



The Buick Estate Wagon for 1954

all steel

—and a “steal” at its low prices!

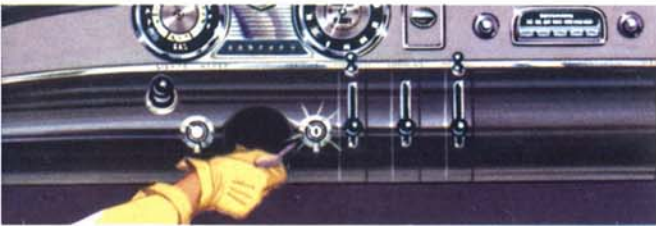
New Features Galore for '54 in this Outstandingly Beautiful Buy

NEW PANORAMIC WINDSHIELD—
for greater visibility

NEW HIGH-AIR INTAKE VENTILATION—
brings in cleaner, fresher air, free
from road heat and dirt



NEW SWING-OUT DOORS—
for easier entrance and exit



NEW HIGH VISIBILITY PILOT PANEL—
with easy-to-reach aircraft-
type controls

NEW LIGHTED KEY SLOT—
goes on automatically when you
turn on the parking lights

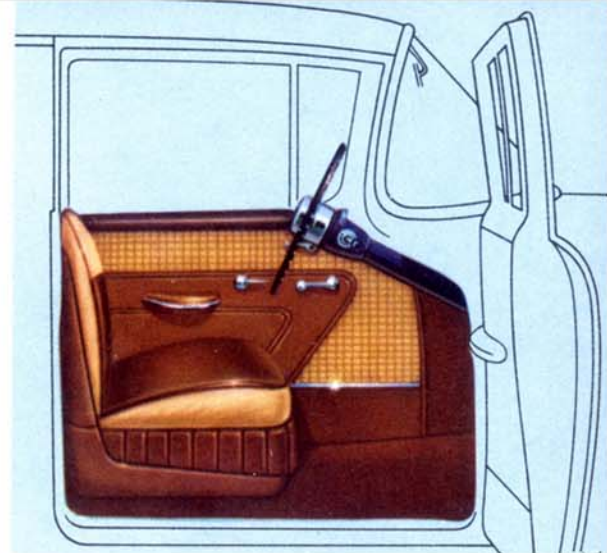
IMPROVED SAFETY POWER
STEERING—You retain the
comforting "feel" of the road
in all normal driving condi-
tions. But when you need
quick and ready help in park-
ing, over rough roads, in
emergencies, Buick Safety
Power Steering steps in with
a giant hydraulic helping
hand. Optional, at extra cost,
when Dynaflo equipped.



IMPROVED POWER BRAKES—available at
extra cost when Dynaflo equipped—
makes braking twice as easy



Flip the seat forward and presto! — Sleeping quarters on wheels! As the rear seat slips into the legroom well, a 80" x 52½" carpeted floor unfolds that's big enough to hold an air mattress — gives you snuggled-in sleeping on fishing and hunting trips. Usable space is doubled with the rear seat down.



Richly tailored, smart new interiors—as attractive as they are spacious. Upholstered in any one of several two-tone Cordaveen combinations, with pleated bolster; in both the SPECIAL and CENTURY Estate Wagons.

Each seat is more than 62" wide to carry three big passengers abreast in complete comfort.

Plenty of room here for a big load—all the space you want to carry fishing gear, golf clubs, groceries and practically anything else you might think of. Spare tire rides below this loading deck so that all space is completely usable.



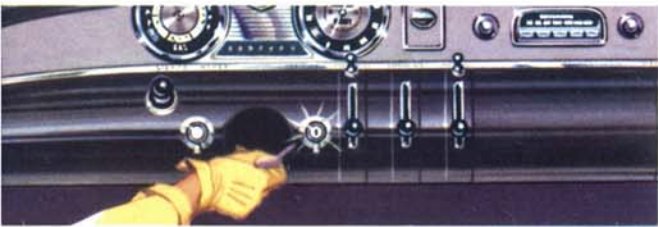
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Dashing in Performance, Too,

century

Estate Wagon

There's only one way to know the exceptional performance of this spacious beauty. That's to boss it yourself.

For mounted on a compact 122" wheelbase—and powered by Buick's mightiest V8 engine, this CENTURY Estate Wagon has one of the *highest power-to-weight ratios in the industry!*

But you get far more than top power. You get the economy of a record-breaking compression ratio. You get the economy of Buick's Airpower Carburetion. And, as an option, you get the whip-fast getaway and silken smoothness of Twin-Turbine Dynaflo.

All combine to make the CENTURY Estate Wagon a truly beautiful buy.



MODEL 69 4-DOOR 6-PASSENGER ESTATE WAGON. 122"-Wheelbase — 200 Horsepower and 8.5 to 1 Compression Ratio with Twin-Turbine Dynaflo, optional at extra cost. 195 Horsepower with Synchro-Mesh Transmission and 8 to 1 Compression Ratio.

Long on value, verve and versatility

special

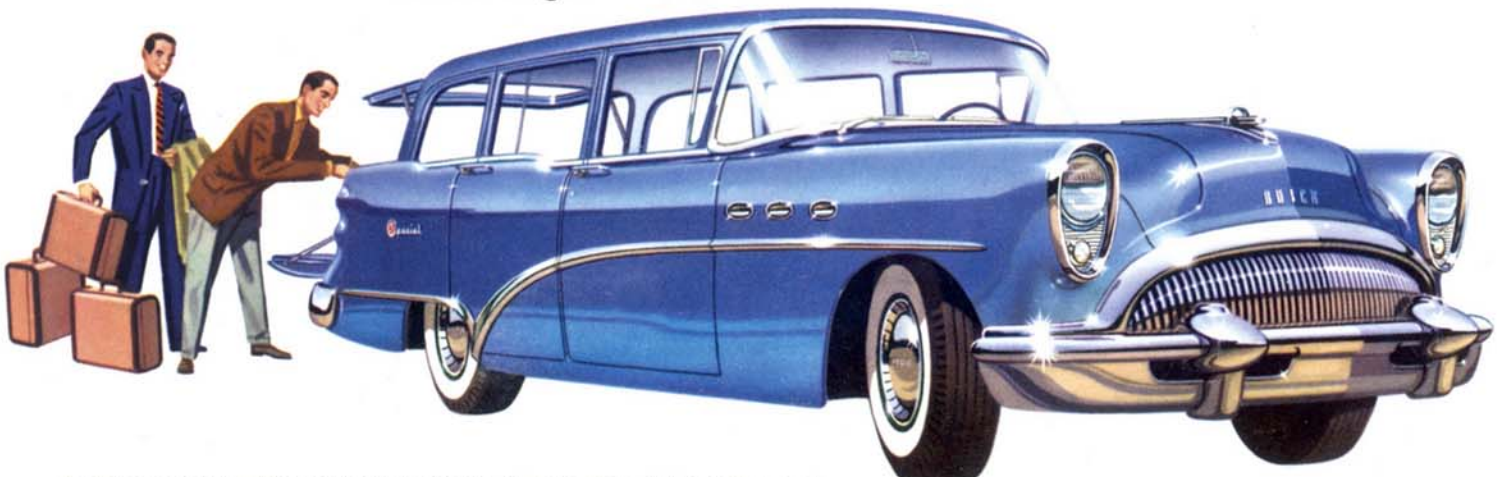
Estate Wagon

This gay traveler takes you shopping, golfing or out for an evening of fun—all with impeccable suavity. And you go in the solidity and lasting beauty of its all-steel body.

You go with surging new Fireball V8 power and gas-saving high-compression ratio—greatest in SPECIAL history!

You go in the velvet levelness—the easier handling—the hushed quiet of Buick's Improved Million Dollar Ride.

Best of all, you ride on a budget! For the price of this SPECIAL Estate Wagon is one of the lowest in the field.



MODEL 49 4-DOOR 6-PASSENGER ESTATE WAGON. 122"-Wheelbase. 150 Horsepower and 8.1 to 1 Compression Ratio with Twin-Turbine Dynaflo, optional at extra cost. 143 Horsepower with Synchro-Mesh Transmission and 7.2 to 1 Compression Ratio.

