



how **BUICK** takes **EXTRA HORSEPOWER** from the air

**MORE POWER—
MORE ECONOMY**

Roadmaster for 1952 has the most powerful engine in its distinguished history—

170 horsepower

—waiting for a nudge of your toe to unleash it.

Yet this same great-powered Roadmaster is also setting new records for mileage and economy!

What is the answer? A new carburetor, Buick's

Airpower Carburetor

—which puts "free air" to work to give you more power.

**HOW CAN A NEW
CARBURETOR
MAKE THIS
DIFFERENCE?**

Carburetion boils down to this—gasoline has to be mixed with a great quantity of air, to burn properly in an automobile engine—

more than 8,000 gallons of air
to each gallon of gas.

Your carburetor has to do this ticklish mixing job, to supply the right diet of gas and air to your engine, under all sorts of conditions—with engine hot or cold, speed high or low, when cruising or leaping into sudden acceleration.

Buick's Airpower

carburetor does all this with amazing new flexibility and economy. Unlike conventional carburetors, it avoids the usual compromise of being too large for slow-speed operation, too small for high speeds.

MORE AIR
FOR
MORE POWER

The **AIRPOWER** carburetor is designed on the "booster" principle. It is a four-barrel or

double dual carburetor

—actually, two carburetors in one integrated unit.

There is a main carburetor, which is sized and designed to supply the just-right thrifty mixture of fuel and air for a smooth idle, or for road speeds up to 40 or 50 miles an hour.

Then, there is an auxiliary carburetor that cuts in when you call for more power—for a quick spurt out of a tight spot—for an unbroken gait up a steep hill—or for full-throttle operation.

When you want extra power—and plenty of it—this auxiliary unit opens up and takes a bigger gulp of air—enough air to use the

full power from each drop of gas.

The effect is like giving your engine a "second wind."

MORE AIR
FOR
MORE ECONOMY

Remember—this extra air is *free*. By using it to burn gasoline at maximum efficiency, you can get

more mileage

from each gallon.

For instance, with this new **AIRPOWER** carburetor you can cruise at 40 miles an hour—and get the same high miles-per-gallon as in last year's Roadmaster at 30 miles an hour.

AIRPOWER
IS TESTED
AND
DEPENDABLE

Buick engineers spent over 15 years in developing, refining and road-testing the **AIRPOWER** carburetor under all sorts of conditions.

The result is a compact unit—a reliable, automatic, four-barrel carburetor in one housing, with full reserve capacity for increased power when you need it.

A simple, reliable unit.

As for servicing, tune-up mechanics will find the same number and the same type of adjustments which are used on Buick's standard carburetor.

Like all Buick carburetors, the **AIRPOWER** carburetor is of "down-draft" design for easier breathing action and better fuel distribution; and it incorporates Buick's "Aerobat" feature which avoids flooding or starving when the car is accelerating, tilted, rounding a corner, or climbing a hill.

EXTRA
HORSEPOWER
FROM THE AIR

AIRPOWER carburetion literally takes a bonus of power
out of thin air.

It enables Buick engineers to achieve a 7.5-to-1 compression ratio, for a still greater gain in performance.

It gives you, in your 1952 Roadmaster,
more power
at high speeds—
more miles
per gallon of gas.

Drive a 1952 Roadmaster with the new **AIRPOWER** carburetor—and see!

AIRPOWER

