

Why the Buick Ride



is Softer-Steadier-Safer



You can feel the difference

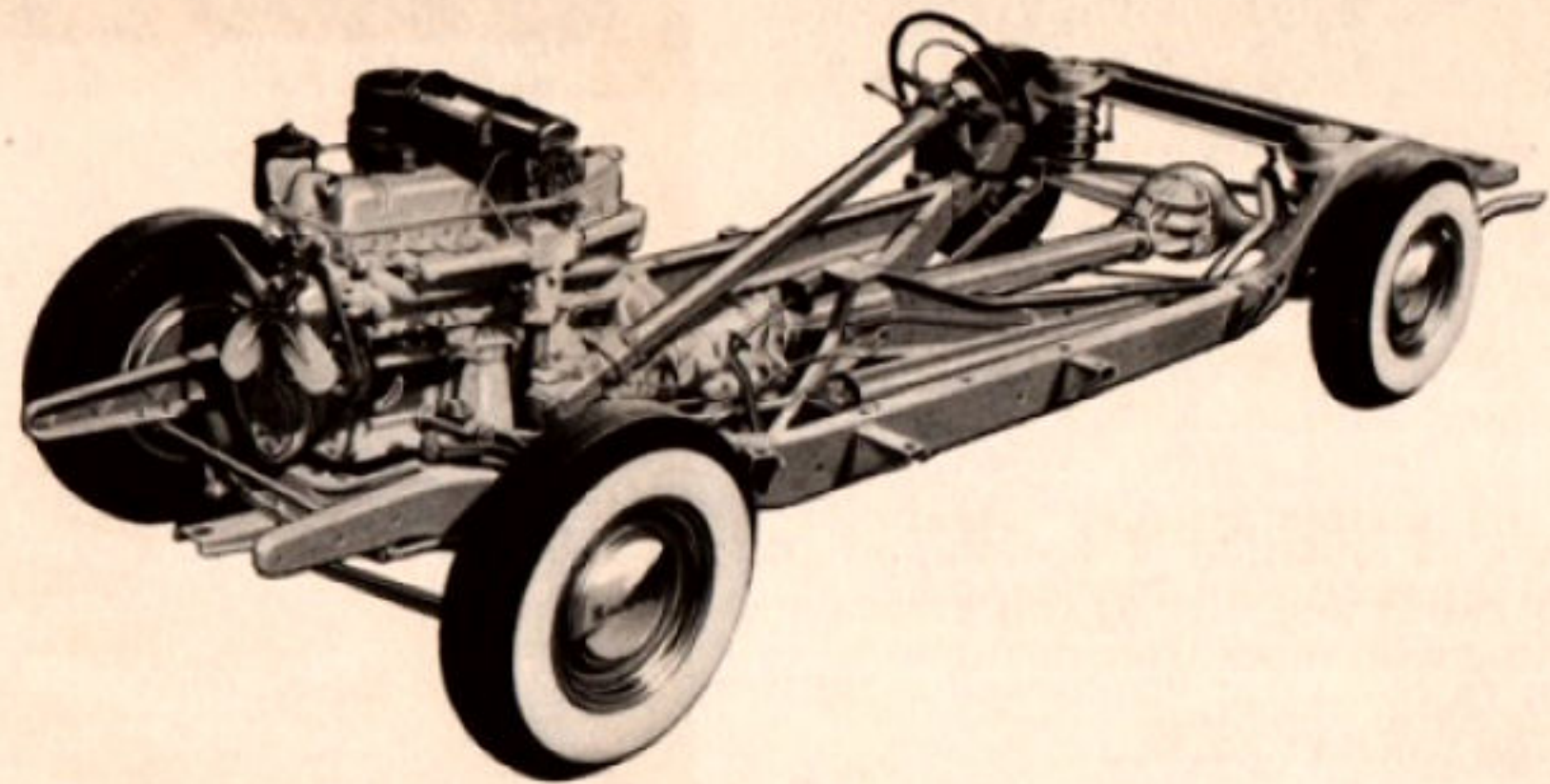
There's a sensation of smooth and graceful going in a Buick that only riding and driving this great car can demonstrate.

Your ride—on rear seat as well as up front—is so much softer, even on the rougher roads.

Your hands feel its firmer footing as this big Buick beauty takes turns and curves in sure and steady stride.

And there are excellent reasons why this is true.

Because—as you will note in the following pages—Buick carefully provides for every factor that concerns the comfort and safety of your travels.



Only the most stable car can deliver the steadiest ride—and stability depends on the strength and balance of its chassis.

Solid backbone of Buick's solid going is the husky X-type Buick frame that carries the car on an ever-level keel. Its deep-silled girder steel is designed and engineered to bring strength at all points of

road-shock and stress.

And with Buick's big frame comes ride-steadying torque-tube drive that relays power thrust direct from rear axle in rigid T-square alignment.

This Buick-pioneered construction keeps your course true and free from rear-end steering.

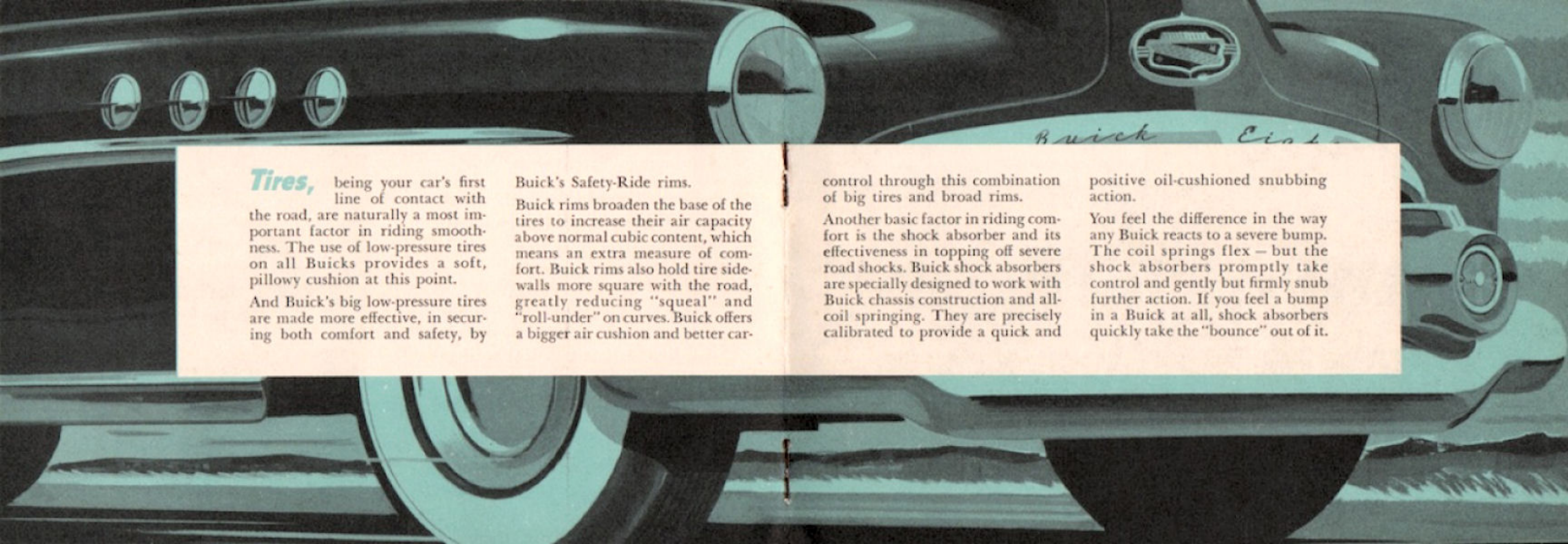
On all Buicks, coil springs cushion your ride on rear wheels as well as up front. Practically all other cars furnish this most comfortable kind of springing on front wheels alone.

Buick coil springs let each wheel rise and dip with road unevenness, preventing road shock from disturbing your riding comfort.

Buick rear springs have only one job—to cushion the ride. They do not take driving thrust as leaf springs do, nor do they require lubrication or servicing.

Buick coil springs do more than improve rear-seat riding—they make the whole car ride smoothly in constant level rhythm.





Tires, being your car's first line of contact with the road, are naturally a most important factor in riding smoothness. The use of low-pressure tires on all Buicks provides a soft, pillowy cushion at this point.

And Buick's big low-pressure tires are made more effective, in securing both comfort and safety, by

Buick's Safety-Ride rims.

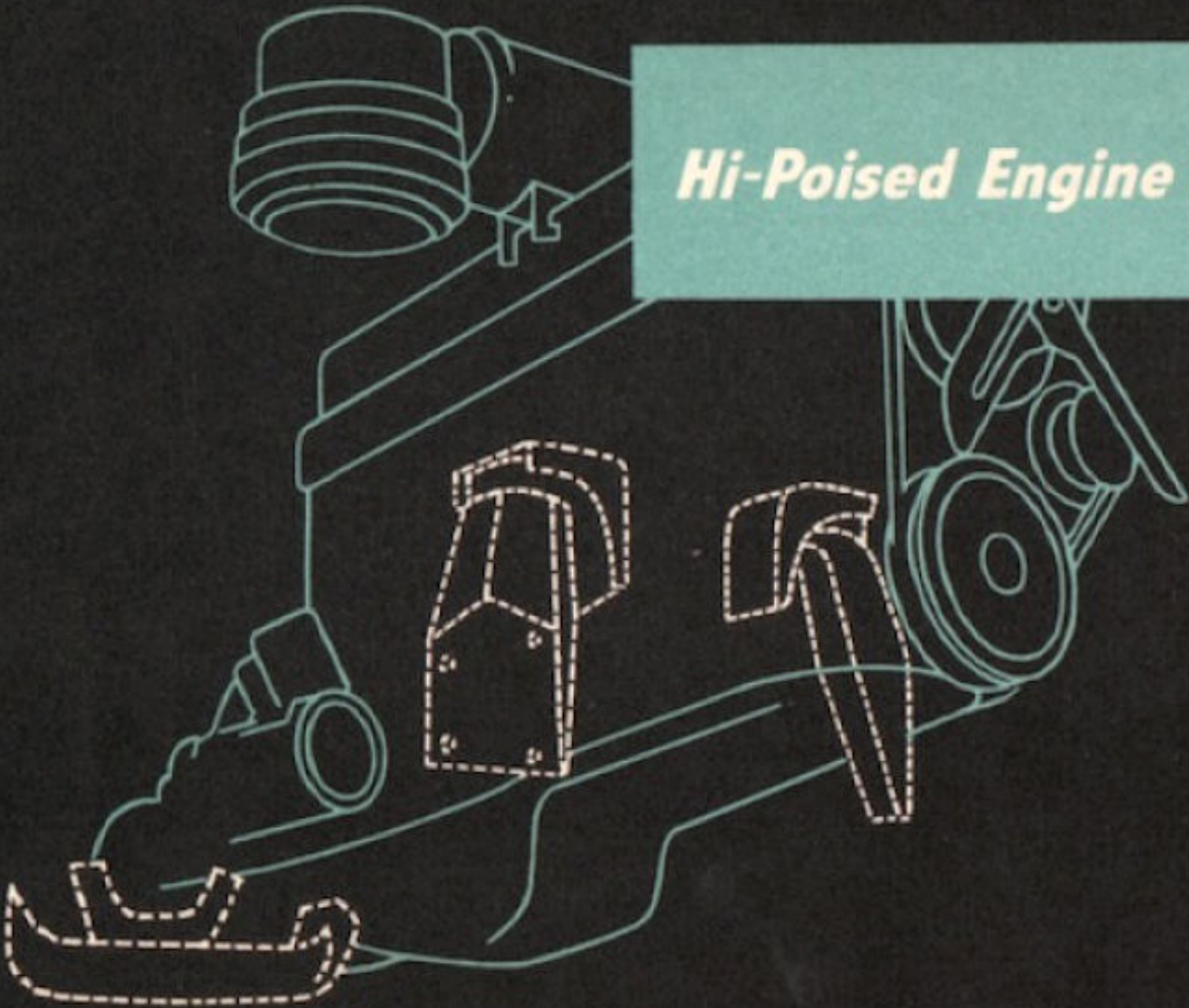
Buick rims broaden the base of the tires to increase their air capacity above normal cubic content, which means an extra measure of comfort. Buick rims also hold tire sidewalls more square with the road, greatly reducing "squeal" and "roll-under" on curves. Buick offers a bigger air cushion and better car-

control through this combination of big tires and broad rims.

Another basic factor in riding comfort is the shock absorber and its effectiveness in topping off severe road shocks. Buick shock absorbers are specially designed to work with Buick chassis construction and all-coil springing. They are precisely calibrated to provide a quick and

positive oil-cushioned snubbing action.

You feel the difference in the way any Buick reacts to a severe bump. The coil springs flex — but the shock absorbers promptly take control and gently but firmly snub further action. If you feel a bump in a Buick at all, shock absorbers quickly take the "bounce" out of it.



Hi-Poised Engine Mounting

Final touches in Buick ride comfort are found in the various mounting methods.

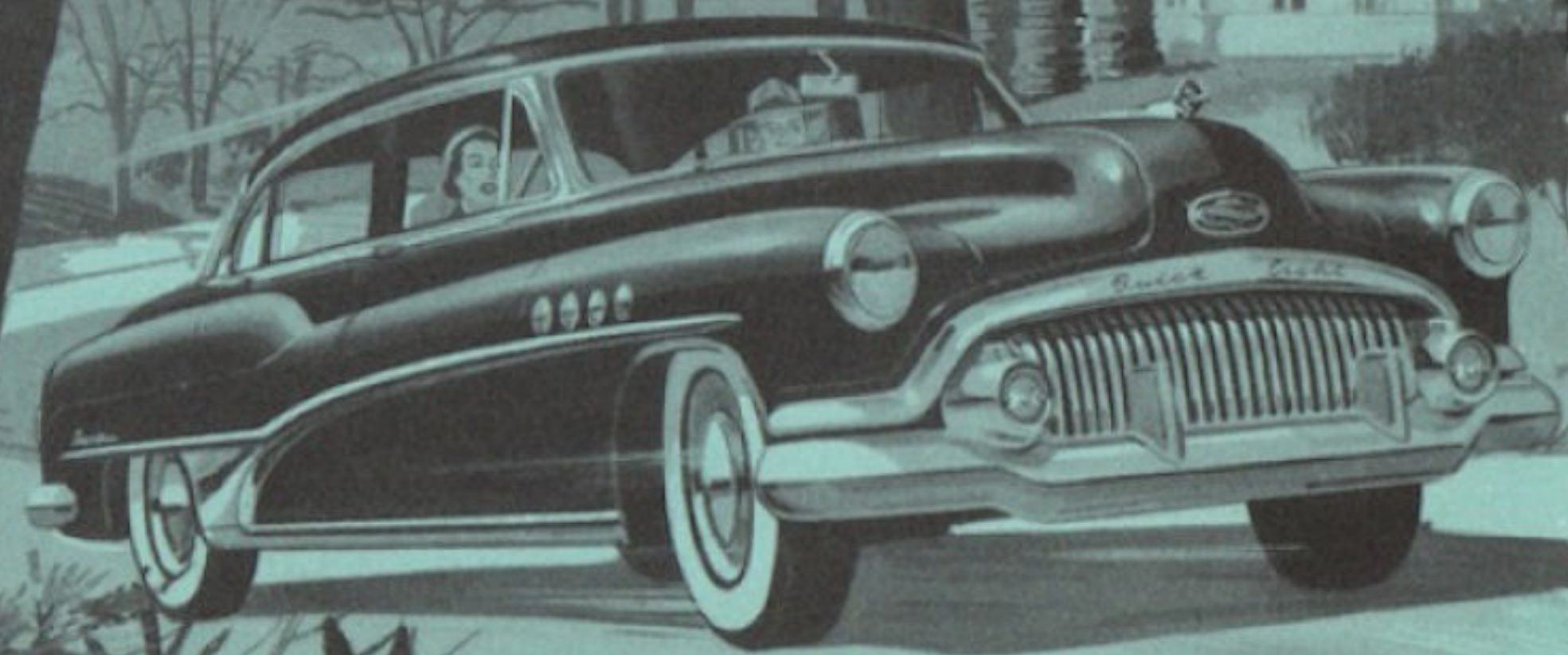
The body is attached to the frame at the most vibration-free points —*the silent zones*. This specially-engineered Silent Zone Body mounting eliminates metal-to-metal contacts, with vibration and road noise deadened beyond human perception.

Then there is engine mounting for vibration control. And Buick goes beyond general practice in two ways for added advantage here.

First—in addition to the conventional pre-assembly balancing of individual engine parts—Buick scientifically balances each engine *after* assembly. This produces a smoother-running engine.

Second—all Buick engines are Hi-Poise mounted—that is, suspended on rubber cushions of special composition which are positioned at three separate points. Two of these cushions are at mid-engine well above the frame, the third is low and at the rear of the engine.

The result of Hi-Poised mounting is greater engine freedom and better control of vibration than can be obtained by conventional under-engine support at frame level.



There is this to remember about the Buick ride—

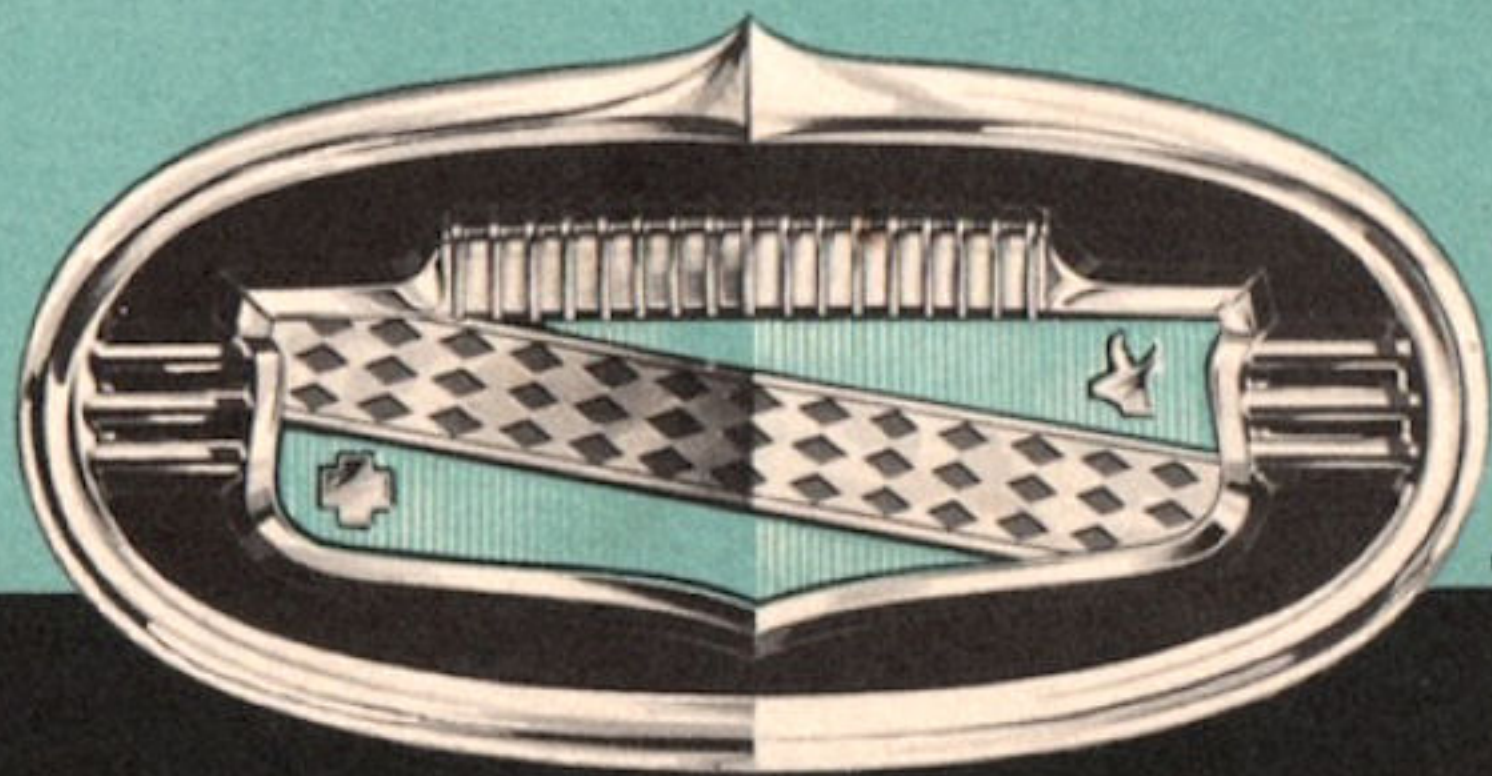
You can't *imagine* it—Buick's ride and roadability are not duplicated anywhere.

Only riding and driving one of these big and brawny Buick beauties can show you the steady-going smoothness, softness, and surefooted grace that take all kinds of going in easy stride.

And this experience is near as your next call on your neighboring Buick dealer.

Just ask him for the Buick "ride" demonstration.

For superb ride and roadability



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"Smart Buy's Buick"