

Buick

WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM . .



OF all who buy fine cars today, the majority are choosing Buick. In Buick, they find everything they seek—smart, sparkling style; quality which evidences itself day after day in superb performance and economy; everlasting dependability. Those who buy Buick buy the luxury of generous room, of splendid appointments, of easy operation, and that greatest luxury of all—lasting satisfaction.

THE BUICK OF TODAY

MORE THAN EVER A DEPENDABLE CAR . . . A REMARKABLE VALUE



One of the most important questions a family, or an individual, is called upon to answer is this, "What car shall we buy?" On the answer to that question depends whether the purchase of a car shall be followed by complete satisfaction with its performance, its dependability, and its economy.

Every year for the past thirty-one years, thousands of motorists have decided that they prefer Buick to any other car. And the records show that their choice has been fully verified.

As a consequence, wherever you go, with whoever you discuss motor cars, you hear Buick mentioned as one of the

really fine cars of the world. You hear it said everywhere that you just can't beat a Buick for those features which everyone wants in a car—beauty and smartness, stamina and reliability, performance and economy.

For a Buick is more than just "another automobile". It is an automobile of such quality and distinction, with such a well established reputation for long life and dependability that to own a Buick is to enjoy a cherished possession. To ride in a Buick is to know the thrill of as fine and smooth, as comfortable and luxurious transportation as it is possible for your money to buy.

To drive a Buick is to have under your safe and sure control one of the smoothest engines, one of the finest power plants in a modern automobile.

We believe that the Buick of today cannot be surpassed for smart and modern styling; fine, dependable performance; or high standard of craftsmanship, materials, and design. Evidently, the public believes that, too, for the public has accorded today's Buick a measure of acceptance such as no other fine car ever enjoyed.

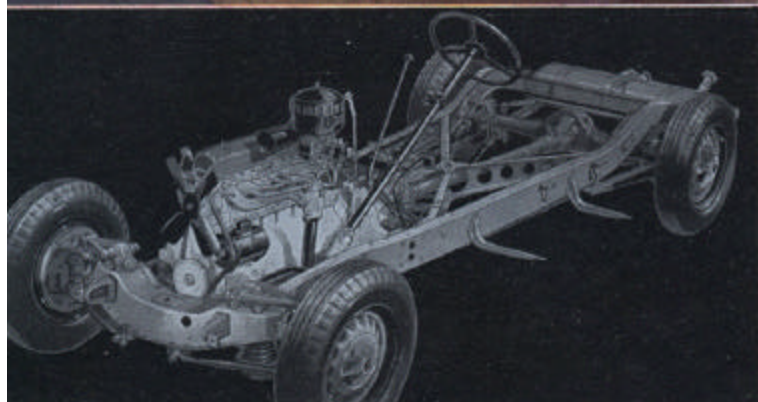
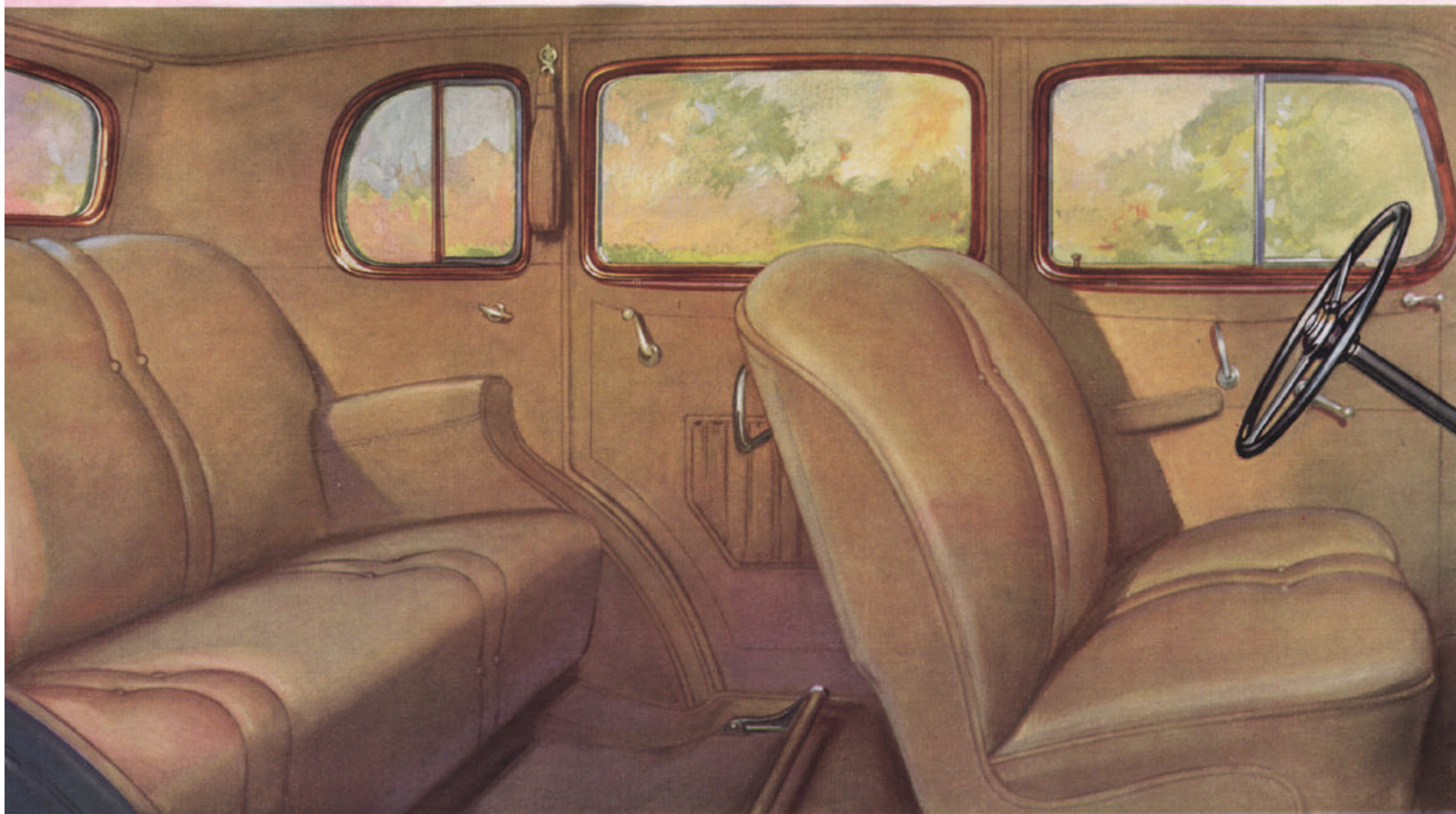
In the following pages, we show you the Buick of today in twenty-five smartly styled Fisher bodies. We also try to give you an idea of the mechanical features which make every Buick so comfortable to ride in, so smooth on the road, and so easy and safe to drive. We earnestly suggest that you drive a Buick before you decide on any car—a privilege any Buick dealer will gladly accord you. Then, if you are now only "thinking" of buying a Buick, we know you will obey the dictates of your better judgment and decide on a Buick.

A WORD ABOUT THE NEW LOWEST PRICED BUICK

The lowest priced Buick, recently introduced, is proving one of the most popular cars Buick ever built. And no wonder!

We doubt whether you will see a finer performing car on the highways in many a day than this new car, or one that offers more genuine, all-around value for the money. It is every inch a Buick with Buick's styling; its fundamental features of operation and control; and Buick's stamina, dependability, and long life. It is worthy, in every way, of the famous name it bears. It will live up to everything you ever expected of a Buick—and more. For into it are embodied features of improvement which only Buick engineers could provide. There are six cars in this new series. Your attention is especially called to the descriptions and illustrations of them which follow immediately in these pages.





BUICK DEPENDABILITY FEATURE . . . 1

★ The Series 40 chassis, with its time-proven Buick features, is an important factor in making this the finest engineered car at, or anywhere near, its price. You couldn't get a stronger, safer foundation for a car than the Buick chassis with its X-girder type frame, which sets a new standard for frame construction and insures ample strength for the mounting of the independent front wheel suspension system.

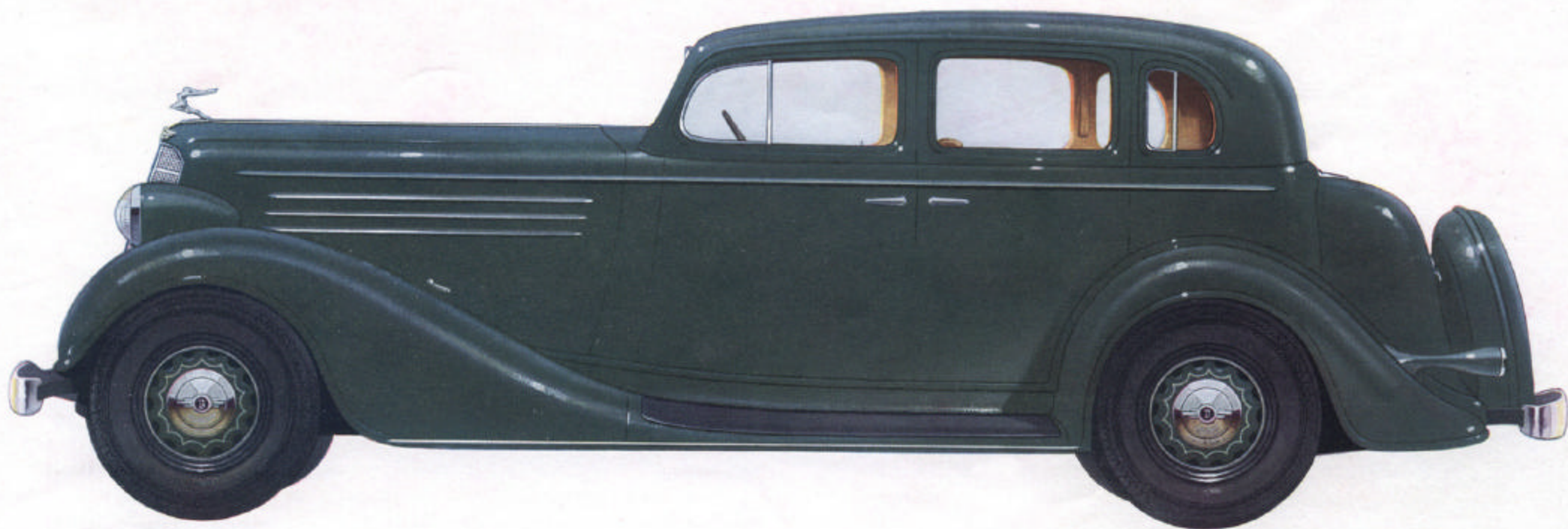
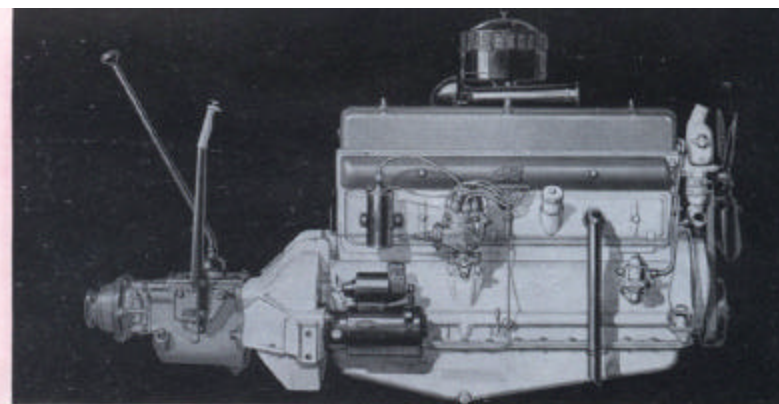
The roomy interiors of this 40 Series . . . which comprises six models of the lowest priced cars that Buick ever offered . . . are designed, trimmed, and upholstered to provide the maximum in beauty, smartness, and comfort. And the materials for these interiors are chosen as much for durability and wear as they are for style and luxury. Notice how much leg room there is in this fine car. A Buick interior maintains a pleasing appearance for a long, long time after lesser cars have begun to look old and shabby.

The model shown on this page is a beautiful, roomy sedan comfortably seating five people. It is luxuriously upholstered in mohair velvet or whipcord, at the option of the buyer. Two inside sun shades for driver and front seat passenger. Ash tray on back of the front seat. Fisher No Draft ventilating windows in front doors and in rear quarters. Arm rests for driver, front seat passenger, and rear seat passengers. The trunk is gracefully built into the body to conform with the body's smart, streamline design.

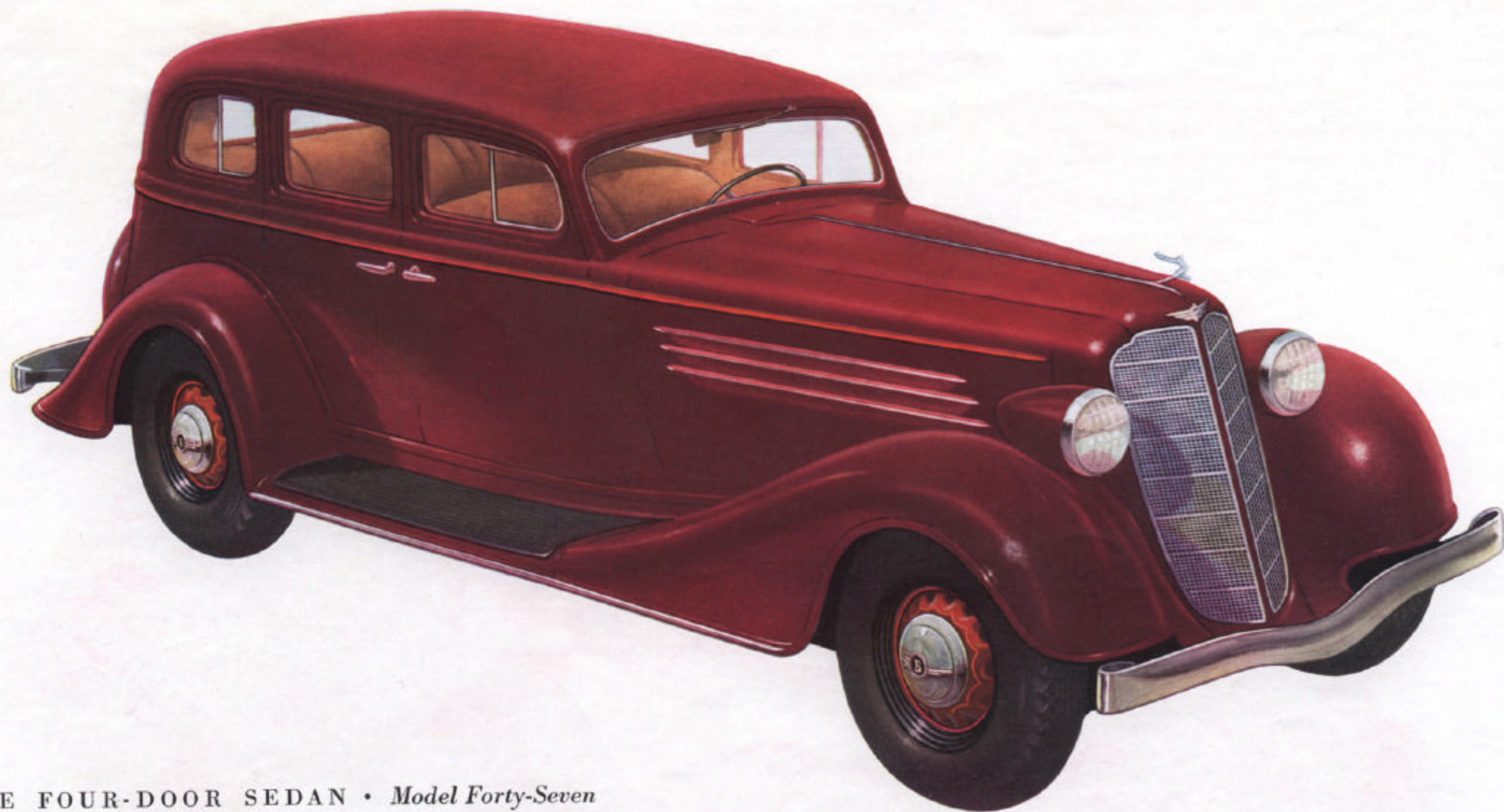
BUICK DEPENDABILITY FEATURE . . . 2

★ Today's Buick, like the fine Buicks of the past, is powered with the Buick Valve-in-Head Straight Eight Engine, world famed for power, flexibility, dependability, long life. The 40 Series engine develops 93 horsepower . . . speed up to 85 miles an hour . . . and accelerates from 10 to 60 miles an hour in 21 seconds. Many Buick owners get from 15 to 18 miles to the gallon of gasoline!

PAGE 5



THE FOUR-DOOR CLUB SEDAN • *Model Forty-One . . . with built-in trunk*



THE FOUR-DOOR SEDAN • *Model Forty-Seven*

BUICK DEPENDABILITY FEATURE . . . 3

★ A very important link in the Buick chassis is the torque tube drive, which transmits the driving torque from the rear axle to the frame and serves to keep the rear axle and wheels in perfect alignment. This fundamental Buick feature is largely responsible for Buick's dependable performance and long life. For smoother operation, tubular propeller shafts are used on all of today's Buicks.

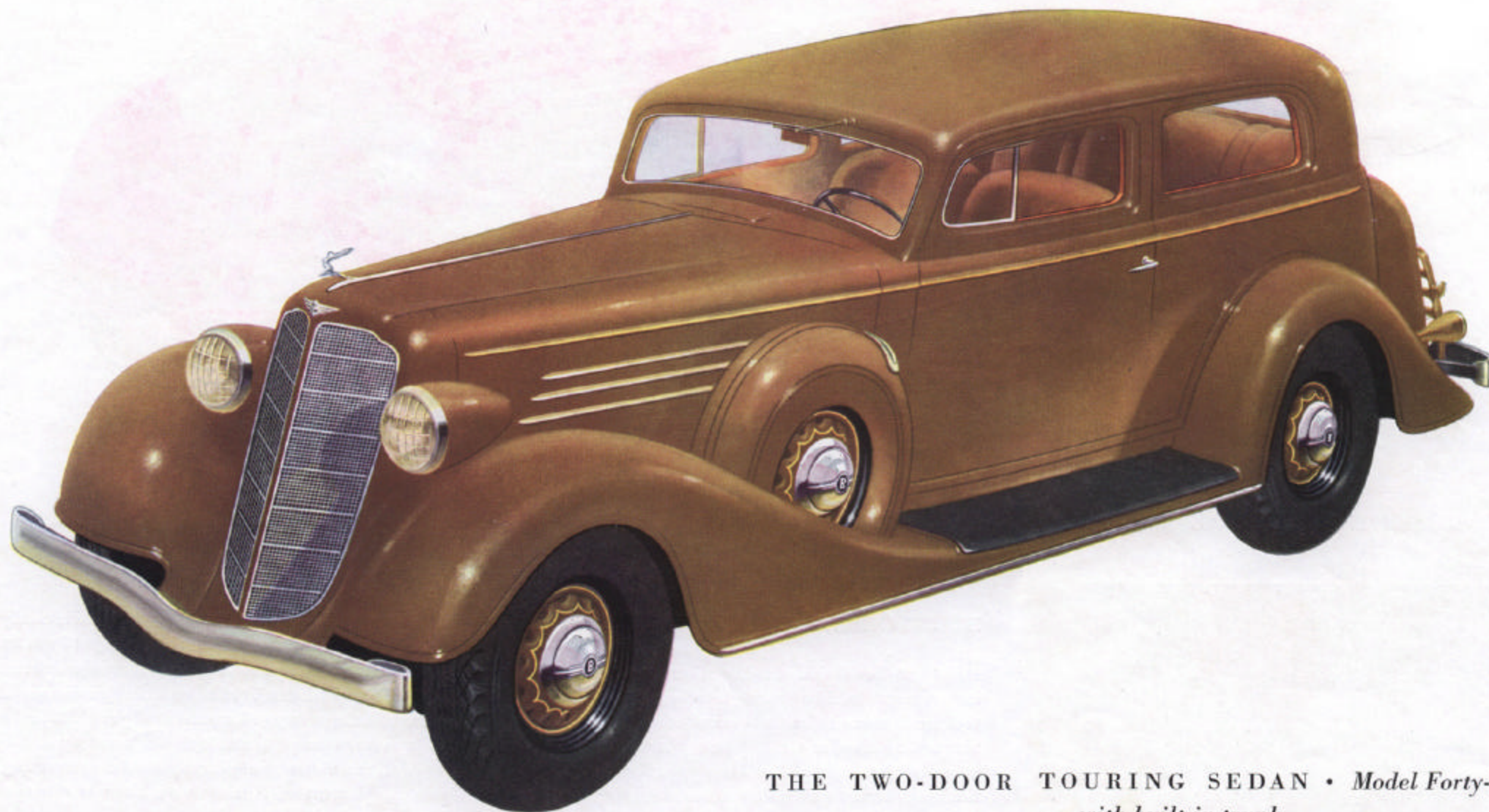
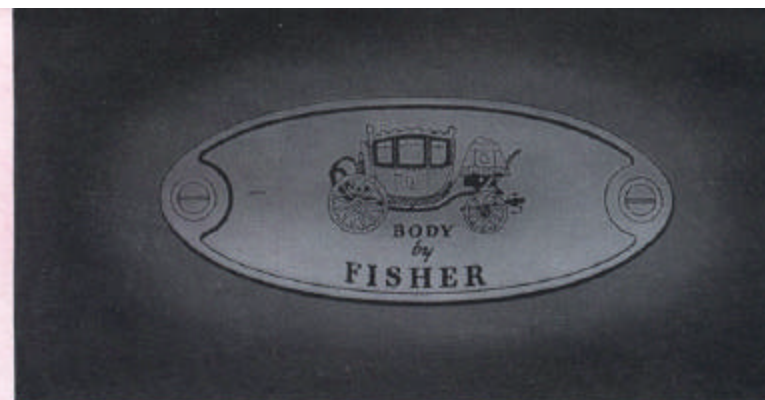
The Standard Sedan type of car has always been immensely popular, because of its beauty and smartness and because it is so big and roomy. The upholstery is of the finest mohair velvet or whipcord, at the option of the buyer. As in all today's Buicks, there is the health and safety of Fisher No Draft Ventilation. All cars in this series are furnished with safety glass all around. The cost of safety glass in windshield and ventilating wings is included in the list price. There is a slight additional charge for the balance.

Here are Buick beauty and design applied to one of the most popular body styles that Fisher Body craftsmen have built. There are two individual, collapsible front seats, and they are as comfortable as they look. Plenty of leg room in the front compartment as well as in the rear. Doors are exceptionally wide. Assist strap on right side of rear compartment. Ash tray on each side of the rear seat. Notice, too, the big trunk with plenty of space for luggage.

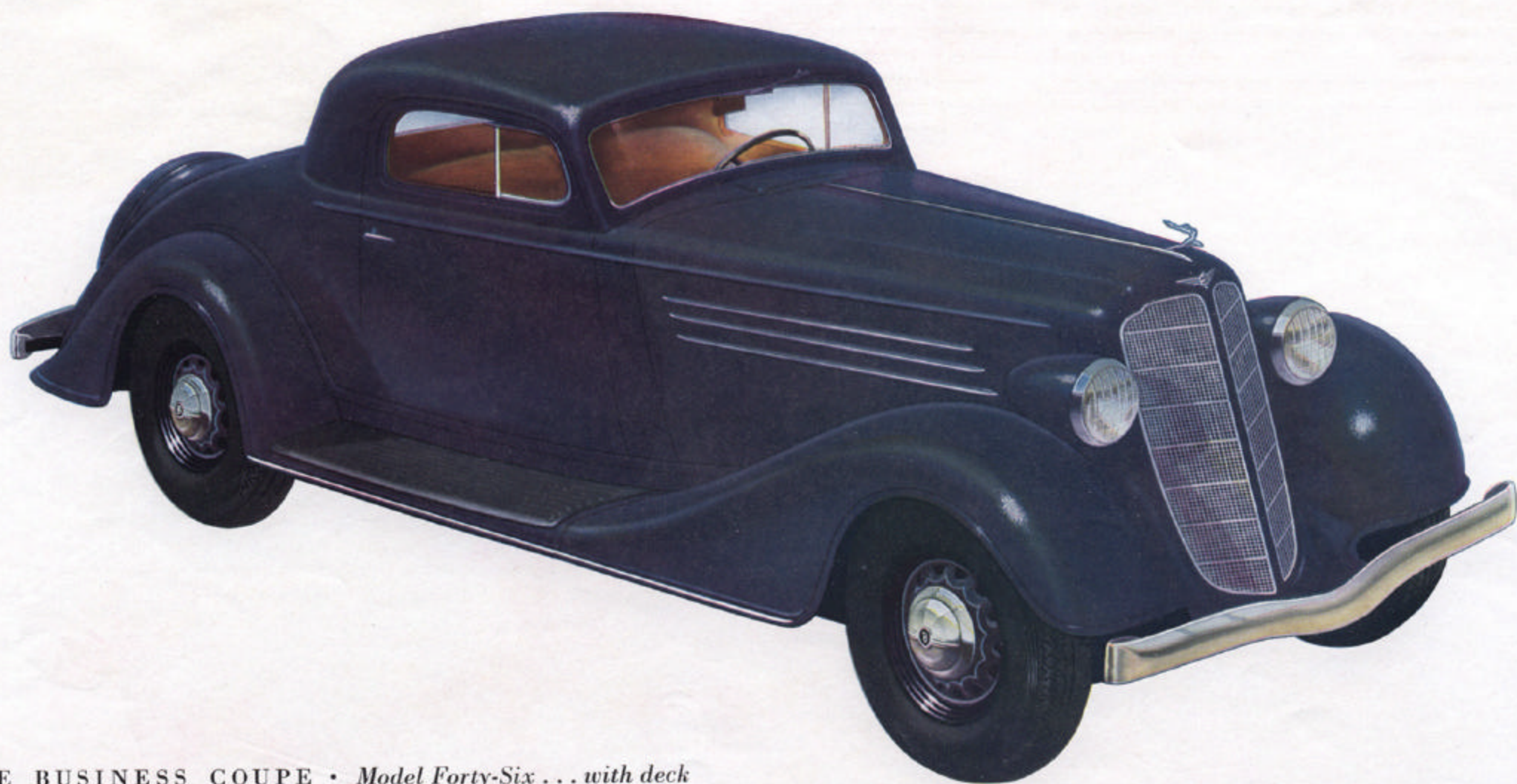
BUICK DEPENDABILITY FEATURE . . . 4

★ Every Buick is equipped with a Fisher body—one of the quietest, smartest bodies a motor car can have. It is thoroughly insulated against heat and cold, and is constructed to provide the maximum in style, long life, and dependability. Every Fisher body is designed by craftsmen who have mastered the art of body building to furnish the highest degree of comfort possible in a motor car.

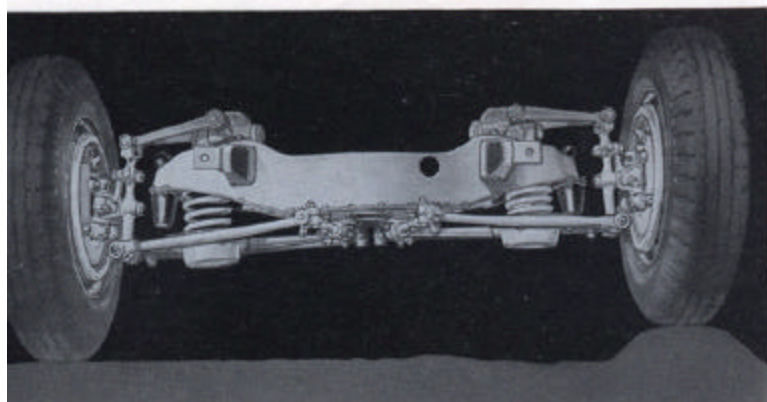
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THE TWO-DOOR TOURING SEDAN • *Model Forty-Eight*
... with built-in trunk



THE BUSINESS COUPE • *Model Forty-Six . . . with deck*



BUICK DEPENDABILITY FEATURE . . . 5

★ The Buick of today offers a truly revolutionary improvement in riding ease, smoothness, and comfort, due to Knee-Action wheels. This form of front wheel construction, which has proved so effective, permits the front wheels to move independently of each other and allows the use of frictionless coil front springs. Thus, one wheel may go over a rut or a deep spot in the road without affecting the other wheel.

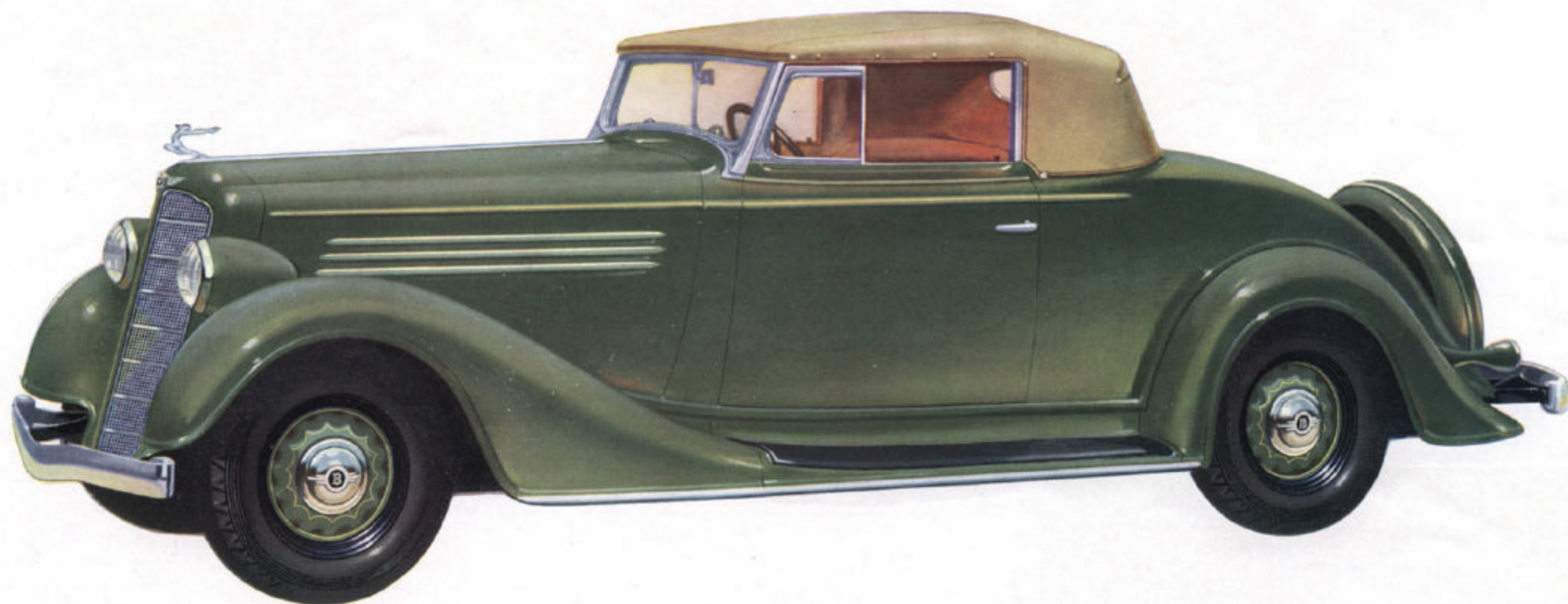
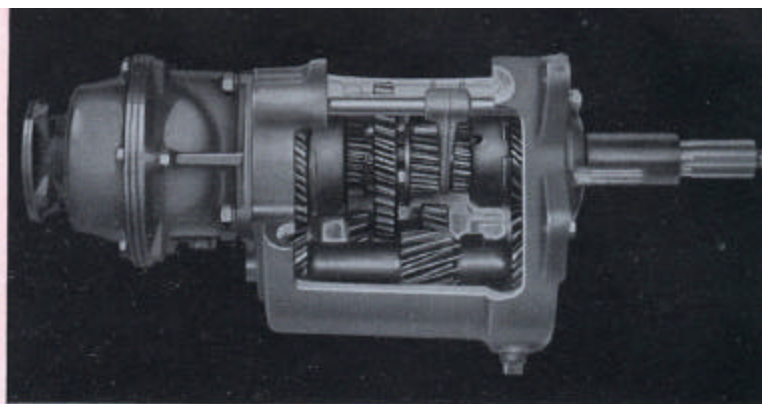
This smart Business Coupe is an especially fine car for personal transportation. It has plenty of leg room and elbow room for two persons. As in all models of this series, there is Fisher No Draft Ventilation; safety glass in windshield and ventilating wings (all around at slight additional cost); and a package compartment in the instrument panel. Under the deck, there is unusually large space for transporting baggage, samples, materials, and so on. There are comfortable arm rests on both doors, and the seat is adjustable.

The Convertible Coupe is so much in demand for its youthful smartness that this model has now been added to the 40 Series—a group of the lowest priced cars that Buick ever offered. Like every other car in the series, it is every inch a Buick, offering features of style, performance, and dependability that make it a Buick through and through. The upholstery is tan leather or tan Bedford cloth. The seat is deep and wide. Plenty of leg room, too. This car is certain to be one of the most popular in this series.

BUICK DEPENDABILITY FEATURE . . . 6

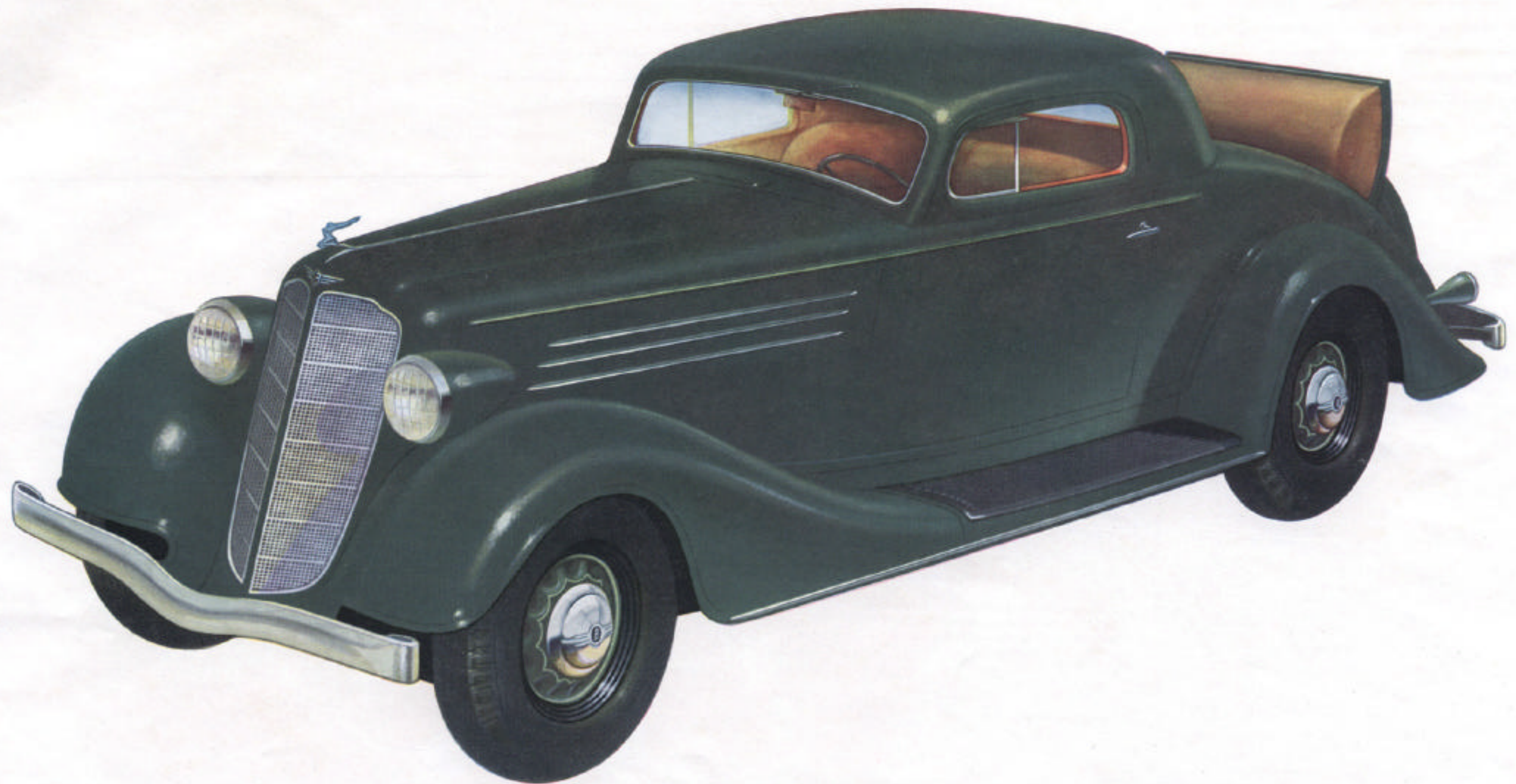
★ One of the reasons for Buick's smooth, easy performance is Buick's synchronizing transmission, which is equipped with helical gears throughout, assuring quiet operation in low, second, and reverse. The universal joint is automatically lubricated from the transmission. Like every other mechanical feature in a Buick, the transmission system is thoroughly dependable.

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THE CONVERTIBLE COUPE • *Model Forty-Six C*

THE SPORT COUPE • *Model Forty-Six S . . . with rumble seat*



BUICK DEPENDABILITY FEATURE . . . 7

★ All Buicks are equipped with an automatic choke, which permits a much more efficient choking of the carburetor than is possible by the most expert use of a manual choke control. A thermostat automatically insures the proper amount of choking in relation to the operating temperature of the engine. This is a dependability feature for real, practical value.

People who prefer a smart Sport Coupe to any other type of car will especially like this beautiful and symmetrical model with its modern streamlined Fisher body and its roomy, convenient rumble seat. There is plenty of leg room in the compartment; the adjustable seat is exceptionally comfortable for two people; and the upholstery may be had in tan whipcord, tan leather, or mohair velvet. As in all models of this series, there is a package compartment at the right in the instrument panel.

BUICK SERIES 50



THE five beautiful Buicks of this series are the finest cars Buick ever offered at so moderate a price. Each has many distinctive appointments and refinements, so that, regardless of your taste or your requirements, you are certain to find in the 50 Series the very car you need. There is, for example, a smart, fast Business Coupe for the motorist who wants a two-passenger car with ample deck space in which to carry plenty of luggage. There is a smart Sport Coupe with a rumble seat—just the car for those who like a model with plenty of dash and style. There is a Convertible Sport Coupe with a rumble seat. It is an ideal car for those who prefer to alternate the advantages of a closed car with those of an open roadster. As a family car, the Buick 50 Series Four-Door Sedan has never been approached at anywhere near the price. Large, roomy, comfortable, it embodies all the fundamental features, as well as the modern improvements, which have made Buick the favorite family car in thousands of American homes for the past thirty-one years. The Victoria Coupe, with built-in trunk, is another car especially designed for families who do a great deal of traveling.



BUICK DEPENDABILITY FEATURE . . . 8

★ Multibeam headlighting, with passing beam controlled by a light touch of the foot, is one of Buick's newest safety and dependability features. It is a feature of all the Buicks of today. This headlighting system differs from conventional types in that the right side of the road and the ditch can be brilliantly illuminated, while the illumination on the left is lowered to prevent glare to passing cars.

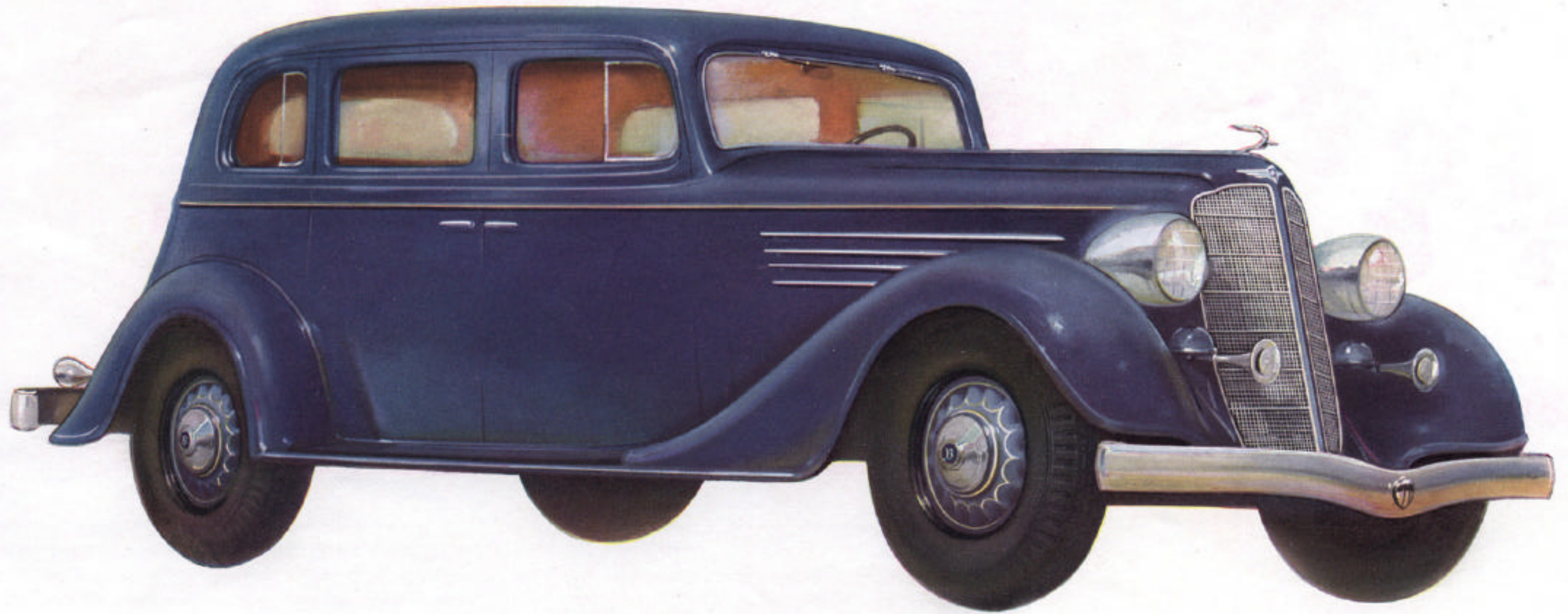
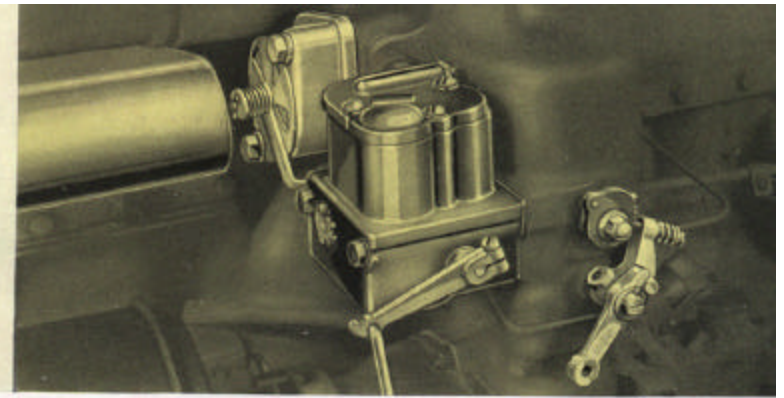
In the 50 Series, following, it will be observed that Buick has gone to great lengths to provide fittings and appointments that are the last word in comfort and good taste. The upholstery is costly and luxurious; colors are selected to harmonize with the general color scheme of the car. Robe rails, carpet-covered foot rails, floor carpets, assist cords, ash trays, arm rests—all reflect the most modern style and design. Especially, note the wide, deep seats and the roominess of the luxurious interior.

This Four-Door Sedan is usually looked upon as a family car, because of its exceptional roominess. It holds five passengers very comfortably. The upholstery is the very best the market affords—rich, elegant mohair velvet or whipcord. Seats are deep, wide, and comfortable. There are arm rests on both front doors, as well as on both sides of the rear seat. Fisher ventilation, of course. This car is considered the standard of value in its price class.

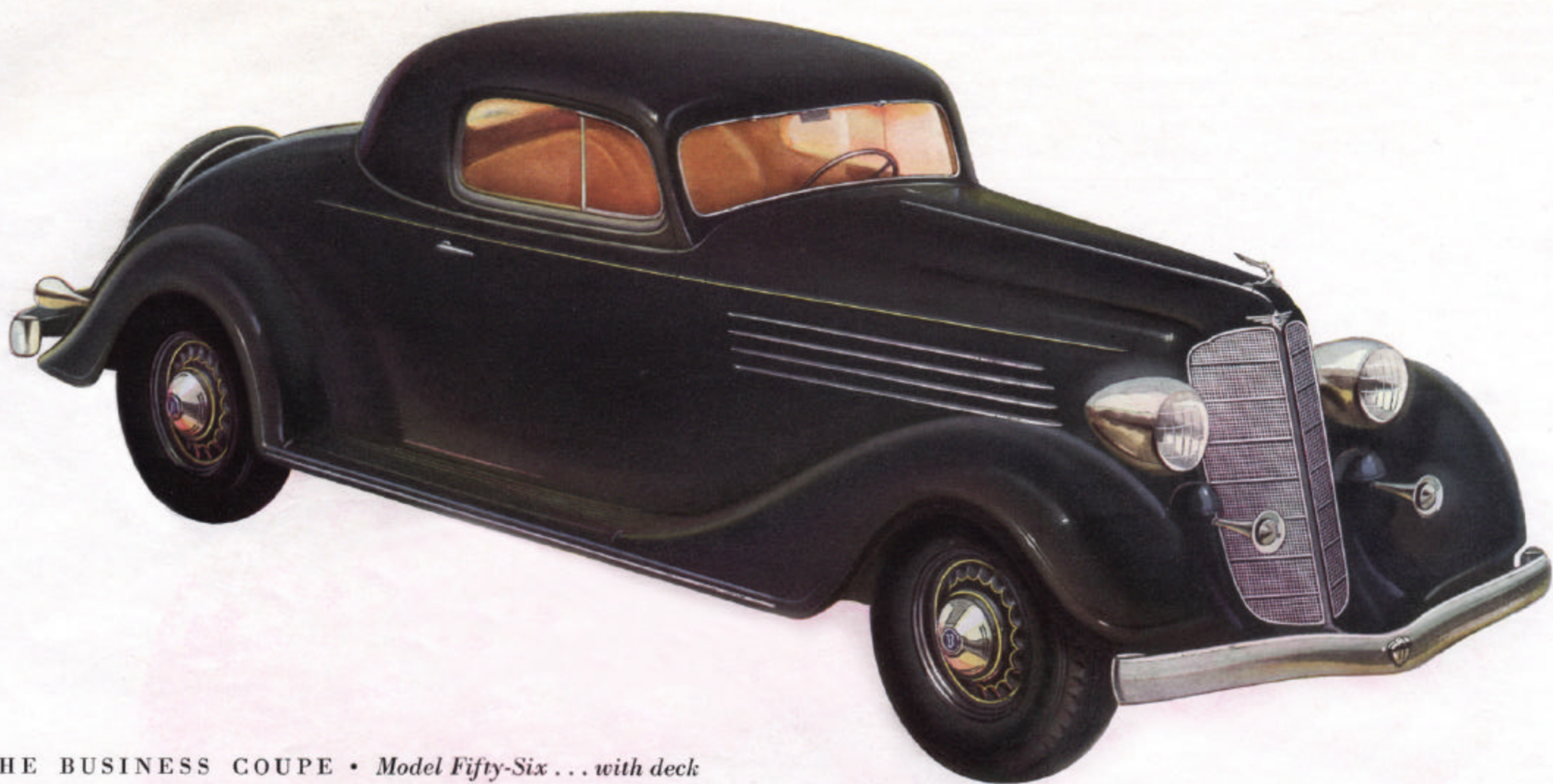
BUICK DEPENDABILITY FEATURE . . . 9

★ The accompanying illustration shows the Buick automatic choke of the 50, 60, and 90 Series by which choke control is accomplished when starting the car; the cold idle control, which provides correct idling speed whether the engine is cold or completely warmed up; and the automatic heat control of the carburetor.

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THE FOUR-DOOR SEDAN • *Model Fifty-Seven*



THE BUSINESS COUPE • *Model Fifty-Six . . . with deck*

BUICK DEPENDABILITY FEATURE . . . 10

★ The front seat of every Buick is easily adjustable while the driver is seated, to permit the driver to choose the relation between the seat and the pedals that is the most comfortable for him. The seat-adjusting lever is conveniently located on the left side of the front seat cushion. Merely lifting the lever allows the seat to be quickly and easily adjusted to the required position.

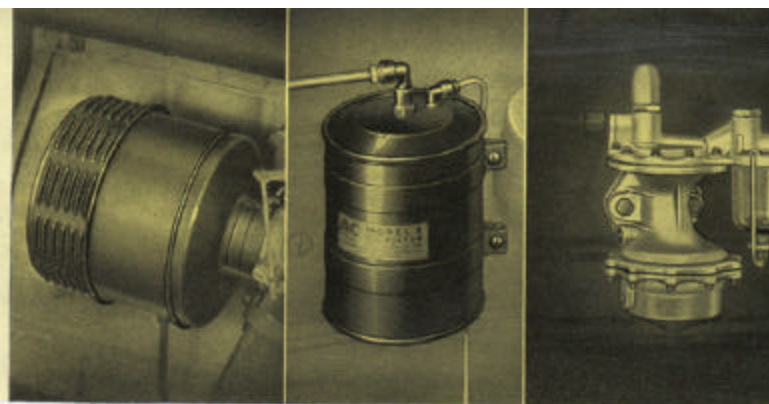
Those who need an extra roomy car for business or personal transportation will find this smart Business Coupe exactly suited to their needs. It has plenty of storage space in which to carry books, packages, merchandise, or anything a person might want to use in the course of a day's business. There is a pocket under the cowl on the right-hand side; package compartment on the instrument panel; ash tray and lighter . . . in fact, all the conveniences one would want in a car for constant, daily use.

Five adults can ride comfortably in this beautiful Victoria Coupe with spacious built-in trunk. Horizontal hood louvers; modern design door handles; chrome-trimmed running board; 16-spoke all-steel wheels; chrome head lamps—all combine to make this one of the smartest cars on the highway today. Comfort for the driver and passengers is assured by means of such features as arm rests; large rear seat arm rests; wide and deep seats; rich upholstery; and Fisher No Draft Ventilation.

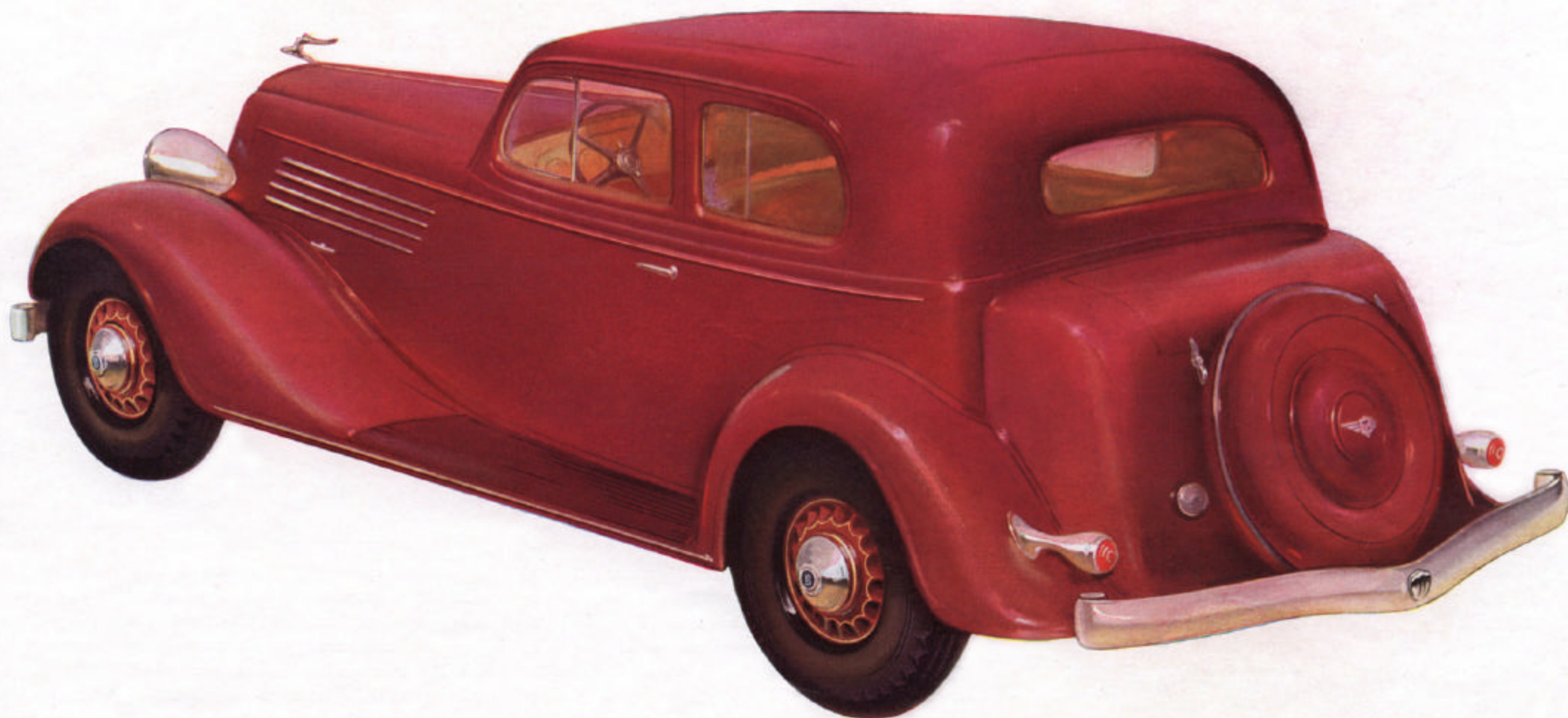
BUICK DEPENDABILITY FEATURE . . . 11

★ Buick's air intake, with cleaner and silencer, assures a generous supply of clean air at all times and at all speeds. Intake noise is practically eliminated. Buick's lubricating system is protected by an oil filter of exceptional efficiency. Buick's combination fuel and windshield wiper vacuum pump assures an adequate supply of fuel and constant windshield wiper action.

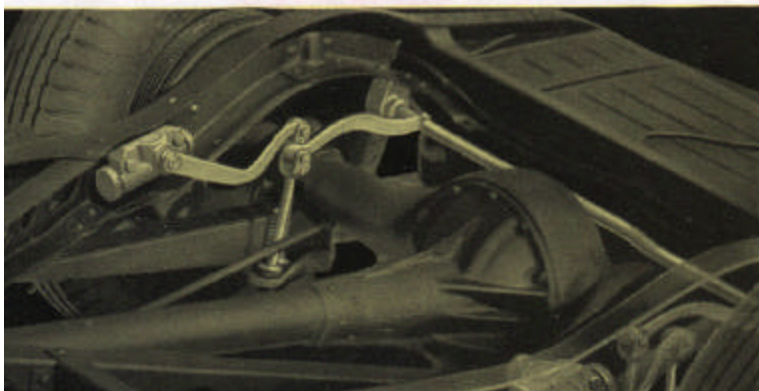
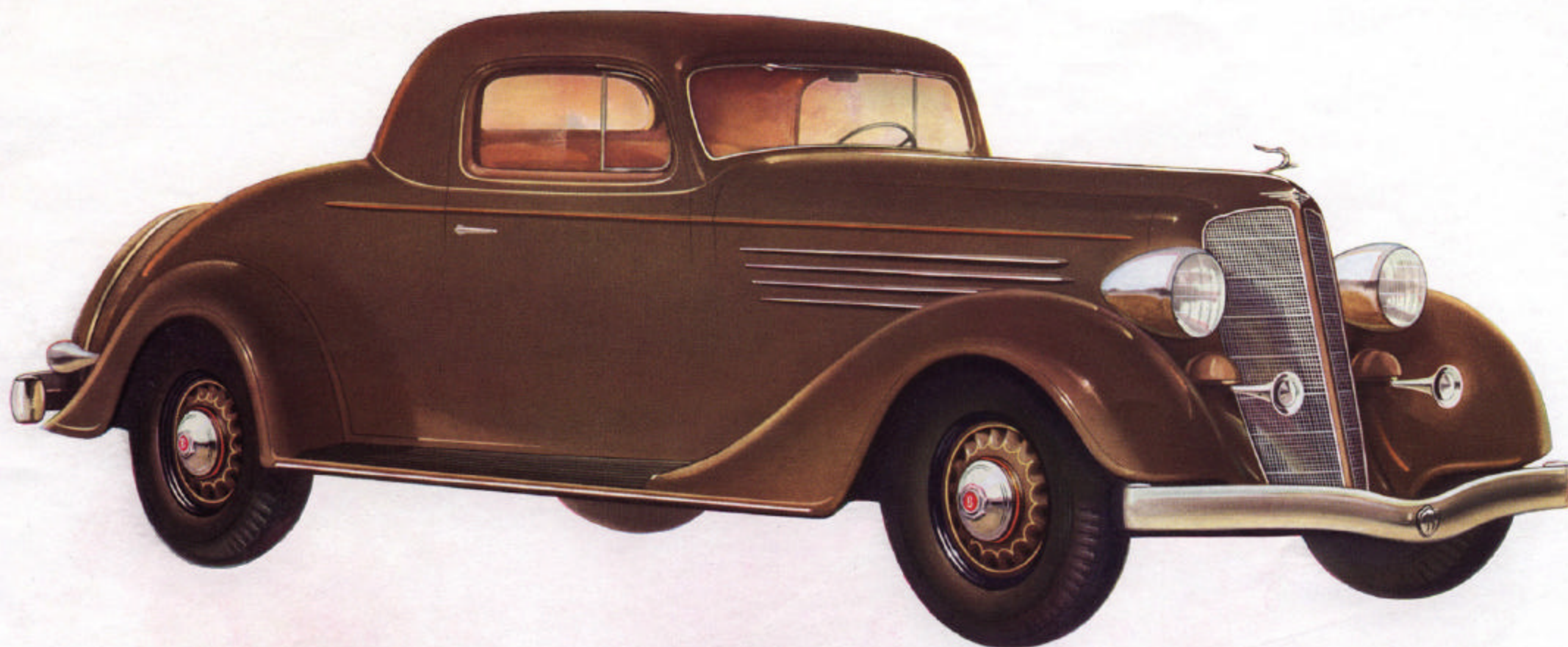
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THE VICTORIA COUPE • *Model Fifty-Eight . . . with built-in trunk*



THE SPORT COUPE • *Model Fifty-Six S . . . with rumble seat*



BUICK DEPENDABILITY FEATURE . . . 12

★ The Buick ride stabilizer is located just back of the rear axle, and its function is to prevent rolling and side sway when rounding sharp curves or corners. The ride stabilizer is not only an important feature in the Series 50 Buick but an equally important feature in every Buick. This is one of the features which contribute so much to Buick's superb ride.

Those who want an extra roomy Sport Coupe will welcome this extremely beautiful streamline model. It seats three people comfortably in front, while a spacious emergency seat in the rear provides room for two more passengers. The rear window can be lowered. In addition to the fundamental Buick features common to all models, this fine car offers concealed type window curtains. There is a choice of fine quality whipcord or mohair velvet. Leather is available at slight extra cost.

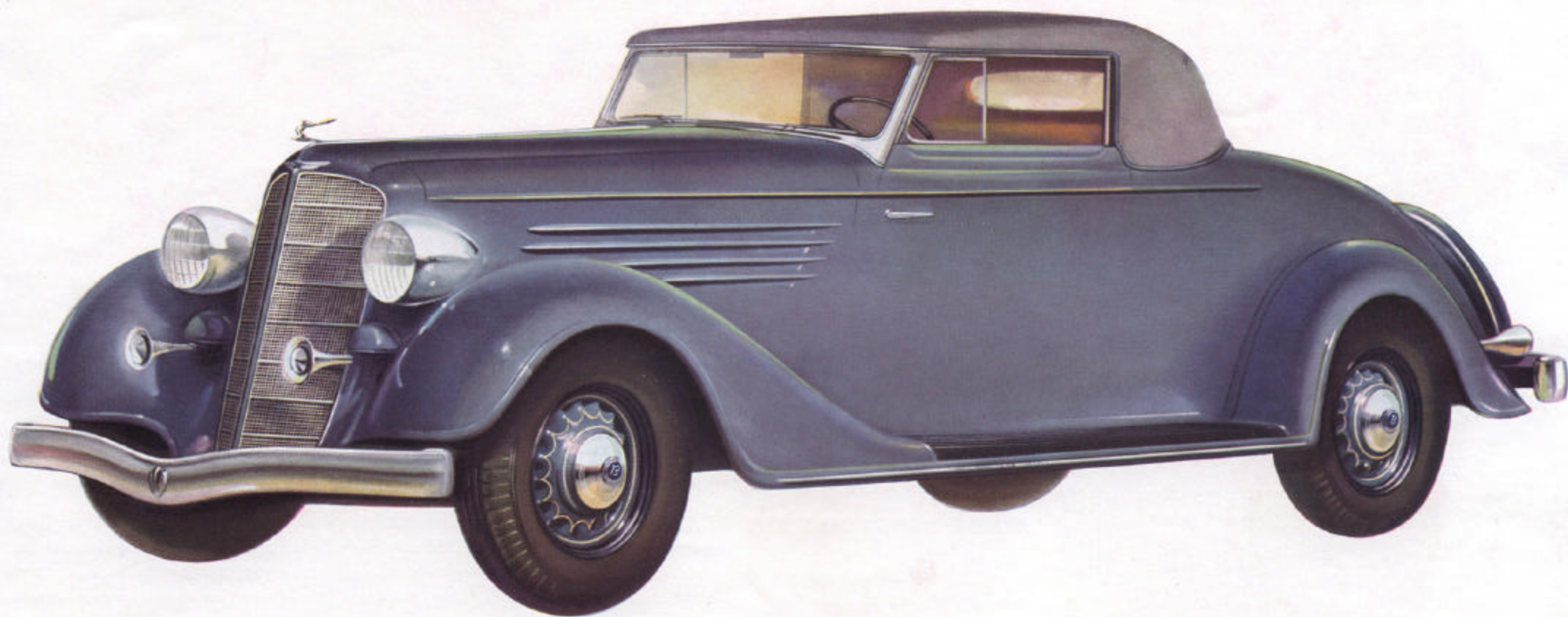
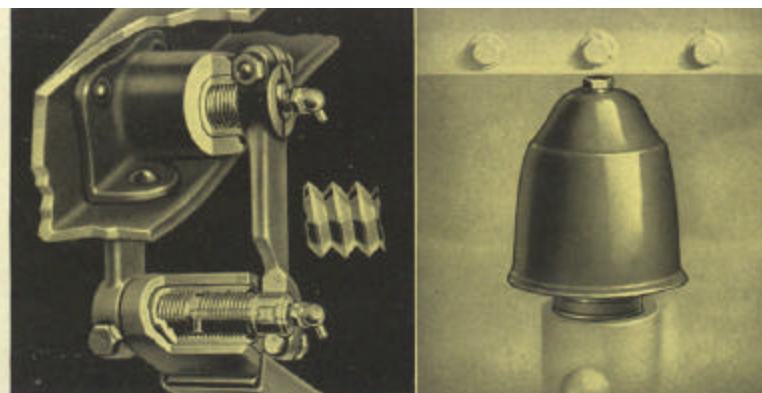
This smart Convertible Coupe has all the convenience of a coupe when the top is up, including Fisher No Draft Ventilation, and all the style, snap, and freedom of a roadster when the top is down. The interior is styled with choice of tan whipcord or genuine tan or black hand-buffed leather. Both doors have arm rests for driver and front seat passenger. On all convertible models, the top boot is standard equipment. It is easy to put on and take off.

BUICK DEPENDABILITY FEATURE . . . 13

★ New threaded type spring shackles add greatly to the safety and dependability of the Buick of today. These spring shackles not only eliminate side sway and noise but they do not require adjustment.

Harmful dilution of the engine oil is prevented by a crankcase ventilator, which removes water and fuel vapors.

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THE CONVERTIBLE COUPE • *Model Fifty-Six C . . . with rumble seat*



BUICK DEPENDABILITY FEATURE . . . 14

★ All Buicks are equipped with Fisher No Draft Ventilation—a built-in ventilating system that utilizes the air currents generated by the motion of the car to circulate fresh air throughout the body according to the individual preference of each passenger. A recently developed feature is the snow, or rain, deflector which is fitted to the front doors above the ventilator.

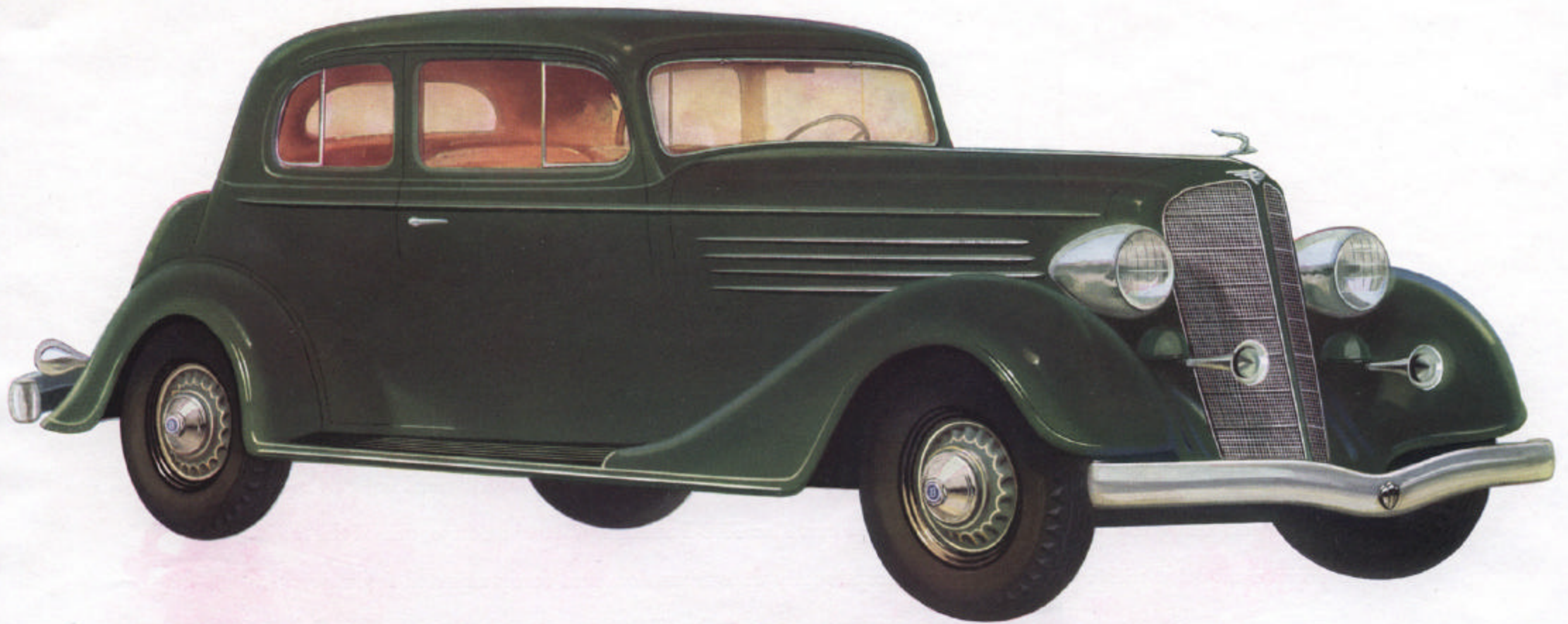
Interiors of the 60 Series provide the maximum in restful ease, as well as an atmosphere of exceptional charm. They are particularly roomy; seats are deep, wide, and comfortable. In several models in this series, there is a wide, comfortable center arm rest in the rear seat. And, of course, as in all Buicks, there are arm rests for driver and front seat passenger. The upholstery is rich and inviting; there is a choice of several fabrics to harmonize with the character and the color of the car.

BUICK SERIES 60



THE truly fine cars comprising the 60 Series offer six models from which to select an exceptionally smart car for personal, business, or family use. The cars in this series have a longer wheel base than those in the 50 Series, and the interiors are even roomier. There is a beautiful Four-Passenger Sport Coupe and an equally smart Four-Passenger Convertible Coupe, each with long, low top lines and a sweeping deck which gracefully blends with the sloping radiator and long hood — a pleasing new style in cars of this type. Each coupe has a rumble seat accommodating two passengers. The Four-Door Club Sedan of this series offers ample convenience and comfort for five passengers and the additional advantage of a large trunk built into the rear of the body. In style, luxury, and comfort, the Five-Passenger Sedan sets a new standard for a medium-priced car. The Five-Passenger Victoria Coupe, one of the most popular models Buick ever built, has an exceptionally wide front door and easily adjusted folding seats. A large built-in trunk gives generous carrying capacity. The Five-Passenger Convertible Phaeton is essentially a custom-built type, and has all the desirable features of both closed and open models.

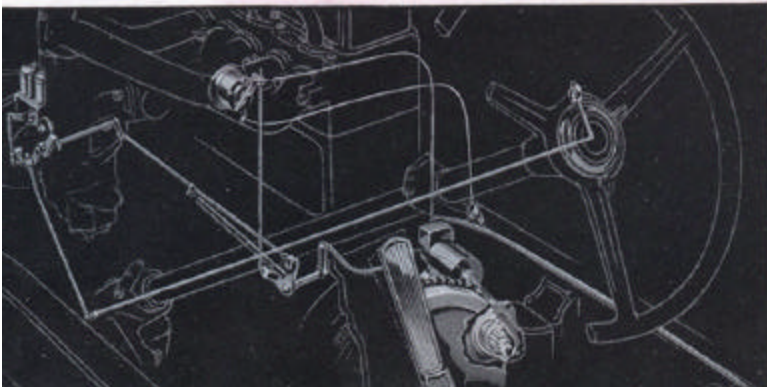
THE VICTORIA COUPE • *Model Sixty-Eight . . . with built-in trunk*



BUICK DEPENDABILITY FEATURE . . . 15

★ Starting a Buick is so easy that the driver is scarcely conscious of the operation. Simply turn on the ignition switch, press the accelerator, and the car is started automatically. That is all there is to it . . . and that is one reason why women find a Buick so easy to handle, so simple to drive.

The Coupe is fast adding to its popularity, because it is so convenient to handle, so easy to get in and out of because of the wide doors and folding seats. That is why this Victoria Coupe with built-in trunk is such a popular model. The interior is extremely roomy and comfortable. Fisher No Draft Ventilation assures an adequate supply of fresh air throughout the body of the car at all seasons.

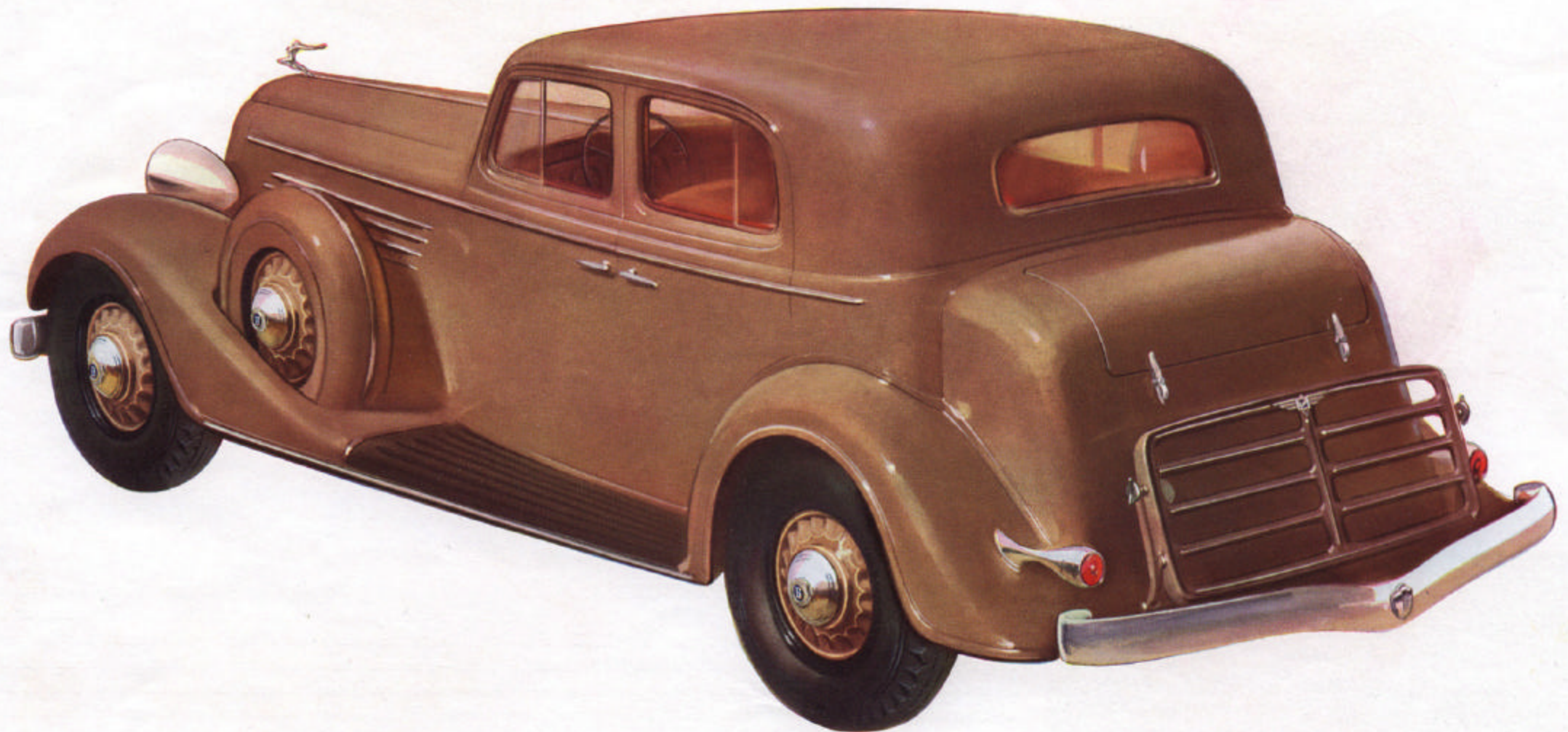
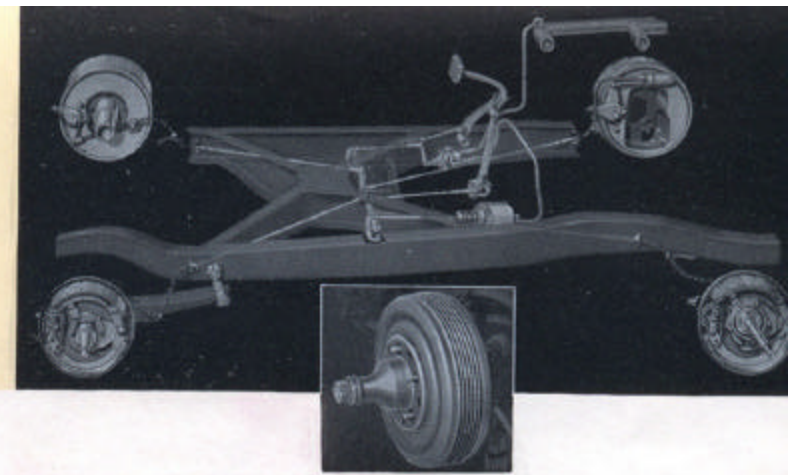


This Club Sedan, with built-in trunk, was recently introduced by Buick. It is a car of style and distinction with utility; a beautiful, roomy four-door sedan with a recess cut in at bottom of back of front seat, giving more leg room and foot room in the rear compartment. There is a spacious trunk at the rear. Center arm rest; arm rests for driver and front seat passenger; large package compartment; concealed type window curtains—these are only a few of the comfort and convenience features offered by this fine car.

BUICK DEPENDABILITY FEATURE . . . 16

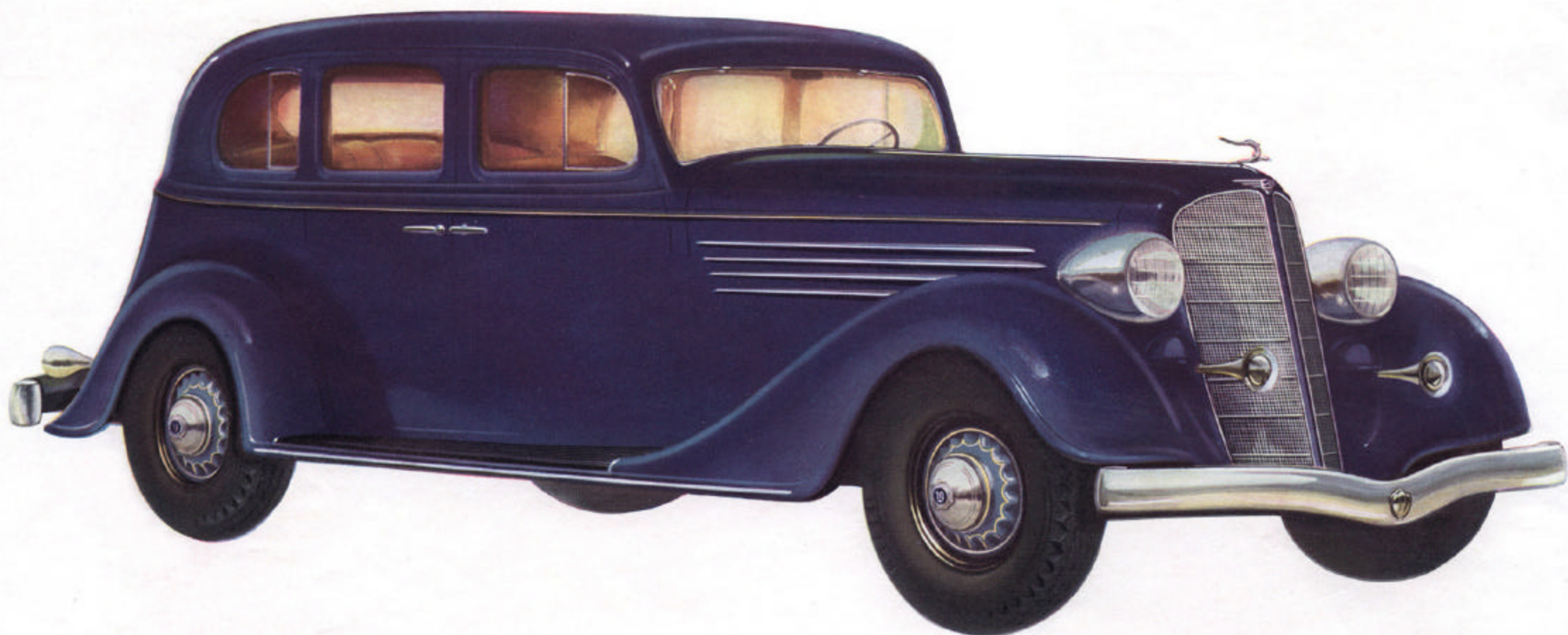
★ An easily operated, absolutely positive braking system is a distinctive Buick feature. The brakes in the 50, 60, and 90 Series are vacuum power operated through a vacuum Servo mechanism, which gives the driver complete control of the brakes at exceedingly low brake pedal pressure. The brake drums are made of cast iron in one piece; ample cooling fins provide dissipation of heat when applying brakes.

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THE CLUB SEDAN • *Model Sixty-One . . . with built-in trunk*

THE FOUR-DOOR SEDAN • *Model Sixty-Seven*



BUICK DEPENDABILITY FEATURE . . . 17

★ Silence, easy shifting, safety, and long life feature Buick's all-silent Syncro-Mesh transmission. "All silent" means that wide helical gears operate quietly in all speeds—first, second, high, and in reverse as well. Shifting from first to second to high is accomplished without clash, regardless of car speed. Longer life than usual is built into the gears and their extra heavy bearings.

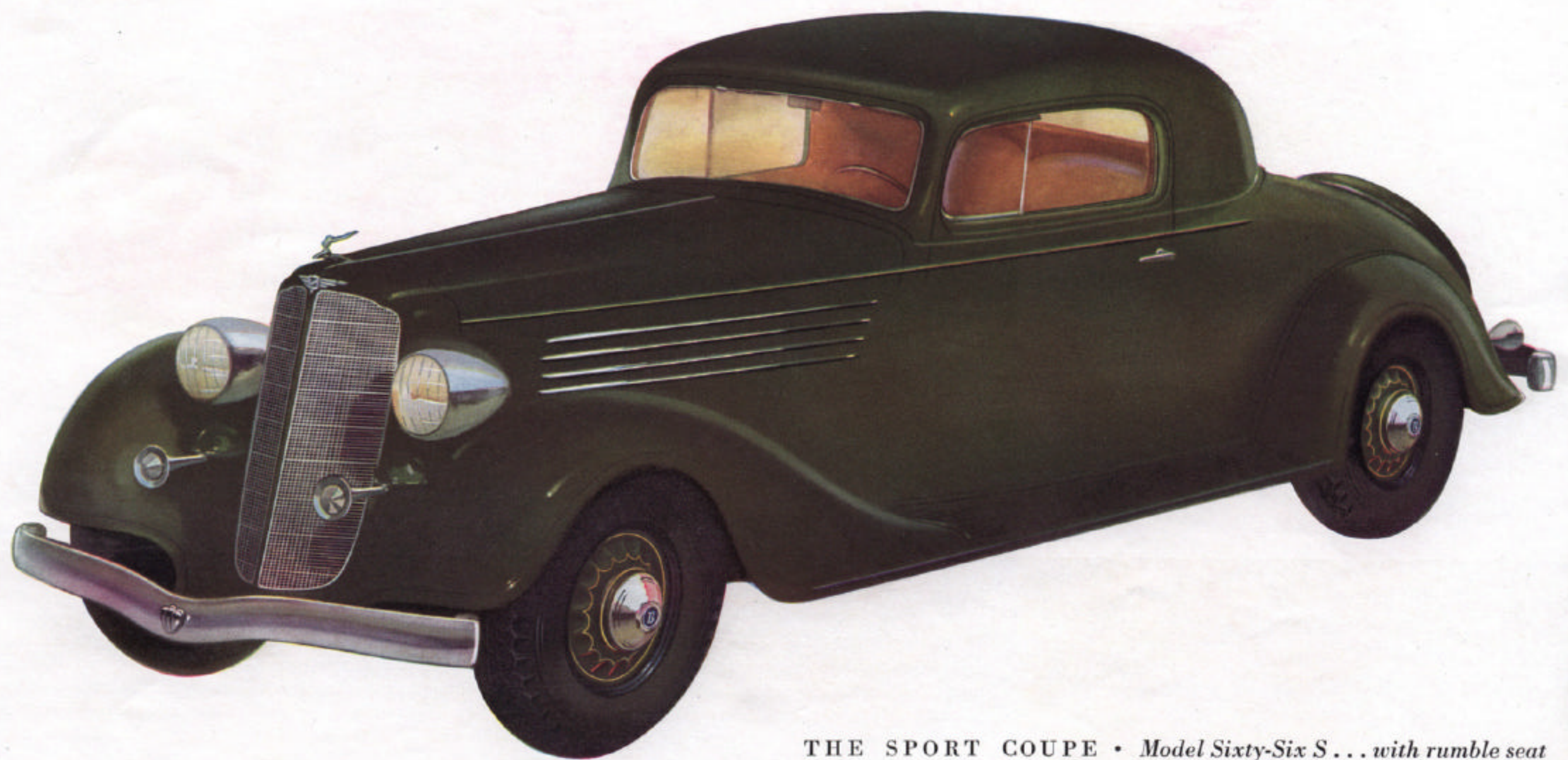
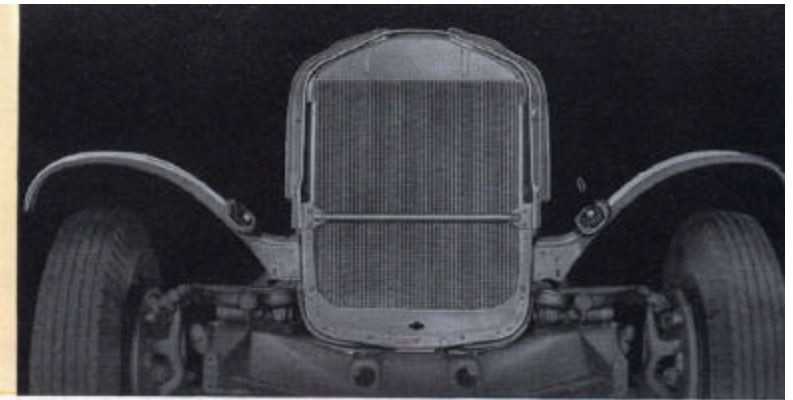
This big, roomy Five-Passenger Four-Door Sedan is one of the most popular of all Buick models. For, at a moderate price, it is one of the biggest cars in the fine car field—a marvelous value in style, comfort, performance, and dependability. A new feature in this model, as well as in models 61 and 68, is a wide, comfortable center arm rest in the rear seat. Upholstery is the finest quality whipcord or mohair velvet. Truly a car for family use, as it offers so much interior roominess. Fisher No Draft Ventilation, of course.

Here is a smart, distinctive Sport Coupe with ample room for two people and with an extra wide emergency seat in the rear for two passengers. The front compartment provides plenty of leg room for driver and passenger. There are generous, comfortable arm rests. Fisher No Draft Ventilation is an outstanding safety and comfort feature of this really fine car. Choice of fine quality mohair velvet or whipcord for the upholstery. Leather is available at slight extra cost.

BUICK DEPENDABILITY FEATURE . . . 18

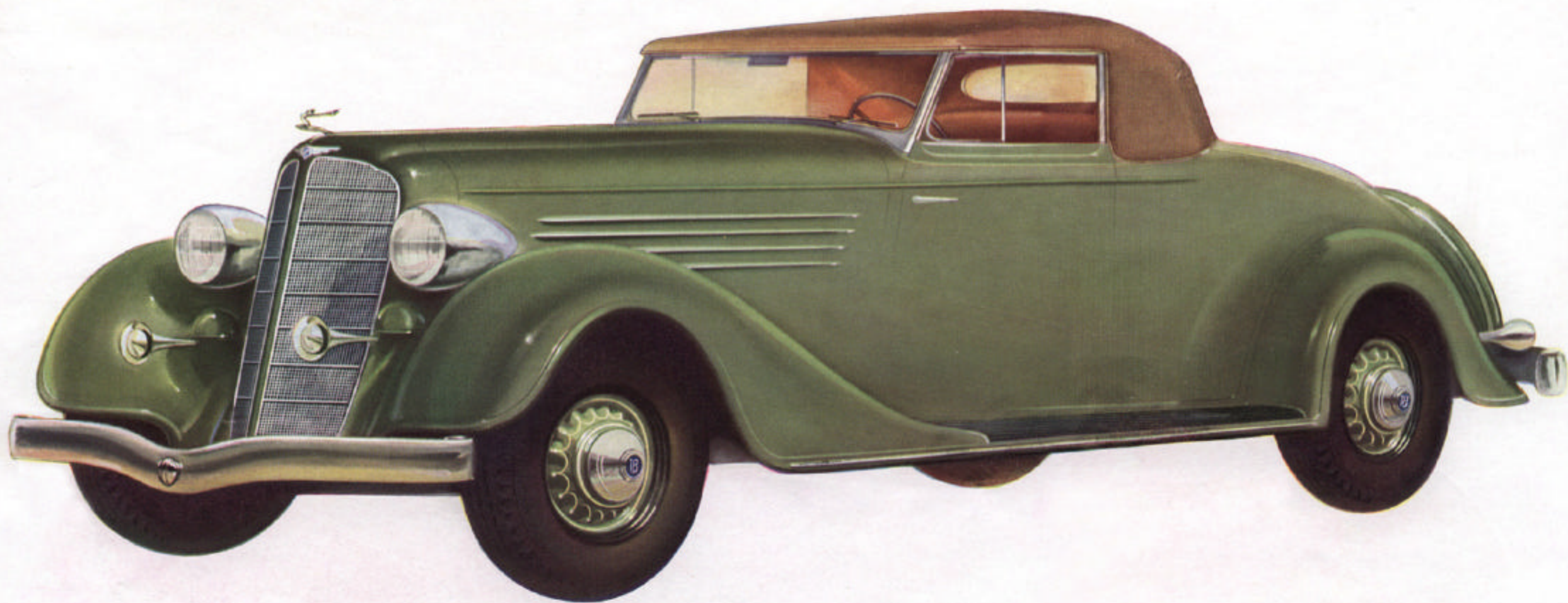
★ Radiator, front fender, and head lamps are so mounted on a Buick that frame movement is not transferred to these units. This eliminates front end shake and gives the driver a marvelous feeling of the car's stability. The longer you drive a Buick, the more impressed you will be with its remarkable steadiness on the road.

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THE SPORT COUPE • Model Sixty-Six S . . . with rumble seat

THE CONVERTIBLE COUPE • *Model Sixty-Six C . . . with rumble seat*



BUICK DEPENDABILITY FEATURE . . . 19

★ All Buicks of today, except the 40 Series, are equipped with an oil temperature regulator pioneered by Buick. It heats the oil quickly in cold weather and keeps the oil cool in hot weather while the car is being driven at sustained high speeds. There are no moving parts to get out of order. You can depend upon its uniform, unvarying operation, if thoroughly cleaned every 20,000 miles.

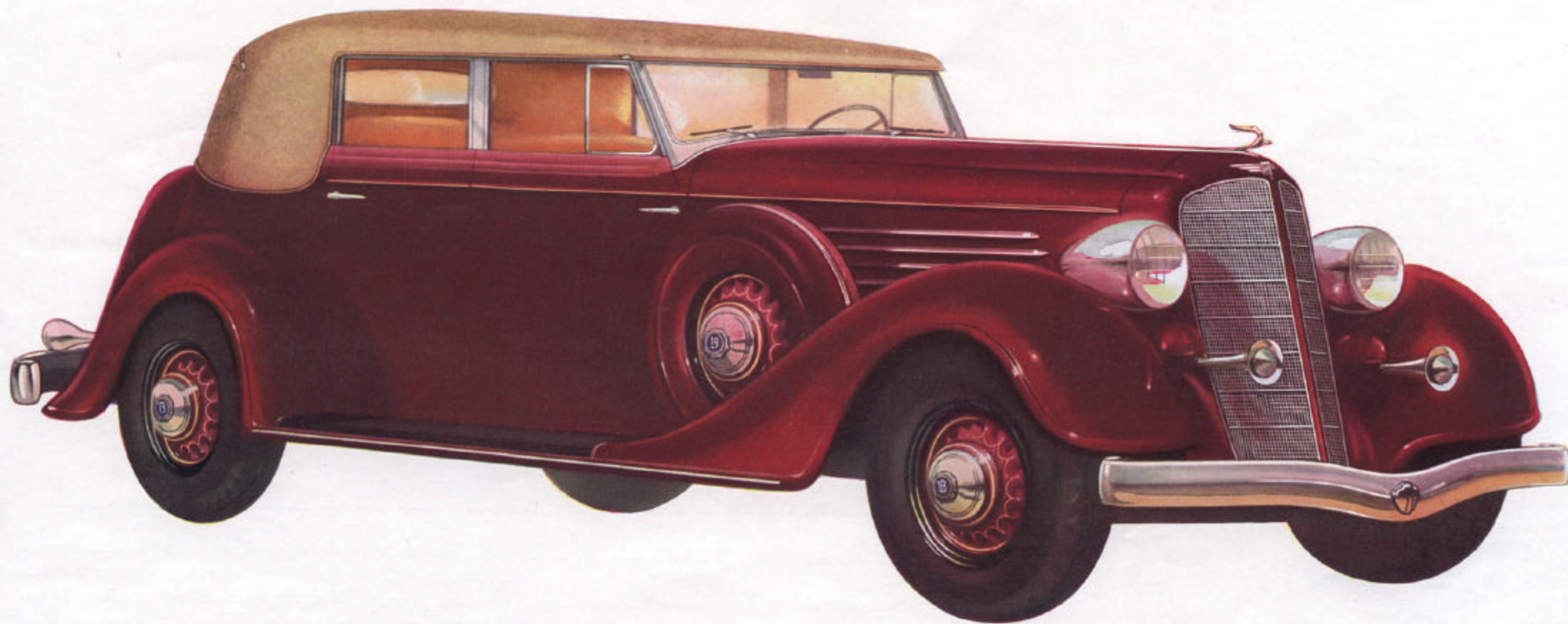
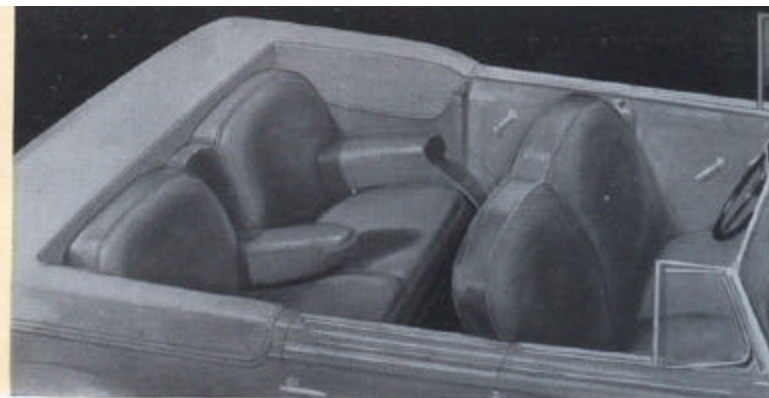
This is a smart, stylish Convertible Coupe with long, low top lines and a sweeping deck blending gracefully with the radiator hood and full-skirted fenders, creating a new style among cars of this type. Windshield posts, brackets, and fittings are chrome plated. Seats are trimmed with weather-proof tan whipcord or hand-buffed leather in a color to harmonize with the color of the car. A splendid value for those who occasionally like the freedom of a roadster but do not want, entirely, to give up the convenience of a coupe.

No car could give greater all-around satisfaction than this beautiful Five-Passenger Convertible Phaeton with its long, low streamline body by Fisher, its smart fender well equipment and spacious built-in trunk. The tailored top is easily operated, and when down folds close to the car. There is storage space back of the rear seat for removable center pillar; top boot is standard equipment. This is one of the finest cars that Buick offers, especially from the standpoint of graceful body lines and modern styling.

BUICK DEPENDABILITY FEATURE . . . 20

★ The interior is exceptionally roomy and comfortable, with all the advantages of a closed car when the top is up and the freedom of an open car when the top is down. Notice the extra long arm rests in the rear seat, especially the folding arm rest in the center; there are also arm rests for driver and front seat passenger too. Upholstery, choice of tan whipcord or hand-buffed leather.

PAGE 25



THE CONVERTIBLE PHAETON • *Model Sixty-Eight C . . . with built-in trunk*

Available with six-wheel fender well equipment only



BUICK DEPENDABILITY FEATURE . . . 21

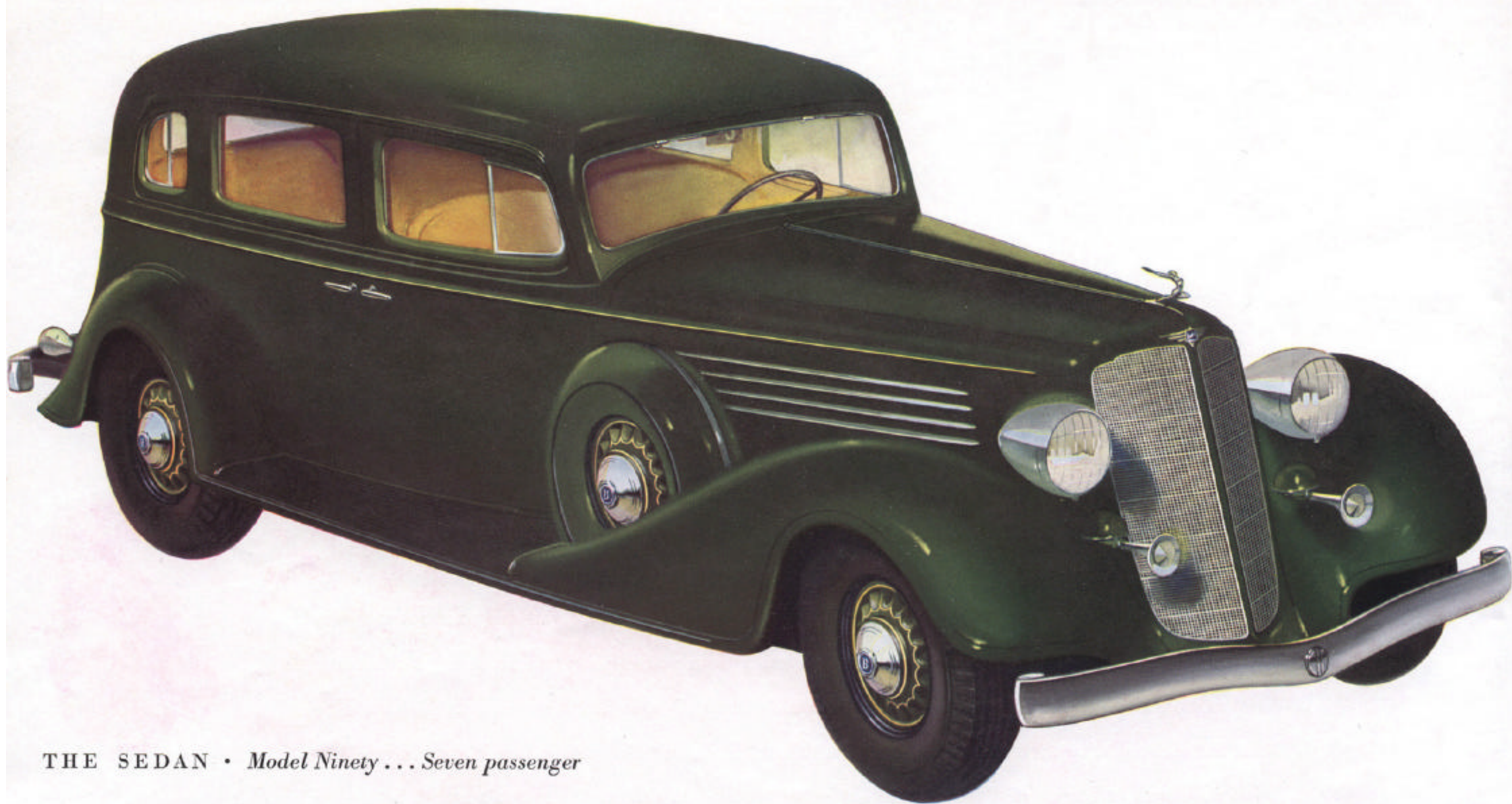
★ All the interior hardware of today's Buick—dome lights, ash trays and lighters, robe rails, control handles, light switches—are of a design to harmonize with the car's beautiful, luxurious interior and its smart, modern streamlined exterior. Besides the practical utility of such little conveniences, they also add tremendously to the pleasure and satisfaction of motoring in a Buick.

Beauty, style, and roominess are so pronounced in the interiors of the 90 Series that the most discriminating taste is fully satisfied. Walnut finish mouldings; paneled side and door trimmings; side corner lights; ash trays and cigar lighters; long, comfortable side arm rests; a wide, long, center arm rest in the rear seat; deep velvet pile carpets in front and rear compartments—these are only a few of the comfort and luxury features which contribute to the really fine cars in this group of de luxe models.

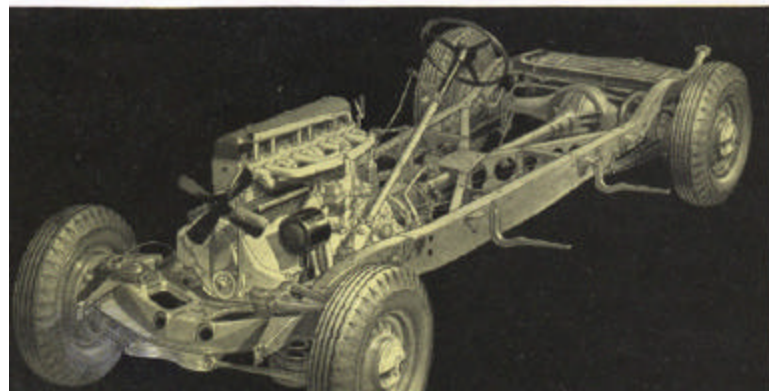
BUICK SERIES 90



THE 90 Series so definitely emphasizes every fine Buick quality that it may well be considered a de luxe series from every standpoint. Buick engineers have spared no care or expense to provide features of construction and design which are associated only with custom-built models. Indeed, in many essential details, these eight models may be said to equal the smartest custom-built cars. If your taste or your requirements demand a car of this type, you need look no further. Each car in this series reflects a modern, aristocratic atmosphere that makes it a truly amazing value for the family who would enjoy one of the finest cars that the automobile world has to offer. As you study the various models, you undoubtedly will find the one car you have always dreamed of owning and which, now, you *can* own because, while all are custom-built in effect, they are priced much lower than you might imagine. Indeed, this fine series makes it unnecessary for the Buick owner who would "step up" to choose anything but a Buick for his next car; for embodied in these cars are all the fundamental features for which Buick is notable—plus the size, elegance, and smartness that you might expect to find in the very finest cars at the highest prices.



THE SEDAN • *Model Ninety . . . Seven passenger*



BUICK DEPENDABILITY FEATURE . . . 22

★ A fundamental feature of Buick construction is the famous Buick sealed chassis. All moving parts are completely enclosed. This sealed type of construction keeps dirt and water from the moving parts, thereby eliminating the chief causes of wear and corrosion. This assures greater safety and adds many miles to the life of the Buick chassis . . . the firmest foundation a car could have for the utmost stability.

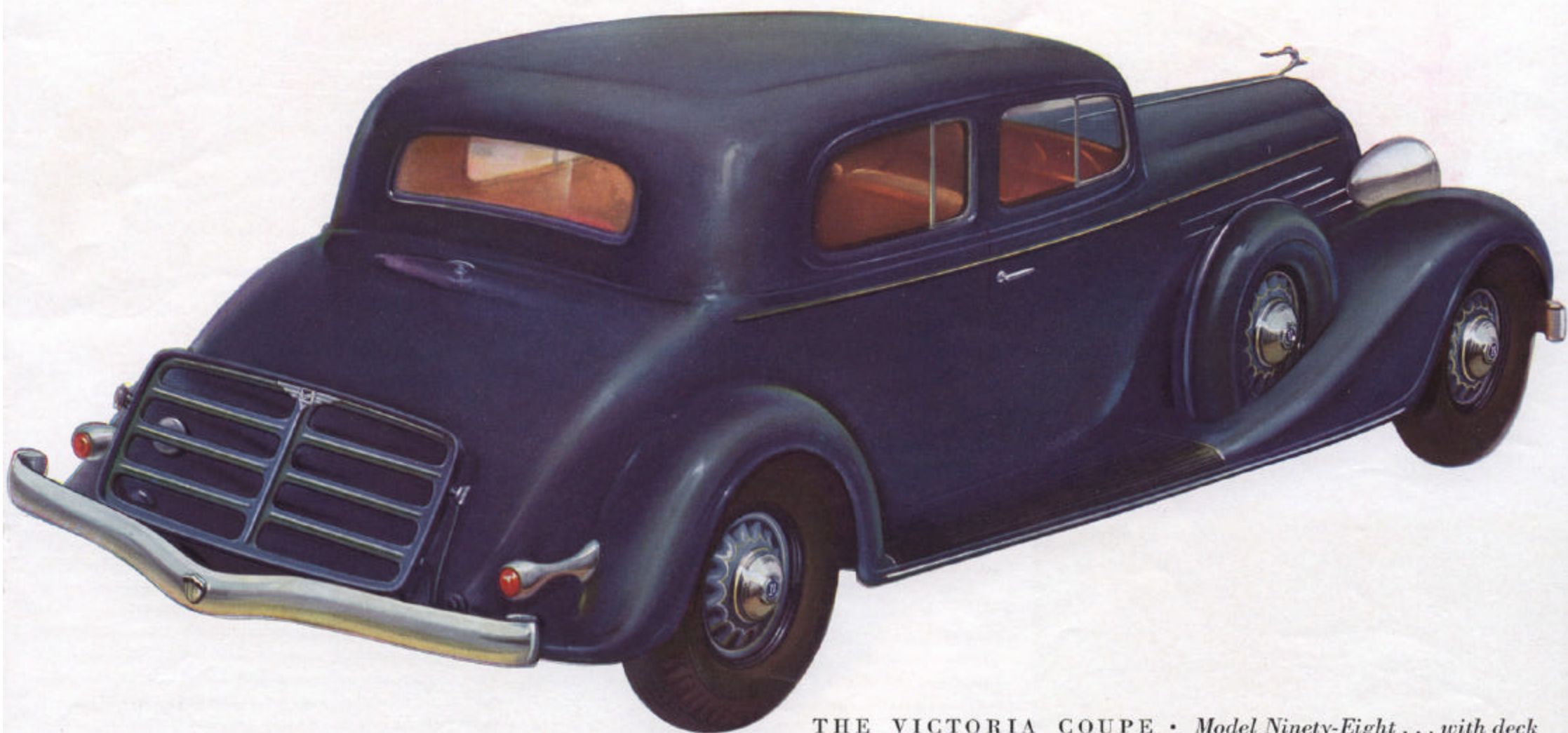
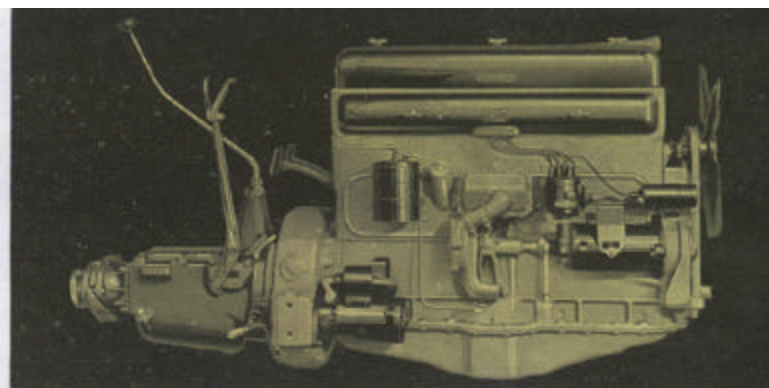
This magnificent car is designed to carry seven passengers without crowding. The interior fittings and the upholstery are such as you would see in a fine home. The seats are deep and wide, upholstered in whipcord, mohair velvet, or broadcloth, at the option of the owner. There is a folding arm rest in the center of the back seat and an abundance of room in both front and rear compartments. Fisher No Draft Ventilation adds to comfort and safety. Safety glass in windshield, windows, and ventilating wings.

This handsome Victoria Coupe, with deck, seats five passengers inside in perfect comfort and is styled in Buick's modern and beautiful windstream manner. Front seat passengers ride in wide, individual folding seats, with high backs, soft springs, deep cushioning, and with an arm rest on each side. Rear seat passengers have a folding arm rest in center. The large deck affords ample space for luggage. A de luxe car in every respect, from its smart styling to its interior roominess and riding ease.

BUICK DEPENDABILITY FEATURE . . . 23

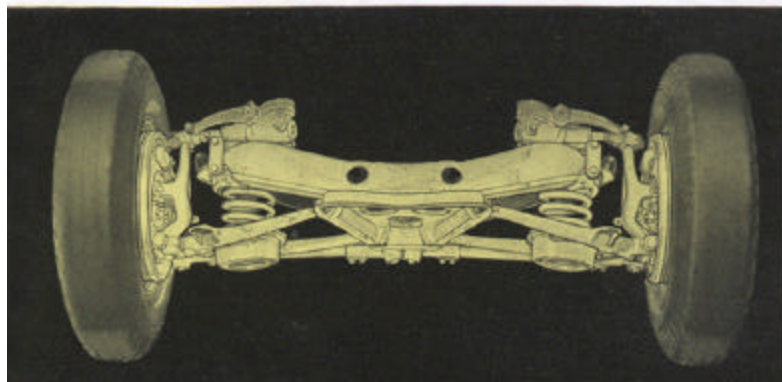
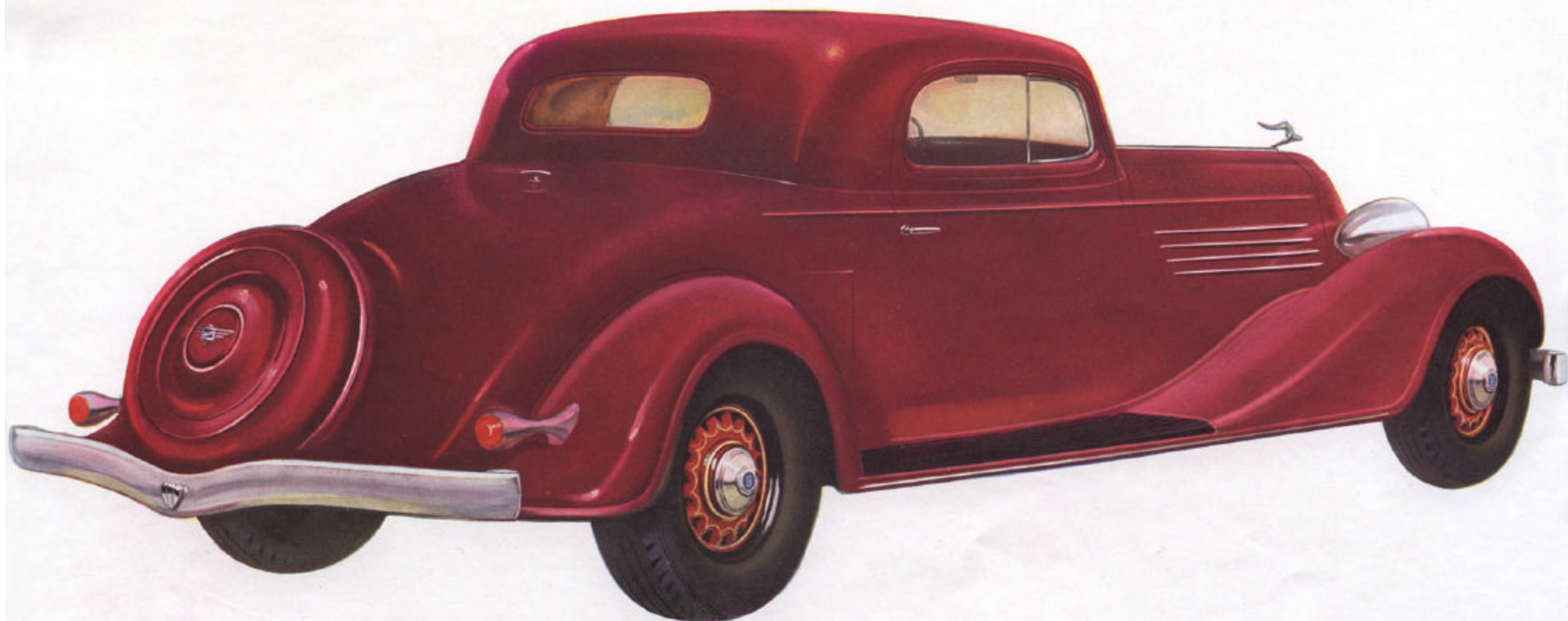
★ For thirty-one years, Buick has used the valve-in-head principle. Today, it is the standard of comparison. The Buick Valve-in-Head Straight Eight Engine is one of the most powerful automobile engines ever built. In the 90 Series, it develops 116 horsepower. It has a bore of $3\frac{5}{16}$ inches and a stroke of 5 inches. Its displacement is 344.8 cubic inches, while its compression ratio is 4.95 to 1.

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THE VICTORIA COUPE • *Model Ninety-Eight . . . with deck*

THE SPORT COUPE • Model Ninety-Six S . . . with rumble seat



BUICK DEPENDABILITY FEATURE . . . 24

★ Buick's gliding ride is the result of perfectly coordinating the Knee-Action of independently mounted front wheels with Buick's new weight distribution and balanced springing. Violent pitching of the car's body from front to rear is eliminated. Low-pressure tires smooth out the vibrations of chuck holes and washboard roads. The Buick ride is literally made over into a glide on all roads and streets.

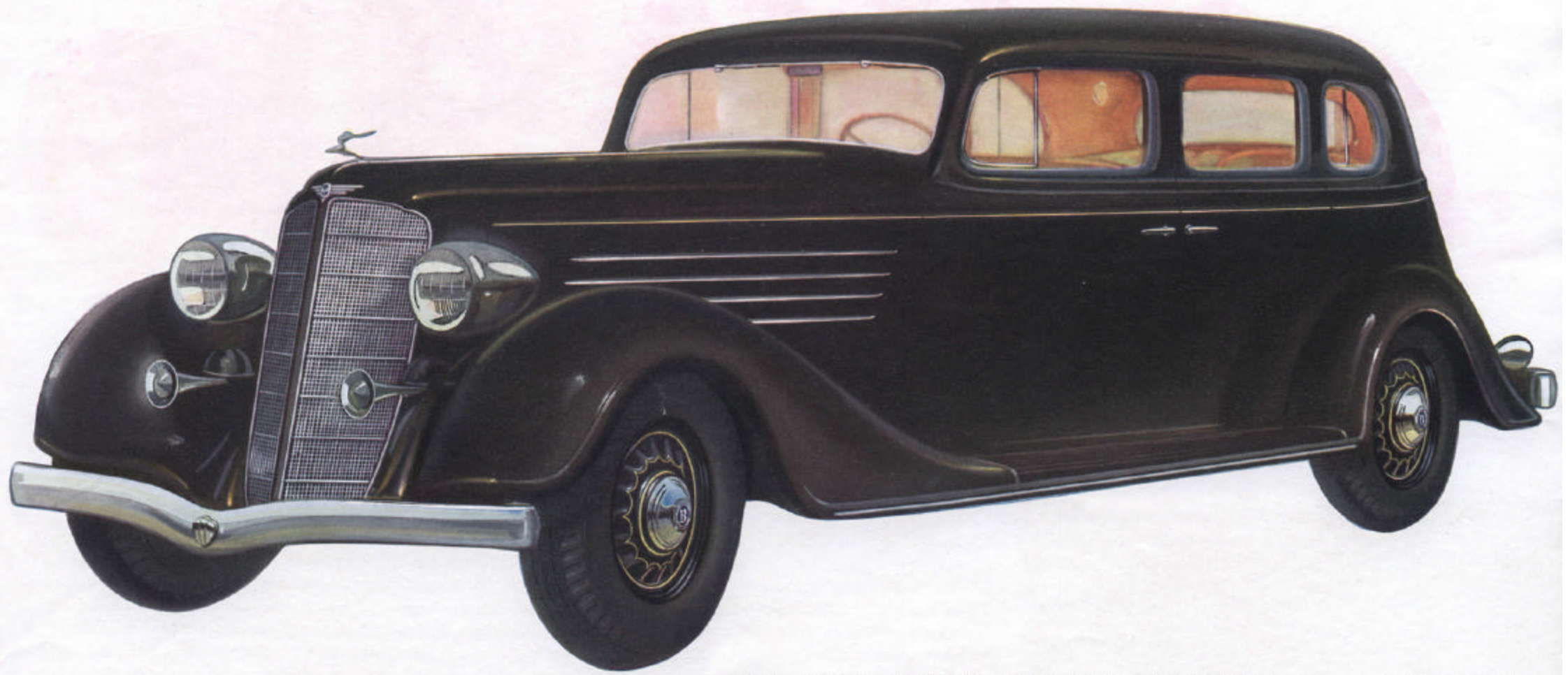
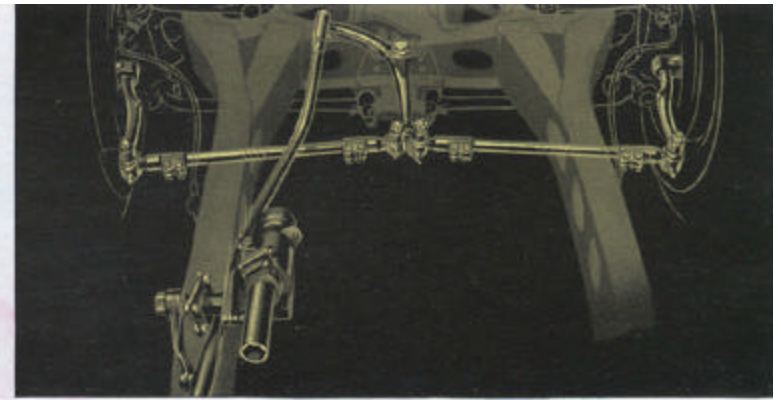
A really comfortable and spacious rumble seat features this distinctive de luxe Sport Coupe with fixed top. Back of the spacious inside seat is a parcel compartment, and on the side of the body a small door facilitates the handling of golf bags, luggage, and larger parcels into and out of the rumble space. The rear window is adjustable. At slight additional cost, tan or black hand-buffed leather can be had in place of the attractively colored whipcord, broadcloth, or mohair velvet, which is the standard upholstery for this model.

Luxurious transportation at its best describes the model 97 Five-Passenger Four-Door Sedan. The wheel base of 136 inches is the same as for the Seven-Passenger Sedan. When four ride in this car, each has, in effect, an individual seat. There is an arm rest for the driver and the front seat passenger. Those in the rear seat have side arm rests and a long, folding center arm rest. Seat upholstery is in plain custom style, in a color selection of whipcord, broadcloth, or mohair velvet.

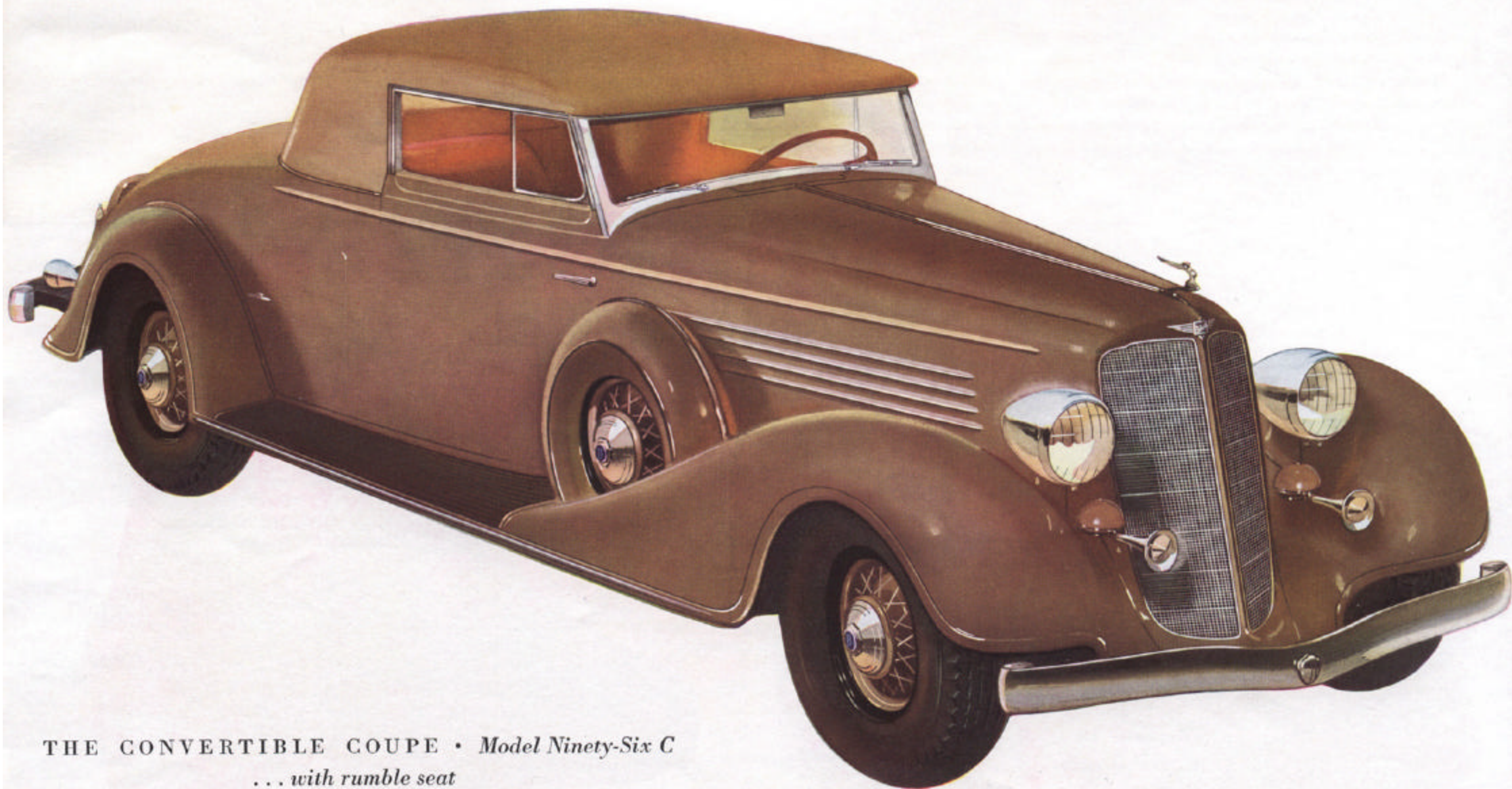
BUICK DEPENDABILITY FEATURE . . . 25

★ Buick is one of the safest and easiest cars to steer, because it offers Center Point steering. This means that the steering movement is transferred to each front wheel by separate tie rods moving independently of each other in accordance with the movement of each front wheel. As the tie rods pivot from a central point, a constant relationship is maintained, providing extremely efficient steering control.

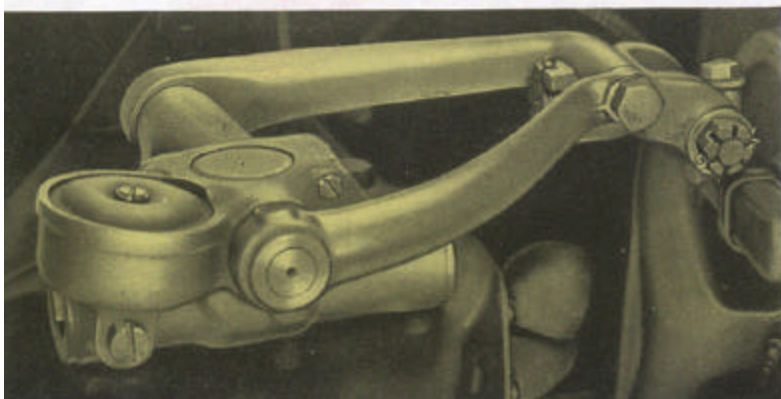
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THE FOUR-DOOR SEDAN • Model Ninety-Seven . . . Five passenger



THE CONVERTIBLE COUPE • *Model Ninety-Six C*
... with rumble seat



BUICK DEPENDABILITY FEATURE . . . 26

★ Buick's front shock absorbers are double-acting hydraulic with inertia control; rear shock absorbers are double-acting hydraulic without inertia control. Buick's weight distribution makes this combination the most effective for obtaining a smooth, even ride with ample control of wheel motion. It also adds to the dependable performance and remarkable comfort of the car.

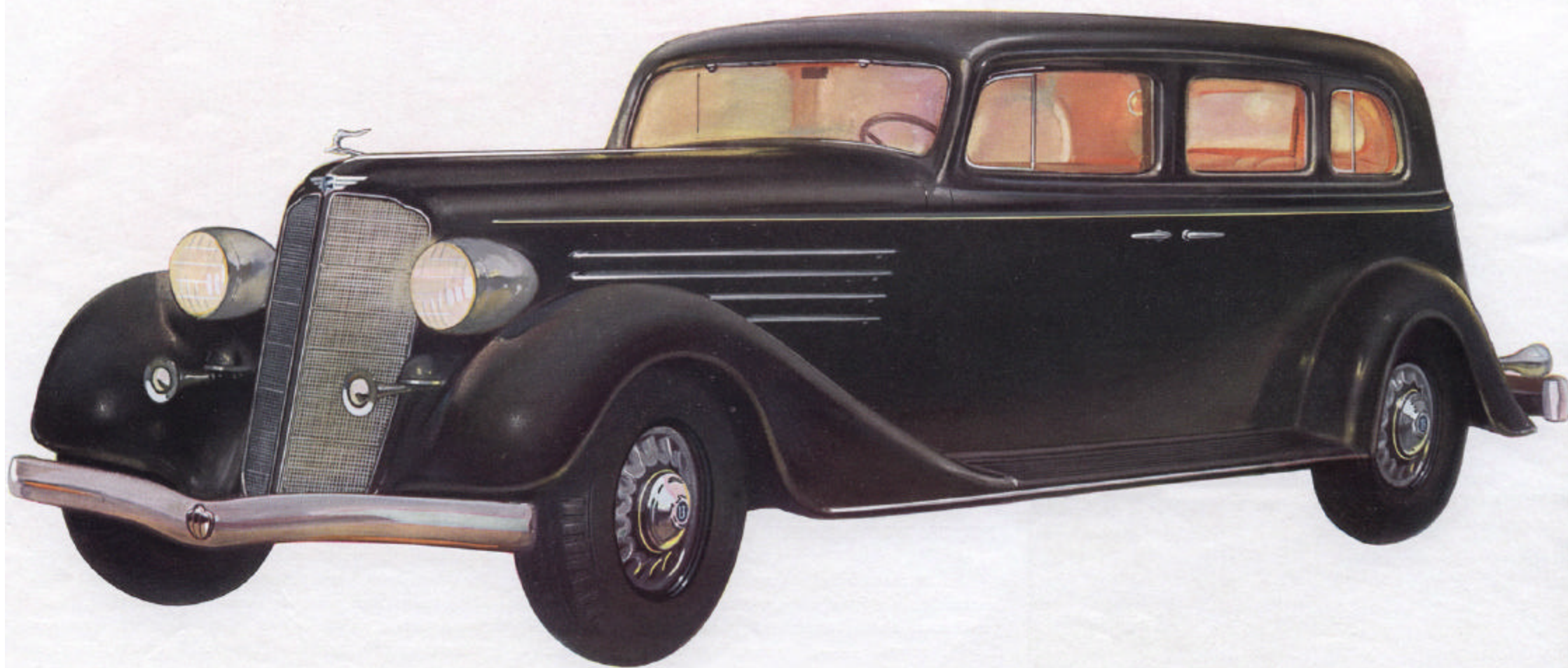
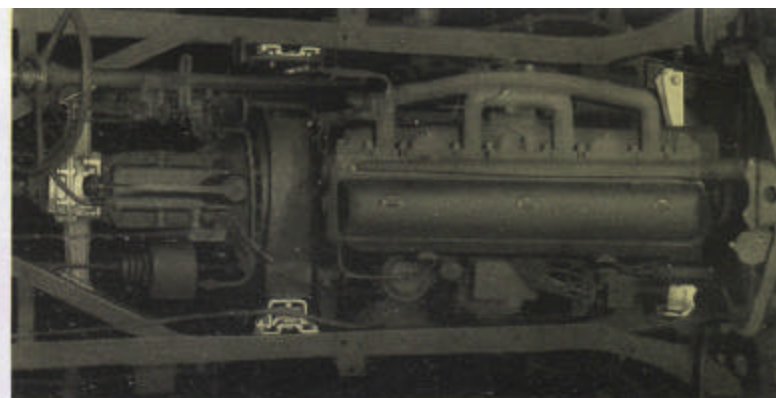
Those who like to interchange the comfort of a closed car with the freedom of an open one find this beautiful de luxe Convertible Coupe built to their ideal. Buyers have choice of whipcord upholstery or tan and black leather. The double texture tan top operates easily and folds down close to the body. Fisher No Draft Ventilation increases comfort, whether the coupe is in use as an open or a closed car. The rumble seat holds two adults comfortably. The interior provides plenty of leg room.

By means of sliding glass partition between front and rear compartments, the model 90L serves as a seven-passenger sedan and also as a limousine. Driving compartment upholstery is in the finest of soft hand-buffed leather. The rear compartment is upholstered with the buyer's choice of broadcloth, whipcord, or mohair velvet in the custom type plain style, with side and center arm rests for the rear seat. Folding extension backs give extra comfort to the auxiliary seats, which fold completely when not in use.

BUICK DEPENDABILITY FEATURE . . . 27

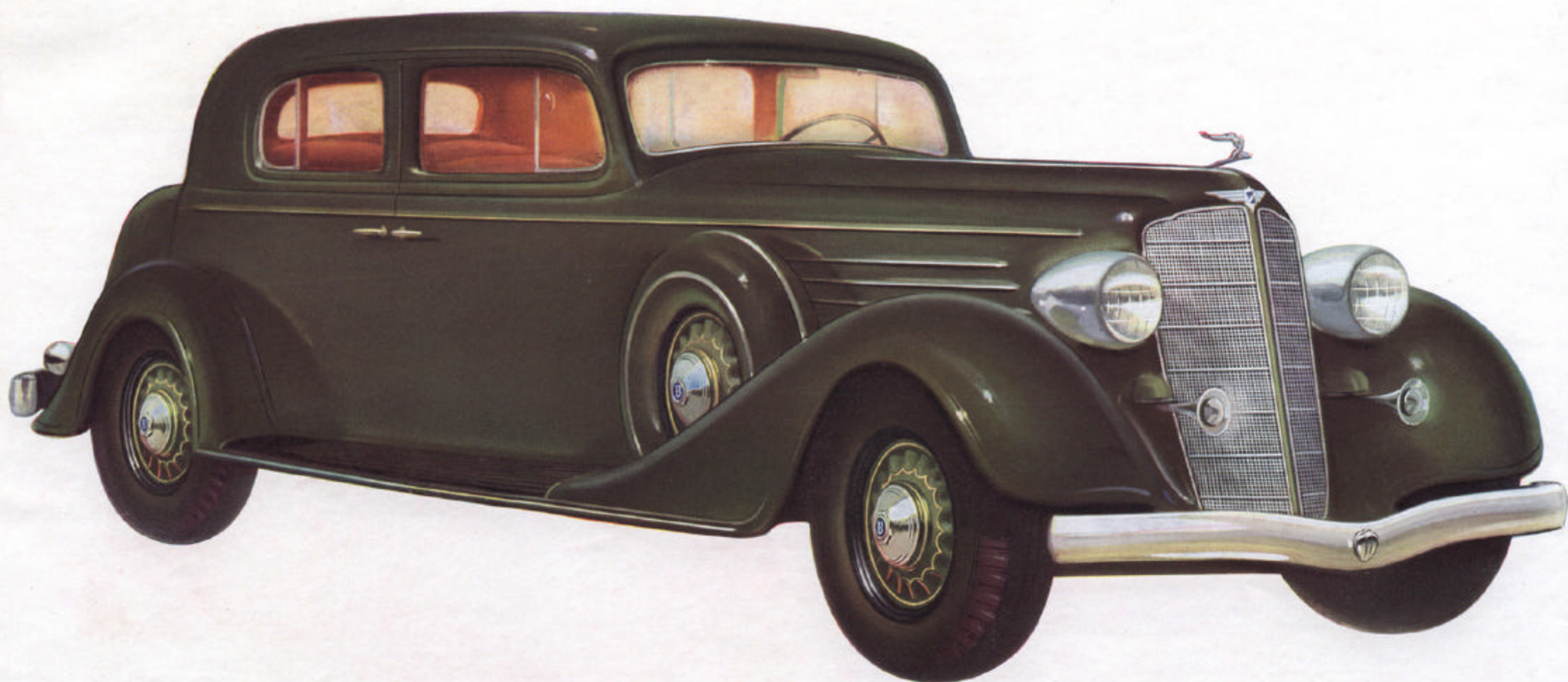
★ The Buick power plant, which consists of the Buick Valve-in-Head Straight Eight Engine and Buick's quiet, synchronizing transmission, is mounted at five points on resilient rubber. This, in combination with the Buick X-girder type frame, provides the highest degree of smoothness with stability throughout the life of the car. Surely a dependability feature every motorist can appreciate.

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THE SEDAN-LIMOUSINE • *Model Ninety L*

THE CLUB SEDAN • *Model Ninety-One . . . with built-in trunk*



BUICK DEPENDABILITY FEATURE . . . 28

★ Smooth and vibrationless operation is a characteristic of the Buick engine. Two factors which contribute much to this smoothness are the bearings which cradle the heavy, counterweighted crankshaft and the torsional balancer with which the crankshaft is equipped. The five steel-backed main bearings are stepped up in a width from front to rear, giving rigid support to the crankshaft.

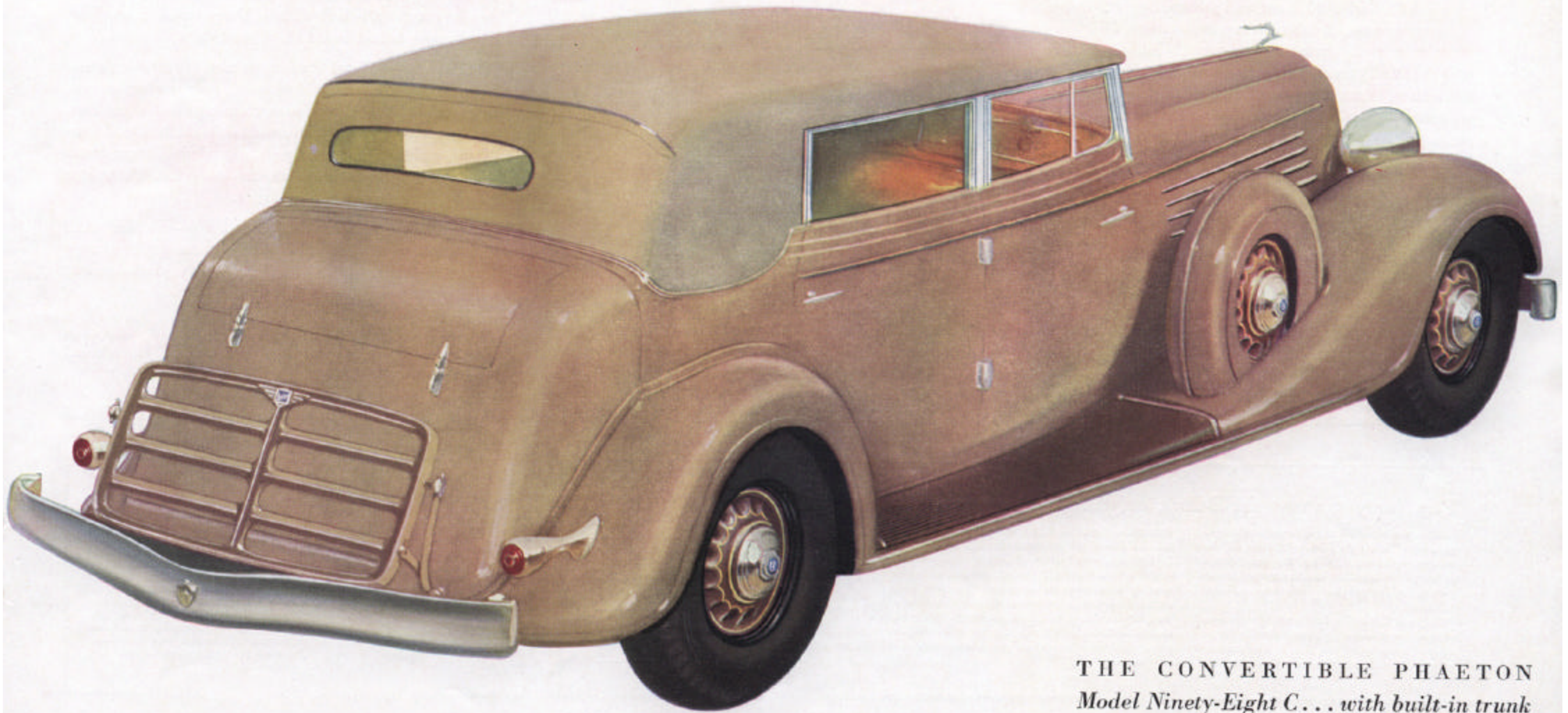
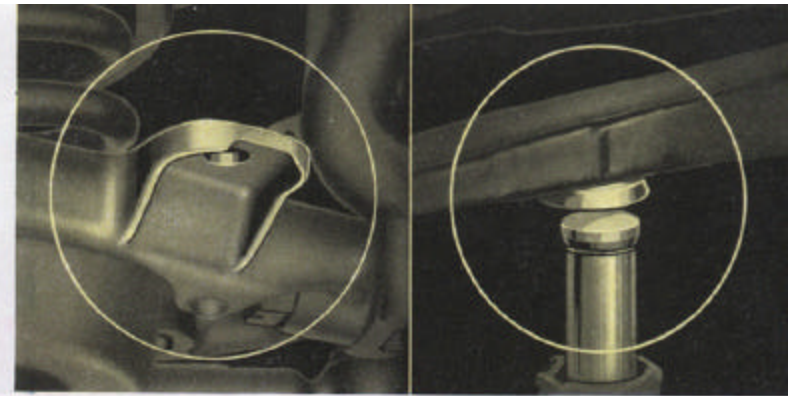
In this model, Buick presents the de luxe Club Sedan type, once obtainable only at the cost of a custom body. With four doors, rear quarter windows, and a built-in trunk which harmonizes with the sleek windstream lines of the general design, this is indeed a distinctive car. There is a center arm rest in the rear seat, and the front seat is recessed to give more room in the rear compartment. Here, the buyer has the same choice of upholstery and colors offered throughout the Series 90.

Smart beauty, style, and comfort are the outstanding features of the Five-Passenger Four-Door Convertible Phaeton. There is ample room for five passengers, and the built-in trunk is of generous size. Fisher No Draft Ventilation is an unusual feature in a convertible. When used as an open car, the center pillar above the doors is stored in a space back of the rear seat; and here the top boot is stored when the top is raised. Upholstery options same as for the Convertible Coupe.

BUICK DEPENDABILITY FEATURE . . . 29

★ Four jack pads, one for each wheel, are conveniently placed at the front and rear. The pads are shaped effectively to prevent jack slippage. This is just another feature of efficiency and convenience of which Buick provides so many. Truly, to own and drive a Buick is to enjoy smooth, care-free motoring from every standpoint.

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THE CONVERTIBLE PHAETON
Model Ninety-Eight C . . . with built-in trunk
Available with six-wheel fender well equipment only

S P E C I F I C A T I O N S

BUICK VALVE-IN-HEAD ENGINE

- SERIES 40 - - - 117-inch wheel base
- SERIES 50 - - - 119-inch wheel base
- SERIES 60 - - - 128-inch wheel base
- SERIES 90 - - - 136-inch wheel base

ENGINE—Series 40, bore and stroke, $3\frac{3}{8} \times 3\frac{7}{8}$ inches; displacement, 233 cubic inches; horsepower, 93. Series 50, bore and stroke, $2\frac{3}{8} \times 4\frac{1}{4}$ inches; displacement, 235.3 cubic inches; horsepower, 88. Series 60, bore and stroke, $3\frac{3}{8} \times 4\frac{5}{8}$ inches; displacement, 278.1 cubic inches; horsepower, 100. Series 90, bore and stroke, $3\frac{5}{8} \times 5$ inches; displacement, 344.8 cubic inches; horsepower, 116.

Electroplated four-ring pistons. Fully counterweighted and torsion-balanced crankshaft. Full-pressure lubrication to main, connecting rod, camshaft, and rocker arm bearings. Oil filter, crankcase ventilator on all series. Oil temperature regulator on series 50, 60, and 90.

FUEL, EXHAUST, AND COOLING SYSTEMS—

Marvel carburetor on 50, 60, and 90 Series, Stromberg on 40 Series. Thermostatic heat control, automatic choke, fuel pump, intake silencer and air cleaner. Resonance type muffler. Thermostatically operated by-pass type of water temperature control. Centrifugal water pump. Four-blade fan.

CLUTCH AND TRANSMISSION—

Series 40 and 50, $9\frac{1}{2}$ -inch single plate; Series 60, $9\frac{7}{8}$ -inch single plate; Series 90, 9-inch double plate. Improved all-silent Syncro-Mesh, with nickel chrome helical gears throughout. Three speeds forward and one reverse.

TORQUE TUBE DRIVE—Fully enclosed tubular propeller shaft. Only one universal joint, automatically lubricated from transmission.

SPRINGS AND SPRING SHACKLES—Front, silicon manganese coil type; rear, semielliptic underslung type. Leaves with curled ends. Steel covers, factory equipped, at slight extra cost. Improved threaded type spring shackles.

FRAME—Rigid girder type double drop with X type cross member.

STEERING—Worm and double roller gear.

SHOCK ABSORBERS—Delco-Lovejoy hydraulic. Front and rear, Series 50, 60, and 90, double acting. Series 40, front, double acting; rear, single acting.

BRAKES—Four-wheel Buick Controlled Servo internal expanding. Series 50, 60, and 90 mechanical with vacuum booster. Cast-iron drums. Series 40, mechanical hook-up. Pressed steel drums. Braking area, Series 40, 181.28 square inches; Series 50, 176 square inches; Series 60, 205 square inches; Series 90, 264 square inches. Hand brake, same as service.

ELECTRICAL SYSTEM—Delco-Remy, 2-unit, 6-8 volt; with octane selector. Solenoid or electromagnet-operated starter with accelerator and hand throttle control. Multibeam headlights controlled from toe board button and steering column. (Series 40 controlled from toe board button and instrument panel.) Equipped with

asymmetrical passing and tilting light. Battery under front seat. All models have built-in distance range radio aerial.

INSTRUMENT BOARD—Walnut finish complete with aviation type instruments: pointer type speedometer, electric gasoline gauge, oil pressure gauge, water temperature indicator, ammeter. Package compartment with lock. Octane selector, ash tray, cigar lighter on Series 50, 60, and 90.

TIRES AND WHEELS—Series 40, 16 x 6.25; Series 50, 16 x 7.00; Series 60, 16 x 7.50; Series 90, 16 x 7.50. Artillery type all-steel wheels. Drop center rims. Wire wheels optional on Series 50, 60, and 90.

EQUIPMENT—Metal drum type tire covers, single bar V type chrome-plated bumpers, rear spring covers, spare tire and lock are factory equipped at extra cost. Safety glass all around is furnished in all models. In the 40, 50, and 60 Series, safety glass in windshield and ventilating wings is included in the list price. There is a slight extra charge for the balance.

SPECIAL EQUIPMENT AS SHOWN—Fender wells and trunk rack, chrome wire or chrome artillery type wheels, ornamental radiator cap, 3-day clock, etc. at extra cost.

The Buick Motor Company reserves the right to make changes in specifications at any time without incurring any obligation to install them on cars previously sold.

BUICK MOTOR COMPANY · Division of General Motors · FLINT, MICHIGAN

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(Your car and \$ _____ cash)	
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	1 at \$ _____
or	
18 monthly payments, 17 at	\$ _____
	1 at \$ _____



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