
The Buick Special Six-54 Roadster

*Tailored top—
maroon body—
smartest equipment—*

**make this Buick the season's
most popular car**

DASHING in appearance, the Buick Special Six-54 Roadster, exhibited for the first time at the New York Automobile Show, is fitted with every convenience found on the finest cars at home and abroad.

The Special Six-54 Roadster is built in response to a consistent demand from those familiar with the performance of the big Buick Roadster of previous years, a model cherished by each owner to the present day.

The Special Six-54 Roadster is now in production. Delivery date may be obtained upon request.

Specifications—Special Six-54 Roadster

In addition to the mechanical excellence of the Buick chassis, the Special Six-54 Roadster possesses the following standard equipment

Wheelbase—124 inches.

Tires—32 x 4½ Cord.

Wheels—Wire wheels, Houk type, demountable at hub.

Gear Ratio—4½ to 1.

Springs—Soft, easy riding springs with snubbers, both front and rear.

Lamps—Special design drum type headlamps and cowl lamps.

Spotlight—All nickeled with switch mounted on instrument board.

Nickeled Radiator.

DeLuxe Moto-meter with dumb-bell type radiator cap.

Adjustable Sunshade attached to windshield post. Sunshade can be used when top is folded. Shade easily removed.

Windshield Wings of beveled plate glass, readily adjustable. Windshield adjusting nuts on inside of post, very accessible.

Ventilator in top of cowl, adjustable from instrument board.

Instrument Board neatly arranged, trimmed in leather, and equipped with:

Combination clock and speedometer.

Combination oil gauge, ammeter and gasoline gauge.

Ventilator control.

Cigar lighter.

Instrument lamp.

Spotlight switch.

Controls—Nickeled transmission control and emergency brake lever. Walnut lever ball.

Steering Wheel of walnut with walnut horn button.

Tool Pocket in left hand door and side curtain pocket in right hand door.

Threshold Plates of special etched aluminum.

Step Plates—Rubber running board step plates with nickel silver guards on side apron.

Removable Carpet on toe and floor boards.

Battery Door—Trap door in floor boards for filling and inspecting battery.

Leather Trimming specially embossed, with color to match body.

Storage Space—Large compartment for storing packages back of driver's seat, equipped with Yale lock in door. Additional luggage compartment in rear deck, flush type door and lock.

Spare Wheel Carrier, extra strong, adaptable for two wheels.

Gasoline Tank Filler on right hand side, readily accessible for filling.

Rear Fender Wings of special design to keep mud off rear deck.

Nickeled Deck Rails to protect deck when top is lowered. Nickel running board binding.

Nickeled Hood Fasteners.

Khaki Top with special nickel and leather binding.

Curtain Light in rear, of large beveled plate glass. Special weather-proof side curtains with clear vision lights and signal pocket.

Price of the Special Six-54 Roadster, \$1785

f. o. b. factory, Flint, Michigan

Price and specifications subject to change without notice

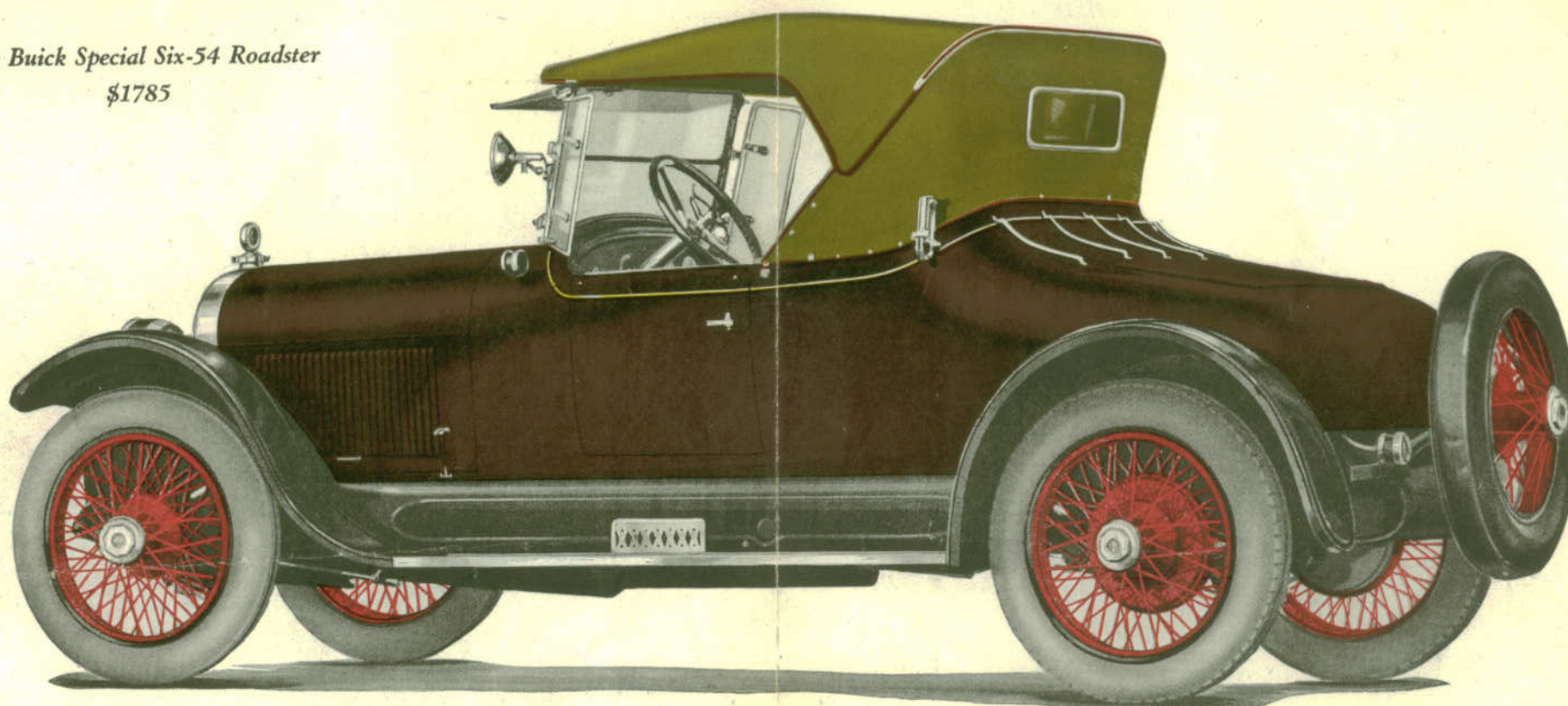
BUICK MOTOR COMPANY, Flint, Michigan

Division of General Motors Corporation

Pioneer Builders of Valve-in-Head Motor Cars

Branches in all Principal Cities—Dealers Everywhere

The Buick Special Six-54 Roadster
\$1785



Strikingly Beautiful and Mechanically Sound

LIKE other Buick cars, this new Special Six-54 Roadster has been designed and manufactured to meet specific motoring requirements. And like other Buick cars, its well-engineered chassis is the outcome of twenty years' experience and research of the most practical nature.

With the correctness of the Buick chassis design, there have been combined the conven-

iences and appointments dictated by the practice of good taste and discrimination. A refined, spacious, powerful roadster, pleasantly striking in appearance and unusually satisfying in performance, has resulted. In every detail—in beauty, in comfort, in durability, in fleetness, in transportation value—it makes the most of this highly appreciated type of motor car.

Buick

MOTOR COMPANY

84 WEST MAIN STREET
BATTLE CREEK, MICH.



J. K. Ritter,

Cassopolis,

Mich.