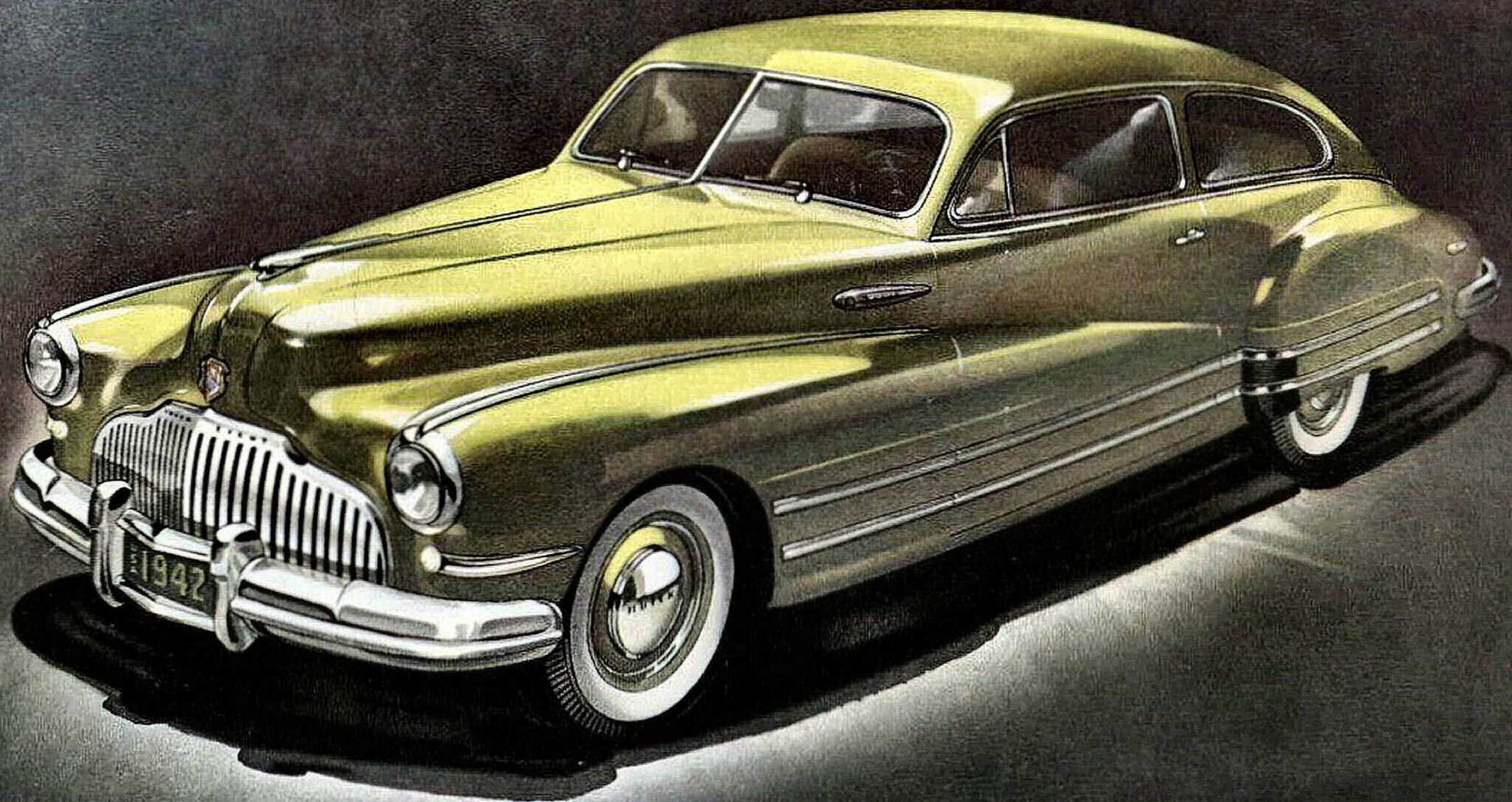


BUICK

1942



WHEN BETTER AUTOMOBILES ARE BUILT

BUICK WILL BUILD THEM

OUT OF THE

Needs of the Nation



★ It was no time to duck or dodge the facts—so we didn't try.

Certain materials were critical to the interests of national security—we would do our planning for 1942 outside of them.

But the needs of the public were imperative too.

Ninety-six per cent of their cars are used for necessity driving—the total of strictly utilitarian miles traveled runs to 274 billion each year, pleasure travel excluded.

So no “ersatz” number would do. Mere substitution of one metal for another would not suffice.

We had to have a real and representative Buick. One *able* enough, *active* enough, *durable* enough to serve and delight its owner until that time when annual new models would again be the rule.

So went the specifications—now here described are the cars.

What's in them is as well portrayed as words and pictures can manage the job.

But you can't put language in a gas tank or get the feel of a steering wheel from a color photograph.

So to measure the calibre of these Buicks . . . please drive them yourself.

Put your own yardstick on their quality, test them in every way that you can.

They are built out of the needs of the nation for sound and dependable automobiles, and they have been given to you without trespass on the requirements of defense.

There is no Bottleneck in Brains

One of the great gifts undefeatedly at work in the industry of this country is good, old-fashioned American ingenuity.

Here at Buick we make no claim to having a corner on that.

But in the structure and pattern of the 1942 cars here illustrated we believe you can see the usefulness of such resourcefulness both to you and to the nation.

Begin, if you please, with the engine, heart and core of your car's whole ability.

We are advantaged here by the fact that Buick has built valve-in-head engines every year since 1902.

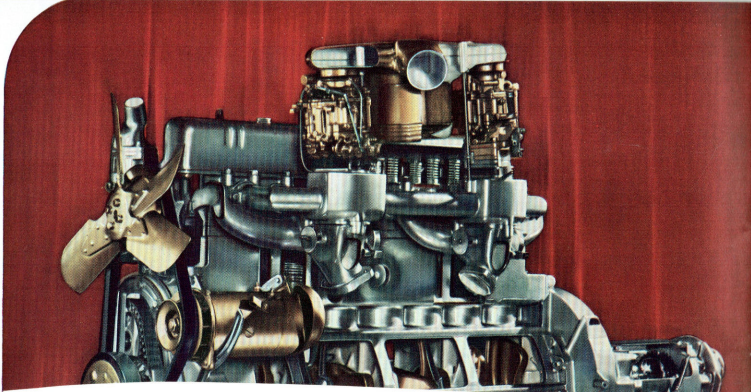
Now celebrating its fortieth anniversary, this engine has enjoyed at least 10% greater efficiency from its inception—an efficiency so universally recognized that the valve-in-head principle is now used in every single front-rank airplane engine built in this country.

* * *

But the Buick valve-in-head engine is also a FIREBALL power plant.

It employs a special, Buick-developed combustion principle that permits a higher compression ratio and squeezes additional power and utility from each gasoline charge.

Coupled with this principle, to increase the power and



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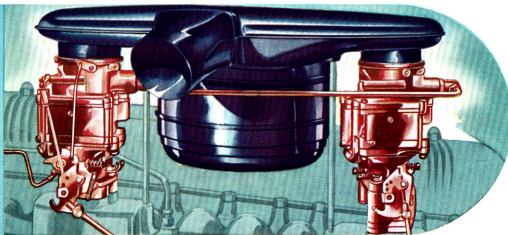
In the case of crankpins and journals, remarkable results have been obtained through an entirely new field of research. Bearings themselves had already been far advanced.

But by a searching study of the surfaces with which bearings have contact, a new finish was developed which greatly increases bearing life.

This new finish provides countless controlled microscopic depressions which are constantly filled with minute quantities of oil.

Thus at the point of greatest pressure, where oil might be

IN COMPOUND CARBURETION, two thrift-sized carburetors teamed together take the place of the single, larger fuel-mixer ordinarily used. The forward carburetor, which is complete with automatic choke, handles all low-speed, low-power driving alone. The rear carburetor automatically swings into action at pressure on the gas treadle to provide additional air and fuel when more power is needed for any purpose. Results include power always tailored to the need, and an over-all increase in miles-per-gallon.



squeezed out if surfaces were perfectly smooth, a constant supply of oil is provided to prevent destructive metal-to-metal contact.

Throughout the whole engine, Buick continues to provide those features which have been found superior in the past.

Every engine has a built-in automatic choke. All cylinders are individually cooled the full length of flame travel. Water pumps are



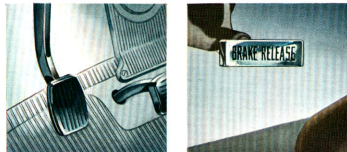
Wider rims give these tires straighter sidewalls that add new stability to the car.

oversize—oil is taken up through a floating intake that uses only the cleanest part—air cleaner and an oil-conditioning system remain standard in every engine.

Elsewhere in the car, other features illustrate the painstaking effort of Buick engineers to provide the utmost with the tools at hand.

Each Buick now has a foot-operated parking brake, applied by stepping on a convenient pedal, and locked and released by a convenient hand control on the dash.

Springs are softer, giving a still easier ride free from the



A special pedal to the left of the clutch pedal applies the parking brakes. Pushing in the dash control sets them and pulling it out releases them.

The SUPER and the ROADMASTER, you will note, have four more inches of width in the back seat of the sedan.

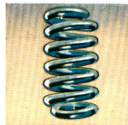
And as a final major feature, Buick this year provides as standard equipment on the LIMITED and as an accessory on other Series, a new venti-heating system that gives comfort in every kind of weather.

As you will find from the detailed description on page 13, this new system provides a constant level of comfort through cold weather, improved ventilation in summer travel, the quiet of a completely closed car whenever desired, and a minimum of fog on windows even in the most extreme weather conditions.

These cars demonstrate Buick's firm conviction that America can continue to build good automobiles, no matter how narrowed by circumstance the field of engineering advance.

They illustrate our steady purpose to build better automobiles as long as it is left to us to build any.

That is implicit in the pledge long ago given and now reaffirmed — "When better automobiles are built Buick will build them."



Coil springs are softer, gentler, give a ride without any annoying rear-seat "catapult" action.

expected "catapult" action so often encountered on bad bumps.

New Broadrim wheels, used with standard tires, reduce side-sway and tire deformation on curves, adding greatly to driving stability. The carrying out of style developments long under way adds not only sparkling freshness of line but, on some models, increased room as well.

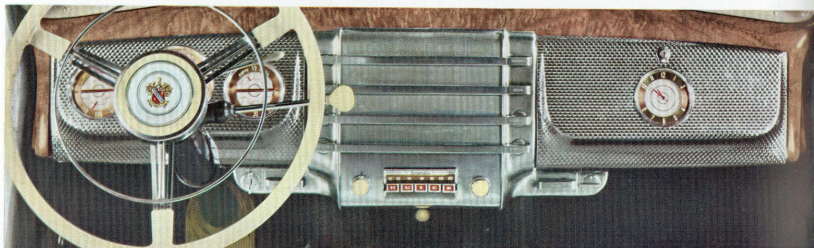
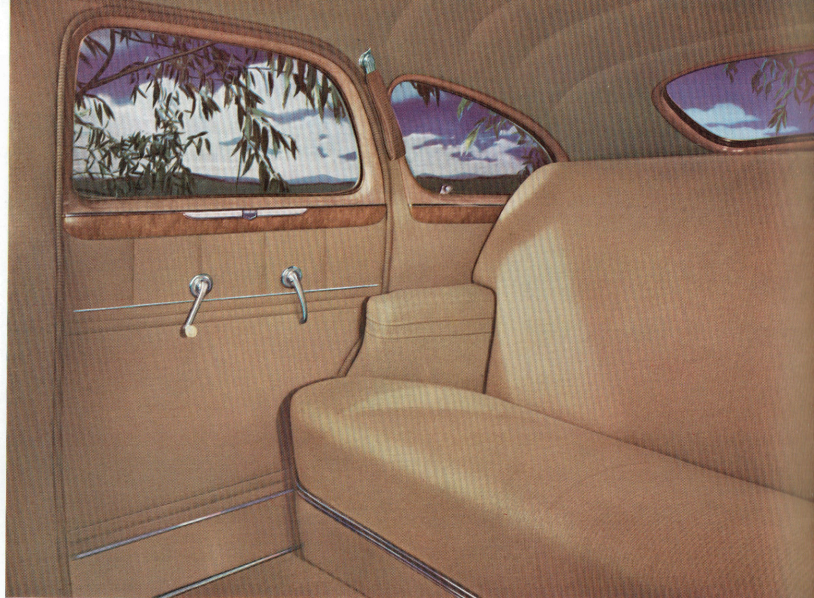


Pistons retain the special contour that compacts the fuel charge into the shape of a flattened ball for more effective development of power.

The Buick *Special*

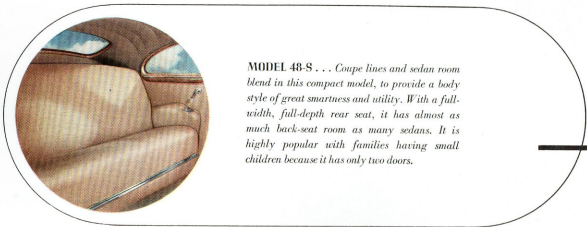
... in two sizes, but only
one high level of quality

Two complete groups of cars, identical in power and appointment but differing in wheelbase and over-all size, are included in the Buick SPECIAL Series. The Special itself is a full-size, full-power car with the compactness and convenience of 118-inch wheelbase. The EXTRA SPECIAL employs a 121-inch wheelbase chassis, is about six inches longer over-all and provides additional back-seat room. All models are powered with the Buick FIREBALL valve-in-head straight-eight engines on which Compound Carburetion is available as extra equipment. The beauty of interiors and the quality of finish are well illustrated in the color photographs of the instrument panel and the Model 41 interior at the right.

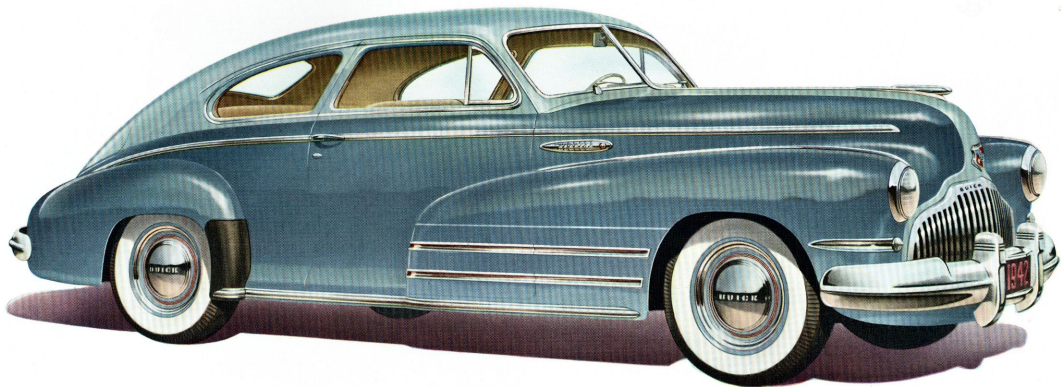


The Special

FAMILY SEDANET



MODEL 48-S . . . Coupe lines and sedan room blend in this compact model, to provide a body style of great smartness and utility. With a full-width, full-depth rear seat, it has almost as much back-seat room as many sedans. It is highly popular with families having small children because it has only two doors.

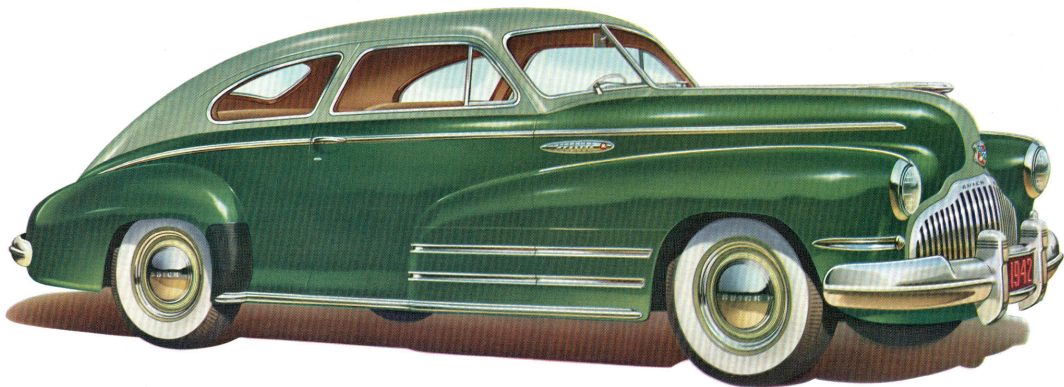
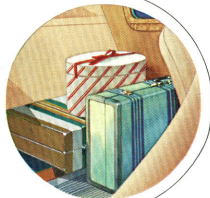


BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 118 INCHES • OVER-ALL LENGTH, 202 INCHES

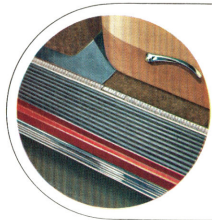
The Special

BUSINESS SEDANET

MODEL 48 . . . With the entire rear compartment available as payload space, this is a model of many business uses. It is especially well fitted for traveling men carrying bulky samples, and also finds wide favor as a semi-utility car on farms and estates, where it serves equally well as a passenger car or for carrying light loads.



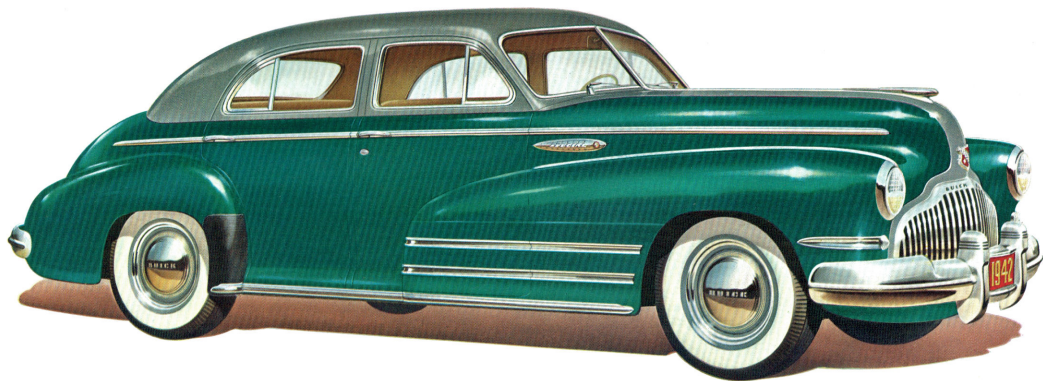
BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 118 INCHES • OVER-ALL LENGTH, 202 INCHES



MODEL 47 . . . For all-round family use, there is no equal to the four-door sedan, here available in all the compactness and convenience of 113-inch wheelbase. Running boards are concealed under the doors as illustrated, keeping them always clean and dry. All doors are hinged at the front.

The Special

4-DOOR SEDAN

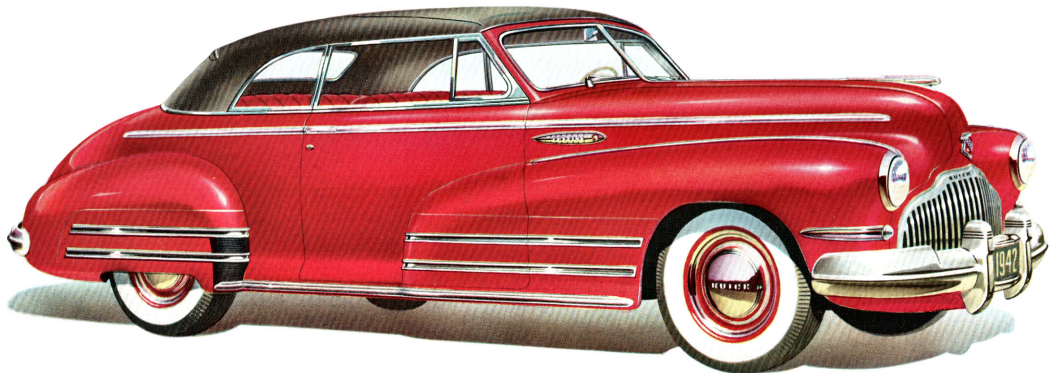


BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 113 INCHES • OVER-ALL LENGTH, 202 INCHES

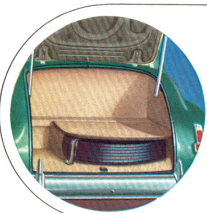
The Special

CONVERTIBLE COUPE

MODEL 44-C . . . An increasingly popular model because of sleek lines, enclosed rear seat and automatic top, this convertible coupe has an improved mechanism which raises or lowers the top electrically. The engine does not have to be running to raise or lower the top.



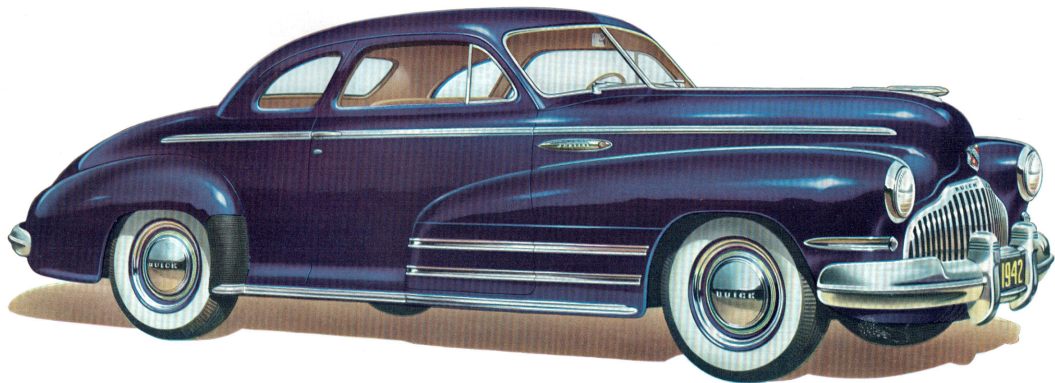
BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 118 INCHES • OVER-ALL LENGTH, 202 INCHES



MODEL 44 . . . While designed primarily as a business car, this economically operated model is also highly popular with campers, farmers and small families. As the luggage compartment can be locked, traveling men can avoid unpacking the entire car each night by carrying personal baggage back of the rear seat and samples, etc., in the luggage compartment (left).

The Special

UTILITY COUPE

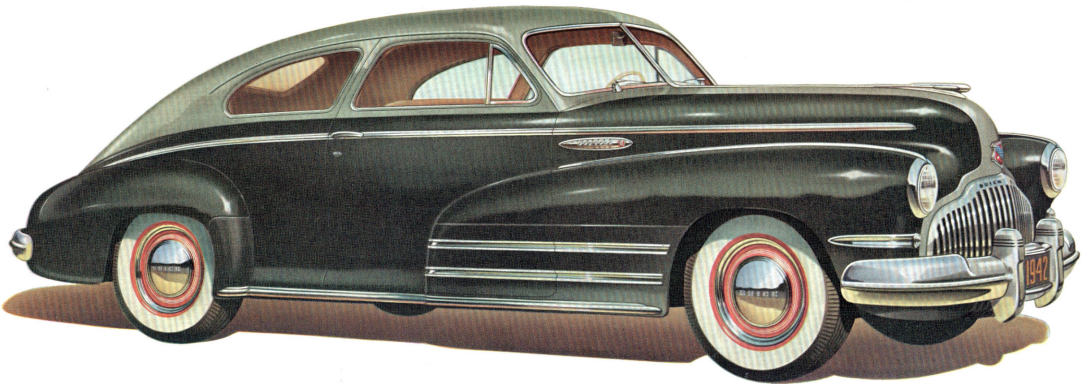
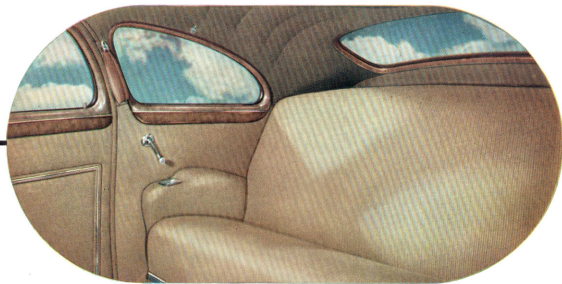


BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 118 INCHES • OVER-ALL LENGTH, 202 INCHES

The EXTRA Special

**FAMILY SEDANET &
BUSINESS SEDANET**

MODELS 46 & 46-S . . . The model illustrated below is available either as a business sedanet or a family sedanet for general use. Model 46 has the entire space back of the front seat available for payload. Model 46-S utilizes this space for a full-width rear seat as illustrated at the right.

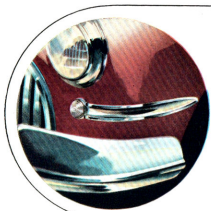


BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 121 INCHES • OVER-ALL LENGTH, 208 INCHES

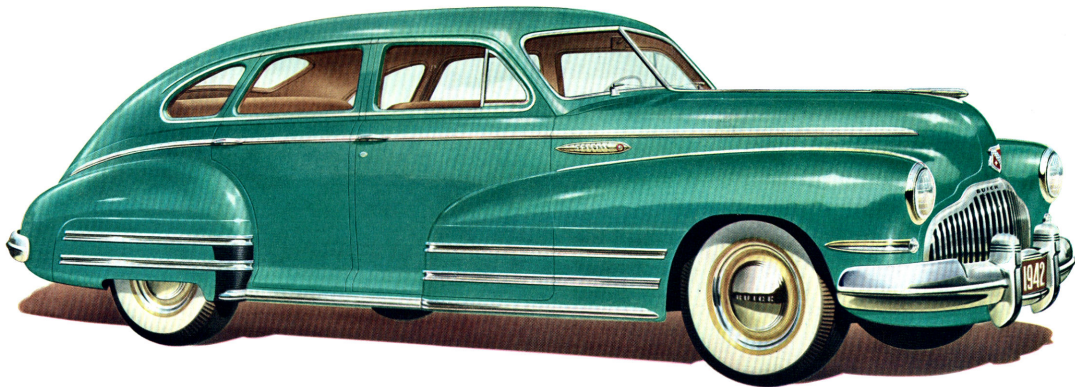
As Model 46-SSE, the family sedanet is available with Buick CENTURY equipment, including Compound Carburetion, Foamtex cushions and other de luxe appointments, at slight additional cost.

The EXTRA Special

4-DOOR SEDAN



MODEL 41 . . . Here is the spacious Extra Special 4-door sedan illustrated in the interior view on page 4. As illustrated at the left, parking lights, which are part of the Flash-Way Direction Signal, are located just above the bumper.



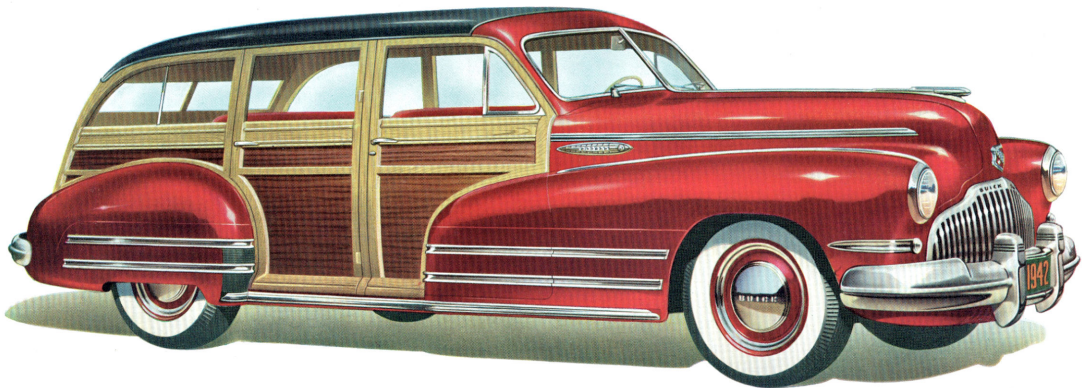
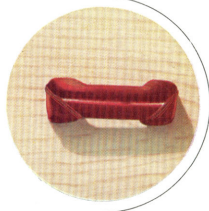
BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 121 INCHES • OVER-ALL LENGTH, 208 INCHES

As model 41-SE, the 4-door sedan is available with Buick CENTURY equipment, including Compound Carburetion, Foamtex cushions, center armrest and other de luxe appointments, at slight extra cost.

The *EXTRA* Special

ESTATE WAGON

MODEL 49 . . . With a total passenger capacity of six people, this model combines the utility of the station wagon with the comfort and smartness of a sedan. It has all the conveniences of the latter, even to Foamtex seat cushions, front-door window ventilators and armrests on the front doors. Rear seat is removable to increase load space.



BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 121 INCHES • OVER-ALL LENGTH, 208 INCHES

Blow Hot - Blow Cold

the Buick WeatherWarden venti-heater spells comfort

It makes no difference what the weather's like, you travel in comfort when you equip your Buick with the WeatherWarden venti-heater, a complete all-weather heating and ventilating system.

Thermostatic control of car temperatures lets you establish the desired comfort level at the start of cold weather—and automatically enjoy the same warmth thereafter without further adjustment.

For summer driving, opening a ventilation control floods the car with clean, fresh, outside air. This not only minimizes fogging of windows and windshield, but lets you close the windows against noise, and ride in quiet comfort.

The WeatherWarden venti-heater is available as an accessory at extra cost on all Buick models, except the LIMITED, in which it is standard equipment.



This heater control is turned at the start of the cold-weather season to provide the comfort wanted. Thereafter the same temperature level is reached and automatically maintained any time the heater is turned on. By turning the heat entirely off, the same distributing system may be used to circulate unheated fresh air throughout the car in warm weather.



Pulling out this ventilation control provides a generous supply of fresh, outside air through vents under the cowl. This not only eliminates the usual cowl ventilator, but provides ample fresh air even when windows are closed to shut out the usual road noises.

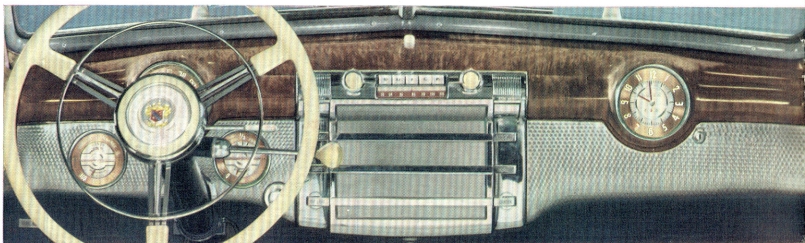
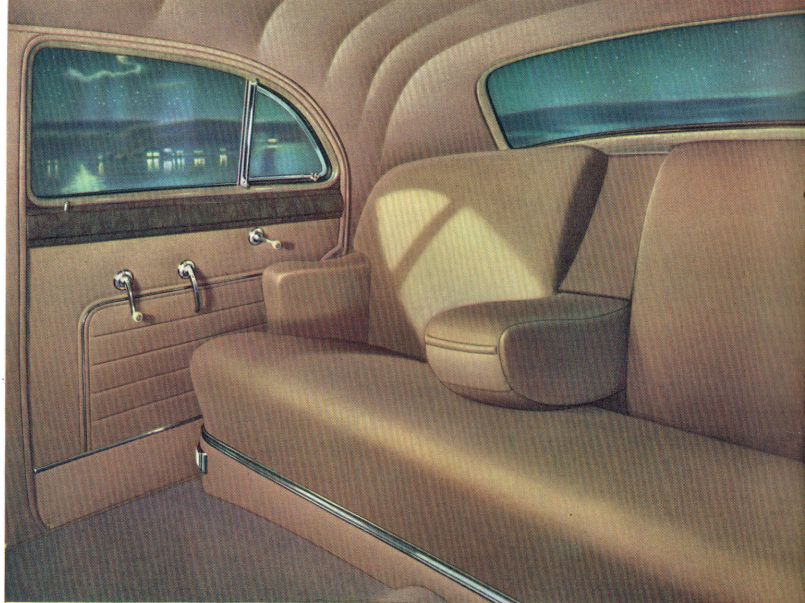


This switch at the right of the radio grille operates the blower fan. It provides positive circulation to both front and rear compartments. The same blower circulates warmed air in winter or fresh air in summer.

New Stylemaster of the Highways, the 1942 Buick

Super

It is the strikingly beautiful exterior of the Buick SUPER that catches your eye first. But the second glance—and the third and the fourth—reveal even more to mark this as the undoubted pacemaker of a new style, all the more noteworthy because it is achieved at this time. The car is longer over-all. It has an added three inches in its wheelbase. Interiors are roomier, with no less than four inches added to rear-seat width in the sedan. The whole stunning interior is keyed to carry out the beauty of a completely new instrument panel. Here is beauty, here is comfort, and with the Buick FIREBALL valve-in-head straight-eight with Compound Carburetion under the bonnet you may be sure here is also ability!

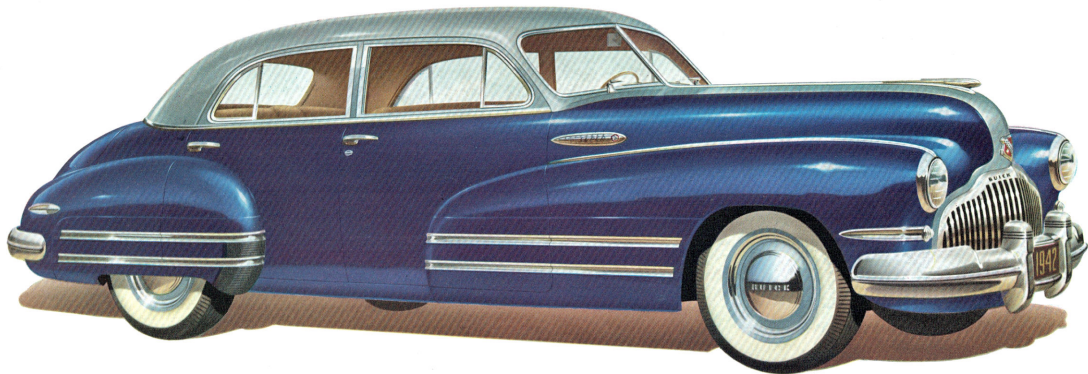




MODEL 51 . . . *The thoroughgoing beauty of the SUPER is clearly shown in the pictures on these two pages—the exterior below and the interior on the page opposite. Courtesy lights that go on when the doors are opened (left) are but one of many conveniences that make this one of the most fully equipped cars on the market.*

The Super

4-DOOR SEDAN

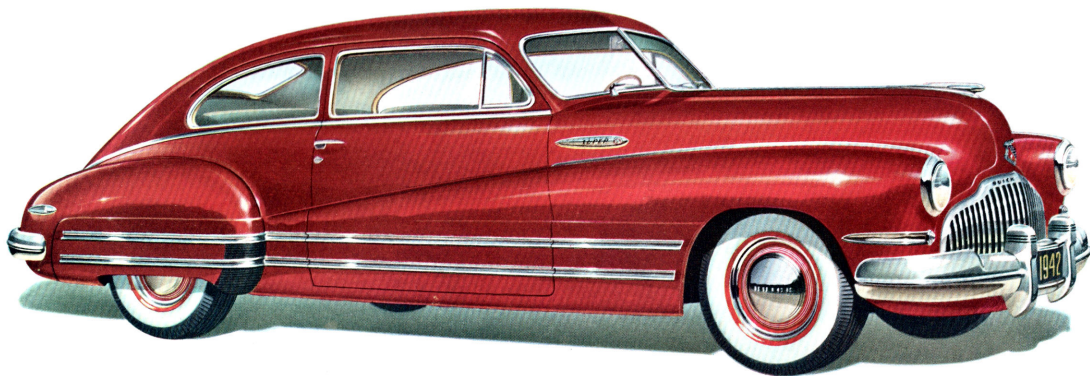


BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 124 INCHES • OVER-ALL LENGTH, 212 INCHES

The Super

SEDANET

MODEL 56-S . . . Long, sweeping front fenders that flow into those at the rear conceal the handy front step illustrated at the right. With a rear seat that is 52 inches wide, and 39 inches of rear-seat legroom, here is the equal of some sedans for roominess with the companionship and lines of a coupe.



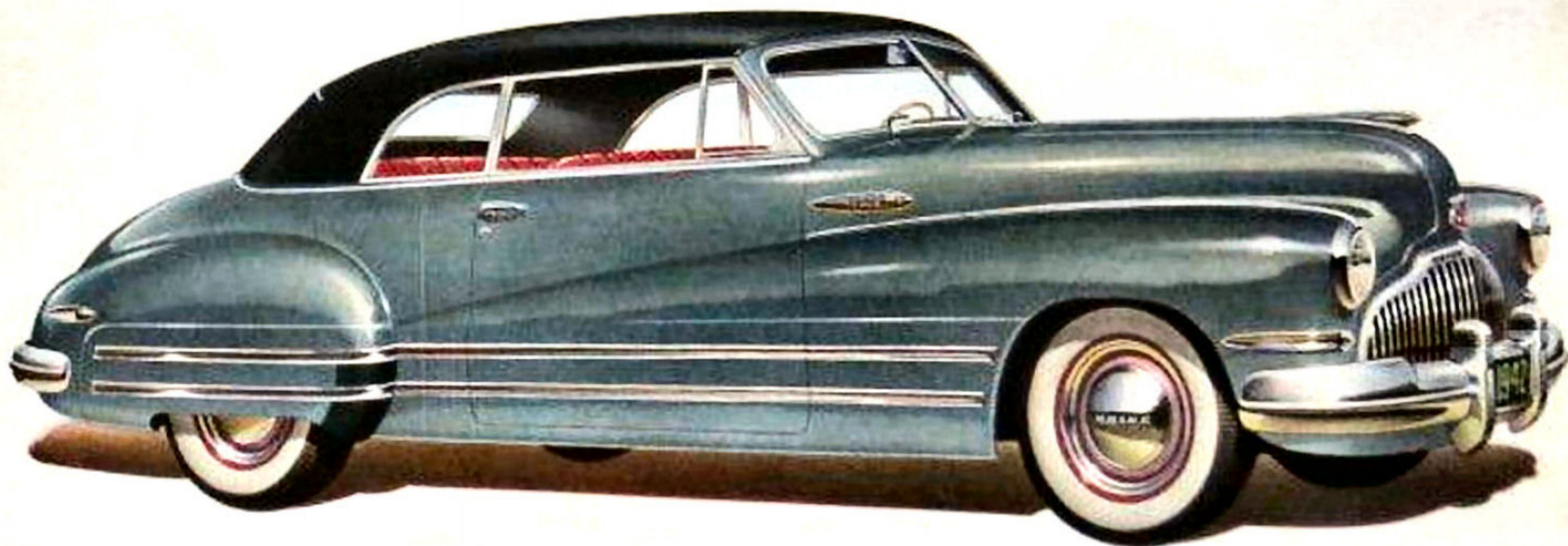
BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 124 INCHES • OVER-ALL LENGTH, 212 INCHES



MODEL 56-C . . . Nowhere does the like beauty of seven body styling show up to better advantage than in this stunning convertible coupe. It has a full width rear seat, electrically operated Power A-Action Top and provision for a leather-trimmed radio console of ample and fully dependable operation.

The Super

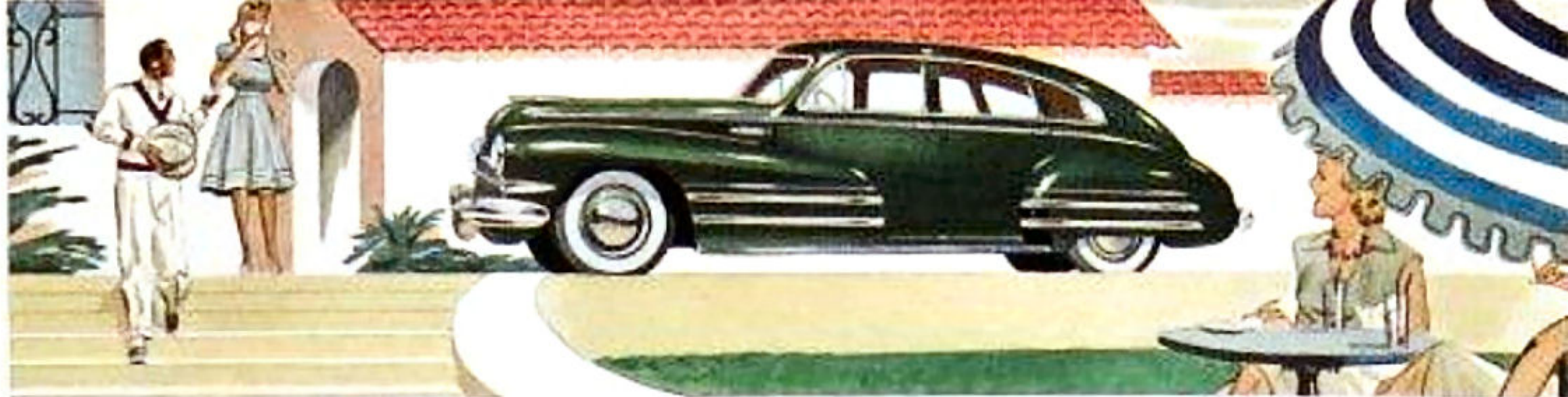
CONVERTIBLE COUPE

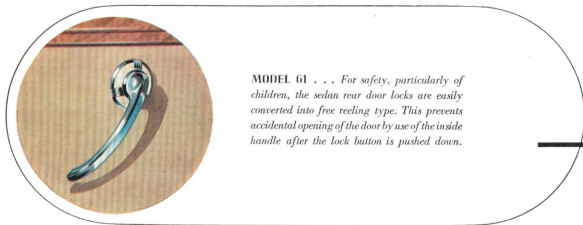


BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 124 INCHES • OVER-ALL LENGTH, 212 INCHES

The Fleet-Footed *Century* Sparkles with new Smartness

For sheer ability and performance, not even another Buick can match the spirited and sprightly CENTURY. Its bonnet houses the giant Buick FIREBALL valve-in-head straight-eight with Compound Carburetion as a standard part—the most powerful standard-production automobile engine now being built in this country. Its 126-inch wheelbase gives it an easy, gallop-free ride, and its interiors are graced by numerous extra style touches that complete the pleasure to be derived from brilliant behavior. Ready and eager for any task, here is a car for active people with an appreciation of fine things.

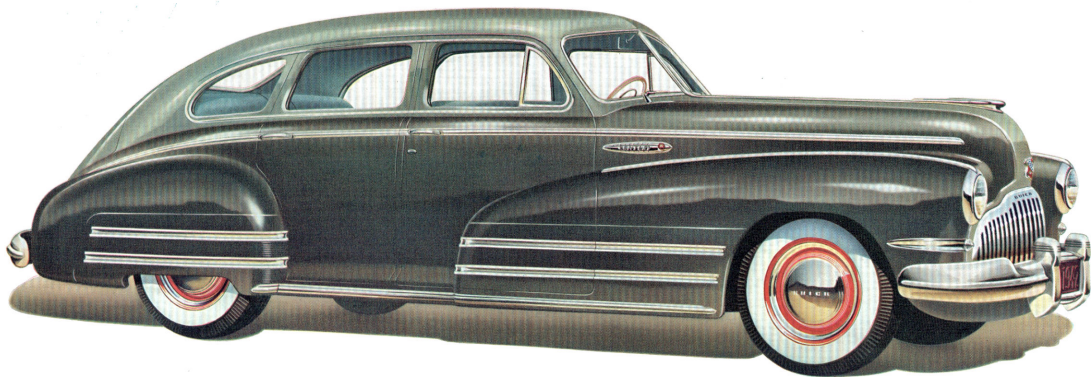




MODEL 61 . . . For safety, particularly of children, the sedan rear door locks are easily converted into free reeling type. This prevents accidental opening of the door by use of the inside handle after the lock button is pushed down.

The Century

4-DOOR SEDAN

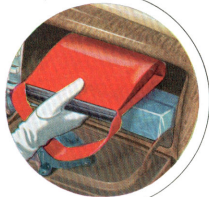


BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 126 INCHES • OVER-ALL LENGTH, 212 INCHES

The Century

SEDANET

MODEL 66-S . . . Here again are the popular lines and generous room of the Sedanet, here provided in a car of unmatched ability. The sketch at the right illustrates the convenient roominess of the glove compartment provided in all Buick models.

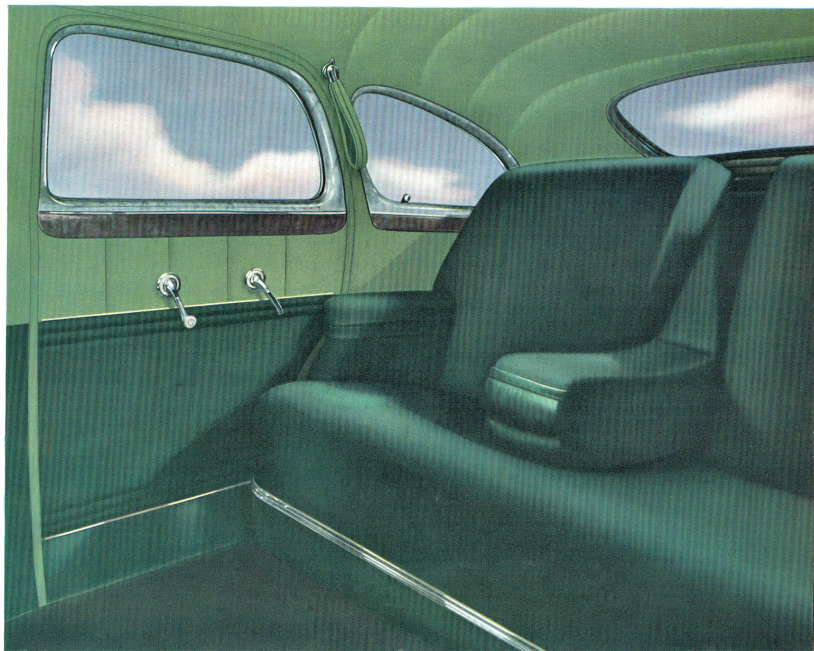
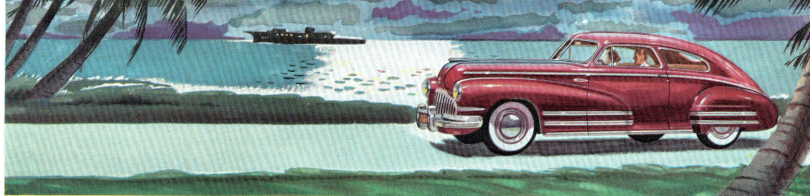


BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 126 INCHES • OVER-ALL LENGTH, 212 INCHES

Two-Tone

inside as well as out

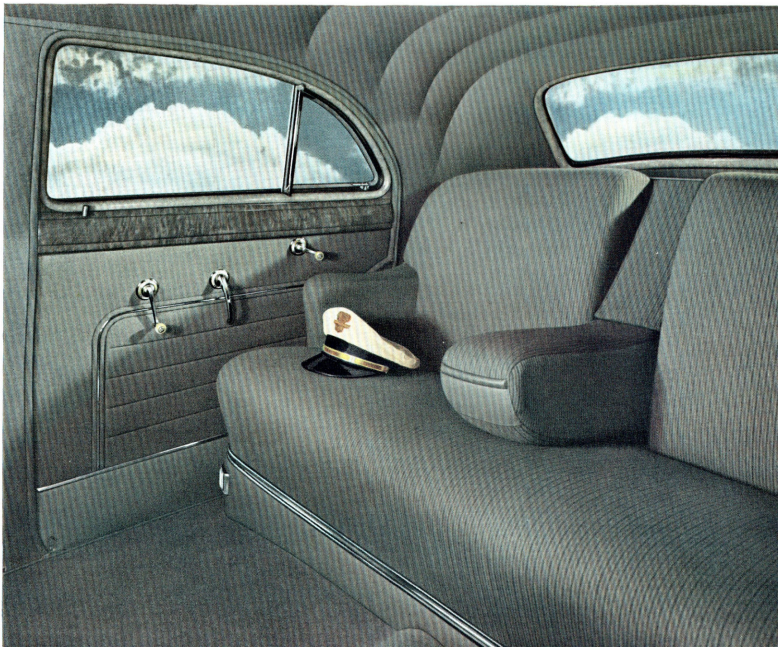
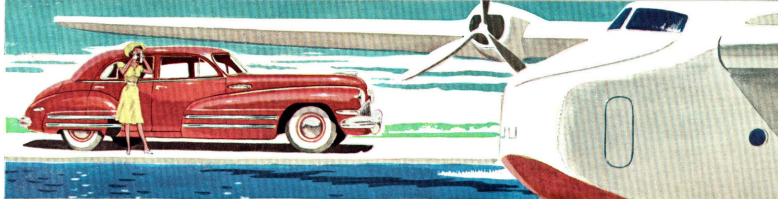
Now it is possible, in CENTURY and ROAD-MASTER models, to enjoy smart, two-tone car interiors as well as two-tone outside body colors. At slight additional cost, any of three two-tone interior color schemes can be had on these models —the strikingly handsome two-tone green illustrated, or equally handsome combinations of two tones of blue and grey or two tones of brown. With the range of options thus offered, you can carry out harmonizing interior and exterior color schemes, or have either exterior or interior contrasting with the other. Trimming the lower part of the door in imitation leather, as here illustrated, is standard practice on all 1942 models except the LIMITED.



The *Roadmaster*

Well-Dressed Man of Action

Take 18 feet of lithe lean beauty and 4,200 pounds of solid, steady-going road weight. Mount it on easygoing, ever gentle coil springs all around, dress it in the smartest of fabrics and trim, give it spacious seats front and rear, put the most powerful standard-production automobile engine now being built under its bonnet and you'll have the ROADMASTER. You'll have a car garbed in style that's the newest thing on the road. A car that dresses every mile in smooth comfort free alike from toss and throw on sudden bumps and from heel-over and sway on sharp curves. You'll have the gracious interior beauty portrayed in this color photograph, and the gorgeous exterior beauty outlined on the opposite page. And you'll have action — power — ability there is only one way to evaluate, and that's to get in the car and see for yourself.





MODEL 71 . . . You can close the front doors of this model on a five-foot rule. Cushions are of Foamtex, ever soft and non-sagging, and from the handy map light (illustrated) to the folding armrest in the back seat it lacks nothing in the way of convenience and appointment.

The Roadmaster 4-DOOR SEDAN

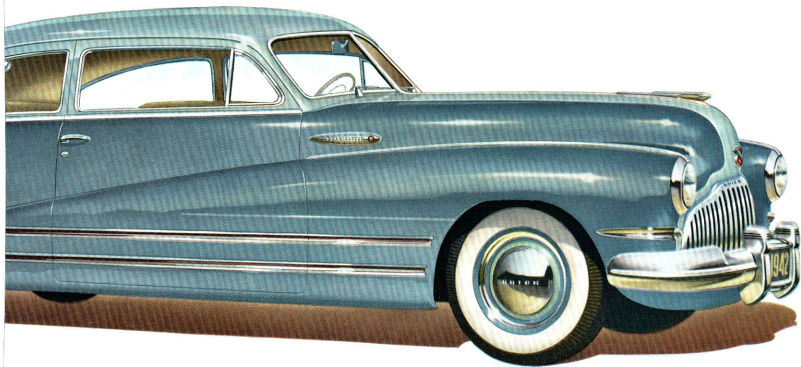


BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 129 INCHES • OVER-ALL LENGTH, 217 INCHES

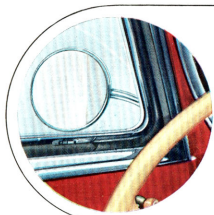
ter

SEDANET

MODEL 76-S . . . *It looks like a coupe — but swing wide the door and you find a full-width, full-depth back seat and the rear compartment room of a sedan. And when the door opens, the switch sketched automatically throws on courtesy lights to illuminate the threshold for those entering or leaving the car.*



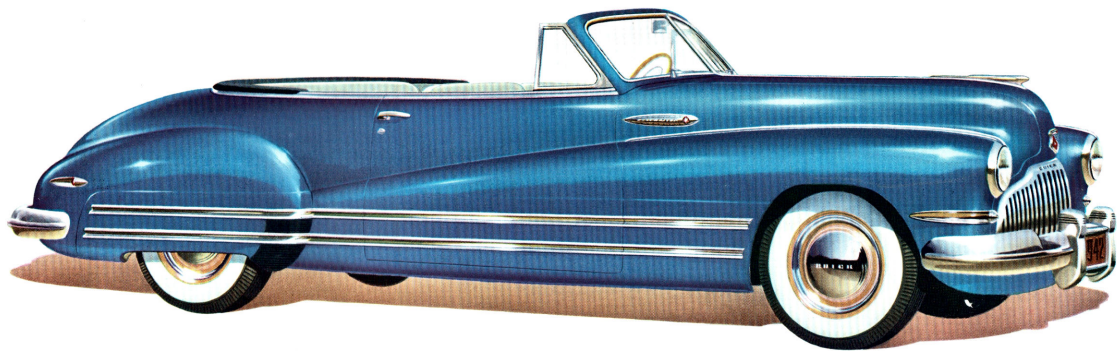
HEAD STRAIGHT-EIGHT • WHEELBASE, 129 INCHES • OVER-ALL LENGTH, 217 INCHES



MODEL 76-G . . . Winter and summer, here is truly gorgeous travel. The electrically operated Press-A-Button Top goes up or down any time you say, whether or not the engine is running. The full-weight top is snug and tight in any weather. For utmost enjoyment the year round there's no equal to the ROADMASTER Convertible Coupe, especially with the WeatherWarden venti-heater installed in it.

The Roadmaster

CONVERTIBLE
COUPE



BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 129 INCHES • OVER-ALL LENGTH, 217 INCHES

The
Limited
is Buick at its
Best and Biggest

There is a LIMITED Series in the Buick line for the same reason that there is a drawing room in every Pullman car. It is a motorcar built not for ostentatious show, but for that ultimate degree of comfort and luxury which most of us look forward to enjoying. Naturally, this car is big, for spacious room is a part of true personal comfort. It is solid, because ample roadweight is the first requisite to a smooth ride. But you have only to take the wheel yourself and put foot to the throttle of its FIREBALL straight-eight engine to know that this car also has alert and agile action to accompany its stately bearing. There are four models in the LIMITED Series, and it is our sincere belief that no one of them is to be equaled in merit or ability within hundreds of dollars of its price.

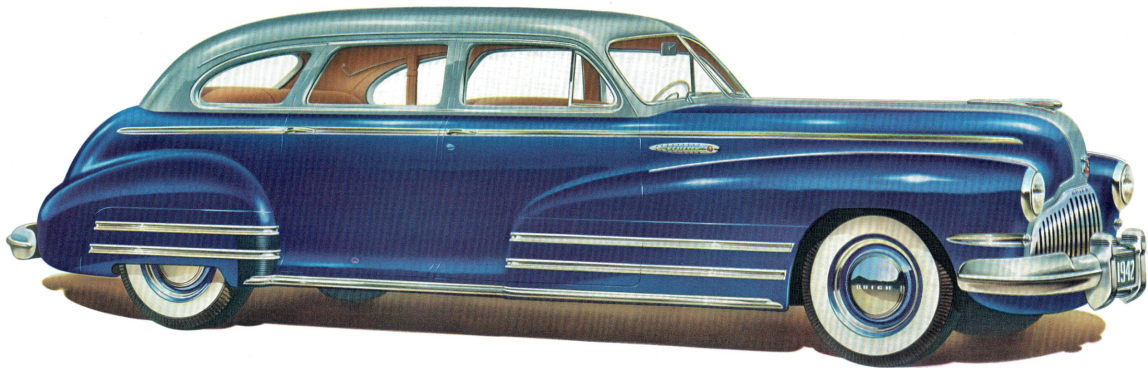




MODEL 91 . . . Here is a majestically big car designed to carry six people in the space usually employed for eight. The spaciousness of its rear compartment is suggested in the illustration on the opposite page—the courtesy light sketched here exemplifies the completeness of its appointments.

The Limited

4-DOOR SEDAN

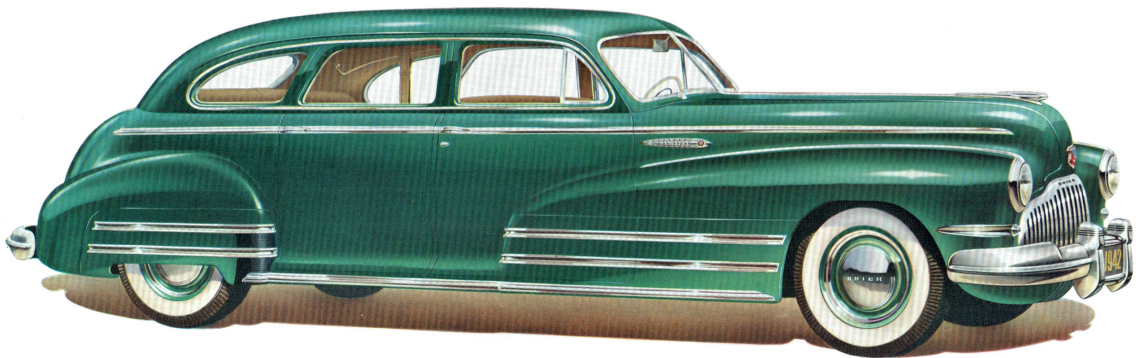


BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 139 INCHES • OVER-ALL LENGTH, 226 INCHES

The Limited

TOURING SEDAN

MODEL 90 . . . An all-purpose sedan, this model is equally at home on luxurious long-distance tours or about-town travel. With two opera seats that fold out of sight into the front-seat back, it carries eight in comfort or six with extraordinary spaciousness. The WeatherWarden venti-heater is standard equipment on all LIMITED models.



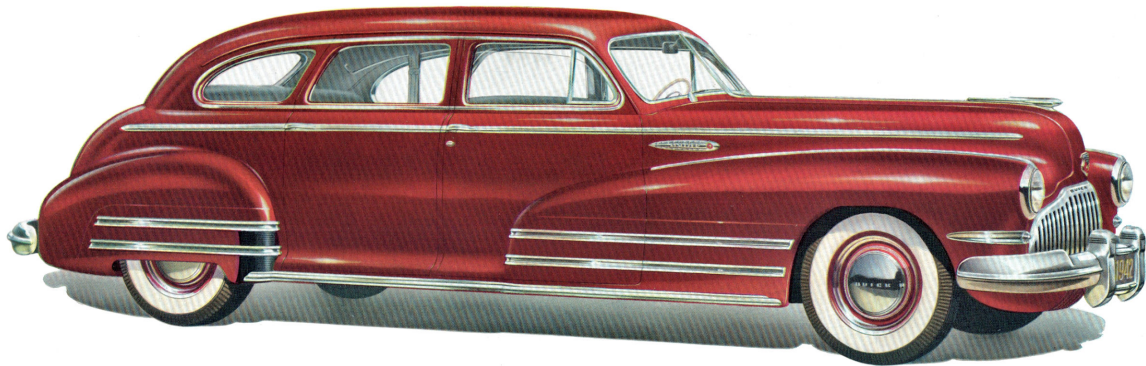
BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 139 INCHES • OVER-ALL LENGTH, 226 INCHES



MODEL 91-F . . . Here is a car planned primarily for town use, though readily adaptable for general family driving. It is a six-passenger sedan with all the spaciousness of the Model 91, but with the addition of a sliding plate glass partition that permits the driver's compartment to be shut off at will. Push-button controls for this partition are built into the vanity sketched at the left.

The Limited

FORMAL SEDAN

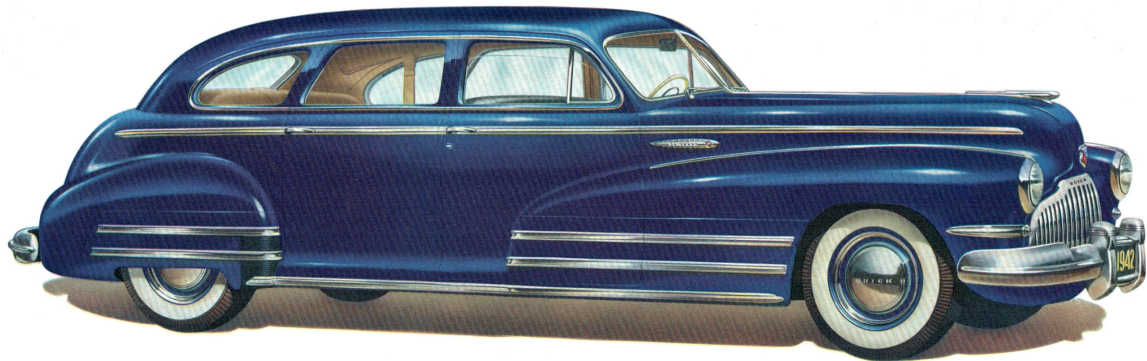


BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 139 INCHES • OVER-ALL LENGTH, 226 INCHES

The Limited

LIMOUSINE

MODEL 90-L . . . Like the touring sedan, this is an eight-passenger model, with two folding opera seats built into the rear compartment. Like the formal sedan it has an electrically controlled sliding glass partition to separate the driver's compartment from the rear. Speaking phone, as sketched, is optional equipment.



BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT • WHEELBASE, 139 INCHES • OVER-ALL LENGTH, 226 INCHES



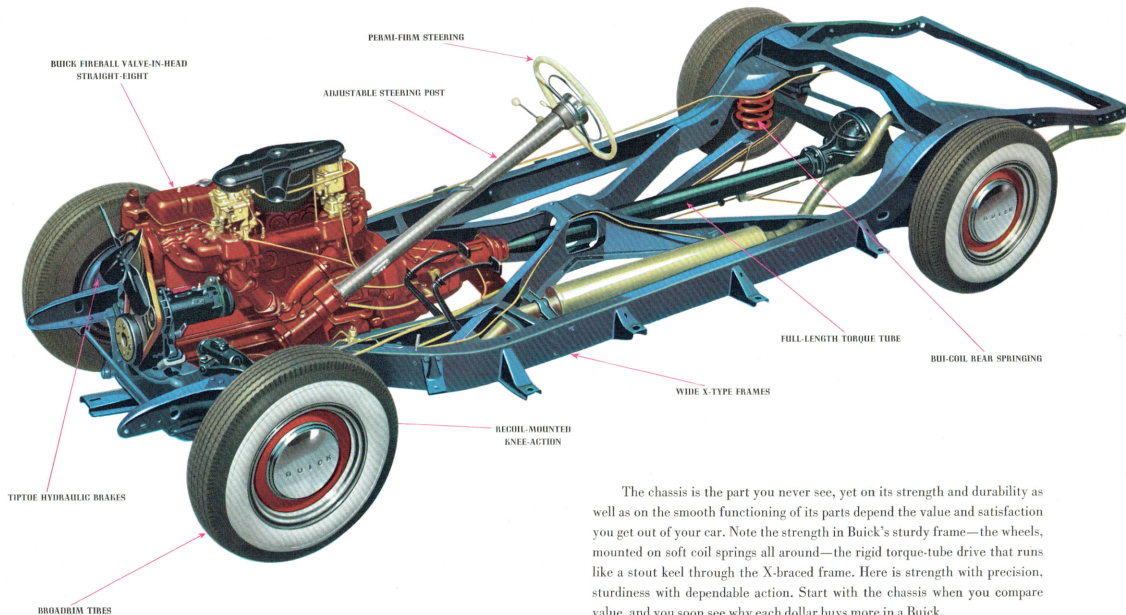
The natural-color photograph at the right shows one of the many optional decorative schemes which are available without extra cost on the LIMITED. Upholstery may be either in two harmonizing tones as illustrated or a single color. The choice of fabrics is wide, and only the finest materials are used. Chauffeur's compartment in the limousine may be upholstered in either genuine leather or cloth without extra cost. No detail of equipment has been overlooked; standard finish including lull straps; vanity with electric lighter, notebook and mirror; especially attractive robe cords with hand-some grab bars at each end; carpet-covered footrests and many other desirable features.



The sliding glass partition between the driver and passenger compartments may be raised as far as desired or lowered entirely simply by pressing a button control in the rear-seat armrest.



THE BRAUN BEHIND BUICK'S BEAUTY



The chassis is the part you never see, yet on its strength and durability as well as on the smooth functioning of its parts depend the value and satisfaction you get out of your car. Note the strength in Buick's sturdy frame—the wheels, mounted on soft coil springs all around—the rigid torque-tube drive that runs like a stout keel through the X-braced frame. Here is strength with precision, sturdiness with dependable action. Start with the chassis when you compare value, and you soon see why each dollar buys more in a Buick.

SPECIFICATIONS

SPECIAL SERIES 40

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3½ x 4½ inches. Displacement, 288 cubic inches. Exclusive Buick Fireball Compression. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Counterweighted crankshaft with torsional balancer. Filtered crankcase ventilation. Oil filter. Oil capacity (refill) 6 quarts.

FUEL SYSTEM—Dual down-draft air-type carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and oil bath air cleaner. Fuel and vacuum pump. Fuel filter. Concoiled gas tank filler. Fuel tank capacity 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure-relief valve in filler cap. Water capacity 13 quarts.

CLUTCH AND TRANSMISSION—Crown Spring, single dry-plate clutch. Facing area 100.6 square inches. All-Allent Synchro-Mesh transmission, helical gears. Hand-shift transmission control.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio 4.1 to 1 on 40R, 4.1 to 1 on 40L, and optional on 40E. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

STEERING—Exclusive Buick Perm-Firm Steering; 19.8 to 1 steering ratio.

FRAME—Gilder X-type frame, 6½ x ½ x 2½.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, double-acting end-to-end discharge type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12 x 1½. Stopon parking brake—dependent cable controlled.

ELECTRICAL SYSTEM—Deko-Remy, two unit, 6.6 volt. Solenoid starter. Sealed-Beam headlights with foot dimmer switch. Battery mounted under hood. "High-output" generator with voltage and current regulator. Flash-Way direction signal, front and rear.

WHEELS AND TIRES—Demountable steel disc wheels. Size 15 x 6.00L on 40A, 16 x 6.00L on 40E. Tire size 15 x 6.50 on 40A, 16 x 6.50 on 40B—4 40E.

WHEELBASE—118 inches on 40A, 121 inches on 40E.

SUPER SERIES 50

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3½ x 4½ inches. Displacement, 288 cubic inches. Exclusive Buick Fireball Compression. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Counterweighted crankshaft with torsional balancer. Filtered crankcase ventilation. Oil filter. Oil capacity (refill) 6 quarts.

FUEL SYSTEM—Compound carburetion. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and oil bath air cleaner. Fuel and vacuum pump. Fuel filter. Concoiled gas tank filler. Fuel tank capacity 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity 13 quarts.

CLUTCH AND TRANSMISSION—Crown Spring, single dry-plate clutch. Facing area 100.6 square inches. All-Allent Synchro-Mesh transmission, helical gears. Hand-shift transmission control.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio 4.1 to 1. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

STEERING—Exclusive Buick Perm-Firm Steering; 19.8 to 1 steering ratio.

FRAME—Gilder X-type frame, 6½ x ½ x 2½.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, double-acting end-to-end discharge type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12 x 1½ inches. Stopon parking brake—dependent cable controlled.

ELECTRICAL SYSTEM—Deko-Remy, two unit, 6.6 volt. Solenoid starter. Sealed-Beam headlights with foot dimmer switch. Battery mounted under hood. "High-output" generator with voltage and current regulator. Flash-Way direction signal, front and rear.

WHEELS AND TIRES—Demountable steel disc wheels. Size 16 x 6.00L. Tire size 16 x 6.50—4 ply.

WHEELBASE—124 inches.

CENTURY SERIES 60

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3½ x 4½ inches. Displacement 320.2 cubic inches. Exclusive Buick Fireball Compression. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Counterweighted crankshaft with torsional balancer. Filtered crankcase ventilation. Oil filter. Oil capacity (refill) 8 quarts.

FUEL SYSTEM—Compound carburetion. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and oil bath air cleaner. Fuel and vacuum pump. Fuel filter. Concoiled gas tank filler. Fuel tank capacity 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity 16½ quarts.

CLUTCH AND TRANSMISSION—Single dry plate clutch. Facing area 106.2 square inches. All-Allent Synchro-Mesh transmission, helical gears. Hand-shift transmission control.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio 3.9 to 1. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

STEERING—Exclusive Buick Perm-Firm Steering; 19.8 to 1 steering ratio.

FRAME—Gilder X-type frame, 6½ x ½ x 2½.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, double-acting end-to-end discharge type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12 x 2½. Stopon parking brake—dependent cable controlled.

ELECTRICAL SYSTEM—Deko-Remy, two unit, 6.6 volt. Solenoid starter. Sealed-Beam headlights with foot dimmer switch. Battery mounted under hood. "High-output" generator with voltage and current regulator. Flash-Way direction signal, front and rear.

WHEELS AND TIRES—Demountable steel disc wheels. Size 15 x 6.50L. Tire size 15 x 7.00—4 ply.

WHEELBASE—126 inches.

ROADMASTER SERIES 70

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3½ x 4½ inches. Displacement 320.2 cubic inches. Exclusive Buick Fireball Compression. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Counterweighted crankshaft with torsional balancer. Filtered crankcase ventilation. Oil filter. Oil capacity (refill) 8 quarts.

FUEL SYSTEM—Compound carburetion. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and oil bath air cleaner. Fuel and vacuum pump. Fuel filter. Concoiled gas tank filler. Fuel tank capacity 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity 16½ quarts.

CLUTCH AND TRANSMISSION—Single dry plate clutch. Facing area 106.2 square inches. All-Allent Synchro-Mesh transmission, helical gears. Hand-shift transmission control.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio 4.1 to 1. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

STEERING—Exclusive Buick Perm-Firm Steering; 19.8 to 1 steering ratio.

FRAME—Gilder X-type frame, 6½ x ½ x 2½.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, double-acting end-to-end discharge type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12 x 2½. Stopon parking brake—dependent cable controlled.

ELECTRICAL SYSTEM—Deko-Remy, two unit, 6.6 volt. Solenoid starter. Sealed-Beam headlights with foot dimmer switch. Battery mounted under hood. "High-output" generator with voltage and current regulator. Flash-Way direction signal, front and rear.

WHEELS AND TIRES—Demountable steel disc wheels. Size 15 x 6.50L. Tire size 15 x 7.00—4 ply.

WHEELBASE—129 inches.

LIMITED SERIES 90

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke 3½ x 4½ inches. Displacement, 320.2 cubic inches. Exclusive Buick Fireball Compression. Engine weights: main transmission and clutch, 865 pounds. Balance, interchanges: fuel connecting rods, Buick Techulator pistons—full skirted, grain ground. Individually matched pistons and cylinders. All main bearings and camshaft bearings line-vented, same heat resisting valve steel. Four point suspension on valved-in-rubber mounting. Counterweighted crankshaft with torsional balancer, each balanced separately, statically, and dynamically. Filtered crankcase ventilation. Oil filter. Oil capacity (refill) 8 quarts. Engine Micropipe balanced after assembly.

FUEL SYSTEM—Compound carburetion. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and oil bath air cleaner. Fuel and vacuum pump. Fuel filter. Concoiled gas tank filler. Fuel tank capacity 22 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity 16 quarts.

CLUTCH AND TRANSMISSION—Single dry-plate clutch. Facing area, 106.8 square inches. All-Allent Synchro-Mesh transmission, helical gears. Hand-shift transmission control.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio 4.55 to 1. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

STEERING—Exclusive Buick Perm-Firm Steering; 23.6 to 1 steering ratio.

FRAME—Gilder X-type frame, 7 x ½ x 2½.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, double-acting end-to-end discharge type.

BRAKES—Four-wheel hydraulic. Cast iron brake drums. Size 11 x 2. Stopon parking brake—dependent cable controlled.

ELECTRICAL SYSTEM—Deko-Remy, two unit 6.6 volt battery. Solenoid starter operated by foot throttle. Front and rear seat compartment illuminated when either front or rear doors are opened. Sealed-Beam headlights with foot dimmer switch. Battery mounted under hood. "High-output" generator with voltage and current regulator. Flash-Way direction signal front and rear.

WHEELS AND TIRES—Demountable steel disc wheels. Size 14 x 6.50L. Tire size 16 x 7.50—6 ply.

WHEELBASE—139 inches.

Buick Motor Division, General Motors Sales Corporation, reserves the right to make changes, at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models (White sidewall tires, as illustrated, will be available at extra cost so long as present inventories last.)

TAKE YOUR CAR "HOME" FOR SERVICE. The dealer who sells you your car is a specialist in servicing Buick automobiles. He knows it thoroughly and his mechanics have the benefit of factory training not available to others. His equipment is selected primarily for use in servicing Buicks, and as a responsible local businessman seeking your good will, he is motivated by a sincere desire to see that your car gives you the greatest possible satisfaction. It is wise, and in the long run economical, to take your Buick to one of the more than three thousand authorized Buick sales and service stations each time it needs attention.

IT'S EASY TO BUY A BUICK! Compare the final price, including all equipment, and you will find that very little more than you would pay for smaller cars will put a Buick in your garage. The General Motors Acceptance Corporation was organized to help make such purchases easy, providing convenient monthly payments that include complete insurance coverage. Compare the cost of this method of financing and satisfy yourself how much money it saves over other forms of buying.

BETTER BUY BUICK

