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Smart comfort

All the seats in the new Buick are wider and deeper, and are sloped and contoured for maximum comfort. The front seat of all models is adjustable. Armrests and footrests are provided in many models. More headroom and more leg room also contribute to the luxury of riding in these smart cars. The smartness that characterizes every line of the new Buick is accentuated by such features as built-in trunks or trim fender wells.



BUICK Series Sixty CENTURY Four-Passenger Sport Coupe with rumble seat. Fender well only. 122-inch wheel base. Model No. 66S



BUICK Series Sixty CENTURY Four-Door Five-Passenger Sedan with built-in trunk. 122-inch wheel base. Model No. 61

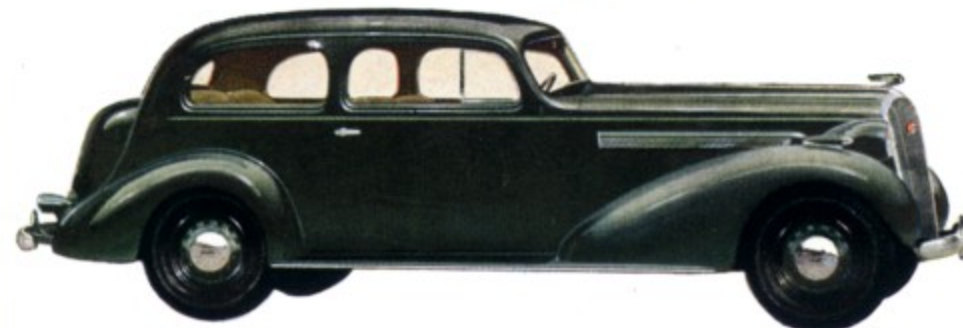
THE BUICK SERIES SIXTY Century

Flash from ten to sixty miles an hour in less than twenty-one seconds. Then watch the speed indicator climb, climb, climb until it shadows the 100 mark. Decelerate. Stop instantly with Buick Tiptoe Pressure Hydraulic Brakes. Take the hills as a thoroughbred takes the hurdles. Whisk around the curves. Weave nimbly through traffic. And you'll agree that the performance of the Buick Century is truly cyclonic. The great 120-horsepower Buick Valve-in-Head straight-eight engine is identical with that in the Limited. It has every feature that assures long and faithful life under modern driving conditions. Here's the type of car thousands have long wanted—smartly styled, not too big, responsive, easy to handle, and as economical to maintain as to buy.

BUICK'S THE BUY



BUICK Series Sixty CENTURY Four-Passenger Convertible Coupe with rumble seat. Fender well only. 122-inch wheel base. Model No. 66C



BUICK Series Sixty CENTURY Two-Door Five-Passenger Victoria Coupe with built-in trunk. 122-inch wheel base. Model No. 68

Modish mileage

Miles so swift, so safe, so smooth as those you will enjoy in your 1936 Buick are fittingly recorded by the modish chromium-embellished speedometer with its large figures for quick reading. Similar distinction marks the sleek, torpedo type fender lights. The longer you study the new Buicks, the more thoroughly you confirm your first impression of breath-taking beauty.



Flexibility

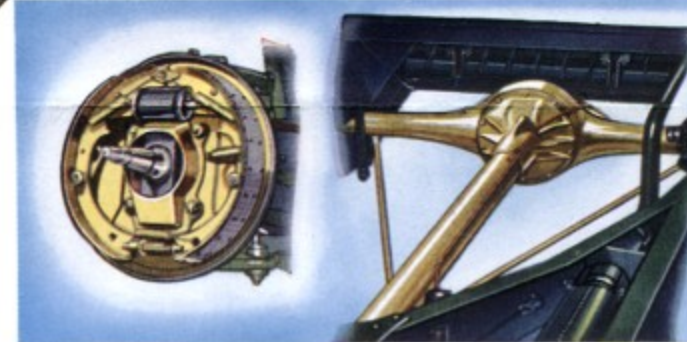
Oil cushioned in five sturdy bearings, the mighty counterweighted Buick crankshaft symbolizes the smooth, flexible power of the 1936 Buicks as the flexible spoke steering wheel symbolizes easy handling. With Buick Center-Point Controlled Steering, there is no sway or wander.



THE BUICK SERIES FORTY Special

At a price enabling thousands of motorists to realize a long-unfulfilled dream of Buick ownership, the Buick Special offers the complete range of Buick features: oil-cushioned Buick Valve-in-Head straight-eight engine, Buick Tiptoe Pressure Hydraulic Brakes, "Turret Top" Body by Fisher, built-in Knee-Action, torque tube drive, sealed chassis, and many others. Thrilling performance, dazzling beauty, luxurious comfort—the Buick Special has them all. Easy on gasoline, thrifty with oil, sturdily built to need little maintenance, it makes luxury motoring fit easily into the most modest budget.

BUICK'S THE BUY



Dependability

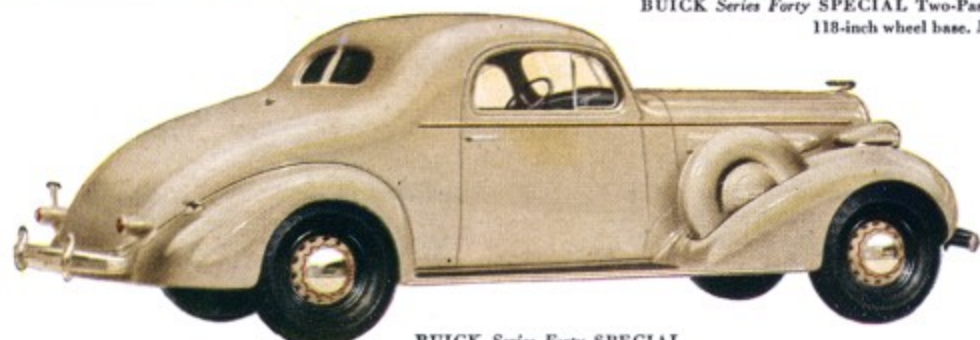
Transmitting driving torque from rear axle to frame and keeping rear axle and wheels in perfect alignment, the Buick torque tube drive typifies Buick dependability, as do the large, sturdy brake drums. Complete interior appointments include such features as built-in ash receptacles.



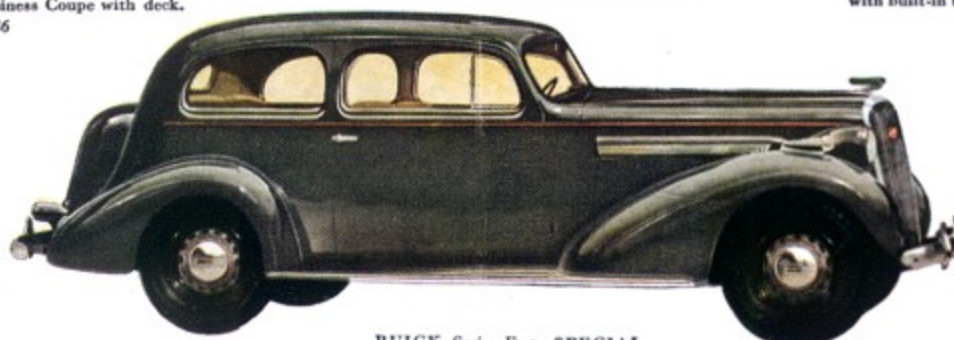
BUICK Series Forty SPECIAL Two-Passenger Business Coupe with deck. 118-inch wheel base. Model No. 46



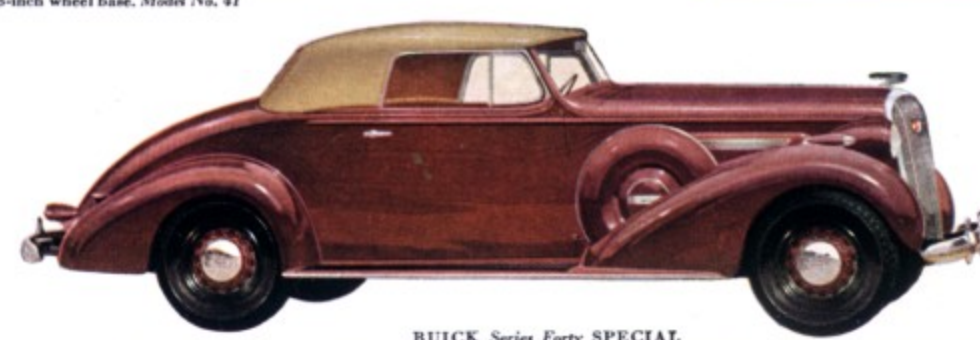
BUICK Series Forty SPECIAL Four-Door Five-Passenger Sedan with built-in trunk. 118-inch wheel base. Model No. 41



BUICK Series Forty SPECIAL Four-Passenger Sport Coupe with rumble seat. Fender well only. 118-inch wheel base. Model No. 46S



BUICK Series Forty SPECIAL Two-Door Five-Passenger Victoria Coupe with built-in trunk. 118-inch wheel base. Model No. 48

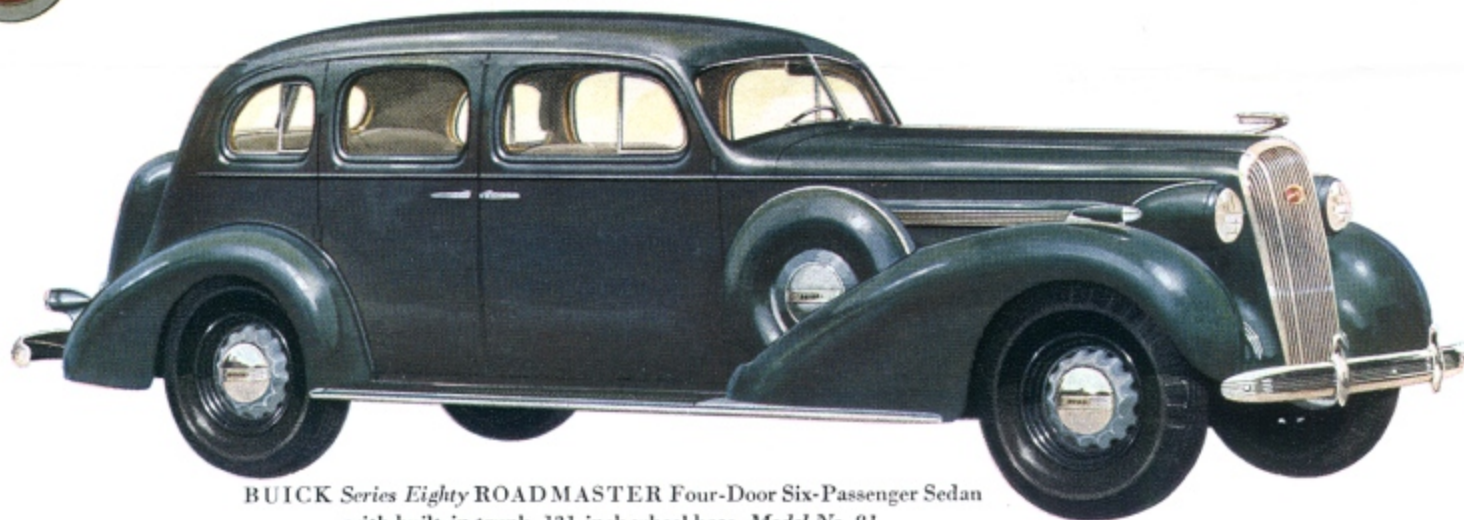
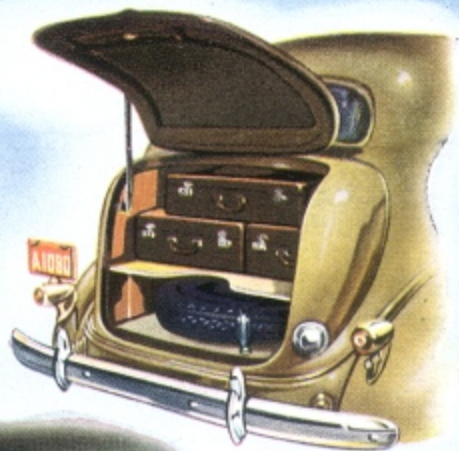


BUICK Series Forty SPECIAL Four-Passenger Convertible Coupe with rumble seat. Fender well only. 118-inch wheel base. Model No. 46C

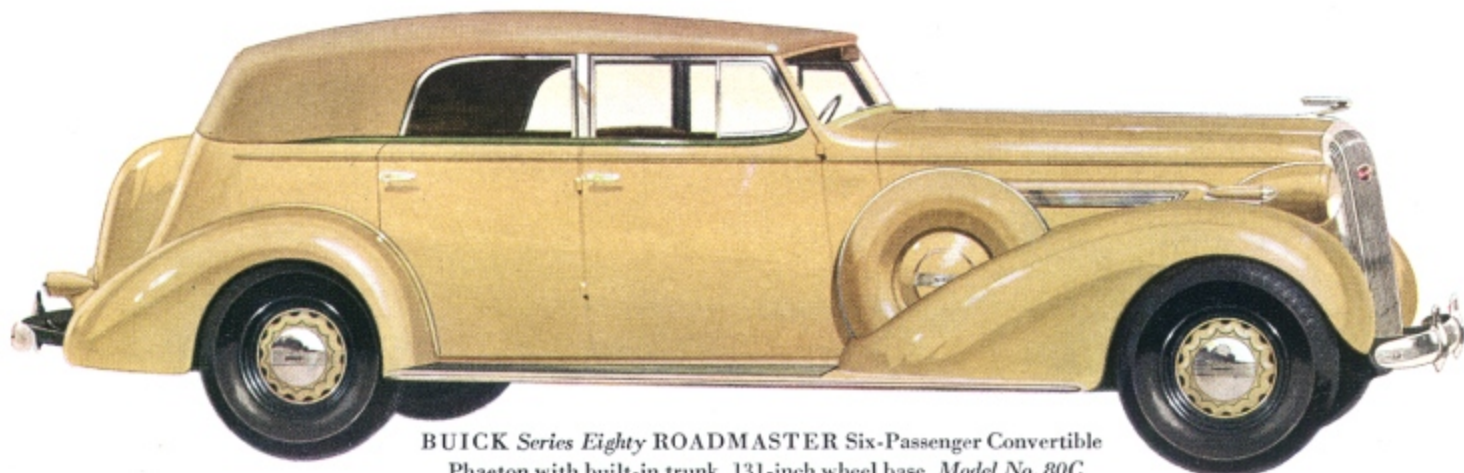
THE *Buick* ★ ★ ★ ★ *Roadmaster*
SERIES EIGHTY

Traffic-thronged city street; open highway; twisty mountain grade; neglected, bumpy side road—all surrender unconditionally to the quicksilver agility, swooping power, and rugged sturdiness of the Buick Roadmaster. No less notable is its beauty. Its fleet lines set the style pace as surely as its 120-horsepower oil-cushioned Valve-in-Head straight-eight engine sets the road pace. It's styled for a party but powered for a thrill. And, as for comfort, its masterly proportions permit six passengers to ride with room to spare. Like all the new Buicks, it has Tiptoe Pressure Buick Hydraulic Brakes and "Turret Top" Body by Fisher.

BUICK'S THE BUY



BUICK Series Eighty ROADMASTER Four-Door Six-Passenger Sedan with built-in trunk. 131-inch wheel base. Model No. 81

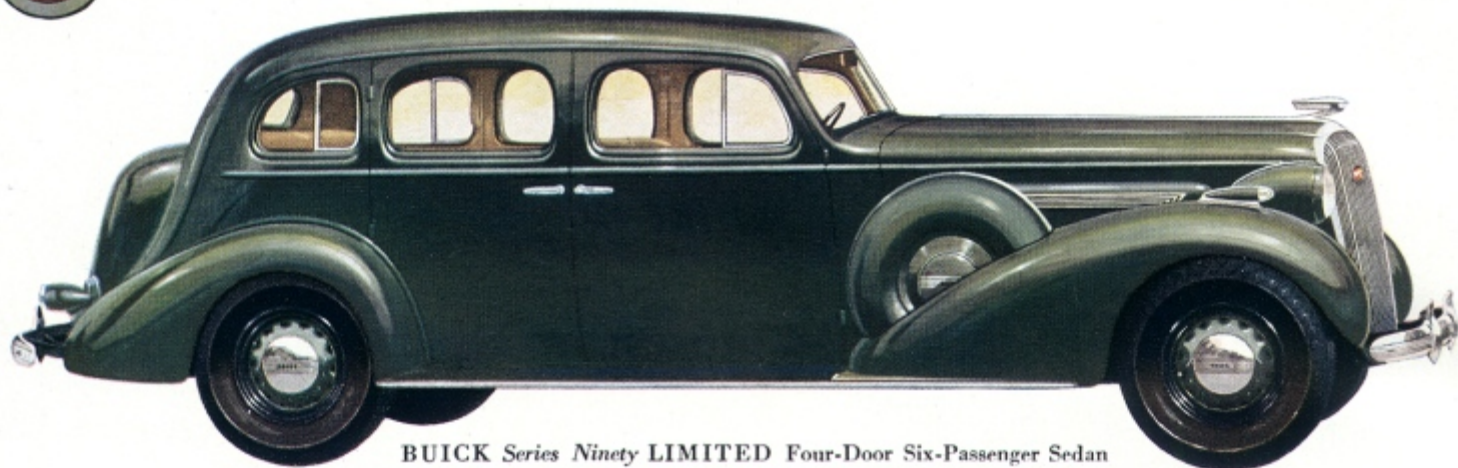
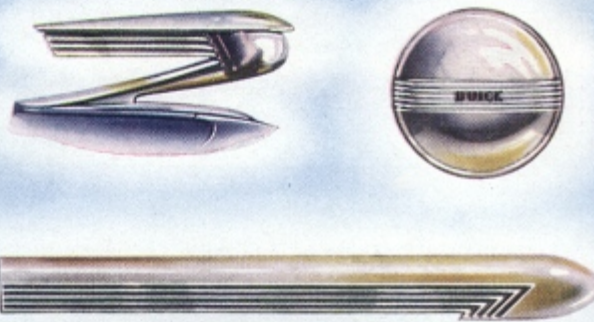


BUICK Series Eighty ROADMASTER Six-Passenger Convertible Phaeton with built-in trunk. 131-inch wheel base. Model No. 80C

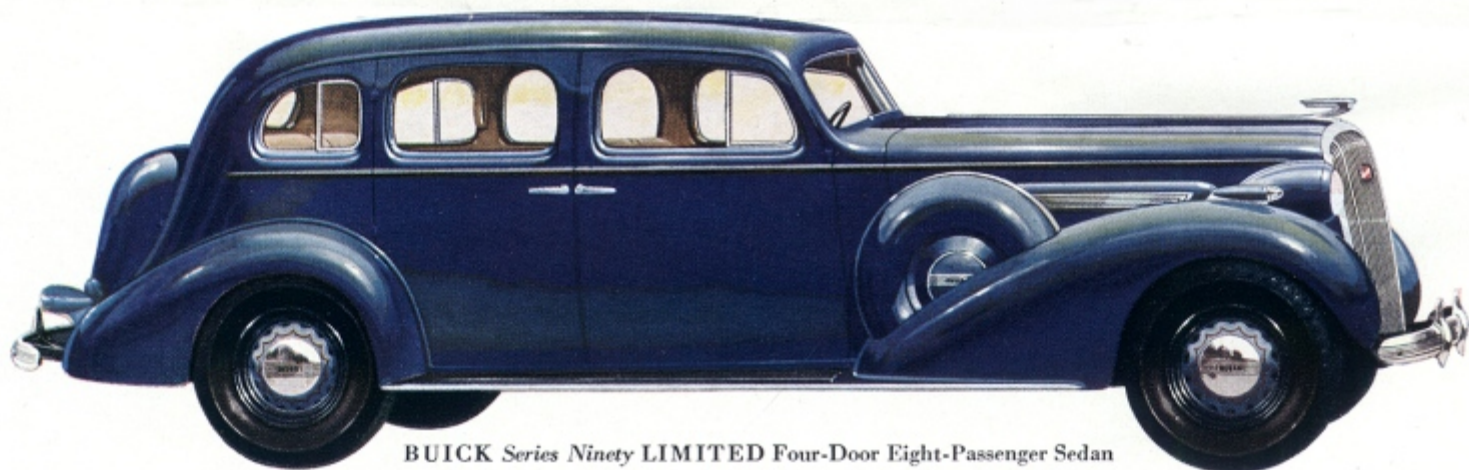
THE *Buick* ★ ★ ★ ★ *Limited*
SERIES NINETY

By what standard will you appraise the magnificent Buick Limited? *Ease of control?* It is as nimble, as light to handle as a small car. *Comfort?* It is regal in its spacious luxury. We threw away all the old dimensions when we designed these cars. Three large people can ride uncrowded in its wide front seat. *Power and speed?* Its silent oil-cushioned Valve-in-Head straight-eight engine puts 120 horsepower at your command. *Appearance?* It is an aristocrat, distinguished in every line and contour. By these or any other standards, such phenomenal cars must win from even the most exacting critic the seldom-bestowed distinction of four-star rating.

BUICK'S THE BUY



BUICK Series Ninety LIMITED Four-Door Six-Passenger Sedan with built-in trunk. Fender well only. 138-inch wheel base. Model No. 91



BUICK Series Ninety LIMITED Four-Door Eight-Passenger Sedan with built-in trunk. Fender well only. 138-inch wheel base. Model No. 90



BUICK Series Ninety LIMITED Eight-Passenger Sedan Limousine with built-in trunk. Fender well only. 138-inch wheel base. Model No. 90L

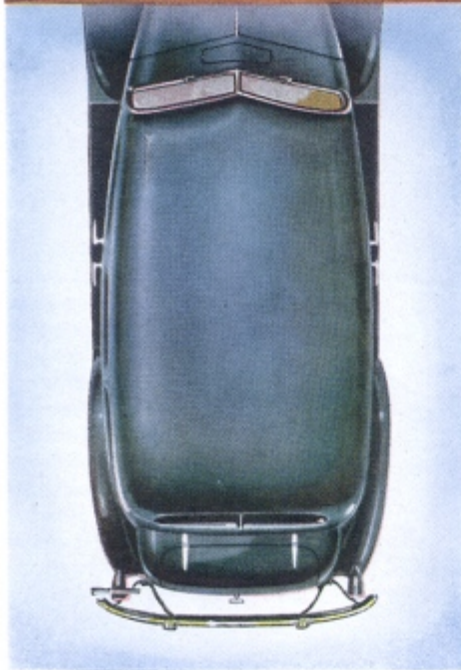
Spacious Luxury



IN "TURRET TOP"
BODIES BY FISHER



The charm you find in the commodious interiors of the new Buicks has its outward counterparts in the smart radiator grille and sleek single-piece steel "Turret Top" bodies by Fisher

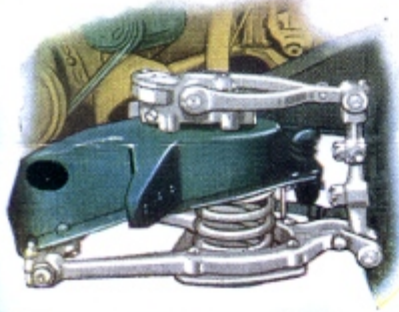
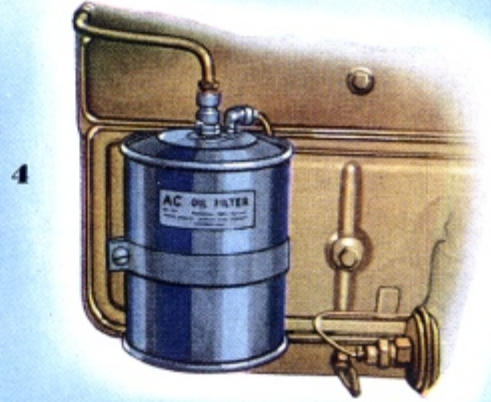
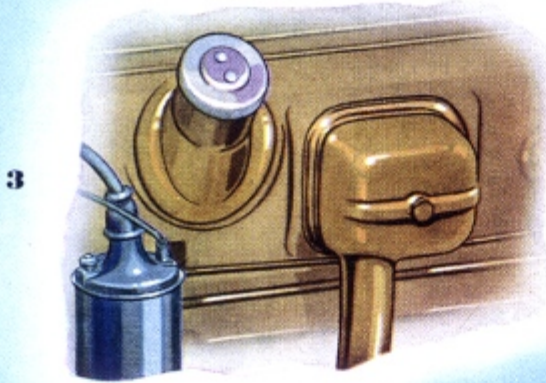
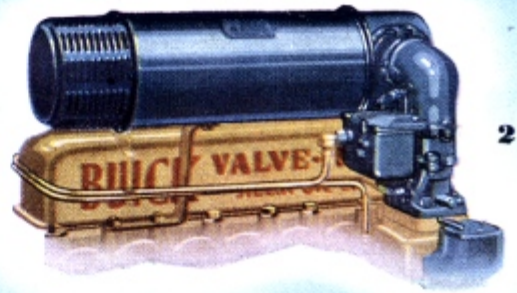
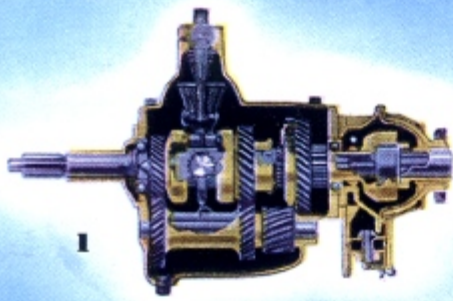


TAKE but one glance at the interior of a 1936 Buick and you realize you are viewing a masterpiece of charm and loveliness. Take but one ride and you realize that you are enjoying comfort more luxurious than you ever found in any other automobile.

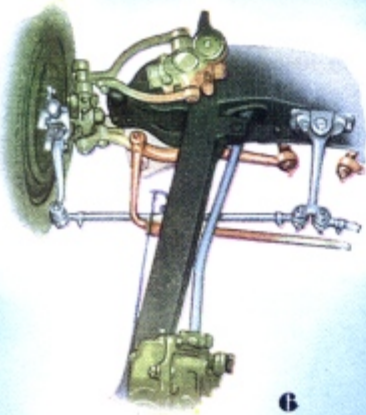
Here is beauty that defies analysis. You cannot tell what pleases you most—the trimly tailored upholstery; the thick carpeting of rear compartments; the smooth, rich linings; or the contrasting lustre of appointments. All of them blend with the

same subtle harmony that characterizes a room planned by a master artist.

Comfort can be more readily appraised, detail by detail. First of all, spaciousness accounts for the way in which you can take your ease in these big cars. There is more headroom, leg room, elbowroom. The softly yielding seats are wider and deeper. You sink into these thick cushions as into a favorite armchair. Even when the car has its full complement of passengers, there is still room for everyone to relax.



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Pictured here are a few of the engineering triumphs that make Buick performance and dependability so phenomenal: 1. the all-silent helical gear Syncro-Mesh transmission; 2. air cleaner on Buick Series 60 Century, Series 80 Roadmaster, and Series 90 Limited; 3. crankcase ventilator; 4. oil filter on Buick Series 60 Century, Series 80 Roadmaster, and Series 90 Limited; 5. built-in Knee-Action with coil front springs; 6. Center-Point Controlled Steering

On every hand is thoughtful provision for added enjoyment. The "Vee" windshield and the windows are wider for greater vision. Turn a feather-touch regulator and Fisher No Draft Ventilation system enables you to enjoy fresh air without drafts; or, in hot weather, scoops in cooling breezes. There are cushioned armrests and built-in ash receivers. Front seats are adjustable to suit every driver. A compartment, with lock, in the dash provides storage space for gloves, road maps, and other small articles.

This beauty and comfort you will enjoy throughout thousands of miles of motoring. For the battleship strength of the seamless steel "Turret Top" is matched by similar sturdy, honest construction in every detail

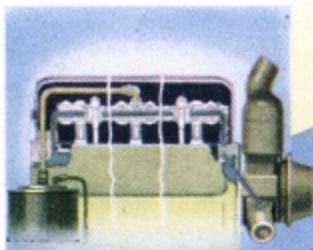
of the Body by Fisher. In these quiet, durable bodies, you feel safe—and you are safe.

Such beauty, luxury, and safety are appropriate accompaniments of the mechanical excellence in the new Buicks.

Whether you consider such fundamentals as the smooth Syncro-Mesh transmission; built-in Knee-Action; or Center-Point Controlled Steering; or whether you turn to smaller, but extremely important features, such as the crankcase ventilator, oil filter, and air cleaner, you have convincing evidence that Buick's the buy.

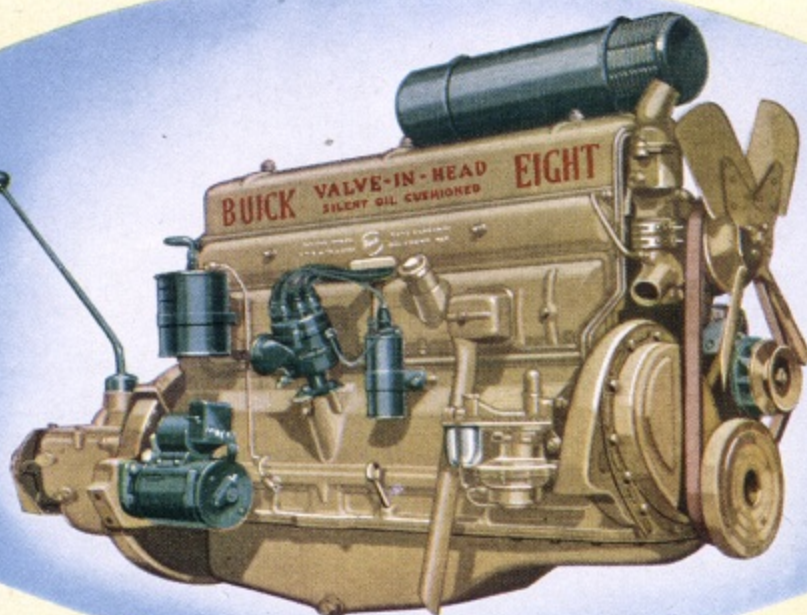
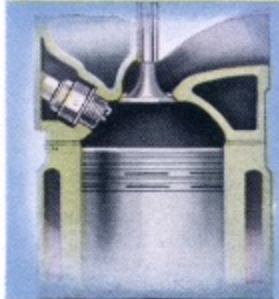


NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES



Valve mechanism temperature control

Buick's Valve-in-Head principle makes possible a streamlined combustion chamber with no corners or pockets to obstruct gases



The silent oil-cushioned Buick Valve-in-Head straight-eight engine



AN for anodic treatment, O for oiling, LITE for lightness combine to form ANOLITE—the name of the new Buick pistons

Buick Tiptoe Pressure Hydraulic Brakes match the smooth operation of the new Buicks with safe, smooth stopping



Buick Specifications for 1936

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Series 40: bore and stroke, $3\frac{3}{4} \times 3\frac{1}{8}$ inches; displacement, 233 cubic inches; developed horsepower, 93. Series 60, 80, and 90: bore and stroke, $3\frac{1}{2} \times 4\frac{1}{8}$ inches; displacement, 320 cubic inches; developed horsepower, 120.

All Series: Anolite pistons. Full-pressure lubrication to main, connecting rod, camshaft, and rocker arm bearings. Counterweighted and torsion balanced crankshaft. Crankcase ventilator. Valve mechanism temperature control on Series 60, 80, and 90. Oil capacity: Series 60, 80, 90, eight quarts; Series 40, six quarts.

FUEL, EXHAUST, AND COOLING SYSTEMS

—Dual downdraft carburetor, thermostatic heat control, automatic choke, automatic idle control, combination fuel pump and windshield wiper vacuum pump on Series 60, 80, and 90. Intake silencer. Air cleaner. Fuel filter. Thermostatically controlled by-pass water temperature control. Centrifugal water pump. Four-blade fan: Series 60, 80, and 90, 18 inches; Series 40, 16 inches. Water capacity: Series 40, 13 quarts; Series 60, 80, and 90, 17 quarts.

CLUTCH AND TRANSMISSION—Single plate dry clutch. Series 40, $9\frac{1}{2}$ inches; Series

SERIES "40" - - - 118-inch wheel base
SERIES "60" - - - 122-inch wheel base
SERIES "80" - - - 131-inch wheel base
SERIES "90" - - - 138-inch wheel base

60, 80, and 90, 11 inches. All-silent helical gear Synchro-Mesh transmission. All gears nickel chromium.

REAR AXLE AND UNIVERSAL JOINT—

Series 40, 60, and 80, semifloating rear axle. Series 90, three quarter floating rear axle. Torque tube drive. Enclosed tubular balanced propeller shaft. Axle ratio: Series 40, 4.44 to 1; Series 60, 3.9 to 1; Series 80, 4.22 to 1; Series 90, 4.55 to 1. One universal joint, automatically lubricated from transmission.

SUSPENSION—Knee-Action front suspension.

Front, silicon manganese coil springs. Rear, silicon manganese leaf springs, semielliptic, underslung. Threaded U type spring shackles on Series 40; threaded spring shackles on Series 60, 80, and 90.

FRAME—Rigid girder type double drop

X type frame. Section: Series 40, $5\frac{1}{4} \times 2\frac{1}{4} \times \frac{1}{8}$ inches; Series 60, $6\frac{3}{4} \times 2\frac{1}{2} \times \frac{1}{8}$ inches; Series 80, $7\frac{1}{2} \times 2\frac{1}{4} \times \frac{1}{8}$ inches; Series 90, $9 \times 2\frac{1}{4} \times \frac{1}{8}$ inches.

STEERING—Center-Point Steering. Worm and double roller steering gear.

SHOCK ABSORBERS—Series 40: front, Delco double acting; rear, Delco single acting. Series 60: front and rear, Delco double acting. Series 80 and 90: front, Delco double acting, with inertia control; rear, Delco double acting.

BRAKES—Four-wheel hydraulic brakes.

Series 40: centrifuge brake drums, 12 x $1\frac{3}{4}$ inches. Series 60 and 80: one-piece cast-iron drums, 12 x 2 inches. Series 90: one-piece cast-iron drums, 14 x 2 inches. Mechanical emergency and parking brake.

ELECTRICAL SYSTEM—Delco-Remy, 2

unit, 6-8 volt. Octane selector. Solenoid starter. Hand throttle and accelerator control. Headlights with foot dimmer switch and selector switch on dash. Delco high plate battery: Series 40, 13 plates; Series 60, 80, and 90, 15 plates. Generator voltage control, Series 60, 80, and 90.

WHEELS AND TIRES—Demountable artillery steel spoke wheels.

Tire size: Series 40, 16 x 6.50; Series 60, 15 x 7.00; Series 80, 16 x 7.00; Series 90, 16 x 7.50, 6 ply. Drop-center rims.

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