

THE NEW SPECIAL SIZE

# 1961 BUICKS SPECIAL

illustrators, stallworth, nichols & bach





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# THE BEST OF BOTH WORLDS 1961 BUICK SPECIAL

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Here is a completely new car from Buick that makes no compromise with old concepts. Instead, it offers a brand-new concept of its own—the best of both worlds. The best of big-car performance, riding comfort, quality and prestige is combined with the best of small-car economy, maneuverability, ease of ownership and all-around motoring fun. Actually, it's bigger than small, smaller than big! □ And make no mistake about it, the new Special is a Buick in every sense of the word—in style, in quality, in reliability, in all of the good things that go with owning a Buick. □ It's Buick in a great new fun-sized dimension.

*The Best of Both Worlds*





THE  
CLEAN  
LOOK  
of action



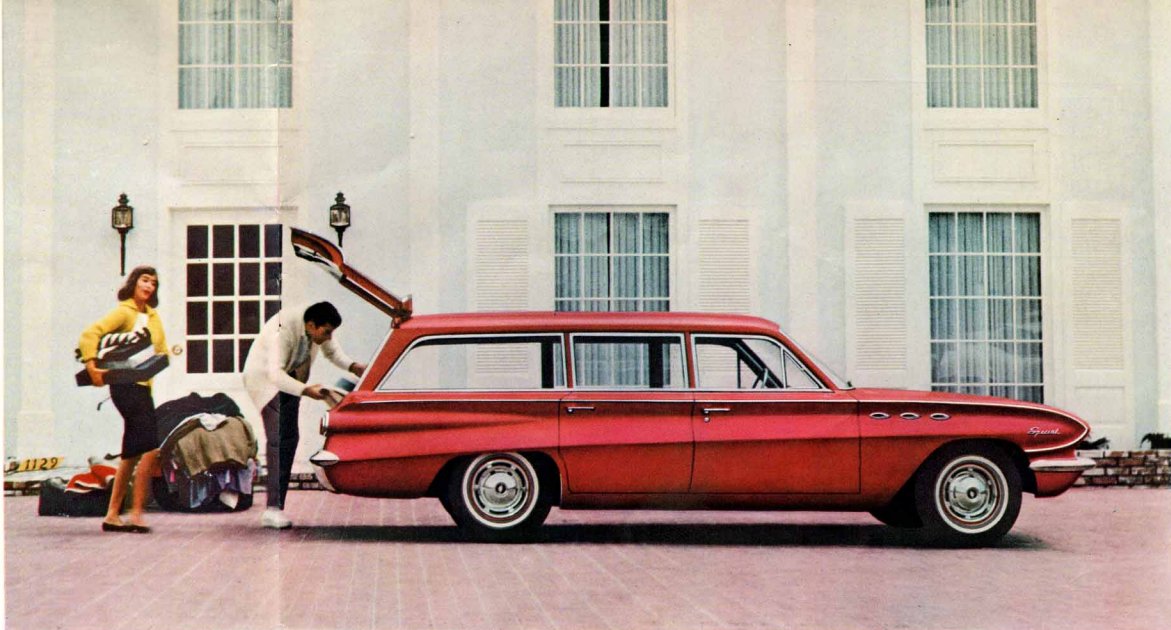


# THE BUICK SPECIAL DELUXE

*so agile, so spirited,  
so luxuriously Buick*

THE  
CLEAN  
LOOK  
of action

Take your choice of 4-door sedan or 4-door station wagon in these richly-appointed special-size Buicks. You'd be proud to be seen in either one—anywhere. □ Just take the measure of the big, luxurious Comfort Zone. You'll find the Special Deluxe outpoints so many of its rivals in the dimensions that really count—hip room, head room, leg room and shoulder room. □ But the big thrill is in the performance: The amazing new Aluminum Fireball V8 with Dual-Path Turbine Drive transmission\* makes this the performance leader among smaller cars—and a serious contender even in big-car ranks. □ Discover the Buick Special Deluxe for yourself. You'll find it the best of both worlds—at its very best. *\*Optional at extra cost.*



*Illustrated: The Buick Special Deluxe 4-Door Station Wagon*

*Illustrated: The Buick Special Deluxe 4-Door Sedan*



Here's real luxury! Seat cushions and backs of the Special Deluxe 4-door sedan in Batavia cloth and Seville-grained vinyl. Floor is carpeted.



The same seat pattern makes up beautifully in all vinyl for extra durability in the Buick Special Deluxe station wagon. Carpeted floors.

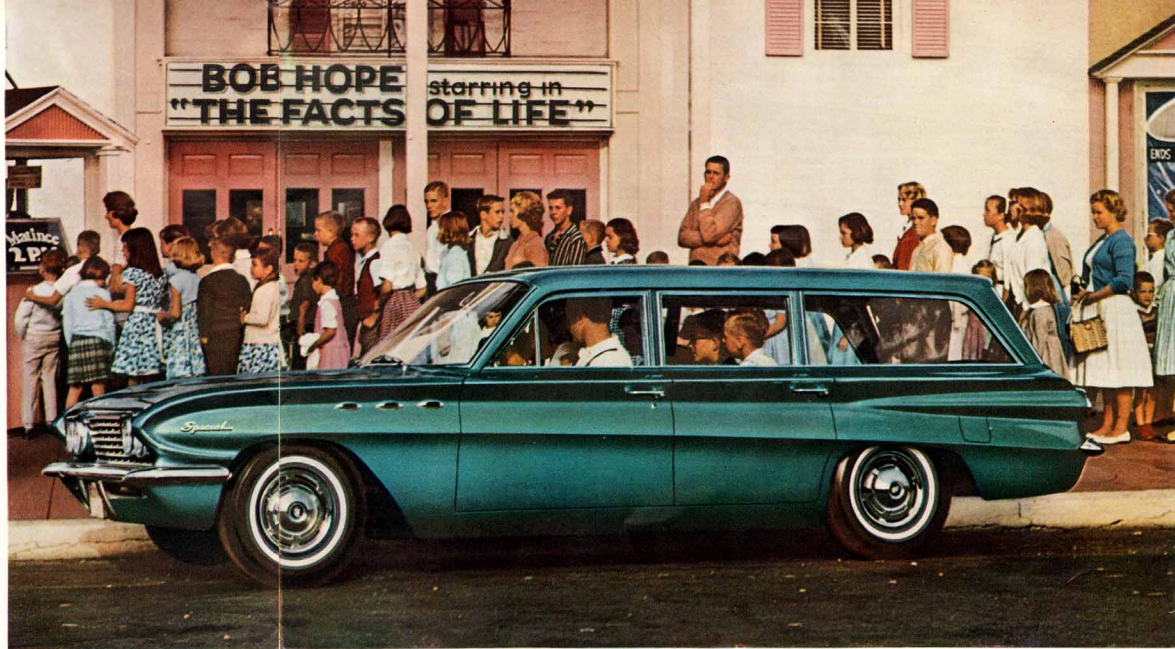


# THE BUICK SPECIAL

*a great new blending of  
style and thriftiness*

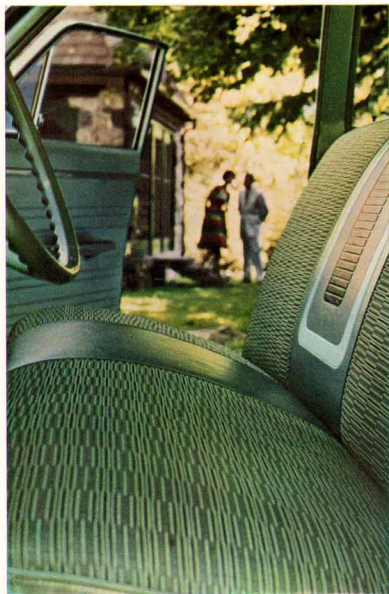
THE  
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of action

Everything about these stylish Buick Specials—4-door sedan and 4-door station wagon—is designed to save you money . . . low purchase price, low gas consumption and low maintenance cost, coupled with Buick's famous ruggedness and reliability. □ Take the station wagon, particularly, as a good example of the Special's all-around money-saving ruggedness. Priced hundreds of dollars lower than most wagons, it can still shoulder a big load of cargo with ease and grace. You get more than enough capacity for the average family. The loading is so easy, too. A single flip-up tailgate lets you lean right into the cargo compartment with nothing to bar your way. Another thing you'll like is the fast, easy way seat space converts to cargo space. And, you get all the power you need with the Special's sensational new Aluminum Fireball V8. □ See and drive the Buick Special, the best of both worlds—at the best possible price.



Illustrated: The Buick Special 4-Door Sedan

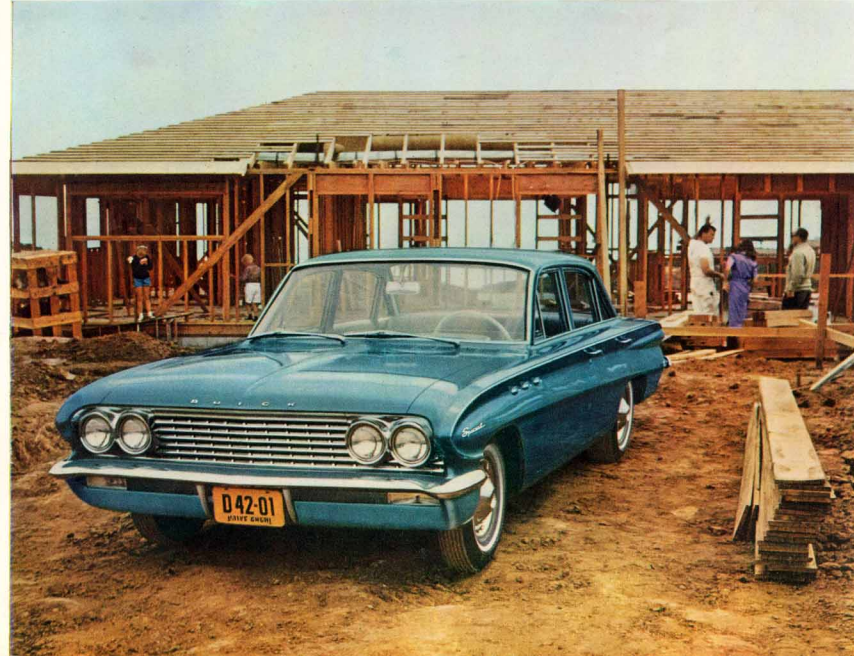
Illustrated: The Buick Special 4-Door Station Wagon



A center accent of Seville-grained vinyl sets the motif for this Buick Special 4-door sedan interior. Cushion fabric is smart Bolera Cloth.



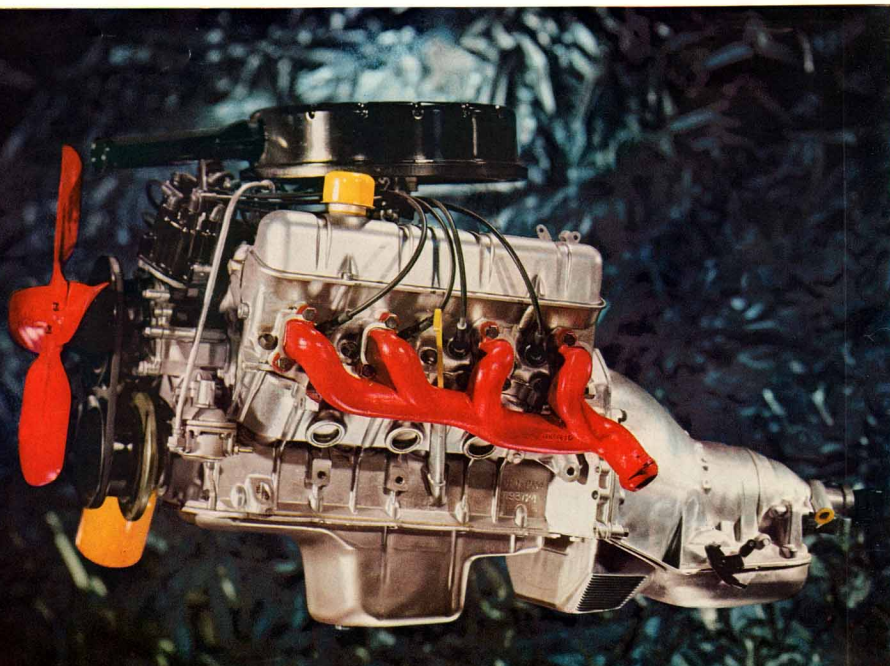
The Buick Special 4-door Station Wagon interior—smart and sturdy in a beautiful all-vinyl combination. Washable, too.





## GREATEST ADVANCE IN POWER TEAMS SINCE THE INTRODUCTION OF THE V8

This incredible new power team—Aluminum Fireball V8 engine and lightweight Dual-Path Turbine Drive transmission—does away with all previous power-to-weight relationships. Think of it, an engine that weighs but 318 pounds actually delivers 155 horsepower for an unexcelled power-to-weight ratio of .487 horsepower per pound. How does it do it? The answer: aluminum! Nearly all major parts of this new Fireball are made of aluminum: block, pistons, head, intake manifold, timing chain cover as well as many smaller parts. The Fireball actually weighs as much as 200 pounds less than engines that deliver only two-thirds of its power. □ There's a big weight saving, too, in the new Dual-Path Turbine Drive transmission, optional at extra cost on all Special models. The use of an aluminum housing saves nearly 100 pounds over conventional automatics. What's more, the new dual-path principle which divides driving forces between fluid-driven turbines and direct-gear drive gives you both the smoothness of turbines and the go of gears. The result: pep *plus* economy. □ With all the elimination of fuel-consuming dead weight in engine and transmission, you naturally expect good gas economy—and you get it. You use *regular* gas, too!



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1 **Tremendous weight savings.** Just try this with a conventional engine block! No, it's not a trick. An average man can actually lift the Aluminum Fireball V8's block with no undue effort. 2 **Lively performance.** Buick Special performance is unsurpassed in the small-car field—and compares favorably even with many big cars costing hundreds of dollars more. Here is the power flexibility you need to cope with today's expressway driving. 3 **The smoothness of turbines.** The go of gears. The Buick Special's new Dual-Path Turbine Drive transmission gives you performance just as fast as you ask for it. Floor the accelerator and experience breathtaking getaway together with the ultra-smooth power build-up only fluid-driven turbines can give. The new positive action of this transmission means more fuel economy, too. 4 **New transmission weight savings.** Even a girl can lift the aluminum housing of this Dual-Path Turbine Drive transmission, because it weighs only a few pounds. The extensive use of aluminum shaves nearly 100 pounds of deadweight off the Dual-Path Turbine Drive to save you still more gas. In addition, aluminum makes transmission cooling easier, because of its fast heat transfer. Complex liquid cooling system is eliminated because this transmission is *air-cooled*. Dual-Path Turbine Drive is probably the world's most compact, most simplified automatic transmission. 5 **Easier servicing.** When plugs or points need changing, no "fishing expedition" is required. Everything is right up top within easiest reach for efficient, economical servicing. 6 **Brake assist.** The direct gearing of engine to drive shaft with the new Dual-Path Turbine Drive means that every time you stop your brakes get a powerful assist from the engine's compression. Brake linings last longer. 7 **Synchro-mesh transmission.** For maximum economy and minimum cost, Buick's dependable Synchro-Mesh transmission is available in a new version power-matched to the Aluminum Fireball V8. Shift is mounted on the steering column and follows the familiar "H" pattern. 8 **Fast warm-up.** Aluminum's fast transfer of heat means that the Fireball V8 reaches full operating temperature quickly to save on gas and engine wear. What's more, the need for the sometimes troublesome "heat riser" to warm air-fuel mixture is eliminated.



## A 'SPECIAL' KIND OF COMFORT AND CONVENIENCE

The comfort and convenience of the Buick Special invites comparison with any car, large or small. For instance, you'll find that in either wagon or sedan the Special's Comfort Zone holds six adults with ease. And the best of it is that the middle passengers enjoy the same comfort as those on the outside because the Special's new Hide-away Drive Shaft drops the tunnel hump way down to provide real stretch-out leg room. In all the other important comfort dimensions—head room, hip room and shoulder room—you'll find that the Special does more than right by its passengers. Here is motoring's happiest balance; a car that is a little smaller than big but a whole lot bigger than small. □ And when it comes to convenience, the Special is in the true American family car tradition. No stripped-down bug, this one. First, the generously wide door openings let you get in and out without hunching or crouching. The luggage compartment is real family size, with a lining to protect its cargo. The controls are right where they should be, within easiest reach of hand and eye. There's an extra-special kind of station wagon convenience, too, with the easy, close-in loading made possible by a single flip-up tailgate. □ Actually, you won't believe the roominess and all-around convenience of the Special until you personally try one on for size. Put yourself in this "Comfort Zone" soon.



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*In so many ways, the Special makes every drive more fun, and more comfortable. Here are just a few examples:*

1 **Overlap windshield wipers.** The Special's electrically-operated windshield wipers take a big step forward in safety. The patterns of the two wipers overlap to eliminate the old center blind spot. Even in heavy rain you enjoy the full panoramic view the big windshield affords.

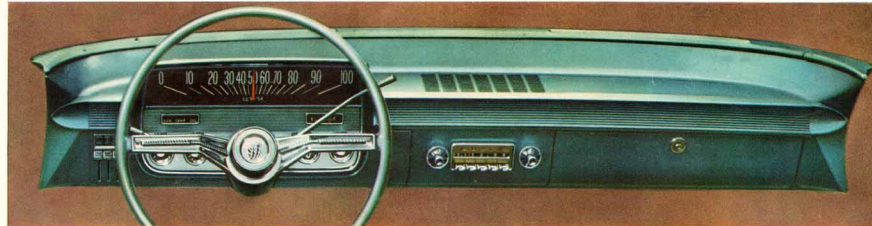
2 **Big luggage compartment.** No need to skimp on family luggage. There's room for most everything in the Special's big luggage compartment—up to eight pieces.

3 **Outside air when you want it.** An easy adjustment of the controls at the instrument panel and you're enjoying as much outside air as you want, regardless of the weather outside. Air is drawn in through cowl ventilators well above the level of low-lying road fumes and dirt.

4 **Centralized control.** Every control and every instrument is within easiest reach of eye and hand for sure, positive control with an absolute minimum of distraction. You'll like, too, the rich, fine-car styling of this instrument panel—so typically Buick.

5 **Easiest entry ever.** Here's a doorway that has room for you—and your knees. No "dog-leg" to bar your way. A lady can enter the Special like a lady.

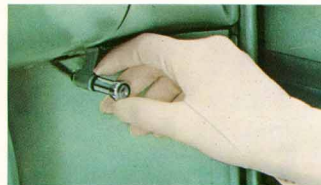
6 **Easier wagon loading.** This is a cargo compartment you can step right up to. Just raise the single liftgate up out of the way and move in. Spring-loaded hinges keep the liftgate in place until you're ready to close it. There's less leaning over, less shoving-around of cargo. The tailgate window rolls down for "through" ventilation.



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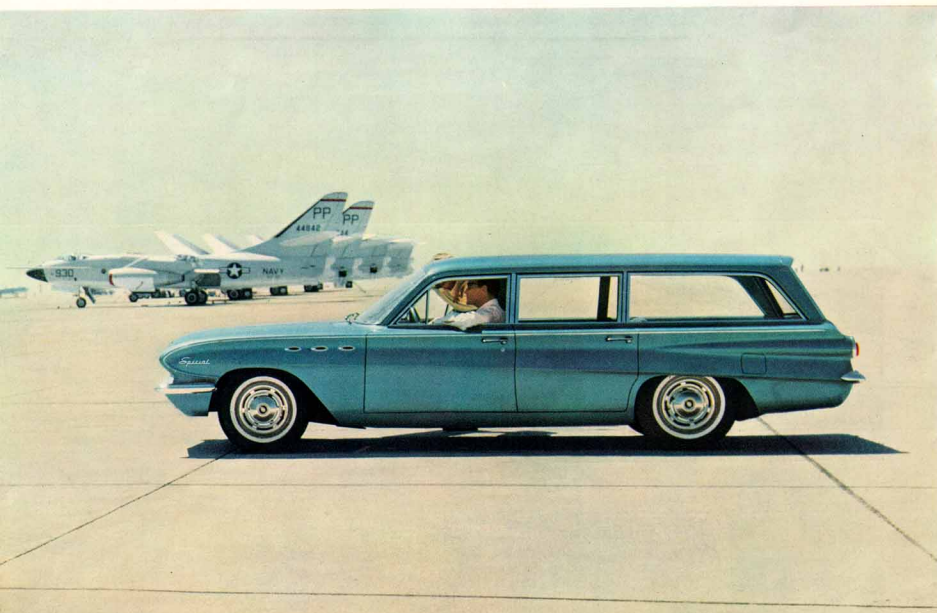


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## THE BEST OF BIG-CAR ENGINEERING

There are good reasons why the Buick Special rides and handles with big-car smoothness. It shares so many of its advanced engineering features with the larger Buicks. In its suspension, its drive line, steering, and shock absorption, the Buick Special has a common bond with its bigger brothers. □ But there's a special plus in this Special: a welded, unitized body that shakes off the bumps and chuckholes with never a rattle. That's because frame and body are a single welded unit — no body bolted to a separate frame. □ And the weight savings are especially dramatic. Many hundreds of pounds of deadweight are eliminated to enable the Special's Aluminum Fireball V8 engine to give you high-spirited performance with superb fuel economy. □ It has the same kind of body construction that gives today's jet airplanes their tremendous strength and lightweight maneuverability. You'll experience this great strength and maneuverability, too, when you experience the Special's solid, safe, road-hugging ride. It's what helps give the Buick Special that "all-day" ride.



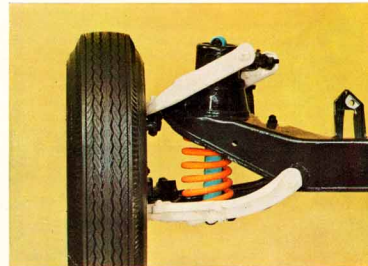
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Check these big-car luxury ride features. They're all standard equipment in the special-size Buick Special. 1 **Control Arm suspension** with coil springs at all four wheels. Driving forces are transmitted to the body through husky control arms set in cushiony rubber mountings. Vibration and road shock are screened out. 2 **Ball-race steering.** The nimble Buick Special answers the wheel beautifully with either Buick's manual ball-race steering or optional Easy Power Steering. You'll love the way the Special remains tight and true on the turns . . . the way you can snap into a snug parking place as though you had the whole block. 3 **Hide-Away drive shaft.** Here's the secret of the Special's big, roomy Comfort Zone. This Hide-Away Drive Shaft is angled in the middle with a special constant velocity universal joint. The result: drive shaft tunnel height is dropped way, way down to give middle-passengers plenty of extra leg room while power flows from transmission to rear axle with perfect smoothness. 4 **Excellent weight distribution.** Weight distribution is the key to smooth-

ness in both going and stopping. The extensive use of aluminum alloy parts in engine and transmission makes the balance of weight between front and rear near to ideal. You'll notice the way the Special stays more level every time you step on the brake or accelerator pedal. 5 **Ball-joint front mountings.** The flexibility of ball-joint front mountings adds a bonus of smoothness to both the ride and the handling. Shocks transmitted to both the body and the steering shaft are materially reduced. 6 **Hydraulic shock absorbers.** The same shock absorbers that cushion the ride of the larger Buicks also pave the way for the Buick Special. Used in conjunction with the Special full-coil springing, these hydraulic shock absorbers are permanently set at the factory for a lastingly enjoyable ride.



## BUICK SPECIAL ACCESSORIES & OPTIONS

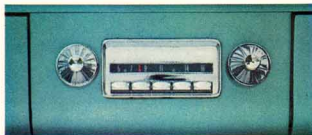
Your Buick Special or Special Deluxe can be the last word in safety, comfort and convenience. Just accessorize it to your taste with Buick Engineer-Approved accessories and options. Check the items on this page and see what you need to make your driving pleasure complete. **[1] Easy Power Steering.** For the ultimate in maneuverability, equip your Special with Easy Power Steering. You get an exceptionally low overall steering ratio of only 20.8:1 to enable you to ease in and out of the tightest spots with just the slightest effort. **[2] Side-ripen mirror.** Increase the scope of your vision with this important safety accessory. Mounted on the door, it is easily adjustable from the driver's seat. Heavy nickel and chrome finish. **[3] Push-button radio.** You can have music wherever you go with this powerful, high-fidelity push-button radio. Controls are conveniently mounted in the center of the instrument panel with the speaker directly above. **[4] Station wagon luggage rack.** Increases the effective luggage-carrying capacity of the Special Station Wagon by almost 50 per cent. Heavily chrome- and nickel-plated for durability and lasting beauty. **[5] Dual-Path Turbine Drive transmission.** The most compact, most simplified automatic ever introduced, and the perfect power partner to the Special's Aluminum Fireball V8. You get full automatic driving convenience, fast getaway and top economy. Many major parts, including the housing, are of aluminum to shave off nearly 100 pounds of fuel-consuming deadweight. **[6] Heater-defroster.** Keeps the Special interior comfortably warm and the windshield safely clear even in the coldest weather. And there's no stuffy feeling, either, because only outside air is used for heating. **[7] Electric clock.** This precision self-regulating clock, equipped with a sweep-second hand, operates with remarkable accuracy. Mounts on top of the instrument panel just to the right of the instrument cluster. **Also available:** Economical Cool-Pack Air Conditioner that draws in outside air, cools and dehumidifies it for maximum comfort. Three adjustable air directors afford excellent cool-air circulation. No "stuffy" feeling either because you can use outside air for cooling. Deluxe Wheel Covers that provide an elegant touch to any Special. Windshield washers. Back-up lights. White sidewall tires.



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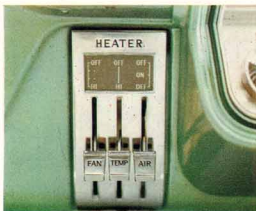
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## BUICK SPECIAL SPECIFICATIONS



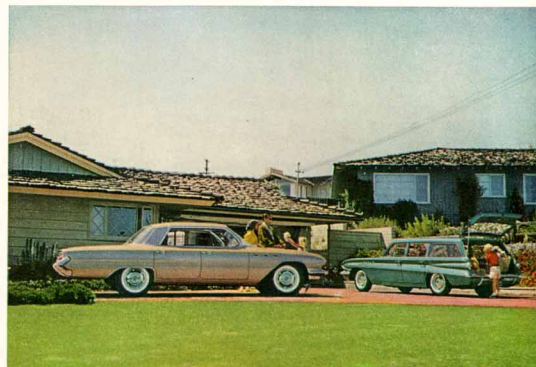
### STANDARD EQUIPMENT

**The Buick Special** comes with the following standard equipment: • Aluminum Fireball V8 engine • Air-cooled brakes • Dual sun visors • Dual armrests • Cigarette lighter • Direction Signals • Electric windshield wipers • Magic Mirror finish • Safety PLATE glass.

**The Buick Special Deluxe** comes with the following standard equipment plus: • Custom Padded Cushions • Custom exterior trim molding • Carpeting • Deluxe interior • Rear armrests • Rear ash trays • Deluxe steering wheel.

**Engine:** 90 degree V8, valve-in-head type. Cylinder block, cylinder head, pistons, intake manifold, timing chain cover, water pump cover and many smaller parts of aluminum alloy. Cast iron cylinder liners. Displacement, 215 cu. in. Compression ratio, 8.8 to 1. Horsepower, 155 @ 4600 rpm. Maximum torque, 229 foot pounds @ 2400 rpm. Firing order: 1-8-4-3-6-5-7-2. Splash and pressure lubrication system. Crankcase capacity, 4 quarts (refill less filter). Normal oil pressure, 33 @ 2400 rpm. Full-flow oil filter standard. Two-barrel carburetor. Mechanical fuel pump. Water intake manifold heat control. Pressure liquid cooling system. Centrifugal water pump. Cooling system capacities: 13.5 quarts with heater, 12.0 quarts without heater. Twelve-volt electrical system. Five-position starter-ignition switch. **Transmission:** Three-speed Synchro-Mesh transmission standard on both Special and Special DeLuxe. Dual-Path Turbine Drive transmission

optional on both Special and Special DeLuxe. Automatic transmission is the divided type with approximately 63 per cent of driving effort transferred by a torque converter and 37 per cent by a planetary gear set after up-shift. Transmission is fully automatic with a "down-shift" for passing in the 18-55 mph. speed range. **Propeller Shaft:** New Hide-Away Drive Shaft is slightly angled to reduce tunnel height. Angled sections are connected by a special constant-velocity universal joint that insures vibrationless transfer of power to the rear axle. Shaft is connected to transmission and rear axle by conventional universal joints. **Rear Axle:** Hypoid gears, semi-floating. Gear ratios: automatic transmission, 3.08 to 1; manual transmission, 3.36 to 1. Rear wheel bearings permanently lubricated. **Body and Frame:** Fully unitized body with integral body-frame construction. **Suspension:** Independent coil springing at all four wheels with ball-joint front mountings. Hydraulic shock absorbers front and rear. Driving forces transferred to body through rubber-mounted arms. **Brakes:** Air-cooled cast iron brake drums front and rear. Total lining area, 129.87 sq. in. Pull-type parking brake operating through rear service brake shoes. Power brakes not available. **Steering:** Manual recirculating ball steering standard on both Special and Special Deluxe sedans and station wagons. Overall ratio, 26.18 to 1. Power steering optional. Overall ratio 20.8 to 1. **Wheels and Tires:** Disc-type wheels. Size, 4.50" x 13", "J"-type flange. Special tire size, 6.50" x 13". Whitewalls optional at extra cost.





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