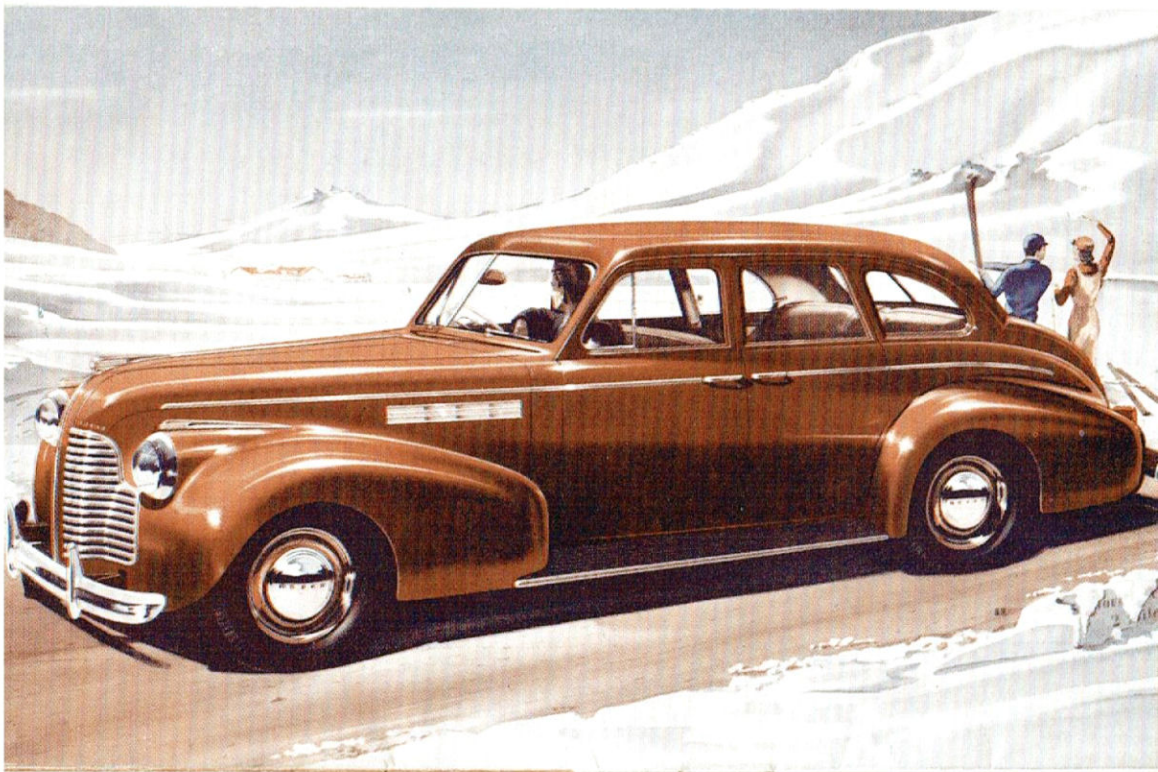


INTERIOR OF BUICK FORTY

BUICK

SERIES FORTY AND SIXTY



(Above) The Buick Series 60 (The Century), 141 horsepower, 126 inches in wheelbase, 209 inches overall.

THIS book tells the story of two new Buicks—The Special (Series 40) and The Century (Series 60).

Drive either of these cars a mile and you'll realise that you have got hold of something that tops anything you've ever handled . . . yes, even previous Buicks.

Every one of their 12,000 parts is in finish and function a better part than it has been possible to make before. Every one of their 44 different types of steel is the finest for its job that money can buy—5 of its special alloys were not even in existence 10 years ago.

From end to end these cars are simply full of new-day features plus refinements on already proved Buick features.

There is the same type of Dynaflex engine to pour out its hurricane power—but to-day it's smoothed to miracle point by a new exclusive Buick process—Micropoising.

The same all-coil springing is used, but with changes that make Buick's flying ride even freer of jolt and jar.

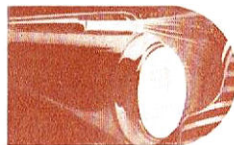
Buick's feeling of staunchness and solidity too is enhanced by a deeper, stronger chassis and an over-size Torque Tube.

Similarly, Buick adheres to its convenient safety shift gear control, but it has made it still easier of operation, and a still neater fitting.

All these things are accompanied by a visible enhancement of Buick's outward beauty and interior comfort. There's a

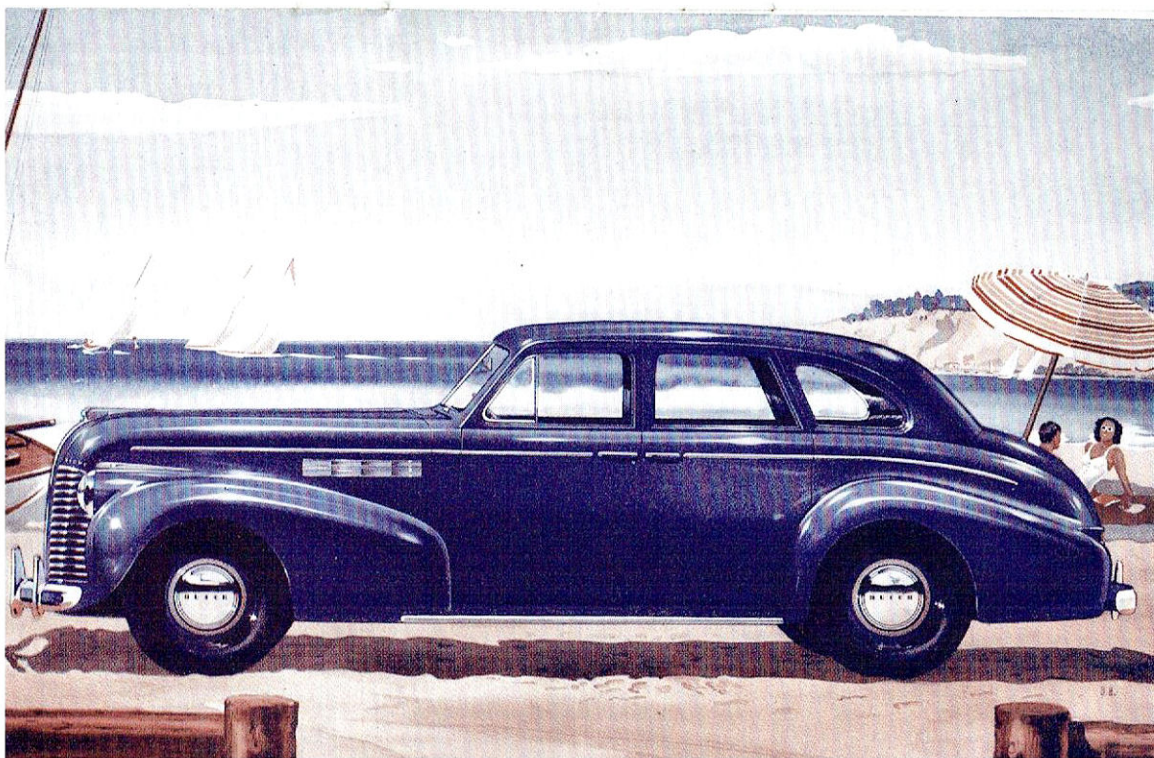
new dazzling front end . . . new flowing guards with moulded headlamps surmounted by turn-indicator lamps (set high up, incidentally, well away from the danger zone of flying road gravel and in the correct position to give the longest beam of light) . . . a unique new engine-turned instrument panel . . . new

upholstery treatments . . . new features like loose cushions in the Series 60 . . . new quality as expressed in the soft high-grade leathers used in the upholstery. From every point of view Buick to-day offers a bonus of extra values that makes it more than ever your wisest choice.



Flick a lever on the steering column on your Buick and not only does an arrow light up in the rear trunk emblem to signal to following vehicles your intention to turn, but in addition the front turn-director lamp on the side to which you intend to turn flashes the same unmistakable signal to approaching drivers.

(Below) The Buick Series 40 (The Special), 107 horsepower, 121 inches in wheelbase, 204 inches overall.



DETAILS YOU'LL



ADMIRE IN BUICK'S

Body by Holden

LOOSE CUSHIONS (Series 60)—A distinctive detail of a distinguished interior. Provided in both front and rear seats.

REAR CENTRE ARMREST (Series 40 and 60)—As broad and comfortable as the arm of your favourite chair.

FRONT CENTRE ARMREST (Series 60)—A further contribution to luxury in the Series 60.

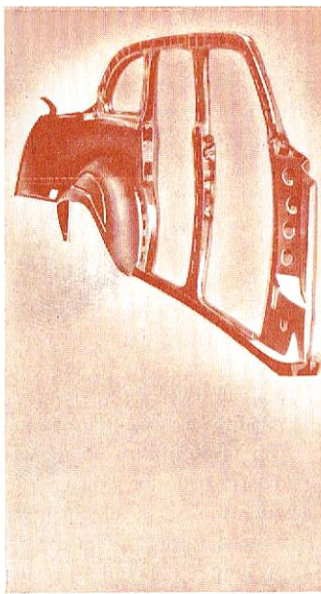
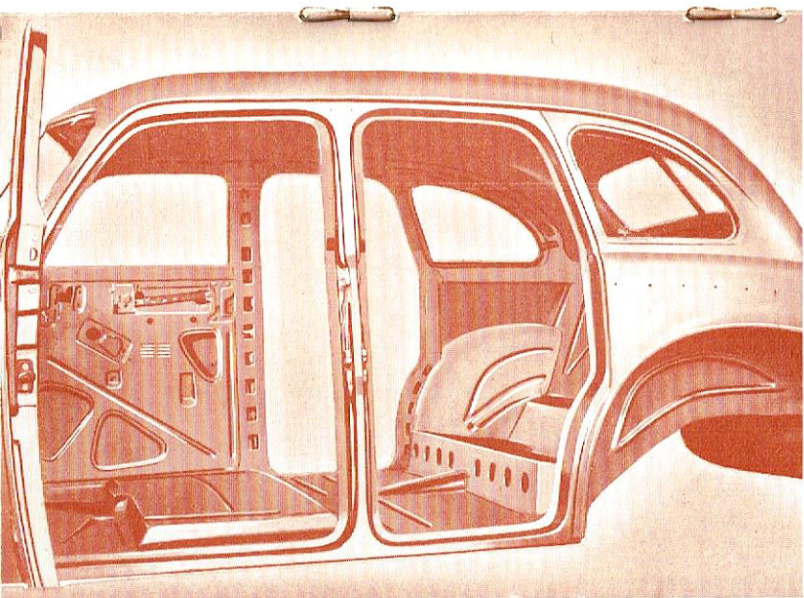
SMOKER'S COMPANIONS (Series 40 and 60)—Centrally located ashtray and cigarette lighter in instrument panel for driver and front seat passengers. Rear seat passengers enjoy the convenience of trays set into armrests on both sides of rear seat.

FREEWHEELING HANDLES (Series 40 and 60)—Press a button in the garnish moulding of a door

of a Buick and both the inside and outside handles "freewheel" harmlessly without unlocking the door, safeguarding children from accident.

SAFETY LOCATION HEADLAMPS (Series 40 and 60)—Three things for which these Buick headlamps are notable: Firstly, though modelled into the line of the guards they are set high out of reach of flying gravel in a position where they give a longer beam of light. Secondly, the new lens and reflector design as well as higher wattage bulbs give greatly increased illumination for night driving without dazzle. Thirdly, the headlamps embody on the top of them turn-indicator lamps. (See description elsewhere.)

PROJECTION-FREE HANDLES (Series 40 and 60)—There are no dangerous projections on exterior door handles on Buick. These curve in, streamlining into the belt moulding.

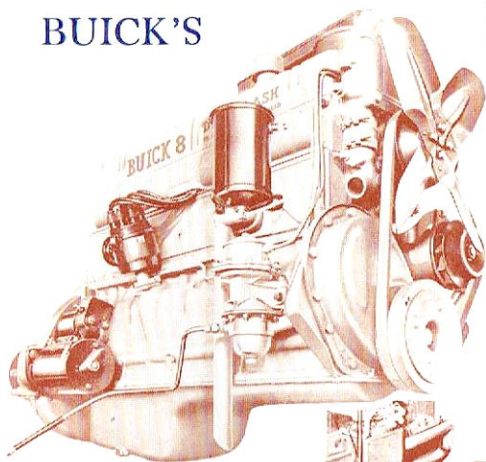


Buick's body engineering is of the most advanced technique, made possible only by such plant as the mammoth 1,000 ton press at the Holden Body works, only press of its capacity in Australia. The illustration at the right shows the entire side of a Buick body and the box-frame-construction of its

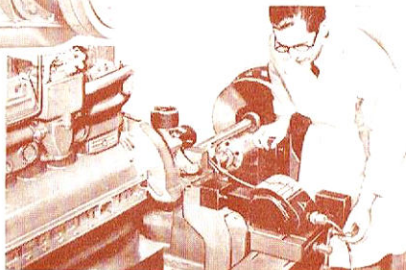
rigid frame-work. With two such sides, a roof and main floor that are of solid seamless steel reinforced by steel crossbows, steel pillars, inner steel panels and inner and outer steel door panels, the entire Buick Body is welded into one rigid unit that promises limitless miles of silent luxurious motoring.

BUICK'S

POWER IS BUICK'S GLORY



Each individual Buick engine is balanced to within $\frac{1}{4}$ th of an inch-ounce of sheer perfection of smoothness. Compare this with the previous best limit of 1 to 2 inch-ounces. To-day's Buick will be seen to be 8 to 16 times closer to perfect smoothness than others.



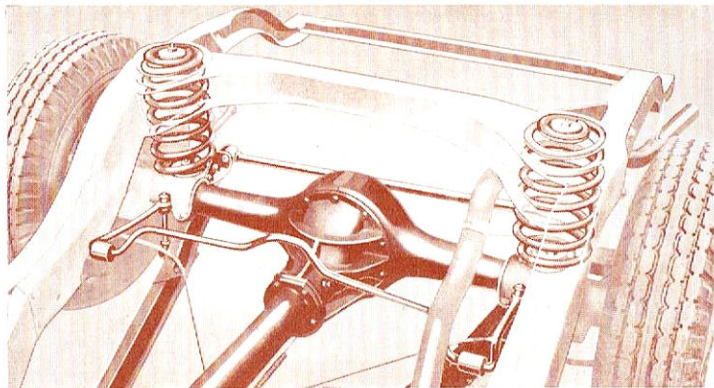
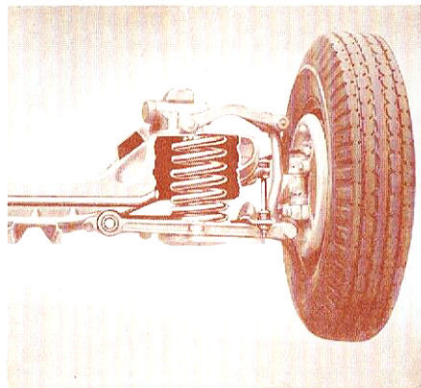
Here's Buick's mighty heart . . . inherently smoother because its Straight Eight engine gives 16 power impulses to each revolution of the crankshaft . . . more efficient because of its "easier breathing" valve-in-head design . . . outstanding in performance yet marvellously frugal because its Dynaflash compression wrings more good out of every drop of fuel . . . and now Micropoised to a miracle point of smoothness.

Micropoising is Buick's own method of eliminating vibration more completely than has ever been possible before. After assembly, each individual engine is mounted on a steel bed to which the Micropoise machine is connected. The engine is spun at top speed while a dancing beam of light charts the amount of vibration on a scale and locates from where it emanates. This vibration is then corrected.

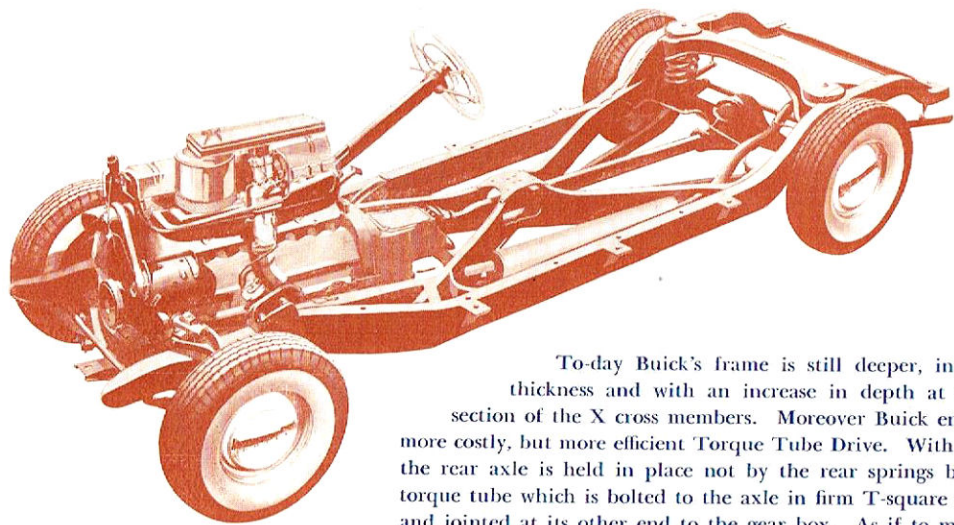
BUICK'S ALL-COIL CUSHION RIDE IS BUICK'S OWN

To-day Buick offers BuiCoil springing still further refined. In the Independent Front Wheel Springing changes have been made so the wheels move in a path slightly different from formerly. Instead of having a more or less vertical up-and-down motion they have a slight re-coil action when they strike a bump. This action is similar to the "give" in a cricketer's hand when he catches a ball.

At the rear, larger diameter coil springs are used which give equal cushioning power in a shorter vertical height. Moreover springs are mounted over the rear axle approximately 3 inches closer to the axle centre line so that they are more directly in the line of the heaviest thrusts. In addition a new rear stabilizer is used. Re-located rear shock absorbers exert the maximum control.



BUICK'S CHASSIS IS BUICK'S STRENGTH



To-day Buick's frame is still deeper, increased in thickness and with an increase in depth at the intersection of the X cross members. Moreover Buick employs the more costly, but more efficient Torque Tube Drive. With this drive the rear axle is held in place not by the rear springs but by the torque tube which is bolted to the axle in firm T-square alignment and jointed at its other end to the gear box. As if to make assurance doubly sure, sturdy strut members aid the torque tube in holding the back axle in its position.

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

The thoughtful motor car 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 a mammoth 1,000 ton press. 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

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. Buick dealers are specialists in maintaining the smooth, brilliant performance of your car. Make your Buick Dealer your counsellor.

The 'Air Chief' Speaker fits flush with roof, the Receiver Unit installing snugly behind instrument panel.



An entertaining companion . . . an

'AIR CHIEF' CAR RADIO

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, the 'Air Chief' gives long range daylight reception and faithful reproduction from highest treble to deepest bass.

CONDENSED SPECIFICATIONS

SERIES 40 (*The Special*)

MICROPOISED DYNAFLASH STRAIGHT EIGHT ENGINE—Overhead valve design with Anolite Turbulator Head pistons—Bore and Stroke 3-3/32" x 4 1/4"—Displacement 248 cubic inches—Developed Horsepower 107 at 3,400 r.p.m.
CLUTCH AND TRANSMISSION—Single plate 10-inch Dry clutch of diaphragm spring type with long life facings—All Silent Helical Gear Synchro-mesh Transmission with improved Safety Shift Control—All gear nickel chromium.
REAR AXLE AND UNIVERSAL JOINT—Semi-floating rear axle with Hypoid Gears—Torque Tube Drive enclosing propeller shaft—Axle ratio 4.4 to 1—One universal joint automatically lubricated from transmission.
SUSPENSION—Independent Front Coil Spring Suspension—Rear coil suspension with re-located rear shock absorbers.
FRAME—Rigid X type frame with box section side rails. Section, 7 1/8" x 2 1/8" x 1/8".
STEERING—Direct-Cross Steering—Worm and Double Roller Steering Gear.
BRAKES—Four wheel Hydraulic Brakes—Centrifuge brake drums—Size 12 x 1 1/4 inches—Mechanical hand brake mounted beneath instrument panel.
WHEELS AND TYRES—Demountable Steel Disc Wheels—Tyre size, 6.50 x 16—Drop centre rims. Spare tyre carried in separate compartment to trunk where it is readily accessible without removing luggage.

Both models are complete with the following equipment: Free-wheeling door handles . . . Multi-adjustable Driver's Seat . . . No-Draught Ventilation . . . Electric Clock in Glove Box Door . . . Cigarette Lighter and Ashtray incorporated in instrument panel . . . Spring lid ashtrays inset into side armrests of the rear seat . . . Armrests on both front doors . . . Disappearing armrest in centre of rear seat . . . Pocket in back of front seat and in the cowl trim . . . Robe Cord . . . Rear Window Blind . . . Two Quarter Lights and Dome Light . . . Assist Straps . . . Foot Rests . . . Carpeted both front and rear . .

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

Prices, Specifications and Equipment subject to change without notice

GENERAL MOTORS - HOLDEN'S LIMITED
 Brisbane :: Sydney :: Melbourne :: Adelaide :: Perth

SERIES 60 (*The Century*)

MICROPOISED DYNAFLASH STRAIGHT EIGHT ENGINE—Overhead valve design with Anolite Turbulator Head pistons—Bore and Stroke 3-7/16" x 4-5/16"—Displacement 320 cubic inches—Developed Horsepower 141 at 3,600 r.p.m.
CLUTCH AND TRANSMISSION—Single plate 11-inch Dry clutch of diaphragm spring type with long life facings—All Silent Helical Gear Synchro-mesh Transmission with improved Safety Shift Control—All gear nickel chromium.
REAR AXLE AND UNIVERSAL JOINT—Semi-floating rear axle with Hypoid Gears—Torque Tube Drive enclosing propeller shaft—Axle ratio 3.9 to 1—One universal joint automatically lubricated from transmission.
SUSPENSION—Independent Front Coil Spring Suspension—Rear coil suspension with re-located rear shock absorbers.
FRAME—Rigid X type frame with box section side rails. Section, 7 1/8" x 2 1/8" x 5/32".
STEERING—Direct-Cross Steering—Worm and Double Roller Steering Gear.
BRAKES—Four wheel Hydraulic Brakes—Centrifuge brake drums—Size 12 x 2 1/4 inches—Mechanical hand brake mounted beneath instrument panel.
WHEELS AND TYRES—Demountable Steel Disc Wheels—Tyre size, 7.00 x 15—Drop centre rims. Spare tyre carried in separate compartment to trunk where it is readily accessible without removing luggage.

EQUIPMENT

Two Sun Visors . . . Dual Windscreen Wipers . . . Armour-plate Safety Glass Windscreen and Side Windows . . . Rear View Mirror . . . Horn Control . . . Dual Vibrator Type Horns . . . Bumpers front and rear . . . Bumper Guards, etc.
 Additional equipment in the Series 60 are Loose Cushions in both front and rear Seats . . . Front Seat Centre Armrest of disappearing type . . . Cigarette Lighter in rear compartment . . . Peep (or vanity) Mirrors in garnish mouldings of rear quarter windows.