

BRILLIANT IS THE WORD FOR BUICK

—in beauty, power, performance, value

WHAT YOU WILL SEE pictured on these pages is a complete line of spirited creations bearing the Buick banner for 1952.

There is newness in every sparkling model—sumptuous beauty inside and out—comfort and performance that leave nothing to be desired—and the deep, solid merit of Buick building that puts bed-rock value into each and every SPECIAL, SUPER, and ROADMASTER.

Start with styling, if you will. Note well the gleam and grace of line here, the rich distinction of sweep-spear moldings on all models, the arresting smartness of bright fender ports, the brawn and beauty of the new front-end styling which blends instant identification with unsurpassed protection.

Take in the luxury interiors—pictorially here, in person at your Buick dealer's—and you find these cars expansively roomy, their fabrics superbly fine, their fittings and finish meticulous in every detail.

Take power. In every instance, it is eight-cylinder valve-in-head power from a high-compression Buick Fireball engine—and in the regal ROADMASTER it is still mightier power, lifted to new performance and economy peaks by the sensational new Airpower carburetor.

Take ride—literally a million-dollar ride. For the 1952 Buick is well beyond this figure in the cost of its ride engineering alone.

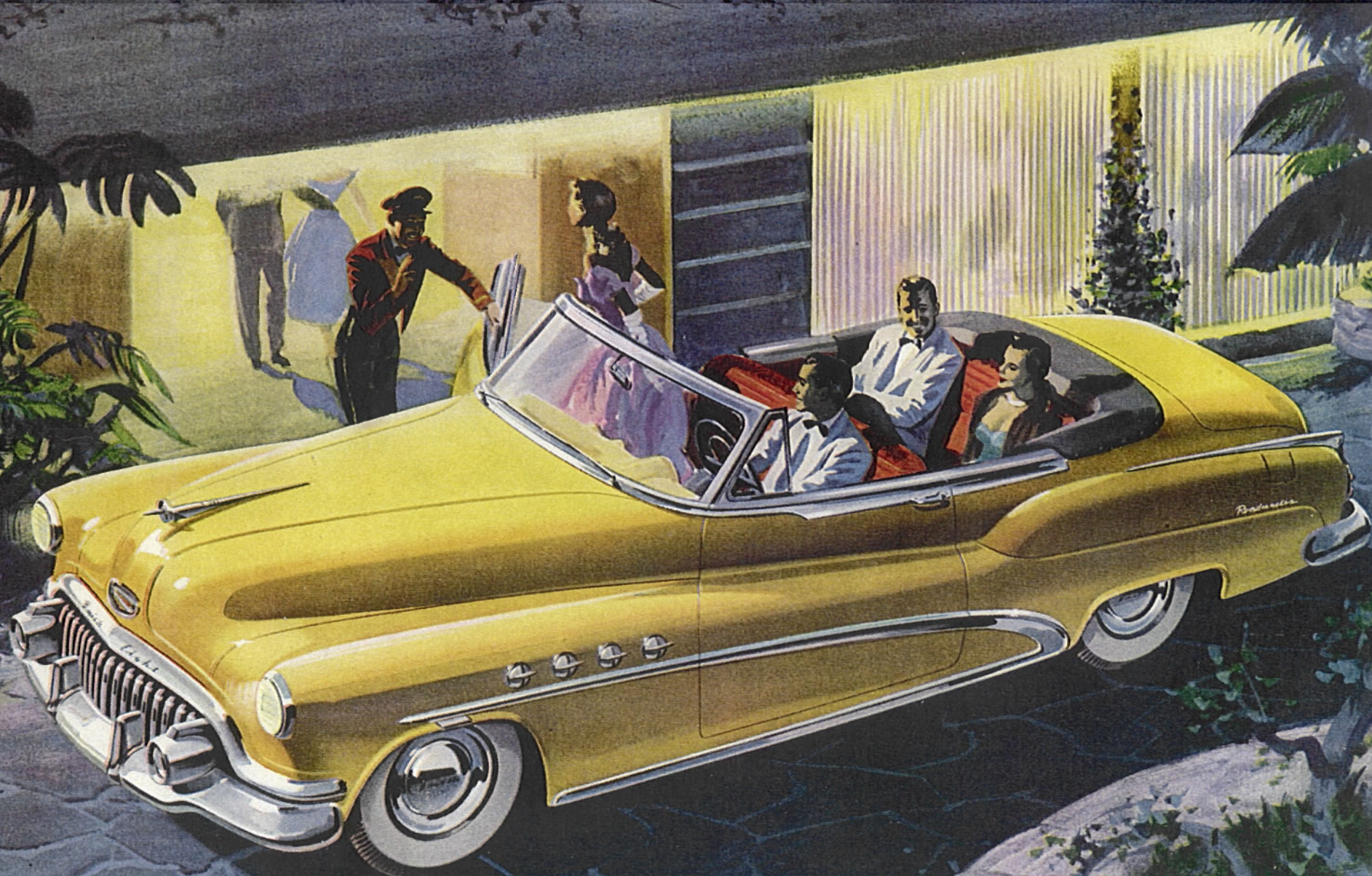
Take handling, whisper soft and superbly smooth—with Permi-Firm steering, new Wide-Band brakes for safer, smoother stops, and Dyna-flow Drive available on every model.

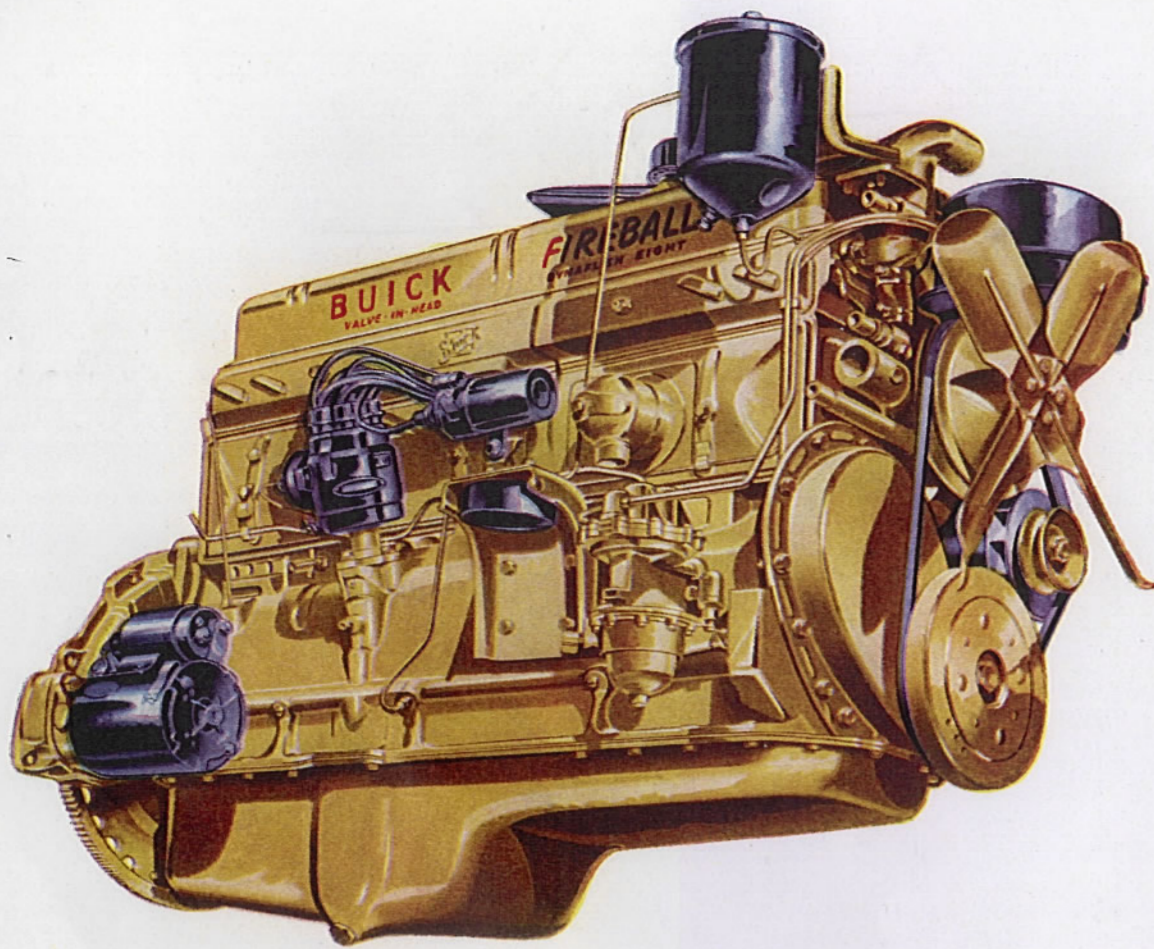
Above all, take value. We honestly believe that nothing else on the automotive horizon adds up, feature for feature and pound for pound, to as big a buy as these Buicks for 1952.

Judge them for yourself, these gorgeous new SPECIALS, SUPERS, and ROADMASTERS. Select—with your travel taste and budget in mind—from four wheelbases, four power ratings, a full choice of body styles and price ranges. Choose, too, from a generously wide selection of equipment and accessories—and custom-tailor your Buick to your very own taste and purse.

And as you look thoroughly into these brilliant Buick beauties for 1952, you will learn how fully they gratify your every traveling desire, how great a measure they return for your automotive dollar, how well they carry their proud pledge: "*When better automobiles are built Buick will build them.*"

*Equipment, accessories, trim, and models are subject to change without notice.
White sidewall tires at extra cost when available*





THE FIREBALL ENGINE

Pacesetter in Valve-in-head Power

You're looking at the reason for Buick's fame as a power automobile—the great Fireball engine. Valve-in-head, of course, and high-compression too—but with an exclusive combustion chamber design in each of its eight cylinders that makes the most of valve-in-head efficiency. You get the extra wallop and high mileage of this Fireball combustion in every 1952 Buick engine—with horsepowers ranging from 120 to 170, compression ratios from 6.6 to 1 to 7.5 to 1. Precision-machined, micro-balanced *after* assembly—and with hydraulic valve lifters in all but the 120-hp SPECIAL engine—each big-action Fireball engine is then specially Hi-Poise mounted for vibration freedom—ready to give you thrilling command of the road for years to come.

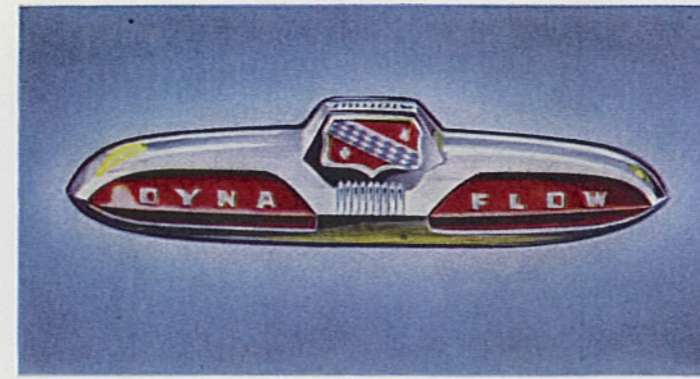
Turning's No Task With Power Steering

Always a dream to drive, always giving you a wonderful feeling of perfect control, Buick now lends a helping hydraulic "hand" to your steering when you park, or turn in a tight area. Now, at your option at extra cost on ROADMASTER, the smooth and easy action of Power Steering comes in as needed—takes over all but the first three pounds of steering effort—provides underway steering ease under every condition—but always with that secure feeling of firm and positive control.



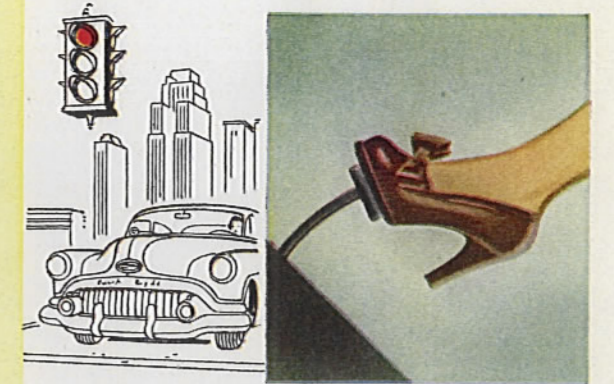
Take The World's Most Luxurious Transmission

More than a million owners have proved the blissful ease and bedrock savings to be had in Dynaflo Drive. This fully automatic Buick wonder drive is smooth as satin, has no clutch pedal to push, no gears to shift. It makes driving easier for you, saves wear on rear tires, reduces car-servicing costs, and is mighty easy on fuel. Take the luxurious, moneysaving motoring of Dynaflo Drive—standard on ROADMASTERS, optional at extra cost on all other models.

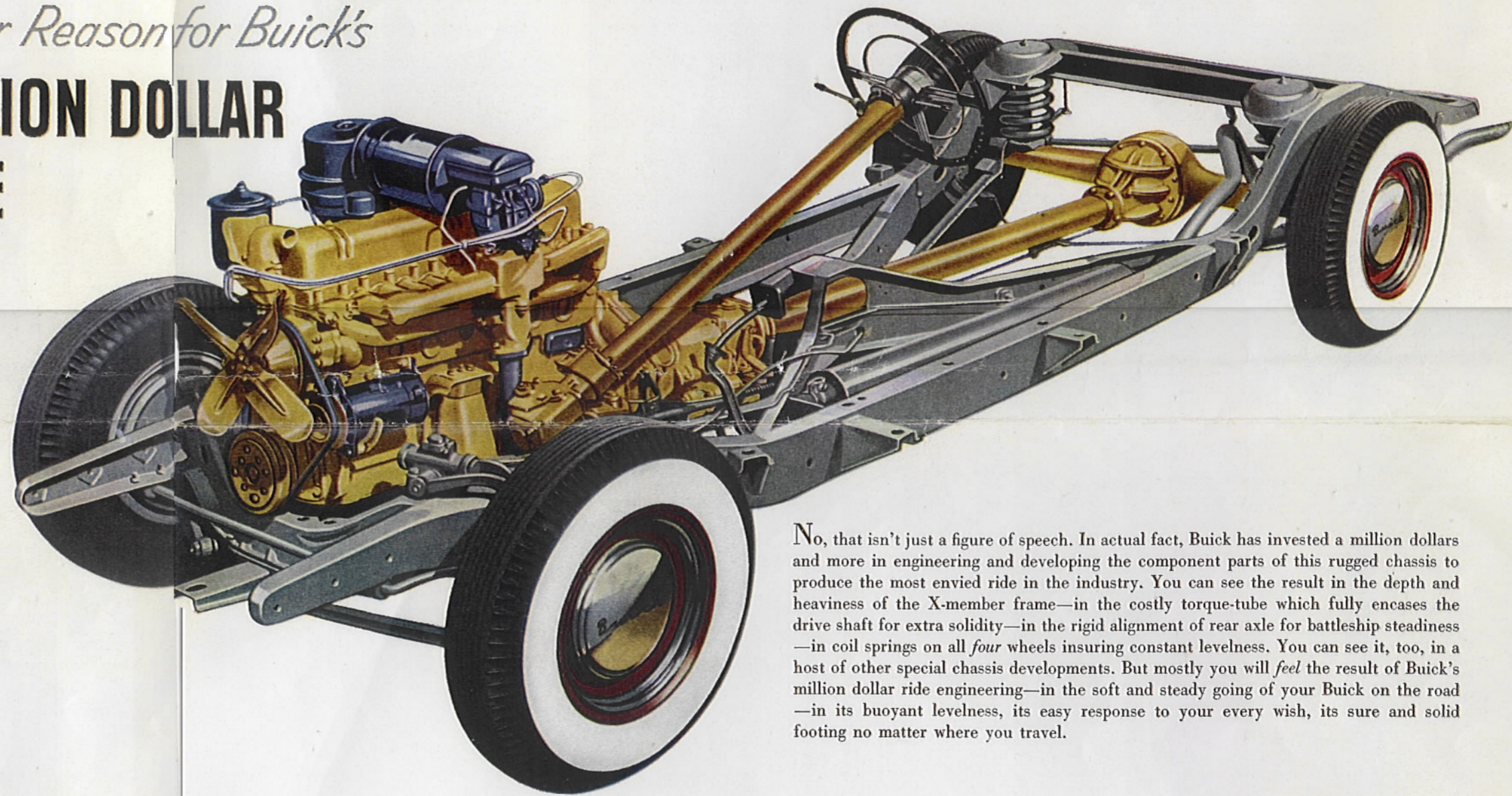


Big News In Brakes

It's like steel fingers in a velvet glove gentling you to a halt when you touch the brake pedal of a 1952 Buick. The reason: big, new, hydraulic Wide-Band brakes. They're self-energizing, of course—pressure on the pedal multiplies to five times on the drums. But now also with larger, smoother-engaging brake linings that provide even surer, safer and more precise braking control with an easy toe-touch.



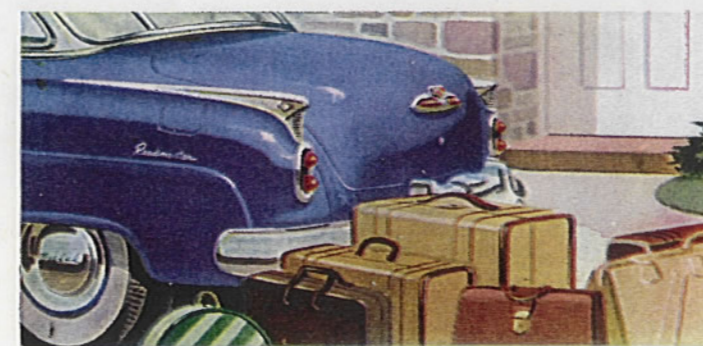
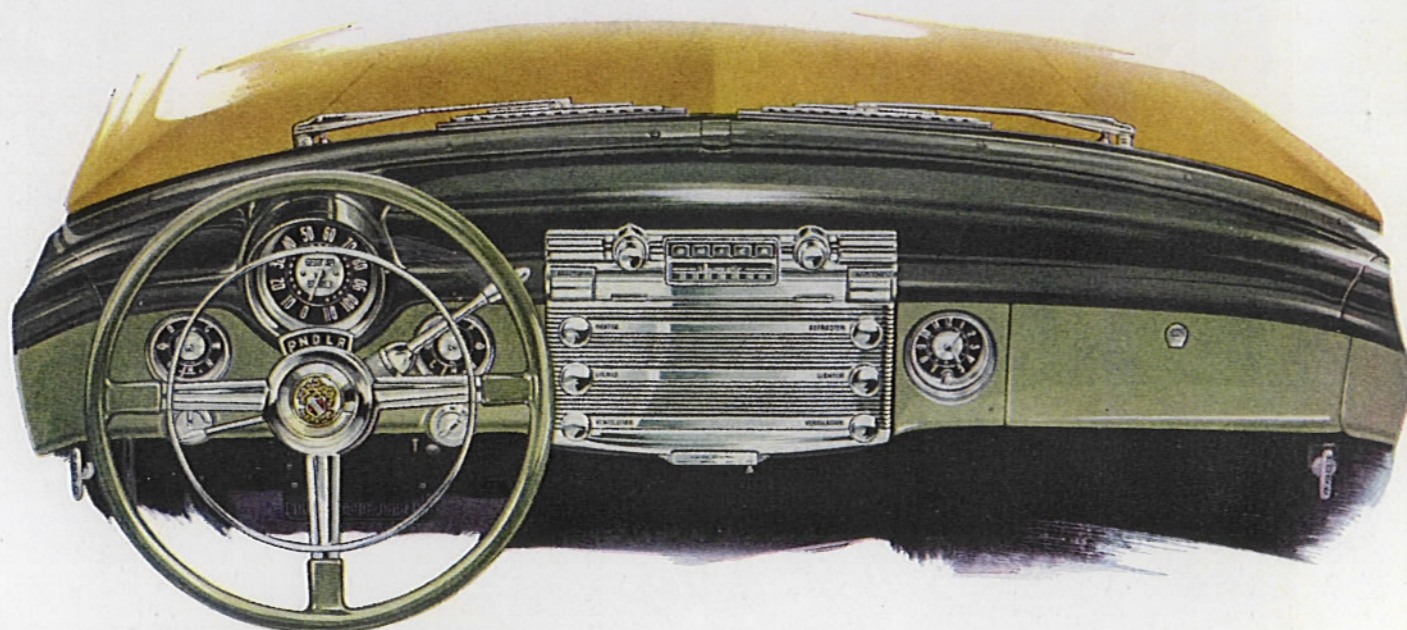
Major Reason for Buick's MILLION DOLLAR RIDE



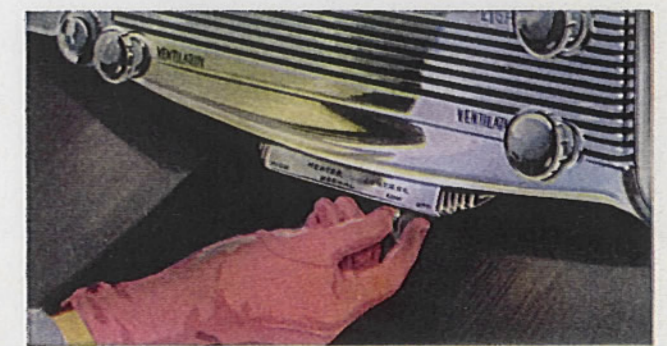
No, that isn't just a figure of speech. In actual fact, Buick has invested a million dollars and more in engineering and developing the component parts of this rugged chassis to produce the most envied ride in the industry. You can see the result in the depth and heaviness of the X-member frame—in the costly torque-tube which fully encases the drive shaft for extra solidity—in the rigid alignment of rear axle for battleship steadiness—in coil springs on all *four* wheels insuring constant levelness. You can see it, too, in a host of other special chassis developments. But mostly you will *feel* the result of Buick's million dollar ride engineering—in the soft and steady going of your Buick on the road—in its buoyant levelness, its easy response to your every wish, its sure and solid footing no matter where you travel.

Pilot's Panel That's Easy On The Eyes

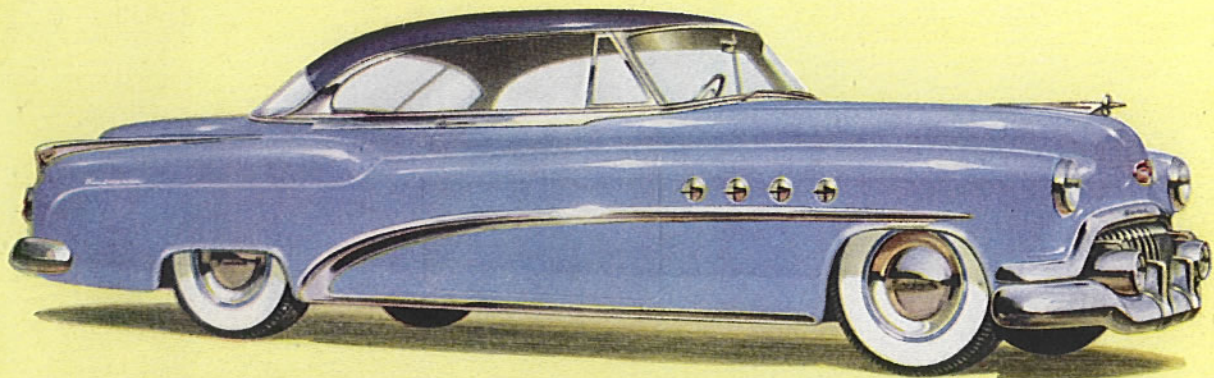
It's a smart sight that greets your eyes here, and a smart arrangement of easily reached controls that are set for your convenience. Note the pilot-centered instruments, the "white-glow" dials that mean night-reading clarity without glare, the convenient location and accessible controls of the rich-toned Buick Sonomatic radio.



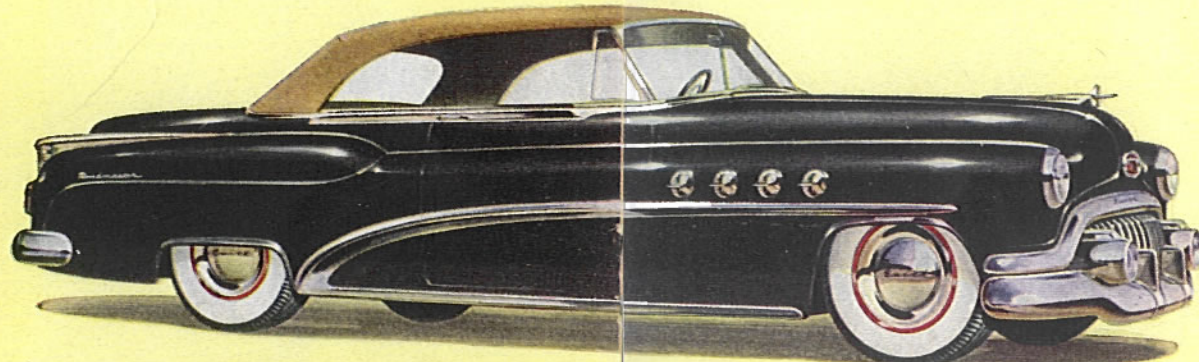
Room For Roaming—High, wide, and plenty deep—that's the super spacious trunk compartment of the new 1952 Buicks. Load in the whole family's luggage in this easily loaded trip-sized trunk—you'll find it no trouble at all. No trouble, either, to lock or unlock. Just turn the key and the lid practically raises itself.



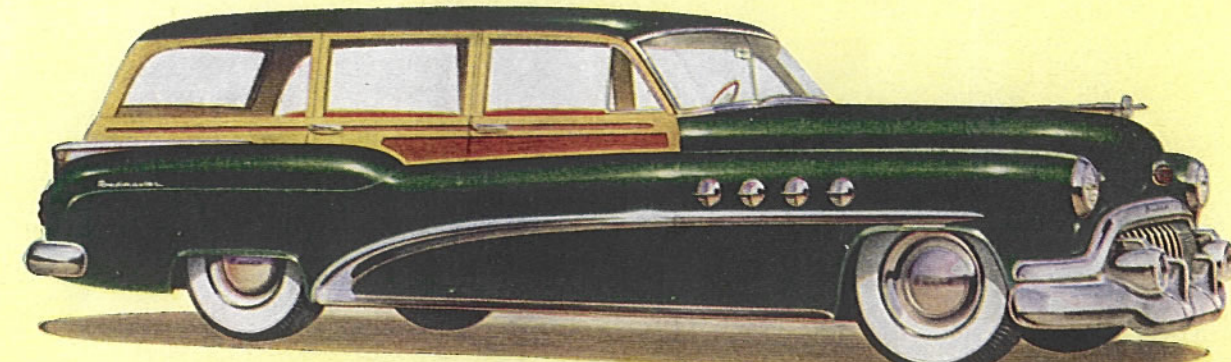
You're The Weather Boss Here—Simple controls operate the simply wonderful WeatherWarden venti-heater in your Buick—and the climate is just what you order. You get two-level heating at the thermostat setting you choose; you get quick dispersal of frost and fog from windows; you get summer cooling with individually controlled left and right air intakes. You get, in short, weather as you like it and when you like it.



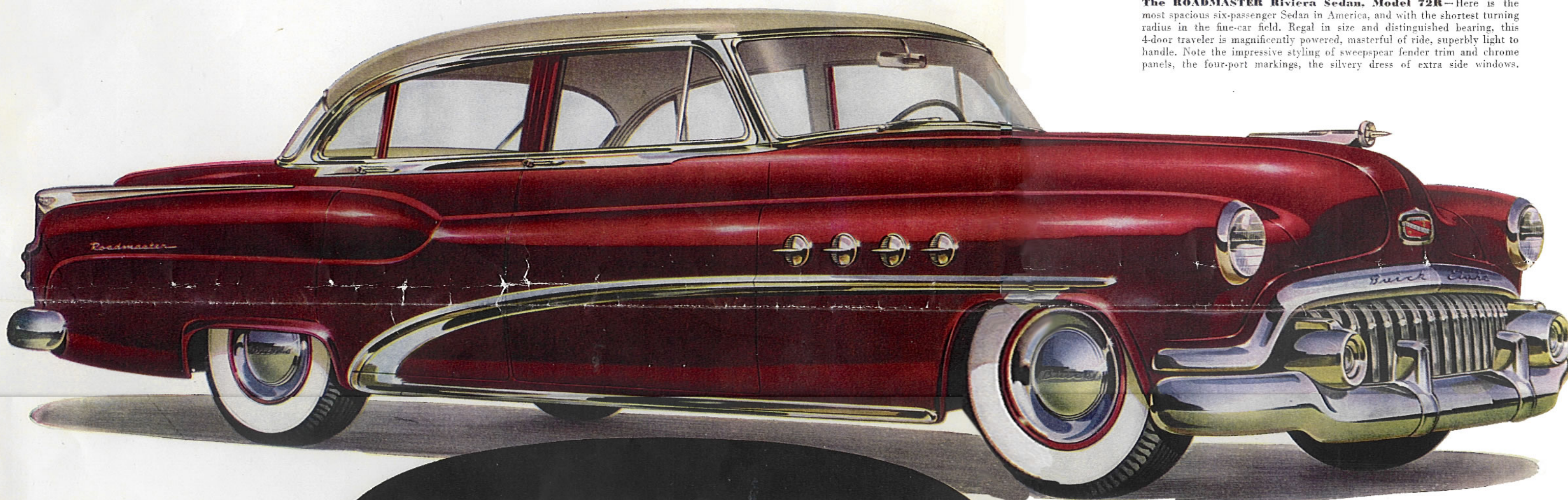
The ROADMASTER Riviera, Model 76R—Definitely the fine car for those who want the verve of a Convertible plus the snug comfort of a steel-topped Sedan. Luxury abounds in this six-passenger beauty—from superb fabrics and gleaming chrome crossbows to hydraulic control of windows and front-seat adjustment.



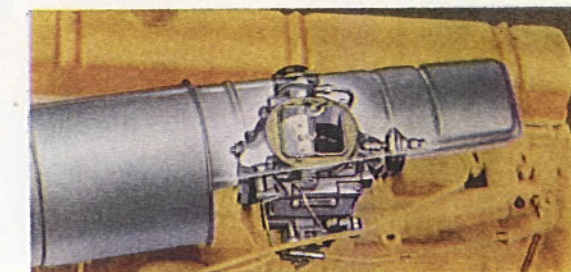
The ROADMASTER Convertible, Model 76C—This is the most spirited of the master Buicks in looks and line—the one that makes the most of any season, any weather. Hydraulic controls position the top and the windows where you want them—even adjust the front seat to your liking.



The ROADMASTER Estate Wagon, Model 79R—Here's the highly versatile six-passenger car that literally doubles in class. It's at ease with play clothes, at home with strictly formal attire. Handsome and 4-door handy—with all the dash of a Town Sedan, all the durability of a country car.



The ROADMASTER Riviera Sedan, Model 72R—Here is the most spacious six-passenger Sedan in America, and with the shortest turning radius in the fine-car field. Regal in size and distinguished bearing, this 4-door traveler is magnificently powered, masterful of ride, superbly light to handle. Note the impressive styling of sweeppear fender trim and chrome panels, the four-port markings, the silvery dress of extra side windows.



Airpower Comes To The Mightiest Fireball

Take Buick-principled valve-in-head design, the further efficiency of true high compression, the exclusive power punch of Fireball combustion, the host of high-precision manufacturing steps that follow one by one—and you have the silken might of the greatest ROADMASTER Fireball engine ever built—170 horsepower strong.

To this, add a brilliant new engineering achievement—the Airpower carburetor—and you have an engine like no other in the world. For this sensational new carburetor is actually four in one, gives “second wind” to this master engine, provides more miles per gallon at normal driving speeds, more power at higher speeds.

ROADMASTER

Custom Built by BUICK

Here's New Stature in Fine Cars

In THIS master Buick, you have a motorcar of meticulous precision, of flawless detail, of commanding brilliance.

In ROADMASTER, you take possession of the mightiest Fireball engine ever built—170 surging horsepower—and held suavely to your command by Dynaflo Drive.

You sit on the softest seat cushions known, complemented by sumptuously fine fabrics and appointments. You ride in hushed silence too—ingeniously insulated against the expected sounds of motor travel. You wheel without effort—with Power Steering, at your option, to feather your way.

Here, in brief, are pace and poise and prestige beyond the usual standards of fine-car motoring—but well below the cost of such

custom luxury. Whether you take the Riviera Sedan with its kingly 130¼-inch wheelbase, or any other ROADMASTER model with its strapping 126¼-inch wheelbase, you will know a new motoring luxury without limit—and make the smartest investment in the fine-car field.

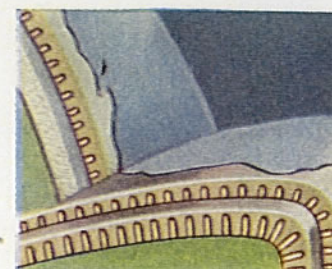
Silent As A Moonbeam

It's hushed almost beyond hearing—this gorgeous ROADMASTER for 1952. For Buick engineers have developed ways of silencing the various sounds usually heard in a car—have silenced engine and road sounds. The result, if you please, is a car that carries you in deep and comforting silence.

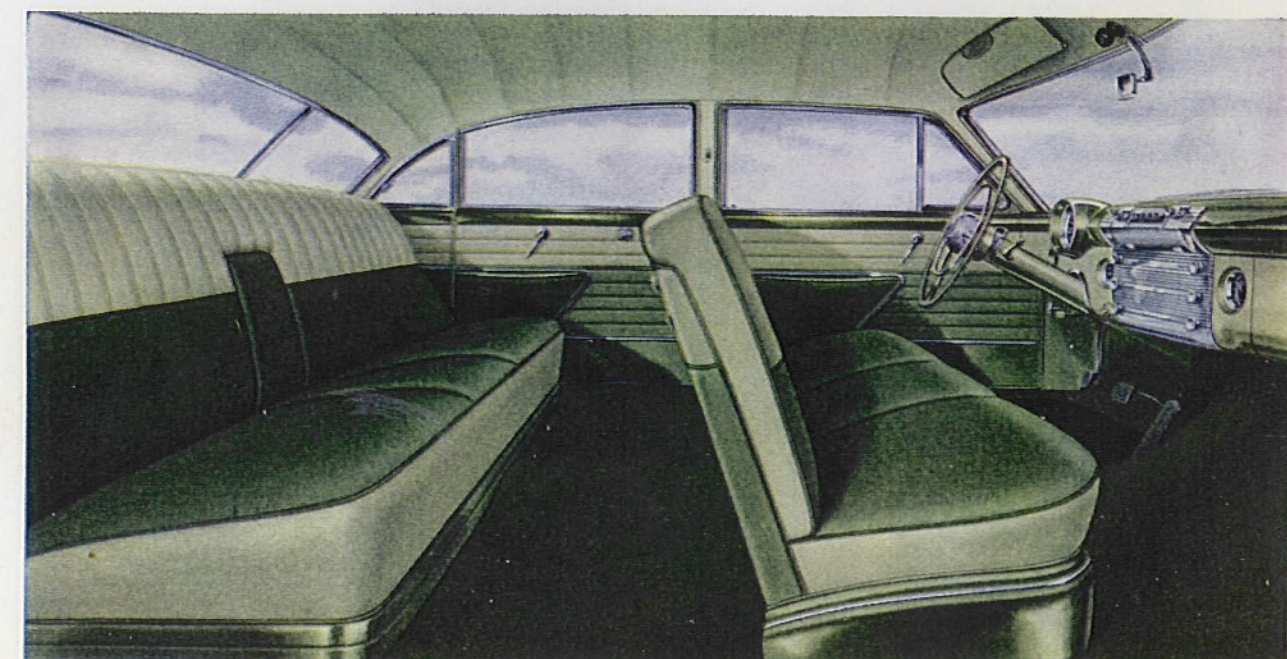


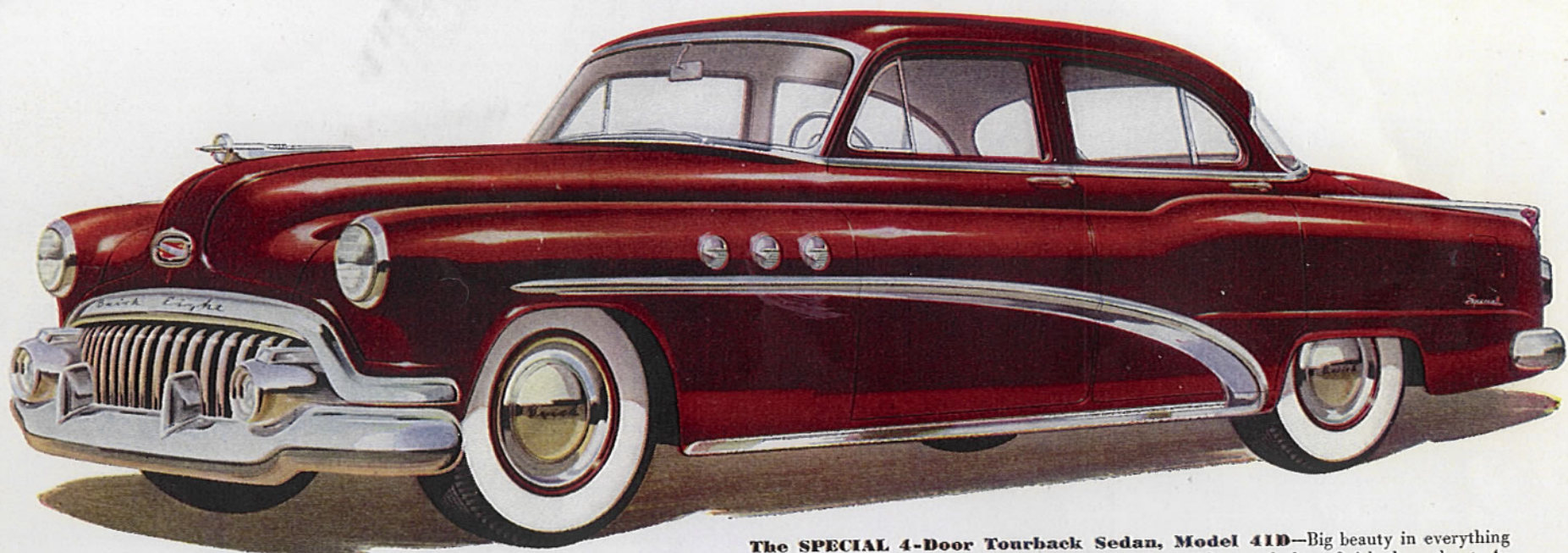
You Sit In Sumptuous Beauty

Here's where interior richness goes beyond sight appeal. You must feel the ultra-fine fabrics to fully appreciate their luxurious texture—must examine closely the gleaming fittings to know they are finished as flawlessly as fine silver. And only when you sink back on a ROADMASTER seat cushion will you know the opulent softness of double-depth Foamtex as detailed below—the most luxurious softness in the fine-car field.



Double Thick To Double Your Comfort





The SPECIAL 4-Door Tourback Sedan, Model 41D—Big beauty in everything but price is this highly popular six-passenger Sedan with true de luxe finish throughout. As spirited in action as it is in appearance, this luxury traveler is also a budget-pleasing buy.

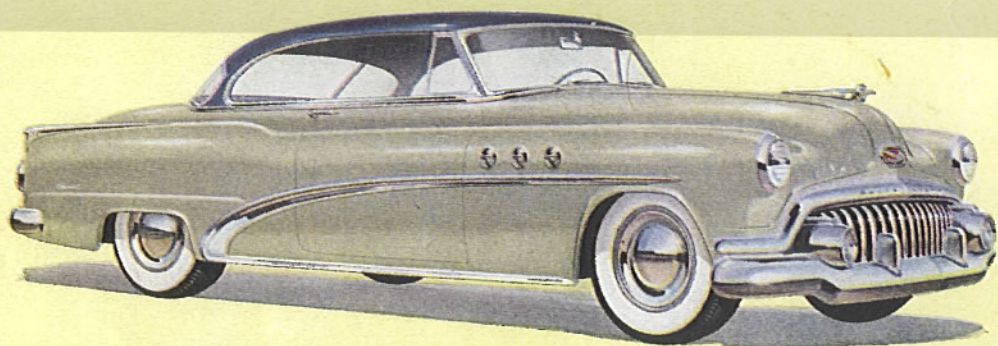
Here's Beauty On a Budget...

Look with special interest at these very special beauties. For here is thoroughbred Buick building in a true budget price range.

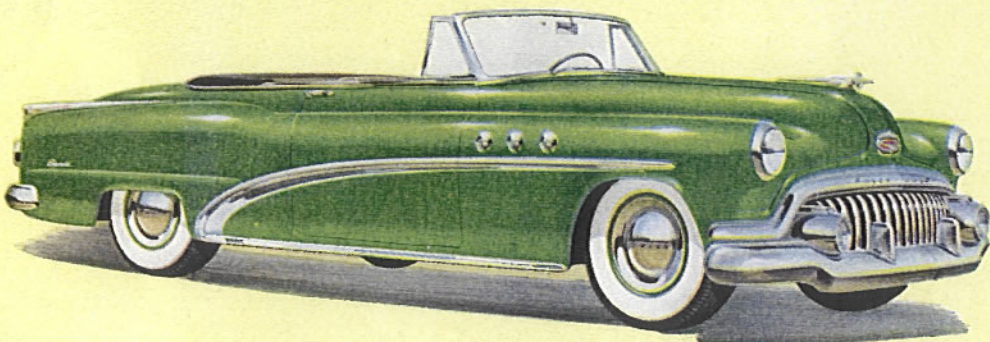
Here is the serene comfort of the Buick dream ride, the swift response of Fireball valve-in-head engine power, the room and size and feather-light handling ease so typically Buick's—all in a complete line of smart automobiles—and each priced low enough for any new-car budget.

Wheelbase is a convenient 121½ inches. Engine is the big F-263 Fireball eight—with 120-hp on Synchro-Mesh models, 128-hp on Dynaflo models (at extra cost)—and with the high miles-per-gallon economy of this high-efficiency valve-in-head power plant.

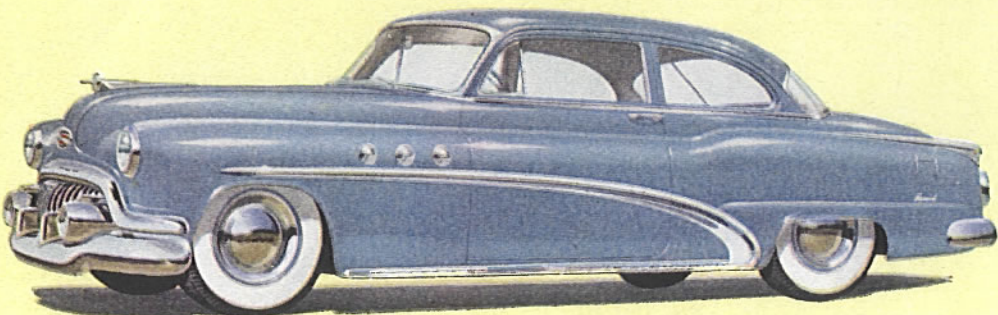
If it's luxury you want—luxury of room and fabrics, of ride and power, of style and silky smoothness—at a bedrock price—the SPECIAL is a very special buy.



The SPECIAL Riviera, Model 45R—It's racy and road-steady, this handsome 6-passenger beauty, and a lively performer that's de luxe finished throughout.



The SPECIAL Convertible, Model 46C—Leather-lined seats for 6 and hydraulic control of top, windows, and front-seat adjustment mark this dazzling sportster in Buick's lowest price range.



The SPECIAL 2-Door Tourback Sedan, Model 48D—Two full seats with two-door safety for children—that's the big news in this luxuriously finished 6-passenger car. Easy in, easy out—and easy to buy.

THE BUICK SPECIAL



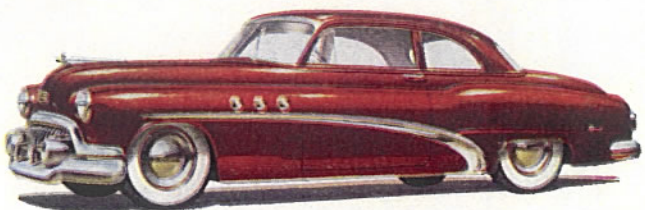
The SPECIAL 4-Door Tourback Sedan, Model 41—Big, beautiful—and even easier on the budget than its higher-luxury counterpart, Model 41D.



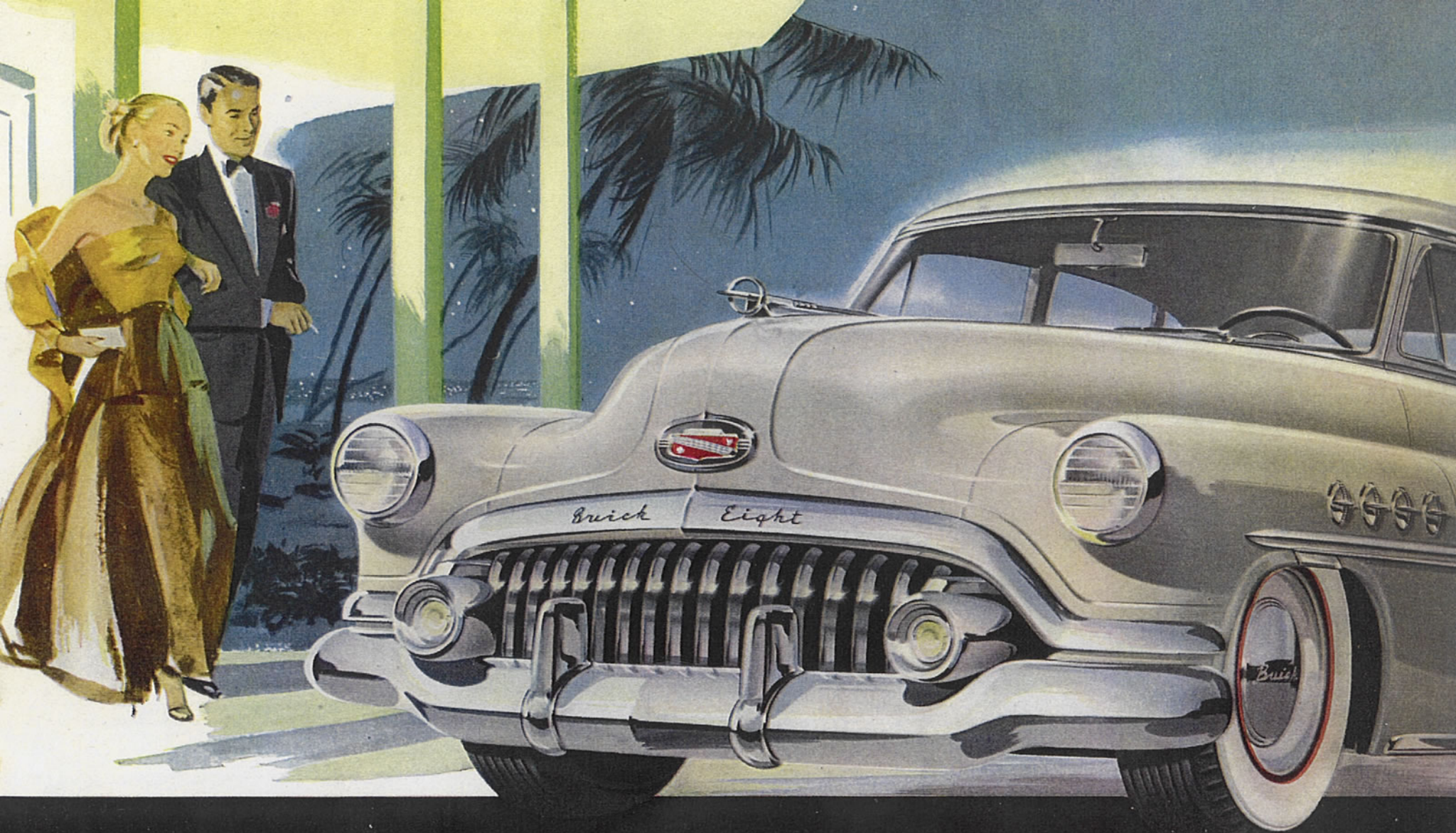
The SPECIAL 2-Door Tourback Coupe, Model 46S—Two-door snug, and six-people roomy—thanks to ingenious design in this eager-lined beauty.



The SPECIAL 2-Door Tourback Sedan, Model 48—Budget brother of the extra-luxurious Model 48D is this big and roomy 6-passenger stepper.



The SPECIAL 2-Door 3-Passenger Coupe, Model 46—Ideal for the small family and the traveling man—with extra storage area behind the full front seat.



Front and Center for 1952-

BUICK

SPECIFICATIONS

Special SERIES 40

Buick Valve-in-Head Straight-Eight Engine—Bore and stroke, $3\frac{1}{8} \times 4\frac{1}{8}$ 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. 120 h.p. with Synchro-Mesh; 128 h.p. with Dynaflo 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 Dynaflo 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. 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 ratios, 3.9-1 on all models except Model 46C; 4.1-1 on Model 46C. With Dynaflo 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, $12 \times 1\frac{3}{4}$ inches on rear and $12 \times 2\frac{1}{4}$ inches on front. Step-On 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, 15×6 . Tire size, 7.60-15-4 ply.

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

Super SERIES 50

Buick Valve-in-Head Straight-Eight Engine—Bore and stroke, $3\frac{1}{8} \times 4\frac{1}{8}$ 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. 124 h.p. with Synchro-Mesh; 128 h.p. with Dynaflo 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 Dynaflo 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. 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 ratios, 3.9-1 on Model 56R; 4.1-1 on Models 52, 56C, and 59. With Dynaflo Drive, 3.6-1 on Model 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, $12 \times 1\frac{3}{4}$ inches on rear and $12 \times 2\frac{1}{4}$ inches on front. Step-On 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, $15 \times 6\frac{1}{2}$. 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, $3\frac{1}{8} \times 4\frac{1}{8}$ 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, 170 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.

Dynaflo 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, 3.6-1 on Models 76C, 76R, and 72R; 3.9-1 on Model 79R.

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. Power Steering (optional at extra cost): 26 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, $12 \times 2\frac{1}{4}$ inches on rear and $12 \times 2\frac{1}{2}$ inches on front. Step-On parking brake.

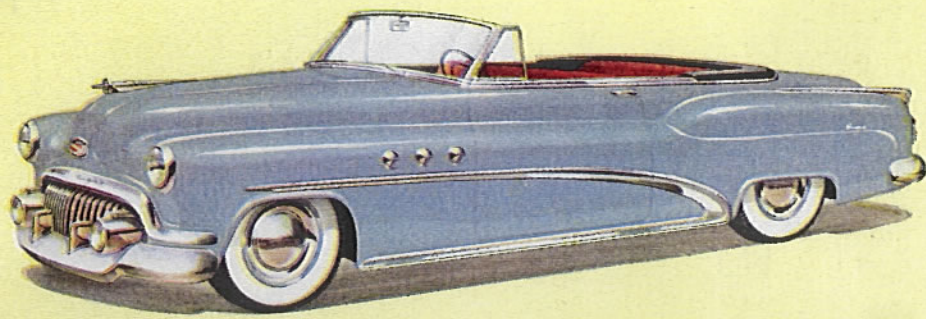
Electrical System—Delco-Remy, two unit, 6-8 volt. Solenoid starter. Battery mounted under hood. "High-output" generator with regulator.

Wheels and Tires—Broadrim, demountable steel disc wheels, $15 \times 6\frac{1}{2}$. Tire size, 8.00-15-4 ply.

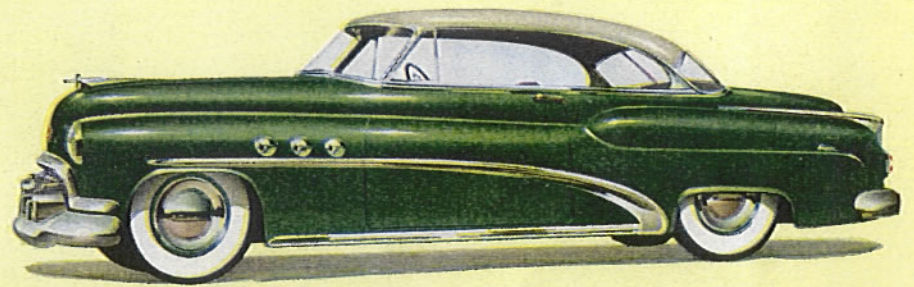
Wheelbase— $126\frac{1}{4}$ inches. $130\frac{1}{4}$ inches on Model 72R. Over-all car length, 211 inches. 215 inches on Model 72R.

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.

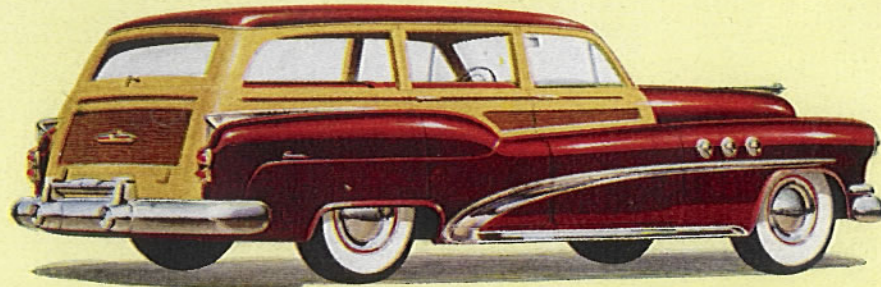
SEE YOUR BUICK DEALER



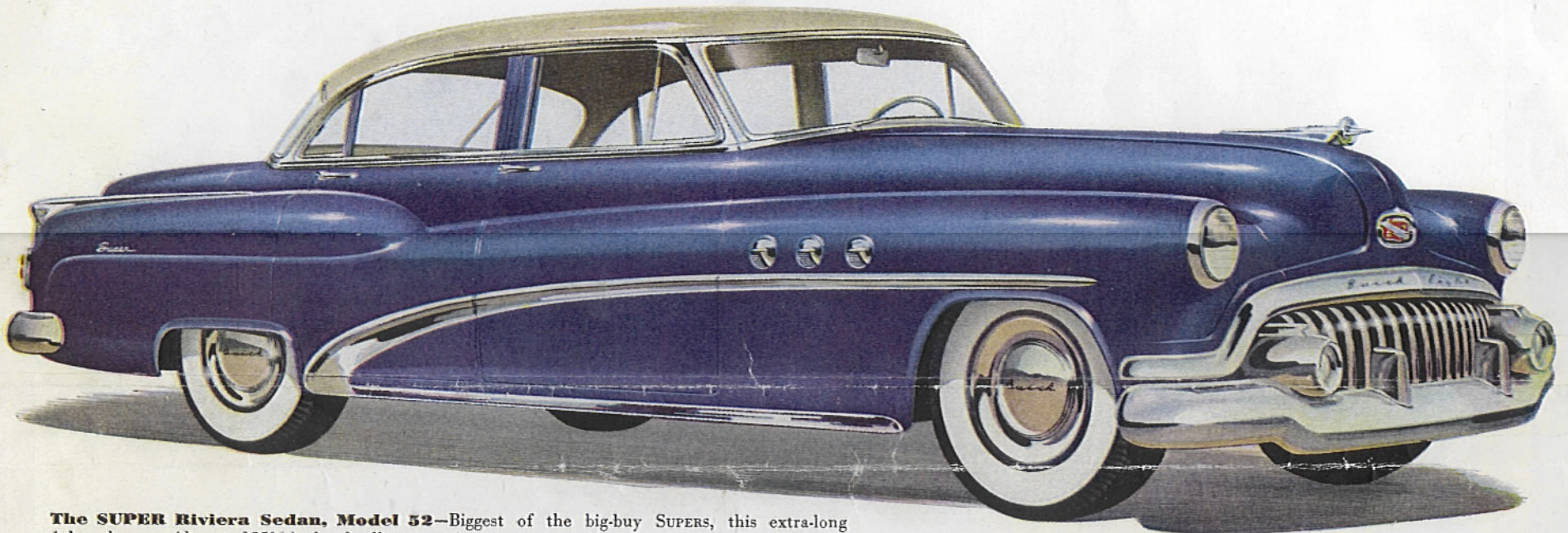
The SUPER Convertible, Model 56C—Stunning lines and sparkling brilliance of action keynote this lithe and graceful all-weather Buick. Room for six, of course—plus hydraulic controls for top, windows, and front-seat adjustment.



The SUPER Riviera, Model 56R—Here's the Convertible look with the Sedan comfort of a permanent steel roof. It's racy of line, seats six in comfort, has almost as much visibility as a top-down Convertible.



The SUPER Estate Wagon, Model 59—For those who combine city life with country living, and want a spirited motorcar which smartly serves both. Seasoned wood and sturdy metal dress this 4-door carrier of six big people and all their gear or luggage.

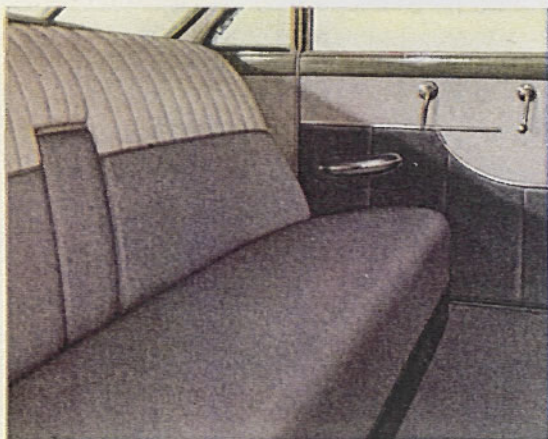


The SUPER Riviera Sedan, Model 52—Biggest of the big-buy SUPERS, this extra-long 4-door beauty rides on 125½-inch wheelbase, carries six in more than spacious comfort. Note the generous sweep of extra side windows, and the lively, rangy look of this smooth-stepping traveler.

Here's Superb Travel Modestly priced...

THE BUICK SUPER

Super-Smartness Starts With Interiors—where fine quality and good taste go hand in hand. Note, in this view of the Riviera Sedan's rear compartment, the rich luxury of soft and durable broadcloth, the custom-like treatment of door panels, the flawless fittings—all of which bring true fineness to the medium-priced SUPER.



EASY ON THE EYE, and easy to buy—that's the quick story of the high-styled, generously sized SUPER.

With this dashing beauty, you get the truly thrilling performance of Buick's brilliant F-263 Fireball Engine and all the generous gas mileage of its valve-in-head high-compression efficiency—with 124 horsepower on Synchro-Mesh models, 128 horsepower on Dynaflo Drive models (at extra cost).

You get the solid comfort of Buick's all-coil-spring ride and the soft comfort of gently-yielding seat cushions. You get richly fashioned interiors, with new fabrics, fittings, and finish of smart taste and impeccable quality.

You get, too, superb handling ease—whether you take the big 121½-inch wheelbase, or the regally sized SUPER Riviera Sedan of 125½-inch wheelbase.

Whatever your choice, you'll travel superbly well in the superlative SUPER—biggest buy in the medium-price field.