

Buick







Smartest Place to Put your Money

Here you meet the handsome creations which are Buick for 1947. You will see nine models, grouped in three series representing cars in three wheelbases and three price ranges.

Their smartness is self-evident in their portraits. Their steadiness on the road, their lively eagerness to gratify your every traveling desire are expressed fully in their poised and ready look.

But the point most to be made about these cars is that all this outward promise is more than generously borne out by the solid Buick character that runs deep within them.

In every instance, the power is Buick Fireball straight-eight power—smooth, lively, master of any situation the road may present.

Their frames, axles, torque-tube drive are rugged and massive, a stout foundation for steadiness in your going and durable resistance to hard wear and use.

On all of these models, the cloudlike softness of gentle coil springs on all four wheels gives a buoyancy to the ride which needs only to be sampled to be appreciated as unmatched.

Controls, from the easy lightness of Permi-Firm steering to the convenience of Step-On parking brakes, are patterned from beginning to end for firm and positive action with minimum effort.

In a word, these are cars notable not for a single feature or two, but for that sort of all-around, well-balanced merit that means the largest measure of satisfaction.

They add up, we honestly believe, to the smartest buy you can make in these times—to the greatest measure of return for your automotive dollar.

Cars to be bought with the long term in mind, they are cars that return a glorious reward over long years ahead for the foresight you now show in selecting a Buick.

W H E N B E T T E R A U T O M O B I L E S A R E B U I L T B U I C K W I L L B U I L D T H E M

Regally Rich is the ROADMASTER

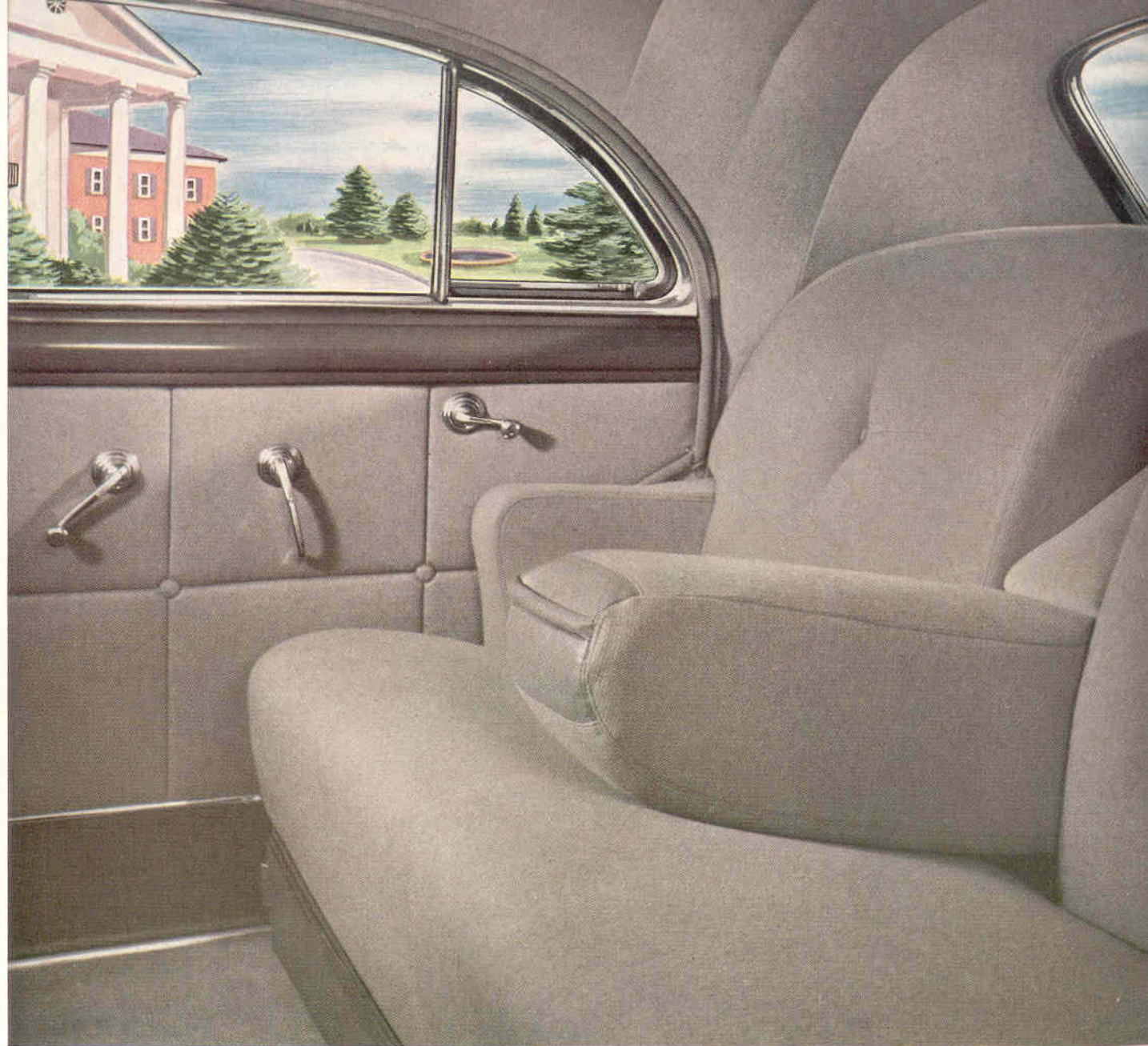
Largest and longest of the three Buick series for 1947 is the ROADMASTER, a car stretching some 18 feet, bumper to bumper, and powered with a mighty 144-horsepower Fireball straight-eight engine.

Here is a car without an equal in its mastery of distance and terrain.

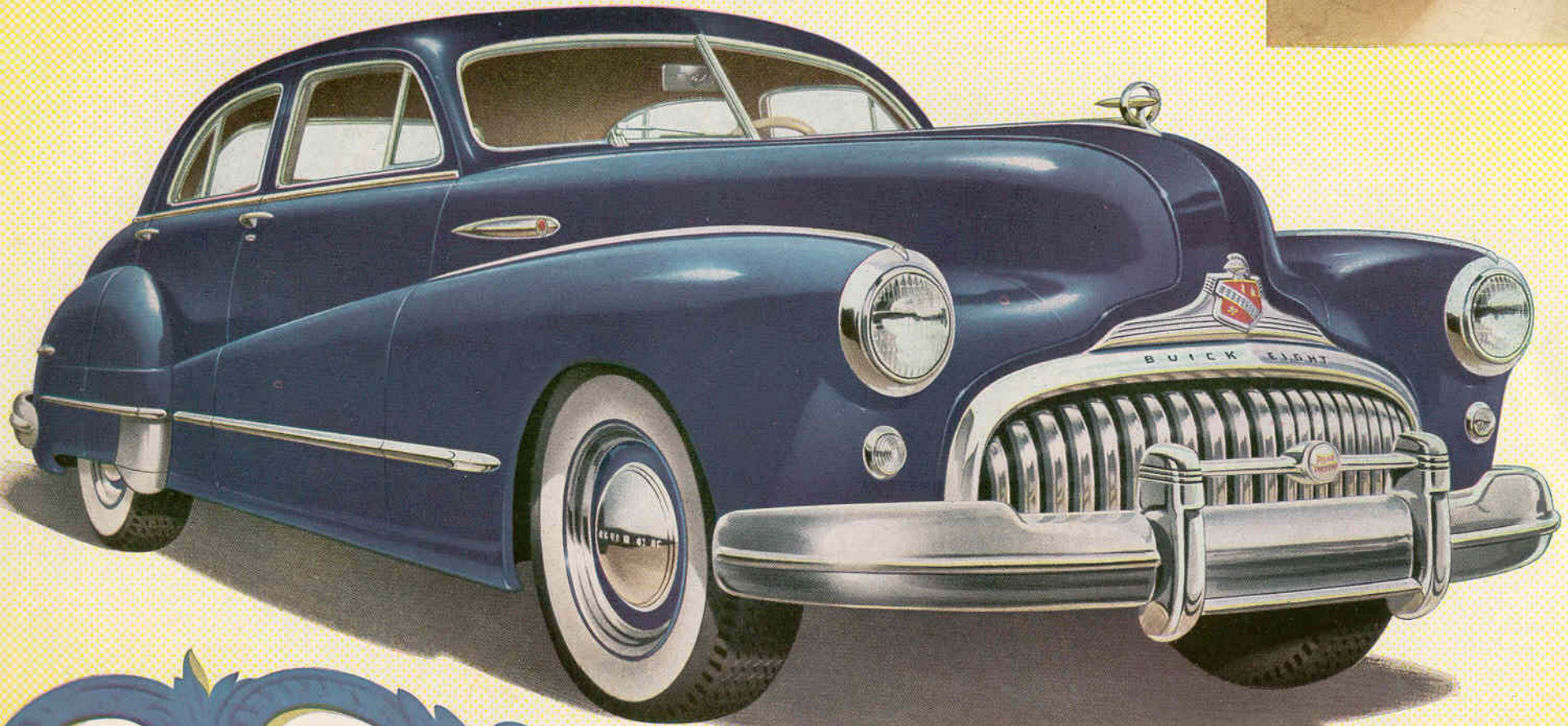
And here is a car, as the illustration shows, suitably outfitted for the man or the family whose standards are high and whose taste is exacting.

You have a hint here of the rich fabrics and the meticulous finish that characterize these models. You sense something of ROADMASTER's roominess and comfort, and of its neat and tasteful trim. You see the wide doors, the handsome hardware, the convenient folding armrest which divides the rear seat.

What this adds up to in the car itself is a rich and expressive background marked by the finest of taste and deeply luxurious comfort.



A handy light is placed near the steering wheel where it is most convenient for the driver in reading maps or illuminating the ignition lock.



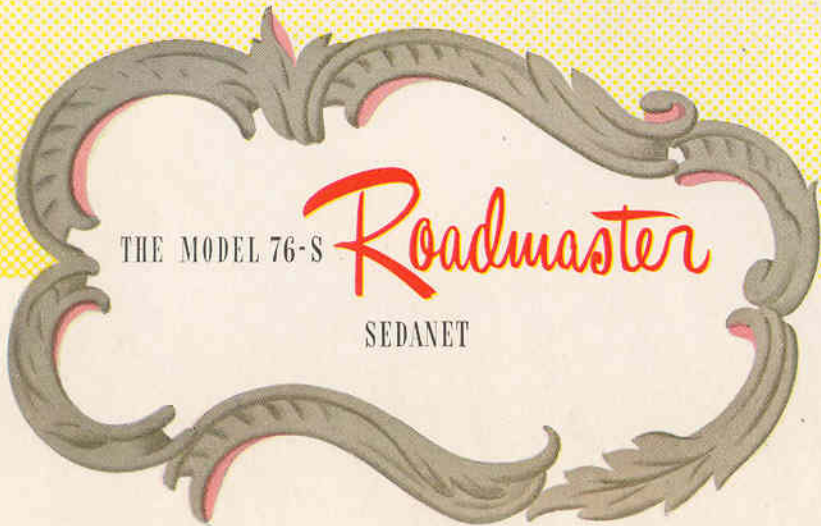
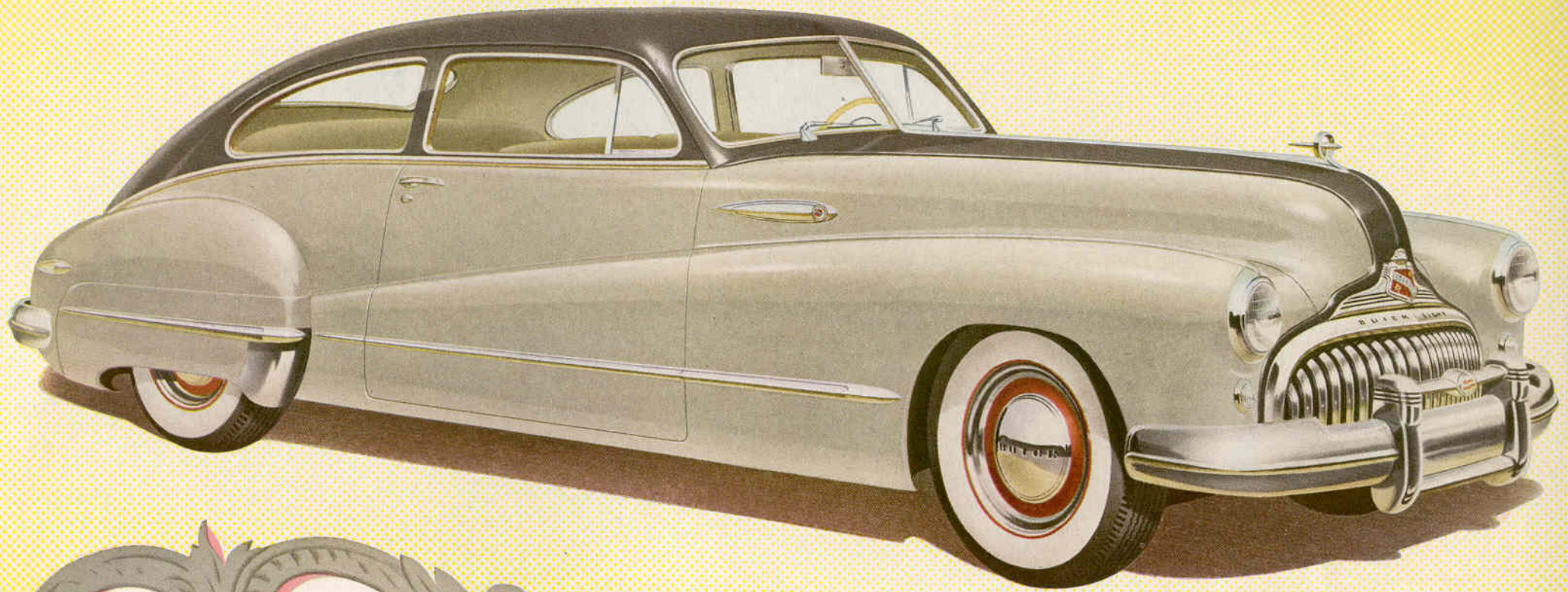
THE MODEL 71

Roadmaster

FOUR-DOOR SEDAN

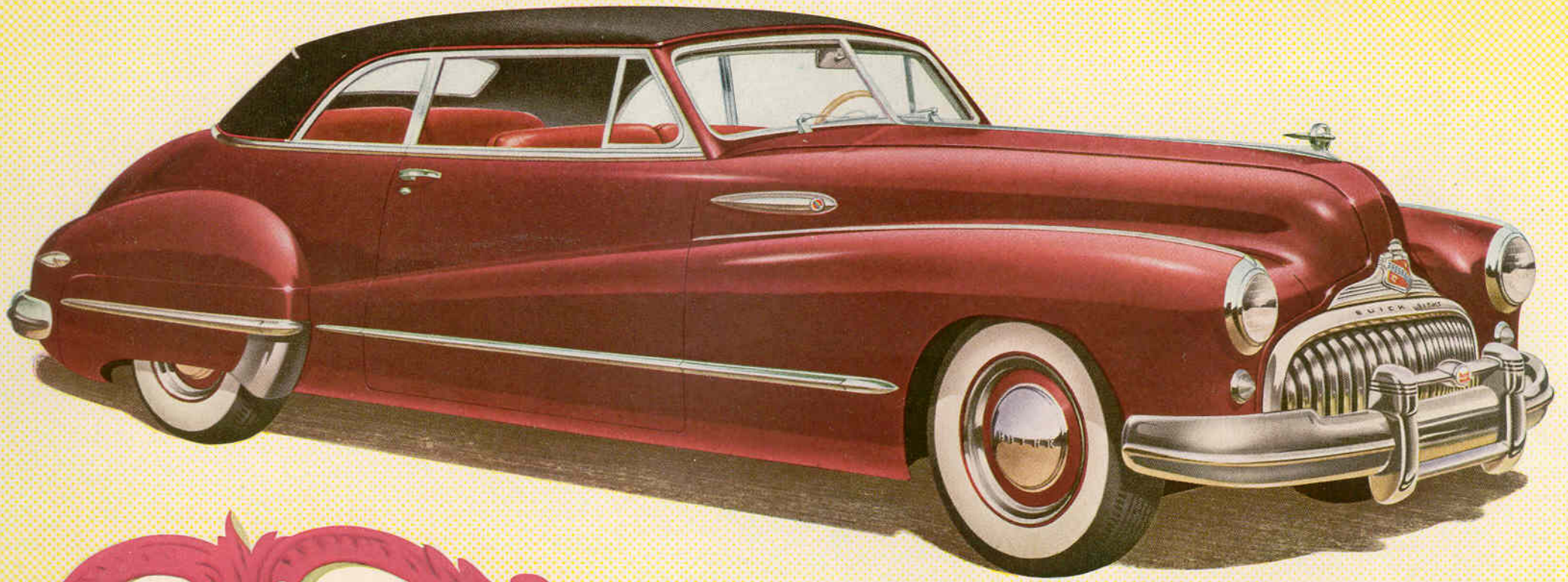
Long and lean and graceful, this trim four-door model provides plentiful comfort-room for six passengers. Seats are deep cushioned and cradled for restful luxury.

Roomy glove compartments on all models are cleverly concealed in the design of the front panel. They are locked by the ignition key.



A full-width full-depth rear seat is contained within the gracefully sweeping roof-lines of this popular model. It has the companionability of a two-door model with unusual roominess.

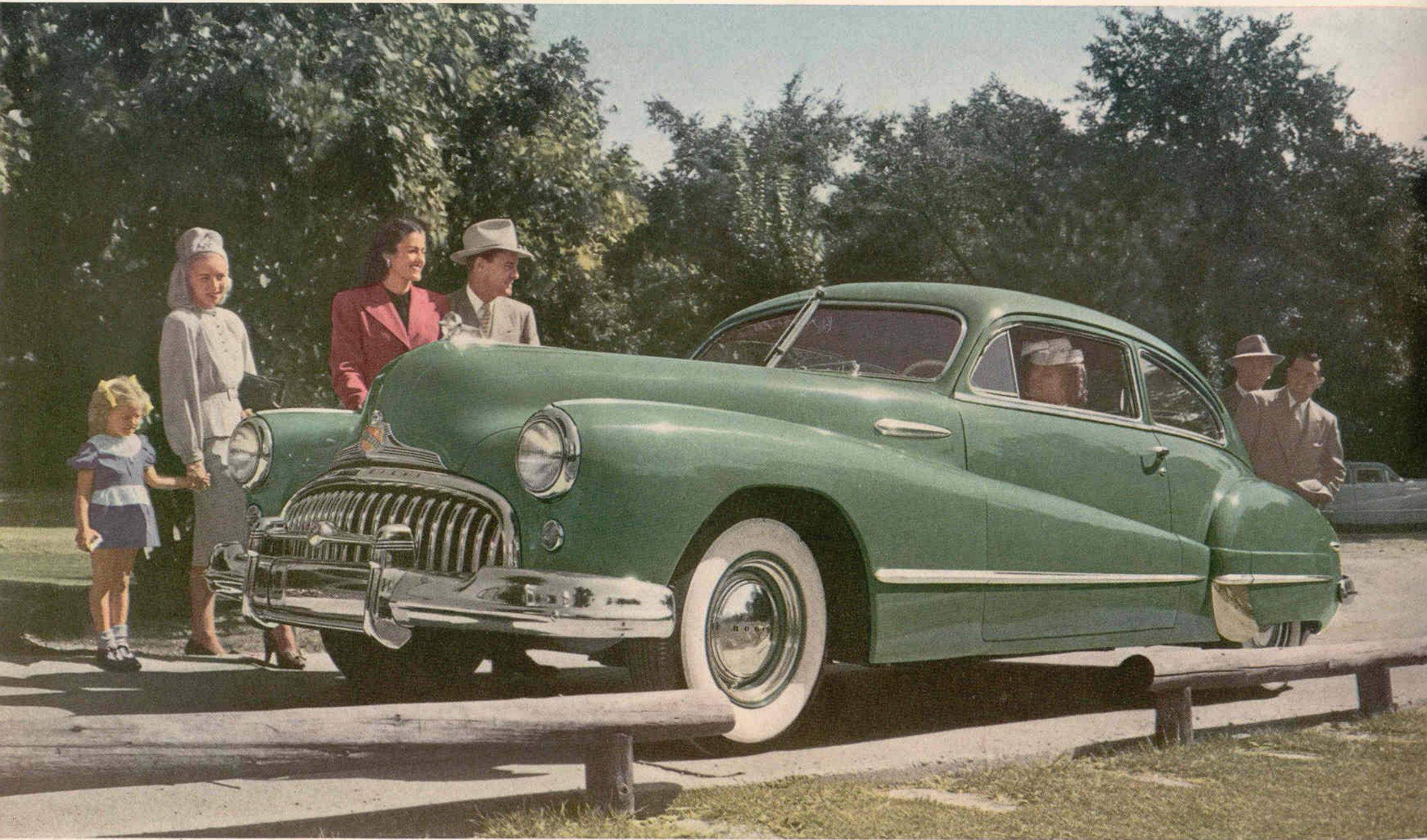
To raise and lower top, you merely move a dash control knob, and power does the work. It operates independently of the engine but is inoperative when ignition switch is turned to off position.



THE MODEL 76-C *Roadmaster*
CONVERTIBLE SEDAN

Winter or summer, here's a car built for perfect pleasure. Push-button power handles the top—the door windows—even the front seat adjustment. Snug in winter, wide open to the sky in pleasant weather.

It's the Super-



and it's Superb

Peak style, generous size and perfection in traveling comfort and handling mark the popular Buick SUPER.

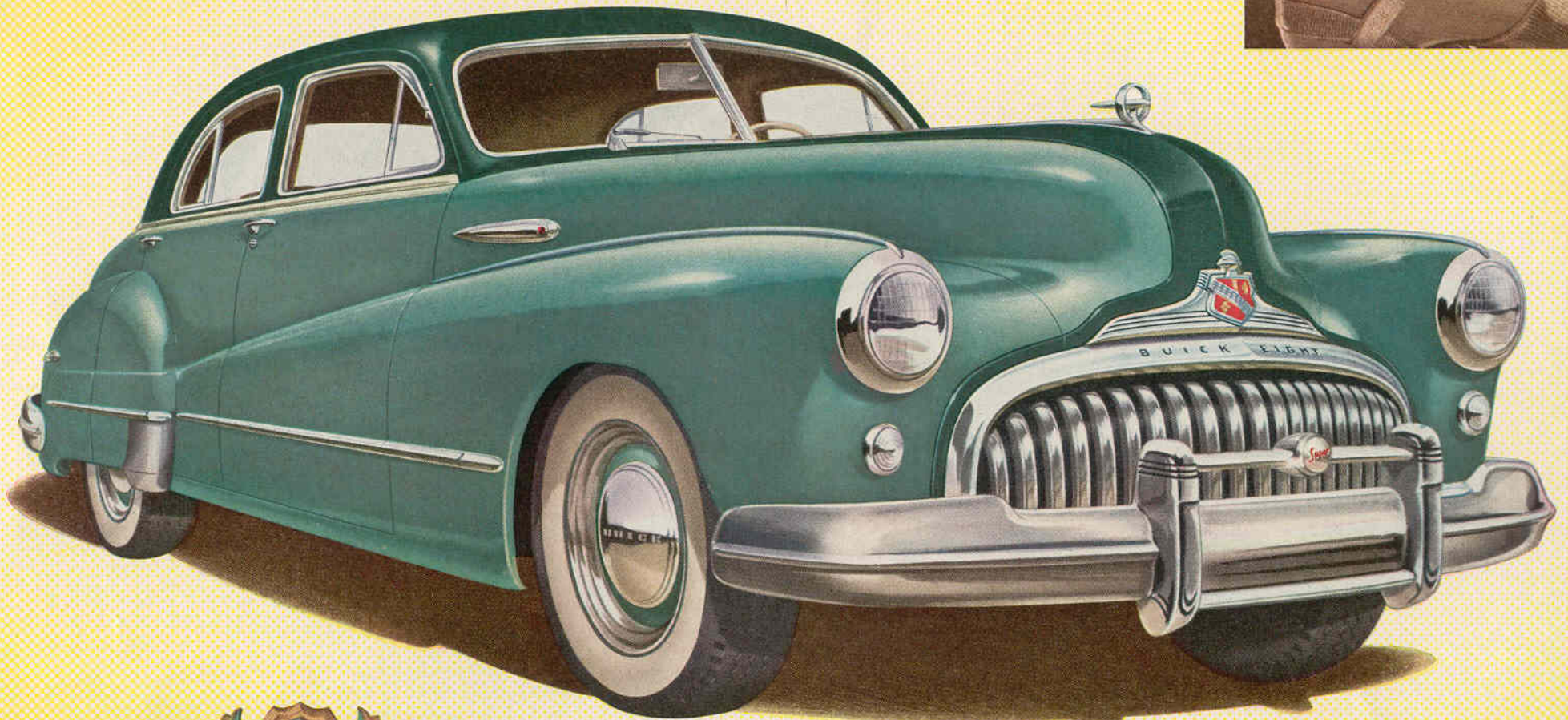
Over-all it measures 212½ inches. A great-hearted traveler with 110 Fireball horsepower under its bonnet, it is a truly thrilling performer marked by great ease of handling.

Interiors, as you see, are rich and fine, and marked by the deep comfort and spaciousness only a big car can provide. Quality-rich fabric covers the cushions, doors and roof, giving a unified dress to the entire interior.

The same decorative scheme is carried out in both front and rear compartments by gleaming chrome trim and rich door panels. The interior shown is that of the 4-door Sedan, which has the folding center arm in the rear seat.

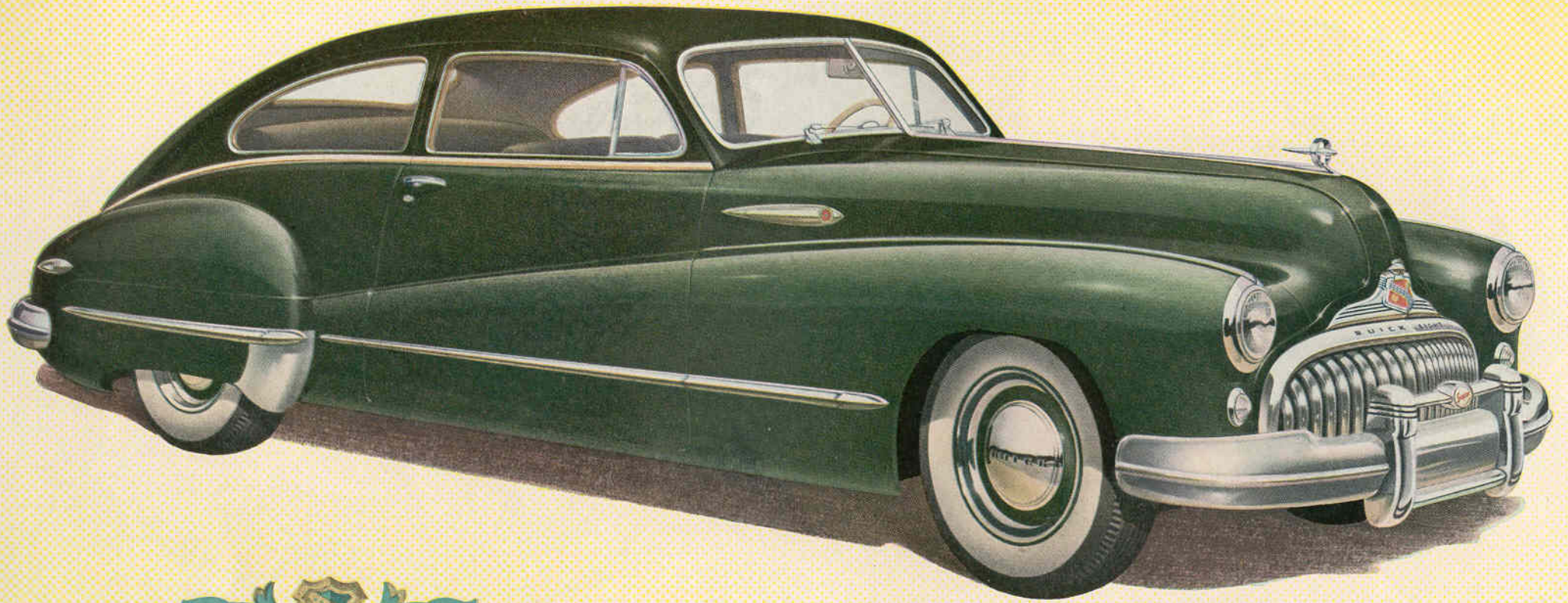


When doors are opened, a convenient step is revealed. This is illuminated by courtesy lights automatically operated by a door-switch.



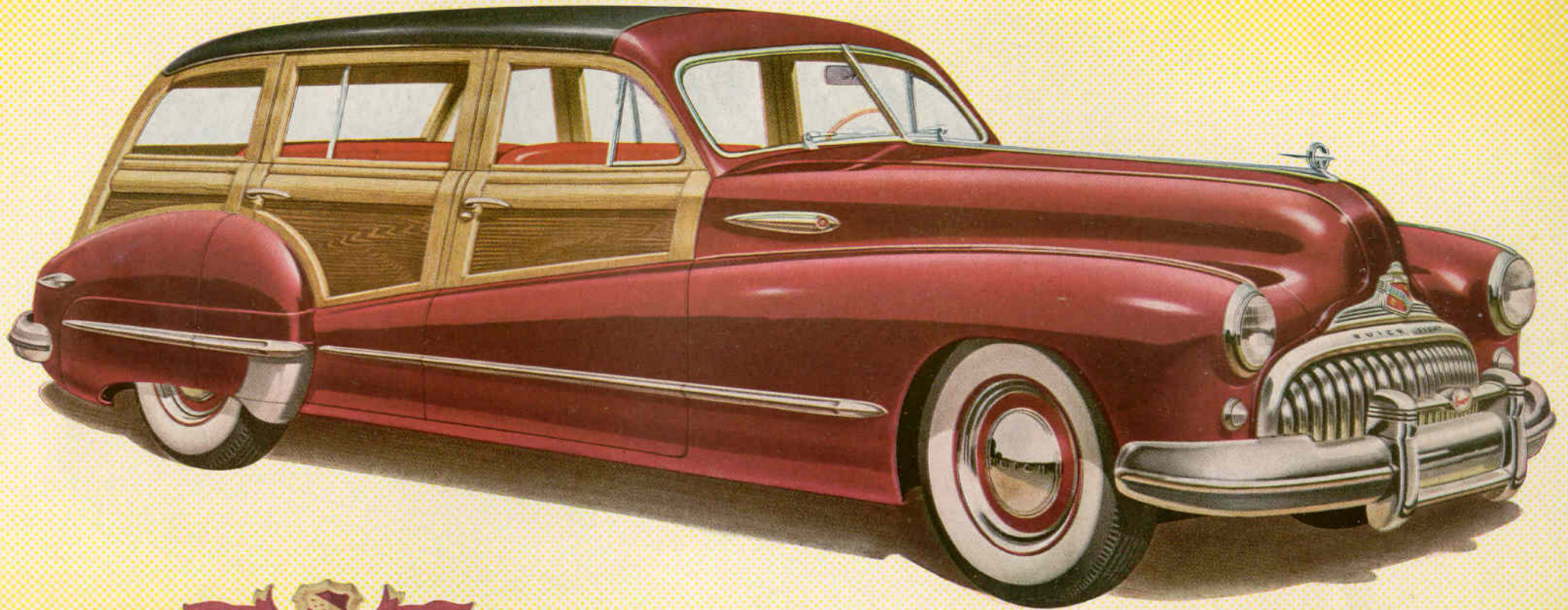
The clean, swift, classic lines of the Model 51 give it a distinctive smartness. A roomy carrier of six persons, it is equally prized for its light handling and sparkling performance.

A convenient control makes it a simple matter to adjust the front seat for tall or short drivers.



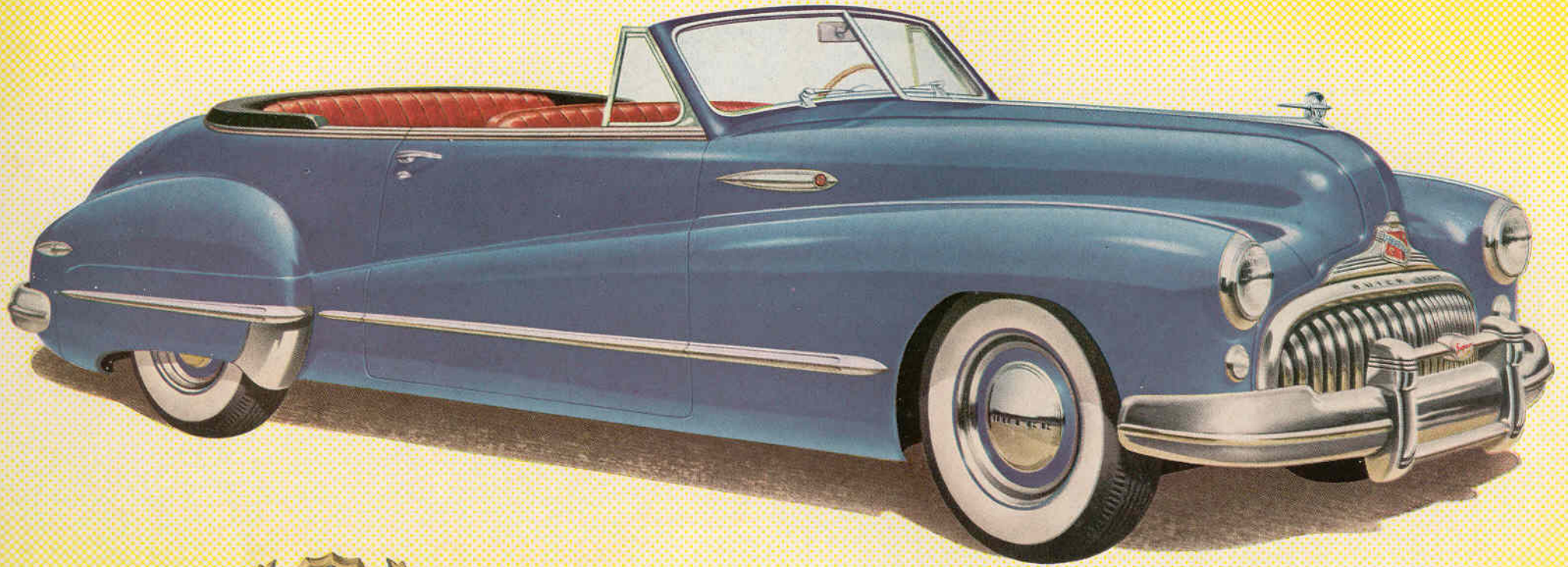
Clever designing here gives a two-door model the comfort aspects of a four-door sedan. The rear seat is full depth and full width, and is easily reached through wide-opening doors.

Ready for anything from fine luggage to workaday loads, the Estate Wagon's carrying space makes it an unequalled "bandy man about the place."



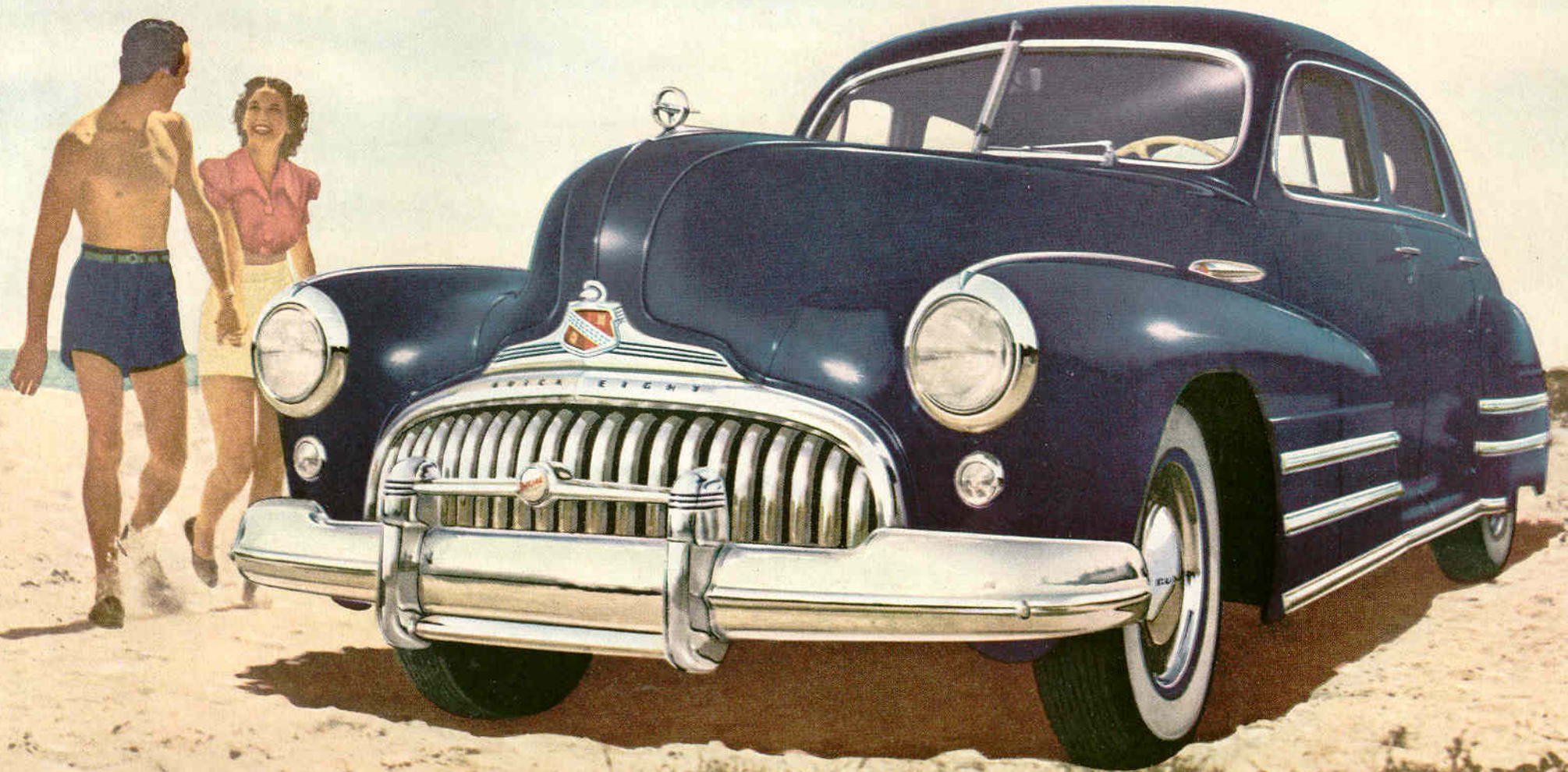
A happy blend of smartness and utility makes the Estate Wagon equally ready for open-air outings or formal occasions. A great favorite with smart people whose activities embrace gracious living in both city and country.

Press a button—and the door windows of a Buick convertible slide up or down.



Stunning in its lines, thrill-packed in its behavior on the road, here's a year-round companion with ample room for six. Power raises and lowers the top and also adjusts front seat fore-n-aft.

"Special" edition



The Year's Best Buy

The Buick SPECIAL rightly holds a special spot in the hearts of thousands of families.

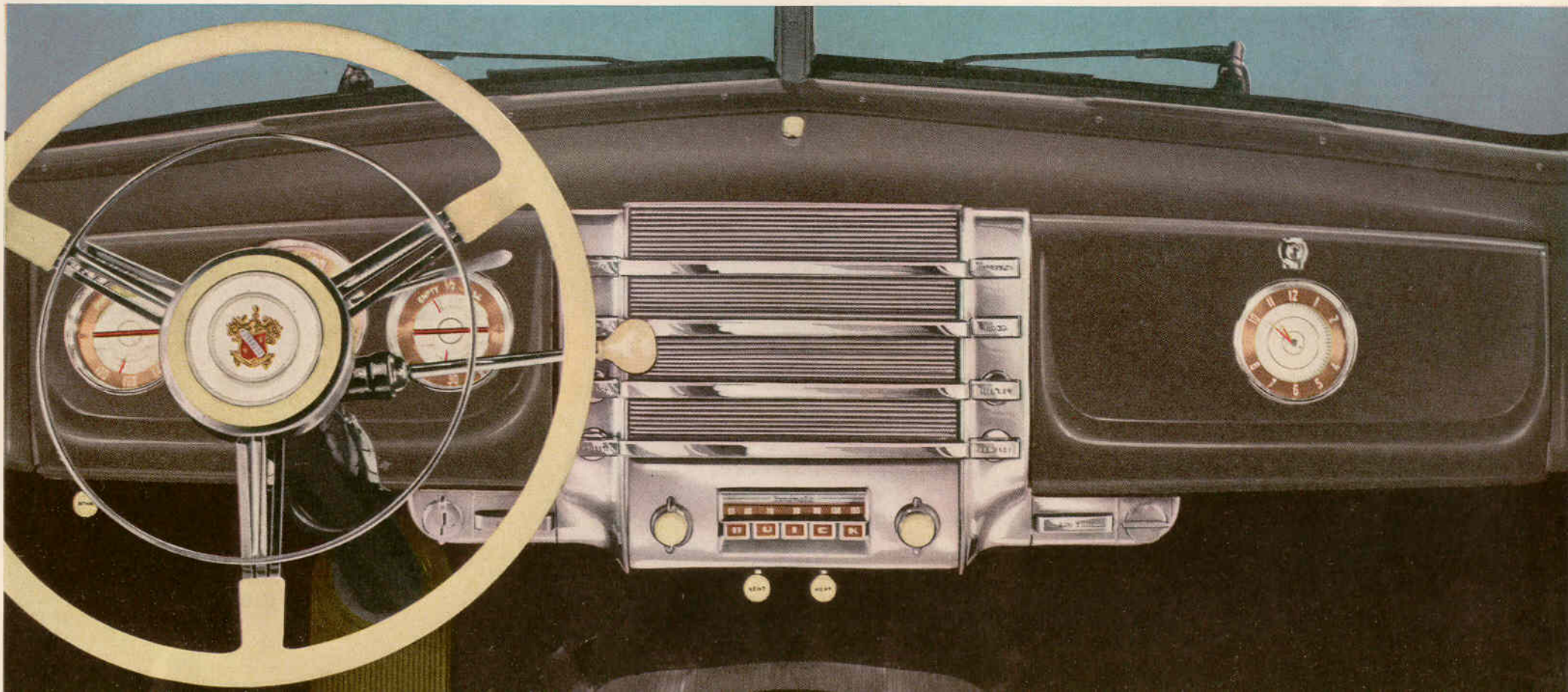
For here is Buick quality, Buick style, Buick power and ability wrapped up in a size to fit most any garage and priced at the lowest level for which such merit can be bought.

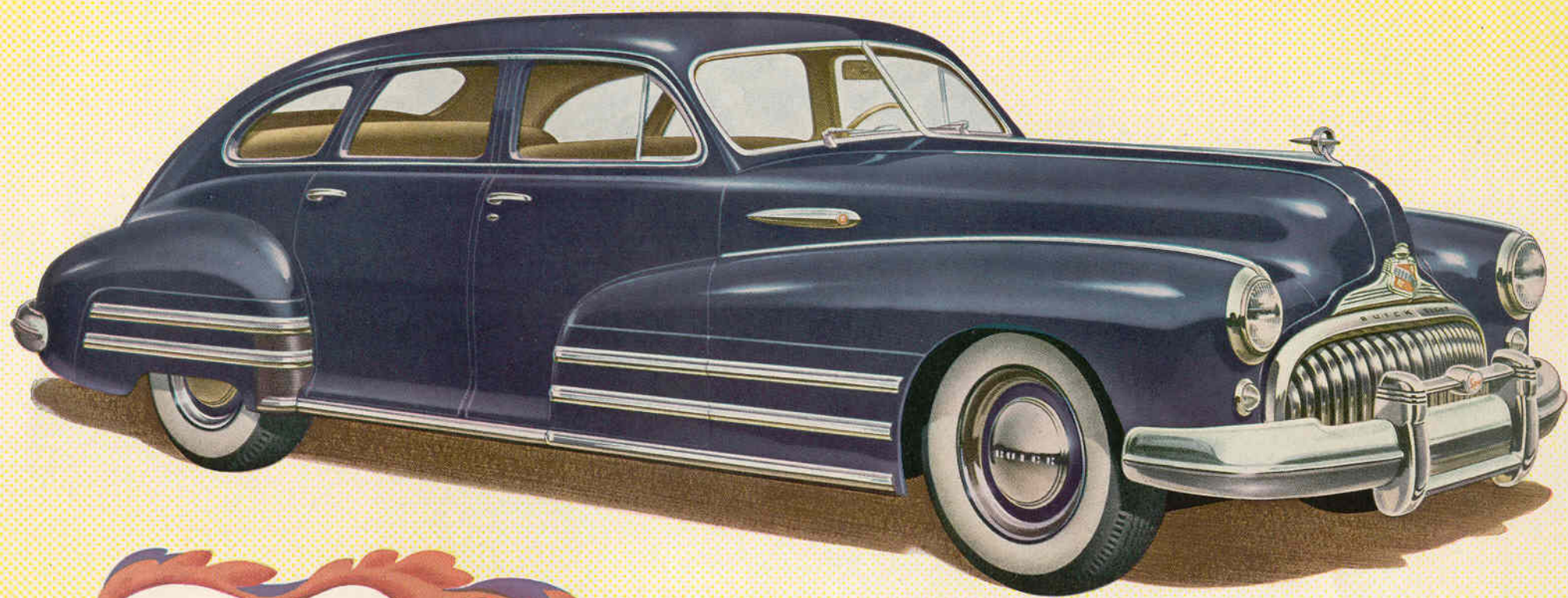
Over-all, it measures 207½ inches.

Its Fireball straight-eight power plant turns up a peak of 110 ready horsepower.

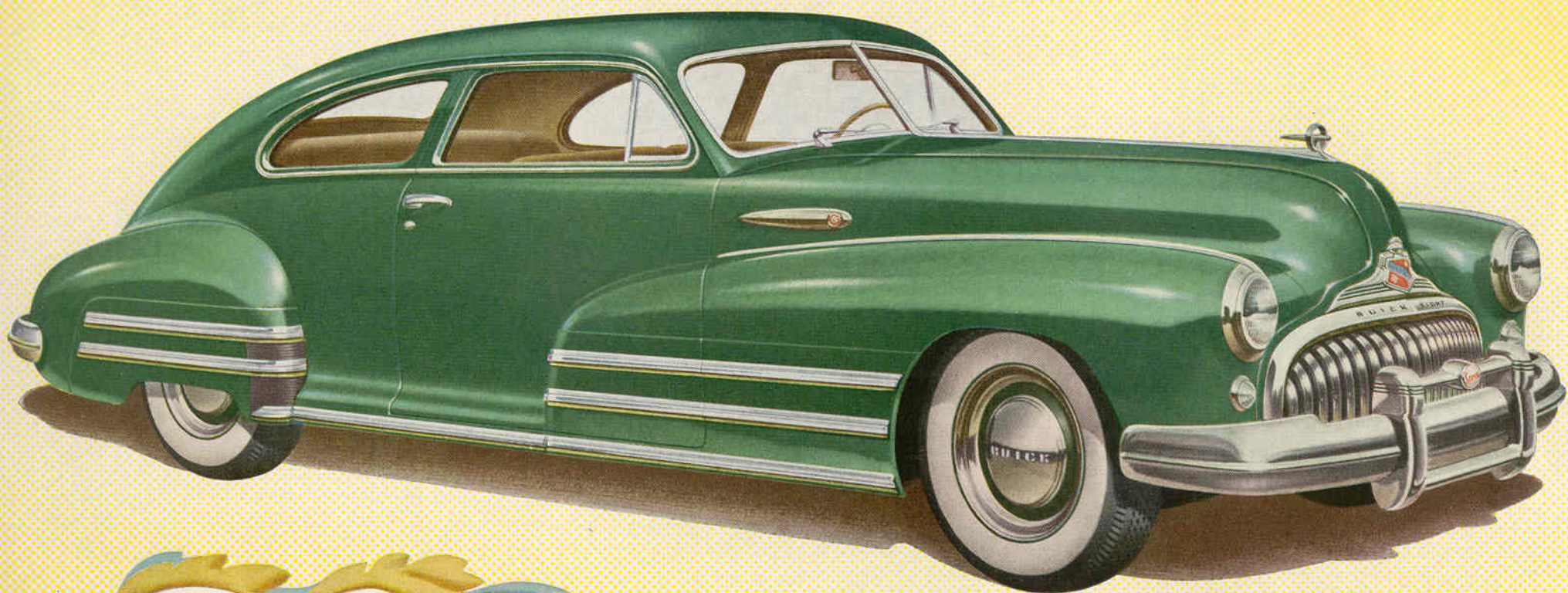
Its more than 3900-pound curb weight provides the steadiness which only a sizable car can assure, and its five-foot front seat illustrates its big-car roominess.

Interiors are handsomely finished in the SPECIAL's own smart decorative scheme, which is suggested by this portrayal of the instrument panel. A tireless traveler, a delight to handle, it is a perfect family car offered in the two models most popular for all-round family use.





It's big, it's compact and it's Buick through and through—that's enough to explain the high popularity of the Model 41. Steady, roadwise, roomy, a lively performer, it carries six passengers.

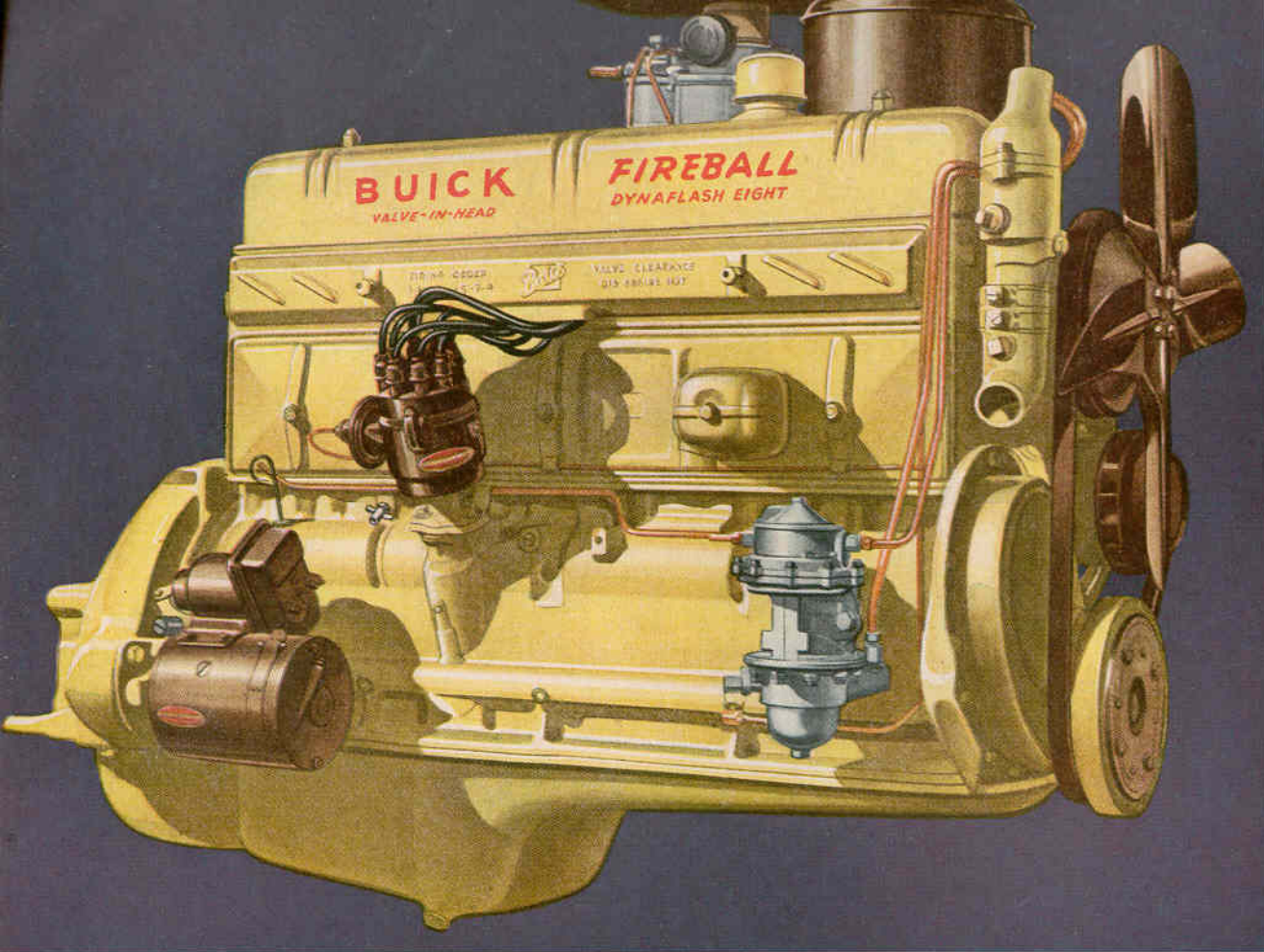


THE MODEL 46-S

Special

SEDANET

Families with small children appreciate the feeling of security they enjoy in this two-door model. A full-width, full-depth rear seat provides room for youngsters where they are safe from any possibility of accidentally opening a door.

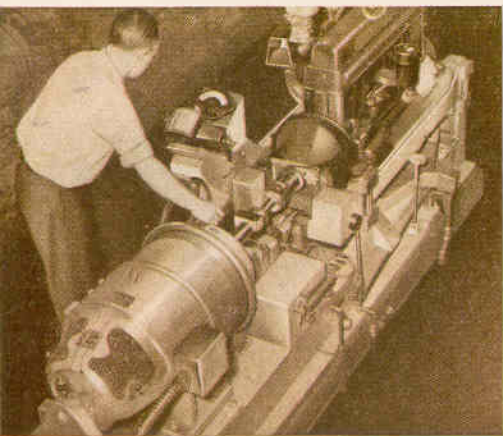


Rightly called the Engine that Stays Young

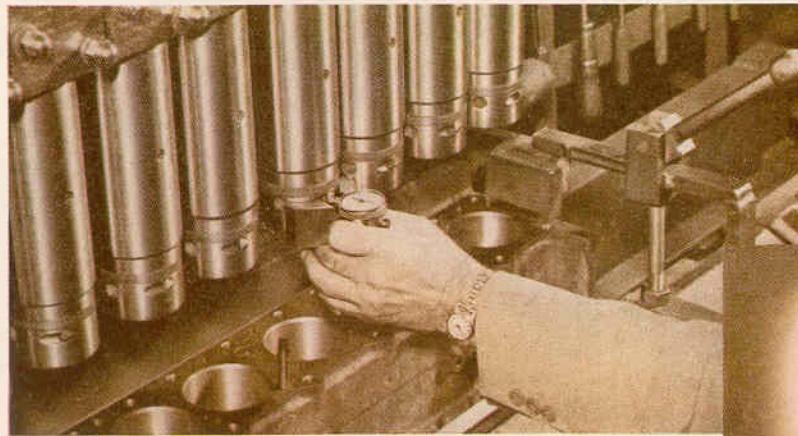
Engines in two sizes—110 and 144 horsepower—power the Buicks you have seen here. Both are valve-in-head engines—which gives them a basic headstart on efficiency. Both are Fireball straight-eights—meaning they apply Buick's special combustion principle designed to extract the utmost value from each fuel charge.

And both of these engines have the unique advantage of Buick's Accurite cylinder boring. By providing ultra-precise machining of the cylinder bores this process gives perfect working fit between pistons and the cylinders in which they travel.

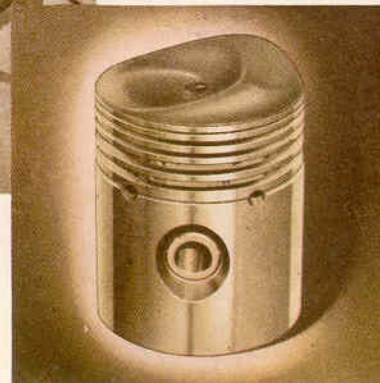
As a result, this engine starts off smooth and ready and polished. More important—it *keeps* its liveliness, eagerness and "snap." It is this ability to retain its new-engine sparkle that makes owners call this the engine that "stays young."



Each Buick engine is micropoise-balanced at the factory. This scientific measurement of engine smoothness is so exact that each engine is given a degree of balance which is relatively finer than that found in a wrist watch.

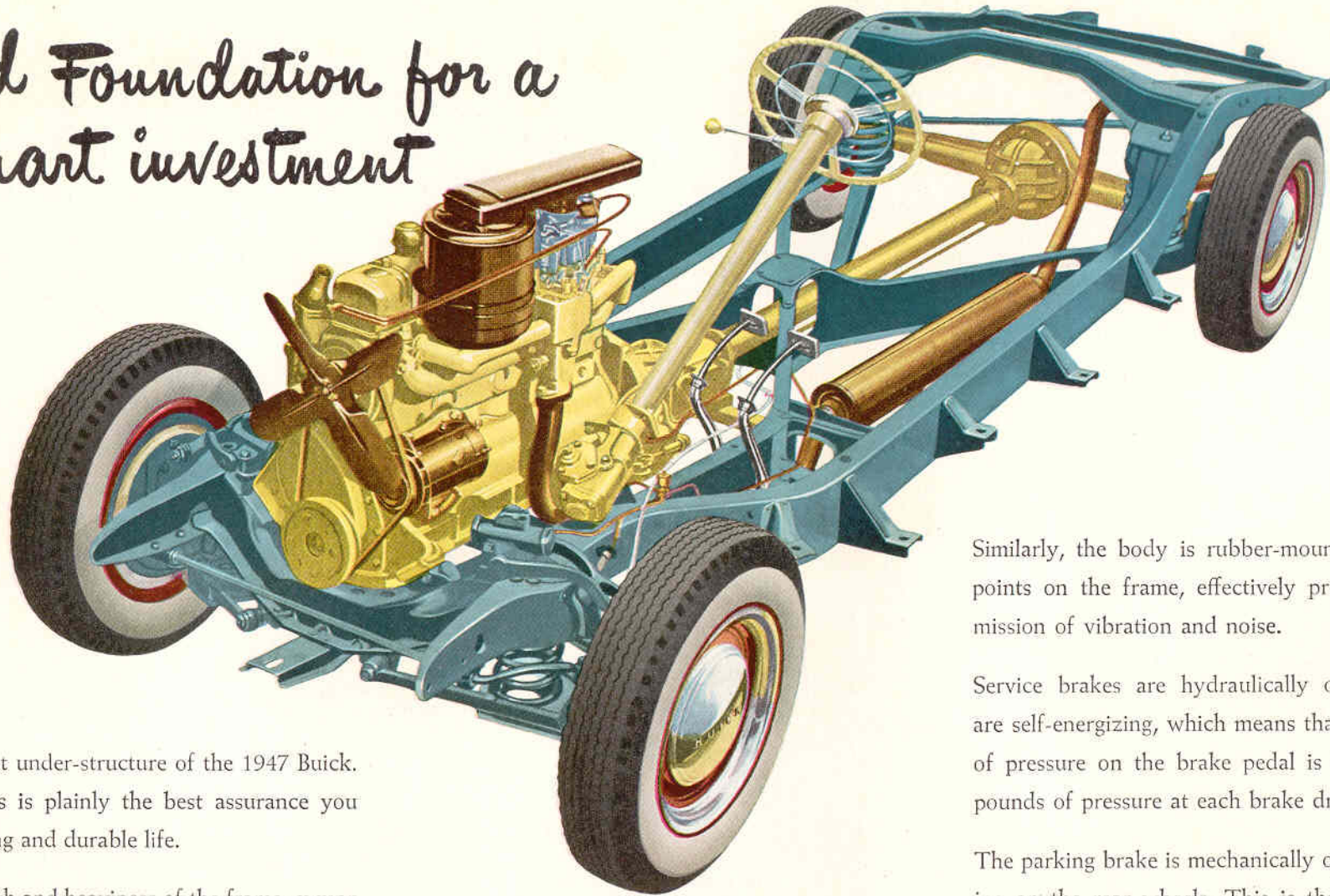


First bored with great accuracy, cylinders are then specially processed to provide an accurate "working fit" between pistons and cylinders as though each were individually made for the other.



Here's the heart of Buick's Fireball principle. The special shape of this piston concentrates each fuel charge in ball-like shape before firing. Set off by the spark, this charge lets go with much smoother power than conventional design permits.

Sound Foundation for a smart investment



Here's the stout under-structure of the 1947 Buick. Such sturdiness is plainly the best assurance you can have of long and durable life.

Notice the depth and heaviness of the frame, swung close to the road for peak stability. Notice the care with which it is braced and reinforced, to eliminate weave or sway.

Drive, as you see, is through a full-length torque-tube, with the rear axle held in rigid T-square alignment. This not only eliminates any play but leaves the rear springs free to cushion the car.

So freed, springs can be soft, ever-gentle coil type, which are immune to the weather and to wear. Combined with Knee-Action, this means easy cradling of each corner of the car.

The engine is mounted in the frame on special mountings scientifically located to provide the greatest freedom from engine vibration.

Similarly, the body is rubber-mounted at "quiet" points on the frame, effectively preventing transmission of vibration and noise.

Service brakes are hydraulically operated. They are self-energizing, which means that a few ounces of pressure on the brake pedal is multiplied into pounds of pressure at each brake drum.

The parking brake is mechanically operated, applying on the rear wheels. This is through a special parking brake pedal, which permits the brakes to be set with the foot, released by a convenient hand control.

Steering is made light by an almost frictionless arrangement of ball bearings, traveling between the steering worm and nut. This also eliminates the need of frequent steering adjustment.

You're Master of the Weather



in a Buick

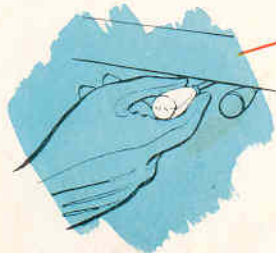
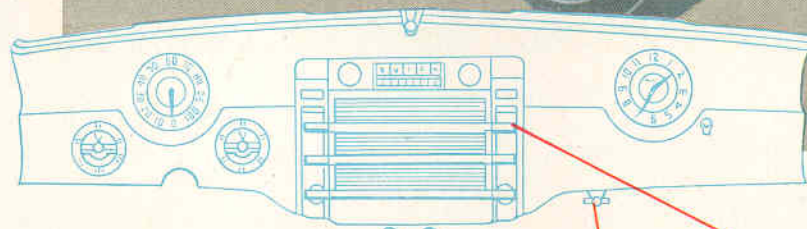
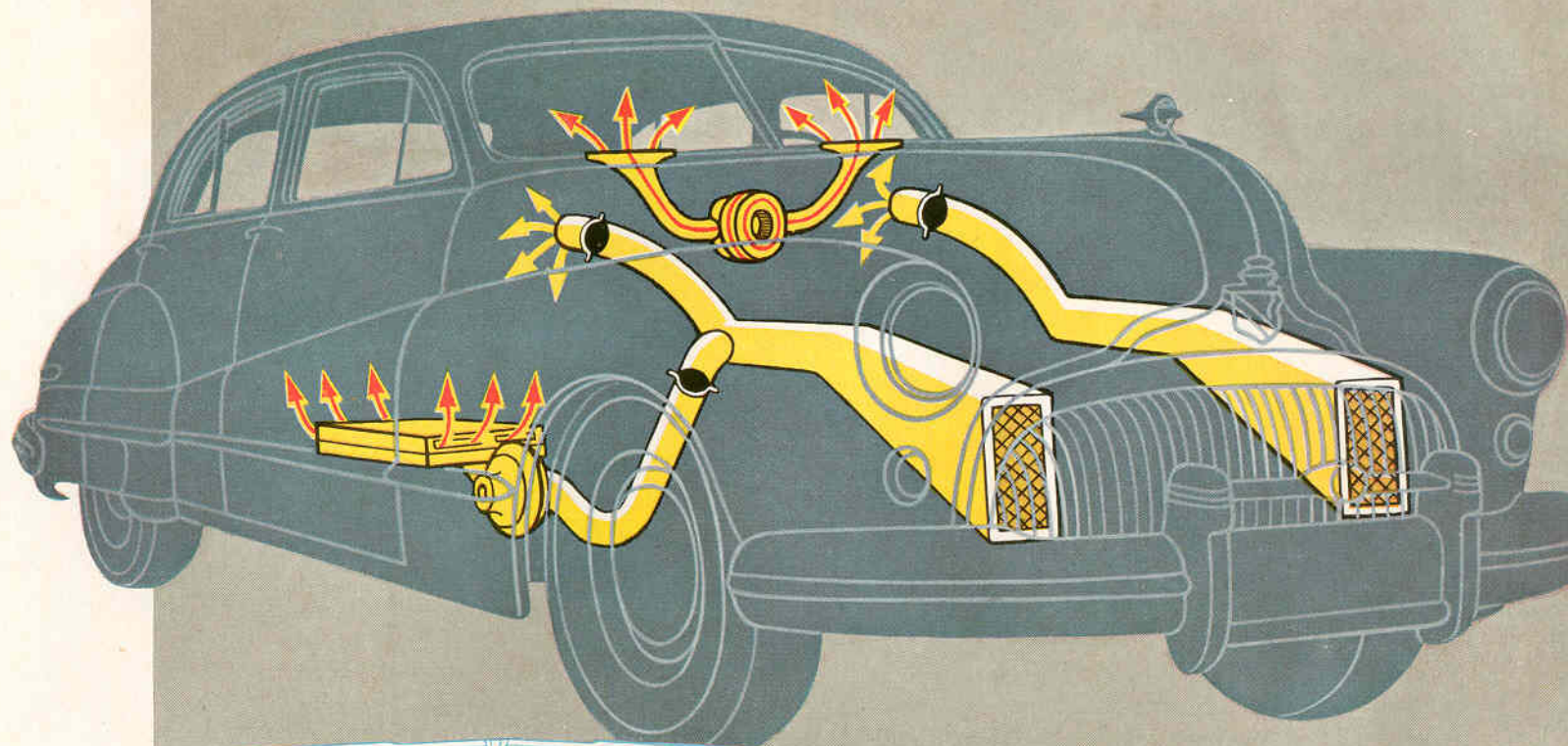
Let it blow, let it snow, let it rain, let the hot sun beat down—in your Buick you have the most complete control of car comfort ever provided in an automobile.

The secret is Buick's WeatherWarden venti-heater, a feature available at extra cost, but very definitely not an "accessory" in the usual sense of the term.

The heart of this "comfort system" is built into the car itself. It consists of large-size ducts which pick up fresh air at the front of the car and direct it, free of bugs, rain and snow, to the interior of the body.

At normal driving speeds, the forward motion of the car provides an ample air supply. A blower under the front seat provides forced draft when needed. A thermostatically controlled heater provides the exact temperature desired when heat is wanted.

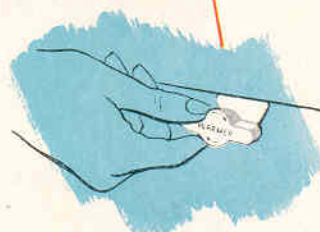
On warm summer days—when the thermostat is turned off—welcome fresh air is brought into the car by simply pulling the vent knob.



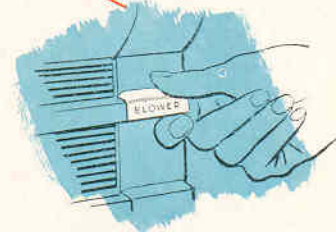
Pulling out this knob brings as much or little fresh outside air as you want into the driver's compartment. It replaces the old-type cowl ventilator.



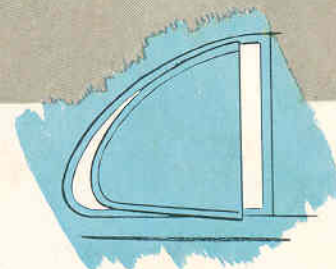
Pulling out the knob at the right admits fresh air to the under seat heater, from which it circulates throughout the whole car.



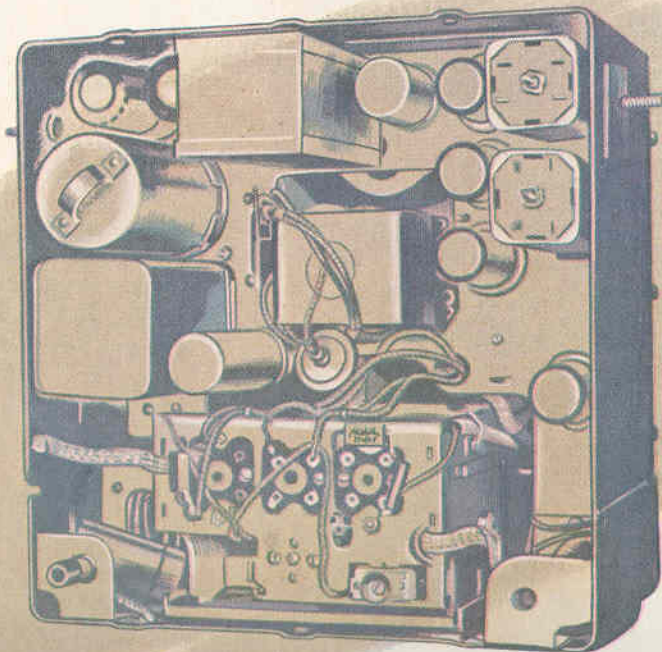
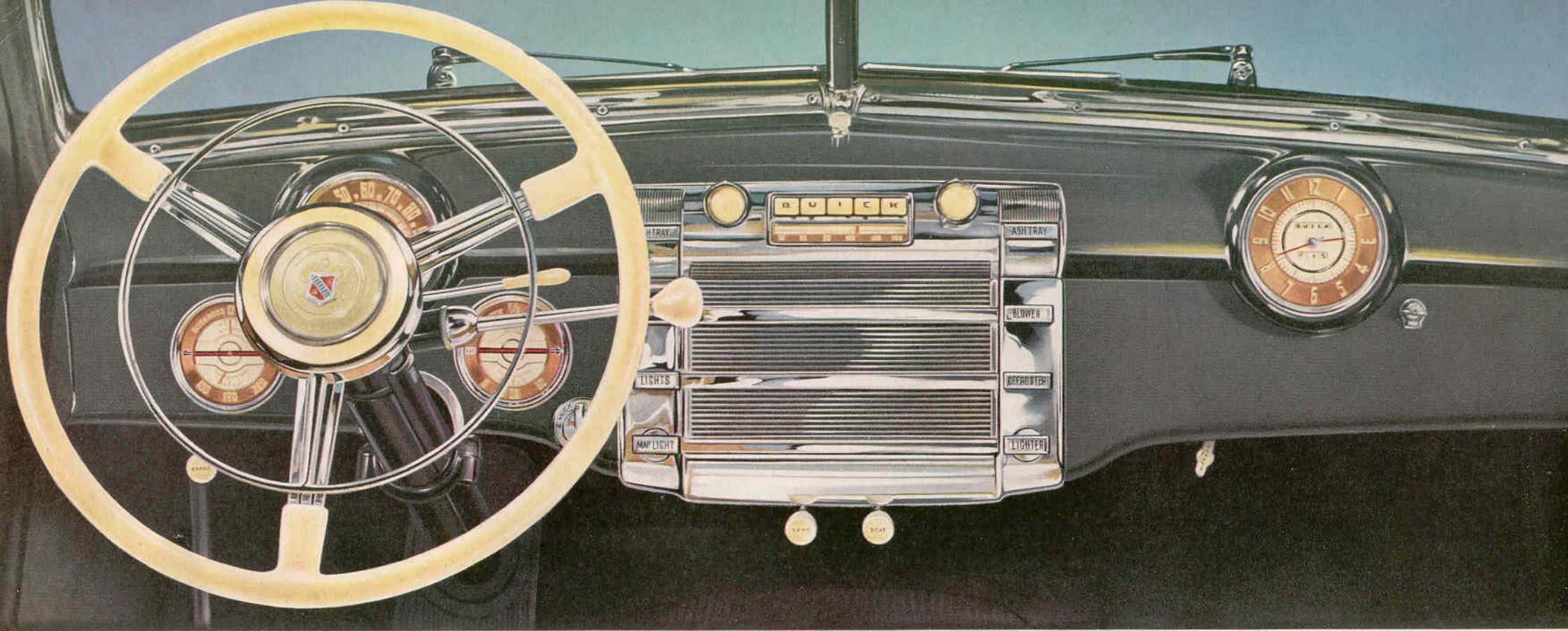
This thermostat control under the glove box sets the temperature. In "Off" position, no heat is provided. In cold weather, set it to any comfort point you prefer and leave it. Temperature is maintained evenly and constantly with warmth thermostatically controlled just as in your home.



This control turns on the blower under the front seat. At slow speeds or when car is stopped it gives positive circulation of warm air, according to the thermostat setting. A separate defroster unit is controlled by a similar knob, plainly marked, thus eliminating windshield icing or steaming.



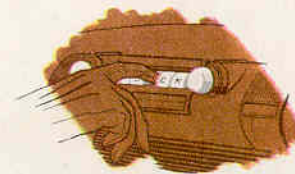
For complete circulation, Ventipanes should be opened a little. This keeps the car well supplied with a constant flow of fresh air, even when windows are closed.



Here's the "Cockpit" of your Buick

This is the handsome sight you see from the driver's seat of a Buick SUPER or ROAD-MASTER. Silvery chrome-finished details gleam on a rich background of restful grey. Speedometer and other dials are grouped for easy reading. A convenient knob controls their illumination with three degrees of soft lighting.

You shall have Good Music



The radio offered by Buick is specially designed for the acoustical properties of the Buick body. It has great range and volume and the tone of fine home models. Tuning is by push buttons, easily set to five separate stations, or by a knob which permits you to tune to any point on the dial.

Special Series 40

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{3}{32} \times 4\frac{1}{8}$ inches. Displacement, 248 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.

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.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Rear axle ratio, 49 to 11. One universal joint automatically lubricated from transmission.

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

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

FRAME—Girder X-type frame, $6\frac{1}{8} \times 7\frac{1}{4} \times 2\frac{1}{4}$.

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. Step-On parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt. Solenoid starter. Battery mounted under hood. "High-output" generator with voltage and current regulator.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels. Tire size, 6.50 x 16—4 ply.

WHEELBASE—121 inches. Overall car length, $207\frac{1}{2}$ inches.

Super Series 50

BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE—Bore and stroke, $3\frac{3}{32} \times 4\frac{1}{8}$ inches. Displacement, 248 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.

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.

Specifications

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Rear axle ratio, 49 to 11. One universal joint automatically lubricated from transmission.

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

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

FRAME—Girder X-type frame, $6\frac{1}{8} \times 7\frac{1}{4} \times 2\frac{1}{4}$.

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. Step-On parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt. Solenoid

starter. Battery mounted under hood. "High-output" generator with voltage and current regulator.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels. Tire size, 6.50 x 16—4 ply.

WHEELBASE—124 inches. Overall car length, $212\frac{1}{2}$ inches.

Roadmaster Series 70

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{7}{16} \times 4\frac{5}{16}$ 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—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, $16\frac{3}{4}$ quarts.

CLUTCH AND TRANSMISSION—Single dry-plate clutch. Facing area, 106.8 square inches. All-silent Synchro-Mesh transmission, helical gears. Handi-shift transmission control.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio, 41 to 10. One universal joint automatically lubricated from transmission.

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

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

FRAME—Girder X-type frame, $6\frac{3}{16} \times 7\frac{1}{2} \times 2\frac{1}{4}$.

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. Step-On parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two-unit, 6-8 volt. Solenoid starter. Battery mounted under hood. "High-output" generator with voltage and current regulator.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels. Tire size, 7.00 x 15—4 ply.

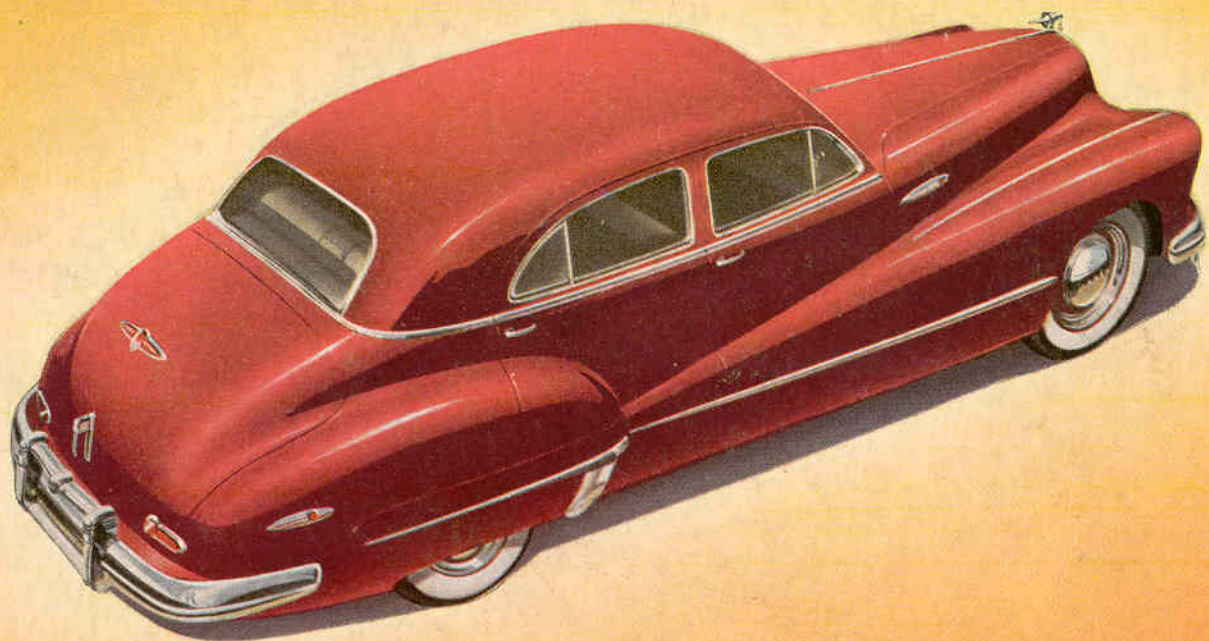
WHEELBASE—129 inches. Overall car length, $217\frac{1}{2}$ inches.

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. (White sidewall tires, as illustrated, will be supplied at extra cost as soon as they become available.)

BUICK MOTOR DIVISION

• GENERAL MOTORS CORPORATION

• FLINT 2, MICHIGAN



When Better Automobiles are Built BUICK will Build Them