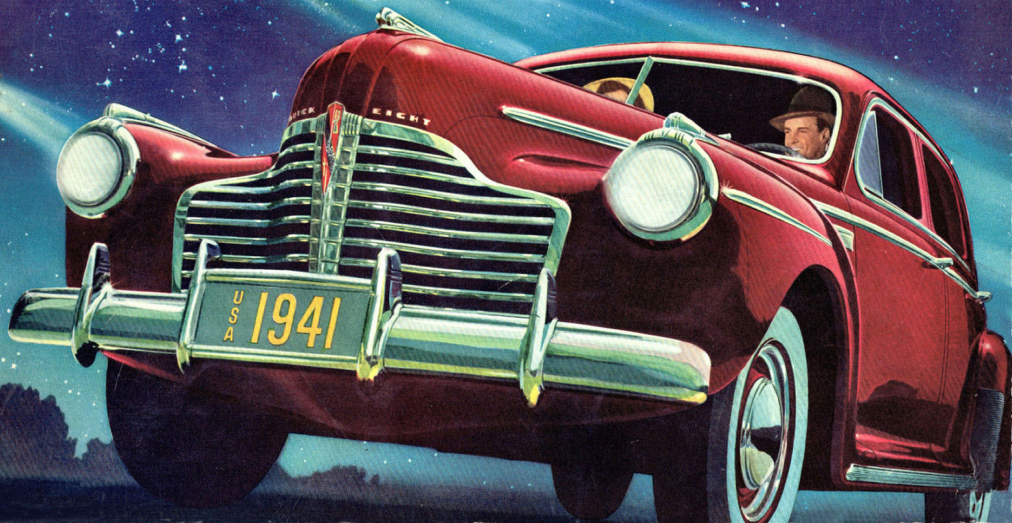


BUICK





We hitched our wagon to a FIREBALL

WE HAD a real job to do when we came to design our 1941 Buick—and we knew it.

We had in our 1940 car the most successful model in our history—and we had to beat it.

Our new car had to be bigger—had to be finer—had to be sturdier and more complete in appointment. It had to have not one superlatively fine characteristic but as many as the whole resources of Buick could provide.

So as you look through these pages you will see what is actually and literally the best Buick yet.

You will find four complete series of cars—the Buick ROADMASTER, CENTURY, SUPER and SPECIAL.

You will find a choice of two distinct body styles—sleek, new Mass-stream bodies with a single unbroken

sweep from nose-cap to tail, and broad, low graceful models of the ever-popular torpedo type.

You will learn of new dimensions and greater room, of new frames that are more sturdy than ever, of new controls and freshly beautiful interiors—but above all you will hear a story of power.

For having patterned new cars that in themselves would be great news, we hitched our wagon to a Fireball eight.

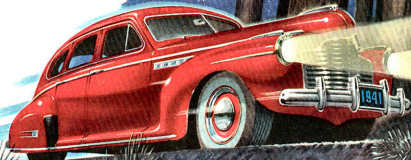
We built a new engine, available in three capacities—gave our car more power, greater thrift and a new fluidity of power-flow that slashes like a restoring knife through engineering expediency and gadgetry.

Look at these views of the 1941 Buick. Feast your eyes on the body-type of your choice, picture yourself

in its gracious, spacious, ever-luxurious beauty.

But remember that the engine makes the car—and in this Buick you have a car that lays double claim on your attention because it is the only car built that has the Buick Fireball valve-in-head straight-eight.

That is the very heart and essence of the best Buick yet—that in literal truth makes this a car without an equal.



The Brilliant Special

NEW IN LINE, NEW IN POWER, GREAT IN BUICK VALUE



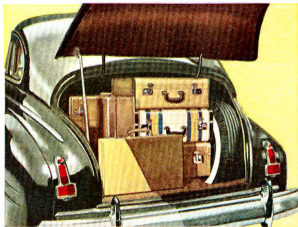
THE briefest glance at the four models immediately following is enough to identify the 1941 Buick SPECIAL as the style star and the value star of the 1941 season. These cars are bigger in every way.

They are longer, bumper to bumper. They are wider. They have more room within, greater power under their bonnets.

They sparkle with the fresh new beauty of Mass-stream styling, developed by Buick at great cost to sound a new design note expressive of massive size in swift and stirring motion. Solidity is given the whole car by a wider base and massive new bumpers both front and rear. Rooflines sweep in one unbroken line from windshield to rear bumper, tapering gracefully in rounded planes into the fantail.

Running boards are hidden away under the doors, which drop almost straight, to meet the decorative chrome rocker panel moulding that defines the bottom body line. Thus, in all weathers you have a clean, dry step, free of mud, ice, snow or water.

Inside the car you find abundant room everywhere. You can close the front doors on a five-foot rule—there's room in plenty for three in this front seat.



Entrance-room is greater. Leg-room, elbow-room, head-room, all have been increased. There is a definitely larger luggage compartment under the smooth lines of the fantail back, with the space made more usable in the sedan by mounting the spare tire upright at the side.

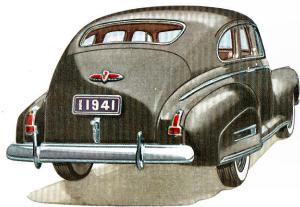
The illustration of the four-door sedan interior on the opposite page gives you some idea of the SPECIAL's rich beauty and completeness of appointment.

Assist cords are provided in both sedans. A decorative panel in handsome wood-grain finish is mounted on the back of the front seat of the four-door sedan, with a robe cord suspended from it and an ash receiver built into it.

Large sun visors provide more shade. The automatic Flash-Way Direction Signal has been made more effective by combining the rear signal with the taillight unit. Two-tone upholstery fabric lends a luxury note to all closed models, and door panels are charmingly decorated with bright chrome inserts. Performance-wise, the 1941 SPECIAL will be found without equal at or near its price.

The standard power plant is the 115-horsepower Buick Fireball straight-eight—an engine stepped up in power by nearly 8% over last year without increase in engine size or fuel consumption. Designed to take advantage of fine modern gasolines, it operates with new economy on any standard-priced motor fuel of 70 to 75 octane rating.

At slight extra cost, both greater power and greater economy can be secured by the addition of Compound Carburetion. With this fuel supply system, developed power is increased to 125 horsepower while gasoline mileage goes up as much as two miles per gallon.



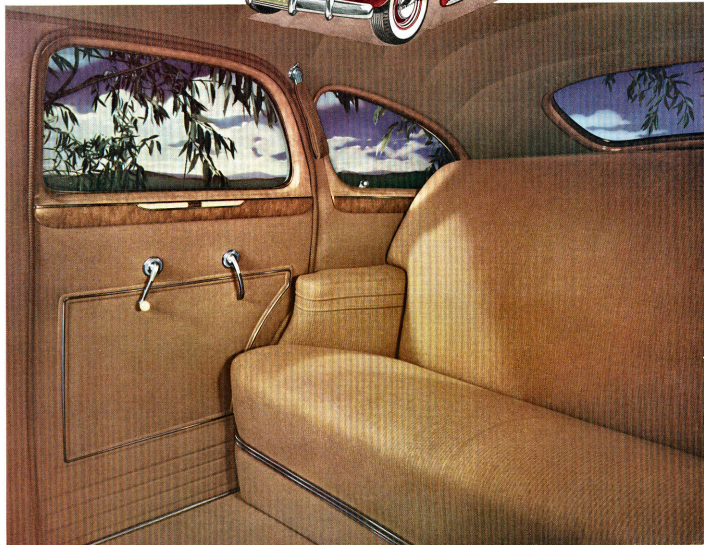
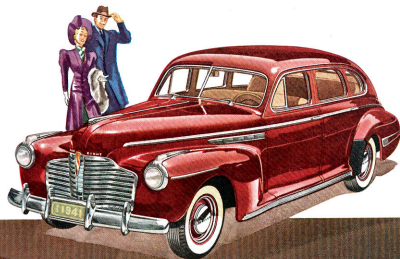
New, wider frames give the car still greater stability and provide for double mounting of the new bodies, directly to the frame and on out-rigger brackets. New steering gears practically eliminate the development of steering wheel play. Riding qualities are improved both through better distribution of weight and by refinements in design of the coil springs that cradle all four wheels.

Yes, a great car, this 1941 SPECIAL—and an even greater value.

Bigger, more solid, roomier in every dimension, it sells at the lowest price put on any 1941 Buick, still costs less per pound than a good cookstove.

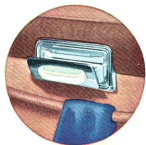
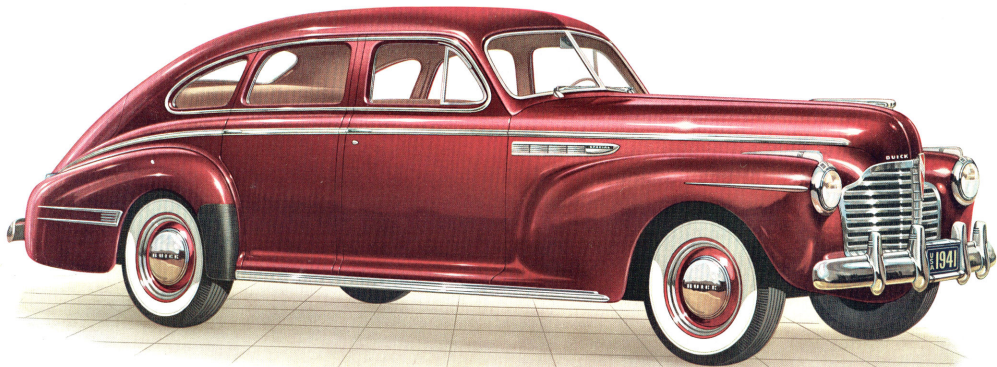
Here we can show only its beauty—to learn about its ability, try it on the open road!

Note how the rich exterior beauty of Buick's brilliant SPECIAL stands out when seen from any angle... straight side as shown on the opposite page, rear view below left, and front view at the right.



The Special Four-Door Sedan

WITH 115-HORSEPOWER BUICK FIREBALL • VALVE-IN-HEAD STRAIGHT-EIGHT

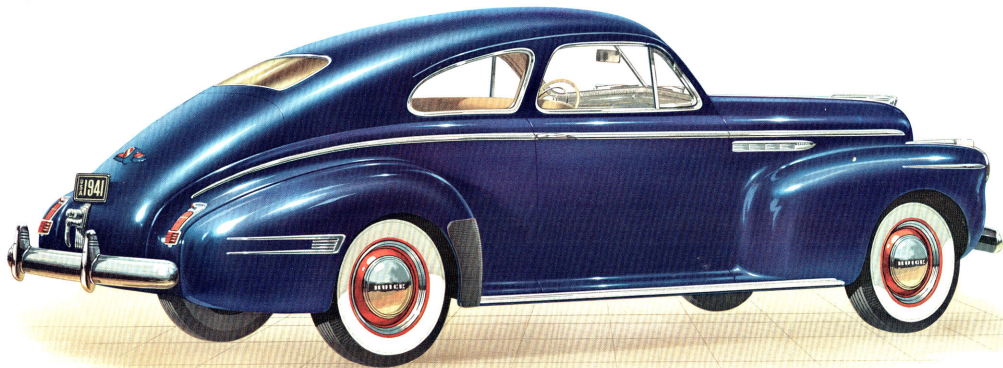


MODEL 41 • With front doors so far apart you can close them on a five-foot rule, here is a car with real comfort for six. Larger in all dimensions, the famous Model 41 is equally advanced in finish, as exemplified by the neat trim panel with ash receiver and robe rail mounted on the back of the front seat. Wheelbase, 121 inches; overall length, 209 inches.

Super Equipment—including Compound Carburetion, Foamtex cushions, center rear arm rest and other de luxe appointments—may be obtained at slight additional cost • Model 41-SE

The Special Business Coupe

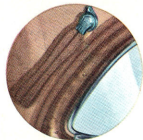
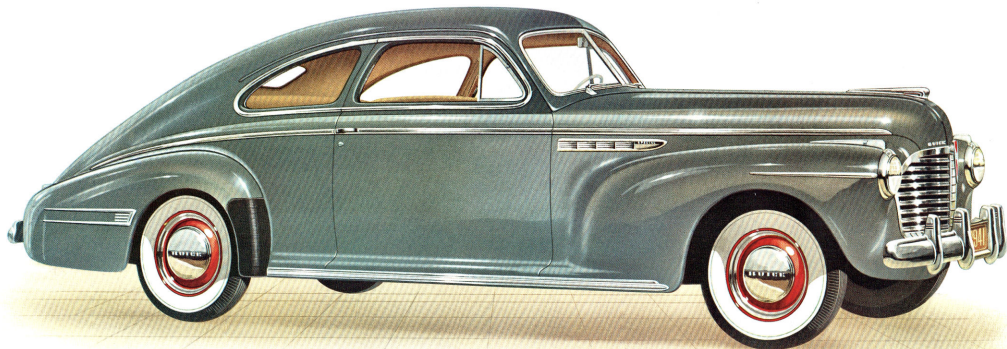
WITH 115-HORSEPOWER BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT



MODEL 46 • Tremendous carrying capacity makes this Buick Business Coupe a car of a thousand uses. The entire rear compartment is available as carrying space, in addition to a luggage compartment which is so spacious that, in farm use, it will carry ten 10-gallon milk cans. Running boards are hidden under the doors as sketched. Wheelbase, 121 inches; overall length, 209 inches.



The Special Sedanet WITH 115-HORSEPOWER BUICK FIREBALL • VALVE-IN-HEAD STRAIGHT-EIGHT

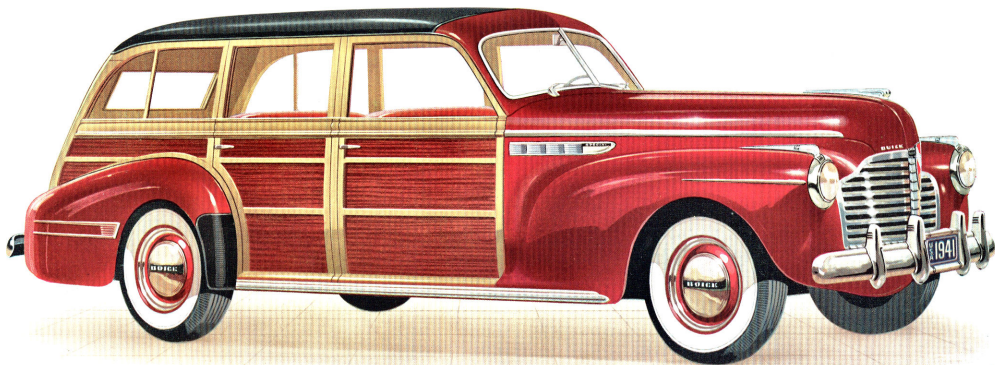


MODEL 46-S • It looks like a coupe and it's priced like a coupe, but there is the room and the comfort of a sedan in this trim two-door model. As shown on page 8, sloping rooflines give space for a full-width, full depth rear seat with plenty of riding-room. Swivel-mounted assist cords and coat hook are provided as illustrated here. Wheelbase, 121 inches; overall length, 209 inches.

Super Equipment—including Compound Carburetion, Foamtex cushions, center rear arm rest and other de luxe appointments—may be obtained at slight additional cost • Model 46-S-SE

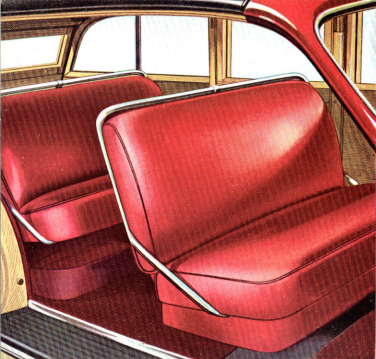
The Special Estate Wagon

WITH 115-HORSEPOWER BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT



MODEL 49 • Here for the first time is a utility-type body which not only has the appearance of a standard closed passenger car, but the same basic engineering as well. Here are both the comfort and the finish of a sedan, carried out even to interior hardware. Note also the attractive design of the rear direction signal at the right. See page 3 for further details. Wheelbase, 121 inches; overall length, 209 inches.

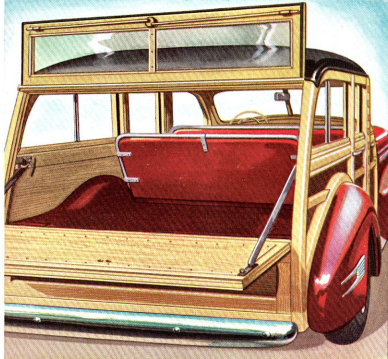




Each of these two seats will carry three people. All cushions are of Foamtex, providing unequalled comfort. Floors are fully carpeted with a special, long-wearing fabric that carries out the attractive interior color scheme.

PASSENGER CAR COMFORT— STATION-WAGON UTILITY

BOTH in appearance and in construction, the Buick Estate Wagon is entirely different from any other car of the station wagon type. Engineered by Buick specialists and built to Buick's strict standards of workmanship, it has the standard SPECIAL chassis with 115- or 125-horsepower Fireball valve-in-head straight-eight, coil springs on all wheels, torque-tube drive, finger-flick Handshift transmission and other standard Buick features including Flash-Way Direction Signal.



The carved wood panels of the Estate Wagon not only lend grace of design but actually lend extra strength and rigidity to the body as a whole. Note how much room is available for luggage, horsemen's tack, sportsmen's gear and the like.

All framing is of northern white ash, giving, with the specially designed joint construction, an extremely sturdy and rattle-free structure. Exterior panels are mahogany, interior panels are birch, both finished in clear varnish.

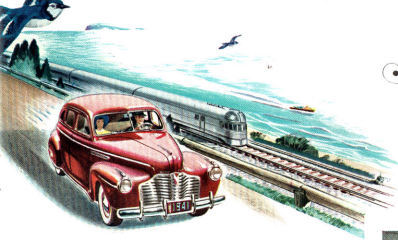
The spare is carried in this separate compartment with double-locked door. Spare may be reached without moving luggage.



SEDAN ROOM WITH COUPE COMPACTNESS

UTILIZING the room made available by the gracefully sloping lines of Mass-stream styling, a full-width, full-depth rear seat has been installed to give this model room comparable with many sedans within the compact lines of a coupe. Ash receivers are built into the armrests, swivel-mounted assist cords are attached to door pillars, and rear windows slide open to provide ventilation. Having only two doors which cannot be opened from the back, this model is well suited for the family with small active children.





Here's the Super

LONG, LOW, RAKISH—AND WITH STIRRING ACTION TO MATCH

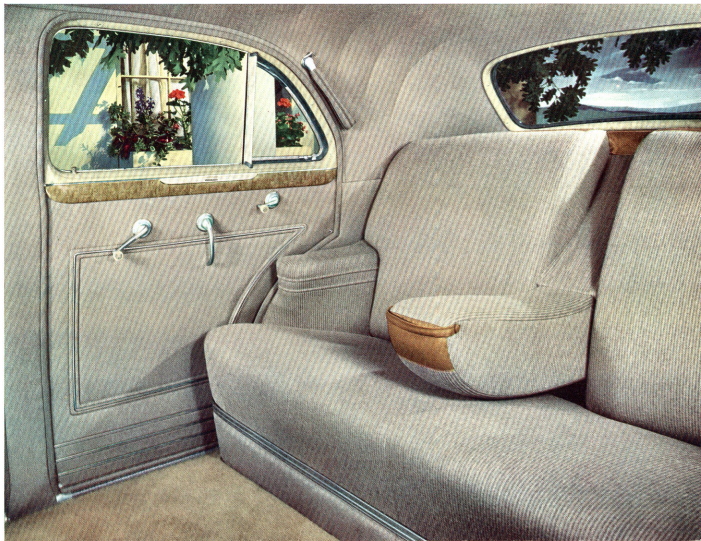
Still long, still broad, still sleek and sporting in line and contour, the SUPER for 1941 is even lower in overall height, even more eye-catching in its styling.

It has all the grace of the popular trunk-back body with a roofline so low you can almost lay your chin on it, and a bonnet that houses an engine stepped up by 18 horsepower over last year.

Five-foot front seats and complete absence of running boards feature all five of the models here shown. Foamtex cushions are found in all seats, and courtesy lights are provided both front and rear in the sedan.

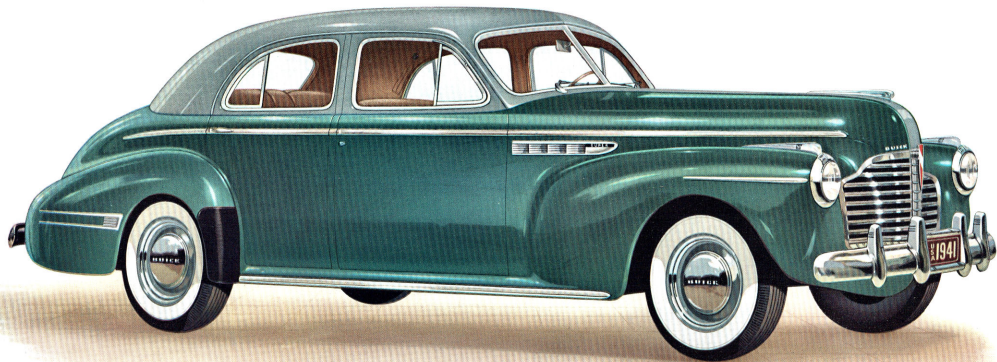
Interiors, as the illustration shows, are especially luxurious and rich in finish. Two color schemes, each employing two-tone upholstery fabrics, are available for your selection.

The engine is a 125-horsepower Fireball straight-eight with Compound Carburetion. Standard rear-axle gear ratios give Special economy with no loss of hill-climbing power. In short, the SUPER combines brilliant performance with brilliant styling that promises to make this Series once again the most popular car of its price by a wide margin.



The Super Four-Door Sedan

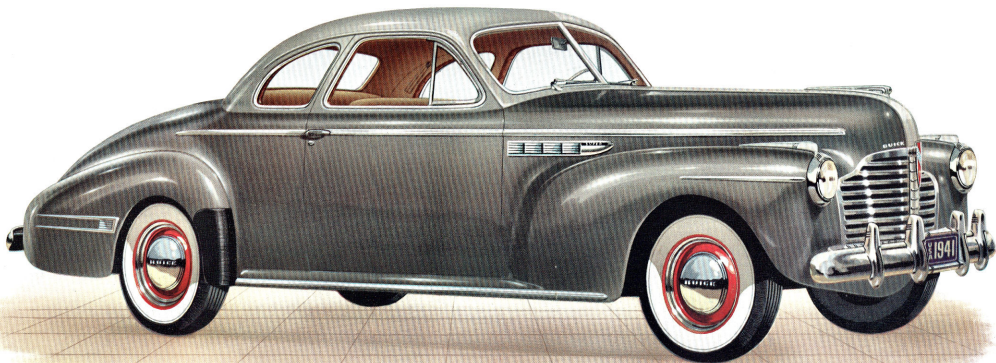
WITH 125-HORSEPOWER BUICK FIREBALL • VALVE-IN-HEAD STRAIGHT-EIGHT



MODEL 51 • Comfortable room for six as well as graceful body lines have made this SUPER four-door sedan the country's most popular model at its price. Now such luxury-touches as an automatic courtesy light which lights when the door is opened (small illustration) make it more desirable than ever. Wheelbase is 121 inches, overall length, 210 inches.

The Super Sport Coupe

WITH 125-HORSEPOWER BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT

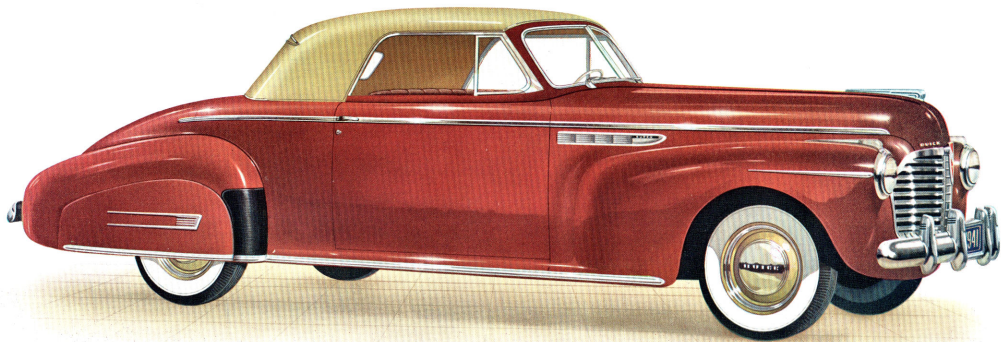


MODEL 56-5 • There's a full-width rear seat in this trim sport coupe which will accommodate three people. It can also be removed, making the entire rear compartment available for luggage. Ash receivers are built into each side armrest in the rear. The wheelbase is 121 inches, the overall length, 210 inches.



The Super Convertible Coupe

WITH 125-HORSEPOWER BUICK FIREBALL • VALVE-IN-HEAD STRAIGHT-EIGHT



MODEL 56-C • To raise the top on this rakish sportster, simply press in the control—to lower, just pull it out. A powerful mechanism, developed entirely by Buick, permits the use of full-weight, long-lasting top material. Wheelbase is 121 inches, overall length, 210 inches.

The Super Convertible Phaeton

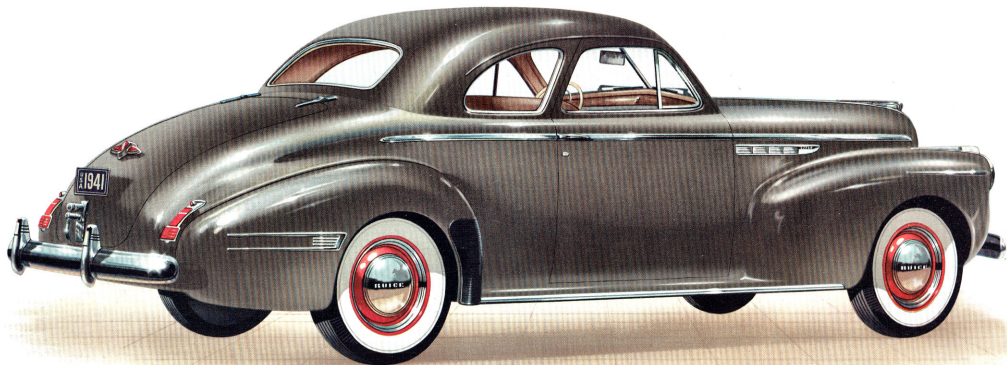
WITH 125-HORSEPOWER BUICK FIREBALL • VALVE-IN-HEAD STRAIGHT-EIGHT



MODEL 51-C • This six-passenger convertible is in every way a year-round car. An efficient under-seat heating system, complete with defroster and fresh-air intake, controlled from the instrument panel as sketched, is built in at the factory. Wheelbase is 121 inches, overall length, 210 inches.



The Super Business Coupe WITH 125-HORSEPOWER BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT



MODEL 56 • Impressive appearance and ample carrying room are not the only reasons for the popularity of this coupe as a business car. Foamtex seats have a real dollar value in the deep comfort that helps keep a man fresh and alert through a long business day. Wheelbase, 121 inches; overall length, 210 inches.



The Cyclonic Century

SLEEK-LINED, SWIFT OF FACE AND AMAZINGLY THRIFTY

HERE again, in the three models of the 1941 Buick CENTURY, you find the graceful lines of Mass-stream styling, the abundant room of this big-dimensional body design.

But with size goes additional luxury of finish and appointment, as the illustration well shows, while under the bonnet you have what is probably America's most powerful standard-production automobile engine.

This power plant—the 165-horsepower Buick Fireball straight-eight with Compound Carburetion—offers an unequaled combination of flexible power and economy.

Under actual test it delivers nearly as many miles per gallon at speeds above fifty as our 107-horsepower engine of a year ago.

At all times it has so much power in reserve that shifting is greatly reduced and car handling made easier.

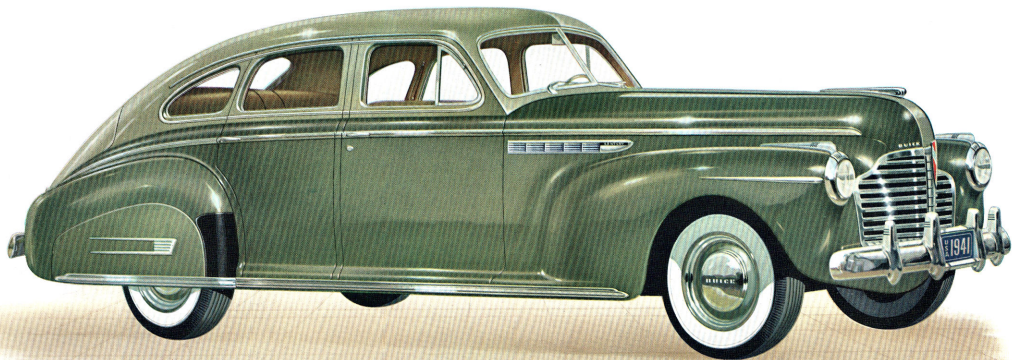
Meantime, in practically all normal driving, only one of the two carburetors in this system is operating, giving economy of operation equivalent to the economy of overdrive without the complexities of such devices.

Thus, the CENTURY, always a star performer, becomes also a car of great room, surpassing comfort and truly amazing thrift.



The Century Four-Door Sedan

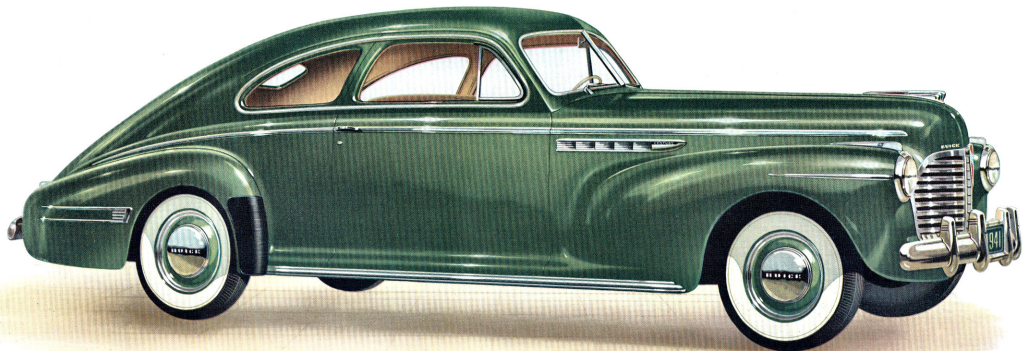
WITH 165-HORSEPOWER BUICK FIREBALL • VALVE-IN-HEAD STRAIGHT-EIGHT



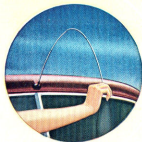
MODEL 61 • Roominess of this four-door, six-passenger sedan is illustrated by the fact that you can close the front doors on a five-foot measure—and have space left over. The wheelbase is 126 inches, the overall length 213½ inches.

The Century Business Coupe

WITH 165-HORSEPOWER BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT

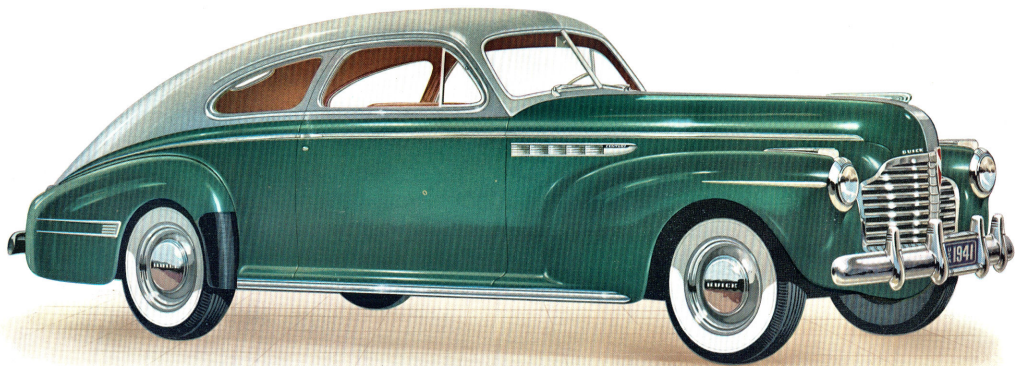


MODEL 66 • The front seat of this coupe carries three in great comfort—the rear compartment provides amazing carrying space for business materials, sporting equipment or luggage. As in all closed models, the radio antennae, controlled from within, is above the windshield. Wheelbase is 126 inches, overall length, 213½ inches.



The Century Sedanet

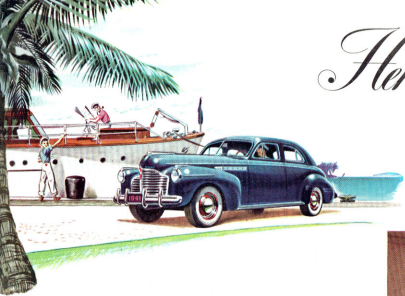
WITH 165-HORSEPOWER BUICK FIREBALL • VALVE-IN-HEAD STRAIGHT-EIGHT



MODEL 66-5 • Capacity for six passengers features this trim and swift-paced sports coupe. The front seat folds to permit entrance to a rear compartment with a comfortable seat extending its full width. A perfect car for the socially-active couple or the small family. Wheelbase, 126 inches, overall length, 213½ inches.

Here's the Roadmaster

RACY IN LINE, THRILL-PACKED WITH FIREBALL POWER



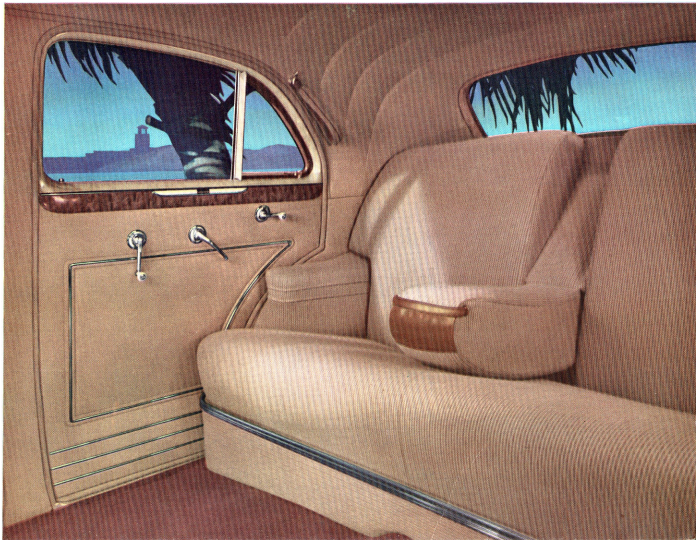
POWER-TWIN of the CENTURY, the 1941 ROADMASTER series provides, in four models, the ever-popular lines and grace of the Buick torpedo design.

The whole car is even lower and broader than before, while the 165-horsepower Fireball eight with Compound Carburetion gives performance which surpasses that of any previous ROADMASTER built.

Because the floor itself is slightly more than thirteen inches from the ground, no running boards are provided.

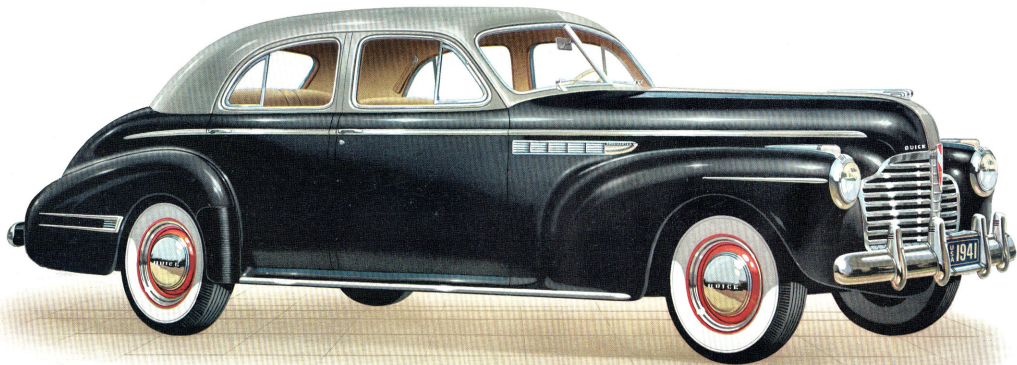
Here again, more than five feet of front seat-room is provided and as in the CENTURY, all seat cushions are of Foamtex over individually lagged springs. Usable space in the luggage compartment has been increased by mounting the spare tire upright.

The illustration suggests but falls short of fully portraying the fine taste, convenience of appointment and richness of finish which characterize the interiors of this great Buick.



The Roadmaster Four-Door Sedan

WITH 165-HORSEPOWER BUICK FIREBALL • VALVE-IN-HEAD STRAIGHT-EIGHT



MODEL 71 • Clothed in these sleek lines is comfortable room for six, with five full feet of seat-room between the front doors and Foamtex cushions both front and back. The courtesy light sketched goes on automatically to illuminate the threshold when the left rear door is opened. The wheelbase is 126 inches, overall length, 215 inches.

The Roadmaster Sport Coupe

WITH 165-HORSEPOWER BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT

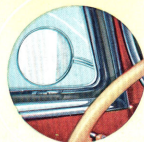


MODEL 76-S • Three ride comfortably in the front seat of this trim coupe—a full-width seat in the rear provides room for three more. The door jamb switch as sketched automatically lights the dome lights as well as the courtesy lights. The wheelbase is 126 inches, overall length, 215 inches.



The Roadmaster Convertible Coupe

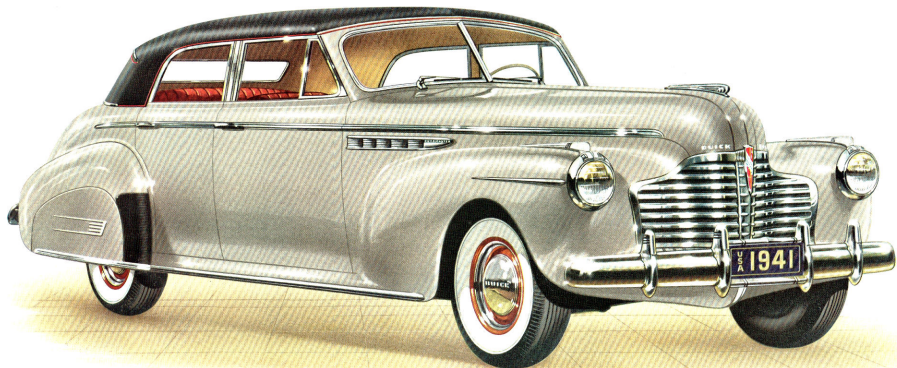
WITH 165-HORSEPOWER BUICK FIREBALL VALVE-IN-HEAD STRAIGHT-EIGHT



MODEL 76-C • Finer riding qualities, the self-lifting Press-A-Button top, snugness in all weathers and meticulous attention to details of finish, all feature this 6-passenger convertible coupe. The extra outside rear-view mirror sketched is only one of the extra values built into this model. Wheelbase, 126 inches; overall length, 215 inches.

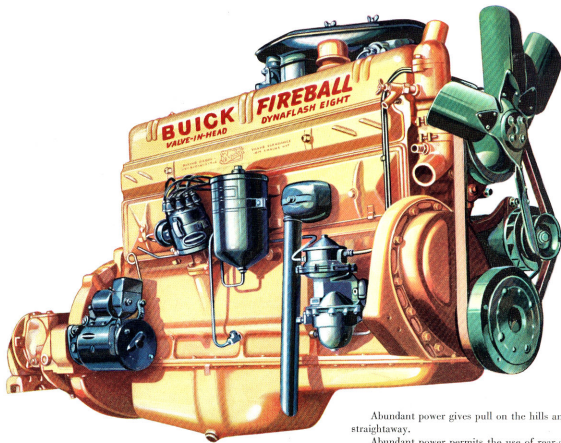
The Roadmaster Convertible Phaeton

WITH 165-HORSEPOWER BUICK FIREBALL • VALVE-IN-HEAD STRAIGHT-EIGHT



MODEL 71-C • Here is the sportsman's perfect all-weather car, with comfortable room for six, a top that tucks neatly and quickly away, and snug cold-weather protection from doors and windows sealed against drafts. Note the comfort of the rear seat as shown in the small sketch. Wheelbase, 126 inches; overall length, 215 inches.





Now meet the
BUICK FIREBALL

EIGHT

**the Engine that gives you More Power,
Greater Driving Ease, more Brilliant Action
—on less gasoline per mile!**

IN THE past ten years many devices have been developed to make the power in your car more readily adaptable to all the driving conditions you meet.

Some of these have been offered as a source of fuel economy.

Others have aimed at simplifying your driving operations through mechanisms that automatically change gears to meet the moment's need for speed, pull or quick acceleration.

But all of these devices—whether fourth speed forward, over-drive, automatic gear shifter or what not—have one thing in common:

Each seeks to give you improved car performance, not by improving the power plant, but by adding something between the engine and the driving wheels.

Now an engineer will tell you that the direct way to get any given kind of performance is by the simple step of providing the engine power to give it.

Abundant power gives pull on the hills and swift pace on the straightaway.

Abundant power permits the use of rear-axle gear ratios that will greatly step up your miles-per-gallon.

Abundant power that is instantly available meets any need for swift acceleration, quick lift out of tight spots or instant pick-up for passing.

Abundant power can even cut down gear shifting—with enough power in reserve you seldom have to drop to lower gears to master a hill or conquer a pull either by hand or by automatic mechanism.

But abundant power gained the easy way—through bigger engines and heavier fuel consumption—offsets many of these advantages.

What is needed is not merely more power—but more power on the same fuel or less.

In short, what is called for, and what Buick now gives you, is an engine that produces more power from every gallon of gasoline.

To see what that means consider some of the simple facts about this new Buick Fireball straight-eight.

As pictured here it develops 165 horsepower, 24 more horsepower than our 1940 engine of the same size.

Through this enormous power, it permits the most economical gear ratio for the weight of the car, giving you the benefits of over-drive all the time you travel in high, not merely at the higher speeds.

Thus in actual Proving Ground tests, it delivers more miles per gallon; operates nearly as economically at speeds above fifty as our 107-horsepower engine of a year ago.

And on the road it consumes approximately the same fuel at 50 as the ordinary engine of the same size car drinks up at 30.

This engine also has an amazing proportion of power-in-reserve:

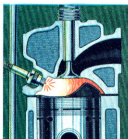
At 20 miles an hour you use only 3.3% of your available power in level going, with more than SEVEN TIMES that pull in reserve for acceleration or emergency needs.

At 40 you use only 12.3% of your power, have 83% in reserve.

At 80 you still use less than half of the power at your command and at some speeds have as much as 100 horsepower on call for a sudden spurt or a stiff pull.

With such reserve, you'll need no automatic device to shift gears to meet the need of the moment.





The pull for the hills, the pick-up for the pinches, the lift you need in traffic, are all there, within the engine itself, and not dependent on the operation of any extraneous mechanism in the power-transmission system.

But you may well ask "Why? How do you get this surplus of brilliant power on a more meager fuel ration?"

The answer begins with the fact that this engine, like Buick engines before it, is a valve-in-head power plant.

It has the same system of overhead valving used in record-holding speedboats, racing cars and airplanes, including the mighty 24-cylinder Allison engine for military aircraft.

This design makes possible the Dynafash principle of gets more, a Buick development that combines

power from fuel through better combustion under better control.

Here that principle reaches new heights of refinement.

Specially shaped pistons roll the fuel charge into a compact mass in the shape of a flattened ball.

Higher compression ratios are made possible, in itself a source of more power.

But what is more important, the pressures within this more highly compacted ball of fuel reach levels higher than ever before.

Just as a live hard rubber ball will bounce higher than a spongy one, this tighter-packed charge lets go with a super-stoat wallop that extracts a higher percentage of usable power from every unit of fuel.

That is Fireball action—but it's only part of the whole Buick engine story.

Along with it goes the story of a completely new fuel-supply system we call Compound Carburetion.

With this carburetion, compression ratios go still higher. Still more power is wrung

from every drop of gasoline. But this power is also given extra adaptability by the use of two smaller carburetors instead of one large one.

Only one of these carburetors works all the time. All by itself it can travel you down a straightaway at speeds higher than 70 miles an hour.

But when you need more power—and only when you call for it—the reserve carburetor swings into action.

To crest a hill, to pass a truck, to duck out of a tight spot, to spurt forward into a traffic opening—just press down the gas treadle.

Instantly, without lag of gears or special clutches, your reserve carburetor swings into action with extra fuel for the extra need—then cuts out when the need has been met.

Thus many pleasant things happen.

You don't have to wait till a given speed is reached before overdrive cuts in—you have an economical gear ratio all the time you're traveling in high. There is no delay while gears shift themselves when you want a sudden lift or spurt—you get that lift instanter from a heavier foot-pressure on the treadle.

There is no lag in braking effect while a special clutch takes up its slack—there is no extra mechanism between engine and axle to complicate design and require special service.

You simply have a car that behaves better and does more—because you have an engine that is more able, more flexible, and all the while more frugal.

This Fireball power is available to you in three power ranges.

In the Buick CENTURY and ROADMASTER and LIMITED you get the full benefit of Fireball design and Compound Carburetion in a

power plant that develops 165 horsepower.

In the Buick SUPER you get Fireball design and Compound Carburetion that jointly produce 125 horsepower.

In the Buick SPECIAL you regularly get an engine of Fireball design that is stepped up from 107 to 115 horsepower—but for a few dollars more you can add Compound Carburetion and enjoy 125 horsepower with literally amazing economy. More than that:

All carburetors in these engines are twin-barrel mixers, each equivalent to the usual dual carburetion.

Heavy-duty oil bath air cleaners are standard in all models.

Bigger, slow-speed fans and water pumps give equal cooling with a saving of as much as 2 horsepower at high speeds.

Spark plugs are smaller-race-car type plugs that are more resistant to heat, pressure and fouling.

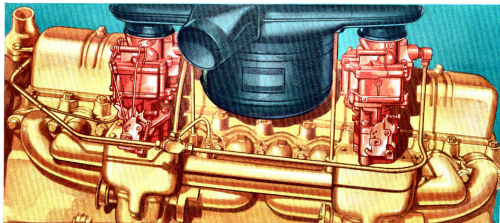
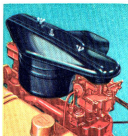
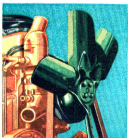
Connecting rods are produced by new methods holding every one within 1/2 of an ounce in weight of any other for the same size engine.

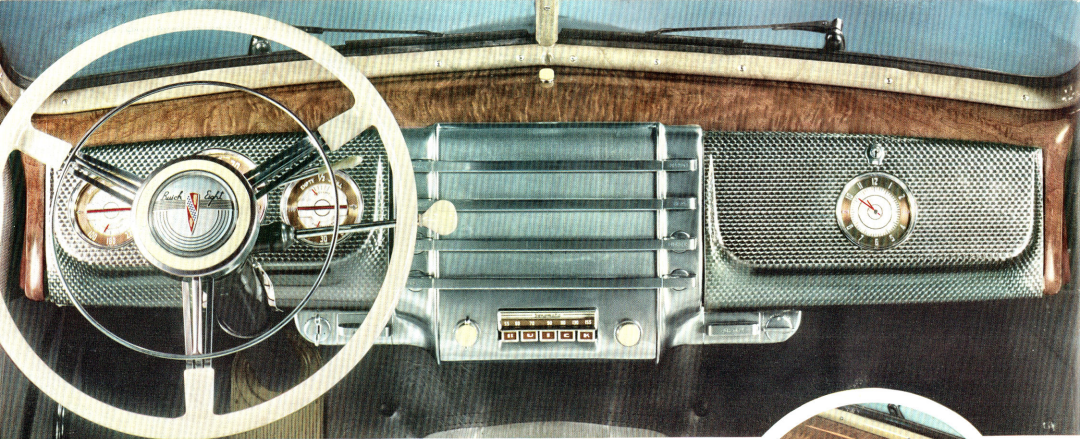
Main bearings are the double-bond Durex-type, with Babbitt bonded to backing plates both mechanically and chemically—far more durable. In fact, this new development will increase bearing life more than 200%.

Finally, every engine is individually balanced after assembly to micropoise smoothness that, weight for weight, outdoes even a fine wrist watch in freedom from vibration.

Yes, it's a great engine, this Buick Fireball straight-eight for 1941. More powerful, more able, more brilliantly agile, more frugal—easily the best Buick engine yet.

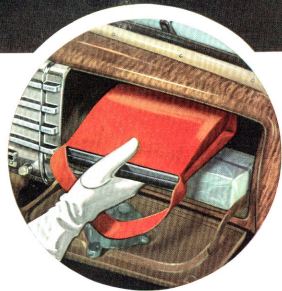
But its strongest point is made when you take one over for a try-out run of the 1941 Buick. Make that trial soon—and see if you don't find it the best engine ever, regardless of make.





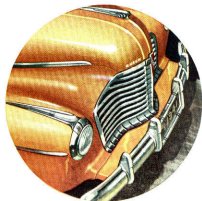
THE handsome instrument panel common to all 1941 Buicks typifies both the interior beauty of these cars and their carefully-thought-out convenience. The panel has a rich two-toned Damascus finish emphasized by sparkling chrome trim. Controls are grouped conveniently at each side of and below the radio speaker panel, becoming a definite part

of the decorative scheme. The speaker panel itself is a perforated sheet of metal which will not collect dust or lose color. It is bolted rigidly in place, and like all other parts of the instrument panel, is sturdily designed to eliminate annoying rattles. The small sketch illustrates the roominess of the glove compartment, which has its own lock operated by the ignition key.

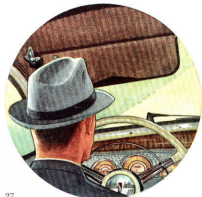




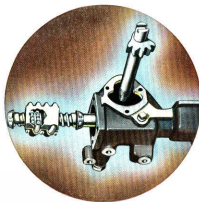
The unique license plate bracket built into the front bumper is designed to take plates of any size now in use. For small or low-number plates, neat fill-in panels are provided to be used at each side.



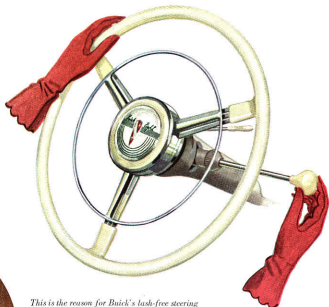
Pebble deflectors fill the entire space between bumper and body at both front and rear. These not only add to the trimness of the whole car, but the front deflectors effectively keep water from flushing up over the hood and windshield when you encounter a puddle at high speed.



Two sun visors are built into all Buicks. Through improved design of support arms they now may be swung to cover a much greater area and give greatly increased shade.



New concentric design of the shifting linkage permits the use of a single round tube to contain both steering shaft and shift rods. Gear shift control knobs now travel in an arc coinciding with the arc of the steering wheel, putting the knob at the same distance from the wheel in all positions.

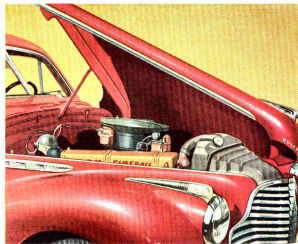


This is the reason for Buick's lash-free steering—a unique unit in which an endless train of steel ball bearings takes the friction formerly borne by gear teeth. This so greatly reduces wear that development of steering gear "play" will be postponed by twice to three times the normal length of service.

The popular Flash-Way Direction Signal with automatic cut-off flashes turn-signals forward through the fender light, as previously. Rear signals are now flashed through special lights built as a unit with the taillights. All signals shut off automatically after each turn.



Many advantages are found in the one-piece, side-lifting hood on all 1941 Buicks. The hood may be liftof from either side as shown, or removed entirely. Special snap safety catches hold the hood down, even though the bow-lock should be left open by accident. At speed, wind pressure tends to hold it down rather than lift it up, while the fit of the hood to other bonnet sheet-metal is much neater than would otherwise be possible.



FROM THE BOTTOM ON UP—

Best Buick Yet!

BUICK FIREBALL VALVE-IN-HEAD EIGHT—115, 125 or 165 horsepower engines designed to make the most of modern fuel, give increased power with increased economy.

CONTROLLED-FLOAT ENGINE MOUNTINGS in new 4-point locations.

TIPTOE HYDRAULIC BRAKES—soft, sure, self-energizing; wear distributed evenly over entire brake band.

NEW SHOCK ABSORBER LINKAGE contributes to softer ride.

RECOIL-MOUNTED KNES-ACTION—gives to the bumps to soak up road shock.

BUI-COIL REAR SPRING—never needs lubrication, "peened" like hammered silver to prevent surface fractures.

ADJUSTABLE STEERING GEAR BRACKET permits adjustment of steering wheel to desired height.

PERM-FIRM STEERING through ball bearing worn and nut gears that eliminate need for frequent steering gear adjustment.

NEW WIDE FRAMES, swung close to the road for a steadier ride.

FULL-LENGTH TORQUE TUBE in sealed chassis, protecting all moving parts.

NEW HAND-BRAKE LINKAGE—an extra mechanical braking system on rear wheels, not drive shaft.

THE BUICK CHASSIS, BACKBONE OF BUICK VALUE

Specifications

SPECIAL Series 40

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3 1/4 x 4 1/2 inches. Displacement, 248 cubic inches. Exclusive Buick Fireball Compression. Compression ratio with single carburetor 6.5 to 1.0; Compression ratio with compound carburetor 7.0 to 1.0. 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 (with) 8 quarts.

FUEL SYSTEM—Dual downdraft air-type carburetor. Compound carburetor optional. Thermostatic heat control, automatic choke, automatic idle control, intake silencer and air cleaner. Fuel and vacuum pump. Fuel filter. Concoiled gas tank filler. Fuel tank capacity 18 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 90.7 square inches. All-ident Synchro-Mesh transmission, helical gears. Handshift transmission control.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio 4.4 to 1.0; optional 3.9 to 1.0. One universal joint automatically lubricated from transmission. Rear axle ratio 4.1 to 1.0 on compound carburetor model.

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

STEERING—Exclusive Buick Perm-Firm Steering; 19.8 to 1.0 steering ratio.

FRAME—Gilder X-type frame, 61 x 4 x 2 1/2.

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

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12 x 1 1/2. Independent, cable controlled, parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-6 volt. Solenoid starter with dual control. 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. Tire size 15 x 6.50 —4 ply.

WHEELBASE—121 inches.

WINDOW LOOP MOLDINGS—Standard on Series 40. Except Model 46 at extra cost.

Buick Motor Division, General Motors Sales Corporation, reserves the right to make changes in specifications or equipment at any time without incurring any obligation to install them on cars previously sold.

SUPER Series 50

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3 1/4 x 4 1/2 inches. Displacement 248 cubic inches. Exclusive Buick Fireball Compression. Compression ratio 7.0 to 1.0 with compound carburetor. 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 (with) 8 quarts.

FUEL SYSTEM—Compound, dual downdraft air-type carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel and vacuum pump. Fuel filter. Concoiled gas tank filler. Fuel tank capacity 18 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 90.7 square inches. All-ident Synchro-Mesh transmission, helical gears. Handshift transmission control.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio 4.1 to 1.0; optional 3.9 to 1.0. One universal joint automatically lubricated from transmission.

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

STEERING—Exclusive Buick Perm-Firm Steering; 19.8 to 1.0 steering ratio.

FRAME—Gilder X-type frame, 61 x 4 x 2 1/2.

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

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12 x 1 1/2 inches. Independent, cable controlled, parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-6 volt. Solenoid starter with dual control. 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. Tire size 15 x 6.50 —4 ply.

WHEELBASE—121 inches.

WINDOW LOOP MOLDINGS—Standard.

CENTURY Series 60

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3 1/4 x 4 1/2 inches. Displacement 248 cubic inches. Exclusive Buick Fireball Compression. Compression ratio 7.0 to 1.0 with compound carburetor. 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 (with) 8 quarts.

FUEL SYSTEM—Compound, dual downdraft air-type carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel and vacuum pump. Fuel filter. Concoiled gas tank filler. Fuel tank capacity 18 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity 16 1/2 quarts.

CLUTCH AND TRANSMISSION—Single dry plate clutch. Facing area 107.0 square inches. All-ident Synchro-Mesh transmission, helical gears. Handshift transmission control.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio 3.9 to 1.0; optional 3.6 to 1.0. One universal joint automatically lubricated from transmission.

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

STEERING—Exclusive Buick Perm-Firm Steering; 19.8 to 1.0 steering ratio.

FRAME—Gilder X-type frame, 61 x 4 x 2 1/2.

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

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12 x 1 1/2. Independent, cable controlled, parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-6 volt. Solenoid starter with dual control. 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. Tire size 15 x 7.00 —4 ply.

WHEELBASE—126 inches.

WINDOW LOOP MOLDINGS—Standard.

ROADMASTER Series 70

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3 1/4 x 4 1/2 inches. Displacement 248 cubic inches. Exclusive Buick Fireball Compression. Compression ratio 7.0 to 1.0 with compound carburetor. 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 (with) 8 quarts.

FUEL SYSTEM—Compound, dual downdraft air-type carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel and vacuum pump. Fuel filter. Concoiled gas tank filler. Fuel tank capacity 18 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity 16 1/2 quarts.

CLUTCH AND TRANSMISSION—Single dry plate clutch. Facing area 107.0 square inches. All-ident Synchro-Mesh transmission, helical gears. Handshift transmission control.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio 3.9 to 1.0; optional 3.6 to 1.0. One universal joint automatically lubricated from transmission.

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

STEERING—Exclusive Buick Perm-Firm Steering; 19.8 to 1.0 steering ratio.

FRAME—Gilder X-type frame, 61 x 4 x 2 1/2.

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

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12 x 1 1/2. Independent, cable controlled, parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-6 volt. Solenoid starter with dual control. 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.

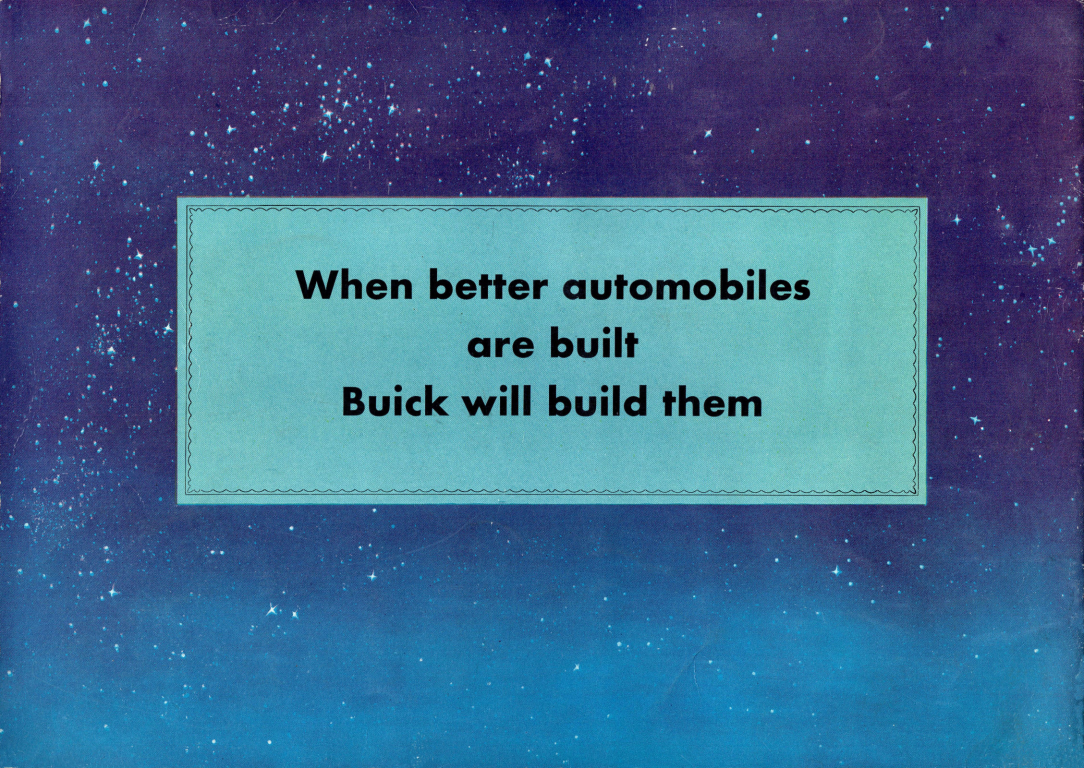
WHEELS AND TIRES—Demountable steel disc wheels. Tire size 15 x 7.00 —4 ply.

WHEELBASE—126 inches.

YOUR CAR IS AN INVESTMENT—and like all investments, entitled to proper care and attention. Your local Buick dealer is one of a nationwide organization of some 3,000 specialists in servicing Buicks. His mechanics have the benefit of factory training, and his equipment is selected for use in servicing Buicks.

As a local businessman, he naturally wants your good will and seeks to earn it through prompt, courteous, thorough and knowing attention to your car's needs. His prices will be found to be no higher than prices for good work should be. It is wise, and in the long run economical to put your car in his hands for service.

BUICK'S EASY TO BUY THIS WAY—Ask your dealer to work out GMAC finance terms on a new Buick, and you'll find that a very few dollars a month beyond what you'd pay for smaller cars will put a Buick in your garage. The General Motors Acceptance Corporation was organized to help make this possible. It provides complete insurance protection designed especially for the new car buyer, and it includes no fees or extras beyond a small financing charge. Payments can be fitted to your purse by distributing them over periods of from six to eighteen months. Compare the cost of this method—not forgetting to make sure you get equal insurance protection—and you will find that it not only makes buying a Buick easy, but saves money over nearly any other form of buying on time.



**When better automobiles
are built
Buick will build them**