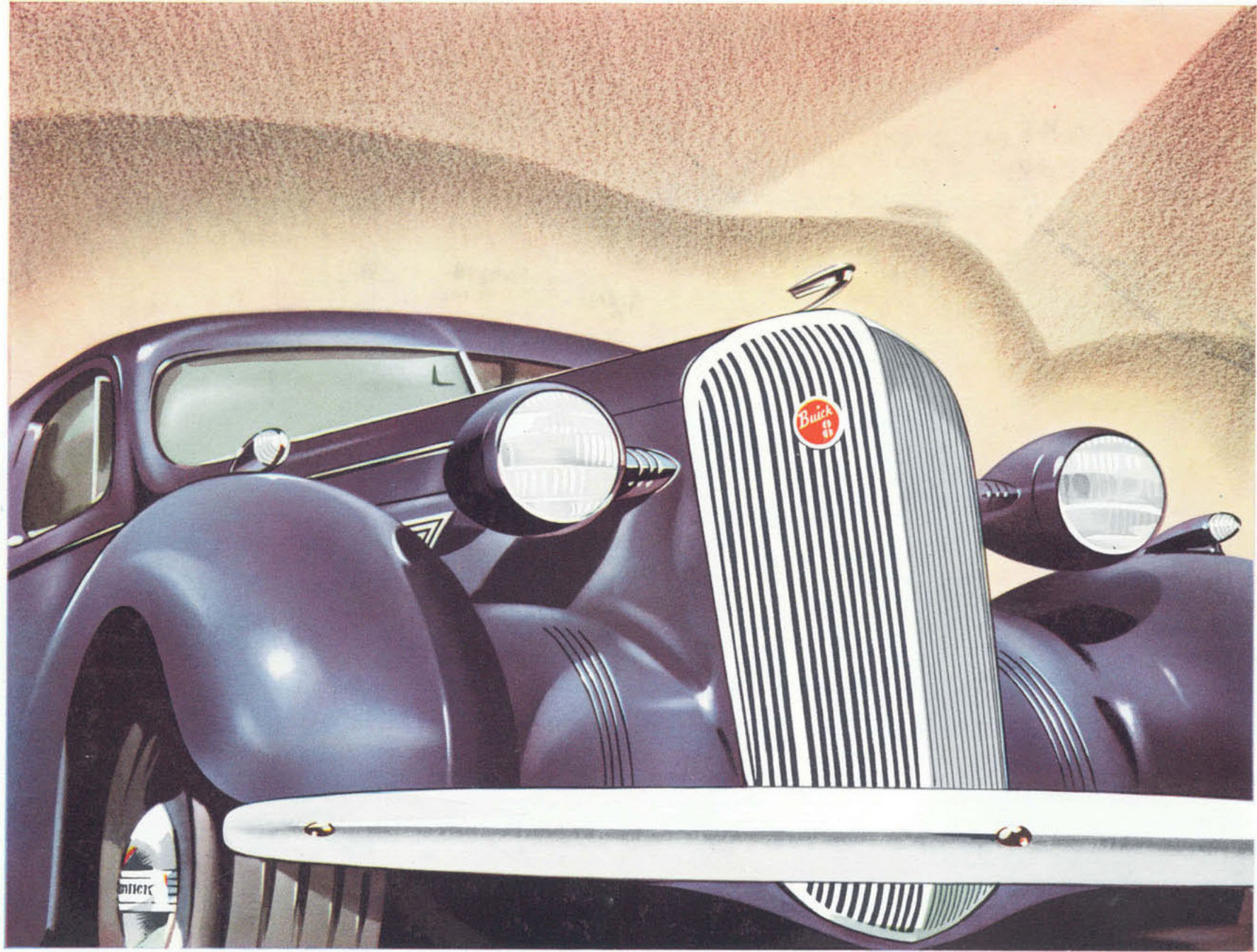


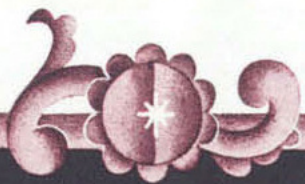
Buick
8





★ *All works of taste must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest. They are attended with much less profit to the artist than those which everybody calls cheap. A disposition for cheapness and not for excellence of workmanship is the most frequent and certain cause of the decay of arts and manufactures.*

—JOHN RUSKIN.



BUICK

Fulfils a Time-Honoured Promise

“WHEN BETTER CARS ARE BUILT
BUICK WILL BUILD THEM”



The Phenomenal STRAIGHT EIGHTS *by Buick*

The only thing that isn't new in these amazing cars is the 33-year-old Buick quality hammered into the fibre of every bolt, rivet or forging. In every other way a new spirit animates Buick—a spirit which manifests itself in every sweeping line of the eye-striking exterior styles—and finds expression in the alert, eager, effortless response of the mechanism within. The Buick Roadmaster, the Buick Century and the Buick Special are “the finest Buicks ever built”—and in that description lies a wealth of meaning.

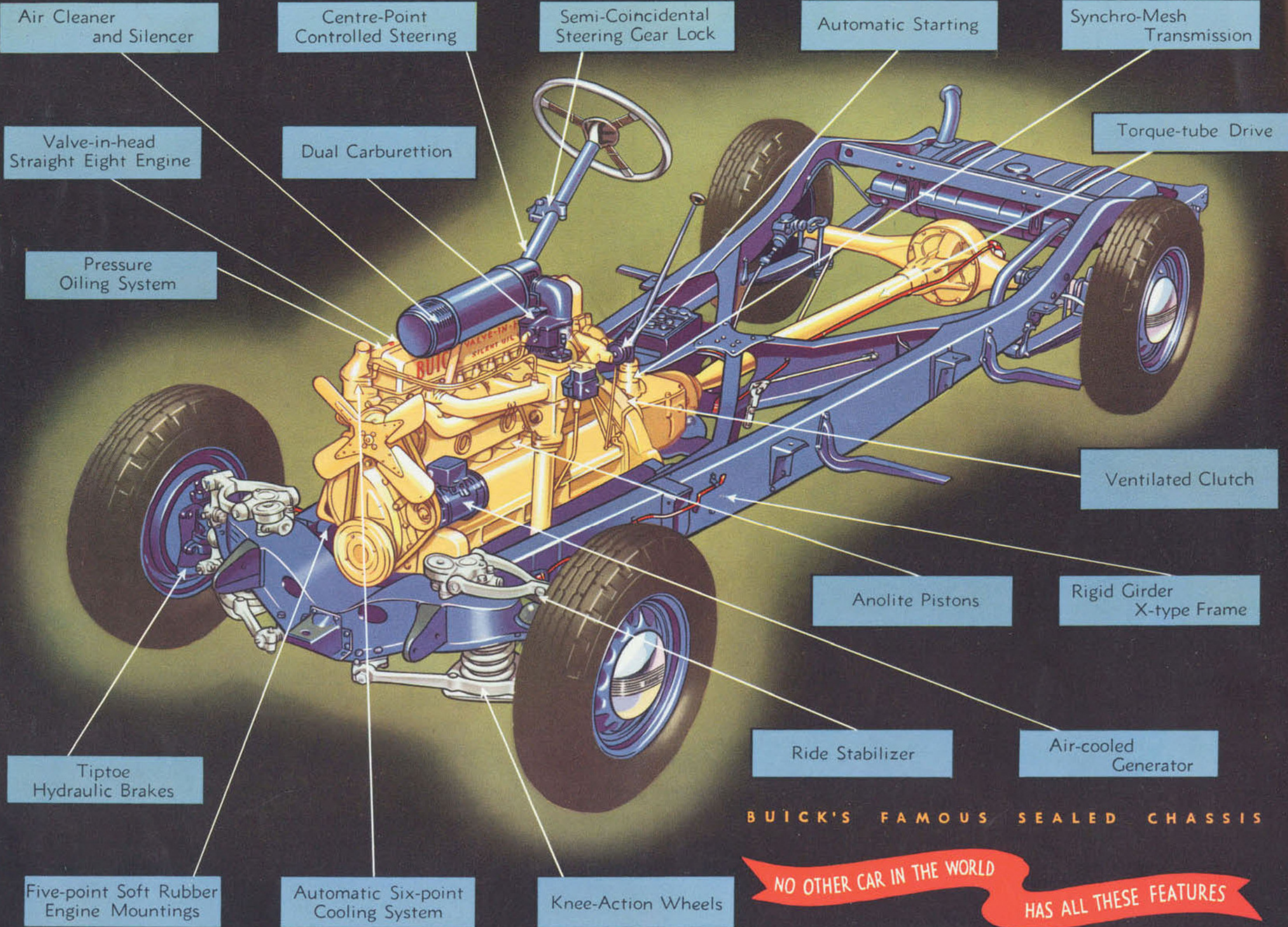
In the largest self-contained motor car factory in the world, Buick engineers have focussed for two years on perfecting these three Buicks—and now they are offered to the public—a dramatic fulfilment of the time-honoured pledge “When better cars are built Buick will build them.”

Go through the pages of this catalogue and you will see why these

cars are sure of themselves under all conditions. They're joys to control, featherlight to steer, electric in response, steady and stable as liners with the flexibility and poise of greyhounds . . . gracious in looks and obedience . . . but exuberant in instant power.

The following pages will show you that no other car in the world has all Buick's features or the inimitable beauty of Buick's new Safety Bodies by Holden. But if you are to know really just how far Buick has advanced motoring, then you must take the wheel of one of these phenomenal Eights, you must see it and handle it. When you do (and it should be soon) you will be surprised and thrilled. You will be sampling the sheer delight of possessing a car capable of more than you will ever ask it to do—a car with more comfort than you will ever desire. Naturally, you will be amazed that so much can be bought at such a keenly valued price.





Air Cleaner and Silencer

Centre-Point Controlled Steering

Semi-Coincidental Steering Gear Lock

Automatic Starting

Synchro-Mesh Transmission

Valve-in-head Straight Eight Engine

Dual Carburettion

Torque-tube Drive

Pressure Oiling System

Ventilated Clutch

Anolite Pistons

Rigid Girder X-type Frame

Tiptoe Hydraulic Brakes

Ride Stabilizer

Air-cooled Generator

Five-point Soft Rubber Engine Mountings

Automatic Six-point Cooling System

Knee-Action Wheels

BUICK'S FAMOUS SEALED CHASSIS

NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES

OUTSTANDING FEATURES OF THE PHENOMENAL

New **BUICK**

New times demand new advancements, but in each new thing that it undertakes, Buick holds unwaveringly to the resolution that what is built must have an excellence firmly rooted in skill, experience and conscience. How evident is all this in the Buick engineering of the new features described on this and following pages.

(1) EVERY BUICK HAS BUILT - IN COIL SPRING KNEE-ACTION . . . and this, together with skilful weight distribution, the torque tube drive, front end ride stabiliser and air cushioned tyres accounts for the wonderfully smooth and joltless riding of the phenomenal new Buicks — an even greater refinement of the famous Buick "Gliding Ride."

(2) TIPTOE HYDRAULIC BRAKES are a wonderful feature of all the new Buicks. After years of research Buick has perfected safe, long-life hydraulic brakes which match Buick standards of dependability. As an extra margin of safety, the handbrake (mounted just below the dash for extra convenience), controls an independent set of mechanical brakes operating on rear drums — Buick leaves nothing to chance.

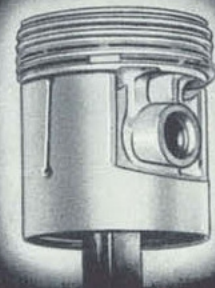
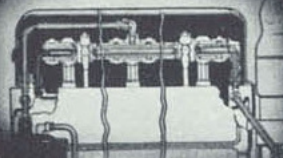
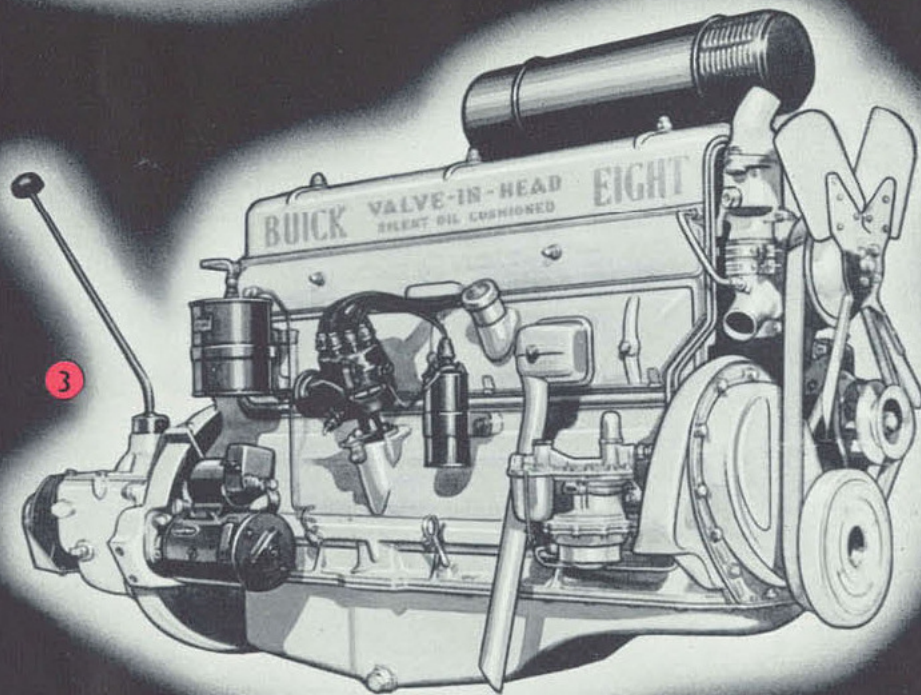
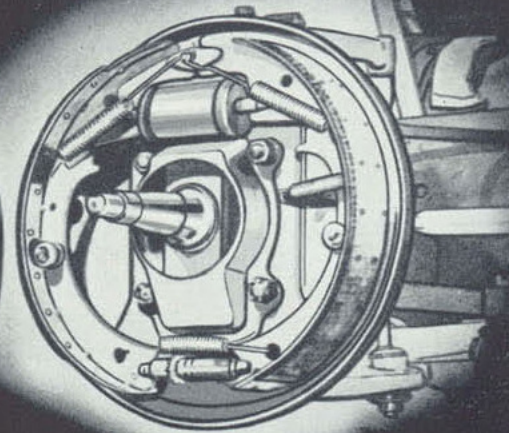
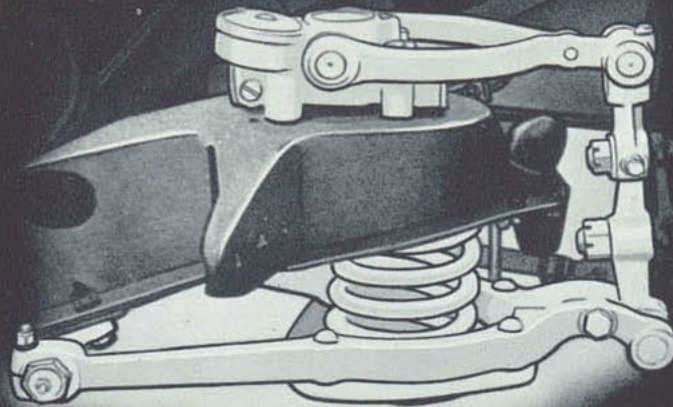
(3) The great, powerful heart of the new Buicks—the silent, oil-cushioned VALVE-IN-HEAD STRAIGHT EIGHT ENGINE. Every international speed record on land, sea or in the air is held by valve-in-head engines—which, size for size,

are at least 10% more efficient than other types. They cost more to build — but then so does every other unit of Buick's fine engineering.

(4) The valve-in-head engine "breathes" freer and faster, and gives far more instant power because gases enter and leave the engine directly above the pistons.

(5) VALVE MECHANISM TEMPERATURE CONTROL. A water pipe runs through the rocker arm carrying water from the radiator—ensuring correct temperature, winter or summer. This, with the Automatic Water Temperature Control, keeps engine mechanism working at the safest and most efficient point in all weathers.

(6) ANOLITE PISTONS in the new Buicks have the hardness and durability of cast iron, yet are 50% lighter. Thus the load on connecting rod bearings is cut down and their life is increased by 150%. Anolite Pistons, being porous, absorb enough oil to lubricate the cylinder walls when starting from cold.

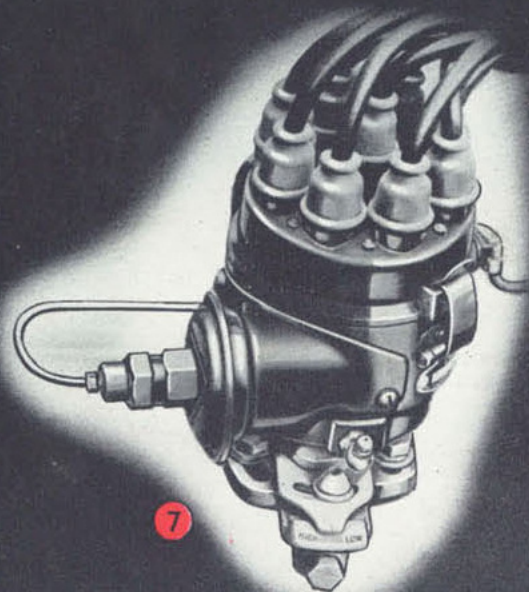
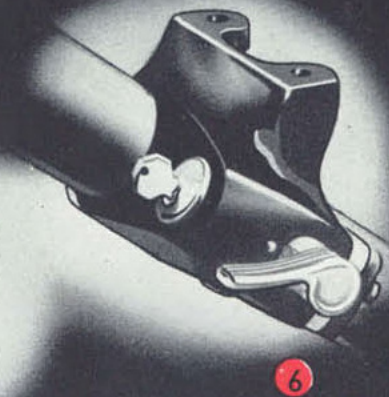
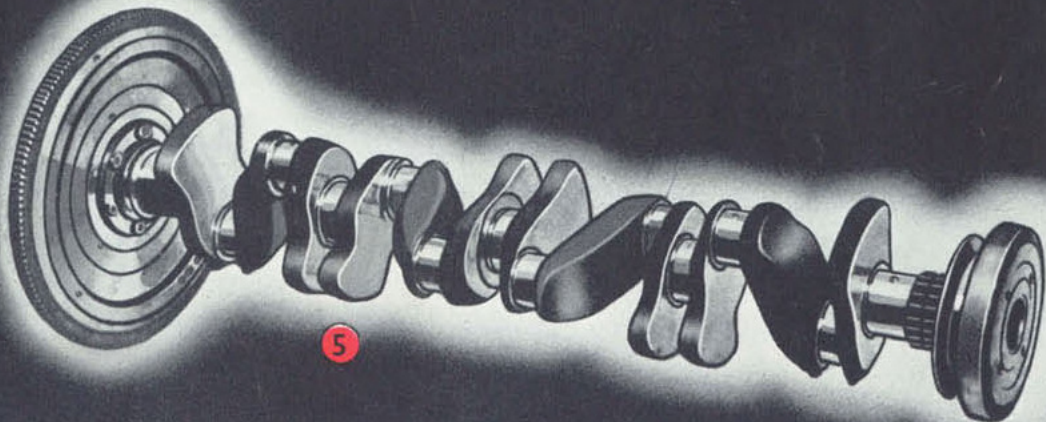
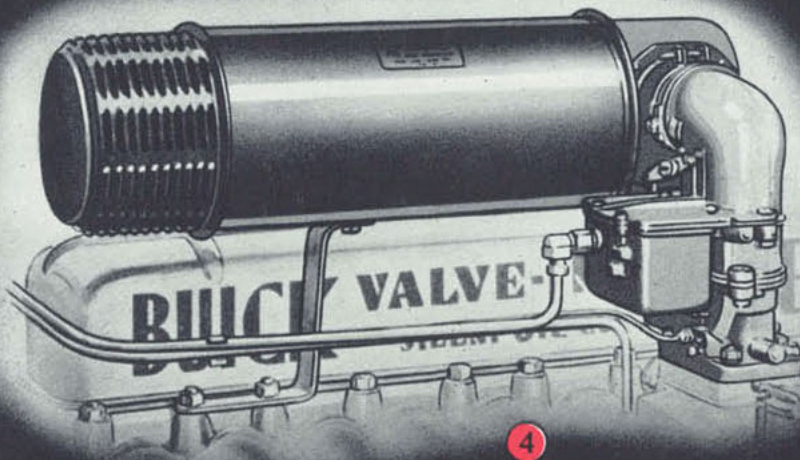
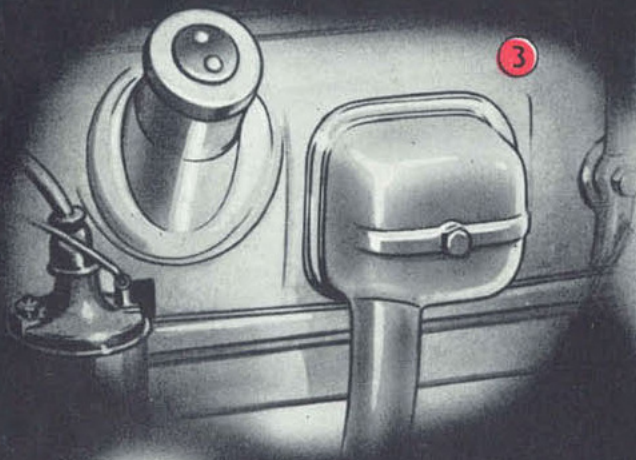
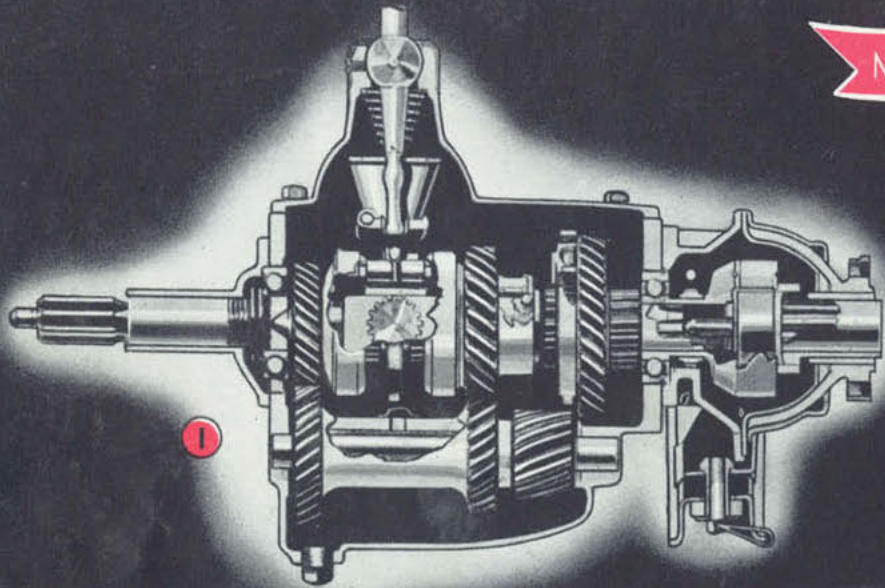


NO OTHER CAR IN THE WORLD

HAS ALL THESE FEATURES

NO OTHER CAR IN THE WORLD

HAS ALL THESE FEATURES



(1) ALL-SILENT SYNCHRO-MESH TRANSMISSION. Even a novice can shift these gears smoothly, silently and expertly. Every speed is silent, including reverse.

(2) THE OIL IS FILTERED on the Buick Century and Special, to protect the engine from grit and dirt, and to prolong the mileage between oil changes. The oil filter cartridge should be renewed every 10,000 miles.

(3) CRANKCASE VENTILATION. Combustion of petrol forms water vapor which, with other impurities in the petrol, may harm the engine mechanism. But all these are removed from the Buick crankcase by the efficient ventilator before they can contaminate the lubricating oil.

(4) AIR CLEANER. Dust and grit cannot be drawn into the carburettor and the engine on the Buick. The Buick Century and Special are equipped with the air cleaner pictured here. The Buick Roadmaster also is equipped with an equally efficient air cleaner.

(5) CRANKSHAFTS in the Buick are balanced statically and dynamically, and counter-balanced to eliminate the vibration which in many cars of previous years proved such an enemy to long life.

(6) YOU LOCK THE STEERING WHEEL as well as the ignition with this "semi-coincidental steering and ignition lock"—baffling almost any thief.

(7) VACUUM SPARK CONTROL AND OCTANE SELECTOR. This wonderful combination gives Buick the ability to get the utmost work and mileage from every gallon of petrol of any grade and ensures the correct spark advance for any driving conditions. Simply set the Octane Selector according to the grade of fuel you are using, while the Spark Control operates automatically according to the work the engine is doing.

(1) TORQUE TUBE DRIVE. On all models this Buick feature links engine to rear wheels by a solid tube of steel, relieving rear springs of all driving and braking strains, permitting them to be 100% effective in cushioning car and passengers, giving unequalled road steadiness.

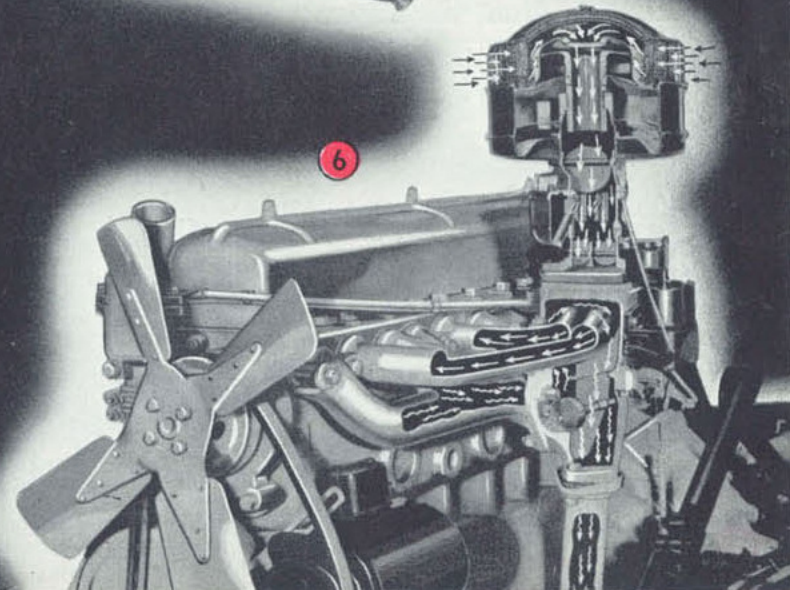
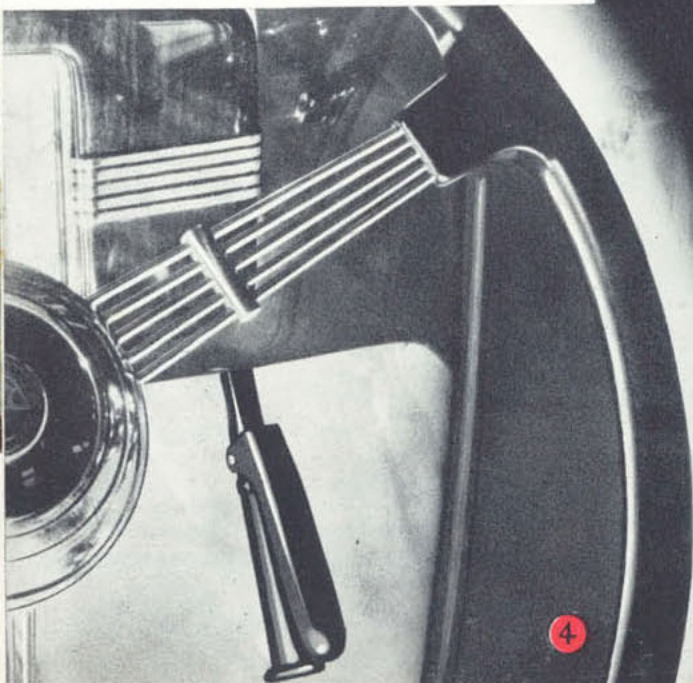
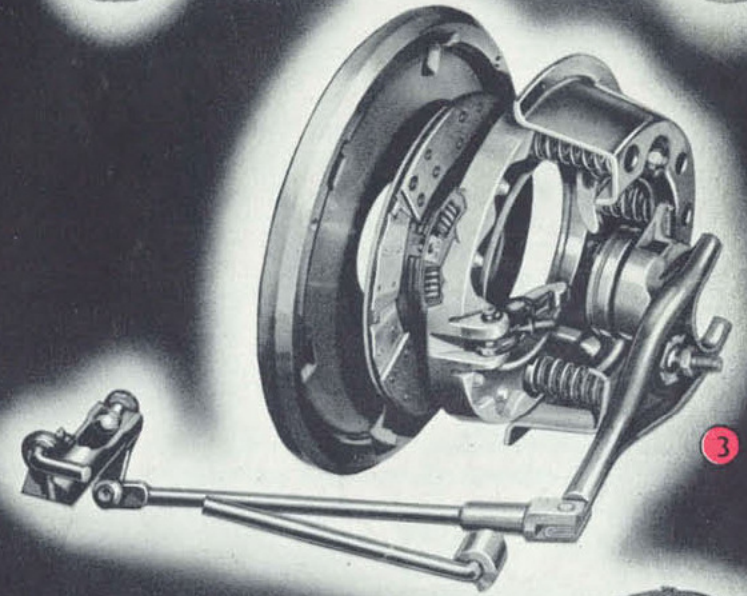
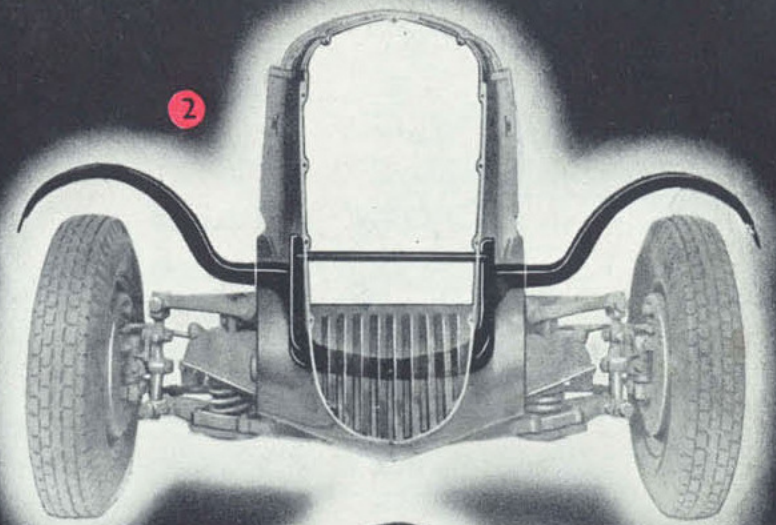
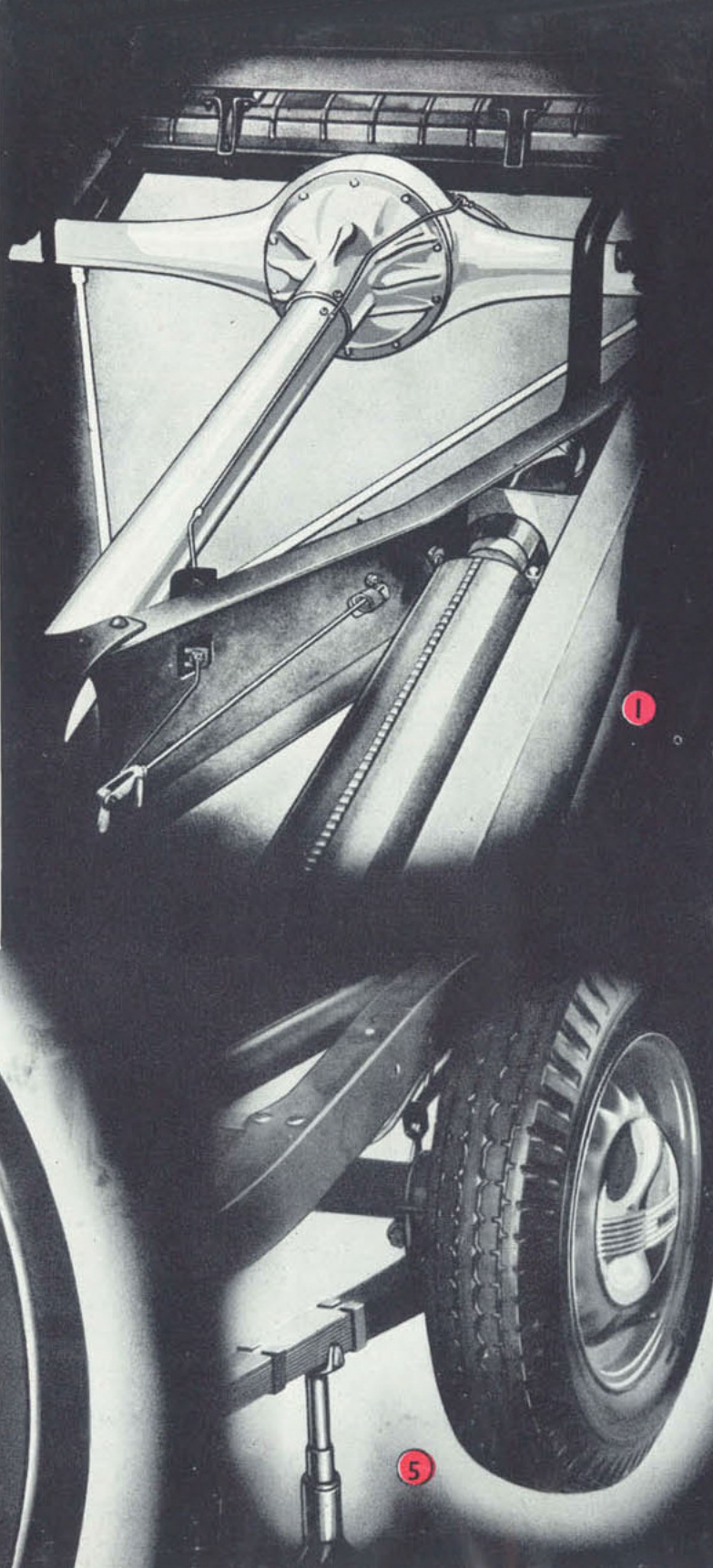
(2) STABILISED FRONT END. On all the new Buicks, Radiator, Lamps and Fenders are suspended as one unit and the entire structure is cushioned on resilient rubber — there is no vibration or "weaving." This unique construction stops rattle and noise on the front end of the car.

(3) VENTILATED CUSHION DRIVE CLUTCH. Perfected by Buick engineers, this feature gives greater durability, dependability, and an easy, gradual clutch action in starting. Single-plate type with housing ventilation to carry away heat and new flat type springs to cushion the clutch in engagement.

(4) FLEXIBLE SPOKE STEERING WHEEL—usually an expensive "extra"—is standard on all the new Buicks. The illustration shows the convenient location of the Emergency Brake Lever.

(5) JACK PADS. Changing tyres is a simple matter for Buick owners — convenient Jack Pads are placed on the Knee-Action assembly on front and, as shown, on the rear springs.

(6) DOWN-DRAUGHT DUAL CARBURETION contributes to the ease of starting and performance of new Buicks. The system is mounted high on the engine preventing hot weather troubles and providing a downward flow of fuel to the cylinders — the logical arrangement. The illustration shows the type of Air Cleaner on the Roadmaster.



MASTERPIECES OF CHARM & LOVELINESS

But one glance at the interior of a Buick and you realize you are viewing a masterpiece of charm and loveliness. One ride and you realize that you are enjoying comfort more luxurious than you ever found in any other car. What is it that pleases you most? . . . The trim, soft leather 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.

Such 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 head room, leg room, elbow room. The softly yielding seats are wider and deeper. You sink into these thick leather cushions as into a favorite armchair. Even when the car has its full complement of passengers, there is still room for everyone to relax.

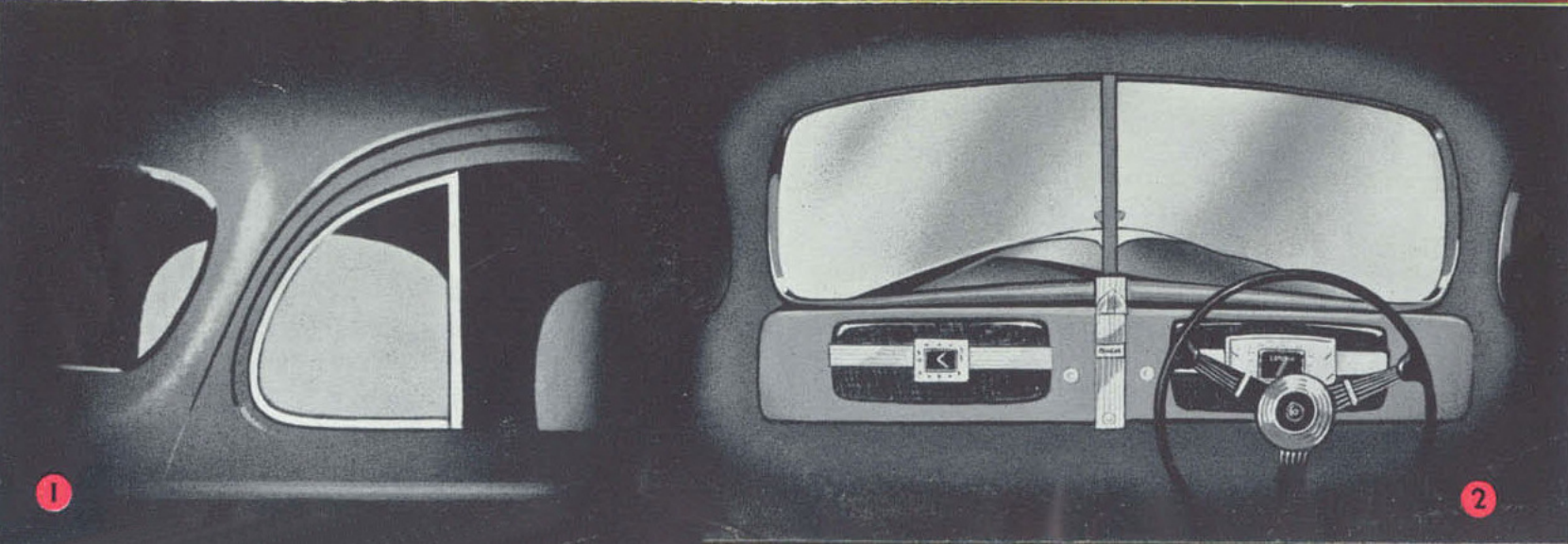
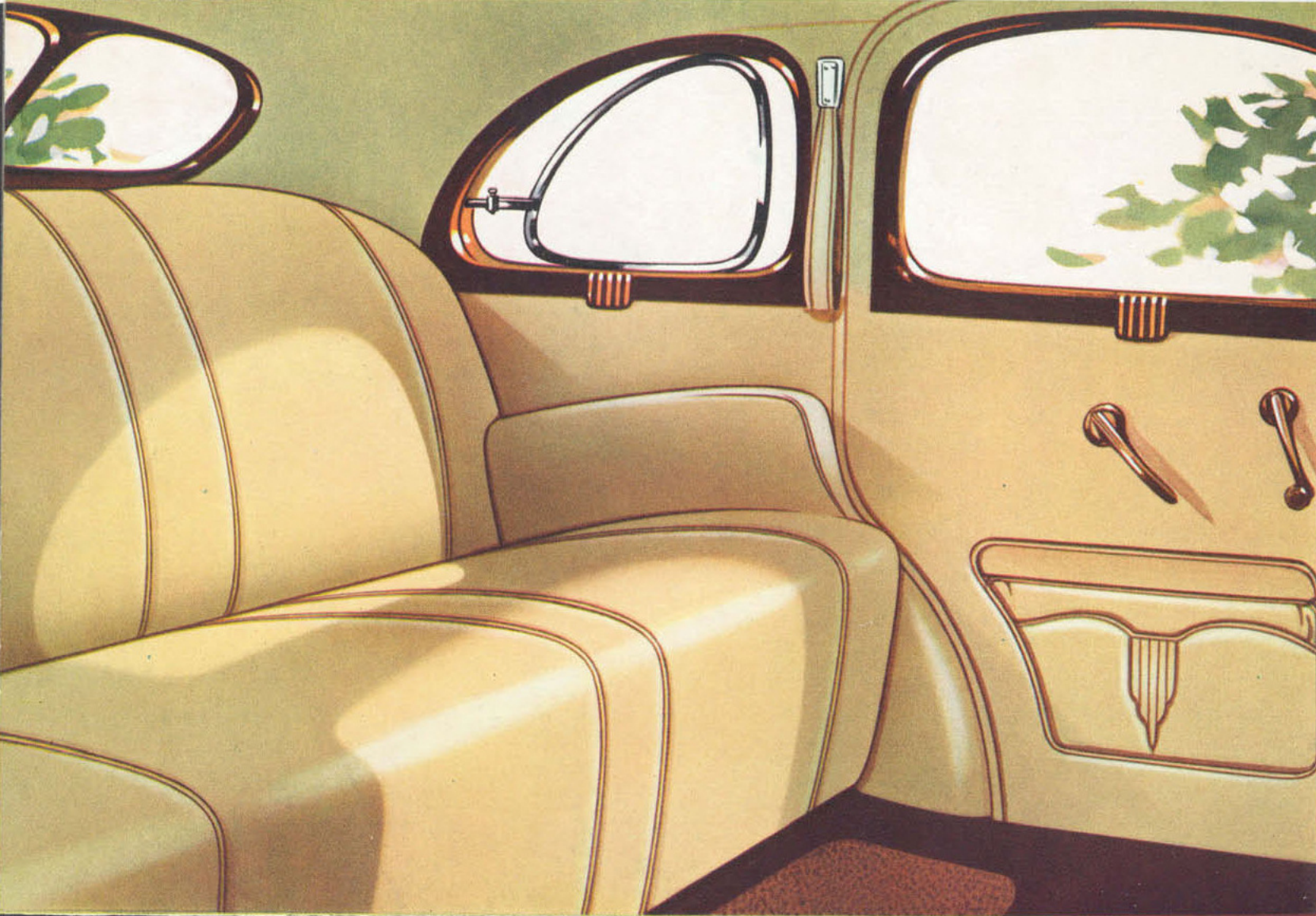
On every hand is thoughtful provision for added enjoyment. The windows and the "Vee" Armourplate Safety Glass windscreen are wider for greater vision. Turn a feather-touch regulator and Buick No-draught Ventilation system enables you to enjoy fresh air without draughts; or, in hot weather, scoops in 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.

(1) NO-DRAUGHT VENTILATION

Buick again employs No-Draught Ventilation on all models. The Medical Profession endorses No-Draught Ventilation as the most "healthy" advance in motoring of recent years.

(2) SAFETY GLASS "VEE" SCREEN

All the new Buicks are equipped with this all-important safety feature. Buick's unique "Armourplate" Safety Glass provides perfect vision, will not discolour, and is specially processed to stand shocks, twisting and bending to an amazing degree. Should terrific impact crack it, dangerous shattering does not occur—instead it drops harmlessly in small particles with smooth rounded edges.



★ *There are countless refinements and conveniences to add to your satisfaction in owning a Buick. Pictured here are just a few . . .*

(1) The ultra smart radiator emblem—suggesting the Buick beauty and fleetness. It is mounted on a chromium band which runs from the radiator grille to the back of the bonnet.

(2) The wide, deeply padded centre arm rest which converts the rear seat of the Century and Special Sedans into two luxurious arm chairs.

(3) Centre piece and ash tray. Running snugly down the centre of the instrument board this handsome chromium piece on the Century and Special carries the handy pull-out ash tray pictured.

(4) The marvellously handsome and compact instrument panel — all dials are grouped around the speedo — perfectly visible yet unobtrusive. Metal chromium strips run from the centre of the dial space to the edges of the mounting.

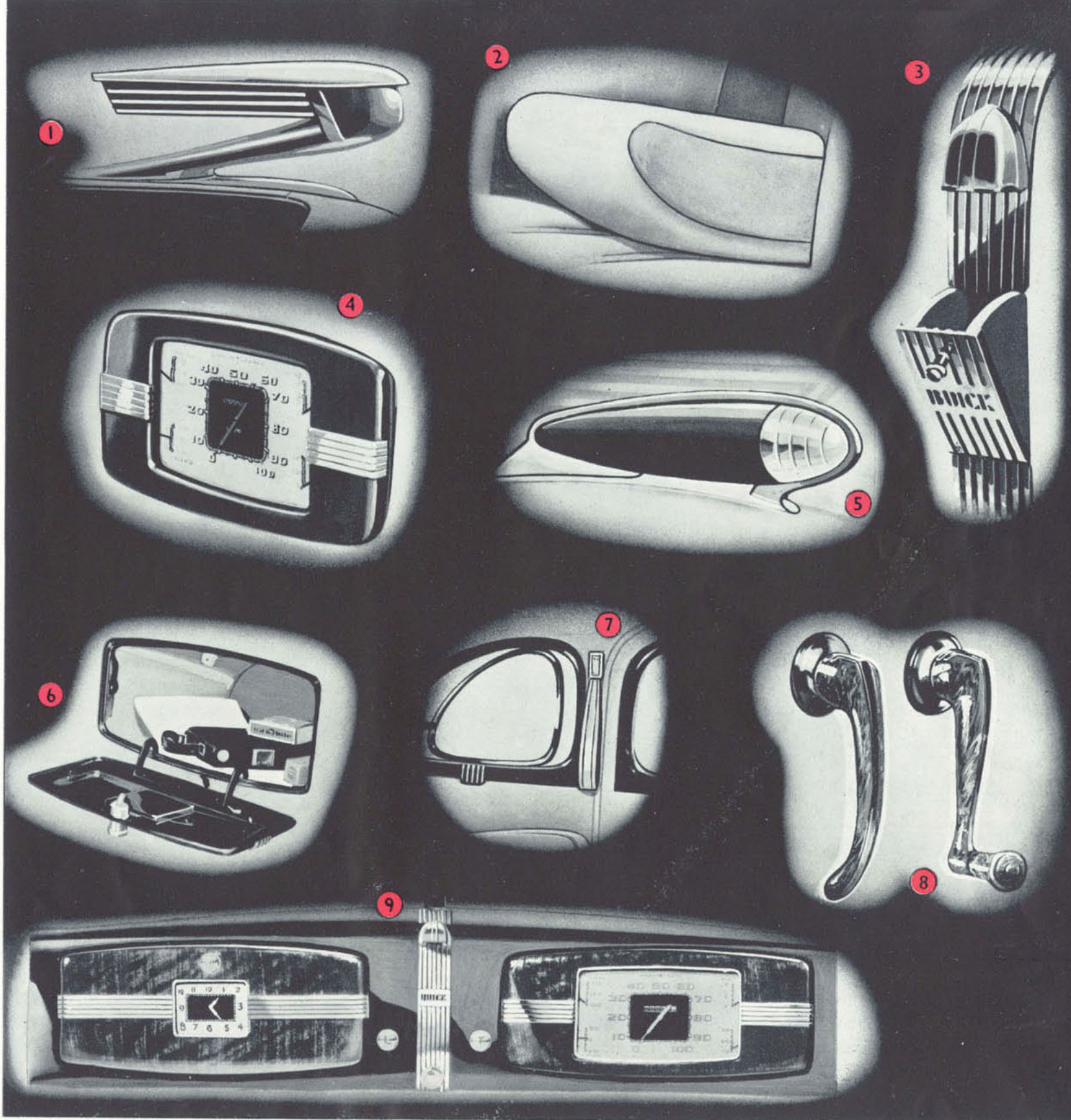
(5) Chromium mounted on the fenders, these streamlined torpedo-type fender lamps are in keeping with the individualism of the new Buick styling.

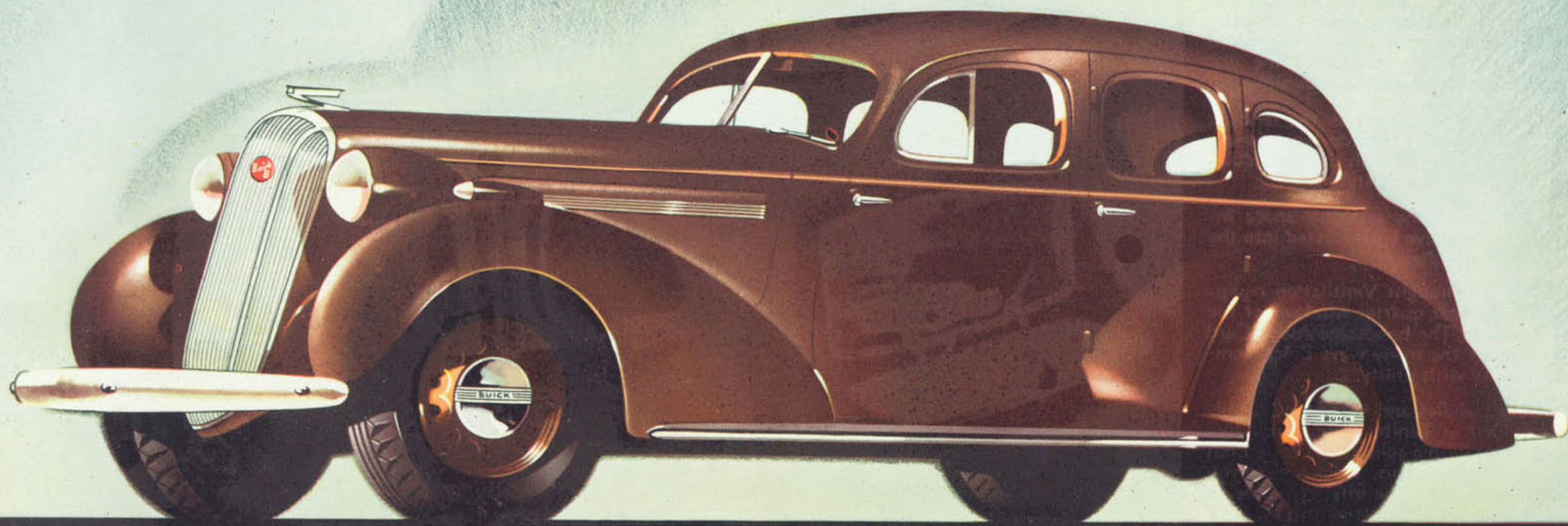
(6) This shows the generous space inside the smart glove box recessed into the left side of the dash.

(7) The No-Draught Ventilation equipment on the rear quarter windows of the Buick Sedans. The handsome Assist Cord is another of the many ways Buick combines beauty with utility.

(8) Door Handles and Window Controls are moulded in Tenite — a marble-like composition with a solid metal core. Even in such details as this, Buick offers you something better. The interior hardware on the new models represents careful craftsmanship at its best.

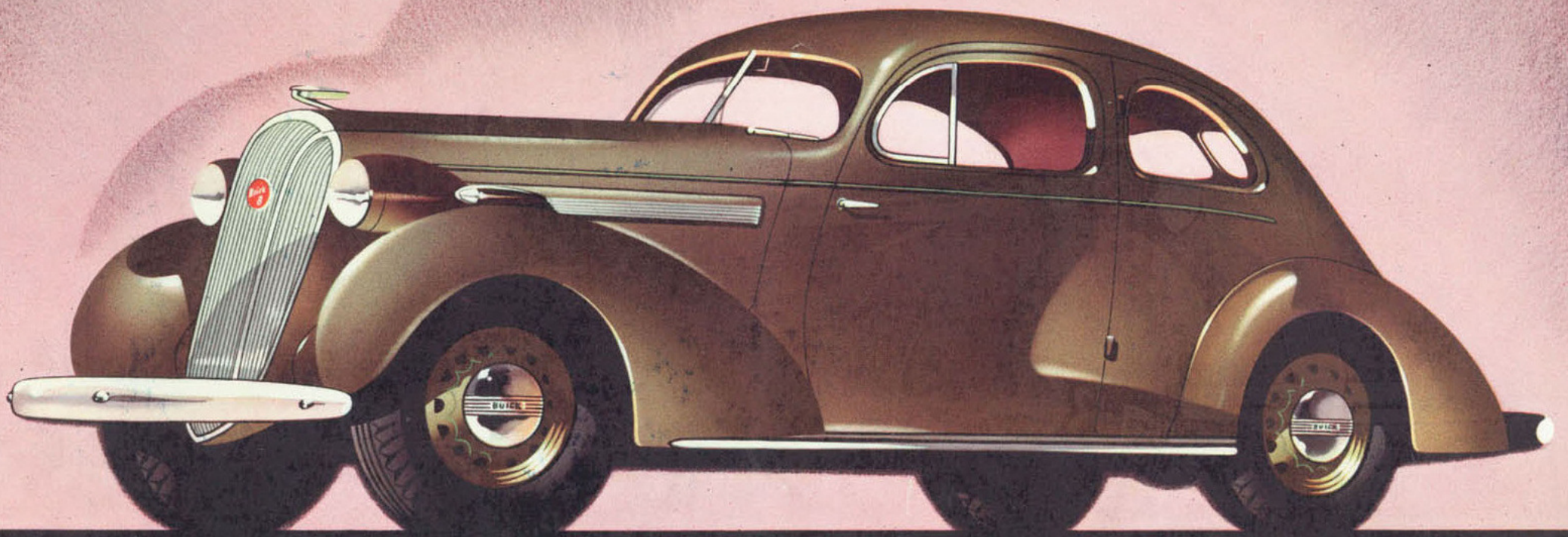
(9) The complete dash—an example of Buick's handsome interior equipment. Notice the clock set into the front of the glove box and the way the chromium strips running from its mounting match the instrument panel?





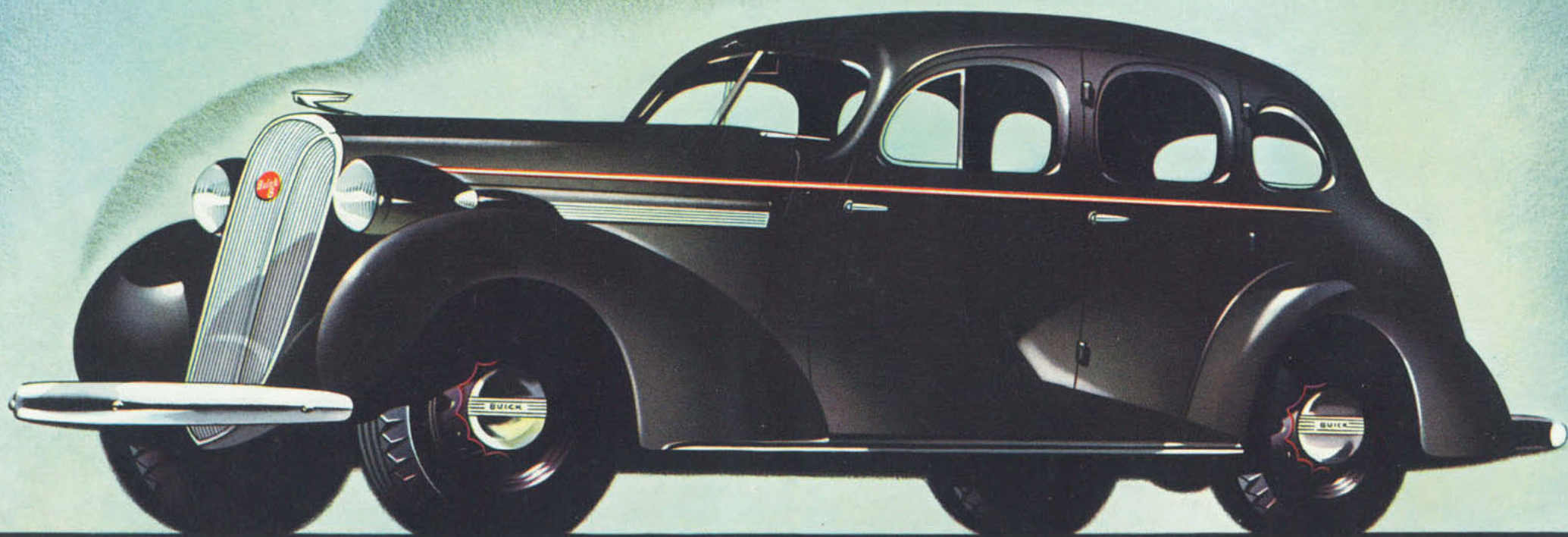
The Roadmaster Sedan A car to make dreams come true. Open those snug-fitting doors, get in and revel in the spaciousness and soft, deep comfort of both rear and driving seats. You'll notice, too, that every fitting, from No-draught Ventilation controls to instrument panel glove box,

has a finish and convenience which is a delight. The built-in luggage trunk is standard equipment on all Buick Sedans. What a marvellous thing it is that a car like this is priced easily within the means of thousands! Thrilling performance, dazzling beauty, luxurious comfort—the Buick Roadmaster has them all.



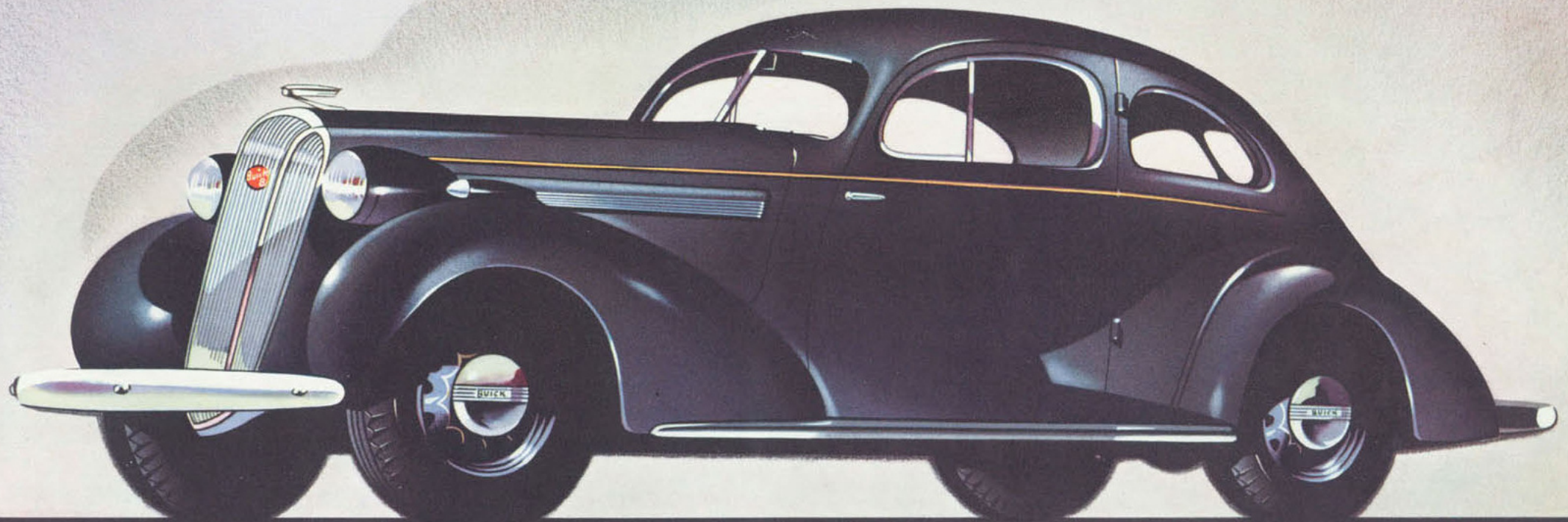
The Roadmaster Coupe Here in this low-swept, Safety Body by Holden, is a gracious interpretation of the verve and individualism of the Coupe. Occasional passengers—those who hitherto endured the discomforts of the rumble seat—are brought inside to enjoy a full measure of

Buick's deep-cushioned comfort. When the emergency back seat is not in use it folds down to give a luggage space—from accessible rear panel loading door to back of front seat — which has never been equalled. When a full complement of passengers is carried there is still available a most generous amount of luggage space.



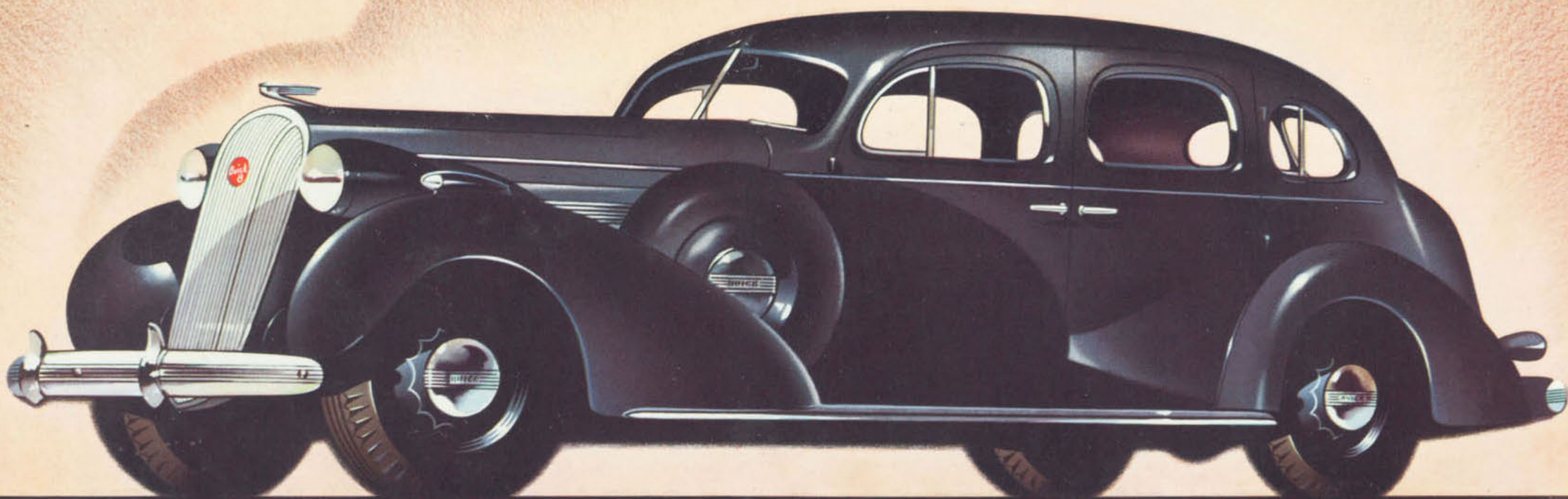
The Century Sedan From high, narrow radiator grille to back bumper, the fleet, year-ahead streamlining of this big, well-poised Buick reflects its smooth power and flashing speed. As on all other Buicks you see the gleaming, chromium hood louvres plus streamlined radiator ornament, sleek

torpedo type fender lamps and all the other careful details that combine to make the new Buicks masterpieces of style and beauty. Its bigness, roominess and handsomeness are typical of Buick—as are its ability to pass anything on the road and gracious obedience, safety and comfort under any driving conditions.



The Century Coupe A delight to look at—a joy to drive—and what a thrill to own! This new all-enclosed Coupe body type, specially designed and produced for Australian conditions by Holden and built by Holden master-craftsmen—in the way Buick standards of quality demand. Ample luggage

space when extra passengers are carried snug from wind, dust or rain—or down folds the emergency seat and *all* of the back of the car is free for luggage. In common with all other Buicks this Coupe carries No-draught Ventilation as standard equipment. Superbly handsome it takes the road as a thoroughbred—every inch a true Buick.



The Special Sedan All the old dimensions were thrown away in the designing of this 138" wheelbased, eight passenger car. It is an aristocrat, distinguished in every line and contour. Inside, the tailored roof arches above your head. You can stretch your toes and find they do not even touch the

seat before you. There is generous room for three in both the front and rear seats. Yet with all this sumptuous roominess, this car, like all other Buick models, is finger-tip light to control, nimble in traffic, sensitive and fleet on any road. Only one word describes its abundances of beauty, power and comfort—and the word is luxury!

ACCESSORIES—DESIGNED TO BUICK STANDARDS OF QUALITY

(1) G.M.H. AIR CHIEF CAR RADIO. The illustration shows the mounting of the Electro-dynamic speaker above the windshield to give ear level reception. The set is a 6-valve Superhet, with one dual purpose and one triple purpose valve, giving 9 valve performance, with a clarity of tone equal to the most expensive home sets. A wonderful companion that can be purchased with your car under the G.M.A.C. deferred payment plan.

(2) SUITCASE SET. Something suggesting luxury, yet a handsome and sensible acquisition for practical touring needs, these sets have been built to snugly fit the luggage compartment. There are two choices—first a cheaper set, finished in brown with nickel-plated hardware, and then a group of three cases finished in black leather, and clasped and strengthened with brass hardware. Both sets are exactly the same size.

(3) BUMPER GUARDS. Congested parking areas and lower-built cars have made bumper guards a necessity. They prevent the annoyance and often expense resulting from bumpers sliding beneath and locking with those of other cars. The Buick units are rigidly constructed, are polished chromium plated, and are easy to install—they are reversible for installation either on the front or rear.

(4) CIGARETTE LIGHTER. Attached to the lower end of instrument panel. Press in for a few seconds—pull it out, and there's your light from a hot glowing coil. Clean and safe, it can be passed to any passenger in the car.

(5) VISOR VANITY MIRROR. Here's an item the ladies will appreciate—a vanity mirror that clips firmly to sun visor or any other handy straight edge in the car.

(6) WHEEL MOULDINGS. These wheel rings are permanently held in place by patented sharp teeth, which will not rattle or rust. With their flash of chromium they add the final touch of individuality.

(7) FENDER MARKERS. Allow the driver to correctly gauge the distance when driving in heavy traffic or through drive-ways, minimising the risk of damaging fenders, etc.—an inexpensive way to avert costly repairs.

(8) GASLOK CAP. This practical accessory gives positive protection against theft of petrol—also, should your car be stolen, it is impossible for the thief to refill the tank that is protected by this locked cap.

(9) VENTILATOR INSECT SCREENS. Prevent insect invasion of the car, and at the same time, permit air circulation. They allow opening of the ventilators to widest angle—installation is quick and simple.



BUICK SPECIFICATIONS—Roadmaster, Century, Special

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE.

Roadmaster: bore and stroke $3\frac{3}{32}'' \times 3\frac{7}{8}''$; displacement, 233 cubic inches; developed horse-power, 93. Century, and Special: bore and stroke, $3\frac{7}{16} \times 4\frac{7}{16}''$; displacement, 320 cubic inches; developed horse-power, 120.

All Series: Anolite pistons. Full-pressure lubrication to main, connecting rod, camshaft, and rocker arm bearings. Counter-weighted and torsion balanced crankshaft. Crankcase ventilator. Valve mechanism temperature control on Century and Special. Oil capacity: Century, Special, $6\frac{1}{2}$ quarts; Roadmaster, 5 quarts.

FUEL, EXHAUST, AND COOLING SYSTEMS.

Dual down-draught carburettor, thermostatic heat control, automatic choke, automatic idle control, combination fuel pump and windshield wiper vacuum pump on Special. Electric wiper on Roadmaster and Century. Intake silencer. Air cleaner. Fuel filter. Thermostatically controlled by-pass water temperature control. Centrifugal water pump. Water capacity: Roadmaster 11 quarts; Century and Special 14 quarts.

CLUTCH AND TRANSMISSION.

Single plate dry clutch. Roadmaster: $9\frac{1}{2}''$;

Roadmaster	-	-	-	118-inch wheel base
Century	-	-	-	122-inch wheel base
Special	-	-	-	138-inch wheel base

Century and Special: $11''$. All-silent helical gear Synchro-Mesh transmission. All gears nickel chromium.

REAR AXLE AND UNIVERSAL JOINT.

Roadmaster and Century: semi-floating rear axle. Special: three-quarter floating rear axle. Torque tube drive. Enclosed tubular balanced propeller shaft. Axle ratio: Roadmaster 4.44 to 1; Century 3.9 to 1; Special 4.55 to 1. One universal joint, automatically lubricated from transmission.

SUSPENSION.

Knee-Action front suspension. Front, silicon manganese coil springs. Rear, special spring steel leaf springs, semi-elliptic, underslung. Threaded U type spring shackles on Roadmaster; threaded spring shackles on Century and Special.

FRAME. Rigid girder type double drop X type frame. Section: Roadmaster, $5\frac{3}{4} \times$

$2\frac{1}{4} \times \frac{1}{8}''$; Century, $6\frac{3}{4} \times 2\frac{1}{2} \times \frac{1}{8}''$; Special, $9 \times 2\frac{1}{4} \times \frac{1}{8}''$.

STEERING. Centre-point Steering. Worm and double roller steering gear.

SHOCK ABSORBERS

Roadmaster: front, Delco double acting; rear, Delco single acting. Century: front and rear, Delco double acting. Special: front, Delco double acting, with inertia control; rear, Delco double acting.

BRAKES.

Four-wheel hydraulic brakes. Roadmaster: centrifuse brake drums, $12 \times 1\frac{3}{4}''$. Century: one-piece cast-iron drums, $12 \times 2''$. Special: one-piece cast-iron drums, $14 \times 2''$. 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.

Battery: Roadmaster, 13 plates; Century and Special, 15 plates. Generator voltage control, Century and Special.

WHEELS AND TYRES.

Demountable artillery steel spoke wheels. Tyre size: Roadmaster, 16×6.50 ; Century, 15×7.00 ; Special, 16×7.50 , 6-ply. Drop-centre rims.

EQUIPMENT.

Theft-proof combination switch and steering lock on steering post bracket; complete tool kit; combination tail and stop lamp; dual vibrator type horn; sun visors; assist cords; leather upholstery; twin windshield wipers; adjustable driver's seat and no-draught ventilation, individually controlled. Foot rest, radio aerial, rear blind, radiator ornament, clock, ash tray, dome light, wool pile carpets, side and driver's armrests, also centre armrest on rear seat of Century and Special. Bumpers front and rear; foot operated headlight dimmer switch on toe board; built-in trunk on sedans; spacious locked luggage and separate tyre compartments.

INSTRUMENT PANEL.

Includes motor heat indicator, speedometer, ammeter, oil and petrol gauges, light and throttle controls, indirect illumination, and glove box.

Specifications and equipment subject to change without notice.



G.M.A.C. PLAN OF DEFERRED PAYMENTS

Thousands of people have bought Buick cars on the convenient and accepted G.M.A.C. Plan of Deferred Payments. Because G.M.A.C. (General Motors Acceptance Corporation) is a unit of General Motors, and the largest time financing institution in the world, you have money through low finance charges, secure valuable insurance protection, and are assured of considerate treatment. Your dealer can arrange the purchase of genuine Buick accessories under the G.M.A.C. Plan.

PROTECTIVE OWNER-SERVICE POLICY

For 90 days, or 3,000 miles of operation, you are protected against defective workmanship or material under the terms of General Motors-Holden's Ltd. unusual Owner Service Policy. In addition to this, you are entitled to two thorough inspections and adjustments of your Buick without any charge whatsoever. Buick Spare Part Service available throughout Australia.

GENERAL MOTORS - HOLDEN'S LIMITED
BRISBANE SYDNEY MELBOURNE ADELAIDE PERTH

Printed in Australia