

It's Buick Again-



Buick * * * THE CAR THAT FILLS HEART'S DESIRE

THERE was nothing easy about the designing of Buick for 1937—in 1936 Buick's sensational Eights made history as "the greatest Buicks ever built"—that 1936 achievement had to be bettered! A stiff challenge—but it has been gloriously met!

Just what has been done—how much Buick has reinforced its leadership—cannot be measured alone in inches or horsepower or more miles to the gallon of petrol. It cannot be expressed in terms of any single standard of style, or size, or performance. It is the combination of all these and the total effect of a hundred cleverly developed improvements that make these new Buicks what they are.

Tangible, ponderable, visible evidence is there in abundance. Wheel bases are increased, and genius in interior designing has made these Buicks the roomiest, most hospitable

cars on the road. Luggage trunk capacities are increased. Every Buick has been stepped up in horsepower—each can glide from 10 to what-you-will miles an hour in fewer ticks of the stop-watch than before. Each can soar over the crest of a hill with less effort. Each can do all this with a greater economy of petrol and oil. Each has a Unisteel "Turret" Top body by Holden—reaching a peak of stable safety, life-long silence and cool-summer, snug-winter comfort never before possible.

The pages of this Catalogue represent, as well as cold ink and paper can show, the beauty and quality of these amazing Eights. But the truest test of Buick leadership is to drive the model you prefer, what it will do *to you* as well as *for you* will prove the joy of Buick ownership.

The Limited . . . SERIES 90

Lordliest of the Buicks, dimensioned to new standards of spaciousness and appointed with a luxury far beyond the demands of mere transportation—yet with a fleetness and docile, effortless management that are rare indeed.

The Century . . . SERIES 60

Powered by the same 130 horsepower engine as the Limited and Roadmaster, but compacted on a wheelbase of 126 inches—the 1937 Buick Century brings to motoring an exaltation such as you've always hoped to find.

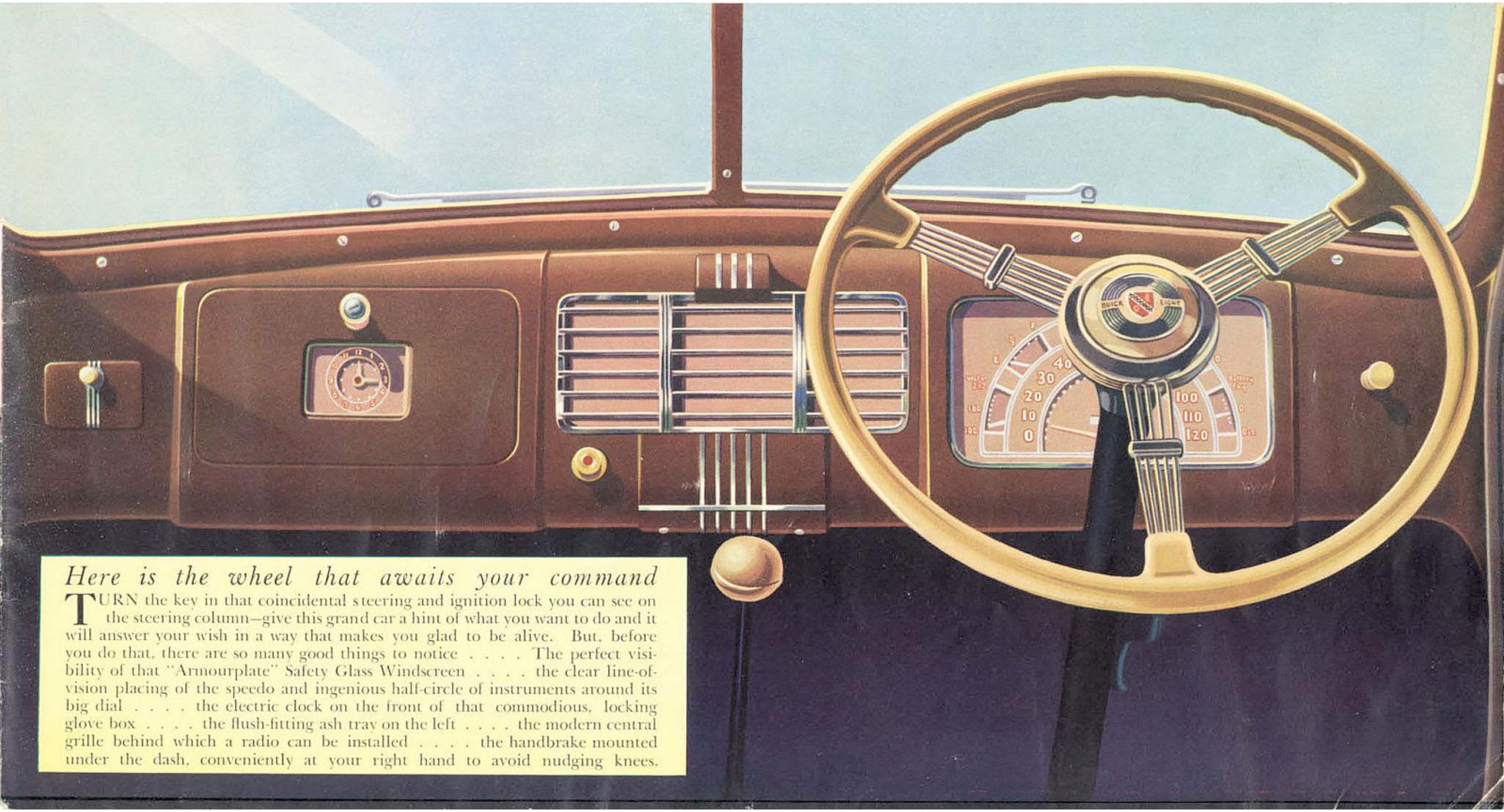


The Roadmaster . . . SERIES 80

All that its name suggests—a car with a vast reserve of power to command every traffic situation—capacious, swift, beautifully responsive, and equally at home on the open road or the boulevard.

The Special . . . SERIES 40

Stepped up this year in everything—longer and larger, even more hospitably roomy, increased in power—and, important to note, it is thriftier than ever! This is the magnificently able car that brings true, blue-blooded Buick ownership within the means of thousands.



Here is the wheel that awaits your command

TURN the key in that coincidental steering and ignition lock you can see on the steering column—give this grand car a hint of what you want to do and it will answer your wish in a way that makes you glad to be alive. But, before you do that, there are so many good things to notice The perfect visibility of that "Armourplate" Safety Glass Windscreen the clear line-of-vision placing of the speedo and ingenious half-circle of instruments around its big dial the electric clock on the front of that commodious, locking glove box the flush-fitting ash tray on the left the modern central grille behind which a radio can be installed the handbrake mounted under the dash, conveniently at your right hand to avoid nudging knees.

★ ★ ★ STUDY IN COMFORT *and* SAFETY



Good as Buick looks from the outside, there's still a surprise in beauty and comfort in its interior. Every little detail—the care and finish given to every fitting from instrument board to rear dome light—pays tribute to Holden craftsmanship—a craftsmanship which goes hand in hand with Buick ideals of perfection. Yet that craftsmanship isn't what first impresses you. The silence—the way every outside noise fades away—is the first thing you notice. Every mile you ride is like that—Buick's interiors are sound-proofed for the life of the car.

The smallest Sedan interior, the Buick Special, is shown and with this as a sample it is easy to imagine the spaciousness of the Limited, Roadmaster, and Century.

Here, is a surplus of headroom, legroom and elbow-room in both front and rear seats. You can see the tailored smartness of that soft leather Relax-o-form upholstery—but beneath that leather is a secret of the upholsterer's art. Comparison, under actual driving conditions, with upholstery of orthodox construction gives the only true idea of Relax-o-form's new comfort. Every curve of the body is pillowed—there isn't one spot where comfort isn't yielding and yet supporting. Actually, Relax-o-form acts in two ways—one part of its exclusive Holden construction takes care of travel-shocks and one cushions the passenger.

There's a glimpse here, too, of the unobstructed floor, front and rear, and a hint of the stunning new hardware. What you cannot see is the wider, lower-swung doors which make entry invitingly easy, and you cannot know, until you've tried it, how restful this interior can make a sun-up to sun-down drive.

UNISTEEL "TURRET" TOP BODY BY HOLDEN

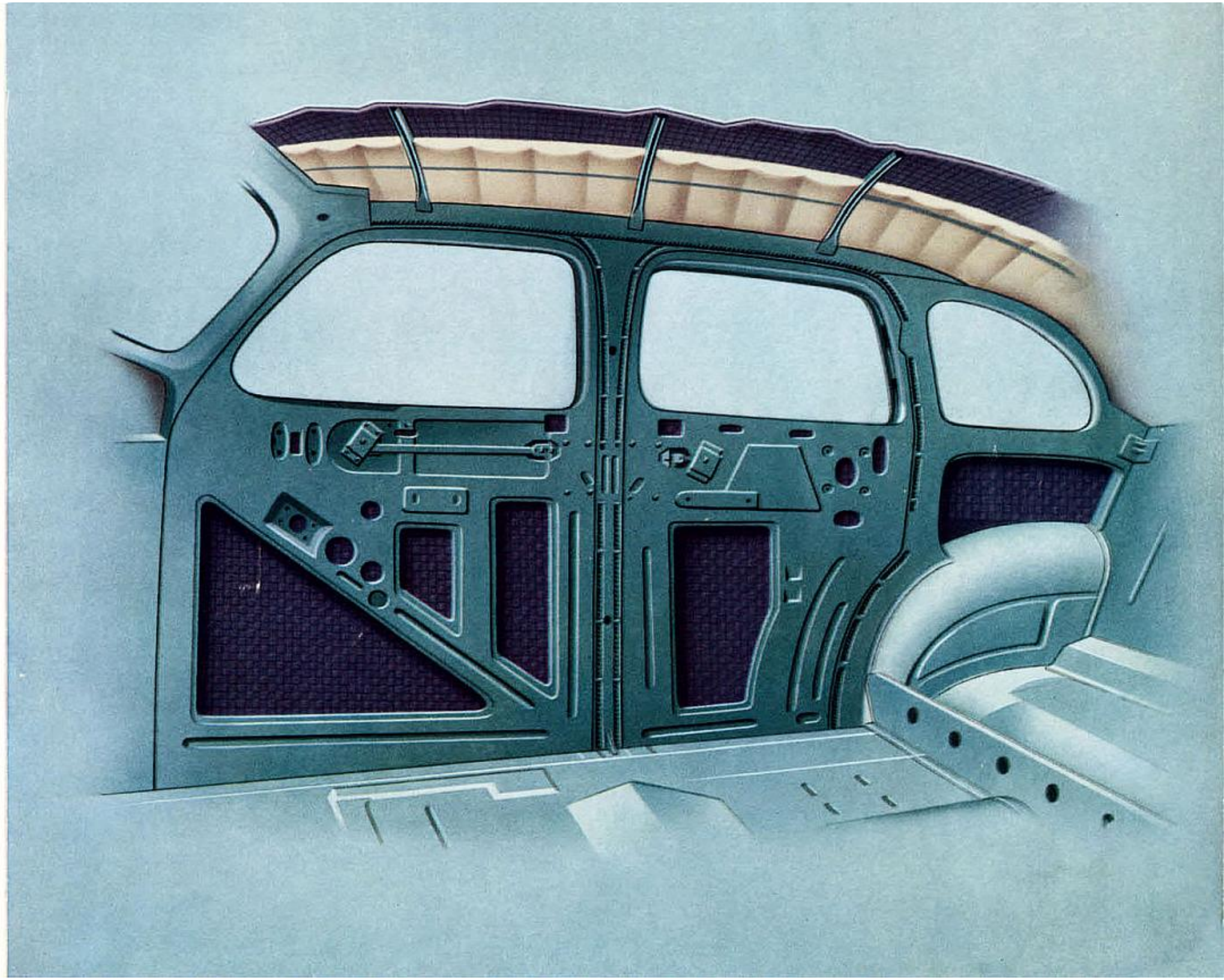
Here you see—rugged and unadorned—the Unisteel "Turret" Top construction underlying the safety, silence and comfort of Buick's bodies by Holden.

Unisteel means the perfection of all-steel construction—it joins floor, cowl panels and "Turret" Top roof of Buick's all-silent, all-steel body together to form one integral structure welded at all joints, reinforced and braced, permanently silent and safe—with not one bolt, screw, rivet or nail in the whole structure. At every point where ordinary bodies become noisy, Buick remains silent. Another important advantage is that the extreme rigidity allows a closer fitting of doors which not only eliminates door squeaks but also stops draughts and seals the car against dust.

Unisteel construction also permits the use of new insulating materials, which sound-proof the interior—every traffic noise stays outside the car. In addition, this perfect insulation provides more comfort the year round. In Summer, the heat of sun and hot winds is kept outside the body and Buick's interior stays many degrees cooler. In Winter, Buick's body stops the penetration of cold and passengers are kept far more snug. Buick completes the perfection of this body construction by designing a chassis especially for Unisteel construction—resulting in a battleship rigidity of the whole car.

Multi-position Driving Seat

Matching height of driver, Buick's driving seat has a range of no less than eight positions. In Buick, seat adjustment isn't just a matter of how far the seat is from the steering wheel—each position varies height of seat and co-ordinates angle of seat and squab for better vision, access to control pedals and relaxation of driver's body. Adjustment is simplicity itself—just press the release knob and a spring brings the seat forward automatically or slight pressure of driver's body moves it back.

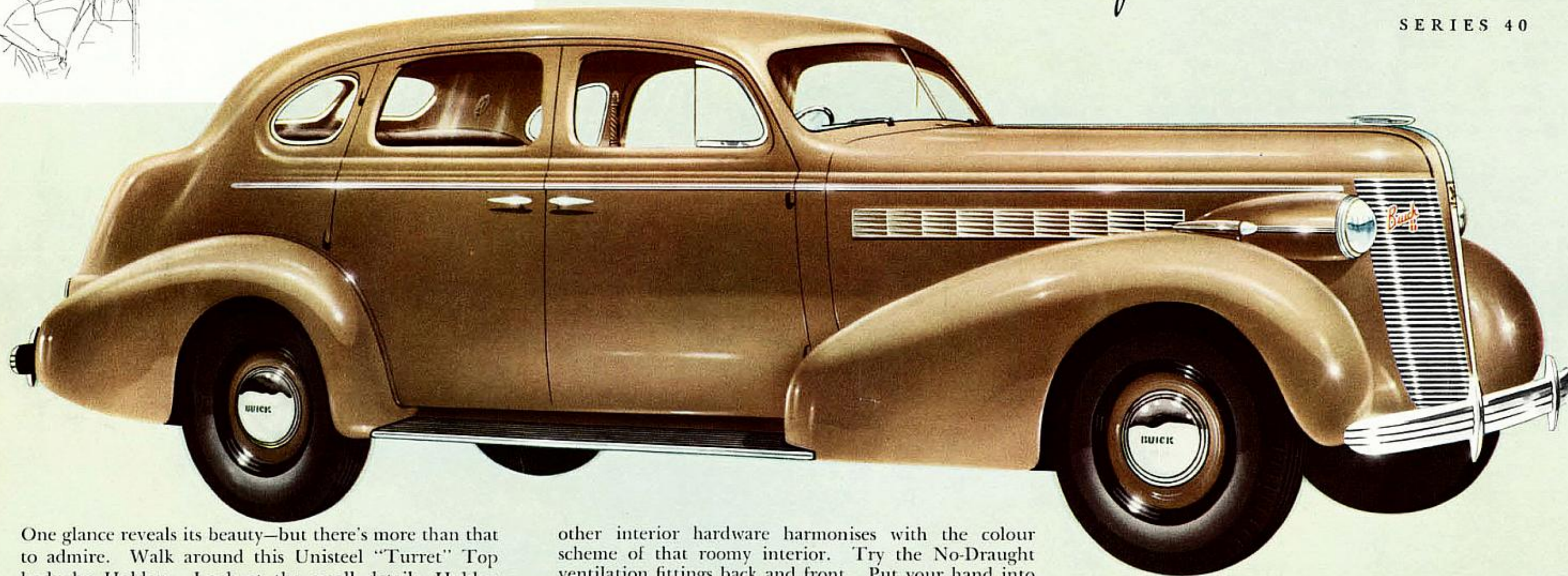




The tape measure proves the roominess of the Special Sedan. Measure the width and depth of the seats, the legroom of the unobstructed floors, the height from floor to ceiling, and compare Buick's spaciousness with that of other cars.

Special Sedan

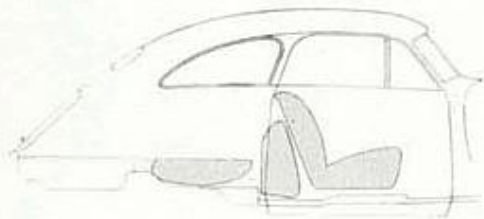
SERIES 40



One glance reveals its beauty—but there's more than that to admire. Walk around this Unisteel "Turret" Top body by Holden. Look at the small details—Holden craftsmanship evident in every fitting. Open up that giant luggage trunk—see how much it holds—how securely it locks. Test the flush, rigid fit of those wide doors—close them and sense the quiet easy action of their locks. Open up those easy-acting "Armourplate" Safety Glass Windows—see how their controls and all

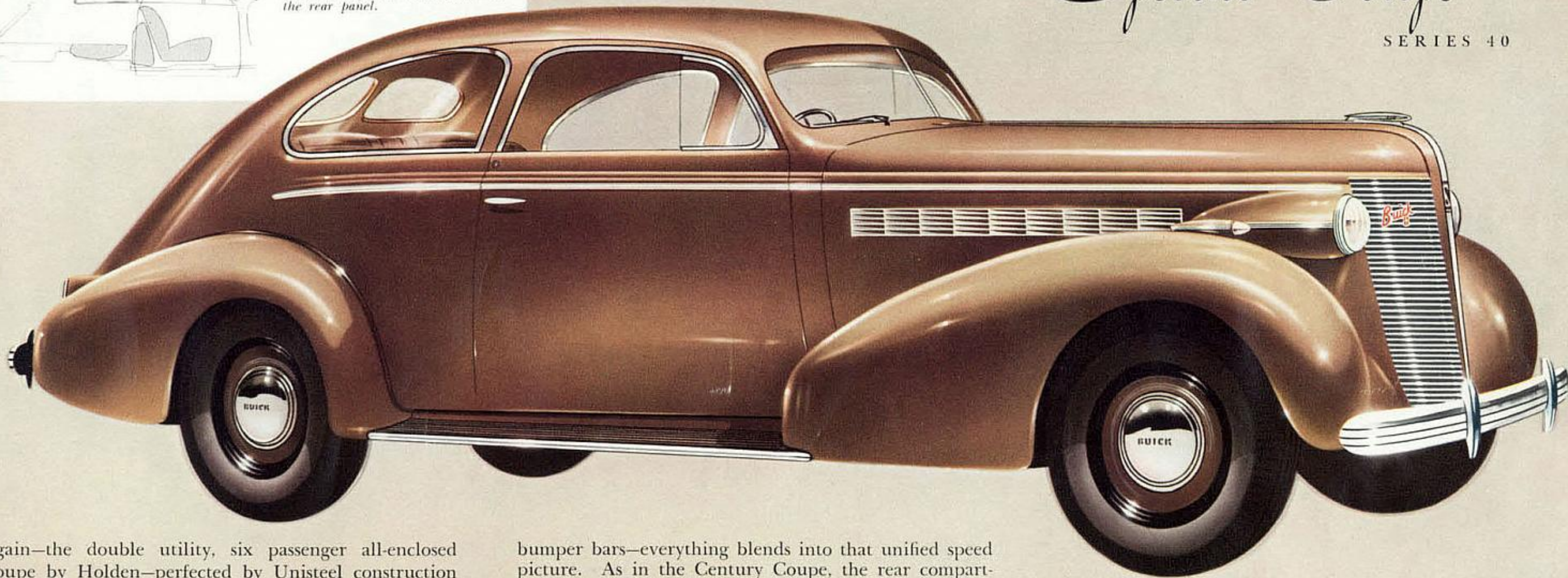
other interior hardware harmonises with the colour scheme of that roomy interior. Try the No-Draught ventilation fittings back and front. Put your hand into the big, handy door pockets. See how the rear blind is controlled from the driver's seat. Experiment with the multi-position driving seat to find the angle of seat and squab which suits your height. Sink into that soft leather Relax-o-form upholstery. Yes, look for the small details in this body—you'll find each and every one of them playing a part in the perfection of the Special Sedan.

Even when rear seat is in use a generous built-in luggage space is available above the spare tyre and tool compartment. When this seat is not required for passengers one simple movement folds it down providing four times the luggage space of an ordinary car with easy access through the locking door in the rear panel.



Special Coupe

SERIES 40



Again—the double utility, six passenger all-enclosed Coupe by Holden—perfected by Unisteel construction and “Turret” Top—and styled as only Buick is styled. The straight long lines of the bonnet, the proportions of the sloping windscreen and windows of “Armour-plate” safety glass, the cleverly placed chromium strip which runs from front to rear and carries on the speed lines of that unique radiator grille, the sweet slope of the rear panel, the streamlined guards, the sturdy ultra smart

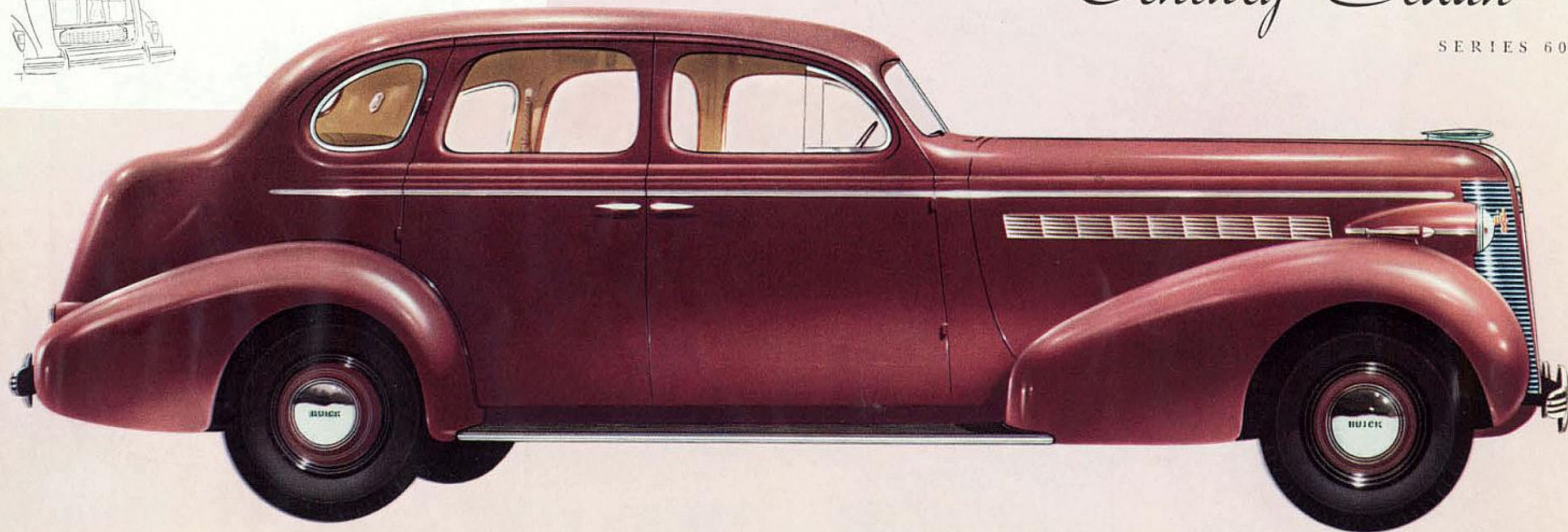
bumper bars—everything blends into that unified speed picture. As in the Century Coupe, the rear compartment provides Sedan comfort for three people or its rear seat and squab fold down leaving all the rear of the car free for luggage. In the planning and fitting of the interior Holden craftsmanship is just as evident as in exterior lines. The tailored Relax-o-form upholstery, the handsome hardware, the abundance of room for six people to stretch and relax—in every inch of this body you will find convincing proof of Buick’s leadership.



All Buick Sedans have the most commodious built-in Luggage Trunks you will see. There's room for all the baggage of a full car load. The big, easy-loading door locks securely and the spare tyre is carried in a separate compartment as shown.

Century Sedan

SERIES 60



The new beauty of this Unisteel "Turret" Top body by Holden has its foundations in a longer, sleeker contour of the whole car. Everything blends into an effect of effortless movement—the unique radiator grille design—the striking chromium bonnet louvres—the snug fit of long headlamps against the radiator—the chromium strip running the length of the body and its replica on headlamps and parking lamps. When you stand beside this car, open up those wide, low-swung doors

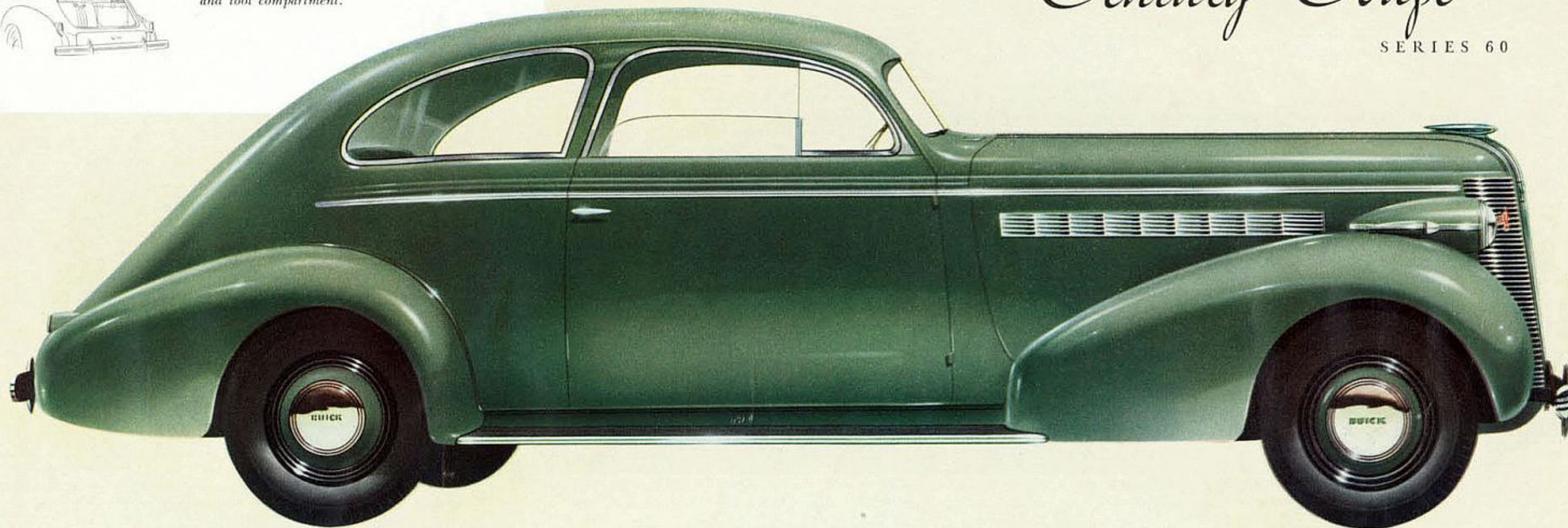
and see the superlative Holden craftsmanship of its interior. It's perfect in the harmonising luxury of soft leather Relax-o-form upholstery, the distinction of its hardware, the soft carpetings and the glorious spaciousness in both front and back compartments. As on all Buick bodies "Armourplate" Safety Glass is standard equipment in windscreen and all side windows. Here indeed is a car for the connoisseur of motoring—a car whose hospitality you will always be proud to extend.



The flush-fitting door in this streamlined rear panel is top-hinged and locking. It provides a time-saving means of loading luggage—rear seat passengers never have to be disturbed. A separate locking door provides easy access to spare wheel and tool compartment.

Century Coupe

SERIES 60



The Genuine All-enclosed Coupe with its full dual-utility is exclusive to Holden Body-work. Holden's originated and developed this smart, hospitable body-style especially for Australian conditions. Here, on Buick is its latest and most beautiful presentation. Sedan comfort for three people is provided in the rear compartment, and entry is invitingly easy through the wide door. The double utility of this body is completed by a clever and patented Holden feature. One pull with the hand

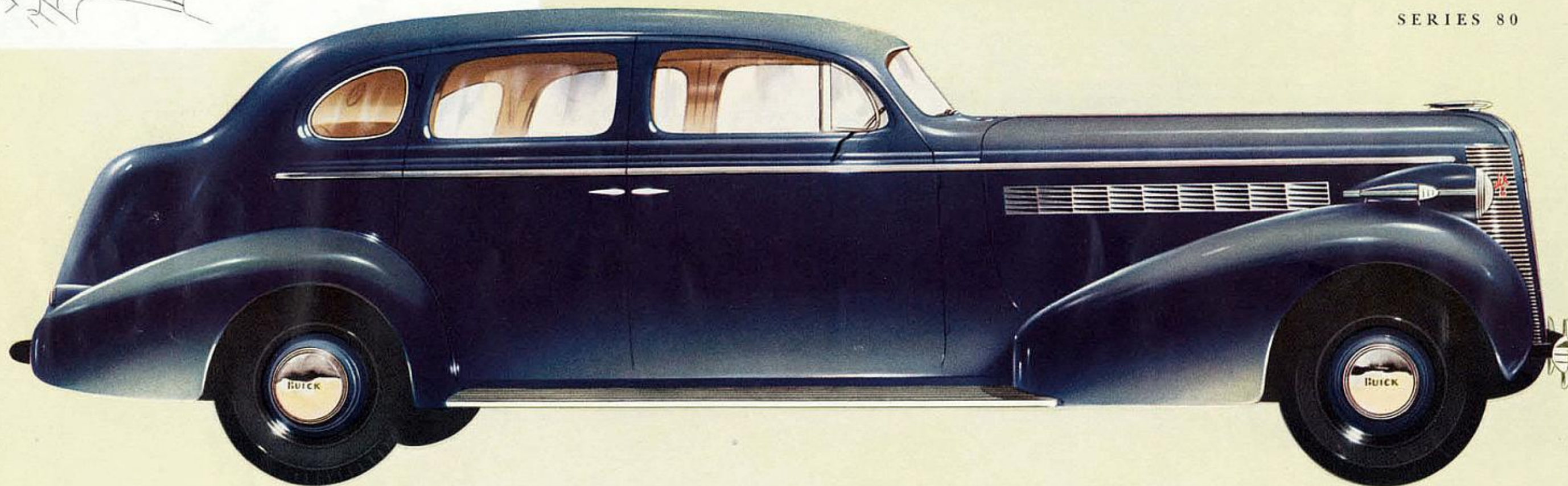
and the rear seat and squab folds forward. The back of the squab makes a level floor which extends into the rear panel. Thus, the whole of the back of the car is made available for luggage or travel gear. The flawless beauty of this Unisteel "Turret" Top body by Holden is well matched by the perfection of its Relax-o-form upholstery and Holden interior planning. Sample the comfort of both front and rear compartments—stretch your legs and spread your elbows—six people can do that with room to spare in this new handsome Holden body.



Centre arm-rest in the Buick Roadmaster is broad enough for two elbows to rest without conflict.

Roadmaster Sedan

SERIES 80



Built by Holden master-craftsmen to the same standards of luxury as the Limited—but on a wheelbase of 131 inches. None of the characteristics of mass production are in this car. You could spend a small fortune on having a body specially built, and yet it would be no more complete in spaciousness, in comfort and beauty than is this Buick Roadmaster Sedan. Outside and inside, it has true individuality—the distinction which justifies lasting pride of ownership. With an almost

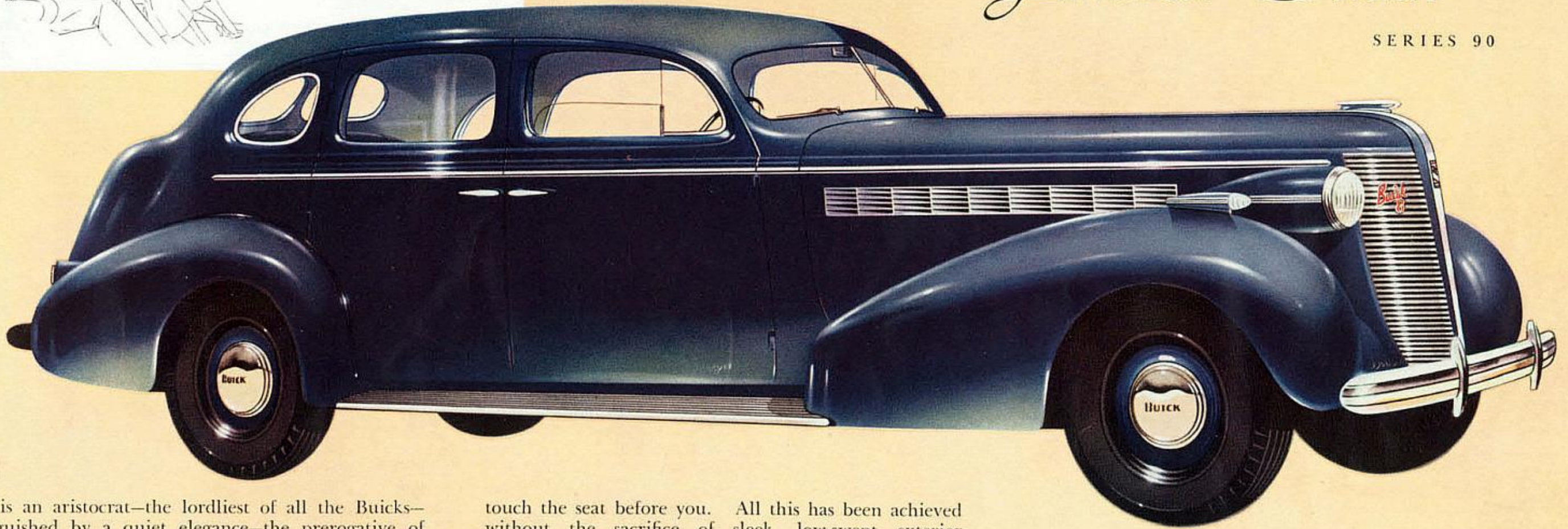
extravagant spaciousness, the Roadmaster combines such ease of control, such silky, nimble mobility and instant obedience that a seven stone woman can control its long length with fingertip ease through the heaviest traffic. Its Relax-o-form upholstery is luxurious—its windscreen and side windows are of “Armourplate” Safety Glass—full No-Draught Ventilation is fitted—there’s a surplus of room in its giant luggage trunk—while a host of extra comfort features are standard equipment.



Spaciously wide, the Buick Limited, with plenty of space overhead, puts an end to "hunching over."

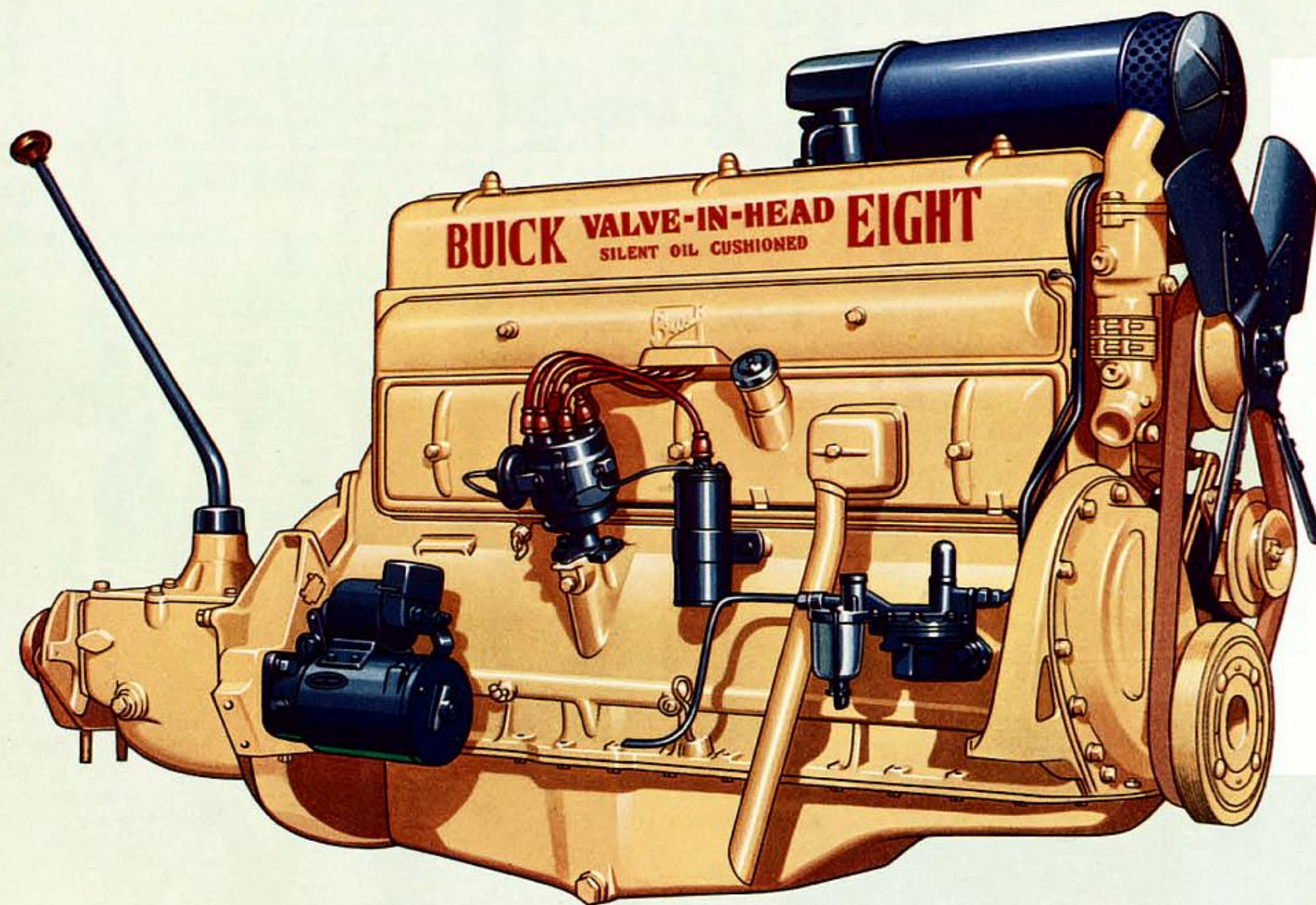
Limited Sedan

SERIES 90



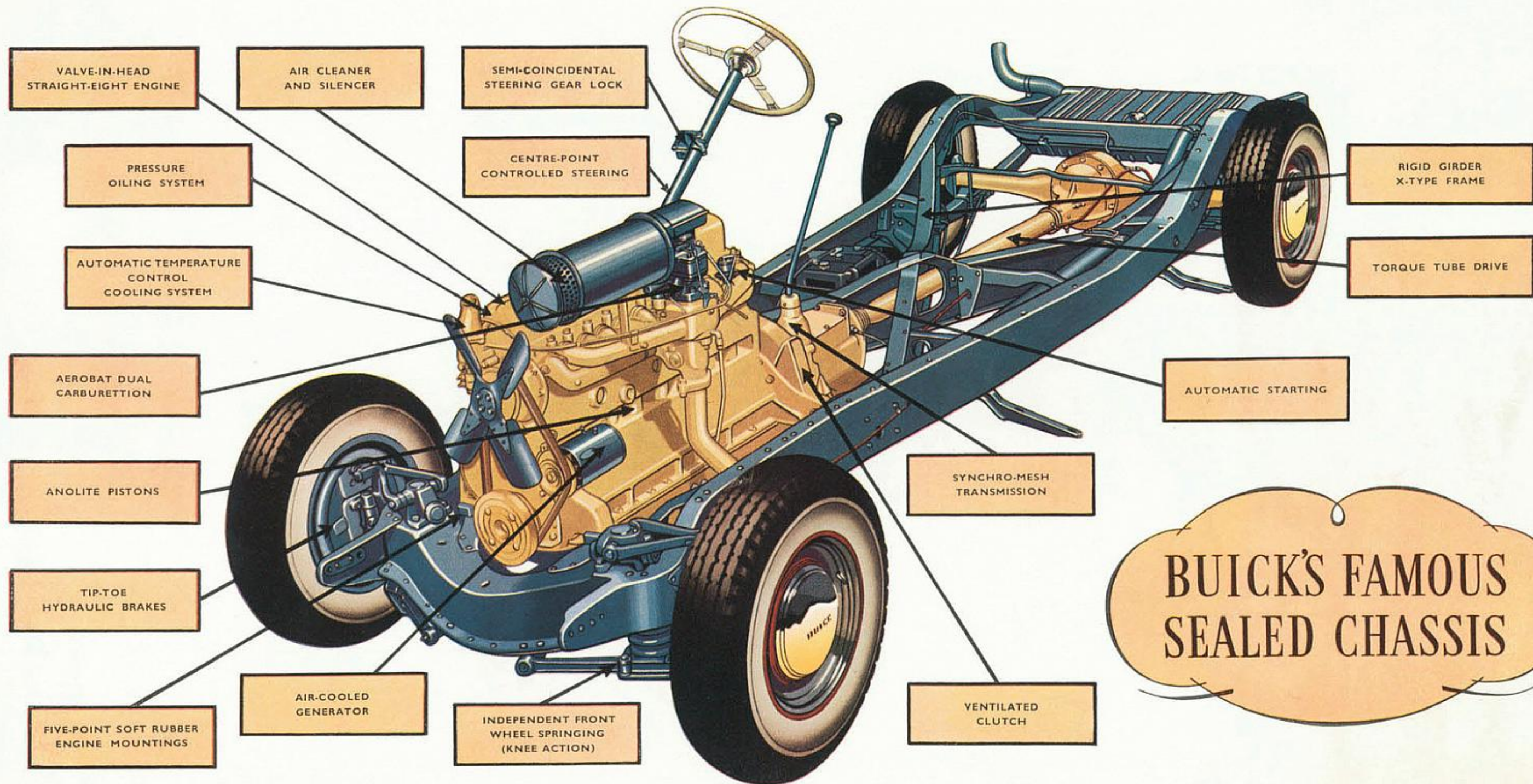
Here is an aristocrat—the lordliest of all the Buicks—distinguished by a quiet elegance—the prerogative of only a select group of the world's most exclusive cars. Old dimensions are forgotten—over the 138 inch wheelbase of this glorious car is built a body of sumptuous roominess. The tailored roof arches above you—the height from floor to ceiling is actually inches more than the lofty, high-bodied cars of years ago. You can stretch your toes and find that they do not even

touch the seat before you. All this has been achieved without the sacrifice of sleek, low-swept exterior beauty—there isn't a contrary angle or awkward line in all the Limited's smooth-flowing, uncluttered grace. In the special "Relax-o-form" upholstery of this body Holden craftsmanship reaches its zenith—in the interior hardware—the host of comfort features—the harmony of colour schemes—is evidence of regal discrimination. This Buick Limited is distinguished in any company.

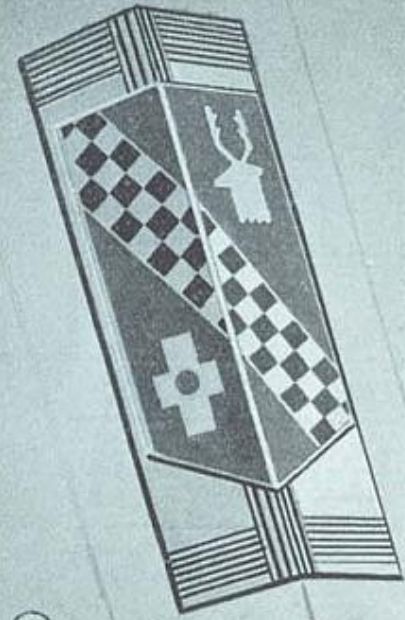


*Here is the engine
that surges with power . .*

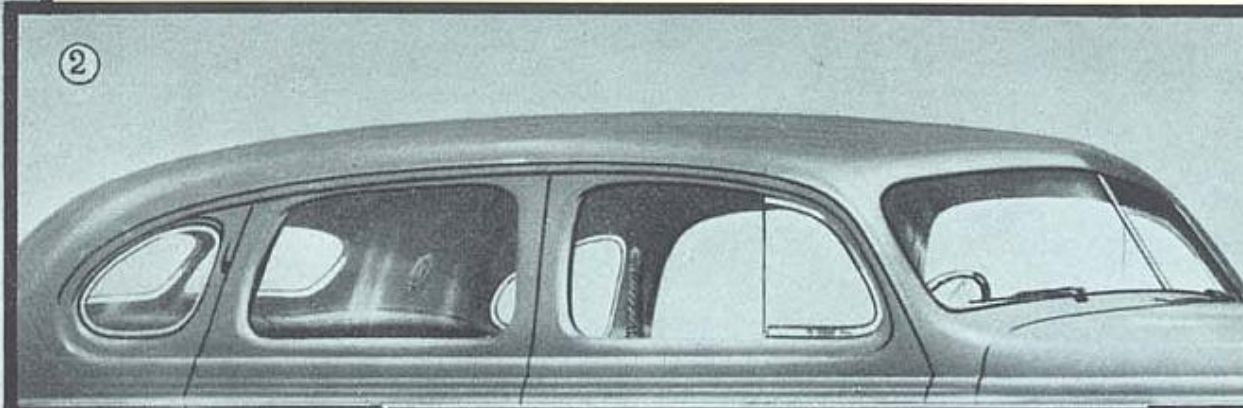
Every world speed record—land, sea and air—is held by valve-in-head engines—valve-in-head design gets 10% more power from every drop of fuel than any other type of engine. This valve-in-head design has given Buick a superiority for over 33 years. Now, improved more than ever—and equipped with Buick's new, thrifty Acrobat Carburettor and Anolite pistons—it gives Buick its effortless, tireless, acceleration, its output of power—and gives them with an economy you won't find in many a smaller and less powerful car. This year, every Buick engine is stepped up in power yet has been made more thrifty with petrol and oil at all speeds. It means a lot, too, when we say that this is the most trouble-free and long-lasting engine Buick has ever built.



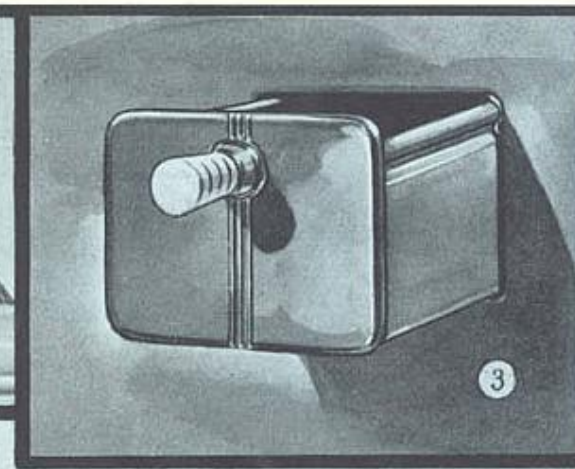
No other car in the world - has all



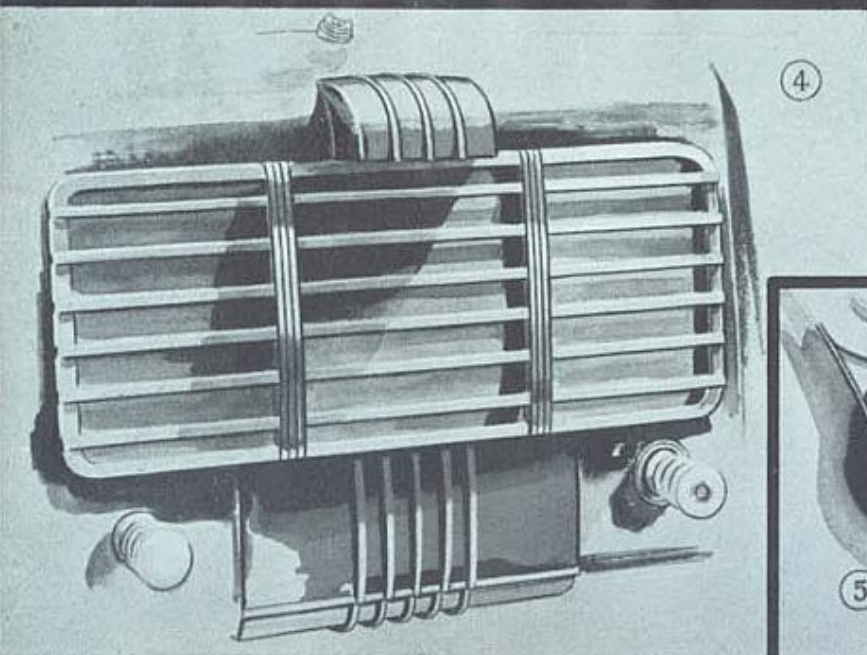
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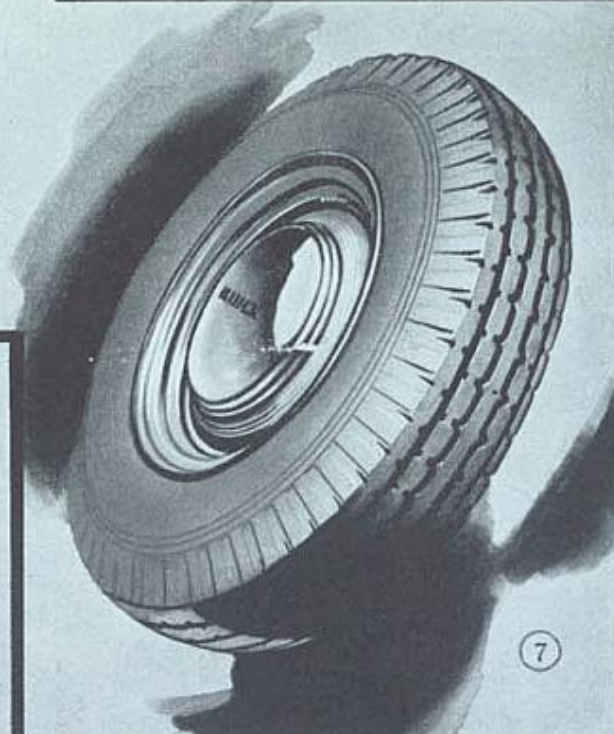
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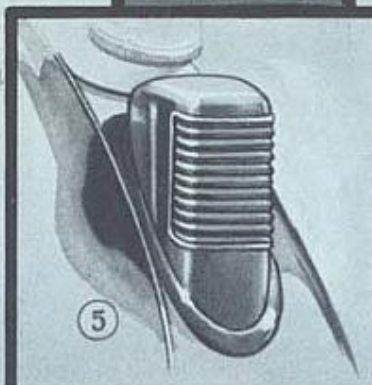
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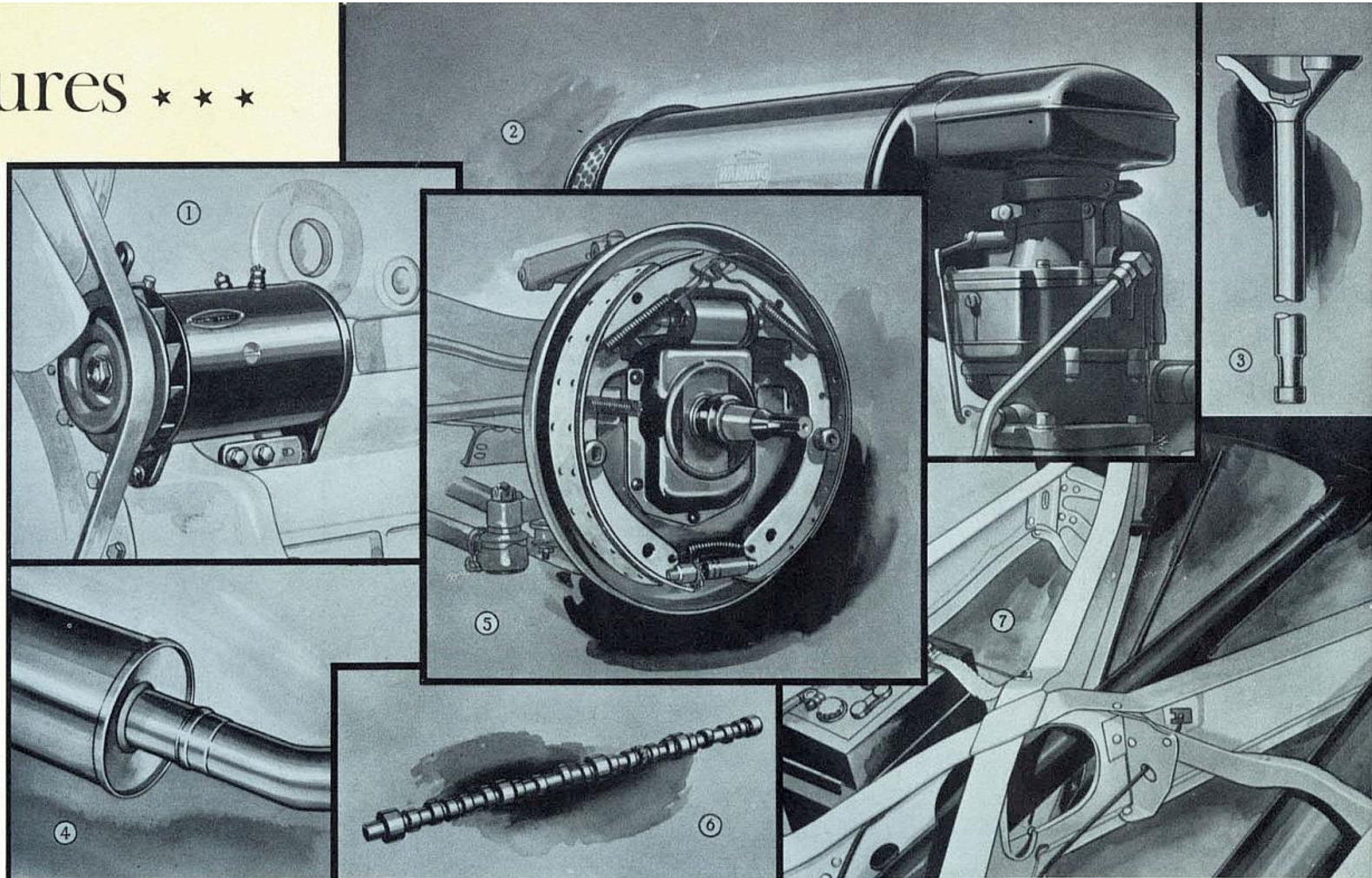


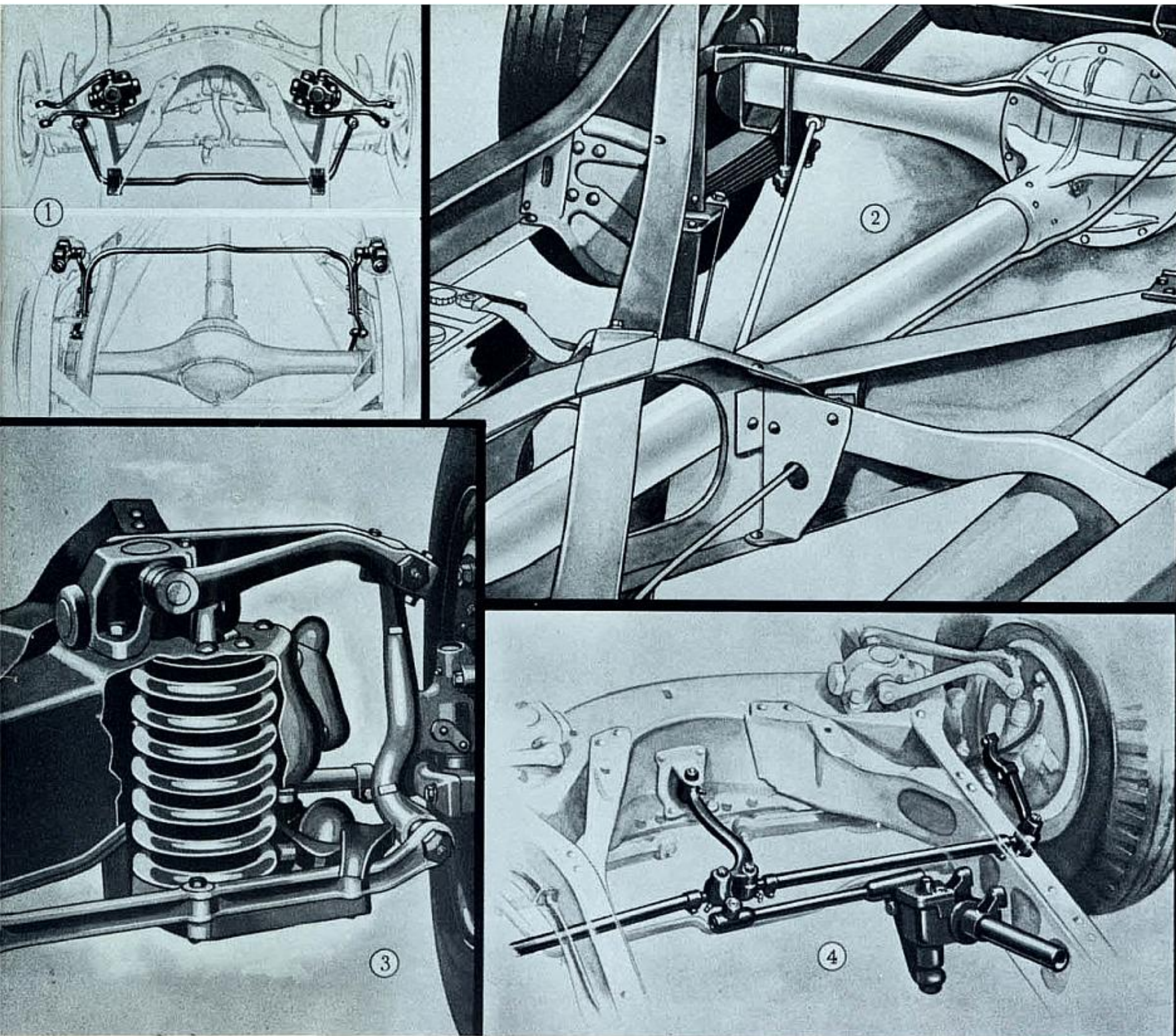
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1. The Buick crest signifies the man for whom the car was named, and whose inventive and manufacturing capacity first put it in the forefront of the world's automobiles.
2. "Armourplate" Safety Glass. Standard equipment in Windscreen and all side windows of every Buick. Clear as the air for perfect vision and will never discolour. It will stand extreme twist and distortion without breaking and never shatters into dangerous, cutting pieces. Only terrific impact can break it—and then it safely "crumbles" into small blunted and harmless particles.
3. An extra-size ash tray is a permanent feature of the instrument panel, even when a radio is installed.
4. This smart grille makes provision for radio installation to blend with the essentially modern treatment of the instrument board. Without radio the grille remains as a smart decoration.
5. Tail lights repeat the motif of the radiator and flow into the guard design.
6. Drip moulds are channelled to carry rain off the roof preventing it from dripping on passengers entering and leaving.
7. Even the wheels are handsomer, with big chromium hubs and solid, smartly moulded discs.

these features ★ ★ ★

1. **HEAVY DUTY GENERATOR**—improved both in ampere-delivery and in cooling—ensuring a charging capacity high enough to counteract any drain on the battery through constant use of Radio, frequent night driving or any other loading.
2. **AEROBAT CARBURETTOR**—built on the same principle as carburetors used in aerial acrobatics—ensures constant supply of petrol vapour no matter what the angle of engine—will not flood when car is parked on a hill—eliminates stalling on sharp turns or sudden stops—gives easier starting and smoother acceleration—and by evenly controlling supply of petrol plays a big part in fuel-economy.
3. **STREAMLINE VALVES**—feed cylinder charges faster thereby increasing power output and are quieter in operation.
4. **WIDE-THROAT EXHAUST** reduces back pressure—makes a cleaner-running, quieter and more powerful engine.
5. **PERFECTED TIPTOE HYDRAULIC BRAKES** assure safe straight-line stops under lightest pressures.
6. **POWER-BOOSTER CAMSHAFT**, another reason for the increased power at high speed operation.
7. **1 - BEAM CROSS MEMBER FRAMES** on the Special and Century give them the strength and rigidity of skyscraper construction.





NOT EVEN BUICK...

has ever had such a ride and ease of control as you get this year

Springs in a Buick have just one purpose and that is to keep the jars of the road from reaching you in the car. Independent Front Wheel Springing (Knee Action) (Picture 3) in front makes it unnecessary to steer through the springs. This is the same type of independent suspension adopted by costliest cars, and is one of the foundations of Buick's famous "Gliding ride." The Torque Tube Drive (Picture 2) takes all the driving strain off the rear springs, and gives a solid linkage from the power plant to rear wheels which holds Buick firm and stable at any speed.

Then to control sideways and roll on curves, and to silence "tyre squeal" the new Buicks have Ride Stabilisers at both front and rear. And to make control complete there are Shock Absorbers (Picture 1).

Steering also (Picture 4) is simplified. You not only have Shockless Centre-point Controlled Steering but a new design which takes the tug and strain out of turning the wheel when the car is at the curb.



THE COMPLETENESS OF BUICK'S EQUIPMENT IS SATISFYING INDEED

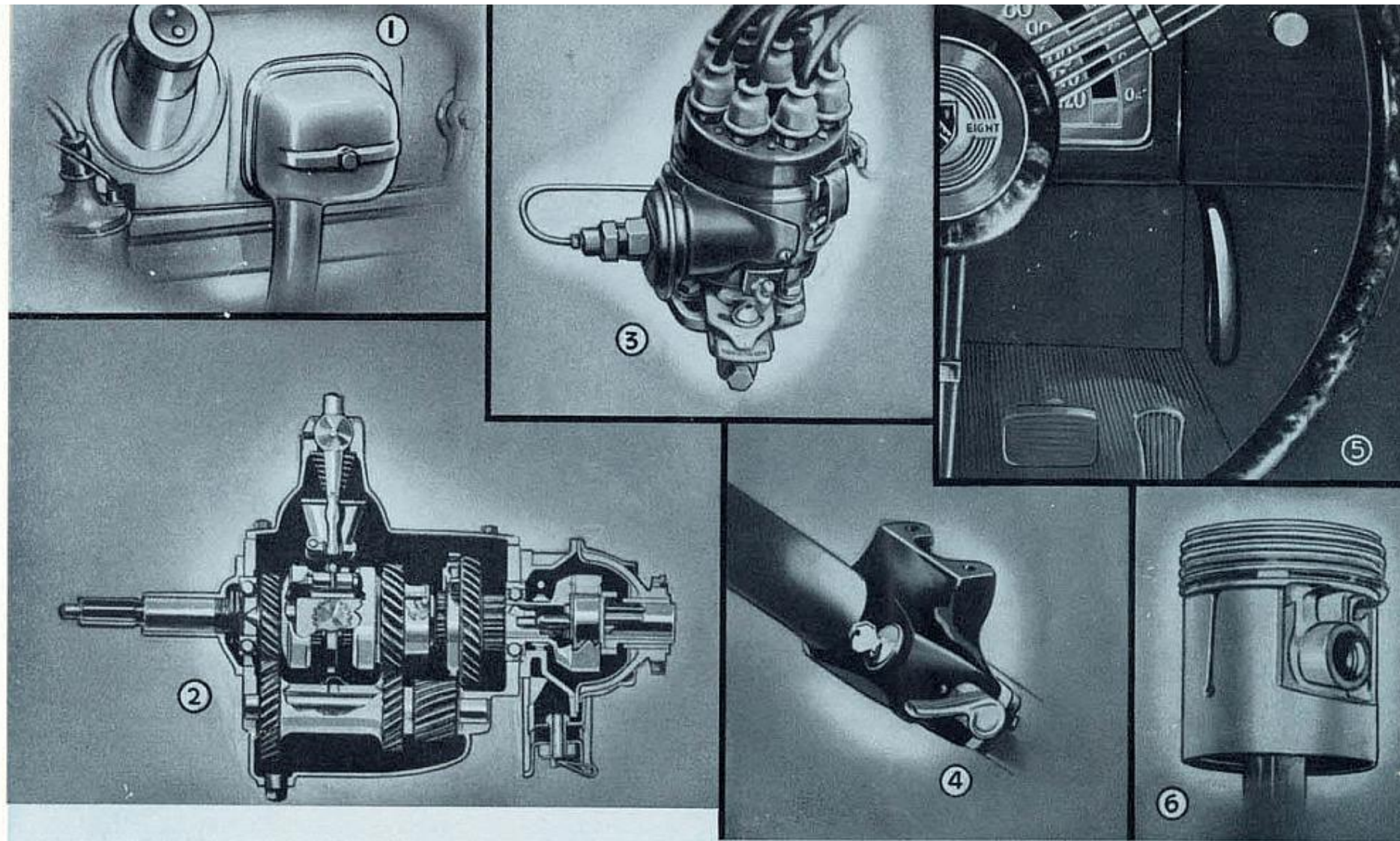
Theft-proof combination switch and steering lock on steering post bracket; complete tool kit; combination tail and stop lamp; dual vibrator type horn; sun visors; assist cords; leather upholstery; twin windshield wipers; adjustable driver's seat and no-draught ventilation, individually controlled. Foot rest, robe cord, radiator ornament, clock, ash tray, dome light, wool pile carpets, side and driver's armrests, also centre armrest on rear seat of sedans. Bumpers front and rear; foot operated headlight dimmer switch on toe board; built-in trunk on sedans; spacious locked luggage and separate tyre compartments; "Armourplate" Safety Glass windscreen and side windows on every model.

ENGINEERS "SEE"
AND "HEAR"
HOW BUICK IS
SOUND-PROOFED
AGAINST
TRAVEL NOISE



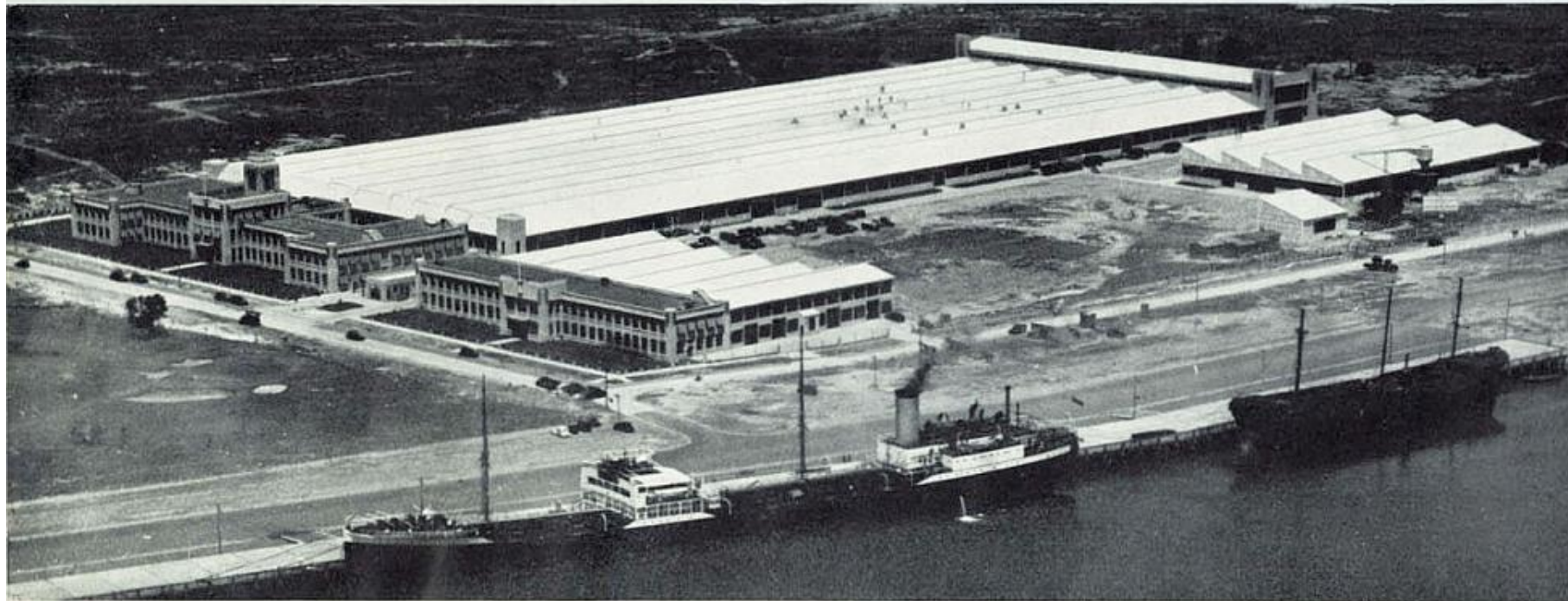
Above is shown a General Motors-Holden's engineer operating a unique piece of sound-testing apparatus. This sound-testing equipment is used at the Holden body-building plant at Woodville, Adelaide.

Its use in Australia is typical of the scientific care that has been given to the production of Buick's Unisteel "Turret" Top Bodies by Holden. It traces the source of every noise—the degree of sound-vibration and the sound absorbing qualities of the body—and its recordings are proof of the miraculous interior silence that has been achieved in the new Buick. It proves that the Holden-developed insulating materials used in Buick (and their use is made possible by the Unisteel construction of the body) absorb sound as a sponge absorbs water. Travel in a Buick is like riding in a luxurious sound-proofed room.



1. **CRANKCASE VENTILATION** — Water vapour and any impurities in the petrol are removed from Buick's crank case by the efficient ventilator before they can contaminate the lubricating oil.
2. **ALL - SILENT SYNCHRO - MESH GEARS.** Most important contribution to driving safety—even a novice can change without a sound or hesitation—providing an effortless and confident control of the car in traffic or hilly country. Every gear in Buick is silent, including reverse.
3. **VACUUM SPARK CONTROL AND OCTANE SELECTOR.** Get utmost power and mileage from any grade of fuel and insure correct spark advance for all conditions. Simply set Octane Selector, according to grade of fuel, while Spark Control operates automatically according to work engine is doing.
4. **YOU LOCK THE STEERING WHEEL** as well as the ignition with this "semi-coincidental steering and ignition lock"—baffling almost any thief.
5. **FLEXIBLE SPOKE STEERING WHEEL AND DASH-MOUNTED EMERGENCY BRAKE.** This wheel is usually an "extra"—but is standard equipment on all Buicks. The illustration shows the convenient location of the Emergency Brake Lever.
6. **ANOLITE PISTONS.** As durable and long-lasting, yet 50% lighter than cast iron, increasing bearing life by 150%. Absorbing enough oil for perfect lubrication in cold starts.

THE ORGANIZATION BEHIND BUICK IN AUSTRALIA



In plant, equipment and personnel, General Motors-Holden's may claim to rank among Australia's largest and most important industrial organisations. Furthermore, as extensive purchasers of products and materials manufactured in Australia (purchases exceeded £2,922,350 in 1936) the Company is an integral part of Australian industry. Above, on the left, is a view of the new plant erected on a 50-acre site at Fishermen's Bend, Melbourne, to serve as administrative headquarters and as one of the five assembly plants located in each of the five Capital cities. At the top right is shown the 40-acre Holden body-building plant at Woodville, South Australia, and below, a section of its immense press-room with two of the Australian-made 500-ton Hydraulic Presses in the left foreground of the picture.

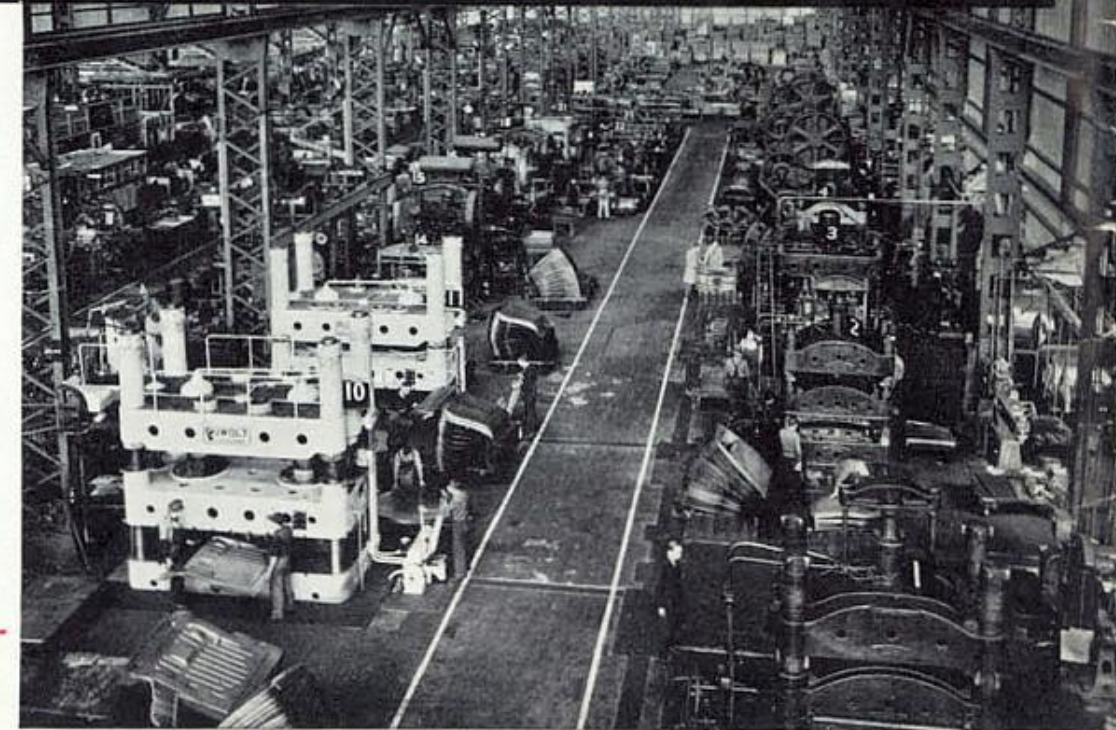
In these plants a competent organisation builds the Unisteel "Turret" Top Bodies and assembles the chasses for Buick.

THE "AFTER-SALES" RESPONSIBILITY

In every capital city, special departments in the local General Motors-Holden's plant organise service facilities, advise and supply full technical information to Distributors and Dealers for the effective maintenance of every Buick that goes on the road. In like manner, the Parts Department supplies constant service to ensure ready availability and fair uniform prices of genuine Buick parts throughout the Commonwealth.

THE INTEGRITY OF THE BUICK DEALER

In every community, the Buick Dealer is chosen for his integrity and his standing in the motor trade. Each and every Buick dealership is organised and equipped to provide the full measure of owner-service demanded by General Motors-Holden's trading policy.



"When better cars are built, Buick will build them"

THE CONFIDENTIAL G.M.A.C. TERMS PLAN

When you acquire your Buick under the G.M.A.C. 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 your payments on a basis convenient to you.



VISITING ENGLAND? — BUY A BUICK HERE AND TAKE DELIVERY IN ENGLAND

— Overseas Sales and Service Division of General Motors —

You can buy your new Buick before you leave through any Buick dealer—trading in your present car in the normal way. The new Buick will be waiting for you on arrival in England.

All details of English registration and the obtaining of an English driving licence will be arranged for you. English insurance with a Company represented in Australia will be arranged—and a pro rata credit for unexpired portion of the English policy will be given to be applied against the new policy you will take out when you return to Australia.

Full "after-sales" service facilities for your Buick will be made available in any part of England—and these service obligations will be fulfilled scrupulously. You will also be relieved of worries attendant on the shipping of your car back to Australia—this will be handled by the officers of the Overseas Sales and Service Division. If you prefer, resale of your car in England will be assisted. Consult your Buick dealer about this special overseas service.



"AIR CHIEF"

*Australia's finest
car radio*

"AIR CHIEF" *two unit* CAR RADIO *brings*

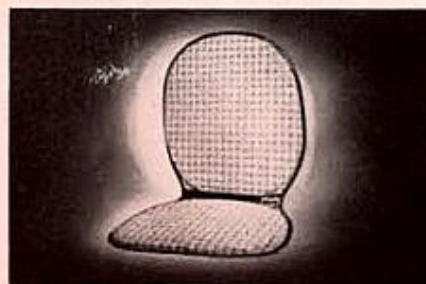
Enjoyment, Entertainment and
companionship while you travel

With an "Air Chief" Two Unit Car Radio your favourite programme is brought to you clearly and with perfectly modulated tone, anywhere at any time.

The set is a six valve super-heterodyne, having one dual and one triple purpose valve, giving a nine valve performance, superior to many console model radio sets.

An "Air Chief" model has been specially designed for Buick with controls built to fit into and form part of the instrument panel.

Ask your dealer for a demonstration of this truly remarkable Set. You will be convinced that it is the only set for your car.



Kool Kooshion



Gaslok Cap

ACCESSORIES

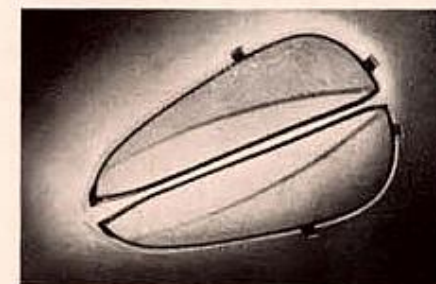
The new 1937 Buick is so well equipped that only those items dependent upon individual taste and requirements can be classed as Accessories.

We have listed below a number of such items which will prove very useful and practical in deriving the utmost pleasure from your Buick.

Ask your Dealer to show you these recommended NASCO Accessories.

FENDER MARKERS
INSPECTION LAMPS
GASLOK CAPS
INSECT SCREENS

GM-H DUCO CLEAN-
ER AND POLISH
RADIATOR OIL
KOOL KOOSHIONS



Insect Screen



Inspection Lamp

Limited . . . SERIES 90

BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE—Bore and Stroke 3 7/16" x 4 5/16"—Displacement 320 cubic inches—Developed Horsepower 130 at 3400 r.p.m.—Anolite Pistons—Full Pressure Lubrication to main, connecting rod, camshaft and rocker arm bearings—Counterweighted crankshaft with torsional balancer—Crankcase ventilator—Oil capacity, 6½ quarts.

FUEL, EXHAUST AND COOLING SYSTEM—Dual Downdraught "Aerobat" Carburettion 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, 16½ gallons.

CLUTCH AND TRANSMISSION—Single Plate 11-inch Dry clutch—all silent helical gear Synchro-Mesh transmission—All gears nickel chromium.

REAR AXLE AND UNIVERSAL JOINT—Semi-float-ing Rear Axle—Torque tube drive—Inclosed tubular balanced propeller shaft—Axle ratio 4.62 to 1—One universal joint automatically lubricated from transmission.

SUSPENSION—Knee-Action Front Suspension—Front, coil springs, silicon manganese—Rear, leaf springs, silicon manganese, semi-elliptic, underslung—Threaded spring shackles.

STABILIZER—Dual stabilization—front and rear.

FRAME—Rigid Girder Type, Double Drop X type Frame—Section 9 x 2½ x ¼".

STEERING—Centre-Point Steering—Worm and Double Roller Steering Gear.

SHOCK ABSORBERS—Front, Delco Double Acting with Inertia Control—Rear, Delco Double Acting.

BRAKES—Four Wheel Hydraulic Brakes—One-piece cast iron brake drums—Size 14 x 2 inches—Mechanical emergency and parking brake.

ELECTRICAL SYSTEM—Delco, 2 unit 6-8 volt—Octane Selector—Solenoid Starter, Hand Throttle or Accelerator Control—Tilt Ray headlights with foot dimmer switch and selector switch on Dash—15 High Plate Battery—"High Output" generator with Voltage Regulator.

WHEELS AND TYRES—Demountable Steel Disc Wheels—Tyre size, 16 x 7.50, 6 ply—Drop centre rims.

WHEELBASE—138 inches.

BUICK SPECIFICATIONS

Roadmaster . . . SERIES 80

BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE—Bore and Stroke 3 7/16 x 4 5/16"—Displacement 320 cubic inches—Developed Horsepower 130 at 3400 r.p.m.—Anolite Pistons—Full Pressure Lubrication to main, connecting rod, camshaft and rocker arm bearings—Counterweighted crankshaft with torsional balancer—Crankcase ventilator—Oil capacity, 6½ quarts.

FUEL, EXHAUST AND COOLING SYSTEM—Dual Downdraught "Aerobat" Carburettion 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, 16½ gallons.

CLUTCH AND TRANSMISSION—Single Plate 11-inch Dry clutch—All silent helical gear Synchro-Mesh transmission—All gears nickel chromium.

REAR AXLE AND UNIVERSAL JOINT—Semi-float-ing Rear Axle—Torque tube drive—Inclosed tubular balanced propeller shaft—Axle ratio 4.22 to 1—One universal joint automatically lubricated from transmission.

SUSPENSION—Knee-Action Front Suspension—Front, coil springs, silicon manganese—Rear, leaf springs, silicon manganese, semi-elliptic, underslung—Threaded spring shackles.

STABILIZER—Dual stabilization—front and rear.

FRAME—Rigid Girder Type, Double Drop X type Frame—Section 7½ x 2½ x ¼".

STEERING—Centre-Point Steering—Worm and Double Roller Steering Gear.

SHOCK ABSORBERS—Front, Delco Double Acting with Inertia Control—Rear, Delco Double Acting.

BRAKES—Four Wheel Hydraulic Brakes—One-piece cast iron brake drums—Size 12 x 2 inches—Mechanical emergency and parking brake.

ELECTRICAL SYSTEM—Delco-Remy, 2 unit 6-8 volt—Octane Selector—Solenoid Starter, Hand Throttle or Accelerator Control—Tilt Ray headlights with foot dimmer switch and selector switch on Dash—15 High Plate Battery—"High Output" generator with voltage Regulator.

WHEELS AND TYRES—Demountable Steel Disc Wheels—Tyre size, 16 x 7.00—Drop centre rims.

WHEELBASE—131 inches.

Century . . . SERIES 60

BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE—Bore and Stroke 3 7/16" x 4 5/16"—Displacement 320 cubic inches—Developed horsepower 130 at 3400 r.p.m.—Anolite Pistons—Full Pressure Lubrication to main, connecting rod, camshaft and rocker arm bearings—Counterweighted crankshaft with torsional balancer—Crankcase ventilator—Oil capacity, 6½ quarts.

FUEL, EXHAUST AND COOLING SYSTEM—Dual Downdraught "Aerobat" Carburettion 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—All gears nickel chromium.

REAR AXLE AND UNIVERSAL JOINT—Semi-float-ing 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—Knee-Action Front Suspension—Front, coil springs, silicon manganese—Rear, leaf springs, silicon manganese, semi-elliptic, underslung—Threaded spring shackles.

STABILIZER—Dual Stabilization—front and rear.

FRAME—Rigid Girder Type; Double Drop X type Frame—Section 6½ x 2½ x ¼". (1 Beam X Member.)

STEERING—Centre-Point Steering—Worm and Double Roller Steering Gear.

SHOCK ABSORBERS—Front and Rear, Delco 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—Octane Selector—Solenoid Starter, Hand Throttle or Accelerator Control—Tilt Ray headlights with foot dimmer switch and selector switch on Dash—15 High Plate Battery—"High Output" Generator with Voltage Regulator.

WHEELS AND TYRES—Demountable Steel Disc Wheels—Tyre size, 15 x 7.00—Drop centre rims.

WHEELBASE—126 inches.

Special . . . SERIES 40

BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE—Bore and stroke 3 3/32" x 4¼"—Displacement 218 cubic inches—Developed Horsepower 100 at 3400 r.p.m.—Anolite 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 Downdraught "Aerobat" Carburettion 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—All silent helical gear Synchro-Mesh transmission—All gears nickel chromium.

REAR AXLE AND UNIVERSAL JOINT—Semi-float-ing Rear Axle with Hypoid Gears—Torque tube drive—Inclosed tubular balance propeller shaft—Axle ratio 4.40 to 1—One universal joint automatically lubricated from transmission.

SUSPENSION—Knee-Action Front Suspension—Front, coil springs, silicon manganese—Rear, semi-elliptic leaf springs, underslung—Threaded spring shackles.

STABILIZER—Dual Stabilization—front and rear.

FRAME—Rigid Girder Type, Double Drop X type Frame—Section 6½ x 2½ x ¼". (1 Beam X Member.)

STEERING—Centre-Point Steering—Worm and Double Roller Steering Gear.

SHOCK ABSORBERS—Front and rear, Delco Double Acting.

BRAKES—Four Wheel Hydraulic Brakes—Centrifuse brake drums—Size 12 x 1½ inches—Mechanical emergency and parking brake.

ELECTRICAL SYSTEM—Delco-Remy 2 unit 6-8 volt—Octane Selector—Solenoid Starter, Hand Throttle or Accelerator Control—Tilt Ray headlights with foot dimmer switch and selector switch on Dash—13 High Plate Battery, "High Output" Generator with Voltage Regulator.

WHEELS AND TYRES—Demountable Steel Disc Wheels—Tyre size, 16 x 6.50—Drop centre rims.

WHEELBASE—122 inches.

GENERAL MOTORS-HOLDEN'S LTD.

BRISBANE

SYDNEY

MELBOURNE

ADELAIDE

PERTH

Specifications and Equipment subject to change without notice.