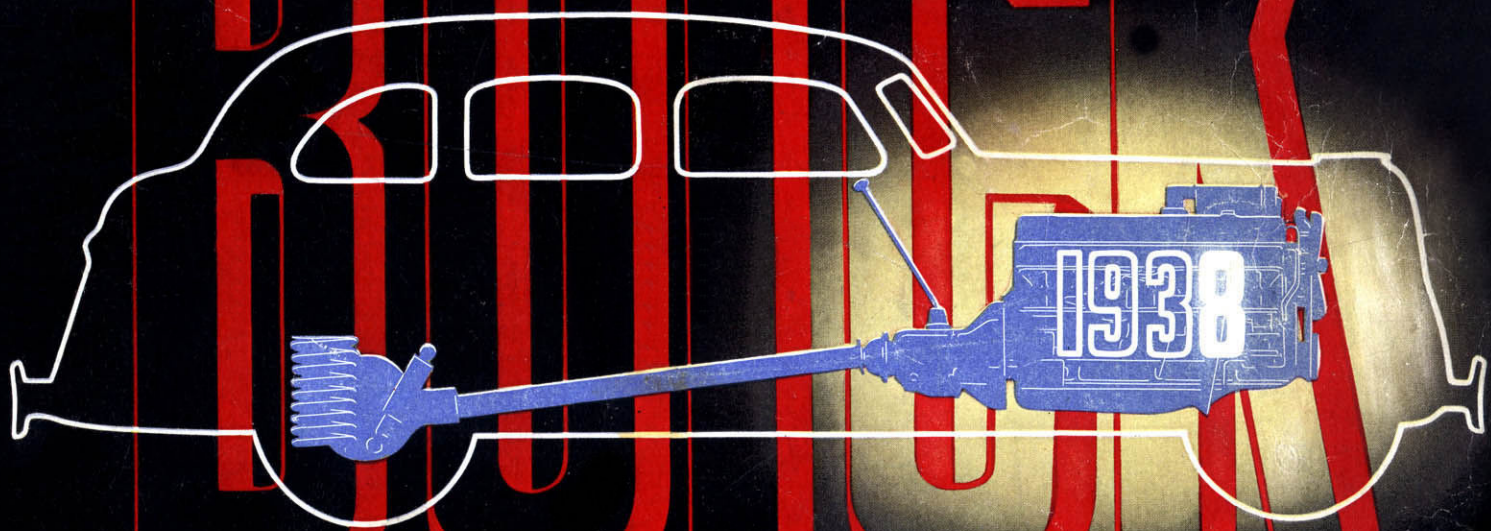


DRIVE



1938



*Dynablast
Engine*



*Torque-Free
Springing*

Buick* CARRIES THE BANNERS *Forward

THE DESIGNERS of Buick begin their work each year advantaged by two traditional construction features which no other car enjoys.

Since its earliest days, Buick has adhered to the valve-in-head principle of engine design, despite the fact that such engines are more costly to build.

Stretching almost as far back in Buick tradition is the use of the torque tube drive, a method of power transmission which likewise represents a more costly type of construction.

Our faith in the basic superiority of these two features is amply rewarded in what they have enabled us to accomplish in the 1938 Buick.

Stemming from one is an outstanding improvement in the engine that sets a new milestone on the long highway of engine design.

Arising from the other is an equally important advancement in the riding qualities, which adds vastly to driving ease and safety as well as to riding comfort.

What happens in the new Buick Dynafash Valve-in-Head Straight Eight is so different that it sets this engine apart from and above all others.

A new principle of compression is employed. It is a principle which creates a literal cyclone in each cylinder before the flash of each spark.

It is a principle which succeeds in extracting *more usable power* from each charge of fuel your engine burns—with consequent economy!

You will find that you enjoy far more brilliant engine operation. You will accomplish long, hard trips with greater ease and lower gasoline consumption.

You have more power always at your perfect command, and yet there has been no increase in either engine size or weight.

The same size engine which developed 130 horsepower in the 1937 Buick Century, Roadmaster, and Limited now develops 141 horsepower. The engine of the Special, last year rated at 100 horsepower, now develops 107 horsepower.

What you enjoy is *definite improvement* in the *basic efficiency* of the engine, a measurable increase in power and utility.

When you recall that the valve-in-head straight eight of Buick is ten per cent more efficient than other engines of equal size and compression, you realize how truly important the Dynafash principle is.

Even more quickly realized are the advantages provided by Buick's new torque-free springing.

The car covers rough going with an almost fluid suppleness. Cobblestones and railroad crossings swim beneath you with barely perceptible body motion.

Wheels may be dancing to jig-time tempo, but rough going brings hardly a tremor to disturb the serene comfort of passengers and driver.

You ride more safely, too, as a result of torque-free springing. By eliminating shackles, and the looseness that comes from shackle wear, it virtually cancels out the danger of skidding.

It adds definitely to rear tire life by maintaining traction and eliminating rear wheel slip. It reduces service needs, both because eight points of lubrication have been eliminated and because no spring covers are needed.

It makes the whole car handle better, and it retains its soft-cushioned comfort for the life of the car. Unlike the old-fashioned leaf type spring, the stout steel coils now used on all four wheels of Buick are unaffected by either wear or the weather.

Both of these new features are exclusive to Buick.

The Dynaflex principle can be applied efficiently only to engines employing the valve-in-head principle, while torque-free springing is practical only with the torque tube drive.

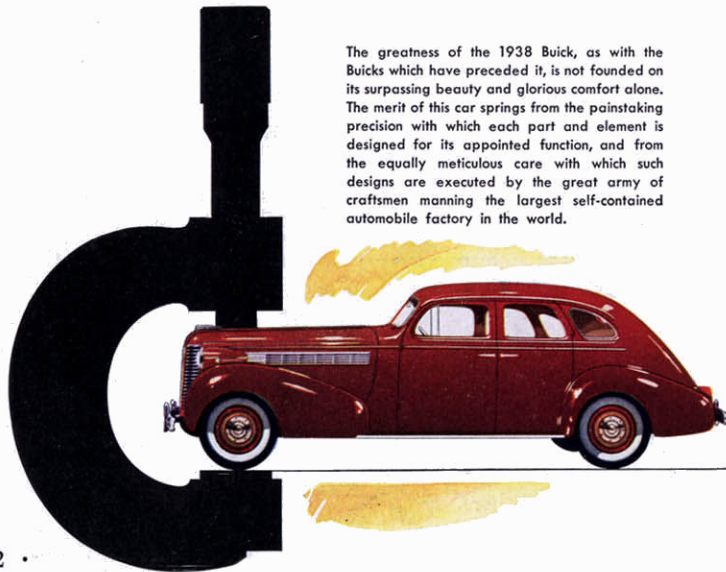
Either feature by itself would be enough to set Buick above the field. Yet on every Buick, from the thrifty and spirited

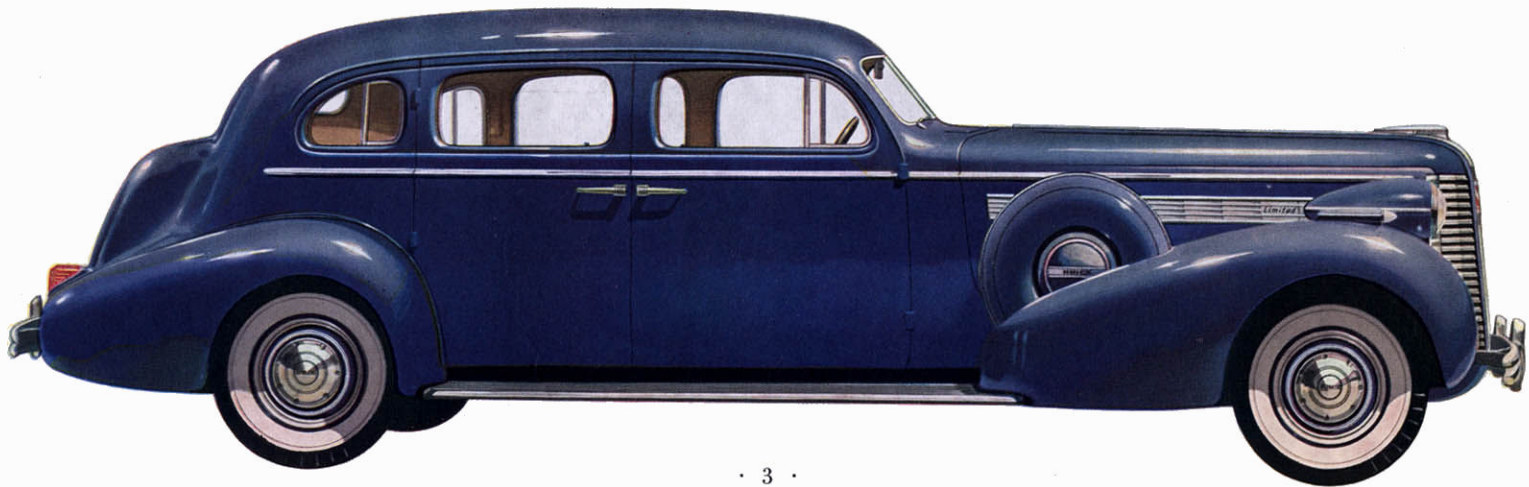
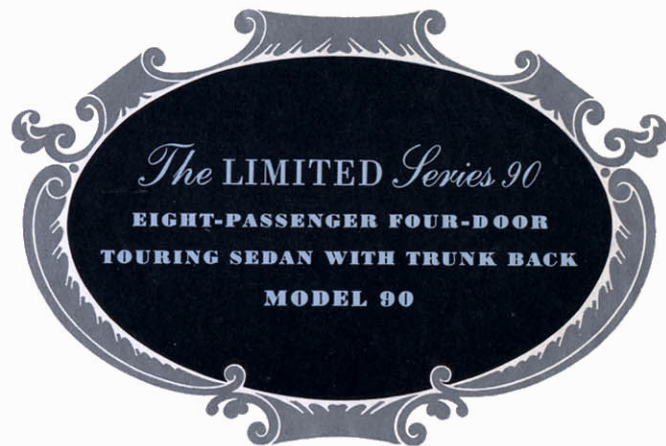
Special to the lordly Limited models, you enjoy both, *plus* many other noteworthy improvements.

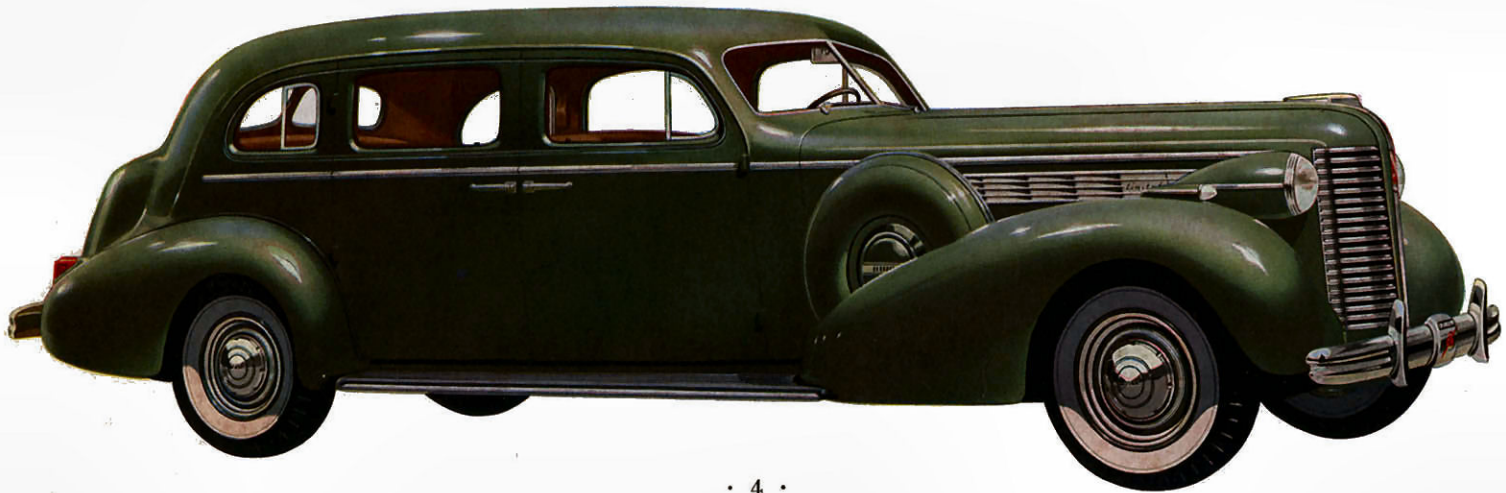
You will find that Buick style has been still further refined; that there are numerous mechanical improvements throughout the car; that much has been done to increase comfort, ease of handling, and all-round motoring enjoyment.

This catalog describes briefly a few of these many advances. Your Buick dealer will gladly point out more and show how they make the new Buick an even greater car than its predecessors.

The greatness of the 1938 Buick, as with the Buicks which have preceded it, is not founded on its surpassing beauty and glorious comfort alone. The merit of this car springs from the painstaking precision with which each part and element is designed for its appointed function, and from the equally meticulous care with which such designs are executed by the great army of craftsmen manning the largest self-contained automobile factory in the world.

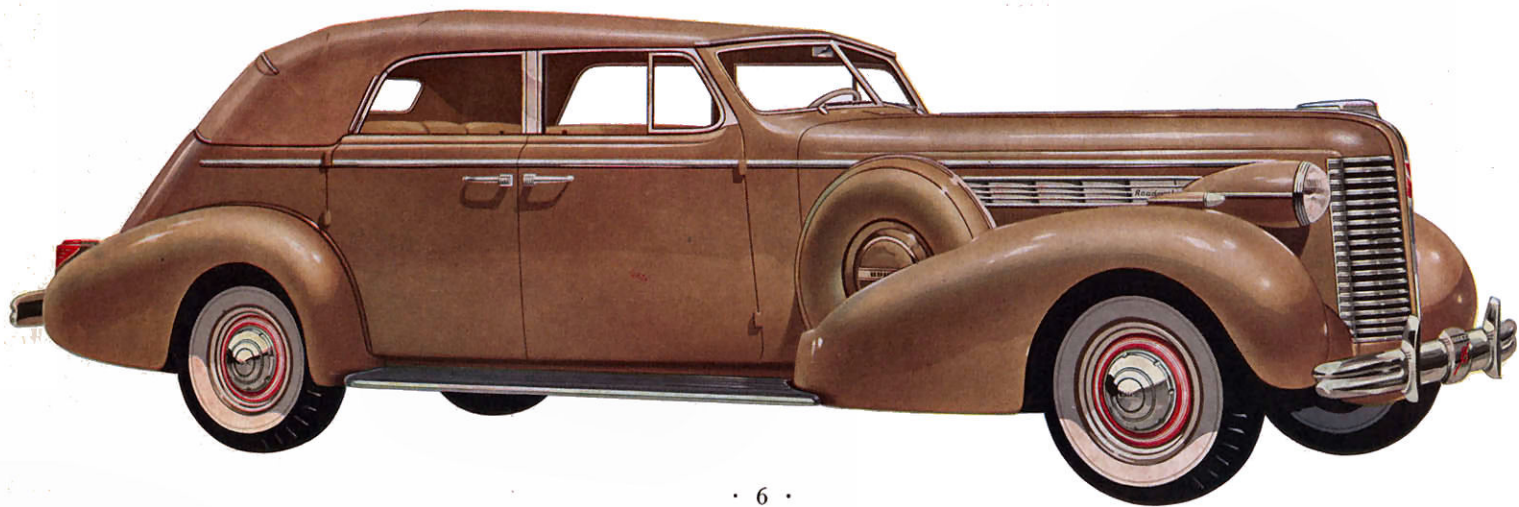


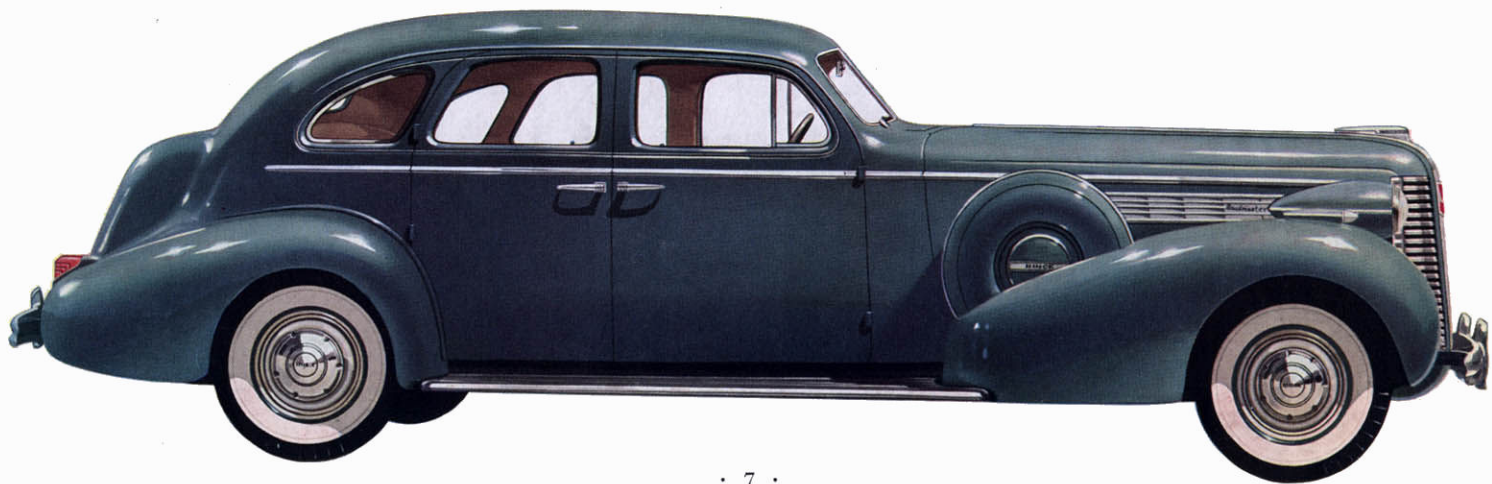
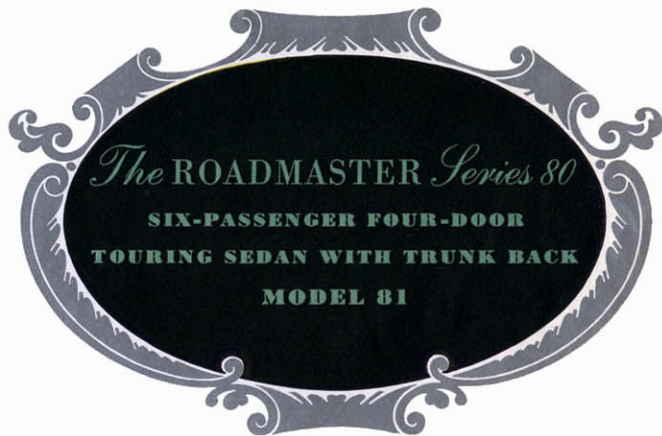


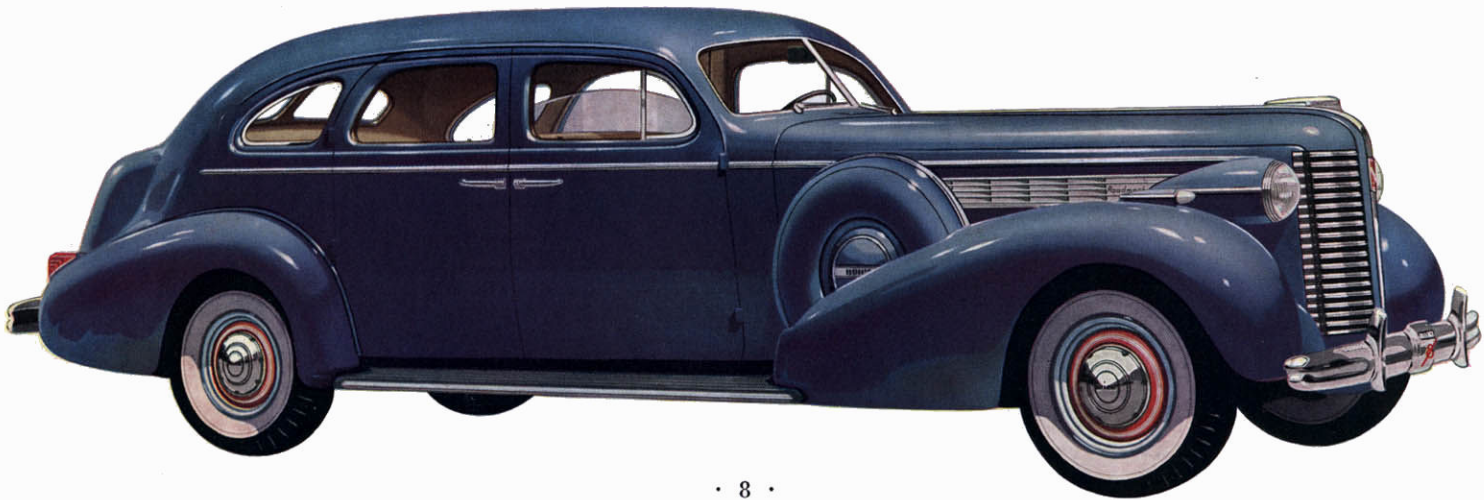




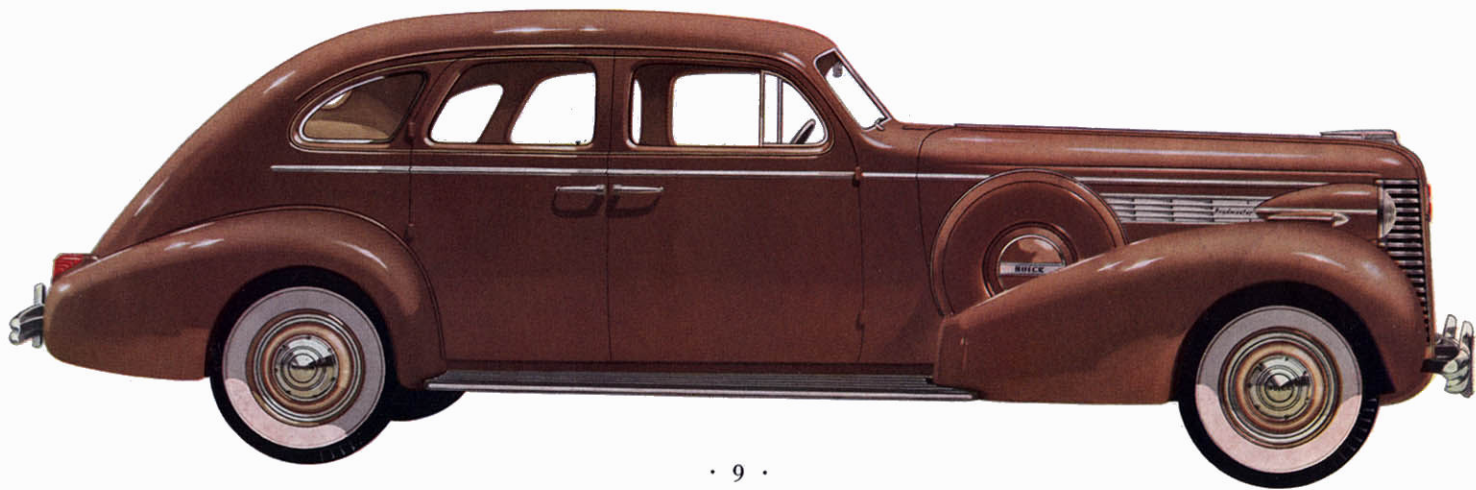
The ROADMASTER Series 80
SIX-PASSENGER CONVERTIBLE
STREAMLINE SPORT PHAETON
MODEL 80-C



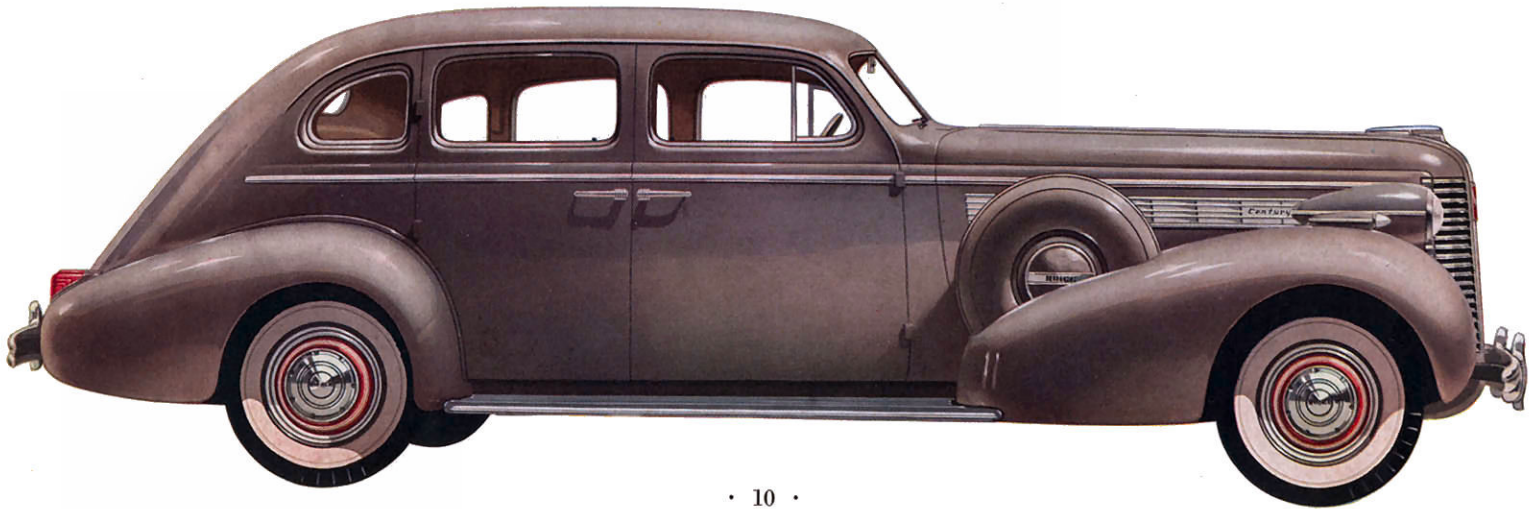


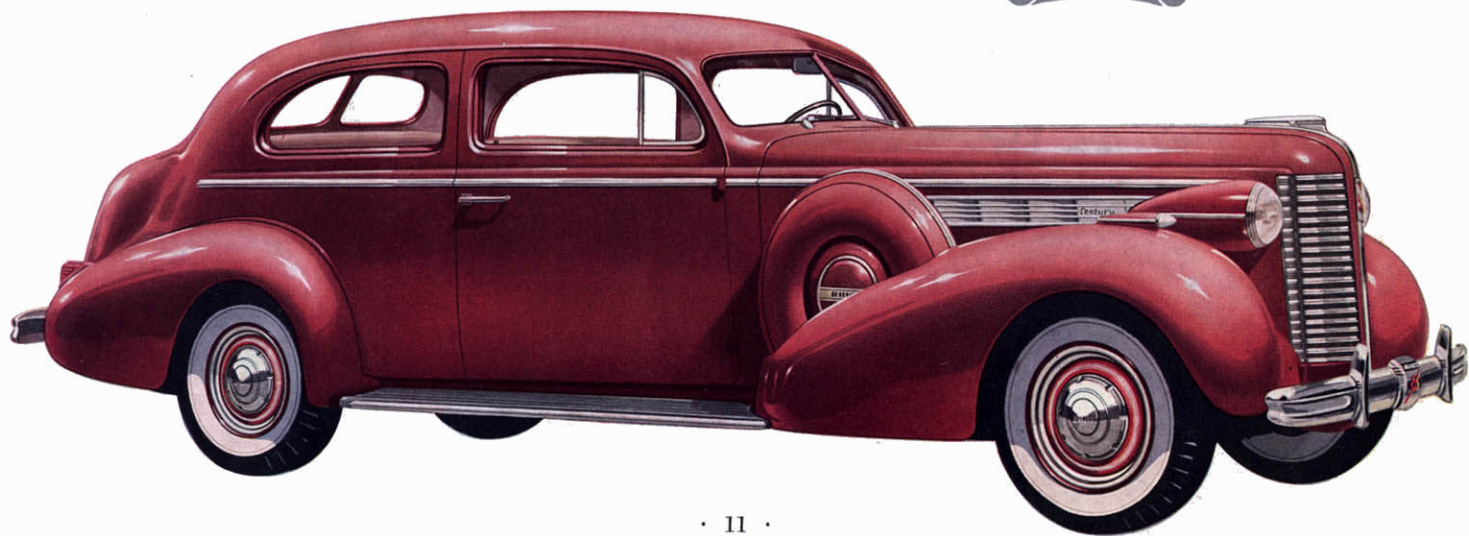
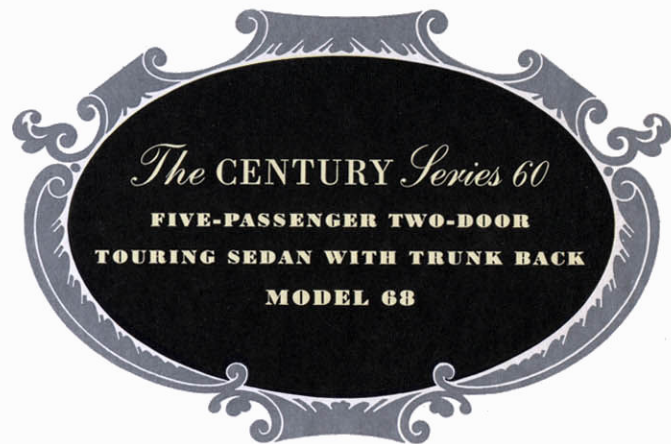


The ROADMASTER Series 80
**SIX-PASSENGER FOUR-DOOR
STREAMLINE SPORT SEDAN
MODEL 87**

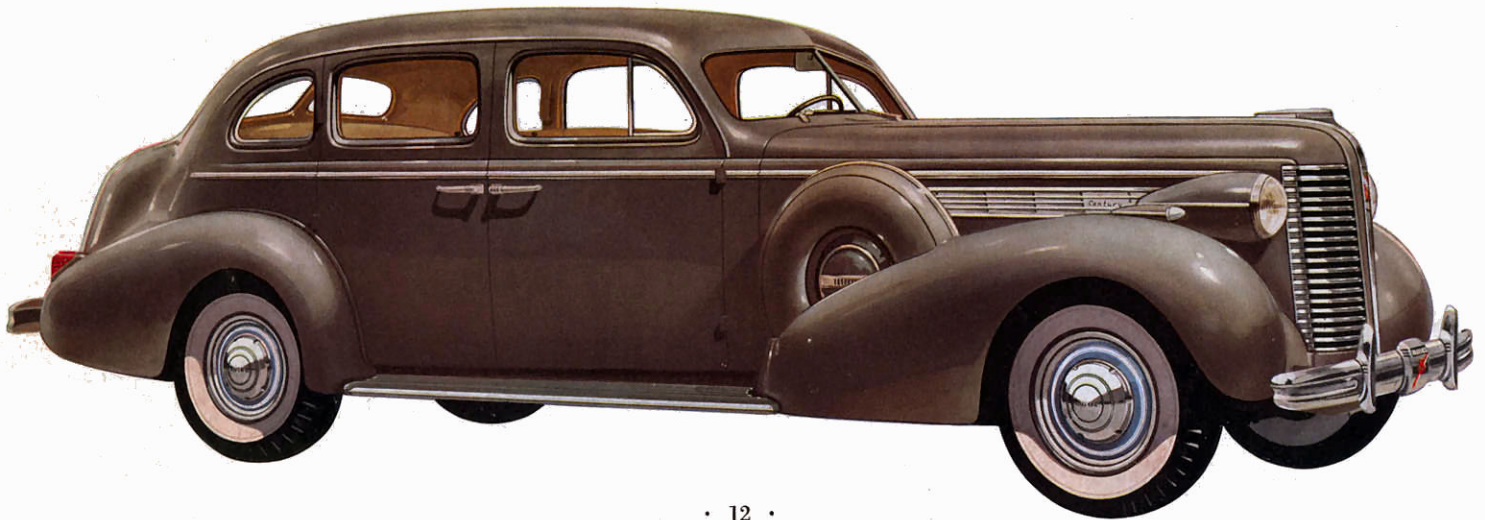


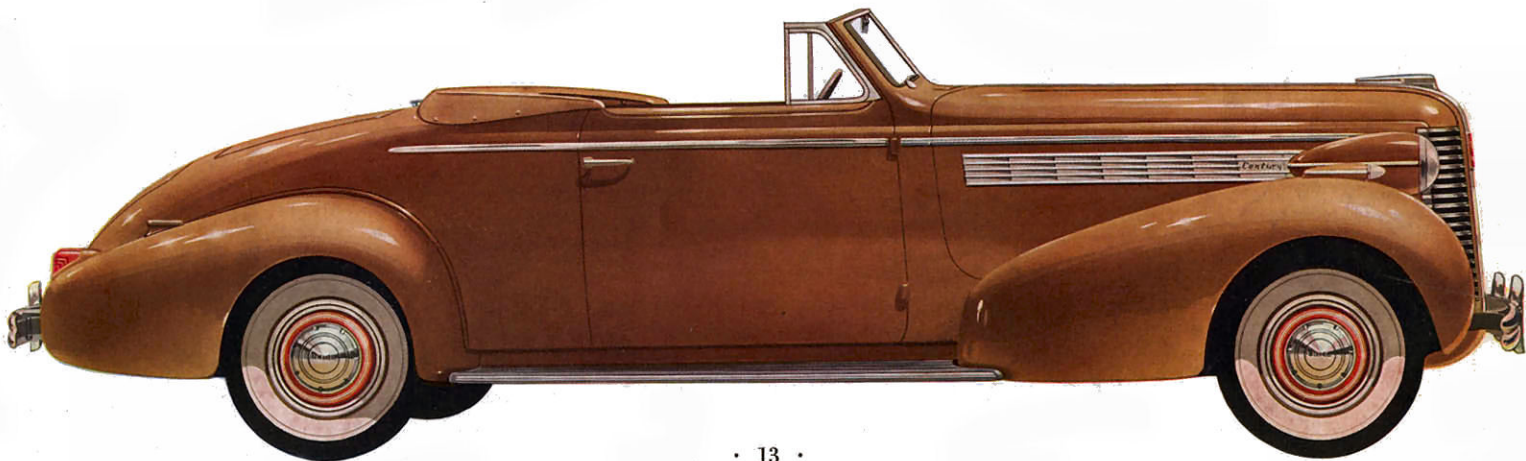
The CENTURY Series 60
**FIVE-PASSENGER FOUR-DOOR
STREAMLINE SPORT SEDAN
MODEL 67**



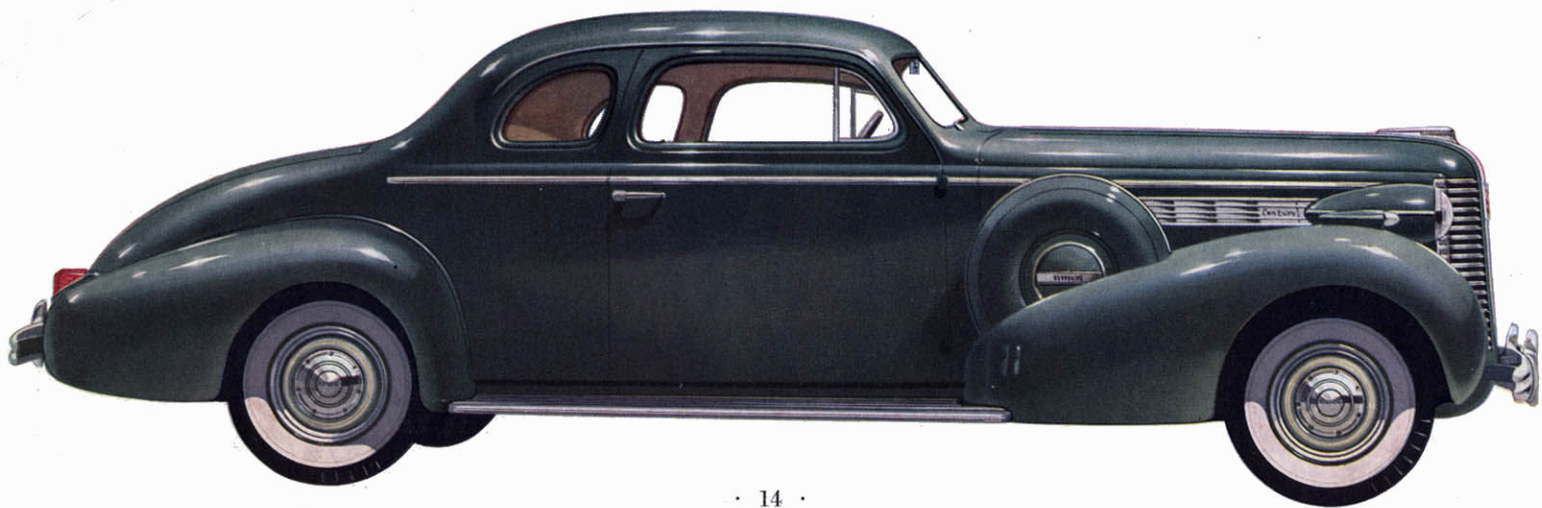


The CENTURY Series 60
**FIVE-PASSENGER FOUR-DOOR
TOURING SEDAN WITH TRUNK BACK
MODEL 61**

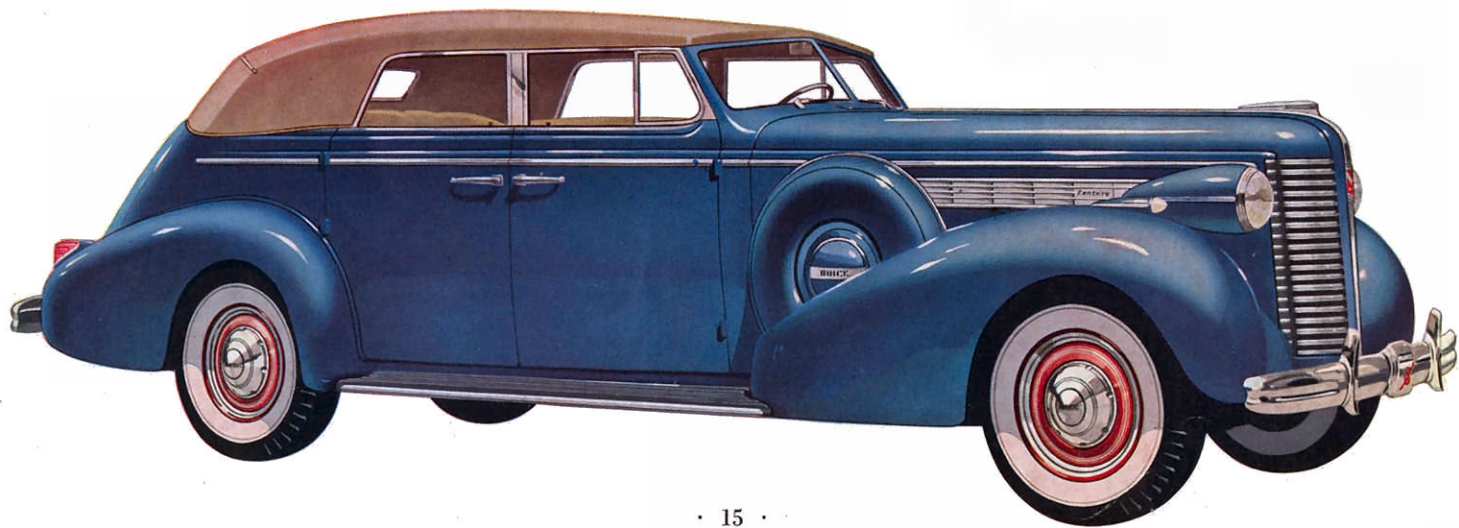


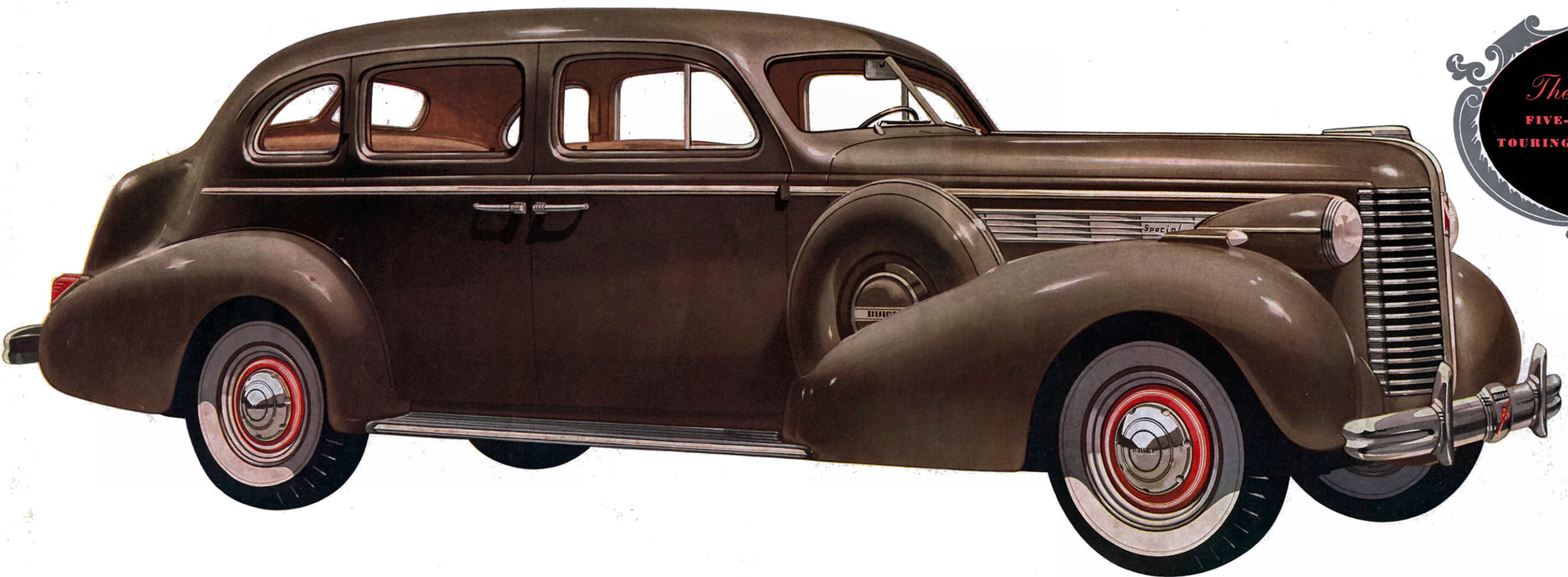


The CENTURY Series 60
FOUR-PASSENGER
SPORT COUPE WITH OPERA SEATS
MODEL 66-S

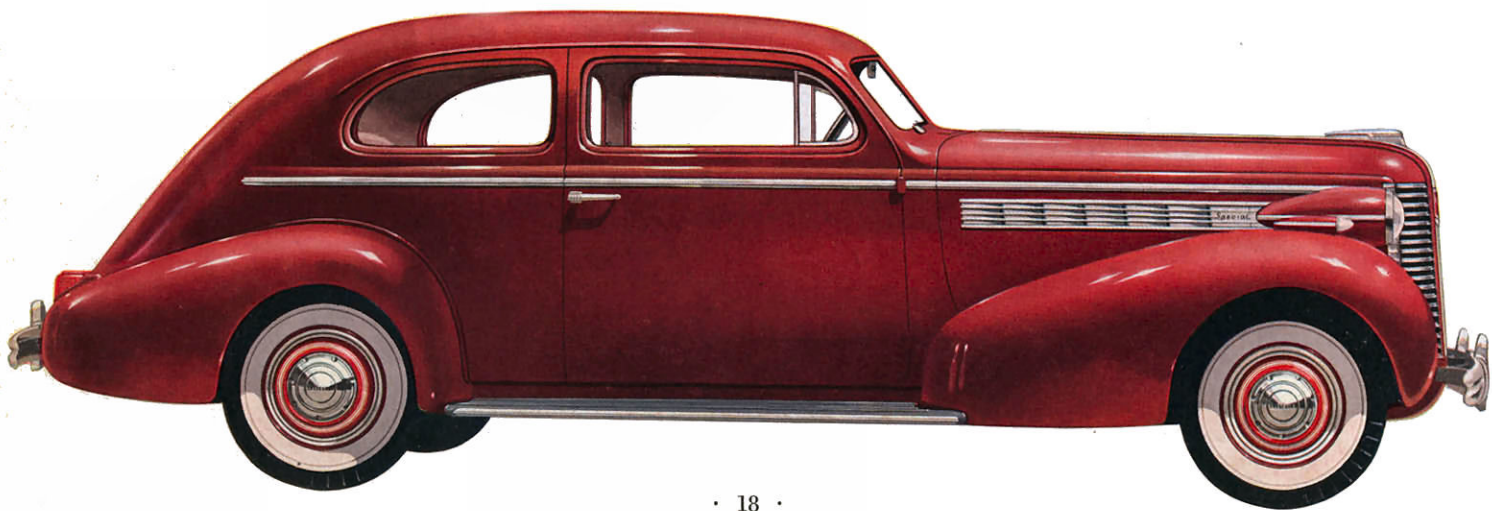


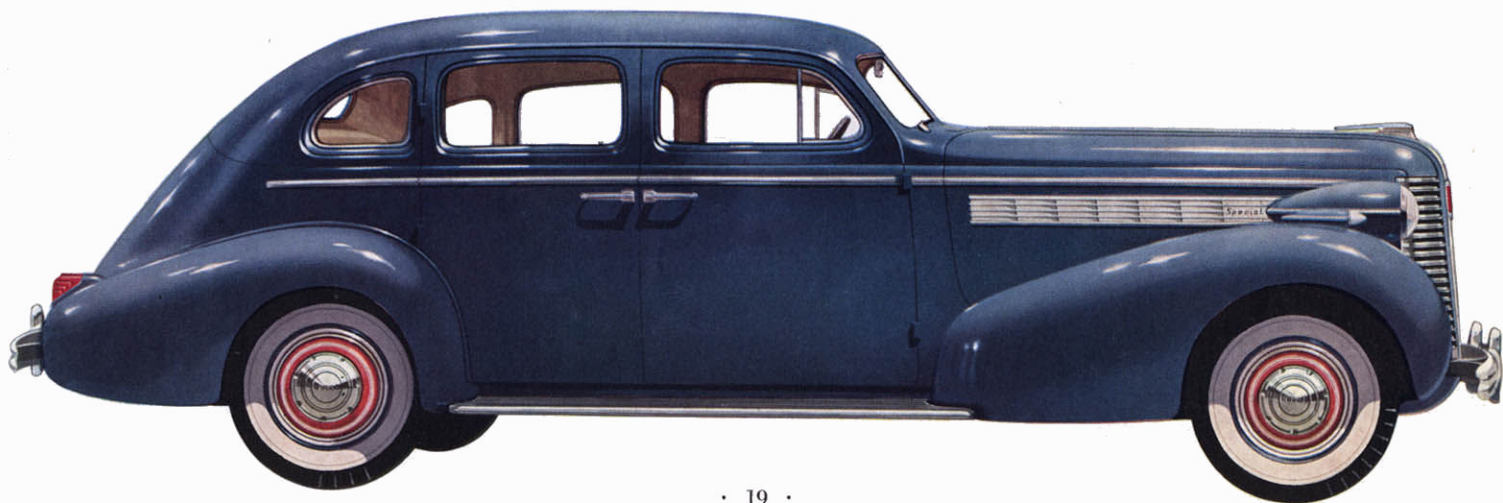
The CENTURY Series 60
**FIVE-PASSENGER CONVERTIBLE
STREAMLINE SPORT PHAETON
MODEL 60-C**





The SPECIAL Series 40
**FIVE-PASSENGER FOUR-DOOR
TOURING SEDAN WITH TRUNK BACK
MODEL 41**

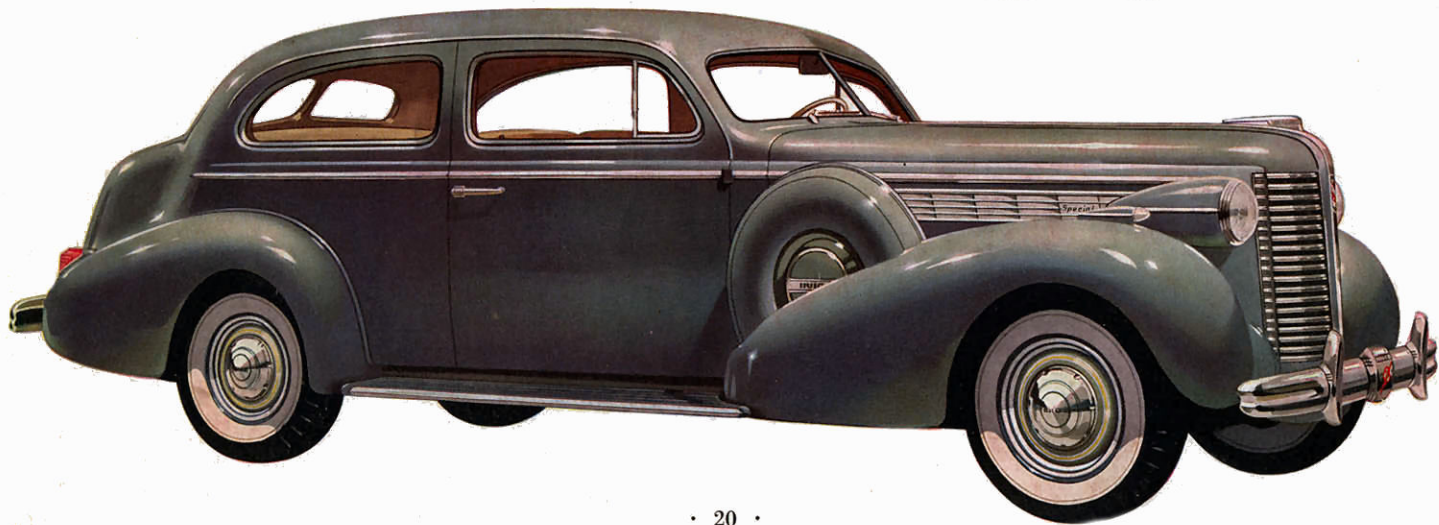






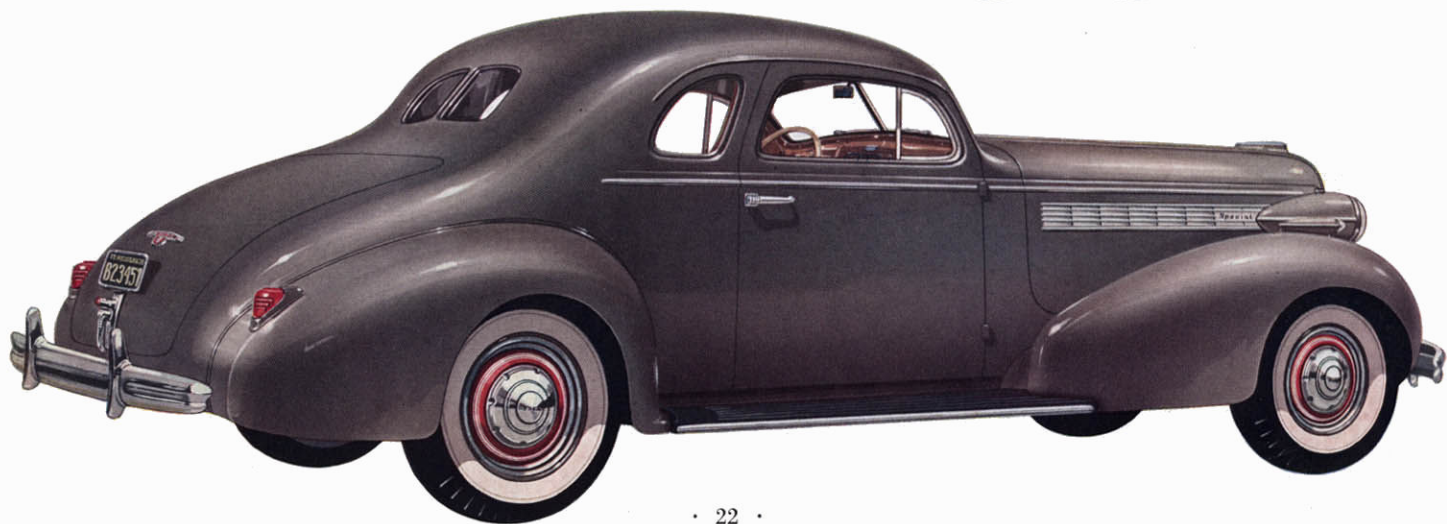
The SPECIAL Series 40

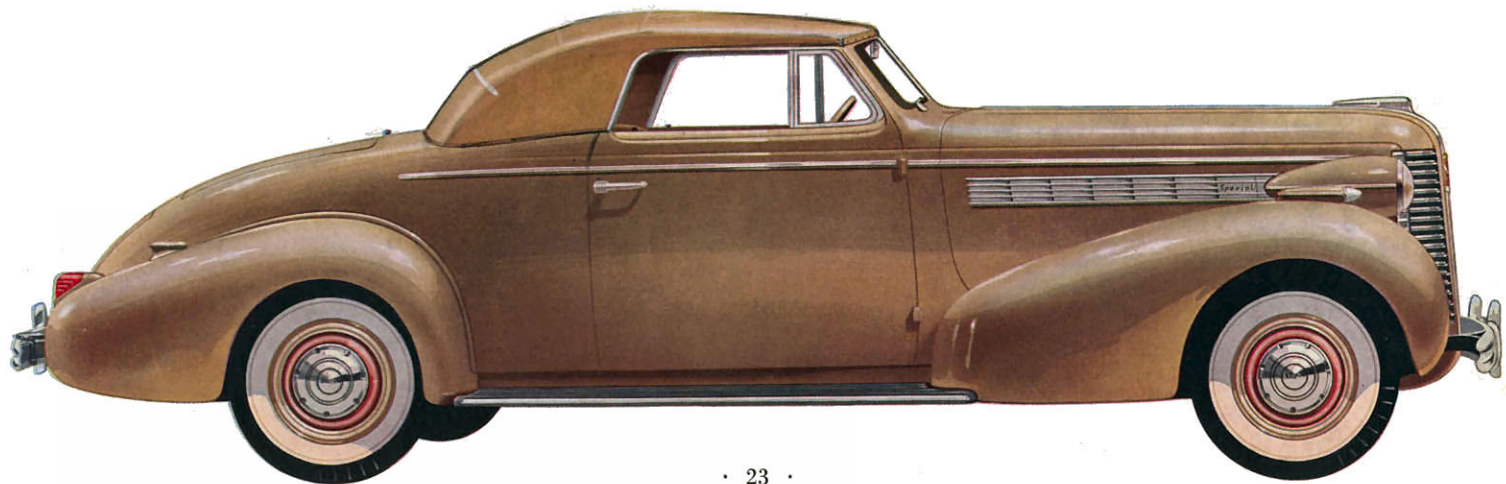
**FIVE-PASSENGER TWO-DOOR
TOURING SEDAN WITH TRUNK BACK
MODEL 48**



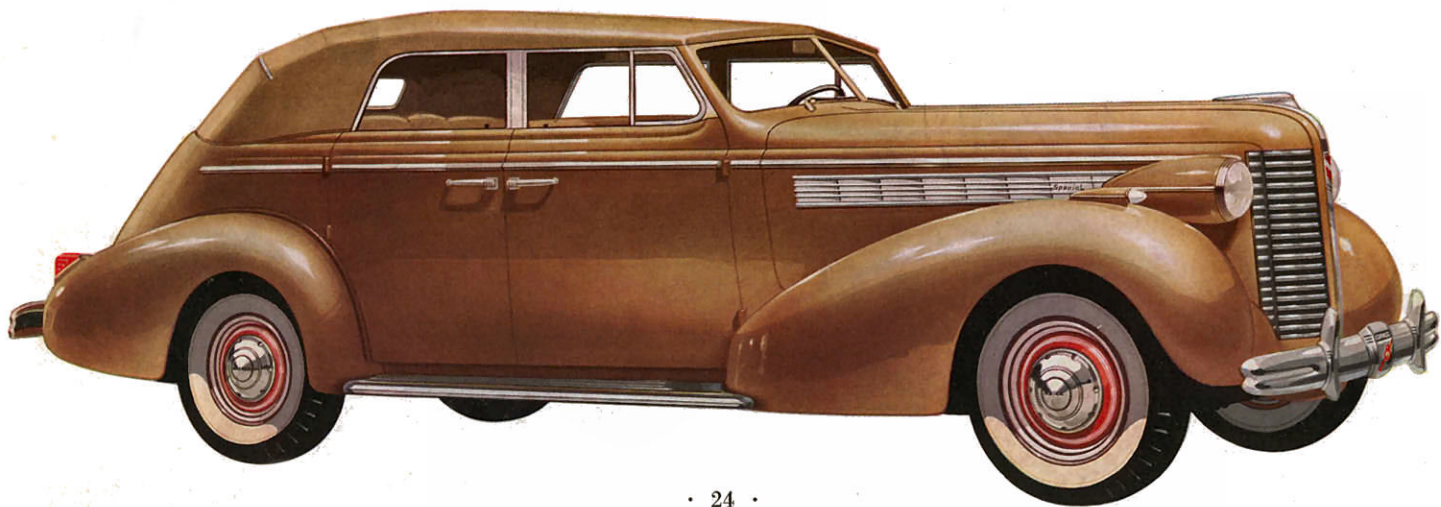
The SPECIAL Series 40
**TWO-PASSENGER
BUSINESS COUPE
MODEL 46**

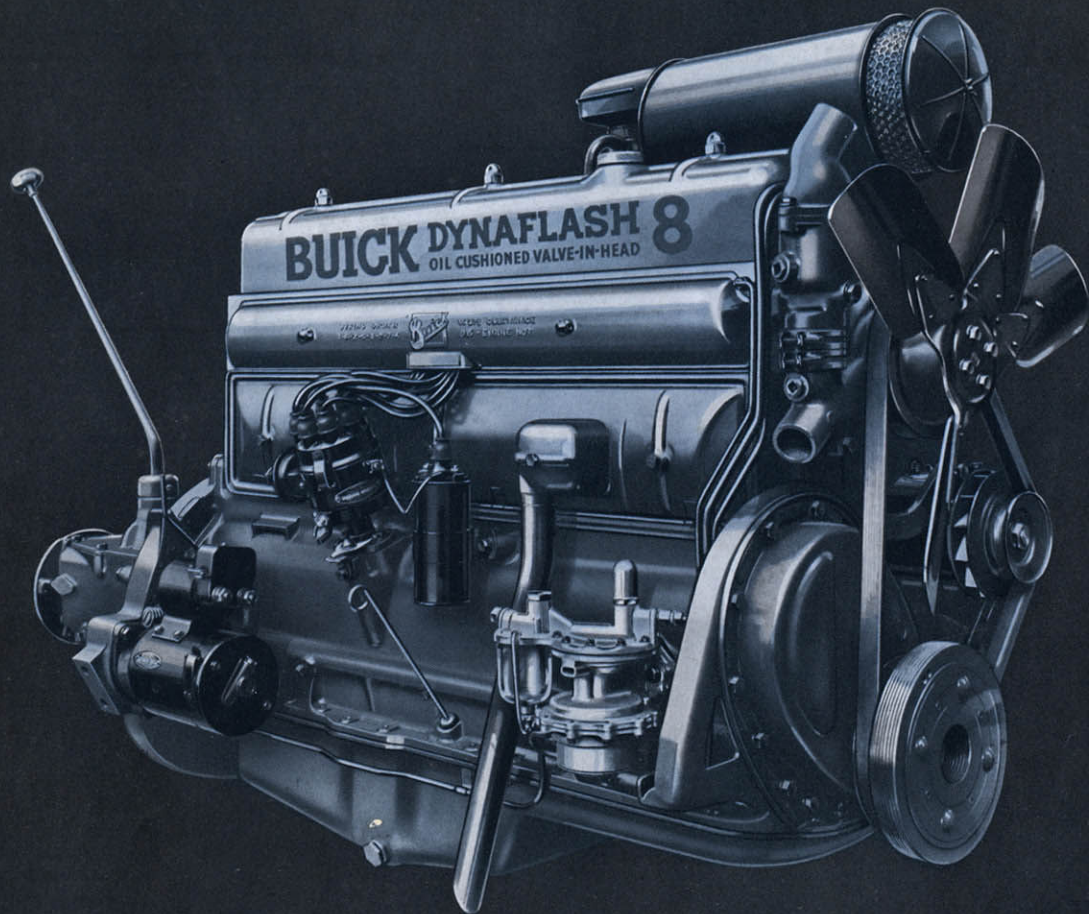






The SPECIAL Series 40
FIVE-PASSENGER CONVERTIBLE
STREAMLINE SPORT PHAETON
MODEL 40-C





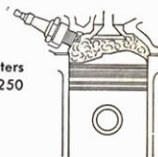
THE SENSATIONAL NEW VALVE-IN-HEAD MOTOR

**EVERY SPARK
SETS OFF**

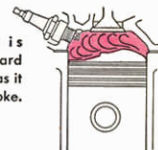
a Cyclone!

Here, in this giant-powered, silk-smooth valve-in-head straight eight—already ten per cent more efficient than any other engine of its size and compression—Buick applies the Dynaflash principle of compression to add still more to its stand-out power and efficiency! The reason for its new brilliance, responsiveness, and thrift is briefly explained in the diagrams below.

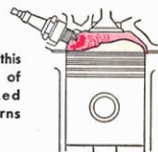
Fuel mixture enters the cylinder at 250 miles an hour.



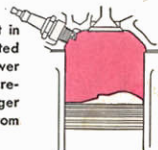
Turbulence is increased by upward motion of piston as it reaches top of stroke.



Spark sets off this swirling cyclone of thoroughly mixed fuel, which burns more efficiently.



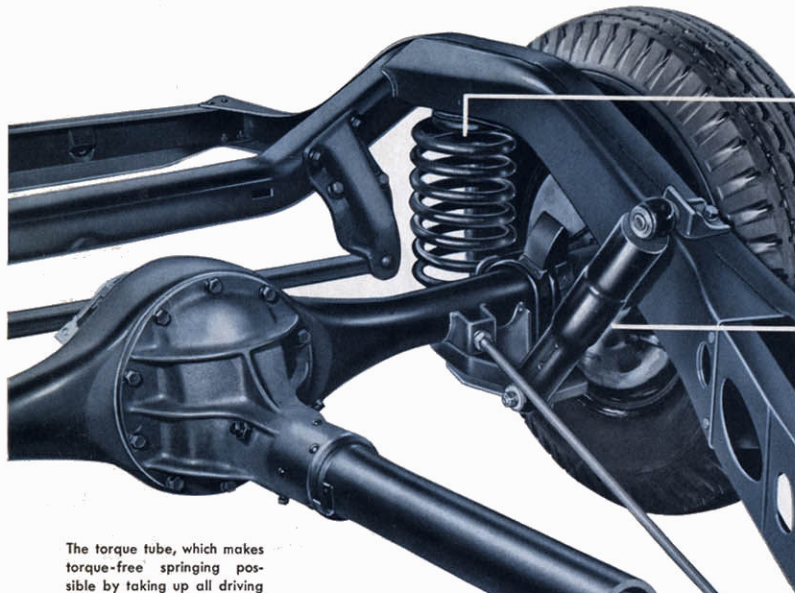
More of the heat in the fuel is converted into usable power and the piston receives a stronger downward push from each firing.



GOOD-BYE TO HORSE-AND-BUGGY

Springing

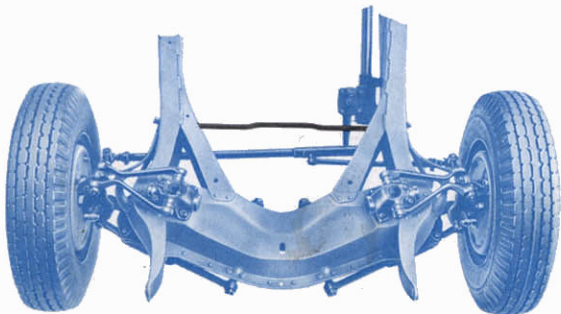
Stout coils of ever-resilient spring steel replace the old-fashioned leaf type rear spring on the new Buick. The whole stride of the car becomes lithier, more fluid, and safer. Rear tires last longer. Skidding is greatly reduced. Maintenance is simplified by elimination of shackles and eight points of lubrication. And because this spring does not depend upon interleaf friction for any part of its functioning your car retains its soft cushioning through all kinds of weather and many years of service.



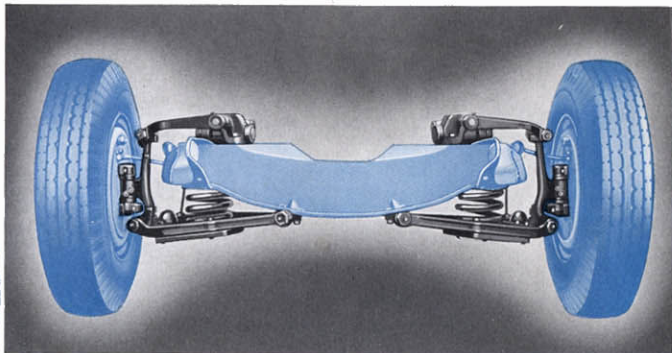
This stout coil of soft-flexing spring steel is firmly attached to frame above and axle below. It is self-cleaning and requires no lubrication whatever.

These giant transport type shock absorbers, new in design and more efficient in operation than any now known, work with the springs to accomplish Buick's new flowing ride.

The torque tube, which makes torque-free springing possible by taking up all driving and rear braking strains. Without this tube, Buick's superlatively smooth ride is virtually impossible.



At right is the stabilizer bar, which, with the new springing, keeps the Buick level and upright on curves, free from body sway and roll.



Combined with Knee-Action, torque-free springing now puts the softer, safer cushioning of coiled steel on all four wheels. Note that each front wheel is free to absorb its own shocks, as a result of Knee-Action.



Front seats automatically rise as they are moved forward, not only bringing short drivers closer to controls but giving them better view of the road from higher seated position.



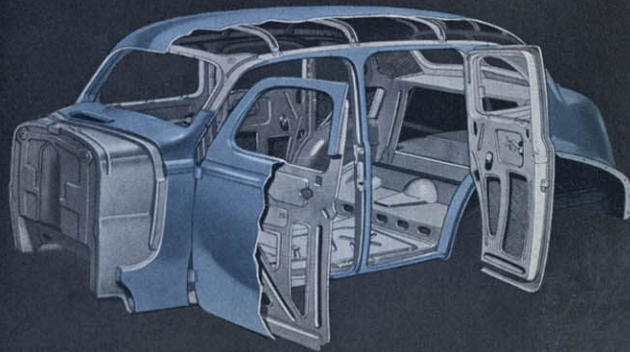
The jumbo luggage compartments built into all closed models are practically arranged to supply the most useful room. They serve as spare tire carriers unless fender wells are used.

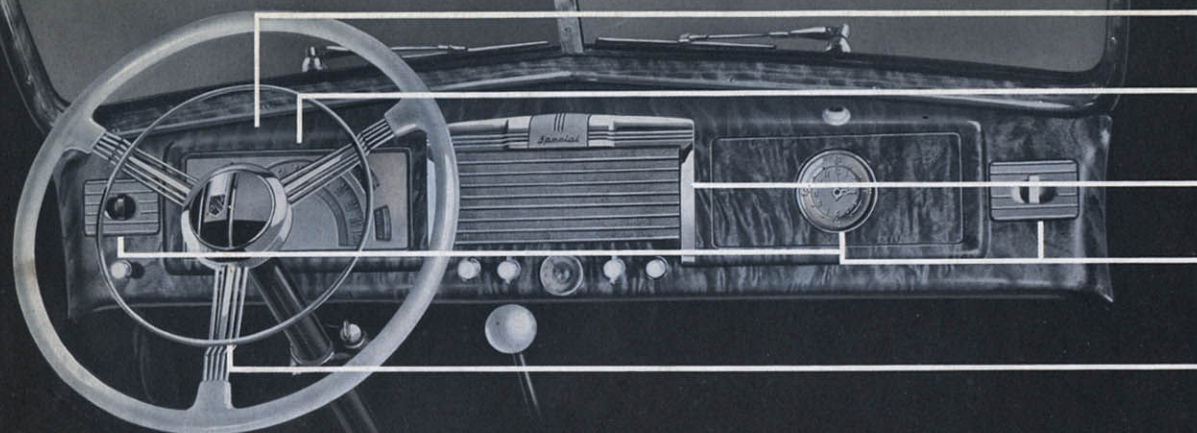


Comfortable opera seats that fold out of the way enlarge passenger-carrying capacity in certain coupe models. Additional luggage space is provided when seats are folded back.

The smart fabrics and jewel-like hardware of this spacious interior conceal the fortress-like security of the Unisteel Turret Top Body by Fisher, found now on all Buicks. Ample in all dimensions, with Fisher No Draft Ventilation to keep you comfortable in all weathers, these bodies have gained new quietness from quiet zone mounting. Sources of vibration and noise have been located with scientific exactness and adequately dampened out. Headroom, legroom, and elbowroom are ample. The choice of fabrics and body colors is wide. In short, here is comfort, spaciousness, smart style, and quiet—built on a foundation of protective steel.

As this skeleton view reveals, the Unisteel Turret Top Body by Fisher is a protective shield of steel, with single-piece top, side panels, door posts, front pillars, and cowl firmly fused into a single unit.





Buick's instrument panel is stepped up alike in style and convenience

The new speedometer dial is designed for easier reading as well as beauty

Handsome new radio grille

Note ash receivers at each end of the panel, and the new clock face

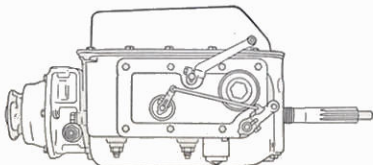
Observe also the new steering wheel with bars recessed to take the horn ring, obviating accidental sounding of the horn

Note also, below, the stunning new interior hardware

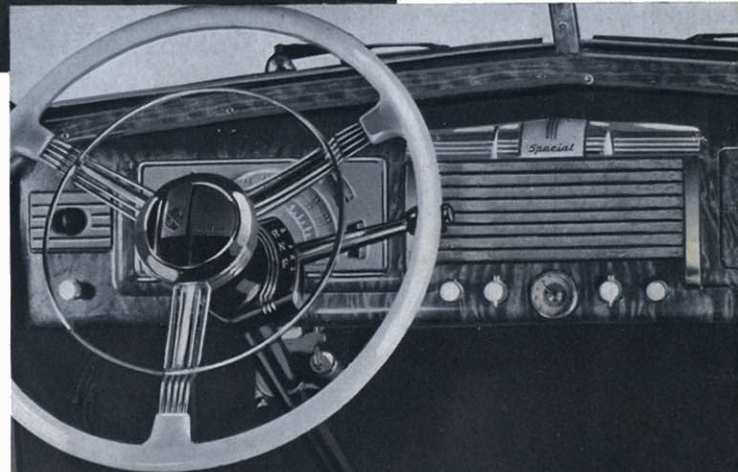
Ash receivers are conveniently placed for ready access. Lighters included on some models



All 1938 Buick Special models are available with Buick's new self-shifting transmission at extra cost. This transmission eliminates the conventional gearshift lever entirely, with this simple control lever under the wheel taking its place. For all ordinary driving, a single motion of the control lever suffices; the car automatically shifts through necessary gear changes thereafter. Ninety per cent of normal



driving is in a new fourth speed, giving new quiet because engine speed is greatly reduced. Braking power of second is instantly available. Gasoline economy is increased nearly eight per cent, oil economy even more, and clutch operation is reduced by practically two thirds. With the gearshift lever removed from the center, the front compartment now carries three passengers with perfect comfort.



Door handles are curved in for safety, modern in design, and arranged for convenience in operation

Typical of Buick's stepped-up style are redesigned rear name plates, and the Buick crest on the radiator center bar

A newly designed massive radiator grille and new radiator ornament, also further refinements in head lamp and fender light design, contribute to the new distinction of the 1938 line

License illuminator is combined in a single unit with luggage compartment door handle

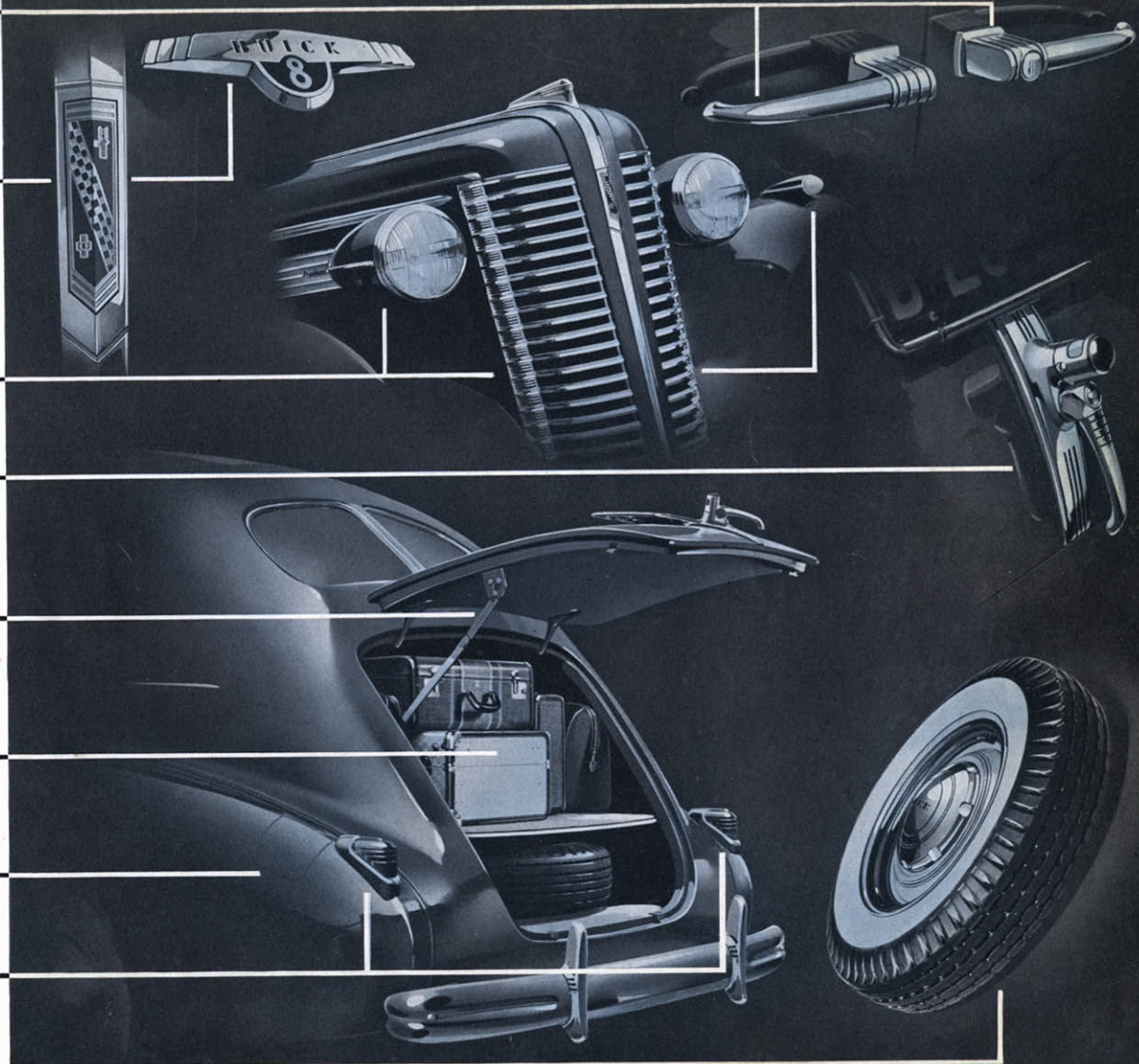
Doors on all luggage compartments automatically lock in elevated position when fully raised

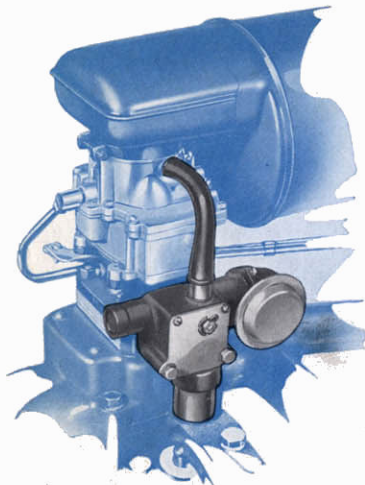
The ample space in the jumbo luggage compartments is arranged for easy access and efficient storage of luggage, making full use of available space

The gas tank is filled through a flush door in the fender by removal of a recessed cap

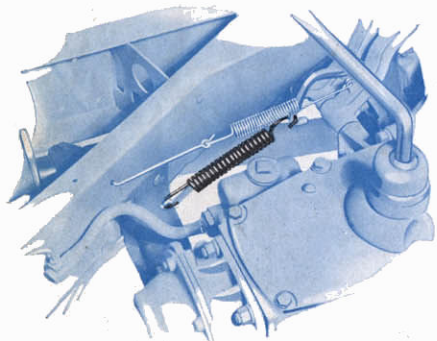
Newly designed taillights easily visible at night from either side or rear

Even the wheels have been stepped up in style, to lend new distinction to Buick for 1938

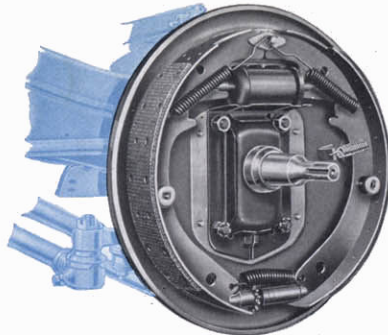




With the vacuum starting switch and automatic choke combined in this new unit, starting is made smooth and certain under even the most adverse weather conditions. Flooding of the engine is made impossible.



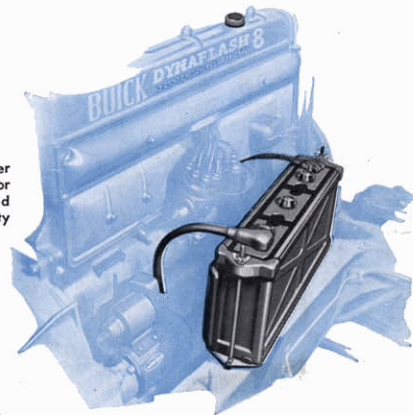
Clutch action on the new cars is extremely smooth and light. The clutch capacity has been enlarged to handle the increased power of the engine and made lighter in action by a new clutch helper spring.



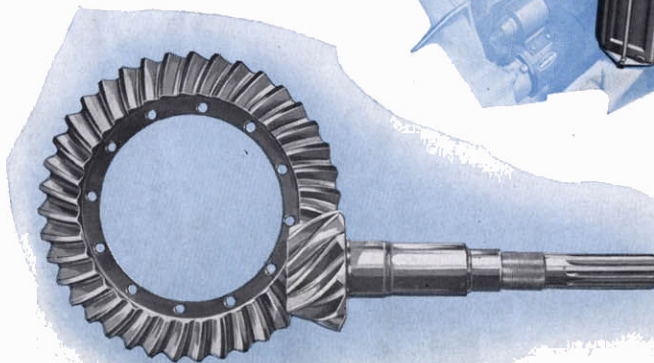
Buick's tiptoe hydraulic brakes are of the internal-expanding type, utilizing the motion of the car to supply brake effect, which naturally reduces needed effort at the foot pedal. In addition, wear on brake bands is more even than in brakes of other types.



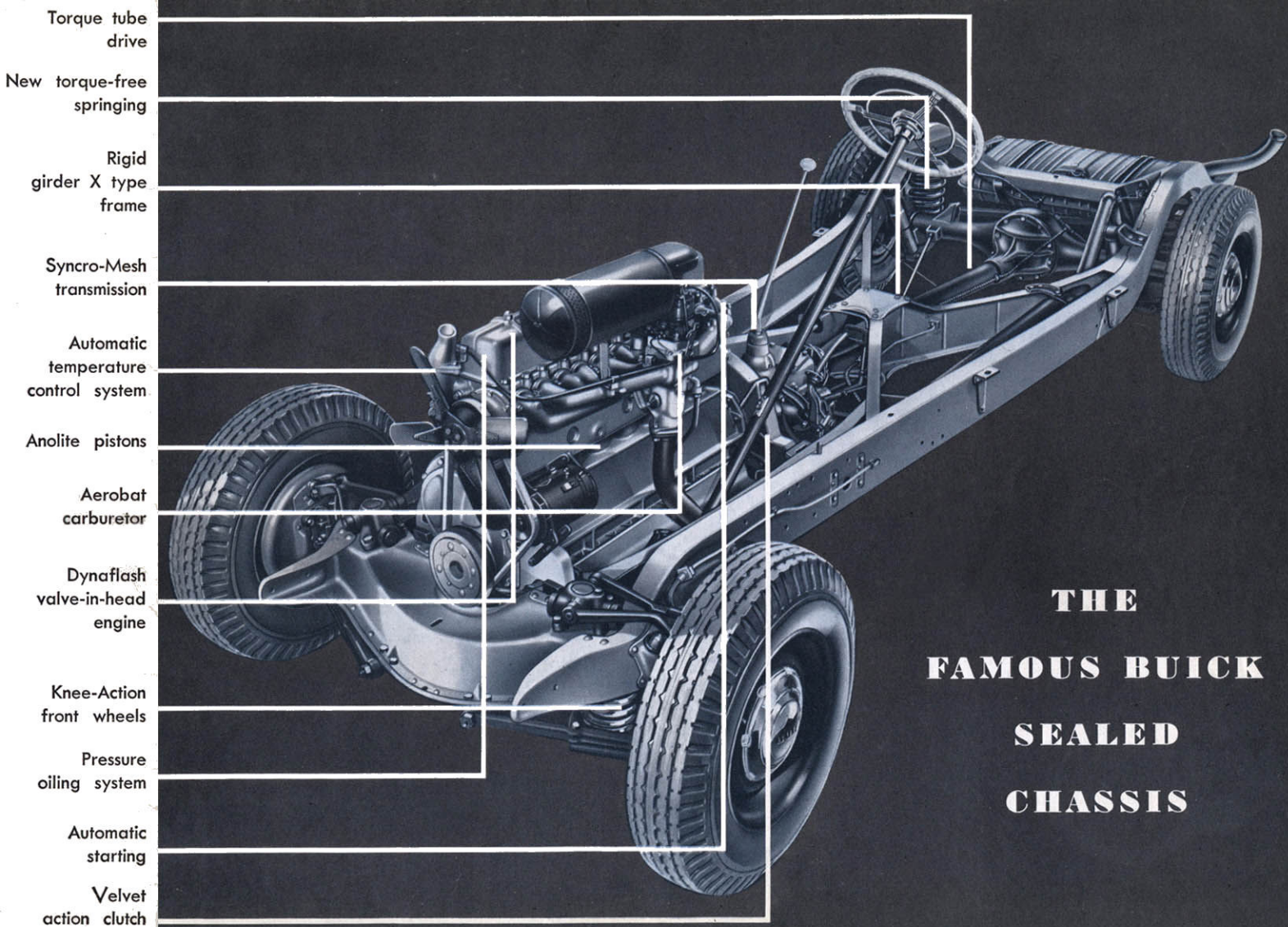
The steering assembly has been simplified for greater strength and easier maintenance. Steering is, if anything, lighter than in previous models, as a result of this new design.



Batteries in the new models are mounted under the hood, where they are instantly accessible for service and attention. The oil filler has been placed at the top of the engine for greater accessibility by servicemen.



All models in the Buick line now have hypoid gears in the rear axle. This permits a lower car floor level without an excessive drive shaft tunnel through the rear floor.



Torque tube
drive

New torque-free
springing

Rigid
girder X type
frame

Syncro-Mesh
transmission

Automatic
temperature
control system

Anolite pistons

Aerobat
carburetor

Dynaflash
valve-in-head
engine

Knee-Action
front wheels

Pressure
oiling system

Automatic
starting

Velvet
action clutch

**THE
FAMOUS BUICK
SEALED
CHASSIS**

LIMITED Series 90

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{1}{8} \times 4\frac{1}{8}$ inches. Displacement, 320.18 cubic inches. Buick Turbulator Pistons. Compression ratio, 6.35 to 1. Developed horsepower, 141 at 3,600. Full-pressure lubrication to main, connecting rod, camshaft, and rocker arm bearings. Counterweighted crankshaft with torsional balancer. Crankcase ventilator. Oil capacity, 8 quarts.

FUEL AND COOLING SYSTEM—Dual downdraft Aerobac carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel filter. By-pass water temperature control. Concealed gas tank filler. Fuel tank capacity, 20 gallons. Water capacity, 17 quarts.

CLUTCH AND TRANSMISSION—Single dry plate clutch. Facing area, 123.7 square inches. All-silent Synchromesh transmission, helical gears.

REAR AXLE AND UNIVERSAL JOINT—Semifloating rear axle with hypoid gears. Torque tube drive. Rear axle ratio, 4.555 to 1. One universal joint automatically lubricated from transmission.

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

FRAME—Girder X type frame. Section, $9 \times 2\frac{1}{4} \times \frac{1}{4}$.

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

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

BRAKES—Four-wheel hydraulic. Cast-iron ribbed brake drums. Size, 14×2 inches. Mechanical parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt. Octane selector. Solenoid starter with dual control. Multibeam headlights with foot dimmer switch. Battery mounted under hood. "High output" generator with voltage regulator.

WHEELS AND TIRES—Demountable steel disc wheels. Tire size, 16×7.50 4 ply.

WHEEL BASE—140 inches.

ROADMASTER Series 80

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{1}{8} \times 4\frac{1}{8}$ inches. Displacement, 320.18 cubic inches. Buick Turbulator Pistons. Compression ratio, 6.35 to 1. Developed horsepower, 141 at 3,600. Full-pressure lubrication to main, connecting rod, camshaft, and rocker arm bearings. Counterweighted crankshaft with torsional balancer. Crankcase ventilator. Oil capacity, 8 quarts.

FUEL AND COOLING SYSTEM—Dual downdraft Aerobac carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel filter. By-pass water temperature control. Concealed gas tank filler. Fuel tank capacity, 20 gallons. Water capacity, 17 quarts.

CLUTCH AND TRANSMISSION—Single dry plate clutch. Facing area, 123.7 square inches. All-silent Synchromesh transmission, helical gears.

REAR AXLE AND UNIVERSAL JOINT—Semifloating rear axle with hypoid gears. Torque tube drive. Rear axle ratio, 4.182 to 1. One universal joint automatically lubricated from transmission.

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

FRAME—Girder X type frame. Section, $9 \times 2\frac{1}{4} \times \frac{1}{4}$.

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

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

BRAKES—Four-wheel hydraulic. Cast-iron ribbed brake drums. Size, 12×2 inches. Mechanical parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt. Octane selector. Solenoid starter with dual control. Multibeam headlights with foot dimmer switch. Battery mounted under hood. "High output" generator with voltage regulator.

WHEELS AND TIRES—Demountable steel disc wheels. Tire size, 16×7.00 4 ply.

WHEEL BASE—133 inches.

CENTURY Series 60

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{1}{8} \times 4\frac{1}{8}$ inches. Displacement, 320.18 cubic inches. Buick Turbulator Pistons. Compression ratio, 6.35 to 1. Developed horsepower, 141 at 3,600. Full-pressure lubrication to main, connecting rod, camshaft, and rocker arm bearings. Counterweighted crankshaft with torsional balancer. Crankcase ventilator. Oil capacity, 8 quarts.

FUEL AND COOLING SYSTEM—Dual downdraft Aerobac carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel filter. By-pass water temperature control. Concealed gas tank filler. Fuel tank capacity, 18 gallons. Water capacity, 17 quarts.

CLUTCH AND TRANSMISSION—Single dry plate clutch. Facing area, 123.7 square inches. All-silent Synchromesh transmission, helical gears.

REAR AXLE AND UNIVERSAL JOINT—Semifloating rear axle with hypoid gears. Torque tube drive. Rear axle ratio, 3.9 to 1. One universal joint automatically lubricated from transmission.

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

FRAME—Girder X type frame. Section, $7\frac{1}{2} \times 2\frac{1}{2} \times \frac{1}{4}$.

STEERING—Direct cross steering. Worm and double roller gear.

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

BRAKES—Four-wheel hydraulic. Centrifuge brake drums. Size, 12×2 inches. Mechanical parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt. Octane selector. Solenoid starter with dual control. Multibeam headlights with foot dimmer switch. Battery mounted under hood. "High output" generator with voltage regulator.

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

WHEEL BASE—126 inches.

SPECIAL Series 40

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{1}{8} \times 4\frac{1}{8}$ inches. Displacement, 248 cubic inches. Buick Turbulator Pistons. Compression ratio, 6.15 to 1. Developed horsepower, 107 at 3,400. Full-pressure lubrication to main, connecting rod, camshaft, and rocker arm bearings. Counterweighted crankshaft with torsional balancer. Crankcase ventilator. Oil capacity, 6 quarts.

FUEL AND COOLING SYSTEM—Dual downdraft Aerobac carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel filter. By-pass water temperature control. Concealed gas tank filler. Fuel tank capacity, 18 gallons. Water capacity, 13 $\frac{1}{2}$ quarts.

CLUTCH AND TRANSMISSION—Single dry plate clutch. Facing area, 100.5 square inches. All-silent Synchromesh transmission, helical gears standard equipment. Buick self-shifting transmission, optional, installed at factory.

REAR AXLE AND UNIVERSAL JOINT—Semifloating rear axle with hypoid gears. Torque tube drive. Rear axle ratio: conventional transmission, 4.40 to 1; self-shifting transmission, 3.615 to 1. One universal joint automatically lubricated from transmission.

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

FRAME—Girder X type frame. Section, $7\frac{1}{2} \times 2\frac{1}{2} \times \frac{1}{4}$.

STEERING—Direct cross steering. Worm and double roller gear.

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

BRAKES—Four-wheel hydraulic. Centrifuge brake drums. Size, $12 \times 1\frac{1}{2}$ inches. Mechanical parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt. Octane selector. Solenoid starter with dual control. Multibeam headlights with foot dimmer switch. Battery mounted under hood. "High output" generator with voltage regulator.

WHEELS AND TIRES—Demountable steel disc wheels. Tire size, 16×6.50 4 ply.

WHEEL BASE—122 inches.

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

• *This sign of service* identifies the authorized Buick dealer and certifies his ability to provide the skilled and experienced attention your good car needs.

Thoroughly trained mechanics, long familiar with Buick's construction and operation; a complete stock of genuine Buick parts; and prompt and courteous attention to your needs are all character-



istics of Buick Authorized Service. Nearly 3,000 such service stations dot the country from coast to coast, and all are at your command. The owner service policy received with your new car entitles you to certain services without charge. Other services are rendered at moderate cost. Be sure to read your owner service policy and become thoroughly familiar with its provisions.

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BUICK



EIGHT