

The Car You'll Buy

"Just for Fun!"





SOME CARS are bought plainly for utility.

For running errands, for carrying the family about, for all those thousand-and-one things that make an automobile a daily necessity.

But to a growing number of people these days, an automobile is a chance to get more *fun* out of life.

They want a car to be gay in—and it was for them we planned and built these new Buick beauties.

They'll do as much honest-to-goodness work as any car you ever laid eyes on.

They're powered with big, husky, Dynaflex valve-in-head straight-eight engines, smooth as silk by reason

of micropoise-balancing, but daunted by nothing when it comes to sheer power and pull.

They're big and roomy, these cars—you can load them down with gear for any kind of adventure, and it still won't spoil their long, lean, rakish look.

They have the five feet of front seatroom of the Buick SUPER and ROADMASTER, they have the same soft, jarless coil springs, the same big, wide, husky frame.

But that's just a beginning.



For these cars are even lower than SUPER and ROADMASTER sedans—they hold the road like no convertible you ever handled.

They're easy riding and gentle—no convertible ever had a ride so soft and easy.

You raise or lower the top on the coupes by pressing or pulling a handy control on the dash—yet all tops are of *full weight* material and supporting arms are built for maximum ease of control.

Rear windows are sewed in to keep out drafts, snow and rain. Door windows raise snugly up against "bang strips" to keep the whole body weathertight.

In phaetons, an underseat heater, with defroster and fresh air intake, is built in at the factory—standard equipment included in the price, like the white sidewall tires on all convertible models and wheel shields on ROADMASTERS.

So you'll buy these cars for fun. For sheer, exciting

pleasure. For a chance to get out in the open with the sky for a canopy and the breeze in your face.

But you'll use them the year 'round. Use them for every purpose and on all occasions. You'll be snug in the winter, cool in summer, comfortable always.

Try them—just for fun—and see how much a car can add to life's pleasures—when it's a Buick and a convertible as smart as these.



Four New Buicks - all Sweethearts



SIX PASSENGERS find plenty of room in either of these phaetons, the ROADMASTER on the right, the SUPER on the left. Each measures 60 inches across the front seat, door to door. Each has Foamtex seat cushions, a built-in heating system complete with heater, defroster and fresh air intake, and white sidewall tires as standard equipment. The ROADMASTER has 141-horsepower micro-impulse-balanced Dynafish valve-in-head straight-eight engine on a 126-inch wheelbase chassis; the SUPER has 107-horsepower engine on a 121-inch wheelbase. Wheel shields are standard equipment on the ROADMASTER, extra on the SUPER.



Press-A-Button Tops feature these two coupes shown here on ROADMASTER (right) and SUPER (left) chassis—tops with a completely new and powerful mechanism that permits the use of standard, full-weight top material. Control is through a handy knob on the dash. Slatirons are designed to prevent pinched or injured fingers. Full-width seats, which are removable to provide carrying space for luggage, are used in the back. Rear windows are sewed in for all-weather tightness and door windows raise against "lang strips" that shut out drafts. White sidewall tires are standard equipment on both coupes; wheel shields are standard on the ROADMASTER and extra on the SUPER.



The full-width rear seat in coupes is reached by folding the divided front and forward. This rear seat is removable at will.



"Best buy's Buick!"



This auxiliary rear-view mirror on the driver's side is standard equipment on these convertible coupe models.



Tops are available in three colors . . . black, tan, and blue-gray. Upholstery options include these six leathers and cloth. Standard Buick bag colors are available.

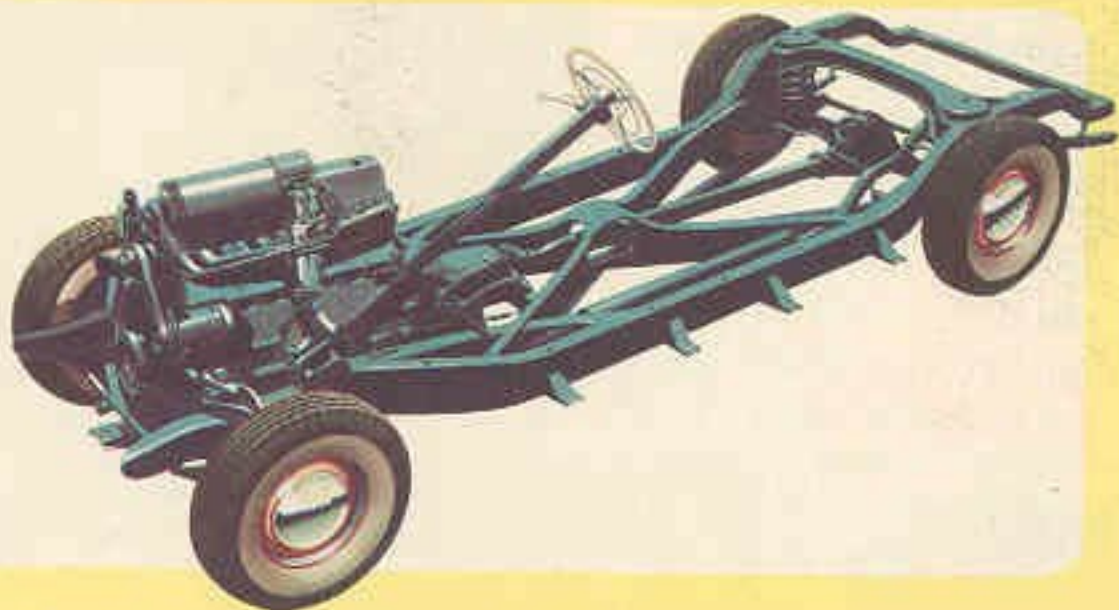


This automatic knob controls the automatic top in the coupes. Press it in and the top folds down . . . pull it out and the top comes up. These clamps lock the top to the windshield.



Here is the complete heating system built in both phaeton models. The automatic heater distributes warmth evenly to both front and rear of the car. A separate unit under the dash supplies warm air through slots at the bottom of the windshield to keep it free of fog and frost. At will, fresh air can be drawn in through the tube extending to the radiator and distributed through these slots, reaching the car's occupants at "breathing level." Here is real warmth with the fresh air open-car owners want.

This is the husky, low-slung, extra wide chassis on which these cars are built. Its close-to-the-road construction gives these convertibles their road hugging steadiness, while BuCoil Springing provides a ride such as no convertible has ever had before.



Only Car in the World with All These Features

★ "MICROPOISED" DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE ★ OIL-SAVING PISTON RINGS IN ANOLITE PISTONS ★ "CATWALK-COOLING" PLUS ULTRA-RAPID CIRCULATION UNDER PRESSURE ★ BUICOIL SPRINGING FOR THE "FULL FLOAT" RIDE ★ FULL-LENGTH TORQUE-TUBE DRIVE
 ★ TIFTOE HYDRAULIC BRAKES ★ AUTOMATIC CHOKE ★ SELF-BANKING KNEE-ACTION, RECOIL WHEEL MOUNTING ★ FORTS-N-AFT FLASH-WAY DIRECTION SIGNAL ★ LOCKED GAS TANK DOOR ★ STRONGER NEW "DOUBLE WALL" BODY BY FISHER—WITH SAFETY PLATE GLASS ALL AROUND ★ EASY ACTION HANDSHIFT TRANSMISSION ★ SAFETY-UNIT SEALED BEAM HEADLIGHTS

★ ★ **WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM** ★ ★