

BUICK'S



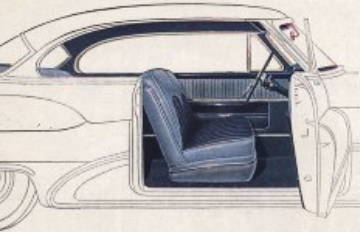
GREATEST CARS

IN 50 GREAT

YEARS



THE RICH VERVE OF ROADMASTER INTERIORS comes from the striking beauty of decorator fabrics and trims in superb harmony with each other and with soaring fashion-*stirring and finish. Lustrous nylon, silky broadcloth and supple leather are in abundant evidence. Foam-rubber-based floorpoint nylon carpeting adds to the royal richness of Roadmaster's beautifully loaded interiors.*



IN Roadmaster as it is Custom Built by Buick in this Golden Anniversary year, your greatest expectations of truly luxurious motoring are realized.

From its suave exterior to its master-crafted chassis, Roadmaster is an automobile of tremendous life and spirit, of sumptuous comfort and ease, of breath-taking power and performance, of meticulous workmanship and detail.

THE MOST GRACEFUL "GOOD-BYE" IN MOTORDOM is achieved by long fender contours and deep deck lines, all high-lighted by the new streamliner arrangement of the high-positioned tail and stop lights. Note the unobtrusive sweep of the panoramic rear window with no divider bars.



Motoring luxury comes to flower
in the 1953 ROADMASTER
custom built by Buick

It is an engineering achievement in the truest sense—capped with a brilliant new V-8 Fireball Engine of 188 horsepower, an 8.5 to 1 compression ratio, and with a sensational new Dynaflo Drive of Twin-Turbine design.

In its superb command of time and distance, in its opulent appearance and comfort, in its silken ease of handling, you will find the Golden Anniversary Roadmaster a luxuriously fine car beyond the usual stature of fine cars—but well below the cost of such custom luxury.

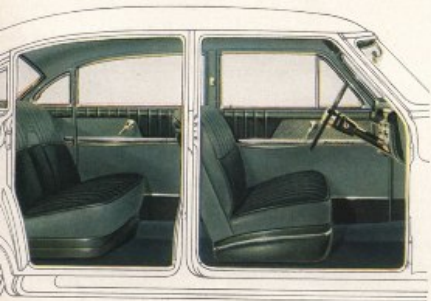


The Model 70E ROADMASTER
 6-Door 6-Passenger Riviera
 121.5 inch Wheelbase, 188 Horsepower

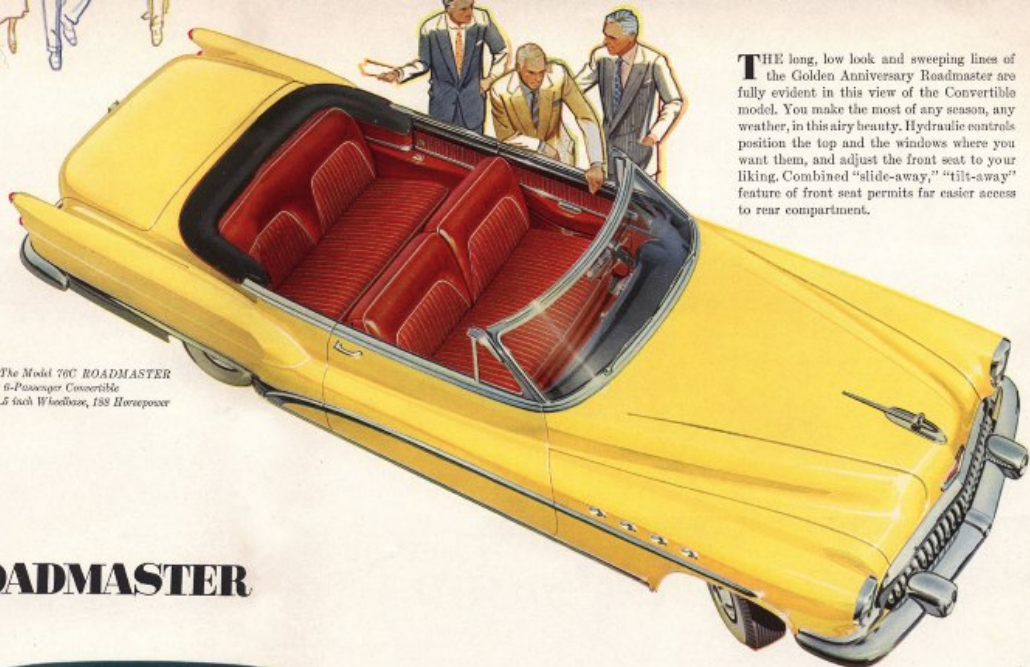
HEART OF ROADMASTER'S GREAT PERFORMANCE is the world's newest vertical-valve V-8 Fireball Engine of 188 horsepower—mightiest in Buick auto-to-date history. Airpover carburetion adds even greater thrust and thrill. A revolutionary new resonance muffler, where back-pressure is reduced in absolute zero, permits full use of this great power. Convincing touch in this performance picture is the amazing new Twin-Turbine Dynaflo Drive for quieter, skip-free motoring.



COMFORT KNOWS NO BARRIER HERE
 —for Roadmaster seats have the
 supple softness of double-depth
 Foamtex cushioning, the most luxurious
 softness in the fine-car field. To this
 softness, add the almost complete silence
 that has been engineered into these
 interiors, add the constant levelness of ride
 so envied by the industry, add the
 infinite smoothness of Dynaflex Drive—
 and you have the sublime comfort that is
 Roadmaster motoring.

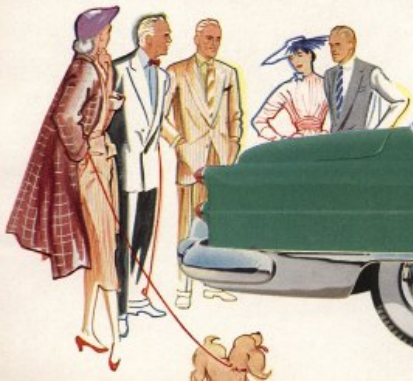


The Model 76C ROADMASTER
 5-Door 6-Passenger Convertible
 121.5 inch Wheelbase, 188 Horsepower

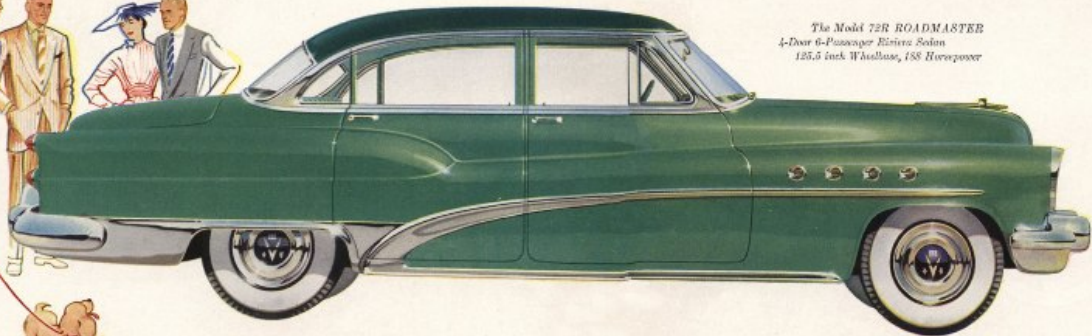


THE long, low look and sweeping lines of the Golden Anniversary Roadmaster are fully evident in this view of the Convertible model. You make the most of any season, any weather, in this airy beauty. Hydraulic controls position the top and the windows where you want them, and adjust the front seat to your liking. Combined "slide-away," "tilt-away" feature of front seat permits far easier access to rear compartment.

Spirited is the word for **ROADMASTER**



The Model 72R ROADMASTER
 4-Door 6-Passenger Riviera Sedan
 125.5 inch Wheelbase, 188 Horsepower



IMPRESSIVE styling is part of the 1953 Roadmaster picture, as shown in this view of the extra-spacious Riviera Sedan. Note the distinguishing sweeppear fender trim and chrome panels, the smart, new four-port markings, the gleaming dress of extra side windows here. But take note, too, that Roadmaster enjoys the shortest turning radius in the fine-car field. This, coupled with Buick's Power Steering and Power Brakes, makes Roadmaster handling supremely easy and a never-ending joy.

IN this corsair of the highway you live a motoring life like nothing you ever knew before—feel joyously free as the winged creature that gave its name to this Buick.

The Skylark is styled for those whose motoring tastes call for extra flair, whose choice runs to sleek beauty and rakish lines.

Note the chrome plated wire wheels, each with 40 individual wire spokes. With the top up, the Skylark stands less than five feet high, is luxuriously fitted with soft-tanned choice cowhide available in four handsome color combinations. This modern American sports car is in strictly limited production. On the Roadmaster chassis of 121 $\frac{1}{2}$ -inch wheelbase, it has the phenomenal performance of the 188-horsepower V-8 Fireball Engine combined with Airpower carburetion, an 8.5 to 1 compression ratio, zero-back-pressure muffler, and the sensational new Twin-Turbine Dynaflow Drive. Added to these features as standard equipment, Skylark also has Power Brakes, Power Steering, Easy-Eye Glass, Selectronic Radio with electrically operated telescopic antenna, and white sidewall tires.



Take Buick's **Skylark**

*Limited Edition of
Versatility Unlimited is
the suavely handsome
Buick Estate Wagon*

THIS is the magnificent motorcar that makes the most of country living and town travel. So versatile is the Buick Estate Wagon, it is always at home with those who combine city life with suburban settings.

It's perfectly at ease with casual clothes and the activities they fit—equally so at white-tie-and-tails affairs.

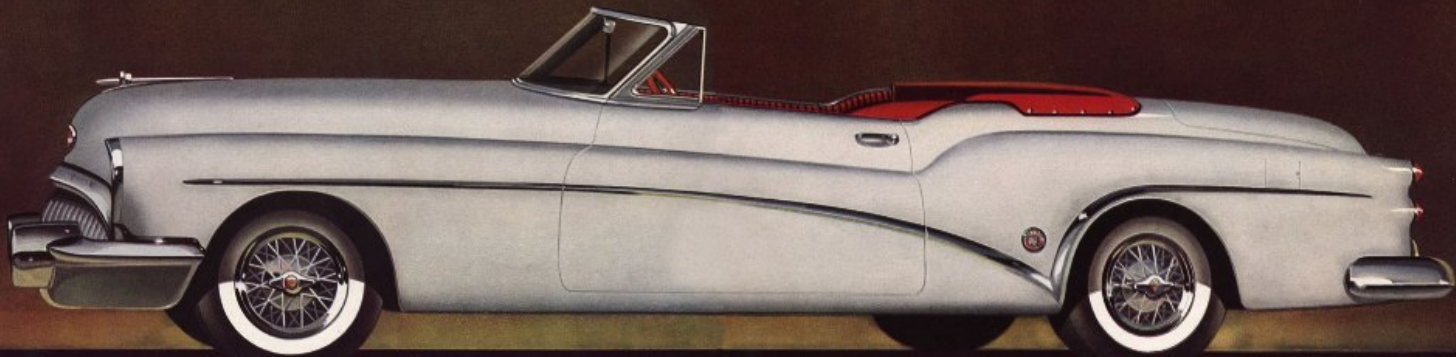
Seasoned wood and sturdy metal dress this handsome carrier of six big people and all their gear or luggage. The Roxpoint nylon carpeted rear platform stretches more than six feet from front to back, almost five feet from side to side, when the rear seat is folded. In limited production, the Buick Estate Wagon is available on either the Super or the Roadmaster chassis.



*The Model 79R ROADMASTER
4-Door 6-Passenger Estate Wagon
121.8 inch Wheelbase, 188 Horsepower*

*The Model 76X SKYLARK, 3-Door 6-Passenger
Sports Car, 121.6 inch Wheelbase, 188 Horsepower*

for scintillating life on wheels





THERE'S NEW SILENCE AND NEW LUXURY in the Super's new interiors. Acoustically engineered for kinked travel, even at high speeds. Dramatically fashioned for modern taste—with rich upholstery and trim of nylon and silky broadcloth. Deep comfort is the keynote throughout.

SUPERR STYLE, spacious size and exhilarating travel mark the medium-priced Buick Super for 1953. This dashing beauty is fitted with the finest fabrics and finish ever to grace a Buick Super. Truly broad seats and the magnificent Buick ride provide a measure of comfort far beyond the usual standards. And in performance, this sparkling Buick is really super. With a brand-new 170 Horsepower V-8 Fireball Engine, and with the new trigger-fast Twin-Turbine Dynaflo Drive, optional at extra cost, you thrill to a superlative new travel experience in this handsome, big-buy Buick.



A GREAT NEW V-8 FIREBALL ENGINE NOW POWERS THE SUPER—gives it the brilliant performance of 170 horsepower and 8.8 to 1 compression ratio. Less weight in this vertical-subcut V-8 Fireball Engine means greater pass-to-weight ratio. Smoother, lighter crankshaft is far more rigid. Acceleration is faster, economy is greater, and the thrills are never-ending.

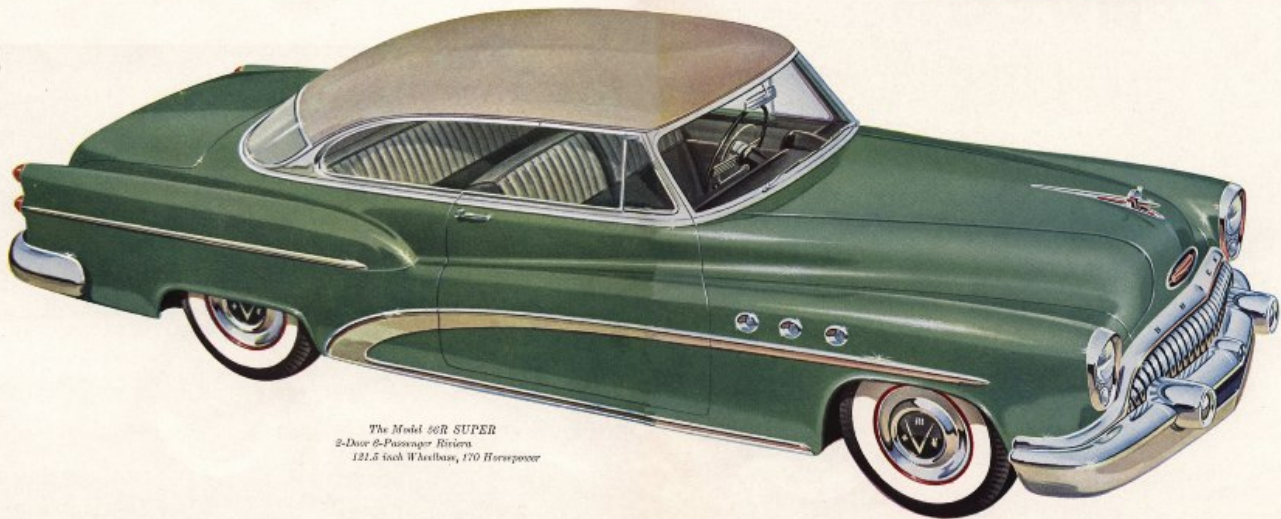


High, wide and deep trunk compartment provides plenty of usable and easily loaded luggage room. Self-locking lid needs no handle to turn, no key to lock.



GOOD LOOKING IN MORE WAYS THAN ONE. The new Super's rear window is one clear, unbroken panorama that adds new smoothness to the rear styling of the car, and, more importantly, increases the driver's visibility to the rear. No divider bars to clutter your outlook.

Sparkling beauty, New performance, Smart value mark the 1953 **BUICK SUPER**



The Model 50R SUPER
2-Door 6-Passenger Version
121.5 inch Wheelbase, 170 Horsepower



Superb buy
in the medium-priced field
is the **BUICK SUPER**

ON whatever basis you measure the worth of a motorcar, you will find the brilliant Buick Super for 1953 a beacon light in value. Price alone is medium in this superb automobile.

Its power is outstanding—more spirited, more thrilling, and more economical than ever before, thanks to the sensational performance of Buick's great new 8.5 to 1 compression V-8 Fireball Engine.

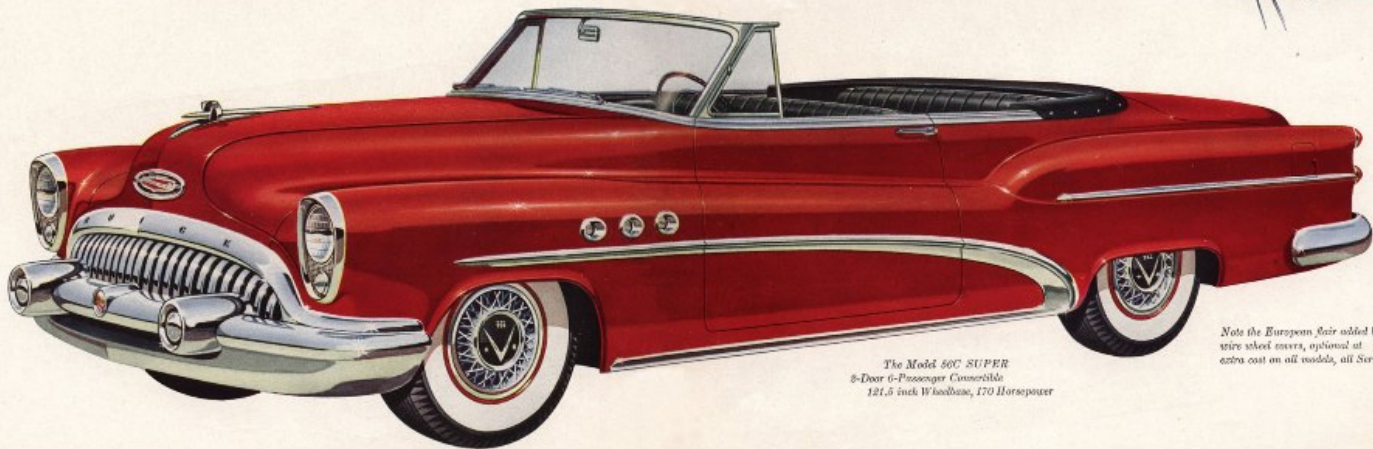
Its ride is outstanding—level and steady and lullaby-soft—with big, soft coil springs at every wheel, and the host of other engineering features that make up the Buick Million Dollar Ride.

In simple fact, quality is outstanding in this handsome Buick in every inch and pound and detail—quality that far oversteps the usual confines of the medium-price field.

*The Model 52 SUPER
4-Door 6-Passenger Riviera Sedan
125.5 inch Wheelbase, 170 Horsepower*



RICHNESS MATCHES THE ROOMY INTERIORS of the superlative Buick Super. On the right is shown the tasteful elegance of the extra spacious Riviera Sedan. The supple leather seats of the finest-tanned, flat-footed Convertible shown below also carry six adults in relaxed and unaccustomed comfort.



*The Model 50C SUPER
8-Door 6-Passenger Convertible
121.5 inch Wheelbase, 170 Horsepower*

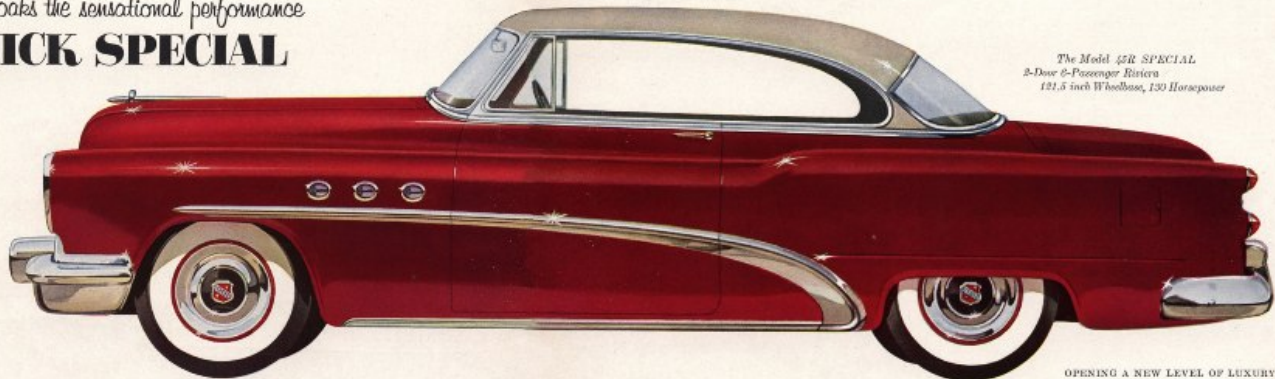
Note the European flair added by wire wheel covers, optional at extra cost on all models, all Series.



Sleek beauty cloaks the sensational performance
of the 1953 **BUICK SPECIAL**

IT'S a feast to the eyes, this big, beautiful, budget-priced Buick Special for 1953. All the swift, clean lines of the Golden Anniversary Buick styling are here. All the distinctive dash of silvery sweeppears and fender ports is very much in evidence. All the wide visibility of sweeping glass areas and the rich touches of fine fabrics and fittings are here to please the most discriminating tastes.

But beneath this cloak of beauty is a combination of features that produce the most sensational performance in Buick Special history.



The Model 52R SPECIAL
2-Door 6-Passenger Racer
121.5 inch Wheelbase, 150 Horsepower



There's the big Fireball straight-eight valve-in-head engine, newly engineered for more efficiency, more thrust, more power than ever before. There's the amazing new Twin-Turbine Dynaflow, at your option, to silk your travel and zip your getaway. There's the solid comfort of the famed Buick Million Dollar Ride—and the performance boost of a host of other exclusive features that make the 1953 Special a stepper from the word go, and a buy second to none.

OPENING A NEW LEVEL OF LUXURY in the budget-price field of automobiles, the new Buick Special offers true spaciousness, smart new upholstery and trim, and an elegance of fitting and finish rare outside the first-car field.





*The Model 41D SPECIAL
2-Door 6-Passenger Tourback Sedan
121.5 inch Wheelbase, 150 Horsepower*

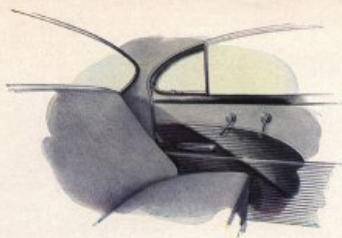
HERE, in the Buick Special for 1953, is a car of striking beauty and outstanding performance—yet priced surprisingly close to the lowest price field.

Here you have a newly designed Fireball straight-eight valve-in-head engine of high compression efficiency offering this year the highest horsepower in

Big thrill for the budget-minded—

the brilliant **BUICK SPECIAL**

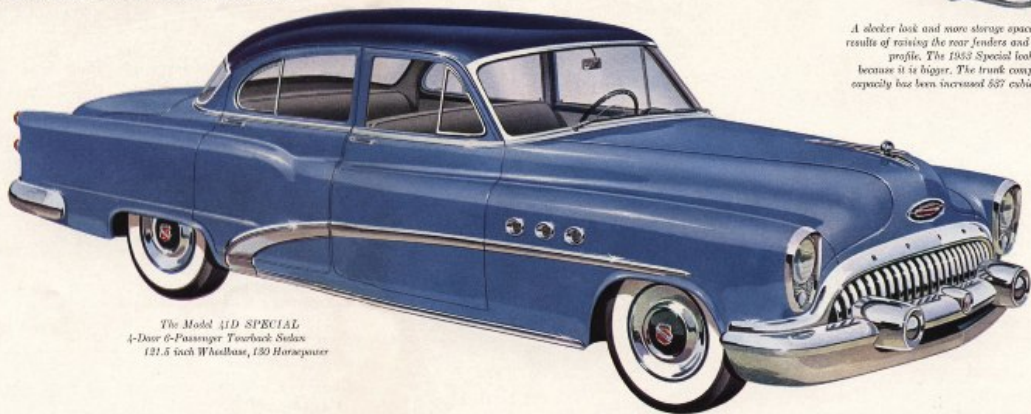
its history. You have a heavier frame to backbone this big car. You have Power Steering, at your option, to give you exquisite ease of control, yet with sure feel of the road. You have high style to do you proud—even to a new high profile that adds a longer, lower look, and one-piece glass areas front and rear. You have wider front seats for even more room, and the two-door models, as in the illustration below, have "tilt-away" front seats for easier entrance and exit. You have here, in short, a true-blue Buick—big and beautiful and thrillingly able—but priced to do full justice to the most modest budget.



THERE'S extra-special comfort in the Special. It comes from the deep, wide, soft seats, and from new zigzag type springs on the rear seats. It comes from pleasingly designed door panels, the handsome new hardware, the wide panoramic sweep of glass all around you—making it easier to see and enjoy the scenic views. There's comfort, too, in the quiet engineered into the spacious body—that comes from more thorough insulation of the passenger compartment against the usual road sounds of automobile travel. And there's the never-ending comfort of knowing that all this roominess, all this luxury, all this fineness of fabrics and fittings, is to be had in a car so close to the lowest-price field.



A sleeker look and more storage space are the results of raising the rear fenders and the deck profile. The 1953 Special looks bigger because it is bigger. The trunk compartment capacity has been increased 537 cubic inches.



*The Model 41D SPECIAL
4-Door 6-Passenger Tourback Sedan
121.5 inch Wheelbase, 150 Horsepower*

BRILLIANT ENGINEERING— Basis of Buick's Magnificent Performance and Outstanding Economy

WHAT YOU FEEL at the wheel of every 1933 Buick is a deep sense of exhilaration, of spirited satisfaction, of supreme ease—from the magnificent performance of the car you are commanding.

Many important things contribute to this performance—but they all sum up to one phrase: Buick Engineering. It is Buick Engineering—hard-working and hard-thinking—that gives you the world's newest V-8 Engine in the Buick Roadmaster and Super—an engine of spectacular action, of impressive economy, and of such unique design that it has permitted the building of an entirely new car around it.

It is Buick Engineering, backed by half a century of valve-in-head experience, that improves the proved Fireball straight-eight engine in so many ways that the Buick Special now enjoys the highest and thriftiest horsepower in its history.

It is Engineering, Buick-principled, that has come up with the amazing Airpower carburetor that reaches into thin air to bring you more power with more economy.

It is Buick Engineering, given free rein to explore the farthest reaches of ride comfort, that brings together such features as coil springing on all four wheels, a rigid torque-tube, an X-braced frame, and the host of other measures that go to make up what is, literally and figuratively, a Million Dollar Ride.

It is Engineering, as it is practiced at Buick, that brings you the marvel smoothness and swiftness and economy of the new Twin-Turbine Dynaflow—and the special ease of Buick Power Steering that helps turn the front wheels *only* when turning might be a task.

It is Engineering, in the final analysis, that brings you these magnificent new Buicks for 1933, and the new standard of performance and economy they provide.

WORLD'S NEWEST V-8 ENGINE
is the great vertical-tube Fireball
Engine that powers the Roadmaster
and the Super, 8.5 to 1 compression
ratio—among the highest
in the industry—plus
maximum fuel efficiency.
Lighter, more compact, it gives
higher horsepower per pound,
faster acceleration, greater
road economy.



FIREBALL COMBUSTION is brought to the highest development in all Buick Engines for 1933. The sharp incursion to each combustion chamber is set back whirling automatic fireballs—in the V-8 by the angle at which it strikes the cylinder wall; in the straight 8, by the Turbo-Top piston. The result is maximum turbulence, more complete combustion, more concentrated "drives" on the piston head.



NEW TWIN-TURBINE DYNAFLOW GIVES SWIFTER, QUIETER GETAWAY. You'll have to try it to believe it—the whip-quick, quiet getaway of the newly engineered Dynaflow Drive with two turbines instead of one. Faster acceleration, more power, greater economy beguile the smoothest and simplest of all the fully automatic transmissions.



NEVER-ENDING WONDER IS BUICK'S MILLION DOLLAR RIDE. A constant and buoyant texture, a firm and steady road hold, a gently responsive handling ease—these are some of the qualities brought to every Buick by thorough and unrestricted engineering—more than a million dollars' worth invested in ride development alone.



AIRPOWER CARBURETOR ADDS POWER AND ECONOMY TO THE BUICK ROADMASTER ENGINE. With four barrels instead of two, this amazing automatic carburetor feeds varying proportions of fuel and air to the engine as needed for most efficient and most economical operation at any speed. Result: more miles per gallon at normal driving speeds, more power from same air at higher speeds.



BUICK POWER STEERING GIVES SUPREME EASE OF CONTROL. You receive the comforting "feel" of the road, because Buick-engineered Power Steering never takes over the steering itself. But it does lend a gentle giant hand when you need it—in parking and other slow-speed maneuvers—and in positive control over rough roads.



**CONTROL PANEL
CONCEIVED FOR COMFORT.**

A handsome eight gauge your eyes when you take the wheel of a Golden Anniversary

Buick. Shown here is the Roadmaster instrument panel, ultra-modern in design. New dials make for easy, glare-free reading. All controls are conveniently located, easy to reach. At the top, if you please, the smart new vertical-lined grille of the rich-trimmed, easily tuned Buick Sonomatic Radio.

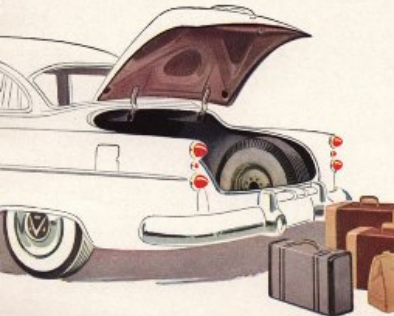
WEATHER FORECAST: AS YOU LIKE IT. Three things keep your weather here. One is a set of continuously controlled left and right air intakes to bring in outside air when you want it. Next is the newly designed Weather oracles seats—keeping you too-hot heating of the thermostat acting you choose, plus quick defrosting of all windows. And keeping your weather constant is the luxurious Buick Airconditioner—that frisks the air to your liking when summer heat assails you.



ALL CLEAR IN THE REAR. Here's a beauty seat with a fine function—a one-piece, all-clear, wrap-around rear window that not only looks smarter and makes the whole car look wider, but also gives you an unobstructed view rearward. Easier to wash and keep clean, too.



SMART WAY TO BLOCK SUN HEAT AND GLARE. Cool, tinted Easy-Eye Glass all around shades out 90% of the sun's heat coming into the car—and 18% of eye-fatiguing glare—all without external, wind-noising covers. Note the dispenser-held lens across the upper part of the windshield—far easier seen through eye comfort.



LUGGAGE IS NO PROBLEM HERE—thanks to Buick's deep and high-profiled bed. Here's sure usable room that you'll probably ever need. Easily loaded, too, because the self-locking lid swings up almost by itself with a turn of the key, steps up without side levers. No handle to turn, ever.

*Gorgeous colour,
Rich fabrics and trim
Keynote Buick for '53*

Special Series 40

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE: Bore and stroke, 3 1/4 x 4 1/2 inches. Displacement, 262.5 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings and to rocker arms. Oil capacity (with), 5 1/2 quarts. 120 hp with Dynaflow Drive.

FUEL SYSTEM: Throttle-valve fuel control, automatic choke with 2 1/2 control. Intake shutoff and oil bath air cleaner. Fuel tank capacity, 19 gallons.

COOLING SYSTEM: Throttle-valve and Top-Pass Temperature Control; pressure relief valve in first cap. Water capacity, conventional transmission, 10 1/2 quarts. 10 quarts with leader. With Dynaflow Drive, 15 1/2 quarts. 15 1/2 quarts with leader.

CLUTCH AND TRANSMISSION: Steel Model springs. Made 200-gallon shaft. Parking area, 100.8 square inches. All-steel Bevel-Block Transmission, ballast gear.

DYNAFLOW DRIVE: Optional all extra cost—Turbo converter with gear. No clutch pedal. Total oil capacity, 31 quarts.

REAR AXLE: Torque-tube drive, semi-floating rear axle with integral pins. One integral joint automatically lubricated from transmission. Gear ratios, 2.64 to 4.11 with Dynaflow Drive, 3.64 on all models.

SUSPENSION: Independent front wheel suspension with coil-over. All coil springs.

STEERING: Ball Bearing Worm and Nut; 20 to 1 ratio. Power Steering available.

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

SHOCK ABSORBERS: Front and Rear are Double Acting type.

BRAKES: Free-wheel hydraulic. Rear coil brake drum, 15-inch diameter. Street parking brake.

ELECTRICAL SYSTEM: Delco-Remy, 60-watt alternator. Battery mounted under hood. 12 volt system.

WHEELS AND TIRES: Removable, cross-ply steel disc wheels, 12 x 5 1/2. Tires, 7.90-15-4 HR.

WHEELBASE:—21 1/2 inches. 125 1/2 inches on Model 40, overall rear wheel, 26 1/2 inches. 21 1/2 inches on 40.

SPECIFICATIONS

Super Series 50

BUICK VALVE-IN-HEAD V-6 ENGINE: Bore and stroke, 4 1/2 x 5 1/2 inches. Displacement, 302 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (with), 6 quarts. 120 hp with Dynaflow Drive.

FUEL SYSTEM: Throttle-valve fuel control, automatic choke with 2 1/2 control. Intake shutoff and oil bath air cleaner. Fuel tank capacity, 19 gallons.

COOLING SYSTEM: Throttle-valve and Top-Pass Temperature Control; pressure relief valve in first cap. Water capacity, conventional transmission, 10 1/2 quarts. 10 quarts with leader. With Dynaflow Drive, 15 1/2 quarts. 15 1/2 quarts with leader.

CLUTCH AND TRANSMISSION: Steel Model springs. Made 200-gallon shaft. Parking area, 100.8 square inches. All-steel Bevel-Block Transmission, ballast gear.

DYNAFLOW DRIVE: Optional all extra cost—Turbo converter with gear. No clutch pedal. Total oil capacity, 31 quarts.

REAR AXLE: Torque-tube drive, semi-floating rear axle with integral pins. One integral joint automatically lubricated from transmission. Gear ratios, 3.64 on all models.

SUSPENSION: Independent front wheel suspension with coil-over. All coil springs.

STEERING: Ball Bearing Worm and Nut; 20 to 1 ratio. Power Steering available.

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

SHOCK ABSORBERS: Front and Rear are Double Acting type.

BRAKES: Free-wheel hydraulic. Rear coil brake drum, 15-inch diameter. Street parking brake.

ELECTRICAL SYSTEM: Delco-Remy, 60-watt alternator. Battery mounted under hood. 12 volt system.

WHEELS AND TIRES: Removable, cross-ply steel disc wheels, 12 x 5 1/2. Tires, 7.90-15-4 HR.

WHEELBASE:—21 1/2 inches. 125 1/2 inches on Model 50, overall rear wheel, 26 1/2 inches. 21 1/2 inches on 50.

Roadmaster Series 40

BUICK VALVE-IN-HEAD V-6 ENGINE: Bore and stroke, 4 1/2 x 5 1/2 inches. Displacement, 302 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (with), 6 quarts. 120 hp.

FUEL SYSTEM: Throttle-valve fuel control, automatic choke with 2 1/2 control. Intake shutoff and oil bath air cleaner. Fuel tank capacity, 19 gallons.

COOLING SYSTEM: Throttle-valve and Top-Pass Temperature Control; pressure relief valve in first cap. Water capacity, conventional transmission, 10 1/2 quarts. 10 quarts with leader. With Dynaflow Drive, 15 1/2 quarts. 15 1/2 quarts with leader.

CLUTCH AND TRANSMISSION: Steel Model springs. Made 200-gallon shaft. Parking area, 100.8 square inches. All-steel Bevel-Block Transmission, ballast gear.

DYNAFLOW DRIVE: Optional all extra cost—Turbo converter with gear. No clutch pedal. Total oil capacity, 31 quarts.

REAR AXLE: Torque-tube drive, semi-floating rear axle with integral pins. One integral joint automatically lubricated from transmission. Gear ratio, 3.64.

SUSPENSION: Independent front wheel suspension with coil-over. All coil springs.

STEERING: Ball Bearing Worm and Nut; 20 to 1 ratio. Power Steering available.

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

SHOCK ABSORBERS: Front and Rear are Double Acting type.

BRAKES: Free-wheel hydraulic. Rear coil brake drum, 15-inch diameter. Street parking brake.

ELECTRICAL SYSTEM: Delco-Remy, 60-watt alternator. Battery mounted under hood. 12 volt system.

WHEELS AND TIRES: Removable, cross-ply steel disc wheels, 12 x 5 1/2. Tires, 7.90-15-4 HR.

WHEELBASE:—21 1/2 inches. 125 1/2 inches on Model 40, overall rear wheel, 26 1/2 inches. 21 1/2 inches on 40.

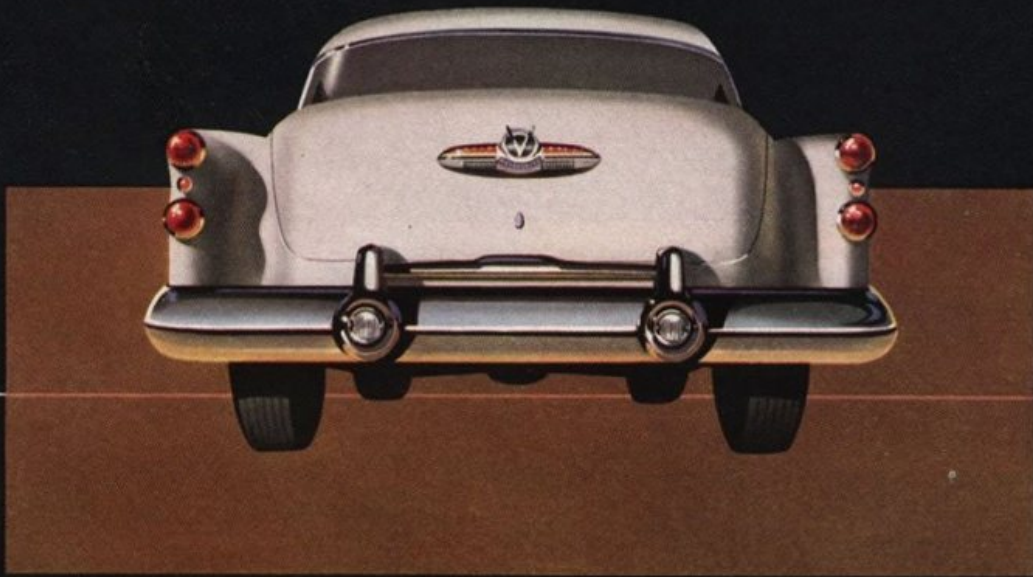
Distinctive STYLARK

Buick's and Roadmaster have the same Specifications except for the distinctive:
 Roadmaster 162" Wheelbase 111 1/2" Overall Height
 Buick 158 1/2" Wheelbase 111 1/2" Overall Height
 Buick 158 1/2" Wheelbase 111 1/2" Overall Height
 Buick 158 1/2" Wheelbase 111 1/2" Overall Height

All equipment and accessories that are optional are shown on Buick, including electric radio with self-locking steering wheel and electric windows on the back.

Buick Motor Division, General Motors Corporation, reserves the right to make changes, at any time, without notice, in price, color, material, equipment, specifications and models, and also to discontinue models.

BUICK MOTOR DIVISION • General Motors Corporation • FLINT 2, MICHIGAN



Then-Now-Tomorrow-When better automobiles are built Buick will build them

