

BUICK



FOUR-FRONT FOR 'FORTY



This book tells the story of four new Buicks—the Special, the Super, the Century, the Roadmaster.

It is a story of beauty, within and without—of power, and life, and quick-paced action. It is a story of comfort and ease—of cars that float over the highways buoyant as a cloud, yet respond readily as your finger to every command you issue.

It is a story above all of *value*, of merit born of the very toughness of these gallant Buicks' metals, of precision and care applied in a thousand ways for the sole purpose of giving you a car you will be justly proud of. In this, these cars are alike—for only one quality comes down the long Buick assembly line.

But they differ, one from the other, in size and power, in interior dimensions and finish, in the

number of people they are designed to carry—and on that score the choice is up to you.

You make no mistake when you decide on a Buick—to make sure of that we have this year spent some \$8,000,000 for tools, dies and special equipment on top of \$42,000,000 similarly put to work in the past five years.

But when it comes to deciding *which* Buick—whether Special, Super, Century or Roadmaster—whether sedan, coupe or convertible—we can only provide the models from which you may make your choice.

The pictures and the facts gathered here are meant to help you make that choice.

Simply remember, as you look at these pages, that you are looking at the Four-front for Nineteen Forty in style, and comfort, and performance—and in value.





The Special Gets a Running Mate...the Brilliant Buick Super

Boil down the biggest news about Buick for 1940, and it can be summed up in two words—Buick Super.

The Super is more than a new addition to the Buick line.

It is a new car, from the ground up.

Its frame is new. Its body construction is new. Foamtex seats are new. Dimensions, interior and exterior, are new.

Its whole appearance is new, with its low roof line, its great width, the absence of running boards, and sleek streamlining complete even to rear windows curved to fit into body contours.

Performance-wise, the Super is the running mate of the spirited Buick Special.

Both are powered with the same Micro-poised Dynaflex valve-in-head straight-eight engine, now electrically balanced after assembly to give it better-than-watchworks smoothness.

Both cars are amazingly frugal, with the exclusive Buick Dynaflex combustion principle squeezing more good

from every tiny charge of fuel.

Both cars ride with the steadiness of full-length Torque-Tube drive, both have the level, flat, jarless ride born of Bui-Coil Springing in tandem with self-banking Knee-Action.

In either car you can step from 10 to 60 in a fraction over 18 seconds, either one is only half-way out when the speedometer needle touches the average speed limit.

Each has Buick's Handshift transmission, lighter, firmer, more positive than ever—each has a feather-light wheel that makes it a delight for any woman to handle.

Differences are principally in appearance—and in differing dimensions resulting from appearance variations.

The Super is low—9 $\frac{1}{4}$ inches lower, under normal load, than it is wide. In



the Special the difference between width and height is only 6 $\frac{3}{4}$ inches.

The Special has normal-width running boards; in the Super these are eliminated and extra width is built into the body, giving it a front seat a full 56 inches wide.

Notice the Special's upperstructure. Here's the "visibility unlimited" so popular in 1939 model Buicks—the light, open, sunny look of a car with 2637 square inches of window and windshield opening.

The Super's windows are slightly shallower, and the rear quarter window is eliminated. But with its wider windshield it still offers plenty of outlook through 2441 square inches of opening.

Both cars have roomy luggage compartments under the gracefully curved rear decks, but with its length the Super's rear deck serves to give the whole car the swift and racy lines of a convertible.

Brilliant Buick Super

This "phaeton effect" is heightened by broad rear doors, hinged at the front and with Ventipanes built into them. All door hinges are concealed in these models; in Special models the lower front door hinge is exposed, all others concealed.

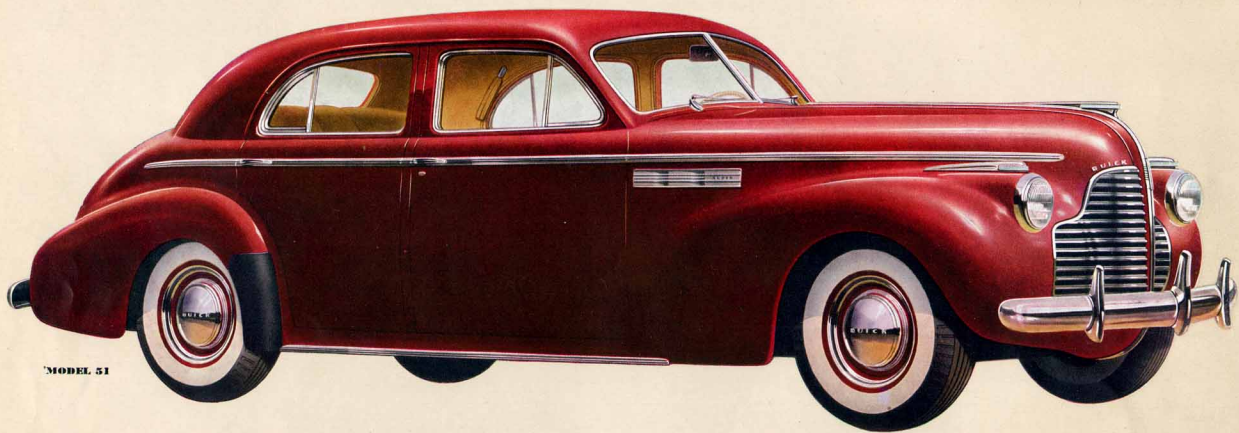
Primarily, then, the choice between these two Series of cars is a matter of taste in outward appearance.

If you incline toward the more conventional, you will perhaps prefer the Special. If your taste runs to sleekness, to swift, lean, smooth streamlining, your choice will no doubt be the Super.

In either case you get a Buick—a 1940 Buick—and that means more value, more satisfaction and more fun for your money. These, in brief, are the cars that make "Best bet's Buick!" the buy-word for 1940.



The Super Four-Door Touring Sedan



MODEL 51

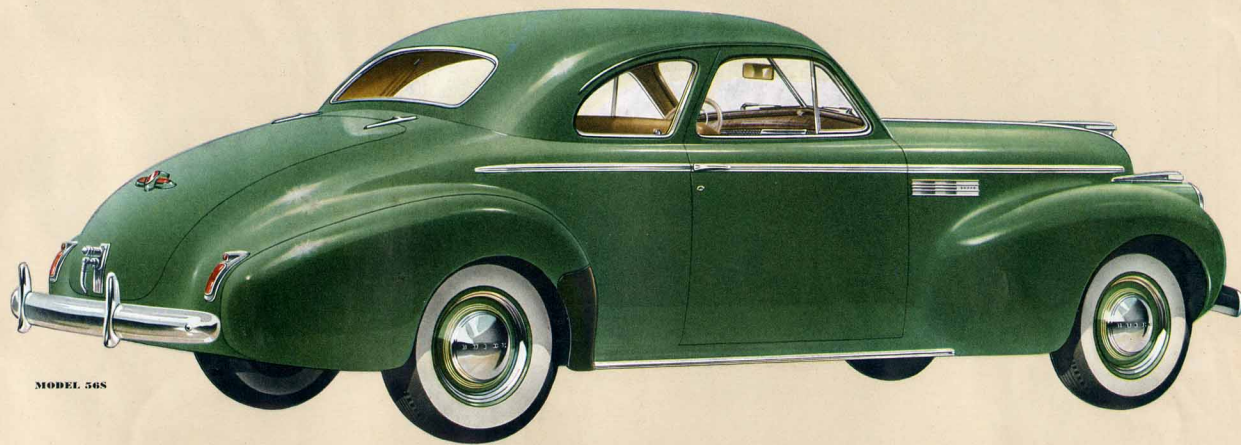
WHEELBASE: 121 INCHES • OVERALL LENGTH: 209 INCHES • POWER PLANT: 107 HORSEPOWER MICROPOISED DYNAFLASH VALVE-IN-HEAD STRAIGHT EIGHT



No illusion is the low, swift look of this ultra-streamlined beauty—at normal load, it is nearly ten inches wider than it is high. With floors only 14 inches above ground at the threshold, and with rear door openings that are 33 $\frac{3}{8}$ inches wide, entrance and exit are easy and comfortable at all times. The front seat is wider than any back seat of the past and carries three in comfort which has never before been equaled.



The Super Sport Coupe



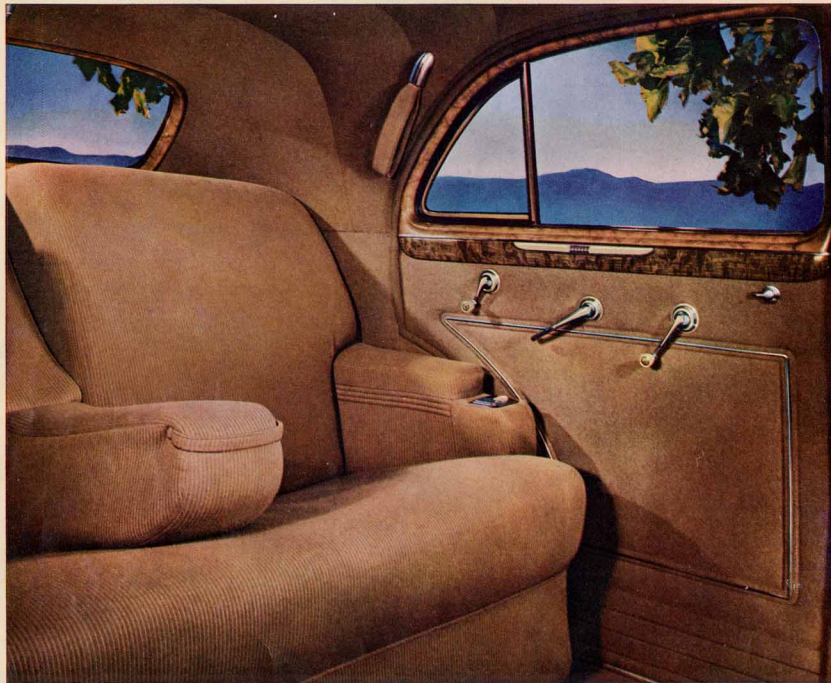
MODEL 56S

WHEELBASE: 121 INCHES • OVERALL LENGTH: 209 INCHES • POWER PLANT: 107 HORSEPOWER MICROPOISED DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT



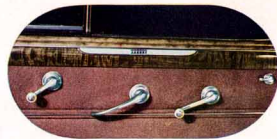
An intimately personal car, the Super Sport Coupe is admirable for a small family, or one with young children. The 56-inch front seat carries three adults with room to spare. Behind this is a roomy compartment with a low seat built the full width of the car, ideal for children or extra passengers. The extremely comfortable angle of the steering column and front seat provides a relaxed position for the driver with excellent visibility.





The richness of finish of Super interiors is well shown here, though insufficient justice is done to its spaciousness. Headroom over the rear seat is 35¼ inches plus, and leg-room is ample even for six-footers. Foamtex cushions are upholstered in Bedford cord,

with harmonizing carpet on the floor. Armrests are recessed at each side, with an ash receiver at the forward end of each. The combination of privacy with ample outlook brought about by eliminating rear quarter windows and widening the doors is well shown.



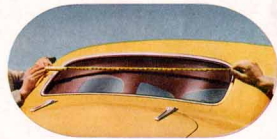
Hardware is of an entirely new design, with plastic inlays combining with chromium to give a rich, effect.



Exceptionally wide doors combine with floors at normal "step-down" height to make entrance and exit easy.

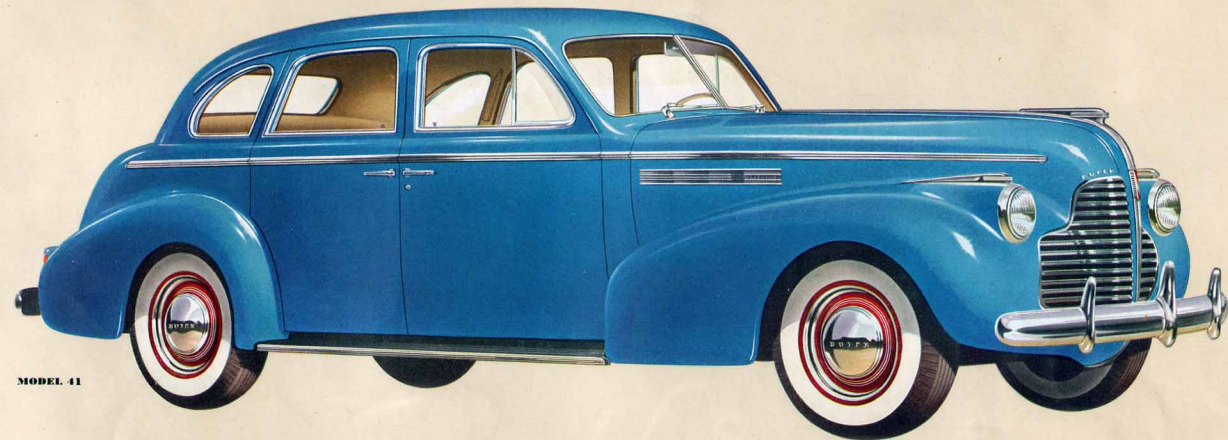


Ventipanes built into rear doors give rear seat passengers complete and individual control over ventilation.



This extremely wide back window of safety plate glass is curved to fit into the streamlined contours of the body.

The Special Four-Door Sedan



MODEL 41

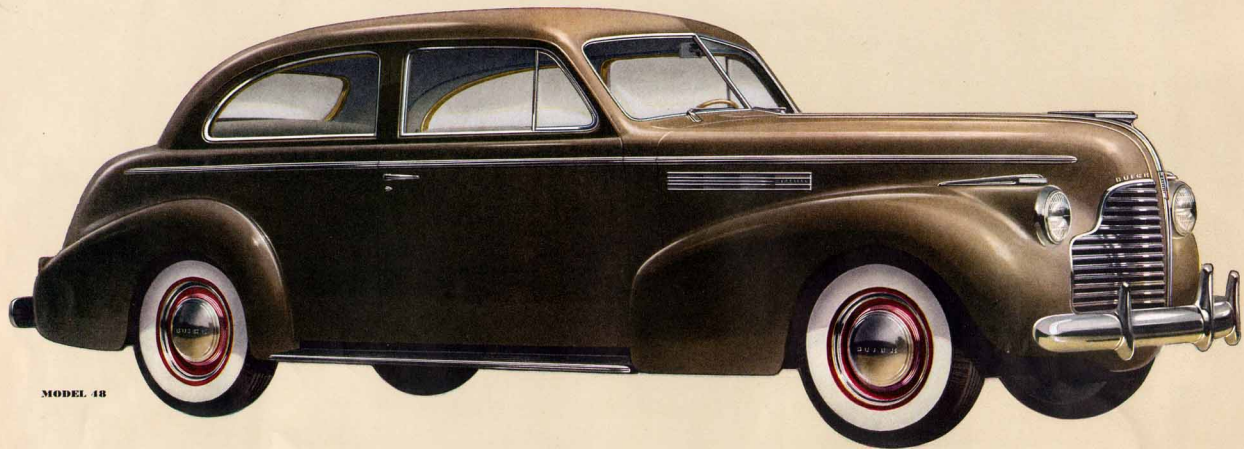
WHEELBASE: 121 INCHES • OVERALL LENGTH: 204 INCHES • POWER PLANT: 107 HORSEPOWER MICROPOISED DYNAFASH VALVE-IN-HEAD STRAIGHT-EIGHT



An important new feature of all Buick four-door sedans shown in this catalog are the "free-reeling" inside rear door handles. When doors are locked, inside door handles are inoperative. Children playing about the back seat cannot accidentally open them and fall out. This model also has sliding rear-quarter windows controlled by a small knob as shown. They require no locks, yet cannot be pried open from without.



The Special Two-Door Touring Sedan



MODEL 48

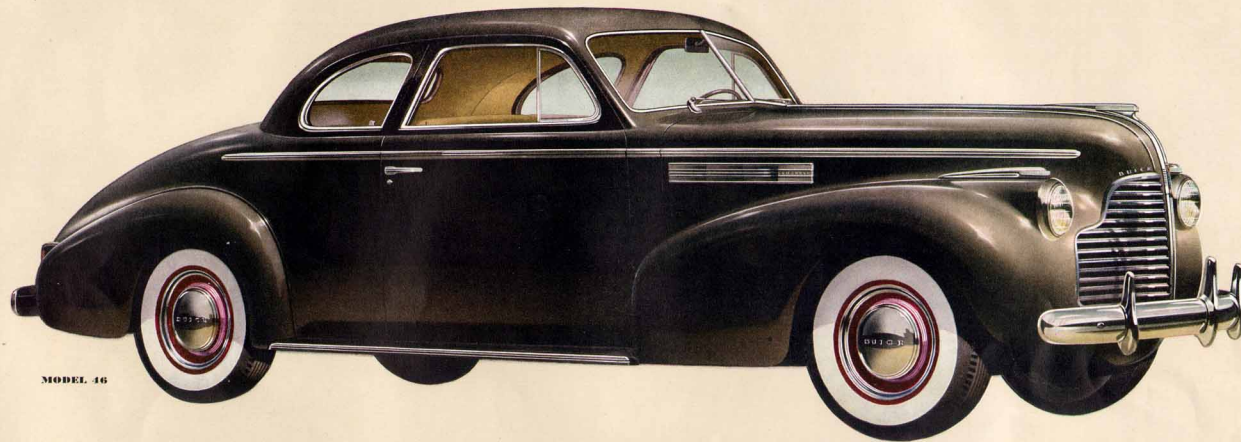
WHEELBASE: 121 INCHES • OVERALL LENGTH: 204 INCHES • POWER PLANT: 107 HORSEPOWER MICROPOLISHED DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT



The two-door sedan is not only a favorite with families in which there are small children, but is preferred by many because of the simplicity of its lines. The door opening is 44½ inches wide and the front seat folds forward as illustrated, giving easy access to the back seat. This model is available with the rattle-free weather-tight Sunshine Turret Top (shown at left) as optional equipment at slight extra cost.



The Special Business Coupe



MODEL 46

WHEELBASE: 121 INCHES • OVERALL LENGTH: 204 INCHES • POWER PLANT: 107 HORSEPOWER MICROPOLISHED DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT

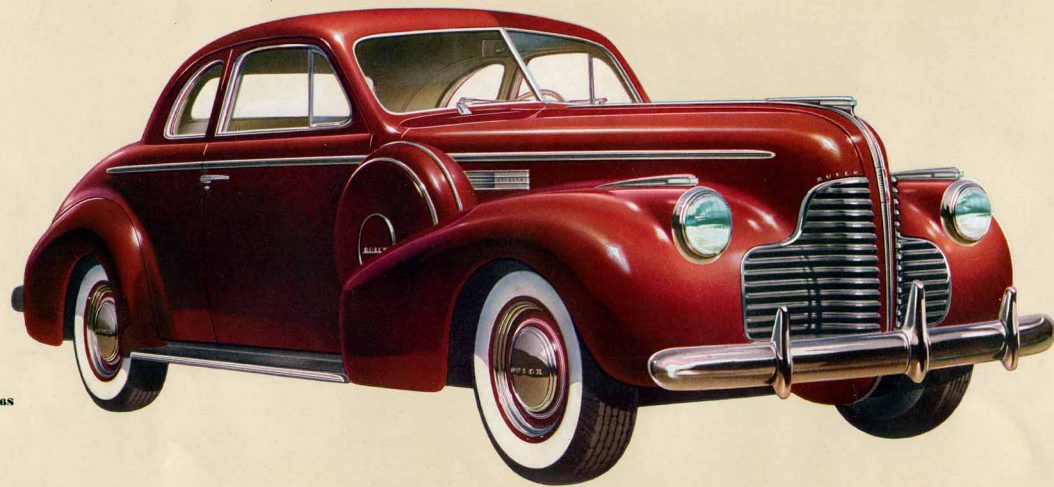


Buick's longer life and surprisingly economical upkeep are making it a growing favorite with business travelers, who find it actually cheaper in the long run than lower-priced cars of shorter service life. The new-type jack provided with each car greatly simplifies wheel-changing operations. As in all other closed models, provision has been made for a special rotating radio antenna controlled from within the car.



IMPORTANT! For special information on luggage space in the Business Coupe, see page 27.

The Special Sport Coupe



MODEL 46S

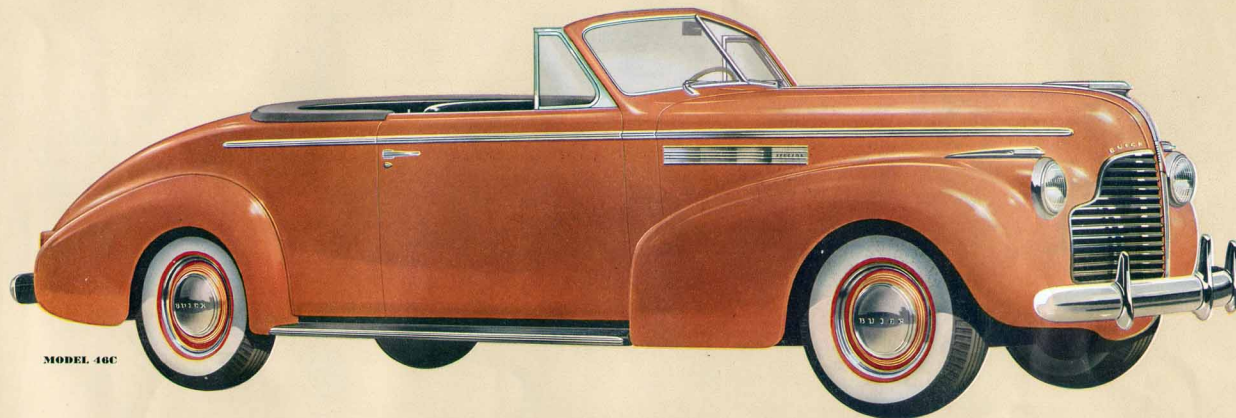
WHEELBASE: 121 INCHES • OVERALL LENGTH: 201 INCHES • POWER PLANT: 107 HORSEPOWER MICROPONED DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT



Active men and women will find the Special Sport Coupe ideal as a personal car. Graceful in lines and spirited in action, it has a large space behind the folding front seats which is extremely handy for golf bags, sporting gear, and luggage — not to mention filled market baskets! A removable full-width seat provides for additional passengers. The front seat folds forward, as illustrated, for access to this compartment.



The Special Convertible Coupe



MODEL 46C

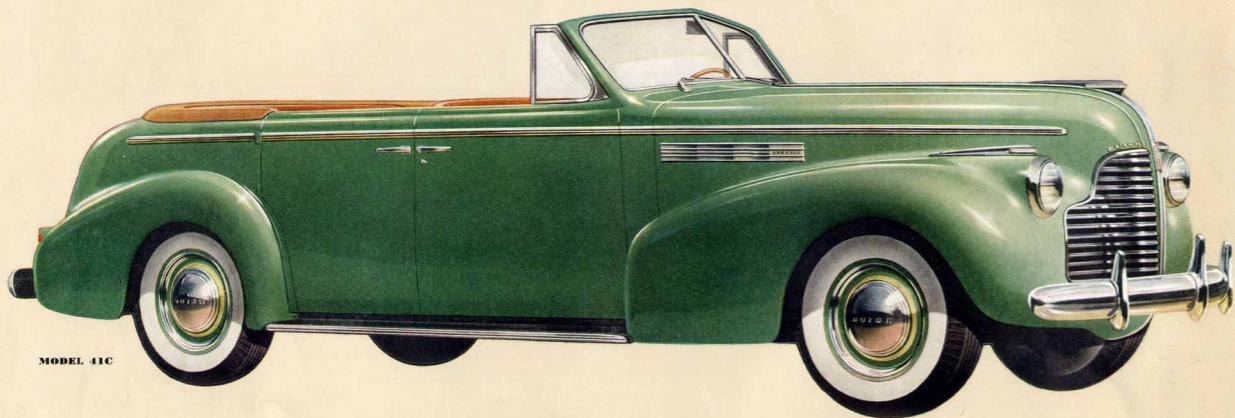
WHEELBASE: 121 INCHES • OVERALL LENGTH: 201 INCHES • POWER PLANT: 107 HORSEPOWER MICROPONED DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT



With the addition of a heater, the Special Convertible Coupe makes an excellent year-round car, as it is surprisingly snug and weather-tight when the top is up. It has no rumble seat, extra passengers being carried on a full-width rear seat under the top, where they are fully protected from bad weather. When down, the top folds neatly into a boot, giving a smooth, even finish. Seats are upholstered in leather or cloth.



The Special Convertible Phaeton



MODEL 41C

WHEELBASE: 121 INCHES • OVERALL LENGTH: 204 INCHES • POWER PLANT: 107 HORSEPOWER MICROPOISED DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT



Trimly smart in line whether the top is up or down, the Special Convertible is made even handsomer by a wide choice of upholstery options. The usual material is leather, available in six colors. There is also a choice of cloth upholstery. When down, the top folds neatly into place—when up it is snug and weather-tight. Window action is independent of the top, and windows may be used as wind deflectors as pictured.



Front ash receiver is located in the center of the dash, in convenient reach of both driver and passenger.



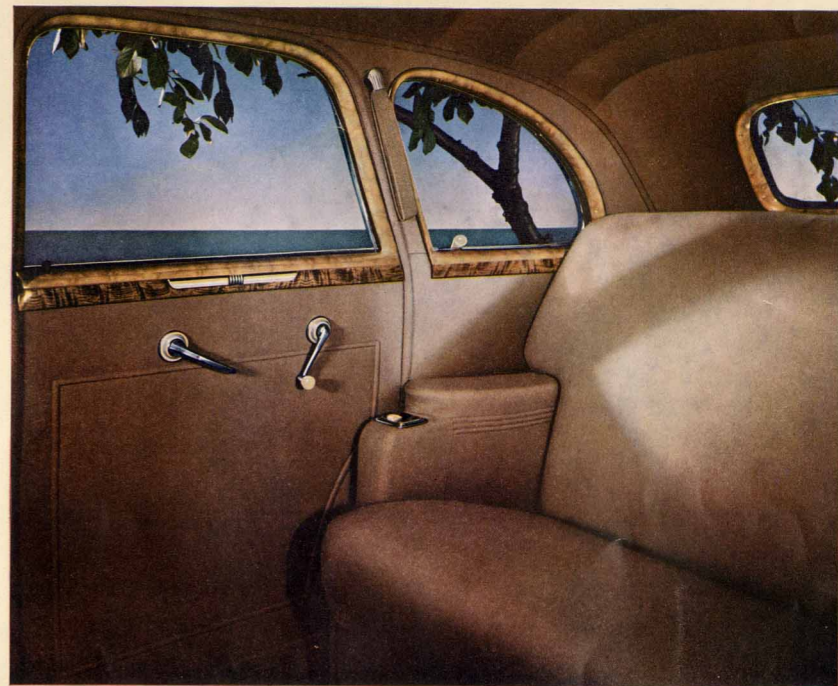
Armrests, shaped to serve as door pulls, are conveniently placed on both front doors. They are trimmed with leather on top to prevent wear.



Mounted on the back of the front seat, this coil robe rail provides a convenient place for carrying robes, coats and the like.



Lou-locks having wider-spaced chromium bars carry the Series name and serve as hood latches. The space between bars has the appearance of sand-blasted silver.



This four-door sedan interior is typical of the fine finish and good taste of all Buick Special appointments.

which are unpleated. Assist straps are standard equipment. Foamtex cushions, consisting of a base of coil springs covered with a pad of foam rubber, are available at extra cost.



Action and Luxury Keep Company in Century and Roadmaster

Mention *THE CENTURY* to the man who knows his Buicks—and you call to his mind a picture of flashing action, tireless pace, brilliant performance that is sheer thrill and delight.

Suggest Roadmaster, and he visualizes a car of magnificent proportions and beautiful balance—quick-paced, smooth, able, a marvel of steady-rolling luxury and comfort.

The picture holds true for 1940—with important new embellishments.

Both of these cars are powered with the 141-horsepower Micropoised Dynafash valve-in-head straight-eight, a giant of a power plant that can carry you to forty in low gear.

Press down on the treadle—and either one will swing you from ten to sixty in a single, seventeen-second swoop—tramp hard and they'll sink you deep in the



cushions with the rush of their pick-up.

Point them at a hill and they breast the top at growing speed—drive all day and you'll never face a tense moment when they're not ready with a rush of power to pull you out of trouble.

But brute power alone is not all these great travelers have to offer. Here's beauty as well—beauty of line, finish, appointment, and beauty of handling, too.

Appearance-wise, the Century is the more conventional of the two. Its floors and roof are higher, running boards are standard, and its upper-structure has the characteristic openness of Buick "visibility unlimited."

The Roadmaster, on the other hand, is ultra-streamlined even to its taillights. One-piece front fenders flow into hood and cowl lines—rear fenders are almost buried in sleek body planes.



Doors are front-hinged, with all hinges concealed. Here again front seats are 56 inches wide and roofs are so low a man of average height can see over them.

And emphasizing the "convertible look" are two-tone optional color combinations, as shown at the left—dark green for the body, lighter green for the upper-structure, or blue below and silver grey above.

In both of these cars you will find entirely new seat construction lending additional comfort to your travels.

Over the usual coiled seat springs—which are individually wrapped in cloth bags—is placed a thick layer of Foamtex. Then, between the Foamtex and the upholstery cloth is an absorbent cotton pad. Firm to the touch yet soft as a cloud, these seats are definitely cooler, since air is circulated through them by the play of the rubber under the motion of the car.

Fine tan or grey Bedford cord on the Century and colorful two-tone Bedford cord in tan or grey on the

Roadmaster provide a luxurious finish, which is further carried out in richly patterned garnish moldings, hardware and fittings.

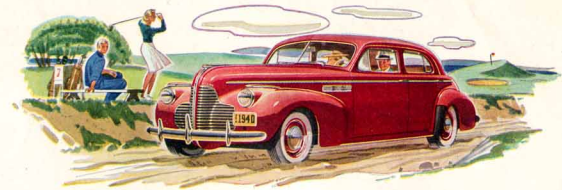
As to riding qualities—you discover in your first ride that all roads are alike to Roadmaster and the Century.

You take the worst of them in your stride—without wheel chatter, without side-slip, without steering wheel fight.

Control is always in your hand—the wheel light under your touch, the shifting easy, firm and quiet, the action of giant hydraulic brakes velvet smooth, light and positive. The Century and Roadmaster are powered alike and this year's Roadmaster is the fastest ever to bear the name.

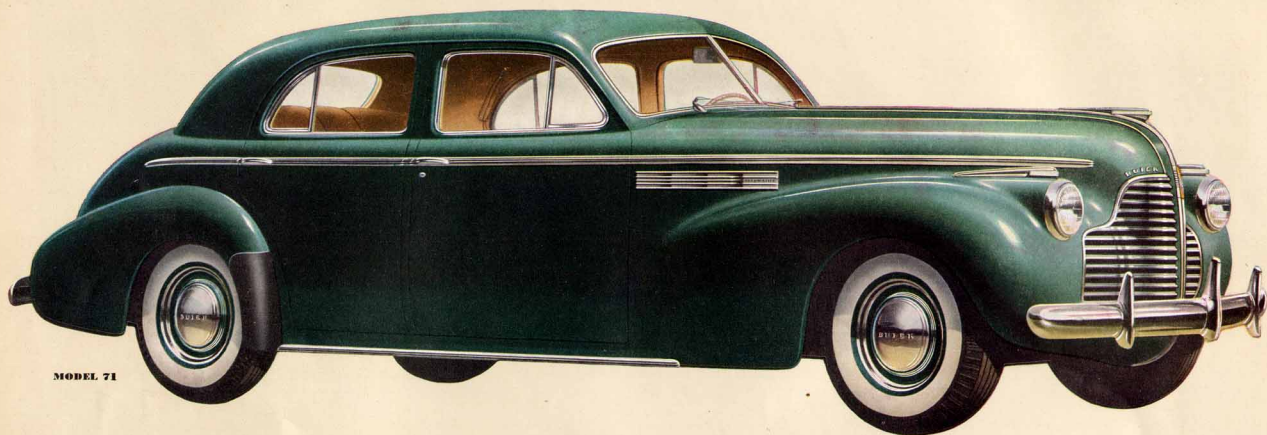
It's easy to see, then, who's king of the highway when you drive either the Roadmaster or the Century.

You are—and the whole road knows it.

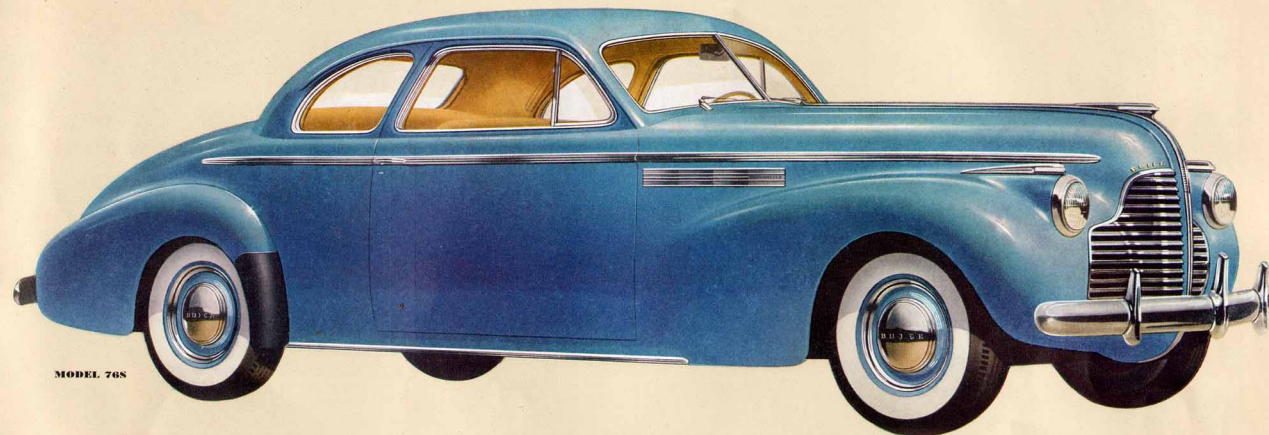


The Roadmaster Four-Door Touring Sedan

The Roadmaster Sport Coupe



MODEL 71



MODEL 76S

WHEELBASE: 126 INCHES • OVERALL LENGTH: 214 INCHES • POWER PLANT: 141 HORSEPOWER MICROPOISED DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT

WHEELBASE: 126 INCHES • OVERALL LENGTH: 214 INCHES • POWER PLANT: 141 HORSEPOWER MICROPOISED DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT

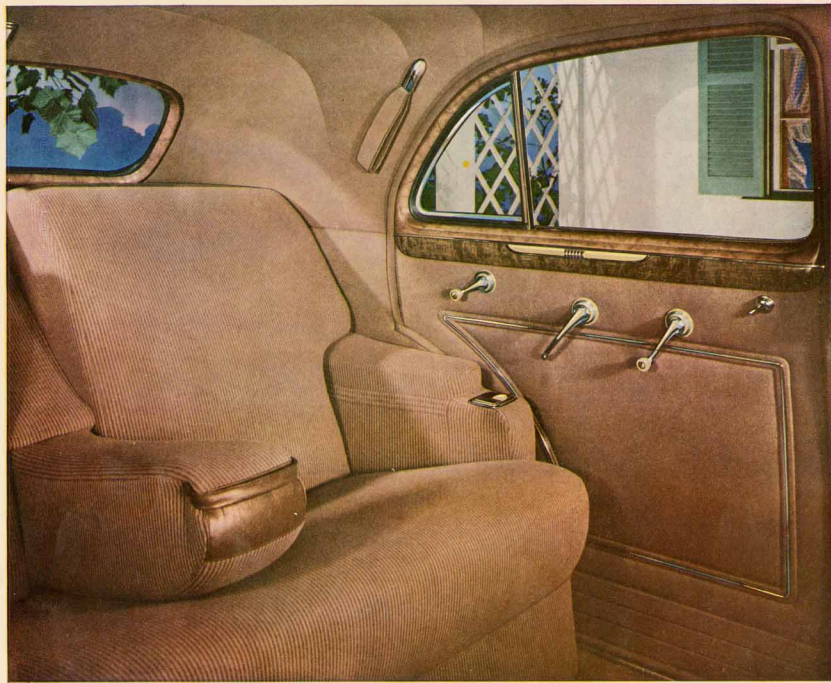


Here's a car to bring out the gypsy in you, with 141 horsepower under the hood, room for six on its Foamtex seats, and 16 $\frac{1}{4}$ cubic feet of storage space in the luggage compartment. Steadiness is bespoken by its low-swung weight—floors are only 14 inches off the ground at the threshold, a slight step-up from normal curb level. One of the many detailed refinements is the neat rotary inside lock employed on all doors.



With front seat cushions that are 56 inches wide, and with shoulder room (measured pillar to pillar) that is only half an inch short of five feet, the Roadmaster coupe has a maximum capacity unusual in this body type. Three ride comfortably in the driver's seat, and a full-width seat in the rear provides room for others. Driver and passengers alike will appreciate the added comfort of the special Foamtex seat construction.





Though roof lines have been dropped nearly an inch and a half, no headroom has been sacrificed over this back seat. The tonneau light has been placed over the

back window, where it is more useful to rear-seat passengers as well as less disturbing to the driver. Upholstery is either Grey or Tan two-tone Bedford cord.



Exterior door handles, mounted through the body belt moulding, curve back to form a safety loop. Large and heavy, they give a firm grip for opening the door.



This decorative chrome-and-silver element serves as a latch for the hood cover. The hood is released when the bar is swung out as illustrated in the picture.

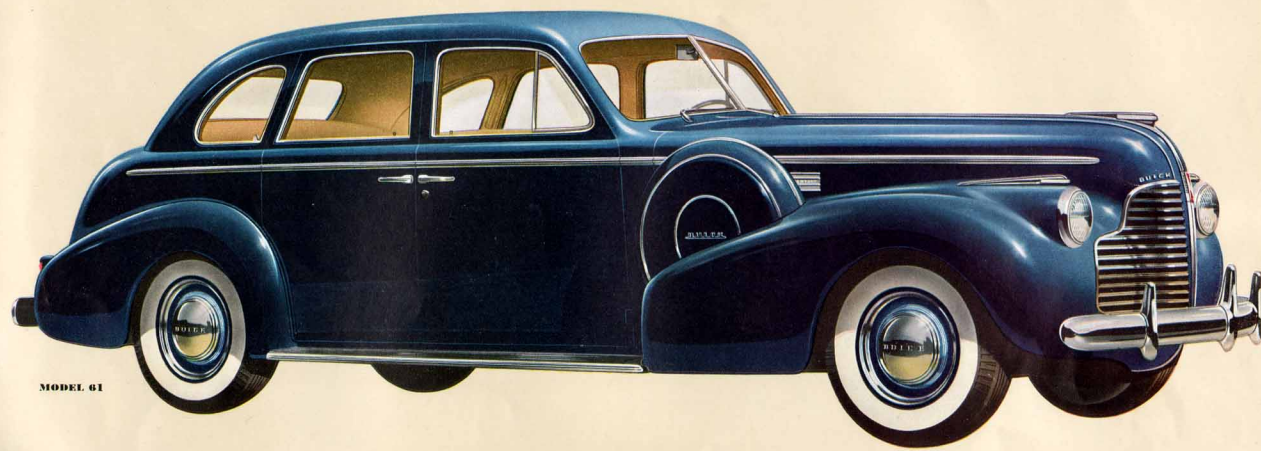


Front fender, lamp housing and hood side of the Buick Roadmaster are stamped from a single piece of sheet metal—a much simpler and stronger construction.



This swatch shows in greater detail the richly attractive pattern of the two-toned Bedford cord used in the upholstery of the Roadmaster. You have the choice of two colors.

The Century Four-Door Sedan

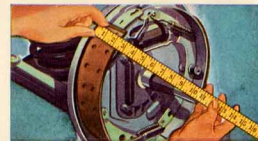


MODEL 61

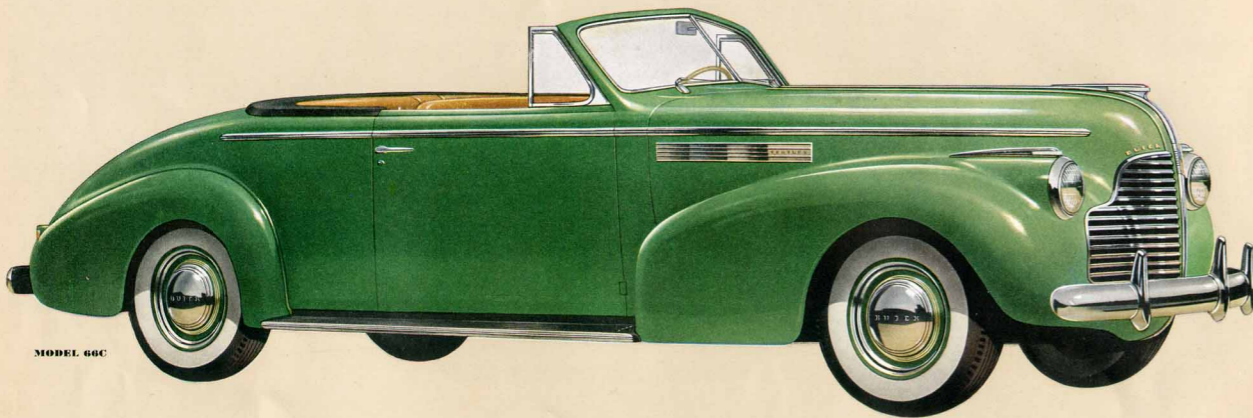
WHEELBASE: 126 INCHES • OVERALL LENGTH: 209 INCHES • POWER PLANT: 141 HORSEPOWER MICROPOLISHED DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT



To this snug and weather-tight four-door sedan can be added the openness of a convertible through the Sunshine Turret Top illustrated at the left. This accessory, available at extra cost, consists of a rattle-free, non-drip sliding panel over the driver's seat which can be opened to admit the sun and air. As on all Century models, brakes have 2¼ inch bands and a total braking area of 206½ square inches.



The Century Convertible Coupe



MODEL 60C

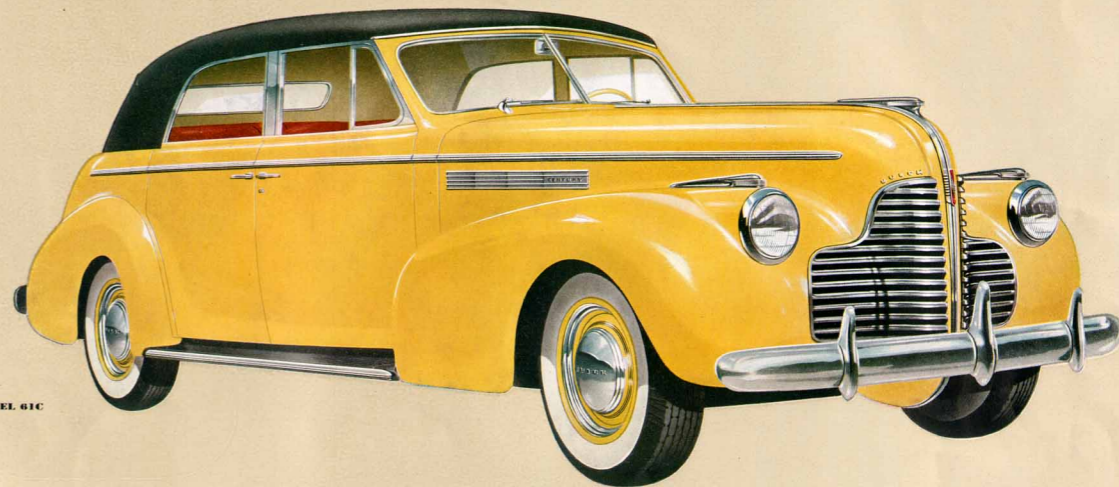
WHEELBASE: 126 INCHES • OVERALL LENGTH: 209 INCHES • POWER PLANT: 141 HORSEPOWER MICRPOISED DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT



Spirited in action as it is swift in line, this companionable sports car is upholstered in all leather as well as solid or two-tone grey or tan Bedford cloth. The large space behind the driver's seat carries extra passengers on a full-width seat or may be used for luggage parcels as illustrated. As in all convertible models, a whipsocket aerial, operated by pressing a button on the dash, is provided with all radio-equipped cars.



The Century Convertible Phaeton



MODEL 61C

WHEELBASE: 126 INCHES • OVERALL LENGTH: 209 INCHES • POWER PLANT: 141 HORSEPOWER MICRPOISED DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT



The sporty lines of this spacious convertible are enhanced by the use of side-mounts, available at additional cost. Two tonneau lights are provided in this model, one at each upper corner in the back of the front seat where they illuminate the threshold as well as the tonneau. They operate automatically when the right rear door is opened, or may be controlled manually by a convenient switch at the left-hand side.





The broad center armrest shown here folds down at will from the back of the rear seat in Century sedans. The upholstery illustrated is Bedford cord. Careful

weatherstripping and sealing of all door entrances keeps all Buick interiors free of drafts, dust and drifting snow. Rear quarter windows slide fore and aft with manual control.



Ash receivers are of a new type which not only eliminates rattles and noise but prevents ashes from blowing out when Ventipanes are open.



The electric cigar lighter is automatic. Simply press in, and it will pop out when ready for use. It is protected by special fuse against short circuits.



Dies for Buick hardware are cut by master craftsmen. Patterns and color schemes carry out interior decoration with perfect taste.



Outside door locks have a hinged cover which is held open by a restraining catch while the key is inserted, then automatically closes when the key is withdrawn.

Buick's Power Is Buick's Glory

KLEER-KLEEN OIL FILTER
—longer oil life

NEW OIL-SAVING PISTON RINGS—longer life, better operation

INDIVIDUALLY COOLED CYLINDERS—full length of piston travel

ULTRA-RAPID COOLING
—complete circulation every two seconds

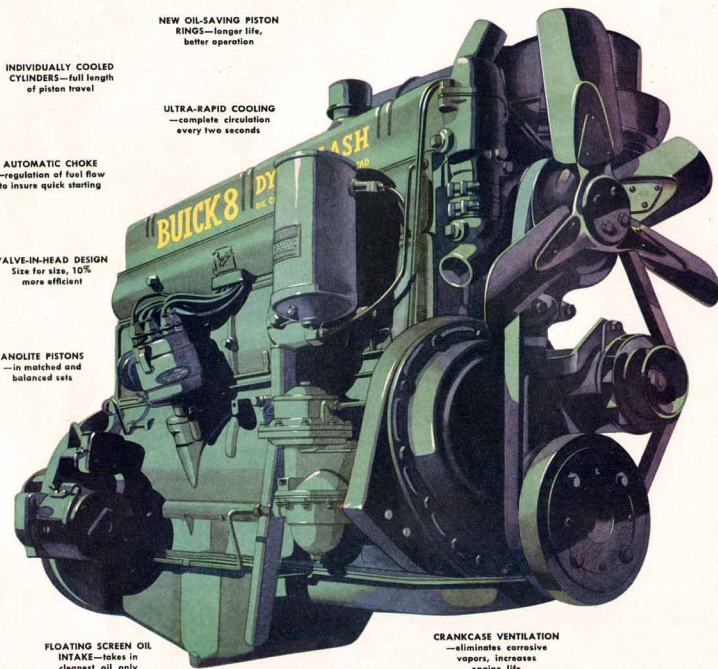
AUTOMATIC CHOKE
—regulation of fuel flow to insure quick starting

VALVE-IN-HEAD DESIGN
—Size for size, 10% more efficient

ANOLITE PISTONS
—in matched and balanced sets

FLOATING SCREEN OIL INTAKE—takes in cleanest oil only

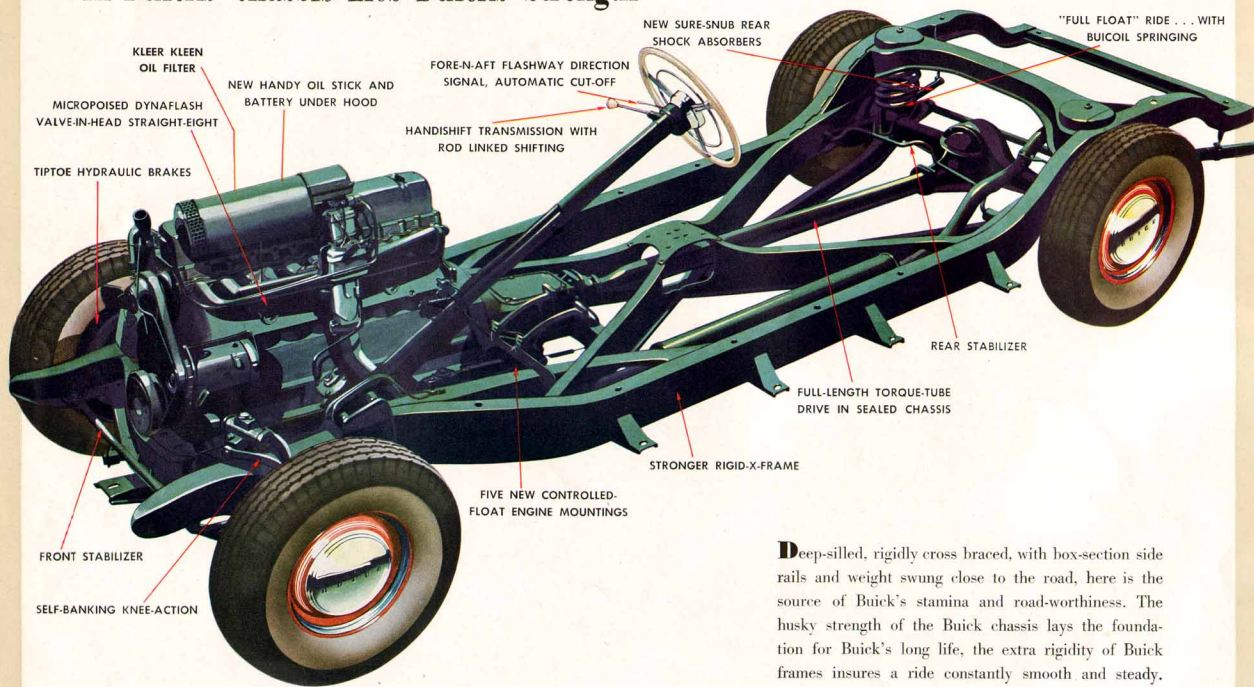
CRANKCASE VENTILATION
—eliminates corrosive vapors, increases engine life



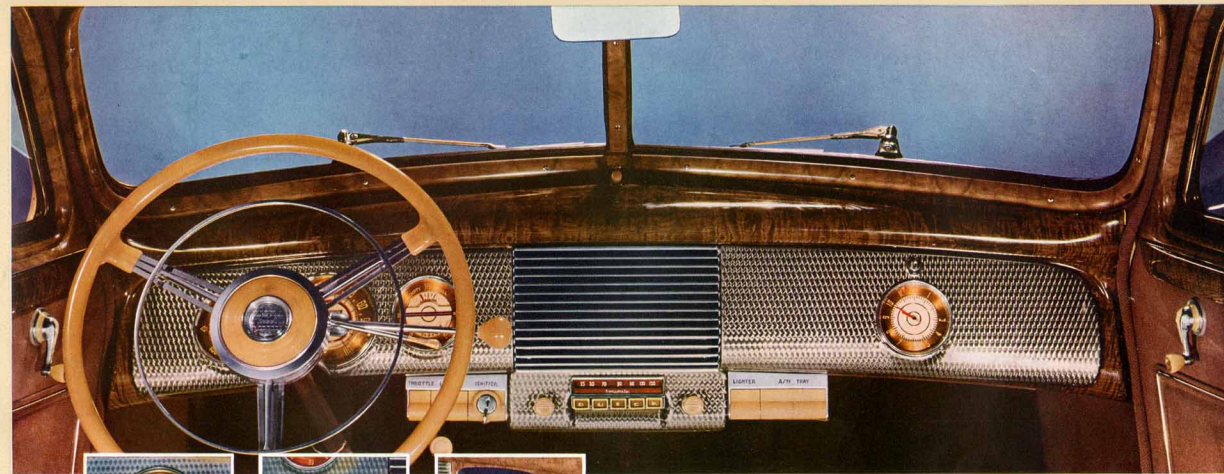
Here is the mighty heart of your quick-stepping Buick—the Buick Micropoised Dynafash valve-in-head straight-eight engine. More efficient because of its valve-in-head design, frugal because Dynafash compression gets more good out of every drop of fuel, it is the only engine that is electrically balanced *after* assembly to smooth its velocity to velvet. Moved onto a steel bed after its run-in tests, each engine is spun at top speed while a dancing beam of light charts vibration on a scale. By this method, engines can be held to limits eight to sixteen times closer than by other means.



In Buick's Chassis Lies Buick's Strength



Deep-silled, rigidly cross braced, with box-section side rails and weight swung close to the road, here is the source of Buick's stamina and road-worthiness. The husky strength of the Buick chassis lays the foundation for Buick's long life, the extra rigidity of Buick frames insures a ride constantly smooth and steady.



A bright red line around the speedometer face unfurlingly warns you when you are driving at 50 or better.



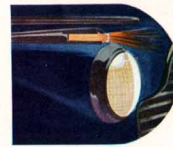
Throttle, light and ignition controls are conveniently grouped together. The key may be removed without locking the car.



The glove compartment has an opening 12 3/4 inches wide and 5 1/2 inches high in the center and is 10 inches deep.

With its handsome, two-toned, engine-turned finish, the Buick instrument panel is a thing of superlative beauty. Glass-covered instrument dials, directly

in the driver's view, are indirectly illuminated at night with two degrees of brightness available. The electric clock in the glove box is offered as an accessory.



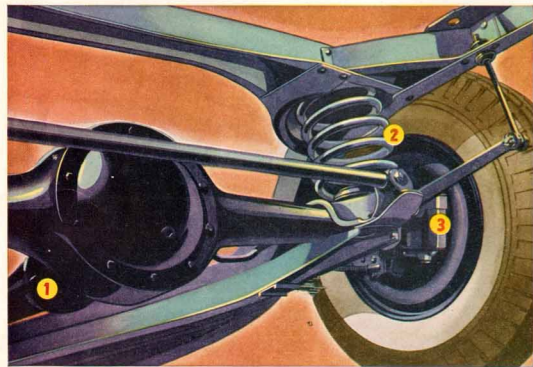
← FLASH YOUR TURN WARNINGS TO FRONT AND REAR

Buick's Fore-n-Aft Flash-Way Direction Signal is standard equipment on all models. Flip the small lever down, and a flashing light glows in the right half of the rear signal and in the right-hand parking light atop the headlamp. Flip-

ping the lever up signals a turn to the left in similar fashion. Small arrows on the instrument panel show which lights are working. When the turn is made, the lights are automatically switched off by the return motion of the steering wheel.

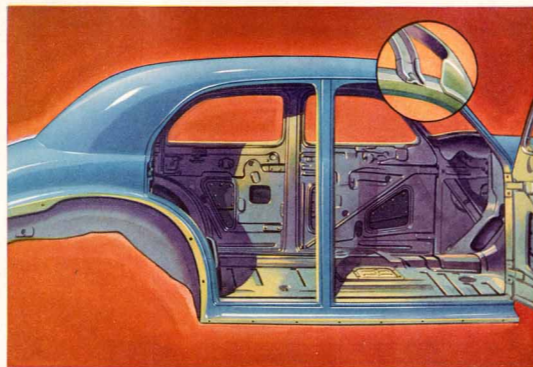
Buick Refines the "Full-Float" Ride

Improvements in both front and rear springing give the 1940 Buick a flat, level ride even more free from the road's inequalities than in the past. The full length torque-tube (1) helps rear wheels over bumps, lessening shock. BuCoil Springs (2) are mounted over the axle, more directly in line with impact. New shock-absorber location (3) provides snubbing action over a larger arc, and therefore more precisely. Improved mounting of the Knee-Action permits the wheel to "give" when it strikes a bump as a ball player's arms "give" when he catches a ball. This softens jars and prevents transmission of road shock to the steering wheel.



New Buick-developed Bodies by Fisher . . .

New construction as well as new lines characterize the Super and Roadmaster bodies on the 1940 Buicks. These bodies consist of a stout, box-section framework on each side, including roof rails, corner posts, door posts and sills. Exterior panels are welded to the outside, providing the outer wall. Other panels welded to the inside provide a smooth inner wall in which such openings as those required for door locks, etc., are covered with flush panels. The whole body is thoroughly insulated against noise and heat.



There's a place for everything in this Built-for-Business Coupe

Business travelers will have no trouble finding a place to put things in the Model 46 Buick Special Business Coupe. A total of more than 32 cubic feet, outside of the spare tire and tool compartment, is available for luggage, sample cases, printed literature, and the like. Behind the tilting

front seat there is space for large flat packages such as window displays, large portfolios and large maps. Between the quarter windows is a shelf for brief cases and the like, with a ledge to keep small articles from rolling off.

In the luggage compartment, a shelf is built over the tire, extending forward to within a few inches of the front seat. In the forward part of this shelf is a hinged trap door, which gives access to additional storage space on the floor in front of the tire.



The ledge keeps articles from rolling off this shelf behind the seat.



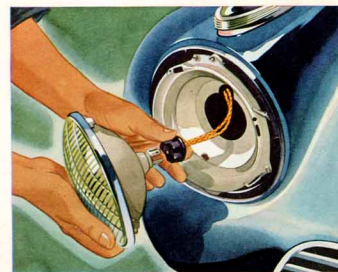
There's space for large flat packages behind the tilting front seats.

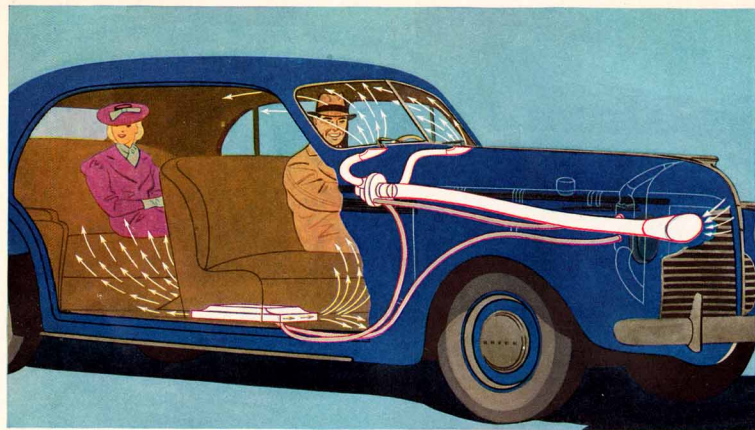


This trap door opens to disclose still more storage space for smaller parcels.

Standard on all Buicks New Long-Life Sealed-Beam Lighting

Headlights on the 1940 Buick not only put about 45% more light on the road, but maintain full efficiency in a way never before possible. With old-type headlights, the reflector was exposed to the air each time a bulb was changed. Dust, dirt and moisture also seeped in, tarnishing the reflector and resulting in considerable loss of efficiency. In these lights, lens, bulb and reflector are built into a single, sealed, air- and weather-tight unit which is replaced in its entirety when the bulb burns out or a lens is broken. The result is not only more light when the car is new, but no loss in lighting efficiency as your car grows older.



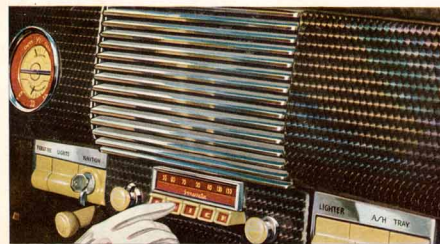


You stay Warm but stay awake with Buick FRESH-AIRE heating

Important not only to your comfort but to your safety is this new heating system which avoids that dangerous drowsiness you are apt to feel in long drives in a heated car.

The whole car is warmed by an efficient heater under the right side of the front seat which circulates heat to both front and rear. Ending all floor drafts, this heater can maintain a comfortable car temperature in zero weather.

In addition, a special fresh air intake leads from behind the radiator grille to a defrosting unit under the dash. This unit tempers this fresh air, passes it up through vents at the bottom of the windshield, and distributes it at breathing level throughout the car. Windshields are defrosted, de-iced and kept free from fogging. Passengers and driver get clean, tempered, *fresh* air to breathe. And the whole car stays comfortably warm in any weather.



Touch a button—there's your station

Touch any of five buttons on the Buick Sonomatic Radio—and there's your station, sharp, clear and remarkably lifelike in tone. Because the radio is built to fit Buick body acoustics, tone is the equal of any fine home receiver. Buttons can be set to bring in desired stations with no other tool necessary than a small coin. Regular controls bring in other stations at will and regulate both tone and volume.

To set stations, simply slip off button cover plate, loosen a small screw, push in and tune in the desired station, then tighten screw. Five stations can be set in less than 15 minutes.



SPECIFICATIONS

SPECIAL Series 40

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3 1/2 x 4 1/2 inches. Displacement, 248 cubic inches. Buick Turbulator Pistons. Compression ratio 6.1 to 1. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Counterweighted crankshaft with torsional balancer. Filtered crankcase ventilation. Oil filter. Oil capacity (refill) 6 quarts.

FUEL AND EXHAUST SYSTEM—Dual down-draft aero-type carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel and vacuum pump. Fuel filter. Gasohol gas tank filler. Fuel tank capacity 17 gallons. Straight through resonance type muffler.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity 13 1/2 quarts.

CLUTCH AND TRANSMISSION—Crown Spring, single dry plate clutch. Facing area 85.5 square inches. All-silent Synchro-Mesh transmission, helical gears. Hand-shift transmission control.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio 4.4 to 1, optional 3.9 to 1. One universal joint automatically lubricated from transmission.

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

STEERING—Worm and double roller. Ratio 19 to 1. Direct cross steering linkage.

FRAME—Girdler X-type frame, 7 1/2 x 2 1/2 x 1/2.

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

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

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6.8 volt. Subseal starter with dual control. Sealed-Beam headlights with foot dimmer switch. Battery mounted under hood. "High out-put" generator with voltage and current regulator. Flash-Way direction signal front and rear.

WHEELS AND TIRES—Dismountable steel disc wheels. Tire size 16 x 6.50—4-ply.

WHEELBASE—121 inches.

Chrome Window Beards at Extra Cost

SUPER Series 50

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3 1/2 x 4 1/2 inches. Displacement, 248 cubic inches. Buick Turbulator Pistons. Compression ratio 6.1 to 1. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Counterweighted crankshaft with torsional balancer. Filtered crankcase ventilation. Oil filter. Oil capacity (refill) 6 quarts.

FUEL AND EXHAUST SYSTEM—Dual down-draft aero-type carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel and vacuum pump. Fuel filter. Gasohol gas tank filler. Fuel tank capacity 17 gallons. Straight through resonance type muffler.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity 13 1/2 quarts.

CLUTCH AND TRANSMISSION—Crown Spring, single dry plate clutch. Facing area 85.5 square inches. All-silent Synchro-Mesh transmission, helical gears. Hand-shift transmission control.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio 4.4 to 1. One universal joint automatically lubricated from transmission.

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

STEERING—Worm and double roller. Ratio 19 to 1. Direct cross steering linkage.

FRAME—Girdler X-type frame with box section side rails 6 1/2 x 2 1/2 x 1/2.

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

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

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6.8 volt. Subseal starter with dual control. Sealed-Beam headlights with foot dimmer switch. Battery mounted under hood. "High out-put" generator with voltage and current regulator. Flash-Way direction signal front and rear.

WHEELS AND TIRES—Dismountable steel disc wheels. Tire size 16 x 7.00—4-ply.

WHEELBASE—126 inches.

CENTURY Series 60

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3 1/2 x 4 1/2 inches. Displacement, 320.18 cubic inches. Buick Turbulator Pistons. Compression ratio 6.25 to 1. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Counterweighted crankshaft with torsional balancer. Filtered crankcase ventilation. Oil filter. Oil capacity (refill) 8 quarts.

FUEL AND EXHAUST SYSTEM—Dual down-draft aero-type carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel and vacuum pump. Fuel filter. Gasohol gas tank filler. Fuel tank capacity 17 gallons. Straight through resonance type muffler.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity 17 quarts.

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

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio 3.9 to 1, optional 3.615 to 1. One universal joint automatically lubricated from transmission.

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

STEERING—Worm and double roller. Ratio 19 to 1. Direct cross steering linkage.

FRAME—Girdler X-type frame, 7 1/2 x 2 1/2 x 1/2.

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

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

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6.8 volt. Subseal starter with dual control. Sealed-Beam headlights with foot dimmer switch. Battery mounted under hood. "High out-put" generator with voltage and current regulator. Flash-Way direction signal front and rear.

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

WHEELBASE—126 inches.

ROADMASTER Series 70

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3 1/2 x 4 1/2 inches. Displacement, 320.18 cubic inches. Buick Turbulator Pistons. Compression ratio 6.25 to 1. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Counterweighted crankshaft with torsional balancer. Filtered crankcase ventilation. Oil filter. Oil capacity (refill) 8 quarts.

FUEL AND EXHAUST SYSTEM—Dual down-draft aero-type carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel and vacuum pump. Fuel filter. Gasohol gas tank filler. Fuel tank capacity 17 gallons. Straight through resonance type muffler.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity 17 quarts.

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

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

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

STEERING—Worm and double roller. Ratio 19 to 1. Direct cross steering linkage.

FRAME—Girdler X-type frame with box section side rails 6 1/2 x 2 1/2 x 1/2.

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

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

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6.8 volt. Subseal starter with dual control. Sealed-Beam headlights with foot dimmer switch. Battery mounted under hood. "High out-put" generator with voltage and current regulator. Flash-Way direction signal front and rear.

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

WHEELBASE—126 inches.

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

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

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

WHEN BETTER AUTOMOBILES ARE



BUILT BUICK WILL BUILD THEM