

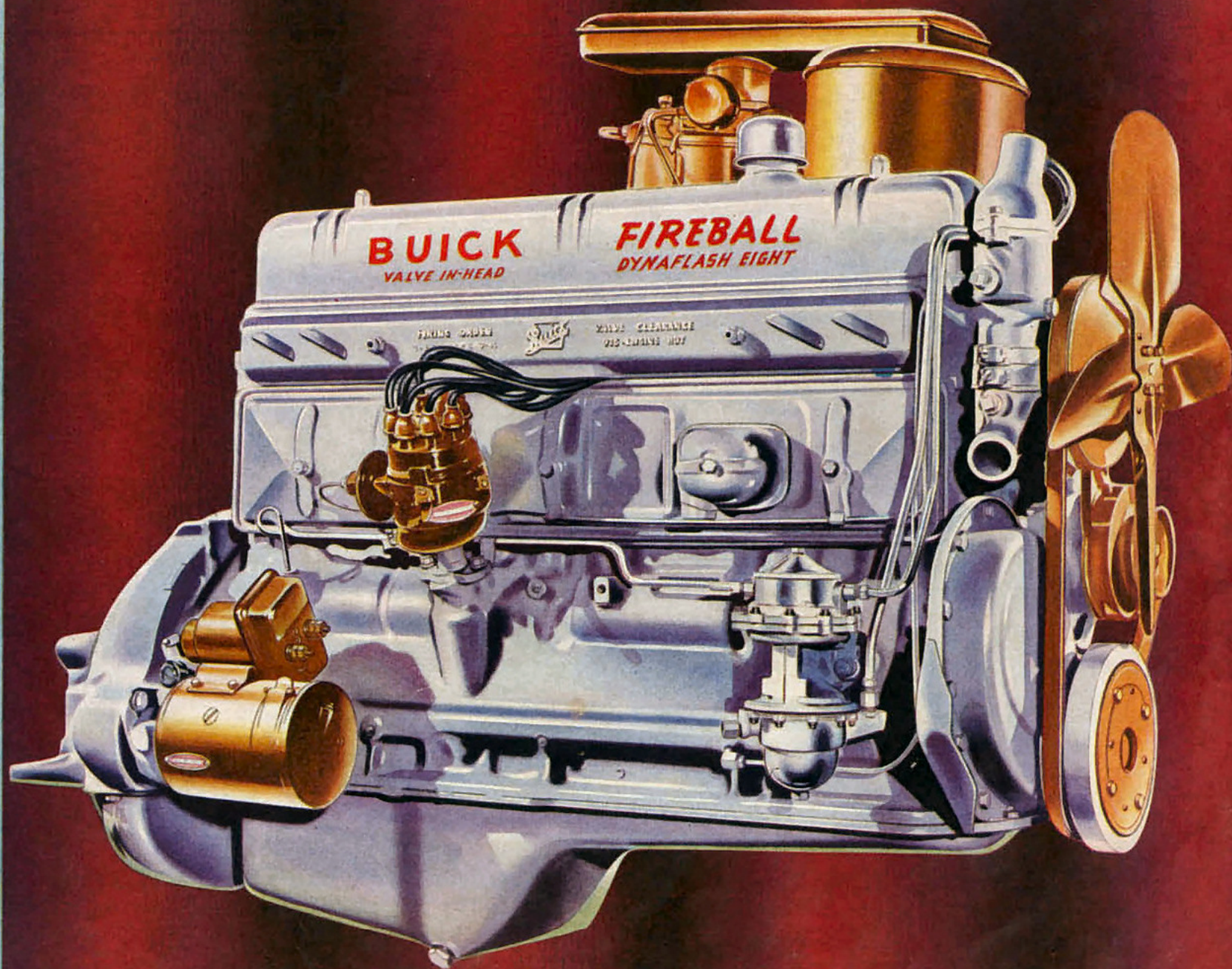


BUICK'S power is Buick's glory . . . and here's the latest pride of Buick engineers — the new Fireball straight eight engine. Many features of this engine are war-found and war-tested improvements; but in its basic valve-in-head design it remains in the true Buick tradition. Buick pioneered the valve-in-head engine in 1903 and every Buick since then has retained this engineering principle.

In this new Fireball straight eight, there is the *smooth* power of an engine which in vital dimensions is built to even closer tolerances than those used in aircraft manufacture . . . there's the *lively* power of Accurite-finished cylinders with the neatest, smoothest fit known in car engine production . . . and there's the *efficient* power of Buick's Dynaflash combustion which works wonders — rolling the fuel into a well-mixed charge, squeezing it into a flattened ball, then letting it go with a power-packed punch that bows down the hills and beats anything away from a stoplight.

*When better cars are built . . .
Buick will build them*

BUICK





It's Big...



It's Beautiful...



It's Buick!

Right from the first, expect thrills from your new Buick . . . expect a car that seems to have anticipated your every wish and liking. For to all that is characteristically Buick has been added improvements in styling and engineering that make this the best Buick yet.

The man who appreciates Buick most is the Buick owner. He is a Buick enthusiast because he knows Buick tradition and because Buick engineering gives him the supreme satisfaction of owning and driving something really good. This new Buick is improved even over the amazing first post-war models. In the Fireball straight eight engine there's exhilarating life, power, thrills, as well as greater economy. In the styling there's a challenge and an inspiration to the industry for years to come. Set out below are some of the things that combine to make this Buick the best buy of the year. But is it just because of a list of features that motor-wise men are talking like eager boys of the new model they are waiting for? No—it's because this car is Buick . . . and to those who know, that says volumes.

YOU'RE RIGHT! No car beats Buick in giving you the things you want

SMARTNESS—with clean swift lines which are destined to set the style pattern in cars for years to come. The Body by Holden features deep, comfortable, three-person seats.

POWER—from a Buick Fireball valve-in-head straight eight engine that gets the peak of fast-stepping power from every drop of fuel.

OIL SAVINGS—from a new method of precision cylinder boring which gives extra-smooth seating of piston rings and a livelier "feel" to the engine.

FLASHING ACTION of light, eager Fliteweight pistons.

STEADINESS—from full length torque-tube drive in a completely sealed chassis, resulting in finer performance and longer life.

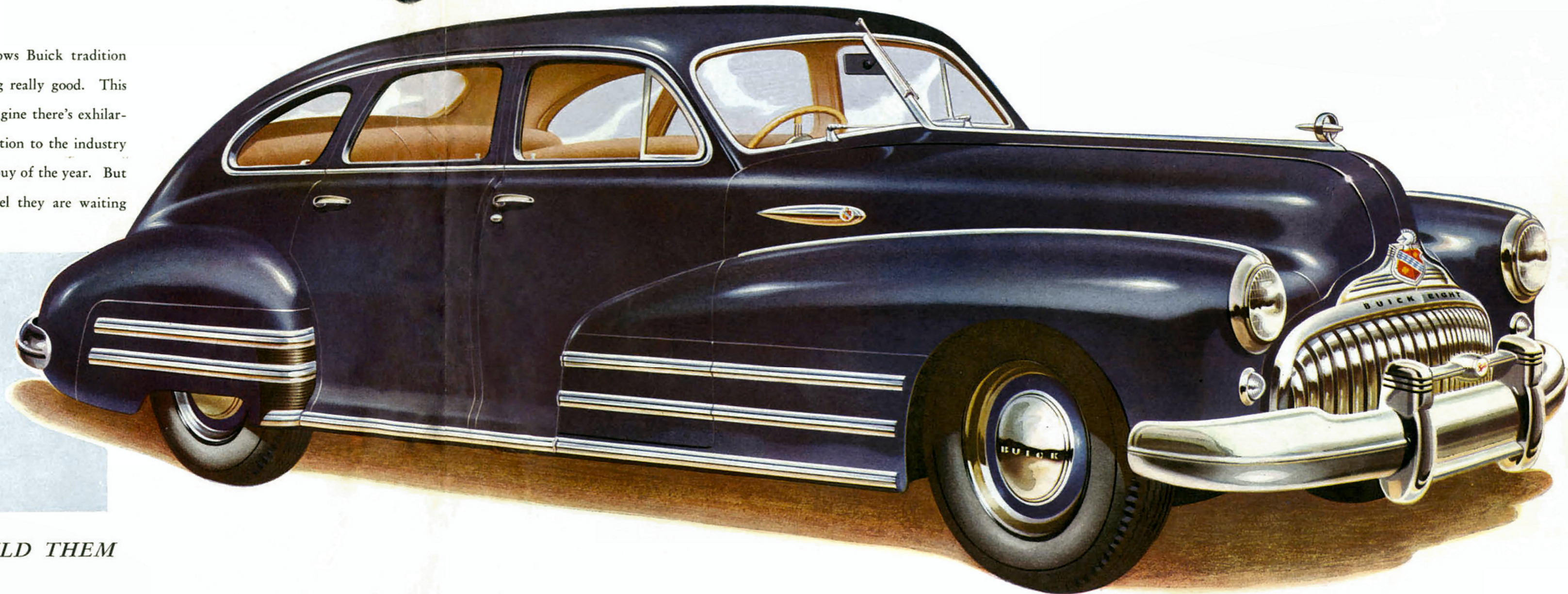
GLIDING RIDE—from Panbergait coil springing on all four wheels which cradle the car for a comfort-ride.

COMFORT—of luxurious soft seat springing and a roominess that's a revelation.

SURE FOOTING—of Broadrim wheels; maximum tyre mileage, no heel-over on curves and better control at all times.

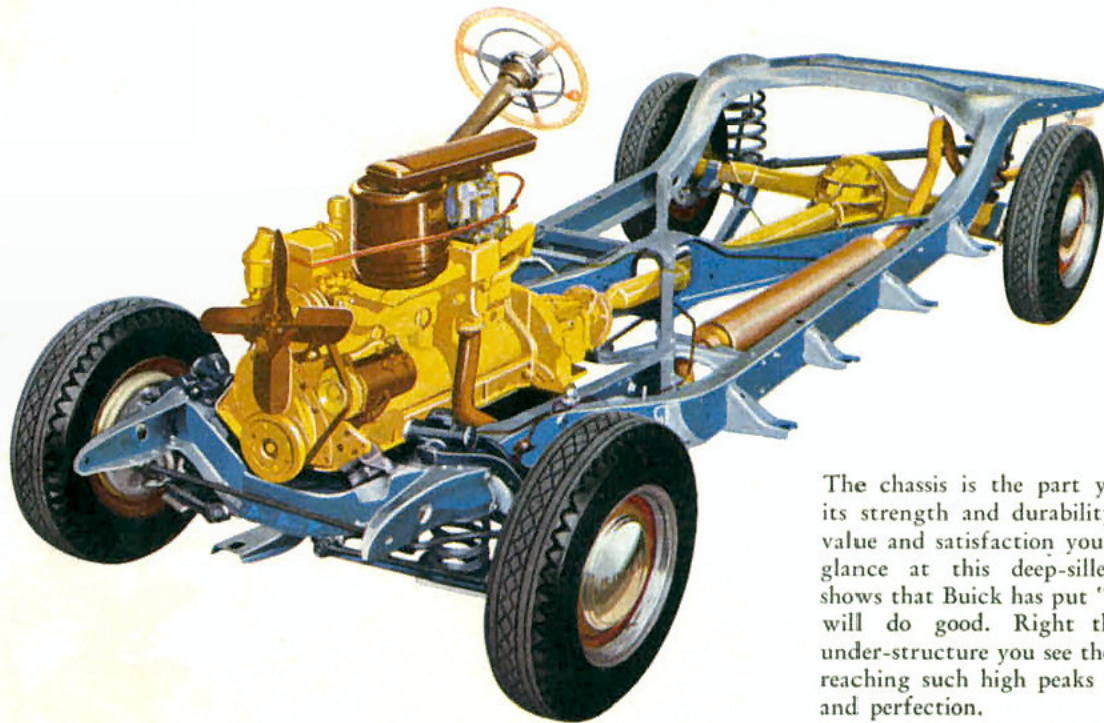
CONTROL—through Permifirm steering which eliminates need for frequent adjustments.

PROTECTION—of buttressed front and rear bumpers curved around the fenders and rear wheel shields.



WHEN BETTER CARS ARE BUILT . . . BUICK WILL BUILD THEM

The brawn behind Buick's beauty



The chassis is the part you rarely see. Yet on its strength and durability depends much of the value and satisfaction you get from your car. A glance at this deep-silled, cross-braced frame shows that Buick has put "brawn" where "brawn" will do good. Right throughout this rugged under-structure you see the reasons for your Buick reaching such high peaks of engineering strength and perfection.

FIREBALL VALVE-IN-HEAD STRAIGHT EIGHT—

There's a new velvety "feel" to the Buick engine thanks to Buick's new manufacturing development: "Accurite" cylinder boring. New power and economy too!

FULL LENGTH TORQUE TUBE DRIVE—

More costly but much more efficient. 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 forming a rigid, T-square alignment. Advantages include: all driving strains are taken up in the torque tube, moving parts are shielded from exposure and rear springs have only one job to do—a comfort job.

ALL COIL SPRINGS—

Buick's all coil cushioned ride is Buick's own. These coil springs are soft and gentle and practically break-proof even over the toughest of outback tracks. They never require greasing and are fitted with double action

shock absorbers. No car slips over the bumps so smoothly as a Buick.

IMPROVED REAR AXLE—

Many refinements make the rear axle stronger and the hypoid gears more whisper-quiet than ever before.

BROADRIM WHEELS—

Wide rims give Buick tyres straighter sidewalls and add new comfort and stability as well as increasing tyre life.

TIP-TOE HYDRAULIC BRAKES—

Full contact, self-equalising Hydraulic Brakes give a reserve of safety you appreciate.

OTHER BUICK FEATURES—

Silent synchro-mesh gear box, finger-tip gear change lever on the steering column, direction signals, turret-top all steel Body by Holden, silent zone body mounting, armrests, cigarette lighter, no draught ventilation, and a new hydraulic bumper jack.

★ **THERE'S AN AIR CHIEF FOR YOUR BUICK.**—Your Buick is fitted with a radio aerial ready to hook up to an Air Chief Car Radio. Specially tailored controls, exclusive to Air Chief have been designed to harmonize with the instrument panel on your Buick. Air Chief—Australia's finest Car Radio—gives excellent performance . . . richtone . . . ample volume, and a reception equal to your home set.

CONDENSED SPECIFICATIONS

MICROPOISED DYNAFLASH STRAIGHT EIGHT ENGINE—Overhead valve design with modified dome Head full skirt anodized aluminium alloy pistons—Bore and Stroke—3-3/32 in. x 4 1/8 in.—Displacement 248 cubic inches—Developed Horsepower 110 at 3,600 r.p.m.—full pressure lubrication to main connecting rod, camshaft and rocker arm bearings—full length water jackets—crankcase ventilation—counter-weighted crankshaft with torsional balancer—4 point suspension—Oil capacity, 5 quarts.

FUEL, EXHAUST AND COOLING SYSTEMS—Dual Down-draught "Aerobat" Carburettion with down-draught manifolding—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 18in. fan—Water capacity 11 quarts—Fuel Tank capacity, 15 1/2 gallons.

CLUTCH AND TRANSMISSION—Single plate 10-inch Dry clutch of diaphragm spring type with long life facings—All silent Helical Gear Synchromesh Transmission—Improved Safety Shift Control—All Gears Nickel Chromium Steel.

REAR AXLE AND UNIVERSAL JOINT—Semi-floating rear axle with Hypoid Gears—Torque Tube Drive enclosing propeller shaft—Axle ratio 4.45 to 1—One universal joint automatically lubricated from transmission.

SUSPENSION—Independent Front Coil Spring Suspension—Rear coil suspension with re-located rear shock absorbers.

STABILIZERS—Dual Stabilization with stabilizers front and rear.

FRAME—Rigid X type frame with box section side rails. Section, 6 1/8 in. x 2 1/4 in. x 7/64 in.

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

SHOCK ABSORBERS—Double acting type front and rear.

BRAKES—Four wheel Hydraulic Brakes—Centrifuse brake drums—Size 12 x 1 3/4 inches—Mechanical hand brake mounted beneath instrument panel.

ELECTRICAL SYSTEM—Delco-Remy 2 unit 6-8 volt—Solenoid Starter, Accelerator Control—Tilt Ray headlights with foot dimmer switch and control switch on dash—flash-way signalling front and rear—15 Plate 106 Amp hour capacity Battery. "High Output" Generator with Voltage Regulator.

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

EQUIPMENT

Buick 40 is 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 2 Ashtrays 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 . . . Robe Cord . . . Rear Window Blind . . . Two Quarter Lights and Dome Light . . . Assist Straps . . . Foot Rests . . . Carpeted both front and rear . . . Two Sun Visors . . . Dual Windscreen Wipers . . . Safety Glass all round . . . Rear View Mirror . . . Horn Control . . . Dual Vibrator Type horns . . . Bumpers front and rear . . . Bumper guards . . . Windscreen Washer . . . Radio Antenna . . . Wheel trim rings . . . Rear Fender Panels . . . Licence Plate Frames.

THE BUICK OWNER SERVICE POLICY—The Buick Owner Service Policy entitles you to two thorough inspections and adjustments without charge, and protects you for 90 days or 4,000 miles of operation (whichever is reached first), against defects in workmanship or material.

USE THE CONVENIENT CONFIDENTIAL G.M.A.C. PAYMENT PLAN. Convenient hire purchase terms are available through General Motors' own finance company. Ask your Dealer for Details of the G.M.A.C. Plan.

Prices, Specifications and equipment subject to change without notice.

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