

Fresh Styling of Buick To be Featured at Show

Buick has presented its new line of cars for 1956, featuring a four-door hardtop in every series, more powerful V-8 engines, and fresh new styling in the bold design that has made Buick the third best seller in the nation for the last two years.

The new cars will be on display during the Torrance Auto Dealer's show here this week end.

Horsepower has been increased to 255 in the Roadmaster, Super and Century series and to 220 in the Special. For the first time in 1956 the Special is equipped with the 322 cubic inch engine, the same power plant used in the other three series.

"We have made 88 major improvements in styling and engineering to give our customers the best possible value for their dollar," according to Charles Butler, of Butler Buick.

"The entire chassis has been re-engineered to improve ride and handling. The addition of the 322 cubic inch engine to the Special gives that series one of the biggest and most powerful engines of any car in its class." The new variable pitch Dynaflo transmission has been improved for 1956 through the addition of a second stator which increases torque multiplication and boosts performance importantly in the 0 to 30 mile range. Dynaflo has been made standard equipment on the Super and Century and optional on the Special. Previously it was standard on the Roadmaster only.

Dual Exhausts
Dual exhausts are standard on the Roadmaster and optional on the other three series.

Style Headlights
Style headlights include an all-new front end with a handsome new V-shaped grille, a refinement of the rear end design which proved so popular last year, exquisite new interiors and a colorful new instrument panel that features the Redliner speedometer in each series.

Safety Features

Safety features include seat belts, available as dealer installed equipment on all models; door locks with an interlocking feature that prevents them from flying open in event of a collision; a foam rubber pad across the top of the instrument panel, and more effective brakes for faster stops.

Full rear wheel cutouts, which lend a sports car look to the Buick line, are featured on

all models in 1956. Previously only the two-door models had the rear wheels fully exposed.

The new V-shaped grille has a wide screen which is chrome-plated and buffed to a high luster and is centered with a large medallion carrying the nameplate, year and series. Two trim wings extend across the grille from either side of the center medallion.

Jet Ornaments
The new hood ornament is a replica of a swooping jet bomber. The flat surface of the hood ornament gives the appearance of a forward sloping hood, making it look longer, with a cleaner design.

Headlamps also have been redesigned to give the front fender a longer look. A full flange, extending all the way around the lamp, was designed specifically to take full advantage of the new sealed beam headlight which minimizes the reflection of light upward in front of the car.

The rakish rear end design, introduced with such spectacular success last year, has been refined for 1956 to make the car look longer.

The basic design of the tail lamp is the same on all series—in the shape of a horizontal V pointing forward. The com-

bined stop, tail and directional signal light is housed in the upper section of the assembly with the backup light in the lower section.

Fenders Longer
On the Roadmaster and Super, the fenders have been approximately three inches longer, capped by a narrow chrome band which houses the taillight assembly.

The trunk lid ornament on the Super, Century and Special is the same as the ornament on the grille—a medallion with wings extending out from either side. The rear end styling of the Roadmaster has been made more distinctive by two chrome stripes which extend down the trunk lid to handles placed on either side and at the bottom. The word ROADMASTER in big block letters, extends across the bottom of the trunk lid between the handles.

Bombights Added

A bombight atop the leading edge of each front fender and a specially designed sweep-spear molding add further distinction to the Roadmaster, making it easily distinguished from the other series. All models feature exquisite new interiors in many combinations of nylon and cordaveen and genuine leather. Also new

New Jack Introduced With 1956 Buick Line

Buick has equipped its 1956 cars with jacking points that eliminate all guesswork as to where to place the jack when changing a tire.

This, coupled with a new jack that can be operated with the foot, makes it simpler and safer to change a tire.

The new mechanical jack is similar to those used in garages and has two bases that set on the ground instead of one, holding the raised car steadier and eliminating the possibility of the jack skidding.

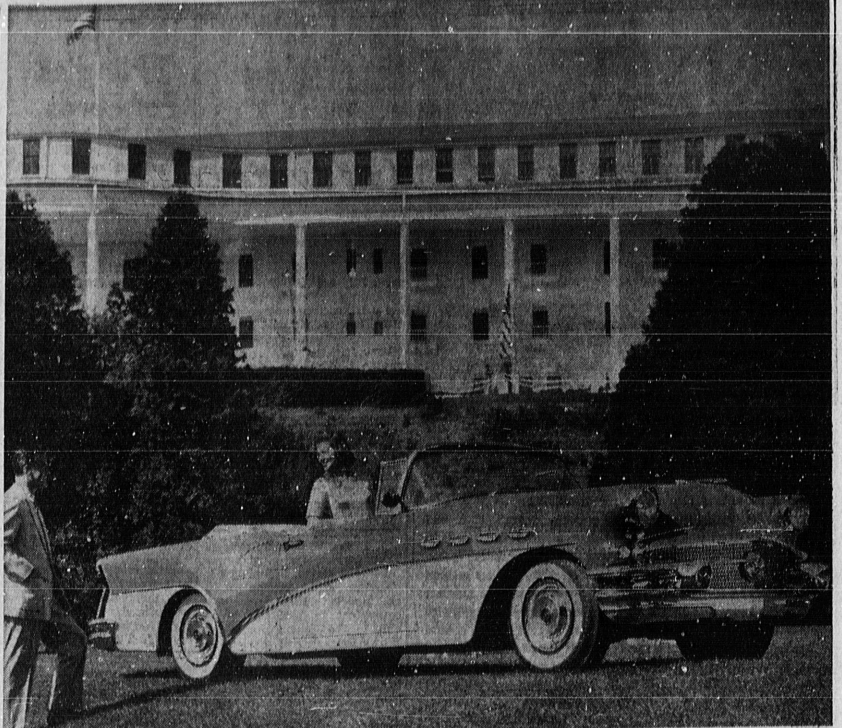
The jacking points are located in the side rail of the frame in front of each wheel. They are easily accessible and can be seen between the tire and the fender.

For 1956 is the option of all-cordaveen interiors in the two-door hardtops in the Century and Special series.

A colorful new instrument panel, identical on all series, has been designed for 1956 with the Redliner speedometer standard on all models.

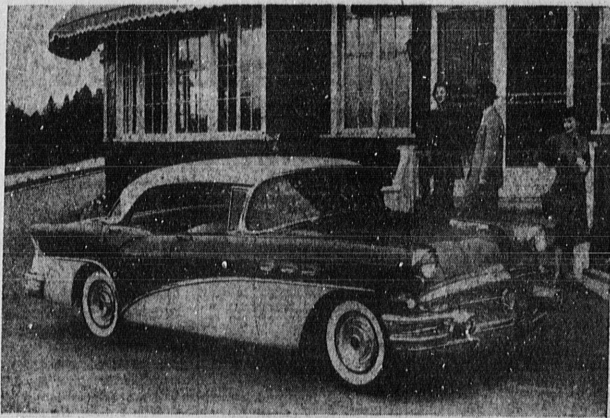
Buick's precision built chassis has been redesigned and strengthened for 1956 to improve ride and performance, and to reduce noise.

Direct acting shock absorbers are now used on the rear end and a new front end suspension, plus improvements in power steering, give more of a sports car feel to the new Buicks, and improves handling and stability.



BOASTS TOP PERFORMANCE . . . Top performance and lithely beauty are the outstanding attributes of Buick's new Century convertible for 1956. A 255-horsepower V-8 engine, with four-barrel carburetor, hooked up to the new variable pitch Dynaflo transmission makes the Century the leading

performer on the highway. The jaunty sports car air of the sprightly Century convertible is evidenced by the fully exposed rear wheel, the slanting doorbelt line and the distinguished new front end styling. Dynaflo drive is standard equipment on the Century.



BRAND-NEW BUICKS . . . Big car luxury and performance are combined in Buick's medium-priced four-door hardtop sedan in the Special series which are on display at Butler Buick's Torrance and Manhattan Beach locations. The Special is powered by a 220-horsepower engine with Dynaflo, power steering, power brakes, and dual exhausts as optional features. The Butler lot in Torrance is at Cravens Ave. and Torrance Blvd.

Horsepower Up To 255 Featured In 1956 Buicks

The 1956 Buick Special—with its 220 horsepower, 322 cubic inch engine—boasts one of the biggest power plants of any car in its class.

Previously the Special was powered by the 264 cubic inch high compression V-8. But this year, all Specials are equipped with the 322 cubic inch engine, the same engine that powers the Roadmaster, Super and Century.

This means that for the first time in 1956 Buick uses the same engine in all four series of cars.

The only difference in the engines is the bigger power output—255 horsepower—in the Roadmaster, Super and Cen-

tury. This is attained by use of a four-barrel carburetor and a higher compression ratio. The Special is equipped with a two-barrel carburetor.

The change to the big engine, plus other improvements, has boosted the horsepower in the Special from 188 to 220. This increase, coupled with improvements in the new variable pitch Dynaflo transmission, gives the 1956 Special approximately the same performance in the 0 to 30 mile range as the 1955 Century.

The compression ratio in the Special engine has been stepped up from 8.4 to 1 to 8.9 to 1, and the maximum torque out-

put has been increased from

256 to 319 foot pounds at 2400 rpm.

All Buick engines have undergone extensive improvements in 1956 to increase power and efficiency.

The compression ratio in the Roadmaster, Super and Century power plants has been stepped up to 9.5 to 1, compared to 9 to 1 last year. The horsepower has been boosted from 236 to 235.

The maximum torque has been increased from 330 foot pounds at 3000 rpm. to 341 at 2200.

All Buick engines are equipped with double "Y" exhaust manifolds and dual exhaust systems to provide additional horsepower at the rear wheels.

New Unit Compacted

Engineering design improvements on Buick air-conditioning units have made it possible to locate the unit entirely under the hood of the 1956 model, according to the Buick Dealers Assn.

The V-8 engine that powers the 1956 Buick Roadmaster, Super and Century has a 9.5 to 1 compression ratio, among the highest in the industry, and develops 255 horsepower.

Two-door hardtops in Buick's 1956 Century and Special series are available in all-cordaveen interiors for the first time in 1956.

Buick offers more than 200 interior color and trim combinations on the 18 models in its 1956 line.

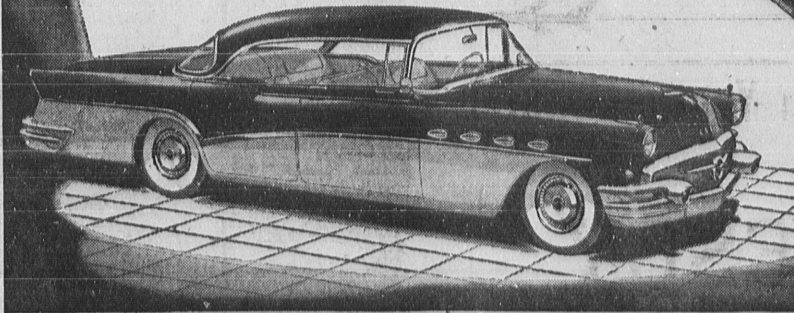
BUTLER BUICK INVITES YOU TO SEE THE START OF A GREAT NEW EXCITEMENT IN CAR TRAVEL

Select any one of the many Buick body types — your money buys more thrill, more comfort, more safety and more pure automobile than it ever did before.

Take power. Every Buick now cradles a big 322-cubic-inch V8 engine. And, in each Series, its high-compression power hits a new record level.

Take getaway. A new advance in Variable Pitch Dynaflo* now gives you double-action take-off and instant acceleration right in the gas-saving normal driving range. And that's plus the tremendous surge of safer-passing power you get when you floor the pedal to switch the pitch.

Here it is for '56—
Best Buick yet



When better automobiles are built Buick will build them

Take the great new chassis that bulwarks every '56 Buick and brings a surer "sense of direction" and a whole new sweetness to the most envied ride in the industry.

Or take styling — or roominess — or the luxury of interiors — or the extra safety of a new braking system, of new interlocking safety latches, of new Safety-Aim headlamps. On every count you'll find here the best Buick yet.

Best of all, take a sitting and a ride in this stunning new beauty—and a good long look at its hard-to-beat prices. The rest we'll leave to you. Can you come in soon — maybe before another sun sets?

*New Advanced Variable Pitch Dynaflo is the only Dynaflo Buick builds today. It is standard on Roadmaster, Super and Century — optional at modest extra cost on the Special.

SEE THIS GREAT NEW
BUICK FOR '56
AT THE TORRANCE AUTO SHOW
DECEMBER 2, 3, 4

BUTLER BUICK

2064-84 TORRANCE BLVD. AT CRAVENS, FAIRFAX 8-6212