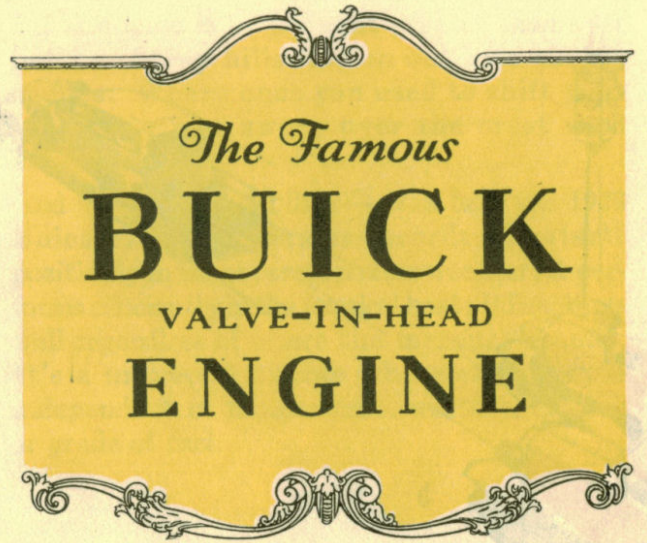




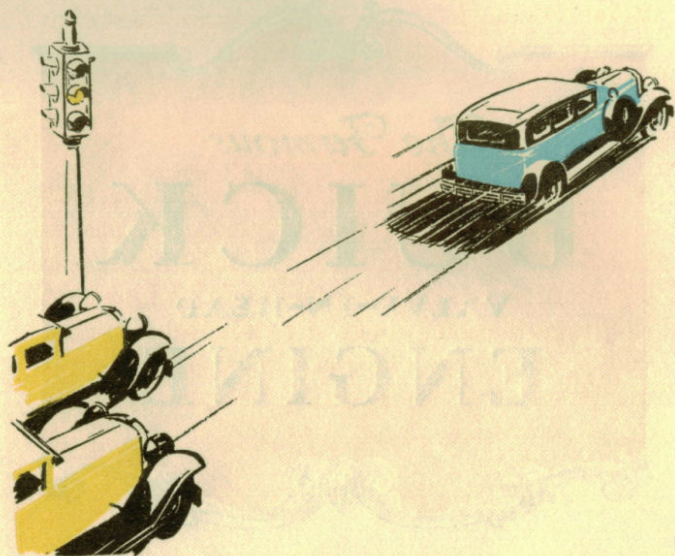
*The Supreme Triumph*  
*in*  
**Engine Performance**





*The Famous*  
**BUICK**  
VALVE-IN-HEAD  
**ENGINE**





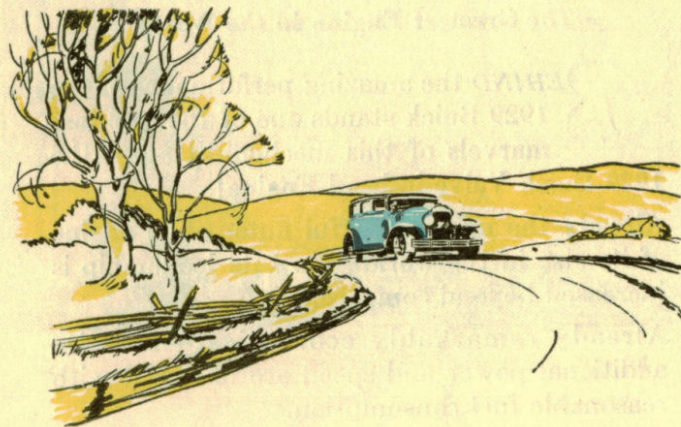
**G**ET-AWAY like a flash! Hair-trigger acceleration! A spirited car that takes the lead and holds it against all comers! That's the kind of thrilling performance this new Buick engine gives you!

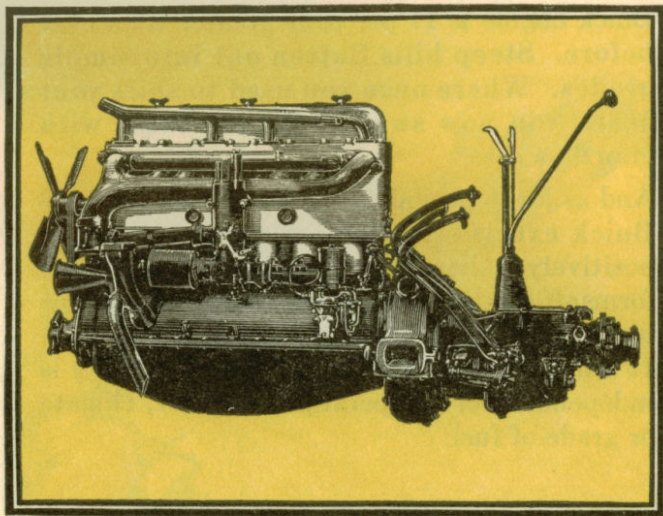
And whether you're idling along with the breeze . . . or driving with breath-taking fleetness—there's always an ample reserve of power for any extra spurt you may demand.

Measured in actual horsepower, this new

Buick engine is 17 per cent greater than ever before. Steep hills flatten out into simple grades. Where once you used to shift your gears, you now sweep over the crest with effortless ease.

And as for dependability—even here the 1929 Buick excels all former records. It starts positively in the severest winter weather; it performs efficiently in the tropics' heat; it functions well regardless of where the mercury stands. It's a universal engine whose efficiency is independent of temperature, weather, climate or grade of fuel.





### *The Greatest Engine in the World*

**B**EHIND the amazing performance of the 1929 Buick stands one of the greatest marvels of this mechanical age—the 1929 Buick Valve-in-head Engine!

Already the most powerful automobile engine of its size in the world—now its leadership is increased beyond compare.

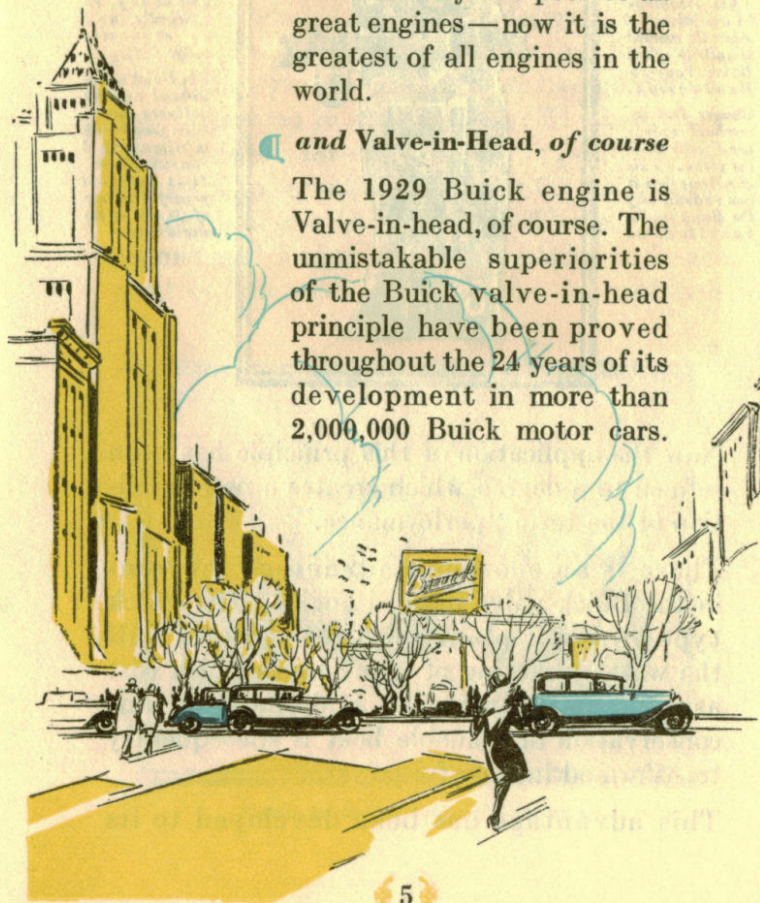
Already remarkably economical—now its additional power and speed are obtained with reasonable fuel consumption.

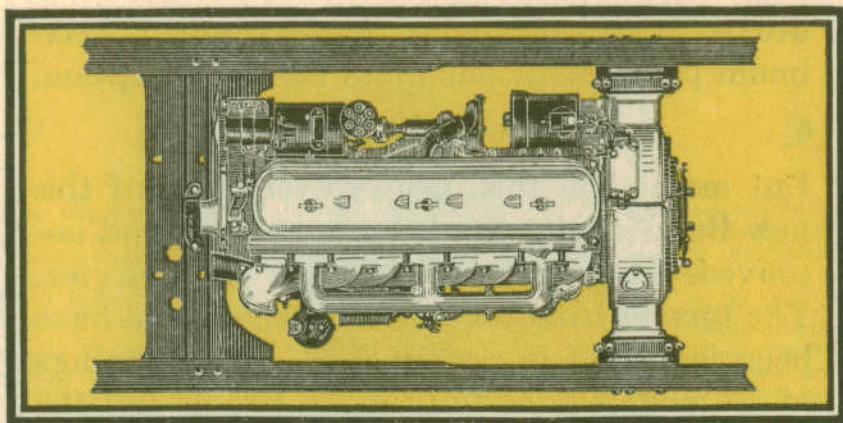
Already vibrationless beyond belief—now it is smoother than ever before.

And already the peer of all great engines—now it is the greatest of all engines in the world.

**and Valve-in-Head, of course**

The 1929 Buick engine is Valve-in-head, of course. The unmistakable superiorities of the Buick valve-in-head principle have been proved throughout the 24 years of its development in more than 2,000,000 Buick motor cars.





*Buick Three-Point Engine Suspension.*

ance of the Silver Anniversary Buick smoother than ever before.

☞ **...three-point engine suspension...**

An important factor in the amazing long life of the new Buick engine is the Buick three-point engine suspension. This avoids the pitfall of the four-point suspension, which makes the engine a cross-member for the frame, and subjects it to constant road shock and distortion.

Buick engines are mounted on resilient rubber, too, which insulates the frame and body from any engine sounds and prevents rumbling at high speeds.

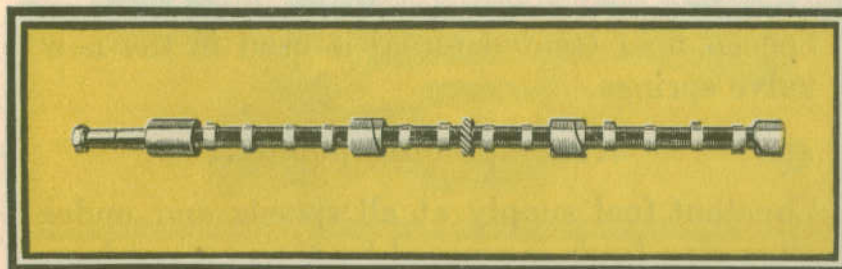
Connecting rods are heavier, and connecting

rod bolts are stronger by 36 per cent. Piston pins have been considerably increased in diameter. The pistons themselves are of light weight cast iron, which expands uniformly with the cylinder wall. This uniform expansion is one of the underlying factors in Buick's remarkable engine efficiency and economy.

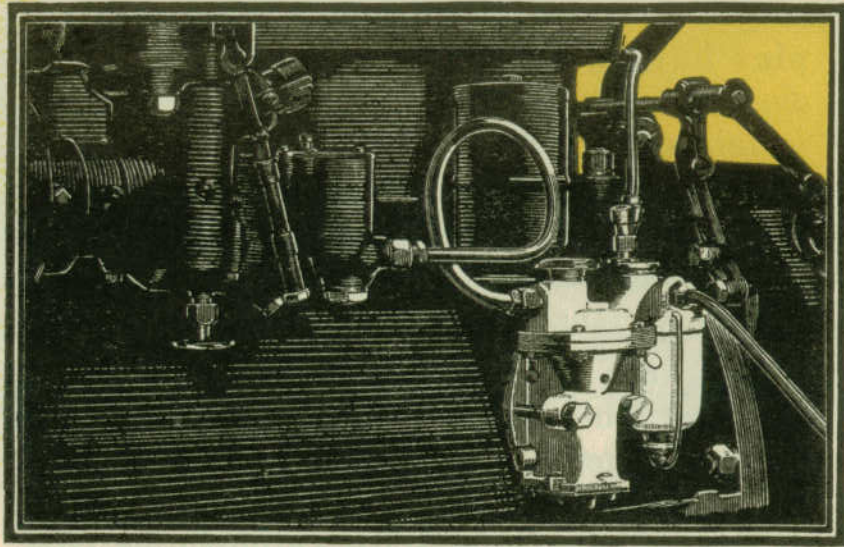
Interchangeable steel-backed babbitt main bearings are used in both crankcase and bearing caps. This new and sturdier construction assures longer bearing life and more economical maintenance. The crankcase has been greatly strengthened by reinforcing ribs running from the main bearings to the crankcase walls. This rigid construction gives ample support for the main bearings, and eliminates engine rumble at high speed.

☞ **...new camshaft...**

The camshaft is of new design. The cam con-



*Newly designed Buick Camshaft.*



*The new Buick Gasoline Pump is driven from the camshaft, and thus positively regulates the fuel flow to the engine's actual needs.*

tours have been carefully worked out to operate smoothly with the entire valve mechanism, providing quiet valve operation, improved timing, greater lift, less spark rap and absence of engine roar.

Special heat-treated metal is used in the new valve springs.

☞ **... new gasoline pump ...**

Constant fuel supply at all speeds and under all engine loads is assured by the new mechanical fuel pump, which replaces the vacuum

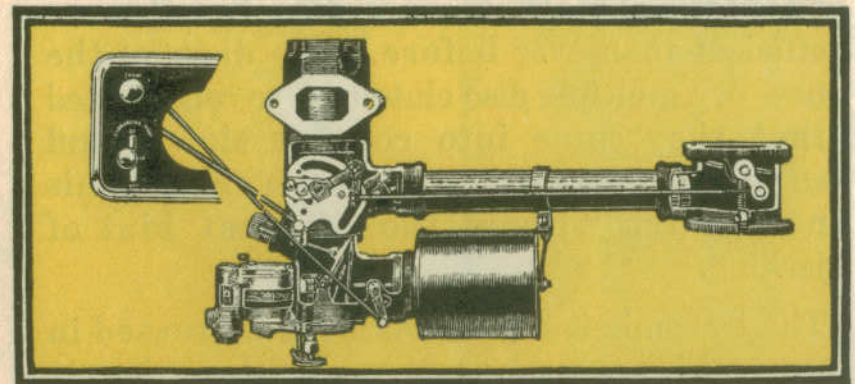
system. Driven from the cam shaft, this newly perfected device regulates gasoline flow to the engine's actual requirements.

The new triple-jet carburetor guarantees adequate carburetion throughout the entire speed range.

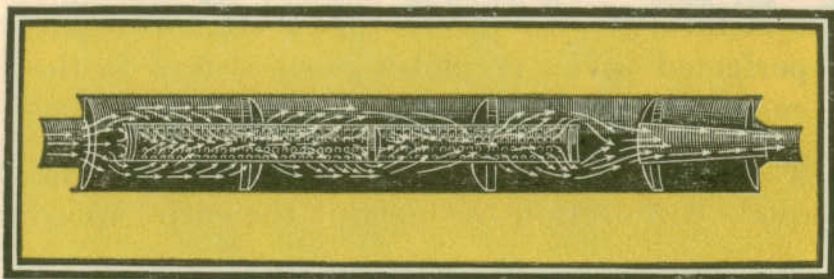
The intake manifold and the automatic carburetor heat control have undergone important refinements too. The changes in the interior design of the manifold provide perfect distribution of the fuel mixture to the cylinders. And the butterfly valve of the heat control unit is of more positive operation.

☞ **... new exhaust system ...**

The exhaust system has been redesigned to



*The Buick Automatic Carburetor and the Heat Control System have both been materially improved to effect record operating economies and assure prompt starting.*



*This sectional view of the improved Buick muffler shows the winding path taken by the exhaust gases, which almost completely subdues them before they reach the venturi.*

give lower back pressure and to eliminate exhaust roar. The improved muffler has a perforated inner tube through which the exhaust gases must twice pass before escaping through the venturi expansion chamber.

**...stronger, smoother clutch...**

The transmission of power from the new Buick engine is smoother, more direct, and more efficient than ever before. The discs of the new dry multiple disc clutch are so constructed that they come into contact slowly and smoothly. The smallest child can engage this new clutch without the slightest hint of jerking.

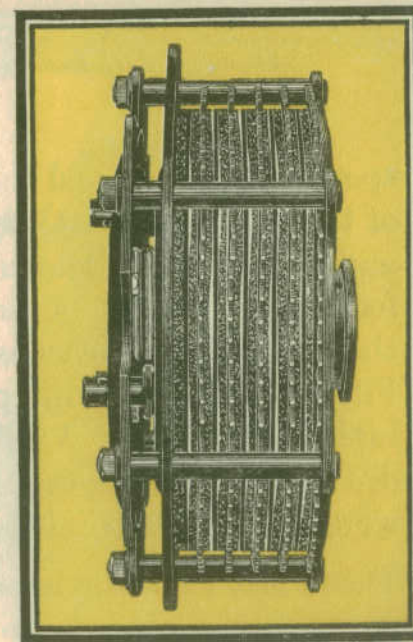
The transmission, too, has been increased in strength in proportion to the rest of the engine. It is built as an integral part of the engine, eliminating the necessity for universal joints. It is

designed with such precision that the gear shift lever can be moved with the tips of the fingers.

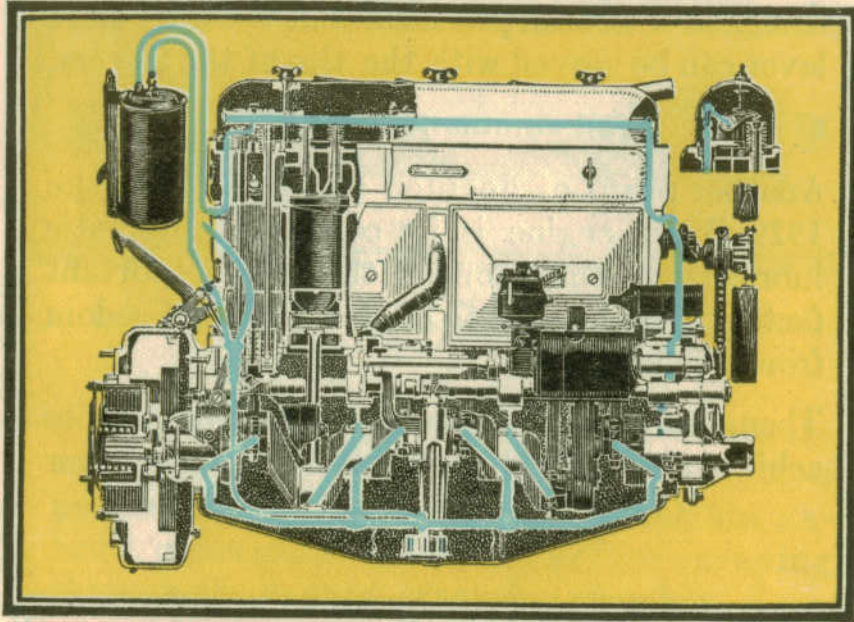
**...full automatic lubrication...**

Another point of decided superiority in the 1929 Buick engine is its complete automatic lubrication. This is one of the most important factors in securing long engine life and freedom from trouble.

Then, omitting no feature which will help to achieve absolute reliability, Buick employs four



*Each driving disc of the refined Buick Clutch is formed in waves which not only provide easier, smoother operation, but also afford much longer clutch life.*



*Diagram of Buick Full Automatic Lubrication System.*

special devices to seal the internal moving parts of the engine against the entrance of dirt, dust, and grit. An Air Cleaner assures a supply of perfectly dustless air. A Gasoline Strainer purifies the fuel before it reaches the carbureter. An Oil Filter removes all solid particles from the circulating lubricant. And a Vacuum Ventilator draws off from the crankcase the vapors which would otherwise condense and dilute the oil.

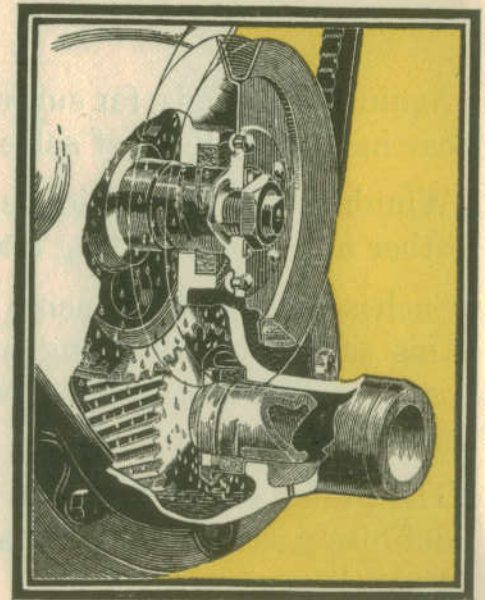
These last two features protect the moving parts of the engine from excessive wear. And

by reducing the number of necessary oil changes to four per year, they increase the already remarkable Buick operating economy

...other improvements...

Other miscellaneous refinements include an improved tooth design in the starting gears which results in quieter starting. Expensive V-type fan belts are used because of their greater efficiency. Timing gears have been increased in width and diameter, giving greater length of life. Battery capacity has been increased. The ignition coil has been improved

*A material increase in the size and width of the Timing Gears gives them greater strength, assures quiet operation, and affords longer life.*





to give a hotter spark both at cranking speeds and at high engine speeds. Metric spark plugs are used to give longer spark plug life.

This, in brief, is the story of the 1929 Buick engine. It is the greatest automobile engine in the world today. It provides dependability—economy—endurance—in greater degree than any motor car engine has ever delivered before. And with its brilliant flexibility...its positive control at all speeds...its instant responsiveness to the slightest touch—it offers you an entirely new motoring thrill the first time you take the wheel of the new 1929 Buick.

Again Buick leads, far surpassing any other fine car in total volume of sales!

Winning more than twice as many buyers as any other automobile listing above \$1200!

Such is Buick's phenomenal record for 1928. And this same overwhelming buyer-preference has greeted Buick year after year for more than a decade.

The public *knows* what it wants. The public definitely settles fine car leadership by selecting Buick!

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**TWENTIETH CENTURY GARAGE**

**125 SOUTH LAFAYETTE BOULEVARD**

**TELEPHONE-MAIN 0701**

**SOUTH BEND, INDIANA**

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