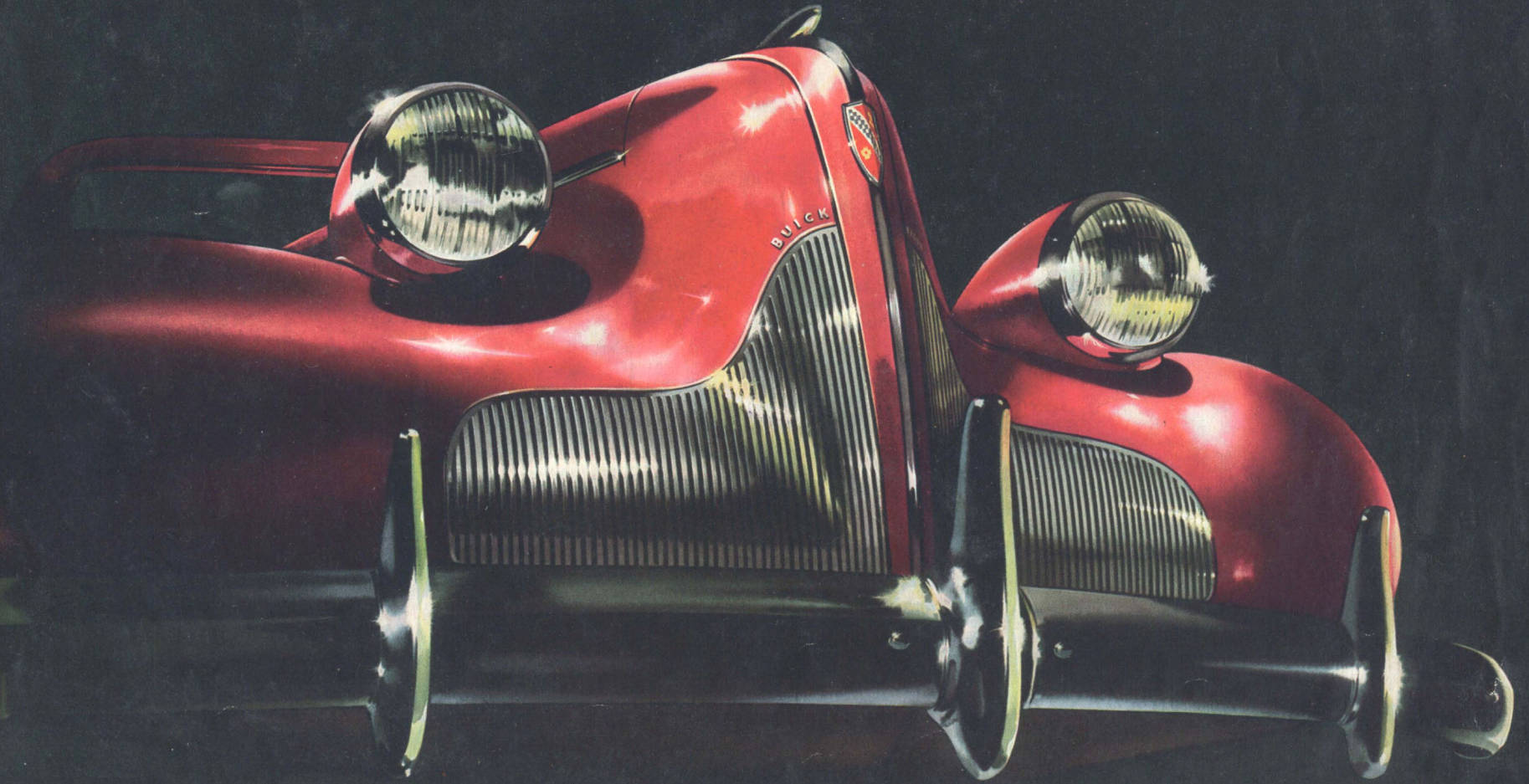


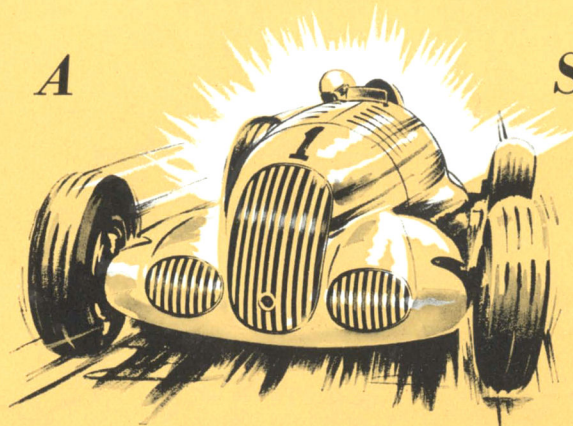
BUICK





# STYLE . . WITH A

# STORY TO IT . .



Remember how five years ago the motor car entered a new style-cycle? The old broad, flat radiator and straight-up-and-down windshield and body lines disappeared.



Radiator fronts were v'eed or rounded . . . windshields were sloped back . . . a new beauty of line and contour distinguished cars generally.

It was the birth of streamlining in motorcar design.

Nor was it a move just for improved appearance. The new radiators and body lines lessened air resistance and wind-roar. The new sloping and v'eed windcreens reduced glare and put more cooling air space between the glass and the driver.

Today, inspired by Buick, as so many major motorcar improvements have been, another style-cycle is born. Like these other changes of five years ago it is based, not merely on a desire for change but on sound engineering principles that aim at better performance, greater safety and enhanced comfort.

As your eyes take in the grace and sweep of the new Buick, you will appreciate the beauty of line and form that you can see for yourself in that comely bonnet streaming back from the cut-water.

But look deeper and Buick's change in outward appearance will take on a still greater significance.

Buick engineers had been studying the costly built-to-order racing cars of Europe. In those cars were contained in high degree three out of four basic principles which Buick engineers wanted in passenger car design.

Those principles were:

1. More efficient cooling.
2. Steadier road holding.
3. Better aerodynamics.

to which Buick engineer's added a fourth —

4. Greater visibility.

Examine the new Buick and see how those principles have been applied.

First step out in front of the car and notice that as in the modern racing car, the radiator grilles are placed down low where the air pressure is greatest. Behind those grilles is an air scoop which functions like a ship's ventilators. Your engine is cooled under forced draught so to speak. Now take a peep underneath. You find a lower frame and a lower centre of gravity without reduction of road clear-

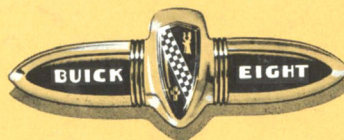
ance. The result is a car that is low and broad, the very picture of stability.

Next walk all round the car. See how every sharp line has been smoothed out to reduce wind resistance . . . every dangerous projection eliminated. Even the door hinges are flush except those at the bottom front on both sides . . . even the door handles streamline into the stainless steel belt moulding . . . while the handle to release the bonnet has been ingeniously designed as a portion of the bonnet louvres.

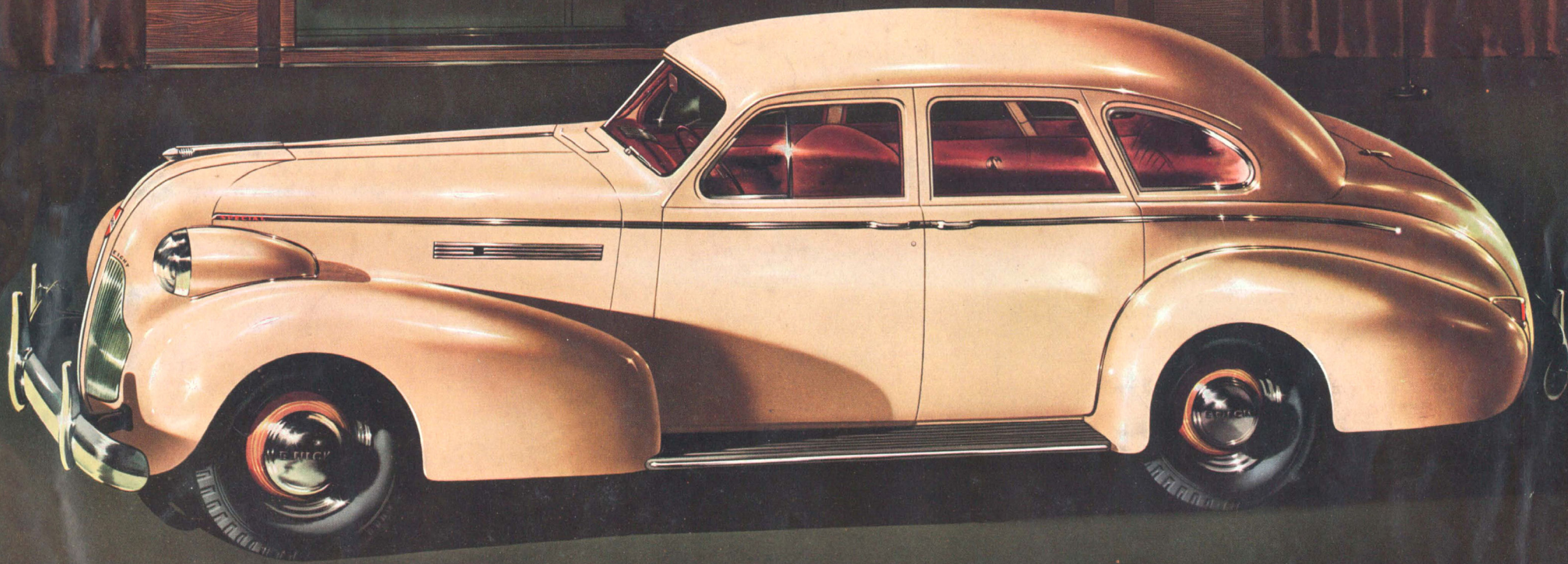
Finally, get behind the wheel and see how the bonnet narrows and drops away to bring the view of the road ahead up close. Notice that windshields are deeper, that corner pillars are narrower by an inch and one-eighth. You see more of the scenery . . . drive more safely in this new Buick.

And the story of improvement is well nigh endless . . . the improvement in roominess and ease of control resulting from Safety Shift Gear Control . . . the added safety of the flash-way direction signal on the rear trunk . . . the still further improvements in springing due to the new geometry of the Independent Front Wheel Springing system and the 15 per cent. softer rear coil springs . . . the longer life and greater car rigidity due to a new frame with complete box-section side rails and new body construction based on box-section roof rails, corner pillars, side pillars and body sills.

Never before has a car so catered to every requirement as this new Buick. In a long line of great models it is a vintage model that sets a new style and a new standard for today and many a day to come.







## THE BUICK SPECIAL *(Series 40)*

You've never driven a car that answers the green light faster — or that eats up miles with greater relish than Buick. Its one hundred and seven horse-power Dynaflex engine puts it "tops" in performance. And Bu-Coil Springing, along with Buick's high-visibility Body by Holden and other features put it in first place for safety. All four wheels are cushioned on springs of stout spiraled steel. No quiver or shiver shakes

the luxurious body in its flight. The car holds its way in cross winds, bears sharp around curves without slide or slew. Out on the highway the fellow who sees you looming up in his mirror gives you room. In the city envious glances follow you. In all, you will find that you get a continual gratification from Buick ownership that far outweighs the small price difference that spaces Buick from everyday cars.

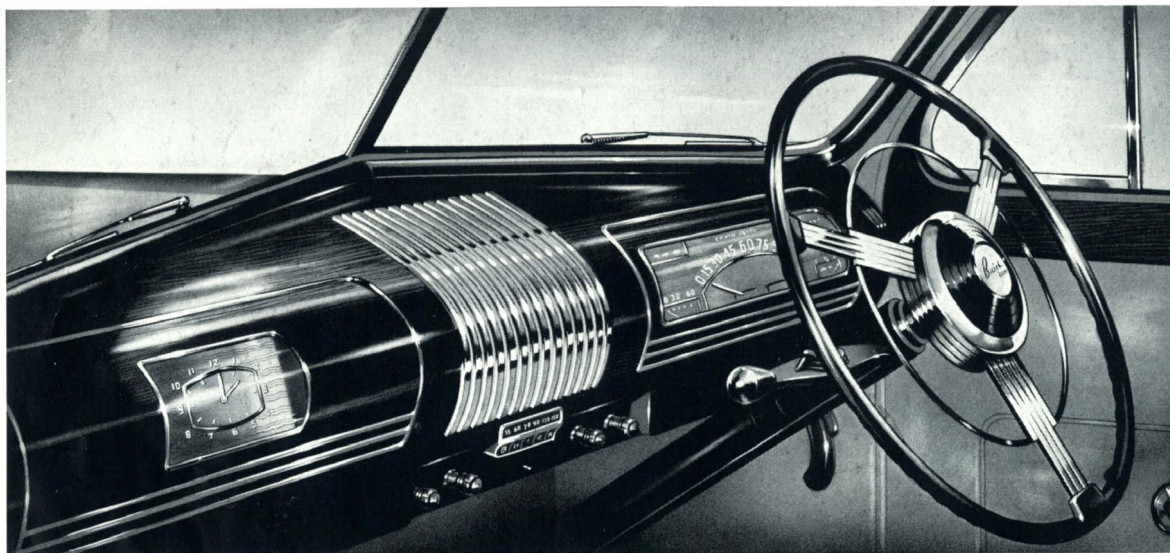




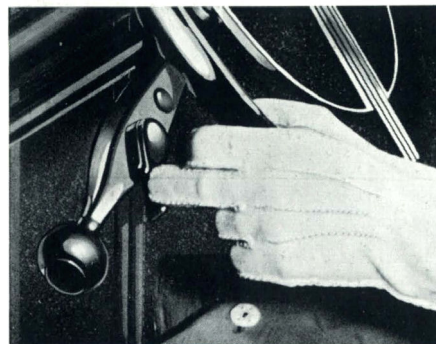
Dotted lines in the diagram compare the previous window areas with to-day's.

# At last! real road visibility

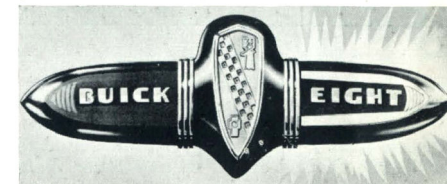
## and real front compartment roominess—



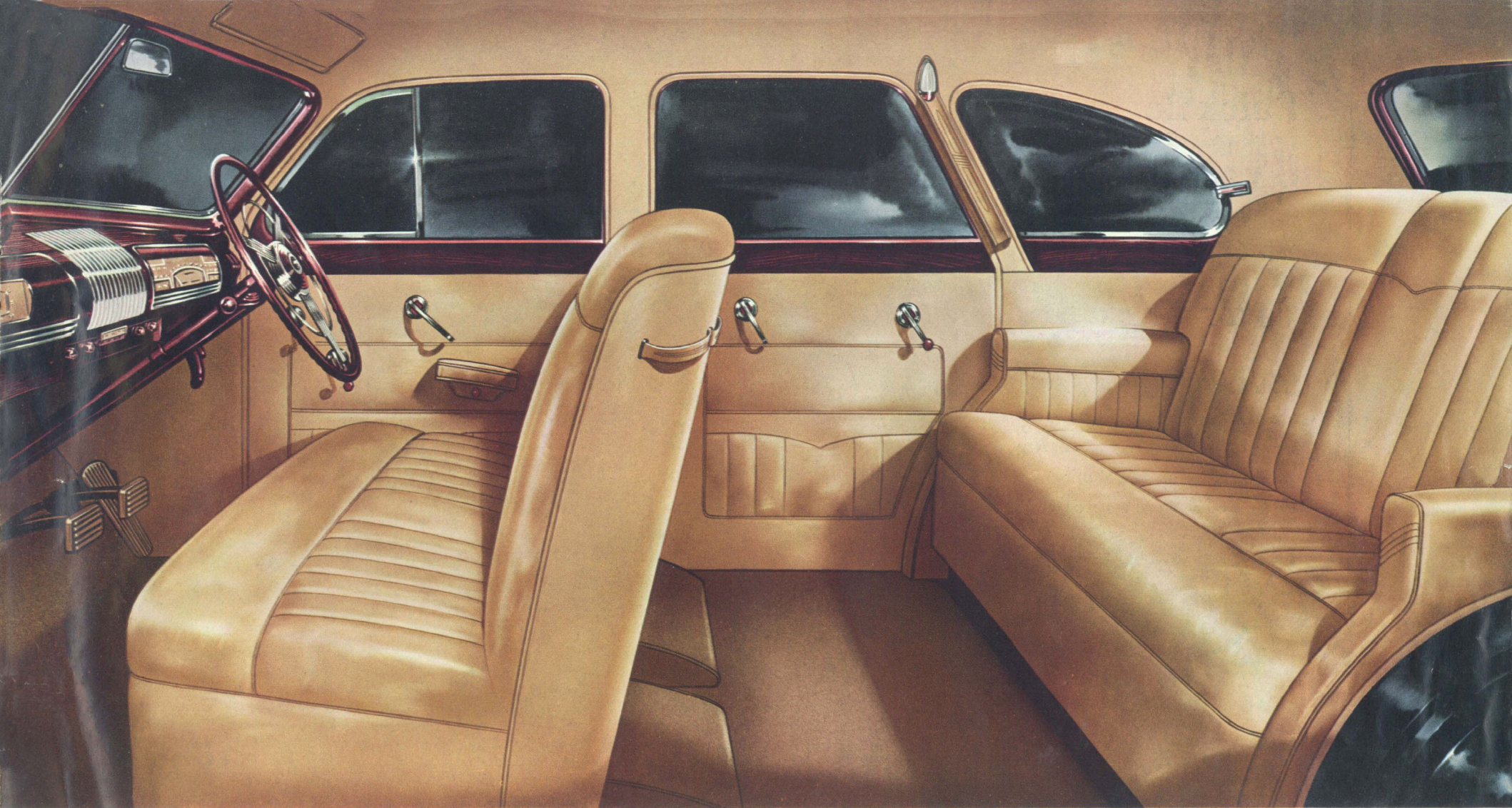
Remember that old Buick promise — “When better cars are built . . .” Just see how Buick has fulfilled it. Take the driver's seat and see how Buick has improved motoring safety and comfort. You look out through windows deeper all round. You spot your path ahead through a windshield that is higher, over a bonnet that is narrower and lower, past corner pillars that are welcomingly slender yet even stronger than before. You drive with a blessed sense of security and full road visibility. And that's not all! You enjoy a new roominess. The gear lever is out of knee-way. The short Safety Shift Gear Control Lever is situated on the steering column just an inch or so away from your left hand. It's the modern way of changing gear . . . quicker, easier, safer. There's nothing new to learn. You put the lever through the same H changes. Five minutes practice and you'll realise how Safety Shift dooms the old-type gear lever.



Your hands are never far away from the wheel with Buick's Safety Shift Gear Control. Signalling right or left hand turns, too, is made easier. Flick the signal control on the gear lever and an arrow lights up in the rear trunk emblem (below) to point which way you intend turning.







## DESIGN FOR LUXURY

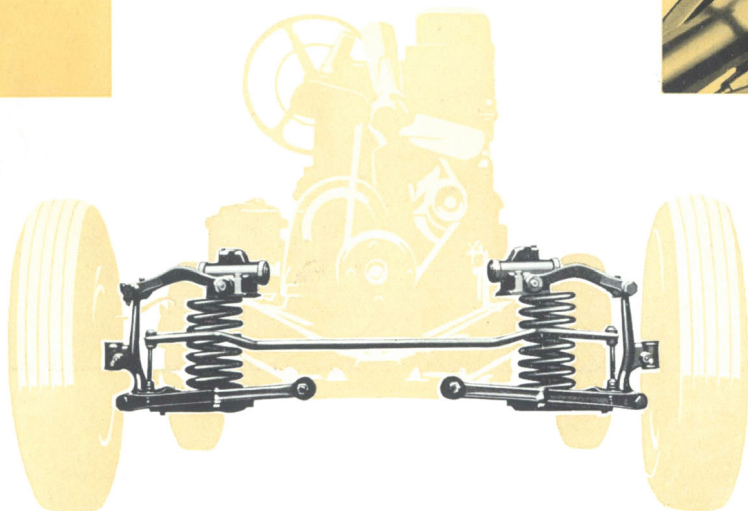
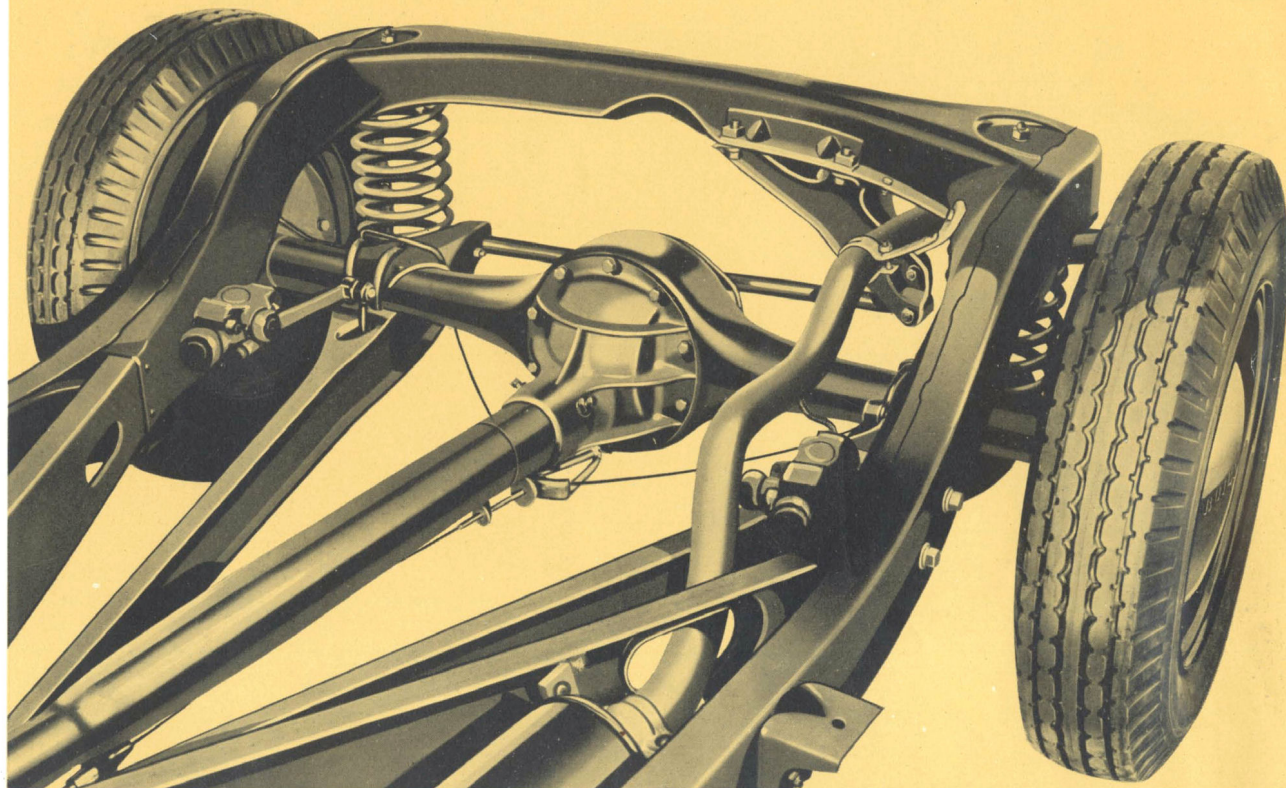
The interiors of the Buick's Special and Century are finished and furnished as befits such cars. New, permanently super-dull finish leathers harmonise with the shades chosen for the smoothly tailored headlinings. The Tenite Wheel and the Steering Column are of rich wine colour to match the rosewood graining of the Instrument Panel and Garnish Mouldings. Tenite knobs and inlays of the same rich colour give distinction to

the door and window controls. The driver's seat with its padded safety-roll top and new-design robe cord is adjustable in both height from floor and distance from pedals. An entirely new comfort feature is the driver's and front seat passenger's arm rests both of which are adjustable in height. No-Draught Ventilation and larger windscreen, side windows and rear window give a sense of airiness and light.



# Buick floats you on stout coil springs on all four wheels

With BuiCoil Springing there are not the usual shackles to wear loose, no rear-end chatter and no loss in cushioning as your car grows older.

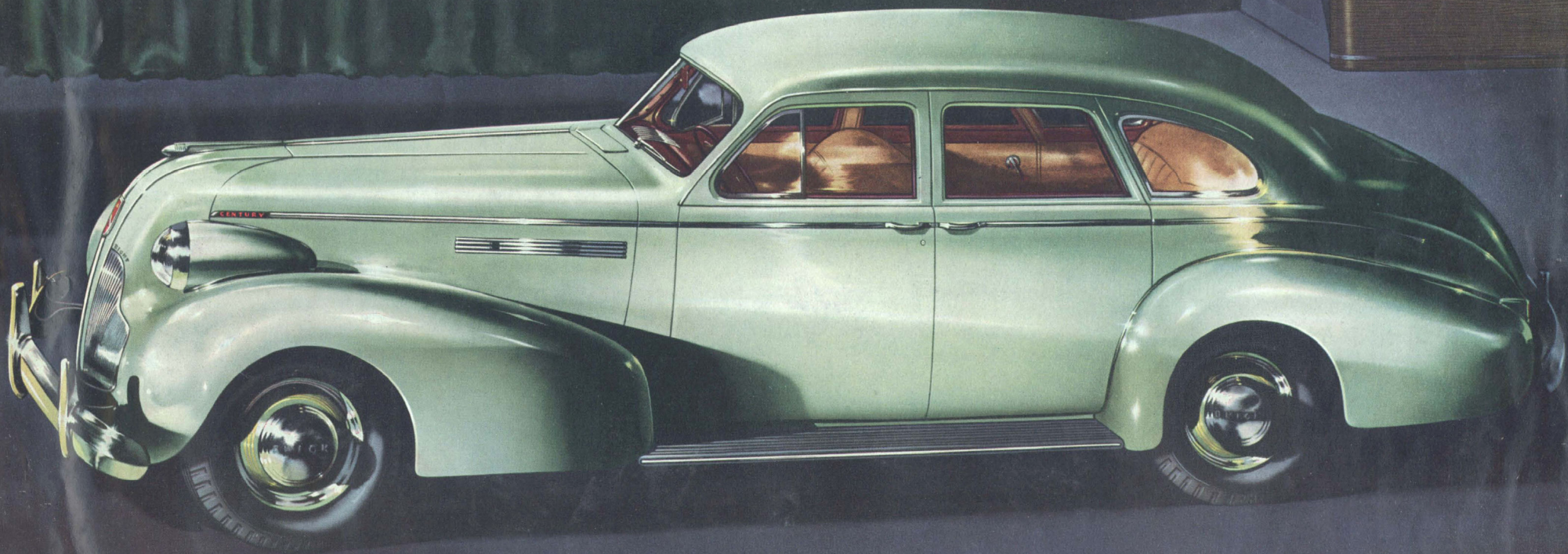


Engineeringly, Buick solved half-a-dozen problems when they introduced coil springing on all four wheels. They eliminate the usual shackles — and the evils that come from shackle wear. They reduced the number of greasing points on a car. They introduced springs which are unaffected by clogged, muddled grease . . . which retain their resilience three-and-a-half times as long as the old leaf springs. *And they revolutionised the ride.* Today, almost everyone knows the smoother ride

of Independent Front Coil Springing. But drive a Buick and experience the flying, floating ride when *all four* wheels are cushioned on coil springs. No matter how the wheels dip and curtsy the body rides as level as an arrow. The car doesn't under-steer or over-steer. Rear tyres no longer slip and scuff half their life away through wheel-slip. And — throughout Winter and Summer — without greasing, Bui-Coil springs preserve their even cushioning for the life of the car.

(Left) The new geometry of the Independent Front coil Springing gives an improved ride while adding to steering ease and positive handling. The front wheels also camber at an increased rate when making a turn. The effect of this is somewhat similar to a banked curve, and the final result is a car easier to handle on tortuous curves and absolutely stable in strong cross winds.



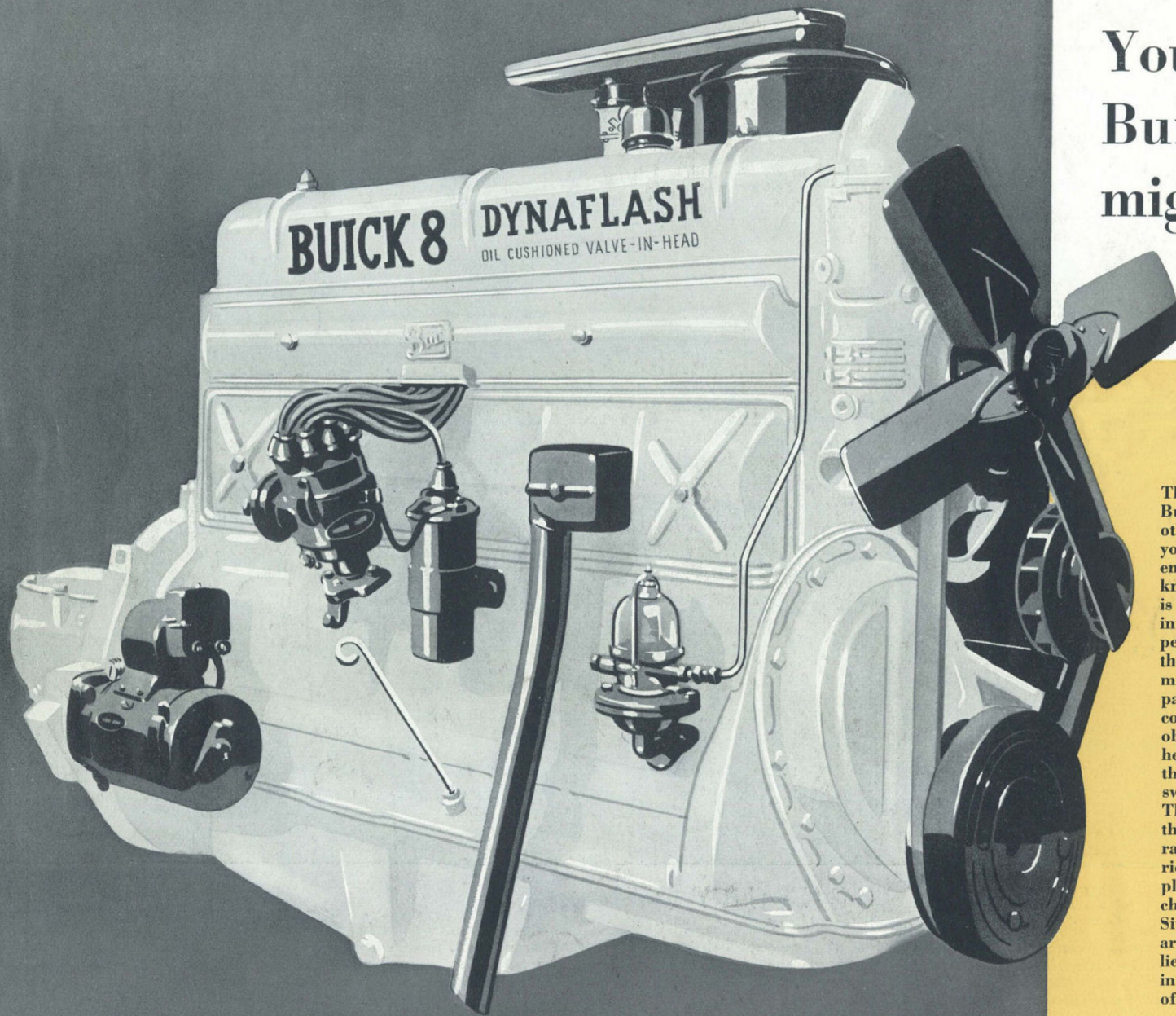


## THE BUICK CENTURY (Series 60)

Yes, there is one car which even the Buick Special must make way for—but it's another Buick, the Century. Its super-powered one hundred and forty horse-power Dynaflex Engine bullets the Century from 10 to 60 miles an hour in sixteen breathtaking seconds. Its top speed makes even aviators sit up and take notice. Not that everyone wants to drive it that way, of course . . . even at normal speeds it is a delight

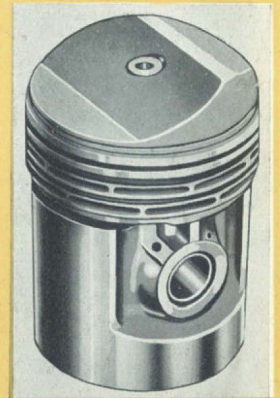
to handle, as docile and featherlight as you would hardly credit in a car of its size. For those whose social position demands it, the Century is a royally distinctive car . . . a lordly cruiser, imposing in its full one hundred and twenty-six inch wheelbase and the airy head-room and leg-room of its impeccably tailored and luxuriously appointed Body by Holden. See it. Sit in it. But to measure its merit to the full *drive* it.





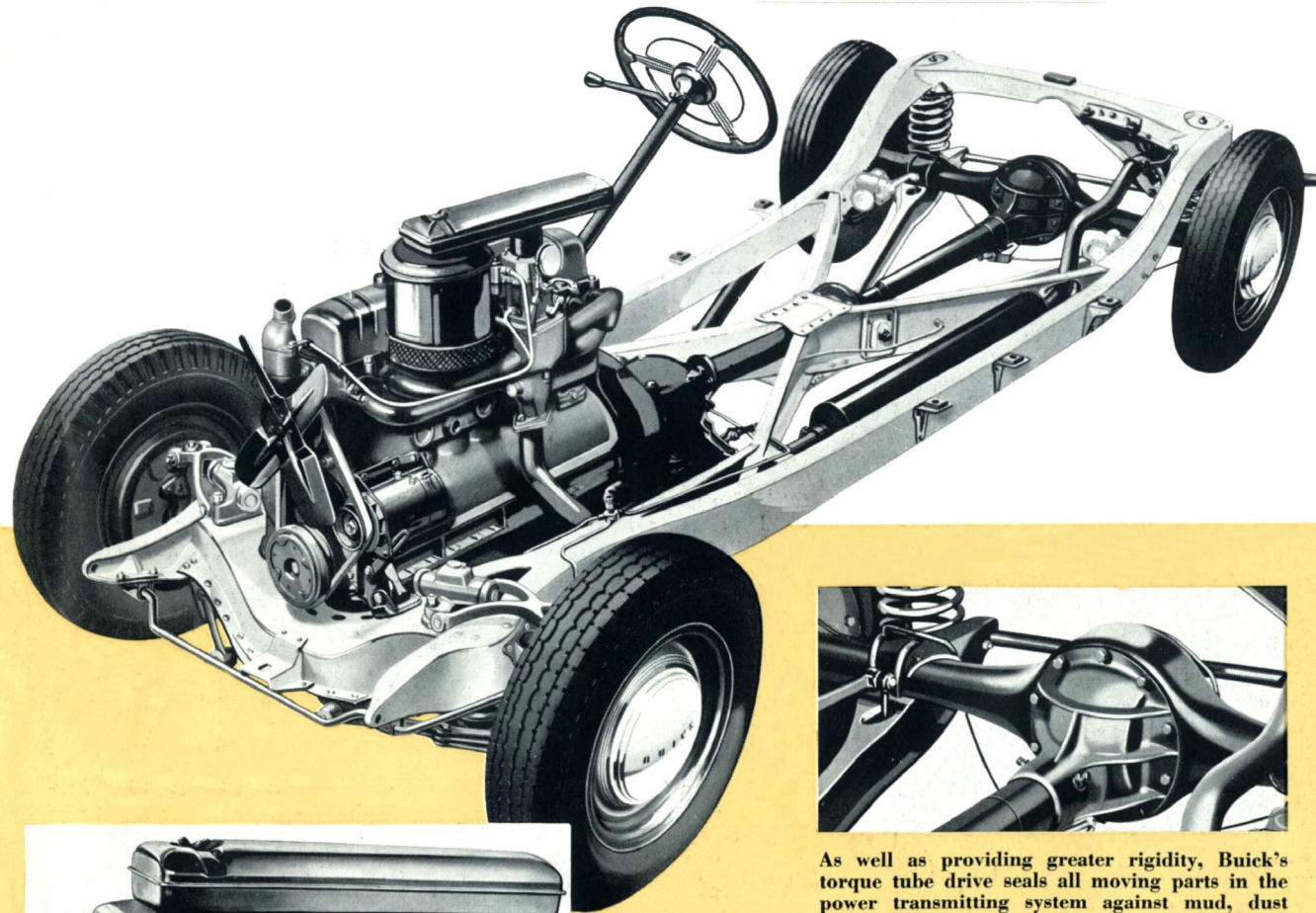
# You'll understand why Buick christened this mighty engine — **DYNAFLASH!**

The accelerator pedal in Buick looks much like any other. But — touch it and you'll get the response of an engine unlike any you've ever known before. What happens is this: Speeding through the intake manifold the explosive petrol vapour hurricanes into the cylinders at around 250 miles an hour. As it sweeps past the stream-lined valve contours it meets a sudden obstruction. The turbulator head of Buick's pistons flings the hurtling mixture into air-swirls of terrific turbulence. Then occurs something more than high compression — literally cyclompression. A hurricane lets go as the spark explodes the twisting, writhing charge with tornadic force. Sitting in the driver's seat you are thrillingly aware of a livelier and more brilliant power, in an engine that is a marvel of hushed smoothness.



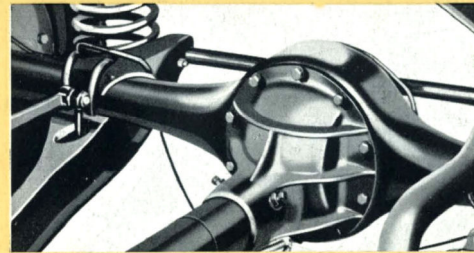
Much of the brilliance of Buick traces back to its pistons, not only because of the Turbulator design, but because of the piston material. Buick subjects its Anolite pistons to a special anodizing process which gives gem-like hardness though the surface is made slightly porous to absorb oil for lubrication like cast-iron. As a result, Anolite pistons show less average wear than cast-iron. By their lightness, they increase bearing life  $2\frac{1}{2}$  times over cast-iron pistons, and reduce bearing loads fully 50% at high speeds.



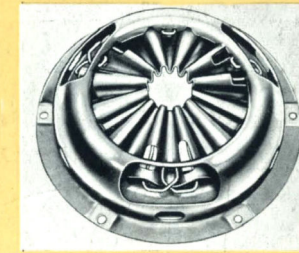


## A Chassis that is Low Broad and Staunch *... the picture of stability*

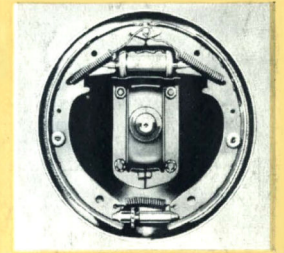
The frame of a car is the foundation of its ride. Buick's rigid Transom-X Type Frame is immensely strong and resistant to weaving with box-section side members running the entire length of the frame. Stout X members, heavy channel-type strut rods and the famed torque tube drive combine to make one of the huskiest chasses ever produced.



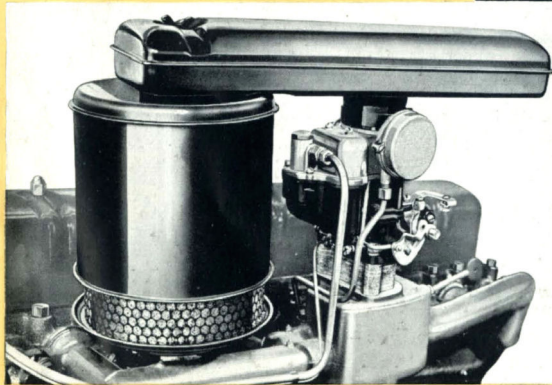
As well as providing greater rigidity, Buick's torque tube drive seals all moving parts in the power transmitting system against mud, dust and grease.



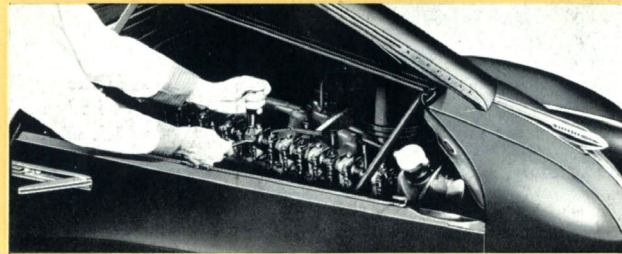
Buick 40's clutch assembly has only 9 parts as against 41 formerly, giving unlimited miles of trouble-free operation.



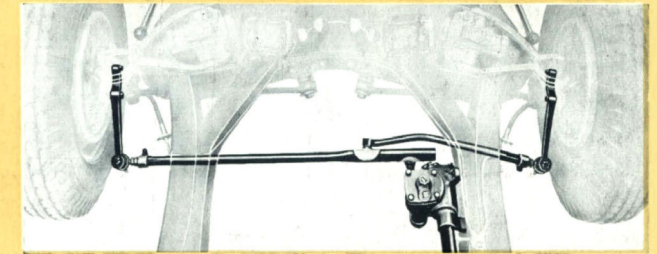
Buick's Hydraulic Brakes are self-energizing, brake more smoothly, wear longer and more evenly.



Improving upon what others might regard as perfection, Buick has added a new carburettor with simple adjustment, an improved automatic choke, new manifolds and more efficient air cleaners and silencers.



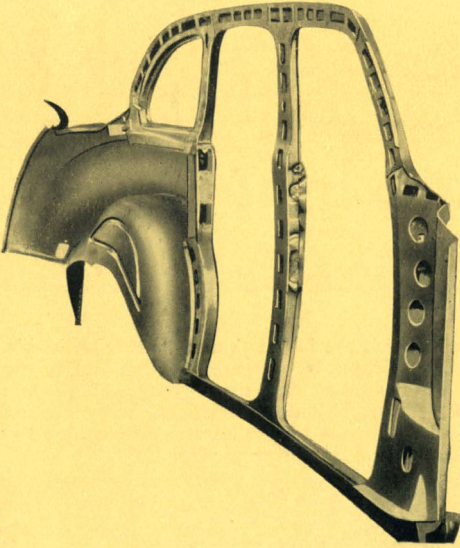
For thirty-five years Buick has adhered to the Overhead Valve Engine. Engineers recognise the Valve-in-head engine as being ten per cent. more efficient size for size than other types, and welcome it for ease of valve adjustment, etc.



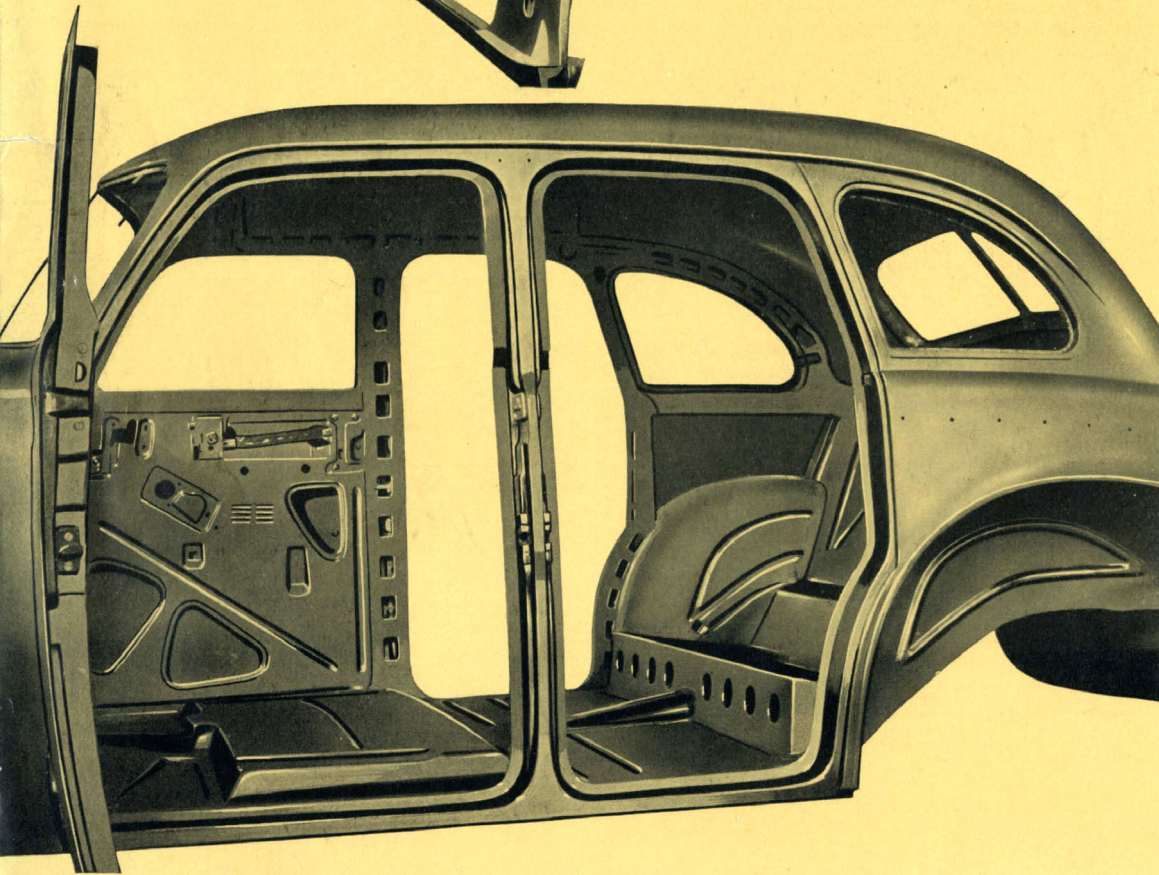
Today's Buick is even lighter steering and easier handling. The worm and double roller steering gear has a ratio of 19 to 1 in both the Special and the Century. Parking is as easy as with considerably smaller cars.



# Buick features Major Advances in Body Construction in its new Unisteel Body by Holden —



The illustration at left shows the entire side of a Buick body and the box-section frame construction that provides its rigid frame-work. With two such sides, and a roof and main floor that are of solid, seamless steel, the entire Buick body is welded into one rigid unit that promises limitless miles of silent luxurious motoring.



TAKE a long, flat piece of steel and you'll find that you can flex it easily. Next take a length of the same steel in what engineers call "channel-section" (see below). It offers still more resistance to twisting and is appreciably more rigid than the flat strip of steel.



But — add a further side to the channel-section, making it a complete "box-section" and it will be found to be completely rigid, impervious to the strains you can put upon it.



It is the application of the box-section principle which gives both the frame and body of a Buick their immense strength and resistance to weaving, and which allows of the use of windscreen pillars which are slenderer and at the same time stronger than former corner pillar construction.

In the Buick, corner pillars — side pillars — roof rails and body sills are of complete box-section . . . forming a rigid frame-work for a body which is today made in fewer separate pieces than ever before in Australia — another easily appreciated contribution to strength — a triumph made possible only by plant such as the leviathan 1000 ton press at the Holden Body Works, the only press of its capacity in Australia.



Right throughout Buick's Unisteel Body by Holden will be found advancement after advancement, the result of Holden engineers' untiring search for improvement in body construction.

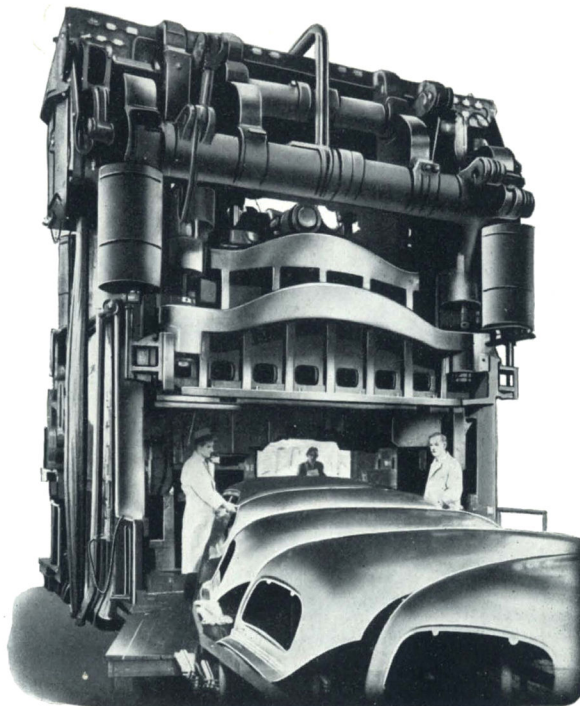
Hinges, locks, strikers and dove-tails are all better designed, better made, rattle-proof and more durable. Locks are self-lubricating . . . hinges supplied with a lubricating reservoir . . . all points of extra value.

All sliding windows too are improved . . . not only increased in area for greater visibility, but made more rattle-proof.

Outside door handles have been the subject of considerable attention and not only streamlined into the belt moulding to eliminate dangerous projections as described elsewhere, but are designed to give adequate strength with delicate appearance. The lock in the driver's door has now a separate locking barrel . . . a more costly system, but one which allows of the use of the safety type handles mentioned.

Inside the body the story of improvement is continued with improved dust sealing . . . better fitting carpets . . . neater design of the sun visors and their fittings. A further interesting point is the way in which the cavity that was formerly revealed when the rear seat centre armrest was lowered, now fills, giving the entire back of the squab a smooth and unbroken appearance. The leather upholstery has come in for its share of attention and is now of super-dull leathers which resist shining. Even the roof lining above your head too has a story to tell for it conceals a generous padding — an added safety contribution.

It requires a ride in a Buick to realise the final advantage of its Unisteel Body by Holden. Flying along you experience a new sense of restful travel, free of road rumble and outside noises due to scientific sound insulation. You step out of your Buick after a long journey with a new and delightful sense of freedom from fatigue.



## YOUR MONEY GOES FURTHER IN A GENERAL MOTORS - HOLDEN'S CAR

The thoughtful motorcar buyer assesses not only the merits of a car as it is marketed overseas, but the ability and facilities of its Australian organisation to recreate it, market it and provide permanent service and spare parts facilities for it — all on an economical basis. In plant, equipment and personnel, General Motors-Holden's Ltd. loom among Australia's largest organisations. Five great Australian assembly plants supplement the activity of the 40-acre Holden Body Works at Woodville (S.A.) which houses such equipment as the mammoth 1,000 ton press illustrated above. To compare the overseas and Australian prices of cars is to recognise that "Your Money goes Further in a General Motors-Holden's Car". To study the organisation and the plant behind every General Motors-Holden's car, is to realise *why*.

### BUICK OWNER SERVICE

Your car is an investment, paying dividends in pleasurable and useful service. Like all investments it repays in larger measure when it receives adequate attention to its upkeep. The Buick Owner Service Policy entitles you to two thorough inspections and adjustments without charge. It also protects you for 90 days or 3,000 miles of operation (whichever is reached first) against defects in workmanship or material. There are Buick dealers everywhere who are specialists in maintaining the smooth, brilliant performance of your car. Their mechanics are specially trained and their equipment expressly selected for use in servicing Buicks. Make your Buick Dealer your friend and counsellor in keeping your car in perfect trim. You will be more than repaid in greater satisfaction and pleasure from your car.



## Complete your motoring pleasure with an 'AIR CHIEF' CAR RADIO

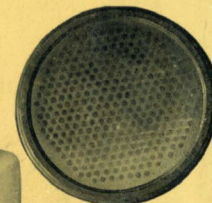


Once you instal an 'Air Chief' Car Radio you will wonder how you ever did without one. You are never bored when you have an 'Air Chief' to provide company for solitary trips and a whispering background at all times. Created specially for Buick, with controls which harmonize with Buick's handsome instrument panel, 'Air Chief' Car Radio gives you better reception than the great majority of home console models. A 6-

valve super-heterodyne, using one dual purpose and one triple purpose valve, the 'Air Chief' gives 9-valve performance with long range daylight reception and faithful reproduction from highest treble to deepest bass. You can include an 'Air Chief' Car Radio in the terms payments if you are taking advantage of the easy G.M.A.C. Payment Plan.



(At right) — The handsome 'Air Chief' Speaker which fits flush with the roof and harmonizes with the car's interior.

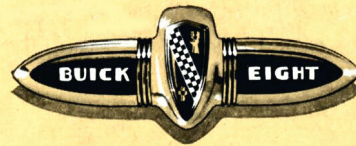


(At left) — The compact 'Air Chief' Receiver Unit fits snugly behind the instrument panel.



(Above) — Specially designed to match Buick's handsome instrument panel, the 'Air Chief' controls have modern, straight-line tuning, as featured in the best home receivers.





## Condensed Specifications

### SPECIAL Series 40

**BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE**—Bore and stroke  $3\frac{3}{32}$ " x  $4\frac{1}{8}$ "—Displacement 248 cubic inches—Developed Horsepower 107 at 3400 r.p.m.—Anolite Turbulator Head Pistons—Full Pressure Lubrication to main, connecting rod, camshaft and rocker arm bearings—Counterweighted Crankshaft with Torsional Balancer—Crankcase ventilator—Oil capacity 5 quarts.

**FUEL, EXHAUST AND COOLING SYSTEMS**—Dual Down-draught "Aerobat" Carburation with down-draught manifold—Thermostatic Heat Control—Automatic Choke—Automatic Idle Control—Fuel Pump—Intake Silencer—Air cleaner—Fuel Filter—Thermostatically controlled by-pass water temperature control—Centrifugal water pump—Four blade 16" fan—Water capacity, 11 quarts—Fuel Tank capacity, 15 gallons.

**CLUTCH AND TRANSMISSION**—Single Plate 10-inch Dry clutch of diaphragm spring type—All silent helical gear Synchro-Mesh transmission with Safety Shift Control—All gears nickel chromium.

**REAR AXLE AND UNIVERSAL JOINT**—Semi-floating Rear Axle with Hypoid Gears—Torque tube drive—Inclosed tubular balance propeller shaft—Axle ratio 4.44 to 1—One universal joint automatically lubricated from transmission.

**SUSPENSION**—Independent Front Coil Spring Suspension—Front coil springs, silicon manganese—Rear coil springs, with end to end discharge type double acting shock absorbers.

**STABILISER**—Dual Stabilisation by means of side stabiliser at front and torque-free springing at rear.

**FRAME**—Rigid Girder Type, Double Drop X type Frame—Section 6" x  $2\frac{1}{4}$ " x  $\frac{3}{4}$ ". (I Beam X member.)

**STEERING**—Direct-Cross Steering—Worm and Double Roller Steering Gear.

**SHOCK ABSORBERS**—Front and rear—Delco Type Double Acting.

**BRAKES**—Four Wheel Hydraulic Brakes—Centrifuse brake drums—Size 12 x  $1\frac{1}{4}$  inches—Mechanical emergency and parking brake.

**ELECTRICAL SYSTEM**—Delco-Remy 2 unit 6-8 volt—Solenoid Starter, Hand Throttle or Accelerator Control—Tilt Ray headlights with foot dimmer switch and control Switch on Dash—17 Plate 130 Amp-hour capacity Battery. "High Output" Generator with Voltage Regulator.

**WHEELS AND TYRES**—Demountable Steel Disc Wheels—Tyre size, 16 x 6.50—Drop centre rims. Spare tyre carried in separate compartment to trunk where it is readily accessible without removing luggage.

**WHEELBASE**—120 inches.

All Buick models are complete with the following equipment: Relax-o-form Leather Seating . . . Adjustable Driver's Seat . . . No-Draught Ventilation . . . Electric Clock . . . Dome and Rear Quarter Lamps . . . Dual Windshield Wipers . . . Locking Glove Box . . . Ash Receivers . . . Two Interior Sun Visors . . . Arm Rests—Front and Rear (adjustable both front doors. Additional Folding Arm Rest in centre of Rear Seat) . . .

### USE THE CONVENIENT, CONFIDENTIAL G.M.A.C. PAYMENT PLAN.

When you acquire your Buick under the G.M.A.C. Convenient Confidential Payment Plan you enter into business relations, not with an outside finance organisation, but with a Company which is a unit of General Motors, and thus has a direct interest in maintaining your satisfaction in your car. Because General Motors Acceptance

*Prices, specifications and equipment subject to change without notice.*

### CENTURY Series 60

**BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE**—Bore and Stroke  $3\frac{3}{16}$ " x  $4\frac{1}{16}$ "—Displacement 320 cubic inches—Developed Horsepower 141 at 3600 r.p.m.—Anolite Turbulator Head Pistons—Full Pressure Lubrication to main, connecting rod, camshaft and rocker arm bearings—Counterweighted crankshaft with torsional balancer—Crankcase ventilator—Oil Capacity,  $6\frac{1}{2}$  quarts.

**FUEL, EXHAUST AND COOLING SYSTEM**—Dual Down-draught "Aerobat" Carburation with down-draught manifold—Thermostatic Heat Control—Automatic Choke—Automatic Idle Control—Fuel Pump—Intake Silencer—Air cleaner—Fuel filter—Thermostatically controlled by-pass water temperature control—Centrifugal water pump. Four blade 18" fan—Water capacity, 14 quarts—Fuel Tank capacity, 15 gallons.

**CLUTCH AND TRANSMISSION**—Single Plate 11-inch Dry Clutch. All silent helical gear Synchro-Mesh transmission with Safety Shift Control—All gears nickel chromium.

**REAR AXLE AND UNIVERSAL JOINT**—Semi-floating Rear Axle with Hypoid Gears—Torque tube drive—Inclosed tubular balanced propeller shaft—Axle ratio 3.9 to 1—One universal joint automatically lubricated from transmission.

**SUSPENSION**—Independent Front Coil Spring Suspension—Front coil springs, silicon manganese—Rear, coil springs with end to end discharge type double acting shock absorbers.

**STABILIZER**—Dual stabilization by means of side stabilizer at front and torque-free springing at rear.

**FRAME**—Rigid Girder Type; Double Drop X type Frame—Section  $7\frac{1}{8}$ " x  $2\frac{1}{8}$ " x  $\frac{3}{4}$ ". (I Beam X member.)

**STEERING**—Direct-Cross Steering—Worm and Double Roller Steering Gear.

**SHOCK ABSORBERS**—Front and Rear, Delco Type Double Acting.

**BRAKES**—Four Wheel Hydraulic Brakes—Centrifuse brake drums—Size 12 x 2 inches—Mechanical emergency and parking brake.

**ELECTRICAL SYSTEM**—Delco Remy, 2 units 6-8 volt—Solenoid Starter, Hand Throttle or Accelerator Control—Tilt Ray headlights with foot dimmer switch and control Switch on Dash—17 Plate 130 Amp-hour capacity Battery. "High Output" Generator and Voltage Regulator.

**WHEELS AND TYRES**—Demountable Steel Disc Wheels—Tyre Size, 15 x 7.00—Drop centre rims. Spare tyre carried in separate compartment to trunk where it is readily accessible without removing luggage.

**WHEELBASE**—126 inches.

### EQUIPMENT

Assist Grips . . . Armourplate Safety Glass Windscreen and all side Windows . . . Rear View Mirror . . . Wool Pile Carpet . . . Rear Blind . . . Dual Vibrator Type Horn . . . Bumpers Front and Rear . . . Combination Tail and Stop Light . . . Complete Tool Kit. Leather Covered Robe Rail . . . Two Hassocks . . . Smoker's Outfit with Cigar Lighter in rear compartment . . . Cigar Lighter in Instrument Panel.

G E N E R A L M O T O R S — H O L D E N ' S L I M I T E D  
BRISBANE SYDNEY MELBOURNE ADELAIDE PERTH