

BUICK

1940



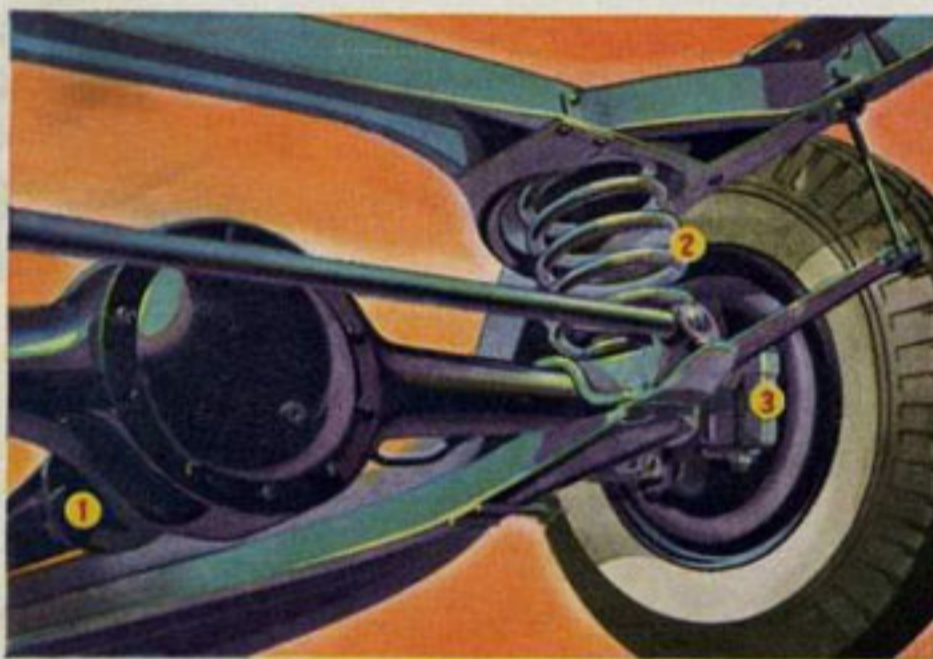
WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

No matter what series of Buick you buy, it will have ALL these proved advancements

MICROPOISED DYNAFLASH valve-in-head straight-eight engine

Here's the only engine that leads in every phase of performance. Valve-in-head design and Turbulator Pistons make it *thrifter* as well as *more powerful*. Eight in-line cylinders make it *smoother*, give it more *stamina*. Aerobat carburetion, full-pressure lubrication, ultrarapid pressure cooling make it *steadier running* and *longer lived*. On top of all that, it's the only engine electrically balanced, *after assembly*, to within a *fraction of an inch ounce* of perfect balance—a limit eight to sixteen times closer than last year's best.

TORQUE TUBE DRIVE and BUICOIL torque-free springing



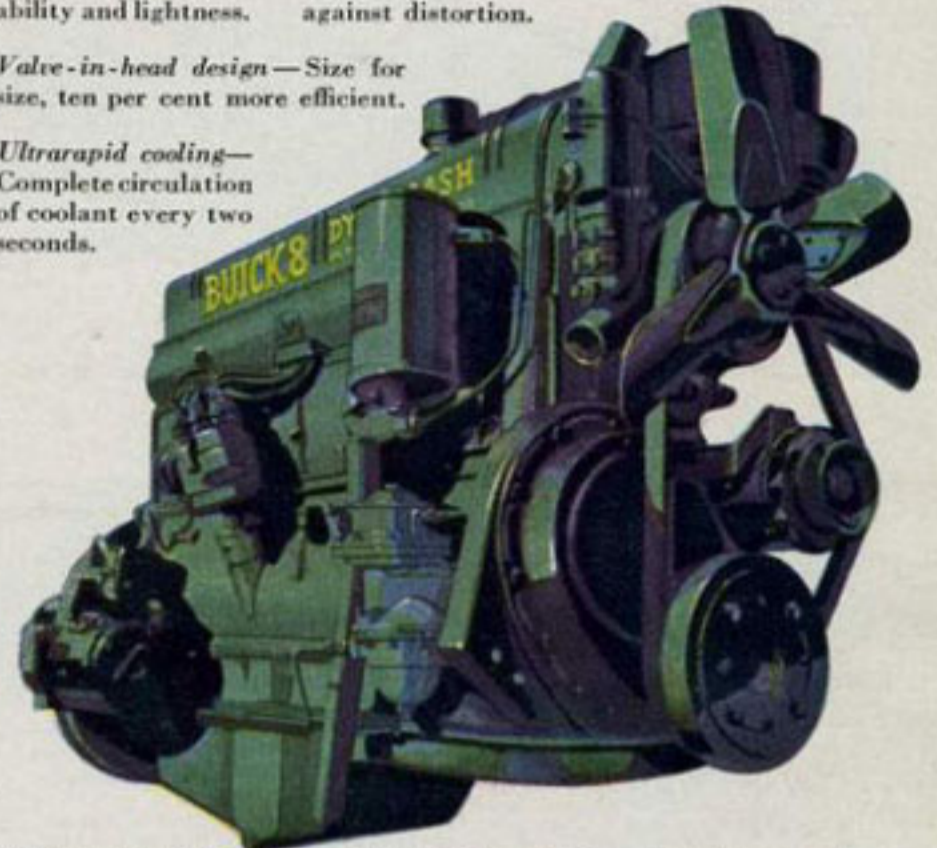
Turbulator Pistons—For extra power and thrift. Made of Anolite, for peak durability and lightness.

Individually cooled cylinders—Full length of piston travel, protection against distortion.

Floating screen oil intake—Co-operates with oil filter to keep all impurities out of engine.

Valve-in-head design—Size for size, ten per cent more efficient.

Ultrarapid cooling—Complete circulation of coolant every two seconds.



Aerobat carburetor—With automatic choke and fuel conditioner, for brisker, thrifter, steadier performance.

Oil-saving piston rings—Also prevent compression loss, keep this engine livelier longer.

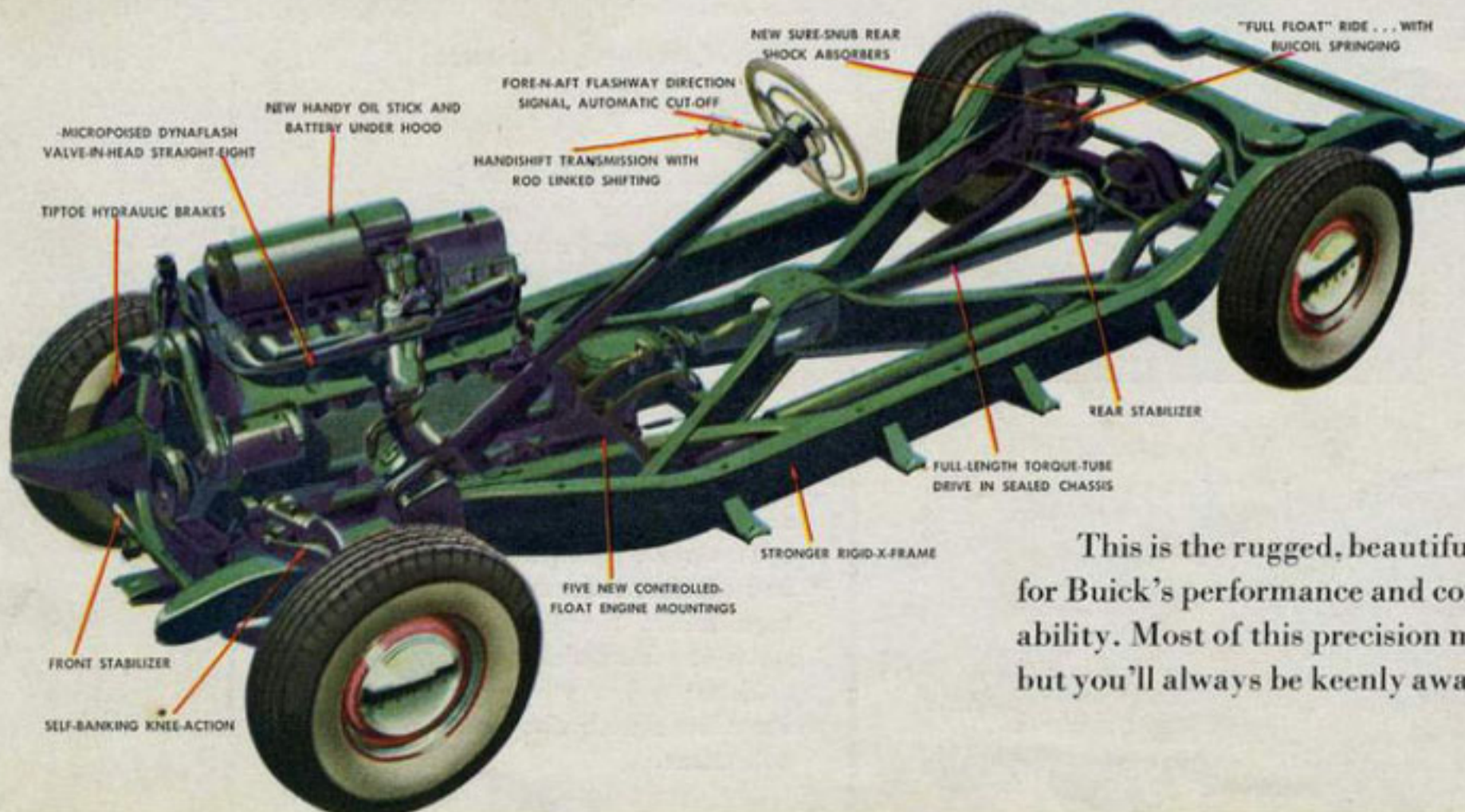
Crankcase ventilation—Eliminates corrosive vapors, increases engine life.

This section of a Series 50 chassis shows how Buick gives you more comfort with greater *safety*:

A rigid torque tube (1) holds the rear axle in unyielding, T-square alignment. Channel section strut rods grip the axles at the sides, for still greater steadiness. Easy flexing coil springs (2), mounted at the point of impact, provide a jarless, floating ride. New shock absorber location (3) provides snubbing action over a larger arc—gentler, more effective snubbing action. A rigid transverse radius bar, at axle level,

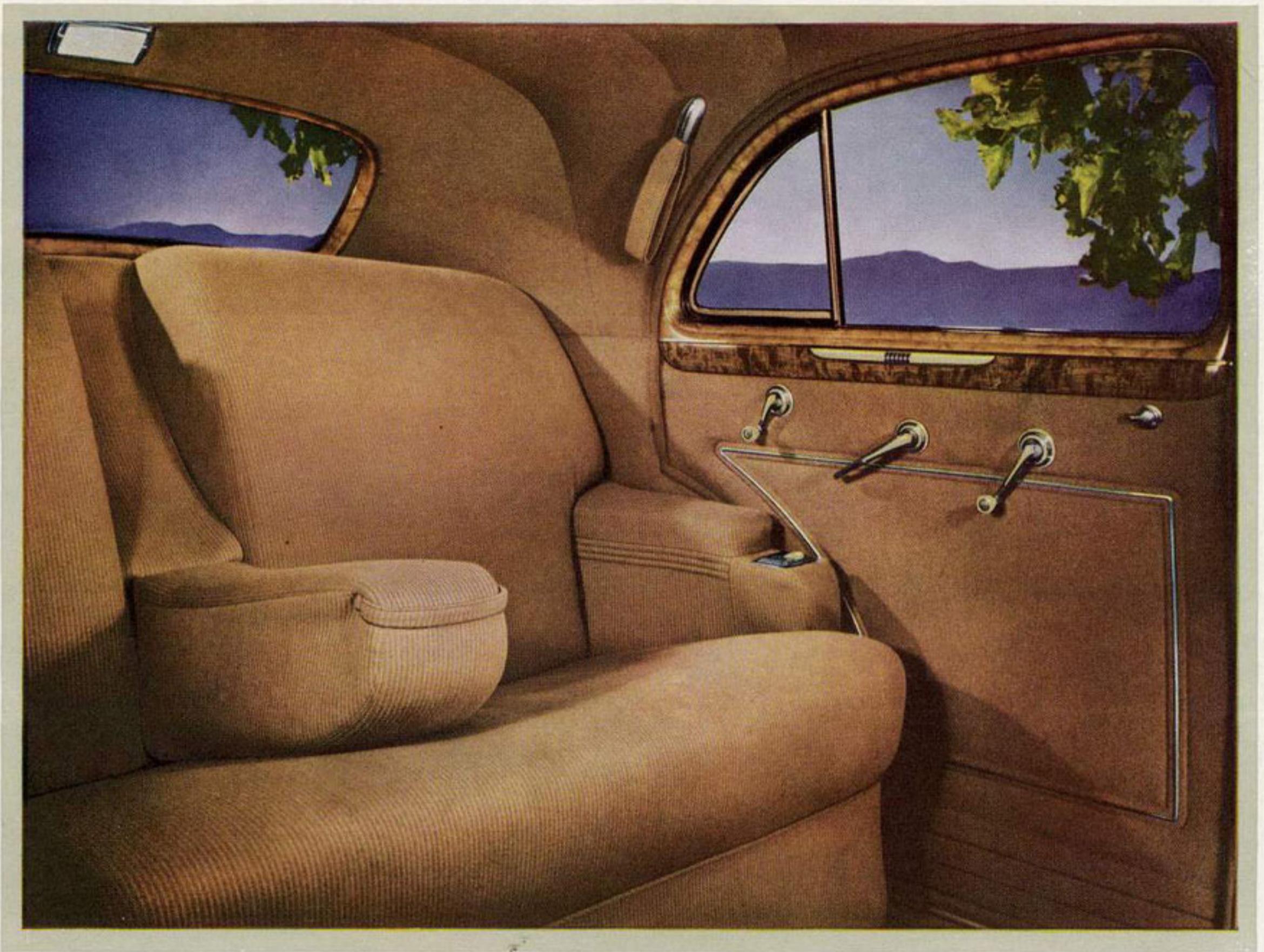
prevents sidesway. This safer, more comfortable rear spring suspension combines with Buick's self-banking Knee-Action to produce the popular Buick full-float ride.

Altogether, it's the MOST MODERN chassis in the world



This is the rugged, beautifully engineered foundation for Buick's performance and comfort, safety and dependability. Most of this precision machinery is hidden away, but you'll always be keenly aware of the good it does you.

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The Buick line begins with the SPECIAL and SUPER

THE interior illustrated here is that of the eye-catching new addition to the Buick line for 1940—the Buick Super, Series 50. It looks like limousine money; actually, it's priced just above the Special.

The rear seat, a full fifty inches wide, makes generous room for three. The front seat is even wider—fifty-six inches—just a trifle less than the width of your living room davenport. Both seats are beautifully tailored in Bedford cord. A broad center armrest, in the rear seat, folds out of the way when not in use.

Notice that the rear door, measuring nearly a yard at its widest point, flows back far enough to eliminate the conven-

tional rear quarter window. The door window includes a swinging ventipane, for individually controlled ventilation.

Richly inlaid window and ventipane controls are at your finger tips. Windproof ash receivers are conveniently located in each side armrest. Rear door handles are of a new safety catch type, to prevent accidental opening of the doors.

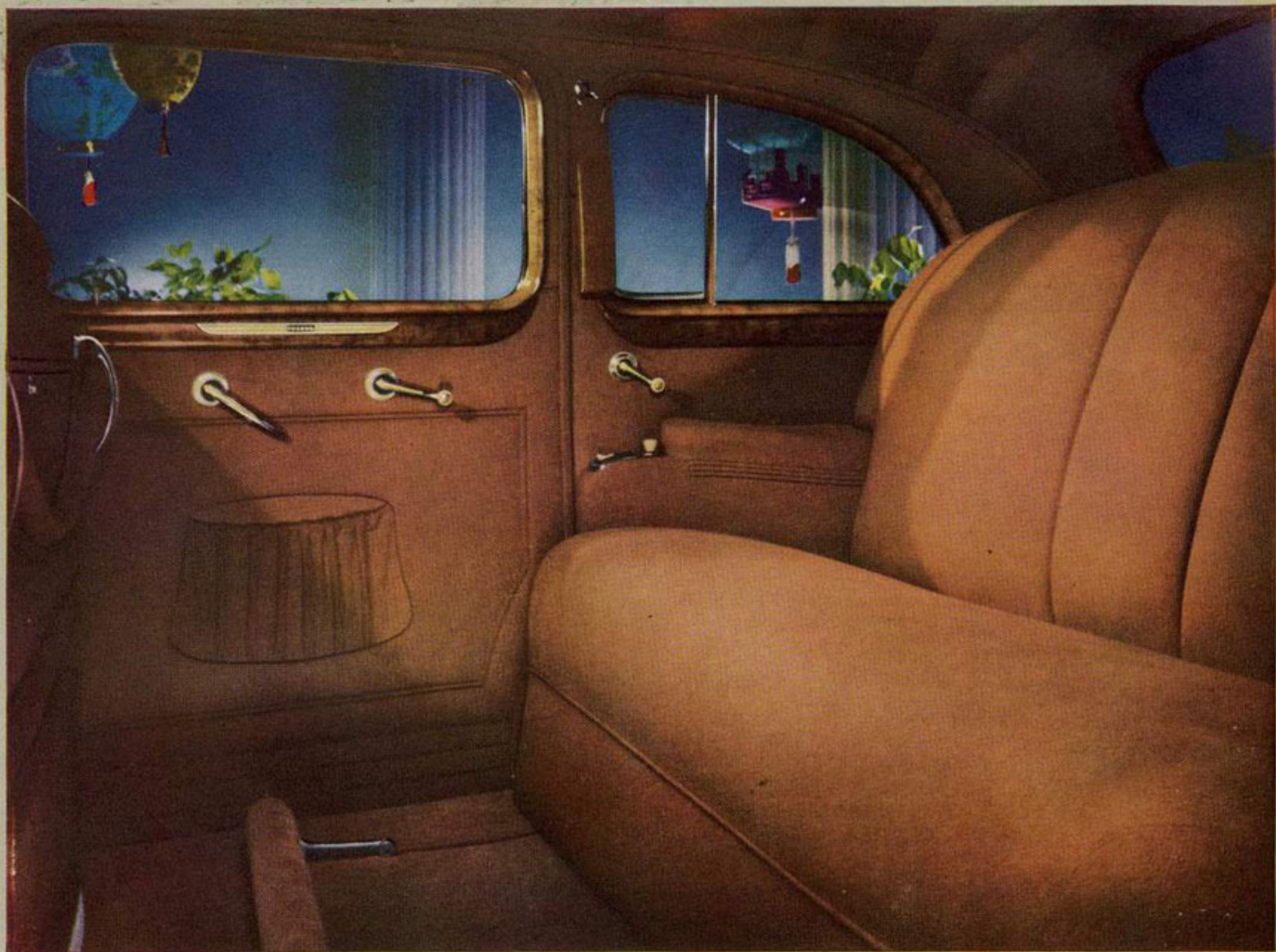
The Special, Series 40, interior is also one of luxurious comfort and appointment. It has the "visibility unlimited" popularized by Buick—the light, open, sunny look of a car with 2,637 square inches of window and windshield—truly a "special" value with all the extra meaning Buick packs into that word.



The outlook for Buick travelers is grand this year—windshields and side windows are equipped with eye-saving safety plate glass, a new glass that's clearer, and vastly safer, than any type previously used

The thrifty, easy riding Buick Special coupe is more popular than ever with business travelers, now that its luggage compartment has been redesigned to provide more space





. . . and reaches its height in the luxurious LIMITED

THIS is the gracious interior of the Buick Limited, Model 91, six-passenger touring sedan, with 140-inch wheel base.

The spacious seats are trimmed in your choice of three smart upholstery fabrics, each available in either tan or gray, over a layer of Foamtex rubber. Beneath the Foamtex rubber pad are full Marshall springs, each one enclosed in muslin. Above the Foamtex is a soft cotton pad. A broad center armrest folds into the seat-back when not in use.

A swinging ventipane in each rear quarter window offers individually controlled ventilation without drafts. The richly inlaid ventipane and window controls are within easy reach.

Also at your finger tips are automatic cigarette lighters,

windproof ash receivers, and pleated carry-all pockets.

A grille near the floor is for distribution of conditioned warm air from the built-in underseat heater, standard equipment on these models. Dome lights in these cars light automatically when rear door is opened; they may also be controlled manually. Interiors of models 90 and 90-L, with 140-inch wheel base, are similar to the one shown above, with these differences: the 90 and 90-L have two auxiliary seats, concealed when not in use; the 90-L has a speaking phone, and an adjustable glass partition behind the chauffeur's seat; both the 90 and 90-L have adjustable lull straps. All Limited models are the highest expression of Buick luxury.



Buick Roadmaster and Super models have a front seat fifty-six inches wide—just a trifle less than the width of a full-size davenport. There's plenty of room for three without crowding the driver's arms

Fender well equipment is available, on all Limited, Century, and Special models, at extra cost. All Buicks have their series name on the distinctive louvers, of which the hood latch is an integral part



★ YOURS FOR 1940—THE BROADEST CHOICE BUICK EVER OFFERED! ★ Five great series of cars . . . twenty-two distinctive models ★



Sun- and moon-light lovers are enthusiastic about Buick's Sunshine Turret Top, a rattle-free sliding panel. Available on models 41, 48, and 61, at extra cost.

The push-button Sonomatic radio, custom engineered for Buick, fits all models. You have a choice of five push-button stations, and can tune in other stations.

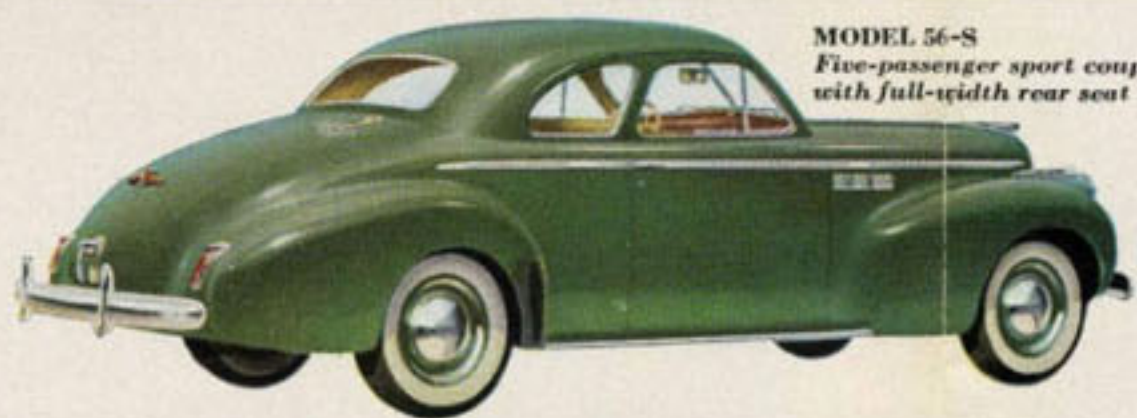
Special four-door and Century sedans and 133-inch wheel base Limited sedans have sliding rear quarter windows, for individually controlled no-draft ventilation.

Window and ventipane control knobs are within easy reach. All Buick windshields, doors, and rear quarter windows are equipped with safety plate glass.

The SUPER Series 50 • Wheel base: 121 inches



MODEL 51—Six-passenger four-door touring sedan



MODEL 56-S—Five-passenger sport coupe with full-width rear seat

Power plant: 107-horsepower Micro-poised Dynaflex valve-in-head straight eight. The Super is a brilliant addition to the 1940 Buick line. New clear through, stunningly styled in the pattern of the

future, the Super impresses you as being worth two hundred dollars more than its actual price. Its whole appearance is new, with its low roof line, its great width, the absence of running boards, and sleek streamlining. The

Super is the ideal choice for buyers who want ultramodern styling and luxury but who demand small-car operating expense. Fender well equipment and running boards are not available on these models. White side wall tires extra.

The SPECIAL Series 40 • Wheel base: 121 inches

Power plant: 107-horsepower Micro-poised Dynaflex valve-in-head straight eight. The Buick Special is the popular performer that has led Buick into fourth place in passenger car sales for the last two years. This is a fine car in every detail, because of the

master craftsmanship that has been lavished on its price is unbelievably low, only because it is the product of the most efficient fine car factory in the world. Its operating economy, believe it or not, comes within pennies of equaling the money-saving ability of small cars—that's why it is

rapidly becoming a number one favorite among business travelers and fleet buyers. The Special has every mechanical advance that is present on the more costly Buicks. Fender well equipment, white side wall tires optional at extra cost. Economy rear axle ratio optional.



MODEL 48—Five-passenger two-door sedan with trunk back. Available with Sunshine Turret Top, at extra cost



MODEL 41—Five-passenger four-door sedan with trunk back. Available with Sunshine Turret Top, at extra cost



MODEL 46—Two-passenger business coupe



MODEL 46-S—Five-passenger sport coupe with full-width rear seat



MODEL 46-C—Five-passenger convertible coupe with full-width rear seat



MODEL 41-C—Five-passenger four-door sport phaeton with trunk back

The ROADMASTER Series Seventy • Wheel base: 126 inches



MODEL 71—Six-passenger four-door touring sedan

Power plant: 141-horsepower Micro-poised Dynaflex valve-in-head straight eight. These newly styled cars, approaching the Buick Limiteds in roominess and luxury, are equal to the Century models in spectacular performance. Their lower, much wider bodies are ultra-streamlined, with one-piece front fenders that flow into hood and roof lines and rear fenders almost buried in sleek body planes. Further to enhance the convertible look of these cars, two-tone color combinations are offered. No running boards are used, and fender well equipment is not available.

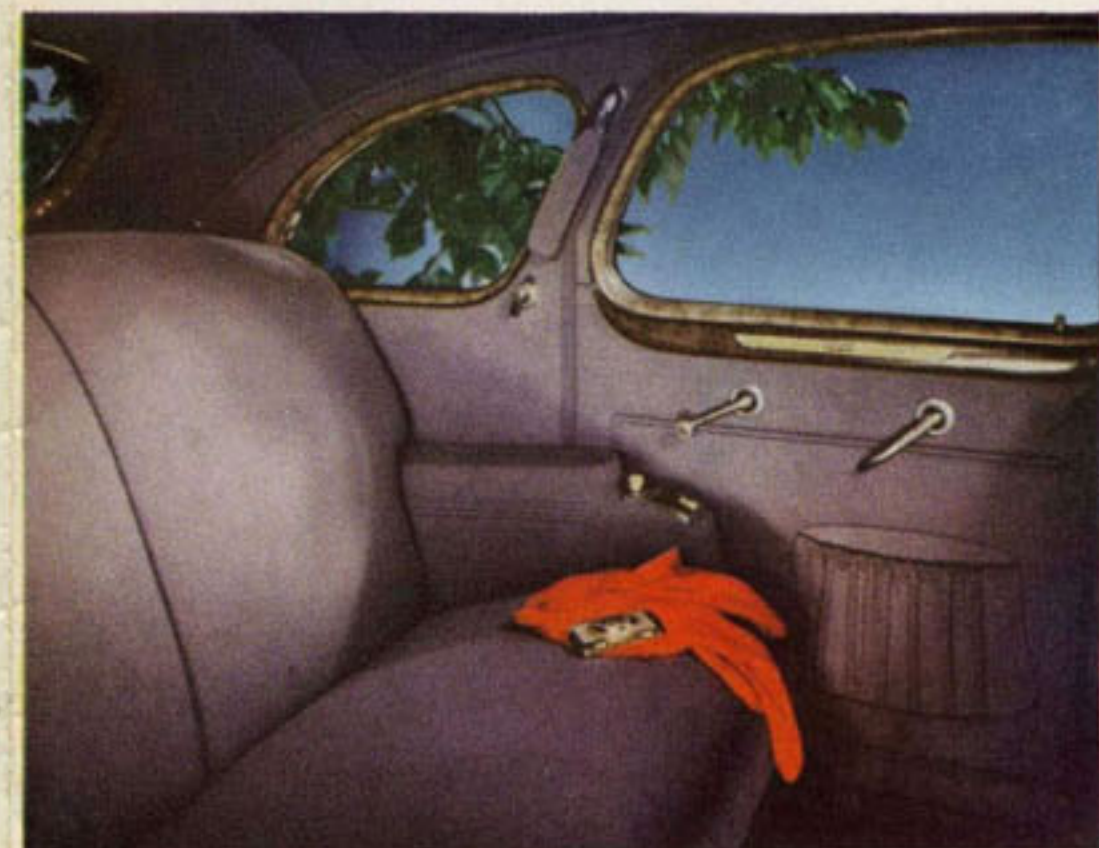
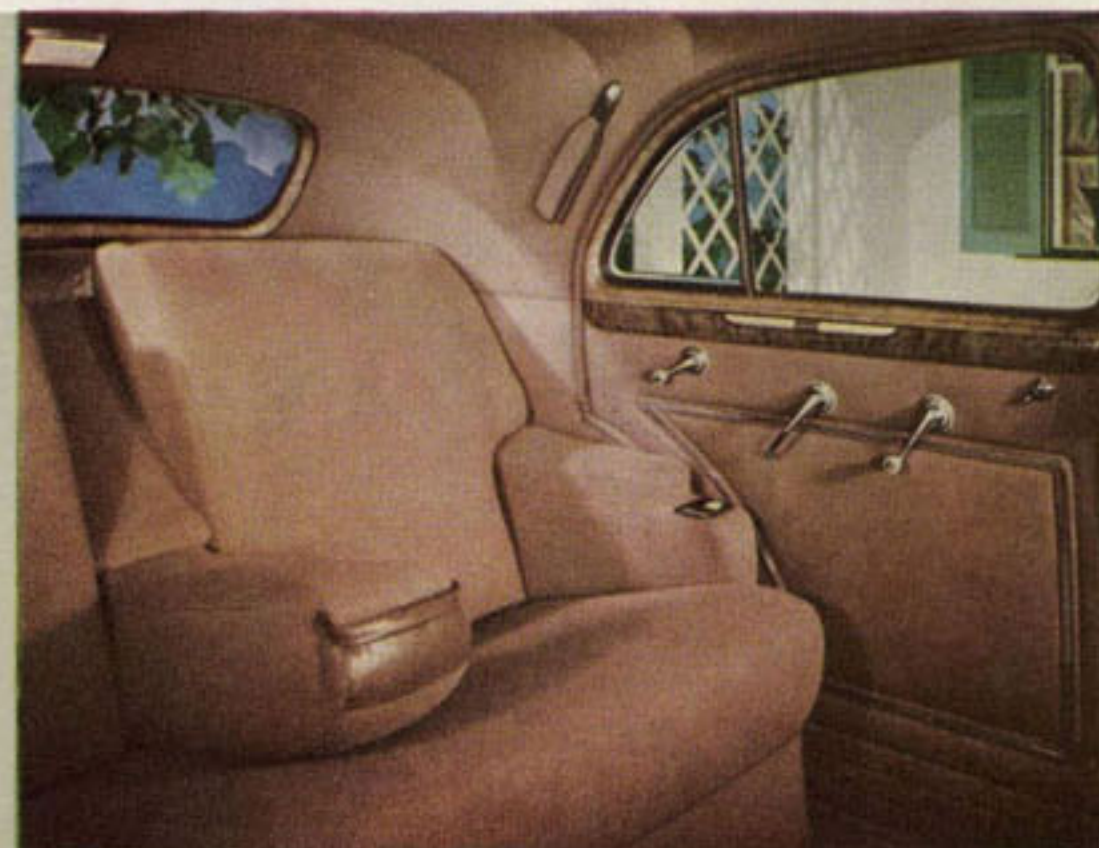


MODEL 76-S—Five-passenger sport coupe with full-width rear seat



The interior of the new, ultramodern Roadmaster

Looking at this picture, you notice immediately that the Roadmaster's wide rear door extends so far back that its swinging ventipane takes the place of the conventional rear quarter window. You notice that the seat is exceptionally broad and that it has a center armrest which blends into the seat-back when not in use. You can see that the ventipane and window controls, smartly inlaid, are at your finger tips and that windproof ash receivers are conveniently placed in the comfortable side armrest. Among the many luxury touches you don't see is that the seat, tailored in your choice of several smart fabrics, is downy cushioned by a layer of Foamtex rubber covered with a soft cotton pad and mounted on full luxury springs.



The interior of the new Limited Model 80

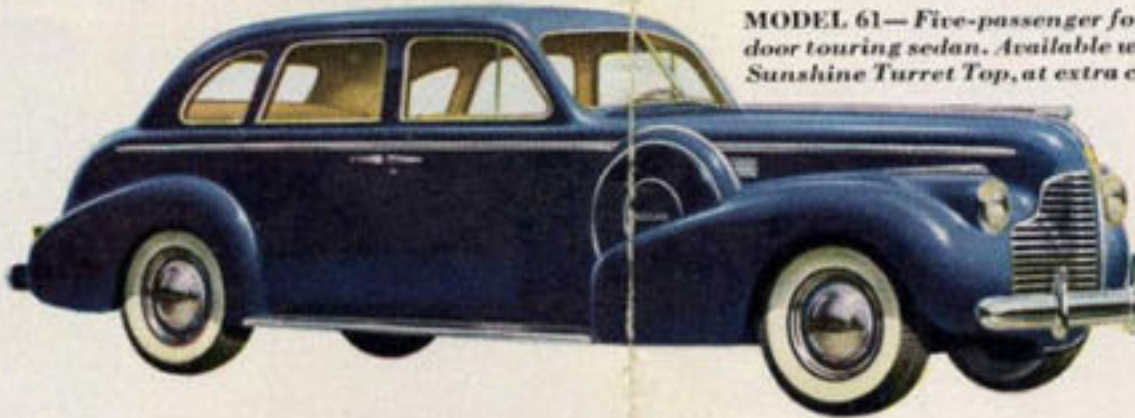
This inviting view gives you a hint of the great roominess that awaits you in the Buick Limited, with 133-inch wheel base. But no picture can give you a full appreciation of this handsome traveler's wealth of luxurious comfort and appointments of convenience. The seat is covered with your choice of three supreme fabrics, each available in tan or gray, over a resilient foundation of Foamtex rubber and full Marshall springs. Assort straps, window and rear quarter window controls, automatic cigarette lighters, and windproof ash receivers are within easy reach. Pleated pockets are conveniently located on the doors. All hardware is exquisitely fashioned, with control knobs enriched by plastic inlay.

Five great series . . . conservatively modern to ultramodern in their new styling

The new Buicks for 1940 offer a stimulating choice of style to satisfy your own personal taste. Three series of cars—the Limited, Century, and Special—are conservatively modern. Two series of cars—the Roadmaster and the Super—are ultramodern, with exceptionally wide and low-hung bodies characterized by sweeping streamlines, wide doors, and the absence of running boards. You can have a Buick, styled in either mode, at about the price you want to pay. Every one of these cars is an honest Buick value.

The CENTURY Series Sixty • Wheel base: 126 inches

Power plant: 141-horsepower Micro-poised Dynaflex valve-in-head straight eight. The Buick Century is generally referred to as the most sensational performance car in America. It can bullet from ten to sixty miles an hour in seventeen flashing seconds! It can travel with ease at speeds that strain cars of lesser power. Yet it's amazingly thrifty. Priced just below the Roadmaster, the Century is conservatively modern in style. Fender well equipment and white side wall tires are optional on all models, at extra cost. Model 61 is available with Sunshine Turret Top, at extra cost. A special economy rear axle ratio may be had at no extra cost.



MODEL 61—Five-passenger four-door touring sedan. Available with Sunshine Turret Top, at extra cost



MODEL 66-C—Five-passenger convertible coupe with full-width rear seat



MODEL 61-C—Five-passenger four-door sport phaeton

Five great series—all embodying Buick's refined, time-tested fundamentals

Every Buick in the 1940 line—from the money-saving Special up to the lordly Limited—offers you all of Buick's superior engineering features. Every Buick is powered by a Micro-poised Dynaflex valve-in-head straight-eight engine, driven through a rigid torque tube, and safety cushioned, all around, by shock-smothering coil springs. Major performance and comfort refinements have been made, for 1940, in all series of cars. Buick quality is uniform; prices vary only in accordance with size and appointment.



Buick's Fore-n-Aft Flash-Way direction signal is standard on all models. A handy lever operates scorching lights in front and rear, and snaps off automatically.



The front seat adjustment release lever is within short reach, on the driver's side. The front seat rises as it goes forward.



Air circulates freely through the Foamtex rubber layer, which is padded with cotton and mounted on top-quality springs.



All coupes, with the exception of business coupe, have full-width rear seats. The snugly joined front seats tip forward to permit easy access.



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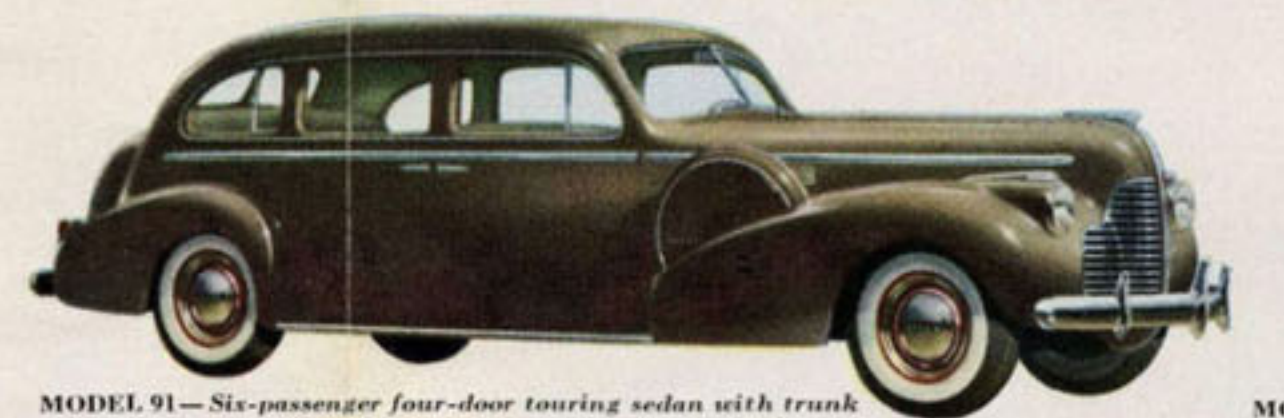
The LIMITED • Wheel base: Models 90, 91, 90-L—140 inches. Models 81, 81-F, 81-C, 87, 80-C, 87-F—133 inches

Power plant: 141-horsepower Micro-poised Dynaflex valve-in-head straight eight. The Limited is the finest expression of Buick craftsmanship, conceived and created without regard to cost. Yet, because the Limited is produced by the world's largest and most efficient fine car factory, it is very sensibly priced. This year's



MODEL 90—Eight-passenger four-door touring sedan with trunk back. Equipped with auxiliary seats

Limited line includes nine models, three of them with a wheel base of 140 inches; six with a wheel base of 133 inches. They are conspicuous among large, fine cars for their combination of spectacular performance and common-sense operating cost, for their delightful ease of handling, and for their incomparably restful, coil spring ride. You can't beat them for honest value.



MODEL 91—Six-passenger four-door touring sedan with trunk back, and additional baggage space in front seat-back



MODEL 90-L—Eight-passenger limousine with auxiliary seats and trunk back. Equipped with adjustable glass partition behind chauffeur's seat, and speaking phone



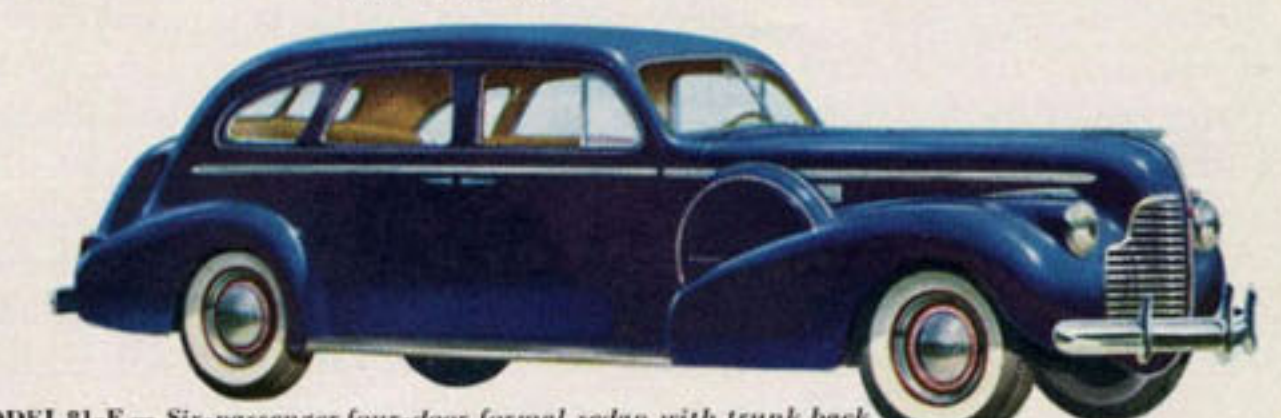
MODEL 81-C—Six-passenger four-door sport phaeton with trunk back



MODEL 81—Six-passenger four-door touring sedan with trunk back



MODEL 80-C—Six-passenger four-door streamlined sport phaeton. Available on special order only



MODEL 81-F—Six-passenger four-door formal sedan with trunk back and adjustable glass partition in the back of the front seat



MODEL 87—Six-passenger four-door streamlined sedan. Available on special order only



MODEL 87-F—Six-passenger four-door streamlined formal sedan with adjustable glass partition in the back of the front seat. Available on special order only