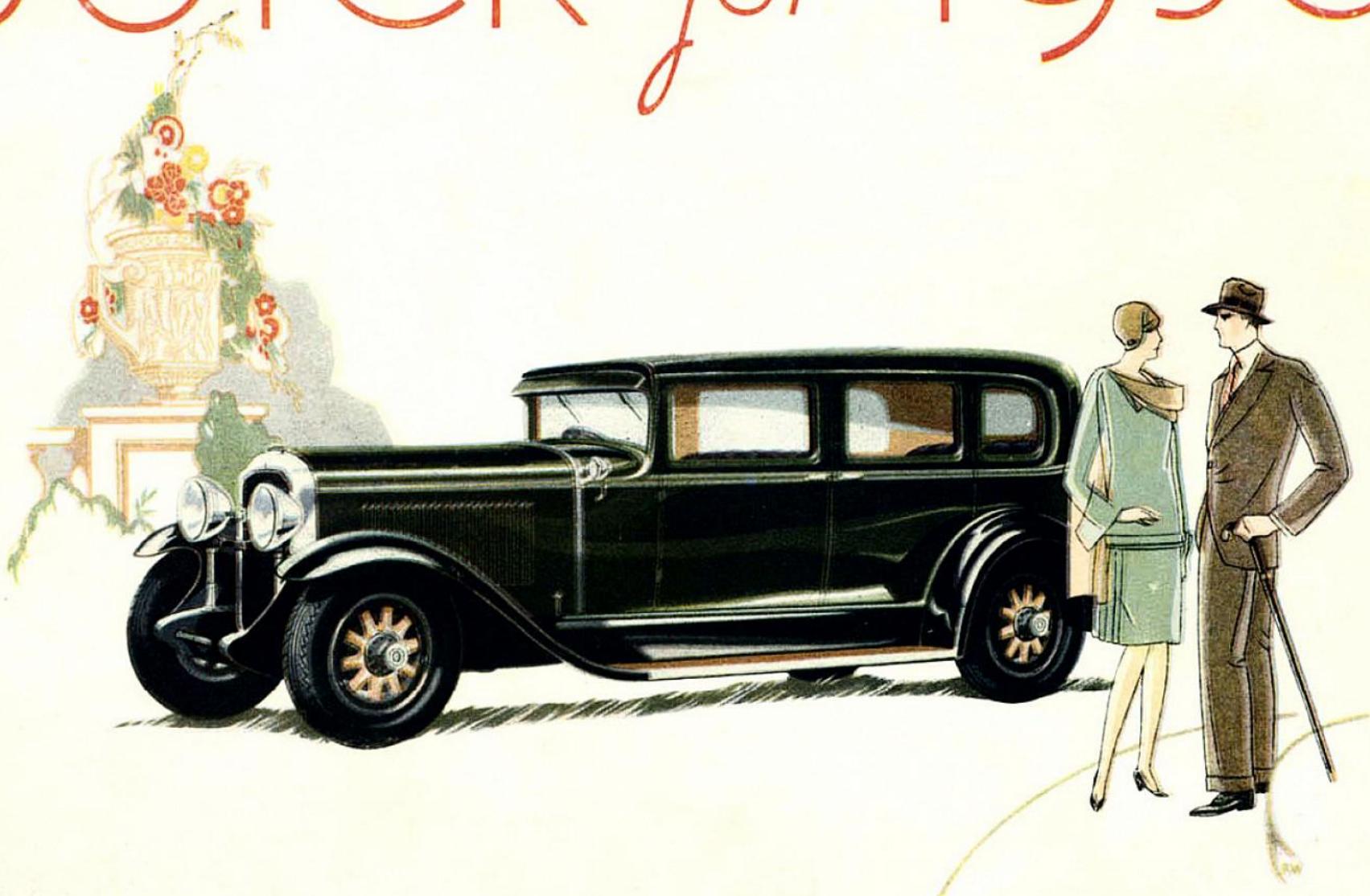


# BUICK for 1930





*The Year's Masterpiece  
of Beauty and Brilliance*



**B**UYERS of motor cars to-day unite in recognising the value of a manufacturer's reputation in deciding the question: "Which car shall I buy?" They are content to leave mechanical matters to the engineer. Transportation, dependability, and value in terms of satisfaction afforded are their chief considerations. That is why Buick has always been popular, and why the 1930 Buick has such a universal appeal. Underlying the keen pleasure derived from its appearance is the calm certainty of its brilliant performance and its utter dependability—the knowledge that it is, indeed, as good as it looks.

The instinctive approval accorded the 1930 Buick on the grounds of its appearance is one which deepens as the car is carefully inspected. It is natural to grow

enthusiastic about the longer, lower lines of beauty—slender lines that flow in sweeping contour from front to rear—graceful lines that are well balanced and of sleek symmetry.

Its colours, too, are unusually appealing. They are restrained of tone yet they strike an individual note. They harmonise perfectly with the interiors, which are well upholstered, restful, and roomier than ever—easy of entrance and exit, with an abundance of seating space, leg and head room.

If you judge the 1930 Buick on its looks alone you judge well. But the merit of the 1930 Buick rests on something more substantial than beauty of appearance. For the new Buick was designed to fully satisfy in every particular.

For instance, its valve-in-head engine—

probably the best-known power unit in the world—has been improved to provide an 8% increase in power. And so Buick furnishes even greater speed—quicker acceleration—faster pick-up. Seventy miles per hour is easily reached in any of the new Buicks, and the stiff hill climb is made with the utmost ease. In city traffic Buick idles smoothly and evenly at walking pace. On the open stretch it sweeps ahead without effort. With a slight pressure on the brake pedal, quickly, silently, and safely Buick cushions to a stop. The new, powerful, four wheel brakes—the internal mechanical type of proved design—impart a new and absolutely complete security.

Over the rough road, too, motoring in the 1930 Buick is smooth and even—for semi-elliptic springs at rear as well as front

are fitted with double-acting hydraulic shock absorbers.

Sturdier frame—improved steering gear with road shock eliminator, refined clutch and gear box, shuttered radiator, scientifically angled windshield, are a few additional new features of the 1930 Buick. There are others—and all have their important functions—all do their share to make Buick's performance greater, to keep step with the advance represented by Buick's new and finer looks.

Here, then, are brilliant performance, graceful lines, beautiful finish, combined with the remarkable dependability for which Buick has long been acknowledged without peer. Here, then, is a new Buick built to uphold worthily the tradition which has made the name Buick stand for honest value in Australia.



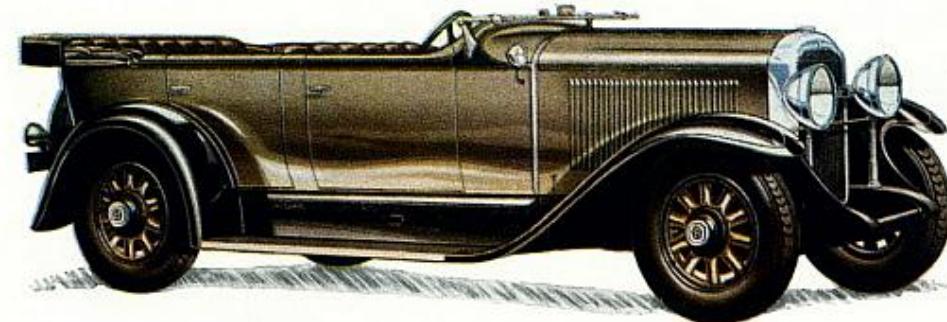
BUICK FOR 1930

BEAUTY



Colours that are modish and charming—colours that are richly dignified of tone—endow the 1930 Buick with beauty that is instantly appealing. A new, smart moulding, attractively striped, accentuates Buick's longer, flowing lines—while the lustrous chromium lends sparkle and life to the handsome finish.

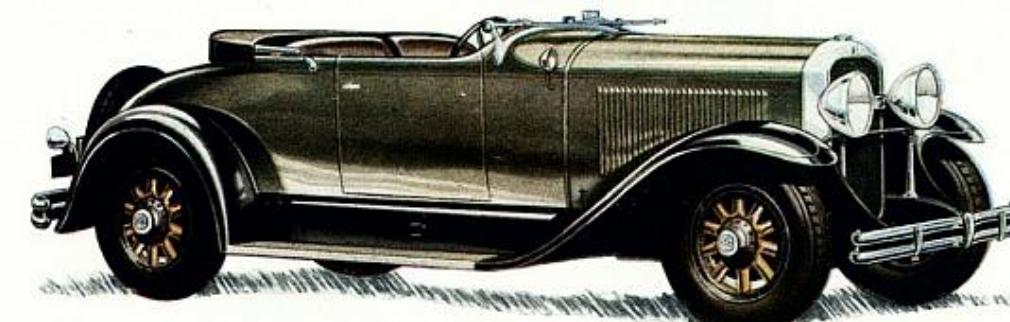
FEDERAL PHAETON  
*Series 40*  
On 118-inch Wheelbase



This splendidly proportioned Phaeton combines the smartness and distinction of a sports car with the all-round usefulness of a touring model. Note the fine, low sweep of its lines—emphasised attractively by the new type belt moulding which runs completely round the body. The doors are wide for quick, easy access, and the roomy seats, upholstered in genuine leather, are designed expressly for travel comfort. Six wire wheels with fender wells are optional equipment at reasonable additional cost.

BUICK FOR 1930

SPORTS ROADSTER  
*Series 40*  
On 118-inch Wheelbase



Here is a fleet new roadster fairly sparkling with smart suggestion of speed and sport. It is low to the ground, long and racy in appearance, with a swift sweep of perfectly proportioned line from radiator to tail light. It is finished in a delightful new harmony of colours, chosen to suggest its gay spirit and to heighten its smartness. In the rear deck is an unusually spacious and comfortable dickey seat with arm rests. Six wire wheels with fender wells are optional at extra cost. Bumpers and bumperettes are standard equipment.

SPEED



The 1930 Buick dominates the road. The motorist who has driven it tells of the thrill of starting at 10 miles an hour—of reaching 40 in 1.3 seconds—of touching 60 in less than half a minute—of leaving the miles behind at the rate of 70 an hour or more. Here is brilliant performance indeed—performance to delight the hardest-to-please.

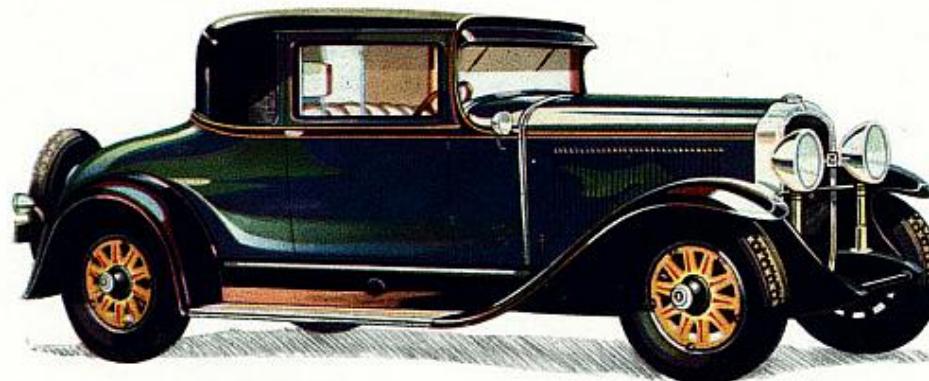
Buick

BUICK FOR 1930

POWER



*Power for the stiffest pull—for the longest journey—is always at the call of the driver of the 1930 Buick. Development of the famous Buick valve-in-head engine provides free-flowing power, giving to Buick a performance ability amounting to sheer brilliance.*



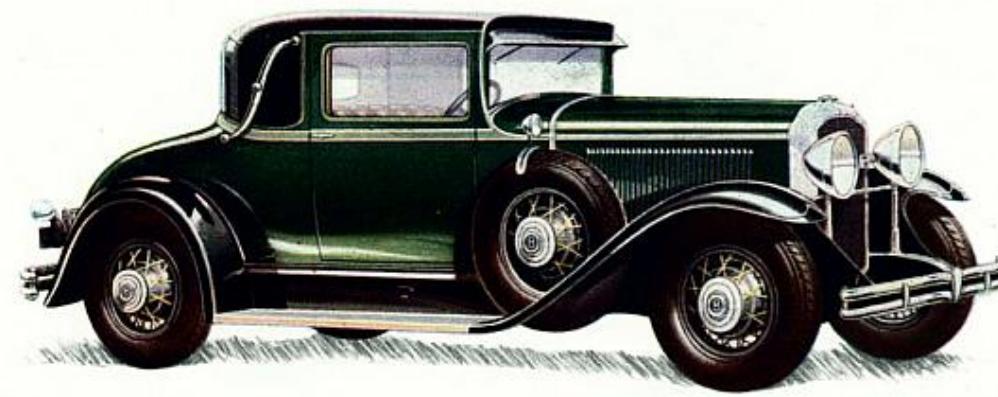
This is a very practical car for the business man, the professional man, or as the second car for the family. For all its usefulness it is a car of unmistakable beauty, embodying all the excellent features that distinguish Buick for 1930. The driving compartment is remarkably comfortable, with low, wide, easy-riding seating and plenty of leg room. The seat is easily adjustable to the driver's convenience—as also is the position of the steering wheel. There is a large rear compartment for luggage, business equipment and the like.

BUICK FOR 1930

TWO-PASSENGER SPORTS COUPE

*Series 40*

On 118-inch Wheelbase



All the dash and verve of a roadster are combined with consummate luxury and style to make this Sports Coupe one of the most fashionable of motor cars for city and outing use. The colour scheme bears the stamp of dignity, while bright chromium plate and the gleaming black grain leather top, with its graceful landau side arms, also chromium plated, bring style and sparkle to the smart ensemble. In the spacious rear deck is a large dickey seat, with comfortable arm rests, designed to carry two extra passengers in complete comfort.

GETAWAY



*The flashing start from the traffic stop—the responsive pick-up from a high speed to a higher one—immediate answer at all times to the touch on the accelerator—tenuity to the "get-away" qualities of the new Buick. It not only "gets away," but it does so with masterly ease.*



BUICK FOR 1930

SERVICE

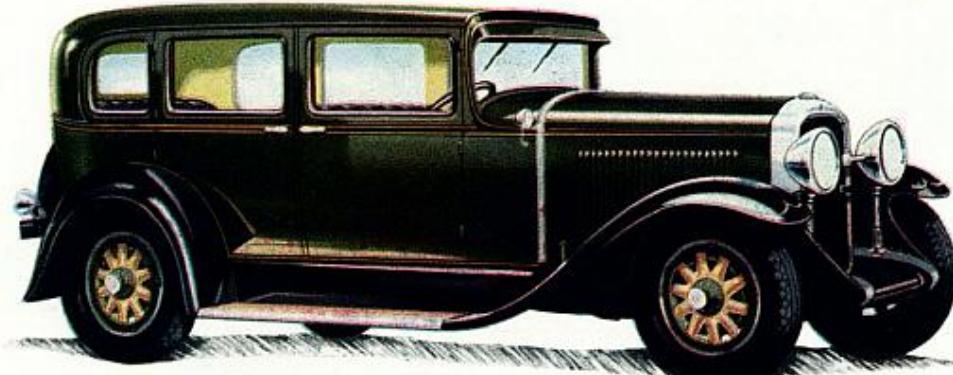


The longest journey, the most "out-of-the-way" trip is taken with complete assurance by the Buick owner. For supporting the dependability for which Buick is noted is a network of Authorised Buick Dealers covering Australia—each equipped to render immediate and expert service—each carrying full stocks of genuine spare parts.

### MAJESTIC SEDAN

Series 40

On 118-inch Wheelbase



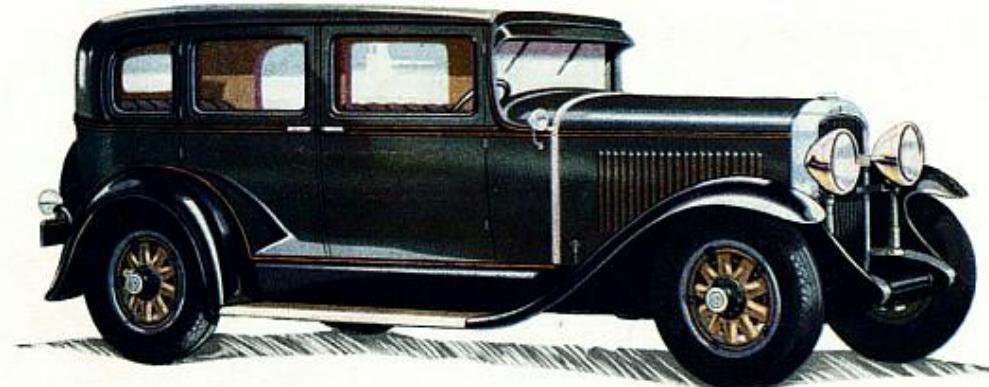
An especially attractive five-passenger sedan with new, long, low-slung lines is the Majestic. The long side windows and lower roof without sacrifice of head-room, give a new air of distinction to this type of car, which bids for immediate appreciation through its full-fashioned comfort and its many provisions for convenience and driving ease. Doors are exceptionally wide, giving unhampered vision and providing easy access. Six wire wheels with fender wells are optional at extra cost.

BUICK FOR 1930

### COMMONWEALTH SEDAN

Series 40

On 118-inch Wheelbase



This five-passenger sedan has unusually pleasing lines. Its long windows, by their size and shape, emphasise the car's length and smart beauty. Both seats are exceptionally wide, deep-cushioned, and comfortable. The interior finish is of particularly high quality, with all hardware of attractive design, and upholstery that is faultlessly tailored and that blends pleasantly with the exterior finish. Appointments and equipment are of truly Buick quality. Six wire wheels with fender wells are optional at extra cost.

DEPENDABILITY

1904



For 26 years Buick has been building fine motor cars. For 26 years Buick has made dependability an inherent feature—so emphatically that wherever cars are discussed in Australia, Buick is accepted as the standard of comparison in this regard. The 1930 Buick—the year's masterpiece of modernity—is the same dependable car as ever.

Buick

BUICK FOR 1930

LUXURY

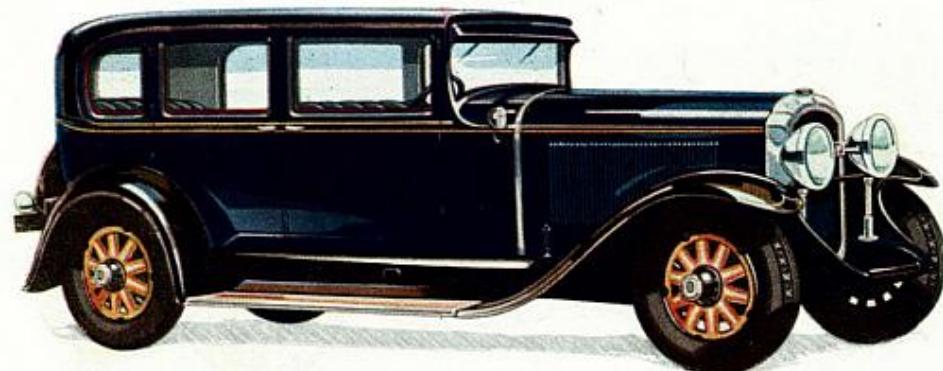


*When you sink into the deep, restful seats of the 1930 Buick you are enjoying Buick's finest expression of luxury of appointment. All seats are wide, heavily cushioned over resilient springs—all upholstery is of high-quality, durable material. Motoring becomes a comfortable, thrilling pastime in the 1930 Buick.*

### REGAL SEDAN

*Series 50*

On 124-inch Wheelbase



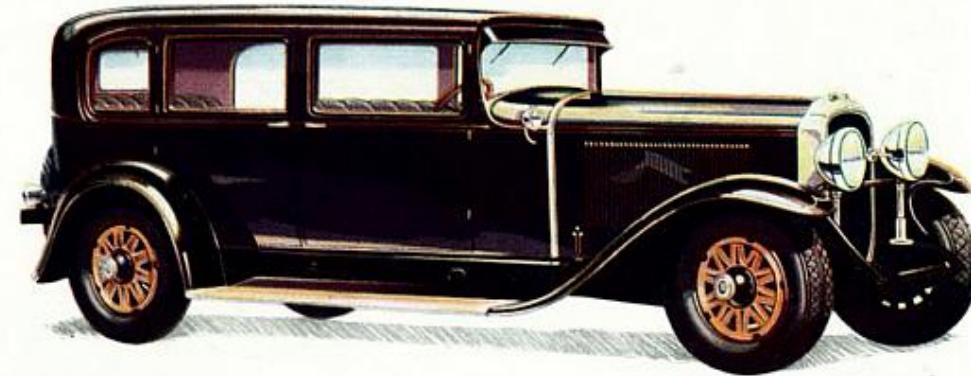
The trend toward longer and lower body lines is beautifully exemplified in this distinguished family car. It is unusually commodious, luxuriously upholstered and equipped, providing rare comfort and riding ease with smartness of a very high order. Although a car of impressive size, it is as easy to drive as to ride in. The seats are wide and comfortably cushioned, while an abundance of leg and head room is provided in both front and rear compartments. If desired, wire wheels with fender wells will be fitted at additional cost.

BUICK FOR 1930

### CORINTHIAN SEDAN

*Series 60*

On 132-inch Wheelbase



Seven passengers are afforded ease of travel in this sedan. Seats are wide, with low, soft cushions and resilient springing in seats and back. Cushioned arm rests and assist cords are also provided. Upholstery is a new and improved mohair fabric. The floor is carpeted in durable velvet pile, perfectly matching the upholstery in colour. The front compartment has a rubber floor covering. This sedan is also available at a reasonable extra cost fitted with wire wheels and fender wells.

SAFETY



*Complete ease of mind that the knowledge of safety inspires is part of the motoring joy of all who travel in the 1930 Buick. In congested city traffic, speeding across the open stretch, negotiating the winding mountain road—day or night—in fine weather or foul—at all times—everywhere—Buick provides an ample margin of safety.*

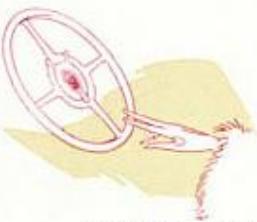


BUICK FOR 1930

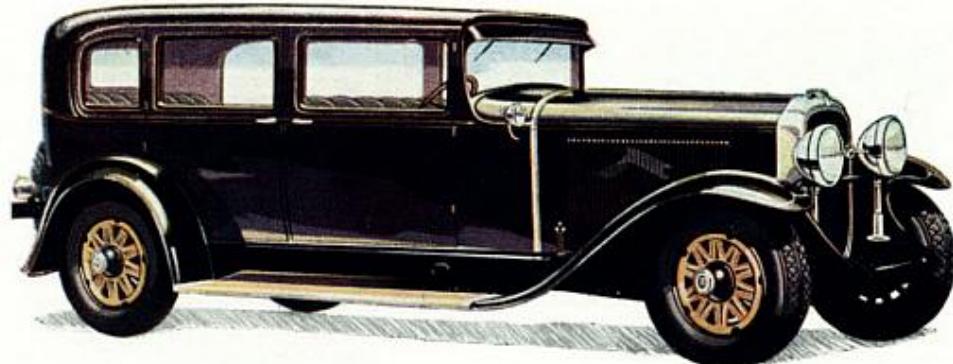
BUICK FOR 1930



DRIVING EASE



Gentle hands exert complete control over the 1930 Buick. Readily the car responds to the turn of the steering wheel. Smoothly it stops to a slight pressure on the brake pedal. Quietly, gears are changed, and without effort. Little wonder, then, that the new Buick possesses such a strong appeal to the lady driver.



This aristocratic car can be instantly changed from a seven-passenger, owner-driven sedan for informal use to a chauffeur-driven limousine, correct for the most formal occasions. The front seat is appropriately trimmed in leather of excellent quality. The rear compartment is done in rich upholsteries. Front and rear compartments are separated by a disappearing glass partition. The two compartments are connected by a telephone for instructing the driver. Six wire wheels and fender wells are available at extra cost.

LIMOUSINE SEDAN  
*Series 60*  
On 132-inch Wheelbase

EMPIRE SEDAN  
*Series 60*  
On 132-inch Wheelbase

SMOOTHNESS



Long and low and beautiful, sparkling with brilliant blue-white chromium plating, richly finished and perfectly appointed, this five-passenger sedan answers the demand for an ultra-smart car of highest quality and surpassing style. The exterior of the beautiful body is finished in rich colourings, with mouldings and insets of contrasting tones and with distinctive stripings on the mouldings. The smartly modelled rear end is fitted with a trunk rack of new design. Wire wheels with fender wells are optional equipment at extra cost.

Whether you drive or ride in the new Buick — whether it idles at snail's pace or flashes along at 70 miles an hour — whether the way is the bumpy back road or the paved city street — always the travel is even, smooth, quiet — always Buick provides motoring as completely restful as it is comfortable.



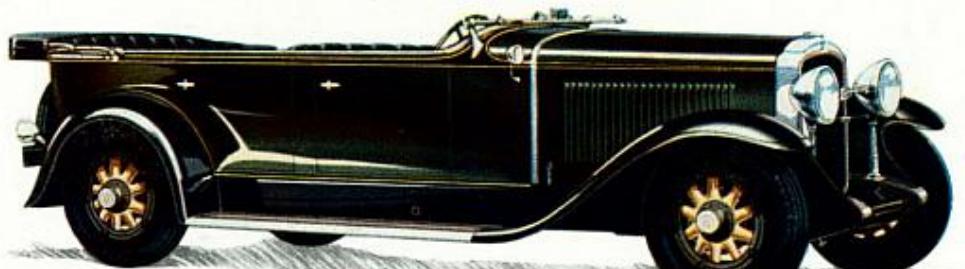
BUICK FOR 1930

AMBASSADOR PHAETON  
Series 60  
On 132-inch Wheelbase

VALUE



*The success that Buick has attained—the leadership that it has demonstrated year after year for over a quarter of a century, is due solely to the value it represents. Sound, honest value which unceasing and lasting merit can provide, ensures that the 1930 Buick shall worthy uphold the high standards set and maintained by its predecessors—for the new model is the finest Buick yet.*



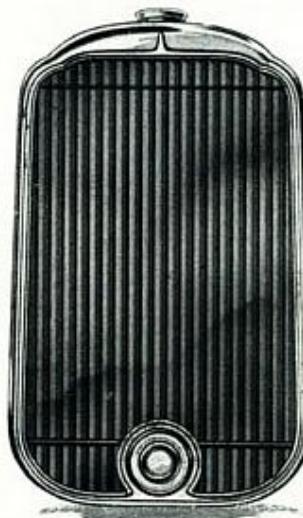
*The openness and freedom of the phaeton type have never been more eloquently expressed than in this swift low-slung seven-passenger Buick. Its long, sweeping lines, its folding windshield and compact top all combine to give it a smart and distinguished character in keeping with the latest model. Upholstery is in genuine feather in soft plaited over easy, double deck springs. The auxiliary seats are large and unusually comfortable. The driving and tonneau seats are set low in the car, with high backs to give full support and restful comfort, especially desirable for long trips and touring. This model is also available with wire wheels and fender wells at moderate additional cost.*

BUICK FOR 1930



*The Engineering Genius behind  
Buick's Thrilling Brilliance*

To Buick the motoring world has always looked for engineering advancement, and the 1930 model again demonstrates the high quality of Buick leadership. Advancements, refinements, improvements have crowded fast in the history of Buick. And in this 1930 model they crystallise to produce a motor car with performance qualities of sheer brilliance. All this has been done without abatement of the characteristic for which Buick is famous—dependability.



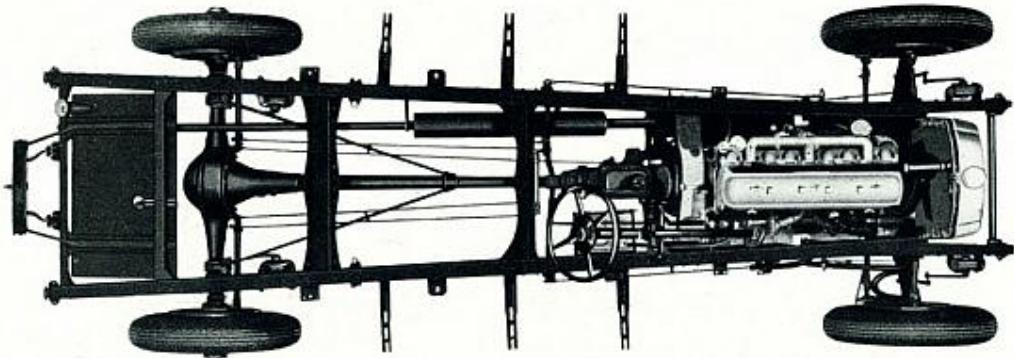
The 1930 Buick is offered in three series:

Series 40 on 118-in. wheelbase;  
Series 50 on 124-in. wheelbase;  
Series 60 on 132-in. wheelbase;  
representing increase in wheelbases of from 2 to 3 inches.

On the pages that follow brief detail is given of a few of the mechanical advancements found in the 1930 Buick—advancements selected from an impressive range of important improvements.



## BUICK FOR 1930

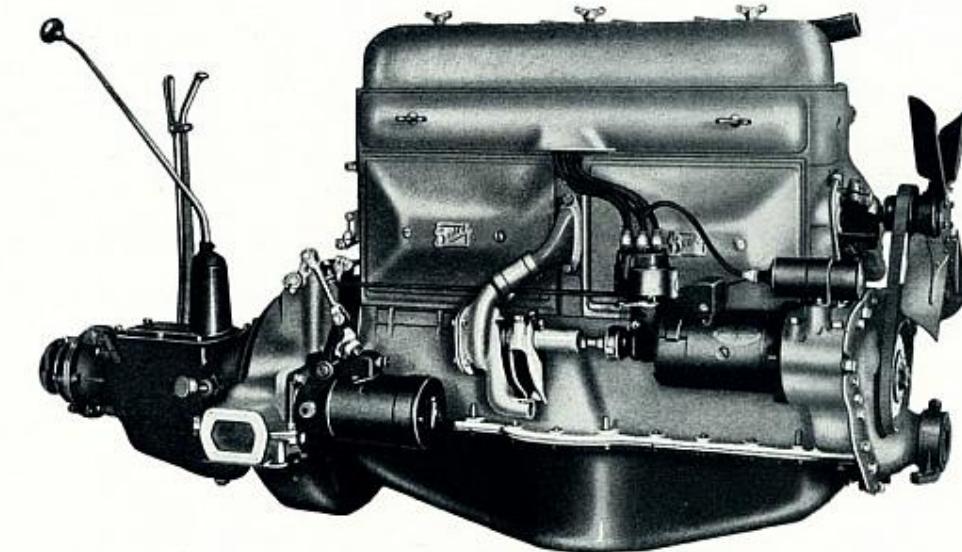


### A Chassis View of the 1930 Buick

The chassis of the 1930 Buick will delight every man with an appreciation of fine engineering. Buick's tapering frame is of unusual strength—the heaviest of any car in or near Buick's price field. The chassis is built low to the ground, well balanced and rugged. All chassis units, such as axles, wheels, steering mechanism and springs, have that extra measure of strength which has done so much to make the name Buick synonymous with dependability wherever motor cars are used. Convenient and neat arrangement of units makes for great accessibility.

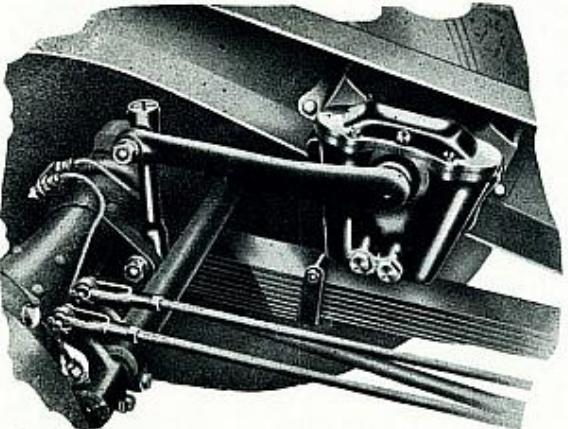
A feature of the 1930 Buick chassis is the inclusion of semi-elliptic springing front and rear.

## BUICK FOR 1930



### The Valve-in-head Engine of the 1930 Buick

has been enlarged  $\frac{1}{8}$  of an inch in bore, increasing the power by over 8 per cent. With series 40 the piston displacement is 257 cubic inches with 80 $\frac{1}{2}$  horsepower developed, while with series 50 and 60 the piston displacement is 331 cubic inches with 98 horsepower developed. Although Buick's great power is increased 8 per cent, its economy of operation remains at its attractively low level—in fact, petrol consumption has been actually lessened.

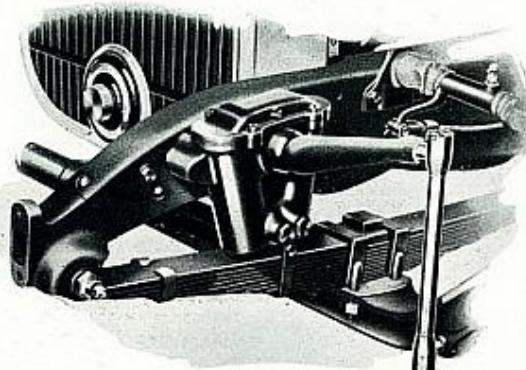


#### Springs and Shock Absorbers

The new shock absorbers are of the double-acting piston type, which means that they dampen the road shocks as well as rebounds. The illustrations on this page show the arrangement of both front and rear shock absorber equipment. They are the highest type of shock absorbers yet developed, and will last for a great many years with a minimum of care or adjustment.

Both front and rear springs are semi-elliptic, the front being over-slung and the rear under-slung. All spring eyes are bushed with bronze, lubricated by the Zerk high-pressure grease gun.

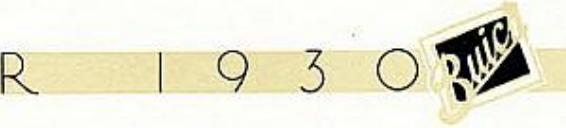
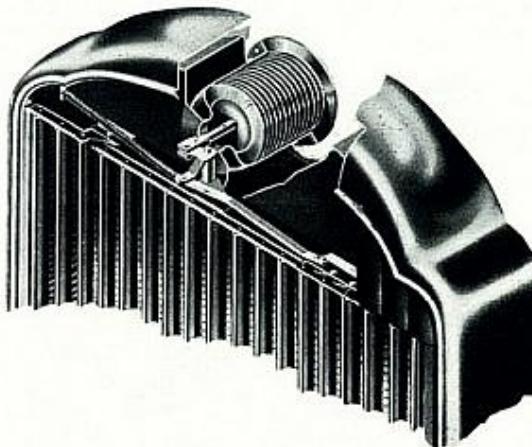
This suspension, with the improved double-acting hydraulic shock absorbers, is a real triumph in riding ease. These shock absorbers prevent striking the axle and reduce the "ride" or clearance between the frame and the axles. This in turn lowers the centre of gravity. As a result, Buick cars not only compensate perfectly for rough road surfaces, but are remarkably free from side sway and "rolling" on curves.



#### The 1930 Buick Cooling System

Cooling water is circulated by means of a centrifugal pump, driven from the generator shaft. The radiator is the cellular type, with large core area, sufficient to cool the engine in the hottest weather, under hard pulling or during prolonged hard driving.

The radiator is fitted with a vertical shutter which is automatically controlled by a thermostat. At all seasons and in all climates this arrangement keeps the engine at the most efficient operating temperature, by regulating the amount of air that passes through the radiator. A thermostat placed in the upper tank of radiator automatically operates the radiator shutter.



*The new instrument panel is both directly and indirectly lighted, with instruments compactly grouped. All dials and levers are in plain sight and reach.*

When the engine is cold the shutter is closed, cutting off the passage of air through the radiator. When the temperature of the water reaches a predetermined point, the thermostat opens the shutter to the degree necessary to maintain the correct operating temperature.

In addition to controlling the water temperature the shutter also controls the temperature of the air under the hood, thus assisting in carburetion and greatly reducing the "warm up" period.

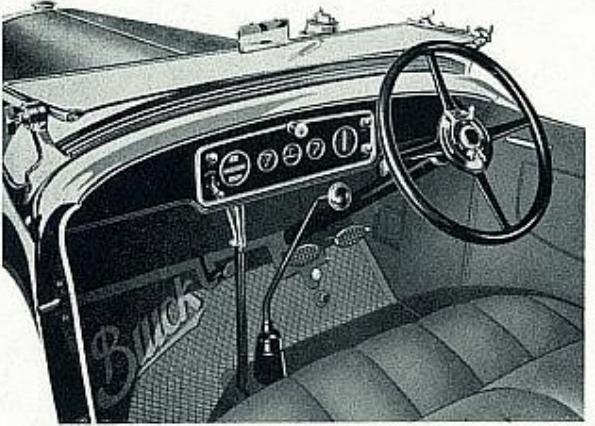
An indicator is mounted on the instrument board of all models, which registers the temperature of the water in the cooling system.

The water pump consists of an impeller fastened to the shaft, and a water-tight housing with inlet and outlet connections.

A four-blade fan is driven by a  $\frac{5}{8}$ -inch V belt. It runs on a plain bearing which is lubricated by a simple, self-contained oil pressure system.



## BUICK FOR 1930



### The 1930 Buick Steering

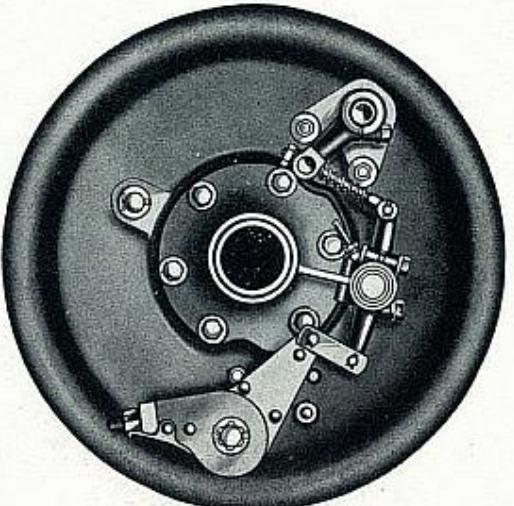
A lock is provided for locking the steering gear in conjunction with the ignition. It is mounted on the steering column and bolted to the back of the instrument board. In one operation it locks both the steering wheel and the ignition, and provides effective protection against theft. The steering gear consists of a worm on the lower end of the steering tube which engages with a single roller mounted on the roller shaft.

The worm is mounted between two tapered roller bearings, while the roller is mounted on a pin in the forked end of the roller shaft and provided with roller thrust bearings. The roller shaft is carried in two bronze bearings in the housing cover.

### The 1930 Buick Braking

Buick controlled Servo internal four-wheel brakes are mechanically operated. Being fully enclosed, they exclude mud and water. This not only maintains a remarkable uniformity of operation in all kinds of weather, but materially increases the effectiveness and life of the brakes. These brakes are self-actuating, and this action is fully controlled through the foot pedal, because of the patented hinged shoe construction.

An independent system of emergency brakes is furnished, located in the rear drums and operated by a hand lever beside the gear shift lever.

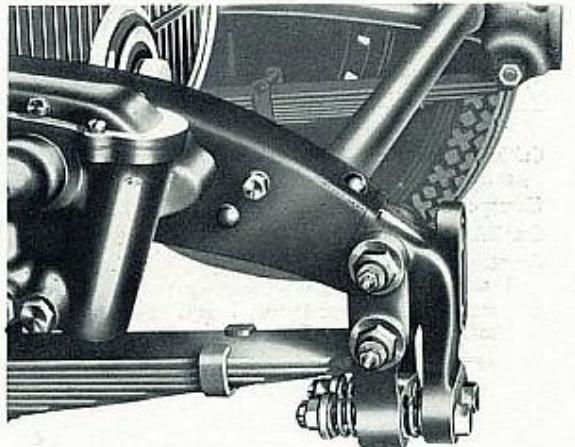


## BUICK FOR 1930

### The Wheels of the 1930 Buick

All models except the Sports Coupe have wood wheels as standard equipment. Ten large spokes are used with ten spoke bolts to give great strength as well as sturdy appearance. Demountable wire wheels, together with fender wells, are available as additional equipment at slight additional cost on all models except Coupe and Sports Coupe. The Coupe is available only with wood wheels.

The front wheels are equipped with adjustable ball bearings and the rear with Hyatt roller bearings. The new chromium plated hub caps are of a very distinctive design.



### Buick's Steering Road Shock Eliminator

The steering road shock eliminator is incorporated as a part of the spring shackle at the front end of the frame on the steering gear side. Its function is to absorb road shocks before they can be transmitted to the steering gear and through it to the steering wheel. This road shock eliminator allows free action of the front springs, thereby absorbing road shocks and assuring better steering and roadability of the car.

All road shock is eliminated from the steering wheel, and the car will travel in a straight line at any driving speed without the front end "wandering," as so frequently occurs in many cars at high speeds.

# Specifications

## ENGINE—

Type—Valve-in-head, six-cylinder.  
Bore and Stroke—118" series,  $3\frac{7}{16}$ " x  $4\frac{5}{8}$ "; 124" and 132" series,  $3\frac{3}{4}$ " x 5".  
Cubic Displacement—118" series, 257.5 cub. in.; 124" and 132" series, 331.4 cub. in.  
Horsepower—118" series, 80.5 h.p.; 124" and 132" series, 98 h.p.  
Crankshaft—Drop-forged, hardened and ground.  
Counterweights and torsion balancer, 4 main bearings, steel-backed.  
Connecting Rods—Drop-forged, heat-treated. Connecting Rod Bearings—Babbitt, bonded to connecting rod.  
Pistons—Cast iron, 2 compression rings, 1 oil ring (above the pin).  
Valves—Inlet, chrome-nickel; exhaust, silichrome No. 1.  
Timing Gears—Crankshaft and generator shaft, steel.  
Camshaft—Textolite, helical cut.

## LUBRICATION SYSTEM—

Type—Gear pump.  
Feed—Pressure to main and connecting rod bearings and rocker arm shaft. Piston pins and cylinder walls are lubricated by oil shot through a hole in connecting rod bearings upper cap.  
Oil Pressure—Series 118", 35-40 lbs.; 124" and 132", 25-30 lbs.  
Oil Filter—A.C. cartridge type.  
Crankcase Ventilator—Buick vacuum type.  
Chassis—Centralised lubrication, Zerk fittings.

## FUEL SYSTEM—

Carburetor—Marvel. Air valve triple jet type.  
Heat control automatic, and manual on instrument board.  
Fuel Feed—A.C. fuel pump. Air Cleaner—A.C.

## CLUTCH—

Type—Multiple dry disc. Number of Discs—10 on 118" series, 11 on 124" and 132" series.  
Friction Area—212 square inches.

## COOLING SYSTEM—

Type—Automatic radiator shutter, thermostatically controlled.  
Pump Type—Centrifugal. Pump Drive—Generator shaft.  
Radiator Type—Cellular. Fan—4-blade. Fan Drive— $\frac{5}{8}$ " V belt. Fan Lubrication—Self-contained oil pump. Fan bearings—Plain.

## TRANSMISSION—

Type—Sliding gear. Location—Unit with engine.  
Gear Material—Chrome-nickel steel. Counter Shaft, Idler Gear, Main Shaft Pilot Bearings—Plain.  
Main Shaft Bearings (front and rear)—New Departure ball.  
Speedometer—Driven at transmission.

## UNIVERSAL JOINT—

Number of Joints— one. Lubrication—Automatic from transmission.

## STEERING GEAR—

Type—Worm and roller. Thrust Bearing Upper—Taper roller.  
Thrust Bearing Lower—Taper roller.

## FRAME—

Material—Pressed steel.  
Channel Depth—118" series, 7"; 124" and 132" series,  $7\frac{3}{4}$ ".  
Flange Width (lower)—118" series,  $2\frac{1}{2}$ "; 124" and 132" series, 3".  
Flange Width (upper)—118" series,  $2\frac{3}{4}$ "; 124" and 132" series,  $2\frac{11}{16}$ ".  
Cross Members—Number of members, 118" series, 5; 124" and 132" series, 6.  
Frame Width—Front, 118" series, 30"; front, 124" and 132" series,  $30\frac{1}{16}$ "; rear, all series,  $44\frac{1}{4}$ ".

## REAR AXLE—

Type—Three-quarter floating. Housing Material—Pressed steel.  
Final Drive—Spiral bevel. Differential Pinions—2. Differential Bearings, Pinion Shaft Bearings (front and rear)—All New Departure ball. Wheel Bearings—Hvatt roller.  
Axle Shaft Material—Manganese steel. Differential Case—One-piece. Drive—Torque tube.

## FRONT AXLE—

Type—Reverse Elliott. Section—I-beam. Material—Carbon steel. Tie Rod Location—Rear of front axle. Knuckle Bearings—Bronze. Vertical Thrust Bearings—Ball. Front Wheel Bearings—Ball.

## FRONT SPRINGS—

Type—Semi-elliptic, overslung. Eye Bushings—Bronze. Eye-bolt Lubrication—Zerk fittings.  
Length of Spring—118" series,  $30\frac{3}{4}$ "; 124" and 132" series,  $37\frac{1}{2}$ ".  
Width—All series, 2".

## REAR SPRINGS—

Type—Semi-elliptic, underslung. Eye Bushings—Bronze. Eye-bolt Lubrication—Zerk fittings.  
Length of Spring—118" series, 55"; 124" and 132" series,  $58\frac{1}{2}$ ".  
Width—All series,  $2\frac{1}{4}$ ".

## SHOCK ABSORBERS—

Type—Double-acting hydraulic. Location—Front and rear.

## BRAKES—

Service Brake: Type Mechanical—Buick controlled Servo internal-expanding, self-energising two-shoe cam. Location—front and rear. Equalised—from front to rear. Completely enclosed, protected from water and dirt.

Hand Brake: Location—Rear wheels, internal mechanical. Shoes—2. Actuation—Cam.

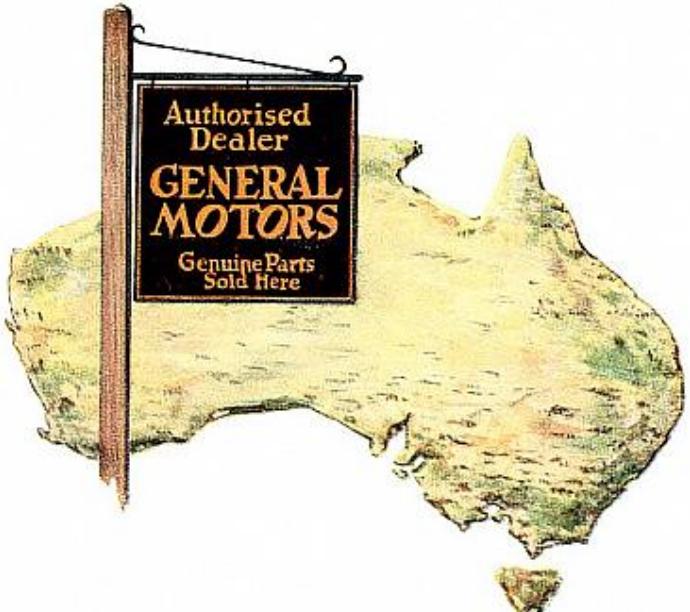
## ELECTRICAL SYSTEM—

Make—Delco-Remy. Type—Separate units. Voltage of System—6 Volts. Headlamp Type—Guide tilt-ray. Instrument Board Lighting—Direct and indirect.

Battery—number of Plates—118" series, 13 plates; 124" and 132" series, 15 plates.

Stop and Back-up Light—15 Candle power. Headlamps—21 Candle power.

Colours, Specifications, and Equipment subject to change without notice.



## SERVICE *Everywhere*

Every Buick sold has a share in the service facilities made available by the five large Australian Plants of General Motors. Even in the small country town—even on the farthest outback road—there you will find the Authorised Buick Dealer. This Dealer—as with his city fellow-dealers—is regularly visited by the General Motors Service School-on-Wheels, which imparts to him the latest developments in service work. Thus he is kept equipped to render to the Buick owner the most modern and expert service.

In addition Authorised Buick Dealers carry stocks of genuine spare parts for whenever and wherever they may be needed.

*EVERY BUICK IS WARRANTED  
FOR ONE YEAR BY  
GENERAL MOTORS WARRANTY.*



### GENERAL MOTORS (Australia) PTY. LTD.

Brisbane	-	-	-	Wickham Street, Newstead
Sydney	-	-	-	Carrington Road, Marrickville
Melbourne	-	-	-	City Road, South Melbourne
Adelaide	-	-	-	Port Adelaide
Perth	-	Buckland and Victoria Streets, Cottesloe Beach		



**PRINTED IN AUSTRALIA.**

**45-1/10/29.**