ROADMASTER Riviera Sedan, Model 72R—The most lordly of Buick's 4-door sedans in room, size, impressive bearing. Fleet-looking and fleet-footed, with a strapping wheelbase of 130¼ inches, yet the feathery handling of a flyrod. Distinguished by tapering sweeppear fender trim and wide chrome panels below windows and doors, by four distinctive ports on front fenders, by the bright expanse of extra side windows.

*...brilliant master of the road in performance,
prestige and the sheer luxury of its travel*

The ROADMASTER Riviera, Model 76R—The bellwether ROADMASTER for those to whom smartness is of prime importance. Its racy convertible style lines are crowned with a solid-steel top, styled on the interior with gleaming chrome cross bows. There are smart luxury touches throughout, even to hydraulic push-button controls for windows and front-seat adjustment. Definitely the car for the young in heart.



The ROADMASTER Convertible, Model 76C—Here is all-weather comfort, all-season smartness—with verve. Spirited styling, a dashing air, hydraulic push-button control of top, windows, and front-seat adjustment—are all in this gayest of the great-hearted ROADMASTERS.



COMMANDING is the word for ROADMASTER—Buick's master creation.

Here is fine-car luxury in every single detail—but price tagged to make it the biggest buy by far in the field of top-level travel.

Here is superb road command from a master Fireball engine of 152 horsepower and the magnificent ease of Dynaflow Drive—standard on ROADMASTER, along with a host of other luxurious touches.

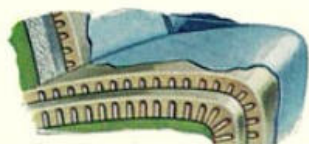
Here is spaciousness in custom quantity, and interior richness that sets new standards of elegance in the fine-car field—including a choice of duo-tone broadcloth fabrics tailored over thick Foamtex seat cushions and backs. A regular wheelbase of 126¼ inches carries the Riviera and the sleek convertible; an even more commanding wheelbase of 130¼ inches is on the regal Riviera Sedan.

You're definitely top drawer at the wheel of a ROADMASTER, in commanding beauty, commanding road poise, commanding power and prestige and luxury—yet remember, at prices that make your investment here the smartest in the fine-car field.



Master Touch—Hydraulic push-button magic permits the driver to raise or lower any side window from his own side of the front seat in his ROADMASTER Riviera or ROADMASTER Convertible.

Beauty and Comfort Know No Limit Here—You're looking at the most luxurious interior in the fine-car field. Truly a custom trim. Yet it's yours in ROADMASTER at no extra cost. Lustrous, velvet-like broadcloth, in duo-tone or solid grey with harmonizing leatherette on door panels available on all closed models. In all 1951 ROADMASTERS, there is the sheer comfort of thick Foamtex seat cushions and backs—double Foamtex pads on the cushions are stagger-cored for the ultimate in luxurious seating bliss.



BUICK SUPER

...superlative in quality...
sweetest stepper in its field

ONLY price is medium when you step out with the SUPER.

For you're stepping out with all the dash and daring of Buick styling, all the deep comfort of the ever-level Buick ride, all the brilliance of Buick's high-economy F-263 straight-eight Fireball engine.

New fabrics and trim take super-fine care of your taste for interior richness and soft comfort. A husky 121½-inch wheelbase—125½ with the king-size SUPER Riviera Sedan—handles traffic and parking matters superbly, too.

Take the SUPER with Synchro-Mesh transmission and 124 horsepower—or, at your option, with Dynaflo Drive and the fuel-miser F-263 engine stepped up to 128 horsepower.

With either, you'll be stepping high, wide, and brightly handsome with the smartest buy in the medium-price field—a superlative SUPER and a mighty sweet performer.



The SUPER Riviera, Model 56R—Bright and sporty and airy as all get-out. It has that convertible look, yet with sedan steel-topped comfort for six. No door pillars, of course, to cut visibility.



The SUPER 4-Door Tourback Sedan, Model 51—High in popularity, high in pleasure-giving roominess and smart comfort. This sleek 6-passenger sedan has the gracious touch of continental styling from distinctively-angled rear side windows.



The SUPER Estate Wagon, Model 59—The spirited car for smart city travel and casual country living. Crafted of seasoned wood and rugged metal—with room for six party-goers, or a sextet of sportsmen and gear to match. This model is also available in the ROADMASTER Series.

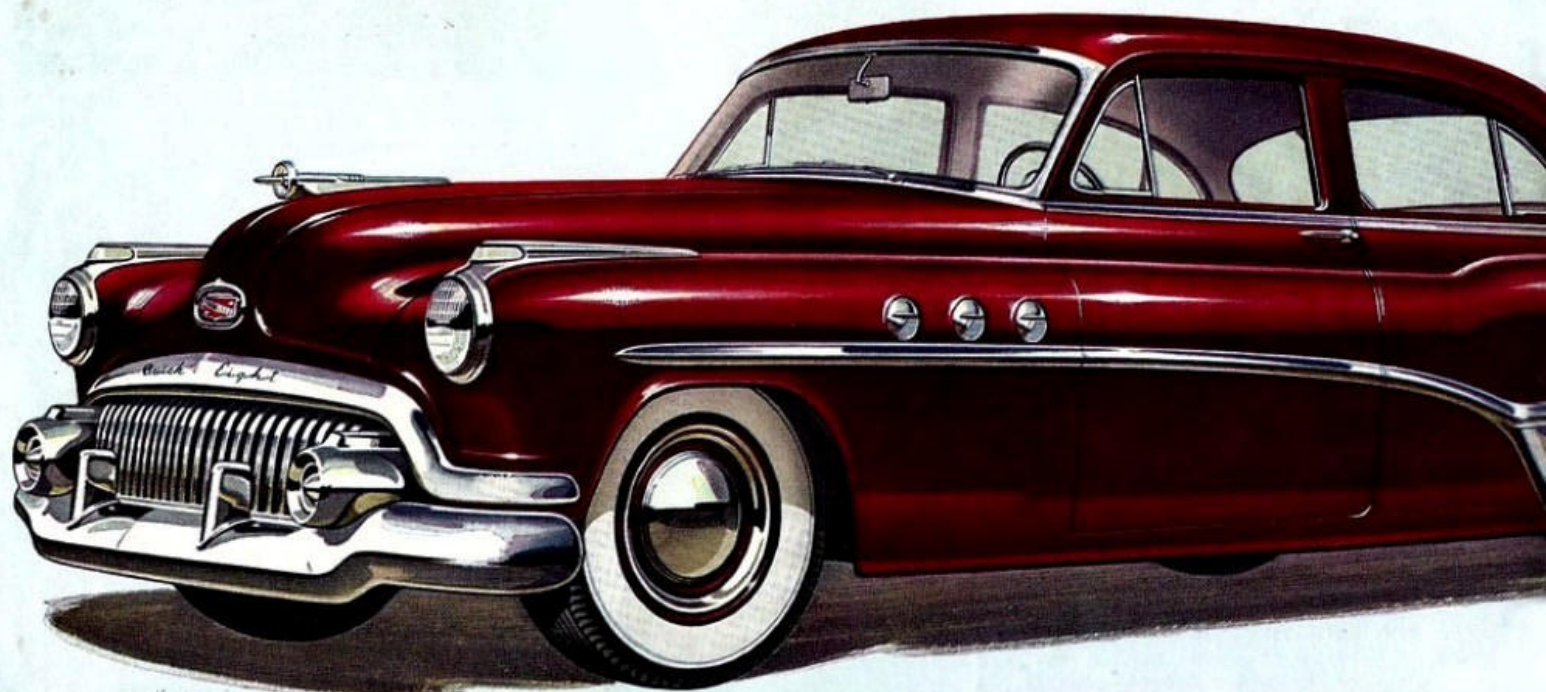


The SUPER Convertible, Model 56C—It's a scintillating sight from any angle, and a weather-right beauty for any season. Low and racy and full of action—with the added handiness of hydraulically operated top, windows, and front-seat adjustment.



The SUPER Riviera Sedan, Model 52—Here's the smart-stepping 4-Door SUPER Sedan in king size, with Riviera styling. Here's the extra-length wheelbase of 125½ inches, the graceful sweep of chrome around extra side windows, the extra-spacious area that means legroom, headroom, and hiproom aplenty. With 4-door convenience and deep comfort for six.

BUICK SPECIAL



The SPECIAL 4-Door DeLuxe Tourback Sedan, Model 41B—Spearhead of Buick's budget-babying luxury models is this rich and spacious 6-passenger sedan with true DeLuxe finish throughout. Here's bright beauty, abundant power and room, a wonderful ride, the high-popularity of 4-door handiness—and price tagged nearer than ever to the very, very lowest.

...brand-new luxury and brand-new values



The SPECIAL Riviera, Model 45R—The smartest of body types comes to Buick's specially smart price level. This handsome 6-passenger beauty is DeLuxe finished throughout, gives almost as much visibility as a top-down convertible.



The SPECIAL Convertible, Model 46C—Here's all the dash and élan of this Buick body style in a budget-priced package with luxurious DeLuxe finish—even to hydraulic push-button control of top, windows, and front-seat adjustment. Carries six on its smartly tailored leather seats.



Fireball Powered by the F-263!—Introduced in the 1950 Series 50 models last year, the big-power F-263 Fireball engine with its sensational performance and thrift is now found in all 1951 SPECIALS as well as 1951 SUPERS. This F-263 Fireball straight-eight gives the sprightly SPECIAL a power-to-weight ratio that means truly great performance with high thrift. Here's where we didn't spare the horsepower, *did* spare the fuel!



The SPECIAL 4-Door Tourback Sedan, Model 41—Budget companion to the extra-luxurious Model 41D, this big, bold 6-passenger sedan is spacious and gracious in every detail.



The SPECIAL 2-Door Tourback Coupe, Model 46S—Defiant designing makes this swift-lined 6-passenger beauty extra-spacious in room, extra-companionable in its 2-door snugness. Note the popular afterdeck contour.



The SPECIAL 2-Door DeLuxe Tourback Sedanet, Model 48D—Here's rich finish, 6-passenger roominess, and a family favorite with its two-door safety for children. Easy-folding front-seat backs mean easy access to its deep rear seat.



The SPECIAL 2-Door Tourback Sedanet, Model 48—Here's the smart running mate to the DeLuxe-finished Model 48D, with full room for six big passengers, and the highly popular tourback styling.



The SPECIAL 2-Door 3-Passenger Coupe, Model 46—This is the smart one for the small family and the traveling businessman. Trim and tidy in design and detail, with a spacious rear section behind the big 3-passenger front seat to hold sample cases, extra luggage and the like.

This is big news, front-page important.

This is the brilliant new Series that brings all things Buick to new low price levels—with a full line of truly beautiful models at prices starting closer than ever to the lowest price field.

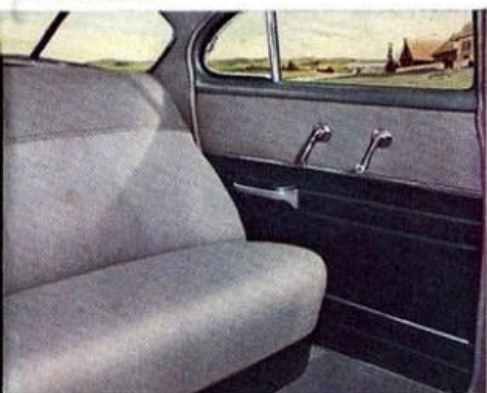
Here, for the first time in years, is a luxurious Buick convertible price tagged a whisper away from the "low-priced three." Here is a Buick Riviera brand new to this same budget field. Here is a full choice of 4-door sedans, of coupes, of sedanets—all Buick thoroughbreds, all budget priced.

Every model in this brand-new Series has rugged Buick structure, smart Buick style, the "out-of-this-world" Buick ride of all-coil springing, torque-tube steadiness, low-pressure tires.

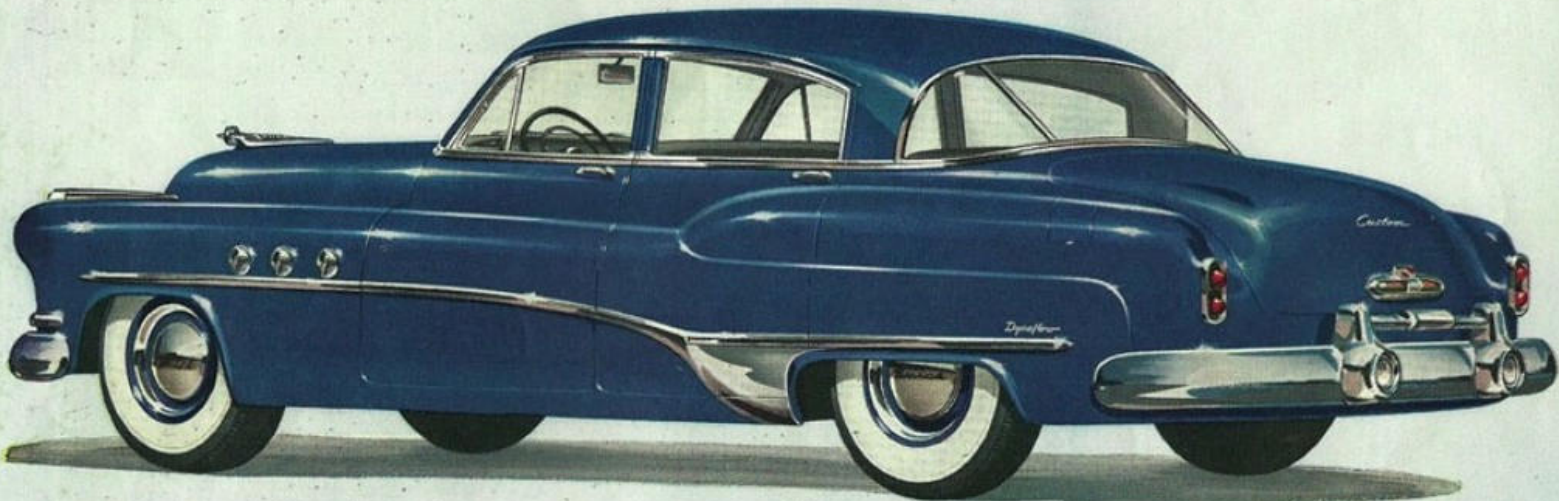
Each has a strapping wheelbase of 121½ inches, and power from that walloping F-263 Fireball straight-eight engine—120 h.p. with Synchro-Mesh transmission, 128 h.p. with Dynaflo Drive (at extra cost).

You get luxury here, with sumptuous fabrics and your choice of standard or DeLuxe models. You get sound, new, bedrock value in each and every one of the stunning, budget-pleasing SPECIALS.

As Lavishly Appointed as it is lavishly powered, the SPECIAL brings new standards of interior luxury to the lower price field. Shown is the rich nailhead type Vargas cloth with bolster used on all DeLuxe models. Note the custom treatment of the door panels.



BUICK CUSTOM SPECIAL



The CUSTOM SPECIAL 4-Door Tourback Sedan, Model 42—Master sized and masterfully finished is this roomy and rich 6-passenger sedan that fits well into the lower-price brackets. Detailed with extra-smart touches for the extra-smart set with a weather-eye on budgets.

...big in the master touches and value too!



The CUSTOM SPECIAL Riviera, Model 46R—Extra-smart to look at, extra-smart to buy is this brand-new Riviera beauty that carries six with hard-top security and open-car élan. Suave custom finish throughout.



The CUSTOM SPECIAL 2-Door Jetback Sedanet, Model 46D—Fast-flowing lines mark this roomy 6-passenger car. Rich in master custom touches and regal in roominess with a full rear seat. Companionable as a coupe, ideal in its two-door security for safety-minded parents.

With this Series, you get Buick travel in extra-smart measure and extra-smart value.

With this Series, you get sparkling Buick style, sumptuous finish inside and out, master comfort touches—all in the custom manner and without the custom price figures.

With this Series, you are afforded a choice of three smart body styles—a 4-door, 6-passenger Tourback Sedan, 2-door, 6-passenger Jetback Sedanet, and again, as in all Buick Series, a stunning new 6-passenger Riviera.

Try the custom-size roominess in the Custom SPECIAL—sample the texture of custom-styled fabrics—test the luxury of the ever-level Buick ride—let loose the smooth surge of F-263 Fireball power—and there you have happy motoring in the Custom SPECIAL manner.

Handily sized and easy to handle—though it's mounted on a sizable 121½-inch wheelbase—this smart-buy Buick whips away on 120 horsepower with Synchro-Mesh transmission, or on 128 horsepower with extra-cost Dynaflo Drive. Spirited? Plenty. And definitely the sweetest buy in its field.



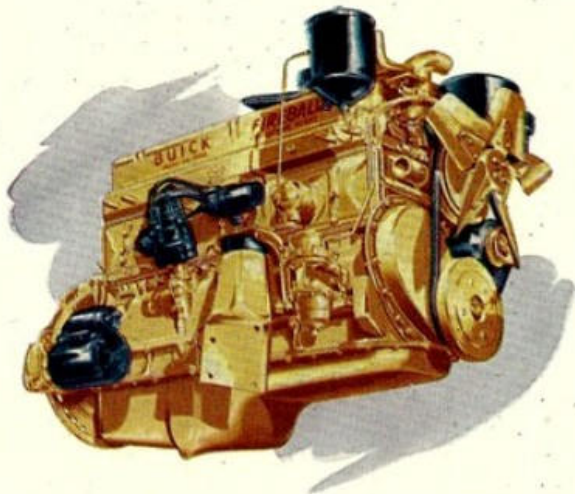
Open and Shut Case That Can Carry Quite a Load—Pile in the luggage—there's plenty of usable and easily loaded room in Buick's trip-sized trunk compartment. Just turn the key and the lid practically raises itself. Stays open too, without side braces, till you press down the self-locking deck lid. No handle to turn, no key to lock.



Beauty Feature with a Breezy Function—Smart note with a smart idea is the new Buick crest set in a generous opening on the nose of the hood—inrushing air helps cool the engine compartment.

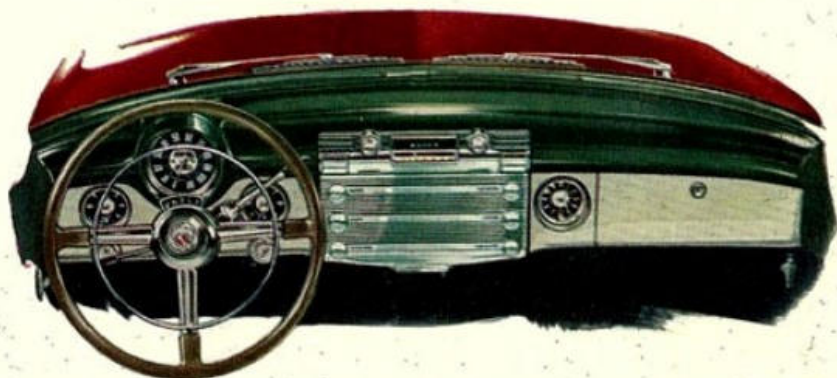
It's Fireball and rarin' to go

That exuberant feeling of flight you get from every 1951 Buick in motion is the result of Buick-principled straight-eight valve-in-head design with Fireball combustion. This exclusively Buick engine design means extra efficiency, extra liveliness, extra zip and ginger. And it is in every 1951 Buick engine—with horsepowers ranging from 120 to 152, with compression ratios offered from 6.6 to 1 to 7.2 to 1, and with hydraulic valve lifters in all but the 120-h.p. SPECIAL and Custom SPECIAL engines. Add to all this: Super-Accurate cylinders, "micropoise" balancing after assembly for extra sureness and smoothness, and controlled frequency Hi-Poised mounting—and you have the rarin'-to-go Fireball-powered engine that, ounce for ounce, is smoother than the watch on your wrist!



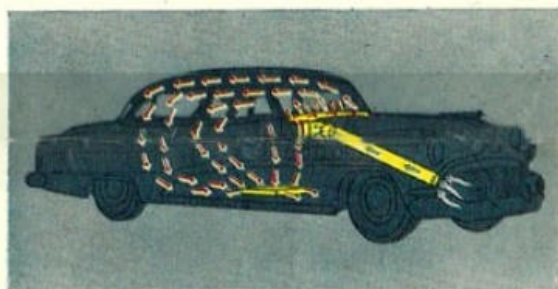
Easy to read and easy to reach

You'll love the smart look that greets your eyes as you take the pilot's seat of a 1951 Buick. "White-glow" dials bring new night-reading clarity without glare. All controls are readily identified, handily positioned within easy reach. And whichever rich-toned Buick radio you choose—Selectronic or Sonomatic—note its convenient location and accessible controls.

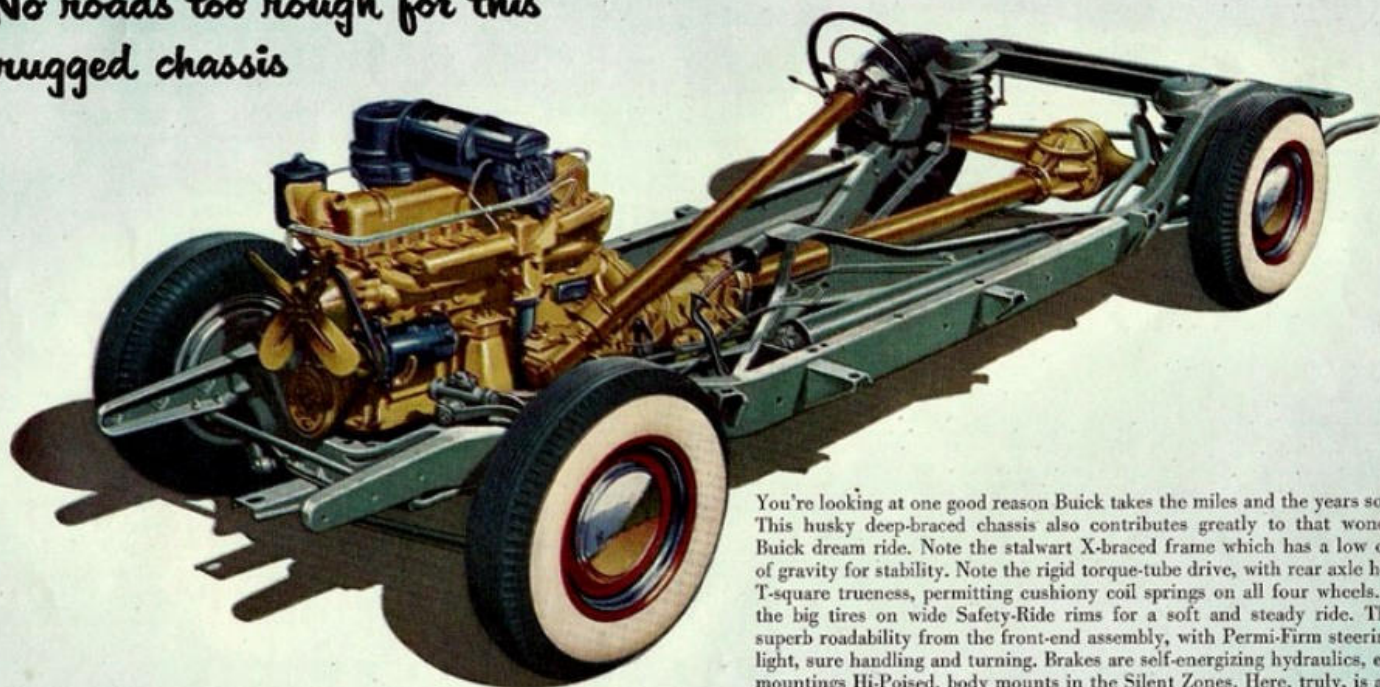


Here's where weather takes its orders from you

It's so easy to be bossman of the weather inside Buick with the WeatherWarden venti-heater calling your climate. With two-level heating, an abundance of heated air, and a high-speed blower, you control the weather, and quickly disperse fog and frost from windows. Individually controlled left and right air intakes for summer cooling; automatic thermostat control of heated air for winter.



No road's too rough for this rugged chassis



You're looking at one good reason Buick takes the miles and the years so well. This husky deep-braced chassis also contributes greatly to that wonderful Buick dream ride. Note the stalwart X-braced frame which has a low center of gravity for stability. Note the rigid torque-tube drive, with rear axle held in T-square trueness, permitting cushiony coil springs on all four wheels. Note the big tires on wide Safety-Ride rims for a soft and steady ride. There's superb roadability from the front-end assembly, with Permi-Firm steering for light, sure handling and turning. Brakes are self-energizing hydraulics, engine mountings Hi-Poised, body mounts in the Silent Zones. Here, truly, is a ride-engineered chassis that's rugged and steady and right for the roads.

S P E C I F I C A T I O N S

Special SERIES 40

Buick Valve-in-Head Straight-Eight Engine—Bore and stroke, $3\frac{1}{2}$ x $4\frac{1}{8}$ inches. Displacement, 263.3 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (refill), $5\frac{1}{2}$ quarts, 120 h.p. with Synchro-Mesh; 128 h.p. with Dynaflow Drive.

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, conventional transmission, 12 quarts, $13\frac{1}{2}$ quarts with heater. With Dynaflow Drive, $13\frac{1}{2}$ quarts, 15 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.

Dynaflow Drive (Optional at extra cost)—Hydraulic torque converter with emergency low and reverse planetary gear transmission. No clutch pedal. Total oil capacity, $9\frac{1}{2}$ 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 except model 46C; 4.1-1 on model 46C. With Dynaflow Drive, 3.6-1 on all models except 46C; 3.9-1 on model 46C.

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

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

Frame—Girder X-type.

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—Breadrim, demountable steel disc wheels, 15 x 6. Tire size, 7.60—15—4 ply.

Wheelbase—121 $\frac{1}{2}$ inches. Over-all car length, 204.8 inches.

Custom Special SERIES 44

Buick Valve-in-Head Straight-Eight Engine—Bore and stroke, $3\frac{1}{2}$ x $4\frac{1}{8}$ inches. Displacement, 263.3 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (refill), $5\frac{1}{2}$ quarts, 120 h.p. with Synchro-Mesh; 128 h.p. with Dynaflow Drive.

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, conventional transmission, 12 quarts, $13\frac{1}{2}$ quarts with heater. With Dynaflow Drive, $13\frac{1}{2}$ quarts, 15 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.

Dynaflow Drive (Optional at extra cost)—Hydraulic torque converter with emergency low and reverse planetary gear transmission. No clutch pedal. Total oil capacity, $9\frac{1}{2}$ 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—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

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

Frame—Girder X-type.

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—Breadrim, demountable steel disc wheels, 15 x 6. Tire size, 7.60—15—4 ply.

Wheelbase—121 $\frac{1}{2}$ inches. Over-all car length, 206.2 inches.

Super SERIES 50

Buick Valve-in-Head Straight-Eight Engine—Bore and stroke, $3\frac{1}{2}$ x $4\frac{1}{8}$ inches. Displacement, 263.3 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (refill), $5\frac{1}{2}$ quarts, 124 h.p. with Synchro-Mesh; 128 h.p. with Dynaflow Drive.

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, conventional transmission, 12 quarts, $13\frac{1}{2}$ quarts with heater. With Dynaflow Drive, $13\frac{1}{2}$ quarts, 15 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.

Dynaflow Drive (Optional at extra cost)—Hydraulic torque converter with emergency low and reverse planetary gear transmission. No clutch pedal. Total oil capacity, $9\frac{1}{2}$ quarts.

Rear Axle—Torque-tube drive, semi-floating rear axle with hypoid gears. One universal joint automatically lubricated from transmission. Gear ratios, 2.9-1 on Models 51 and 56R; 4.1-1 on Models 52, 56C, and 59. With Dynaflow Drive, 3.6-1 on Models 51 and 56R; 3.9-1 on Models 52, 56C, and 59.

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

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

Frame—Girder X-type.

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—Breadrim, demountable steel disc wheels, 15 x 6 $\frac{1}{2}$. Tire size, 7.60—15—4 ply.

Wheelbase—121 $\frac{1}{2}$ inches. 125 $\frac{1}{2}$ inches on Model 52. Over-all car length, 206.2 inches; 210.2 inches on Model 52.

Roadmaster SERIES 70

Buick Valve-in-Head Straight-Eight Engine—Bore and stroke, $3\frac{1}{2}$ x $4\frac{1}{8}$ 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, 152 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—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, 18 quarts, $19\frac{1}{2}$ 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—Torque-tube drive, semi-floating rear axle with hypoid gears. One universal joint automatically lubricated from transmission. Gear ratio, 3.9-1 on all models.

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

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

Frame—Girder X-type.

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 $2\frac{1}{2}$ 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—Breadrim, demountable steel disc wheels, 15 x 6 $\frac{1}{2}$. Tire size, 8.00—15—4 ply.

Wheelbase—126 $\frac{1}{2}$ inches, 130 $\frac{1}{2}$ inches on Model 72R. Over-all car length, 211 inches, 215 inches on Model 72R.

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.

SEE YOUR BUICK DEALER