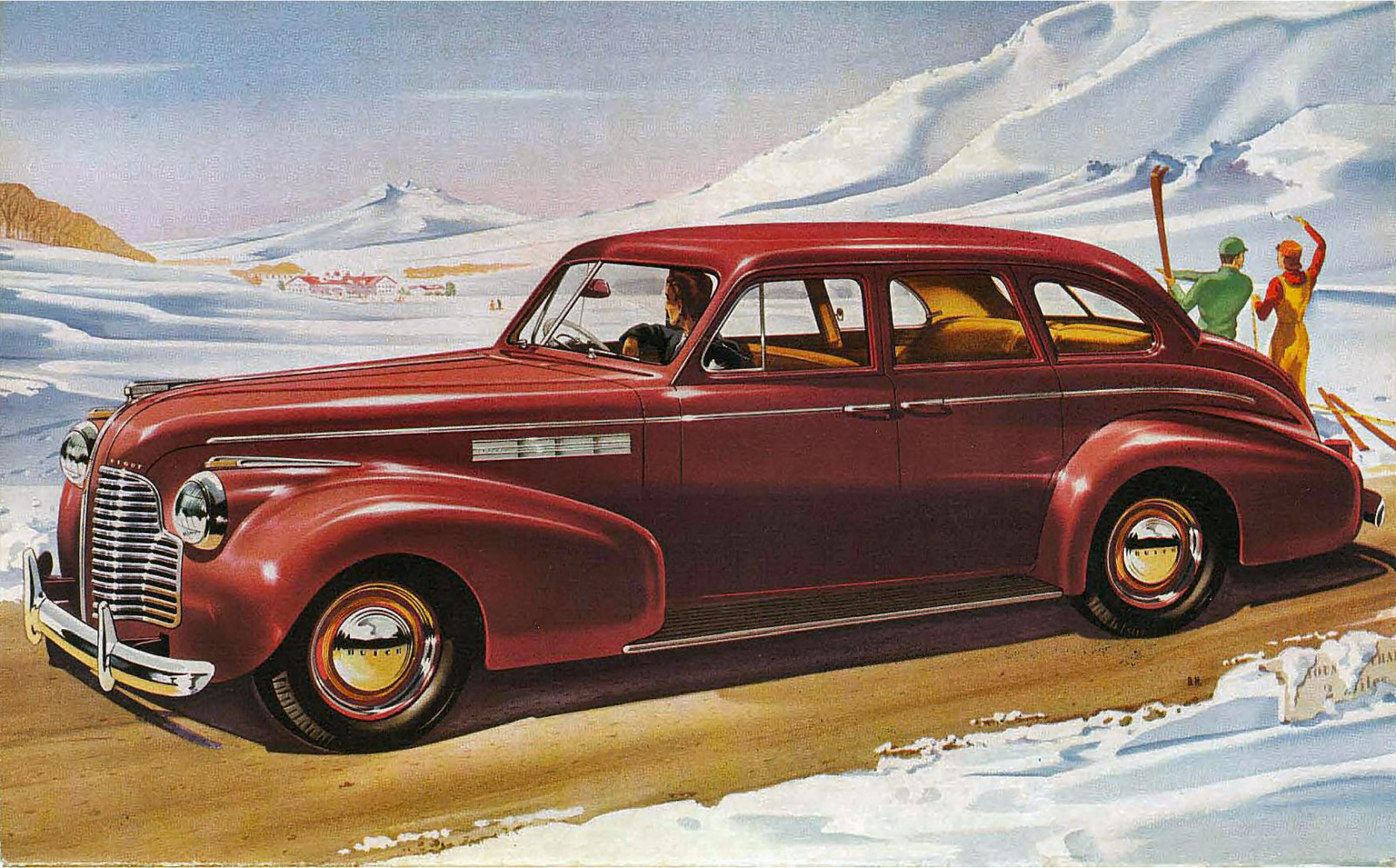


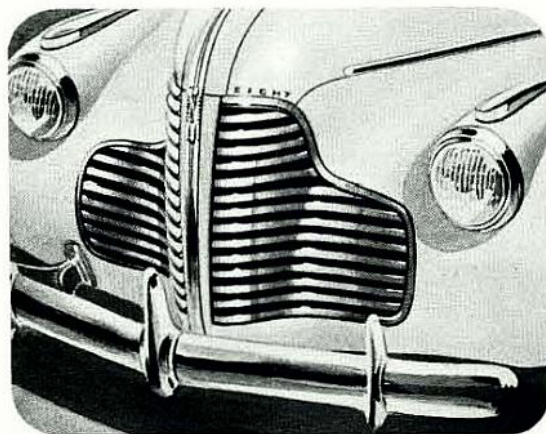


BUICK
Light
SERIES FORTY AND SIXTY

INTERIOR OF BUICK FORTY



Above: The Buick Series 60 (the Century) 141 Horse Power of luxurious transportation. Its Wheelbase is 126 inches, its overall length an imposing 209 inches.



THIS book tells the story of the two new Buicks—the Special (*Series 40*) and the Century (*Series 60*). It's a story of beauty inside and out—of power and life and quick-paced action. It's a story of comfort and ease—of cars that float you over the highways buoyant as a cloud yet respond as readily as your finger to your every command. You won't drive either of these cars a mile before you 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.

The same type of Dynaflex engine is there to pour out its hurricane power at your command—but that power is to-day smoothed to miracle

point by the new exclusive Buick process of "Micropoising" every individual engine built.

The same system is followed of cushioning the car at all four wheels on great shock-smothering coil springs—but to-day changes at both front and rear make Buick's flying ride even freer of jolt and jar.

Similarly Buick adheres to its convenient Safety Shift Gear Control which replaces the old type gear lever with a short gear lever control arm on the steering column, but this control arm is now smaller, neater, still easier in shifting, while the rod that connects the shift lever to the gear box is now contained with the steering column in a complete metal sleeve.

That feeling of staunchness and solidity under you, too, is enhanced—by a deeper, stronger, steel-thewed chassis with its over-size torque-tube backbone to keel the car like a battleship.

And Buick's value-increase in its engineering fundamentals is paralleled by a visible enhancement of its outward beauty and inward comfort.

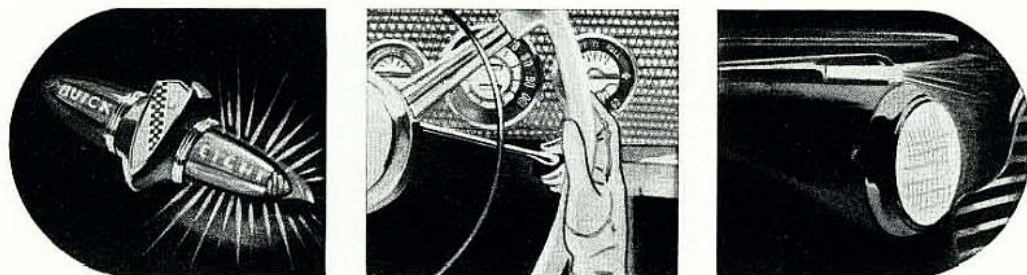
CONTINUED

Beyond a doubt these are the most distinguished Buicks ever to draw a crowd around them at the kerb. Look at those dazzling front ends, staunchly barred in gleaming chromium. See those flowing guards with their moulded headlamps (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). Note, too, how those guards are stamped integral with the side of the bonnet for flawless smoothness of contour unmarred by seams or joins.

Inside the story of Buick's beauty is continued. There is a handsome two-toned engine-turned instrument panel unlike anything you have seen, a thing of superlative beauty. New upholstery treatments such

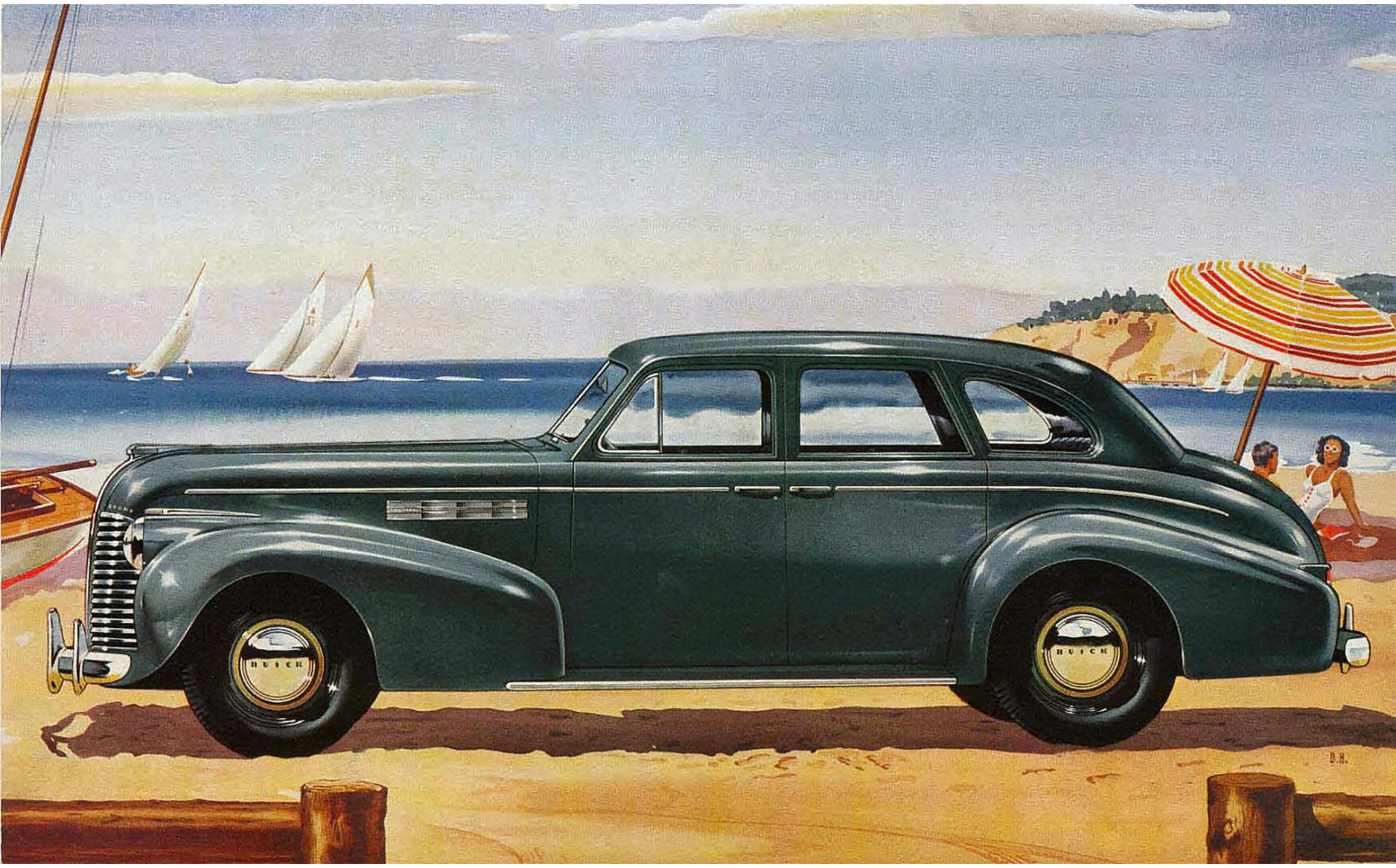
as the upholstery of the *Series 40* illustrated on the cover of this Catalogue lend new distinction. Unique features like the loose cushions of the *Series 60* (described overleaf) give an air of sumptuous comfort. New appointments include such features as the ashtrays set into the rear side armrests in both Series, and the unusual Peep (or Vanity) Mirrors in the garnish mouldings of the rear quarter windows of the *Series 60*, while new soft, high-grade leathers and scrupulous tailoring provide an impeccable background.

From every point of view Buick to-day offers a bonus of extra values that makes Buick more than ever your wisest investment—a car that you can own with pride and pleasure for many a long day to come.



Buick's Fore-n-Aft Flash-Way Direction Signal is standard equipment on all models. Flip down the small lever on the steering column and a flashing light glows in the right half of the rear signal and in the right-hand parking light atop the headlamp. Flipping the lever up signals a turn to the left in similar fashion. Small arrows on the instrument panel show which lights are working. When the turn is made, the lights are automatically switched off by the return motion of the steering wheel.

Below: The Buick Series 40 (the Special) waits to whisk its owners home with all the ease of its 107 Horse Power. Wheelbase : 121 inches. Overall: 204 inches.

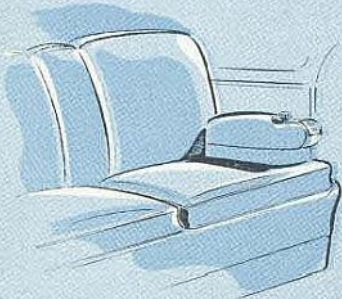


DETAILS YOU WILL



ADMIRE IN BUICK'S

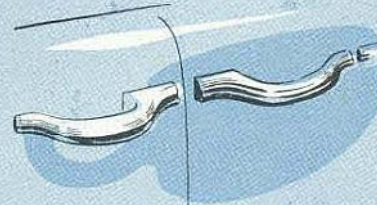
Body by Holden



LOOSE CUSHIONS (*Series 60*)—A distinctive detail of a most distinguished interior. Provided in both front and rear seats these loose cushions are of the softest high-grade leather to match the upholstery.



DISTINCTIVE WINDOW AND DOOR HANDLES (*Series 40 and 60*)—Of chromium and tenite. Door handles are rendered in-operative and simply free-wheel when door-lock buttons are pressed . . . safeguarding children from an accidentally opened door.

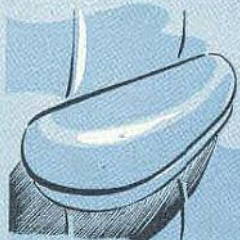


PROJECTION-FREE HANDLES (*Series 40 and 60*)—There are no dangerous projections on the safety-designed exterior door handles of a Buick. These curve in toward the car, stream lining into the line of the stainless steel belt moulding so that they are "invisible" from only a short distance.

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 luxury of the Buick Century. All armrests disappear flush into backs of seats.

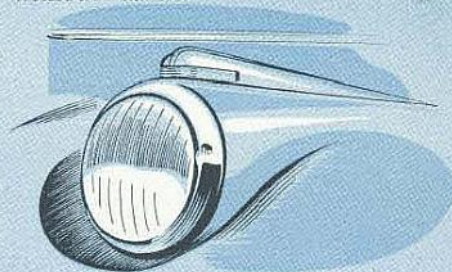


SMOKER'S COMPANIONS (*Series 40 and 60*)—Accessibility is the key-note of the ashtrays provided in Buick. A central ashtray and cigarette lighter in the instrument panel is convenient to both driver and front passengers. Rear passengers enjoy the convenience of spring-lid ashtrays set into both side armrests (see below). A cigarette lighter is incorporated in the left rear ashtray of the *Series 60*.

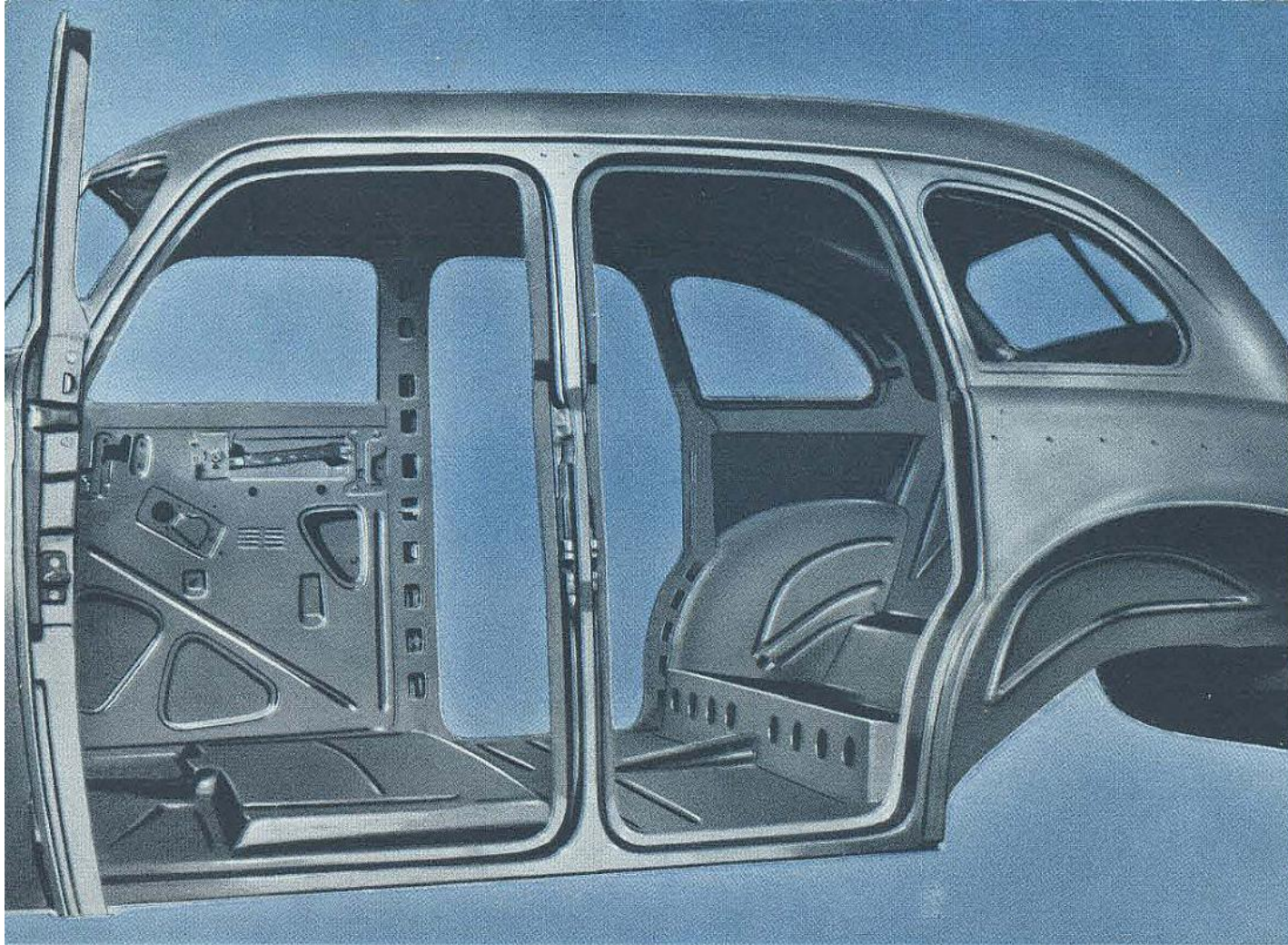


DRIVER'S COMFORTS (*Series 40 and 60*)—This armrest tucks under your elbow at just the right spot and angle. In addition the **MULTI-ADJUSTABLE DRIVER'S SEAT** inclines automatically to a more upright position as it is moved forward (and vice versa).

Thirdly they embody on the top of them turn-director lamps. 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. When your turn is completed the signals cut out.



ENGINE CHASED INSTRUMENT PANEL (*Series 40 and 60*)—The chasing on Buick's instrument panel is reminiscent of the engraving on the barrel of a fine gun.

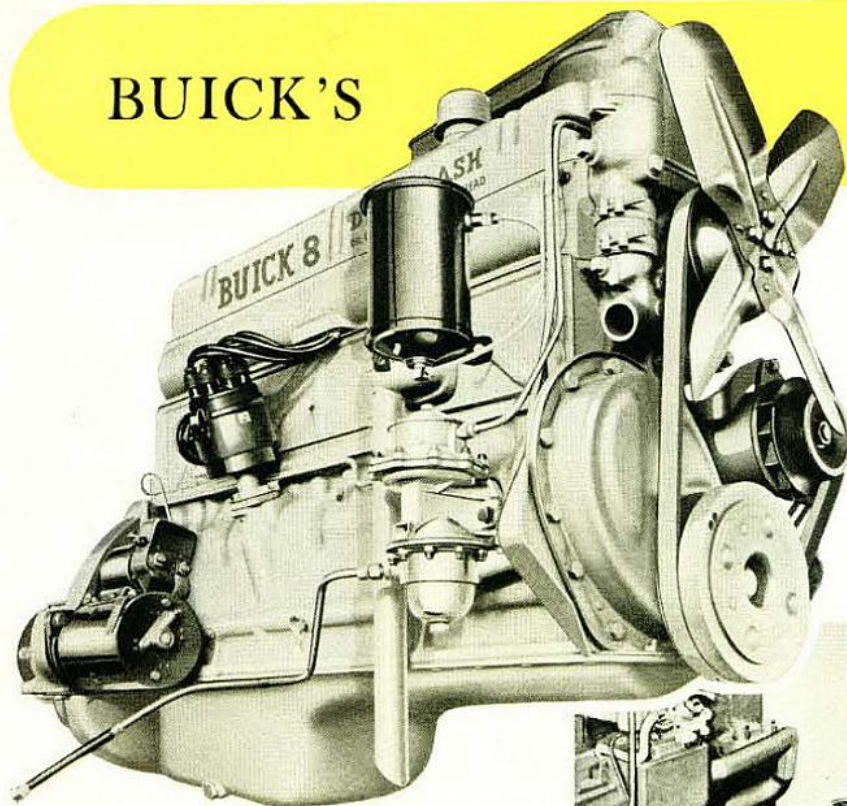


Beneath the exquisitely tailored ceiling and sides and the softly carpeted floor of a Buick is a staunchness of body engineering that cannot be claimed for simply any all-steel body. It's body engineering of the most advanced technique, made possible only by such plant as the mammoth 1,000 ton press 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 that provides its rigid frame-work. With two such sides, a roof and main floor

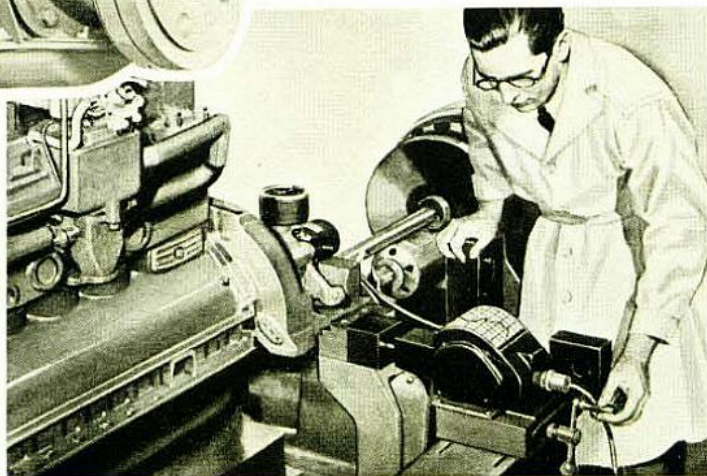


that are of solid seamless steel reinforced with steel cross bows, steel pillars, inner steel reinforcing panels and inner and outer steel door panels, the entire Buick Body is welded into one rigid unit that promises limitless miles of silent luxurious motoring. In addition scrupulous sound insulation gives a new kind of quiet travel free from road rumble and outside noises while similarly all-weather insulation and careful door sealing keeps you warm in winter, cool in summer and free from dust and grit at all times.

BUICK'S



Touch the accelerator pedal of a Buick and you'll get the response of an engine unlike any you've ever known before. DYNAFASH! That just about describes it. Buick's Turbulator head piston swirls the mixture into terrific turbulence. As the spark jumps, a whirlwind lets go. You get more than high compression—literally cyclompression.



POWER IS BUICK'S GLORY

Here's Buick's mighty heart—the Dynaflash engine . . . inherently smoother because its 8 cylinders give 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, greater smoothness for its size actually than in your own watch.

Micropoising is Buick's own method of electrically balancing each individual engine, eliminating vibration more completely than has ever been possible before. Buick adopts all the usual precautions against vibration—i.e., carefully weighing pistons and connecting rods, and carefully counter-weighting and balancing crankshafts in motion and at rest—then Buick goes an important step further. After it has been assembled each individual engine is mounted on a steel bed to which the exclusive Buick-developed 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.

Each individual engine is produced to within $\frac{1}{16}$ 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.

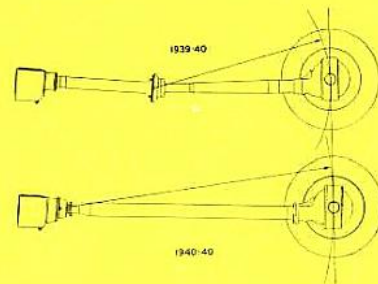
BUICK'S ALL-COIL CUSHIONED RIDE IS BUICK'S OWN

BuiCoil springing is in its third year. Right from the start motorists acclaimed the full-floating ride achieved when all four wheels are cushioned on coil springs. Moreover, shackles and shackle wear were eliminated, the number of greasing points was reduced. The springs themselves were unaffected by clogged and muddled grease, and retained their resilience three and a half times as long as the old leaf springs.

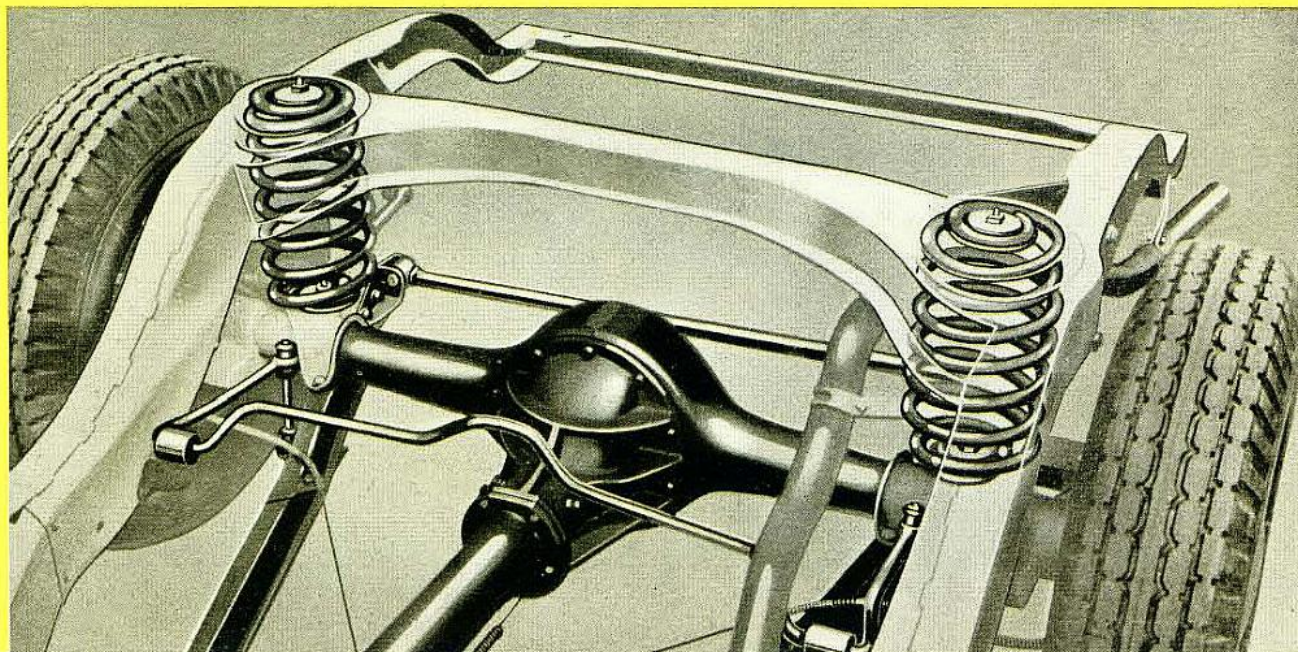
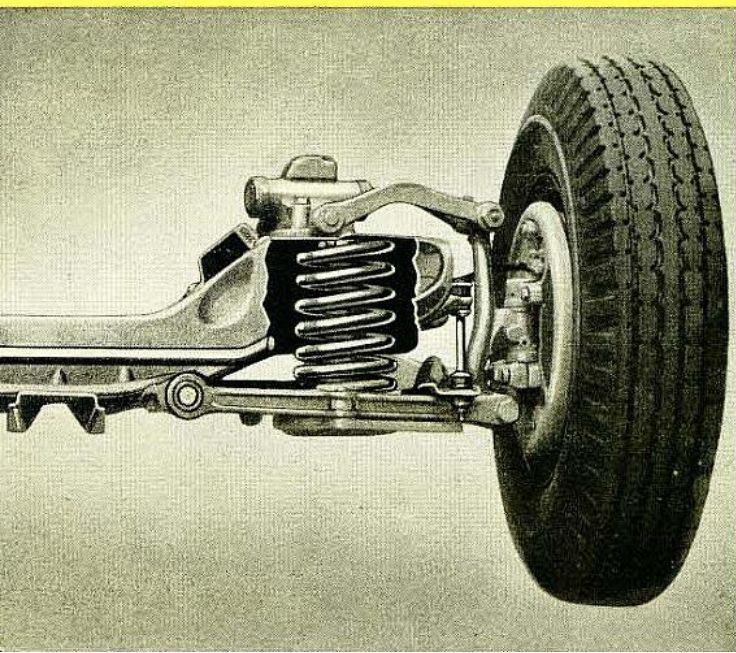
To-day Buick offers BuiCoil springing still further refined. Thus in the Independent Front Wheel Springing system this year changes have been made so that the wheels move in a path slightly different from formerly. Instead of having a more or less vertical up and down motion they have a slight re-coil action

when they strike a bump. This action is similar to the "give" in a cricketer's hand when he catches a ball.

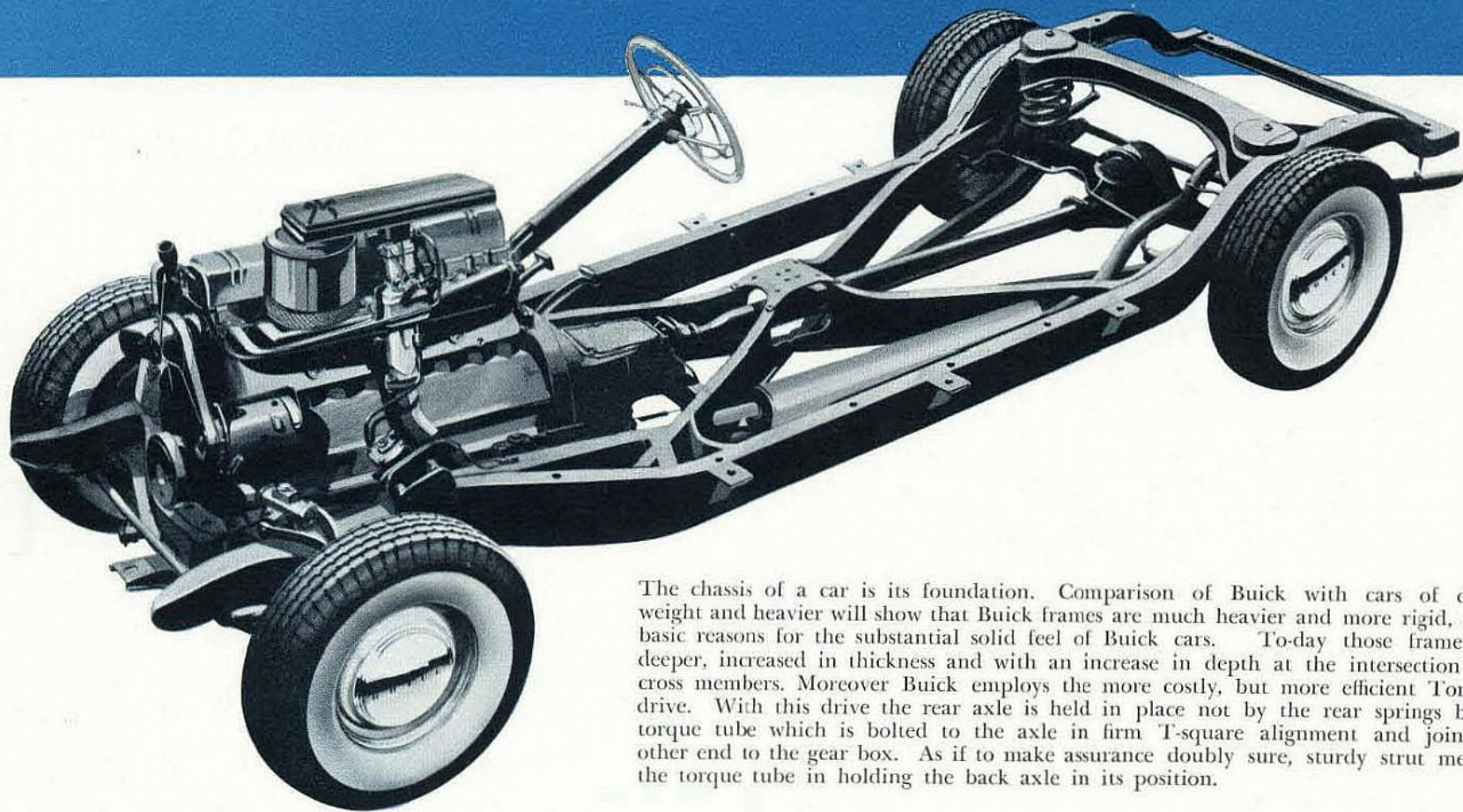
At the rear larger diameter coil springs are used which give equal cushioning power in a shorter vertical height. Moreover springs are mounted over the rear axle approximately 3 inches closer to the axle centre line so that they are more directly in the line of the heaviest thrusts. In addition a new rear stabilizer is used while re-location of the rear shock absorbers enables them to exert the maximum control of axle movement. Finally Buick's Torque Tube drive is to-day jointed immediately behind the gear box instead of more or less mid-way between it and the back axle (see illustration). The larger arc of the longer torque tube



causes the axle to approach a straight line in its upward movement rather than a sharp arc. Thus the wheels do not strike the bumps with as much concentrated force, making for a still smoother ride.



BUICK'S CHASSIS IS BUICK'S FOUNDATION AND STRENGTH



The chassis of a car is its foundation. Comparison of Buick with cars of comparable weight and heavier will show that Buick frames are much heavier and more rigid, one of the basic reasons for the substantial solid feel of Buick cars. To-day those frames are 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.

FULL CONTACT SELF-EQUALISING HYDRAULIC BRAKES . . . MECHANICAL HAND BRAKE . . . HYPOID GEAR REAR AXLE . . . DIRECT CROSS TYPE STEERING WITH A MINIMUM NUMBER OF LUBRICATION AND FRICTION POINTS . . . LONG LIFE CLUTCH FACINGS . . . SILENT SYNCHRO-MESH ALL HELICAL GEAR TRANSMISSION



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 organization 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 organizations. 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 referred to before. 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.



The handsome 'Air Chief' Speaker which fits flush with the roof and harmonizes with the car's interior. The separate compact 'Air Chief' Receiver Unit fits snugly behind the instrument panel.

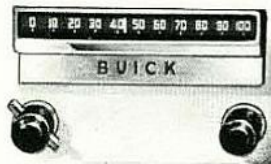
You'll have an entertaining companion with you—with an

'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. 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.

ONCE you install 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



(Left)—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.

YOUR DEALER CAN SHOW YOU A NUMBER OF USEFUL ACCESSORIES FOR YOUR BUICK

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.—full pressure lubrication to main connecting rod, camshaft and rocker arm bearings—full length water jackets—crankcase ventilation—counter-weighted crankshaft with torsional balancer—5-point suspension—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 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.

STABILIZERS—Dual Stabilization with stabilizers at both front and rear.

FRAME—Rigid X type frame with box section side rails. Section, 7 1/2" x 2 3/4" x 1/4".

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, Hand Throttle or Accelerator Control—Tilt Ray headlights with foot dimmer switch and control switch on dash—flash-way signalling front and rear—17 Plate 130 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 to trunk where it is readily accessible without removing luggage.

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.—full pressure lubrication to main connecting rod, camshaft and rocker arm bearings—full length water jackets—crankcase ventilation—counter-weighted crankshaft with torsional balancer—5-point suspension—Oil capacity 6 1/2 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 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.

STABILIZERS—Dual Stabilization with stabilizers at both front and rear.

FRAME—Rigid X type frame with box section side rails. Section, 7 1/2" x 2 3/4" x 5/32".

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 2 1/4 inches—Mechanical hand brake mounted beneath instrument panel.

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—flash-way signalling front and rear—17 Plate 130 Amp-hour capacity Battery. "High Output" Generator with Voltage Regulator.

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

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 . . . Two Sun Visors . . . Dual Windscreen Wipers . . . Armourplate 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.

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 Corporation is the largest Hire Purchase

institution in the world, it is able to offer low rental charges, and to arrange a payment plan fitted to your individual requirements. Your Local dealer can explain the G.M.A.C. Plan to you and arrange our payments on a basis convenient to you.

Prices, Specifications and equipment subject to change without notice.

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