

World's Newest V8

*with a million miles
behind it*

HERE, in literal fact, is the most advanced V8 engine ever placed in a standard-production American automobile.

It is the first such V8 to reach an 8.5 to 1 compression ratio.

It is the first such V8 originated with a 12-volt electrical system instead of the usual 6—thus insuring the hotter spark needed for high compression.

It is the first V8 to utilize vertical valves—thus assuring even oil distribution to the valve stems, added turbulence to the fuel charge and more compactness in engine width.

It is the first V8 designed with new "T" type intake manifold to replace the "Y" type conventionally used in V8s. Result: inlet ports located close to carburetor for more uniform fuel distribution.

It is the first V8 engine with a dynamic flow muffler that cuts power loss to zero; the full 188 hp developed by the engine is therefore available as usable power, since none is consumed in muffler restriction.

It is, quite simply, the first V8 Fireball Engine . . .

The engine that brings electrifying performance to the greatest Buicks in fifty great years . . .

The engine that powers the 1953 Buick ROADMASTER with 188 hp, and the 1953 Buick SUPER with up to 170.

Naturally, this spectacular new V8 has been proved—by eight years of development work, and by more than a million miles of road driving . . .

Eight years of testing, improving, perfecting to work out the host of advances found here . . .

A million-plus miles of driving through desert, mountains, cities and plains to prove these advances, including cam-contoured counterweights, new and improved cooling, a better starter with faster cranking speed, an oil filter that passes only scrupulously clean oil to the engine. Only then did Buick engineers mark this V8: *Released for Production.*

But these hard-to-please engineers gave these Golden Anniversary Buicks far more than new power.

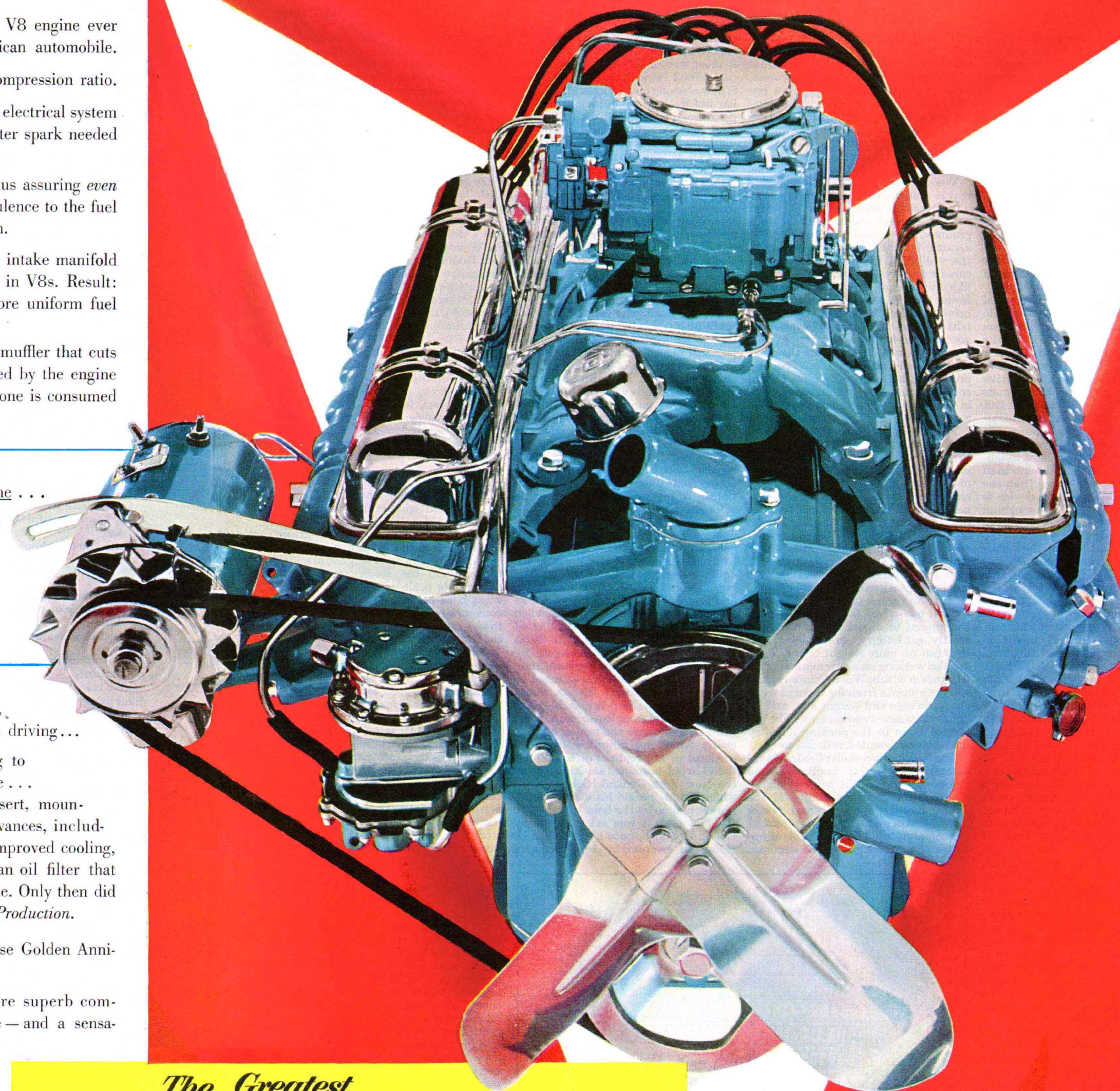
They gave them, too, a still finer ride, more superb comfort, new braking power and handling ease—and a sensational new Twin-Turbine Dynaflo Drive* that adds new quiet and whip-fast getaway to absolute smoothness.

Nothing, we believe, will do more justice to your automobile dollars—or to your love of magnificent motoring—than a visit to your Buick dealer's right now.

BUICK Division of GENERAL MOTORS

Equipment, accessories, trim and models are subject to change without notice. *Standard on Roadmaster, optional at extra cost on other Series.

Television treat—the BUICK CIRCUS HOUR—every fourth Tuesday



The Greatest
BUICK
in 50 great years

*Then-Now-Tomorrow
When better automobiles are built Buick will build them*

