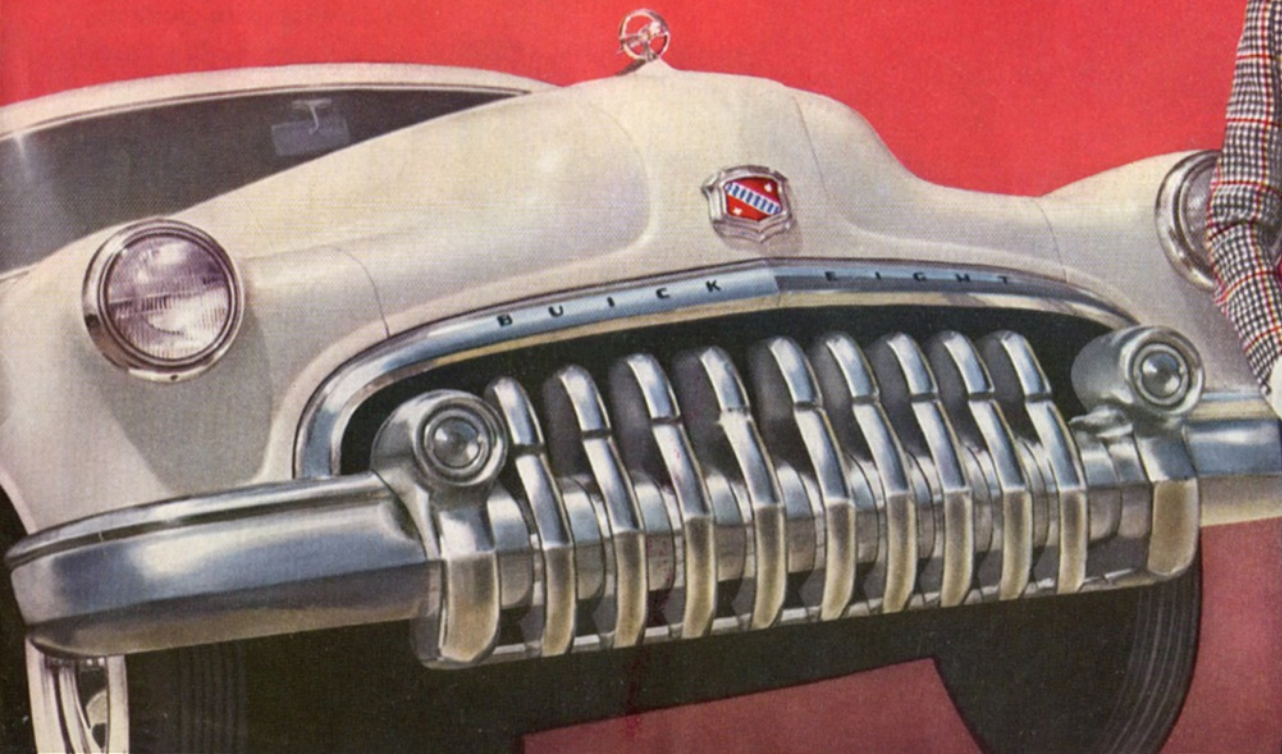


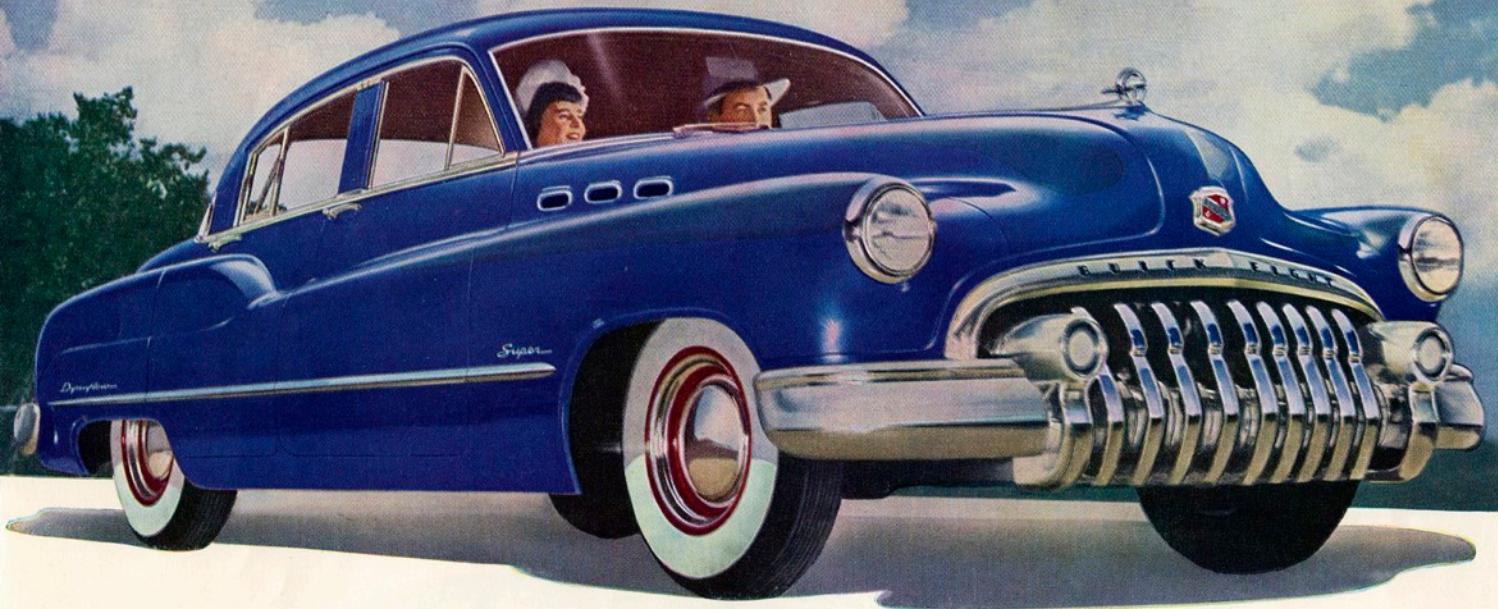
BUICK'S

THE FASHION FOR

1950



BUICK MARKS THE MIDCENTURY



... with a host of brilliant creations

that put Buick performance, Buick comfort,

and eye-catching Buick styling within reach

of practically any budget

ON THESE PAGES, you will see why "the thing to do" in 1950 will be to drive a Buick.

Here, you will find more than stunning good looks, more than thrilling performance, more than generous room, and soft riding comfort.

Here, you will find a wide choice of body styles, power ranges, and wheelbases that spread-eagle three price classifications—cars that put travel in the Buick manner within the reach of still more people.

In every one of the models shown here, you will find that lively, leap-ahead look that instantly says Buick. In every one, you will find thrilling Fireball valve-in-head power, with higher compression ratios and brilliant performance in each instance.

In every one of these beauties, you will find room, and the deep comfort of the Buick ride, plus high visibility and feathery handling. In every one, you can have the silken ease of Dynaflow Drive, that completely different and miraculously smooth transmission in which "oil does it all."

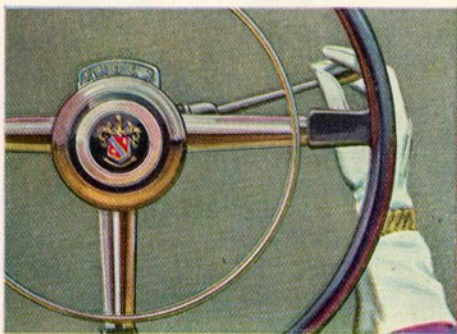
Study these creations and you will find closed cars and open cars, smart sports models and practical business body types, cars trimmed down in over-all length for new ease in parking and garaging, and cars stretched out in interior roominess to give you luxurious bigness.

You will find four wheelbases, engines in five horsepower ratings, and three complete series—SPECIAL, SUPER, and ROADMASTER. You will find a wide selection of equipment and accessories that enables you to tailor your Buick to suit your taste.

You will find cars to suit any budget that reaches beyond the very lowest price class—and every one will be a pattern setter.

For Buick's the fashion, for this year and for years to come—the fashion in styling, the fashion in brilliant power, the fashion in comfort, handling, and prestige.

By any yardstick, Buick's top choice. Look over these models and make your selection now.



... and the silky luxury of Dynaflow Drive*!

It's utterly smooth. It's utterly simple. It's the first complete break with conventional shifting since cars replaced horses.

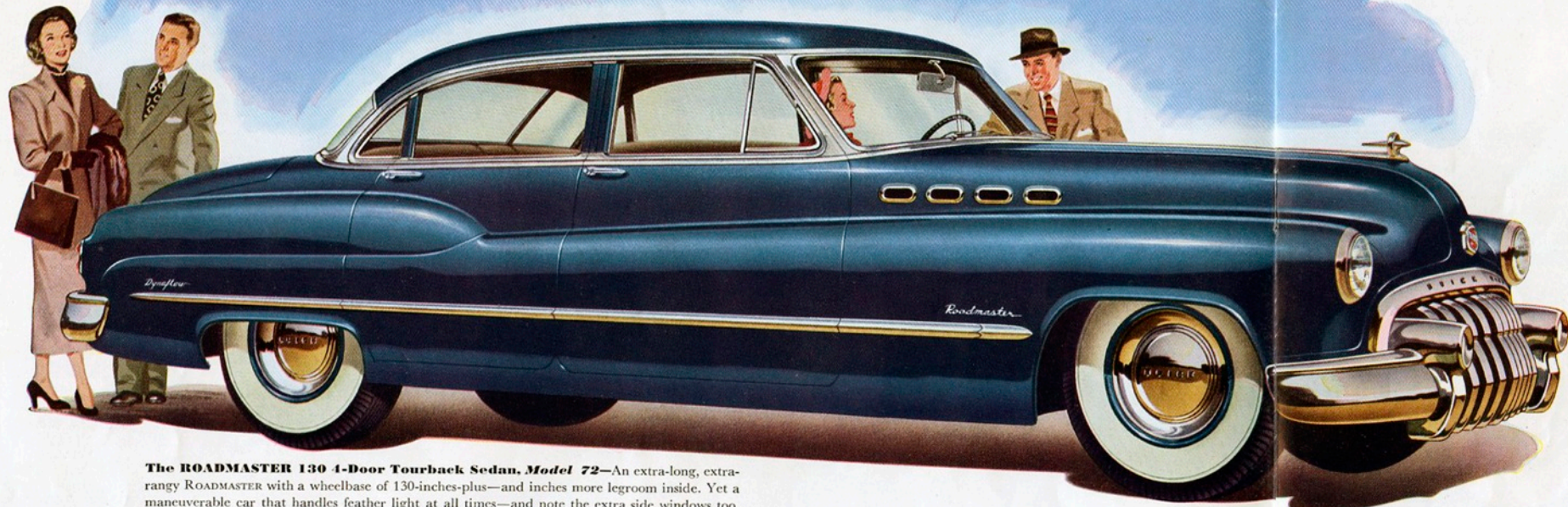
There's no clutch pedal to push—no gear-shift lever to require your constant attention. In fact, there are no gears that shift in normal forward driving!

You just touch toe to gas treadle and the power plant itself delivers power in proper ratio for your needs. You start, cruise, climb, pass—

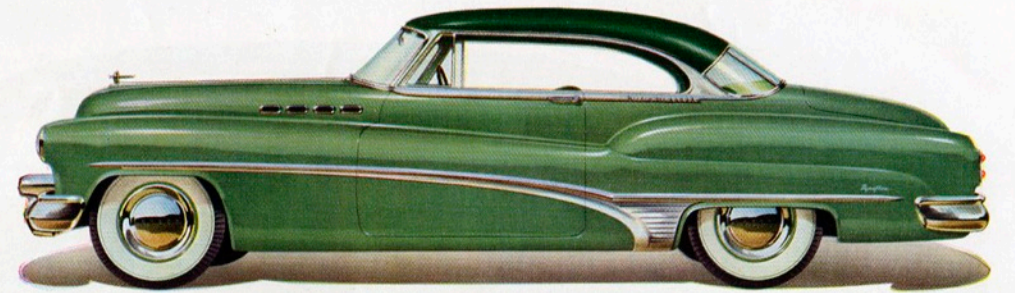
simply by regulating your pressure on the gas treadle. You sail through long miles, flow smoothly through traffic—and in all normal forward travel no gears shift, automatically or manually.

For a new feel to your automobile—a new pleasure in just plain driving—try Dynaflow now.

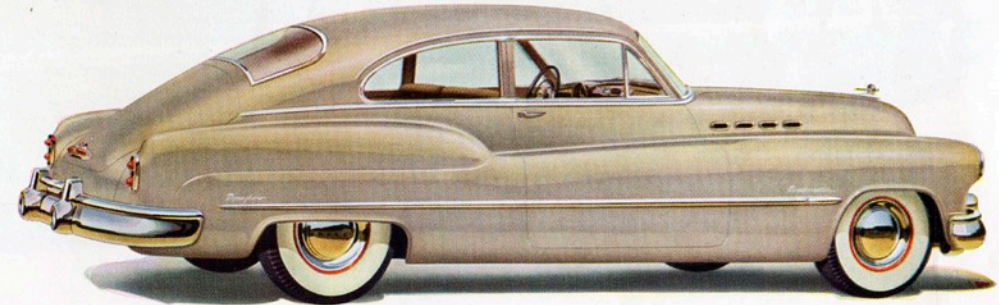
*Dynaflow Drive is standard on the Roadmaster Series, optional at extra cost on the Super and Special Series.



The ROADMASTER 130 4-Door Tourback Sedan, Model 72—An extra-long, extra-rangy ROADMASTER with a wheelbase of 130-inches-plus—and inches more legroom inside. Yet a maneuverable car that handles feather light at all times—and note the extra side windows too.



The ROADMASTER Riviera, Model 76R—The last word for those to whom smartness comes first. If you're wild about the convertible look but prefer a solid top—if you want the finest in interiors with such details as hydraulic push-button controls for windows and front seat—the Riviera is your car.



The ROADMASTER 2-Door Jetback Sedan, Model 76S—With its two doors, ideal for the family with youngsters—smart for any crowd. Four Ventiports mark this well—as they do every ROADMASTER.

You're Lord of Every Highway in the Luxurious ROADMASTER

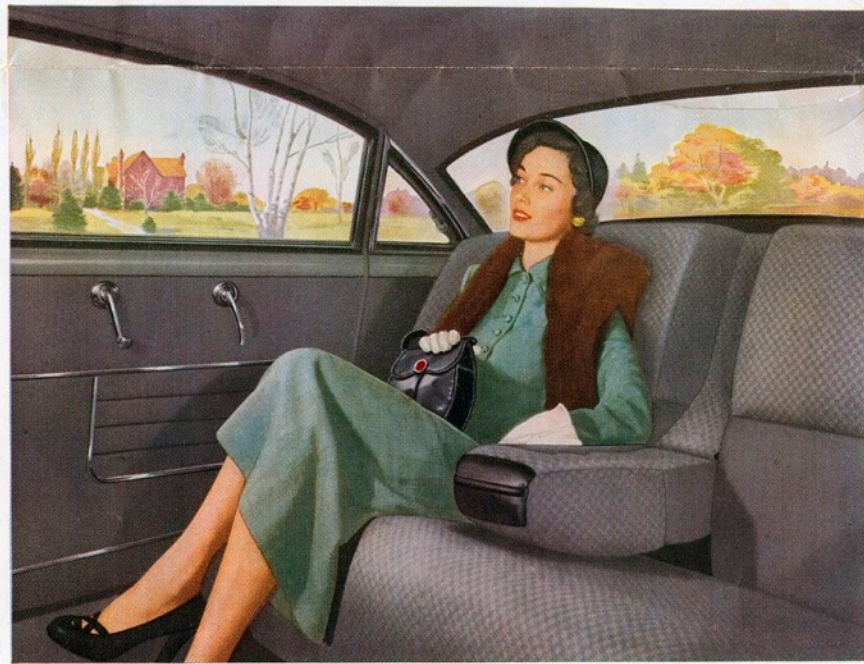
HERE, you're looking at the bellwether Buick.

You're looking at the ROADMASTER, that regal creation on which we haven't spared the horsepower—or anything else. Even Dynaflow Drive is standard on ROADMASTER—in keeping with the host of other luxurious touches in this biggest buy of the fine car field.

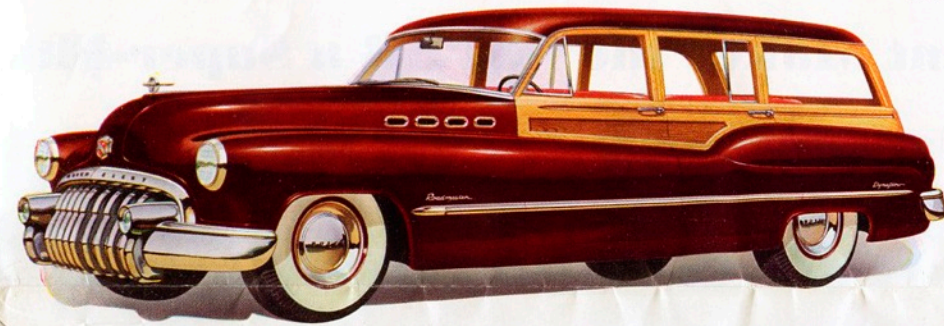
There is a regular wheelbase of 126¼ inches, which is stretched to a commanding 130¼ inches in the ROADMASTER 130. A herd of eager horsepower is at your disposal—152 to be exact. Compression ratios have been stepped up to 7.2 to 1—and on a lordly 320 cubic inch Fireball engine.

Interiors are both spacious and gracious—with the ROADMASTER 130 using its extra wheelbase to give greater interior roominess.

Finally, measure all this against the price tags. For, in every quality, ROADMASTER is up with the finest of fine cars—but it's priced in the middle brackets. It's the big buy in fine cars all the way.



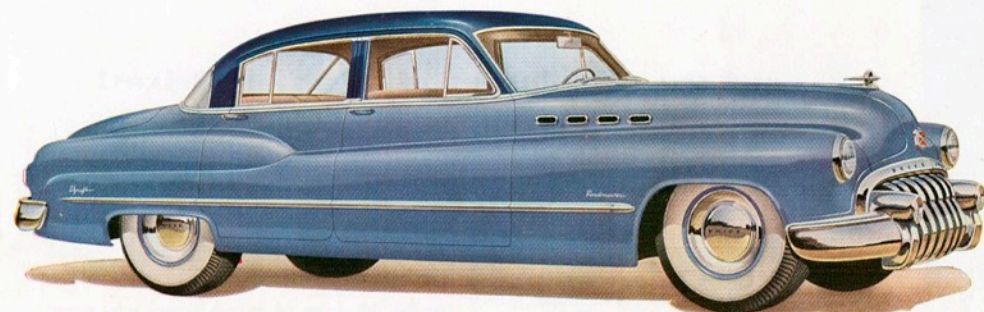
The Ultra-Regal ROADMASTER Interior—Sumptuously tailored for those who desire the finest in fashionable car interiors. Stunningly designed to compliment the Regal ROADMASTER's distinctive appearance.



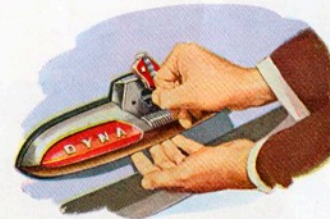
The ROADMASTER Estate Wagon, Model 79—Slick-change artist for any occasion, from hunting trips to high social functions. A husky, hard worker that changes at the drop of a top hat into a formal six-passenger sedan.



The ROADMASTER Convertible, Model 76C—Here's automatic elegance for any weather, any time. Push-button hydraulic controls for all windows, the top, even front seat adjustment. Rich leather interiors defy weather, beautify the model.



The ROADMASTER 4-Door Tourback Sedan, Model 71—The husky, lively traveler that takes six passengers with ease. Note the gracefully curved afterdeck—with more luggage room inside.



Just Turn the Key and Lift—You'll have free and easy access to the family-size luggage compartment without even turning a handle—thanks to the new trunk lid lock. To open, you simply turn the key and lift the lid. To close, just lower the lid and... click... it's locked automatically, without the use of a key.

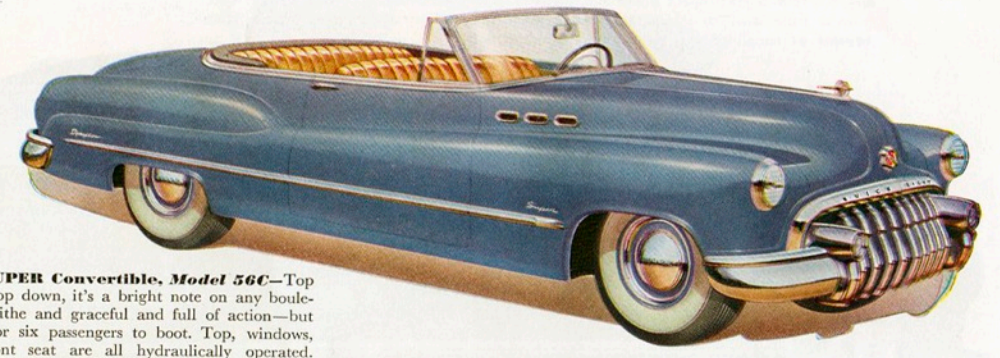
Here's MORE ROOM in FEWER INCHES

All of these impressive ROADMASTERS represent the deep comfort of generous room. Yet each one of them is easier to handle, easier to park, easier to tuck away in less garage room than previous models.

The reason? They are all shorter from bumper to bumper, even the new ROADMASTER 130 with its additional inches of rear seat space! Space saved by Buick's new, compact bumper design has been used to increase ease of handling with an actual over-all improvement in roominess.



The SUPER 126 4-Door Tourback Sedan, Model 52—Here's the long version of the SUPER family. Here's the rear seat roominess of a limousine—with the extra side windows for good looks and good looking out. Legroom, hiproom, headroom aplenty inside this beauty.



The SUPER Convertible, Model 56C—Top up or top down, it's a bright note on any boulevard. Lithe and graceful and full of action—but room for six passengers to boot. Top, windows, and front seat are all hydraulically operated.

"HOTTEST ENGINE NEWS OF THE YEAR"

When you step into these SUPERS—hold on to your hat!

For every one has the new F-263 Fireball valve-in-head straight-eight power plant—the very latest word in valve-in-head engines. With increased capacity, increased compression, and increased power, this engine gives a power-to-weight ratio that makes the SUPER a truly superlative performer—lively and quick stepping from take-off to journey's end.

Try the SUPER for yourself—and see why the new F-263 earns the description, "hottest engine news of the year."

A New Power Plant Makes the SUPER a Super-Fine Buy

TAKE ALL the spirited Buick styling from bumper-grille to built-in backup lights.

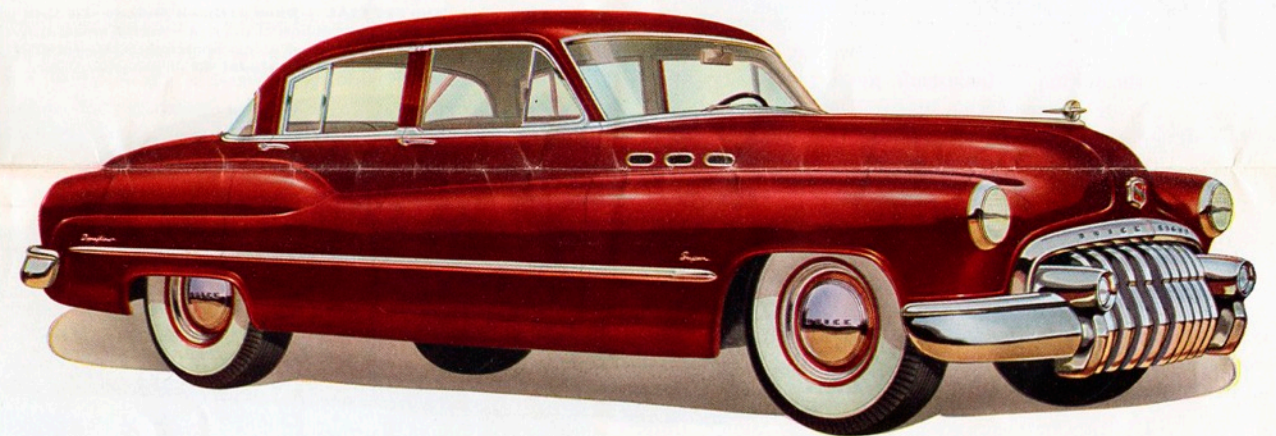
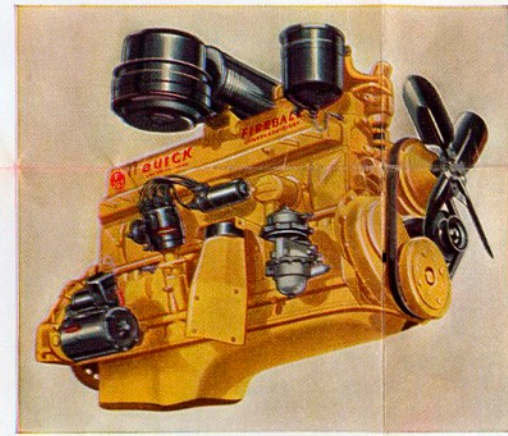
Take the matchless Buick ride, the handsome Buick interior.

Mount it on a 121½-inch wheelbase—or 125½ inches with the king-size SUPER 126.

Then—add a brand-new Fireball power plant—the F-263. An engine with more life, more lift, and, if anything, better fuel economy. An engine with larger bearings, crankshaft, and pins, but with shorter, lighter rods and pistons.

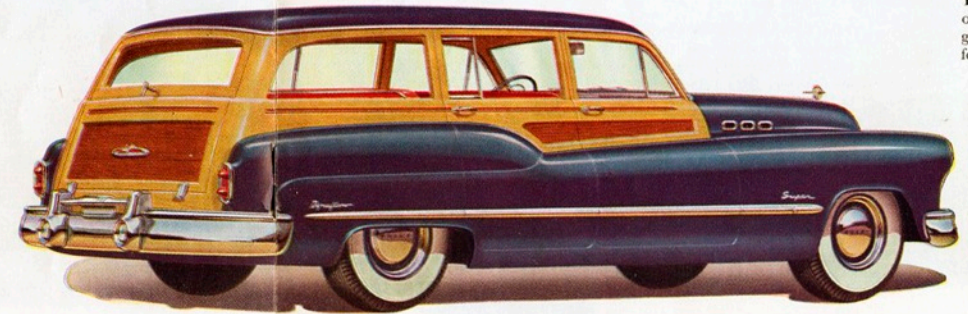
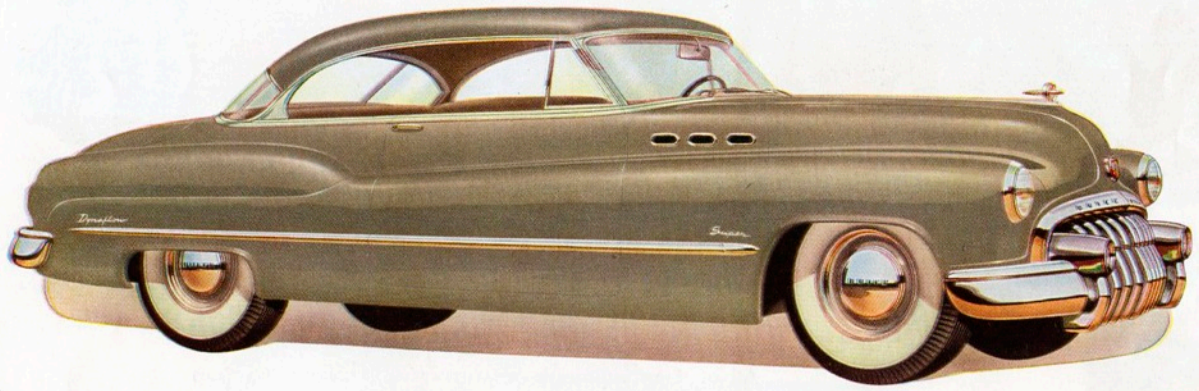
Choose Synchro-Mesh transmission and 124 horsepower. Or Dynaflo Drive (at extra cost) and 128 horsepower.

Whichever you take, you'll be getting the best buy in the middle bracket field—a sizable, scintillating SUPER, with a new and eager lease on life.



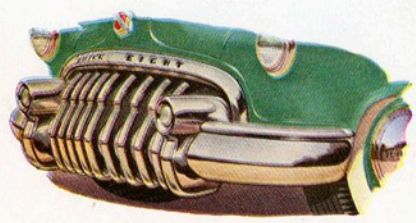
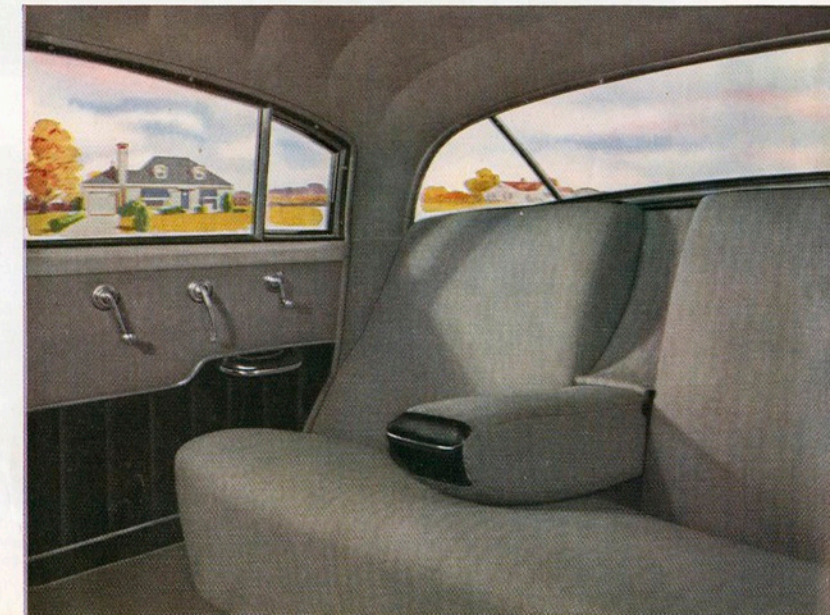
The SUPER 4-Door Tourback Sedan, Model 51—One of the most popular of all Buicks is this spirited sedan, made extra-handsome and extra-roomy by its graceful afterdeck rear-end design. Blessed with extra-special touches for added comfort and convenience—for safety and pleasure too.

The SUPER Riviera, Model 56R—Now the SUPER comes in Riviera style—the brightest, sportiest thing on wheels. Looks like a convertible, gives almost as much visibility as a top-down convertible, especially with that sweeping rear window. Comfortably seats six inside.



The SUPER Estate Wagon, Model 59—Crafted of seasoned wood and stout metal—with room for golf bags, fishing tackle, trunks, or what-have-you—or for six people going to a party. Pet of people who like city-country living.

SUPER Interior—and Super It Is—For rest and relaxation en route, the superb SUPER interior. In luxurious grey herringbone-pattern cloth. Note side armrests, disappearing rear-seat center armrest, fittings fashioned as flawlessly as silverware.

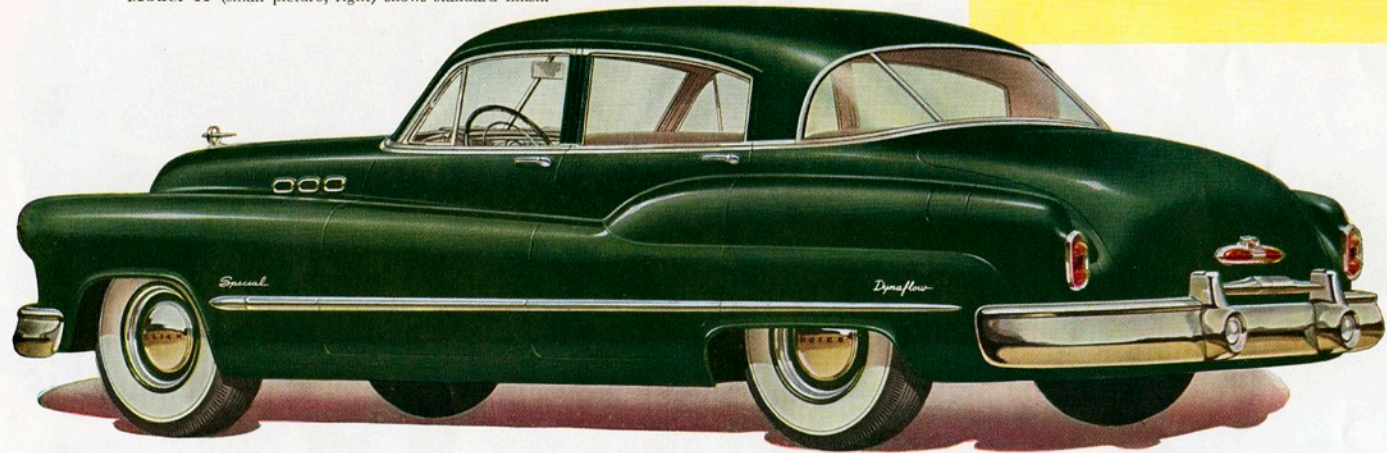


Front and Center with Duty-plus-Beauty—The gleaming grille is built into the bumper with bars extending above and below to prevent "locking horns" with the car ahead. Each bar is individually attached and replaceable. Note bomb-shaped bumper guards with large, built-in parking lights and Flash-Way signals. All in all, a solid, bold-patterned front built to be strong as well as striking.



The SUPER 2-Door Jetback Sedanet, Model 56S—There's room for three in back, as well as up front. There's the sporty touch of a coupe—plus comfort that most sedans aren't up to. It's trim and tidy and ship-shape all the way.

The **SPECIAL 4-Door Tourback Sedans**—Bowling in with the new model year are these handsome new notes in the Buick **SPECIAL**—Spacious sedans with visibility aplenty and generous luggage space under the afterdeck. Light handling, sparkling performance, winners from start to garaging. **Model 41D** (large illustration) shows deluxe finish. **Model 41** (small picture, right) shows standard finish.



Very SPECIAL Indeed Are These Seven Beauties

THEY'RE all Buick through and through.

They're straight-eight Fireball-powered, roomy as all get-out, comfortable as your favorite armchair. They have coil springs on all wheels to smother bumps, and can even be equipped with Dynaflow Drive at additional cost.

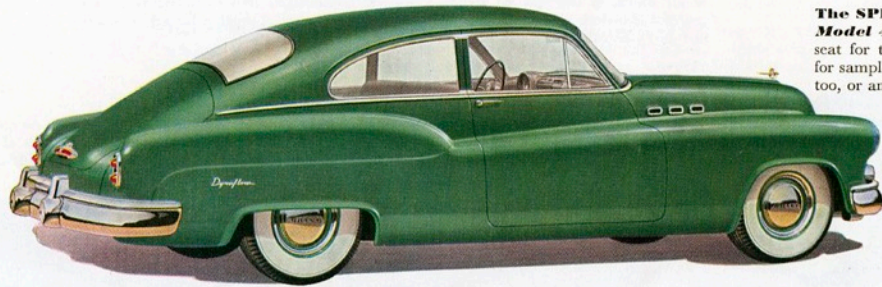
There are three models with deluxe finish, enhanced with such sumptuous extra touches as full-length chrome molding, series name plates on front fenders, and front and rear side armrests.

Yet these handy-dandy SPECIALS are priced *less* than many sixes. So, if you want that Buick look, including the bold-patterned bumper-grille and taper-through fenders—if you want a garage-handy beauty with Buick comfort, Buick power, Buick durability—*—*and if you want a car that's priced low enough to make your budget smile—*this SPECIAL is especially yours.*

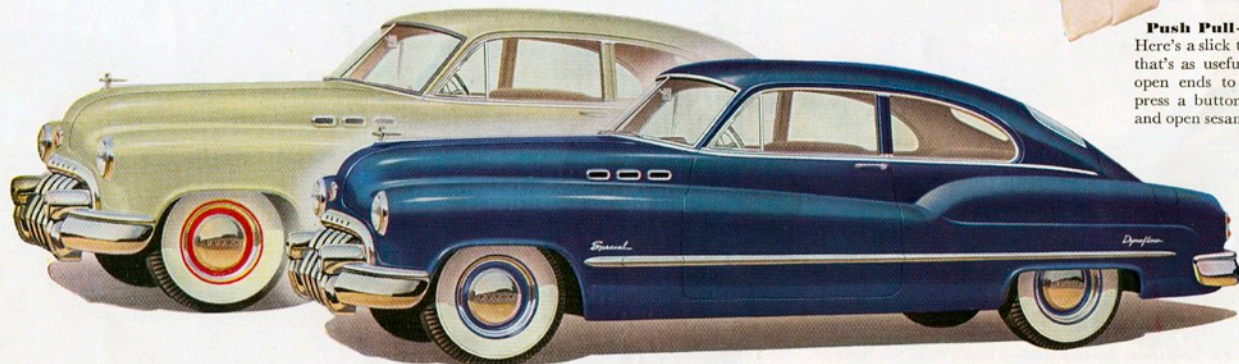
The SPECIAL 4-Door Jetback Sedans—For those who like the sweeping, fast lines of this style—graceful sedans that welcome six at all times through wide, hold-open doors. **Model 43D** (in foreground) deluxe finish. **Model 43** (in background) standard finish.



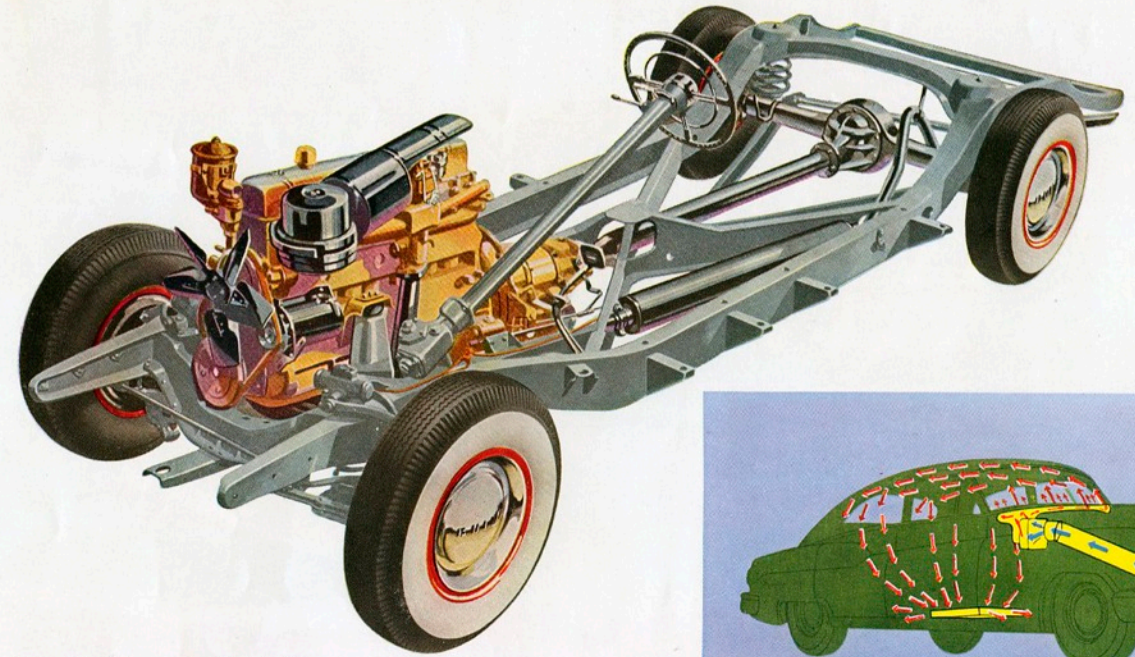
The SPECIAL 2-Door, 3-Passenger Jetback Coupe, Model 46—Trim and tidy in every detail, with a wide front seat for three busy businessmen, and a spacious rear section for samples, cases, or what-have-you. A boon to small families, too, or an ideal second car.



Push Pull—Quick-Quick! Here's a slick trick in door handles that's as useful as it is smart. No open ends to catch clothes. Just press a button with your thumb, and open sesame.



The SPECIAL 2-Door Sedanets—Smart designing makes these cars spacious as a sedan, companionable as a coupe. Deep, wide rear seats take three persons—who enter easily, thanks to wide doors and easy-folding front seats. **Model 46D**, up front—complete with deluxe trim details. **Model 46S**, in rear, shows standard finish.



Rugged and Steady . . .

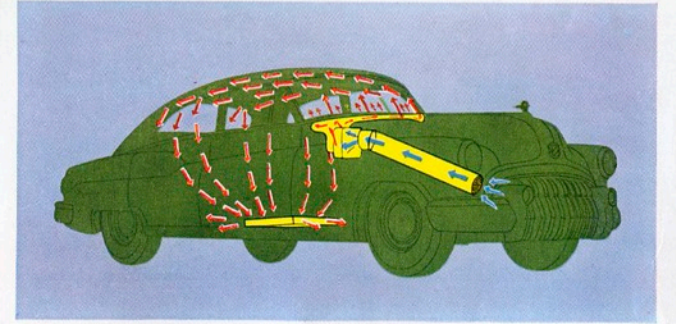
and Ready for Anything

Here's the husky, deep-braced chassis, basis for that matchless Buick ride.

Here's the rigid, full-length torque-tube drive, with axle held in T-square alignment, permitting cushiony coil springs on all four wheels.

Here's a new front-end assembly with better roadability—plus PermiFirm steering for light, sure handling and turning.

With hydraulically self-energizing brakes that respond to a feminine toe touch—rubber-mounted engine and body, plus a new and stalwart frame—the chassis is a big reason why any Buick's the buy!



New and Better Weather to Order

An improved WeatherWarden venti-heater is making life pleasant inside Buicks.

With a double heating method, a larger volume of heated air, and a higher-speed blower, the air is better inside and frost and fog are quickly removed.

Controls draw in an abundance of outside air for summer; automatically controlled heated air for winter.

Something *can* be done about the weather—and you do it with controls in your Buick.

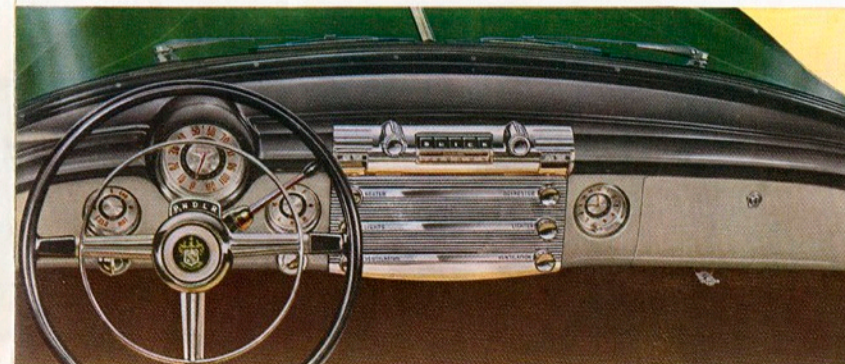
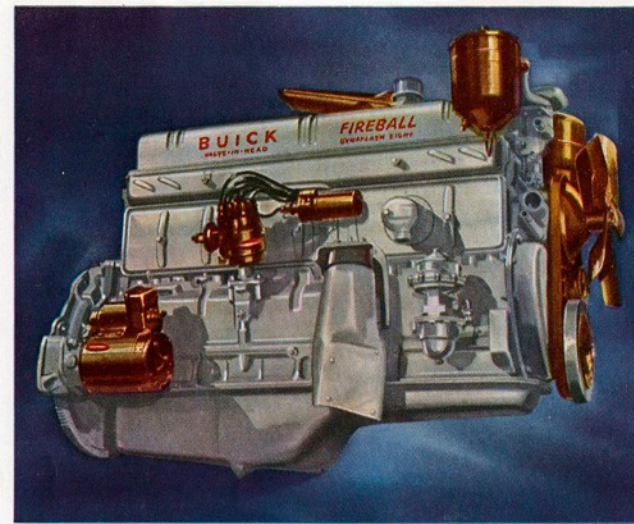
**The Engine that's
an Eager Beaver Every Time**

The 1950 Buicks are powered with engines of five horsepower ratings, ranging from 115 to 152. Compression ratios range from 6.6 to 1 to 7.2 to 1, with a different cubic inch displacement for each series.

But all are famous Fireball power plants, using Buick-developed principles to make the most of valve-in-head design.

All are Accurite cylinder-bored for perfect fit between cylinders and pistons. And all are "micropoise" balanced—exquisitely balanced in motion after assembly as extra sureness of long-lasting smoothness—and mounted on Buick's own Hi-Poised engine mountings. Valves are lifted hydraulically on all but the 115 h.p. SPECIAL engine.

So any Fireball engine is a power plant that's an eager beaver from the start—full of ginger, full of zip, raring to go whenever you are.



**Control Panel
that's Pilot-Centered**

Smart styling and driver convenience are keynotes of this pilot-centered instrument panel—where all controls are readily identified and easy to reach.

Whichever rich-toned Buick radio you choose—Sonomatic or Selectronic—note its convenient location with accessible controls.

Special SERIES 40

Buick Valve-in-Head Straight-Eight Engine—Bore and stroke, $3\frac{1}{2} \times 4\frac{1}{8}$ inches. Displacement, 248.1 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, conventional transmission, 13 quarts. 14 $\frac{1}{4}$ quarts with heater. With Dynaflo Drive, 14 quarts. 15 $\frac{1}{4}$ 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. Handi-shift transmission control.

Dynaflo 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 ratio, 41-10 on models 41D, 43D, 46D, 41, 43, 46S. On model 46—gear ratio 43-11. With Dynaflo Drive, all models, 43-11.

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 $\frac{1}{4}$ 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—Broadrim, 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 inches.

Super SERIES 50

Buick Valve-in-Head Straight-Eight Engine—Bore and stroke, $3\frac{1}{2} \times 4\frac{1}{8}$ 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.

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. 14 $\frac{1}{4}$ quarts with heater. With Dynaflo Drive, 14 quarts. 15 $\frac{1}{4}$ 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. Handi-shift transmission control.

Dynaflo 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

Wheelbase—121 $\frac{1}{2}$ inches. 125 $\frac{1}{2}$ inches on model 52. Over-all car length, 204 inches. 208 inches on model 52.

Roadmaster SERIES 70

Buick Valve-in-Head Straight-Eight Engine—Bore and stroke, $3\frac{1}{2} \times 4\frac{1}{8}$ 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.

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 filler cap. Water capacity, 16 $\frac{1}{4}$ quarts. 18 quarts with heater.

Dynaflo Drive—Hydraulic torque converter with emergency low and reverse planetary gear transmission. No clutch pedal. Total oil capacity, 11 quarts.

Rear Axle—Semi-floating rear axle with hypoid gears. Torque-tube drive. One universal joint automatically lubricated from transmission. Gear ratio, 43-11 on models 72, 76C, 76R, 79. On models 71 and 76S—gear ratio 47-13.

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

Wheelbase—126 $\frac{1}{4}$ inches. 130 $\frac{1}{4}$ inches on model 72. Over-all car length, 208 $\frac{1}{4}$ inches. 212 $\frac{1}{4}$ inches on model 72.

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.

SPECIFICATIONS

ratio, 41-10 on models 52, 56C, 56R, 59; On models 51 and 56S—gear ratio, 43-11. With Dynaflo Drive—gear ratio 43-11 on models 52, 56C, 56R, 59. On models 51 and 56S—gear ratio 47-13.

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

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